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PROCESSING & PACKAGING

ipack-ima.com

IN CONJUNCTION WITH
**MEAT
TECH**
Processing & Packaging
for the Meat Industry**Fiera Milano, Milan - Italy**
May 29th - June 1st 2018**ipack.ima** srl
Connecting businessesOrganized by:
ipack Ima S.r.l.
A joint venture between Ucima and Fiera Milano
Strada Statale del Sempione Km 28
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Rules and Regulations

1. EXHIBITION TITLE

The official title of the exhibition is IPACK-IMA 2018 - "Processing & Packaging".

2. ORGANISER, DATE, LOCATION AND SCHEDULE OF THE EXHIBITION

IPACK-IMA 2018 is organized by Ipack Ima Srl (Strada Statale del Sempione km 28 - 20017 Rho (Milan) - Italy - tel. +39 023191091 - Fax +39 0233619826 - email: ipackima@ipackima.it) in collaboration with Fiera Milano Spa and UCIMA (Italian Packaging Machinery Manufacturers Association). The exhibition will take place at Fieramilano (Rho - Milan, Italy) from **Tuesday May 29th to Friday June 1st 2018**. The Exhibition is open to trade professionals (by invitation or on a paying basis, registration required). The opening time for visitors is from **10.00 am through 6.00 pm** and for exhibitors is from 9.00 am through 7.00 pm. During opening hours Exhibitors must ensure their presence at the stands. The Organizer reserves the absolute right to change the schedules and, in case, the date of the Event.

3. PRODUCTS ADMITTED TO THE EXHIBITION

Machinery, devices, equipment and products, included in the list of product sectors as detailed in Art. 37, shall be admitted to the Exhibition. This list must be considered as an integral part of these Rules and Regulations. Any machinery, devices, equipment and products that do not pertain to the product sectors included in the list of Art. 37, shall be immediately removed from the Exhibition Ground at the Exhibitor's own risk and expense. Consortia, Institutions, Organizations, Associations and Trade Press which pertain to the product sectors of the exhibition will be also admitted. The admission of such organizations may be subject to specific regulations.

4. EXHIBITORS

Both Italian and foreign Manufacturers, Representatives, Agents and Dealers of the goods included in the list of approved exhibition sectors (Art. 37) shall be admitted.

5. APPLICATION FORM

The Application Form, prepared on a special form, shall be duly filled in and signed by the Legal Representative of the Company and addressed to Ipack Ima Srl - Strada Statale del Sempione km 28 - 20017 Rho (Milan) - Italy within **March 31st 2017**.

The admission to the event is subject to the acceptance of the application form by Ipack Ima Srl who will confirm it by means of the notification of stand allocation, pursuant to art. 11.

Applications received after the above date shall be considered and accepted subject to space availability.

Ipack Ima Srl reserves the right to refuse admission to the Exhibition, should there be reservations about the Applicant's compliance to the requirements set by law, by these Rules and Regulations or by the Technical Regulations, including any modifications or additions made thereunto. Admission to the Exhibition shall also be refused to applicants who have outstanding debts with the Organizer or Fiera Milano Spa. The refusal and/or revocation of admission will not give rise to any compensation for damage or interest.

Participation in one or more previous editions of the event does not give the exhibitor any right to automatically participate in a later edition of the event.

Applications for less than **20 sqm** shall not be accepted. The Application Form - unconditionally and without reservation - shall be valid only if duly stamped and signed where indicated by the Legal Representative of the company or by a representative with equal power. Copies of the deposits paid, of the General Rules and Regulations signed by the Legal Representative or by a representative with equal powers shall be attached to this Application Form.

6. DECLARATION OF REPRESENTATION

Applications presented by Agents, Representatives or Exclusive Vendors and/or subsidiaries of foreign Parent Companies **must be accompanied by the "List of Firms Represented and/or Foreign Parent Company" form, duly filled in.** Such a document is available on the website www.ipack-ima.com.

Furthermore

For represented foreign firms

In compliance with new regional regulations with regard to the international nature of exhibitions, all Agents, Representatives or Exclusive Vendors of foreign companies must send, along with "List of Firms Represented and/or Foreign Parent Company" form, duly filled in, a declaration on the represented company's headed letter paper signed by a legal representative thereof, attesting to the exclusivity of the agency or detailing any other representatives covering the Italian territory. This declaration shall also include the consent of the foreign company to use its data as set forth by Art. 26 of Italian Legislative Decree n. 196/2003.

For Italian represented firms

A declaration must be supplied on the represented company's headed letter paper and signed by a legal representative thereof attesting to the existence and permanency of the relationship with said company. This declaration shall also include the consent of the represented firm to use its data as set forth by Art. 26 of Italian Legislative Decree n. 196/2003. All Applicant Companies must give written notice of any variation or addition to the "List of Firms Represented and/or Foreign Parent Company". Any omission, on the part of an Applicant Company of the name or names of a firm or firms in the "List of firms Represented and/or Foreign Parent Company" will automatically exclude said firm or firms from appearing in any way (including brand, trademarks or products) as Exhibitors at the stand or in the Exhibition Guide, in the online Catalogue and in the Smart Catalogue.

Should the above conditions be infringed, the Organizer will request that the Applicant Company takes steps to regularize its position and, if the infringement persists, the Organizer will be entitled to proceed with the erasure and/or removal from the stand of the name and trademarks of the firm represented and its products, entirely at the liability, risk and expense of the stand holder.

7. CO-EXHIBITORS

Co-Exhibitors are companies that exhibit or are present at the stand that has been booked by the stand holder. These companies are considered Co-Exhibitors even if they have close economic and organizational relations with the stand holder. The acceptance of a Co-Exhibitor must be requested in writing by the stand holder. Each stand holder may not have more than one Co-Exhibitor. The Co-Exhibitor shall pay a co-exhibition fee in the amount of **€ 1,500.00 + VAT*** (which includes a contribution for the multimedia service related to the online Catalogue and the Smart Catalogue, the Matchmaking service for the creation of the agenda of meetings between Exhibitors and Buyers and of the amount of € 95.00, as contribution for the Insurance Services - see art. 17.2 of this Rules and Regulations). Co-Exhibitors shall be admitted to the exhibition by signing for approval these Rules and Regulations, and by completing the application form to be signed by its Legal Representative as well as by the Legal Representative of the stand holder. Ipack Ima Srl will mail said application form upon request of the stand holder.

It is well agreed that only the stand holder is entitled to book the exhibition services. Should the Co-Exhibitor need the said exhibition services, he will have to require them through the stand holder. If the Co-exhibitor wishes to withdraw from the exhibition, after having received the acceptance of the application, the Organizer shall retain the co-exhibiting registration fee.

The stand holder is nonetheless responsible with the Co-Exhibitor for the payment of his share of the co-exhibition fee. Hosting a Co-Exhibitor without the Organizer's consent shall authorize the latter to immediately terminate this contract de facto due to the negligence of the Exhibitor and request him to clear out the stand at his own expense.

