

APPLICATION FORM

*Space reserved to
BolognaFiere SpA*

REGISTRATION No.

ARRIVAL DATE

HALL

aisle/stand

Having read the regulations on the back of this document, the undersigned company declares that it is aware of its contents in every detail and accepts them in full without reservation. It wishes to take part in the above event and requests to hire a stand as per the information specified below.

EXHIBITING COMPANY FOR ONLINE CATALOGUE AND GENERAL PLAN ENTRY

COMPANY NAME

ADDRESS

ZIP CODE

CITY

COUNTRY

PH.

FAX

E-MAIL

WWW

**The link to enter the reserved area will be sent to the personal e-mail address and will permit the data entry.
The data entry is under the liability of the Exhibitor and the Organizer has no responsibility if the form will be wrongly or not filled in.
The Exhibitor declares the truthfulness of the data entered, expressly relieving BolognaFiere of any request and/or claim from third parties.**

CONTACT PERSON FOR FAIR MATTERS

NAME AND SURNAME

POSITION

PH.

MOBILE

PERSONAL E-MAIL

ADMINISTRATIVE DECLARATION FORM

COMPANY NAME OR
PROFESSIONAL INDIVIDUAL NAME (in full)

ADDRESS

LOCALITY/ZIP CODE

ADMINISTRATIVE E-MAIL ADDRESS FOR
SENDING ADMINISTRATIVE DOCUMENTATION

ARE YOU: TAXABLE ENTITY / PERSON A PRIVATE INDIVIDUAL

IF YOU ARE A TAXABLE ENTITY / PERSON PLEASE INDICATE V.A.T. CODE NO.:

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

IN OUR COUNTRY THE COMPANY IDENTIFICATION NUMBER DOES NOT EXIST

IF YOU ARE A PROFESSIONAL / PRIVATE INDIVIDUAL
PLEASE INDICATE DATE AND PLACE OF BIRTH

DATA FOR STAND SIGN (To be indicated only if a pre-fitted stand is required)

EXHIBITOR

TOWN

CONNECTION TO WATER NETWORK (The service must be booked on the Exhibitor's Reserved Area)

YES NO

PLEASE RETURN TO BOLOGNAFIERE

APPLICATION FORM

TYPE OF BUSINESS

- MANUFACTURER RETAILER SERVICE COMPANY ASSOCIATION TRADE PRESS
- OTHER _____

SECTORS

FOOD SECTOR

- ORGANIC PRODUCTS FRESH PLANT BASED VEGAN PRODUCTS WINE AND BEVERAGE
- FOOD SERVICE PET HEALTHY PRODUCTS (FREE FROM-RICH IN) VEGETARIAN PRODUCTS

NON FOOD SECTOR

- HOUSEHOLD PRODUCTS DIY
- PERSONAL CARE

MARCA TECH/PACKAGING SECTOR

- LOGISTICS SERVICES
- PACKAGING

CERTIFICATIONS (please specify)

TRADEMARKS (please indicate exclusively the name of the trademarks which are owned by the exhibiting company and presented at the fair)

The Exhibitor authorizes the publication of the indicated Trademarks in the online catalogue. BolognaFiere assumes no responsibility in case of incomplete or incorrect filling of the form.

% OF PL PRODUCTS IN TOTAL PRODUCTION

- UP TO 20% FROM 20% TO 40% FROM 40% TO 60% FROM 60% TO 80% MORE THAN 80%

TO WHICH AREA DOES YOUR COMPANY EXPORT? (please specify)

- EUROPE: _____
- AFRICA: _____
- THE AMERICAS: _____
- ASIA: _____
- OCEANIA: _____

WHAT PERCENTAGE OF YOUR ANNUAL TURNOVER COMES FROM EXPORTS? (please specify)

- UP TO 20% FROM 20% TO 40% FROM 40% TO 60% FROM 60% TO 80% MORE THAN 80%

OFFICES AND/OR REPRESENTATIONS ABROAD (please specify)

- EUROPE: _____
- AFRICA: _____
- THE AMERICAS: _____
- ASIA: _____
- CINA: _____
- OCEANIA: _____

ARE YOU INTERESTED IN EXHIBITING IN MARCA CHINA 2024?

- YES NO

PLEASE RETURN TO BOLOGNAFIERE

APPLICATION FORM

Code	UNFURNISHED AREA MINIMUM 16 SQM AND MULTIPLES	sqm	Cost €/sqm		Total amount €
A10	Stand 1 open side		222,00		
A10.2	Stand 2 open sides (1)		246,00		
A10.3	Stand 3 open sides (1) - min. 32 sqm		250,00		
A10.4	Stand 4 open sides (1) - min. 64 sqm		258,00		
Code	PRE-FURNISHED AREA MINIMUM 16 SQM AND MULTIPLES	sqm	Cost €/sqm until 30.11.2023	Cost €/sqm from 01.12.2023	Total amount €
A11 WOOD	Stand 1 open side		287,00	290,00	
A11.2 WOOD	Stand 2 open sides (1)		308,00	311,00	
A11.3 WOOD	Stand 3 open sides (1) - min. 32 sqm		316,00	319,00	
A11.4 WOOD	Stand 4 open sides (1) - min. 64 sqm		325,00	328,00	
A11 WHITE	Stand 1 open side		334,00	337,00	
A11 WHITE2	Stand 2 open sides (1)		354,00	357,00	
A11 WHITE3	Stand 3 open sides (1) - min. 32 sqm		366,00	369,00	
A11 WHITE4	Stand 4 open sides (1) - min. 64 sqm		371,00	374,00	
Code			Cost €		Total amount €
A01	Registration fee (2) - compulsory	no.	580,00		
F18	Various mandatory services (3) - compulsory	sqm	15,00 / sqm		
A13	Co-exhibiting company	no.	300,00		
A14	Represented firm	no.	150,00		
A33	Press booth (Prefurnished 12 sqm publishing houses only)	no.	4.500,00		
Code			Cost €		Total amount €
B01	Invitation tickets: pack of 5 codes	no.	55,00		
B02	Invitation tickets: pack of 20 codes	no.	200,00		
B03	Invitation tickets: pack of 50 codes	no.	450,00		
TOTAL (If VAT is due, it will be calculated on the above total)					

"The square meter fee or lump sum includes the costs of the exhibition space, the services specified in the General Terms and Conditions of Participation, complementary events such as meetings and conferences, society and celebratory events included in the Exhibition programme as well as official hospitality to Italian and foreign delegations of trade operators and State authorities, speakers and lecturers."

