




Bureau
International
des Expositions

Communications, Media Services and Marketing Guide







Unless otherwise expressly indicated by Expo 2020 Dubai®, copyright of the content of this Guide is owned by Expo 2020 Dubai. Any part or the whole of this Guide may not be copied, reproduced, republished, uploaded, posted, transmitted, or distributed for any purpose without the explicit prior written permission of the Organiser.

This is not a commercial document.

© Expo 2020 Dubai®

2021



Preface

Running from 1 October 2021 until 31 March 2022, Dubai will be an exceptional opportunity to experience the world in one place – a global gathering dedicated to bringing together people, communities and nations to build bridges, inspire action and deliver real-life solutions to real-life challenges.

Expo 2020 Dubai will be a celebration like no other, offering visitors 182 days of food, music, technology, art, science, culture and creativity. There will be something for everyone regardless of age, nationality, culture, and interests.

Every participating nation will have its own pavilion for the first time at a World Expo, meaning visitors will be able to explore hundreds of countries without needing a passport.

The latest inventions and collaborations from around the world, such as super-fast 5G connectivity, advanced Artificial Intelligence (AI), vertical farming, and sustainable innovations including 'trees' that can harvest water from the air will be on show.

The first World Expo to be held in the Middle East, Africa and South Asia region will welcome more than 200 participants – including countries, companies, organisations, and educational institutions – affirming the UAE's ability to bring the world together. It will be a gateway to new markets for businesses, offering them the chance to develop relationships with nations, organisations, corporations, and educational institutions, as well as millions of visitors.

With an anticipated 25 million visits, Expo 2020 Dubai aims to inspire people and participants to come together to share ideas and innovations to address some of the world's biggest challenges and create a better future for all.

Expo 2020 Dubai wants all visitors and participants to leave with a sense of empowerment and purpose, and a renewed and lasting optimism about the future. The Expo is an unparalleled platform for countries to share their story with the world and the Organiser aims to provide its full support to participants to take advantage of the event.

The Organiser has produced this Communications, Media Services and Marketing Guide to provide participants with the necessary information on the specific requirements and considerations when planning marketing and communications campaigns of their own, both before and during the Expo. This guide also provides information on the Organiser's strategy to communicate participant involvement and service and facilitate media operations.

The content of this Communications, Media Services and Marketing Guide is outlined in the following table.

Chapter	Content
Chapter 1 Expo 2020 Dubai Communications	Overview of Expo 2020's approach to Marketing and Communications
Chapter 2 Participants and Expo 2020 Communications	How to interact with the Expo 2020 Marketing and Communications teams
Chapter 3 Media Services for Participants Pre-Event	Summary of Media Services available to participants pre-event
Chapter 4 Media Services during Expo 2020	Summary of Media Services available to participants during the event
Chapter 5 Contracting Performers and Performances	Guidelines on managing performers and their performances
Chapter 6 Social Media	Social Media guidelines for participants
Chapter 7 Brand	Brand guidelines for participants
Chapter 8 Campaign Marketing	Strategy and processes to guide campaign marketing



Contents

Understanding Controls and Guides	IX
Acronyms, Abbreviations, Units, and Definitions	X
1 Expo 2020 Dubai Communications	1
1.1 Expo 2020 Dubai Communications Structure	3
1.2 Expo 2020 Communications Strategy	4
1.3 Communications Approach	4
1.4 Enablers of the Expo 2020 Dubai Communications Strategy	4
1.5 KPIs to Measure the Communication Strategy	5
1.6 Media Services	5
1.7 Communications Roadmap	5
2 Participants and Expo 2020 Communications	7
2.1 Communications Liaison and Support for Participants	9
2.2 Participants in Expo 2020 Communications Activities	10
2.3 Crisis Communications	10
2.4 Communications after Expo 2020	10
3 Media Services for Participants Pre-Event	11
3.1 Management of Visiting Media	13
3.2 Expo 2020 Site Filming and Photography	13
3.3 Drones and Time-lapse Cameras	14
4 Media Services During Expo 2020	15
4.1 Tawassul – The Media Information System	18
4.2 Media Bookings System	18
4.3 Expo Media Centre (EMC)	19
4.4 Media Spaces and Conferences	19
4.5 Content Opportunities	20
4.6 Broadcast Management	21
4.7 Photography Management	22
4.8 Media Readiness	22
5 Contracting Performers and Performances	25
5.1 Rights Guidance	27
5.2 Informing Expo of Contractual Arrangements	27
6 Social Media	29
6.1 Pavilion Social Presence and No Presence	31
6.2 Hashtags and Mentions	32
6.3 Content/Assets Operations	32
6.4 Process for Content Approval	32
7 Brand	33
7.1 Introduction to the Expo 2020 Dubai Logo	35
7.2 Expo 2020 Mascots	36
7.3 Expo 2020 Dubai Protected Marks	37
7.4 Official Participants' Use of the Expo 2020 Dubai Logo	38
7.5 Non Official Participants' Use of the Expo 2020 Dubai Logo	39
7.6 Accessing Brand Assets via the Expo Portal	39
8 Campaign Marketing	41
8.1 Messaging Strategy	43
8.2 Advertising Campaigns	43
8.3 Media Strategy	45
8.4 Website and Languages Available	46
8.5 Marketing Collateral Process	46
Supplementary Resources	47



Understanding Controls and Guides

Throughout this document, two criteria for compliance — controls and guides — have been established to provide participants with the necessary information to ensure both they and Expo 2020 Dubai can meet their marketing and communications aspirations.

Controls are 'must' statements that establish the mandatory requirements which participants must comply with in order to meet Expo 2020 Dubai's marketing and communications requirements.

Guides are 'can' or 'should' statements that describe suggestions or recommendations that will contribute to meeting the specified marketing and communications goals and objectives of Expo 2020 Dubai.

Each control and guide is assigned a unique alphanumeric code. The first character of the code identifies if the statement is a control (C) or

a guide (G). The numeric character identifies the sequential order of the control or guide. For example, in the accompanying figure, **C-08** is a control while **G-17** is a guide.

The controls and guides will facilitate the Organiser in assessing the participants' compliance with Expo 2020 Dubai's requirements on Marketing and Communications. These will also provide guidance to participants on:

- › Interacting with the Expo 2020 Marketing and Communications teams.
- › Being part of Expo 2020's Marketing and Communications activities.
- › Media services available to participants.
- › Campaigns, brand, and social media information and guidelines.

Example of a Control Statement

C-08

All photographers and film crews will be accompanied by at least one member of the Expo 2020 Communications team who will confirm where the filming is permitted to take place. Film and photography crews on-site must always follow any requests and recommendations from the Organiser.

Example of a Guide Statement

G-17

Participants should ensure that all music contained within performances is cleared for public use and broadcast transmission.

Acronyms, Abbreviations, Units, and Definitions

Acronyms and Abbreviations

Acronym/Abbreviation	Expansion
AI	Artificial Intelligence
CTA	Call to Action
DMI	Dubai Media Incorporated
EMC	Expo Media Centre
ENG	Electronic News Gathering
MAM	Media Asset Management
MLO	Media Liaison Officer
NMC	National Media Council
POP	Point of Presence
PSA	Pedestrian Screening Access
SAD	Supplementary Access Devices
UAE	United Arab Emirates

Definitions

Term	Definition
Accreditation Guide	A document developed by the Organiser and issued to participants to guide them on the accreditation process.
Accredited Media	Representatives of news gathering media organisations or individuals who are deemed by Expo 2020 Dubai to be genuine news gathering or content generating organisations or individuals and are authorised by the relevant authorities to be granted official Expo 2020 media accreditation. In limited circumstances, third-party film units/photographers may be accredited as media.
Expo 2020 Dubai®	Name of the event that will be hosted on the Expo 2020 site; also referred to as 'Expo 2020,' 'Expo,' 'Dubai Expo 2020,' 'Expo Dubai 2020,' and 'Expo event'
Expo Media Centre	A venue located next to Al Wasl Plaza, containing the hub of all media operations for Expo 2020.
Expo Portal	A web-based portal that facilitates communication and provides services such as event management to participants.
Expo Site	Located in Dubai South and circulated by the Outer Perimeter fence, it is made up of internal and external operational zones, managed by Expo 2020. Also referred to as 'Site.'
Hero Pavilion Content	Hero Pavilion Content is defined as the main promo video content for the pavilion that talks about the visitor experience and the offering of the pavilion.
Host Broadcaster	The organisation contracted by Expo 2020 Dubai to create and distribute the official sound and moving images ('world feed') of the Expo 2020 Dubai event to authorised accredited media organisations.
Logo Lockup	A logo that is in a fixed position with another graphic partner logo, participant marks, etc.
Matters of Stay Guide	An official Expo 2020 Dubai document that provides guidance on the processes that participants will be required to follow to undertake the activities pertaining to entry, stay, and work in the UAE.
Media Asset Management System	A self-serve, cloud-based platform containing the video content produced by Expo 2020 Dubai and the Host Broadcaster for authorised media use.
Media Bookings System	An online platform available to the media and the participant's Media Liaison Officer to reserve media facilities and services during Expo 2020 Dubai.

Definitions

Term	Definition
Media Liaison Officer	Point of contact for the Organiser's team who will deal with media matters on behalf of the participant.
Media Services	The function within the Expo 2020 Dubai organisation that plans, designs and operates all the facilities and services for the media at event time.
Operations Guide	Participant guide that defines all operational activities covering accreditation, cleaning and waste management, health and safety, environment, security, logistics, facilities management and venue management for Expo 2020 Dubai. This guide also discusses transportation such as traffic and parking requirements, readiness and testing programmes, visitor services, staff catering and decommissioning.
Participant	Countries and multilateral organisations who have received and accepted the official invitation from the Government of the United Arab Emirates to participate in Expo 2020 Dubai. Participants also include those parties who have been authorised by the Expo Commissioner General to participate in the Expo event. In the context of this Guide, the Participants include Official as well as Non-official Participants.
Programming, Events, and National Day Guide	A document developed by the Organiser which provides participants with the information required to plan, book and deliver their events and national day celebrations during the six-month Expo period.
Pedestrian Screening Areas	The area where people and personal effects are screened to ensure they do not carry prohibited items into the Expo 2020 site and restricted items are identified
Supplementary Access Devices	A device to be presented in addition to an accreditation pass to allow access for entry into certain accredited spaces, Ceremonies, special days, and ticketed events. For example, a wristband, sticker, special event media ticket or media bib.
Tawassul	Tawassul is the name given to the online Media Information System which provides operational information for accredited and non-accredited media planning their coverage of Expo 2020 Dubai and segues into an Event News Service at event time.
World Feed	Official sound and moving image content created by Expo 2020's Host Broadcaster, made available to authorised accredited media.

1 ∴ Expo 2020 Dubai Communications





The Organiser is working with all participants to bring the world together, explore new frontiers and embrace the opportunities of tomorrow in a six-month celebration of creativity, innovation, human progress and culture.

Expo 2020 Dubai is a fantastic opportunity for participants to share their spirit and stories with the world. In the spirit of collaboration that sits at the heart of this Expo, the Organiser will work closely with participants before and during the event to tell their stories by raising awareness, attracting visitors, and enriching Expo 2020 Dubai’s message. This will contribute to the impact of the Expo.

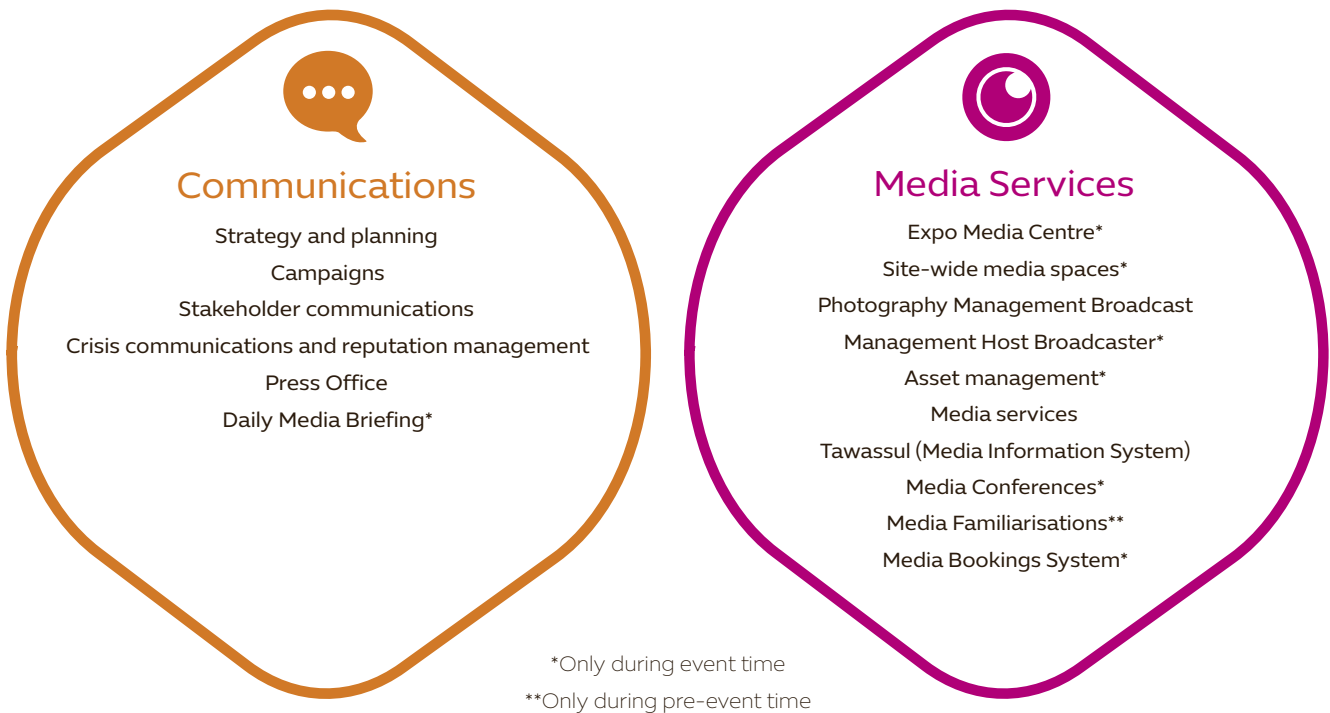
From stories about participants’ pavilion designs and the ideas that inspired them, to the content that will be showcased within them, the Organiser plans to work with all participants to identify relevant story opportunities and the best way to tell them.

