

General Regulations Of The Exhibition

The “together we grow” “deal” between Ge.Fi. spa and enterprises

I. INTRODUCTION

Ge.Fi. Spa is a service company that operates on the global market to encourage the growth of artisans and small enterprises.

It researches, selects and promotes businesses that produce authentic, original and high-quality products.

The company is interested primarily in organisations whose concept of work and economics is focused on respect for people, raw materials and the local area.

GE.FI. Spa's intention is to bring these ideals to the forefront of the market and public opinion.

To achieve this aim, Ge.Fi. Spa has identified two main tools:

- a. **Artigiano in Fiera**, the most important exhibition in the world (business to consumer) dedicated to artisans and small enterprises;
- b. **Artigiano in Fiera**, the digital platform that runs alongside the event, enhancing visibility and sales opportunities.

GE.FI. Spa wishes to draw up a deal with selected businesses to encourage reciprocal development and common growth.

II. THE FUNDAMENTAL CONDITIONS ARE AUTHENTICITY, ORIGINALITY AND QUALITY

Since the very first Artigiano in Fiera, trade fair, which took place in 1996, Ge.Fi. Spa has been committed to guaranteeing the reliability of the enterprises taking part and the quality of the products on display to the fair's visitors.

This same commitment has been applied since 2014 in evaluating the enterprises included on the Artimondo e-commerce platform.

Over the last few years much has changed and continues to change, both at international level and in how the enterprises themselves have developed. Being a member of the Register of Artisans, or any similar European or international register, is not in itself a guarantee of authenticity.

For these reasons Ge.Fi. Spa is committed to carrying out checks on workshops and enterprises wishing to take part in its initiatives. This system of inspection also applies to stands at the trade fair and to online shops on the e-commerce platform.

GE.FI. Spa selects enterprises that can guarantee the authenticity, originality and quality that set their products apart.

These characteristics are absolutely fundamental for selection and can be summarised as follows:

- **Authenticity**: the products correspond to their descriptions and do not feature any form of imitation, forgery, falsification or adulteration;
- **Originality**: the products have their own unique characteri-

stics that set them apart from others;

- **Quality**: this set of product characteristics selects the values that best represent the local area, traditions (including innovative traditions) and a way of working with raw materials that is respectful of natural processes and the environment.

The enterprises selected are micro-businesses or small enterprises (with an annual turnover of less than €10 million) in a framework that includes artisans, agricultural, enterprises and small manufacturers.

The term “artisan” does not refer exclusively to artistic activities and should be interpreted in the broadest sense. Serial production is permitted, provided the above criteria are met.

The selling of third party products is allowed as long as they are produced by artisans or small enterprises that cannot attend the event directly and that have given exclusive rights to the sale of their products.

The level of production may be broad and diverse and various market proposals, at different prices, may co-exist.

Any medium and large enterprises present are “sponsors” that use the event for on-site marketing activities.

III. A COMMON GOAL

In the general context of an increasingly global and uniform economy, Ge.Fi. Spa and the enterprises selected share an important common goal: that authenticity, originality and quality, the definitions of artisan, agricultural and small enterprises, should be at the forefront of the market and public opinion.

The primary purpose of the proposal is to promote a different type of economy, one that is not based solely on profit but that seeks to protect nature, value local areas and place the individual at the heart of its activities.

A transparent relationship and loyalty between the parties are essential conditions for the deal and for working together. In order to grow together, effective cooperation and a common goal are essential.

Ge.Fi. Spa is committed to carrying out a careful selection process and will take responsibility for any mistakes. In the event of a breach of this deal, which constitutes an integral part of the General Regulation, Ge.Fi. will immediately take action proportionate to the gravity of the violation, including closing the stand or the online shop or terminating the commercial deal, reserving the right to take legal action.

In turn, the enterprise will participate and cooperate actively, accepting responsibility for any misleading or improper behaviour on its part.

IV. GE.FI. SPA'S COMMITMENTS

Ge.Fi. Spa pledges to:

- 1) **select** enterprises that guarantee authenticity, originality and quality, as defined above;
- 2) **promote** the enterprise and products, to the greatest extent possible, taking into account their suitability for the tools and the market themselves;
- 3) **communicate** to the greatest extent possible, the content and value of the enterprises and products, using all available channels, both on- and off-line, both in the traditional press and on social networks.

