

## APPLICATION FORM

Please fill in the form in legible block letters

### EXHIBITOR DATA

**COMPULSORY**

Company name \_\_\_\_\_

Address \_\_\_\_\_

Post Code \_\_\_\_\_ Town \_\_\_\_\_

Country \_\_\_\_\_

Area Code \_\_\_\_\_ Phone \_\_\_\_\_

Area Code \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Web site \_\_\_\_\_

Tax Code \_\_\_\_\_ VAT number \_\_\_\_\_

Catalogue company name (if different to the one specified above) \_\_\_\_\_

### AUTHORISATION TO SEND INVOICES VIA EMAIL

#### FOREIGN EXHIBITORS

 We authorize, for indefinite period and until further notice, Fiera Milano S.p.A. and TIM S.p.A. to send in PDF format - through electronic mail (e-mail) administrative documents, as an alternative tool to traditional forwarding via paper mail. The e-mail address where you ask to send the documents- preferably by certified mail - is the following:

 \_\_\_\_\_

 We DO NOT authorize the sending of administrative documents through the e-mail tool.

### EXHIBITION OPERATIONAL REFERENCES

**INVOICING** Fill in only if the invoice must be made out to a company other than the one specified above. It is necessary to enclose a declaration of acceptance signed by the customer to be invoiced.

VAT n. \_\_\_\_\_

Tax Code \_\_\_\_\_

Area C. \_\_\_\_\_ Ph. \_\_\_\_\_

Area C. \_\_\_\_\_ Fax \_\_\_\_\_

**DOCUMENTATION** Fill in only if the documentation must be sent to an address other than the one specified above.

\_\_\_\_\_

Area C. \_\_\_\_\_ Ph. \_\_\_\_\_

Area C. \_\_\_\_\_ Fax \_\_\_\_\_

### CAPACITY

- Agent
  Artisan manufacturer
  Consortium
  Distributor
  Food Broker
  Import/Export
  Industrial manufacturer
- Institution / Trade Association
  Large scale retailer
  Sole agent
  Wholesaler

### CONTACT PERSON FOR THE EXHIBITION - COMPULSORY

Name and Surname \_\_\_\_\_ Title \_\_\_\_\_

Area Code \_\_\_\_\_ Phone \_\_\_\_\_

Mobile \_\_\_\_\_ Personal e-mail address \_\_\_\_\_



**WEB PASSWORD:** the password for the access to the reserved area, online catalogue, services supplied by Fiera Milano and all the communications about the event will be sent through the online platform e-service.

### EXPORT MANAGER

Name and Surname \_\_\_\_\_ Title \_\_\_\_\_

Area Code \_\_\_\_\_ Phone \_\_\_\_\_

Mobile \_\_\_\_\_ Personal e-mail address \_\_\_\_\_



**MEETINGS WITH BUYERS:** the password to the My Matching platform and all the communications about it will be sent to the personal e-mail address given above. My Matching is the new matchmaking platform that puts in contact buyers and exhibiting companies allowing them to arrange their agendas long before the show.

### STAND MANAGER FOR SAFETY PURPOSES - COMPULSORY

(during Exhibition and setting up and dismantling days)

Name and Surname \_\_\_\_\_ Title \_\_\_\_\_

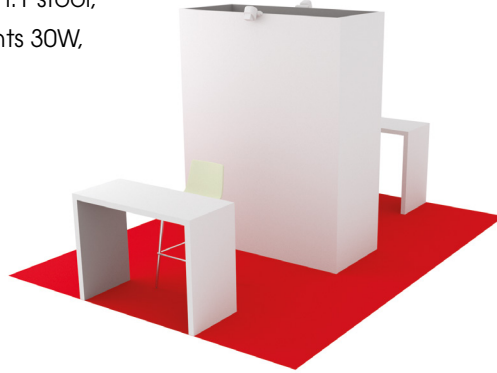
Area Code \_\_\_\_\_ Phone \_\_\_\_\_

Mobile \_\_\_\_\_ Personal e-mail address \_\_\_\_\_

## EXHIBITION SPACE APPLICATION

**SMART DESK € 1.965,00 + VAT (if due)**

- **Furnished area of 6 sqm** with 150 cm reception desk, n.1 stool, n. 1 forex 100 cm x 300 cm with graphic, n. 1 led spotlights 30W, n. 1 multipin electrical socket
- Registration fee, catalogue entry
- Use of My Matching platform



**REPRESENTED COMPANY REGISTRATION FEE N.** \_\_\_\_\_

€ 155,00 cad. + VAT (if due)

## DEPOSIT

The deposit has to be paid upon registration:

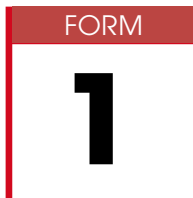
<input type="checkbox"/> 50% of the total amount	€	<input type="text" value="9"/>	<input type="text" value="8"/>	<input type="text" value="2"/>	,	<input type="text" value="5"/>	<input type="text" value="0"/>
<input type="checkbox"/> Represented company registration fee	n°	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	€ 155,00 each + VAT (if due)	€ <input type="text"/>
						TOTAL AMOUNT WITHOUT VAT	€ <input type="text"/>
						VAT (IF DUE)	€ <input type="text"/>
						<b>TOTAL WITH VAT</b>	€ <input type="text"/>

ALL RISK POLICY - please see art 24 - € 100,00 for each exhibitor



**N.B: THE BALANCE MUST BE PAID BY 31 MAY 2021. WITHOUT THE PAYMENT OF THE BALANCE FIERA MILANO RESERVES THE RIGHT TO CUT OFF THE SUPPLY OF ELECTRICITY TO THE STAND DURING THE SET-UP, THE FITTING STAGES AND THROUGHOUT THE DAYS OF THE EXHIBITION.**

**ATTENTION:** if VAT is not paid ex Art. 8/8 bis/9 of Italian Presidential Decree, enclose 2 declarations of intent: one to Fiera Milano S.p.A. and one made out to TIM S.p.A. for any additional services.



fieramilano  
22-26 October 2021

ANTICIPATE BY EMAIL:  
info@tuttofood.it  
SEND TO:  
FIERA MILANO S.p.A. TUTTOFOOD  
STRADA STATALE DEL SEMPIONE, 28  
20017 RHO (MI)

# EXHIBITION SPACE APPLICATION - PAYMENT

## FORMS OF PAYMENT ACCEPTED

The original copies of this forms must be sent to Fiera Milano S.p.A. - TUTTOFOOD - S.S. del Sempione, 28 20017 Rho (MI) Italy accompanied by the relevant down payment by:

- Bank transfer** (Enclose the copy of the bank transfer, with this registration application) in the name of: **Fiera Milano S.p.A. BANCO BPM SPA - FILIALE 00810**  
ABI 05034 - CAB 20504 - IBAN IT44V0503420504000000070002 - BIC/SWIFT: BAPPIT21810

### NOTE: THE EXHIBITION AND COMPANY NAME OF THE EXHIBITOR MUST BE SPECIFIED IN REASON FOR THE PAYMENT

- Credit card (go to the website www.fieramilano.it - Exhibitor section - online payments section)**  
Payment made by virtue of the registration rules and Art. 6 of the TUTTOFOOD 2021 General Regulations.

- ATTENTION:** in case of payment of public bodies and/or institutions specify:
  - the tender ID code (CIG) \_\_\_\_\_
  - the single project code (CUP) \_\_\_\_\_
  - the single code for electronic invoice \_\_\_\_\_

- Art. 7 of the General Regulations of this admittance application.

- Pursuant to and by effect of art. 1341 and 1342 of the Italian Civil Code, as a whole and in every specific part, the undersigned Company, declares to explicitly approve the following articles and paragraphs of the General Exhibition Regulations: 3, 4, 5, 6, 7, 8, 9, 11, 12, 15, 22, 23, 24, 26, 27, 31, 34, 35, 36, 37, 38.

