



MARSEILLE, FRANCE '12

TIME FOR SOLUTIONS

*6th World Water Forum
Marseille, France
12-17 March 2012*

www.worldwaterforum6.org

EXHIBITION BROCHURE

About the World Water Forum: an original concept

Every three years since 1997, the World Water Council, with a host country and city, organises a forum that mobilises creativity, innovation, competence and know-how in favour of water.

The five World Water Forums organised since 1997 have placed water on the international political agenda. They have undoubtedly contributed to a global awareness of the water issues.

The Forum must be perceived first of all as a tri-annual process initiated as soon as a host country and a host city have been selected and prepared by a series of preparatory processes which combine thematic, regional and political activities. These processes mobilise thousands of water stakeholders from the 5 continents over a three year period and culminate in the Forum week. However this week is not an end in itself: it represents simply an important milestone in a continuous process combining dialogue, action and monitoring of the results.

With a unifying and open-minded spirit, the World Water Forum strives to open its activities to the entire water stakeholders of the professional community, water users, political arena and of the civil society. The World Water Council, the host city and the host country promote interactions and partnerships at all geographic scales and between all actors.

Previous Fora

From 500 participants in Marrakech in 1997, the Forum has grown steadily and reached 25,000 participants in Istanbul in 2009.



- 1997** Vision for Water, Life and the Environment in the 21st Century
- 2000** Make Water Everybody's Business
- 2003** A Forum with a Difference
- 2006** Local Actions for a Global Challenge
- 2009** Bridging Divides for Water
- 2012** Time for Solutions

6th World Water Forum in Marseille

Who is organising the 6th World Water Forum?

The World Water Council

and

France with:

Ministry of Foreign and European Affairs and Ministry of Sustainable Development,

The City of Marseille, the Regional Council Provence- Alpes-Côte d'Azur, the District Council of the Bouches-du Rhône, the urban Community Marseille-Provence-Métropole and the Chamber of Commerce of Marseille

are grouped in the **International Forum Committee of the 6th World Water Forum**:

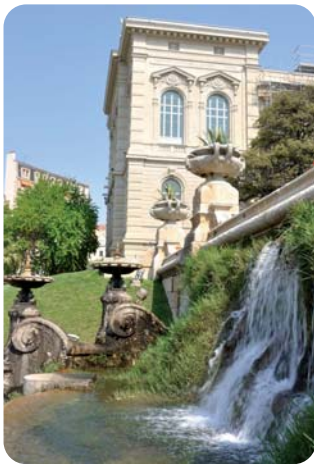


Mr Benedito Braga
President
Professor, Escola Politécnica
University of Sao Paulo – Brazil



The Marseille Forum, in the continuity of the previous fora

The Forum that will take place in Marseille from March 12th to 17th, 2012, is both the achievement and the consecration of three years of work that took place beforehand. Yet it is not the final point. It is a step in the continuous dialog process, marked by the rhythm of the development of the themes selected by the host cities and countries. As a symbol of gathering and openness, it welcomes all the elements of the political world and of



The World Water Council, the host city and country foster exchanges at different geographical scales between all the players – notably those from developing countries. These successes are due, in part, to the originality of the format of these events. Indeed, the Forum is an open, rich and diverse event, paradoxically neither a convention nor a fair, nor a cultural event, yet all of those at the same time. This original concept is the one that France and Marseille have long applied. It is now their wish to associate all the citizens, making this event a “Forum of Solutions” to which the whole city of Marseille – especially the youth – will be encouraged to take part and contribute. By doing so, they will raise the awareness about water, its sharing today and in the future, and help find real answers to these fundamental issues. The “Grenelle de l’Environnement” at the national

level, the “Water Parliaments” in each river basin, or even the District Interest Committees in Marseille bear witness of the vitality, spirit of openness and capacity of exchanges that characterize the life of water in France and in Provence.



Time for solutions

Ensure everyone's well-being

- Guarantee access to water for all and the right to water
- Improve access to integrated sanitation services for all
- Contribute to hygiene and health through water and sanitation
- Prevent and respond to water-related risks and crises
- Contribute to cooperation and peace through water

Contribute to economic development

- Balance multiple uses through integrated water resource management
- Contribute to food security by optimal use of water
- Harmonize water and energy
- Promote green growth and value ecosystem services

Keep the planet blue

- Improve the quality of water resources and ecosystems
- Adjust pressures and footprints of human activities on water
- Respond to climate and global changes in an urbanizing world

3 conditions for success:

- Good governance
- Financing water for all
- Enabling environments

Join up on time to be part of the solutions!

