

GENERAL REGULATIONS

1) TITLE OF THE EVENT

FRUIT INNOVATION from Harvest to Consumer (hereinafter FRUIT INNOVATION).

2) ORGANIZER

The event is organized by Ipack Ima Srl (hereinafter Organizer) in cooperation with Fiera Milano Spa and UCIMA (Italian Association of Automatic Packing and Packaging Machinery Manufacturers).

3) PLACE, DATE AND SCHEDULE OF THE EVENT

The event will take place in the new Fiera Milano district at Rho-Pero, from 8 - 11 May 2017, co-located with TUTTOFOOD - Milano World Food Exhibition. Access hours for exhibitors will be from 8.30 am - 7.00 pm; for visitors, from 9.30 am - 6.00 pm. On 11 May 2017, the exhibition will close early at 4.00 pm. The Organizer reserves the absolute right to change the schedules and the date of the event. 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 product categories list of the show are allowed to exhibit at FRUIT INNOVATION. Subject to the participation request being accepted by the Organizer, 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. Persons who are indebted to the Organizer and Fiera Milano Spa for any reason shall in no case be allowed to participate in FRUIT INNOVATION. The Organizer reserves the right to deny participation in the Show whenever it deems, at its discretion, that the applicant does not meet the necessary eligibility requirements. In this case, the Organizer 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 **31 May 2016**. By returning the duly completed and signed Application Form, the Exhibitor agrees to take part in the Event in the space assigned and to **unconditionally accept: the General Rules and Regulations, which form 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; the tests of eligibility to showfloor areas and of all such additional rules as may be adopted at any time in future by the Organizer and Fiera Milano Spa in the interest of the exhibition.**

6) REGISTRATIONS AND ADVANCE PAYMENTS - DIRECT EXHIBITOR

Admission request must be inclusive of:

- payment of registration fee by the company owning the stand: € 550.00 + VAT* (including entry data on the official catalogue, ALL RISKS Insurance policy, represented brands)
- payment of registration fee, Co-Exhibitor / Represented Company: € 255.00 + VAT* (including entry data on the official catalogue, ALL RISKS Insurance policy, represented brands)

6.1 Advance payment for bare area

Upon registration single payment for bare area: € 100.00 + VAT* for each sq.m of surface area reserved.

Provided you pay before 31 May 2016, you have the option of paying in two instalments, as follows:

- 1st advance payment: € 50.00 + VAT* per sq.m upon registration
 - 2nd payment: € 50.00 + VAT* per sq.m 90 days after registration
- * (if due)

Registration in the catalogue is mandatory for all direct exhibitors, Co-Exhibitors/Represented Companies and the brands present in the show.

The above amounts shall be paid by non-transferable cheque made out to Fiera Milano Spa and sent to Ipack Ima Srl (S.S. del Sempione 28 - 20017 Rho -MI-Italy), or by bank transfer in the name of Fiera Milano Spa - CREDITO VALTELLINESE - AG. 17 - Milano (Italy) - IBAN: IT 71 C 05216 01622 00000000800 - SWIFT/BIC: BPCVIT2S. The description of payment must be FRUIT INNOVATION 2017. Fiera Milano Spa is acting as Treasurer to the Exhibition. In case of payment through bank transfer, Applicants must enclose with the Application Form a photocopy of the payment document, stamped by the bank. Payment of the balance shall take place in the ways indicated by the Organizer (see Article 15).

Advance payments and subsequent issuance of invoice do not carry acceptance by the Organizer 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.

The exhibitor must specify the company name and the identifying data, including taxpayer data, of all Co-Exhibitors/Represented Companies whose products it intends to exhibit in its stand, using form 1/A and/or 1/A bis.

As from January 1st, 2011, in accordance with the Legislative Decree no. 18/2010 in application of the EU directive no. 8/2008, 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 The Organizer, 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, the Organizer:

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 Spa, 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 exhibitor 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 the Organizer violates the obligation prescribed in letter b) of 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

Assignment of stand spaces shall be communicated by the Organizer to the exhibitor through Exhibitors reserved area on E-Service platform and by any other means capable of assuring proof of receipt. It shall be valid only for the recipient exhibitor. 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. The Organizer is not bound by any request regarding allocation of stand or showfloor surface. Said requests as are expressed by the exhibitor in the application form and/or thereafter returned are merely indicative of preference and do not bind the Organizer. Previous participation in the exhibition does not give rise to any privileged right in allocation of stands or to confirmation of stands previously occupied.