Date  /  /  Stamp and Signature \_\_\_\_\_

## PRECONTRACTUAL INFORMATION NOTE

- The Exhibitor agrees to take note of the precontractual information note on the provisions of Art. 185 of Dlgs 7 September 2005 n. 209 and expresses conformity with all the items laid out in the Art. 56 of IVASS Regulation no. 40 of August 2nd 2018, at the link: [https://www.tuttofood.it/content/dam/man-tuttofood/FM%20Precontractual%20Information%20Notice\\_2021.pdf](https://www.tuttofood.it/content/dam/man-tuttofood/FM%20Precontractual%20Information%20Notice_2021.pdf)

Date  /  /  Stamp and Signature \_\_\_\_\_

- On signing this Form, the Exhibitor declares to took duly note of the precontractual information note on the provisions of the Art. 185 of Dlgs 7 September 2005 n. 209 and expresses conformity with all the items laid out in the Art. 56 of IVASS Regulation no. 40 of August 2nd 2018, available at the link: [https://www.tuttofood.it/content/dam/man-tuttofood/FM%20Precontractual%20Information%20Notice\\_2021.pdf](https://www.tuttofood.it/content/dam/man-tuttofood/FM%20Precontractual%20Information%20Notice_2021.pdf)

Date  /  /  Stamp and Signature \_\_\_\_\_

## TERMS OF PARTICIPATION AND CONDITIONS

The undersigned Company declares to explicitly accept the condition set forth in the articles of the General Regulations enclosed with the registration application. Registration is open until 23 August 2021. Applications that arrive after that date will be considered only if the space is still available (see art. 5 of the General Regulations).

Date  /  /  Stamp and Signature \_\_\_\_\_



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22-26 October 2021

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# REPRESENTED COMPANY REGISTRATION For companies that show products or services without any personnel presence

IN CASE THE REPRESENTED COMPANIES ARE MORE THAN 2, PLEASE RE-PRINT THE FORM

Company represented by (direct exhibitor) \_\_\_\_\_

The mandatory registration fee of € 155,00 + VAT for each represented company will be charged directly to the main exhibitor (stand principal). Please see Art. 10.3 of the General Regulations for information. For the represented companies, exhibitors will be obliged to send a declaration of the represented company authorizing the exhibitor to represent them, or a self-certification attesting the effective representation (please see art. 6 and 10.1).

## REPRESENTED COMPANY DETAILS

(COMPULSORY)

Company name \_\_\_\_\_  
Address \_\_\_\_\_  
Post Code \_\_\_\_\_ Town \_\_\_\_\_  
Country \_\_\_\_\_  
Area Code \_\_\_\_\_ Phone \_\_\_\_\_  
Area Code \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_ Website \_\_\_\_\_  
VAT number or Tax Code \_\_\_\_\_  
Catalogue company name (if different to the on specified above) \_\_\_\_\_

### CONTACT PERSON FOR EXHIBITION

Name and Surname \_\_\_\_\_ Title \_\_\_\_\_  
Area Code \_\_\_\_\_ Phone \_\_\_\_\_ Mobile \_\_\_\_\_  
Personal e-mail address \_\_\_\_\_

**CAPACITY**  Manufacturer  Importer  Merchant / Supplier  Exclusive Agent  Consortium or Institution  Press

## REPRESENTED COMPANY DETAILS

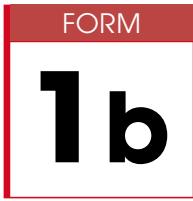
Company name \_\_\_\_\_  
Address \_\_\_\_\_  
Post Code \_\_\_\_\_ Town \_\_\_\_\_  
Country \_\_\_\_\_  
Area Code \_\_\_\_\_ Phone \_\_\_\_\_  
Area Code \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_ Website \_\_\_\_\_  
VAT number or Tax Code \_\_\_\_\_  
Catalogue company name (if different to the on specified above) \_\_\_\_\_

### CONTACT PERSON FOR EXHIBITION

Name and Surname \_\_\_\_\_ Title \_\_\_\_\_  
Area Code \_\_\_\_\_ Phone \_\_\_\_\_ Mobile \_\_\_\_\_  
Personal e-mail address \_\_\_\_\_

**CAPACITY**  Manufacturer  Importer  Merchant / Supplier  Exclusive Agent  Consortium or Institution  Press

Date \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Exhibitor Stamp and Signature \_\_\_\_\_



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**TRADEMARK REGISTRATION** **TO BE FILLED IN BY THE EXHIBITOR AND/OR THE CO-EXHIBITOR**

**REGISTRATION IS FREE OF CHARGE FOR EACH TRADEMARK.**

In the event Exhibitors participate in the Exhibition by displaying their own or third-party trademarks, exhibitors will be obliged to send, together with the Application Form and the 1b Form, the graphical representation of the Trade Marks, a certificate of ownership or the licensed ownership (please see art. 10.1 and 10.2)

Exhibitor's and/or Coexhibitor's company name

**1) TRADE MARK DATA (NO COMPANY NAME)**

Trademark data will be published in the digital catalogue of the Exhibition.

Company trademark name

Country/State

**2) TRADE MARK DATA (NO COMPANY NAME)**

Trademark data will be published in the digital catalogue of the Exhibition.

Company trademark name

Country/State

**3) TRADE MARK DATA (NO COMPANY NAME)**

Trademark data will be published in the digital catalogue of the Exhibition.

Company trademark name

Country/State

**4) TRADE MARK DATA (NO COMPANY NAME)**

Trademark data will be published in the digital catalogue of the Exhibition.

Company trademark name

Country/State

**5) TRADE MARK DATA (NO COMPANY NAME)**

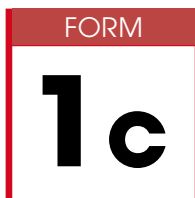
Trademark data will be published in the digital catalogue of the Exhibition.

Company trademark name

Country/State

Date  /  /

Stamp and Signature



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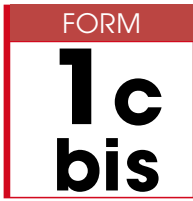
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## PRODUCT CATEGORIES Compulsory both for the stand owner and the co-exhibitor

Company name

### TUTTODIGITAL

- DI Agri-food tech
- DI Block Chain Solution
- DI E-commerce platform
- DI E-commerce solutions
- DI Food Community & Blog
- DI Food Delivery
- DI Home cooking delivery
- DI Marketing/ADV Services
- DI Online-offline customer experience
- DI Smart Logistic
- DI Smart packaging
- DI Smart payment Solution
- DI Smartphone App
- DI - Store solutions technology
- DI Virtual Reality & Other Technology
- DI Traceability solutions
- DI Software
- DI Food waste reduction project
- DI Other



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## FURTHER INFORMATION Compulsory for both the stand owner and the co-exhibitor

Company name

- N. OF EMPLOYEES
- CURRENT YEAR TURNOVER
- % OF EXPORTS OUT OF TOTAL TURNOVER
- % OF IMPORT OUT OF TOTAL TURNOVER
- HOW MANY TRADE FAIRS DO YOU USUALLY VISIT IN A YEAR:

## CERTIFICATIONS

- ORGANIC
- BRC Global Standard for Food Safety
- C.D.O. (controlled designation of origin)
- C.G.D.O. (controlled and guaranteed designation of origin)
- PDO (Protected designation of origin)
- F.D.A. Registration
- Halal
- PGI - Protected geographical indication
- Kosher
- TSG (traditional specialities guaranteed )
- IFS International Food Standard
- ISO 9001
- ISO 22005
- ISO 22000

## DISTRIBUTION CHANNELS

- DISCOUNTS
- DEPARTMENT STORES & SUPERMARKETS
- HIGH END RETAILERS
- SPECIALTY & DELI SHOPS
- FOOD SERVICE & CATERERS
- CASH & CARRY
- HORECA (RESTAURANT, BAR AND COFFEE CHAINS)
- HORECA (HOTEL AND RESORT CHAINS)
- CONTRACT CATERING & INDUSTRY/WORKPLACE FOODSERVICES

## GENERAL REGULATION

### 1) TITLE AND SUBJECT OF THE EVENT

TUTTOFOOD Milano World Food Exhibition - International Agrifood exhibition.

### 2) ORGANISER

The Event is organized by: Fiera Milano S.p.A.

