

PARTICIPATION FORM

Space reserved to
BolognaFiere SpA

REGISTRATION No. _____

The undersigned firm has read the regulations printed overleaf, accepts them in full and without reservations, and hereby applies to take part in Marca Digital Session.

COMPANY NAME

COMPANY NAME _____

ADDRESS _____

ZIP CODE _____

CITY _____

COUNTRY _____

PH. _____

FAX _____

E-MAIL _____

WWW _____

CONTACT PERSON

NAME AND SURNAME _____

POSITION _____

PH. _____

MOBILE _____

PERSONAL E-MAIL _____

INVOICING DATA

COMPANY NAME _____

ADDRESS _____

LOCALITY/ZIP CODE _____

ADMINISTRATIVE E-MAIL ADDRESS FOR
SENDING ADMINISTRATIVE DOCUMENTATION _____

COMPANIES REGISTER _____

TAXABLE ENTITY/PERSON PLEASE INDICATE YOUR VAT CODE _____

IN OUR COUNTRY VAT CODE DOES NOT EXIST PLEASE INDICATE YOUR COMPANY IDENTIFICATION NO. _____

PRIVATE INDIVIDUAL PLEASE INDICATE DATE AND PLACE OF BIRTH _____

TYPE OF BUSINESS

MANUFACTURER RETAILER SERVICE COMPANY ASSOCIATION TRADE PRESS OTHER _____

SECTOR

MDD FOOD MDD NON-FOOD MARCATECH/PACKAGING

PLEASE RETURN TO BOLOGNAFIERE

PARTICIPATION FORM

TERMS OF PARTICIPATION

- € 1.000,00 + VAT (IF DUE) FOR THE INSCRIPTION AT MARCA DIGITAL SESSION AND AT MARCA BY BOLOGNAFIERE 2021
- € 2.000,00 + VAT (IF DUE) FOR THE INSCRIPTION AT MARCA DIGITAL SESSION

The fee includes the costs of the services specified in the General Terms and Conditions of Participation and complementary events such as meetings and conferences.

TERMS OF PAYMENT

(See Art. 3 of General Conditions)

When submitting the application, all parts of which must be duly filled in and signed, the company must pay the full amount of:

- € 1.000,00 for the inscription at Marca Digital Session and Marca by BolognaFiere 2021 *

* The Exhibitors at MARCA BY BOLOGNAFIERE 2021 can deduct the amount of the advance payment to register at Marca by BolognaFiere

- € 2.000,00 for the inscription at Marca Digital Session

IF DUE, VAT WILL BE ADDED TO THE TOTAL OF THE ABOVE AMOUNT.

The payment may be made by a bank transfer in favour of BolognaFiere c/o UniCredit S.p.A.

IBAN: IT 95 P 02008 05364 00000114173 - Bic Swift: UNCRITMMORR Intesa San Paolo

IBAN: IT 96 M 03069 02504 100000000721 - Bic Swift: BCITITMM

Please attach the payment slip to your participation application.

DATE

STAMP AND SIGNATURE
OF LEGAL REPRESENTATIVE

According to art. 1341 and 1342 of the Civil Code, we hereby approve and sign specifically clauses concerning: Irrevocability of the application form (Art. 2) - Discretionary power of BolognaFiere (Art. 2) - Power of annulling, backing out and stopping a contract (Art. 3, 4, 9, 13) - Penal clause (Art. 3.4) - Renunciation of refunds and allowances (Art. 4) - Restrictions to the withdrawal power (Art. 4, 10) - Restrictions or exemption from responsibility (Art. 6, 7, 8) - Acceptance of responsibility (Art. 5, 8, 12) - Supply utilities and services (Art. 7) - Exclusive competent Court of Law (Art. 11) - Handling of personal data (Art. 13)

DATE

STAMP AND SIGNATURE
OF LEGAL REPRESENTATIVE

THIS APPLICATION WILL ONLY BE VALID IF COMPLETE WITH THE TWO SIGNATURES

PLEASE RETURN TO BOLOGNAFIERE

GENERAL CONDITIONS FOR PARTICIPATION

N.B. - The terms "Organisers" or BolognaFiere S.p.a. stand for Fiere Internazionali di Bologna S.p.A - BolognaFiere, with head office at no. 20 Viale della Fiera, Bologna (Italy). In the context of its competitive business activity, BolognaFiere organizes the Initiative Digital Session from 15th to 25th March 2021.

