

1) DEFINITIONS

Event: means FIERAGRICOLA, International Agricultural Technologies Show (hereinafter referred to as the "Exhibition").

Regulations: means this document with the general contract conditions enclosed herein.

Organiser: means Veronafiere SpA (and/or Veronafiere), owner of the organisation of the Event and its brand, which stipulates this contract as the owner and lessor of exhibition areas and related services.

Direct Exhibitor: means a company taking part in the Event as user of exhibition

areas with its own stand, personnel and products by directly concluding and signing a contract with the Organiser (direct owner of the area and/or stand). The Direct Exhibitor is responsible for the trade sector compatibility of Co-exhibitors and Represented Companies.

Co-exhibitor: means a company taking part in the Event with personalised spaces, products and personnel effectively present in the area of a Direct Exhibitor.

Ditta Rappresentata: means a company present only with "guest products", brand or trademark on the stand of a Direct Exhibitor.

2) VENUE - DATES - OPENING HOURS - ADMISSION

Venue: Veronafiere Exhibition Centre

Dates: from 26 to 29 January 2022

Opening Hours: from 9:00 to 18:00

Holders of Exhibitor Passes may enter the Exhibition Centre at 8:00 and leave no later than 18:30

Last access allowed to visitors: 17:30

Admission

Admission to the Exhibition is on payment, subject to registration and mandatory declaration of the intended date of the visit. Once the entry ticket is redeemed, it will no longer be possible to change either the name or the schedule indicated for the visit.

The Organiser reserves the right at its complete discretion to modify the timetable indicated above, as well as to suspend entrance by trade professionals for unexpected organisational requirements without this constituting a reason for liability or any claim whatsoever against the Organiser itself.

3) ELIGIBILITY TO EXHIBIT AND TRADE SECTOR REQUIREMENTS

The following are allowed to attend as exhibitors:

- producers/manufacturers, official importers, exclusive representatives;
- associations, research institutes, authorities;
- institutions or consortia,

operating in the following product categories and trade sectors:

agricultural machinery and components, breeding technologies, animal nutrition and health, livestock and animal genetics, agropharmaceuticals, fertilizers, seed, nurseries, renewable energy products, renewable energy sources technologies, technologies for management of green areas, trade press, research institutes,

banks and insurance companies, associations and authorities.

Limitations or Exclusions

- Exclusive Representatives can only take part in the Exhibition under the names of their own companies;
- retailers and dealers cannot take part in the Exhibition, except in special cases after evaluation by Veronafiere.

Only Exhibitors whose activities come within the relative product categories and trade sectors envisaged by the Event will be accepted.

4) PARTICIPATION RATES AND INCLUSIVE SERVICES

The **Direct Exhibitor registration fee** is € 580.00 + VAT, and includes:

- registration and insertion in the Official Catalogue, as well as on the Exhibitor List available on the Event website;
- insertion of the company name in the alphabetical list of exhibitors on the "Visitor Guide";
- 150 electronic invitation cards to be sent to customers and available in the Exhibitor Exclusive Area; additional electronic invitations can be ordered, upon payment, through the E-commerce platform in the Exclusive Area;
- insurance cover for civil liability risks for third-parties and insurance for other Exhibitor risks in accordance with the maximum sums and conditions envisaged at Article 14.3 of these General Regulations;
- advertising tax on stand signs as per the limits defined in Article 13.3;
- 2 exhibitor passes for entrance to the Event, available in the Exclusive Area and to be customized with the details of the pass user;
- 2 car parking passes. The parking areas reserved for Exhibitors are available until all places are fully booked and are not supervised; inasmuch, the Organiser declines any and every responsibility for eventual theft or damage that may involve parked vehicles;
- 2 free WI-FI accounts during the exhibition days;
- advertising fee on audio-visual equipment;
- access to all services provided by Veronafiere in the Exhibitor Exclusive Area.

The **Represented Companies registration fee** is € 250.00 + VAT, and includes:

- registration and insertion in the Official Catalogue, as well as on the Exhibitor List available on the Event website with the wording "Represented by:..." followed by the name of the Direct Exhibitor to whom the stand is assigned;
- insertion of the company name in the alphabetical list of exhibitors on the "Visitor Guide";
- 1 exhibitor pass, to be customized with the details of the pass user.

The **Co-exhibitor registration fee** is € 250.00 + VAT, and includes:

- registration and insertion in the Official Catalogue, as well as on the Exhibitor List available on the Event website with the wording "Presented by:..." followed by the name of the Direct Exhibitor to whom the stand is assigned;
- insertion of the company name in the alphabetical list of exhibitors on the "Visitor Guide";
- 1 exhibitor pass, to be customized with the details of the pass user.
- 1 car parking pass.

For eventual insertion in the Official Catalogue of Co-exhibitors without the wording "Represented by:/Presented ..." followed by the name of the Direct Exhibitor

to whom the stand is assigned, please refer to the relative enrolment as Direct Exhibitors and payment of the registration fee of € 580.00 + VAT.

Indoor and outdoor exhibition space rates

- tariffs per square metre of show space (space only) are applied to the entire occupied area with continuous perimeters;
- tariffs per square metre do not include any type of set-up, carpet, furnishings or partition wall between the booths;
- the minimum exhibit area which can be assigned inside the Pavilions is 16 sq. m (4x4 m and multiples). For corner stands with 2 open sides, the minimum exhibit area is 32 sq. m (depending on availability).

Indoor Areas - registration application and advance payment sent by 26 July 2021:

up to 48 sq.m	€ 124.00/sq.m + VAT
from 64 to 144 sq.m	€ 114.00/sq.m + VAT
from 160 to 400 sq.m	€ 99.00/sq.m + VAT
over 400 sq.m	€ 93.00/sq.m + VAT

Indoor Areas - registration application and advance payment sent after 26 July 2021:

up to 48 sq.m	€ 139.00/sq.m + VAT
from 64 to 144 sq.m	€ 129.00/sq.m + VAT
from 160 to 400 sq.m	€ 114.00/sq.m + VAT
over 400 sq.m	€ 108.00/sq.m + VAT

Outdoor Areas - registration application and advance payment sent by 26 July 2021: € 64.00/sq.m + VAT

Outdoor Areas - registration application and advance payment sent after 26 July 2021: € 74.00/sq.m + VAT

Indoor and outdoor exhibit space rates per square metre include the following services:

- 1 exhibitor pass for every 8 sq.m and up to a maximum of 40 passes, available in the Exclusive Area and to be customized with the details of the pass user;
- 3 free WI-FI accounts during the exhibition days;
- basic electrical package with 2 kW every 16 sq.m space and no. 1 electrical connection. The basic electric package must be requested through the appropriate page available in the E-commerce platform of the Exhibitor Exclusive Area, **by and not beyond 17 January 2022**. After this deadline, the basic

electrical package will be upon payment, and Veronafiere will charge a flat fee of € 80,00;

- basic stand cleaning service: cleaning of floors and finishings (e.g.: carpet) -excluding materials/machinery on show- dusting of furnishings and emptying of wastepaper baskets from the day before the event and every evening of event days;
- no. 50 electronic invitation cards every 16 sq.m space, up to maximum 300 invitations. Additional electronic invitation cards can be purchased in the E-commerce platform of the Exhibitor Exclusive Area;
- general promotion of the Event, heating, ventilation, sanitation of the areas, general surveillance (excluding stands), general lighting of pavilions, information, sanitary facilities, first aid, supervision by fire fighting authority.