### 3) PLACE, DATE AND SCHEDULE OF THE EXHIBITION

The event will take place at the Fiera Milano district in Rho-Pero, from 22 to 26 October 2021. Access hours for exhibitors will be from 8.00 am - 7.00 pm; for visitors from 9.30 am - 6.30 pm. Fiera Milano reserves the incontestable right to modify the opening hours and the dates of the Exhibition, as well as to modify the Exhibition venue for technical and organizational reasons, notifying the operators of the sectors concerned. The Exhibitors will not be entitled to any compensation in the event of any change in the dates, hours and/or venue of the Exhibition. The Exhibitor undertakes, as of now, to participate in the Exhibition, even in the event of unilateral modification of the date, hours and/or venue of the Exhibition, under the same terms and conditions set out in these Regulations and the application form for admission. The Show is a paying event, reserved solely to Italian and foreign market operators over 18 years of age.

### 4) ADMISSION

Italian and foreign companies whose business falls within the subject of the Show are allowed to exhibit at TUTTOFOOD. After acceptance of the application by Fiera Milano S.p.A. may be allowed as exhibitors all Italian and foreign companies exhibiting directly or through their dealers, agents, representatives, professional associations, public agencies, institutional bodies who carry out their work within industries pertaining to the show may be allowed as exhibitors. To improve the exhibition, the organizer reserves the right to accept companies or bodies that do not meet the above requirements and/or to exclude others and/or to prohibit them from exhibiting in more than one stand. Acceptance in the event and the consequent assignment of the stand space, in accordance with Article 8 below, shall take place compatibly with the availability of exhibition spaces in the specific sectors and taking into account the type of products exhibited, the way they are marketed, and the production characteristics of the companies. In any case, it will not be permitted to admit in TUTTOFOOD Exhibitors who are debtors for any reason towards Fiera Milano, and Fiera Milano reserves the right to refuse and/or withdraw admission to the Event when it considers, at its sole discretion, that the applicant does not have the necessary eligibility requirements. In this case, Fiera Milano S.p.A. has no obligation to state the reasons for its decisions. Rejection of the application may not give rise to the payment of any indemnity by way of damage compensation or interest.

### 5) APPLICATION FORM - ACCEPTANCE OF THE GENERAL REGULATIONS

Application form duly completed must be signed by the applicant where company is singly-owned and by the legal representative in all other cases. Application form must be delivered to the organizer by 23 August 2021. By returning the duly completed and signed Application, the Exhibitor agrees to take part in the Event in the space assigned and to unconditionally accept the General Rules and Regulations (which forms an integral part of the Application form and it shall be stamped and signed for acceptance) the technical regulations, the criteria for the allocation of the exhibition sectors and the tests of eligibility to show floor areas and all the additional rules as may be adopted at any time in future by Fiera Milano S.p.A. in the interest of the exhibition. The Exhibitor declares to have carefully analyzed and understood the Ethic Code of Fiera Milano, whose last version is published in the website [www.fieramilano.it](http://www.fieramilano.it) and undertakes not to infringe any principle set forth in the Ethic Code of Fiera Milano. Furthermore, the Exhibitor declares to be aware of the content of the Legislative Decree n. 231 of 8 June 2001 and expressly undertakes not to commit any crime which may determine any liability pursuant to the mentioned decree. **On penalty of inadmissibility of the Application itself, the Exhibitor must also enclose the following documentation** in the original or authorized copy to the original Application form: **a certificate proving registration in the Company Register or a Chamber of Commerce perusal**, held with the respective Chambers of Commerce or competent authority, **issued not earlier than three months prior to the date of the application submission**. Foreign companies must provide the equivalent document.

### 6) REGISTRATIONS AND DEPOSIT - DIRECT EXHIBITOR

The application for participation in the event must be inclusive of the payment of the deposit, corresponding to 50% of the total amount, registration fee for each Represented Company € 155.00 + VAT (if due). The above amounts shall be paid to Fiera Milano S.p.A. by credit card or by bank transfer made out to Fiera Milano S.p.A. Payment of the balance shall take place in the ways indicated by Fiera Milano S.p.A. (see Article 14). Advance payments and subsequent issuance of invoice do not carry acceptance by Fiera Milano S.p.A. of admission request. In the event request is not accepted the amount paid shall be reimbursed. The Organizer will have the right to refuse admission of the Exhibitor, at its sole discretion, when its application is not accompanied by the required payment of registration fee and deposit. Exhibitors are obliged to specify the company name and related data, including tax information, of all the represented companies whose products they intend to exhibit in their own stand, using form 1/A bis. In the event Exhibitors participate in the Exhibition by displaying their own or third-party trademarks, and/or in the case of represented companies, exhibitors will be obliged to send, together with the Application Form 1b, the graphical representation of the Trade Marks, a certificate of the licensed ownership and a declaration of the represented company authorizing the exhibitor to represent them, or a self-certification attesting the effective representation. As from January 1st 2011, in accordance with the Legislative Decree no. 8/2010 in application of the EU directive no. 18/2010, foreign Exhibitors liable for taxation are not required any longer to pay the V.A.T. on stand fee and services connected with the Show, with the exclusion of non-commercial Companies/authorities and private individuals. In order to identify the type of Exhibitor (Company liable for taxation/non-commercial Company or private individual), before the issuing of the invoice, it is essential to receive the information on the V.A.T. number/ID code or other documents proving the status of company and not of private individual. It is therefore absolutely necessary that Applications for participation are sent with the above information, otherwise invoices will have to be issued with the Italian Value-Added Tax. Foreign exhibitors interested in recovering the VAT can contact:

- THE REVENUE SERVICE - Pescara Operating Centre (only for exhibitors in Israel, Switzerland and Norway) Tel. +39/085-5771 Fax +39/085-52145
- THE TAX AUTHORITIES of their State (for European Union Exhibitors).

### 7) REGISTRATIONS OF PUBLIC AGENCIES AND/OR PUBLIC INSTITUTIONS - OBLIGATIONS FOR THE TRACEABILITY OF FINANCIAL FLOWS



**7.1** Fiera Milano S.p.A. in the performance of the services set out herein, must comply with all obligations for the traceability of the financial flows per Article 3 of Law no. 136 of 13 August 2010 with subsequent amendments and additions. In particular, if the exhibitor is a public agency and/or company with public capital and/or in any case considered a "client" in accordance with the aforesaid law, Fiera Milano S.p.A.:

a) assumes, under penalty of absolute invalidity of the present agreement, all obligations for the traceability of the financial flows per Article 3 of Law no. 136 of 13 August 2010 and subsequent amendments and additions – also in the dealings with its direct and indirect subcontractors of the chain of companies involved in the contract for any reason; b) undertakes to use one or more bank or postal current accounts, opened at Banks or at the Company Poste Italiane S.p.A., dedicated, also not exclusively, to the specific public contract awarded;

c) undertakes immediately to notify the client and the Prefecture - Territorial Office of the Government having territorial jurisdiction that its counterparty has violated the obligations for the traceability of the financial flows and to terminate the contract, also with regard to the dealings with its own subcontractors.

**7.2** The exhibitors deemed to be an "applicant" in accordance with the aforesaid law shall fill in the Admission Application bearing, under penalty of invalidity of the Application, the Tender Identification Code (codice identificativo di gara, CIG) and, when mandatory, the unique project code (codice unico di progetto, CUP) pertaining to the underlying public investment.

**7.3** The exhibitor deemed to be a "client" in accordance with the aforesaid law shall be entitled to terminate the contract, pursuant to Section 1456 of the Italian Civil Code, if Fiera Milano S.p.A. violates the obligation prescribed in paragraph 7.1 above and/or, in general, it violates - also in its dealings with its direct and indirect subcontractors of the chain of companies interested in the contract for any reason - any obligation for the traceability of the financial flows per Article 3 of Law no. 136 of 13 August 2010 and subsequent amendments and additions.

## **8) ASSIGNMENT OF STAND SPACES AND PROHIBITION OF CEDING THE STAND SPACES**

Assignment of stand spaces shall be communicated by Fiera Milano S.p.A. through Exhibitors reserved area, which will be accessible by the Exhibitor through a link sent within its access codes by e-mail. Fiera Milano cannot however be held responsible if the e-mail is not received. Notification of space assignment is valid for the Exhibitor to whom it is addressed. No partial or total ceding of the stand, even gratuitous, is allowed. In case of breach, products introduced and exhibited without authorization shall be removed at the expense and risk of stand-holder. Fiera Milano S.p.A. is not bound by any request regarding allocation of stand or size of exhibition area. Said requests, expressed by the exhibitor in the application form and/or thereafter returned, are merely indicative of preference and do not bind Fiera Milano S.p.A. Previous participation in the exhibition does not give rise to any privileged right in allocation of stands or to confirmation of stands previously occupied. Fiera Milano S.p.A. reserves the right to issue detailed provisions concerning access to stands and deadline for stand fittings.

