

**01 - ANAGRAFICA / PERSONAL INFORMATION**

L'azienda sottoscritta, in base al Regolamento Generale, allegato, che espressamente accetta in ogni sua parte con le firme in calce, propone di partecipare in qualità di espositore alla manifestazione in oggetto.  
 The undersigned company, having read and accepted the enclosed General Regulations in all its parts, asks to participate in this exhibition.

**\*Dati obbligatori. Vedi Art. 7 Regolamento Generale / Mandatory field. See Art. 7 General Regulation.**

RAGIONE SOCIALE / COMPANY NAME			
INDIRIZZO / ADDRESS			
CAP / POST CODE	CITTÀ / TOWN	PROV. / DISTRICT	NAZIONE / COUNTRY
TELEFONO / PHONE (WITH AREA CODE)		FAX	
INTERNET / WEB SITE	E-MAIL PER COMUNICAZIONI COMMERCIALI / E-MAIL COMMERCIAL COMMUNICATIONS	E-MAIL PER COMUNICAZIONI TECNICHE / E-MAIL TECHNICAL COMMUNICATIONS	
*CODICE FISCALE / TAX CODE		*PARTITA IVA / VAT NO	
C.C.C.I.A.A. N. / CHAMBER OF COMMERCE MEMBERSHIP NO.	DI / OF	DAL / FROM	
RAPPRESENTATA LEGALMENTE DA / LEGALLY REPRESENTED BY			
INCARICATO RAPPORTI CON VISCOM ITALIA / STAND MANAGER		TEL. / PH.	E-MAIL
PERSONA RESPONSABILE DEL POSTEGGIO PER LA SICUREZZA / PERSON RESPONSIBLE FOR STAND SAFETY			
TEL. / PH. (REPERIBILITÀ IN AZIENDA / AVAILABILITY IN THE COMPANY)		TEL. / PH. (REPERIBILITÀ IN FIERA / AVAILABILITY DURING THE FAIR)	E-MAIL

<b>RECAPITO PER CORRISPONDENZA / MAILING ADDRESS</b>	<b>DATI PER FATTURAZIONE / INVOICING DETAILS</b>

**ORGANIGRAMMA AZIENDALE / COMPANY'S ORGANIZATION**

PRESIDENTE / PRESIDENT	E-MAIL PERSONALE / PERSONAL E-MAIL	TEL. / PH.
AMMINISTRATORE DELEGATO / MANAGING DIRECTOR	E-MAIL PERSONALE / PERSONAL E-MAIL	TEL. / PH.
DIRETTORE GENERALE / GENERAL MANAGER	E-MAIL PERSONALE / PERSONAL E-MAIL	TEL. / PH.
DIRETTORE MARKETING / MARKETING DIRECTOR	E-MAIL PERSONALE / PERSONAL E-MAIL	TEL. / PH.
DIRETTORE COMMERCIALE / SALES DIRECTOR	E-MAIL PERSONALE / PERSONAL E-MAIL	TEL. / PH.

**02 - TIPO DI ATTIVITÀ DELL'AZIENDA - barrare la casella di riferimento / COMPANY'S ACTIVITY - tick the relevant box**

**ATTIVITÀ DELL'AZIENDA / BUSINESS ACTIVITY**

Produttore/Manufacturer     
  Rivenditore/Retailer     
  Distributore/Distributor  
 Società di consulenza/Consulting companies     
  Riviste/Magazines     
  Servizi/Services     
  Associazioni/Associations

**NUMERO DEI DIPENDENTI / NUMBER OF EMPLOYEES**

1 - 5       16 - 25       101 - 300  
 6 - 10       26 - 50       301 - 500  
 11 - 15       51 - 100       oltre/more than 500

**FATTURATO TOTALE (ultimo anno disponibile) in milioni di € / TURNOVER (last available year) in million €**

Anno - Year : .....

0 - 0,5       1,1 - 2,5       5,1 - 10       oltre/more than 25  
 0,6 - 1       2,6 - 5       10,1 - 25

**03 - SETTORE DI APPARTENENZA - COMPANY'S ACTIVITY - Indicare i vostri settori di appartenenza in percentuale / Please indicate your business in percentage**

**Indicare i vostri settori di appartenenza in percentuale / Please indicate your business in percentage**

INSEGNISTICA-CARTELLONISTICA ..... % (Signs - Sign making)     
  INCISORIA ..... % (Incisione - Art prem sport - Laser/Engraving - Trophies and awards - Laser)  
 EVENTI ..... % (Servizi per l'evento - Event Services)     
  DIGITAL SIGNAGE ..... % (Digital Communication)  
 LARGE FORMAT ..... % (Stampa digitale grande formato/Large format digital printing)     
  POP ..... % (Produttori e fornitori per punto vendita / POP producers and suppliers)  
 LABELLING ..... %     
  PACKAGING ..... %  
 SERIGRAFIA ..... % (Serigrafia - Tampografia - Articoli promozionali - Ricamo/Screen printing - Pad printing - Promotional articles - Embroidery)

**AZIENDE RAPPRESENTATE - REPRESENTED COMPANIES**

Si prega di indicare le aziende rappresentate sull'apposito modulo allegato (obbligatorio) / Please indicate your represented companies on the relevant attached form (obligatory)

04 – TARIFFE AREA ESPOSITIVA - CANONE POSTEGGIO / EXHIBITING AREA RATES - SPACE RENTAL FEES

	Tariffe area espositiva / Exhibiting rates				Quota di iscrizione e acconto Registration fee and instalment
	*1 lato libero 1 open side €/mq-sqm	*2 lati liberi (minimo 16 mq) 2 open sides (minimum 16 sqm) €/mq-sqm	*3 lati liberi (minimo 48 mq) 3 open sides (minimum 48 sqm) €/mq-sqm	*4 lati liberi (minimo 64 mq) 4 open sides (minimum 64 sqm) €/mq-sqm	
Iscrizione entro il / Registration by 15-11-2013	233,00 □	239,00 □	243,00 □	243,00 □	€ 880,00
Iscrizione entro il / Registration by 28-02-2014	243,00 □	249,00 □	253,00 □	253,00 □	€ 880,00 + 50,00 €/mq-sqm
Iscrizione dopo il / Registration after 28-02-2014	253,00 □	259,00 □	263,00 □	263,00 □	€ 880,00 + 90,00 €/mq-sqm

\* comprensivo dei servizi di cui all'art.6.3 Reg. Gen. / including services indicated in Gen. Reg. art. 6.3

Le tariffe sopra indicate si intendono per la sola area nuda e IVA esclusa. / The above rates are for the raw space only.

05 – RICHIESTA SPAZIO ESPOSITIVO / BOOKING OF EXHIBITION AREA

L'azienda sottoscritta presenta richiesta per / The undersigned company asks to:

ottenere un posteggio, nel settore di appartenenza indicato, di circa / obtain a stand area, in the a.m. sector, of about (minimo 16 mq. / minimum 16 sqm.)

mq. - sqm .....

- Possibilmente - If possible:
- con 2 lati liberi a corner stand (2 open sides)
  - con 3 lati liberi stand with 3 open sides
  - con 4 lati liberi o a isola (minimo 64 mq.) stand with 4 open sides - island (minimum 64 sqm)

06 – QUOTA D'ISCRIZIONE E 1° ACCONTO (art. 3 Regolamento Generale)

REGISTRATION FEE AND 1st INSTALMENT (see General Regulations art. 3)

A - Quota d'iscrizione* / Registration fee*	€	<b>880,00</b>
B - Acconto / Instalment € .. / mq.-sqm	mq.-sqm .....	€
ATTENZIONE: in caso di non pagamento IVA EX Artt. 8/8bis/9 DPR 633/72, allegare 3 dichiarazioni di intento: una intestata a REED EXHIBITIONS ITALIA S.r.l., una intestata a FIERA MILANO S.p.A. e una intestata a FASTWEB S.p.A. per eventuali servizi aggiuntivi.	IMPOSSIBILE / NET AMOUNT	€
	IVA (se dovuta, vedi Art.7 del Regolamento Generale When due, see Art.7 General Regulation)	€
	TOTALE DA VERSARE - TOTAL	€

TERMINI DI PAGAMENTO / TERMS OF PAYMENT

- Quota d'iscrizione / Registration Fee + Acconto / Instalment
- All'atto della presentazione della Domanda di Partecipazione**  
When submitting the Application Form
- Saldo / Balance
- Entro il 30 giugno 2014**  
Within June 30, 2014