* VAT (if due in the rate currently applicable)

8. PARTICIPATION FEE

The Exhibitors are required to pay:

- **Registration Fee for official stand holder of € 700.00 + VAT*** (which includes a contribution for the multimedia service related to the online Catalogue and the Smart Catalogue, the Matchmaking service for the creation of the agenda of meetings between Exhibitors and Buyers and the amount of € 95.00, as contribution for the Insurance Services - see art. 17.2 of this Rules and Regulations).
- **Registration Fee for each represented company (if any) of € 400.00 + VAT***
- **Registration Fee for each Company exhibiting in a Group participation - € 450.00 + VAT*** (including a contribution for the multimedia service related to the online Catalogue, the Smart Catalogue, the Matchmaking service for the creation of the agenda of meetings between Exhibitors and Buyers and the amount of € 95.00 for the Insurance Services - see art. 17.2 of this Rules and Regulations).
- **Raw area rate brackets** - The fees of the non-fitted area per square meter are specified in the Application Form. The following increase will be applied based on stand type assigned:
stand with 2 open sides **€ 1,400.00 + VAT***
stand with 3 open sides **€ 2,000.00 + VAT***
stand with 4 open sides **€ 2,600.00 + VAT***

* VAT (if due in the rate currently applicable)

Example of costs (rate brackets) for a requested raw area of 120 sqm - 3 open sides - with registration by March 31st, 2017:

Up to 50 sqm: 50 sqm x € 241.00/sqm	€ 12,050.00	+ VAT*
From 51 to 100 sqm: 50 sqm x € 229.00/sqm	€ 11,450.00	+ VAT*
From 101 to 200 sqm: 20 sqm x € 224.00/sqm	€ 4,480.00	+ VAT*
Over 200 sqm: 0 sqm x € 217.00/sqm	€ 0.00	+ VAT*
Total fee for raw area	€ 27,980.00	+ VAT*
Increase for 3 open sides	€ 2,000.00	+ VAT*
Total	€ 29,980.00	+ VAT*

* VAT (if due in the rate currently applicable)

8A. VARIOUS COMPULSORY SERVICES

To simplify participation in the exhibition, a flat rate has been introduced covering the following "Various compulsory services":

- use of wi-fi in the exhibition halls
- installation of power up to 10 kW single-phase
- stand cleaning
- municipal advertising tax (see Art. 22)
- fire extinguisher (one or more according to the stand area size)
- Author's rights from any audiovisual installation at the stands subject to taxation.

The above tax shall not cover live performance rights (with singer and/or music instruments) for which the Exhibitor shall pay the SIAE offices of his municipality. In compliance with articles 72 and 73bis Law 633/1941, the tax also includes all rights due to the artists and phonographic producers who directly hold the registration rights and, on their behalf, SCF – Consorzio Fonografici. The rights held by artists, interpreters and executors and phonographic producers in compliance with article 73 of the above Law for the dissemination of phonograms and music videos during fashion shows, DJ with or without dancing facilities, are excluded.

For this reason, the Organizers of said event are required to contact SCF – Consorzio Fonografici - Via Leone XIII, 14 – Milano – in order to fulfill the obligations according to the laws in force.

The "Various compulsory services" fee € 7.45/sqm + VAT* will be invoiced together with the balance of the participation fee.

* VAT (if due in the rate currently applicable)

8B. OPTIONAL SERVICES

FULLY FURNISHED STANDS

In order to facilitate participation in the exhibition, Exhibitors will be able to choose a standard fully furnished stand, up to 60 sqm. The costs for the different solutions have to be added to the raw space rate (see details stated in the related document).

The fully furnished stands cannot be waived after 31st March 2018. Should the Exhibitor waive after said date, he shall nonetheless pay the amount due for stand setup.

DOUBLE DECK AREA

Construction of raised decks will be permitted in all pavilions under the following conditions:

- raised decks can only be built over stands having 3/4 open sides with a floor area of not less than 150 sqm;
- the double-deck area must not take up more than 30% of the floor area and cannot be used for exhibition purposes.

The above conditions are to be considered as modifications/cancellations to the provisions set forth by Fiera Milano Spa that will be mailed to the Exhibitors.

Any raised deck area shall be invoiced at the fee of € 195.00/sqm + VAT*. Further technical provisions for the building of raised decks will be subsequently notified to the Exhibitors who have reserved a double-deck area upon submission of the Application Form.

* VAT (if due in the rate currently applicable)

9. PAYMENTS OF REGISTRATION FEE, DOWN PAYMENTS AND BALANCE

1ST DOWN PAYMENT

Together with the subscription of the Application Form, Exhibitors shall pay:

- **Registration Fee** for the stand holder of € 700.00 + VAT* (including a contribution for the multimedia service related to the online Catalogue and the Smart Catalogue, the Matchmaking service for the creation of the agenda of meetings between Exhibitors and Buyers and the amount of € 95.00 for the Insurance Services - see art. 17.2 of this Rules and Regulations).
- **1st down payment** equal to € 80.00 + VAT* for each sqm of floor space requested;

2ND DOWN PAYMENT

Exhibitors have to pay by and not later than November 30th 2017:

- **2nd down payment** equal to € 80.00 + VAT* for each sqm of floor space requested.

For enrolments to IPACK-IMA 2018 after November 30th 2017 Exhibitors are expected to pay registration fee together with 1st and 2nd down payments.

BALANCE

By and not later than February 28th, 2018 Exhibitors shall pay the **balance** of the participation fee (in terms of area), the Registration Fee for each firm represented and/or Foreign Parent Company (if any), "Various Compulsory Services", Fully Furnished Stand (if applicable), as stated in the notification of stand allocation.

In case of failure to meet these terms Fiera Milano Spa, on behalf of the Organizer, can prevent materials to be exhibited from entering the Fairgrounds and can reserve the right to cut off the electricity supply to the stand during the fitting stage and for the entire length of the exhibition.

DOUBLE DECK AREA

By and not later than 15 days from the date of approval of the plan for installation of a raised deck the Exhibitor shall pay:

- down payment equal to € 90.00 + VAT* for each sqm of double deck platform surface requested;

REGISTRATION FEE FOR CO-EXHIBITOR

The registration fee for each Co-Exhibitor is of € 1,500.00 + VAT*, due upon submission of the appropriate Application Form.

* VAT (if due in the rate currently applicable)

NEW VAT REGULATION (Non-Italian Exhibitors)

As of January 1st 2011, in compliance with the Legislative Decree n. 18/2010 in application of EU directive no. 8/2008, non-Italian exhibitors subject to taxation are no longer required to pay VAT on participation and service fees connected with the show, with the sole exception of non-commercial companies/authorities and private individuals. In order to identify this type of exhibitors (company liable for taxation/ non-commercial company or private individual), prior to the issuing of the invoice it is essential that all exhibitors provide their VAT Number/ID code or other documents proving their status as company and not as private individuals. It is therefore absolutely necessary that such information be provided on all application forms, failing which the amounts invoiced shall include the Italian Value-Added-Tax.