These stories will play an important role in promoting participants and Expo 2020 Dubai while encouraging collaboration, building connections, and creating engagement that will bring the Expo to life.

1.1 Expo 2020 Dubai Communications Structure

Figure 1.1 outlines the pre-event and event structure and responsibilities of the Expo 2020 Communications team.

Figure 1.1 Expo 2020 Dubai Structure and Responsibilities



1.2 Expo 2020 Communications Strategy

Expo 2020 Dubai aims to bring the world together in a spirit of optimism. The Organiser's message – shared with the participants – is that human brilliance and the power of collaboration can open the door to a better future for everyone.

The Organiser's Communications Strategy is to build excitement for and interest in Expo ahead of its opening in October 2021, which drives high impact international coverage and creates a platform for strong media attendance and engagement across the six months of the event.

This presence, and the substantial investment being made into a world class media centre and operations at Expo, provide participants with an opportunity never before offered at a World Expo to engage with global media to tell their story to an international audience.

1.3 Communications Approach

Through targeted outreach to global media, Expo 2020 Dubai will use storytelling to connect with visitors and take them on a journey that stimulates feelings, ideas, and actions, as well as drive awareness and visitation to Expo 2020 Dubai.

In order to achieve this, Expo 2020 Dubai will engage and work closely with participants to generate stories and positive media coverage of the Expo and its participants in the UAE to regional and international media.

1.4 Enablers of the Expo 2020 Dubai Communications Strategy

- › Close collaboration with stakeholders, especially participants, to enhance storytelling opportunities around Expo 2020 and demonstrate the substance and experiences that this incredible event will have to offer.
- › A world-class media operation that enables visiting media to cover Expo 2020 Dubai efficiently and effectively.
- › Media partnerships with key outlets in target markets and audience segments to produce relevant themed content with brand integration for deeper message delivery.
- › An 'always on' press office that handles proactive and reactive media messaging.
- › International spokespeople at strategic speaking opportunities to help position and promote Expo 2020 Dubai messaging.
- › Communications campaigns that build awareness and understanding of Expo 2020 Dubai with media and thought leaders.

1.5 KPIs to Measure the Communication Strategy

KPIs are illustrated in Figure 1.2 below.

1.6 Media Services

The Expo 2020 Media Services team provides the facilities and services required for the media to do their work efficiently and effectively, from the point they express an interest in attending the event through to when they complete their coverage. This support includes:

- > provision and management of all facilities and services for accredited media at the Expo Media Centre (EMC) and throughout the Expo 2020 site.
- > facilitation of media briefings and conferences.
- > facilitation of media accreditation, visa, and permit information provision, on-site transport services, and other media-specific services.
- > partnership with an appointed Host Broadcaster and production of live and packaged moving image content for distribution globally.
- > oversight and management of all bookable media facilities and services for unilateral coverage through an online booking system (the Media Bookings System).

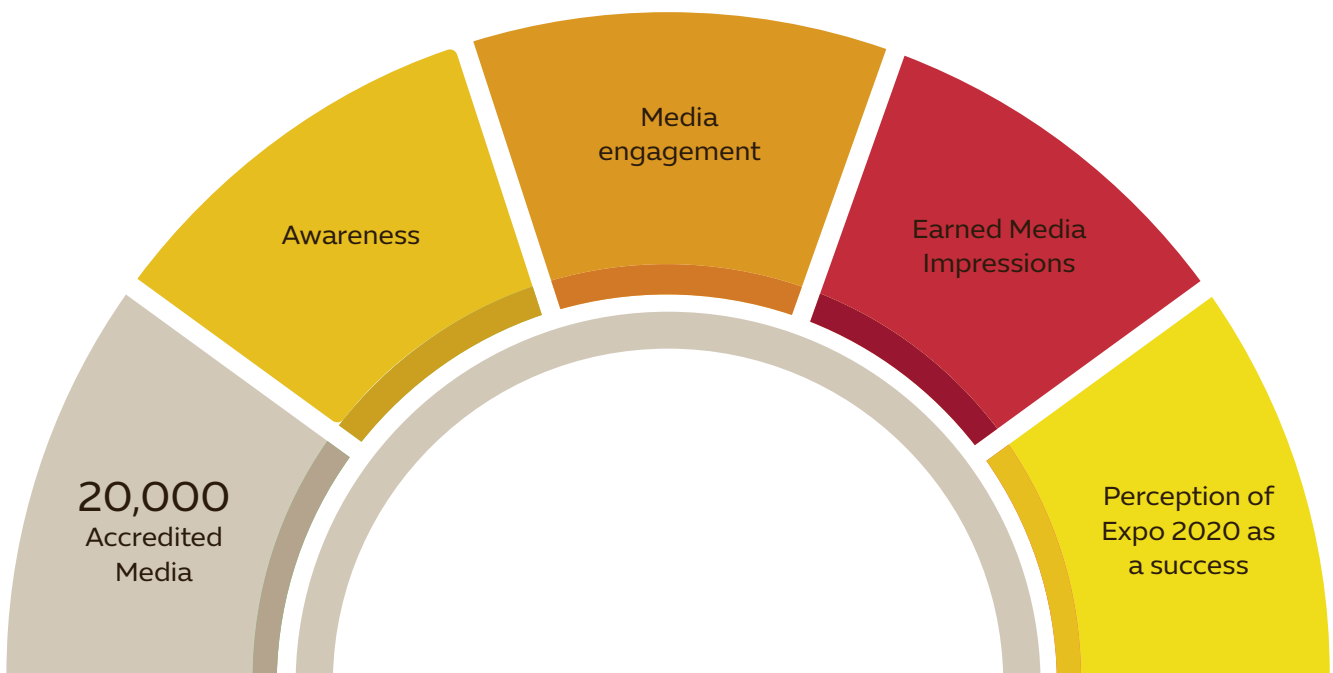
- > provision of a Media Asset Management system containing all raw and packaged video and photographic content available to authorised media both on-site and remotely.
- > provision of an official photography team to capture still images of all key events for distribution and publishing.
- > access to Tawassul – the online media information system.
- > support for all accredited media throughout the Expo 2020 Dubai site and for those covering the event remotely.

Specialist media support teams will be on hand to assist with all media activities (including supporting participants conducting media activity).

Tawassul, the online media information system, will be a repository for media to access Expo 2020 content including press releases, fact sheets, videography and photography, and to express interest for media accreditation to attend the event.

From 1 August, 2021 access to videography and photography will only be available to accredited, authorised media through the Media Asset Management system.

Figure 1.2 Communication Strategy KPIs



1.7 Communications Roadmap

The Expo 2020 Communications Roadmap details Expo’s phased approach to messaging both before and during the six months of the event.

Aligned with the marketing timeline, the roadmap is divided into four phases – awareness, consideration, conversion, and repeat visitation – and details the approach and content that will be focused on during each phase to engage media and the general public in different ways. The communications roadmap is illustrated in Figure 13.

G-01 Participants are encouraged to use the roadmap as a guide to assist their communications plans, and to regularly contact the Expo 2020 Communications team to share any relevant upcoming activities, announcements, or stories.

Figure 13 Expo 2020 Communications Roadmap





2 ∴ Participants and Expo 2020 Communications



In order to provide participants with the best possible platform to tell their stories, the Organiser will support their communications and media activities in a number of ways.

2.1 Communications Liaison and Support for Participants – Media Liaison Officers (MLO)

Communications liaison and support between the Organiser and participants should be led by the Expo 2020 Communications team and the participants' nominated Media Liaison Officer (or other designated communications lead who may be an existing staff member) with the Country Manager in copy.

Participants are to nominate up to three Media Liaison Officers (or other designated communications leads) by 10 May, 2021 to act as the primary points of contact between the participant and the Expo 2020 Communications and Media Services teams to develop relationships, initiate proactive engagement, and establish aligned ways of working. The Media Liaison Officer (MLO) will be required to assist in communicating planned media activities (including within their pavilion), and will be contacted by the Communications team to discuss all operational communications planning. This contact will be both pre-event and event time, and the MLO will be an integral component of the overall communications strategy.

G-02 Participants should submit the MLO's contact details through the Country Manager by 10 May, 2021, if not yet already done.

Media Liaison Officers (or another designated communications lead) will be entitled to access the EMC during the event and will have access to elements of the Media Bookings System. Examples of information to be shared between the Organiser and participants' nominated communications lead can include the following:

- › Sharing of the Expo 2020 communications strategy, roadmap, and other communications content.
- › Receiving advance notice of participant communications plans, activities, announcements or stories.
- › Proactive planning and alignment with country milestones and communications activities.
- › Identifying and planning story opportunities.
- › Sharing media operations or marketing plans, information, and contacts.
- › Proactively sharing other relevant Expo 2020 content or information with participants, such as upcoming campaigns.
- › Early issues identification and reputation management.

C-01 For communications activities that require support from Expo 2020, including but not limited to: pavilion reveals, construction milestones and National Day plans, participants must notify the Expo 2020 Communications team at least two weeks in advance via their dedicated Expo 2020 Communications team liaison.

C-02 All media identified as Delegation Media by a participant must interact with Media Services on all operational requirements via media.services@expo2020.ae.

The Organiser has produced a number of comprehensive documents for participants that will contain detailed media engagement information etc. These can be found in the Supporting Resources section at the end of this document.

2.2 Participants in Expo 2020 Communications Activities

In support of Expo 2020 Dubai's communications efforts, participants may take part in the following activities as third-party spokespeople with the Organiser's approval:

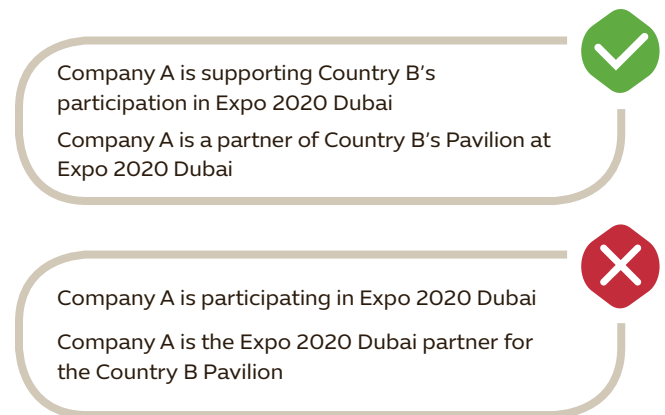
- › Media interviews.
- › Feature pieces.
- › Opinion pieces and by-lined articles.
- › Forums and events.
- › Expo announcements.
- › Press releases.
- › Other content and collaterals.

- G-03** Any participants planning their own communications relating to their participation in Expo 2020 should notify the Expo Communications team at the earliest possible convenience.
- G-04** Where relevant, participants should highlight opportunities for cooperation or coordination with Expo 2020's Communications and/or Marketing teams up to two months in advance of the planned campaign start date.
- C-03** Expo 2020 Dubai has a number of official partners, providers, and supporters whose contractual rights and benefits need to be upheld. Participant pavilion partners and other sponsors or third-parties otherwise unaffiliated with Expo 2020 Dubai's Partnership programme must not associate themselves directly with Expo 2020 Dubai. Instead, they need to make it clear in any communications that the said third-parties are affiliated with the participant and not with Expo 2020 Dubai.

Figure 2.1 provides an example of correct and incorrect statements with regards to partnership.

- G-05** Planned visits of media representatives arranged by participants should be communicated to the Organiser as far in advance as possible. The Expo 2020 Communications team will provide support for the accreditation of visiting media that are invited by participants, as well as provide collateral and access for interviews. Responsibility for visiting media remains with the participant.

Figure 2.1 Example of Partnership Appropriate Statements



2.3 Crisis Communications


Expo 2020 Dubai has a robust crisis communications infrastructure to protect the reputation of the organisation and ensure the success of the event. The Organiser's reputation management and crisis communications team is responsible for Expo 2020 issues and crisis handling, and reputation monitoring.

Early warning of emerging issues is important to prevent them escalating. It will also help to protect the reputations of Expo 2020 Dubai and its participants.

- C-04** Expo 2020 Dubai's communications team will liaise with a participant's Media Liaison Officer or their alternate in the event of a crisis.
- C-05** If a participant chooses to nominate an alternative member of staff who will be responsible for crisis communications, they must inform the Country Manager and designated IP Comms team member via email.
- C-06** Participants must actively identify any pre-existing or emerging issues via an email to their Country Manager, designated IP Comms team member and the Expo 2020 crisis communications team (ip.communications@expo2020.ae). It is vital that the Expo 2020 crisis communications team is copied on any emails notifying about reputational or operational issues to prevent delays.

2.4 Communications after Expo 2020

Expo 2020 will work to sustain collaborations with participants to ensure a sustainable and meaningful legacy that maximises the benefits of the partnerships created throughout the Expo journey and the event itself. Post-Expo 2020 communications will focus on Expo's legacy and its impact on the UAE, the region, and its participants. Activities will be strategically planned to secure the foundations of a positive overarching legacy vision of inclusive collaboration, youth education, purposeful innovation and collaborative learning that will generate opportunities for people around the world.



3 ∴ Media Services
for Participants
Pre-Event



The Expo 2020 Communications team is able to support with providing collateral, on the ground management and potential interviews with Expo 2020 Dubai spokespeople.