\*La quota di iscrizione (A) comprende: n. 1.000 ingressi gratuiti per i vostri clienti, iscrizione nel Catalogo Generale, servizio di stand virtuale su www.exppage.net - database internet per tutte le manifestazioni ospitate in Fiera Milano, art. 3 Regolamento Generale

\*The Registration Fee (A) includes: n. 1.000 admission tickets for your client, entry in the General Catalogue, online booth on www.exppage.net - the online database for all the exhibitions taking place in Fiera Milano, see General Regulations art. 3

MODALITÀ DI PAGAMENTO / METHOD OF PAYMENT:

- assegno n. / check no. .... della Banca / Bank ..... intestato a / made out to: FIERA MILANO S.p.A.
- bonifico bancario intestato a FIERA MILANO S.p.A. per Viscom Visual Communication Italia 2014 - BANCA POPOLARE DI LODI GRUPPO BANCO POPOLARE FILIALE DI PERO - VIA SEMPIONE, 177 - 20016 PERO (MI) - Coordinate bancarie: IBAN IT 67 N 05034 33560 000000150017 - BIC/SWIFT: BAPPIT21M41  
Bank transfer made out to Viscom Visual Communication Italia 2014 - BANCA POPOLARE DI LODI GRUPPO BANCO POPOLARE FILIALE DI PERO - VIA SEMPIONE, 177 - 20016 PERO (MI) - Bank details: IBAN IT 67 N 05034 33560 000000150017 - BIC/SWIFT: BAPPIT21M41
- carta di credito (collegarsi al sito: www.fieramilano.it - sezione Espositore - sezione pagamenti on line) / credit card (go to website: www.fieramilano.it - Exhibitor section - online payment)

DATA / DATE

IL RAPPRESENTANTE LEGALE DELL'AZIENDA (timbro e firma)  
THE COMPANY'S LEGAL REPRESENTATIVE (company's stamp and signature)

- Autorizziamo a tempo indeterminato e fino a revoca Reed Exhibitions Italia Srl, Fiera Milano SpA e Fastweb SpA a spedire - in formato PDF - tramite lo strumento della posta elettronica (e-mail) i documenti amministrativi, in alternativa al tradizionale inoltro a mezzo posta cartacea. L'indirizzo e-mail al quale si chiede di inviare i documenti - preferibilmente per posta certificata - è il seguente (scrivere in maniera leggibile)  
We authorize Reed Exhibitions Italia Srl, Fiera Milano SpA and Fastweb SpA for an indefinite period of time and until revocation, to send the accounting documents by email - in PDF format - instead of the traditional hard copy by post. Please send the documents -possibly by certified email- to the following email address (please write readable):

- Non autorizziamo l'invio dei documenti amministrativi tramite lo strumento di posta elettronica. / We do not authorize to send the accounting documents by email.

L'espositore dichiara con la firma del presente modulo di aver ricevuto la nota informativa ai sensi dell'Art. 185 del DLGS 7 settembre 2005 n. 209 ed in conformità con quanto disposto dalla circolare ISVAP N. 303 del 2 giugno 1997. The exhibitor declares, by signing this form, that he has received notification pursuant to Art. 185 of Legislative Decree n. 209 of September 2005 and in accordance with the provision of ISVAP circular n. 303 of 2 June 1997.

07 – TERMINI DI PARTECIPAZIONE E CONDIZIONI / TERMS OF PARTICIPATION AND CONDITIONS

In conformità all'Art. 4.1. dell'allegato Regolamento Generale, e fatto salvo quanto previsto dall'Art. 4.2. del Regolamento Generale medesimo, la presente Domanda di Partecipazione costituisce proposta irrevocabile ai sensi e per gli effetti dell'Art. 1329, I comma, Cod. Civ./According to Art. 4.1. of the enclosed General Regulations, and without prejudice of the provision under Art. 4.2. of same General Regulations, this Application Form constitutes an irrevocable offer under the terms and conditions of Art. 1329, 1st section, of the Italian Civil Code. Sottoscrivendo la presente Domanda di Partecipazione il Proponente ribadisce di accettare l'allegato Regolamento Generale e in particolare, anche ai fini degli Artt. 1341 e 1342 Cod. Civ., di approvare specificatamente i seguenti articoli del Regolamento Generale medesimo / By signing this Application Form the Offerer confirms that it accepts the enclosed General Regulations and in particular, under the terms and conditions of Articles 1341 and 1342 of the Italian Civil Code, it specifically approves following articles of same General Regulations: **Art. 1.** facoltà dell'Organizzatore di modificare durata, date di aperture e di chiusura e orari della Manifestazione - limitazione alla facoltà di opporre eccezioni - rapporto tra l'Organizzatore e gli Espositori - limitazione di responsabilità dell'Organizzatore per l'attività degli Espositori nel corso della Manifestazione / Organizer's right to modify the duration, opening and closing dates and opening and closing hours of the Exhibition - limitation of the right to oppose - relationship between the Organizer and the Exhibitors - limitation of Organizer's liability for the Exhibitors' activity during the Exhibition; **Art. 2.** requisiti di partecipazione alla Manifestazione - cause di non ammissione - rinuncia alla facoltà di imputazione del pagamento di cui all'Art. 1193, comma I, Cod. Civ. - insindacabilità del giudizio di ammissibilità/non ammissibilità - limitazione alla facoltà di opporre eccezioni / requirements to participate to the Exhibition - reasons justifying the non admittance - waiver of the right to allocate payments under Art. 1193, 1st section, of the Italian Civil Code - unquestionability of the decision related to the admissibility/not admissibility - limitation of the right to oppose; **Art. 4.** effetti e termine di irrevocabilità della Domanda di Partecipazione - accettazione del Regolamento Generale e delle ulteriori disposizioni attinenti l'organizzazione, lo svolgimento e la partecipazione alla Manifestazione, incluse quelle integrative che potranno essere adottate in qualsiasi momento dall'Organizzatore e/o da Fiera Milano, anche in deroga e/o a modifica del Regolamento Generale - limitazione alla facoltà di opporre eccezioni / effects and term of irrevocability of the Application Form - acceptance of the General Regulations and of any provision concerning the organization, holding and participation to the Exhibition, including the integrative ones which the Organizer and/or Fiera Milano may adopt in any moment whatsoever, also deviating and/or modifying the General Regulations - limitation of the right to oppose; **Art. 5.** accettazione della Domanda di Partecipazione - recesso dell'Organizzatore - diritti degli Espositori in caso di recesso dell'Organizzatore - esclusione del diritto a indennizzi e/o risarcimenti in caso di non accettazione della Domanda di Partecipazione o di recesso dell'Organizzatore / Acceptance of the Application Form - Organizer's withdrawal - Exhibitors' rights in case of Organizer's withdrawal - exclusion of the right to claim for indemnities and/or compensations in case of non acceptance of the Application Form or Organizer's withdrawal; **Art. 8.** termini di pagamento - facoltà dell'Organizzatore di risolvere il Contratto e di sospendere l'esecuzione del Contratto - obblighi dell'Espositore in caso di risoluzione del Contratto / Terms of payment - Organizer's right to terminate the Agreement and to suspend the performance of the Agreement - Exhibitor's obligations upon termination of the Agreement; **Art. 9.** recesso dell'Espositore e relative penali / Exhibitor's withdrawal and related penalties; **Art. 10.** assegnazione dei Posteggi - esclusione del diritto a indennizzi e/o risarcimenti in caso di non assegnazione di alcun Posteggio per esaurimento dei Posteggi disponibili - facoltà dell'Organizzatore di variare i Posteggi assegnati - limitazione alla facoltà di opporre eccezioni - facoltà dell'Organizzatore di risolvere il Contratto in caso di non tempestiva occupazione del Posteggio - obblighi degli Espositori in caso di risoluzione del Contratto / Stands assignment - exclusion of the right to claim for indemnities and/or compensations in case of not assignment of any Stand due to lack of Stands available - Organizer's right to modify the Stands already assigned - limitation of the right to oppose - Organizer's right to terminate the Agreement in case of non occupancy of the Stand in time - Exhibitors' obligations upon termination of the Agreement; **Art. 12.** Prescrizioni per l'allestimento dei Posteggi / Art. Provisions to comply with in setting up in the exhibition; **Art. 13.** esonero di Fiera Milano da responsabilità per materiali lasciati nel Quartiere Fieristico - obblighi degli Espositori e diritti di Fiera Milano in relazione a detti materiali - divieto di asportazione durante la Manifestazione / exemption of Fiera Milano from any liability for goods left in the Exhibition Centre - Exhibitors' obligations and Fiera Milano's rights in relation to said goods - No removal permitted during the Exhibition; **Art. 14.** Servizio Stand Virtuale / Online Booth Service; **Art. 16.** limitazione di responsabilità dell'Organizzatore per errori e/o omissioni contenute nel Catalogo degli Espositori e/o nelle Altre Pubblicazioni / limitation of Organizer's liability for mistakes and omissions in the Exhibitors' Catalogue and/or in any of the Other Publications; **Art. 18.** limitazione di responsabilità di Fiera Milano in relazione al servizio di vigilanza / limitation of Fiera Milano's liability in relation to the security service; **Art. 20.** dichiarazione di valore e assicurazioni - limitazione alla facoltà di opporre eccezioni e limitazione di responsabilità di Fiera Milano e dell'Organizzatore / value declaration and insurances - limitation of the right to oppose and limitation of Fiera Milano and the Organizer's liability; **Art. 21.** limitazione di responsabilità dell'Organizzatore per violazione di diritti di proprietà intellettuale e industriale / limitation of Organizer's liability in case of breaches of intellectual and industrial rights; **Art. 23.** diritto dell'Organizzatore di effettuare riprese e di riprodurre o far riprodurre le stesse - limitazione alla facoltà di opporre eccezioni - esclusione del diritto degli Espositori a qualsivoglia compenso / Organizer's right to take shoots and to reproduce and make them reproduced - limitation of the right to oppose - exclusion of the right to claim for any consideration; **Art. 25.** Divieti - diritto dell'Organizzatore di risolvere il Contratto o di sospendere l'esecuzione del Contratto in caso di violazione - obblighi degli Espositori in caso di risoluzione / Prohibitions - Organizer's right to terminate the Agreement or to suspend the performance of the Agreement in case of breach - Exhibitors' obligations upon termination; **Art. 26.** regolamentazione degli ingressi - diritto dell'Organizzatore di consentire l'ingresso del pubblico generico - limitazione alla facoltà di opporre eccezioni / entrance regulations - Organizer's right to consent the entrance to public not specialized - limitation of the right to oppose; **Art. 27.** Sicurezza / Safety; **Art. 28.** Macchinari in azione - manleva relativa al funzionamento di detti macchinari / Working machinery - obligation to indemnify and take harmless related to the functioning of stand machinery; **Art. 29.** Informativa e dichiarazione di consenso ai sensi e per gli effetti del D. Lgs. 196/2003 (codice Privacy) / Informative and declaration of consent under the terms and conditions of Italian Legislative Decree 196/2003 (Privacy code); **Art. 31.** Giurisdizione e foro esclusivo competente / Jurisdiction and Court having exclusive competence.