The above is payable by non-transferable cheque made out to Fiera Milano Spa and sent to Ipack Ima Srl (Strada Statale del Sempione km 28 – 20017 Rho (Milan) – Italy), or by bank transfer in the name of Fiera Milano Spa – Banca Nazionale del Lavoro - Ag. 13 - Milano (Italy) - IBAN: IT84M0100501613000000017709 - BIC/SWIFT: BNLI IT RR.

Please, note that the description of payment must be IPACK-IMA 2018.

Fiera Milano Spa is acting as Treasurer to the Exhibition. In case of payment through bank transfer, Applicants must enclose with the Application Form a photocopy of the payment document, stamped by the bank.

VAT (if applicable) at 22% or other current rate is payable in respect of the above amounts.

Foreign Exhibitors interested in VAT refund can apply:

- to Agenzia delle Entrate – Centro Operativo di Pescara (Tax Revenue Office – Operational Centre in Pescara - only for Exhibitors coming from Israel, Switzerland and Norway) – phone +39 0855771 – fax + 39 08552145
- to the Tax Authorities of their own country (for the Exhibitors of EU countries)

For more details, please see the "VAT Refund for Foreign Exhibitors" form available for download from the exhibition website.

10. SERVICES INCLUDED IN THE PARTICIPATION FEE OF THE STAND HOLDER AND OF THE CO-EXHIBITOR

The following services are included in the Participation Fee:

- stand number sign
- Exhibition Guide, online Catalogue and Smart Catalogue entries
- 1 copy of Exhibition Guide
- Matchmaking service for the creation of the agenda of meetings between Exhibitors and Buyers
- technical assistance to Exhibitors during exhibition setting-up and dismantling
- Exhibitors entry passes according to size of stand area:
 - up to 30 sqm _____ no. 10 Exhibitors entry passes
 - from 31 sqm to 100 sqm _____ no. 20 Exhibitors entry passes
 - from 101 sqm to 200 sqm _____ no. 30 Exhibitors entry passes
 - over 200 sqm _____ no. 40 Exhibitors entry passes
- entrance permits for the staff and vehicles to enter the fairgrounds before and after the Exhibition issued through the online pre-accreditation procedure further described in an e-mail message by Fiera Milano.
- Insurance Services - see art. 17.2 of this Rules and Regulations.

The participation fee per square metre includes the renting fee of the exhibition stand, the services detailed in the regulations as well as any complementary events arranged by the Organizer as far as seminars, conferences, celebrations and happenings are concerned, as provided for by the exhibition program. This also includes welcoming delegations and the trade, Italian and foreign governmental authorities, speakers.

The following services are included in the Co-Exhibitor Participation Fee:

- Exhibition Guide, online Catalogue and Smart Catalogue entries
- 1 copy of the Exhibition Guide
- Matchmaking service for the creation of the agenda of meetings between Exhibitors and Buyers
- 3 Exhibitor entry passes to be utilized during the exhibition to be sent directly to the stand holder.
- Insurance Services - see art. 17.2 of this Rules and Regulations.

11. STAND ALLOCATION

When allocating stands, based on technical needs, the general purpose of the exhibition and wherever possible, the Organizer will take into consideration requests made in the Application Forms; under no circumstances will the Organizer be under any obligation to fulfill any requests and/or preferences expressed by Exhibitors concerning aspects including but not limited to stand location, size, open sides, etc. In assigning stands, priority shall be given to Application Forms received within March 31st, 2017.

Notification of stand allocation shall be forwarded to the Exhibitor on condition that the Exhibitor has complied with the terms of down payments as set out in Art. 9 above and, in the case of Agents, Distributors and Representatives, that the "Declaration of Representation" has been sent to the Organizer, as per Art. 6 above. Following the notification of stand area allocation, Exhibitors shall receive a link providing username and password to access the e-service website, where they can fill in mandatory documents and request additional services. The e-service website provides access to the Logistics tool for the accreditation of personnel and vehicles on stand set-up and dismantling days.

However, for serious and proven technical/organizational reasons and in the overall interest of the Exhibition, or for reasons beyond their control, the Organizer may change, reduce, modify or move stands to other halls. The Exhibitor shall have no right to claim any refund or compensation under any circumstances whatsoever.

If for technical or organizational reasons an Exhibitor is assigned and accepts a stand with a premier position (multiple open sides) and/or of a larger size than requested in the application form, though not requested the greater number of open sides and increase in exhibition area will nonetheless be charged on the Exhibitor.

Exhibitors are not allowed to cede part or all of their stand to another party, even if there is no charge involved. Products or companies that have not been included in the Application Form and relevant enclosures shall not be advertised in the stand.

The "Technical Specifications Form" will be sent to all registering companies and shall be returned to Ipack Ima Srl within the terms requested.

Failure to return the form or incomplete forms will prevent stand allocation.

12. REDUCTION OF STAND AREA/CANCELLATION OF PARTICIPATION

12A. REDUCTION OF STAND AREA

If the Exhibitor wishes to reduce the exhibition space (requested in the Application Form), he shall notify the Organizer by fax (+39 02.33619826). In this case, for any excess payments made for the new space, the advance payment shall be retained by the Organizer. Any reduction of exhibition space will not be accepted after the assignment of the stand is made by the Organizer.

12B. CANCELLATION OF PARTICIPATION

a) within November 30th 2017:

If the Exhibitor wishes to withdraw from IPACK-IMA 2018 within November 30th 2017, he shall notify the Organizer by registered letter sent in advance by facsimile (+39 02.33619826). The Exhibitor will pay the Organizer the down payments (1st and the 2nd down payments) together with the Registration fee.

b) after November 30th 2017

If the Exhibitor wishes to withdraw from IPACK-IMA 2018 after November 30th 2017, he shall notify the Organizer by registered letter sent in advance by facsimile (+39 02.33619826). The Exhibitor will be required to pay the entire amount due for his participation in the exhibition, the expenses for the installation of services ordered and/or executed in the reserved area, all taxes and duties on behalf of the Exhibitor and for any damage that the Organizer, Fiera Milano Spa and/or the Exhibition may suffer as a result of cancellation.

However, in both cases of cancellation, the Organizer reserves the right to assign the stand to another Exhibitor. This will not preclude or limit the Organizer's right to request compensation as defined above.

13. ACCEPTANCE OF THE RULES AND REGULATIONS

By signing the Application Form, the Exhibitor formally accepts these Rules and Regulations hereof, the "Technical Regulations" of Fiera Milano Spa and any subsequent executive provisions adopted as additions, exceptions or amendments.

14. EXHIBITION GUIDE / ONLINE CATALOGUE / SMART CATALOGUE / PROMOTIONAL MATERIAL

The Organizer is responsible for the production of the Exhibition Guide, the online Catalogue, the Smart Catalogue and for the realization of the promotional material related to the event.

The information required for compilation of the Exhibition Guide, the online Catalogue and the Smart Catalogue will be supplied by Exhibitors, entirely at their own responsibility, using the online form provided for the purpose.

