

# EXHIBITION GUIDELINE

## UTALII & AFRICA FRANCHISE EXPO 2026

*25-27 June 2026, Kampala*

*Kololo Ceremonial Grounds, Kampala, Uganda*

### PREAMBLE

In the framework of efforts aimed at enhancing tourist flows and promoting trade and investment in the tourism sector across Africa and beyond, the Utalii Africa Tourism & Investment Expo and the Africa Franchise Expo 2026 is being convened by Utali EventsCo Africa and FNB Pillars Franchise Consulting. Africa's Two-in-One Mega Expo is co-organized in partnership with the Organisation of Islamic Cooperation (OIC), through the Islamic Centre for Development of Trade (ICDT), Islamic Chamber of Commerce and Development (ICCD), African Tourism Board (ATB), and held under the auspices of the Office of the President of the Republic of Uganda, Office of the Prime Minister, and the Ministry of Tourism, Wildlife and Antiquities - Uganda.

The Expo is being convened in collaboration with the Uganda Tourism Board, the Private Sector Foundation Uganda (PSFU), the Tourism Institute of East Africa, and Explore Africa Safaris. Africa's Two-in-One Mega Expo 2026 will be held **25–27 June 2026** at the Kololo Ceremonial Grounds in Kampala, Republic of Uganda, serving as a strategic platform to strengthen partnerships, showcase tourism potential, and promote investment opportunities across Uganda, Africa, and OIC Member States.

### OBJECTIVES OF THE EXHIBITION

1. Promote the development of economic and commercial partnerships between member countries in Tourism sector
2. Spread, disseminate, and share the economic potential of member countries
3. Make a tangible contribution to the development of exchanges and investments linked to tourism sector
4. Ease direct contact between economic operators in tourism sector
5. Foster economic integration between member countries on strategic and quality products and services linked to tourism sector
6. Work towards the organization of exhibition and B2B meetings as a marketing tool between business circles of participating countries.
7. Promote the development of economic and commercial partnerships among participating countries by fostering collaboration between franchisors, franchisees, and investors.
8. Showcase and disseminate the economic and business potential of participating countries, highlighting opportunities for franchising, trade, and investment.

9. Facilitate direct interaction and business networking through exhibitions and B2B meetings, enabling partnerships and investment opportunities among participating business communities.

## **PARTICIPATION CONDITIONS**

As an exhibitor, you play a key role in highlighting the region's tourism products, fostering business partnerships, and contributing to the growth of the tourism industry and franchise brands. To ensure a smooth and successful experience for all participants, the following Participation Conditions must be adhered to.

### **1. Facilities Granted to Participants**

The complimentary facilities offered to all participants shall include the following:

- Shuttle service between the venue and designated hotels (participants **MUST** keep time)
- Subsidized/special rates of designated hotels
- Designated Freight Forwarding agents
- Facilitation desk at the Venue for currency exchange of local sales proceeds
- Facilitation for Custom Clearance of exhibits shipped for the Event
- Free exhibitor passes and listing in the exhibitor catalogue
- Access to the local business community through specially designed meetings
- Local media coverage
- Free provision of first aid services and emergency services on the venue and designated hotels
- Free entry for Sideline/ Cultural and Informative events during the days of the exhibition.

### **2. Airport Transfers (pick and drop), city tours, and Tours - NOT provided**

- For airport Pick and drop, arrangements will be done between the participant(s) and the Organizing Committee. The participants will pay for airport pick and drop at a subsidized fee by the Accredited Logistics Service provider.
- Arrangements for private city tours, and safaris in any of the destinations in the country shall be taken care of by participants.

### **3. Side lines Events**

Following side line events will be organized during the event:

1. **Keynote Speaker: H.E. President of the Republic of Uganda**
2. Luncheon After the Opening Ceremony
3. Deal Room-Session Tent: Hosted Buyers Meeting with Tour Operators & Travel Agencies, Franchise Companies meeting with SMEs
4. Panel Discussions: Session Tent
5. Presentation from the Organization of Islamic Cooperation (OIC) Member Countries Session Tent
6. Presentation from the African Tourism Board (ATB) – Session Tent
7. Africa Cultural Leaders' Sideline Event: Promoting African Cultural Heritage
8. Women & Youth in Tourism

- 9. The Press: Conferences (Hall F)
- 10. Closing Ceremony Cocktail

## EXHIBITION RULES

### 1. Set-up, Tear-down & Exhibition Schedule

Exhibitors are required to follow the schedule below to ensure the smooth setup and operation of their booths and exhibits during the Expo. This schedule covers the build-up days before the event, the operational exhibition days, and the tear-down process post-event. In the interest of our visitors, we would like to point out once again that dismantling activities may not take place before Wednesday 24<sup>rd</sup> June 2026 at 8:00pm. Access with vehicles to the exhibition ground is possible from 8pm.