Tariffs for dynamic area

Dynamic areas are outdoor demo areas where self-propelled machines or tractors in motion can be presented for work tests over pre-defined routes.

Tariff: € 15.00/sq.m + VAT

5) REGISTRATION APPLICATION, DEADLINES AND SPACE ASSIGNMENT

5.1) REGISTRATION APPLICATION PROCEDURES AND TERMS INVOLVE AND IMPLY THE FOLLOWING:

- submission to the Organiser of the Registration Application duly filled out online, in the Exhibitor Exclusive Area;
- payment of an advance -to be made upon registration- equal to the Registration Fee, plus 30% of the amount due for the exhibit area (+ VAT, if due). Registration Applications received without an advance payment shall not be processed.

Whenever a Direct Exhibitor represents other companies in its booth, or promotes their relative image/product/brand or trademark, any eventual registration applications for Co-exhibitors and/or Represented Companies must be entered and completed in the Exclusive Area.

Exhibiting companies should enter their full VAT registration number or valid T.I.N. Tax Identification Number on the online Application Form. If this information is not provided, Veronafiere is obliged to charge 22% Italian VAT on all invoices. This rule only applies to non-Italian Exhibitors.

The Registration Application is an irrevocable contractual proposal of participation for the Exhibitor.

The Exhibitor fully accepts and hereby agrees to abide by:

- the Exhibition General Regulations;
- Veronafiere Technical Regulations;
- all the notices and dispositions issued by Veronafiere -even subsequently- for the organisation and successful running of the Event.

5.2) DEADLINE TO REGISTER FOR THE EVENT AND FOR SUBMITTING THE ONLINE APPLICATION FORM: 15 NOVEMBER 2021.

After this date, registration applications will be accepted with reserve and put on the waiting list.

Registration applications which are incomplete, unaccompanied by the advance payment receipt due on submission of the application form, and/or non-conforming to the foregoing cannot be accepted.

Applications shall be considered as accepted only when Veronafiere issues confirmation of the exhibit area and the relative "Stand Assignment Notification" document.

5.3) CONTRA DEALS

Attendance under contra deal/exchange of services envisages:

- compiling the online Registration Application, as outlined above;

6) PAYMENTS

On receipt of a duly compiled Registration Application complete with the relative advance payment, Veronafiere will issue a receipted invoice for the amount paid by the Exhibitor. However, the issue of the paid deposit invoice does not confirm attendance by the Exhibitor, nor does it imply acceptance of the application request by Veronafiere.

If the application is not accepted, the amount paid as deposit will be refunded without any additional sum by way of interest.

Exhibitors who submit application forms after the Event registration deadline shall pay the full amount due on forwarding said Registration Applications.

Exhibitors owing sums to the Organiser in the case of non-payment of sums concerning other previous events will not be enrolled in the new edition of the Event until the outstanding sums in question are settled. Whenever such Exhibitors make advance payments for the new Event, such payments will be retained by Veronafiere as balance/advance on existing sums due: participants expressly waive the faculty of different attribution of payments as per Article 1193, item 1, of the Italian Civil Code.

The Organiser will issue the Exhibitor with a receipt for payment attributed as

Exhibitors may book a demo area only under the following conditions:

- 1) upon reservation and assignment of a static exhibit space;
- 2) only after submission of a technical project of the demo area, which should:
 - adhere to current safety regulations and comply with product categories permitted for the Event;
 - ensure and add technical and spectacular value to the exhibition.
- 3) Use of the outdoor dynamic area exclusively for demonstration of machinery in motion;
- 4) obligation to use a safety fence to delimit the demo area, and which will be supplied exclusively by Veronafiere upon presentation of specific cost estimates. Veronafiere provides customised quotes for the personalization of the safety fence with advertising signs or non-woven fabric banners, complete with exhibiting company's logo and graphic. Veronafiere reserves the right to evaluate and assess applications for admission to the Dynamic Area, and to approve the relevant technical projects for the demonstration, presented by the exhibitor.

- the issue of reciprocal invoices for exchange of services within the terms and for the amounts envisaged in the barter agreement.

Payment of these amounts will be made by offsetting the reciprocal debts and credits, pursuant to Article 1241 of the Italian Civil Code.

If pending payments and administrative issues are underway, no contra deal/barter agreements will be stipulated.

If the Exhibition is cancelled and Veronafiere will promptly notify the Exhibitor that it is no longer able to provide with the activities and services envisaged in the contra deal/barter agreement. In this case, Veronafiere will pay the Exhibitor a sum up to a maximum amount of 30% of the sum agreed and defined for the contra deal.

5.4) ASSIGNMENT OF THE EXHIBIT SPACES

Space allocation will be made at the discretion of the Organiser, being the assignment of exhibit areas the exclusive competence of Veronafiere.

Any participation in the previous edition of the Event is not to be considered a preferential title for the assignment of the same location and/or conformation and/or square footage of the exhibition area.

Any requests for the exhibit space expressed and submitted by the Exhibitor together with participation documents and in relation to the show area (i.e.: total sq.m desired, open sides, preferred location, etc...) are just merely indicative, not binding on the Organiser, and may not be considered as effective conditions for the Registration Application.

Veronafiere:

- assigns areas according with its own organisational and layout requirements, in relation to available space;
- communicates the acceptance of the registration application by sending the Stand Assignment Notification document;
- reserves the right, in its sole discretion, to modify the locations and features of exhibit areas requested and/or already assigned, and to allocate space on any other basis it deems appropriate. Any such modification shall not entitle the Exhibitor to raise any exception nor to claim any compensation for presumed current or future damages;
- returns the advance payment in case of non-acceptance of the Registration Application;
- shall not accept Registration Applications in case of payments due to the Organiser and that are still pending.

balance/advance for existing debts, as per and to the effect of Article 1195 of the Italian Civil Code.

Balance of sums due for exhibit areas

Exhibitors must settle the full balance within 15 days after the issue of the "Stand Assignment Notification" and in any case **by and no later than 2 December 2021**.

Exhibitor passes will be assigned and published in the Exhibitor Exclusive Area only after receiving payment of the balance due. In order to enter the Exhibition Centre and take possession of assigned stands, Exhibitors must have duly settled the amount due for the exhibit area.

Balance for other Services

Payments for other services must be settled at the time of presenting the request/order thereof and in any case prior to the opening of the Exhibition, in compliance with the provisions of the Veronafiere E-commerce platform, any printed forms that may be required and the procedures envisaged c/o the Exhibitor Services points in the exhibition centre.

7) TRANSFER, SPACE REDUCTION, WITHDRAWAL AND IMPOSSIBILITY OF ATTENDANCE

Transfer

It is forbidden to transfer and/or sublet the stand or part of it, even free of charge.

Space Reduction

Exhibitors who intend to reduce the exhibition space already assigned to them must notify Veronafiere; in this case, the sum for the entire exhibition space previously allocated will be charged, unless otherwise agreed between the Exhibitor and the Organiser.

Withdrawal

Exhibitors who intend to withdraw from the Event, must immediately inform the Organiser. The cancellation and waiver must be notified in timely fashion and in writing to Veronafiere.