DATA / DATE

IL RAPPRESENTANTE LEGALE DELL'AZIENDA (timbro e firma)  
THE COMPANY'S LEGAL REPRESENTATIVE (company's stamp and signature)

# GENERAL RULES AND REGULATIONS

## 1. NAME, VENUE, DATE AND EXHIBITION OPENING HOURS, ADMISSION OF PROFESSIONAL VISITORS, LIABILITY OF THE ORGANISER.

- 1.1. Read Exhibitors Italia S.r.l., with registered office in 20146 Milano (IT), at Via Marostica n. 1 (hereinafter referred to as the “**Organiser**”), organises with the collaboration of Fiera Milano S.p.A. (hereinafter referred to as “**Fiera Milano**”), the annual exhibition called “**VISCOM VISUAL COMMUNICATION ITALIA**” (hereinafter referred to as the “**Exhibition**”).
- 1.2. The Exhibition will take place at the new Fiera Milano Exhibition Centre (hereinafter referred to as the “**Exhibition Centre**”), in the exhibition halls, details of which are supplied as appropriate including duration, opening and closing dates as well as opening and closing times of the Exhibition. The Organiser reserves the irrevocable right to modify date, opening and closing times of the Exhibition, and part of it.
- 1.3. As stated in Article 2 hereof, the Exhibition is intended for professional visitors in the following display categories: signs, sign making, digital signage, P.O.P. point of sales Articles, digital printing, screen printing, pad printing, promotional articles and wear, engraving, trophies and awards, event services and technologies (hereinafter referred to as “**Display Categories**”).
- 1.4. The Organiser shall rent to Exhibiting Companies (hereinafter referred to as “**Exhibitors**”) the exhibition spaces made available for the Exhibition (hereinafter referred to as “**Stands**”), and shall provide a series of specific services, personally by Fiera Milano or third parties, as stipulated in these General Rules and Regulations, Article 6.3, hereunder, in the Application Form (hereinafter referred to as the “**Application Form**”) accepted by the Organiser in accordance with Art. 5.1, and all subsequent provisions that may be issued by the Organiser and/or Fiera Milano in the interest of the Exhibition.
- 1.5. The Organiser declines all and any liabilities arising out of the Exhibitors’ activities (hereinafter and above described as “**Exhibitors**”) during the Exhibition.

## 2. ADMISSION TO THE EXHIBITION.

- 2.1. To guarantee the success of the Exhibition and the increase in high profile Exhibitors (hereinafter referred to as “**Exhibitors**”) in view of any significant circumstances and, subject to space availability, professionals in the following display categories are eligible for admission to the Exhibition as Exhibitors:
  - a. national and international manufacturers and suppliers, whose goods, products and/or services fall under the Exhibition and belong to the appropriate Display Category;
  - b. official distributors, sole agents or exclusive representatives for Italy of national and international manufacturers and companies whose goods, and/or services included in the Exhibition Display Categories (hereinafter referred to as “**Representatives**”); and companies represented by their Representatives, hereinafter referred to as “**Represented Companies**”);
  - c. consortia, or other bodies and associations, organisations, schools and vocational training centres, as well as publishers of trade periodicals and web operators whose activity pertains to Display Categories, and for goods, products and/or services included in them. Their admission to the Exhibition may be subject to specific conditions.
- 2.2. Exhibitors whose activity do not pertain to Display Categories itemized in detail in Article 2.1, are not eligible for admission to the Exhibition and above all, those who, pertaining to the aforesaid categories as well, are responsible for any infringements of these General Rules and Regulations and/or any other rules regulating the organisation and running of the Exhibition during previous shows. Exhibitors, who owe money to Organiser and/or Fiera Milano as a result of non-payments relating to previous shows held at Fiera Milano Exhibition Centre, may not be admitted to a future show until they have settled their debt in full. Should such Exhibitors send a deposit for the future Exhibition, it shall be retained by the Organiser in settlement/part payment of the aforesaid debt, under the provisions of these General Rules and Regulations. The Exhibitors expressly renounces the right to allocate payments differently as laid down in paragraph 1, Article 1193, of the Italian Civil Code.
- 2.3. The Organiser reserves the irrevocable and unquestionable right to decide whether accept any admission to the Exhibition.

## 3. APPLICATION FORM.

- 3.1. Applicants to the Exhibition must submit to Organiser, the appropriate “Application Form”, with annexes as applicable, duly completed and signed (hereinafter referred to as “**Application Form**”).
- 3.2. Applicants must return their Application Form for admission to the Organiser, duly filled in and signed by the Proposer (hereinafter referred to as “**Proposer**”).
- 3.3. The Organiser may send in the Application Form to those Exhibitors admitted to the previous Exhibition, this does not constitute a contract proposal, made by the Organiser. Said Exhibitor shall ask to participate in the following Exhibition by returning to the Organiser the Application Form, duly filled in and signed hereunder using the information contained within the cover letter. The admission to the previous exhibitions does not imply the right to claim the assignment of the Stand and/or the confirmation of the Stand assigned and occupied during the previous editions of the Exhibition.
- 3.4. In the case of a Public Authority, the Application Form for taking part in the Exhibition must be signed by the person empowered to make the commitment and supported by the resolution of equivalent deed.
- 3.5. Application to the Exhibition must not include either limitations or conditions of any kind whatsoever.
- 3.6. The Application Form should also indicate the following:
  - the Proposer who intends to participate to the Exhibition as Representative shall indicate trade name and the data of each of the Represented Companies and goods, products and/or services to be displayed at the Exhibition;
  - the name of at least one person in charge of the Stand (hereinafter referred to as “**Stand Manager**”), together with the relevant contact phone number.
- 3.7. Proposer who is applying for admission to the Exhibition as Representative should enclose, with his Application Form, a copy of the certification of his mandate/s as Representative for each of the Represented Companies, whose goods, products and/or services will be displayed on the Exhibition. The Organiser shall have the right to ask at any time, even after final Acceptance (as referred hereunder), for any other documents proving the legitimacy of the requisites for admission to the Exhibition.
- 3.8. Except for Public Authority, the Application Form must be submitted to the Organiser accompanied by the following:
  - a. Registration Fee for the Company applying for the Stand, as specified in the Application Form (as referred hereunder);
  - b. advance payment on the participation costs for stand booking (hereinafter referred to as “**Stand Fee**”), and calculated according to the instructions contained in the Application Form (hereinafter referred to as “**First Deposit**”);
  - c. if applicable, Registration Fee for Represented Company (as referred hereunder), for each of the Represented Companies whose goods, products and/or services the Proposer intends to show up at the Exhibition.