Ge.Fi. Spa also commits to suggesting the best possible conditions to help businesses make the best use of the tools provided. It cannot, however, guarantee any result from participation.

V. THE ENTERPRISES' COMMITMENTS

The enterprise pledges to guarantee the originality, authenticity and quality that were agreed and verified by the parties.

These characteristics are guaranteed both during production and in all commercial activities (trade fair, e-commerce, international activity).

The enterprise pledges never to submit, in any way or for any reason, products that do not correspond to what has been declared and agreed. Infringement of these commitments will immediately lead to exclusion from any on-going common activities and GE.FI SPA will take any civil or penal action necessary to protect the project.

Where other companies are represented, having been authorised by Ge.Fi. Spa, the enterprise will clearly communicate the companies' details (in the case of the Artigiano in Fiera trade fair, directly at the stand).

The enterprise pledges to cooperate positively and effectively to ensure a successful event.

The enterprise pledges to present itself in the best possible light at all times, whether at the fair or online, in accordance with guidelines and suggestions received from Ge.Fi. Spa.

Any parties who participate collectively or who coordinate other companies are directly responsible for selecting the companies and will cooperate actively with GE.FI. SPA in accordance with the objectives of the project.

GENERAL REGULATION

1. NAME AND TYPE OF EXHIBITION, VENUE, DATE AND OPENING HOURS

- 1.1** The name of the Exhibition is as follows: "AF- L'ARTIGIANO IN FIERA", 28th International Crafts Selling Exhibition (hereinafter referred to as the "Exhibition") and it will be held at Fieramilano at Rho (Milan, Italy) from 30 November to 8 December 2024. Entrances: Porta Est (East gate), Porta Ovest (West gate), Porta Sud (South gate).
- 1.2** The opening hours for the general public are 9.45 am - 10.30 pm. Exhibitors (as defined below) and their staff should be present at their stands each day up to an hour before opening and up to an hour after closing.

2. ORGANISERS AND COLLABORATING ENTITIES

- 2.1** The Exhibition is organised by Ge.Fi. S.p.A., whose offices are in Viale Achille Papa, 30, Milan, Italy (VAT number 11402090150 and registration number in the companies register of Milan 351618) - Phone: +39-0231.911.911, e-mail: craftsfair@gestionefiere.com.
- 2.2** The Exhibition is being held with the collaboration of the following:
- Confartigianato imprese (Confederation of Handicrafts);
 - C.N.A., Confederazione Nazionale dell'Artigianato (National Confederation of Handicrafts);
 - Casartigiani (Independent Confederation of Handicraft Unions);
 - C.L.A.A.I., Confederazione Libere Associazioni Artigiane Italiane (Confederation of Independent Italian Handicraft Associations).

3. DEFINITIONS AND ATTACHMENTS

- 3.1** For the purposes of this contract (the "Regulation"), the following terms shall have meanings assigned to them as follows:
- **Attachments** shall have the meaning set out in Article 3.2;
 - **Deposit** has the meaning set out in Article 10.1;
 - **APP** indicates the official Exhibition APP;
 - **Digital Platform Artigiano in Fiera** service primarily dedicated to Exhibitors and regulated in annex 2 of these General Regulations;
 - **Fee** refers to the participation fee for the Event, determined according to the criteria set forth in Article 9.1;
 - **Standard Rate Fee** refers to the participation fee at its standard rate as specified in Article 9.1;
 - **Reduced Fee for the First Period** has the meaning given in Article 9.1;