- If the notification of withdrawal is formalised by 2 December 2021, Veronafiere will withhold all sums paid by way of advance deposit by the Exhibitor at the time of registration.
- If the notification of withdrawal is formalised after 2 December 2021, Veronafiere

will withhold and/or demand full payment of the financial consideration due for the registration fee and show area assigned to the Exhibitor.

Impossibility of Attendance

If Exhibitors are unable to participate in the Exhibition for reasons beyond their control, such as force majeure and restrictive or impeding regulatory measures (by way of example but not limited to: entry visas not being issued; quarantine obligations on arrival and/or return; partial closure of borders), Veronafiere is entitled to:

- retain the advance payment (equal to the registration fee plus 30% of the value of the desired exhibit area plus VAT, if applicable) and consider it valid and usable for the next edition of the Event, or

- reimburse the entire sum paid as advance, at the request of the Exhibitor.

As of 3 January 2022, in the event of cancellation and waiver, the Organiser may demand full payment of the financial considerations due by the Exhibitor for registration fees and show areas assigned, as well as a penalty equal to 20% of said sums, while also reserving the right to claim higher damages.

If no communication of withdrawal and non-attendance is received from the Exhibitor, and whenever the assigned exhibition area is not occupied by 18:00 on 23 January 2022, it will be considered abandoned and made available to Veronafiere, that can freely dispose of it and/or assign it at its complete discretion, without any obligation as regards reimbursement.

8) CANCELLATION - POSTPONEMENT - SUSPENSION OF THE EVENT

Cancellation and postponement of the Event

Veronafiere, in the event of force majeure or for reasons beyond its control, may cancel the Exhibition or change its date, without being subject to any liability. In no case will compensation, penalties or indemnities of any kind be paid. In the event of postponement, Veronafiere will promptly notify the new dates, retaining the advance already paid as credit for the next edition of the event.

Suspension of the Event after the opening date

- If suspension occurs through force majeure, Veronafiere will not make any reimbursements;
- in any other case, Veronafiere will reimburse a sum commensurate with the loss of fruition.

In no case will compensation, penalties or indemnities of any kind be paid.

9) STAND SET-UPS

Veronafiere has implemented new procedures to manage the emergency. The pertinent and constantly updated documents are available at the following link: <https://www.veronafiere.it/info-e-servizi/safety-instructions/>. Further information can be found in the Veronafiere Technical Regulations. Updated and detailed information will be continually published and made available in the "Documents" section of the Exhibitor Exclusive Area, as well as in the portal dedicated to the supervision of set-ups (i.e.: Veronafiere Access Control Portal).

Stand set-up

The exhibition area assigned by Veronafiere is bare and unfurnished: Veronafiere does not provide partition walls between stands, nor electric systems or electrical panels, with the exception of any exhibition spaces that are already set-up by Veronafiere and ready for use.

"Space only" Exhibitors are responsible for the construction of their exhibition stand and are required to decorate the assigned area and install free standing partition walls between their own and adjoining stands.

Exhibitors can:

- request and order ready-to-use / shell scheme stands offered by Veronafiere;
- set up the assigned space on their own, with their own staff or by appointing a specialised stand contractor company / stand fitter.

The installation and set-up of stands may be implemented on prior presentation to the Organiser of a stand set-up project and necessary technical documents, and following the approval issued by the competent offices through Veronafiere Access Control Portal.

To this end, within 60 days prior to the start of the event, Exhibitors must decide the set-up they intend to implement through the dedicated section of the Exclusive Area.

Stand installation and set-ups entrusted to Veronafiere

Exhibitors will find technical information and costs in the E-commerce forms in the Exclusive Area.

Exhibitor stand installation and set-ups

Exhibitors must present the project and technical design of their stands for approval by Veronafiere.

If stand installation and set-up is implemented by:

- **Exhibiting company personnel:** the Exhibitor must upload the complete documentation of the stand fitting and decoration on the Veronafiere Access Control Portal;
- **appointed stand contractor/fitter:** the Exhibitor must notify the appointed contractor company/fitter name in the Exclusive Area. In this case, the stand contractor will have to upload all the technical documents relating to the stand and its own company details on the dedicated Veronafiere Access Control Portal.

For reasons of safety, logistics and usability of the event, the Organizer can -in its sole discretion- request additional documentation, and/or changes to stand-fitting projects submitted by Exhibitors and/or their Stand Contractor companies.

Veronafiere checks set-up projects and technical documentation, approves the stand set-up and authorizes the printing of passes to enter the Exhibition Centre during stand installation and dismantling stages.

Authorisations and actions by the Organiser do not in any way incur any responsibility, which in any case remains exclusively with the Exhibitor.

As required by the **Ministerial Decree dated 17/01/2018** which introduced the new Technical Construction Regulations 2018, and as indicated in Veronafiere Technical Regulations, it should be noted that **all set-ups installed inside the exhibition centre must be compulsorily certified. Costs relating to certification are borne by exhibitors** and payment must be made in the manner envisaged in the specific E-commerce section of the Exhibitor Exclusive Area.

The permitted height for construction associated with stand set-up, **without having to request authorisation from neighbouring stands, is 3 meters** from ground level.

Every visible wall or portion of wall, from the common spaces, from the aisles or from the neighboring stands, must necessarily provide a perfectly homogeneous finish, of uniform and neutral color.

Bans and Permits

It is strictly forbidden to:

- hang and anchor truss structures, billboards and/or any other structures to the ceiling of exhibition halls. Such activity is the exclusive competence of Veronafiere;
- use -including for display- the walls of adjoining stands or the perimeter walls of the Exhibition venue;
- install and set up the booth in an area and/or position other than that assigned by Veronafiere and indicated in the floorplans forwarded to Exhibitor along with the "Stand Assignment Notification" document;
- erect and install continuous walls having lengths more than 50% of the individual free open sides, and of nonadjacent stand sides or frontages.

The following is permitted:

- erect two-storey stands, provided that the project and design of mezzanine stands complies with Veronafiere Technical Regulations.
- Throughout the stand installation/set-up and dismantling stages, and according to D.Lgs 81/08, all exhibitors, stand contractors and their employees inside the Exhibition Centre must:
 1. wear appropriate P.P.E. Personal Protective Equipment (i.e.: safety shoes, high-visibility jackets, etc...);
 2. be provided with the "Barcode pass" -mandatory for persons and vehicles to access the fairgrounds, and not transferable- which can be printed only following the approval of Veronafiere;
 3. be provided with an ID working badge, issued by their own companies.
- Cars and vehicles for passenger transport only will not be allowed to enter the fairgrounds and will have to be parked outside the Exhibition Centre in the dedicated parking areas.
- For vehicles used to carry out loading/unloading operations inside the Exhibition Centre, Veronafiere will provide a "TIME PASS" coupon; this pass allows the vehicle to remain inside the exhibition centre for a maximum of 1-2 hours depending on the type of load and the materials transported. Vehicles must respect the one-way system along the avenues and access roads, limit permanence only to the time necessary for loading/unloading operations and must leave the fairgrounds once the TIME PASS period has ended, stopping in the parking areas indicated on the coupon itself.
- May we remind that the safety management during the stand set-up and dismantling stages is now regulated by the DM 22-07-2014 - "Decreto Palchi e Fiere".

The **stand installation / set-up stage** is regulated as follows:

- from 21 to 22 January: 7:00 – 20:30
- on 23 January: 7:00 – 18:00 (end of the stand set-up)
- on 24 January: **no access to the Exhibition Centre will be allowed** so that sanitation activities can be performed
- on 25 January: **access to the Exhibition Centre will be allowed only to Exhibitors** from 7:00 to 18:00

Stand installation and set-up must be completed by and no later than 18:00 (6:00 p.m.) on 23 January 2022.