## 4. INTENTS AND PURPOSES OF THE APPLICATION FORM.

- 4.1. In submitting the Application Form, the Proposer thereby makes an irrevocable commitment to participate in the Exhibition, as laid down in paragraph 1, Article 1329, of the Italian Civil Code, under the appropriate display category, and on the Stand that shall be assigned or reassigned under the provisions respectively of Articles 10.6 and 10.7 hereunder, even this is smaller or larger in size and/or located in a different place from the one requested and expressed by the Proposer on the Application Form.
- 4.2. Proposer shall notify the Organiser immediately by registered letter with advice of delivery, of any changes to the company’s status such as mergers, splits, transfer or lease of the company, further to which the Application Form or right to participate in the Exhibition is transferred to another party. These clauses shall be applied to all Exhibitors (hereinafter referred to as “**Exhibitor**”) even in the case of aforesaid actions occur after the Acceptance (as referred hereunder).
- 4.3. In submitting the Application Form to the Organiser, Proposer agrees to accept without reservations General Rules and Regulations, Application Form, Confirmation of Admission (as referred hereunder), Written Notification of Stand Assignment (as referred hereunder), Technical Regulations (as referred hereunder), Safety Regulations (as referred hereunder), and all subsequent provisions that may be issued at any time by the Organiser and/or Fiera Milano in the interest of the Exhibition, even in breach and/or adjustment of the present General Rules and Regulations (hereinafter referred to as “**General Terms of Participation**”).
- 4.4. In submitting and upon Acceptance (as referred hereunder) of the Application Form, the Proposer grants the Organiser the power to draw up contracts, in the name and on behalf of the Proposer, for services, including Virtual Stand Service on [www.expopage.net](http://www.expopage.net) on the Exhibition online catalogue (as referred hereunder), provided to Exhibitors (as referred hereunder) by Fiera Milano or third parties, under the general and special terms agreed by the Organiser and Fiera Milano or other third parties, depending on the case, during the Exhibition. The charge for said mandate is either included in the Registration Fee (as referred hereunder) or in an equivalent sum for these services, depending on the case.

## 5. ACCEPTANCE OF THE APPLICATION FORM, WITHDRAWAL FROM THE CONTRACT BY THE ORGANISER.

- 5.1. The Application Form shall be accepted, if the Organiser does not send a written notification to the Proposer declining the acceptance of the application, within 30 (thirty) days of receipt of the said document, or the Organiser has not returned all deposits in full to the Proposer, and collected by the Organiser.
- 5.2. Notwithstanding the acceptance of the Application Form, and in accordance with Article 5.1 (hereinafter and above referred to as “**Acceptance**”), the Organiser can withdraw from the contract stipulated with the Proposer, whose Application Form has been accepted by the Organiser (hereinafter and above referred to as “**Exhibitor**”), the contract drew up between the Organiser and the Exhibitor by Acceptance, hereinafter, the “**Contract**”). Should the Exhibitor, following admission prove unable to satisfy the requisites described in Article 2.1 and/or the criteria of non-acceptance to the Exhibition in conformity with Article 2.2, the Organiser shall have the right to terminate the agreement.
- 5.3. The Organiser has the right to withdraw from the Contract, any time after Acceptance, as laid down in Article 5.2, by written notification to the Exhibitor. Withdrawal will come into effect from the date of receipt of said notice to the Exhibitor.
- 5.4. In case of withdrawal of the application in conformity with Article 5.2, all deposits paid by the Exhibitor and collected by the Organiser shall be returned in full, except for the Participation Fee (as referred hereunder) paid by the Exhibitor.
- 5.5. In case of non-acceptance of the Application Form, as well as the withdrawal from the contract by the Organiser under the provisions of the aforesaid Article 5.2, the Proposer has not the right to claim a compensation for any damages suffered.

## 6. PARTICIPATION FEES.

- 6.1. Participation fees include:
  - i) Registration Fee for the company applying for a stand, as indicated in the Application Form (hereinafter referred to as “**Registration Fee for Exhibitor**”);
  - ii) if applicable, the Registration Fee for the Represented Company according to the instructions contained in the Application Form (hereinafter and above referred to as “**Registration Fee for Represented Company**”), and/or for each of the existing Represented Companies;
  - iii) fee for the Stand, which will be assigned or reassigned to the Exhibitor in conformity with Articles 10.6 and 10.7 hereunder, as the case may be (hereinafter and above referred to as “**Stand Rental Fee**”); the sum of the Stand Rental Fee varies according to stand-size, to the indoor or outdoor location, and to the presence of a double-decker area and it is calculated according to the instructions indicated in the Application Form;
  - iv) in case of Stand assignment or reassignment with specific characteristics indicated in the Application Form (2, 3 or 4 open sides), extra charge described in the Application Form, is calculated according to the instructions contained in the said form (hereinafter referred to as Stand Rental Fee).
- 6.2. The Exhibitor Registration Fee includes:
  - N.1000 admission tickets for your client;
  - Entry of the Company data in the General Catalogue (as referred hereunder);
  - Fee for the Virtual Stand Service on the Exhibition Expopage online catalogue (as referred hereunder).

Upon Exhibitor’s request, the Organiser, shall reserve the unquestionable right to allow the entry of the said Exhibitor data in the General Catalogue (as referred hereunder), and the data of one or more companies alike, indicated by the Exhibitor, even if not participating in the Exhibition as Exhibitors. In this case the Exhibitor shall pay to the Organiser, upon his simple request, a sum equal to the Exhibitor Registration Fee for data entry for those companies in the General Catalogue (as referred hereunder). With the payment of the Exhibitor Registration Fee, the said companies will be listed in the General Catalogue (as referred hereunder), and mentioned in Other Publications (as referred hereunder) naming the Exhibitor, as well as the Virtual Stand Service on the Exhibition Expopage online catalogue (as referred hereunder).

- 6.3. Besides the costs of space allocated or reallocated, depending on the case, the Stand Rental Fee includes the following services:
  - Air-conditioning and heating provided in the Exhibition Halls (hereinafter referred to as “**Halls**”);
  - stand sign indicating the Stand number;
  - general day and night time surveillance of the Halls and fire prevention;
  - a free copy of the general Catalogue (as referred hereunder);
  - stand cleaning as per Article 17 hereunder;
  - electric power supply to feeding points already existing in the Halls, up to a presumed load of 10 kW: connection and relevant costs charged to Exhibitors;
  - supply on Stand of fire extinguishers (in conformity with the law);
  - Municipal Advertising Tax (as referred hereunder);
  - payment of royalties deriving from audio/visual installations in the Stand, subject to collectors’ regulations. This cover does not include fees for live performances (with singer and/or musical instruments), which must be settled by Exhibitors directly at the S.I.A.E. local offices;
  - as per Articles 72 and 73bis of Italian Law 22.04.1941, no. 633 (hereinafter referred to as “**Royalties for Copyrights**”), royalties due to recorded music performers and producers who own recordings copyrights and, on their behalf to SCF - Consorzio Fonografici, are also included. Pursuant to Art. 73 of the above mentioned law, the royalties due to recorded music performers and producers for the diffusion of sound recordings and musical videos during fashion shows, music videos, DJ shows with or without dance are not included. Therefore, organisers of such events shall contact SCF - Consorzio Fonografici - 14, Via Leone XIII, 20145 Milano - for the fulfilment of the obligations provided for by the applicable regulations.

