EXPO 2020 DUBAI
NATIONAL DAY
Procession Guide
INTRODUCTION
As part of the Expo 2020 programming, there will be a daily procession around the Avenue of Nations. The procession is a vibrant, colourful moving celebration, bringing a taste of Expo 2020 Dubai to daytime visitors.

The procession will include performers and props only and will feature live music that radiates energy into the viewing audience and attracts more interest as it progresses along the route.

Each country will have an opportunity to take part in this procession on their National Day as an extension of their cultural celebrations.

DETAILS

<table>
<thead>
<tr>
<th>Time</th>
<th>12:45 each day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration</td>
<td>45 minutes approximately</td>
</tr>
<tr>
<td>Route Length</td>
<td>1,400m</td>
</tr>
</tbody>
</table>

*Time and duration are fixed and cannot be changed or amended
**Route including start and end points are subject to change by Expo 2020
JOINING THE DAILY PROCESSION ON YOUR NATIONAL DAY

Countries can participate in the procession the following ways:

- Providing their national flag and flag-bearer who will have a prominent position near the front of the procession.
- Providing their own performers/cultural performances to be part of the procession – for example dancers or musicians
- Providing their own handheld props/scenic elements representative of their culture
- Representatives in national dress to join the procession
- Special guests of the country can join the procession
The following guidelines must be adhered to:

<table>
<thead>
<tr>
<th><strong>Performers</strong></th>
<th>Participating countries are advised to bring a minimum of 6 and maximum of 50 performers. A flag bearer is included in this total.</th>
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</thead>
</table>
| **Staffing**   | Each participating country will need to provide their own:  
|                | - Performers and artists to be part of the procession  
|                | - Creative and artistic personnel  
|                | - Staff to hand out flags or other country promotional items (if country providing) |
| **Music**      | Countries are able to integrate musical performers and artists within the procession in agreement with Expo. Relevant music rights and licenses will need to be provided by the country and all associated costs will be the responsibility of the country. |
| **Storage**    | All pre and post event storage of costumes and props must be within the country pavilion plot. Procession elements can only be on Expo roads during the procession (including staging). |
| **Costumes**   | Costumes are allowed however countries need to ensure they are modest in design. Countries should also consider the welfare and safety of performers and artists given the time of day and the distance of the Procession route. |
HOW TO APPLY

Participants who would like to join the procession as part of their National Day must submit the initial request including ideas or proposals through their Country Manager. Participants must not confirm or begin any production on procession elements until their proposal has been approved by Expo 2020. In order to receive initial approvals, Expo 2020 will require the following information;

- Intended procession theme and content
- Intended number of performers and personnel to be part of the procession
- If possible any indicative photos of intended design elements and costuming as part of submission

Expo 2020 will aim to reply to Participants within 7 days of the initial application with feedback and/or initial approvals. Following initial approvals Expo 2020 will liaise with participants for final structural and artistic approvals as appropriate.

PROCESSION CONTENT

Countries should consider their content for the procession to be cultural in nature, and a recognition of their country in relation to the themes of Expo. Countries are able to demonstrate this through performance – such as dance, music and costumes – as well as through scenic elements and props.

Throwing items into the crowd is not permitted as part of the procession, however countries may hand out flags or other country promotional items.

AUDIENCE

One of the key audiences of the procession will be students (age 3 – 16) who will be visiting Expo 2020 on a daily basis as part of the Schools Programme. The timing for this procession has been engineered as part of the overall schedule for the Daily Schools Programme. While not the exclusive audience, participating countries should keep the audience in mind.

FAQs

*What will the format of the Procession be?*

The front of the Procession will be Expo flagbearers. Countries may provide their flag to be used by the flagbearers. Expo Procession performers will then be at the end.

Any country performers and/or props will form the middle of the procession, behind the Expo flagbearers.

*Can I only participate in the procession on our country's National Day?*

Yes. The procession will be an extension of the country’s celebration, so can only be requested for their National Day.
If we have our National Day on the same day as another country will we be both join the same Procession?

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

What do countries need to pay for?

Participants must bear the costs associated with the fees (inclusive of related visas, government fees, travel etc.) and appearance of the proposed performers, artists, and their accompanying specialist support staff. Participants must bear the costs associated with all production and creative development associated with their procession elements.

Expo 2020 will provide the foundation procession elements, including performers, procession marshals and event security. Expo 2020 will also provide the technical infrastructure for the procession.

What do countries need to take care of?

While not a definitive list, countries will need to arrange the shipping/transport of all costumes, props and scenic elements etc. including necessary customs and duties. Arrangement of accreditation, briefing documents, and staff welfare (including catering and changing facilities) will also be the responsibility of the Participant. All necessary insurance will be the responsibility of the Participant.

What branding can we use in the procession?

Participants are encouraged to focus on their national flag, pavilion/Expo 2020 Participant logo and other relevant branding related to their participation at Expo 2020. Participants cannot display the logo, trademark or other intellectual property of their own sponsors outside their pavilion. Any such display must not be visible to the public outside the pavilion.

Any trademarked intellectual property must have the associated rights and licenses, as well as the full prior approval of Expo 2020.

Can countries have a float in the procession?

No, this is not permitted.

Does everyone in the procession need to be a costumed performer?

The preference is that predominantly costumed performers make up your contribution to maximise public interest and engagement.

However if you would like to include celebrities and other noteworthy contributors then Expo 2020 would be pleased to consider such requests.

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

Yes, we are interested to consider any embellishment that you would like to bring.

Please consider the viability of props as being able to be carried by your artists and performers in a safe and efficient manner over the route distance and intended speed.