(1) Upon availability

(2) The registration fee includes insurance All Risks and Third Party Civil Responsibility (mandatory), inclusion of the company in the general plan and in the online catalogue, inclusion of any Trademarks, Exhibitors badges, 1 pass for the Exhibitors' car park and complimentary invitations for their customers accordingly to Art. 3 of the General

Conditions for Participation and the participation free of charge to Marca Training International 2023.

(3) To facilitate the participation in the Show, the following "mandatory services" have been included in a lump sum (€ 15,00/sqm):

- connection and testing of the electrical system, with maximum used power up to 5 kW
- fire extinguisher in conformity with safety standards
- 5 Wi-Fi internet connection
- municipal advertising charges for advertising on billboards and exhibiting company name
- daily stand cleaning of Basic type (floor sweeping/carpet vacuuming, dusting clutter-free countertops, emptying trash cans only if left at the edge of the stand)

TERMS OF PAYMENT

(see Art. 3 of General Conditions)

When submitting the application, all parts of which must be duly filled in and signed, the company must pay a down payment of:

- € 30,00/sqm of space booked
- € 15,00/sqm of space booked for various mandatory services
- € 580,00 for registration fee

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

The payment may be made by a bank transfer in favour of BolognaFiere c/o UniCredit S.p.A. - IBAN: IT 95 P 02008 05364 000001114173 - Bic Swift: UNCRITMMORR Intesa San Paolo - IBAN: IT 96 M 03069 02504 100000000721 - Bic Swift: BCITITMM Please attach the payment slip to your participation application.

The balance due for the assigned stand will be invoiced after transmission of notice of stand allocation, and must be paid prior to opening of the Exhibition.

DATE

STAMP AND SIGNATURE
OF LEGAL REPRESENTATIVE

According to art. 1341 and 1342 of the Civil Code, we hereby approve and sign specifically clauses concerning: Irrevocability of the application form (Art. 2) - Discretionary power of BolognaFiere (Art. 2) - Power of annulling, backing out and stopping a contract (Art. 3, 5, 6, 7, 21, 25) - Penal clause (Art. 3, 5, 7) - Renunciation of refunds and allowances (Art. 4, 5) - Restrictions to the withdrawal power (Art. 5, 22) - Restrictions or exemption from responsibility (Art. 7, 8, 9, 11, 12, 14, 17, 19) - Acceptance of responsibility (Art. 8, 9, 10, 11, 17, 19, 24) - Supply utilities and services (Art. 15, 18) - Exclusive competent Court of Law (Art. 23) - Handling of personal data (Art. 25)

DATE

STAMP AND SIGNATURE
OF LEGAL REPRESENTATIVE

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

PLEASE RETURN TO BOLOGNAFIERE

GENERAL CONDITIONS FOR PARTICIPATION IN THE EXHIBITION

N.B. - The terms “Organiser” or “BolognaFiere S.p.a.” stand for BolognaFiere, with head office at no. 20 Viale della Fiera, Bologna (Italy).

In the context of its competitive business activity, BolognaFiere organizes the Exhibition, held at the Bologna Exhibition Centre from 16th to 17th January 2024.

Art. 1 - ADMITTANCE TO THE EXHIBITION

The following may be admitted as Exhibitors:

- Italian or foreign companies wishing to exhibit their own products or services falling into the commercial sectors included in the Exhibition. In cases where the companies themselves do not take part in the Exhibition, their dealers, agents or representatives, exclusive and general, may be admitted.
- Associations in the sector, Public Organizations and other institutions involved in the promotion, study, and dissemination of information in the sector relative to the Exhibition.

Italian and foreign companies, which have had or are having legal matters to BolognaFiere and its subsidiaries or are insolvent towards it, may not be admitted as Exhibitors.

Art. 2 - PARTICIPATION AT THE EXHIBITION

Submission of application for participation on the relevant form, which must be duly and completely filled in, signed and countersigned, constitutes an irrevocable commitment on the part of the applicant and his full acceptance of these “General Conditions” (as well as the “Technical Regulations”, and Safety File of the “Fair Regulations” and any other rules applicable to the organization and operation of the Exhibition and the Exhibition Centre).

When applying to take part, the applicant must pay a down payment (see Art. 3 of General Regulations). Payments slip must be attached to the application form, on pain of annulment of it.

Franchisers, agents and representatives are required to enclose with their application a list of the firms they represent and the products they intend to exhibit. The applicant is required to provide any further documentation that may be requested in order to decide upon acceptance of the application and establish - at any time - observance of the conditions for participation at the Exhibition. Acceptance will be determined solely by BolognaFiere with the obligation of indicating the motives for non-acceptance only in case where the applicant files a formal request for such within ten (10) days of the conclusion of the Exhibition. If the application is approved, the applicant will be so notified by registered letter or communication to the Exhibitor’s certified e-mail address/registered mail, conferring on him the status of participant in the Exhibition. For applications received at least 60 days prior to the opening of the Exhibition, the registered letter or communication via certified e-mail/registered mail will be sent at least 30 days prior to the opening date.

For applications received less than 60 days prior to the opening date, the applicant will receive notice of approval at least the day prior to the opening date and may be notified by registered letter or any other means, including fax or other appropriate means.

In cases of joint or collective participation, the applicant cannot host Exhibitors that BolognaFiere has already notified of breach of requirements or obligations, for this or other Exhibitions; otherwise, the applicant shall be jointly liable to BolognaFiere for the breach of said requirements or obligations.

Exhibitors shall be required to comply scrupulously with the all the internal rules regarding the protection of the health and safety of workers and compliance with the laws concerning payroll contributions and social security throughout their trade show participation, i.e.: stand setup, event operations, stand dismantling, and any other related activity.