The Exhibition Guide entry is guaranteed to all exhibitors applying to the exhibition not later than February 28th, 2018.

The Organizer and Fiera Milano Media Spa put at exhibitors disposal a virtual space to promote companies even online. The online catalogue contains commercial information relating to exhibitors. The Exhibitors therefore, with the acceptance of these General Regulations, give their assent to the service and the use - by the Organizer and Fiera Milano Media - of their data.

The online Catalogue/Smart Catalogue entry is guaranteed to all exhibitors applying to the exhibition not later than April 15th, 2018.

Ipack Ima Srl, while ensuring the utmost care in the production of the Exhibition Guide, the online Catalogue, the Smart Catalogue, the exhibition signs and promotional material, disclaims all responsibility for any errors or omissions that may occur in the publication of the data related to Exhibitors, Represented Companies and Co-exhibitors.

15. UNLOADING AND RESHIPMENT OF MATERIALS

All operations related to the introduction of machines, exhibits and stand construction materials into the Fairgrounds including unloading, positioning in the stand, setup, dismantling and reshipment are at the Exhibitor's own risk and expense. For such operations the Exhibitor may use his own shipping agent. However, on the Milan Fairgrounds, the Exhibition has an Official Forwarder supplying all the necessary services according to the terms and conditions as laid out in the "Technical Regulations" booklet. Exhibitors are advised that only vehicles equipped with pipes for conveying their engine exhaust fumes to the outside are permitted to operate inside the Exhibition Halls for unloading of machinery.

16. TEMPORARY IMPORTATION

In compliance with the laws currently in force, Exhibitors leasing exhibition facilities may temporarily import into the Fairgrounds foreign goods duly listed on the Application Form. All expenses related to custom duties are to be paid by the Exhibitor.

17. DECLARED VALUE / INSURANCE / LIMITATION OF LIABILITY

17.1 Declaration of value – Exhibitors are required to declare, using the special form downloadable from the e-service platform (compulsory documents), the total "estimated value" of goods, machinery, fixtures and fittings and equipment they plan to bring to and/or used at the Fiera Milano ground, even on behalf of Represented Brands understanding that, in lack of such declaration, the value shall be considered to be the minimum amount as stated in Art. 17.2 below and save in any case the right to verify the aforesaid declaration by Fiera Milano. In case of accident, should the final value declared by the Exhibitor fail to correspond to effective value of the insured property, the value of said merchandise shall be that declared by the Exhibitor. Pursuant to art. 1907 of the Italian Civil Code, compensation could be determined by the Insurer on the basis of the proportional criterion.

17.2 "All risks" Policy of the Exhibitors (excluding terrorism and sabotage risks) - The Organizer and Fiera Milano require that all goods, machinery, fixtures, fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors are covered by a property "All Risks" insurance, including a clause waiving the insurer's right of recourse against Third Parties, including Fondazione Fiera Milano, Fiera Milano Spa, their subsidiaries and/or affiliates, the Organization and all Third Parties in any way involved in the organization of the Exhibition. This insurance is made available through Fiera Milano for a capital of Euro 25,000.00 at a cost of € 95.00 + VAT, if due, that will be charged in the registration fee. Such a sum is included in the registration fee and should be paid for each participating Company and also Companies exhibiting through a Group participation.

Exhibitors may increase the automatic coverage, by filling in, signing and returning the appropriate form downloadable from the e-service platform (compulsory documents). Coverage includes the stipulation of 10% insurance exclusion for each claim in the event of theft, with a minimum of Euro 250.00 and doubling this amounts for the reports submitted after the closing of the exhibition. Should Exhibitors have their own property "All Risks" insurance for goods, machinery, fixtures, fittings and equipment brought to and/or used at the Fiera Milano ground, valid for 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 Organization and all Third Parties in any way involved in the organization of the Exhibition, Exhibitors are anyway required to fill in and return the signed form, downloadable from the e-service platform, enclosing declarations signed by their legal representative and the insurance company stating that the above property is covered by an "all risks" guarantee in a manner no less than that prescribed by the General Regulations (facsimile included in the form). In this case it will be reversed the sum previously charged.

17.3 Third Party Public Liability Policy – This coverage is automatically provided, free of charge, for all exhibitors by Fiera Milano. This will become an extension of its general policy that has a limit of no less than € 100,000,000.00 (one hundred million).

17.4 Limitation of Liability – The Exhibitor, by signing the Application Form, agrees to release Fiera Milano and the Organizer from any liability for consequential losses, reputational damage, loss of revenues, etc... Also for any direct loss, as per the coverage provided as per Art. 17.2 above, each Exhibitor agrees to release Fiera Milano and the Organizer from any liability.

18. TECHNICAL SERVICES AND SURVEILLANCE

Within the limits of the existing installations, the supply of electricity (see Art. 8A - Various Compulsory Services), water, compressed air and other technical services is guaranteed. The Exhibitor is responsible for connection and consumption costs. General surveillance of the halls (but not of single stands) is provided by Fiera Milano Spa. Special surveillance services can be requested at Fiera Milano Spa upon payment through the platform e-service. During the opening hours of the Exhibition, the Exhibitor is responsible for the security at his stand. Full details of the above and other services offered by the Fairgrounds are laid out in the "Technical Regulations" booklet.

19. AVAILABILITY AND DATES OF STAND SET UP – STAND DISMANTLING

Stand Set up

Stands (raw area) shall be available to exhibitors delineated by coloured strips on the ground, except in cases of force majeure, as follows:

from Monday May 21st to Monday May 28th, 2018 (including Sunday May 27th)

Halls opening time: from 7.30 am to 6.30 pm (on May 28th the exhibition halls will close at 6.00 pm).

Vehicles shall be admitted from 7.00 am (on May 28th the entrance of vehicles will be till 3.00 pm).

On May 28th – exhibition eve – it will be strictly forbidden to:

- access the fairgrounds with setting materials;
- continue set up operations beyond closing time.

Time extensions

Any proven need for limited extension to the set up opening hours will be examined by the CUSTOMER SERVICE, which will endeavour to meet such requests within the limits of the technical and organizational possibilities and on condition that sufficient advanced notice is given and a penalty charge is paid.

Setting-up and arrangement of goods must however be completed by 6.00 pm on the day before the opening day of the Exhibition. For technical and organizational reasons this deadline shall be considered as final.

The availability of the furnished stands will be notified by the Organizer through a specific communication. Stands that have not been set up by 6.00 pm on May 28th may be disposed of by the Organizer; the Exhibitor will be nonetheless charged for the participation fee and costs of any services provided.

Stand Dismantling

Exhibitors must be present at their stand and with their own exhibits/machinery for the duration of the Show. Desertion or dismantlement of the stand before closing time on the last day of the show, is strictly forbidden and it is subject to a fine calculated on the surface allocated:

- up to 60 sqm € 2,000.00 + VAT *
- from 61 to 120 sqm € 4,000.00 + VAT *
- over 120 sqm € 6,000.00 + VAT *

Dismantling operations of machinery and stand facilities must be carried out according to the calendar and hours indicated: **from Saturday June 2nd to Tuesday June 5th, 2018** with access to the halls from 7.30 am to 6.30 pm. Vehicles shall be admitted to the fairgrounds from 7.00 am to 5.30 pm.