- **Fee for the Second Period** has the meaning given in Article 9.1;
- **Fee for the Third Period** has the meaning given in Article 9.1;
- **Fee for the Fourth Period** has the meaning given in Article 9.1;
- **Admission Application** means the admission application that a requesting party makes for participation in the exhibition as an Exhibitor;
- **Request for activation of the Digital Platform Artigiano in Fiera** indicates the application submitted by the Applicant to use the Artigiano in Fiera Digital Platform service;
- **Late Application** refers to the admission application that the Applicant submits to the Organizer after 30th September 2024;
- **Exhibitor** means an enterprise that is admitted to the exhibition as an exhibitor;
- **Fiera Milano** means Fiera Milano S.p.A.;
- **Exhibition** "AF-L'Artigiano in Fiera", 28th International Crafts Selling Exhibition;
- **Organiser** means Ge.Fi. S.p.A.;
- **First due date** means 30th September 2024;
- **Organic, Gluten-Free and Vegan Products** products bearing the corresponding Organic, Gluten-Free and Vegan certification mark on the label;
- **Fiera milano Area** means the entire fair site located in Rho (Milano);
- **Registration Fee** has the meaning defined in article 9.4;
- **Regulations** means these regulations;
- **Technical regulations** has the meaning defined in article 26;
- **Exhibiting Sectors** defined as per Annex 1;
- **Safety Manager** has the meaning defined in article 26;
- **Applicant** natural or legal person that asks to participate in the Exhibition and eventually use the Artigiano in Fiera Digital Platform service;
- **Summary** has the meaning defined in article 12.1;
- **Balance** has the meaning defined in article 10.2;
- **Organic, Gluten-Free and Vegan Hall** a hall within the Exhibition dedicated solely to the display and sale of Organic, Gluten-Free and Vegan Products;
- **Second due date** means 31st October 2024.

- 3.2** The attachments to the regulations ("**Attachments**") are an integral and substantial part of the regulations.

4. ADMISSION REQUIREMENTS

4.1 In order to exhibit at the Exhibition, the following requirements must be satisfied:

- a) Artisan companies (Italian and foreign) must be lawfully registered in the Register of Artisan Companies held at the Chamber of Commerce (or equivalent body for foreign companies). Each Applicant must provide proof of registration with the Register of Artisan Companies (or other similar entity for foreign companies), submitting, together with the Application Form, a recent certificate of registration, or, (only for EU citizens), self-certification, pursuant to Presidential Decree 445/2000 and subsequent amendments and/or integrations;
- b) All the enterprises, including those that participate via joint participation entities, agents and representatives, must be consistent with the criteria set out in "The Agreement between Ge.Fi. SpA and the small enterprises for growing together" and produce goods and services that are included in the product categories ("Product Categories") attached to these regulations (Attachment 1);
- c) In the case of entities exhibiting in a collective form (consortiums, public entities, territorial public entities, etc.), the exhibiting companies must be individually identified, with an indication of their company name;
- d) Companies that exhibit through representatives or agents must be individually identified, with an indication of their company name. Representatives and agents must, upon request by the Organiser, prove their qualification as an exclusive representative or agent for Italy;
- e) Italian and non-Italian companies that import and/or export artisan products, on the condition that the products are consistent with the criteria set out in "The Agreement between Ge.Fi. SpA and the small enterprises for growing together". If requested by the organising body, import-export companies must provide documentation for the producers whom they represent the products are eligible to exhibit;
- f) Subjects that are producers and distributors of goods and services, as provided for by point Home services of the Exhibiting Sectors, are also allowed to exhibit.
- g) Food products are allowed at the Exhibition only if properly packaged. Activities for the serving and preparation of food and beverages, sandwiches and similar are only allowed with the prior consent of the Organiser and **only if the latter deems these necessary**. The carrying out of activities not expressly authorised or foreseen may lead to the immediate closure of the booth, exclusion from subsequent editions of the Exhibition and a request for further damages as per the indications of article 6.3. In any case (without prejudice to exceptions), the presence of food products in the context of collective institutional booths must not exceed 20% of the total reserved area;
- h) Blades, knives, and other objects suitable for causing

injury of a similar nature (such as katanas and the like) are permitted at the Event only if the Exhibitor has implemented appropriate security measures to prevent their easy removal by the public;

- i) Artisan companies must never have been the subject of a provision for exclusion from any previous editions of the Exhibition.

4.1.1 In order to exhibit at the Organic, Gluten-Free and Vegan Hall, the Applicant, in addition to meeting the requirements set out in article 4.1, must be in possession of the relevant category certifications (Organic, Gluten-Free and Vegan) which shall be submitted when completing the Application Form for the Exhibition, also providing images of the labels of the Organic, Gluten-Free and Vegan Products they intend to exhibit, showing the marking corresponding to the certification submitted.

4.2 All applicants must provide suitable documentation to prove and document their business activities. This obligation is also applicable to company representatives, agents and for companies that are participating as part of a joint participation entity.