Art. 1 - ADMITTANCE

The following may be admitted as Participants:

- Italian or foreign companies wishing to exhibit their own products or services falling into the commercial sectors included in the Initiative. In cases where the companies themselves do not take part in the Initiative, their dealers, agents or representatives, exclusive and general, may be admitted.
- Associations in the sector, Public Organizations and other institutions involved in the promotion, study, and dissemination of information in the sector relative to the Initiative. Italian and foreign companies, which have had or are having legal matters to BolognaFiere and its subsidiaries or are insolvent towards it, may not be admitted as Participants.

Art. 2 - PARTICIPATION AT THE INITIATIVE

Submission of application for participation on the relevant form, which must be duly and completely filled in, signed and countersigned, constitutes an irrevocable commitment on the part of the applicant and his full acceptance of these "General Conditions" and any other rules applicable to the organization of the Initiative.

When applying to take part, the applicant must pay the total amount due (see Art. 3 of General Regulations). Payments slip must be attached to the application form, on pain of annulment of it. Franchisers, agents and representatives are required to enclose with their application a list of the firms they represent and the products they intend to exhibit. The applicant is required to provide any further documentation that may be requested in order to decide upon acceptance of the application and establish - at any time - observance of the conditions for participation at the Initiative. Acceptance will be determined solely by BolognaFiere with the obligation of indicating the motives for non-acceptance only in case where the applicant files a formal request for such within ten (10) days of the conclusion of the Initiative. If the application is approved, the applicant will be so notified by registered letter or communication to the Participant's certified e-mail address, conferring on him the status of participant in the Initiative.

For applications received at least 60 days prior to the opening of the Initiative, the registered letter or communication via certified e-mail will be sent at least 30 days prior to the opening date. For applications received less than 60 days prior to the opening date, the applicant will receive notice of approval at least the day prior to the opening date and may be notified by registered letter or any other means, including fax or other appropriate means. In cases of joint or collective participation, the applicant cannot host Participants that BolognaFiere has already notified of breach of requirements or obligations, for this or other Initiatives; otherwise, the applicant shall be jointly liable to BolognaFiere for the breach of said requirements or obligations.

Art. 3 - RATES, PAYMENTS, TERMINATION

Participation rates are indicated in the application form. The participation rate includes the costs of the Initiative space, the services specified in the General Terms and Conditions of Participation and complementary events such as meetings and conferences.

When applying to take part, the applicant must pay BolognaFiere the total amount of € 1.000,00 + VAT (if due) if the participant is already inscripted at Marca by BolognaFiere 2021 or € 2.000,00 + VAT (if due) if the participant is not inscripted at Marca by BolognaFiere 2021.

On receiving the participation application, BolognaFiere will issue the invoice for received amount. If the participation application is not accepted, the above mentioned amount will be returned with no increase due to interest. If the participation application is accepted, BolognaFiere will notify the applicant in writing. The invoice must be paid by the date specified therein. Upon receipt of the acceptance letter, the applicant must pay the amount owed within 30 days from the date of the invoice and in any event before the inauguration of the Initiative.

In the case of non-compliance with these provisions BolognaFiere may consider the contract annulled, without the need for the service of notice or decision from a court of law, but simply by serving formal notification on the party concerned. In this eventuality, in addition to being released from any commitment, BolognaFiere will be entitled to retain the sums already received by way of fine, as well as any other contractual amounts, without prejudice to its rights to compensation for damages.