## **9) WITHDRAWAL**

The Exhibitor has the right to withdraw from the Event by communicating it to Fiera Milano with a registered letter with proof of receipt (forwarded in advance by mail) or by certified email within December, 31st 2020. It is understood that Fiera Milano S.p.A. will have the right to withhold the Exhibitor registration fee, the Represented Companies registration fees, and the deposit, as an indemnity. If the Exhibitor exercise the withdrawal after the above terms or in case of non-participation in the Exhibition, the Exhibitor will be required to pay the entire amount due contractually, of the set and installation costs for the services ordered and/or performed on the booked site, of all taxes paid on behalf of the Exhibitor as well as of any damages that Fiera Milano and/or the Event may suffer due to said withdrawal. In both withdrawal instances, Fiera Milano in any case reserves the right to allocate the stand to another Exhibitor, without this possible allocation in any way prejudicing or limiting its right to request the indemnities described above.

## **10) PARTICIPATION CHARGE AND REGISTRATION FEE**

**10.1 - Direct exhibitors** - Participation and registration fees are based on the entire and continuous surface occupied by the stand of a single company. In the event Exhibitor participate in the Exhibition by displaying their own or third-party trademarks, exhibitors will be obliged to send, together with the Application Form, the graphical representation of the Trade Marks, a certificate of ownership or the licensed ownership, and to fill and send the 1b Form moreover the section inside the reserved area, in the 'data for the catalogue' section. The organizer declines all responsibility if the forms are not compiled or compiled wrongly.

The participation and registration fees also include:

- a) entry data in the official on line catalogue;
- b) exhibitor badges (see Art. 17.1);
- c) parking space inside Fiera Milano ground floor that can be reserved online through E-Service section "Car parks" (see Art 18). Additional parking spaces can be bought through E-Service and/or, during the exhibition days from "Parking office" counter in the Services Centre;
- d) login and use of My Matching platform;
- e) payment of copyright deriving from any audio-visual installations in the stands, subject to duties regulations. However, this coverage does not include live shows (with singer and/or musical instruments) for which the Exhibitor must provide directly at the SIAE offices located in the city. Also included are the rights due, in accordance with Articles 72 and 73bis of Law 633/1941, to artists and performers and to phonographic producers owning the rights on the recordings and, on their behalf, to SCF-Consortio Fonografici. Not included, instead, are the rights due to artists and performers and to phonographic producers in accordance with Article 73 of the aforementioned Law for the playing of phonograms and musical videos during fashion shows, DJ sets with or without dancing. Therefore, organizers of such events are invited to contact SCF-Consortio Fonografici, Via Leone XIII, 14, Milan, Italy, to fulfil the obligations prescribed by current laws;
- f) municipal tax on advertising;
- g) cleaning of stand space (see Art 16);
- h) fire extinguishers;
- i) installed electrical power up to 5 kW;
- l) authorization to use "VISIT US AT TUTTOFOOD" logos for advertising;
- m) sign indicating the stand space;
- n) entry in the show catalogue
- o) "Certified Activity Start Notice" (Law 122/2010). The provision of food and beverages requires the submission of the SCIA - Segnalazione Certificata Di Inizio Attività (Certified Notice of Activity commencement) to the Municipality of Rho. The exhibitor can submit it only via the portal [www.impresainungiorno.gov.it](http://www.impresainungiorno.gov.it).

Six months before the event, Fiera Milano will communicate any agreement with the Municipality involving the submission of a cumulative SCIA for exhibitors having special food and beverage administration features.

External Catering Companies must request information about the practices and issue of the pass to the Fiera Milano area to [accessi@fieramilano.it](mailto:accessi@fieramilano.it) Tel. +39 02 49.97.68.92;

**10.2 - Represented Companies** - In participating in the event, the Represented companies shall be entitled to:

- a) entry data in the official on line catalogue;

## **11) STAND FITTING - FOOD AND CATERING SERVICES**

**11.1 - Stand fitting** - Stands (bare area, without any type of stand fitting, e.g. walls, carpeting, etc.) will be at the disposition of exhibitors delineated by colored strips on the ground. All installations and systems shall be built in compliance with safety and fire prevention regulations and with all other rules safeguarding the personal and material safety of exhibitors and third parties. Dedicated Technical Regulations shall set out all rules for

outfitting and furnishing the stand spaces. Installations shall be contained within the assigned surface and it must be no higher than 3 m. The exhibitor is responsible for finishing off the stands, including painting white all the wall surfaces that face neighbouring stands. The exhibitor must upload the design of the stand to the Fiera Milano S.p.A. on the e-service platform (button upload project) by 30 June 2021. Failure to submit the design and construction of the stand without prior authorization shall entail a 100% penalty on the additional costs incurred, in addition, obviously, to the direct and indirect damages, including damage to reputation, consequent to the aforesaid violation. Exceeding the authorized height shall entail an additional charge of € 30,00 + VAT (if due) per sqm with a minimum charge of € 150,00. The maximum height allowed for the walls of the stand is 6,00 m. Two-story stands: the maximum height for two-story stands is 5 m (see Rules for the construction of mezzanines in the Fiera Milano district). Technical Regulations shall provide specific standards for stand setting-up and furnishing. Stand fittings are in the care and at the expense of the exhibitor. The exhibitor shall comply with the standards set forth in the above-mentioned Regulations and shall submit the stand project in advance to Fiera Milano S.p.A. for approval. Closing off the sides: stands must be built in such a way as to ensure that they guarantee mutual visibility to the stands around them. Continuous walls which block visibility are not permitted. So the open sides of stands may not be closed off with a continuous wall. A wall is regarded as any element that obscures the view (panels, drapes, micro-perforated panels, metal grilles, and so on) which, whether used for architectural, graphic or structural purposes, creates a blank wall overlooking an aisle. If the design is submitted beforehand, authorization can be granted to close off up to 40% of each side of the stand, provided the panels are arranged so that the nearby stands in the pavilion are still visible. Closing off more than 50% of the side of a stand is only permitted in the case of stands with a side facing the side wall of the building. Suspended structures: the maximum height permitted for trusses or suspended american truss systems used exclusively for the installation of lighting systems is 6 m (at the top interaxis) - intermediate heights are permitted. Graphic supports may be applied to the american truss with a maximum height of 5,50 m (at the top interaxis), provided they are positioned at least 1 m back from the sides of the stand facing the stands next-door. Owing to technical limitations, suspensions at a height of 6 meters are not always possible in pavilions 8, 12, 16 and 20.

Please, contact the Customer Service of your pavilion for more information NB - an additional charge will be levied by the Organizational Secretariat for any component of the stand that exceeds 3 m in height (including the graphic supports), except in the case of american trusses being used exclusively as a support for lighting. The stand may also be finished by adding a ceiling, provided the instructions contained in the Fieramilano Technical Regulations are followed closely (Art. 1.3 - Construction standards - letter H). During the days when the stand is being fitted, authorized staff will come round to check that the fittings on the stand comply with the regulations. If a stand is found not to comply with the design that has been submitted and authorized, or does not reflect the contents of Article 11 concerning the percentage of the sides of the stand that must be left open, the Organizer will attribute any requests for material damages or damage to image from other exhibitors to the exhibitor of that stand.

**11.2 Food and catering services** - Exhibiting companies can apply for Fiera Milano food and catering services in the respective section of the e-service platform and/or by contacting [ristorazione@fieramilano.it](mailto:ristorazione@fieramilano.it) - tel. (+39) 02. 4997.7425/6365. Third party catering companies and exhibitors who wish to offer food and drink to their guests of their own accord can purchase passes for access and resupply when submitting the necessary documentation. The procedure is available on the Obligatory Documentation - Catering section of the e-service platform and in the Fiera Milano Technical Regulation. In accepting this General Regulation, exhibitors who provide their own catering separately from the services provided by Fiera Milano declare that they are aware of the provisions of the Italian Prime Ministerial Decree dtd. 17 May 2020 and its amendments and agree to observe its requirements.