The Exhibitor shall also undertake to comply with, and have all service providers operating on its behalf during the setup and dismantling of the stand and any other related or connected activity to comply with, the Technical Regulation and the Fairgrounds Regulation (with particular reference to the section on Safety), which will be available online at the website www.marca.bolognafiery.it/exhibitors/technicalregulation and which contain safety warnings, excluding compliance with the specific safety rules regarding the activities contracted out by the Exhibitor to outside providers (stand setup and dismantling and related activities).

Failure to comply with the aforesaid regulations may result in the immediate disconnection of utilities to the stand. Exhibitors shall be required to appoint one or more persons in charge of the assigned

stand for the duration of their presence at the fairgrounds, including compliance with the rules regarding the prevention of accidents in the work-place; this appointment must be notified utilizing the forms and within the time period specified in the Regulation.

Art. 3 - RATES, VARIOUS MANDATORY SERVICES, PAYMENTS, TERMINATION

Participation rates, various mandatory services and registration fee are indicated in the application form. The registration fee includes the following services:

- insurance All Risks and Third Party Civil Responsibility (mandatory);
- inclusion of the company both in the general plan and in the online catalogue;
- inclusion of eventual trademarks in the online catalogue;
- badges for Exhibitors;
- 1 car park pass;
- complimentary invitations for their customers as per the following quantities:
 - Stand 16 sqm: 5 invitations
 - Stand 32 sqm: 10 invitations
 - Stand 48 sqm: 15 invitations
 - Stand 64 sqm: 20 invitations
 - Stand over 64 sqm: 25 invitations
- participation at Marca Training International 2023.

The square meter fee or lump sum includes the costs of the Exhibition space, the services specified in the General Terms and Conditions of Participation, complementary events such as meetings and conferences, society and celebratory events included in the Exhibition programme as well as official hospitality to Italian and foreign delegations of trade operators and State authorities, speakers and lecturers.

To facilitate participation in the Show, the following “mandatory services” have been included in a lump sum (€ 15,00/sqm + VAT if due):

- connection and testing of the electrical system, with maximum used power up to 5 KW;
- 5 Wi-Fi internet connection standard 802.11 b/g 2 Ghz for pc, tablet pc or smartphone;
- daily stand cleaning of Basic type (floor sweeping/carpet vacuuming, dusting clutter-free countertops, emptying trash cans only if left at the edge of the stand);
- fire extinguisher in conformity with safety standards;
- municipal advertising charges for advertising on billboards and exhibiting company name.

When applying to take part, the applicant must pay Bologna-Fiere a deposit equal to the registration fee plus a sum of € 30,00 (+VAT if due) per square meter booked and of € 15,00 + VAT (if due) per square meter booked for various mandatory services.

On receiving the participation application, BolognaFiere will issue a first invoice for the amount of the advance payment received. If the participation application is not accepted, the above-mentioned amount will be returned with no increase due to interest.

If the participation application is accepted, BolognaFiere will notify the applicant in writing and issue a second invoice for the remaining balance due on the basis of the Exhibition space allocated. The invoice must be paid within January, 5th, 2024. The invoices will be transmitted in pdf format via e-mail to the e-mail address for invoices and put on the Exhibitor’s Reserved Area. Upon receipt of the acceptance letter, the applicant must pay the amount owed within 30 days from the date of the invoice and in any event before the inauguration of the Exhibition.

The Exhibitors not having paid the balance of the participation fee will not be entitled to enter the Exhibition centre to set up their stands.

In the case of non-compliance with these provisions BolognaFiere may consider the contract annulled, without the need for the service of notice or decision from a court of law, but simply by serving formal notification on the party concerned. In this eventuality, in addition to being released from any commitment and having the right to allocate the stand to other applicants, BolognaFiere will be entitled to retain the sums already received and also to full payment by way of fine, as well as any other contractual amounts, without prejudice to its rights to compensation for damages. If the Exhibitor will ask for the amount to be invoiced to another company, pursuant to proxy delegation to be provided by documentary evidence, he will be entitled to comply for all the obligations related to the application form.

Should the co-exhibiting company request invoicing for part of the booth sqm., it will be required to pay the registration fee (€ 580.00 + VAT if due) and not the fee as a co-exhibiting company.

Art. 4 - STAND ALLOCATION

Stand allocation falls exclusively within the competence of BolognaFiere and is made at their discretion. Any special requests or indications put forward by the Exhibitor shall be regarded as solely indicative, also with regard to the assignment of corner or preferred locations. In case of need, BolognaFiere shall have the right to change the assignment of the open sides of the stands with respect to what is required by the Exhibitor on the application form.

The invoicing of the Exhibition area will be adjusted accordingly.

They may not bind or condition the application and hence shall be considered as not appended. Furthermore, BolognaFiere shall have the right to move or reduce a stand already allocated, or to transfer it to another Exhibition area, nor shall this give the participant any right to compensation or indemnity of whatever kind. BolognaFiere shall however notify the Exhibitor of such a decision by e-mail.

Art. 5 - RIGHT TO WITHDRAWAL – NON-COMPLIANCE AND NON FULFILMENT

The participant who cannot take part in the Exhibition, may withdraw from the contract, documenting the reasons and giving notice to BolognaFiere by registered letter or via certified e-mail/registered mail with advice of receipt no later than 60 days prior to the Exhibition opening date, without prejudice to BolognaFiere’s right to the registration fee and the down payment as conventional penalty, reserving the right to the compensation for possible higher damages. Should such notice be given less than 60 days before the Exhibition opening date, the participant shall be required to pay the whole participant fee without prejudice to the BolognaFiere’s right to claim direct or indirect damages. BolognaFiere may nevertheless make use of the stand, even allocating it to other Exhibitors. If notice of cancellation is not given and the Exhibitor does not prepare his own stand, he shall be deemed in default to all intents and purposes, without prejudice to above mentioned BolognaFiere’s right to the down payment, shall be required to pay not only the balance of the admission fee but also direct and indirect damages sustained by BolognaFiere. Without prejudice to above mentioned, in this eventuality too, BolognaFiere may make use of the stand by allocating it to other Exhibitors. BolognaFiere may at their discretion withdraw from the participation agreement up to two weeks before the Exhibition opening date, and - for reasons relating to the organization of the Exhibition and its proper functioning - up to the day of opening. In this eventuality BolognaFiere will not be obliged to provide indemnity or compensation of any kind, but they shall return the down payment and all amounts already received, without being required to pay any kind of interest.