On 25 January, stand installation and set-up and/or material handling operations will not be permitted; access to the pavilions and exhibit areas will be denied to all stand contractor companies/fitters.

Exhibit spaces are granted exclusively for the area and position indicated on floor plan sent to the Exhibitor with the Stand Assignment Notification.

Stands that are not occupied by 18:00 on 23 January will be considered as abandoned and consequently at the full disposition of Veronafiere, that may utilise them at its complete discretion: the dispositions of Article 7 of the Event General Regulations shall apply.

The **dismantling stage** is regulated as follows:

- from 30 January to 01 February: 7:00 am – 20:30

Stand dismantling must be completed by and no later than 20:30 (8:30 p.m.) on 01 February 2022.

The presence of the Exhibitor or delegate/representative is required from the

onset of dismantling through to complete disassembly of the stand, not the least for possible complaints/notification of damage.

Within the deadline for dismantling, Exhibitors must leave exhibition areas in the same state and conditions in which they were originally consigned.

After the deadline for dismantling, Veronafiery can:

- 1) disassemble structures and store them without any liability and at the expense, risk and danger of the defaulting Exhibitor. Goods will remain available to their legitimate owners for up to 30 days from the end of the dismantling stage. Thereafter, Veronafiery will arrange for definitive clearance of the material, charging the exhibitor and/or appointed fitter for all costs sustained for handling,

transport, removal and disposal.

- 2) charge the Exhibitor the sum of € 1,000.00 + VAT as a penalty for each day that assets, goods and structures remain in the Exhibition Centre, without compromising the right to claim compensation for higher damages.

If waste materials (e.g.: wood, carpet, paper, etc...) are left in the area, Veronafiery will arrange the disposal of the material and charging costs and penalties to the Exhibitor.

For any items not specified in this document, please refer to the provisions in the Technical Regulations, which are an integral part of the General Regulations.

10) SHIPMENTS AND MATERIAL HANDLING

Shipments

Exhibitors are free to use their own forwarding agents to perform shipping activities, and railway or customs procedures. Alternatively, Exhibitors may contact Veronafiery official Forwarding and Logistics Agent to arrange the above-mentioned services.

Veronafiery official Forwarding and Logistics Agent:

- is the only company authorised to perform material handling and loading/unloading operations inside the Exhibition Centre;
- is authorized to manage and carry out railway/customs import-export procedures.

The use of work vehicles inside the exhibition centre not authorized by Veronafiery is strictly forbidden.

Material Handling in the Exhibition Centre

Material handling, unloading and positioning operations **must be completed by and no later than 18:00 (6:00 pm) on 23 January**.

On **25 January** -the day before the opening of the Exhibition- **it is strictly forbidden to use cranes, forklifts, forklift trucks and/or lifting equipment** for material handling.

Services Booking Request

Exhibitors can request handling services in the Exhibition Centre through the specific order form available in the e-commerce section of the Exclusive Area, and by contacting Veronafiery Official Forwarder & Logistics Agent directly for bookings and payments.

The request is considered to be a booking and the provision of the service is subject to direct confirmation by the Official Forwarder & Logistics Agent.

Exhibitors are required to respect the times communicated in the booking form and accept any changes within acceptable time limits. The hourly rate starts as soon as the vehicle is available.

Further comprehensive details are available in Veronafiery Technical Regulations.

11) MACHINERY IN OPERATION - ACCIDENT PREVENTION

Machinery in Operation

Exhibitors can operate machinery on show, under the following conditions:

- subject to authorization from Veronafiery, to be requested no later than 60 days prior to the start of the Exhibition;
- under their sole responsibility;
- in compliance with the provisions and dispositions of Veronafiery Technical Regulations;
- with the adoption of all necessary measures to safeguard and protect personnel and operators;
- after obtaining necessary permission from competent authorities;

- in the event of demonstrations involving the participation of visitors, Exhibitors may be required by Veronafiery to provide additional documentation -if necessary- to ensure the safety of exhibitors and visitors;
- Exhibitors will have to follow the rules and any possible additional instructions given by Veronafiery.

Veronafiery reserves the right to limit and/or prevent the operation of machines that may compromise the safety of Exhibitors and/or Visitors or cause excessive disturbance, even if prior authorisation has been granted.

12) PHOTOGRAPHS AND REPRODUCTIONS - INDUSTRIAL AND INTELLECTUAL PROPERTY RIGHTS

12.1) PHOTOS/VIDEOS TAKEN BY EXHIBITORS AND PERTINENT LIABILITIES AND INDEMNITIES

Exhibitors hereby acknowledge and accept that:

- reproductions of general or detailed external and internal views and bringing photographic or cinematographic equipment into the Exhibition Centre are subject to the issue of written authorization by Veronafiery;
- Stands and products displayed by other Exhibitors may not be photographed/filmed or in any case reproduced without the authorization of the Exhibitors in question and Veronafiery.

Exhibitors are liable for any reproductions made, since the authorization issued by Veronafiery does not entail acceptance of liability by the latter as regards compliance with law applicable to such reproductions.

are binding and mandatory for Exhibitors attending the Event, who equally undertake to uphold its implementation and not to obstruct its application. The fact that, during the exhibition, the Organizers or third parties make services even of a legal nature available to Exhibitors, free of charge or against payment, which the Exhibitors may use to protect themselves against conduct enacted by other Exhibitors, does not imply any liability on the part of Veronafiery in relation to said conduct or the provision of said services.

Exhibitors acknowledge and accept that Veronafiery is in no way liable for displays of products that violate industrial property rights or any acts by other Exhibitors of unfair competition or abusive reproduction of stands or goods on display, or any other conduct likely to cause harm to third parties.

12.2) PHOTOS/VIDEOS TAKEN BY VERONAFIERE AND RELATED UNDERTAKINGS AND INDEMNITIES REGARDING EXHIBITORS

inside the Exhibition Centre hosting the Event, as indicated by appropriate signs, Veronafiery (including duly appointed third parties) reserves the right to take photographs and videos involving overall views or external and internal details, even of stands and products on display, without compromising the provisions of Articles 12.3 and 12.4 below.

Exhibitors acknowledge that such material may -albeit incidentally- even involve natural persons pertaining to them (e.g. employees/collaborators, image girls, guests, etc...) attending the Exhibition and that photographs, films and recordings that portray them may be broadcast, published and disseminated online and made available to the public for commercial purposes.

Inasmuch, Exhibitors undertake to:

- inform these subjects and explain that those who do not wish to be filmed are required to immediately notify photographers or staff and that they can also consult the pertinent information concerning personal data processing pursuant to Art. 13, EU Regulations.
- waive Veronafiery from any dispute, complaint, action and/or claim by such subjects in relation to the above-mentioned footage.

12.3) INDUSTRIAL AND INTELLECTUAL PROPERTY RIGHT AND EXEMPTION OF VERONAFIERE FROM LIABILITY

Veronafiery has activated an "Industrial and Intellectual Property Rights" service. Veronafiery promotes the importance of upholding industrial and intellectual property rights as essential rules for fair competition on industrial markets and, especially, during its trade fairs.

