

PARTICIPATION RULES

The following guidelines outlines allowable and prohibitive partner participation and activities in the U.S. Pavilion during the 2022 FIFA World Cup in Qatar as requested by the World Cup organizers. These guidelines are intended to enhance engagement opportunities and clarify types of participation to outside interested parties.

- All food products in the Pavilion must meet Qatar’s Ministry of Public Health’s food safety standards and regulations.
- All giveaways containing food must be prepackaged and individually wrapped and all food must conform with Qatar regulations and standards. There are no food sales.
- The promotion of products containing alcohol or alcoholic beverages is prohibited.
- All meat products must be halal and conform to Qatar standards and regulations.
- Branded products or products that contain a registered trademark may not be given out or used in the Pavilion. It may be promoted as a category and not a brand.
 - An example, a cooking demonstration with Oreos must instead say, “a cooking demonstration with black and white cookies.”
 - An example, a U.S. Meat Export Federation donation of cut beef may not be labeled as “USMEF beef” but may be labeled “U.S. Beef.”
- While no branding is allowed on the Pavilion premises, U.S. companies, USDA Cooperators, and other groups may promote the event, activation, demo, or activity on their social media with the understanding that their social media is branded.
 - An example, a USDA cooperator may feature U.S. Beef in a cooking demo dish but the U.S. Meat Export Federation may share on their social media pages the cooking demo activation.
 - An example, a U.S. college or university may share an event done at the Pavilion on their social media pages but may not share overt branding while presenting to interested parties within the Pavilion.
- Any videos and all signage featured on and in the Pavilion must first be approved by the U.S. Mission to Qatar and Qatar Supreme Committee for Delivery & Legacy.
- The U.S. Pavilion and its partners do not have the right to use the FIFA World Cup Qatar 2022™ marks and assets.

The above guidelines are subject to change without further notice and the U.S. Mission in Qatar, including its partners, reserves the right to deny any partnership that may or may not conform to these guidelines.

DON'T MISS THIS OPPORTUNITY