#### a. BUILD-UP AND EVENT DAY SCHEDULE

Activity	Date	Time
Exhibitor Booth Set-Up	Wednesday 24 <sup>th</sup> June, 2026	7:00 AM – 10:00 PM
Exhibitor Registration and Check-in	Thursday 25 <sup>th</sup> June 2026	7:00 AM – 9:00 AM
Opening Ceremony	Thursday 25 <sup>th</sup> June 2026	9:00 AM – 10:30 AM
Exhibition Open to Delegates and Visitors	Thursday 25 <sup>th</sup> June 2026	10:30 AM – 6:00 PM
Exhibition Hours	Friday 26, Sat 27 <sup>th</sup> June 2026	9:00 AM – 6:00 PM
Exhibition Hours	Saturday 27 <sup>th</sup> June, 2026	8:30 AM – 6:00 PM

#### b. TEAR DOWN SCHEDULE DATE& TIME

Activity	Date	Time
Tear down Schedule	Saturday 27 <sup>th</sup> June 2026	8:00 PM – 11:00PM

### 2. General Terms and Conditions for Shell Scheme and Bare Space/Customised

#### 2.1. Exhibitor Registration and Payment

##### 2.1.1. Exhibitor Registration

All exhibitors must register through the official UTALII & AFRICA FRANCHISE EXPO 2026 Registration Portal. Exhibitor badges, booth allocations, and event access will only be provided once the registration and payment have been completed.

##### 2.1.2. Booth Space Allocation

The EXPO Organizing Committee reserves the right to allocate booth space and may make changes to the layout if necessary. All exhibitors will be informed of their assigned booth location well in advance.

##### 2.1.3. Payment Terms

Full payment for the booth space is required before the event. Payment deadlines will be provided in the registration confirmation. Failure to pay within the specified time may result in the cancellation of booth space and exclusion from the exhibition.

## **2.2. Shell Scheme Booth Terms**

A Shell Scheme Booth refers to a pre-constructed, ready-to-use booth structure provided by the event organizers. This booth option is suitable for exhibitors who prefer a simpler setup without the need for a fully customized booth.

### **2.2.1. Included in Shell Scheme Booth**

- a. **Booth Structure:** Walls, lighting, and signboard with company name.
- b. **Furnishings:** A table, two chairs, wastepaper bin, and electrical socket (single-phase 220V, 3AMP).
- c. **Lighting:** Basic LED lighting to ensure the booth is well-lit.
- d. **Signage:** A fascia panel with the company name in standard lettering.

### **2.2.2. Not Included in Shell Scheme Booth**

- a. **Specialized Furnishings:** Additional furniture, decorations, or customized signage beyond the standard offering.
- b. **Audio-Visual Equipment:** If additional equipment (e.g., projectors, screens) is required, exhibitors must arrange for rental through the official suppliers.
- c. **Internet and Power:** Additional internet access or power above the standard allocation may be arranged separately and may incur extra charges.
- d. **Booth Modifications:** Exhibitors may not modify or alter the Shell Scheme structure, including the walls, lighting, or signage. Any changes to the standard Shell Scheme will incur additional costs.

## **2.3. Bare Space or Customized Space Terms**

A Bare Space or Customized Space refers to a booth space without any pre-built structure, giving exhibitors full flexibility to design and build their own customized booth.

### **2.3.1. Included in Bare Space**

- a. **Open Space Only:** The exhibitor is provided with an empty space, and they are responsible for all booth construction, design, furnishings, and equipment.
- b. **Flooring:** The bare space is not carpeted or floored unless arranged separately by the exhibitor.
- c. **Basic Electrical Supply:** A basic electrical socket (single-phase 220V, 3AMP) is included. Additional power requirements must be arranged with the official electrical contractor.

### **2.3.2. Booth Construction & Design**

Exhibitors opting for Bare Space must submit their booth design plans and any structural drawings for approval by the **EXPO Organizing Committee** at least **4 weeks prior to the event**. Designs must adhere to all health and safety regulations, including weight limits, fire safety, and structural integrity.

- a. **Approval Process:** Any large or non-standard booth designs will require approval by the event organizers, who may suggest changes for compliance reasons.
- b. **Official Contractors:** Exhibitors must use **official contractors** for services such as booth construction, electrical setup, internet, and AV equipment. Unauthorized contractors may not be allowed on-site.

## **2.4. Exhibitor Responsibilities**

### **2.4.1. Set-up and Tear-Down**

Exhibitors are responsible for the set-up and tear-down of their booths within the designated times outlined in the EXPO Exhibition Schedule.

### **2.4.2. Cleaning and Maintenance**

- a. For Shell Scheme Booths, the exhibition organizers will clean the aisles and common areas. Exhibitors are responsible for cleaning within their booth areas.
- b. For Bare Spaces, exhibitors must arrange for cleaning and waste disposal within their booth area. Any excessive waste or debris left after tear-down may result in fines.

### **2.4.3. Compliance with Regulations**

Exhibitors must comply with all local regulations and event rules including fire safety, noise levels, and waste disposal. Health & Safety protocols must be followed at all times during booth set-up, operation, and tear-down.