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

The Organizer reserves the right to issue detailed provisions concerning access to stands and deadline for stand fittings.

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

9) CANCELLATION

The Exhibitor shall be entitled to withdraw from the contract, notifying the Organizer via registered letter with return receipt (sent in advance via facsimile no. +39 02 33619826) **which must be received at the very latest by 31 December 2016**. The Organizer shall be entitled to retain the registration fee and the security deposit, by way of indemnity and penalty for exercising the right to withdraw.

If the exhibitor who wishes to cancel has registered after 31 December 2016, he/she shall in any case (even if he withdraws from participation) be obligated to pay, in addition to the registration fee, also the entire participation charge, subject to the right of the Organizer to be compensated for higher direct and/or indirect damages.

10) PARTICIPATION CHARGE AND REGISTRATION FEE

10.1 Direct exhibitors

Exhibition rates, stated on the Exhibition Space Application, are based on the entire and continuous surface occupied by the stand of a single company. In case of participation of Co-Exhibitors/Represented Companies, the direct exhibitor has the obligation to fill in Form 1/A and/or 1/A bis.

If Brands are present, the direct exhibitor has the obligation to fill in Form 1/B and the section inside his 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) registration in the catalogue;

b) insurance (see Art. 25);

c) exhibitor badges (see Art. 18.1);

d) parking space inside Fieramilano groundfloor, to be reserved online through E-Service section "Car parks" (see Art. 19). Additional parking spaces can be booked through E-Service and/or, during the exhibition days from "Parking office" counter in the Services Centre;

e) login and use of EXPO MATCHING PROGRAM (EMP) platform;

f) free use of the city's public transports throughout the duration of the event (see Art. 18);

g) use of TUTTOFREEZE or TUTTO+4;

h) authorisation to use "PARTECIPO A FRUIT INNOVATION" logos for advertising;

i) sign indicating the stand space;

l) one copy of the exhibition catalogue;

m) customer invitations (see Art. 18.3).

PLEASE NOTE: the upload of company logo in the official catalogue (uploading in the exhibitor's reserved area) costs € 150.00 + VAT (if due)

10.2 Co-exhibitor / Represented company

In participating in the event, co-exhibitors/represented companies shall be entitled to:

a) registration in the catalogue;

b) insurance (see Art. 25);

c) exhibitor badges (see Art. 18.2);

d) possibility to purchase one or more parking spaces in the Fieramilano fairground (see Art. 19) through E-Service and/or from the "Parking Spaces" counter in the Services Centre;

e) login and use of EXPO MATCHING PROGRAM (EMP) platform;

f) free use of city public transportation throughout the duration of the event (see Art. 18);

g) authorisation to use "PARTECIPO A FRUIT INNOVATION" logos for advertising;

h) use of TUTTOFREEZE or TUTTO+4;

i) one copy of the exhibition catalogue.

PLEASE NOTE: the upload of company logo in the official catalogue (uploading in the exhibitor's reserved area) costs € 150.00 + VAT (if due)

11) VARIOUS COMPULSORY SERVICES

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

- installation of power up to 5 Kw;

- stand cleaning (see Art. 17);

- municipal advertising tax (see Art. 24);

- fire extinguisher;

- Author's rights from any audiovisual installation at the stands subject to taxation.

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.

The "Various compulsory services" fee € 6.69/sqm + VAT (if due in the rate currently applicable) will be invoiced together with the balance of the participation fee.

12) STAND FITTING

Stands (Bare Area, without any type of stand fitting, e.g. walls, carpeting, etc.) shall be available to exhibitors delineated by coloured 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 submit the design of the stand to the Fiera Milano Spa Customer Services no later than 3rd March 2017. Failure to submit the design and construction of the stand without prior authorisation 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 authorised height shall entail an additional charge of € 30.00 per sq.m with a minimum charge of € 150.00.

The maximum height allowed for the walls of the stand is 6 m.

Two-story stands: the maximum height for two-story stands is 6 metres (see Rules for the construction of mezzanines in the Fiera Milano district).

Technical Regulations shall provide specific standards for stand setting-up and furnishing. 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 Spa Customer Service 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 one meter back from the sides of the stand facing the stands next-door.

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. 1.2.3 – Construction standards – letter G).

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 12 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.