Any proven needs for limited extension to the set opening hours will be examined by the CUSTOMER SERVICE, which will endeavour to meet such requests within the limits of the technical and organizational possibilities and provided that sufficient advance notice is given and a penalty charge is paid.

On expiry of the established periods, Fiera Milano Spa and the Exhibition Organizers will not under any circumstances be liable for machinery, materials or any other items left unattended on stands. Material remaining on the stands areas will be removed and stored by Fiera Milano and the Organizers at the expense and responsibility of the Exhibitor, who accepts these conditions. **Exhibitors will be charged by Fiera Milano Spa for all costs connected to repairs of damage noted and to removal of preparation materials or anything else left behind.** After two months, any unclaimed items may be sold by auction, and the net proceeds, after payment of expenses incurred by Fiera Milano Spa, shall be credited to the Exhibitor. The presence of the Exhibitor's materials on the Fairgrounds after the end of the dismantling period also involves payment of a fee to Fiera Milano Spa for prolonged occupation of the area. For the permanence on the Exhibition Ground of materials for a longer period than the schedule of the event itself, Fiera Milano shall charge the Exhibitor with an extra amount for occupation of the area.

* VAT (if due in the rate currently applicable)

20. STAND FITTINGS / HEIGHTS AND HANGING LOADS / EXCEPTIONS / STAND PROJECTS

Any defects or shortcomings discovered when the Exhibitor takes possession of the exhibition space for setting up the stand and laying out of goods must be reported to the Customer Care – Exhibitors Assistance. In order to access the Fairgrounds, Exhibitors must follow the instructions given in "Provisions for setting up and dismantling", which will be available in the exhibition website www.ipack-ima.com.

The Exhibitor shall strictly observe for setting up the stand the Rules and Regulations, the layout plan and the Fiera Milano Technical Regulations (which can be found at www.ipack-ima.com) and further general and technical rules: these rules represent an integral part of the General Rules and Regulation.

The Exhibitor shall be responsible for all organization and costs incurred for setting up the stand and shall strictly observe the Rules and Regulations.

He shall also provide Fiera Milano with his stand layout project beforehand for approval.

The Exhibitor undertakes to fit out the entire area assigned and to display on his stand - for the entire duration of the Event - products belonging to the sectors listed in the present Rules and Regulations. Products exhibited must be positioned in such a way that they are not considered offensive and must comply with Italian Legislative Decree 81/08 (Consolidation Act on safety).

The stand must be laid out in such a way so as to avoid obstacles or objects that hinder access to the exhibition areas.

The maximum allowed heights inside halls are as indicated below:

For stand construction

- Partition and side walls: 3.5 m
- Graphics, brands and illuminated banners, trusses (without logos or graphics): 6 m (above limit)
- Other structures or internal walls: 5 m

Continuous walls closing (even if using different elements) **over 50% of the length** of open sides or the front display area are not permitted in order to enable the full display of products and for safety reasons. Continuous walls closing over 50% have to be authorized by the Organizer.

Exceptions to height of displays

Exceptions to the maximum allowed height of displays may be granted – in writing only - provided that:

- a) the Organizer considers the stand area sufficient to justify the request;
- b) a minimum distance of 1.5 m is kept from the technical installation of the hall enabling easy access;
- c) the display does not hamper or cover overhead signs positioned by Fiera Milano Spa;
- d) conformity to all regulations concerning setting up and dismantling of the design is guaranteed;
- e) they do not compromise neighboring stands of the exhibition decoration concept.

Stand projects

All Exhibitors have to forward the stand projects to Fiera Milano, except for the Exhibitors who have requested a fully furnished stand.

The stand project, complete with floor plans and measured elevations must be uploaded to the specific location provided on Fiera Milano's E-service site (compulsory documents section - stand fitting).

Fiera Milano via their Exhibitor Assistance Customer Service will verify the stand projects in relation to Event and Technical Regulations and will provide feedback on the project by approving it or requesting further compliance with the above Regulations.

Once the projects have been approved the Exhibitors, independently at their own expense, will see to the installation of the perimeter walls and flooring of their stands.

Should a wall shared with another Exhibitor exceed the standard height of 3.50 m, it is necessary to provide the Organizing Secretariat with a written consent by the bordering Exhibitor.

Furthermore, all the stand finishing shall be of a high quality on the outer sides or on the sides bordering with other stands. The stand finishing must also be neutral in terms of color.

Access must be guaranteed to all utility systems even in the event of carpeting etc. or raised floor sections; for materials to be hung from the ceiling please refer to the Dispositions contained in the Technical Regulations of Fiera Milano Spa.

All furnishing/banners/graphics/brands etc. exceeding 3.5 m height inside individual stands shall be positioned at a minimum distance of 1.5 m from neighboring walls, except for the hanging of perimeter bars only for lighting purposes (no brands, graphics etc.)

Failure to receive the correct documentation or approval of the stand project from Fiera Milano will not enable the Exhibitor (or stand fitters) to set up their exhibition stand.

21. PROMOTIONAL AND ADVERTISING ACTIVITIES

Advertising, excluding that carried out within the stand itself, may be carried out by the Exhibitor in any form permitted through Fiera Milano Spa, in accordance with Ipack Ima Srl, who reserve exclusive management rights, also availing themselves of the co-operation of specialized agencies.

In case of distribution of video, photographic or multimedia materials containing original works or pieces of works which are covered by copyright according to Italian Law 22.4.1941 n. 633, the Exhibitors must settle in advance the relevant taxes and apply the authentication stamp (SIAE) in compliance with Art. 181bis of the aforementioned law.

The illegal use of the above mentioned original works, as well as the lack of the SIAE stamp on the distributed material shall result in penalty as per Art. 171 of Italian Law 633/41.

22. CITY COUNCIL ADVERTISING TAX

In addition to all participation provisions, the Exhibitor shall pay the Rho City Council Tax for taxable items. Following agreements reached with the Rho City Council in the interests of exhibiting categories, this is a lump-sum tax that is based on the surface area occupied by the Exhibition.

In order to avoid burdensome procedures that Exhibitors would be required to carry out directly, this tax is included in the "Various Compulsory Services". Fiera Milano Spa will then forward the payment to the Rho City Council.

23. PHOTOGRAPHS, FILMING OF VIDEOS AND DRAWINGS

Private individuals, visitors and Exhibitors are forbidden to take photographs, videos and drawings inside the halls, without the express permission of the Organizer. In any event, Exhibitors employing their own photographer shall photograph their stand and products therein displayed only, after having requested authorization to do so to the Organizer. Fiera Milano Spa and Ipack Ima Srl may photograph any stand and use the photographs without the authorization of the Exhibitors and Co-Exhibitors and without any claim or recourse by the latter.