Your needs

- ▶ Enhance your company/ institutional visibility
- ▶ Meet face to face and Network with key decision makers
- ▶ Make the most of your contribution: Increase your Return On Investment
- ▶ Optimise your participation and belong to the World Water Forum community
- ▶ Differentiate yourself from your competitors

Our solutions

- ▶ Be at the heart of the event
- ▶ Create open fora to showcase your products, concepts or services and exchange knowledge and learn
- ▶ Provide lead retrieval on your booth to track your contacts!
- ▶ Help you announce your participation by providing a marketing toolkit and schedule appointments with participants*
- ▶ Suggest additional marketing opportunities
Contact us for more details at: expo@worldwaterforummarseille2012.org

*MEETING REQUEST NEW

The **Meeting request** is a unique opportunity to take advantage of a comprehensive schedule of appointments with appropriate contacts whom you will have previously identified and chosen among the registered decision-makers and company managers. Upon registration through the forum website, each delegate and exhibitor gets access to this online system to request meetings and view his meeting schedules. Onsite tactile terminals (located close to the forum welcome desks) will also be available to fix appointments.

The Exhibition in Marseille – 12 to 17 March 2012

As an essential part of the Forum, the Exhibition of the **6th World Water Forum** will be held in Halls 2, 3 and 6 of the Parc Chanot. Located in the 8th District, in the centre of Marseille, a few minutes from the beaches and the Old Port, Parc Chanot covers 170 000 sqm and comprises a convention centre and an exhibition centre.

Exhibition halls will be divided into different areas gathering **pavilions** and **individual booths**. A pavilion is a group of exhibitors.

Each pavilion may represent geographic regions, countries, partnerships, associations, institutions etc. . .

Be creative and unique to draw visitors to you!

The concept of the pavilion is to create an **attractive and interactive** area:

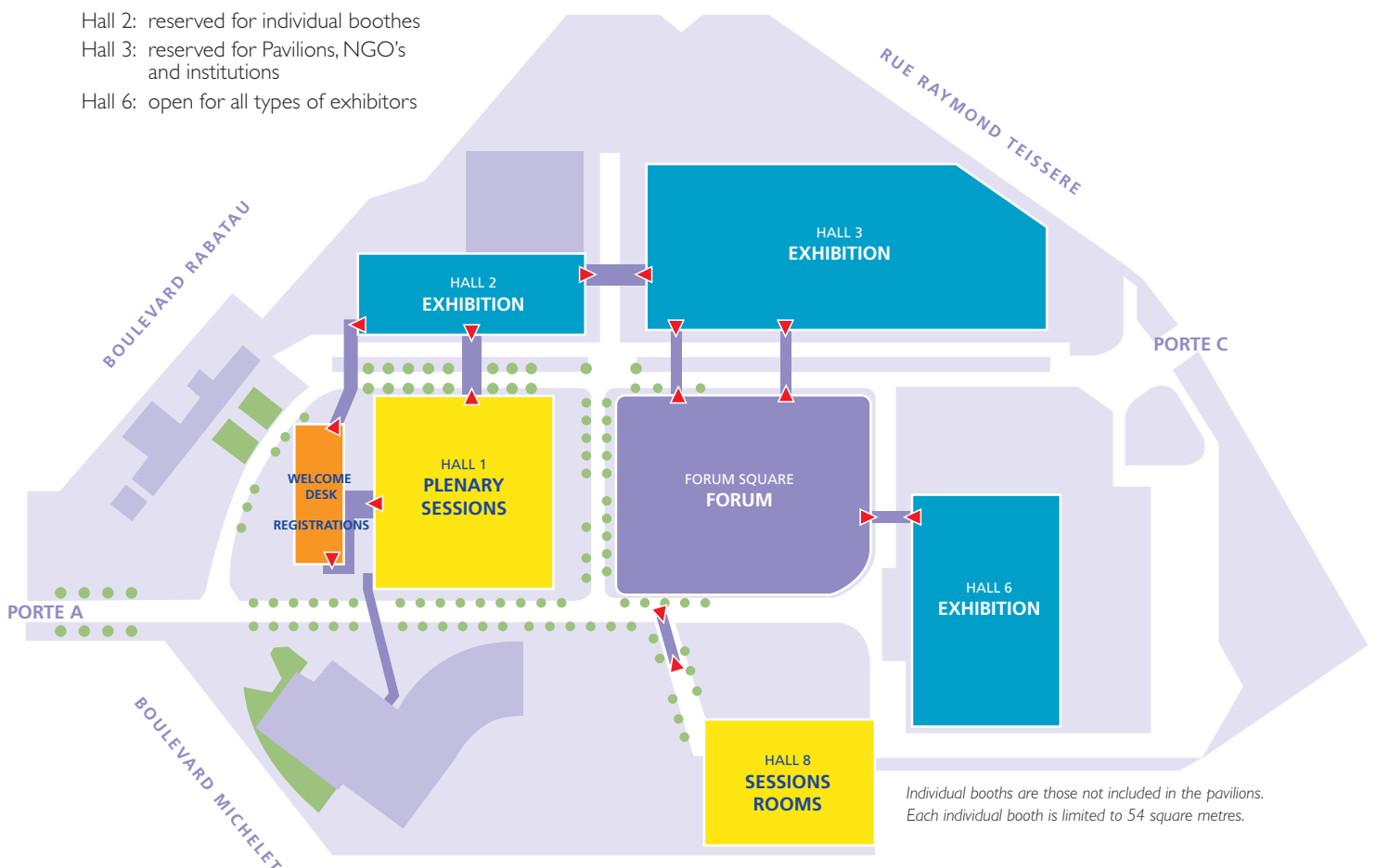
- Display of products, services and concepts
- Interactive workshops and debates!