13) 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 (4.00 pm on 11 May 2017), is subject to a fine calculated on the surface booked:

- Up to 72 sq.m. € 2,000.00
- From 73 to 144 sq.m. € 4,000.00
- Over 144 sq.m. € 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 co-exhibitors' 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 and Fiera Milano Spa 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 the Organizer and Fiera Milano Spa, at their discretion, opt 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 the Organizer and Fiera Milano Spa, 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 the Organizer the fee for occupying the area outside a trade show.

14) OFFICIAL EXHIBITORS' CATALOGUE

Data entry in the official catalogue of the exhibition is mandatory. The catalogue shall be filled in online, in the section dedicated to the show site, by the exhibitor, any co-exhibitors and companies represented on the stand. The Organizers' Secretariat Office shall not be liable for its contents, errors and omissions. The catalogue shall be filled in online through a dedicated form. Catalogues shall be bilingual, in Italian and in English. Last date for filling the page is 5 April 2017, then only the registration data will be published on the official catalogue. The show catalogue will contain the list of exhibiting companies, sorted by product sector and in alphabetical order.

15) PAYMENT TERMS - EXIT VOUCHERS

The balance of the participation fee shall be paid by 7th April, 2017. All payments shall be made out to Fiera Milano Spa. **Exhibitors who have not paid the balance of the participation fee will not be allowed to enter the exhibition area and the Organizer through Fiera Milano Spa reserves the right to cut off the electricity supply to the stand during the fitting stage and for the entire length of the exhibition.**

In the days immediately preceding the closing of the Show, the Administrative Offices of Fiera Milano Spa shall recapitulate all invoices issues and still to be paid for additional services and supplies, as well as any other charges (any disputes on the fees charged will have to be presented within 10 days after the closing of the exhibition; after this time they will no longer be accepted); the statement will be directly delivered to the stand.

Payment may be made submitting the statement to the bank branches present in the Trade Show District. The services requested to the Fiera Milano Spa Customer Service during the days of outfitting or of the trade show shall be paid in advance, providing the taxpayer data of the company and the location of the stand for the issue of the invoice. Exit voucher duly filled in will be validated upon payment and must be produced to the Surveillance personnel at the gates on the Fair Grounds. Additional Exit forms can be requested at Fiera Milano Spa Customer Service. A single exit voucher must be filled in and presented for each exit of material.

16) GENERAL SECURITY

Fiera Milano Spa provides a general security service for the pavilions. The Organizer and Fiera Milano Spa are 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 Spa E-Service platform.

17) STAND CLEANING

Fiera Milano Spa cleaning service operates after the closing of halls. Service comprises: cleaning of showfloor and any other such floor coverings (fitted carpets, etc); general dusting of stands furniture, collection of litter, emptying of waste-paper baskets. Stand cleaning service is included in the "Various compulsory services" fee (see Art. 11).

18) EXHIBITOR ENTRY BADGES - CITY'S PUBLIC TRANSPORT TICKETS - CUSTOMER INVITATIONS

18.1 Direct exhibitor

Every exhibitor owning a stand shall receive online codes (valid in the days of the show and during the setting up/dismantling operations) which shall be transformed into electronic badges to be downloaded online. The number of badges and city transport tickets issued shall be in proportion to the occupied

surface area. The following quantities of badges and public transport tickets shall be assigned:

for 18 sq.m: 3; for 36 sq.m: 5; for 54 sq.m: 7; for 72 sq.m: 9; for 108 sq.m: 11; for 144 sq.m: 13; for 180 sq.m: 15; over 180 sq.m: 18.

Public transport tickets must be requested by exhibitors no later than **10 April 2017** using the form available for downloading from the reserved exhibitors area, and they may be collected from the Show Secretarial office.

18.2 Co-Exhibitor / Represented company

Every co-exhibitor/represented company shall receive online n. 2 codes for the access badges, and two public transport tickets, which will be collected by the person in charge of the stand, indicated on the application form.

18.3 Customer invitations

Every exhibitor owning a stand shall receive online customer invitations in proportion to the occupied surface area:

- up to 36 sq.m. n. 10
- up to 72 sq.m. n. 15
- over 72 sq.m n. 20

These invitations are included in the cost of the fee for participating in the exhibition and have a nominal value of € 0.50 each.

19) EXHIBITORS' PARKING SPACES

19.1 Direct exhibitor

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 sq.m 1 free parking space;
- b) up to 72 sq.m 2 free parking spaces;
- c) up to 180 sq.m 3 free parking spaces;
- d) up to 360 sq.m 4 free parking spaces;
- e) over 360 sq.m 5 free parking spaces.