4.3 The Organiser reserve the right to admit the following:

- a) Exhibitors who, although lacking the required administrative requirements, manufacture original products which may be similar to handicraft products;
- b) Voluntary no-profit organisations (ONLUS) exhibiting handicraft products they manufacture directly.

4.4 The Organisers reserve the right to invite producers of goods and services from different product category industries as sponsors of the event.

4.5 In any case, the Organiser may refuse admission to the Exhibition if it deems, at its sole discretion and without the obligation to state its reasons, that the Applicant does not meet the eligibility requirements or in any case if the conditions for admission do not exist. Refused admission to the Exhibition may not give rise to any claim for damages in any capacity.

5. ACCEPTANCE OF GENERAL REGULATIONS, SUBMISSION OF APPLICATION FOR ADMISSION AND/OR SUBMISSION OF REQUEST FOR ACTIVATION OF THE DIGITAL ARTIGIANO IN FIERA PLATFORM, NON-ACCEPTANCE OF APPLICATION FOR ADMISSION

5.1 The Application Form for the Exhibition can be completed on the website <https://afexhibitors.artigianoinfiera.it> and in the reserved area by inserting one's login details (exhibitor code and password) and following the procedure described therein, which will allow the Applicant, among other things, to optionally submit, in addition to the Application Form, also the request for activation of the Digital Artigiano in Fiera Platform service, a service regulated in annex 2 of these General Regulations (Annex 2).

5.2 The submission of the Application Form using the procedure described in the reserved area constitutes unconditional acceptance of these Terms and Regulations and the Fiera Milano Technical Terms and Regulations (which can be viewed on the AFexhibitors personal page).

5.3 Admission Applications may not contain reserves, or conditions of any kind, and they must reach the Organisers by 30th September 2024 (the "First Due Date"). Any Admission Application received by the Organizer after the First Deadline, namely after 30th September 2024, will be considered late (**Late Application**) with the consequence that:

- such late application will be considered only subject to space availability;
- and, in any case,
- the payment of amounts due according to the Regulation must be made by the Applicant no later than the date on which the Admission Application was submitted to the Organizer.

The Request for Activation of the Digital Artigiano in Fiera Platform service may, on the other hand, be submitted by the Applicant at any time and regardless of whether or not the Application for Admission has been submitted.

5.4 Admission Applications received by the Organizer by the First Deadline may not be considered valid and admissible if the Applicant has not submitted to the Organizer:

- no later than the date on which the Admission Application was submitted, the payment receipt for the Deposit (as defined in this Regulation);
- within 7 days following the submission of the Admission Application, all mandatory documentation required by the Organizer.

5.5 Applications by companies belonging to a collective group must be submitted electronically by connecting to the site <https://afexhibitors.artigianoinfiera.it> by entering the code that the booth owner transmits to each companies participating in the collective group. Once the admission form has been completed, the company will be asked to specifically accept all articles of these Terms and Conditions. Following said acceptance, the company will receive a confirmation email to which the company must respond in accordance with the instructions indicated therein. The Organizer will consider the Application to have been submitted once this response has been received.

5.6 Payment of the Deposit and subsequent issue of the relative invoice does not constitute acceptance of the Application Form by the Organizer. In case of non-acceptance of the Application Form, the entire sum paid by the Applicant to the Organizer shall be refunded, with the Applicant's express renunciation of any further amounts in the form of damages and/or compensation and/or expenses and/or interest.

6. PRODUCTS DISPLAYED IN THE STANDS

6.1 All products present in the stands in the Italy, Europe and Other Countries, as well as in the Organic, Gluten-Free and Vegan Hall must be:

- I)** exclusively made by artisans;
- II)** included in the categories shown in the Products Categories List as per Attachment 1 and described in detail by the Exhibitors in the specific box in their Admission Applications;
- III)** represented by a trademark according to the Italian legislation in the art. 2569 - 2574 civil code as subsequently amended and / or supplemented and art. 7 of Leg. Decree February 10th, 2005, n. 30 (Industrial Property Code), and according to the EU and international legislation, depending on the Italian, EU or international nature of the same.