## **2.5. Liability and Insurance**

### **2.5.1 Liability**

The EXPO Organizing Committee will not be responsible for any loss, theft, or damage to exhibits, equipment, or property before, during, or after the event. Exhibitors are responsible for the safety of their exhibits and personnel.

### **2.5.2 Damage to Venue**

Exhibitors will be held financially responsible for any damage caused to the venue, booth structures, or other exhibitor materials due to negligence or improper handling during the event.

## **2.6. Exhibitor Conduct and Responsibilities**

### **2.6.1. Code of Conduct:**

Exhibitors are expected to act professionally and courteously at all times during the exhibition. This includes adhering to scheduled hours, maintaining booth cleanliness, and respecting fellow exhibitors and visitors.

### **2.6.2. Sales and Marketing**

Exhibitors are allowed to promote and sell products within the confines of their booth. Any unauthorized selling activities outside of the exhibitor's booth, such as distributing flyers or sampling products in public areas, is prohibited.

#### **a. Promotional Materials**

Exhibitors are permitted to distribute promotional materials only within their assigned booth space. Any distribution outside the designated area (e.g., in aisles or public spaces) must be pre-approved by the organizers.

## **2.7. Environmental and Sustainability Policy**

### **2.7.1. Sustainability**

UTALII & AFRICA FRANCHISE EXPO 2026 is committed to promoting environmentally responsible practices. Exhibitors are encouraged to minimize waste, avoid single-use plastics, and adopt eco-friendly materials and practices for their booth construction and operations.

### **2.7.2. Recycling**

Recycling bins will be provided in common areas, and exhibitors are encouraged to use these facilities to reduce waste. Excessive packaging or waste left at booths may incur disposal fees.

## **2.8. Cancellation and Refund Policy**

### **2.8.1. Cancellation by Exhibitor**

If an exhibitor cancels their participation in the expo, a written notice must be submitted to the EXPO Organizing Committee.

#### **a. Cancellation Deadlines**

- **Before June 1, 2026:** 50% refund of booth space fee.
- **After June 1, 2026:** No refund will be provided.

#### **b. Force Majeure**

If the event is cancelled due to unforeseen circumstances (e.g., natural disasters, government restrictions), exhibitors will be notified, and a partial refund or credit towards a future event may be issued.

### **3. Presence of Exhibits at the Stalls**

- A representative from the exhibiting company must be present at the booth during all exhibition hours to assist visitors, explain the exhibits, and answer questions. Booths should not be left unattended, and the exhibitor should have enough staff to handle visitor queries.
- If an exhibitor is unable to be present for any reason (e.g., health, emergency, etc.), the EXPO Organizing Committee should be notified in advance. Exhibitors may need to arrange for temporary staff to manage the booth or, in extreme cases, arrange for the booth to be closed for the day
- Exhibitors must keep their Exhibits at their stalls for display throughout the period of the Exhibition. Exhibitors shall not be allowed to remove their Exhibits from their stalls before the official closing of the Exhibition.
- Re-stocking/maintenance of Exhibits at the stalls shall be allowed after the Exhibition hours
- The Exhibitors must notify the Hall Managers at least 2 hours before the Exhibition closes for the day to facilitate re-stocking/maintenance of Exhibits

### **4. Exhibitor badges/ corporate passes/car stickers**

- The exhibitor badges and car stickers will be available at the reception area at the opening of the expo
- The exhibitors may collect these by themselves or send an authorized representative before the cut-off time.

### **5. Presence At the Stand**

- Exhibitors are required to permanently have a representative on the stand who is qualified to conclude business. Exhibitors and stand managers are responsible for the behavior and all acts of the persons engaged by them for services.
- Only designated and registered representatives shall be issued exhibitor passes. Only the pass holder shall be allowed to man the stands.

## **6. Spécial Provisions**

- The exhibitors shall respect all the clauses of these regulations which are strictly enforceable and cannot be considered as simply comminatory.
- The Exhibition Organizers decline all responsibility for the behavior of the staff employed by exhibitors.
- The Exhibition Organizers are entitled to expel any undesirable person and, in general, to take any necessary measure to preserve the smooth running and good reputation of the Exhibition, including the filing of a complaint for damages or any legal action.

## **7. Prohibitions**

### **7.1. Prohibition on Unapproved Booth Construction Modifications**

#### **7.1.1. No Unauthorized Modifications**

Exhibitors are not allowed to alter or modify the Shell Scheme booth structures provided by the organizers (e.g., walls, lighting, fascia signage, etc.). If you are in a Bare Space, any modifications to your booth must be approved by the event organizers.

#### **7.1.2. Non-compliant Designs**

Booth designs that do not comply with fire, safety, and structural standards or that exceed height limitations will be prohibited. Any structural changes or additions to the booth that are not approved will be subject to immediate removal.

### **7.2. Prohibition on Non-Exhibitor Sales**

#### **7.2.1. No Unauthorized Sales**

Exhibitors are not allowed to conduct sales transactions outside of their allocated booth space. All sales or promotional activities must be contained within the boundaries of the exhibitor's designated area. Any form of unsolicited sales or marketing activity in aisles, public areas, or other exhibitor booths is strictly prohibited.