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

19.2 Co-Exhibitor / Represented company

Every co-exhibitor / represented company may purchase parking spaces inside the district throughout the duration of the show through E-Service, at prices in line with current fees.

20) 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 the Organizer.

The exhibitor acknowledges and accepts that the Organizer and Fiera Milano Spa have the right to film the exterior of any stand and use, publish and diffuse their reproductions. Therefore, in such circumstances, the exhibitor will have nothing to expect from the Organizer and Fiera Milano Spa for the aforementioned behaviors.

21) 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. 181 bis of said Act. **Any unauthorised 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.**

22) 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 11 above pertaining to copyrights of artists, performers, players and producers and provided they do not cause any disturbance. Fiera Milano Spa may use loudspeakers on the premises to make public announcements or in case of emergency.

23) ADVERTISING

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

24) 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 Spa 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 "Various Compulsory Services" and Fiera Milano Spa will subsequently pay it to the Municipality.

25) DECLARATION OF VALUE - INSURANCE - LIMITATION OF RESPONSIBILITY

25.1 Declaration of value

The Exhibitor is required to state the overall "real value" of the goods, machinery, stand materials and equipment that it expects to bring and/or use in the fairground, also on behalf of the companies represented using the special form that can be downloaded from Fiera Milano Spa's E-service store. If the exhibitor fails to make this declaration, it will be assumed that he/she agrees to the minimum values shown in Article 25.2 below. In any case, Fiera Milano Spa reserves the right to verify the accuracy of the declarations of value submitted by the exhibitor. If an insurance claim arises, and the value declared by the exhibitor and the real value of the insured goods are found not to correspond, the insured value will be taken as the value declared by the exhibitor. In any case, the insurer reserves the right to pay compensation for any damage by applying the proportional criteria laid down in Article 1907 of the Italian Civil Code.

25.2 'All risks' policy covering the goods of the exhibitor (excluding Terrorism and Sabotage)

The Organizer and Fiera Milano Spa require every exhibitor to underwrite an 'All risks' (comprehensive) insurance policy to cover all the goods, machinery, fitting material and equipment brought into and/or used in the fairground, with a clause waiving the right to any claims towards third parties, including Ipack Ima Srl, Fondazione Fiera Milano, Fiera Milano Spa, companies associated with them and third parties involved in the organization of the fair.

This insurance cover is made available by Fiera Milano Spa for a minimum insured value of € 25,000.00 for each exhibitor and co-exhibitor. The premium of € 95.00 + VAT is included in the Registration Fee paid by every exhibitor and co-exhibitor. Exhibitors are entitled to increase the automatically fixed amount of the value insured by compiling and signing the 'INS' form, which can be downloaded from Fiera Milano Spa's E-service store, in the compulsory documents section. The cover includes a deductible of 10% for each claim, in the case of theft, with a minimum of € 250.00, and these amounts are doubled if claims are presented after the fair has closed.

If, with regard to the goods, machinery, fitting material and equipment brought into and/or used in the fairground, the exhibitor has his/her own 'All risks' insurance policy valid for fairs and exhibitions, with a clause waiving the right to any claims towards the Organizer, Fondazione Fiera Milano, Fiera Milano Spa, companies associated with them and third parties involved in the organization of the fair, the exhibitor must, in any case, compile and return the 'INS' form, which can be downloaded from Fiera Milano Spa's E-service store, along with declarations signed by his/her legal representative and the insurance company stating that the above-mentioned goods are covered by a policy with an 'All risks' guarantee in a measure that is no less than that covered by these General Regulations, like the facsimile included in the form. In this case Fiera Milano will accredit the amount previously invoiced.

25.3 Policy of Civic Responsibility towards Third Parties

Fiera Milano Spa will automatically take out the above type of insurance cover for all the exhibitors as part of the General Insurance policy without any extra charge. This policy has a coverage cap of not less than € 100,000,000.00 (one hundred million euro).

25.4 Limitation of responsibility

By signing the Application Form each exhibitor accepts to relieve Fiera Milano and the Organizer from any responsibility for consequential damages, damages to corporate image, loss of revenue, and so on. Even in the case of direct damages, by virtue of the insurance cover as per Art. 25.2 above, each exhibitor accepts to relieve Fiera Milano and the Organizer from any responsibility.

26) DAMAGES TO STANDS

Stands must be returned in the condition they were in when delivered.