However, Veronafiery is in no way liable for activities carried out by Exhibitors during the Exhibition and in particular the display of products that violate industrial property rights or any act of unfair competition enacted by Exhibitors.

To this end, Veronafiery has decided to promote every initiative that helps strengthen compliance with industrial and intellectual property rights, in particular through the activation of its "Industrial and Intellectual Property Rights Service". On signing and accepting the Event General Regulations, Exhibitors/Co-exhibitors declare their acceptance of the Regulations of the Industrial and Intellectual Property Rights Service to which reference is made in full and whose provisions

12.4) WAIVER BY EXHIBITORS

Exhibitors authorize the Organizers for a period of 2 years from the closing date of the Exhibition referred to in Article 2 - granting all rights of economic use necessary to this end - to use, without charge, for the purpose of promoting or providing information about the Exhibition, the name, brand and logo of Exhibitors and/or their products, as well as any content and materials uploaded by Exhibitors to the Exhibition's online platforms.

By virtue of this waiver, the Organizers may publish and disseminate whatsoever is indicated in the previous paragraph, even by means of photos/videos as referred to in Article 12.2 above, online - by way of example but not limited to - through YouTube, Facebook and MainStreaming platforms, or through the Organizers own websites - or in other ways (e.g.: brochures, catalogues, posters/billboards, etc.), undertaking in any case to use the material in a manner that does not harm the image, reputation and decorum of Exhibitors and not to use it in relation to initiatives/services other than those pertaining to the Exhibition, refraining from assigning in any way the right of use by third parties.

In relation to the subject of the waiver, Exhibitors declare having full and legitimate availability, as well as ownership, in compliance with all the provisions of applicable law, including, by way of example but not limited to, the provisions referred to in Law 633/1941 as amended, as well as all related rights of use, and therefore be entitled to transfer the above-mentioned rights to Veronafiery and that the names, trademarks, logos, contents and materials referred to in the first paragraph do not and will violate any intellectual, industrial or other property rights of third parties, nor any existing laws and regulations and that the signs and/or information contained therein are lawful and correct, do not cause offence to persons or entities, and comply with the principles of public order and morality. Inasmuch, Exhibitors expressly waive the Organizers from any responsibility in this regard, holding the latter indemnified against any dispute, complaint, action or claim by said subjects in relation to names, brands, logos, contents and materials covered by this waiver.

13) OFFICIAL ADVERTISING AND PUBLICATIONS

13.1) OFFICIAL CATALOGUE AND OTHER PUBLICATIONS

The Organiser reserves the exclusive right for the publication and sale of the Official Catalogue of the Event.

The Official Catalogue and other promotional publications can be realised in various formats (e.g.: digital, app, paper); modalities and formats will be appropriately communicated to all participants in due time.

The Official Catalogue will include information about Exhibitors whose catalogue entries and listing have been duly submitted and received **by and no later than 2 December 2021**.

On payment, Exhibitors may eventually add –through order placed on the E-commerce in the Exclusive Area- further technical indications and advertising inserts.

Veronafiere and its partners/consultants:

- are not responsible whatsoever for eventual errors or omissions that may arise in the Catalogue or other promotional publications prepared for the Event;
- are not responsible for eventual printing errors of advertising announcements reproduced from artworks not meeting the necessary requisites for correct reproduction, nor for the contents of such advertising announcements.
- Veronafiere reserves the right to modify -at its complete discretion- advertising positions already agreed with advertising Exhibitors whenever technical requirements make this necessary.

13.2) ADVERTISING

Exhibitors may only carry out promotional activities within their own stands for their own and represented companies/co-exhibitors that have been duly registered for the Event.

The following activities are forbidden:

- any advertising, promotional, distribution activities and leafleting outside the assigned exhibit space;
- subscriptions requests or other activities that may disturb or damage the image of Veronafiere or the correct management and running of the Event.
- Veronafiere reserves the right, at its complete discretion, to prohibit or interrupt the display and/or distribution of promotional/advertising material and/or messages that do not conform with current legislation or which in any case are not appropriate or in keeping with the exhibition itself.

13.3) BILLBOARDS AND SIGNS

Advertising billboards and signs up to max. 3 metres h from ground level:

- billboards and signs can be installed in the assigned exhibit space;
- shall not be subject to the advertising tax, as it is already included in the Registration Fee.
- Advertising billboards and signs over 3 metres h, shall be subject to:
- prior approval of Veronafiere;
- payment of the advertising and Local Council tax through order form available in the E-commerce section of the Exclusive Area.

Veronafiere declines any and all responsibility concerning eventual sanctions that may be issued for advertising spaces not declared by Exhibitors.

13.4) AUDIO-VISUAL AND BROADCASTING EQUIPMENT – LIVE PERFORMANCES – SOUND LEVELS

Exhibitors can use visual, audio-visual, audio and similar equipment with or without sound (TV, personal computer, CD players, DVD players, radio, maxi-screens and others) in the assigned exhibit area.

The advertising fee on audio-visual equipment is already included in the Registration Fee.

Public broadcasting of video and multimedia media requires compulsory endorsement by S.I.A.E., Italian Society of Authors and Publishers (SIAE mark) which is exclusively the task and responsibility of the Exhibitor.

Requests for endorsement marks -in accordance with the law L.d.A. 633/41- may be sent to the following e-mail address: DRMcenralizzato.mfv@siae.it The required form is available for download from the site: www.siae.it For those who use works: endorsement marks (stickers).

Live Performances

Exhibitors holding live performances at their stand during the exhibition must receive prior approval by Veronafiere and by S.I.A.E. A copy of S.I.A.E.'s authorization must be made available at the Exhibitor's booth in case of inspections carried out by S.I.A.E. personnel.

Sound Levels

The use of audio communications must not disturb neighbouring Exhibitors and the sound level shall ensure a suitable climate for full performance of commercial activities and, in any case, may not exceed 80 db.

Veronafiere -at its complete and exclusive discretion - may use a sound meter to control sound levels around the perimeter of the stand and may require the exhibitor to reduce sound levels, if necessary.

The Exhibitor is required to comply with the requests and dispositions of Veronafiere. In the event of non-observance of the foregoing dispositions, Veronafiere may interrupt the electricity supply without any right on the part of the exhibiting company to reimbursements or compensation of any kind. The interruption of the electricity supply will take place with advance notice of 15 minutes and may last for a maximum duration of 3 hours, at the complete discretion of the Organiser.

Veronafiere cannot be held liable in any way whatsoever for any damage, of any nature and kind, caused to:

- the exhibiting company and/or material on display by the application of the sanctions envisaged in the event of non-fulfillment of the dispositions as per this article;
- other Exhibitors, further to any illegitimate conduct by an exhibiting company. Any controversies must be resolved directly between the exhibitors themselves, whereby Veronafiere is exempt from any liability and/or responsibility.

14) VIGILANCE AND INSURANCE

14.1) GENERAL VIGILANCE

Custody and surveillance of stands is the responsibility of Exhibitors, for the entire time the halls are open, during the Event itself and during set-up and dismantling stages. Inasmuch, companies exhibiting easily removed objects are advised to be present on their stands at all times throughout the day.

Veronafiere, in its own interests and for its own requirements, organises a routine day and night vigilance service in the areas used for the Event, without accepting any responsibility for eventual thefts or damage to the goods/assets on show on the stands or in any case present in the Exhibition Centre.