If the Participant will ask for the amount to be invoiced to another company, pursuant to proxy delegation to be provided by documentary evidence, he will be entitled to comply for all the obligations related to the application form. To offer Participants financial support, BolognaFiere

has established financing arrangements at advantageous conditions for companies taking part in the Initiative for expenses relating to the Initiative and related services. The decision to grant the requested financing will be made exclusively by the Bank, whose decision shall be final.

Art. 4 - RIGHT TO WITHDRAWAL - NON COMPLIANCE AND NON FULFILMENT

The participant who cannot take part in the Initiative, may withdraw from the contract, documenting the reasons and giving notice to BolognaFiere by registered letter or via certified e-mail with advice of receipt no later than 60 days prior to the Initiative opening date, without prejudice to BolognaFiere's right to the payment as conventional penalty, reserving the right to the compensation for possible higher damages. Should such notice be given less than 60 days before the Initiative opening date, the participant shall be required to pay the whole participant fee without prejudice to the BolognaFiere's right to claim direct or indirect damages.

If notice of cancellation is not given and the Participant shall be deemed in default to all intents and purposes, without prejudice to above mentioned BolognaFiere's right to the down payment, shall be required to pay not only the balance of the admission fee but also direct and indirect damages sustained by BolognaFiere.

BolognaFiere may at their discretion withdraw from the participation agreement up to two weeks before the Initiative opening date, and - for reasons relating to the organization of the Initiative and its proper functioning - up to the day of opening. In this eventuality BolognaFiere will not be obliged to provide indemnity or compensation of any kind, but they shall return the amounts already received, without being required to pay any kind of interest. Failure to comply with the requirements of this regulation and noncompliance with obligations under this contract - also including the case of non-payment - BolognaFiere, taking into account the seriousness of the matter, may impose the following sanctions on Participants:

- order the exclusion of the Participant from successive editions of the event.

In no event shall the Participant be entitled to claim damages and costs. BolognaFiere, by virtue of the delinquencies referred to above, will require full compensation for damages, which include both the actual damages as well as those stemming from a loss of profits.

Art. 5 - LIMITATIONS OF LIABILITY

The Organizer will accept no liability for consequential damages, damage to image, loss of revenues, etc.

Art. 6 - COMPLAINTS

Any complaints regarding the organization and production of the Initiative must be immediately reported to the Organizer in writing, and in all cases not later than seven days after the conclusion of the Initiative. Any complaints received after such deadline will not be deemed subjects of dispute with the Organizer.

Art. 7 - TECHNICAL SERVICES

The Participant understands that the "services" (whether managed directly by BolognaFiere or let out on contract or granted to sole agents) ensure regular performance in the context of the normal engagement of such services by the individual users, and in any case he releases BolognaFiere, as well as the contractors and franchisers of these services, from any and every responsibility for any irregularity in the performance of the said services.

Art. 8 - ONLINE REPORTS

BolognaFiere reserves the right to issue the Catalogue and distribute reports (including in a summary or abbreviated form) contained in the Participation Form, on the Participants and their products or the services provided by them, as well as on all other matters stated or submitted, using those means and technologies of communication (forms, CD-ROM, Internet or other) which it will deem most suitable without any liability of its own for any omissions, errors or malfunctioning. The data presented will relate to the applications which have been received and accepted up to 45 days prior to the date of opening of the Initiative. The above will also apply to the content of other information forms signed by the Participant or by one of his employees and provided to BolognaFiere, including in computerised form.

BolognaFiere reserves the right to provide, on the home internet site, areas reserved for the individual Participant, to which the Participant himself can gain access by his personal password and username to put online, send or modify information relating to his own business. The Participant will have exclusive liability for the content of the area reserved for him and for the proper use, including on the part of third parties, of the password and the username allocated to him by BolognaFiere.

Art. 9 - SPECIAL PROHIBITIONS

It is expressly forbidden for Participants to:

- display products that do not belong to the marketing designation of the Initiative as it appears on the Participant's application;
- display cards or samples, even those of a purely indicative nature, for firms not listed on the participation form and not represented;
- any form of unfair competition between or among participants in the Initiative.