3.1 Management of Visiting Media

G-06 Planned visits of media representatives arranged by participants before the beginning of the event should be communicated to the Expo 2020 Communications team at least 7 days prior to the visit. Please notify the Communications team via your designated Expo 2020 Communications team liaison. Responsibility for visiting media remains with the participant.

3.1.1 Media Familiarisation Trips

Expo 2020 Dubai welcomes a number of inbound media trips from countries around the world to build awareness of Expo 2020 Dubai among different media audiences. Where relevant and practicable, the Expo 2020 Communications team will coordinate with participants to assist and advise on these trips.

G-07 Participants are encouraged to arrange inbound press visits for their media. As media visits involve a high level of organisation and planning, participants should communicate their intent to arrange press visits to the Organiser at least two weeks in advance of the planned start date of any trip.

3.2 Expo 2020 Site Filming and Photography

C-06 Participants and their visiting media must obtain prior approval to film on the Expo 2020 Dubai site.

C-07 Participants must notify the Organiser prior to filming on their plot.

C-08 All photographers and film crews will be accompanied by at least one member of the Expo 2020 Communications team who will confirm where the filming is permitted to take place. Film and photography crews on-site must always follow any requests and recommendations from the Organiser.

C-09 Requests to film or photograph on the Expo 2020 Dubai site must be made at least 10 working days in advance of the planned date via your designated Expo 2020 Communications team liaison. Expo 2020 Dubai will endeavour to fulfil ad-hoc requests with less notice but will not always be able to guarantee access. If instructed by the Organiser, all visitors and media disembarking from a car or bus to film or take photos must wear the full Personal Protection Equipment provided to them at all times, without exception.

C-10 Participants must provide full information including the planned date of filming/photography and duration, purpose, distribution channels, attending crew members and their equipment, and expected timing for the release of footage or photographs, for approval to be given.

G-08 Expo 2020 will not insist on editorial control of the footage or photography but will ask for a review on a case-by-case basis by contacting the MLO directly via the Country Manager. Intellectual Property rights will remain with the owners of the footage or photograph taken.

- C-11** Requests for interviews from Expo 2020 spokespeople must be submitted to the Expo Communications team via your designated Expo 2020 Communications team liaison at least five working days in advance of the planned date. While Expo 2020 will endeavour to meet all participant requests for interviews, availability is not guaranteed.

3.3 Drones and Time-lapse Cameras

The Expo 2020 Dubai site lies close to Al Maktoum Airport in an area where the flying of drones is strictly regulated by the UAE General Civil Aviation Authority and the Dubai Civil Aviation Authority. Participants should email ip.communications@expo2020.ae should they wish to enquire about using drones at event time.

- C-12** The use of drones is prohibited. Final policy to be issued June 2021.

Pre-event, Expo 2020 Dubai captures footage with drones on a monthly basis and this footage along with other b-roll, renders, and stills photography of the site are available to participants via the Brand Portal.

- C-13** Participants wishing to install time lapse cameras for filming are able to do so and must submit a request via the Country Manager.

Timelapse® Middle East is the only vendor permitted by Expo 2020 Dubai® to deliver this service within the Expo 2020 Dubai site. The time-lapse photography service is available through a rate card published on the Expo Portal.

Participants who wish to avail of this service will enter a tripartite agreement with Timelapse® Middle East and Expo 2020 Dubai.

4 ∴ Media Services
During Expo 2020



Join now



20 October 2020 - 10 April 2021

Discover -

Tickets -

What's new -

Get involved -

English

MEET THE EXPO 2020 DUBAI MASCOTS

Get to know Rashid and Latifa as they embark on an exciting new journey

Say hi



This chapter provides information about a number of services available to participants to assist with their communications efforts. Details on Tawassul (the media information system), National Day communications, the Expo Media Centre (EMC) and media spaces and conferences can be found below.

Media and MLOs are able to request access to Expo’s media information system, Tawassul, which will house all of the information, services, and facilities available to accredited media. Figure 4.1 provides an illustration of Tawassul.

Figure 4.1 Tawassul - Media Information System

The screenshot shows the Tawassul website interface. At the top, there is a navigation menu with links for Home, About, Plan your journey, News and Assets, Useful links, Resources, and Contact us. Below the menu is a banner with the text "Media accreditation expression of interest is open for Expo 2020 Dubai." The main content area features a large image of the Dutch Pavilion with the text "NOW WELCOMING THE WORLD FROM 1 OCTOBER 2021 - 31 MARCH 2022" and "EXPO 2020". To the right of the image is the article title "Introduction of the Nature-inspired Dutch Pavilion" followed by a placeholder text and a "Read more" link. Below this is a "Key Links" section with icons for Accreditation Expression of Interest, Expo TV, Media Asset Management System, and Media Bookings System. The bottom section is divided into "Latest News" and "Scheduled Media Events", each with a "View All" link. The "Latest News" table has columns for Time/Date and Title, and the "Scheduled Media Events" table has columns for Time/Date, Scheduled Event, and Location.

Time/Date	Title
1:00 AM 05 Apr 2018	Australia to exhibit its culture and innovation as it confirms participation at Expo 2020
1:00 AM 01 Apr 2019	Expo 2020 Dubai's #Havvakum2020 programme calls on everyone to welcome the world
1:00 AM 07 May 2017	Expo 2020 Dubai teams up with Accenture to help ensure seamless digital experience
1:00 AM	Expo 2020 Dubai and DP World partner to position the

Time/Date	Scheduled Event	Location
8:16 AM 24 Jul 2020	Better Together Awards celebrate Expo 2020 Dubai's commitment to	Opportunity Pavilion
5:00 AM 05 Apr 2018	Australia to exhibit its culture and innovation as it confirms pa...	UAE Pavilion
5:00 AM 28 Mar 2018	Republic of Korea to showcase its innovative spirit and technolog...	Sustainability Pavilion
5:00 AM	Economic powerhouse Germany seals EUR	

4.1 Tawassul – The Media Information System

Participants are invited to register for access to Tawassul, the Media Information System at <https://media.expo2020dubai.com>. This system assists the media in planning their coverage and journey to Expo 2020 Dubai. All registrations will go through an approval process prior to access being granted.

Tawassul, meaning 'connect' in Arabic, is an essential tool connecting media to important operational information and updates on elements such as the media accreditation process, as well as content assets including press releases, photographs, audio and video, the electronic media kit and city information.

From 1 August, 2021 access to videography and photography will only be available to accredited, authorised media through the Media Asset Management system. Tawassul will transition into an event time news service from 1 October 2021 to 31 March 2022 and provide media with regularly updated daily coverage of Expo 2020 Dubai, including press releases, quotes from participants, dignitaries and performers and media conference highlights.

4.2 Media Bookings System

The Organiser is creating a Media Bookings System which will be accessible from July 2021.

Bookable media facilities, services and access to filming and photography locations will be available to accredited media through the Media Bookings System. Items will either be free of charge or payable to a third-party supplier.

The following items and services will be available to accredited media in the Media Bookings System (subject to an individual's role and media organisation type):

- › Broadcast compound space.
- › Camera positions.
- › Edit suites.
- › Etisalat services, e.g. uplink and downlink from teleport via dedicated fibre link, satellite and transmission for unilateral feeds.
- › Host Broadcaster services e.g. staffing and Electronic News Gathering (ENG) crew services.
- › Interview rooms.
- › Photography positions.
- › Private workrooms.
- › Radio studios.

- › Standup positions.
- › TV studios.
- › Special Event ticket requests (as applicable).
- › Expo Media Centre guest passes.

The following items and services will be available to the MLO in the Media Bookings System:

- › Stand-up positions.
- › Edit suites.
- › Etisalat services, e.g. uplink and downlink from teleport via dedicated fibre link, satellite and transmission for unilateral feeds.
- › Host Broadcaster services e.g. staffing services and Electronic News Gathering (ENG) crew services.
- › Interview rooms.
- › Special Event ticket requests (as applicable).
- › Expo Media Centre guest passes.
- › Media Conference room.

Prices for these services will be available when the Media Bookings System is released and contracts and billing will be facilitated between the media organisation and the third party.

Figure 4.2 EMC Operating Dates and Hours



4.3 Expo Media Centre (EMC)

The EMC is a technology-led, world class media centre, located adjacent to Al Wasl Plaza in the Expo 2020 site. The EMC provides a wide range of services, facilities, and information and acts as the hub for media during the event. Figure 4.2 illustrates the operating dates and hours of the Expo Media Centre.

Facilities and services offered to accredited media at the EMC will include:

- > Media information and broadcast services.
- > Broadcast technical spaces and services:
 - TV and radio studios.
 - Editing suites.
 - Fibre connectivity to on-site performance areas.
 - ENG kits and crew.
- > Working space for media organisations.
- > Media briefing and conference rooms.
- > Interview spaces.
- > Meeting spaces.
- > Camera loan and repair service.
- > Food and beverage facilities.

4.3.1 Expo Media Centre Access

Media who are approved through the official Expo 2020 Dubai accreditation process and become accredited media will be able to access media facilities at the Expo site. All accredited media will have access to the Expo Media Centre, and where required, third party film units and photographers may be facilitated access.

In addition, the MLO will be provided access to the Expo Media Centre.

Accredited media and the MLO (or other designated communications lead) will be permitted to request access for guests to access the Expo Media Centre to meet the needs of media short-term staffing requirements, media interview requirements or guests requiring access to attend a media conference. Further details about this process will be made available on Tawassul.

G-09 Media Liaison Officers requesting guest access to the EMC are encouraged to discuss their requirements in advance of the event with Media Services.

4.4 Media Spaces and Conferences

4.4.1 Media Spaces

Media spaces have been established for accredited media wishing to cover specific performances. Bookings by accredited media can be made in advance through the Media Bookings System.

4.4.2 Media Conferences

Media conferences will be an integral part of delivering content to accredited media at Expo 2020 Dubai. To facilitate this, media conference rooms are available in the EMC for use, by third parties including participants. All media conferences hosted in the EMC are facilitated by Media Services.

A dedicated media conference is offered to each participant for their National Day through the National Day booking form (Refer to Section 4.5.5 for more information).

G-10 If a participant wishes to host a media conference, or has any questions, please notify the Media Services team by email on media.services@expo2020.ae.

Participants are required to submit requests as soon as planned and no later than 72 hours in advance as this will assist in facilitating conference requirements, booking spaces and organising access for persons without EMC access privileges. Bookings are subject to availability.

Details such as speaker names, audio/visual and translation requirements, and accreditation details of persons attending will be required. The Media Services team will assist in communicating the event to accredited media.

G-11 If a conference is being held within a participant pavilion, the participant will be responsible for organising and enabling access to media as required. Media Services will assist with communicating the conference details to the accredited media on site.

Details of media conferences taking place during Expo 2020 Dubai will be communicated through Tawassul.

C-14 The proposed content for all participant media conferences, whether hosted in the EMC or elsewhere on the site, must be submitted to media.services@expo2020.ae in advance to ensure consistency.

4.4.3 Daily Media Briefing

A Daily Media Briefing will be held in the EMC at 0915 each day of Expo 2020 Dubai starting from 1 October 2021. This Daily Media Briefing will address current issues, provide a preview for the coming day, and provide an opportunity for the media to ask questions of Expo 2020 representatives.

Each Daily Media Briefing will offer simultaneous translations. Subject to capacity, any persons with accreditation to access the EMC will be able to attend the Daily Media Briefing. Please refer to Section 4.1 'Expo Media Centre Access' for details on access for persons not accredited for the Expo Media Centre. Content for the Daily Media Briefings will be determined by the Expo 2020 Dubai Communications department; however, if the participant wishes to propose content to be included in the Daily Media Briefing, they should contact the Communications Department through ip.communications@expo2020.ae.

4.5 Content Opportunities

The Organiser shall provide multiple opportunities for the media to create content in the following areas:

4.5.1 Pavilions and Third-party Spaces

To manage capacities and facilitate access into participant pavilions, accredited media will request access direct to the participant MLO at least 48 hours in advance. This includes access to dignitary visits.

Participants are encouraged to give the Host Broadcaster and the Official Photographer priority access to capture footage and still photography of the pavilions in order to drive worldwide coverage.

Participants should ensure there are pre-determined filming locations in their pavilions to facilitate filming requests from accredited media.

MLOs should inform Media Services of the following so Media Services can notify the accredited media accordingly via Tawassul:

- › Filming and interview opportunities in pavilions.
- › Blackout periods when the pavilion is not available for media access.

Media Services will inform accredited media of the procedure for requesting access to pavilions and how to request access through the MLO. This is dependent on each MLO agreeing to publish their contact details to accredited media.

The Organiser will work with the MLO to ensure the effective communication of requests received by the Media Services team.

Media Services will support the MLO and facilitate issue resolution where and if required.

G-12 Special programming that participants want to promote to the media should be communicated to the Organiser.

Access to the Dubai Exhibition Centre activities will be facilitated by the individual event organiser. Requests for access by media should be made through the Media Services team.

The process for media to request access to Expo-owned Pavilions and spaces with restricted capacities e.g. Thematic pavilions and third-party spaces e.g. Garden in the Sky, will be communicated to accredited media via Tawassul and the Media Bookings System.

4.5.2 Late Request Process

The Organiser is aware that not all media will request access to pavilions in advance. In these instances, the Organiser encourages the MLO (or other designated communications lead) to provide access to the pavilion on an ad-hoc basis.

4.5.3 Performance Venues and Space

Media Services has identified camera platforms and positions at performance venues for use by accredited broadcasters and stills photographers to capture the performance activities. These facilities can be booked by accredited media through the Media Bookings System.

4.5.4 Public Realm

Accredited media are welcome to film and photograph within the public realm as long as media do not interfere with the Expo 2020 activities and crowd flow. To support the filming and photography of the daily procession, camera platforms have also been identified along the route. Access for accredited media to these platforms will be via the Media Bookings System.