#### **7.2.2. Non-Exhibitor Activities**

Exhibitors may not distribute promotional materials or engage in marketing activities outside their designated booth space. This includes, but is not limited to, passing out flyers or samples in the aisles or in any public spaces within the exhibition halls.

### **7.3. Prohibition on Offensive Behavior and Disturbances**

#### **7.3.1. Noise Disturbance**

Excessive noise from audio-visual equipment, performances, or displays that disrupt neighboring exhibitors is prohibited. All exhibitors must ensure that the volume levels of any sound equipment (including speakers, videos, music, etc.) remain at a level that does not disturb other exhibitors or visitors.

#### **7.3.2. Disruptive Behavior**

Any form of disrespectful or disruptive behavior, including aggressive sales tactics, verbal harassment, or inappropriate conduct, will not be tolerated. Exhibitors should maintain professionalism in all interactions with visitors and fellow exhibitors.

#### **7.3.3. Unlawful Activities**

Any activity that could be considered unlawful, including promoting illegal products or services, or engaging in discriminatory practices, will result in immediate expulsion from the event.

## **7.4. Prohibition on Unsanctioned Distribution of Materials**

### **7.4.1. No Unapproved Giveaways**

Exhibitors must ensure that all promotional materials, giveaways, or products they distribute are pre-approved by the event organizers. Distributing items or samples outside your booth, especially in non-designated areas like aisles or public spaces, is prohibited.

### **7.4.2. Prohibited Products**

Exhibitors are not allowed to distribute or display any illegal or prohibited products as defined by local law and international trade regulations. This includes, but is not limited to, substances that violate safety standards, intellectual property rights, or health regulations.

## **7.5. Prohibition on Hazardous Materials and Activities**

### **7.5.1. Dangerous or Flammable Materials**

Exhibitors are not allowed to display or store hazardous, flammable, or dangerous materials in their booth area without prior approval from the EXPO Organizing Committee. Any booth that uses flammable materials or involves potentially hazardous activities (e.g., open flames, chemical substances) must be reviewed for safety protocols. Electrical Safety Compliance: Exhibitors must ensure that all electrical installations meet the required safety standards. Unapproved electrical connections or unsafe electrical setups will not be tolerated, and exhibitors may be asked to disconnect or correct faulty installations.

## **7.6. Prohibition on Use of Unauthorized Contractors**

### **7.6.1. Non-Approved Contractors**

Exhibitors are not permitted to use unauthorized contractors for the installation, construction, or maintenance of their booth. All suppliers, including for booth construction, electrical work, internet services, and AV equipment, must be officially approved by the event organizers. Unauthorized contractors may not be allowed to operate on the exhibition floor.

Failure to Follow Vendor Guidelines: Exhibitors who engage non-authorized contractors may face penalties, including removal of their booth or refusal of further services.

## **7.7. Prohibition of Unauthorized Video and Photography**

### **7.7.1. No Unauthorized Photography**

Photography or videography within the exhibition hall is prohibited unless approved by the event organizers. Exhibitors may not film or photograph other exhibitors' booths or materials without their explicit permission.

### **7.7.2. Media and Press Rights**

All official event photography or video filming will be carried out by EXPO's official media partners. Exhibitors must refrain from blocking or interfering with official photographers or media crews.

## **7.8. Prohibition on Distribution of Food and Beverages**

### **7.8.1. Unapproved Food Sampling**

Exhibitors are not permitted to distribute food or beverages to visitors unless it has been pre-approved by the EXPO Organizing Committee. Special permits must be obtained for any food and beverage sampling in your booth. Unauthorized food or drink distribution may lead to penalties.

### **7.8.2. Health and Safety**

Any food or beverages served must comply with local health and safety regulations. Improper handling of food and drink may result in the exhibitor being asked to cease distribution.

## **7.9. Prohibition on Misrepresentation**

### **7.9.1. False Claims**

Exhibitors must not make false claims about their products or services, including misleading advertising or exaggerations. All claims made within the booth must be substantiated and verifiable.

### **7.9.2. Brand Misrepresentation**

Exhibitors may not represent brands, companies, or organizations they are not officially affiliated with. Unauthorized representation may result in expulsion from the event.

## **7.10. Prohibition on Public Behavior and Displays**

### **7.10.1. Disruptive Public Behavior**

Exhibitors should ensure that all performances, demonstrations, or activities are conducted in a manner that is appropriate for a professional environment. Activities that disrupt the peace or safety of the expo will not be tolerated.

### **7.10.2. Indecent or Inappropriate Displays**

Exhibitors are prohibited from displaying materials or conducting activities that are deemed indecent, offensive, or inappropriate. This includes, but is not limited to, sexually explicit content, offensive language, or politically sensitive materials.