Therefore, to ensure correct execution of the Initiative, the Participant hereby accepts all of the initiatives that the Organizer may undertake to ensure the immediate cessation of any possible forms of unfair competition or to protect and safeguard the other Participants and the Organizer itself.

In the event of failure to comply with even one of the prohibitions set out above, or those referenced in this article, BolognaFiere may terminate the participation contract, without the need for a court ruling, but simply by written notification.

Art. 10 - POSTPONEMENT, REDUCTION OR CANCELLATION OF THE INITIATIVE

It is BolognaFiere's irrevocable and discretionary right to change the dates of the Initiative, nor does this entitle the Participant to withdraw or in any way annul the contract and gain release from the engagements he has undertaken. Furthermore, BolognaFiere may reduce the Initiative or even cancel all or certain sectors of it, without being required to pay compensation, fines or damages of any sort. In this eventuality BolognaFiere shall give written notification of the changes made by registered letter or communication by certified e-mail, fax or other suitable medium to be sent no later than 15 days before the start of the Initiative.

Art. 11 - GENERAL PROVISIONS - CHOICE OF DOMICILE - APPLICABLE LEGISLATION - ITALIAN JURISDICTION AND COMPETENT COURT OF LAW

The Participant agrees to have his legal domicile, for all intents and purposes of law, at the offices of BolognaFiere. The Participant accepts Italian jurisdiction and no other, and acknowledges as competent the law court of Bologna. Relations between BolognaFiere, the Participant and any third parties are governed solely by Italian law.

Art. 12 - RELATIONS WITH BOLOGNAFIERE

The Participant declares that he/she has read the BolognaFiere Code of Ethics, available on the website www.bolognafiere.it, that he/she shares it and fully agrees with its content, and is aware of the possible consequences and penalties deriving from violation of the principles and rules stated therein. Therefore, in case of the Participant's default in such obligations, BolognaFiere will be entitled to take direct action, in order to enforce its rules and regulations and all laws.

Art. 13 - PERSONAL DATA PROCESSING

Information to the data subject pursuant to Article 13 of Regulation (EU) No. 2016/679 .

The Organizer undertakes to process the personal data made available by you in compliance with the provisions of Regulation (EU) No. 2016/679, as well as with the guidelines and requirements laid down by the Data Protection Supervisory Authority and any other applicable regulation.

For further in-depth information regarding the processing of your personal data by the Organizer, please consult the Privacy Policy Statement attached to this Agreement.

PLEASE READ, SIGN AND RETURN THE ATTACHED MANDATORY PRIVACY FORM.

PRIVACY POLICY STATEMENT

INFORMATION ON THE PROCESSING OF PERSONAL DATA PURSUANT TO ARTICLE 13 OF REGULATION (EU) NO 2016/679

Pursuant to and having the effects arising from Article 13 of Regulation (EU) No 2016/679 of the European Parliament and of the Council of 27 April 2016 regarding the processing of personal data of natural persons and the free circulations of such data, which repeals Directive 95/46/EC, and is also called the General Data Protection Regulation (hereinafter "GDPR"), we hereby inform you that the personal data voluntarily submitted by you to Fiere Internazionali di Bologna - BolognaFiere S.p.A. (hereinafter also called the "Company" or "BolognaFiere") will be processed in compliance with current legal provisions governing the protection of personal data.

1. DATA CONTROLLER AND DATA PROTECTION OFFICER

The Personal Data Controller is Fiere Internazionali di Bologna - BolognaFiere S.p.A., in the person of its pro tempore President, with headquarters in Bologna, Italy, Viale della Fiera No. 20.

The Data Protection Officer may be contacted at the following email address: dpo@bolognafiere.it for any need related to the processing of personal data.