Failure to comply with the requirements of this regulation and noncompliance with obligations under this contract – also including the case of non-payment – BolognaFiere, taking into account the seriousness of the matter, may impose the following sanctions on Exhibitors:

- not activate ancillary services including all utilities required for the smooth functioning of the allocated Exhibition space;
- prohibit the supply of the car parking pass, Exhibitor passes, provided visitors’ invitation codes, general plan and any other material related to the participation in trade fairs;
- order the immediate removal of non-admissible products – with the authority to intervene directly and immediately should the Exhibitor non comply forthwith – reserve the right to impose additional penalties;
- order the immediate closure of the stand – with the authority to intervene directly and immediately should the Exhibitor non comply forthwith – reserve the right to impose additional penalties;
- order the exclusion of the Exhibitor from successive editions of the event.

In no event shall the Exhibitor be entitled to claim refunds or compensations of any kind and he will still be obliged to pay the whole participation fee. BolognaFiere will be entitled to ask for: the reimbursement of the damages and costs incurred for the publication of material supplied to the Exhibitor and potentially not delivered; the removal of the products displayed; the closure of the stand; the possible preparation of the exhibit space, including assignment to a different Exhibitor. BolognaFiere, by virtue of the delinquencies referred to above, will require full compensation for

GENERAL CONDITIONS FOR PARTICIPATION IN THE EXHIBITION

damages, which include both the actual damages as well as those stemming from a loss of profits.

Art. 6 - DELIVERY OF STANDS

- Stands will be made available to Exhibitors by the deadline specified in the "Technical Regulations of the Exhibition". The furnishing of stands must be completed by the date indicated in the "Technical Regulation": otherwise, the contract may be terminated due to the participant's default in the same manner and with the same consequences referred to in Art. 4. Admission to Bologna Exhibition Centre for Exhibitors and Fitters/Suppliers is subject to prior accreditation of data on the website befair.eu. Once this first step has been carried out, following the instructions provided by e-mail, the Exhibitor will choose his credentials, which will remain valid for future editions. By accessing the PASS portal, the Exhibitors will be able to appoint any Fitters / Suppliers, assigning them a file. The appointees will receive an e-mail in order to operate their first login to the "Pass" page of Befair website and choose their login username and password. In the Pass portal, both Exhibitors and Fitters/Suppliers (through their own account) will be able to enter the names of their personnel and vehicle plates for which they request access to the Exhibition Centre, exclusively during setting-up and dismantling periods. If the Exhibitors and Fitters don't view the published documentation - including D.U.V.R.I., PRIVACY and safety information - they will not be able to print the badges necessary during the set-up and dismantling periods.

The Exhibitor is responsible for ensuring that the companies carrying out work in the Exhibition centre on its behalf meet the necessary requirements. BolognaFiere may establish special rules of access to the Trade Fair Centre during setup, also in compliance with occupational safety regulations, and also restrict vehicle access and/or apply charges to vehicles parked outside designated spaces and/or exceeding the Organizer's parking time limit. In particular, if motor vehicles or other forms of transport are left inside the Trade Fair Centre for more than two hours, the Exhibitor whose password has been used to register the vehicle may be charged the sum of € 500.00 + VAT.

Art. 7 - STAND FURNISHING

Exhibitors must limit their displays to the area of the stand itself, as indicated clearly in the "Technical Regulations of the Exhibition" and their height may not exceed the allowed height specified in the Exhibition regulations.

Regardless of surface area, booth installations are classified as either Standard or NonStandard, regardless of surface area, and their specifications are set out in detail in the Technical Regulation that form an integral part of these regulations, and which the Exhibitor accepts in full.

For the setting up of any stand, it is compulsory to send and submit FORM 0 to BolognaFiere, which can be downloaded from the Exhibitor's reserved area, in the Form section of www.befair.eu.

In the case of Non-Standard stands, the Exhibitor is obliged to send to the Organizer and BolognaFiere, for approval, the stand design stamped and signed by a Qualified Technician as well as the documents required by the "Technical Regulations of the Exhibition and from Form 0". All the aforementioned documents must be sent no later than the deadline established in the "Technical Regulations of the Exhibition", otherwise the Exhibitor will be charged the amount of € 500.00 plus VAT in addition to any costs indicated on "Form 0".

Should the Exhibitor not possess a Non-Standard installation design signed by a qualified technician, BolognaFiere can be asked to carry out a prior inspection using a specific form that can be found at www.befair.eu.

In the case of Non-Standard structures, should the respective design duly stamped and signed by a qualified technician fail to be sent to BolognaFiere, arrangements will be made to carry out inspection and approval, the Exhibitor being charged for such service and possible penalties. It should also be noted that Non-Standard installations require final inspection and approval carried out exclusively by BolognaFiere, the Exhibitor being charged the rate specified in the technical form.

In any case, BolognaFiere reserves the right not to allow the assembly of Non-Standard stands that have not been previously approved. The fittings and the related systems must be built in a workmanlike manner, in compliance with the accident prevention and fire prevention regulations.

The Exhibitor undertakes to comply with the legislation relating to public entertainment venues and to submit to all the provisions and formalities set forth in the "Exhibition Technical Regulations".

BolognaFiere will be entitled to request, if necessary, the intervention of the Supervisory Commission for public entertainment venues. The Exhibitor is obliged to keep in the stand, in a clearly visible and accessible position, fire extinguishers in adequate quantity and quality, as supplied by BolognaFiere.

Failure to comply with the detailed provisions of the "Exhibition Technical Regulations" will give BolognaFiere the possibility of closing the exhibition space and/or adopting the most appropriate measures to ensure safety conditions, without prejudice to any civil and criminal liability of the Exhibitor.