4.5.5 National Days

Media coverage of National Day celebrations will be facilitated by the Expo 2020 Dubai Media Services team. Participants are encouraged to hold a media conference at the EMC to mark their National Day. This option can be requested using the National Day Programme Form, which must be submitted three months prior to the National Day through the Expo Portal.

C-15 One week prior to EMC-hosted National Day Media Conferences, the Media Conferences team must liaise with the MLO to confirm conference details including names, roles, and titles of each person speaking or requiring attendance at the media conference. EMC access will be facilitated by Media Services through the guest pass process.

Expo 2020 Dubai will produce a short highlight package featuring each National Day celebration to promote each participant's participation, as well as making the live stream of the coverage available on Expo TV. The Organiser will review the information provided by the participant in the National Day submission forms to assist in planning the National Day highlight package. In consultation with the participant, the Organiser will coordinate convenient dates for access to the participants for interviews. For more information about National Day celebrations, please refer to the Programming, Events, and National Day Guide.

During the National Day celebration, a short broadcast interview will be requested with the Head of the Official Delegation. This will take place as soon as possible at the conclusion of the official activity to allow for the prompt release of National Day coverage. For access to Expo TV, which can be made available by way of a URL link that can be embedded into participants' promotional platforms, please contact the Organiser.

4.6 Broadcast Management

Expo 2020 Dubai Broadcast Management is responsible for planning and providing the facilities and services required to prepare and deliver broadcast coverage of Expo 2020 Dubai. The aim is to ensure that all accredited broadcasters are able to capture and share the stories of Expo 2020.

Broadcast Management is responsible for managing the Host Broadcaster who in turn is responsible for producing live and packaged video content (the 'world feed') to be used by national and international media organisations. The Media Asset Management System is the repository for all Expo 2020 video content produced and available to authorised accredited media in the lead up to and during the event.

A range of stand-up interview positions and camera platforms will be established throughout the site to provide accredited broadcasters and photographers with the best vantage points from which to create content. The full range of facilities will be available on the Media Bookings System from 1 July, 2021.

4.6.1 Host Broadcaster

Expo 2020 Dubai has partnered with Dubai Media Incorporated (DMI) as the Host Broadcaster. Dubai Media Incorporated, in coordination with the Organiser, is responsible for producing the 'world feed' coverage of the event. The Host Broadcaster will also provide production and transmission facilities and associated services for accredited broadcasters attending the event.

Packages to be produced by the Host Broadcaster for distribution include:

- > live coverage of the Opening and Closing Ceremonies.
- > live coverage of headline events planned by Expo 2020 over the course of the six months, subject to performer contracts.
- > a short highlight package of each National Day.
- > a daily highlight package of events and performances.
- > a weekly highlight package of the week's stand-out events and performances.
- > an end of Expo 2020 Dubai summary package which highlights the key stories and events that took place throughout the event.
- > live feeds from beauty cameras located in the city of Dubai and within the site.
- > Video News Releases.
- > segments.

In addition to the multilateral coverage identified above, the Organiser will identify and produce content for news playouts and will provide an online Expo channel. This will be available to all participants in the form of a URL that may be embedded into participants' promotional platforms.

4.6.2 Broadcaster Services

4.6.2.1 Media Asset Management (MAM)

Expo 2020 Dubai will provide a centralised system that will be accessible to accredited media remotely and on-site. The MAM system will contain content produced in the lead up and during the event by Expo 2020 Dubai as well as the highlights, features, and raw footage produced by the Host Broadcaster. This system will serve as the main repository for all video and photographic content produced and available to authorised accredited media in the lead up to and during the event.

G-13 Accredited media can request access to the MAM system through Tawassul.

G-14 Accredited MLOs can request access to the MAM system through Tawassul. MLOs are required to request moving image files for distribution by contacting media.services@expo2020.ae with details of usage.

4.6.2.2 Media Bookings System

Bookable media facilities will be available to accredited media through the Media Bookings System. Items will either be free of charge or payable to a third-party supplier.

Items and services available to accredited media and the MLO in the Media Bookings System are listed in Section 4.2.

4.6.2.3 Hiring Host Broadcaster Services

Host Broadcaster services are available through the Media Bookings System. The primary role and responsibility of the Host Broadcaster is to provide the 'world feed' of the event. Bespoke coverage may be requested and provided to the extent resources are available and will be billed by the Host Broadcaster, depending on the requirements.

G-15 Should the participant require bespoke filming services, a request can be made through the Media Bookings System. This service will be billed by the Host Broadcaster.

4.6.2.4 Technical Requests

Technical requests such as the provision of broadcast infrastructure, will need to be made directly through the Media Services team. Further details are published on Tawassul.

Should a media organisation make a request for connectivity or infrastructure within a participant pavilion, the MLO will be consulted and must give prior approval.

G-16 In the instance that media have a direct relationship with a participant, the MLO should inform Media Services of any broadcast infrastructure discussions and requirements to ensure coordination with the Expo-wide broadcast network and the delivery of services.

4.7 Photography Management

Photography Management provide the best opportunities for accredited photographers to produce outstanding images and to capture history-making moments. The Organiser's goal is to ensure the best possible photographic coverage of the event and to distribute thousands of images to the widest possible global audience.

Photography Management will engage an Official Photography team, which will capture approximately 5000 images per day, totalling more than a million pictures by the end of Expo 2020. The best will be edited and made available to accredited media worldwide.

To maximise coverage, participants are encouraged to give the official photographers priority access to participant pavilions, etc. The official photographers will wear an official photo bib. Their pictures will feed Tawassul, the Expo 2020 website, press releases, and social media.

4.8 Media Readiness

4.8.1 Media Accreditation Process

Please refer to the Media Accreditation section within the Accreditation Guide for details on the media accreditation process.

C-16 All media must be accredited under the media category, even if listed as part of an Official Delegation.

4.8.2 Media Supplementary Access Devices

Supplementary Access Devices (SAD) will be implemented to manage access to dedicated media spaces within some venues. Access to broadcast platforms, photography positions, and dedicated performance venue spaces for all events at all times require accredited media to request access via the Media Bookings System.

Accredited media will be advised through Tawassul and the Media Bookings System of applicable events requiring accredited media to request the SAD for access to media spaces as well as the request process.

4.8.3 Media Access to Pavilions and Third-party Spaces

Information regarding access for accredited media to pavilions and third-party spaces can be found in Section 4.5.1 of this guide.

4.8.4 Media Transport and Parking

Accredited media are encouraged to take advantage of Dubai’s public transport and taxi and e-hail services. Information about these transport options and valet parking at the Expo 2020 Dubai site can be found in ‘Section 1.4 – Getting to Expo 2020 Dubai During Event Time’ in the Operations Guide. In addition, accredited media will park vehicles in limited dedicated media parking spaces within the Sustainability District visitor’s parking on the Expo site, the closest parking to the Expo Media Centre. Parking will be available on a first come, first served basis, on presentation of a media accreditation pass.

Accredited media will be able to use the Parking shuttle Service between the media parking and the Sustainability District entrance Pedestrian Screening Access. Further information about this Parking Shuttle Service can be found in ‘Section 1.4.5. – Parking Shuttle Service’ in the Operations Guide.

During the event and in line with EMC opening hours, a buggy shuttle service will support media with equipment between the Sustainability District entrance PSA and the Expo Media Centre.

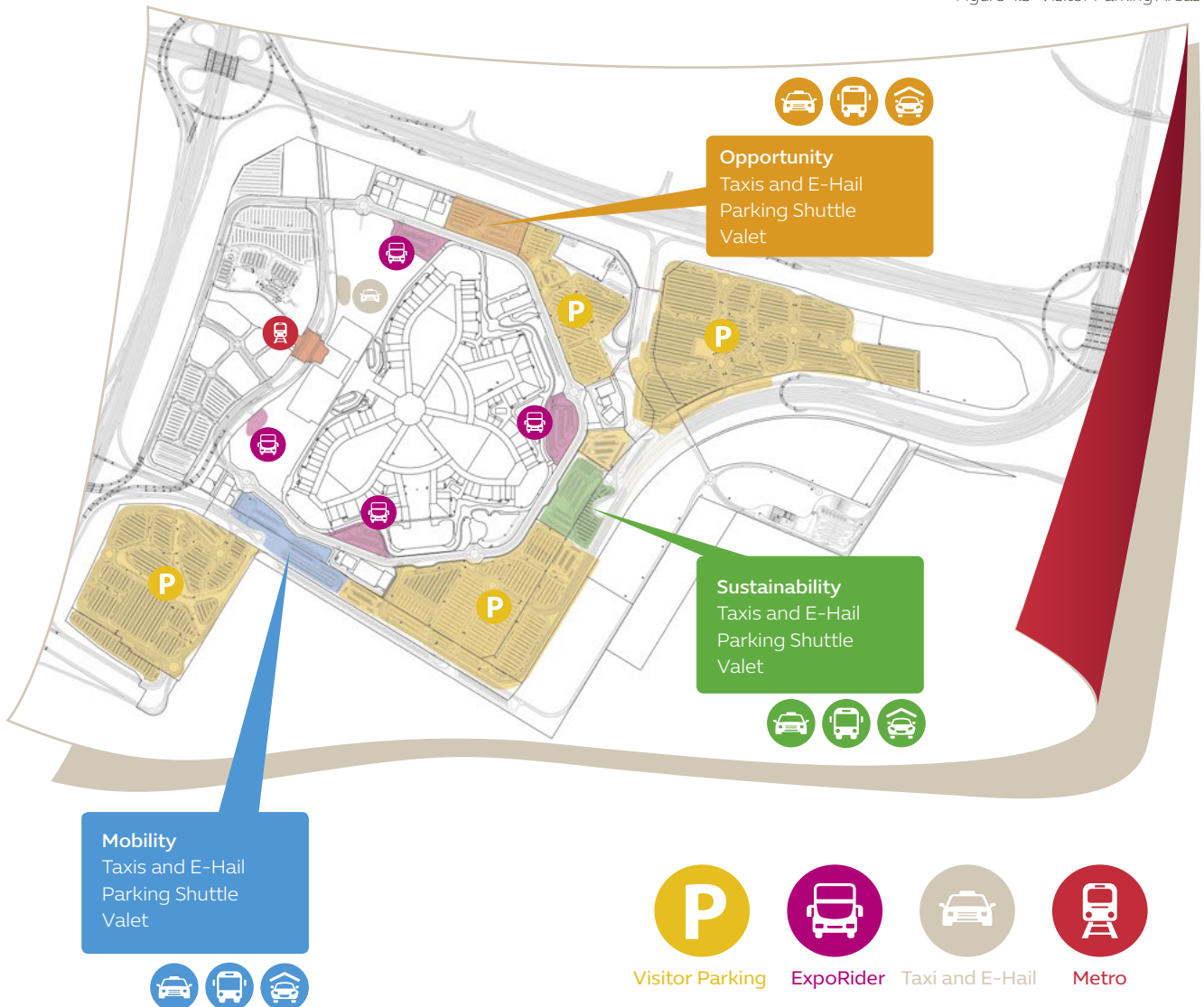
Accredited media are permitted to use all other visitor parking areas; however, they must abide by the operational hours of visitor parking which will operate from 0830 until 90 minutes after the visitor gates officially close. Any vehicles left in these parking areas will be removed.

The exception to the above is the Sustainability District visitor parking area as accredited media will have access to this visitor parking area 24 hours a day and must show valid media accreditation pass for entry.

Further details and any additional transport solutions which may become available to accredited media will be communicated through Tawassul.

Figure 4.3 displays an illustration of the parking areas.

Figure 4.3 Visitor Parking Areas



4.8.5 Media Accommodation

Accredited media are required to book and pay for their own accommodation to attend Expo 2020 Dubai.

Emaar Hospitality Group is Expo 2020 Dubai's Official Hotel and Hospitality Partner. Accredited media are eligible for a special rate when booking accommodation for Expo 2020 Dubai at an Emaar Hospitality Group hotel.

Expo 2020 Dubai accredited media will receive corporate rates at Emaar Hospitality Group properties. Preferential corporate rates and group rates will also be offered for short-term and long-term lease options. Details on how accredited media can book accommodation through Emaar Hospitality Group and any discounts available for properties outside of the Emaar Hospitality Group will be communicated directly to the Accreditation Liaison Officers of approved accredited media.

4.8.6 Media Visas

The visa requirements to enter the UAE will differ depending on individual accredited media's circumstances.

The Organiser will facilitate the visa procedures for entry into the UAE for official delegation media who are invited by a participant. See Matters of Stay guide.

All other media should consult the relevant authorities in their country of residence or with the General Directorate of Residency and Foreigners Affairs, Dubai.

4.8.7 Media Logistics

Accredited media with a requirement for a vehicle to enter the Expo 2020 secure site and deliver goods must submit an initial request to the Expo 2020 Dubai Media Services team at media.services@expo2020.ae in advance. Upon review of the request, Media Services will provide further instruction to facilitate the delivery to the Expo 2020 site.

More detailed information on logistics is available on Tawassul.

4.8.7.1 Permit to Import Media Equipment into the UAE

Many accredited media will have a requirement to temporarily import media equipment as accompanied baggage when travelling to the UAE to cover Expo 2020 Dubai.

It is important to understand that there are UAE regulations which require a permit to temporarily import this media equipment into the UAE. Expo 2020 Dubai is working with the Media Regulatory Office (MRO) to facilitate this requirement for accredited media. Information is available on Tawassul.

4.8.8 Permits to Film and Photograph in the UAE (outside the Expo 2020 Dubai site)

Accredited media do not need to obtain additional permissions to film and photograph within the Expo site. All accredited media are allowed to do this by entering with their media accreditation.

C-17 Where accredited media wish to film or photograph outside of the Expo 2020 site, they must complete and submit the Media Regulatory Office (MRO) application for a permit to film and photograph within the UAE.

C-18 Accredited media must undertake this process well in advance of their planned travel to the UAE.