## **12) FINES FOR EARLY DISMANTLING - STAND REMOVAL AND RIGHT OF RETENTION AND RECOVERY**

Exhibitors shall be present at their stand and with their own exhibits for the duration of the Show. Desertion or dismantlement of the stand before closing time on the last day of the show is subject to a penalty clause calculated on the surface booked:

- from 0 to 72 sqm € 2.000,00
- from 73 to 144 sqm. € 4.000,00
- over 144 sqm € 6.000,00

In addition, such violation shall be subject to review to determine possible ban to participation in the show in future. Collective stand organizer are strongly requested to pay the utmost attention that co-exhibitors comply with this rule. In addition, such violation shall be subject to review to determine possible ban to participation in the show in future. After the event closes down, stands shall be removed no later than the date prescribed by the rules about setting up and dismantling. Otherwise, the Organizer shall not be liable in any way for the goods and the materials and anything that may be stored therein, and reserves the right to proceed with their removal and storage, without any liability and at the breaching party's expense and risk. If Fiera Milano S.p.A., at its discretion, opts not to remove materials abandoned in the stand, the exhibitor shall be charged a penalty of € 200.00 per day, as well as compensation for any additional damages. Once two months have elapsed, any unclaimed goods and materials may be auctioned off and the proceeds, net of all expenses and any rights of Fiera Milano S.p.A., shall be credited to the exhibitor. Permanence of the materials of the exhibiting company in the Trade Fair District also entails the obligation to pay to Fiera Milano S.p.A. the fee for occupying the area outside a trade show.

## **13) OFFICIAL EXHIBITORS' ON LINE CATALOGUE**

Data entry in the official on line catalogue of the exhibition is mandatory. The catalogue shall be filled in on-line, in the private area section by the exhibitor and the co-exhibitors. The Organizing Secretariat shall not be liable for its contents, errors and omissions. Catalogue (on-line) shall be bilingual, in Italian and in English. Last date for filling the page is 30 July 2021, then only the data you provide will be published. The show catalogue will contain the list of exhibiting companies, sorted by product sector and in alphabetical order.

## **14) TERMS OF PAYMENT - STATEMENTS OF ACCOUNT - EXIT PASSES**

The balance of the participation fee shall be paid by 31 May 2021. All payments must be made out to Fiera Milano S.p.A. Exhibitors who have not paid the balance of the participation fee will not be allowed to enter the exhibition area to build up the stand. In the days immediately before Exhibition closing the administration office of Fiera Milano S.p.A. will summarize all invoices issued for services and additional supplies as well as for any other charge. Any objections to the chargers listed should be provided within of the end of the event, after this period will not be accepted. The statement of account can be found on the E-Service platform and the remittance of the amount to be paid by the Exhibitor can be carried out directly from the head office by wire transfer or credit card, accessing the E-Service site, at the "Easyservice" digital totems or producing the statement of account at the bank counters operating on the Exhibition premises. The removal of exhibits as well as fitting materials and other items belonging to Exhibitors is conditioned by the production of Exhibitors' and stand builders cards at the gates of the Fair Grounds; said cards will authorize the exit provided that Exhibitors have fulfilled all their contractual obligations towards Fiera Milano and/or the Organizer.

## **15) GENERAL SURVEILLANCE**

Fiera Milano S.p.A. provides a general security service for the halls. Fiera Milano S.p.A. is not liable for theft, damages and other harmful events that may affect the exhibitors and the goods present in the allocated surface. The respective exhibitors are responsible for safeguarding and providing security for the stands during visiting hours. Exhibitors are also responsible for the security of the materials introduced in their stands during stand set-up and dismantling days. Every exhibitor may reserve the night security service for his stand, using a specific form through Fiera Milano S.p.A. E-Service platform.

## **16) STAND CLEANING - WASTE DISPOSAL**

**16.1 - Waste disposal** - Without prejudice to the provisions of Art.20, the Exhibitor is obliged to remove waste from the Exhibition Centre on a daily basis and to dispose of it in accordance with current legislation. In accordance with the Technical Regulations, the Exhibitor and its representatives are jointly and severally liable for the correct disposal of the waste produced inside the exhibition area and in the assigned exhibition space. It

is forbidden for the Exhibitor (or its representatives) to dump any kind of waste inside the exhibition areas, both in the assigned space and in the common areas (lanes, roads, etc.). The ban on the dumping of waste and the related obligation to properly manage/dispose of the same should be understood also as referring to all waste materials and materials resulting from fitting/dismantling work (packaging, materials used such as walls, false ceilings, floor coverings, etc.). In case of waste dumping in the pavilions or inside the Exhibition District, Fiera Milano will apply a sanction of 5.000.00 without prejudice to compensation for further damage, and reserves the right to remove the responsible personnel from the area and to bring legal proceedings against them. Fiera Milano S.p.A. cleaning service operates after the closing of halls. Service comprises: cleaning of show floor and any other such floor coverings (fitted carpets, etc), general dusting of stands furniture, collection of litter, emptying of waste-paper baskets.

## 17) EXHIBITOR ENTRY BADGES

**17.1 - Direct exhibitors** - Every exhibitor owning a stand shall receive electronic badges (valid in the days of the show and during the setting up/dismantling operations). The number of badges issued shall be in proportion to the occupied surface area: for 18 sqm 3; for 36 sqm: 5; for 54 sqm: 7; for 72 sqm: 9; for 108 sqm: 11; for 144 sqm: 13; for 180 sqm: 15; over 180 sqm: 18. Additional badges will be purchased on E-Service at the cost of € 25,00 + VAT (if due) each.

## 18) EXHIBITORS' PARKING SPACES

**18.1 - Direct exhibitors** - Every direct exhibitor owning a stand will have available a number of parking spaces (to be reserved through E-Service), valid throughout the duration of the show, in proportion to the surface area of the stand.

The following parking spaces will be provided free of charge:

- a) up to 36 sqm 1 free parking space
- b) up to 72 sqm 2 free parking spaces
- c) up to 180 sqm 3 free parking spaces
- d) up to 360 sqm 4 free parking spaces
- e) over 360 sqm 5 free parking spaces

Throughout the duration of the show additional paid parking spaces may be purchased, at prices in line with current fees, through E-Service - "car parks" section.

## 19) PHOTOGRAPHS, DRAWINGS, TELEVISION SHOTS, PROTECTION OF TRADEMARKS

Visitors and exhibitors shall not take any picture nor make any drawing or filming inside Exhibition halls unless specifically authorized by Fiera Milano S.p.A. The Exhibitor acknowledges and accepts that Fiera Milano S.p.A. has the right to take pictures of the stands (including reproductions of products and their brands) and filming of the exterior of any stand and use, publish and diffuse their reproductions, even without formal agreement of Exhibitor. Therefore, in such circumstances, the exhibitor will have nothing to expect from Fiera Milano spa for the aforementioned behaviors.

## 20) USE OF SUPPORTS

Use of audio, video, graphical, or multimedia supports containing original works or parts of the same protected pursuant to Act n.633 of 22.4.1941 shall be subject to the payment of royalties on copyrights and of such charges as pertain to certification of said supports pursuant to art. 181bis of said Act. Any unauthorized use of original works and the absence of the SIAE mark on the aforementioned supports shall be punished pursuant to art. 171 ff. of Act n.633/41.

## 21) LOUDSPEAKERS AND BROADCASTING

Audio broadcasting, inclusive of radio and television equipment, is allowed inside the stands, contingent on observance of the terms laid down in Article 10 above pertaining to copyrights of artists, performers, players and producers and provided they do not cause any disturbance. Fiera Milano S.p.A. may use loudspeakers on the premises to make public announcements or in case of emergency.

## 22) ADVERTISING

Within the trade district, all advertising, except within the exhibitor's own stand, shall be carried out solely through Fiera Milano S.p.A. or by its appointed Entity.

