

WORLD
URBAN
FORUM
TWELFTH SESSION



WUF12

Urban Expo

Exhibition Guidelines

CAIRO, EGYPT | 4–8 NOVEMBER 2024





The WUF12 Urban Expo is a platform for Member States and stakeholders to share knowledge, build capacity, network and explore practical solutions to tackle urban challenges as they relate to housing, transport, energy, waste, safety, public spaces, and climate change, among many more. Over 20,000 participants are expected to visit the WUF12 Urban Expo which will take place from 4 to 8 November 2024.

Indoor exhibits

The main segment of the Urban Expo will host small, mid-size, and larger stands and pavilions representing countries, cities, regions, academia, civil society, and the private sector. It will also feature WUF12 integrated spaces such as the UN-Habitat Arena, the Urban Cinema, and the Urban Library, which will host official events.

Outdoor exhibits

WUF12 will introduce a new segment, the Urban Expo Testing Grounds, to highlight innovation and sustainability across various sectors including technology, materials, systems, and products at various outdoor locations within the WUF12 premises. Outdoor spaces will be designed to accommodate a wide range of exhibits, from eco-mobility gadgets to the construction of 3D printed houses.

Who can apply?

Any organization that shares UN-Habitat's mission and the WUF12 objectives can apply to purchase an exhibition stand at the Urban Expo. All applications will be reviewed and approved by UN-Habitat to ensure eligibility criteria are met.

Criteria and guidelines for exhibitors

- Organizations interested in participating in the Urban Expo must [sign up and register](#) to WUF12 to be able to apply for an exhibition stand [online](#). The deadline for application is **31 July 2024**.
- Organizations should provide a detailed description of their proposed exhibition including an explanation of how the content of their exhibition relates to the WUF12 theme of **"It All Starts at Home: Local Actions for Sustainable Cities and Communities."** WUF 12 will feature six dialogues, namely:

Dialogue 1: Housing the future

Dialogue 2: Cities and the climate crisis

Dialogue 3: Stronger together

Dialogue 4: Financing localization and localizing finance

Dialogue 5: Putting people first in a digital age

Dialogue 6: The loss of home

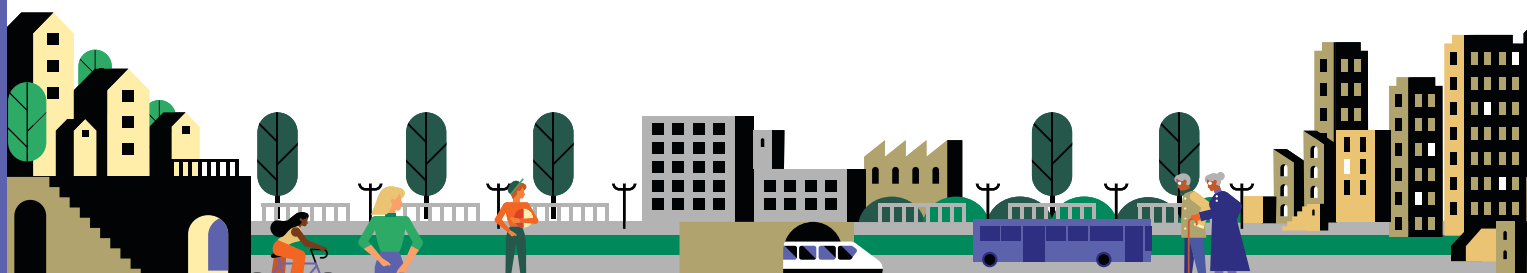
For more information on the Dialogues, please read the [WUF12 Background Paper](#).

- Specify whether you would like to have access to an indoor or outdoor space and fill in the corresponding fields.
- Approval of applications will be based on alignment with the WUF12 theme and balance between regions, partner types and topics.
- **Approved applications will be communicated via email. Applicants must confirm acceptance of the space within a week of being notified, which will be allocated to them after payment is confirmed.**
- UN-Habitat will make every effort to accommodate all eligible requests for exhibitions depending on space availability.
- An exhibitors' manual with technical details on exhibition halls, exhibition stand packages, shipping guidelines, services, equipment, furniture, payments and costs will be available shortly.

Exhibition packages

Exhibitors have the choice between the following:

- **Pre-built stands** which will be equipped with basic furniture, carpeted flooring, power outlets, and lighting.
- **Empty floor space** (raw space) to design and build larger stands and pavilions. The cost of pre-built stands and raw space will be made available shortly.
- **A limited number of complimentary stands** will be reserved for organizations that are based in Least Developed Countries (LDCs). These limited bookings will be allocated on a first-come, first-served basis.



Accessibility

As part of the WUF12 accessible and sustainability strategy, the Urban Expo will be accessible to people with disabilities. All exhibition stands that are above ground level must have norm-compliant ramps (including gradients) to enable wheelchair access. Detailed accessibility guidelines will be provided to all applicants.

Guidelines for designing sustainable exhibition booths

Through adopting a sustainable event planning approach, UN-Habitat aims to organize and execute the upcoming World Urban Forum (WUF12) in a way that minimizes its negative impact on the environment and promotes social and economic responsibility. We aim to hold a forum that is not only successful and impactful but also environmentally and socially responsible.