## **8. Insurance**

As part of the **Utalii & Africa Franchise Expo 2026**, all exhibitors are strongly advised to secure appropriate **insurance coverage** for their participation in the event. Insurance is a critical aspect of mitigating potential risks that could occur before, during, and after the event. This section outlines the types of insurance that exhibitors should consider and their importance in ensuring a smooth and secure experience at EXPO. The Exhibitor can secure their insurance from their home country or arrangements can be made to get the insurance cover in Uganda where the Expo will take place. EXPO Organizing Committee can be contacted for any help regarding insurance coverage.

### **8.1. Types of Insurance for Exhibitors**

#### **8.1.1. Property Insurance (Exhibit Coverage)**

- a. Purpose:** Property insurance covers any damage, loss, or theft of the exhibitor's products, materials, equipment, and booth fixtures during the event.
- b. Scope:** This includes the display items within your booth, promotional materials, brochures, and other valuable assets (e.g., digital displays, machines, artwork, etc.).
- c. Coverage Area:** Property insurance typically covers the exhibition venue (including your booth space) and any items in transit to and from the event.
- d. Recommended Action:** It is mandatory for exhibitors to insure high-value items (such as electronics, artwork, samples, or inventory). Exhibitors should ensure that their insurance covers both on-site damage and theft, as well as potential damage during transit.

### **8.1.2. Liability Insurance (Public and Employer's Liability)**

- a. Public Liability Insurance:** This insurance protects exhibitors against claims for injuries or property damage that may occur as a result of your activities at the expo. For example, if a visitor trips over your booth's display, or if one of your booth structures causes damage to another exhibitor's booth, this insurance can cover the costs of potential claims.
- b. Scope:** It covers both accidental injuries (e.g., slips, falls) and property damage (e.g., booth structures, equipment, or exhibits damaging other exhibitors or venue property).
- c. Recommendation:** Public liability insurance is essential for any exhibitor participating in EXPO to protect against unforeseen accidents and legal costs that could arise during the event.

### **8.1.3. Liability Insurance**

If the exhibitor has employees, staff, or contractors working at the event, Employer's Liability Insurance will cover any claims arising from work-related injuries or illnesses while at the event.

- a. Scope:** This includes coverage for injuries that occur while staff members are setting up, manning the booth, or handling materials during the event.
- b. Recommendation:** If you plan to have staff or contractors working at your booth, Employer's Liability Insurance is strongly recommended (and may be mandatory depending on local regulations).

### **8.1.4. Transportation and Transit Insurance**

- a. Purpose:** This insurance covers the transportation of your exhibits and booth materials to and from the event venue. This is especially important if you are shipping valuable items or large displays.
- b. Scope:** It covers loss, damage, or theft of your goods during transit, whether by air, land, or sea.
- c. Recommendation:** Exhibitors should secure transit insurance to cover any risks involved in transporting goods to and from the expo, including loading and unloading.

## **9. Security**

To provide a safe and secure environment, both at the expo grounds and the accommodation facilities for exhibitors, comprehensive security measures will be in place throughout the duration of the event (June 25-27, 2026). The Government of Uganda shall provide security for exhibitors and visitors on arrival at Entebbe International Airport, during their stay in Uganda as well as when they depart the country. All security agencies are represented at the National Organizing Committee.

## **10. Jurisdiction**

The Utaalii Africa Tourism Expo (EXPO) 2026 will be held in Kampala, Uganda, and will adhere to the laws, regulations, and legal frameworks of the Republic of Uganda. This section outlines the jurisdictional matters that govern the event, including the applicable laws, dispute resolution, and terms of participation for exhibitors, visitors, and all event stakeholders.

## **10.1. Applicable Jurisdiction and Governing Law**

The Republic of Uganda will be the governing jurisdiction for the Expo 2026. This means that:

**10.1.1. Local Laws and Regulations:** All participants, exhibitors, visitors, and event organizers will be expected to comply with the **laws of Uganda** while attending or engaging in activities related to the expo. This includes, but is not limited to, compliance with:

- a. Trade and Commercial Laws:** These govern the exhibition and sale of goods, services, and products during the event.
- b. Health and Safety Regulations:** Standards related to the safety of individuals, including food safety, medical provisions, and emergency procedures.
- c. Intellectual Property Laws:** Protection of intellectual property rights of exhibitors, including trademarks, copyrights, and patents.
- d. Public Order and Conduct Laws:** These cover laws related to public behavior, noise levels, and the conduct of both exhibitors and visitors within the venue.

**10.1.2. Event-Specific Rules and Regulations:** In addition to Ugandan national laws, **EXPO-specific rules and regulations** set by the event organizers will apply. Exhibitors and visitors must ensure that they adhere to these event-specific guidelines, which may cover areas like booth conduct, marketing materials, and product displays.

