

EXPO  
2020  
DUBAI  
UAE



Bureau  
International  
des Expositions

# NATIONAL DAY / HONOUR DAY PARADE GUIDE

September 2021







# NATIONAL DAYS

## NATIONAL DAY INTRODUCTION

The National Day Ceremonies are the shining moments for our International Participants. It is a moment to honour your leaders and celebrate the beauty of your nation's culture in all its colours and tradition. Whether it be our visitors on site, or people watching from abroad, we want all at Expo 2020 to swell with pride on your special day.

From morning until evening, there is an opportunity to create various special moments throughout the day showcasing and celebrating your countries National Day. These include a Participant's content - speeches, cultural performances, flag projection at Al Wasl Plaza, the opportunity to stage Public Realm events and of course, the Parade.

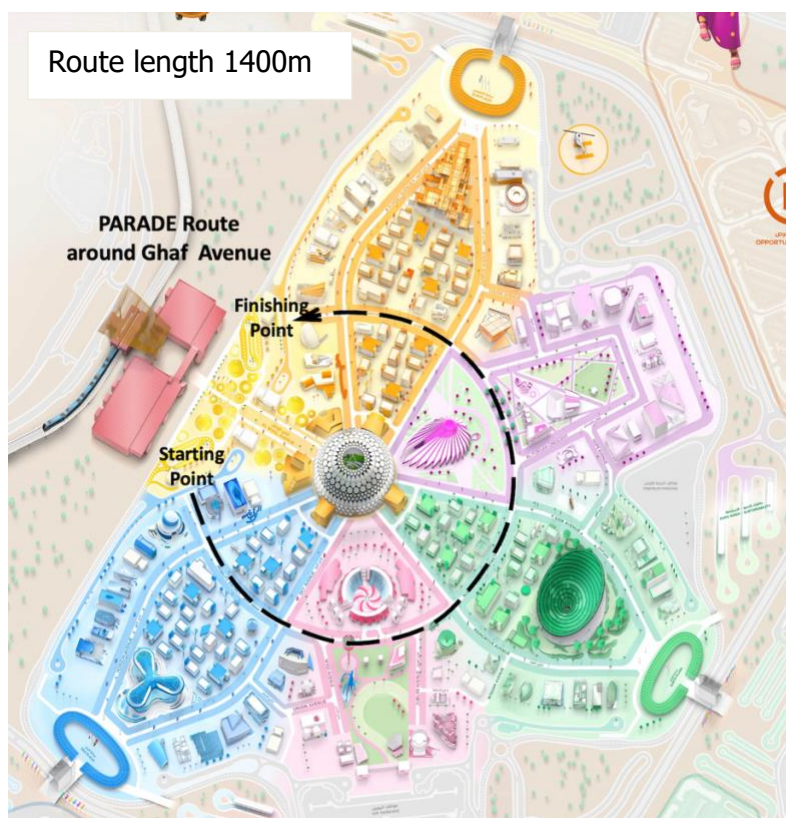
## PARADE INTRODUCTION

We want to ensure every participant receives the exposure they deserve on their National Day, and we believe that the parade is the perfect opportunity for this.

As part of Expo 2020 programming, there will be a daily Parade around Ghaf Avenue. To keep the National Day celebrations going, we are asking all participants to provide a cultural performance. This can include dancers, decorative handheld props and could feature your Nations traditional music. Please note, on the occasion that we have two National Day celebrations within one day, both honoured countries will represent.

This guide will advise you on how to participate in Expo 2020's daily Parade and support you with all you need to know on the day.

## PARADE ROUTE





# PARADE OVERVIEW

Participants are welcome to invite between 6 and 50 people maximum to perform in the Parade. Participants can be involved in various ways. Performers in the Parade must be able to continuously walk the route distance. The Parade does not stop or take breaks. Some ideas for participation include:

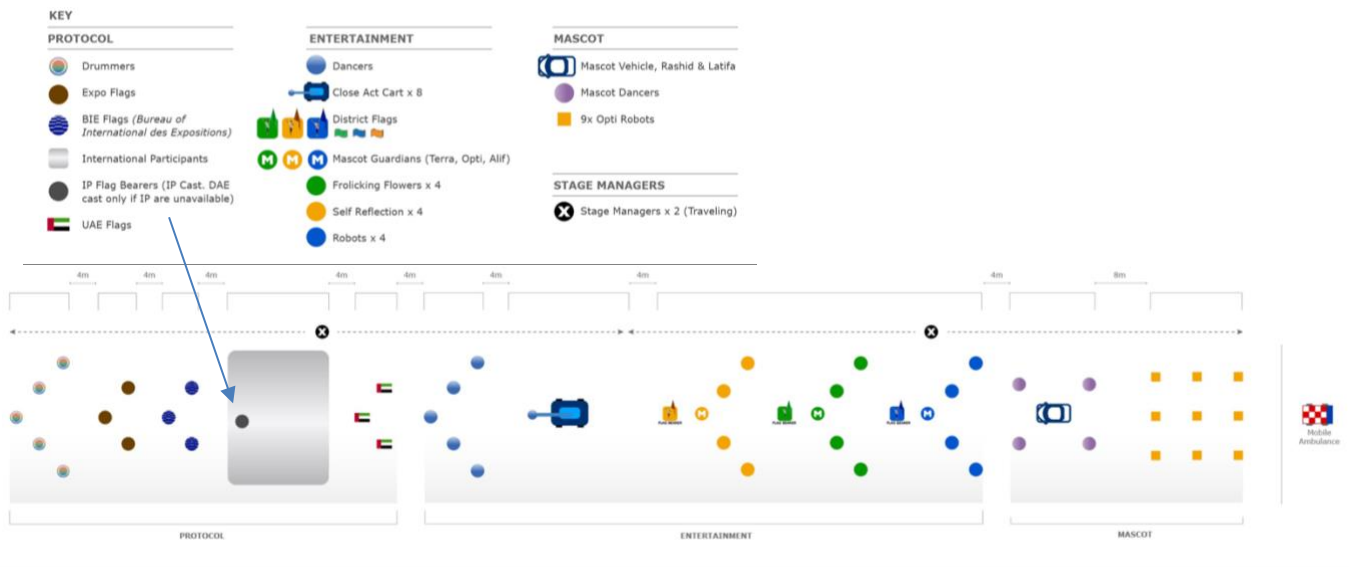
- Cultural performers and artists
- Handheld props and scenic elements representative of your culture and heritage
- Attire can be costume or national dress
- Inclusion of special guests, VIPs and VVIPs from your country

The Parade will always include:

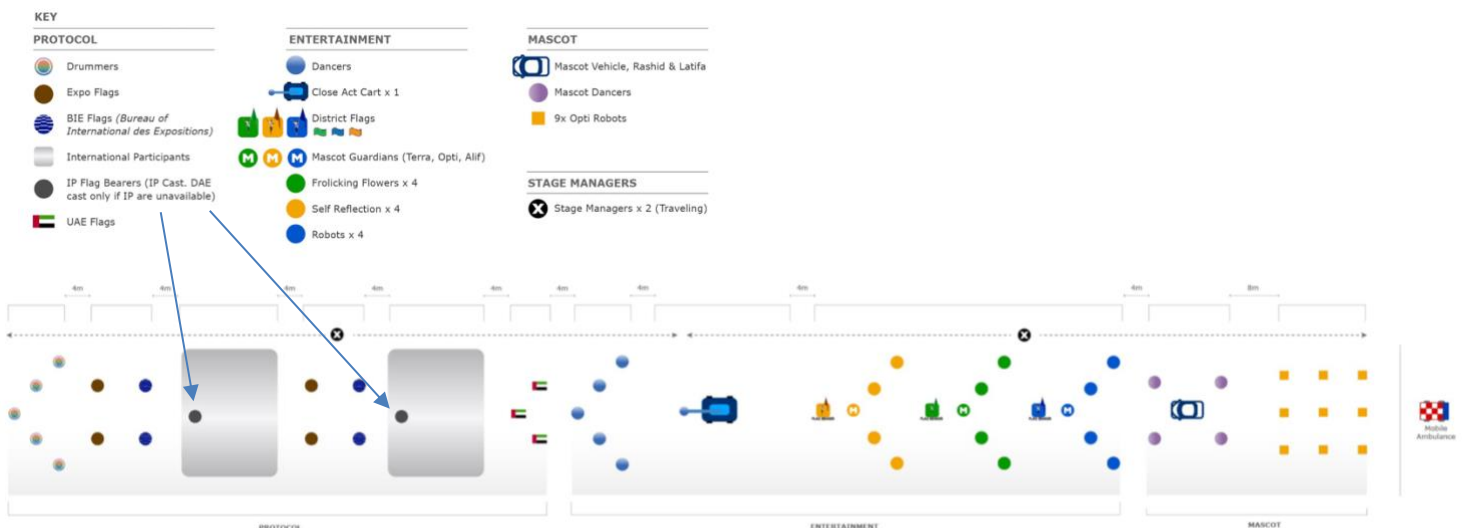
- National flag and flag-bearer in the prominent position at the front of your group within the Parade

If participants are looking to integrate any musical performances or musicians within the Parade, please identify this clearly within the 'Technical Advance Form' (discussed later), so we can consider the possibility of integrating your music in agreement with Expo.