## 23) MUNICIPAL TAX ON ADVERTISING

Subject to rules for participation, exhibitors shall pay to the Municipality of Rho the tax prescribed for all matters deemed taxable in accordance with Presidential Decree no. 639 of 26 October 1972. As a result of the agreements reached by Fiera Milano S.p.A. and the Municipality of Rho in the interest of exhibitors, said tax is set as a lump sum on the basis of the surface area occupied by the Show. To avoid costly procedures for exhibitors, the tax is included in the participation fee and Fiera Milano S.p.A. will subsequently pay it to the Municipality.

## 24) DECLARATION OF VALUE - INSURANCE - LIMITATION OF LIABILITY

**24.1 - 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. 24.2 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.

**24.2 - "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 Euro 100,00 (of which Euro 43,26 for insurance brokerage) that will be charged by Fiera Milano. 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.

**24.3 - Third Party 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 Euro 100,000,000.00 (one hundred million).

**24.4 - Limitation of Liability** - Limitation of Liability - The Exhibitor, by signing the Application Form, agree 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. 24.2 above, each Exhibitor agrees to release Fiera Milano and the Organizer from any liability.

### **25) DAMAGES TO STANDS**

Exhibitions space must be returned in the condition they were in when delivered. Expenses incurred in restoring these areas shall be charged to exhibitors. Exhibitors are also responsible for the observance of such special rules as apply to the use of structures and technical installations found within the Technical Regulations available for consultation at the website [www.fieramilano.it](http://www.fieramilano.it) section "Calendar" in the link of the show.

### **26) AMENDMENTS TO THE GENERAL RULES AND PENALTIES FOR BREACH OF RULES**

Fiera Milano reserves the right to establish, notwithstanding this General Regulation, appropriate rules and provisions to better regulate the event and relative services. These rules and provisions will replace those contained in the General Rules and will have the same mandatory effect. In case of a breach to the provisions of these General Rules or subsequent amendments, Fiera Milano, by virtue of its supervisory powers, can exclude the infringing Exhibitor from the future editions of the event.

### **27) FORCE MAJEURE, EXCLUSION OF LIABILITY AND CLAUSE COVID-19**

In the event that a cause of force majeure occurs, which has to be understood unpredictable events that make impossible the holding of the event and also for causes not attributable to Fiera Milano, the latter may: modify the date of the Exhibition and/or cancel the Exhibition, either entirely or in part. It is understood that in case Fiera Milano modify the date of the Exhibition, the Exhibitor continues to be involved by the commitment to participate to the Exhibition under the same terms and conditions as set out in these General Regulation and the application form for admission and the sums already paid by him will be considered valid for the new date. In case of the Exhibition is cancelled: Fiera Milano 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 Fiera Milano for damages or of any other kind. In the same way, Fiera Milano 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. By way of derogation from the above paragraph, the Exhibitor expressly accepts that if - as a consequence of the further spread and/or possible worsening or in any case of the dangerous situation in Italy for individual and/or collective public health resulting from the epidemic called "Coronavirus" - the Exhibition is cancelled exclusively because it is forbidden by orders of public authorities and/or it has to be rescheduled at the unquestionable discretion of Fiera Milano S.p.A. and, in this case, the Exhibitor himself is unable to participate, Fiera Milano S.p.A. in both cases will have the exclusive right to retain as compensation the registration fee paid, plus an amount equal to 10% of the total amount due by the Exhibitor for his participation in the Exhibition. Any excess amount will be returned to the Exhibitor, it being understood that nothing else will be due to the latter for any reason whatsoever (compensation, reimbursement of expenses, damage compensation).

### **28) EXPOSURE OF PRICES AND SALE OF PRODUCTS**

Display of prices and sale of products on the premises is strictly prohibited. Violation of this rule may carry the closing down of stand and the withdrawal of access pass and ban from participation in the show in future.

### **29) FORBIDDEN ACTIVITIES**

In general, any activity that may be detrimental to disturb or harm the normal running of the Event is forbidden. The following activities are absolutely prohibited:

- the display of products different from the product category stated in the Application Form;
- advertising outside the exhibitor's own stand. Advertising within the fairground shall be carried out solely through Fiera Milano S.p.A. or by its appointed Entity;
- the distribution and delivery of any technical-informative and advertising material (magazines, manuals, books, brochures or anything else) not strictly pertinent to the Exhibitor, who may however distribute or deliver advertising material as long as it is strictly pertinent to his business sector, solely on his own stand; posters referring to calls for tender by bodies, organizations, newspapers, weekly or specialist magazines may not be displayed even on stands without prior written authorization from the Organizer;
- introducing animals, except those accompanying disabled persons;
- allowing entry to persons under 18 years, even if accompanied by an adult;
- promoting offers, begging and requesting donations of any kind, religious, political and union activities;
- smoking inside all the enclosed spaces of the fairground;
- permanence on the stands or in the area of the Event during closing hours.

Should the exhibitor fail to comply with just one of these prohibitions, the application request to the exhibition could be cancelled solely by means of a written notification at the exhibitor's stand, with immediate closure of the stand without prejudice to the sums due by the exhibitor as well as any damage.

### **30) DEFINITIVE TECHNICAL PROVISIONS**

Additional rules of a technical and general nature shall be communicated online through the Technical Regulations, available for downloading from the website [www.fieramilano.it](http://www.fieramilano.it); they will form an integral part of these Regulations. Exhibitors and their outfitters for the construction of the stands shall strictly comply with the rules contained in Legislative Decree 81/2008. In compliance with the aforementioned decree, exhibitors shall also indicate, in the space provided in the participation application, the person responsible for safety in the stand. Additionally, the exhibitor may make use of optional services provided by Fiera Milano S.p.A. to be ordered through the online E-Service system of Fiera Milano S.p.A., e.g.: connection to the water supply, catering, IT services, telecommunication systems, hanging fixtures, rental of lighting trusses, etc. Optional services are not included in the participation fees and they shall be invoiced separately by Fiera Milano S.p.A.

### **31) OCCUPATIONAL SAFETY**

Each Exhibitor is required to scrupulously comply with the entire regulatory system in force, also and above all with regard to the protection of the health and physical integrity of workers, and with labour, social security and welfare legislation for the entire duration of the Exhibition, including the time required for the assembly and dismantling of stands and any other related activity. Furthermore, the Exhibitor undertakes to observe and ensure that all contractors working on its behalf, during the assembly and dismantling of the stand and in relation to any other related or connected activity, comply with the Technical Regulations of Fiera Milano and any supplementary sections thereof, the provisions contained in art. 88 of the Italian Legislative Decree 81/2008, paragraph 2-bis and its implementing Ministerial Decree of 22.7.2014, issued by the Ministry of Labour and Social Policies and the Ministry of Health. The Technical Regulations, which can be consulted on the website [www.fieramilano.it](http://www.fieramilano.it), in the link to the Event, in the section "Exhibitors - Technical Information" contain, among other things, precautionary rules regarding exhibition safety (fire prevention, electrical systems, environmental protection, etc.), with the exclusion of the specific safety rules concerning the activities carried out by the Exhibitor or contracted out by the latter to the contractors (stand assembly and dismantling and related activities), the verification and observance of which remains the responsibility of the Exhibitor itself. For the purposes of fulfilling the obligations contained in the Italian Ministerial Decree 22.7.2014 above, the Organizer makes the documents referred to in Annexes IV and V of the Ministerial Decree itself available on its own website and that of Fiera Milano. Behaviours that do not comply with the above safety regulations, in particular when they may