Please note, the application process incurs a fee for each day of filming/photography accredited media wish to undertake, which is the sole responsibility of each applicant.

Expo 2020 Dubai is working with the Media Regulatory Office (MRO) to facilitate this requirement for accredited media. Information is available on Tawassul.



5 ∴ Contracting
Performers and
Performances



In order to maximise the coverage of the participant, the participant pavilions, performances, and other associated activity, the Organiser intends to film and photograph all newsworthy activity and make this content available for transmission worldwide.

Participants will be procuring and presenting their own performers, acts, and performances, both within their pavilions and elsewhere on site.

The extent of transmission, and therefore the amount of publicity the Organiser will be able to generate, will depend upon the contracts that the participants will agree to with the performers.

G-17 When negotiating contracts with performers and acts, the Organiser strongly recommends that worldwide broadcast transmission rights and photography publishing rights across all platforms (TV, social media, radio) across all territories (worldwide) for the full duration of the performance are included in the contract.

G-18 Participants should ensure that all music contained within performances is cleared for public use and broadcast transmission.

5.1 Rights Guidance

Should full transmission not be negotiated, the Organiser will be required to restrict coverage and transmission based on the final terms of the contract. The Organiser will only film and photograph to the extent that contracts allow.

5.2 Informing Expo of Contractual Arrangements

C-19 Participants must inform the Organiser by 1 July, 2021 of any restrictions on broadcast or photographic transmission via media.services@expo2020.ae and Event Management System (EMS). Where a performance is contracted after 1 July, 2021, the participant must inform the Organiser immediately of any restrictions on broadcast or photographic transmission. The Organiser will assume that full transmission rights are contracted, and all music use cleared, unless informed otherwise.

The Organiser may provide general information on the desired broadcast and photographic transmission rights and music clearances to maximise coverage, if requested by emailing media.services@expo2020.ae. However, please note that the participant should seek their own independent advice.



6 ∴ Social Media

@Expo2020Dubai



Expo 2020 Dubai is planning a wide range of activities, entertainment, and innovations.

These activities are encouraged to be shared on social media channels such as Twitter, Instagram, and Facebook, to showcase participant pavilions and innovations to the public.

This chapter provides participants with relevant information regarding social media usage.

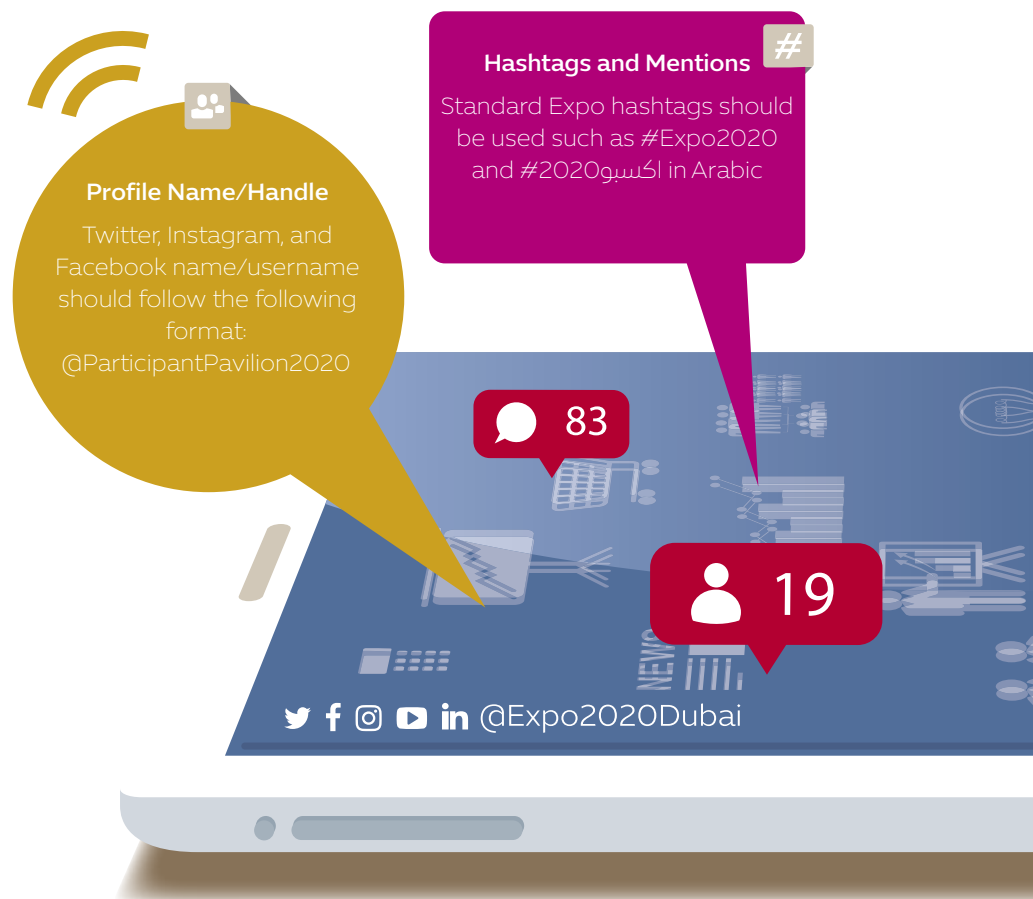
6.1 Pavilion Social Presence and No Presence

G-19 Each participant pavilion is encouraged to have its own presence on social media. The most popular and convenient social media channels to include shareable content are Twitter, Instagram, and Facebook.

6.1.1 Profile Set-up

- › Profile Picture: to ensure consistency across all participants, the Organiser encourages participants to use their logo as a profile picture.
- › Profile Name/Handle: to ensure consistency across all participants, the Organiser strongly recommends that the participants' name/username follow the following format: @ParticipantPavilion2020 across all social media channels, including Twitter, Instagram, Facebook, YouTube and LinkedIn.

C-20 Countries must not use the following format as it is misleading: @ParticipantExpo2020 OR @Expo2020Participant.



G-20 In case there is no social media presence for the participant pavilion, it is advised to use the country's embassy social account to promote/share the participant pavilion during the event.

6.2 Hashtags and Mentions

G-21 Certain hashtags are recommended in order for the content to be easily discovered and shared.

- › Participants' accounts should have @Expo2020Dubai tagged/mentioned in their posts/tweets all the time.
- › Standard Expo hashtags such as #Expo2020 and #2020اكسبو in Arabic should be used.
- › Each country can create its own hashtag following this format: #ParticipantPavilion2020. For example, the United Arab Emirates hashtag should be #UAEPavilion2020.

6.3 Content/Assets Operations

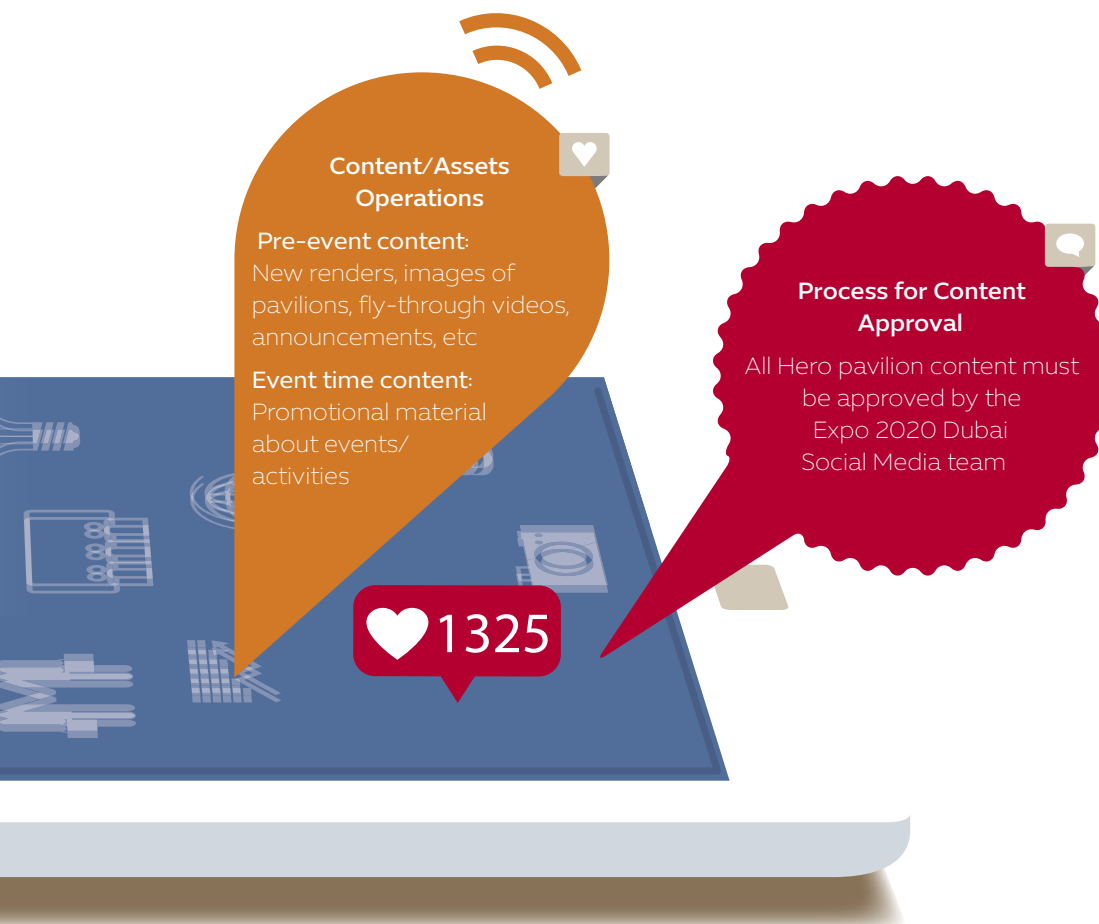
Expo 2020 will be creating a lot of content from around the site on a daily basis. This content will be mainly purposed to promoting the various activities happening around the site from events to parades and special days. Participants will also be running their own marketing activities and developing assets to promote activities and events happening at their pavilions.

The Organiser will establish a workflow to exchange these assets between the Expo 2020 Social team as well as the participants' Social/Marketing Team to ensure that it is pushing content on its channels and promoting these activities – Expo 2020 will review content received and decide on best ways to engage with the content. The aim is to exchange monthly calendars between the Organiser and the participant. The Organiser will cover two phases:

- › **Pre-event content:** New renders, images of pavilions, fly-through videos, announcements, etc.
- › **Event time content:** Promotional material about certain events/activities/programming happening at the pavilion.

6.4 Process for Content Approval

G-22 All Hero (i.e. campaign-related) participant pavilion content that will be released should be sent to the Expo 2020 Dubai Social Media team for approval. The assets will be reviewed by the Expo 2020 Dubai Social Media team to ensure all guidelines are met.



7 ∴ Brand





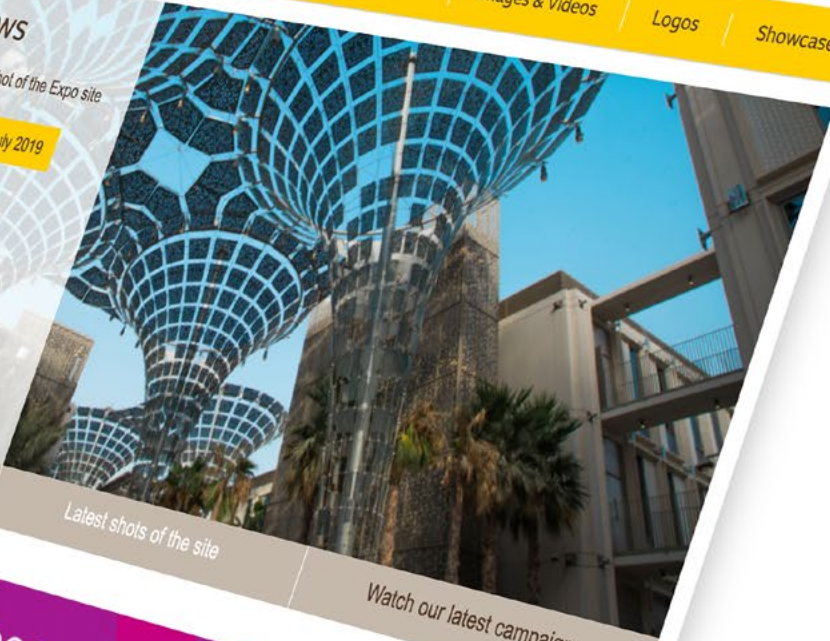
Connecting Minds, Creating the Future

- Brand Guidelines
- Images & Videos
- Logos
- Showcase

Latest News

Check out these latest shot of the Expo site

Expo 2020 Site Imagery July 2019



Brand Guidelines

Latest shots of the site

Watch our latest campaign

IES

LOGO VARIANTS

PHOTOGRAPHY & VIDEO

Acting as the visual expression of the event, the brand will play a key role in defining the way the world perceives the event and Dubai.

The brand will be seen by millions of visitors and will become synonymous with the region. It is used to inform every physical and digital touchpoint Expo 2020 Dubai produces and to ensure each and every interaction with Expo 2020 is a positive and visually cohesive experience.

This chapter introduces the Expo 2020 Dubai logo, the Expo 2020 mascot, and how participants can use the logo and get access to the brand assets.

7.1 Introduction to the Expo 2020 Dubai Logo

The Expo 2020 Dubai logo was unveiled to the public on 27 March 2016 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. The logo is inspired by an artifact, a tiny gold object, which was found in the archaeological site of Sarouq Al Hadeed. The historical ring was actually discovered by Sheikh Mohammed, who spotted an archaeological site in Sarouq Al Hadeed while flying over the area in his helicopter and recognising that the ripples of the sand dunes were different to surrounding areas.