Any responsibility regarding the statics of the stands, the execution and operation of the systems, the compliance of the stand materials, the fire regulations and for any damages that persons or things owned by BolognaFiere or third parties may suffer, shall be borne exclusively by the Exhibitor. Failure to comply with the safety rules may result in a complaint to the judicial authority.

Since exhibit areas do not have partition walls, every exhibiting company must at its own expense design its stand/exhibit in such a way to include these partitions to separate its stand from neighbouring Exhibitors. All stands must have technical and aesthetic characteristics compatibles with the general image of the Exhibition. Stands fittings must include also floor carpeting or platforms and stand furnishing. In addition, the stand must bear the name of the exhibiting company. BolognaFiere reserves the right to require that fittings and installations that do not fall within the provisions laid down above be altered or changed.

Art. 8 - HANDING BACK OF STANDS

At the end of the Exhibition, but not before, the Exhibitors will remove the products and materials they have installed and, will remove said products and materials from the Exhibition Centre. In particular, it is recommended to remove all valuables and fragile objects from the stands.

Should the Exhibitor, on the last day of the Exhibition, leave his stand unattended before the closing time, BolognaFiere may impose a fine of up to € 700.00 + VAT (if due). Stands must be completely emptied by the date specified in the "Technical Regulations". The Exhibitor is required to hand back the pre-fitted stand in the same condition in which it was received. Any damage caused to the booth materials will be priced and charged after the Exhibition. During all phases of the event, it is forbidden to leave waste and/or waste materials in the Exhibition areas and in the Exhibition Centre. Waste and materials left over from set up work shall be disposed of by the Exhibitor and/or its appointed agents and hall aisles kept clear of any such materials or other obstructions. As provided for by the laws on environmental protection, Exhibitors are obliged to declare how they intend to treat the waste equipment by compulsory filling in of the Exhibition forms. In the event of its failure to comply with dismantling times and/or delays in clearing the area, the Exhibitor grants its irrevocable permission for BolognaFiere to attend to such matters, considering anything left in the booth to be waste bound for landfill sites and the Exhibitor shall be required to reimburse all direct and indirect expenses incurred for the clear-up work, this currently starting at a minimum of € 300.00 + VAT (if due) per 16.00 sqm of surface area and without prejudice to the right to claim compensation for any additional loss.

BolognaFiere disclaims all responsibility for goods, materials and anything else left unattended by the Exhibitor in the Exhibition Centre.

Art. 9 - ACCESS TO EXHIBITION CENTRE

The Exhibition shall be open every day only to involved members of the trade presenting the required entry pass according to the opening hours that BolognaFiere establish, and which they reserve the right to change, if necessary, even during the Exhibition. In order to make it possible for Exhibitors and their staff to enter the Exhibition freely, BolognaFiere will issue appropriate passes as provided for in the "Technical Regulations", the use of which implies acceptance of these regulations. The Exhibitor is nevertheless responsible in every respect for the behaviour of those whom he provides with entry passes, as well as for the behaviour of his own employees, ancillary staff and collaborators in the performance of the duties which they have been assigned.

Inside the Exhibition Centre it is strictly forbidden to promote offerings and donations for recognized institutions, to undertake alms-giving or collecting, to make political or religious propaganda and to conduct any activity whatsoever not related to the aims and purposes of the Exhibition.

It shall, however, be understood that access procedures, technical provisions, assembly and removal of Exhibition booths, and the overall manner in which the trade show is conducted may be subject to changes and/or revisions in the event of further regulatory provisions being issued by the authorities.

Art. 10 - SURVEILLANCE AGAINST THEFT; LIABILITY FOR THEFT AND DAMAGES; RELEASE FROM LIABILITY BOLOGNAFIERE; INDEMNITY CLAUSE

During the hall opening times the Exhibitor shall watch over his own stand either directly or by means of his personnel. The Exhibitor is required to supervise its stand and Exhibition space with its own personnel during the entire Exhibition period. The Exhibitor is the only custodian of all of the materials, goods, and furniture at the stand and Exhibition space during the entire Exhibition period (including set-up and knock-down).

As custodian of its stand and Exhibition space, the Exhibitor is required to indemnify BolognaFiere - substantively and legally - against all losses, damage, liability, cost or expense, including legal fees, deriving from the Exhibitor's use of its stand and assigned Exhibition space. Although BolognaFiere provides a general day and night surveillance service inside the Exhibition Centre for the entire duration of the Exhibition and for the stand furnishing and removal periods, the said BolognaFiere is released from any and all responsibility for theft and/or damage that may be sustained by the Exhibitor. The Exhibitor shall also be responsible to BolognaFiere for all damage, be it direct or indirect, which for any reason is attributable to him or to the staff working for him (including damage caused by furnishings or by the systems set up either by the Exhibitor or by third parties hired to do so, even if they have been inspected by BolognaFiere).

Art. 11 - INSURANCE-RELEASE, EXEMPTION AND ASSUMPTION AND LIMITATIONS OF LIABILITY

The Exhibitor shall benefit from the following insurance policies taken out by BolognaFiere:

- All Risks cover (including fire and theft) against direct and material damage to stand fittings, furnishings, equipment and goods in the stand, excluding cash, items of value, other valuables and similar and excluding software installed on computers and excluding damages from non-use of stand fittings, furnishings, equipment and goods during the Exhibition - € 40,000.00 full first loss cover (including fire and theft) with full excess of € 300.00 for each item of damage, increased to € 600.00 for damages occurring after the end of the Exhibition + VAT (if due);
- third Party Liability cover including fire damages: single limit € 50,000,000.00 + VAT (if due);
- third Party Liability cover for employees of the Exhibitor: limit € 3,000,000.00 per claim with limit of € 2,000,000.00 per person + VAT (if due);
- the Insurance Company shall waive all claims towards Exhibitors and BolognaFiere.