24. PROHIBITIONS

In particular, the following are not permitted:

- sound systems whose volume exceeds the minimum limit and which disturb neighboring Exhibitors. Exhibitors using complex acoustic amplification must comply with the relevant provisions of the Technical Regulations (Art. 8.2.2); so as not to exceed the limits set, the exhibiting companies must furnish their own amplification equipment with selfregulating apparatus to keep the sound intensity within the appropriate range. With regard to exhibited machinery, noise must be contained within the limits permitted by legal norms.
- light sources which may cause disturbance to neighboring exhibitors

Moreover, the following activities are not permitted :

- sale with immediate delivery of exhibited products
- the display of prices, awards and the like in respect of machinery anywhere within the stand
- the distribution of brochures or other promotion items in the aisles, within the bounds of the Exhibition and immediately near the entrances
- the distribution and delivery of any technical-informative and advertising material (magazines, manuals, books, brochures or anything else) not strictly pertinent to the Exhibitor. The Exhibitor may however distribute or deliver advertising material as long as it is strictly pertinent to his business sector, solely on his own stand
- the promotion of companies that are not exhibiting
- paging by loudspeaker
- permanence on the stands or in the area of the Event during closing hours

Further details are laid out in the "Technical Regulations" booklet. Should the Exhibitor fail to comply with these prohibitions, the Organizer reserves the right to close the stand.

25. OCCUPATIONAL SAFETY AND HEALTH

For the entire duration of the Event, including setup and dismantling and all associated activities, every Exhibitor is required to comply meticulously with the entire applicable system and rules and regulations, particularly the rules and regulations on occupational safety, health and the physical well-being of workers, as well as with employment, pensions and social security law.

During stand setup and dismantling, and for any other associated or linked activity, Exhibitors further undertake to comply with and ensure that all contractors working on their behalf comply with the Fiera Milano Technical Regulations and all amendments and additions therein, and the provisions contained in article 88, subsection 2-bis and the associated implementational Ministerial Decree issued on 22.7.2014 by the Ministry of Employment and Social Policies and by the Ministry of Health.

The Technical Regulations, which may be consulted on the www.fieramilano.it website under "EXHIBITION" (the link to the "Exhibitor technical information"), also contain precautionary rules on exhibition safety (fire prevention, electrical installations, environmental protection etc.), excluding specific safety-related rules for activities undertaken by the Exhibitor or contracted out by exhibitors to contractors (stand set-up/dismantling and associated activities), for which the Exhibitor remains responsible for oversight and compliance. In order to comply with the obligations of the above-mentioned Ministerial Decree issued on 22.7.2014, the Organizer offers access to these specific documents, Annexes IV and V of the Ministerial Decree, through the Fiera Milano website.

Conduct that fails to comply with the above-mentioned safety regulations, in particular if it impacts general safety in the pavilions and with regard to other parties in attendance, may prompt intervention

by the Organizer and/or Fiera Milano as part of regular checks and samples, resulting in the immediate cut-off of utilities supplied to the stand or its immediate closure. Any additional consequence that may arise out of a failure to comply with the above-mentioned provisions is the Exhibitor's and its contractors' sole responsibility.

Fiera Milano may bar staff working for contractors/freelance workers operating on behalf of the Exhibitor from the Fair Site if they do not possess an ID badge as envisaged under article 18 subsection 1u, article 21 subsection 1c, and article 26 subsection 8 of Legislative Decree 81/08, and non-EU hires who, even if they hold an above-mentioned badge, do not have a valid and legible Italian green card or a valid and legible ID card. This charge will be passed on to the Employer responsible for and the contact person for any barred staff.

As the buyer, any Exhibitor who authorizes a company to operate on the site on its behalf to carry out work will be informed of the charge.

Exhibitors shall be responsible for complying with applicable laws and regulations regarding all works implemented and organized under their responsibility and on their behalf, including setup, structures, installations, products exhibited and all other associated activities.

Every Exhibitor is required to appoint a "Stand Manager" who, for safety-related matters, takes on all responsibility for all parties who may be involved in terms of the work carried out on behalf of the Exhibitor, for the entire duration of their stay on the Fair site. At the Exhibitor's discretion, and wholly under its responsibility, the "Stand Manager" may be a different individual during each of the three previously-mentioned phases (set-up, the event and dismantling).

Fiera Milano must be informed of the Manager's name and his/her phone numbers (through the compulsory documents available in the E-service platform) prior to the start of activation and setup work on the stand, and in any event prior to the arrival of workers and materials at the Fiera Milano site.

If there is a failure to convey the name of the "Stand Manager", this responsibility will be retained by the Exhibiting Company's legal representative. The Fiera Milano and Organizer must promptly be informed of any change to the name of the "Stand Manager".

Access to the stand by contractors operating on behalf of Fiera Milano for the supply of services can only take place in the presence of the "Stand Manager", and after having received his OK. Fair surveillance and security staff are exempt from this restriction.

26. OPERATION OF EXHIBITED MACHINERY

Machines and equipment can operate with no restrictions provided that:

- they do not cause inconvenience to neighbouring Exhibitors and to visitors with irritating noises, heat, vibrations, solvent pollution and so on
 - they are placed at the edge of the aisle, if they are protected by fixed screens, which may also be transparent; or they are placed at a sufficient distance from the edge of the aisle and enclosed in protective barriers equipped with adequate safety signs to prevent any contact with hazardous parts. The controls of the displayed machines, if located by the aisle, should be placed rearwards to prevent machine operators from crowding the aisles
 - they comply with EU Directives in force with regard to the safety of machinery (2006/42/CE). As a result, machinery shall bear the EC mark with the characteristics provided for by said Directive
 - Exhibitors may exhibit and operate machines that do not comply with the EC Directives provided that a notice clearly states the non-conformity of such machines and that they cannot be bought before being made compliant (Art. 6, clause 3, 2006/42/CE) (Art. 3, clause 7, Legislative Decree no. 17 of 27/01/2010)
 - if, for demonstration, inspection or maintenance reasons, it is necessary to operate machines with protection devices disabled, Exhibitors will have to take suitable safety measures (movable barriers, rigid protection shields, and so on) in order to ensure a level of protection equal to that requested by the regulations. However, removed protections will have to be placed close to the machine in a clearly visible position
 - for machines and equipment in operation, for which a test is requested by law, a special certificate must be issued by the appropriate Bodies; the certificate must be shown in case of inspection by the competent Authorities and by the appropriate Bodies.
- All other rules indicated in the "Technical Regulations" booklet must also be complied with.

The Exhibitor assumes all responsibility for damages to persons or things caused by the operation of machinery exhibited on the Exhibitor's own stand. In the event that the responsible Authorities should deem the situation to be dangerous, the electricity supply will automatically be cut off until normal safety conditions are restored.

27. INFORMATION AND PROTECTION OF RIGHTS OF INDUSTRIAL AND INTELLECTUAL PROPERTY

The undersigned company declares to accept the Rules of Information and Protection of Rights of Industrial and Intellectual Property download from show's website (www.ipack-ima.com) and undertakes to adhere to their applications.