The design of the logo is inspired by a civilisation that existed 4,000 years ago in an area extending from Baynounah in Abu Dhabi to the mountains of Ras Al Khaimah and Fujairah. The land connected ancient civilisations and the UAE continues to be a hub that connects the world. The Expo 2020 logo represents the UAE's message to the world that its civilisation has deep roots. The UAE was and will continue to be a melting pot that gathers civilisations and a centre for innovation. Over 4,000 years ago, the people who lived in this land had a deep creative spirit and today the people of the UAE are building the nation's future for centuries to come. Figure 7.1 provides an illustration of the official Expo 2020 Logo.

Figure 7.1 Expo 2020 Logo



By Convergence

Each part of the ring touches and is touched by another, representing the collective strength of humanity when it connects together.

In its Roots

Like a sun's emanating rays, reflecting Expo 2020 Dubai's optimism and aim of enabling human progress.

Through its Symmetry

Organic symmetry reflects the UAE's harmony with cultures and people from around the world, underpinning the spirit of Expo 2020 Dubai as a global event for all.

By Reiteration

The repeating forms celebrate the geometry of Islamic art and Kufic calligraphy, thereby alluding to the cyclical nature of design and innovation.

In its Circular Form

This expresses the unity the Organiser aims to promote, the integrity of its aspirations, and the wisdom and ambition of Dubai's wise leadership to host this seminal event at such a pivotal moment in history.

7.2 Expo 2020 Mascots

Latifa and Rashid are two siblings who embark on an adventure under the watchful eye of Salama, the wise, magical Ghaf tree; and the guidance of three unique robots, Alif, Opti, and Terra. These robots are responsible for guarding Salama's three secrets relating to Expo 2020 Dubai. With each bot protecting its own pavilion, namely Mobility, Opportunity, and Sustainability, these bots possess unique, special powers that help kids unlock the challenges along their journey.

During this remarkable journey, the children travel through time and space to find clues that will help unlock Salama's secrets. More importantly, this journey of adventure provides the perfect opportunity to learn what Expo 2020 Dubai is all about, what great inventions have been announced and celebrated in previous Expos, as well as the future contribution this Expo will have. Figure 7.2 illustrates the Expo 2020 Mascots.

7.2.1 Latifa

With a huge love of science and a passion for technology, Latifa is the younger (and sometimes smarter) of the two siblings and dreams of becoming one of the world's greatest inventors. This inquisitive and chatty girl is keen to share her knowledge with others and is always looking for an opportunity to learn something new.

7.2.2 Rashid

Rashid is very keen to follow in the footsteps of his clever sister. He is older than Latifa, smart for his age, quick to learn and full of enthusiasm. He can also be a bit cheeky at times! As well as caring deeply for the environment, Rashid keeps family stories passed down from generation to generation close to his heart.

7.2.3 Alif

Alif is the guardian of the Mobility Pavilion and is one of three guardians protecting Salama's secrets at Expo 2020 Dubai. Designed to transform into any form of mobile vehicle, Alif can walk, run, swim and even fly. He is there to take Latifa and Rashid wherever the path of discovery leads them.

7.2.4 Opti

Opti is the guardian of the Opportunity Pavilion and is one of three guardians protecting Salama's secrets at Expo 2020 Dubai. With a heart of gold (literally), the robot offers Latifa and Rashid various choices during their journey of discovery. His special power is his ability to open portals which zap anything in his path and transport them somewhere else.

7.2.5 Terra

Terra is the guardian of the Sustainability Pavilion and is one of three guardians who are protecting Salama's secrets at Expo 2020. This kind-hearted robot, who would like to feel more human than she is, guides Latifa and Rashid throughout their adventure and advises them if what they are doing is being conducted in the most efficient manner.

Figure 7.2 Expo 2020 Mascots



7.3 Expo 2020 Dubai Protected Marks

Expo 2020 Dubai would not be possible without the financial support raised through the Organiser's Official Partnerships. The Organiser's Official Partners' value comes through the right to associate themselves officially with Expo 2020 and its Intellectual Property. If this benefit is not protected and unauthorised businesses are able to link themselves to Expo 2020 Dubai, the value of the Official Partnership is significantly devalued.

Those partners, in turn, support and believe in the values that sit at the core of the Organiser's brand. They commit to working with the Organiser to bring Expo 2020's vision, ideals, and values to life.

The Expo 2020 Dubai registered trademarks constitute an integral part in ensuring that the Organiser is able to protect its partner's investment and prevent any infringements.

All names, words, marks, and logos relating to Expo 2020 Dubai, its programmes and initiatives are legally protected and owned by Expo 2020 Dubai, including but not limited to:

- > The official symbol.
- > The official mascot.
- > The official wordmarks:

Expo 2020 Dubai United Arab Emirates (UAE)

- > The official theme:

تواصل العقول وصنع المستقبل

Connecting Minds, Creating the Future

These are illustrated in Figure 7.3 below:

Figure 7.3 Expo 2020 Dubai Protected Marks

1. Official symbol



2. Official wordmarks

EXPO
2020
DUBAI
UAE

إكسبو 2020 دبي
الإمارات العربية المتحدة

إكسبو 2020 EXPO
دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES

3. Official theme

CONNECTING MINDS,
CREATING THE FUTURE

تواصل العقول
وصنع المستقبل

7.4 Official Participants' Use of the Expo 2020 Dubai Logo

The establishment of a Participation programme and the support of participants is essential to the ability of Dubai and the UAE to successfully host Expo 2020 Dubai. The establishment of a rights protection scheme is an important part of ensuring that the Organiser is able to provide its participants with value, which they would reciprocate to Expo 2020 Dubai. The Organiser offers participants exclusive rights to associate with the Expo 2020 Dubai brand.

The Organiser has published the Official and Non-Official Participant Brand Guidelines to provide guidance on the use of the Expo 2020 Dubai logo.

There are two main variants set up for Official Participants:

- Expo 2020 Dubai logo locked up with the Country emblem or Pavilion logo with the 'Official Participant' designation written beneath. See Figure 7.4 for an illustration.

- Expo 2020 Dubai logo locked up with the Official Participant Country Flag, and 'Official Participant – Country Name' designation or 'Official Participant' designation excluding Country Name. See Figure 7.4 for an illustration.

G-22 Official Participants can either use their pavilion or Country Emblem logo in conjunction with the Expo logo as demonstrated. The two are interchangeable and it is down to the participants to decide which variant they prefer to use.

All master artworks are created by Expo 2020 Dubai and can also be found on the Brand Portal that is accessible through the Expo Portal.

C-21 Official Participants must ensure the Expo 2020 Dubai logo lock up is not altered in any way.

C-22 Official Participants must not use the Expo 2020 Dubai logo in conjunction with any commercial entities. Instead, Official Participants who have commercial partners must use their own pavilion logo or their country flag and use 'Expo 2020 Dubai Official Participant' designation including country name. See Figure 7.5.

Figure 7.4 Official Participants' Use of the Expo 2020 Dubai Logo



Figure 7.5 Official Participants' Use of Commercial Partner Logo



7.5 Non-Official Participants' Use of the Expo 2020 Dubai Logo

The Organiser has published the Official and Non-Official Participant Brand Guidelines to provide guidance on the use of Expo 2020 Dubai logo.

Non-Official Participants are offered rights to use the Expo 2020 Dubai logo with the participant designation as shown in Figure 7.6.

- C-23** Non-Official Participants must ensure the Expo 2020 Dubai logo lock up is not altered in any way.
- C-24** Non-Official Participants must not use the Expo 2020 Dubai logo in conjunction with any commercial entities. Instead Non-Official Participants who have commercial partners can use the designation 'Expo 2020 Dubai Participant' as part of their logo. Artwork must be created by the participant and sent to Expo 2020 for approval. See Figure 7.7.

Further guidance on the use of the Expo 2020 Dubai logo can be found in the Official and Non-Official Participant Brand Guidelines.

Figure 7.6 Non-Official Participants' Use of the Expo 2020 Dubai Logo



7.6 Accessing Brand Assets via the Expo Portal

Participants can access the Expo 2020 Dubai logo lock ups and Official and Non-Official Participant Brand Guidelines on the Expo Portal. Once logged into the Expo Portal, select 'Brand Portal' from the top menu.

- C-25** Any use of the Expo logo or imagery must first be approved by Expo 2020 Dubai via the Brand Portal prior to being published. Work should be submitted through the approvals tabs which can be found along the top menu bar. The Organiser will respond within 10 working days.

Details on how to submit work for approval can be found in the Official and Non-Official Participant Brand Guidelines. With the help of the Organiser's teams and tools, participants have everything they need to inspire their countries to join and participate in Expo 2020 Dubai.

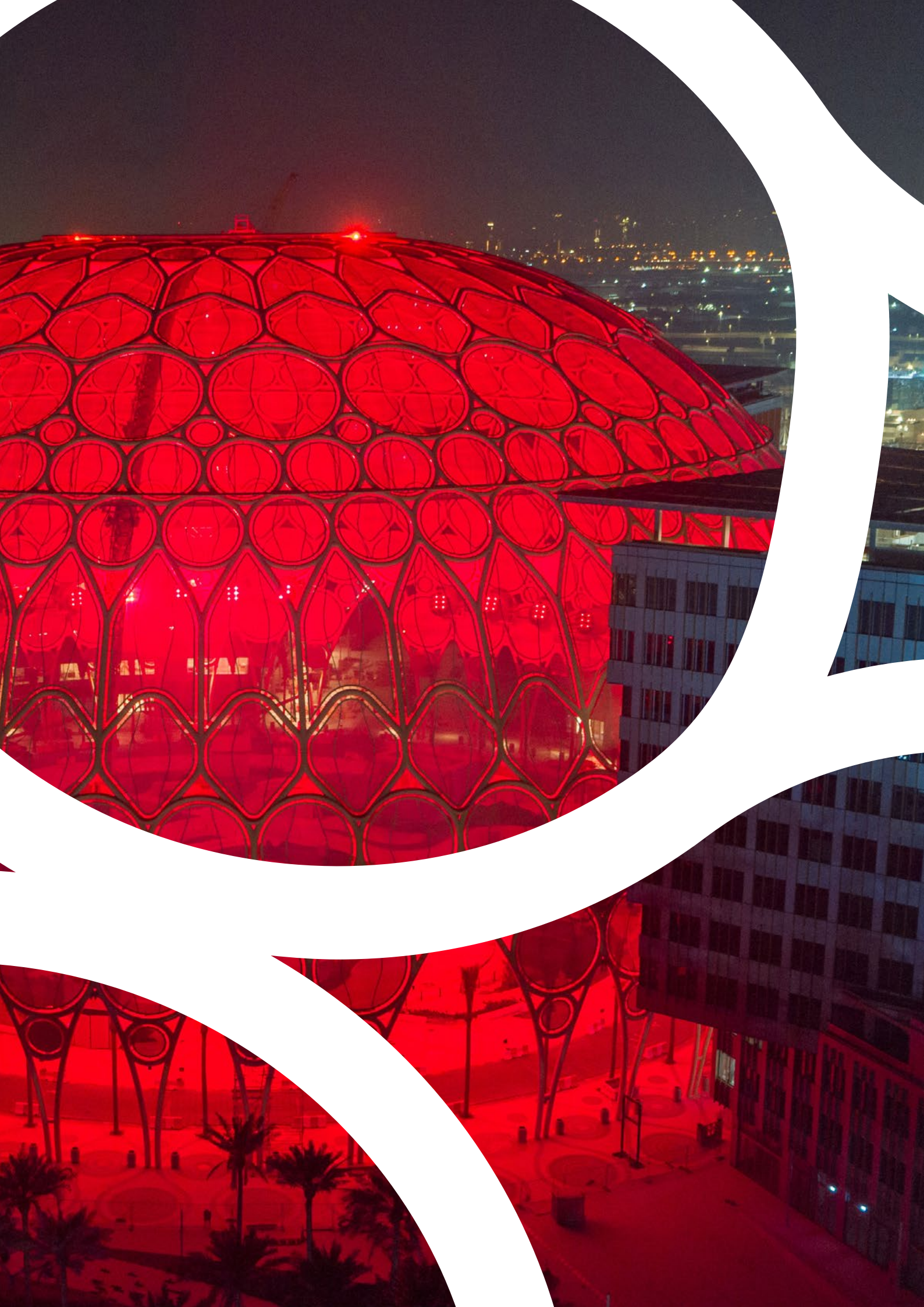
Figure 7.7 Non-Official Participants Use of Commercial Partner Logo





8 :: Campaign
Marketing





Expo 2020 Dubai is a global event like nothing seen before, celebrating the awe-inspiring people and things that will shape tomorrow.

It is hosted in a brand-new futuristic city destination where everyone can experience amazing ideas, innovations, cuisine, and entertainment from more than 190 countries. The Expo 2020 Dubai theme is 'Connecting Minds, Creating the Future' and it aims to inspire the game changers of tomorrow, inviting every visitor to participate in making tomorrow's world a better place. In the spirit of innovation and positive change for the future, Expo 2020 is a global platform dedicated to bringing people, communities and nations together to build bridges, enable action and inspire solutions toward some of the world's most challenging issues. Expo 2020 represents the hope and belief in the power and impact of human innovation, imagination and ingenuity.

It is the first World Expo to be hosted by an Arab nation and is being created to inspire and entertain people from every culture and corner of the world. The Organiser's campaign approach is designed to create a powerful desire to visit Expo 2020 Dubai – to join the making of a new world.

8.1 Messaging Strategy

The Expo 2020 Dubai marketing strategy plays a key role in the success of the event by raising awareness of Expo 2020 Dubai and contributing to the achievement of the objectives illustrated in Figure 8.1. Join the Making of a New World will be our creative platform; it is a call to action to connect and participate in our vision to create a better future.