## Parade Structure (National Day / Honour Day – Single Show Day)



## Parade Map (Double National Day / Honour Day)





## HOW TO PARTICIPATE?

In the first instance, the participant must consider what cultural performance they wish to deliver and how many performers will be involved. In some cases, participants are extending their cultural performance from their Ceremony to the Parade, however this is optional and all ideas around Parade performances are welcomed with the understanding this will be a continually moving performance at a brisk walking pace.

Participants are asked to submit their application for integration into the daily Parade on your National Day / Honour Day by filling out the requisite application form. This can be requested from your Country Manager or found on the Expo Portal, National Day / Honour Day tab.

If you would like to discuss your Parade integration in more detail, please contact your Country Manager who will be happy to facilitate a meeting with the appropriate Expo 2020 team members.



## PARADE PREPARATION

The preference is for costumed performance and musicians, maximising the public interest and engagement during the Parade. If you have VIPs or noteworthy contributors attending, Expo 2020 would be pleased to receive and review such requests. Although we are unable to accommodate floats during the parade, we encourage the use of small props which can be carried safely throughout the Parade. All props must be identified, and large props must be approved in advance. All props should be carried continuously for 45 minutes.

On the day, your Travel Manager will meet you in the morning and support you with everything you will need during your National Day / Honour Day. This travel manager will be with you throughout the day and guide your cast groups to the Parade rehearsal room (DEC Hall 3A).

There will be a briefing of your integration into the Parade on the day by your Travel Manager. At 12:00 the rehearsal will start, and our Stage Management team will also support you in rehearsing prior to the Parade start.



## FREQUENTLY ASKED QUESTIONS (FAQ'S)

### **Can I only participate in the Parade on our country's National Day / Honour Day?**

Yes. The Parade will be an extension of the participants celebration, so can only be requested on your National Day or Honour Day.

### **If we have our National Day / Honour Day on the same day as another country, will we be both join the same Parade?**

Yes, we will work with both participants to integrate both contributions successfully and with maximum impact.

### **What do participants need to pay for?**

Participants must bear the costs associated with all fees and appearances of the proposed performers, artists, and specialist support staff including all travel and accommodation expenses. Participants must also bear costs for all production and creative development associated with their Parade elements.

Expo 2020 are delivering all additional elements of the Parade including performers and mascots. The Parade route will also be managed by a team of marshals and security however if you have your own security teams for VIPs, please advise so we can discuss and find a solution for this.

### **What branding can we use in the Parade?**

Participants cannot display the logo, trademark or other intellectual property of their own sponsors outside their pavilion. Any such display must not be visible to the public outside the pavilion. Any trademarked intellectual property must have the associated rights and licenses, as well as the full prior approval of Expo 2020.

### **Can Participants have a float in the Parade?**

No, this is not permitted. Any large props must also be identified.

### **Can we bring props and carry elements that depict our country and its culture?**

Yes, we would certainly be interested to consider any embellishments that you would like to bring. Please consider the viability of props, as these will need to be carried by your artists and performers in a safe and efficient manner over the full route of the Parade at a prompt walking speed.

### **Will we have time to rehearse / sound check prior to the Parade?**

You will have an opportunity to rehearse at 12:00 within the DEC Hall 3A before everyone leaves for the Parade at 12:30. Please ensure you have rehearsed in full as this time will allow for sound check of instruments and formation only.

### **What happens if the weather does not allow us to perform?**

In the instance of high humidity wind levels, dust or anything of likeness, a decision may be made that for the safety of cast the parade will be cancelled for that day.

### **What security measures will be in place?**

There will be marshals and security along route, however if official delegation or VVIPs are present and have own security, please disclose this on the request form so planning can be integrated.

### **How can we apply for additional National Day / Honour Day moments throughout the EXPO venue?**

There are various additional opportunities which have been highlighted within the IP portal however please do request further information from your Country Manager on these opportunities.



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