2. PURPOSE OF THE PROCESSING AND LEGAL BASIS OF THE PROCESSING OF PERSONAL DATA

Your personal data will be processed for the following purposes:

- the establishment and performance of the contractual relationship between you and BolognaFiere (e.g. ticket sales, exhibition area rental, organization of events – even online events - in which you are interested in participating, provision of services ancillary to your participation, planning of services requested by you, publication of exhibitors' data in the event catalogue etc.). With reference to this purpose, the legal basis for the processing is the performance of contractual or pre-contractual obligations in relation to a contract to which you are a party. Any refusal on your part to provide the data would make it impossible for BolognaFiere to provide the requested service. Please note that any processing of particular categories of personal data will only be carried out if such data is communicated or made public directly by you. Such processing will be legitimate on the basis of art. 9, par. 2, letter e) of the GDPR. The provision of such data is never mandatory;
- compliance with all regulatory, fiscal and administrative requirements imposed on BolognaFiere. With reference to this purpose, the legal basis of the processing is the

fulfilment of legal obligations imposed on BolognaFiere. Any refusal on its part to provide the data would make it impossible for BolognaFiere to provide the requested service;

- in order to conduct statistical surveys and market research. With reference to this purpose, the legal basis of the processing is its specific consent, without which BolognaFiere will not be able to carry out market research on its data. In any case, you will be able to use the services offered by BolognaFiere;
- the performance of profiling activities aimed at understanding its possible needs in relation to the provision of new services according to the preferences expressed. With reference to this purpose, the legal basis of the processing is its specific consent, without which BolognaFiere will not be able to carry out profiling activities on its data. In any case, you may use the services offered by BolognaFiere;
- the performance of commercial and marketing activities related to BolognaFiere's activities by post, internet, telephone, e-mail, MMS, SMS, from Italy or abroad. With reference to this purpose, the legal basis for the processing is its specific consent, without which BolognaFiere will not be able to carry out the aforesaid commercial activities. In any case, you may use the services offered by BolognaFiere;
- sending your data to companies of BolognaFiere Group, to third parties such as exhibition organisers or partners involved in the organisation of individual fairs/events, including those based outside Europe, in order to allow the latter to launch independent marketing initiatives relating to their products and services. With reference to this purpose, the legal basis for the processing is your specific consent, without which BolognaFiere will not be able to send your data to third parties. In any case, you may use the services offered by BolognaFiere;
- to allow BolognaFiere to shoot videos and/or photos during fairs and events for publication on our websites/landing pages and social profiles (e.g. Twitter, Facebook, Youtube, etc.) and on brochures, catalogues, flyers and other printed material promoting the events. The legal basis for the processing is the legitimate interest of the Data Controller, since the filming carried out by BolognaFiere for this purpose is exclusively generic. Any refusal on its part would make impossible for BolognaFiere to provide the requested service. Any photographs or specific filming will be taken by BolognaFiere only with your consent, which you may be asked to do, accompanied by appropriate information and a dedicated disclaimer.

3. METHODS OF DATA PROCESSING

The processing of personal data will be carried out using suitable paper, electronic and/or telematics tools, with logic strictly related to the purposes mentioned above and, in any case, in such a way as to ensure the security and confidentiality of the data.

It should be noted that BolognaFiere does not process your data for the purpose of making decisions based on automated processing which produce legal effects or significantly affect you pursuant to art. 22 of the GDPR.

4. RECIPIENTS, CATEGORIES OF RECIPIENTS OF PERSONAL DATA AND DATA TRANSFER IN THIRD COUNTRIES

Your personal data may come to the knowledge of shareholders, members of the board of directors or other administrative body and, in any case, of the Data Protection Officer, external Data Processors, Persons in charge of processing and/or Data Processing Authors appointed by BolognaFiere in the performance of their duties. Your personal data may be communicated to subjects who provide BolognaFiere with services or services instrumental to the purposes indicated above, such as, by way of example, parent companies, subsidiaries, investee companies and/or associates, partners/joint venture partners; subjects, entities and/or companies that manage and/or participate in the management and/or maintenance of the Internet sites and the electronic and/or telematic tools used by us, photographers and/or videomakers who produce video-audio material or the related post-production, journalists and newspapers, companies providing services necessary for the organisation and management of events (e.g. installation of fittings and equipment, publishers of printed and on-line catalogues, logistics, safety and security, first aid, hostesses, etc.), diplomatic representatives, consultants, law firms, banks, marketing and communication service providers; other subjects in charge of the selection process and management of the related benefits for buyers (such as insurance companies, travel agencies, hotels), etc.