The aforesaid insurance covers are governed by the conditions and limitations as stated in the form published on the Exhibitor's Reserved Area. These insurance policies do not release the Exhibitor from liability in respect of all risks which, according to the independent assessment of the Exhibitor, are not covered or exceed the limits of cover as set out above. The Exhibitor shall take out such supplementary cover as he deems appropriate. In particular, given the existence of a video surveillance system, in case of theft, a report must be presented to the Public Authorities and forwarded to the Insurance Company within seven days of the end of the Exhibition. Failure to meet this deadline may result in forfeiture of the right to compensation. The Insurance Company will also handle claims and settlements at the end of the Exhibition, according to the conditions set out on the aforesaid form. In any case, the Exhibitor undertakes to include in the supplementary insurance cover a clause in which the Insurance Company waives all recourse to action against the Exhibitors and BolognaFiere, and in default he shall indemnify them from any action that may be brought against them.

Having taken note of the above, the Exhibitor (on his own account and that of his agents, employees or assistants) in any case expressly relieves BolognaFiere from any liability for loss or damage which for any reason should occur in the Exhibition area assigned to him, and during the installation or dismantling of the area assigned to him, and in respect of anything located therein, and accepts

GENERAL CONDITIONS FOR PARTICIPATION IN THE EXHIBITION

liability for any damage caused to third parties by the management of the Exhibition space or by anything introduced therein and which is not covered in the terms or manner indicated above or by additional insurance cover taken out by the Exhibitor himself. BolognaFiere will accept no liability for consequential damages, damage to image, loss of revenues, etc.

As regards direct damages, the Exhibitor accepts that the liability of BolognaFiere shall be limited to the insurance cover limits as stated above. The Exhibitor accepts these limits of liability.

Art. 12 - COMPLAINTS

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

Art. 13 - INTELLECTUAL PROPERTY

he products and the goods placed on display, as well as the stands housing them, may not be photographed, drawn or in any way reproduced without the authorization of the respective Exhibitor and BolognaFiere. BolognaFiere, however, reserves the right to film, reproduce, advertise and authorize the filming, reproduction and advertising of general and detailed outside and inside views, and may permit their sale or even sell them directly.

No use will be made of the images in contexts prohibited by law or which would compromise their decorum and dignity. The posing and use of the images for the above-mentioned purposes are to be considered completely free of charge. The Exhibitor assumes all responsibility for the ownership of rights to trademarks, patents, industrial inventions, industrial models, and copyrights concerning the products and/or machinery on display.

The Exhibitor, therefore, releases BolognaFiere from any liability in the event of infringement of the aforementioned rights and in the event of any violation of the rules protecting competition, both with regard to other Exhibitors and with regard to third parties in general. Any dispute between Exhibitors or between Exhibitors and third parties will have to be settled directly by themselves, with no responsibility for BolognaFiere.

Art. 14 - TEMPORARY IMPORTATION

The temporary importation of goods or merchandise of foreign origin for display as samples during the Exhibition may be carried out - at the Exhibitor's expense - through BolognaFiere's official forwarding agent, in accordance with the procedures laid down in the "Technical Regulations", and the forwarding agent shall be released from any responsibility for his actions, also in relation to BolognaFiere.

Art. 15 - TECHNICAL SERVICES

At the Exhibitors' request, and in accordance to the terms of the "Technical Regulations", BolognaFiere will supply the Exhibitor electrical energy for lighting and for motive force and connection to the water mains, and compressed air. In addition BolognaFiere reserves the right to supply, or to outsource or grant exclusives for, any service it deems useful for Exhibitors, defining the methods of use for same. Specifically:

- connection and disconnection between the electrical installation or water system set up by the Exhibitors and, respectively, the junction box and water intakes may be carried out only by the firms authorized to do so by BolognaFiere, and these firms will ensure that the "Technical Regulations" provisions are observed;
- stand cleaning shall be carried out by BolognaFiere, from the last day of the furnishing period and for the entire period of the Exhibition;
- the installation and the disconnection of telephones may be carried out only by the supplier authorized by BolognaFiere;
- Exhibitors must utilize only the official forwarding agent of BolognaFiere for all handling, transport, loading and unloading operations;
- only electrical vehicles may enter the Exhibition halls.

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

Art. 16 - MACHINERY IN OPERATION AND ITS REGULATIONS

Machinery must: be installed in the manner corresponding to its normal use; comply with accident prevention standards and any other legislative, regulatory, and good engineering prescriptions; be accompanied by the required administrative documentation from the competent authorities. Moreover, machinery may not be exhibited unless it complies with accident prevention standards and any other legislative, regulatory, and good engineering prescriptions.

During the assembling, dismantling and installing phases and throughout its stay in the Exhibition centre, adequate protective measures must be adopted to ensure the safety of third parties and visitors present in the Exhibition centre.

Machines on display must not be turned on, unless the Operations Division of BolognaFiere has issued a written waiver, provided the use does not entail danger or disturbance.

In any case, the Exhibitor is obliged to equip them with all the necessary devices to prevent accidents, noises exceeding normal tolerability, unpleasant smells, gas and liquid emissions; internal combustion engines may not be turned on inside the halls, and the use of fuel or gas cylinders is forbidden.

If permission is granted, the maximum number of demonstrations may not exceed four per day and each demonstration may not last longer than 15 minutes.

The Operations Division of BolognaFiere reserves the right to decide with the utmost discretion on the request for authorization submitted by the Exhibitor, as well as to identify specific and limited areas to be allocated to the machinery that the Exhibitor intends to turn on.

Any product not homologated in Italy or not conforming to Italian regulations must be displayed with an indication of the countries for which it is intended or for which it has been homologated and, in compliance with the safety provisions set out above, may only be turned on in specially designated areas.

BolognaFiere shall consider only the requests for exemption that are submitted at the same time as the application form for participation in the Exhibition and that are accompanied by the relevant technical and administrative documentation.

Even if it has issued its own authorization for the operation of the product on display, BolognaFiere will not be held liable in any way. BolognaFiere declines all responsibility for injury and/or damage that may be caused to third parties because of the use of the products on display and for any violation of the standards and indications in question, in respect of which the Exhibitor assumes all civil and criminal liability.