Exhibitors displaying valuable assets or that need to handle large sums of money during the Event, may entrust the safekeeping of valuables and cash handling to private security companies. Such companies will provide the collection and transport of cash and/or supervision of any value goods on show with its own personnel and appropriate transport, in compliance with the current legislation (Article 134 of the TULPS and D.M. 269/10).

14.2) VIDEO SURVEILLANCE

All the external and internal areas pertaining to the Veronafiere Exhibition Centre, as indicated by specific signs, are subject to video surveillance for purposes of security, protection of company assets and verification of unauthorized access. Images obtained by these systems may be made available, on request, to judicial authorities or the police. For more information as regards the processing of data collected by the video surveillance system, please refer to the specific information provided together with the Regulations.

14.3) INSURANCE

Veronafiere insures Exhibiting companies that have completed the registration procedure and finalised payments due for the Event, with insurance contracts covering the following risks (from the start of the set-up stage through to the end of the dismantling stage):

- **Third Party Liability** insurance - maximum cover **€ 2,600,000.00**
- **Global Damage Insurance:**
 - furnishing and set-ups of halls, machinery, equipment and goods € 26,000.00
 - electronic equipment in general, audio-visual, photographic and office equipment € 800.00
 - theft and robbery € 5,200.00 – flat rate 10% - min. € 300.00

- breakage of fragile objects € 1,600.00 (absolute flat-rate € 250.00).

Whenever Exhibitors require more precise coverage, insurance for higher capital values or different risks, they may stipulate agreements with their own insurance company, or through Veronafiere by completing the appropriate order form available in the E-commerce platform of the Exclusive Area.

For any further details, Exhibitors can contact Veronafiere, phone: +390458298155; email: lorenzini@veronafiere.it

As regards **Direct Exhibitors in charge of collective areas** (for example: National Organisations, Public Authorities, Consortia, etc...), **the foregoing maximum sums shall apply to the overall group and not to each single co-exhibitor participating in the collective area.**

The Direct Exhibitor and organiser of the collective group may require for its co-exhibitors an expansion of the basic insurance policy through the specific order page available in the E-commerce platform of the Exclusive Area.

Exhibitors in any case have both civil and penal liability for all damage to people and things caused by equipment, structures or anything else present in the areas made available to them, including personal responsibility equally extended to collaborators and/or appointed persons.

Validity: insurance coverage begins 6 days prior to the start of the event and ends 6 days after the end of the event.

Damage/theft claim and compensation - the Insured Party must:

1. immediately notify Veronafiere Operative Services and provide a detailed report of the incident;
2. forward to Veronafiere, by e-mail to lorenzini@veronafiere.it the following documents:
 - a complete report of the event that caused the damage;
 - in case of theft, it also necessary to present notification to the local Judicial Authority or to the Police. **Theft must be reported within 48 hours after the incident.** A copy of the report notifying the incident to the Police and a detailed report of the occurred event shall also emailed to lorenzini@veronafiere.it
 - Non-fulfillment of one of these obligations may involve the total or partial loss of right of indemnity, as per Article 1915 of the Italian Civil Code.

15) PRIVACY

Personal data pertaining to Exhibitors and subjects related to them will be processed by the Organizers as Data Controller in compliance with current legislation concerning the protection of personal data and in compliance with the information pursuant to and to the effects of Articles 13 and 14 of Regulation

(EU) no. 2016/679, which Exhibitors undertake to read and make available to all subjects whose personal data are notified to Veronafiere, not the least in relation to the processing referred to in Articles 12.2 and 14.2 above.

16) BANS AND MISCELLANEOUS

16.1) BANS

Over and above the bans already defined in the specific articles of these General Regulations and the Technical Regulations, it is explicitly forbidden to:

- a) exhibit products not included in the Registration Application and in any case not conforming with the trade sectors of the Event (Article 3), unless specifically authorised by Veronafiery;
- b) begin dismantling operations of exhibition spaces prior to the closing timetable (6:00 pm) on the last day of the Event.** A penalty of € 1,000.00 + VAT may be charged;
- c) use the brand/trademark of Veronafiery without written authorisation;
- d) distribute advertising material (magazines, catalogues, booklets, etc.) not related to the Exhibitor who, in any case, may only distribute such material in the assigned stand area;
- e) promote the Company and/or brand through image promoters/personnel outside the exhibit space assigned;
- f) conduct any kind of political propaganda in the exhibition centre;
- g) make direct sales of materials on display** except for periodicals and books on agriculture, merchandising of agricultural machinery manufacturers;
- h) display prices** on goods and products;
 - i) display third-party products, logo or trademarks/brands in the assigned booths or in demo areas (except for machinery necessary to the demonstration), unless expressly notified as representatives or co-exhibitors and unless specifically authorised by Veronafiery;
 - j) use or display posters, flags and banners outside the assigned space which express political or trade union opinions, unless specifically authorised by Veronafiery;
 - k) exhibit used or second-hand products, unless written authorisation is given by the Organiser;
 - l) allow products and materials to leave the Exhibition Centre during the course of the Event, unless permitted otherwise in writing by Veronafiery;
 - m) perform any kind of catering service/activity in the assigned space and in the Exhibition Centre, unless written authorisation is issued by the Organiser;
 - n) use ovens/cooking tops or other gas-fired equipment inside the Exhibition Centre;
 - o) start or cause fires or introduce explosive material, detonating, hazardous or unpleasant-smelling products, or any and all other items in any case likely to cause damage or disturbance;
 - p) circulate with or park vehicles of any kind inside the areas dedicated to the Event;
 - q) park motor vehicles overnight (even in the event of breakdown) inside the Exhibition Centre;
 - r) cause harm or disturbance of any kind to the proper holding of the Event, on pain of immediate exclusion from the Exhibition Centre;
 - s) remain on stands and in the exhibition centre later than the closing timetable of the Event or at times other than those authorised without special written permits issued by the Organiser;
 - t) apply loads to the shell scheme stand structures provided by Veronafiery and to the halls (walls, beams, lighting pillars, door and window frames) without the specific authorisation of the Organiser;
 - u) make holes, insert nails and/or screws into the ready-to-use/shell scheme structures provided by Veronafiery or any other internal and external surface of the halls and exhibition centre facilities;
 - v) modify/tamper with the electrical plant and system provided by Veronafiery and/or move individual components as well as make direct connections to these circuits. Every modification that may be necessary must be implemented by Veronafiery personnel against prior request;
- w) exhibit aerostatic balloons and/or similar inflatable structures in inside and outside areas** without the express written authorisation of Veronafiery;
- x) leave loads suspended from the arms of cranes, hoisting systems and devices, etc... during the Event or outside its timetable;
- y) leave in the common areas and corridors any waste material deriving from the activities of stand construction and dismantling.** Removal

- operations and the subsequent transport and disposal of the waste material quoted above are the responsibility of individual exhibitors and/or of their appointed stand contractors.
- z) transfer personal entry tickets to third parties.

Repeated or serious infringements of the bans in these General Regulations, the Technical Regulations or the dispositions issued by Veronafiery will entitle the latter to resolve contractual agreements with the Exhibitor, as well as to exclude the Exhibitor from the Event without the latter having any right to reimbursement and/or compensation; in any case, the Organiser reserves the right to claim compensation for any further damage sustained. Veronafiery may also exclude from future events Exhibitors notified of such infringements of the bans indicated above.