## 7. V.A.T. REGULATIONS

As from January 1st, 2011, in accordance with the Legislative Decree n 18/2010, foreign Exhibitors **liable for taxation** are not required any longer to pay the V.A.T. on stand fee and additional services related to the Exhibition, with the exclusion of **non-commercial Companies/authorities and private individuals**. In order to identify the type of Exhibitor (Company liable for taxation/non-commercial company or private individual), before the issuing of the invoice it is essential to get the information on the V.A.T. number/ID code or other documents proving the status of company and not of private individual. It is therefore absolutely necessary that the Application for participation is sent with the above information; otherwise the invoice will have to be issued with the Italian Value-Added Tax.

## 8. TERMS OF PAYMENT.

- 8.1. Any other deposits for Stand Rental Fee, calculated according to the instructions indicated on the Application Form and/or the Confirmation of Admission (as referred hereunder), as well as the balance of the Exhibition Rental Fee (as referred hereunder) shall be paid under the terms of the Application Form and/or the Confirmation of Admission and/or the Written Notification of the Stand Assignment (as referred hereunder). The terms of payment are essential, under the terms and conditions of Article 1455 of Italian Civil Code, and failure to meet them will allow the Organiser to act as follows, as per Article 1454 of the Italian Civil Code:
  - to terminate immediately the Contract by sending a written notice to the defaulting Exhibitor at the address contained in the Application Form or directly to the Exhibitor, as well to allocate the Stand to other Exhibitors;
  - to cancel the Contract without formalities, simply barring the Exhibitor’s admittance to the Exhibition and forbidding the setting up of the Stand as well as the supply of services to the Exhibitor temporarily.
- 8.2. In case of contract termination, the Organiser shall have the right to retain the deposit and also demand payment to the defaulting Exhibitor of the Stand Rental Fee and all sums and fees foreseen in the Application Form (Registration Fee for Exhibitor and/or Registration Fee for Represented Company), except the right to claim a compensation for any further damage suffered.
- 8.3. Payment for additional services and supplies to be provided to Exhibitor and not included in the Stand Rental Fee, by Fiera Milano and/or other third parties, shall be as follows: on the days before the closure of the Exhibition, Fiera Milano Administration Department will provide Exhibitors with a list of all invoices issued for additional services and supplies as well as any other charges. The statement of account shall be delivered directly to the Stand. Payment can be made at any bank in the Exhibition Centre, by presenting the statement of account. Exit Pass (as referred hereinafter) will be validated upon payment.

## 9. EXHIBITOR’S WITHDRAWAL AND WITHDRAWAL PENALTIES.

- 9.1. Withdrawal from the Contract shall be communicated at any time to the Organiser by registered letter with return receipt. The withdrawal shall take effect on the date of the receipt indicated by the Organiser.
- 9.2. In case of withdrawal from the Contract as per Article 9.1, the Exhibitor shall pay to the Organiser a sum equal to the overall Stand Rental Fee, Registration Fee for Exhibitor and Registration Fee for Represented Company, depending on the case, and any sums paid for other reasons.
- 9.3. In case of withdrawal from the Contract as per Article 9.1, the Exhibitor will lose the amounts already paid for the Registration Fee, and for the Registration Fee of Represented Company, depending on the case, and any sums paid for other reasons. Under no circumstances may the Exhibitor obtain reimbursement of payments already made, with reserve of any major and/or various rights of the Organiser and/or Fiera Milano.

## 10. STAND ASSIGNMENT.

- 10.1. Decisions regarding the assignment of Stands remain the irrevocable and unquestionable competence of the Organiser, who shall take into account the objective possibilities of space available and the necessary break down of Exhibitors in the various Display Categories.
- 10.2. Requests and preferences expressed by Exhibitor on the Application Form, which are in no way binding on the Organiser will nevertheless be considered, while taking into consideration the overall interest of the Exhibition and the technical and structural characteristics of the Exhibition Centre.
- 10.3. Stands will be assigned by the Organiser until the space available is fully occupied, also taking into account the order of arrival of the Application Form.
- 10.4. The Exhibitors to whom Organiser will not be able to assign Stand areas, even after Acceptance of their application, have no right to redress.
- 10.5. Pursuant to Article 10.4, the Organiser shall send all Exhibitors the appropriate form regarding the “Confirmation of Participation” (hereinafter and above referred to as “**Confirmation of Participation**”), indicating the stand assignment. Exhibitor shall return to the Organiser the appropriate form duly filled in and signed together with annexes, if applicable, (hereinafter and above also included in the definition of “Confirmation of Participation”), by a given deadline indicated on the form. Then, as per Article 10.4, the Organiser shall send to all Exhibitors the so-called form “Confirmation of Stand Assignment” (hereinafter and above referred to as “**Confirmation of Stand Assignment**”) indicating any information about the Stand Assignment and the corresponding Stand Rental Fee.
- 10.6. In the case that, the Exhibitor decides to change the array of products indicated on the Application Form he wishes to exhibit, any time prior the opening date of the Exhibition, and said products belong to a different Display Category from that to which the Exhibitor was originally allocated, the Organiser shall reserve the right to move the Exhibitor to a Stand in the appropriate area to the new range of products and to vary the Stand size. The Exhibitor will have no right to indemnity or other refund, except for the amount of the Stand Rental Fee in relation to real dimensions of the new Stand area, reserving the rights ensuing from the cancellation of Contract on the part of the Exhibitor, under the terms and conditions of Article 9.
- 10.7. For any technical and/or organisational reasons as far as premises are concerned, the Organiser shall reserve the right to change, reduce and transfer to another Hall the stand assigned, at any time, even if the Exhibitor has already received and/or returned the Confirmation of Participation and/or the Stand Assignment Notification and after the payment of the further deposits or the total amount of the Stand Rental Fee. The Exhibitor will have no right to indemnity or other refund, except for the amount of the Stand Rental Fee in relation to real dimensions of the new Stand area, reserving the rights ensuing from the cancellation of Contract on the part of the Exhibitor, under the terms and conditions of Article 9.
- 10.8. Pursuant to Article 10, Stands assigned or reassigned shall be at Exhibitors’ disposal for their setting-up, about 4 (four) days prior to the opening date of the Exhibition with reserve of other communication provided by the Organiser. The Exhibitor must occupy the Stand assigned or reassigned 48 (forty-eight) hours before the opening date of the Exhibition, as per Article 10. Stands not occupied will be considered cancelled and the Organiser can terminate the Contract by sending a written notice to Exhibitors and he will reserve the right to make use of said Stands. These clauses shall be applied *mutatis mutandis*, under the terms and conditions of Article 8.2.

## 11. TECHNICAL STANDARDS.

The Organiser will place at the Exhibitors’ disposal, besides the layout plan of the Stand assigned and reassigned, as the case may be, the technical regulations in force by Fiera Milano (hereinafter referred to as “**Technical Regulations**”) and will inform the Exhibitors about any other technical or organisational rules issued by the Organiser and/or Fiera Milano, which are useful for a better management of the Exhibition and/or the Exhibition Centre depending on the case through the integral parts of the General Rules and Regulations (hereinafter, together with the Technical Regulations, referred to as a part of the “**Integral Parts of the General Rules and Regulations**”) or “**Technical Standards**”).