BolognaFiere reserves the right to intervene directly in order to close the Exhibition space and remove from the Exhibition Centre any structures, machinery, etc., which do not comply with the above-mentioned provisions or which are not used in accordance with them.

Art. 17 - CATALOGUES AND ONLINE REPORTS

BolognaFiere reserves the right to issue the general plan and distribute reports (including in a summary or abbreviated form) contained in the Application Form, on the Exhibitors and their products or the services provided by them, as well as on all other matters stated or submitted, using those means and technologies of communication (forms, USB devices, Internet or other) which it will deem most suitable without any liability of its own for any omissions, errors or malfunctioning. The data presented will relate to the applications which have been received and accepted up to 45 days prior to the date of opening of the Fair. None of this will prejudice the right of BolognaFiere to change the allocation of the stands. The above will also apply to the content of other information forms signed by the Exhibitor or by one of his employees and provided to BolognaFiere, including in computerised form.

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

The general plan and the Exhibition online catalogue are the only official publications of BolognaFiere. With the exception of the official ones by BolognaFiere, any other advertising publication is an initiative of private individuals without authorization.

Art. 18 - ADVERTISING ON SALE

Inside their stand, Exhibitors are free to carry out their advertising activities. However, outside the Exhibition area assigned to the Exhibitors, any form of publicity or advertising must only be carried out through BolognaFiere or through the companies appointed for this purpose by BolognaFiere. Such advertising will be subject to the payment of a fee and related taxes. No ad will be permitted if it may damage other exhibiting companies, both on a commercial and competitive level.

Art. 19 - CAR PARKS

For safety reasons, only cars will be allowed access to the car parks provided for Exhibitors - until all available parking spaces are exhausted - (it is therefore understood to be excluded commercial vehicles, trucks, etc...) equipped with a special badge issued by the Organizer and parking is allowed only in the appropriate spaces and only during the opening hours of the Exhibition Centre. It is strictly forbidden to stop commercial vehicles and lorries of any kind inside the Exhibition Centre, even for short periods only. It is also strictly forbidden to off load from vehicles outside the allowed spaces and after the closing time of the Exhibition Centre.

In the event of failure to comply with these provisions, BolognaFiere may take steps to obtain the forced removal of the vehicle from the car park or the affixing of mechanical means inhibiting its use, at the risk and expense of the Exhibitor to whom the badge has been issued and the owner of the vehicle, who shall remain jointly and severally liable with the Exhibitor for the relevant expenses. BolognaFiere reserves the right not to admit to the next edition of the Exhibition any Exhibitor who has not complied with the prohibitions described above, even through his or her agents. All occupants of the vehicle must have a valid document for admission to the Exhibition centre. Since the car parks are unattended, BolognaFiere is not responsible for security of the vehicle and will accept no liability for damage or theft of any kind.

Art. 20 - MEETINGS, CONFERENCES AND CONTESTS

During the Exhibition, meetings, conferences, and contests may be arranged. BolognaFiere will not be deemed responsible if any event does not take place, or if meetings between buyers and Exhibitors are not successful. The relationships between buyers and Exhibitors are to be managed exclusively by themselves, with no liability for BolognaFiere.

Art. 21 - SPECIAL PROHIBITIONS

It is expressly forbidden for Exhibitors to:

- make any sale involving on-the-spot delivery of goods to the buyer;
- give up or exchange all or part of their stands;
- exhibit prices;
- display products that do not belong to the marketing designation of the stand as it appears on the Exhibitor's application;
- display cards or samples, even those of a purely indicative nature, for firms not listed on the application form and not represented;
- engage in any form of advertising outside their own stand and in the Exhibition centre. Exhibitors may distribute advertising material only inside their own Exhibition area except for waivers issued by the Show Office;
- the use, for any purpose whatsoever, of remote-controlled devices including drones in the Exhibition Centre (APR). Any exceptions must be requested from the BolognaFiere Operations Department, which reserves the right to evaluate, within the scope of the provisions of current legislation, the possibility of use in accordance with methods and procedures to be agreed;
- the broadcasting of live and recorded music using equipment for the reproduction of music and sound. Any exceptions may be authorized in writing by BolognaFiere only on condition that the Exhibitor use the equipment in such a way as not to disturb the other Exhibitors and visitors and only if he has fulfilled the legal obligations to pay the relevant copyrights;
- the use by Exhibitors of their own forklifts and hoisting equipment within the Fairgrounds;
- stage any show or entertainment, of whatever, type, kind and characteristics, even if it is confined to the inside of the stand or designed for the presentation of products, without the prior written consent of the Show Office of BolognaFiere; moreover, it is exclusive competence of the Exhibitor to obtain any authorizations from the health and public safety authorities and, in general, from the bodies in charge, for the above

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mentioned initiatives, in and as requested;

- any form of unfair competition between or among participants in the Exhibition. Therefore, to ensure correct execution of the Exhibition, the Exhibitor hereby accepts all of the initiatives that BolognaFiere may undertake to ensure the immediate cessation of any possible forms of unfair competition or to protect and safeguard the other Exhibitors and BolognaFiere itself;
- any dispute between Exhibitors on the grounds of unfair competition must be settled directly between the Exhibitors themselves, with no liability for BolognaFiere;
- the use of roller skates and skates, bikes and motorbikes, with the exception of BolognaFiere staff;
- the use of cameras, videocameras, videotapes or any other similar equipment without prior BolognaFiere authorization.

BolognaFiere may prohibit the entrance with bags, suitcases or other big cases and ask people to put them in the appropriate cloakroom located near the fair entrances. Offenders may be asked to leave the Exhibition centre by security staff.

Stands assigned to the technical press will not be allowed to host and/or represent other exhibiting companies inside nor conduct product demonstrations, etc.

The product samples displayed at the Exhibition may be collected solely by personnel of Associations, Bodies, NPO authorized by BolognaFiere for the food and pet sectors. Requests for the products to be consigned by unauthorised persons must be reported to the Show Office. The prohibitions of a technical nature issued for reasons of safety, health and hygiene and pollution in general to protect persons and things, as well as to prevent tampering with property and movables belonging to the Exhibition Centre, as well as the associated provisions contained in the "Technical Regulations", form part of these general contract conditions, and the Exhibitor undertakes to observe them strictly. Any exceptions may be issued in writing only, by the Operations Division of BolognaFiere.