affect the general safety of the halls and third parties present, may be the subject of intervention by the Organiser and/or Fiera Milano, as part of random and sample checks, and may result in the immediate deactivation of utilities supplied to the stand or the immediate closure of the same. Any other consequence that may arise from failure to comply with the above provisions is solely the responsibility of the Exhibitor and the its contracted companies. Fiera Milano may remove from the Exhibition Centre personnel of contractors/self-employed persons working on behalf of the Exhibitor if they do not have the identification card provided for by articles 18, paragraph 1, letter u), 21, paragraph 1, letter c), 26, paragraph 8 of the Italian Legislative Decree 81/08 and non-EU personnel if, even if they have the identification card referred to above, they do not have a valid, legible residence permit or a valid, legible identity card. The Employer who is responsible for such personnel will be charged consequently. The Exhibitor that, as customer, has authorised the company to operate in the district on its own account for the execution of works, will be informed of the claim. **The Exhibitor is responsible for the compliance with the regulations in force of everything that is carried out and organised on its behalf in relation to outfittings, structures, systems, products on display and all related activities.** Each Exhibitor must appoint a "Contact Person of the Exhibitor for the Exhibition Safety" (RSE) who will, for safety purposes, be liable towards all subjects possibly involved for all responsibilities in respect of the activities conducted on the Exhibitor's behalf during the entire time of stay at the exhibition district. At the Exhibitor's discretion, and under its full responsibility, the "Contact Person of the Exhibitor for the Exhibition Safety" (RSE) may also be a different person in each of the three stages mentioned above (assembly, exhibition and dismantling). The name of this Contact Person and the relevant telephone numbers must be communicated to the Organiser and Fiera Milano before the stand assembly works begin and, in any case, before workers and materials enter the Fiera Milano district. The names and contact details of the Contact Persons for the Exhibition Safety of neighbouring stands will be made available to Exhibitors at the Organiser and at Fiera Milano so that, through the exchange of information, it will be possible to identify any preventive measures to be applied to eliminate or, where this is not possible, minimise the risks of interference, where present. If the name of the "Contact Person of the Exhibitor for the Exhibition Safety" (RSE) is not communicated, this function will be held by the legal representative of the Exhibitor Company. Any changes to the name of the "Contact Person of the Exhibitor for the Exhibition Safety" must be promptly communicated to the Organiser and Fiera Milano. **Service providers working on behalf of Fiera Milano will only access the stand in the presence of the "Contact Person of the Exhibitor for the Exhibition Safety" and after authorisation from the latter. The above restriction does not apply to personnel responsible for surveillance and security of the area.**

### **32) FIERA MILANO S.p.A. OBLIGATIONS AND RESPONSIBILITIES**

Fiera Milano S.p.A. undertakes to deliver the assigned exhibition space to the exhibitor as under the terms of art. 8 of the General Regulations of the Show and to supply the services as under art. 10. In any event the exhibitor exonerates Fiera Milano S.p.A. from any liability subject to such restrictions as are laid down in art. 1229 of the Italian Civil Code. In any event, the liability of Fiera Milano S.p.A. does not extend beyond the payment of a sum amounting to 30% of the fee owed by the exhibitor and is exclusive of any further compensation whatsoever for damages incurred by the latter.

### **33) EXHIBITORS' LIABILITY FOR GOODS DISPLAYED AT THE TRADE SHOW**

Every exhibitor undertakes to comply with national, European and international regulations (including regulations on food hygiene and safety, labelling, business communications, non-preferential origin of goods, etc.) and accepts full liability for any foodstuff display that is not on accordance therewith. The exhibitor holds Fiera Milano S.p.A. harmless from and against any claim or dispute deriving from any product displays that are not authorised according to the regulations in force. In any case, every exhibitor is committed to removing the disputed goods.

### **34) INTELLECTUAL PROPERTY SERVICE - PROTECTION OF INTELLECTUAL PROPERTY**

The Exhibitor represents and warrants that he will comply with the regulation of the Intellectual and Industrial Property Service (available on the exhibition website) and with any amendments to Regulation itself that Fiera Milano S.p.A. could introduce to better regulate the service.

#### **Art. 34.1 - Protection of Industrial and Intellectual Property Rights**

The Exhibitor undertakes as follows: a) not to show any product involved in an intellectual property dispute whereby the final judgement ruled against the Exhibitor; and b) not to display prototypes and/or objects with trademarks, logos, decorations, unless the Exhibitor has obtained all Intellectual Property Rights. By signing the Application, the Exhibitor assumes all criminal and civil responsibility for everything exhibited on his stand and simultaneously releases Fiera Milano from all liabilities in the event that other economic parties claim industrial and/or intellectual property of the products in question. The Exhibitor also assumes responsibility for checking if his own rights are breached by other Exhibitors at the Event and agrees not to advance any claims to Fiera Milano for any damage caused by breach of the provisions in this paragraph.

### **35) USE OF IMAGES OF THE EXHIBITOR ACQUIRED DURING THE EXHIBITION**

In relation to the images of the Exhibitor, their stand and/or representatives, members, employees and workers, acquired or recorded in any way (such as, using cameras, video cameras or audiovisual recordings) during the Event, the above-mentioned Exhibitor declares to be aware, pursuant to European (EU) General Data Protection Regulation 2016/679, that Fiera Milano S.p.A. may collect and process said images and disseminate them for informative, promotional and commercial purposes pursuant to the terms specified in Article 38, and therefore grants Fiera Milano S.p.A. the free use of these images, for these purposes, as per articles 96 and 97 of Italian Law no. 633/1941, authorising Fiera Milano S.p.A. to use them through any means of communication (including, for example, brochures, presentations, catalogues and, in general, all the printed material necessary for their disclosure and promotion, TV, pay-per-view, etc.) and dissemination via internet (company website, social networks, etc.) or via magazines and other publications, including digital ones, with the rights to adapt and reproduce them for all legal purposes. For this purpose, the Exhibitor declares and guarantees to have: (i) obtained the authorisation of the data subjects for the processing of the data relative to their photos, video recordings etc. by Fiera Milano S.p.A., including their dissemination for informative, promotional and advertising purposes pursuant to the terms of the European (EU) General Data Protection Regulation 2016/679; (ii) obtained authorisation for the use and dissemination of the images, pursuant to Articles 96 and 97 of Italian Law no. 633/1941 on copyright, in the above-mentioned terms, from the natural persons portrayed or recorded, their representatives, members, employees and workers during the above-mentioned event. In relation to the previous sections (i) and (ii), the Exhibitor undertakes to indemnify and hold Fiera Milano S.p.A. harmless from all disputes, actions or claims that may be raised by the above-mentioned persons with regard to the indicated use and disclosure of the relative images described above.

### **36) OBLIGATION OF COMPLIANCE OF GENERAL REGULATIONS**

The Exhibitor agrees to observe and, pursuant to section 1381 of the Civil Code, to make sure that indirect Exhibitors observe the regulations of this General Regulations for the behaviours referred to them according to those regulations.

### **36 bis) MEASURES TO GUARANTEE PERSONAL SECURITY IN THE FIERA EXHIBITION CENTRE**

Fiera Milano, in observance of the instructions provided by the Public Security Authority, has adopted the infrastructural, organisational and operational measures deemed necessary to guarantee the security of the individuals present for any reason in the Fiera Exhibition Centre. Merely by way of example, the following may be provided for, at the sole discretion of Fiera Milano:

- particular means of access to and exit from the Fiera Exhibition Centre (specific entrances/exits or reserved lanes, times, systems for the regulation and control of accesses and flows), which may be differentiated according to user categories;
- security checks, which may also be carried out with the aid of fixed or portable equipment or instruments, on people, baggage and personal effects, both upon entry to the Fiera Exhibition Centre and inside it, and, where necessary, upon exit. These checks will be carried out by Fiera

Milano staff or by third parties entrusted by Fiera Milano for the purpose. Without prejudice to notification to Law Enforcement Agencies and any measures that may be adopted thereby, users who refuse to undergo checks will be prevented from entering the Fiera Exhibition Centre. If said users are already in the trade fair district, they will be removed immediately. Users invited to undergo a check must guarantee maximum collaboration, so that the check can be carried out as effectively and quickly as possible given the nature of the activity. Following said checks, and without prejudice to notification to Law Enforcement Agencies and any measures that may consequently be adopted thereby, Fiera Milano reserves the right, at its sole discretion, to refuse entry to the trade fair district to suspect individuals or objects, and to immediately remove any suspect individuals already inside the trade fair district; suspect objects must be immediately removed from the trade fair district by and under the responsibility of those in possession of them. Fiera Milano is under no obligation to provide services for the safekeeping of suspect objects;

c) variations or limits to pedestrian and vehicular routes within the Fiera Exhibition Centre, including the positioning of barriers, Jersey barriers, speed bumps and the like;

d) forcible removal, at the risk and expense of the owner, of means of transport of work equipment, objects or personal effects deemed suspect or liable to interfere with security checks.

The measures in this paragraph are also applicable to all visitors and guests admitted to the trade fair events.