The updated list of Data processors is available at the Data Controller's headquarters, or may be requested by email at: privacy@bolognafiere.it.

Your personal data may be communicated and/or transferred abroad, in accordance with the provisions of current legislation (Articles 45 et seq. of the GDPR), even in countries outside the European Union, or if necessary, in the countries where the recipients referred to in the previous paragraph are located. In all the above cases, the transfer is necessary for the execution of the contract with the Data

PRIVACY POLICY STATEMENT

Subject or for the execution of contractual measures adopted upon your request, or to ascertain, exercise or defend a right in the Court; in general, it is carried out on the basis of an adequacy decision adopted by the Commission (Art. 45 of the GDPR) or in accordance with the standard data protection clauses or other appropriate guarantees pursuant to Articles 46 or 49 of the GDPR. In the event that no Commission adequacy decision has been taken and the other guarantees established by GDPR are not applicable, the communication and/or transfer of data outside the European Union will be subject to your consent, after having been informed that the country in question does not provide an adequate level of protection.

5. DATA RETENTION

The personal data provided by you will be processed only for the time necessary to achieve the purposes described above, without prejudice to further terms related to the specific conditions of legitimacy of the processing (e.g. 10 years for the exercise of defence actions in court).

6. RIGHTS OF THE DATA SUBJECT

We inform you that at any time in relation to your data, you

may exercise your rights under the limits and conditions provided for in Articles 7 and 15-22 of the GDPR.

To exercise these rights, described below, please contact the Data Controller at privacy@bolognafiere.it; this request will be answered in a timely and appropriate manner.

In detail, you have the right to:

- to obtain confirmation of whether or not personal data concerning you are being processed;
- where processing is in progress, obtain access to personal data and information relating to the processing and request a copy of the personal data;
- to obtain the adjustment of inaccurate personal data and the integration of incomplete personal data;
- to obtain, if one of the conditions laid down in Article 17 of the GDPR is met, the deletion of personal data concerning you;
- to obtain, in the cases provided for in Article 18 of the GDPR, the limitation of treatment;
- to receive personal data concerning you in a structured, commonly used and readable format by an automatic device and request their transmission to another holder, if technically feasible.

Furthermore, you have the right to object at any time to

the processing of your data carried out for the pursuit of a legitimate interest of the Data Controller. In case of opposition, your data will no longer be processed, unless there are legitimate reasons for the processing prevailing over the interests, rights and freedom of the Data Subject or for the establishment, exercise or defence of a right in the Court.

With reference to the processing of data for marketing and profiling purposes, you may revoke your consent at any time or oppose its processing by writing an e-mail to privacy@bolognafiere.it. The revocation of your consent will not affect the lawfulness of the processing based on the consent given before the revocation.

Finally, pursuant to Article 77 of the GDPR, we remind you that you have the right to lodge a complaint with the Privacy Guarantor, in the event that you believe that your rights have been violated under the terms of the GDPR, in the manner indicated on the website of the Privacy Guarantor accessible at www.garanteprivacy.it.

CONSENT TO THE PROCESSING OF PERSONAL DATA

Having read the above Information, you expressly consent to the processing of personal data in the manner indicated therein for:

■ development of statistical and market studies and research (e.g. sending out customer satisfaction questionnaires);

I AGREE

I DO NOT AGREE

DATE AND PLACE

SIGNATURE

■ fulfilments connected with the profiling activity carried out by BolognaFiere;

I AGREE

I DO NOT AGREE

DATE AND PLACE

SIGNATURE

■ fulfilments connected with the marketing activities carried out by BolognaFiere;

I AGREE

I DO NOT AGREE

DATE AND PLACE

SIGNATURE

■ sending your data to companies and third parties.

I AGREE

I DO NOT AGREE

DATE AND PLACE

SIGNATURE