28. PAYMENT OF STATEMENT OF ACCOUNT – EXIT PASSES

The days before the closure of the Exhibition, the Fiera Milano Spa Administration will provide a list of all the invoices issued for additional services and supplies, as well as any other charges. Any disputes on the fees charged will have to be presented within 10 days after the closing of the exhibition; after this time they will no longer be accepted.

The statement of account shall be delivered directly to the stand. Payment can be made, presenting the statement of account, at any bank office on the Fairgrounds. Upon payment the "Exit Passes" will be made valid, which, duly completed – shall be presented to the Security Officers at the Fairgrounds' gates.

Additional Exit Passes may be requested to the CUSTOMER SERVICE.

Each time any material is taken out, one "Exit Pass" must be presented.

29. DAMAGE CAUSED BY THE EXHIBITORS

Exhibitors are responsible for all damage caused to the structures and equipment placed at their disposal. Stands must be returned in their original condition, and must be checked by the CUSTOMER SERVICE. All expenses incurred in the course of repairs to make good any modifications or damage will be charged to the Exhibitor.

30. RIGHT OF SEIZURE

Ipac Ima Srl and Fiera Milano Spa, reserve the right to prevent goods from leaving the Fairgrounds in the case of breach of contract or offence committed outside the terms of the contract by the Exhibitor. Ipac Ima Srl and Fiera Milano Spa shall not be responsible for any fact or damage to goods directly or indirectly incurred in the application of this right.

31. AMENDMENTS TO THE REGULATIONS

The Organizer reserves the right, even notwithstanding the present Rules and Regulations, to establish further terms and conditions which in his opinion will enable him to better manage the Exhibition and its services. Such terms and conditions have the same binding authority as the present Rules and Regulations. Should an Exhibitor fail to comply with the current Rules and Regulations and further terms and conditions, the Organizer reserves the right to expel the said Exhibitor from the Exhibition. In such a case, the Exhibitor has no right to any form of reimbursement or compensation.

32. FORCE MAJEURE AND EXCLUSION OF LIABILITY

In the case of force majeure or in the event of causes not attributable to the Organizer, the latter may: modify the date of the Event and/or cancel the Event, either entirely or in part. In this case: the Organizer may use the sums paid by Exhibitors, with no obligation to refund the latter, to pay debts incurred with third parties, also for partial organization costs of any kind; and Exhibitors shall make no claims to the Organizer for damages or of any other kind. In the same way, the Organizer shall not be responsible in any way for the adoption of safety measures in the workplace and for products as outlined by Italian Legislative Decree 81/08 (Consolidation Act on Safety) that are the responsibility of Exhibitors and/or parties authorized by the same.

33. CLAIMS

Any claims must be made in writing to Ipac Ima Srl, whose decision, which is made in the interests of the Exhibition, is final.

34. SPECIAL RESOLUTIVE CLAUSE

The Organizer reserves the right to cancel the participation contract with immediate effect in accordance with Art. 1456 of the Italian Civil Code solely by means of a written notification to the Exhibitor, in the case of breach of any of the provisions set out in Art. 3,4,6,7,8,9,10,11,16,17,21,23,24,25 and 26.

35. COURT OF JURISDICTION

This contract is subject to and regulated by Italian law. The court of Milan shall have jurisdiction over any controversy.

THE ITALIAN VERSION OF THE AFORMENTIONED RULES AND REGULATIONS WILL BE THE SOLE DOCUMENT VALID FOR LEGAL PURPOSES IN CASE OF ANY DISPUTE ARISING FROM INTERPRETATION, APPLICATION OR PERFORMANCE THEREOF.

36. TREATMENT OF THE EXHIBITOR'S PERSONAL INFORMATION

1. The Exhibitor declares that he/she has been informed that the contents of Decree Law No. 196/2003 and subsequent alterations and supplements thereof, containing the Code with regard to the treatment and protection of personal information (hereafter "Privacy Code") relate to private individuals (Personal Information) and do not apply to legal entities (companies), organizations and associations or to information relating to them (and so the standards on the subject refer only to electronic communication services).
2. Personal information about the Exhibitor, where he/she is operating as an individual company, small business person or professional, or about representatives, exponents, employees and collaborators of the Exhibitor mentioned in the Application Form, or released subsequently, are collected and treated by Ipac Ima Srl (hereafter referred to as the "Owner") in the terms described in the following subsections.
3. Personal information is needed to carry out the obligations and duties concerning that person's participation in the fair, organized by the Owner, with regard to the supply of related services, and related administrative, accounting and fiscal matters, according to the methods and limits indicated in the Application and in these Rules and Regulations. Without such personal information, it would not be possible to grant the Exhibitor entry to the exhibition or to supply the services he/she needs. Personal information is used for the above-mentioned purposes, in ways that are consistent with the purposes described, and with the aid of electronic tools, by facilities and staff employed by the Owner and by other entities (suppliers or technical experts) to whom the information is sent exclusively for activities or services associated with the running of the event. An updated list of the entities concerned may be obtained from the Owner (from the addresses printed in the Rules and Regulations of the exhibition or in the Application Form).
4. Personal information relating to economic (business or professional) activities of the Exhibitor may also be treated by the Owner, by Companies related to the Owner, by Fiera Milano Spa and by Companies of the Fiera Milano group, since they are also Owners, to conduct analysis of the information about the activities of the Exhibitor, his/her participation in the fairs, and the services requested with the aim of identifying, through the use of electronic processing, his/her preferences and products and/or services which may be of potential interest, and to ascertain the quality of the services, for the purposes of market research and statistical analysis. Such information may also be used by the above mentioned Owner, by Companies related to the Owner, by Fiera Milano Spa and by Companies of the Fiera Milano group for communicating information of a promotional, advertising or commercial nature to the exhibitor by post or by phone through an operator. For this purpose, the information may be supplied to companies which collaborate with the Owner, with Companies related to the Owner, with Fiera Milano Spa and Companies of the Fiera Milano group, other exhibitors, suppliers and economic operators in the E.U. and abroad, and disseminated through the publication, also in digital format, of the catalogues for the exhibition.
5. If the exhibitor agrees, (which can be done by ticking the relevant boxes in the present Rules and Regulations), his/her personal information (for example e-mail addresses) and that of companies, organizations and associations can be used by the Owner for the following purposes:
 - a) material associated with advertising, direct selling, market research and commercial communications about exhibition activities and services which may be of interest to the Exhibitor and about the products and services of the Owner, of Companies related to the Owner, of Fiera Milano Spa and Companies of the Fiera Milano group and third parties (organizers, exhibitors, operators involved in exhibitions and operating in other sectors) may be sent via automatic calling systems, fax, e-mail, SMS, MMS;
 - b) communication and/or sale of personal information to Companies related to the Owner, to Fiera Milano Spa and Companies of the Fiera Milano group and other entities (organizations, exhibitors, operators involved in exhibitions and operating in other sectors) for their independent use for sending material associated with advertising, direct selling, market research and commercial communications about exhibition activities and services by conventional channels and by the automated methods stated above.
6. For the purposes of points 4 and 5 above, the releasing personal information is entirely optional and has no direct consequences on the exhibitor's participation in the exhibition or his/her access to its services, and the information will be handled by means of computers (where the data will be processed according to criteria relating to, for example, business, work, professional or other activities, geographical areas, type of events/services used, and so on) and will be seen by personnel employed to perform this task and by employees of reliable companies who perform as responsible people on behalf of the Owner certain technical and organizational operations which are strictly necessary for the execution of the above-mentioned activities (such as, for example, companies specialized in