Expenses incurred in restoring stands 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, section "Calendar", in the link to the show.

27) SUPPLEMENTARY REGULATIONS

The Organizer and Fiera Milano reserve the right to set down such provisions as may be held instrumental to the betterment of the exhibition and its services. Such provisions have the same weight as the present Regulations and are equally mandatory. In case of non-compliance with the General Regulations, the Organizer and Fiera Milano Spa reserve the right to close down stand. Such decision does not entitle the Exhibitor to reimbursement or compensation on any ground whatsoever.

28) FORCE MAJEURE

In case the Show should be cancelled owing to causes outside the control of the Organizer and Fiera Milano Spa deposit money shall be reimbursed less charge on expenses incurred or undertaken for the organization of the Show. Cost incurred for fixtures and/or special installations made on request of the Exhibitor must be reimbursed in full to the Organizer. The Organizer and Fiera Milano Spa are not liable for damages whatsoever.

29) 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.

30) 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 trade district shall be carried out solely through Fiera Milano Spa 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, 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 trade show district;
- 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 canceled 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.

31) 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; 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 Spa to be ordered through the online E-Service system of Fiera Milano Spa, 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 Spa.

32) OCCUPATIONAL SAFETY AND HEALTH

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

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

The Technical Regulations, which may be consulted on the www.fieramilano.it website under "EXHIBITION" (the link to the "Exhibitor technical information"), also contain precautionary rules on exhibition safety (fire prevention, electrical installations, environmental protection etc.), excluding specific safety-related rules for activities undertaken by the Exhibitor or contracted out by exhibitors to contractors (stand set-up/striking and associated activities), for which the Exhibitor remains responsible for oversight and compliance.

In order to comply with the obligations of the above-mentioned Ministerial Decree issued on 22.7.2014, the Organizer offers access to these specific documents, Annexes IV and V of the Ministerial Decree, through the Fiera Milano website.

Conduct that fails to comply with the above-mentioned safety regulations, in particular if it impacts general safety in the pavilions and with regard to other parties in attendance, may prompt intervention by the Organizer and/or Fiera Milano as part of regular checks and samples, resulting in the immediate cut-off of utilities supplied to the stall or its immediate closure. Any additional consequence that may arise out of a failure to comply with the above-mentioned provisions is the Exhibitor's and its contractors' sole responsibility.

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

This charge will be passed on to the Employer responsible for and the contact person for any barred staff.

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

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

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

Fiera Milano must be informed of the Manager's name and his/her phone numbers prior to the start of activation and setup work on the stall, and in any event prior to the arrival of workers and materials at the Fiera Milano site.

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

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

33) OBLIGATIONS AND RESPONSIBILITIES OF THE ORGANIZER AND FIERA MILANO SPA

The Organizer and Fiera Milano Spa undertake to deliver the assigned stand 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 the Organizer and Fiera Milano Spa 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 the Organizer and Fiera Milano Spa 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.

34) INFORMATION AND PROTECTION OF RIGHTS OF INDUSTRIAL AND INTELLECTUAL PROPERTY

The undersigned company declares to accept the Rules of Information and Protection of Rights of Industrial and Intellectual Property download from show's website and undertakes to adhere to their applications.

35) TREATMENT OF THE EXHIBITOR'S PERSONAL INFORMATION

35.1 The exhibitor declares that he/she has been informed that the contents of Decree Law No. 196/2003 and subsequent alterations and supplements thereof, containing the Code with regard to the treatment and protection of personal information (hereafter 'Privacy Code') relate to private individuals (Personal Information) and do not apply to legal entities (companies), organizations and associations or to information relating to them (and so the standards on the subject refer only to electronic communication services).

35.2 Personal Information about the exhibitor, where he/she is operating as an individual company, small business person or professional, or about representatives, exponents, employees and collaborators of the exhibitor mentioned in the Application Form, or released subsequently, are collected and treated by Ipack Inna Srl (hereafter referred to as the 'Owner') in the terms described in the following subsections.

35.3 Personal Information is needed to carry out the obligations and duties concerning that person's participation in the fair, organized by the Owner, with regard to the supply of related services, and related administrative, accounting and fiscal matters, according to the methods and limits indicated in the Application and in these General Regulations. Without such Personal Information, it would not be possible to grant the exhibitor entry to the exhibition or to supply the services he/she needs. Personal Information is used for the above-mentioned purposes, in ways that are consistent with the purposes described, and with the aid of electronic tools, by facilities and staff employed by the Owner and by other entities (suppliers or technical experts) to whom the information is sent exclusively for activities or services associated with the running of the event. An updated list of the entities concerned may be obtained from the Owner (from the addresses printed in the General Regulations of the exhibition and in the Application Form).