Be part of it and present your solutions!

Hall 2: reserved for individual booths

Hall 3: reserved for Pavilions, NGO's and institutions

Hall 6: open for all types of exhibitors



Parc Chanot – General Floor Plan

4 steps to confirm your reservation:

- 1 First, choose if you wish to be part of a pavilion (group of exhibitors) or host an individual booth!
- 2 Check the rates of exhibit spaces in the chart below,
- 3 If needed, choose an additional equipment for your booth!
- 4 Should you need assistance regarding your booth equipment, please contact us: expo@worldwaterforummarseille2012.org

Exhibit rates:

| Type of exhibition spaces | Early bird rate per sqm (VAT excl.) until October 31 st , 2011 | Late bird rate per sqm (VAT excl.) after October 31 st , 2011 | Valid for | Space size |
|--|--|---|-------------------------------------|-----------------------|
| Island Stand (Space Only/raw space) ≥ 144 sqm | 250,00 € | 287,50 € | Pavilions NGO's and Institutions | ≥ 144 sqm |
| Space Only/raw space < 144 sqm | 280,00 € | 322,00 € | Pavilions NGO's and Institutions | < 144 sqm |
| One side open Pre-equipped | 300,00 € | 345,00 € | Pavilions Individual booths | ✓ from 9 to 54 sqm |
| Two sides open Pre-equipped | 320,00 € | 368,00 € | Pavilions Individual booths | ✓ from 9 to 54 sqm |
| Three sides open Pre-equipped | 330,00 € | 379,50 € | Pavilions Individual booths | ✓ from 9 to 54 sqm |

All rates are indicated VAT excluded – Individual booths go from 9 to 54 sqm (each module is a multiple of 3 sqm).

Your booth reservation (either raw space or pre-equipped) includes:

- 1 exhibitor badge for every 3 square metres booked, giving access to the exhibition halls only
- 1 forum badge to access the entire forum for every 9 square metres booked, up to 54 square metres, thus 6 Forum badges. Above 54 sqm, a 20% discount is applicable on the rates in force per every 9 sqm module.
- The access to our dedicated online exhibitors' tool
- The possibility to buy extra furniture and services (available from the Exhibitor Manual on the online exhibitors' tool)

Pre-equipped booth includes: structure, carpet, and double-sided booth sign.