6.1.1 The label of products displayed and sold in the Organic, Gluten-Free and Vegan Hall must also bear the marking corresponding to the certification of the Organic, Gluten-Free and Vegan category declared and submitted by the Applicant in the Application Form.

6.2 The Exhibitors, including their representatives and agents, may not present merchandise, goods, or services that are different from those written in their Admission Applications. For this purpose, during the exhibition the Organisers will carry out a series of checks at all the stands to verify that the products on show, or the services being offered, comply with the declarations made in Admission Applications.

6.3 Alternatively, in the event the product display:

- I)** that are industrially produced or inconsistent with "The Agreement between Ge.Fi. and the small enterprises for growing together"; and/or
- II)** Manifestly counterfeit products; or in any case
- III)** without the marking on the label corresponding to the certification of the Organic, Gluten-Free and Vegan category declared and submitted by the Applicant in the Application Form
- IV)** Unless the Exhibitor has implemented appropriate security measures to prevent their easy removal by the public, this applies to blades, knives, and other objects suitable for causing injury of a similar nature (such as katanas and the like), i.e.
- V)** is found not to conform to the detailed description reported in the Application Form in violation of the rules referred to in this paragraph:
 - a)** the contractual relationship governed by these Terms and Regulations shall be terminated by right pursuant to article 1456 of the Italian Civil Code;
 - b)** The Organizer may proceed with the immediate closure of the stand, without any obligation to provide notice, and without the Exhibitor having any right to compensation and/or damages and/or reimbursement of expenses;

- c) the Organiser and Fiera Milano shall have the right to withhold all sums referred to in the following article 9 and 13.6.1 (Fee, Registration Fee and Adjustment) or to claim them if not yet paid, and moreover **a penalty shall be owed to the Organiser equal to three times the Fee, the Registration Fee and the Adjustment due by the Exhibitor following receipt of notification of their booth number;**
- d) The Organiser may exclude the Exhibitors from future editions of the Exhibition.

6.3.1 In particular, in regards to the hypothesis referred to in paragraph 6.3, it is understood that the above:

- (I) constitutes a faculty and not an obligation for the Organiser;
- (II) is adopted by the Organiser exclusively to protect visitors' trust and the commercial reputation of the Exhibition.

6.4 Exhibitors of food, beverages or even products at the Organic, Gluten-Free and Vegan Hall are in any case obliged to comply with all legal and regulatory provisions, and in particular:

- I) comply with current directives (national, terms & regulations and of those of the Municipality of Rho);
- II) obtain any necessary authorization by the local health authorities;
- III) comply with an specific regulations that will be communicated by the Organisers;
- IV) use a Plexiglas or glass protective barrier to ensure hygiene if the products are in bulk format;
- V) ensure the availability of fridges to guarantee that products are kept at the temperatures required by the law, in relation to fresh products;
- VI) refrain from selling/serving alcoholic beverages to minors and the mentally ill;
- VII) refrain from selling/serving alcoholic beverages at times other than those indicated by the Organiser;
- VIII) sell/serve alcoholic beverages only from within their own stand, to subjects that consume said beverages inside the stand itself.

In the event the Exhibitor fails to comply with the obligations in the previous points from (I) to (VIII):

- a) the Organiser may have the booth immediately closed, without the obligation for prior notice, without the Exhibitor having the right to claim damages and/or compensation and/or reimbursement of costs, and may proceed to file the necessary reports to the competent authority;
- b) The Organizer may prevent Exhibitors from participating in subsequent editions of the Exhibition;
- c) the contractual relationship governed by these Terms and Regulations shall be terminated by right under art. 1456 c.c. and the Organiser and Fiera Milano shall have the right to withhold all sums referred to in article 9 and 13.6.1 (Fee, Registration Fee and Adjustment) or to claim them if not yet paid, and moreover **a penalty shall be owed equal to three times the Fee, Registration Fee and the Adjustment due by the Exhibitor following receipt of notification of their booth number.** Without

prejudice to the above, it is furthermore implied that the Exhibitor is the sole party responsible for the sale/serving of any and all products in the Organic, Gluten-Free and Vegan Hall and that the Exhibitor therefore hereby indemnifies the Organiser and Fiera Milano from all damaging consequences and claims for damages in general, put forward by anyone, deriving from the sale/serving of products in the Organic, Gluten-Free and Vegan Hall; Exhibitor has sole responsibility for the sale/serving of alcoholic beverages, as well as for any eventual problems, even those relative to public order, created by persons to whom the Exhibitor has sold/served said beverages. The Exhibitor henceforth agrees to hold harmless and release from responsibility the Organiser and Fiera Milano, for any adverse consequences and for damages claims of any type, filed by any party or parties, arising out of: (x) facts/omissions carried out by a persons to whom the Exhibitor has sold/served alcoholic beverages; (y) the sale/serving of alcoholic beverages; (z) the eventual failure of the Exhibitor to fulfil the obligations described in points (I) to (VIII).