## **10.2. Dispute Resolution and Legal Recourse**

In the event that disputes arise during or after the expo, the **jurisdiction for resolving conflicts** will be that of the **Republic of Uganda**. The following methods will be available for resolving disputes:

### **10.2.1. Mediation and Negotiation**

- a. Mediation:** In case of a disagreement or conflict between exhibitors, the event organizers will first seek to **mediate** between the parties involved. Mediation is a non-binding process where both parties will be encouraged to reach an amicable agreement.
- b. Negotiation:** Exhibitors and other stakeholders are encouraged to **negotiate** directly with one another to resolve issues related to contracts, services, payments, or any other matters arising from the event.
- c. Arbitration:** If mediation or negotiation does not resolve the dispute, the parties involved may opt for arbitration. The arbitration process will be carried out in accordance with the laws of Uganda, specifically under the Arbitration and Conciliation Act of Uganda. The outcome of arbitration will be binding and enforceable in Ugandan courts.
- d. Arbitration Venue:** If arbitration is pursued, the venue for the arbitration will be located within **Kampala, Uganda**, unless otherwise agreed upon by the parties involved.

### **10.3. Legal Recourse in Ugandan Courts**

#### **10.3.1. Uganda's Court System**

If disputes cannot be resolved through mediation or arbitration, the judicial system of Uganda will be used. The High Court of Uganda or any other relevant court will have the jurisdiction to hear and make decisions on disputes related to EXPO in Kampala, Uganda.

- a. **Language of Legal Proceedings:** The language of legal proceedings will be **English**, as it is the official language of Uganda and the primary language used in the event.

#### **10.4. Compliance with International Laws and Standards**

Given the **international nature of the EXPO**, which will attract exhibitors, investors, and visitors from various countries, the event will also consider international trade and tourism standards:

##### **10.4.1. International Trade**

Compliance: Exhibitors engaging in cross-border transactions must ensure that they comply with both Ugandan customs and import/export laws as well as any international trade agreements that may apply (such as World Trade Organization (WTO) regulations, African Continental Free Trade Area (AfCFTA) agreements, and others).

##### **10.4.2. Data Protection and Privacy**

EXPO will adhere to international standards for data protection and privacy laws, particularly those that may apply to exhibitors' and visitors' personal information. Exhibitors and visitors should be aware that data collection and handling during the event will follow Ugandan laws regarding data privacy and may also comply with applicable international privacy regulations (e.g., General Data Protection Regulation (GDPR) for EU citizens).

##### **10.4.3. Force Majeure and Acts of God**

EXPO organizers will not be held liable for any **non-performance or delay** in the event arising from **force majeure** or **acts of God**. This includes unforeseen circumstances that are beyond the control of the event organizers, such as:

- a. Natural disasters (earthquakes, floods, etc.)
- b. Political unrest, war, or terrorism
- c. Epidemics or pandemics
- d. Government-imposed restrictions (e.g., travel bans, curfews)

In the event of force majeure, the organizers will take reasonable steps to notify exhibitors and visitors and, where possible, find alternative solutions. However, exhibitors will not hold the organizers legally liable for delays, cancellations, or any resulting financial loss due to such events.

## **ADMINISTRATIVE AND CUSTOMS PROCEDURES**

### **1. Entry Visa**

#### **1.1. Visa Requirements for Uganda**

Uganda requires all foreign nationals, with few exceptions, to obtain a valid visa in order to enter the country. This includes both exhibitors and visitors attending EXPO. The type of visa required will depend on the visitor's nationality, the purpose of the visit, and the duration of stay.

### 1.1.1. *Types of Visas for EXPO Participants*

#### a. **Tourist Visa**

- **Purpose:** Most exhibitors and visitors attending EXPO for tourism, leisure, or attending the expo will require a **tourist visa**.
- **Validity:** Typically issued for **single entry** or **multiple entries** with a **stay duration** of up to 90 days.
- **Application:** Can be applied for either at the **Uganda Mission** in your home country or online via the **Uganda Electronic Visa/Permit Application System** ([www.visas.immigration.go.ug](http://www.visas.immigration.go.ug)).

#### b. **Business Visa**

- **Purpose:** Exhibitors attending the expo to conduct business-related activities such as meeting potential clients, partners, or investors may require a **business visa**.
- **Validity:** Generally issued for **single entry** or **multiple entries** for **short-term business visits** (up to 90 days).
- **Application:** You can apply for this visa at your local **Uganda Embassy** or **Consulate** or via the **Uganda E-Visa Portal**.

#### c. **Transit Visa**

- **Purpose:** For travelers who are **passing through Uganda** on their way to a final destination in another country. This visa allows for a **short stopover** in Uganda.
- **Validity:** Typically, valid for up to **7 days**.
- **Application:** Can be applied through the Uganda E-Visa Portal or at Ugandan consulates or embassies.

#### d. **East African Tourist Visa (EATV)**

- **Purpose:** If you plan to visit other countries within the **East African Community (EAC)** (Uganda, Kenya & Rwanda)
- **Validity:** Typically, **90 days** of validity for multiple visits within the East African region.
- **Application:** The EATV is available for application online or at any of the designated consulates of Uganda.