### **36 ter) OTHER MEASURES MONITORING**

Without prejudice to the individual measures, compliance with the General Regulation is enforced by the staff of the Organiser, the pertinent offices of Fiera Milano and, where necessary, to third parties (physical or legal persons) appointed by the same.

### **37) CLAIMS, GOVERNING LAW AND COURT OF COMPETENCE**

Any claims must be submitted in writing to Fiera Milano. The applicable law is the Italian Law and the Court of Milan shall have competence to decide any dispute as may arise.

### **38) PROCESSING OF THE EXHIBITOR'S PERSONAL DATA**

**1.** The exhibitor states to be informed that the provisions of the European (EU) General Data Protection Regulation 2016/679 ("GDPR") concern processing for natural persons ("Personal Data") and do not apply to legal persons (companies), organisations and associations and the information ("Information") referring to these subjects, for which only the regulations on the delivery of electronic trade communications remain (the exhibitor can provide the consent required to deliver electronic communications for direct marketing purposes).

**2.** The Personal Data of the Exhibitor, where the same works as a sole proprietorship, a small business or a professional, and those of the representatives, members, employees and workers of the Exhibitor indicated in the Application for admission or also issued subsequently, as well as those acquired from third parties (e.g.: partners, commercial information companies, etc.) or during the Event (including, for example, any photos or video recordings made at the stands: see Article 36) is collected and processed by Fiera Milano S.p.a. (the "Data Controller" or "our company") under the terms described in the following paragraphs.

**3.** The aforementioned Personal Data is processed for the following purposes: to meet the obligations and services concerning Event participation (including Event catalogue disclosure through advertising, also electronically), providing the relevant services, meeting regulatory obligations and completing the associated administrative, accounting and tax activities. Processing the Exhibitor's personal data is thus necessary to establish and execute the contract concerning event participation, meeting the associated legal obligations and pursuing the legitimate interests of our company and companies in our Group for administrative, organisational, technical and security activity management associated with the Exhibitor's participation in the event and the provision of the relevant services. Failure, even partial, to provide the required personal data would not permit the Exhibitor's admission to the event and supply of the associated services.

**4.** For these purposes, personal data will be processed also electronically, through specific, mainly computerised, procedures and methods to ensure the correct management of the services provided. Personal data may be retained even after the event for administrative and accounting activities and tax obligations, for a period set out in applicable standards (usually ten years).

**5.** For these activities, the data can also be handled by personnel and collaborators authorised by our Company to process data in order to carry out administrative, technical, and security tasks related to the organisation and management of the event. Data can also be communicated to other companies in the Fiera Milano Group (see updated list on [www.fieramilano.it](http://www.fieramilano.it)) and trusted companies that provide us with organisational and technical services relevant to the event, such as installers, support and maintenance companies, printers, data processing companies, administrative consultancy studios and companies appointed to measure the performance of the event. The companies that process personal data on behalf of Fiera Milano S.p.A. operate as data processors meeting the specific obligations set forth in the relevant service contracts. For these purposes, personal data can be transferred to companies outside the EU, if the European Commission has recognised that these countries offer an adequate level of data protection (e.g. Switzerland, Australia, Israel, and USA for companies complying with the Privacy Shield framework), or based on suitable guarantees (such as standard contractual clauses or binding corporate regulations) or, should these conditions not be fulfilled, if said transfer is authorised by the Exhibitor or necessary for executing the contract.

**6.** Personal data (including images) concerning the Exhibitor's business (entrepreneurial or professional), can also be processed by the Data Controller or collaborators authorised by our company, or companies responsible for data processing to pursue the legitimate interests associated with the analysis of information concerning the Exhibitor's activities, the participation in our events, and requested services and, specifically, for the identification, through electronic processing, of the preferences and potential services of interest (profiling), to detect the quality of the services, complete statistical surveys to support the company's decision-making and strategic processes, to implement business plans and, above all, to provide services and products that meet the Exhibitors' needs.

**7.** The e-mail and postal addresses provided by the Exhibitor for their participation in the Event and for the use of the relative services can be used by the Data Controller to send the newsletter of the event and related Fiera Milano or the Group's activities, as well as communications regarding similar events and services. The Exhibitor can object, at any time (immediately or also subsequently), to the sending of these communications, by writing to [privacy@fieramilano.it](mailto:privacy@fieramilano.it) or by post to the Data Controller, to the addresses indicated in the Application and in the Rules.

**8.** Notwithstanding the delivery via e-mail or post of newsletters and communications concerning the event and services of interest, the personal data and contact information (e.g. e-mails) also referred to companies, organisations or associations, can also be processed by the Data Controller prior the Exhibitor's consent (to be provided by selecting the specific boxes), for the following purposes:

a) sending advertising and direct sales materials and performing market research or sending commercial communications by post, telephone, automated calling, fax, e-mail, text message, mms systems on additional exhibition events, the Data Controller's services and products and of Fiera Milano Group companies and of third parties (organisers, exhibitors, installers, qualified operators involved in the exhibition events or also operating in other sectors) interested in proposing favourable commercial offers to exhibitors;

b) sharing data with Fiera Milano Group companies, (see the updated list available on [www.fieramilano.it](http://www.fieramilano.it)) as well as other companies, including organisers, exhibitors, installers, qualified operators involved in the events or operating in other sectors, such as market research institutes, Fiera Milano sponsors and suppliers for their processing, as Data Controllers, for the purposes and with the methods specified in section a).

**9.** For the purposes indicated in the previous paragraph, the provision of this data remains optional and does not affect the Exhibitor's participation in the event and use of the relevant services and the data subject is entitled to withdraw previously provided consent (without affecting the lawfulness of processing based on consent before its withdrawal).

**10.** The GDPR (articles 15-22) ensures the data subject the right to access pertinent personal data at any time, obtain a copy, rectify or complete them if incorrect or incomplete, erase them or restrict their processing when the grounds occur, object to their processing on grounds relating to the particular personal situation and for direct marketing purposes, request data portability if processed by automated means for the execution of the contract or based on the data subject's consent, and lodge a complaint with the personal data Supervisory Authority if it is believed that rights have been infringed.

**11.** For any further clarification or request concerning the processing of your personal data, the data subject can contact the Data Controller at the addresses provided in the Application and/or Regulation. Additionally, the data subject can apply to the Data Controller to exercise the above-mentioned rights, to learn of the updated list of the categories of data audiences and any processors appointed by our company (also available on website [www.fieramilano.it](http://www.fieramilano.it), privacy link).

**12.** The information in this Article is provided by the Data Controller pursuant to Article 13 of the GDPR and the Exhibitor undertakes to communicate it to the natural persons (its representatives, members, employees and workers) whose Personal Data have been provided for the purposes of their participation in the Event and for the provision of the relative services, and also to guarantee that the Personal Data are lawfully used by the data Controller for these purposes and to indemnify/and or compensate the Data Controller for all costs and damages that may derive from the Exhibitor's breach of the duties to the Data Controller undertaken pursuant to this Article.

By signing this Application Form, the undersigned Company declares acceptance of and undertakes to fully comply with the Event General Rules and Regulations.

Date  /  /

Stamp and Signature \_\_\_\_\_

## **PRIVACY NOTICE** **Exhibitor's authorisation of their Personal Data Processing**

With respect to the processing of the personal data, as specified in Article 38 of the Rules, the Exhibitor authorises Fiera Milano S.p.A., in its capacity as Data Controller, to process their personal data and information for the following purposes:

a) sending advertising and direct sales materials and performing market research or sending commercial communications by post, telephone, automated calling, fax, e-mail, text message, mms systems on additional exhibition events, the Data Controller's services and products and of Fiera Milano Group companies and of third parties (organisers, exhibitors, installers, qualified operators involved in the exhibition events or also operating in other sectors) interested in proposing favourable commercial offers to exhibitors;

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

b) sharing data with Fiera Milano Group companies, (see the updated list available on [www.fieramilano.it](http://www.fieramilano.it)) and other companies, including organisers, exhibitors, installers, qualified operators involved in the events or operating in other sectors, such as market research institutes, Fiera Milano sponsors and suppliers, for their processing, as Data Controllers, for the purposes and with the methods specified in section a).

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

Date  /  /

Stamp and Signature \_\_\_\_\_

January 2021