## 12. SETTING UP OF THE STAND AREAS.

- 12.1. Setting up and decoration of the Stand, are the complete responsibility of Exhibitors. The access to Exhibitors and their collaborators for the setting up of Stand in Halls is allowed from 7:30 a.m. till 6:30 p.m., in compliance with the necessary formalities communicated by the Organiser and/or Fiera Milano, even by specific circular letters/communications.
- 12.2. Pursuant to Article 27 of these Rules and regulations, the Exhibitor must observed the following prescriptions:
  - a) the general plan for the setting up of Stand completed with lay-out plan and cross-section measurements, shall be submitted to Fiera Milano, for the approval, at least 30 (thirty) days before the opening date of the Exhibition. If the Stand area exceeds 100 sq. m. and/or a height of 4.00 metres Fiera Milano on behalf of the Organiser, may require modifications to the plan, in particular if in contrast with General Rules and Regulations, the Integral Parts of the General Rules and Regulations, or deemed to disturb the general viewing or be prejudicial to other Exhibitors or the public;
  - b) Exhibitor must not under any circumstances occupy any other Stand area than the one assigned and reassigned, as the case may be, nor exceed indicated layout plan or heights. If platforms more than 30 (thirty) centimetres high are provided and make accessible to the public, an inspection certificate of compliance with current rules and regulations is required;
  - c) the back side of eventual walls or panels should be finished and painted white. If false ceilings are provided, Exhibitor is requested to ask the Organiser for the necessary authorization. For both safety and aesthetic reasons, any authorized false ceiling must not be completely closed but made of large-mesh grating and always in fire-resistant or fire-proofed materials. Fiera Milano is empowered to make any necessary works so as to bring the Stand into compliance with the said Rules and Regulations, all expenses being charged to the Exhibitor. If the bordering panel with another Exhibitor is higher than the neighbour’s one, the exceeding part should be finished and painted in neutral colour, regardless of what set up by the neighbour;
  - d) when constructing continuous delimiting walls, (see instructions contained on Technical Regulations in force by Fiera Milano, Article 1) no more than 50% (fifty per cent) of each Stand display front may be closed using opaque elements (panels or other), so as not to hinder the view of the adjacent Stand. This clause is binding also for the double-decker areas. For this reason, structures that can obstruct the visibility of surrounding exhibition area are not allowed;
  - e) any modification to fixed structures of Halls (walls, columns, floors and so on) is prohibited. This includes painting, the use of nails, hooks or glue and such like;
  - f) technical installations must remain accessible at any time and any modification of said installations (power supply, water, telephone, fire extinguish equipment and so on), is prohibited. All fire extinguishing equipment must be kept clearly visible and accessible everywhere;
  - g) execution of electrical installations must be duly carried out in conformity with CEI standards and in compliance with the instructions contained on Technical Regulations and especially on General Rules and Regulations;
  - h) all Stand fitting materials must be, if not non-flammable, naturally fire-resistant or fireproof and self-extinguishing. Any fireproofing treatment must be carried out before introduction of materials into the Halls and their placing in the Stand;
  - i) setting up of the Stand must be completely finished by 3:00 p.m., of the day before the Exhibition opening.

## 13. DISMANTLING OF STANDS AND HANDING BACK OF STAND AREAS, REMOVAL OF DISPLAYED PRODUCTS AND MATERIALS, EXIT PASSES.

- 13.1. After the closing of Exhibition, Stands must be cleared including materials used for Stands, which must be removed and taken away from the Exhibition Centre within the time specified in the Technical Regulations. The access to Exhibitors and their collaborators for dismantling stands in the halls is generally allowed from 7:30 a.m., until 6:30 p.m., in compliance to the necessary formalities according communicated in turn by the Organiser and/or Fiera Milano, even by circular letters/communications.
- 13.2. Fiera Milano declines all responsibility for any products, goods, setting up materials or equipment remaining in the Stand area when the deadline for the dismantling and handing back of Stand areas expires.
- 13.3. It is in power of Fiera Milano to remove and store any products, goods, setting up materials or equipment remaining in the Stand area; Exhibitors hereby accept all charges, “*extra fee for occupying a Stand area*”, deriving from this eventuality. After 2 (two) months have elapsed, unclaimed items may be sold by auction and proceeds of the sale, net of any expenses and right claimed by Fiera Milano, shall be credited to the Exhibitor’s account.
- 13.4. Removal of displayed goods, products and of setting up materials and equipment after the Exhibition closing is subject to the issue of an “**Exit Pass**”, (hereinafter referred to as “**Exit Pass**”), duly filled in and showed to the surveillance officer at the exit. The Exit Pass will only be issued after verifying that the Exhibitor has fulfilled all obligations required by law or contract against the Organiser and/or Fiera Milano, relating to the Exhibition. Any additional Exit Pass will be issued by the competent Customer Service - Exhibitor Assistance.

Despite the fact that the removal is allowed, although the Exhibitor has not fulfilled all obligations required by law or contract against the Organiser and/or Fiera Milano, it does not imply that the Organiser and/or Fiera Milano renounce all claims towards the defaulting Exhibitor.

13.5. Removal of any products and/or materials is prohibited during the Exhibition.

#### 14. VIRTUAL STAND SERVICE ON WWW.EXPOPAGE.NET

14.1. Fiera Milano Media is a member company of Fiera Milano Group with an internet database, which continuously gathers high profile commercial information on Exhibitors at all Fiera Milano trade shows. It also provides Exhibitors and visitors with a wide range of services to create new business opportunities (hereinafter and above referred to as **"VIRTUAL STAND SERVICE"**). The goal of this service is to give all Exhibitors a "permanent" presence at the Exhibition, i.e. in the reference market segment of the various Display Categories of the Exhibition. As such the value of Virtual Stand Service is automatically applicable to all Exhibitors.

14.2. The fee for Virtual Stand Service on [www.expopage.net](http://www.expopage.net) is included in the Registration Fee to the Exhibitor and shall be billed by the Organiser to the Exhibitor upon acceptance on the Application Form.

#### 15. MUNICIPAL ADVERTISING TAX.

15.1. Without prejudice to the Rules of Participation, all Exhibitors shall be due to pay the Municipality of Rho (MI) (hereinafter referred to as **"Municipality"**), the taxes required on advertising, pursuant to Presidential Decree No. 639 of October, 26, 1972 (hereinafter and above referred to as **"Municipal Advertising Tax"**).

15.2. In order to agree to pay the Fiera Milano and Municipality in the interest of all Exhibitors, sum due for this tax shall be a lump-sum calculated on the basis of the total surface area occupied during the Exhibition. To relieve Exhibitors from the inconvenience of making said payment directly, Fiera Milano will transfer the amount to the Municipality of Rho.

15.3. The Municipal Advertising Tax is due by all Exhibitors. By signing the Participation Fee, the Proposer authorizes the Organiser to pay the said amount, which is included in the Stand Rental Fee on his behalf, at the current applicable rate and subject to adjustment with the rate established by the Municipal Authorities.

#### 16. GENERAL CATALOGUE OF THE EXHIBITION AND OTHER PUBLICATIONS.

16.1. The Organiser will print the paper General Catalogue of the Exhibition (hereinafter and above referred to as **"Catalogue of the Exhibition"**) and may also print and distribute other publications with which he reserves the right to promote and illustrate the Exhibition, at any time or in any context, both in Italy and abroad (hereinafter referred to as **"Other Publications"**).

16.2. The Exhibitor data entered and published on the General Catalogue of the Exhibition and/or Other Publications will be taken from the Application Form and/or the appropriate form filled by Exhibitors upon request on the Organiser, under the terms and conditions of Article 16.1.

16.3. The Organiser declines any liability ensuing from incorrect and/or absent reference of Exhibitor Data in the General Catalogue of the Exhibition and in any Other Publications.

16.4. The Exhibitor is required to complete its own directory entry on the Exhibition Website. The Exhibitor warrants that the names, logos, work and other content displayed by the Exhibitor on the Exhibition Website, or on the official catalogue or other directory, will not infringe the intellectual property rights of any third party and shall not contain anything which is libellous, obscene, indecent, blasphemous or in any way unlawful. The Exhibitor agrees to indemnify the Organiser and keep it fully indemnified against all damages, loss of profits, loss of reputation, claims, costs and expenses suffered or incurred by it by reason of any breach of the above warranty. If the Exhibitor fails to complete its directory entry on the Exhibition Website, the Organiser will be entitled to enter the Exhibitor's details on its behalf, subject to the above indemnity from the Exhibitor.

#### 17. STAND CLEANING.

17.1. Cleaning is carried out after the Halls closing and is the responsibility of Fiera Milano. The service includes: clearing of floors and any floor coverings (such as carpets, etc.); dusting furniture and accessories on the Stand; clearing of mats and other items; removal of ordinary refuse left on Stand or resulting from cleaning operation; emptying of ashtrays and waste baskets.

17.2. The Exhibitor is responsible for making available the keys to any closet-off parts of the Stand, to the competent Customer Service - Exhibitor Assistance.

#### 18. SURVEILLANCE.

18.1. Overall surveillance (day and night) in the Exhibition Centre is provided by Fiera Milano, that declines any responsibility regarding natural calamities, acts of God and force majeure.

18.2. Responsibility for the custody and surveillance of the Stand and its contents during all opening hours, both during the Exhibition and assembling and dismantling phases, lies with the respective Exhibitor.