### 1.1.2. *Visa Exemptions*

Some countries are **visa-exempt** for short stays (e.g., citizens from certain **East African countries** like Kenya, Rwanda, and Tanzania do not require visas for travel to Uganda for tourism or business). However, exhibitors and visitors from countries that are **not visa-exempt** must apply for a visa before arrival in Uganda.

### 1.1.3. *Visa on Arrival*

Uganda offers a **visa-on-arrival** service for certain nationalities. However, exhibitors and visitors are **strongly encouraged** to apply for a visa **in advance** to avoid long waiting times and potential issues at the port of entry.

- **Visa on Arrival Availability:** Available at **Entebbe International Airport** for citizens of certain countries. The visa-on-arrival can be issued for **business, tourist, or transit** purposes.
- **Documentation Needed for Visa on Arrival:**

- **Passport** (valid for at least **6 months**)
- **Return or onward flight ticket**
- Proof of accommodation in Uganda
- Proof of sufficient funds for stay
- **Processing Time:** Processing time at the airport may take **up to 30 minutes**, so it's recommended to have all documents ready for inspection.

#### 1.1.4. **Entry Requirements and Health Considerations**

Exhibitors and visitors traveling to Uganda for EXPO should be aware of additional **entry requirements**, especially related to **health and safety**:

##### a. **Yellow Fever Vaccination**

Travelers from certain countries, especially those in **sub-Saharan Africa**, are required to present a **Yellow Fever vaccination certificate** upon arrival in Uganda. Ensure that you check whether your country of origin is part of the **yellow fever-endemic zone**.

#### 1.1.5. **Special Visa Assistance for Exhibitors**

For exhibitors who require additional support or **group visa processing**, the **EXPO organizing committee** may provide assistance by facilitating:

- **Invitation letters** for business visa applications.
- **Group visa arrangements** for companies with multiple exhibitors attending from the same organization or country. Exhibitors should contact the EXPO team for assistance with special visa arrangements.

## 2. **Exhibited Goods**

The exhibited goods at EXPO should align with the event's focus on tourism, travel, and hospitality. Exhibitors are encouraged to showcase products, services, and innovations that contribute to the development and promotion of Africa's tourism sector and international tourism. Some of the exhibited goods that are most relevant include, but are not limited to:

### 2.1. **Tourism Destinations and Travel Services**

- **Tourism Marketing Materials:** Brochures, videos, posters, and digital media promoting various African countries and regions as travel destinations.
- **Tour Packages:** Information about tour packages, safari tours, adventure trips, cultural tours, and beach holidays available in different African countries.
- **Tour Operator Services:** Travel agents and operators offering booking services, travel consultancy, and curated travel experiences.

### 2.2. **Accommodation & Hospitality Services**

- **Hotels & Resorts:** Exhibits showcasing accommodation facilities including hotels, resorts, lodges, and guesthouses available across Africa and Islamic countries.
- **Hospitality Equipment:** Items such as furniture, bedding, hospitality technologies, and kitchen equipment for hotels and other tourism accommodation providers.
- **Eco-friendly Accommodation:** Products and services that focus on sustainable tourism and green accommodations (e.g., eco-lodges, solar-powered facilities, etc.).

### 2.3. ***Transport and Mobility Solutions***

- Transportation Services: Airlines, buses, car hire companies, and private transportation services offering travel solutions within Africa.
- Tourist Vehicles: Exhibition of safari vehicles, tour buses, rental cars, and luxury transport used for tourism purposes in Africa.
- Cruise and Water Transportation: Companies offering cruise services along African rivers and coastal regions, including yacht services, ferries, and other maritime transport options.

### 2.4. ***Travel Technology & Digital Solutions***

- Travel Apps: Software applications designed to enhance the travel experience, including travel booking platforms, destination guides, local experience apps, and virtual tourism tools.
- Digital Marketing Solutions: Tools and services designed for tourism marketing, SEO, website development, and online customer engagement within the tourism sector.
- Payment Systems: Solutions for tourism transactions, mobile payments, and electronic ticketing within the travel and hospitality industry.

### 2.5. ***Cultural and Heritage Tourism Products***

- Cultural Artifacts: Handmade crafts, jewelry, textiles, and traditional arts that represent Africa's diverse cultural heritage.
- Cultural Experiences: Products and services related to cultural tourism, including traditional dances, art exhibitions, museum tours, and cultural exchange programs.
- Local Food & Beverages: Exhibits of traditional African foods, spices, and beverages, promoting culinary tourism.

### 2.6. ***Halal Tourism & Muslim-Friendly Travel Products***

- Halal Hotels and Resorts: Accommodation facilities and services that cater to Muslim travelers, including halal food options, prayer facilities, and family-friendly services.
- Halal Tours: Travel packages, including pilgrimage tours (Hajj, Umrah) and Muslim-friendly vacation packages to African and OIC member countries.
- Islamic Art and Culture: Exhibits related to Islamic history, Islamic architecture, and cultural heritage sites.