- commercial information and promotion activities, for market research and for surveys about the quality of the services provided and levels of customer satisfaction.
7. Anyone who is interested in doing so may, at any time, consult the person in charge of dealing with requests from interested persons, on behalf of the Owner, through the contact details given in the Application Form and in the Rules and Regulations, to ask for access to his/her personal information and ask for details about how it has been used, and to correct it (if incorrect) or eliminate it (if it has been used illegally), to oppose with legitimate reasons its use for a particular purpose or to oppose its being used for the sending of commercial communications, wholly or in part, with specific regard to automated means of communication (Art. 7 of the Privacy Code). The Owner may also be asked to provide a list of people responsible for the treatment of personal information, and a list of the other entities mentioned above.
8. The information mentioned in this article are provided by the Owner in compliance with Article 13 of the Privacy Code and the Exhibitor promises to inform the legal entities (their representatives, exponents, employees and collaborators), to whom the personal information refers, supplied with the aim of participating in the exhibition and with a view to supplying services relating to the event of its contents, and to guarantee that the personal information can be legitimately used by the Owner for these purposes, and to release the Owner from liability for any cost or damage deriving from the violation on the part of the exhibitor of the obligations assumed under the terms of the present article towards the Owner.

37. LIST OF APPROVED EXHIBITION SECTORS AND TARGET MARKETS/BUSINESS COMMUNITY

Here follow the exhibition sectors admitted to the Exhibition and related target markets/business community.

By marking the appropriate selection on the Application form, Exhibitors shall choose a maximum of two letters indicating the main **exhibition sectors** to which their products/services pertain. In addition, Exhibitors shall indicate a maximum of three target markets/business community for their products/services, in order of importance, by marking the corresponding number on the Application Form.

Example, a manufacturer of packaging technology targeting primarily: 1st - fruit and vegetable, 2nd pasta, 3rd detergent industries will mark the application form as follows:

Exhibition Sectors: A

Target Markets/Business Community: 1° 1
2° 2
3° 7

Exhibition Sectors:

- A) Machines / Equipment / Ancillary equipment for primary and secondary packaging
- B) Filling and packaging machines for liquid and beverage
- C) Machines and equipment for packaging production
- D) Machines and equipment for package printing
- E) Labelling, coding, marking systems
- F) Machines for transport packaging / end-line systems
- G) Primary and secondary packaging
- H) Transport packaging / Industrial and protective packaging
- I) Labels
- J) Packaging materials
- K) Machines / Equipment / Ancillary equipment for processing
- L) Processing ingredients and additives
- M) Automation systems
- N) Components
- O) Systems and equipment for material handling on processing and packaging lines
- P) Technology (Robots, Software)
- Q) Industry services and contract packaging
- R) Authorities, Trade Press, Associations

Target Markets/Business Community:

- 1) **FOOD / FRESH & CONVENIENCE**
IV and V range products - Baby food - Butter - Cheese - Coffee - Compotes - Convenience food and ready-made meals - Creams - Delicatessen - Diet food - Dressings - Fresh and dried fruits - Frozen foods - Ice cream - Jams - Lactic acid bacteria - Milk - Pickles - Preserves - Purees - Spices and flavourings - Tea - Vegetables - Vegetables preserved in oil - Yogurt
- 2) **PASTA / BAKERY / MILLING**
Baked products (biscuits, crackers, rusks, brioches, traditional leavened dough, snacks, ready-made cakes) - Bread and related products - Cereals/cereals bars - Cous cous and related products - Dry, fresh and stuffed pasta - Feeds - Flour and grains - Pet food - Pizza - Rice
- 3) **CONFECTIONARY**
Candied fruit - Candies - Chewing gum - Chocolate/Chocolate snacks - Cocoa - Confectionary - Jellies - Licorice - Nougat - Sweeteners
- 4) **BEVERAGE**
Alcoholic beverages - Baby drinks - Beer - Edible oil - Fruit Juices - Functional and Energy Drinks - Mineral waters - Soft drinks - Wine
- 5) **HEALTH & PERSONAL CARE**
Cosmetics - Para-pharmaceutical Products - Personal Care - Personal Hygiene - Pharmaceuticals Products - Skincare creams
- 6) **INDUSTRIAL & DURABLE GOODS**
Automotive Industry (cars, motorbikes) - Building Industry - DIY (do-it-yourself) - Electronics - Hardware - Household Electrical Appliances - Interior Design - Logistics and Transportation - Paper - Publishing Industry - Semi-finished Industrial Products - Tissue
- 7) **CHEMICALS / INDUSTRIAL & HOME**
Adhesives - Chemicals - Detergents - Fibres - Gas - House Cleaning Products - Inks - Paints - Petrochemical Industry - Plastic - Rubber - Soaps - Varnishes and Enamels - Waxes
- 8) **FASHION & LUXURY**
Beauty Products - Fashion Industry - Glasses - High Quality Perfumes - Jewelry - Luxury Goods

EXHIBITOR'S CONSENT TO PERSONAL DATA PROCESSING

ARTICLES 23 AND 130 ITALIAN LEGISLATIVE DECREE NO. 196/2003 - PRIVACY CODE

In relation to the information on Personal Data processing contained in Art. 36 of the Rules and Regulations, the Exhibitor declares that he/she consents to that processing by Ipack Ima Srl, by Companies related to the Ipack Ima Srl, by Fiera Milano Spa and by Companies of the Fiera Milano group for the purposes of:

a) sending advertising material, direct sales, completion of market research or commercial communications via automated calling systems, fax, e-mail, SMS, MMS, on trade show events, services and products of the Owner, of Companies related to the Owner, of Fiera Milano Spa and Companies of the Fiera Milano group:

Yes, I give my consent No, I do not give my consent

b) sending, again via automated calling systems, fax, e-mail, SMS, MMS, of commercial, promotional and advertising communications, concerning products and services of third parties (organizers, exhibitors, operators involved in trade show events or operating also in other sectors), along with the transfer of that data to third parties for sending their commercial communications via those systems:

Yes, I give my consent No, I do not give my consent

Signature and Company stamp _____ Date _____

Signature and Company stamp _____ Date _____

In accordance with Art. 1341 and 1342 Italian Civil Code, we hereby accept and sign the following articles: 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36 and 37 of these Rules and Regulations.

Signature and Company stamp _____ Date _____