6.5 Exhibitors that prepare, transform and cook food inside the Exhibition's pavilions must have an hub with exhaust fan and relative channel for the external expulsion of smoke. The possibility of carrying out this activity depends on the identification of an external exit point in the best possible position. The exhibitor shall be responsible for any relative expenditure. It is implied that eventual malfunctions, improper or unsuitable uses of the extraction hoods, even if only notified to/by the Organizer, shall result in the Exhibitor's obligation to immediately suspend food transformation and cooking activities, notwithstanding in any event, the Organizer's right to close the booth without giving rise to any Exhibitors' right to damages and/or compensation and/or reimbursement of costs.

6.6 Exhibitors undertake to display products in their booth in an orderly and clean manner, in compliance with the exhibition guidelines that will be provided by the Organizer. In the event Exhibitors breach the above described obligation::

- I) the Organiser may have the booth immediately closed, without the obligation for prior notice, and the Exhibitor shall not have the right to claim damages and/or compensation and/or reimbursement of costs;
- II) the Organizer may prevent Exhibitors from participating in subsequent editions of the Exhibition;
- III) the contractual relationship governed by these Terms and Regulations shall be terminated by right under art. 1456 c.c. and the Organiser and Fiera Milano shall have the right to withhold all sums referred to in article 9 and 13.6.1 (Fee, Registration Fee and Adjustment) or to claim them if not yet paid, and moreover **a penalty shall be owed equal to three times the Fee, Registration Fee and the Adjustment due by the Exhibitor following receipt of notification of their booth number.**

6.7 The Exhibitor shall release the Organiser of all liability inherent to the serving of food and beverages to visitors of the Exhibition; the exhibitor also undertakes to release and hold harmless Ge.Fi. Spa from any obligations and/or responsibilities for any eventual damage to persons or things that may be incurred while carrying out the service, due to malicious or negligent facts or omissions that may occur while the service is being carried out. Specifically, the exhibitor shall organise the service, assuming all consequent responsibilities also in terms of workplace safety; therefore, any eventual accidents that may occur while carrying out the above-mentioned service shall be at your total expense, with Ge.Fi. Spa released and held harmless from all responsibility. Ge.Fi. Spa is therefore completely removed from any employment relationships or works contracts under way for any reason between the Exhibitor and third parties, including for the purposes of workplace safety..

7. SALE OF PRODUCTS DISPLAYED IN THE STANDS

7.1 Pursuant to Regional Law no. 6 of 2010 as subsequently amended and / or supplemented, displayed products can be sold during the exhibition, with immediate delivery to the public. If they sell products, Exhibitors are obliged to comply with current regulations in terms of the fiscal certification of transactions (fiscal receipts or invoices) in accordance with the requirements of the certification methods they choose.

7.2 Exhibitors from EU countries must comply with the Italian legislation in force. In particular, they will have to perform either (i) direct identification or (ii) appoint a tax representative before the Exhibition. A verification with a tax advisor is strongly recommended for the above mentioned procedures.

7.3 Exhibitors from non EU countries must appoint a tax representative and comply with the Italian law on the subject. A verification with a tax advisor is strongly recommended for the above mentioned procedures.

7.4 It is obligatory for all exhibitors to clearly display the prices of all products on sale.

7.5 Some goods such as, but not limited to, ceramics, hardwood floors, security systems, air conditioning systems, etc... can be exhibited by the Exhibitor in the stand only by written agreement with the Organizer and exclusively provided that these goods are instrumental to the promotion of the craftsmanship (laying, installation, etc...). The display and promotion of products inconsistent with "The Agreement between Ge.Fi. and the small enterprises for growing together" is in any case forbidden, failure to comply will result in the closure of the stand

7.6 In the case of the sale of blades, knives, and other objects suitable for causing injury of a similar nature (such as katanas and the like), Exhibitors will ensure that what is sold is made available to the buyer outside the Exhibition Area. To this end, the Organizer and Fiera Milano may agree on the adoption of specific operational protocols.