Figure 8.1 Brand Framework

Brand Ambition	<ol style="list-style-type: none"> To showcase Expo 2020 as the credible platform in a post-pandemic world from which to mobilize people to come together to solve humanity’s most pressing problems; hosted within a world-class, city of the future. Deepen the understanding and recognition of Dubai and the UAE as a place of progressiveness, partnership and prosperity within the region and on the global stage. Drive physical and virtual visitation to Expo 2020 from key identified markets. 					
Brand Purpose	Connecting Minds, Creating The Future.					
Brand Positioning	<p>In the spirit of innovation and positive change for the future, Expo 2020 is a global platform dedicated to bringing people, communities and nations together to build bridges, enable action and inspire solutions toward some of the world’s most challenging issues.</p> <p>Expo 2020 represents the hope and belief in the power and impact of human innovation, imagination and ingenuity.</p>					
Brand Personality	<p>Optimistic. Bringing people and communities together. Future-committed. Resilient.</p> <p>A tone that demonstrates the belief that when people come together and harness their collective power, it is possible to change the world for the better.</p>					
Primary Target Audience	<p>People open to and interested in learning more about making a better world for people and planet.</p> <p>Our target audience are those who are open to and interested in learning more about the important global issues that affect us all, especially those around people and planet.</p> <p>They are cross-generational, avid readers, keen followers of news and events, and are open to new ideas, cultures and experiences. As a result they are interested in how man(women)kind are approaching today’s biggest challenges, how we can all collectively improve our thinking and our actions and what ideas and innovations are changing the world.</p>					
Brand Platform	JOIN THE MAKING OF A NEW WORLD.					
Value Propositions	<p>Visitation: an invitation to visit the greatest global gathering which offers:</p> <table border="0" data-bbox="370 1254 1477 1686"> <tr> <td data-bbox="370 1254 590 1686"> <p>The World’s Most Inventive Ideas:</p> <p>Discover ideas and innovations that shape and improve the future of the people and planet.</p> </td> <td data-bbox="590 1254 798 1686"> <p>The World’s Most Inspiring Architecture:</p> <p>Visit the city of the future, designed for better, more sustainable and human-centric living, filled with architectural and operational ideas on how we will exist in the future.</p> </td> <td data-bbox="798 1254 1005 1686"> <p>The Whole World In One Place:</p> <p>The most global Expo ever offering an unrivaled cultural experience from every aspect (art, food and music) of 192+ countries.</p> </td> <td data-bbox="1005 1254 1212 1686"> <p>The World’s Greatest Show:</p> <p>The most breathtaking entertainment and events across concerts, theatre and sports brought together during a six-month spectacle.</p> </td> <td data-bbox="1212 1254 1477 1686"> <p>A Unique World of Collaboration and Opportunity:</p> <p>A place where all businesses, big and small, can enable growth through new opportunities, greater investment and forge new alliances to accelerate sustainable growth.</p> </td> </tr> </table>	<p>The World’s Most Inventive Ideas:</p> <p>Discover ideas and innovations that shape and improve the future of the people and planet.</p>	<p>The World’s Most Inspiring Architecture:</p> <p>Visit the city of the future, designed for better, more sustainable and human-centric living, filled with architectural and operational ideas on how we will exist in the future.</p>	<p>The Whole World In One Place:</p> <p>The most global Expo ever offering an unrivaled cultural experience from every aspect (art, food and music) of 192+ countries.</p>	<p>The World’s Greatest Show:</p> <p>The most breathtaking entertainment and events across concerts, theatre and sports brought together during a six-month spectacle.</p>	<p>A Unique World of Collaboration and Opportunity:</p> <p>A place where all businesses, big and small, can enable growth through new opportunities, greater investment and forge new alliances to accelerate sustainable growth.</p>
<p>The World’s Most Inventive Ideas:</p> <p>Discover ideas and innovations that shape and improve the future of the people and planet.</p>	<p>The World’s Most Inspiring Architecture:</p> <p>Visit the city of the future, designed for better, more sustainable and human-centric living, filled with architectural and operational ideas on how we will exist in the future.</p>	<p>The Whole World In One Place:</p> <p>The most global Expo ever offering an unrivaled cultural experience from every aspect (art, food and music) of 192+ countries.</p>	<p>The World’s Greatest Show:</p> <p>The most breathtaking entertainment and events across concerts, theatre and sports brought together during a six-month spectacle.</p>	<p>A Unique World of Collaboration and Opportunity:</p> <p>A place where all businesses, big and small, can enable growth through new opportunities, greater investment and forge new alliances to accelerate sustainable growth.</p>		
Overall call-to-action	The world needs all of us now. Join us at Expo 2020 to create a better future together.					
Key Markets	<p>Physical Visitation</p> <p>Tier 1: UAE, KSA (+ other GCC), India, UK, Russia (+CIS) and China.</p> <p>Tier 2: France, Germany, other MENA (Egypt & Jordan).</p>					
Key Audiences	In-UAE ●.....● International					
Sub-Audiences	<table border="0" data-bbox="370 1998 1477 2094"> <tr> <td data-bbox="370 1998 925 2094">Leisure (residents & visitors). Business (large & SMEs). Start-ups & Entrepreneurs. Youth. Stakeholders.</td> <td data-bbox="925 1998 1477 2094">Leisure. Business (large & SMEs). Start-ups & Entrepreneurs. Youth. Stakeholders.</td> </tr> </table>	Leisure (residents & visitors). Business (large & SMEs). Start-ups & Entrepreneurs. Youth. Stakeholders.	Leisure. Business (large & SMEs). Start-ups & Entrepreneurs. Youth. Stakeholders.			
Leisure (residents & visitors). Business (large & SMEs). Start-ups & Entrepreneurs. Youth. Stakeholders.	Leisure. Business (large & SMEs). Start-ups & Entrepreneurs. Youth. Stakeholders.					

8.2 Advertising Campaigns

Expo 2020 Dubai will be promoted through campaigns leading up to and during the event. All campaign elements are available on the Brand Portal.

The campaigns will include the following:

What to Expect Campaign | May 2021

- › **Campaign slogan:** Join the Making of a New World.
- › **International objective:** Awareness and data collection.
- › **Creative strategy:** A video series that illustrates the five value propositions to help our audience and visitors visualise what they can expect when we open our gates on 1 October
 - The greatest global gathering in history: This video sums up the four support videos that follow and gives an overview of what to expect at Expo 2020.
 - The world's most inventive ideas: This video is about the world's most inventive ideas showcased by the international participants of Expo 2020
 - The world's greatest show: This video is about the wonderful live entertainment and displays, from international performers, musicians and stars
 - The world's most inspiring architecture: This video is about the inspiring architecture and structures that visitors will experience throughout the Expo 2020 space.
 - The whole world in one place: This video is about the 190 countries coming together to tell their rich histories and stories. The cuisines from around the world, the artists, performers & innovators taking part

Ticket Sales Campaign | July 2021

- › **Campaign slogan:** Join the Making of a New World.
- › **International objective:** Consideration and conversion.
- › **Creative strategy:** Showcasing the product, immersive experiences, thematic pavilions, culture, art, science, technology, music, innovation, collaboration, events, pavilions and the breadth of our offering to drive general admission ticket sales in international markets.

Countdown + Opening Campaign | 01 September 2020 – 20 October 2021

- › **Campaign slogan:** Join the Making of New world.
- › **International:** Conversion and repeat visitation.
- › **Creative strategy:** Showcase event calendar and programming to demonstrate Expo's value proposition and drive ticket sales to domestic and international markets.

8.3 Media Strategy

Expo 2020 continue to run global campaigns via one of the following or a mix of the following channels; advertising, including offline media channels, social media, digital, CRM and content marketing, in addition to B2B2C channels, influencer marketing, media partnerships, PR and communications.

8.4 Website and Languages Available

The Organiser shall drive all its digital activities to the Expo 2020 website, which is the hub for Expo 2020 Dubai content. Through the Organiser website, participants will be able to see the latest news, events, and activities that will be hosted at Expo 2020 Dubai. The website also facilitates ticket-selling, event planning, and wayfinding. The Organiser has developed a website with seven languages to reach out to potential visitors from across the world. These languages are: Arabic, English, French, Spanish, Russian, Mandarin, and German. See Figure 8.2 for an illustration.

The website has different sections and functionalities to highlight each pavilion and to cover all details about the activities and events taking place during Expo 2020 Dubai.

8.5 Marketing Collateral Process

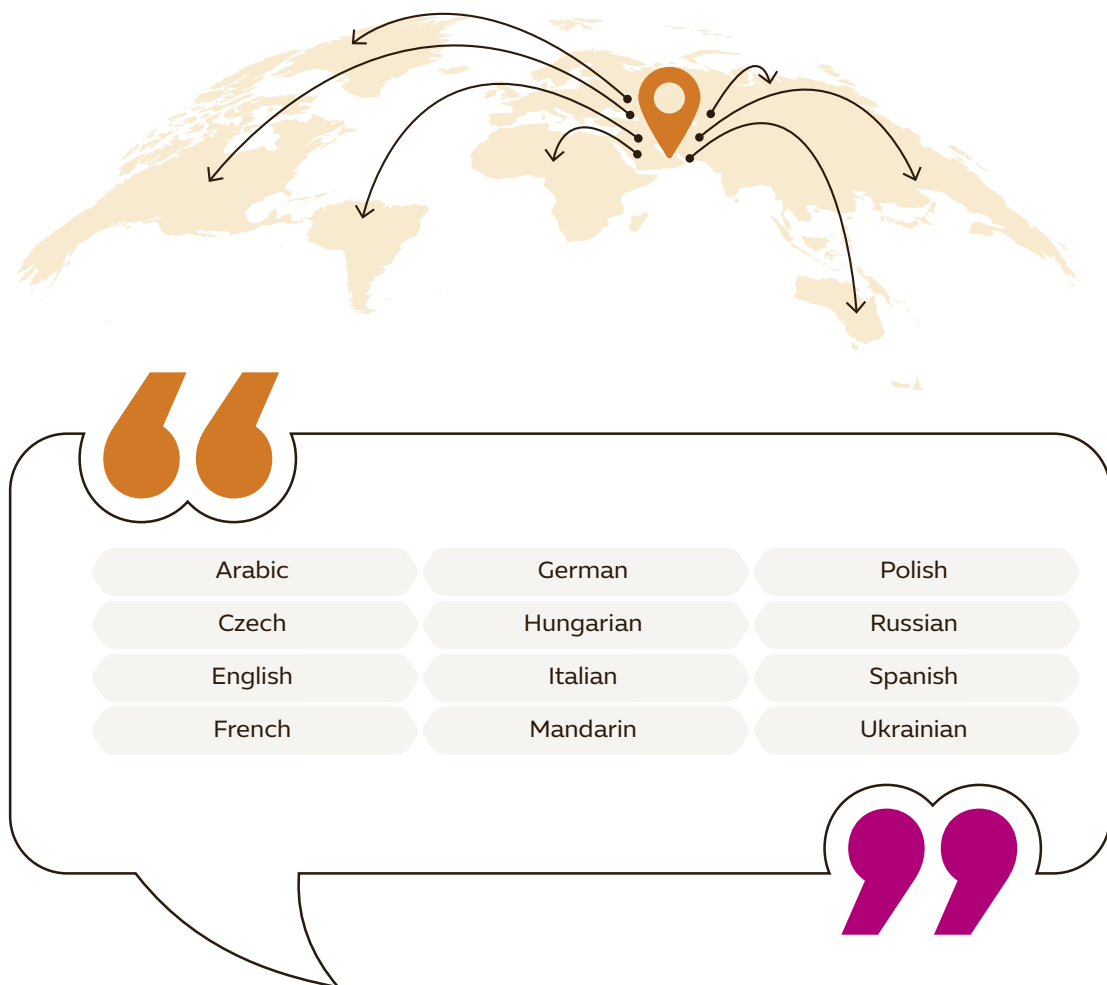
To ensure that there is consistency with the Expo 2020 Dubai brand, participants must do the following:

C-26 Submit all marketing and promotional material to the Organiser via the Expo Portal at least 20 working days before its use or launch to the public. The Intellectual Property can only be used for the purposes requested and shall not be used for any other purpose or in a way that may compromise the Intellectual Property of Expo 2020 Dubai or the brand’s emotional and commercial value. Once a submission has been received via the Brand Portal, the Organiser will provide feedback within 10 working days. Lack of feedback should not be deemed as approval. Communication will take place with Country Managers, the participant’s point of contact until the design and final product has been approved.

C-27 Participants who wish to display the logo, trademark or other Intellectual Property of their own sponsors must only do so within the Dubai Exhibition Centre (DEC) or within the physical interior of their pavilion and not outside the pavilion. Any such display must not be visible to the public outside the pavilion.

C-28 Participants must comply with all Special Regulations when conducting commercial activities and ensure that their marketing and promotional activities are compliant with the relevant laws and regulations of the UAE.

Figure 8.2 Markets and Languages





Supplementary
Resources



PARTICIPANT PORTAL

Dashboard

Your Expo Journey

Document Library

Services

Manage Users

Manage Queries

Manage Events

Glossary

Help

Brand Portal

Online Marketplace

Expo Theme

WELCOME TO THE EXPO 2020 DUBAI PORTAL

Before starting your journey, you are strongly encouraged to download and review the following documentation to ensure you understand the overall process and requirements.



START YOUR EXPO JOURNEY

ACTION REQUIRED

ADD YOUR TEAM MEMBERS

Set up your team in line with the requirements of the organizing and regulatory authorities to help manage the delivery of your pavilion.

ADD USERS

YOUR COUNTRY MANAGER



MOHAMMAD ALMURAI
Please contact me in case of any queries

+971 (0) 52 961 6380

almuraimo@expo2020.ae

or

MAKE AN ENQUIRY

Dubai Time - 09:31AM

EVENTS

ANNOUNCEMENTS



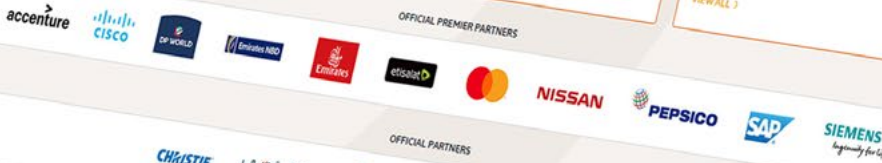
Expo 2020 announces single-day and three-day ticket prices for a world of discovery, innovation and entertainment.