### 2.7. ***Investment & Business Opportunities in Tourism***

- Investment Opportunities: Exhibits related to investment in Africa's tourism sector, including real estate developments, tourism infrastructure projects, and public-private partnerships in the tourism industry.
- Business Consulting: Services and products aimed at helping businesses expand into the tourism sector, including market research, feasibility studies, and consulting services for tourism investments.

## 2.8. *Financial Institutions*

At the Utalii Africa Tourism Expo (EXPO) 2026, financial institutions will play a crucial role in supporting the growth of the tourism and hospitality sector by offering products and services that facilitate seamless transactions, investments, and financial management for businesses and travelers alike. These institutions, including banks, insurance companies, payment service providers, and investment firms, will showcase a range of products and services

## 2.9. *Guidelines for Exhibited Goods*

Exhibitors must comply with specific guidelines and rules regarding the types of goods they wish to exhibit at EXPO. These guidelines ensure that all products align with the event's objectives and create a professional and safe environment for all participants.

### 2.9.1. *Compliance with Ugandan Laws*

- **Regulatory Compliance:** All exhibited goods must comply with **Ugandan laws and regulations**, including but not limited to, import regulations, health and safety standards, and intellectual property laws.
- **Customs Regulations:** Exhibitors bringing products into Uganda for display must ensure they follow **Ugandan customs procedures** and clear their goods through **Ugandan Customs** prior to the event.
- **Environmental Compliance:** Exhibitors showcasing eco-friendly products or services must adhere to Uganda's environmental guidelines and regulations related to waste disposal, sustainability practices, and pollution prevention.

### 2.10. *Prohibited and Restricted Goods*

Certain items are prohibited or restricted from being exhibited at EXPO. These include, but are not limited to:

- **Illegal Goods:** Any products that are deemed **illegal under Ugandan law or international trade laws**, such as narcotics, counterfeit goods, or illicit materials.
- **Hazardous Materials:** Dangerous substances, explosives, or items that could pose a **health or safety risk** to visitors or other exhibitors.
- **Weapons and Firearms:** **Weapons** or **firearms** are not permitted for display or sale at EXPO, in line with Ugandan laws and international safety standards.
- **Pornographic or Offensive Content:** Any materials deemed **offensive** or **inappropriate**, including explicit content, hate speech, or discriminatory products, will not be allowed at the event.
- **Unapproved Food and Beverages:** Only pre-approved food and beverage products, especially those intended for sale, may be exhibited. **Unregulated food items** or those not compliant with **health safety standards** will be prohibited.

### 2.11. *Product Display and Presentation*

- **Booth Design and Space Allocation:** Exhibitors are encouraged to present their goods in a **professional and attractive manner**. This includes designing the **booth layout** in accordance with the agreed **space dimensions** and complying with the **event's set-up rules** (e.g., shell scheme or custom-built booths).
- **Branding and Signage:** **Branding materials** and **signage** must be clearly visible and adhere to event guidelines on **advertising, logo usage, and visibility standards**.

- **Product Demonstrations:** Exhibitors who plan to offer **live demonstrations** or interactive sessions involving their products (e.g., equipment, travel technology, or cultural experiences) must inform the event organizers in advance to ensure space and safety protocols are met.

#### 2.12. *Health and Safety of Exhibited Goods*

Exhibited goods must adhere to **health and safety** standards to ensure the well-being of visitors, exhibitors, and staff. The following key points should be observed:

- **Product Safety:** All products on display must be **safe for public viewing** and **free from defects** that could harm visitors or cause accidents.
- **Electrical and Mechanical Equipment:** Exhibitors using electrical or mechanical equipment (e.g., interactive screens, displays, etc.) must ensure these items are **safely installed** and **properly maintained** in compliance with the event's **safety regulations**.
- **Flammable and Hazardous Goods:** Exhibitors displaying products that could be **flammable** or **hazardous** (e.g., fuel-based generators, gases) must provide appropriate warnings and follow safety protocols established by the event organizers.

#### 2.13. *Special Considerations for Cultural and Halal Exhibits*

For exhibitors promoting **cultural tourism** or **Halal tourism** products:

- **Cultural Sensitivity:** Exhibitors promoting cultural heritage must ensure that their products and displays respect the **diverse cultures** of Africa, as well as the **local customs** of Uganda.
- **Halal Certification:** Products intended for **Muslim travelers** should be **Halal-certified** where applicable, and exhibitor booths should have **visible signage** confirming the **Halal status** of their products or services.

### 3. Forwarders Recommended by The Organizers

A list of Forwarders will be posted on EXPO website. Exhibitors may also contact the Organizing Committee.

### 4. Shuttle Service and Local Transportation

An accredited company is in place to handle all in country logistics for all exhibitors, delegates, VIP and VVIP.

### 5. Useful Information:

Exhibitors' manual and other useful information shall be made available on the website dedicated to the Expo

### 6. List of Hotels at Preferential Rates

A list of designated hotels (3, 4 and 5 stars) is shared as follows:

All accredited hotels are posted on EXPO website for exhibitors and delegates to book from. Should one need to more information, they can contact the organizing committee