7.7 All Exhibitors undertake to:

- (I)** to keep their booth open from the first day of the Exhibition until the last day of the Exhibition and in particular on each day of the Exhibition, the booth must be open to the public from 9.45 am until 10.30 pm;
- (II)** not to dismantle and/or close their booth before 10.30 pm on the last day of the Exhibition (or until all visitors have left the fair, which may be communicated beforehand by the Organiser by loudspeaker
If the exhibitor fails to comply with the obligations set out in subparagraphs (I) and (II):
 - a)** the Organiser may have the booth immediately closed, without the obligation for prior notice, and the Exhibitor shall not have the right to claim damages and/or compensation and/or reimbursement of costs;
 - b)** the Organizer may exclude the Exhibitor from future editions of the Exhibition;
 - c)** the Organizer reserves the right to apply a penalty fee of Euros 300.00 (three hundred/ 00 Euros) for each day the schedule is not observed, subject to greater damage.

8. TYPE OF BUSINESS OF EXHIBITING COMPANIES

8.1 All Exhibitors (Italian and foreign) must carry out their activities in compliance with legislation in force concerning social security, insurance, tax, health, safety, labour laws, brands, patents and trademarks in general and intellectual property.

8.2 The regulations referred to in paragraph 8.1 are listed as examples and are not exhaustive.

8.3 In case of violation of legislation in force by the Exhibitors:

- a)** the contractual relationship governed by these Terms and Regulations shall be terminated by right pursuant to article 1456 of the Italian Civil Code
- b)** the Organiser may have the booth immediately closed and remove the products contained therein, all without any prior notice;
- c)** the contractual relationship governed by these Terms and Regulations shall be terminated by right and the Organizer and Fiera Milano shall have the right to withhold all sums referred to in the following article 9 and 13.6.1 (Fee, Registration Fee and Adjustment) or to claim them if not yet paid, and moreover a **penalty shall be owed to the Organiser equal to three times the Fee, Registration Fee and the Adjustment due by the Exhibitor following receipt of notification of their booth number;**
- d)** the Exhibitor may be excluded from subsequent editions of the Exhibition.

9. FEE AND REGISTRATION FEE

9.1 The term **'Fee'** refers to the participation fee for the Event, determined according to the criteria outlined below. The standard rate participation fee (**Standard Rate Fee**), which includes basic pre-setup, for modules of 12 square meters (minimum), 16 square meters, and multiples, amounts to:

- €358.00 (three hundred fifty-eight/00) per square meter, plus applicable VAT;
- or, in the case of food and beverage services, €508.00 (five hundred eight/00) per square meter, plus applicable VAT.

The Applicant may benefit from a participation fee lower than the Standard Rate (obtained by applying discounts in favor of the Applicant calculated at the billing stage) depending on the period in which the registration is received and provided the payment terms described below are met. Only for registrations received by the Organizer by and no later than 30th April 2024 (hereinafter referred to as the **'First Period'**) and provided that the payment of the Deposit and the Balance occur within the terms set out in Article 10, the participation fee, including basic pre-setup, for modules of 12 square meters (minimum), 16 square meters and multiples, will be at a reduced amount (**Reduced Fee for the First Period**), namely:

- €318.00 (three hundred eighteen/00) per square meter, plus applicable VAT;
- or, in the case of food and beverage services, €468.00 (four hundred sixty-eight/00) per square meter, plus applicable VAT.

For registrations received by the Organizer from 1st May 2024, up to and including 30th September 2024 (hereinafter referred to as the **'Second Period'**) and provided that the payment of the Deposit and the Balance occur within the terms set out in Article 10, the participation fee (hereinafter the **'Fee for the Second Period'**) will include basic pre-setup, for modules of 12 square meters (minimum), 16 square meters and multiples, and will amount to:

- €338.00 (three hundred thirty-eight/00) per square meter, plus applicable VAT;
- or, in the case of food and beverage services, €488.00 (four hundred eighty-eight/00) per square meter, plus applicable VAT.