#### 19. OPTIONAL SERVICES.

In order to give technical support to Exhibitors, the Organiser has arranged with Fiera Milano, on terms to be agreed for, various optional services (rental of furniture and partition walls, hoisting and transportation equipment, customs clearing operations and so on). Detailed information will be sent to Exhibitors, however assuming no responsibility and/or obligations.

#### 20. DECLARATION OF VALUE AND INSURANCE. LIMITATION OF LIABILITY.

20.1. Declaration of value. - Exhibitors are required to declare, using the relative document downloadable from the on-line E-service platform, the total "estimated value" of all goods, material, machinery, fixtures and fittings and equipment they plan to bring to and/or used at the Fiera Milano Exhibition Centre, even on behalf of Represented Companies; failure to send in the notification of value, will be interpreted as acceptance of minimum amount pursuant to Article 20.2, below and save in any case the right to verify the aforesaid declaration by Fiera Milano. In case of damage/accident, should the final value declared by the Exhibitor fail to correspond to effective value of the insured property, the insured value will anyhow be considered as the one declared by the Exhibitor. Pursuant to Article 1907, compensation could be determined by the Insurer on the basis of proportional criteria.

20.2. "All Risks" Insurance - Exhibitor's Property Policy (excluding terrorism and sabotage) - The Organiser and Fiera Milano SpA require that all goods, machinery, fixtures and fittings, and equipment brought to and/or used at Fiera Milano Exhibition Centre by Exhibitors are covered by "All Risks" insurance, including a clause waiving the insurer's right of recourse against Third Parties, therein included Fondazione Fiera Milano, Fiera Milano SpA, their subsidiaries and/or affiliates, the Organiser and all third parties anyhow concerned with the organisation of the Exhibition "All Risks" insurance cover for a capital of EUR 40,000.00 at a cost of EUR 135.00 + VAT that will be charged together with the issuing of the invoice relating to the Organiser's Stand Rental Fee for the Exhibition. Exhibitors may increase the automatic coverage, by filling in, signing and returning the appropriate insurance document downloadable from the on-line platform E-service. Coverage includes the stipulation of 10% insurance exclusion for each claim in the event of theft, with a minimum of EUR 400.00 and doubling those amounts for the reports submitted after the closing of the Exhibition. Should Exhibitors have their own "All Risks" insurance for goods, machinery, fixtures and fittings, and equipment brought to and/or used at Fiera Milano Exhibition Centre, valid for trade fairs and exhibitions, with a clause waiving the insurer's right of recourse against Fondazione Fiera Milano, Fiera Milano SpA, their subsidiaries and/or affiliates, the Organiser and all Third Parties in any way involved in the organisation of the Exhibition. Exhibitors are anyway required to fill in and return the signed insurance document downloadable from the on-line platform E-service, enclosing declarations signed by their legal representative and the insurance company stating that the above property is covered by an "All Risks" guarantee for an amount not less than the one specified in the General Rules and Regulations (as per fascicule included in the document). In this case the amount charged will be reversed.

20.3. Third Party Liability Policy - Fiera Milano will provide all Exhibitors with said insurance, at no additional charge. The latter will become an extension of its general policy that has a limit of no less than EUR 100,000,000.00 (one hundred million).

20.4. Limitation of Liability - Fiera Milano and the Organiser shall not be held liable for any consequential losses, reputational damage, loss of revenue, etc. The Exhibitor agrees that Fiera Milano and the Organiser will also limit their own liabilities to the declared value of the goods in the Exhibition Centre for the Exhibition. To this end shall prevail the declaration of value pursuant to the above Article 20.1. By signing the Application Form the Exhibitor agrees this limitation of liability.

#### 21. INDUSTRIAL AND INTELLECTUAL PROPERTY RIGHTS.

21.1. The Organiser wishes that Exhibitors observe the standards safeguarding intellectual and industrial property rights and those regulating trade fair competition.

21.2. The Organiser shall not be liable for the activity carried out by Exhibitors during the Exhibition and specifically for the displaying of products that violate laws and/or decrees and/or regulations and the like, industrial and intellectual property rights of third parties or for any act whatsoever of unfair competition on the part of Exhibitors.

21.3. Pursuant to Article 23 hereunder, displayed products and goods may not be photographed, filmed, drawn or in any way reproduced without written authorization by the Organiser.

#### 22. S.L.A.E.

Exhibitors who wish to distribute audio/video media or multimedia recordings containing intellectual works or parts of intellectual works protected under the Copyright Law, authors' copyright must be obtained beforehand and dues associated with Article 181 bis of said law. **Illegal use of intellectual works and the absence of S.L.A.E. stamp on said media is punishable under Article 171 and the following Articles of Copyright Law.**

#### 23. PHOTOGRAPHS AND FILMS.

The Organiser reserves the right to reproduce overall or detailed views, even for commercial use. The Exhibitor shall not be due any compensation of any kind.

#### 24. TEMPORARY IMPORT.

The Exhibition is listed in the official International Exhibition Calendar and this gives Exhibitors the right to request from the Italian Customs Authorities, should legal conditions so warrant, the authorization for the temporary import. The Organiser will issue the required declaration on request.

#### 25. PROHIBITIONS AND OBLIGATIONS OF EXHIBITORS.

25.1. In general, any activity that may hinder, disturb or cause damage to the normal procedure of the Exhibition and its purposes is prohibited. In particular it is forbidden:

- cession loan or subletting to third parties, even partially, with or without charge, one's assigned or reassigned Stand, depending on the case, or modification of the Contract;
- to display products and/or goods not indicated in the Application Form or not directly manufactured by the Exhibitor, except in the case he has previously demonstrated his official capacity as Sole Agent or General Representative, as the case may be. It is also prohibited to display or deal with products and/or goods relating to Categories not indicated on the Application, as specified by the Organiser. The Organiser may remove and return to destination any products and goods exhibited in violation of what is specified above at the Exhibitor's expenses;
- to provide any form of publicity outside the Stand with reserve of votes proposed by the Organiser or previously agreed on;
- to distribute any type of technical or advertising or promotional material (magazines, handbooks, brochures, folders and so on) not strictly related to the Exhibitor, who can give out his technical or advertising documentation only within the limits of his own Stand;
- to display, either on or outside the Stand, posters regarding competitions organized by bodies, organisations, newspapers or specialist press, except with the express written permission of the Organiser;
- to introduce explosive, detonating or dangerous materials, as well as any materials likely to cause prejudice, offensive odours, damages or troubles;
- to produce sounds, calls or any type of audio message whatsoever on the Stand to attract visitors, except only upon authorization from the Organiser;
- to use any form of intermittent or variable light sources;
- to perform sales with immediate delivery of goods and/or services exhibited and to show price labels in areas not authorized by the Organiser and subject to specific rules indicated by the Organiser;
- to remain on the Stand or inside Halls and Exhibition Centre except during opening hours;
- to use titles, writings, drawings, marks, abbreviations and initials which are prejudice to the rights of the Organiser who claims as exclusive property the denomination as per Article 1 of these General Rules and Regulations, together with its distinguishing elements.

25.2. Non violation of any one of the above prohibitions as per Art. 25.1, the Organiser shall have the right to suspend execution of the agreement with the Exhibitor under the terms and conditions of Article 1455 of the Italian Civil Code. These clauses shall be applied mutatis mutandis, in compliance with the aforesaid Articles 8.1 and 8.2.

#### 26. ENTRANCE TO THE EXHIBITION.

26.1. Entrance to the Exhibition is reserved to professional technical trade visitors belonging to the Display Categories, upon payment of a ticket.

26.2. The Exhibitor shall receive a number of passes (hereinafter referred to as "Exhibitor Pass") free of charge, and based on the size of his Stand. The Exhibitor may request further passes upon payment, in a limited number according to his right. Exhibitor Pass shall not be given to third parties.

26.3. The Organiser reserves the right to open the Exhibition to the public on specific days, under the terms and conditions of Article 2, circular No. 3275/C, dated 17 February 1992, of the Italian Ministry of Trade and Industry.

#### 27. SAFETY AND SECURITY.

Exhibitors must strictly follow all regulations in force on safeguarding the health and physical integrity of workers throughout exhibition activities, that is: setting up and dismantling stands, managing the exhibition, and all other related activities (hereinafter and above referred to as **"Safety Rules and Regulations"**).