Should you wish to get a **fitted booth**, you may order an **additional equipment**. We suggest 3 choices of packages as below:

- **Choice number 1:** one table, two chairs, 3 spotlights, one waste paper basket
- **Choice number 2:** one reception desk, two high stools, 3 spotlights, one waste paper basket
- **Choice number 3:** one coffee table, two low armchairs, 3 spotlights, one waste paper basket

Rate per package: 350 € VAT excl.

Please note that electricity power is not included in the packages.

For technical reasons, double decker stands are not allowed. For possible derogations, please contact us:

expo@worldwaterforummarseille2012.org.

Each exhibitor will have to pay a registration fee of 350€ (VAT excl.).

Pavilions will have to pay 350€ (VAT excl.) x number of partners.

The registration fee of each exhibitor includes and gives the right to the following services:

- Use of stand during the exhibition and during assembly and dismantling periods
- Information and coordination services during the assembly and dismantling of stands and during the exhibition
- Third party insurance, damages up to 5,000€ (deductible of 150€)
- Company listing in the forum catalogue and website
- Care taking of public areas, excluding the stands which are under your responsibility
- Cleaning of public areas of the exhibition hall

Exhibition floorplans are not included in this brochure and will be sent separately from mid September.

Lead retrieval on your exhibition booth = the added value*

Gain time to collect full details contained in the electronic badges of the participants

- + Gets statistics on participants
- + Follow up your contacts more efficiently
- + Get a better Market Evaluation



*More information on the lead retrieval system and rate will be available in the exhibitor technical manual.

Exhibition Rules & Regulations – General sales conditions

MCI France has been entrusted with the commercialisation and the management of the exhibition of the 6th World Water Forum. It will be referred to as "The Organisers" here below.

Applications

In order to be valid, Exhibition application form is to be carried out by POST or by FAX or scanned by EMAIL on the Original Application Form here enclosed and sent to MCI France. The application form(s) must be signed for the reservation(s) to be taken into account. The signature of the application form(s) constitute a firm hire commitment and compel the subscriber to accept both the general conditions and the exhibition rules and regulations. A deposit of 50% of the total amount due will be invoiced on receipt of the completed booth application form and due for immediate payment upon receipt of the invoice to guarantee the reservation. No verbal or telephone agreement will commit MCI France nor the Organising Committee unless confirmed in writing. The remaining subscription fee is to be settled by **November 30, 2011** at the latest. Non-payment by this stated deadline will lead to the cancellation of the right to use the booth, and without reimbursement of the deposit paid.

Site allocations will be attributed in reservation order of arrival and are subject to the full payment and the agreement of MCI France and the Organising Committee. Once locations have been attributed, no change of location will be possible without MCI France's written agreement. In any case, all payment must be received by the organisers prior to the event. No exhibitor will be allowed to begin move-in operations nor be listed as an exhibitor in the onsite publications until full payment is received by the organisers. The Exhibition floor plans are non-contractual. They are subject to acceptance by the Marseille France Authorities and its official Fire & Safety Services.

However, MCI France reserves the right to change if deemed advisable, the location, importance and layout of the surfaces requested by the exhibitor. In the event of litigation, jurisdiction falls under the Marseille Law Courts alone.

Acceptance of applications

The organisers reserve the right to refuse applications from companies not meeting standard requirements or expectations or

for any other reasons and reserve the right to curtail or close exhibits, wholly or in part, that reflects unfavourably on the character and the purpose of the meeting.

Payment

6th World Water Forum has given mandate to MCI France for the organisation of the Forum exhibition and MCI France is the sole competent company to receive payments for this exhibition. Payment of the deposit may be made either:

- by cheque to the order of MCI FRANCE and sent to:
6th World Water Forum /MCI FRANCE - Marketing & Sponsorship Dept
2, rue du Beausset
13001 Marseille – France

- Or by bank transfer to the order of 6th World Water Forum /MCI FRANCE
CREDIT LYONNAIS – Paris SDC Paris 2
59, rue La Fayette – 75009 Paris – France
Bank code: 30002 – Bank sort code: 05666
Account N°: 0000060133P – Key 15
IBAN: FR91 30002056660000060133P15
BIC: CRLYFRPP

In the case of a bank transfer, please do not forget to specify on your form, the reason of your payment and the invoice number.

- Or by credit card
(VISA / MASTER CARD /EUROCARD).