35.4 Personal Information relating to economic (business or professional) activities of the exhibitor may also be treated by the Owner and by companies in the Fiera Milano group, since they are also Owners, to conduct analysis of the information about the activities of the exhibitor, his/her participation in our fairs, and the services requested with the aim of identifying, also through the use of electronic processing, his/her preferences and products and/or services which may be of potential interest, and to ascertain the quality of the services, for the purposes of market research and statistical analysis. Such information may also be used by the above mentioned Owner and by the companies in the Fiera Milano group for communications of a promotional, advertising or commercial nature to the exhibitor by post or by phone through an operator. For this purpose, the information may be supplied to companies which collaborate with the Owner and with Fiera Milano Spa, companies in the same group, other exhibitors, suppliers and economic operators in the E.U. and abroad, and disseminated through the publication, also in digital format, of the catalogues for the exhibitions.

35.5 If the exhibitor agrees, (which can be done by ticking the relevant boxes), his/her Personal Information (for example e-mail addresses) and that of companies, organizations and associations can be used by the Owner for the following purposes:

a) material associated with advertising, direct selling, market research and commercial communications about exhibitions activities which may be of interest to the exhibitor and about the products and services of the Owner, other companies in the Fiera Milano Group and third parties (organizers, exhibitors, operators involved in exhibitions and operating in other sectors) may be sent via automatic calling systems, fax, e-mail, SMS, MMS;

b) communication and/or sale of Personal Information to other companies of the Owner, Fiera Milano Group and other entities (organizations, exhibitors, operators involved in exhibitions and operating in other sectors) for their independent use for sending material associated with advertising, direct selling, market research and commercial communications about exhibition activities and services by conventional channels and by the automated methods stated above.

35.6 For the purposes of points 4 and 5 above, the releasing personal information is entirely optional and has no direct consequences on the exhibitor's participation in the exhibition or his/her access to its services, and the information will be handled by means of computers (where the data will be processed according to criteria relating to, for example, business, work, professional or other activities, geographical areas, type of events/services used, and so on) and will be seen by personnel employed to perform this task and by employees of reliable companies who perform as responsible people on behalf of the Owner certain technical and organizational operations which are strictly necessary for the execution of the above-mentioned activities (such as, for example, companies specialized in commercial information and promotion activities, for market research and for surveys about the quality of the services provided and levels of customer satisfaction).

35.7 Anyone who is interested in doing so may, at any time, consult the person in charge of dealing with requests from interested persons, on behalf of the Owner, through the contact details given in the Application Form and in the General Regulations, to ask for access to his/her personal information and ask for details about how it has been used, and to correct it (if incorrect) or eliminate it (if it has been used illegally), to oppose with legitimate reasons its use for a particular purpose or to oppose its being used for the sending of commercial communications, wholly or in part, with specific regard to automated means of communication (Art. 7 of the Privacy Code). The Owner may also be asked to provide a list of people responsible for the treatment of personal information, and a list of the other entities mentioned above.

35.8 The information mentioned in this article are provided by the Owner in compliance with Article 13 of the Privacy Code and the exhibitor promises to inform the legal entities (their representatives, exponents, employees and collaborators), to whom the Personal Information refers, supplied with the aim of participating in the exhibition and with a view to supplying services relating to the event of its contents, and to guarantee that the Personal Information can be legitimately used by the Owner for these purposes, and to release the Owner from liability for any cost or damage deriving from the violation on the part of the exhibitor of the obligations assumed under the terms of the present article towards the Owner.

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 behaviors referred to them according to those regulations.

37) SPECIAL RESOLUTIVE CLAUSE

The Organizer reserves the right to cancel the participation contract with immediate effect in accordance with Art. 1456 of the Italian Civil Code solely by means of a written notification to the exhibitor, in the case of breach of any of the provisions set out in Art. 4, 6, 7, 8, 10, 11, 15, 20, 21, 22, 23, 25, 30, 32.

38) COURT OF JURISDICTION

The Court of Milan shall have jurisdiction to decide any disputes which may arise.



Attention: General Regulations must be sent with the application form

□□□ / □□□ / □□□

Date

Stamp and Signature