This guide outlines important principles and recommendations for designing sustainable booths and pavilions. By following these guidelines, exhibitors can contribute to making the Urban Expo environmentally friendly, thus supporting the overall goal of organizing a sustainable WUF.

Booth/stand construction

- Opt for construction materials that can be reused multiple times and repurposed after the exhibition.
- Avoid construction and branding materials that can't be reused, whenever possible.
- Present an outline on the use, recycling, reuse, repurposing, etc. that the stands and displays will undertake after the Urban Expo.
- Avoid plastic use entirely by opting for plastic-free construction materials.
- Use recycled wood, reusable or fixed-up pallets and cardboard for stand construction.
- Use environmentally friendly materials, paints, and cleaning products that don't have harmful chemicals such as formaldehyde (found in various adhesives, paints, and insulation materials), and volatile organic compounds (found in paints, varnishes, and solvents).

Energy consumption

- Use high-quality electric equipment when setting up the booths to save energy.
- Turn off electric lights in areas with sufficient natural lighting.
- Turn off all electric equipment when not in use, especially during long breaks and at the end of the day.
- Use energy-efficient lighting such as LED and avoid incandescent lighting.

Waste management

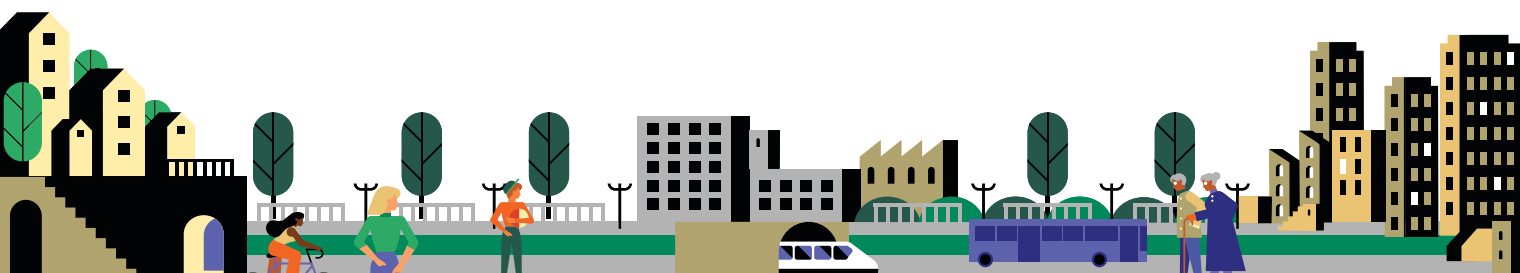
- Identify and communicate the types of waste likely to be generated by each exhibitor to the waste management company to plan for efficient waste management solutions including recycling, reuse, and recovery.
- Foster a fully digital experience for participants. Therefore, ensure all exhibition and booth organizers adhere to using zero paper, zero plastic, and any disposable material that would generate waste.

Sustainable procurement

- Prioritize materials and service providers sourced locally and avoid heavy CO2 emissions for products and services sourced far away from the venue.
- Prioritize suppliers and partners that align with UN values and demonstrate commitment to sustainability. The United Nations Global Compact encourages vendors to actively participate in fostering responsible corporate citizenship and promoting universal social, environmental, and anti-corruption principles derived from international declarations and conventions, aiming to address globalization challenges. More details available [here](#).
- Consider, when selecting suppliers, transparent and ethical business practices, with an emphasis on local sourcing to reduce carbon footprints.

Learning and communication

- Make the information about the exhibitors' sustainability measures explicit and available within their exhibition booths/stands to raise awareness and encourage the adoption of similar measures in future exhibitions.
- Make references to the Sustainable Development Goals (SDGs) and the New Urban Agenda visible and prominent within their exhibitions.
- Promote sustainability among Urban Expo participants and empower both exhibitors and visitors with knowledge to make sustainable choices.





Awards

The WUF12 Urban Expo will grant three recognition awards:

Most
innovative
and creative
exhibit

Most
sustainable
exhibit

Most
engaging
exhibit

Winning organizations will have the chance to be featured in WUF12 and UN-Habitat interviews and offered media visibility including through social media channels and in the WUF12 final report.

General rules and regulations

- Exhibition organizers can request services needed for their exhibition through online request forms that will be made available in due course.
- The sale of printed materials, merchandise, or any goods at the WUF12 venue during the Urban Expo or at any other time is strictly prohibited. Any material or goods distributed as part of an exhibition should be offered free of charge.
- Exhibitors cannot distribute paper or plastic goods.
- Exhibition organizers are responsible for their exhibitions. UN-Habitat is not responsible for damage or loss of exhibition materials.
- Exhibitors must ensure that at least one staff is present at all times at their respective stand, throughout the entire event. Daily hours will follow the programme of WUF12.
- All participants and exhibitors must adhere to the **UN Code of Conduct**.
- Consumption and distribution of alcohol at the Urban Expo is strictly prohibited.

It All Starts At Home

Local Actions for Sustainable Cities and Communities



For more information on the Urban Expo, please write to unhabitat-exhibition@un.org.

#WUF12 #ItAllStartsAtHome wuf.unhabitat.org | [Instagram](#) | [Twitter](#) | [Linkedin](#)