16.2) MISCELLANEOUS

1. Exhibitors have both civil and penal liability for all damage to people and things caused by equipment, structures or anything else present in the areas made available to them, including personal responsibility equally extended to collaborators and/or appointed persons.
2. The Technical Regulations, the Intellectual and Industrial Property Service Regulations and the standards for technical supplies included in the relative order pages of the E-commerce platform are and form an essential, integral and comprehensive part of these General Regulations.
3. The submission of the Registration Application which implies the acceptance of these General Regulations requires the Exhibitor to uphold the Veronafiery Technical Regulations in full, of which the Exhibitor hereby declares awareness.
4. According to these regulations, Veronafiery and the Exhibitor agree that any subsequent communication by the Exhibitor to Veronafiery may be made by means of electronic correspondence (e-mail). If the on-line contact between the Exhibitor and Veronafiery concerns purchases or requests for the supply of services, such on-line contacts, in the manner indicated by Veronafiery's computer system, will constitute a formal order for said services or purchases with debit and issue of relative invoice.
5. On accepting these Regulations, the Exhibitor declares its adherence to the Regulations of the Industrial and Intellectual Copyright Service, to which integral reference is made; these dispositions are binding and compulsory for participating exhibitors, who thereby undertake to uphold its implementation and not to obstruct its operation.
6. Exhibitors are required to ensure strict observance of the entire current regulatory system as regards the protection of the health and physical integrity of workers, fire prevention, accident prevention and protection of electrical plant for the entire duration of exhibition activity, as follows: stand set-up stages, the actual Event and dismantling, and every other related activity. The Exhibitor also undertakes to observe and ensure the observation of the Technical Regulations defined by the Organiser by all companies working on its behalf during set-up/dismantling stages and in relation to any other associated activity.
7. Admission by dogs: dogs are allowed to enter the exhibition centre with limited access to conference rooms and places forbidden by law. Once inside the exhibition centre, all dogs must have a collar with the appropriate municipal ID tag and must be kept on a fixed leash no more than 80 cm in length. All large dogs, such as Mastiffs, Great Danes, Doberman, Shepherds, as well as dogs known to bite, must also have suitable muzzles. Police dogs, when used for official duties, may be handled without leashes or muzzles.
- 8. Veronafiery reserves the right to define, even in derogation of these General Regulations, appropriate standards and dispositions to ensure proper holding of the Event and performance of internal services. These standards and dispositions are integrally equivalent to these General Regulations and are inasmuch compulsory.**
- 9. In the event of force majeure and in any case for reasons beyond the control of Veronafiery, the date of the Exhibition may be changed and the exhibition itself may even be cancelled without any liability on the part of the Organiser.**

17) COMPLAINTS AND PLACE OF JURISDICTION

Any claims and complaints must be presented in writing to the following address: Veronafiery S.p.A. –General Management– Viale del Lavoro 8 – 37135 VERONA.

Any and all controversies will be referred exclusively to the Courts of Verona.

RESTRICTIVE CLAUSES:

As per and to the effect of Articles 1341 and 1342 of the Civil Code, the Exhibitor specifically approves the following clauses:

- 3) Admission Requirements;
- 5) Advance Payment;
- 5.3) Attendance under contra deal/exchange of services;
- 5.4) Assignment of the Exhibit Space and faculty to change the assigned area;
- 6) Payments and imputation of payments to settle prior debts;
- 7) Transfer, space reduction, withdrawal and impossibility of attendance;
- 8) Cancellation, postponement, suspension of the Exhibition;
- 9) Waiver of responsibility for stand projects and set-ups, clearance of stands, expenses and risks of transfer and storage of goods; penalty for non-clearance;

- 11) Waiver of responsibility for handling machines and accidents;
- 12.1) Photos/videos taken by Exhibitors and pertinent liabilities and indemnities;
- 12.2) Photos/videos taken by the Organiser and related undertakings and indemnities regarding Exhibitors;
- 12.3) Industrial and intellectual property rights and exemption of the Organiser from liability;
- 12.4) Waiver by Exhibitors;
- 13) Exemption from responsibility for publications and advertising;
- 14.1) Exemption from responsibility for vigilance;
- 16.1) Right of terminating the contractual relationship following infringement of Exhibitor obligations;
- 16.2.4) Online purchases and/or online services orders;
- 17) Exclusive Place of Jurisdiction.

PRIVACY NOTICE “EXHIBITORS” PURSUANT TO ARTT. 13 AND 14 OF THE REGULATION (EU) 2016/679 (“GDPR”)

In addition to the information provided at the time of submitting the application for admission - as an “**exhibitor**” - to the event (hereinafter referred to as the “**Event**”), Veronafi S.p.A. provides you with the information concerning the processing of further personal data provided for signing up for the Event as well as purchasing and using the related services, including the digital ones, as better set out in the general terms and conditions of the Event.

1. DATA CONTROLLER

Veronafi S.p.A., Viale del Lavoro, 8, 37135 - Verona VR, tel. 045 8298111 - fax 045 82 98 288 - email info@veronafi.it (hereinafter referred to as “**Veronafi**” or “**Controller**”)

2. DATA PROTECTION OFFICER (DPO)

You can contact the DPO at the email address dpo@veronafi.eu

3. CATEGORIES AND SOURCES OF DATA

- Categories of personal data: name, surname, e-mail, images, etc. of natural persons related to the exhibitor, whether the exhibitor is a sole trader or a legal representative of a legal person, as well as exhibitor’s “reference persons” or other individuals related to the exhibitor who participate in the event. With regard to images, please refer to the specific notice at the end of this document.
- Sources of personal data: data is provided directly by data subjects or, as for the exhibitor’s reference persons or other individuals related to the exhibitor, by the exhibitor itself or his representative when filling in the registration form or during the participation in the Event.

4. DATA PROCESSING PURPOSES, LEGAL BASIS AND DATA RETENTION

WHY IS YOUR PERSONAL DATA BEING PROCESSED?	WHAT IS THE LEGAL BASIS THAT MAKES THE PROCESSING LAWFUL?	HOW LONG DO WE KEEP YOUR PERSONAL DATA?
In order to allow the participation in the Event as well as the purchase and use of the related services.	The performance of the contract to which data subject is party or in order to take steps at the request of data subject prior to entering into a contract, with regard to the exhibitor (sole trader or legal representative of a legal person), while the legitimate interest of the Controller with regard to the exhibitor’s reference persons or other individuals related to the exhibitor.	For 10 years following the conclusion of the Event.
For the fulfilment of accounting, tax and other legal obligations.	The compliance with a legal obligation to which the Controller is subject.	
For the potential establishment, exercise or defence of legal claims (including credit collection).	The legitimate interest of the Controller.	For the length of the dispute.
In order to send promotional communications regarding the new editions of the Event as well as similar initiatives organised by Veronafi, including physical ones, relating to the field of the Event.	The legitimate interest of the Controller and the so-called “soft spam” pursuant to art. 130.4, d. lgs. 196/03 (“Codice Privacy”), taking into consideration the interest of the exhibitor in being informed about new editions of the Event as well as initiatives in the same field.	Until data subject’s objection under art. 21.2 of GDPR.
In order to perform customer satisfaction surveys aimed at getting information on the quality of Veronafi services.	The legal basis of the processing is the legitimate interest of the Controller to enhance its services based on customer’s feedback.	Until elaboration of the surveys’ anonymized results.
Once the above data retention terms have expired, data will be destroyed or anonymized, compatibly with the technical timing for erasure and backup.		