The Exhibitor also undertakes to follow and to ensure that companies working on his behalf adhere to - when setting up and dismantling stands and when performing any other related activities - the Safety Regulations and specifically the regulations of the Legislative Decree No. 81 of April 9, 2008 (Consolidated Act on safeguarding the health and safety at work) and subsequent modifications, and the Technical Regulations, which can be consulted on [www.fieramilano.it](http://www.fieramilano.it), under "Exhibition Calendar" in the link to the Exhibition.

The Technical Regulations, which are part of the General Regulations, will be also delivered together with the latter and also list precautionary safety measures to be adopted at the Exhibition (fire prevention, electrical systems, environmental protection etc.). This does not include specific safety rules for any work that the Exhibitor has subcontracted to other companies and for which the legally responsible parties are the Exhibitor and the companies performing the work (setting up and dismantling stands and related activities).

Non-compliance with Technical Regulations, in particular if this could affect the general safety in the hall and of third parties, will lead to the immediate cut-off of utility services at the Stand by Fiera Milano, with relevant communication to the Organiser, and the Exhibiting Company will be banned from future sessions of the Exhibition. Any other consequential damages, due to the non-compliance with the above regulations, is the complete responsibility of Exhibitor and companies working on his behalf.

**All parties working on behalf of exhibitor under contract and subcontract, have the obligation to equip their workforce (contractors or freelancers) with identification card, as referred to in Art. 18, paragraph 1, letter u), 21, paragraph 1, letter c) 26, paragraph 8 of Legislative Decree 81/08 or other documents foreseen by the law regulating non-EU workers. Workers without identification card will be turned away the Exhibition Centre by Fiera Milano.**

**The change will be notified by the Company responsible for and referral of turned away workers through registered letter with a form of acknowledgment of receipt or through message sent by certified email (PEC).**

**The exhibitor who, as a customer, has authorized the company to operate in the exhibition centre on his behalf to perform work at his stand, will be informed about the complaint.**

**Fiera Milano has the right to prohibit the access of all parties working on behalf of exhibitor under contract and/or subcontract to Fiera Milano Exhibition Centre if they are not in possession of the relevant documents concerning the labour relations between the parties.**

The Exhibitor is responsible for complying with the regulations in force for all activities performed in his own Stand in terms of fittings, structures, equipment, products on display and so on.

Every Exhibitor shall appoint a "Stand Manager", who Fiera Milano SpA, the Organiser and third parties shall hold responsible (in terms of safety) for all activities performed on behalf of the Exhibitor during his entire stay at the Exhibition Centre (hereinafter and above referred to as "Stand Manager"). The Stand Manager shall guarantee the compliance of Stand structure and any part that it contains, with the rules that are in force and, in particular, will ensure compliance with the provisions of Safety Regulations. The Exhibitor shall, at his discretion and under his responsibility, decide to designate a "Stand Manager" for all the phases of the event (setting up, Exhibition, dismantling).

The name of the Stand Manager's, and relevant contact telephone number, must be indicated in the Application Form. Any variations or additions to the name must be notified to Fiera Milano and the Organiser prior to the build-up of the Exhibition. **Companies supplying services on behalf of Fiera Milano may only access the stand when the "Stand Manager" is present and only after being authorized by the latter. This restriction does not apply to personnel in charge of surveillance and security at the Exhibition Centre.**

#### 28. WORKING MACHINERY.

28.1. On specific written authorization previously issued by the Organiser admitted machinery, excluding flame producing devices, shall work providing that they do not constitute any danger or nuisance.

28.2. For loud machinery, and/or any form of sound transmission and projection, see paragraph 8.2.2 of Technical Regulations by Fiera Milano.

28.3. The Exhibitor must obtain from the relevant Authorities, under his own responsibility and expenses, timely certification of compliance of working machines with all laws and/or Technical Regulations in force. The Exhibitor shall indemnify the Organiser from any and all damage, cost, and/or third parties claim against the Organiser arising from the operation of the said machines.

28.4. Display of machinery without CE marking or not conform to European safety regulations.

All machinery on display in the show must conform to current Italian and EC regulations concerning safety and accident prevention. In particular with reference to Italian Decree Law No. 17 of 27 January 2010 "Implementation of Directive 2006/42/CE on machinery modifying Directive 95/16/CE on elevators", paragraph 7 of Article 3 must be strictly observed - Art. 3, placing on the market and putting into service Sub-Paragraph 7: All trade fairs, exhibitions, demonstrations and such like, Member States shall not prevent the showing of machinery or partly completed machinery, which does not conform to this Directive, provided that a visible sign clearly indicates that it does not conform and it will not be made available until it has been brought into conformity. Furthermore, during demonstrations of such non-conforming machinery or partly completed machinery, adequate safety measures shall be taken to ensure persons protection.

#### 29. INFORMATION AND CONSENT AS PER ITALIAN LEGISLATIVE DECREE NO. 196 OF 30th JUNE 2003.

29.1. Exhibitor's data contained on the Application Form in any way communicated by the Exhibitor to the Organiser (hereinafter referred to as **"Data"**) shall be stored in a database and may be processed, using information technology, in the fulfilment of the obligations indicated in these General Rules and Regulations, the Application Form and in any other instructions or provisions which pursuant to General Terms of Participation, the Organiser may adopt.

29.2. In particular, in carrying out terms and conditions of these General Rules and Regulations, the Data may be disclosed to third parties (including Fiera Milano Media S.p.A. for the Virtual Stand Service available on the Exhibition online catalogue), as well as divulged or transferred even outside Italy.

29.3. Data submission is mandatory insofar as it is essential to the fulfilment of obligations contained on these General Rules and Regulations, in the Application Form, and any supplementary instructions or provisions, which pursuant to General Terms of Participation, Organiser may adopt.

29.4. Organiser may also process Data for statistical and marketing purposes and deliver the same for promotional activities within the reference sector of Display Categories or transfer, including assignment of the Data, to third parties operating in the trade fair and/or Display categories in the reference sector, so that said parties may use Data to promote their own services.

29.5. With respect to the processing of personal Data, the Exhibitor may exercise his rights as stipulated under Article 7 (**"Right to Access to Personal Data and Other Rights"**) of Legislative Decree No. 196 of June 30, 2003, full translation provided below:

- A data subject shall have the right to be informed as to whether or not personal data concerning him/her exist, regardless of their being already recorded and communication of such data in intelligible form.
- A data subject shall have the right to be informed of:
  - the source of personal data;
  - the purposes and methods of processing;
  - the procedure applied in the event of electronic processing;
  - the identification data concerning the data controller, data processor and any representative designated as per Article 5, paragraph
- A data subject shall have the right to obtain:
  - updating, rectification or where interested therein, integration of data held;
  - erasure, anonymization or blocking of data that have been processed unlawfully, including data whose retention is unnecessary to the purpose for which they have been originally collected or subsequently processed;
  - evidence to the effect that activities referred to in a) and b) have been notified also concerning their contents, to those entities to whom or which Data were communicated or disseminated, unless this requirement proves impossible or involves a manifestly disproportionate effort compared with the right that is to be protected.
- A data subject shall have the right to object, in whole or in part:
  - on legitimate grounds, to the processing of personal data of which the individual is the data subject, even though they are relevant to the purpose of data collection;
  - to the processing of personal data of which the individual is the data subject, when it is carried out for the purpose of sending advertising materials or direct selling or else for the performance of market research surveys or commercial communication.

29.6. The Organiser is the controller of data processing.

29.7. By signing the Application Form and, therefore accepting the present Rules and Regulations, the Exhibitor gives his express consent to the aforesaid processing and specifically to the processing of Data for statistical and promotional purposes, and the divulgence and disclosure of Data for promotional activities as stipulated under Articles 14 and 16 of these Rules and Regulations. The Exhibitor also gives his express consent for the transfer of Data to third parties operating in the trade fair industry and/or Display Categories in the reference sector, so that they may process the Data to promote their own services.

#### 30. OFFICIAL TEXT.

The official text of these General Rules and Regulations, including the Application Form, Confirmation of Participation and Notification of Stand Assignment that is binding upon the parties, is the Italian version. Any translations in other languages being provided purely for information purposes.

#### 31. DISPUTES AND COMPETENT JURISDICTION.

These Rules and Regulations shall be deemed to be made in, and governed and interpreted in accordance with Italian Laws. Any dispute that may arise regarding the interpretation, execution or termination of the present Rules and Regulations shall be referred, without exception or appeal to any alternative jurisdiction, exclusively to the Courts of Milan.