In the event of failure to comply with even one of the prohibitions set out above, or those referenced in this article, BolognaFiere may apply the sanctions laid down in the "Technical Regulations" and/or terminate the Exhibition participation contract, without the need for a court ruling, but simply by written notification served on the Exhibitor at his stand. This will entail the immediate closure of the stand and the withdrawal of the Exhibition Centre admission documents, without prejudice to the sums owed by the Exhibitor.

Art. 22 - POSTPONEMENT, REDUCTION OR CANCELLATION OF THE EXHIBITION

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

Art. 23 - GENERAL PROVISIONS - CHOICE OF DOMICILE - APPLICABLE LEGISLATION - ITALIAN JURISDICTION AND COMPETENT COURT OF LAW

The Exhibitor is obliged to abide by any regulations that may be issued to BolognaFiere by the Public Safety Authorities and those responsible for fire and accident prevention and for the supervision of places open to the public. The Exhibitor and third parties working for him inside the Exhibition Centre must engage staff on employee or freelance contracts in accordance with the laws in force (vis-à-vis social security, insurance, taxation, etc.).

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

Art. 24 - RELATIONS WITH BOLOGNAFIERE

The Exhibitor notes that the Fair will be held in the Exhibition Centre of BolognaFiere and he undertakes to observe - and ensure that his employees and associates observe - the rules and regulations issued by BolognaFiere. The Exhibitor declares that he/she has read the BolognaFiere Code of Ethics, available on the website www.bolognafiere.it, that he/she shares it and fully agrees with its content, and is aware of the possible consequences and penalties deriving from violation of the principles and rules stated therein. Therefore, in case of the Exhibitor's default in such obligations, BolognaFiere will be entitled to take direct action, by means of its service staff in the Exhibition Centre, in order to enforce its rules and regulations and all laws.

Art. 25 - PERSONAL DATA PROCESSING

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

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

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

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

Art. 26 - FORCE MAJEURE

Force majeure is defined as the occurrence of any event or circumstance ("Event of Force Majeure") that prevents the fulfilment of one or more contractual obligations, if and to the extent it is demonstrated:

- a) that the occurrence is beyond the parties' reasonable control; and
- b) that it could not reasonably have been foreseen at the time the contract was stipulated;
- c) that the effects of the occurrence could not reasonably have been avoided or overcome.

Unless proven otherwise, the conditions referred to in points a) and b) above are considered satisfied in the presence of the following occurrences: war (declared or not), invasions, actions by foreign enemies, large-scale military mobilisation in Italy or internationally; civil war, uprisings, rebellions and/or revolutions, insurrections, acts of terrorism, sabotage or piracy; embargoes; need to obey any government law or order, expropriation, requisition, nationalisation; plagues, epidemics, natural disasters or extreme natural events in general; explosions, fires, destruction of equipment, prolonged interruption of transport and/or transportation, of telecommunications, of the IT system or of the energy network; boycotts, strikes and lockouts, occupation of facilities.

If any Event of Force Majeure should occur, BolognaFiere will be relieved of its obligation to fulfil its contractual obligations and released from any liability for damages or any remedy for breach of contract starting from the moment in which the Event prevents such fulfilment, provided BolognaFiere gives the other party prompt notice of such circumstance. If prompt notice is not given, BolognaFiere will be relieved of its obligation and released from liability when the other party has received such notice; the other party may suspend fulfilment of its obligations starting on the date of such notice.

If the Fair must be postponed due to an Event of Force Majeure, BolognaFiere will retain the amounts already received (i.e., registration fee and other down payments, if any), which the Exhibitor may use - without any guarantee regarding rate changes - to participate in the Fair on the new dates. If the Fair must be cancelled due to an Event of Force Majeure, BolognaFiere reserves the right to withhold only the registration fee paid by Exhibitors to cover organisational and handling expenses incurred. All other monies received from Exhibitors shall be refunded and in such case

no exhibitor will have the right to seek any damages against BolognaFiere on any grounds or for any reason. If any Event of Force Majeure should occur, the Exhibitor will be relieved of its obligation to fulfil its contractual obligations and of any liability for damages or any remedy for breach of contract starting from the moment in which the Event prevents such fulfilment, provided the Exhibitor gives prompt and documented notice to BolognaFiere. If prompt notice is not given, the Exhibitor will be relieved of its obligation and released from liability when BolognaFiere has received such notice; BolognaFiere may suspend fulfilment of its obligations starting on the date of such notice.

If it is impossible for the Exhibitor to attend the Fair due to an Event of Force Majeure, BolognaFiere will retain the amounts already received (i.e., registration fee and other down payments, if any), which the Exhibitor may use - without any guarantee regarding rate changes - to participate in a subsequent edition of the Fair. It is hereby specified that if an Event of Force Majeure should occur, the deadlines for the notice required by Article 22 "Postponement, reduction or cancellation of the Exhibition" will not be applied.

PRIVACY POLICY STATEMENT

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

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

1. DATA CONTROLLER AND DATA PROTECTION OFFICER

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

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

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

Your personal data will be processed for the following purposes:

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

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

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

3. METHODS OF DATA PROCESSING

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

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

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

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

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

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

PRIVACY POLICY STATEMENT

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

5. DATA RETENTION

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

6. RIGHTS OF THE DATA SUBJECT

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

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

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

In detail, you have the right to:

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

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

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

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

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

CONSENT TO THE PROCESSING OF PERSONAL DATA

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

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

I AGREE

I DO NOT AGREE

DATE AND PLACE

SIGNATURE

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

I AGREE

I DO NOT AGREE

DATE AND PLACE

SIGNATURE

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

I AGREE

I DO NOT AGREE

DATE AND PLACE

SIGNATURE

■ sending your data to companies and third parties for their marketing purposes.

I AGREE

I DO NOT AGREE

DATE AND PLACE

SIGNATURE