5. THE PROVISION OF DATA

The provision of data highlighted with an asterisk in the registration form is mandatory. Otherwise, it will not be possible to proceed and participate in the Event.

6. CATEGORIES OF RECIPIENTS TO WHOM DATA MAY BE DISCLOSED

Data may be disclosed to parties acting as controllers, such as public authorities and professional firms. Data may be processed, on behalf of the Controller, by third parties, appointed as Processors pursuant to art. 28 of GDPR, carrying out activities that are functional or related to the Event; e.g. banks, credit collection and factoring companies; insurance companies; couriers, forwarding agents, depository; consulting companies; agents and brokers; companies in charge of sending exhibitors information and advertising material or carrying out market research; companies which provides services related to exhibition participation (organizational, technical, logistical, insurance, etc.); companies which print the official event catalogues; companies providing IT services (e.g. with regards to the online Catalogue and/or the Event’s digital platform); parties that ensure the surveillance and security of the exhibition centre. Furthermore, data is processed by Veronafi employees of the departments responsible for carrying out the activities pointed out above who have been expressly authorised to process such data and have received adequate operating instructions.

7. DISSEMINATION OF DATA

In addition, as set out in the general terms and conditions of the Event, data provided by exhibitors (e.g. name, phone, email, phone number, images, etc.), may be:

- published in the Official Catalogue (which allows visitors to know which exhibitors are participating as well as their contact details and characteristics) and thus disseminated online;
- published and disseminated online if uploaded by the exhibitor on online “showcases” (where to promote, e.g., products, events, etc.) and/or on the personal profiles on the Event digital platforms (in this case, data will be visible just to those signed up for the Event).

8. DATA SUBJECTS’ RIGHTS

Data subjects, i.e. the persons to whom personal data relates, may exercise their rights under Articles 15 to 22 GDPR by sending an e-mail to privacy@veronafi.it or a request to physical address mentioned in art. 1 hereabove. In particular, they have the right:

- i) to access data concerning him/her in accordance with Article 15 GDPR;
 - ii) to obtain the rectification of inaccurate data;
 - iii) to have incomplete data completed;
 - iv) to obtain the erasure of data in the cases provided for by Article 17 GDPR (right “to be forgotten”);
 - v) to obtain restriction of processing in the cases provided for by Article 18 GDPR;
 - vi) to object at any time, on grounds relating to his/her own particular situation, to the processing carried out in the legitimate interest of the Controller;
 - vii) where the processing is based on consent or contract and is carried out by automated means, to receive data in a structured, commonly used and machine-readable format and to transmit those data to another controller without hindrance from the controller to which the personal data have been provided (right to “data portability”).
- Data subjects shall have the right to lodge a complaint with the competent supervisory authority in the Member State of his or her habitual residence, place of work or place of the alleged infringement.

VIDEO-SURVEILLANCE AND PHOTO/VIDEO SHOOTING

In addition to the above, with regards to the events in loco, Veronafiere provides with the information concerning the processing of personal data and, in particular, of images.

1. DATA PROCESSING PURPOSES, LEGAL BASIS AND DATA RETENTION

1.1. Images may be processed because of the video-surveillance systems (CCTV) installed at the exhibition centre (outside and inside) that involve the recording and storage of images.

WHY IS YOUR PERSONAL DATA BEING PROCESSED?	WHAT IS THE LEGAL BASIS THAT MAKES THE PROCESSING LAWFUL?	HOW LONG DO WE KEEP YOUR PERSONAL DATA?
In order to: - protect individuals during the Event, as well as during the stands and gear staging, generally before and after the Event; - protect Veronafiere's property; - prevent unauthorized access to the Event area.	The legitimate interest pursued by the Controller and by third parties , which – as assessed through the "balancing test" - overrides the interests, rights and freedoms of the data subject	The images recorded through the video-surveillance system installed at the exhibition centre are stored for 7 days, whereas the ones recorded through the video-surveillance system installed at the offices are stored for 72 hours. Once these data retention periods have expired, data will be destroyed or anonymized, compatibly with the technical timing for erasure and backup

Data subjects will see special signs about the video surveillance before the range of the camera.
Personal data collected through video-surveillance will be processed in compliance with the provisions set out in Guidelines 3/2019 adopted on 10 July 2019 by the European Data Protection Board as well as, where compatible with GDPR, with the decision dated 8 April 2010 of the Italian DPA.

1.2. Images may also be processed because, as highlighted by special signs, photo and video shooting will be taken by Veronafiere or third parties appointed by the latter.

WHY IS YOUR PERSONAL DATA BEING PROCESSED?	WHAT IS THE BASIS THAT MAKES THE PROCESSING LAWFUL?	HOW LONG DO WE KEEP YOUR PERSONAL DATA?
To document - for archiving and/or commercial purposes - the event with photo/video shooting (which may incidentally include data subject's image).	The legitimate interest pursued by the Controller , which – as assessed through the "balancing test" - overrides the interests, rights and freedoms of the data subject.	For 5 years. Once these data retention period has expired, data will be destroyed or anonymized, compatibly with the technical timing for erasure and backup.

2. THE PROVISION OF DATA

The processing of images for the purposes referred to in point 1.1 is mandatory. Failure to provide data precludes the participation in the event.
The processing of images for the purposes referred to in point 1.2 is not mandatory. As established by the general terms and conditions of the Event, visitors may object to the shooting by informing Veronafiere (also in the person of the operator in charge); this will not preclude the participation in the event.

3. CATEGORIES OF RECIPIENTS TO WHOM DATA MAY BE DISCLOSED

Data may be disclosed to parties acting as Controllers (e.g. public authorities, professional firms) or processed, on behalf of Veronafiere, by third parties, appointed as Data Processors pursuant to art. 28 GDPR, such as companies providing security and surveillance services and/or facilities' maintenance services, subjects in charge of photo/video shooting.

4. DATA SUBJECTS' RIGHTS

Data subjects shall have the rights stated in articles 15-22 GDPR, notably:

- right of access: the right to obtain from the Controller confirmation as to whether or not personal data concerning him/her are being processed and, where that is the case, to request to view the images in which they believe they have been recorded (as well as to access to the information referred to in art. 15.1 GDPR) and to obtain a copy of such material, where this does not adversely affect the rights and freedoms of other data subject in the said material. It is understood that, once the data retention terms have expired, it will be impossible to fulfil the access request;
- right to object: the right to object at any time, on grounds relating to his/her own particular situation, to the processing carried out in the legitimate interest under art. 6.1 lett. f) GDPR, unless the Controller demonstrates compelling legitimate grounds that overrides the rights and interests of the data subject;
- the right to restriction of processing and/or erasure, where applicable.

On the contrary, it is factually impossible to exercise the right to have data updated, rectified and/or supplemented on account of the very nature of the data in question – which are real-time images of factual occurrences. Besides, it is not possible to exercise the right to data portability, in accordance with art. 20 GDPR, since the processing is necessary for the purposes of the legitimate interest pursued by the Controller or by a third party.

In order to exercise his/her rights, the data subject can contact the Controller by sending a written communication to the above address or an e-mail to privacy@veronafiere.it. Data subjects shall have the right to lodge a complaint with the competent supervisory authority in the Member State of his or her habitual residence, place of work or place of the alleged infringement.