Expo 2020, from the largest event ever to be held in the Arab world will economic growth and support jobs for years to come.

VIEW ALL

OFFICIAL PREMIER PARTNERS



OFFICIAL PARTNERS



A. Supporting Resources

- › Accreditation Guide
- › Brand Guidelines
- › Expo 2020 Website
<https://www.expo2020dubai.com>
- › Matters of Stay Guide
- › Operations Guide
- › Programming, Events and National Day Guide
- › Special Regulations
- › Tawassul
<https://media.expo2020dubai.com>
- › UAE General Civil Aviation Authority and the Dubai Civil Aviation Authority
<https://www.government.ae/en/information-and-services/justice-safety-and-the-law/aviation-safety>

B. Expo 2020 Key Narrative

At Expo 2020 Dubai, you'll experience the world in one place – a global gathering dedicated to bringing together people, communities and nations to build bridges, inspire action and deliver real-life solutions to real-life challenges.

A launch pad for broadening horizons and exchanging inspiring ideas, Expo 2020 is the UAE's commitment to building a cleaner, safer, healthier future for every person from every community, as we welcome more than 200 participants, including 190-plus countries as well as multilateral organisations, businesses and educational establishments, for 182 visually striking, intellectually enlightening and emotionally inspiring days.

At Expo 2020, visitors from every corner of the globe will be invited to join the making of a new world as they discover life-changing innovations that will have a meaningful, positive impact on our planet and its people.

Explore new frontiers and embrace the opportunities of tomorrow in a six-month celebration of creativity, innovation, human progress and culture, hosted by one of the world's most future-focused nations.

C. Expo 2020 Dubai Factsheet

Understanding Expo 2020 Dubai

> THE WORLD IN ONE PLACE

Expo 2020 is the world in one place – a global experience dedicated to bringing together people, communities and nations to build bridges, inspire action and deliver real-life solutions to real-life challenges

> INSPIRING NEW IDEAS

A launch pad for broadening horizons and exchanging ideas, Expo is all about innovation, collaboration and inspiration, and is the UAE's commitment to building a cleaner, safer, healthier future for everyone

> 190+ COUNTRIES

In a spirit of optimism, Expo 2020 will gather more than 200 participants – including 190-plus countries, as well as multilateral organisations, businesses and educational establishments – for a visually striking, intellectually enlightening and emotionally inspiring 182 days

> SOLVING GLOBAL CHALLENGES

Through Thematic Weeks, participants will explore solutions to fundamental challenges such as climate change and biodiversity, equal access to education and healthcare, and bridging the digital divide

> JOIN THE MAKING OF A NEW WORLD

Visitors from all over the planet are invited to join the making of a new world as they explore new frontiers, embrace the opportunities of tomorrow and discover life-changing innovations that can have meaningful, positive impacts on our planet and its people

> A CITY OF THE FUTURE

Expo 2020 is the first World Expo to be held in the Middle East, Africa and South Asia (MEASA) region, hosted in a city of the future, in one of the world's most inclusive, ambitious and future-focused nations, in the year of the UAE's Golden Jubilee

Expo 2020 will run from 1 October 2021 to 31 March 2022, opening 1000-midnight (weekdays) and 1000-0200 (weekends and special days)

Themes

'*Connecting Minds, Creating the Future*' is our theme and our purpose, and is based on the belief that innovation and progress are the result of people and ideas coming together in inspiring new ways. Our three subthemes are areas we see as essential to building a better world for everyone:

- > **Opportunity:** Unlocking the potential for individuals and communities to shape the future
- > **Mobility:** Creating more efficient and effective movement of people, goods and ideas, both physically and virtually
- > **Sustainability:** Respecting and living in balance with the world we inhabit to ensure a cleaner, safer, healthier future for all

Something for Everyone

Expo 2020 is for explorers and adventurers; for foodies and culture enthusiasts; for children and grandparents; for entrepreneurs, thought-leaders, businesses and governments; for the casual tourist, and for the curious who want to experience the future – now.

- > **A dynamic, diverse** and ever-changing entertainment programme – from music, dance and art to inspiring poetry slams and insightful talks – with up to 60 live events each day, all day, for 182 days
- > Visitors can tuck in to **50-plus global cuisines** from 200 F&B outlets, enjoy delicious culinary tours and explore innovative culinary tech
- > **Expo's inspiring Arts and Culture Programme** includes performances by the **Firdaus Women's Orchestra** and **Al Wasl Opera**, an Emirati opera

Where is Expo 2020 Dubai?

- › Expo 2020 is located in Dubai South, close to Al Maktoum International Airport and easily reached from Dubai and Abu Dhabi's international airports and cruise terminals
- › Expo 2020 is easily accessible public transport, including the Route 2020 Metro extension and Expo Rider, a dedicated complimentary public bus service
- › The Expo 2020 site is 4.38 sqkm, approximately 2 sqkm forms the gated area, while the remaining 2.4 sqkm features supporting amenities and facilities

An exceptional site

- › Expo 2020 is one of the world's most technologically connected sites, a **city of the future** powered by state-of-the-art innovations that will link every aspect of the event to ensure visitors have an unparalleled experience
- › Expo aims to be **one of the most sustainable World Expos ever** – an example of innovation in action from its cutting-edge sustainable architecture to sensors that monitor energy efficiency
- › The Thematic Districts include performance spaces, innovation galleries, art installations, parks and outdoor gardens. Each is anchored by a **Thematic Pavilion**
- › Al Wasl Plaza is **Expo's beating heart** – its iconic centrepiece and the focal point for celebrations during Expo 2020. Its steel trellis dome is one of the world's largest 360-degree projection surfaces
- › Expo's 21-metre-high, mashrabiya-style carbon fibre Entry Portals give visitors a first taste of the **amazing architecture and unprecedented innovation** they will experience across Expo 2020
- › Dozens of participants have already revealed their pavilions – each is **future-focused, inspiring and innovative**

Expo Programmes

Expo 2020 is already bringing people and communities together to build a better future for everyone.

- › **Expo Live**
Expo's global innovation and partnership programme is backing 140 projects from 76 countries, each offering innovative solutions to pressing challenges, helping to improve people's lives or preserve the planet
- › **Global Best Practice Programme**
Spotlighting 45 projects already providing impactful, sustainable solutions to some of our biggest challenges, with a commitment to expanding them across the globe

- › **Expo Education Programme**
Inviting students from high schools and UAE and international universities to join specially curated tours, gain hands-on skills, and shape their future careers by connecting with peers, industry leaders and global experts
- › **Expo School Programme**
Inspiring the younger generation by engaging with UAE schools and educators, during Expo 2020 it will also offer students a once-in-a-lifetime learning experience via four bespoke school tours
- › **Expo 2020 Volunteers**
A total of 30,000 volunteers, a diverse and inclusive mix of UAE residents and expats from a range of nationalities and backgrounds, will be the welcoming 'face of Expo 2020 Dubai', reflecting UAE's inclusive and hospitable spirit
- › **World Majlis**
Bringing global thought-leaders together for the conversations that matter, in the traditional Emirati majlis setting

Driving growth

- › Expo 2020 is a global launch pad for business, **opening up new markets and new opportunities** to every business visitor, and including far-reaching business programming that will assist in attracting investments, forging agreements and promoting international cooperation
- › Expo 2020 has committed 20 per cent of direct and indirect spending to small and medium-sized enterprises (SMEs), which it sees as **key to future prosperity** in the UAE and the region
- › **The world-class Dubai Exhibition Centre (DEC)**, with its 45,000 sqm of flexible space, will be a major draw for the MICE industry during Expo and beyond
- › Expo 2020 will support the tourism sector and serve as an incubator for innovative, knowledge-based businesses and entrepreneurs, diversifying the economy and enhancing the country's welcoming and thriving reputation as **an ideal location** to live, play, work and do business

Legacy and Reputation

The UAE has shown the world what is possible through its remarkable transformation and progress. Expo 2020, coinciding with the UAE's 50th anniversary in 2021, engages people in this journey, inspires the next generation, and, together, sparks innovations that will kick-start another 50 years of purposeful progress, contributing to the nation's continued prosperity and enabling growth in the region and beyond.

- › Expo 2020 is committed to building a meaningful, measurable long-term legacy that will set **a benchmark for future World Expos**
- › More than 80 per cent of Expo's infrastructure will live on in the future city of **District 2020 – a model global community** for the future that will use state-of-the-art innovation, science and sustainability to create a cleaner, safer, healthier environment to live and work
- › Through its youth and business engagement activities, Expo will stimulate economic, cultural and scientific prosperity and **unlock the potential** of one of the world's youngest and fastest-growing populations
- › The experiences our visitors will enjoy, the innovations they will discover and the connections they will make will reveal inspiring, new perspectives and **encourage lasting, positive impact**

COVID measures

The health and safety of all visitors and workers is our first responsibility. Consulting with the world's leading medical experts and guided by the latest science and data, we have implemented a range of measures and continue to monitor new developments to ensure a safe and exciting visitor experience at Expo 2020 Dubai.

- › Mandatory mask wearing
- › Capacity restrictions to ensure social distancing
- › Thermal cameras at all arrival points
- › Hand sanitising stations
- › Three world-class medical and COVID-19 testing facilities
- › Rapid response COVID testing
- › Employee vaccination programme

Commercial Partners

Our homegrown and international Partners play a vital role in creating an exceptional experience for everyone and supporting Expo 2020's legacy

- › **Our Premier Partners** are Accenture (Digital Services Partner), Cisco (Digital Network Partner), DP World (Global Trade Partner), Emirates Airline (Official Airline Partner), Emirates NBD (Official Banking Partner), Etisalat (Telecommunications Services Partner), Mastercard (Official Payment Technology Partner), Nissan (Official Automotive Partner), PepsiCo (Official Beverage and Snack Partner), SAP (Innovative Enterprise Software Partner), Siemens (Infrastructure Digitalisation Partner), Terminus Technologies (Official Robotics Partner)
- › **Official Partners:** Christie (Official Projection and Display Partner), Dubai Chamber (Official Business Integrator), DEWA (Official Sustainable Energy Partner), Dulscos (Official Waste Management Partner), Emaar Hospitality Group (Official Hotel and Hospitality Partner), ENOC (Official Integrated Energy Partner), L'Oreal (Official Beauty Products and Services Partner), UPS (Official Logistics Partner)
- › **Official Providers:** Al Ain Farms (Official Dairy Provider), Canon (Official Printing and Imaging Provider), Digital14 (Official Cyber Security Provider), Domino's (Official Pizza Provider), Esharah Etisalat Security Solutions (Official Secure Systems Provider), Jacobs Mace (Official Programme Delivery Management Provider), Orient Insurance (Official Insurance Provider), Swatch (Official Timing Provider)

D. Additional Media Services Information

Participant Media Partners and Contacts

Media Services would like to ensure **all of your nation's media** are registered for Tawassul (the Media Information System), and have submitted a media accreditation expression of interest to commence the accreditation process.

If you have a list of media that you regularly engage with, we will check their accreditation status. If they have not yet completed the process, we can contact them directly and advise them of the opportunity. We are aware that some of you are partnering with media organisations as part of your pavilion plans. Please introduce them to us so we can ensure they too get accredited to have access to our facilities, services and assets when they are here, or covering the event remotely.

Please send us details of your media partners and contacts at media.services@expo2020.ae now so we can commence engagement.

If you are unable to share your media lists, please advise your contacts to do the following to be able to attend Expo 2020 and access content and assets by:

1. Register to access our Media Information System, Tawassul
2. Submit one Expo 2020 Media Accreditation expression of interest within Tawassul on behalf of the organisation to commence the accreditation process

Launch of the Media Asset Management System and Media Bookings System

Media Services will be launching two important Expo media systems within Tawassul on 1 July, 2021 accessible only to accredited media and Participant Media Liaison Officers as outlined below:

The Media Asset Management System is an extensive library of Expo 2020 video and sound cuts, including pre-packaged content, segments and features as well as news cuts and fee-free footage for editorial use by accredited media (subject to rights). All historic and new Expo-generated moving image material will be tagged, catalogued and available to use by accredited media. Media Liaison Officers who wish to download any assets available on this system are required to email details of the asset(s) required and usage details to media.services@expo2020.ae

The Media Bookings System is a platform for accredited media to book media facilities and services within the Expo Media Centre and throughout the Expo site. Media Liaison Officers will be able to request to book the media conference room, edit suites and interview rooms at the Expo Media Centre as well as Host Broadcaster services.

Global Media Briefing

Expo will be hosting a Global Media Briefing online within Tawassul on Thursday, 1 July 2021 to inform national and international media on the myriad of content opportunities and deliver vital operational information updates to assist media in their preparations.

Please encourage your media partners and media contacts to register for Tawassul now so they are kept up to date with details regarding this Briefing and become eligible to attend.

Media facilities within Pavilions

Please inform us if you have any media facilities within your own pavilion, e.g. TV or radio studios, interview spaces, etc.

Please send details of these facilities to media.services@expo2020.ae and we will contact your MLO to discuss this further.

Media Liaison Officer Handbook

Media Services' priority is to service the media. However, Participants play an important role in the success of our media operations and it relies on us working together to maximise the coverage of this extraordinary event. Media Services will release a Media Liaison Officer handbook in due course that will outline how we work together as well as the media services and facilities available to Media Liaison Officers.

Media Services

media.services@expo2020.ae





expo2020dubai.com
🐦 [f](#) [@](#) [v](#) [in](#) @Expo2020Dubai
👤 ExpoStories