Cancellation conditions (applicable to Sponsorship and Exhibition)

- 25% of the agreed amount due if the cancellation is made before August 30, 2011

- 50% of the agreed amount due if the cancellation is made between September 1 and November 30, 2011

- 100% of the agreed amount due if the cancellation is made after November 30, 2011

After exhibition space has been confirmed, a reduction in space or any other kind of is considered as a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of exhibit space at the discretion of the forum organisers.

No exhibition fee refunds will be issued for cancellation or non-attendance due to failure to obtain a visa.

Local and Site Regulations

Exhibitors shall abide by the local and site regulations with respect to law and order, safe and security. The organisers will take appropriate action against those who do not comply with the regulations. The organisers have the authority to demand

removal/change of any structure which is not in accordance with the forum rules or cancel participation. The decision of the organisers will be final and binding.

Entry to the Exhibition

Free access to exhibition to public.

Sharing of stand

Exhibitors are not permitted to share with others any booth space allotted to them without prior written consent of the organisers.

Insurance

The signatory renounces to take recourse against the organisers or against the owners of the exhibition premises. The exhibition registration fees (compulsory for all exhibitors) include a third party insurance and an insurance policies covering all the risks incurred of maximum value of 5000€ (deductible of 150€). Otherwise, the signatory undertakes to underwrite insurance policies for all risks and material exhibited above 5000€.

Force Majeure

In the event of force majeure, the exhibition dates may be changed or the latter may be purely and simply cancelled. In the last event, the disposable funds after payment of expenses will be shared between exhibitors in proportion to their payments without it being possible to take recourse against the organiser or the producer.

Interpretation of the regulations and amendments

The MCI France Company is the sole competent authority as to problems arising from the interpretation of the here enclosed regulations and their enforcement. Any expenses resulting from the non-observance of the here-enclosed regulations will be chargeable to the exhibitor. MCI France reserves the right to change or to complete the here-enclosed regulations but the exhibitors will be informed.

Exhibitor Technical Manual

An Exhibitor Technical Manual will be sent to every registered exhibitor a few months before the event and once deposit has been paid. This manual contains all information regarding general conditions, safety regulations, setting up of a booth and arrangement conditions, description of the booth, specification documents and maps along with order forms and prices for furniture, decoration and all necessary services (telephone, electricity, transport, storage...)

Health and Safety at Work Regulations

It is the responsibility of the exhibitor to ensure that his contractor, employees, displays and exhibits comply with the latest legislation regarding Health and Safety at Work regulations.

Third party companies

MCI France will communicate exclusively with clearly identified third party companies officially mandated by participating exhibitors and sponsors. Queries received from third party companies (i.e communication and press agencies) which do not clearly indicate which company they are representing will not be answered. It is the responsibility of the exhibitor to inform the forum secretariat of the full contact details of the third party companies they are working with.

Press conferences

Press conferences organised by the industry may only be organised at times specified by the forum organisation. The forum office must be notified of any planned press conferences and all journalists must be officially registered to attend the meeting.

Promotion onsite

Promotion onsite (at the forum) must be limited to the confines of the exhibit space, or the meeting rooms rented by the sponsor/exhibitor. The signing of a sponsorship contract (sponsorship and/or exhibition or any other form of participation) implies a commitment to neither organise nor promote conferences, congresses or events held during the schedule of the Official Forum Programme without the agreement of the Organising Committee. Companies exhibiting at any type of events outside the congress centre will see their participation automatically cancelled without any reimbursement. The organiser reserves the right to close their booth if the company is also exhibiting at the forum.

Refund of VAT

According to the European Tax Legislation, organisers of international exhibitions and service companies have to invoice all services with 19.6% French Value Added Tax. Foreign companies (EU or non-EU) are, under certain conditions, entitled to a refund of VAT paid. More details will be available in the Exhibitor Technical Manual.



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TIME FOR SOLUTIONS

For enquiries, please contact:

6th World Water Forum Exhibition Marseille 2012

MCI France

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13001 Marseille – France

Tel. : + 33 (0)4 88 66 17 90

Fax. : + 33 (0)4 88 66 17 74

Email: expo@worldwaterforummarseille2012.org

www.worldwaterforum6.org

**BE ON TIME
TO SECURE YOUR
PARTICIPATION*
& EXHIBIT
YOUR SOLUTIONS!**

*Exhibit locations
confirmed on a "first come,
first served basis"