For registrations that are received by the Organizer late, while maintaining all that was stated in the previous Article 5.3 also in terms of payment timings, the participation fee will be determined as follows:

if the late application is received by the Organizer after 30th September 2024, but by no later than 31st October 2024 (hereinafter referred to as the **'Third Period'**), the participation fee, including basic pre-setup, for modules of 12 square meters (minimum), 16 square meters and multiples, (hereinafter the **'Fee for the Third Period'**) will be:

- €343.00 (three hundred forty-three/00) per square meter, plus applicable VAT;
- or, in the case of food and beverage services, €493.00 (four hundred ninety-three/00) per square meter, plus applicable VAT;

if the late application is received by the Organizer after 31st October 2024 (hereinafter referred to as the **'Fourth Period'**), the participation fee, including basic pre-setup, for modules of 12 square meters (minimum), 16 square meters and multiples, (hereinafter the **'Fee for the Fourth Period'**) will be:

- €348.00 (three hundred forty-eight/00) per square meter, plus applicable VAT;
- or, in the case of food and beverage services, €498.00 (four hundred ninety-eight/00) per square meter, plus applicable VAT.

The participation fee for serving activities also includes the contribution to creation and management of spaces suitable for the consumption of Food and beverages.

All Exhibitors that generate a significant amount of waste shall be obliged to pay Euros 70.00 + VAT to cover waste disposal costs during the Exhibition. The service shall be charged directly in the Statement of Account.

9.2 Basic pre-preparation comprises the following:

- panels separating the stands
- a sign with the name of the Exhibitors;
- lighting;
- an electrical socket (300 watts).

Participation in Artigiano in Fiera is always understood to be with a pre-preparation stand. For areas smaller than 96 square meters, the Exhibitor can still submit a request for autonomous setup. This request will be evaluated by the Organizer, who may, exceptionally, grant express derogation from the General Regulation. The request must be submitted no later than 30th September 2024 and must be accompanied by the design of the setup that is intended to be realized.

9.3 The subscription and registration fees (as defined in article 9.4 below) also include the following:

- I)** service badges for Exhibitors and their personnel in a number that is proportional to the surface area of the stand (2 badges for every 6 m2), up to a maximum of 20 badges;
- II)** technical assistance to Exhibitors during the Exhibition and during the preparation and dismantling of the stands;
- III)** registration in the official APP of the exhibition or equivalent tool from 30th November 2024 to 8th December 2024; the Digital Artigiano in Fiera Platform service is to be considered excluded insofar as its activation, which can be requested by the Enterprise at any time, entails a cost indicated in Annex 2 (even if the Exhibitor has not activated said service, said Exhibitor shall have their own page indicating their hall and stand on the Digital Artigiano in Fiera Platform for the entire duration of the Exhibition);
- IV)** general supervision of the pavilions and general fire prevention;
- V)** installed electrical power up to 10 kW (for electrical systems that are supplements to the basic set-up, for which there will be a 300 watt socket per module. See article 4 of the Fiera Milano Technical Regulations);

VI) fire extinguishers;

VII) Canone Unico Patrimoniale (CUP) (please see article 20 below).

9.4 In addition to the Fee, the Applicant must pay the registration fee (hereinafter "Registration Fee"), which shall be added to the participation fee equal to:

- Euros 650.00 (six hundred and fifty/00), plus legal VAT;
- Euros 650.00 (six hundred and fifty/00), plus legal VAT for each company or brand represented and present in collective stands, in addition to the Applicant which is the owner of the booth.

The Registration Fee includes registration in the APP or equivalent tool, internal parking and the online site (except for that concerning the Artigiano in Fiera Digital Platform service specifically regulated in Annex 2).

9.5 a) All the additional services provided by Fiera Milano through the Fiera Milano exhibitor portal and by the Organiser (except for the Digital Artigiano in Fiera Platform service, which can be requested at any time and which is specifically regulated in Annex 2) must be requested by 9th November 2024. These must be paid for in full in order for the Exhibitor to be granted access to the fairgrounds, or for services to be provided at the booth.

The following surcharges shall be applied for orders submitted after the set deadlines:

- Surcharge from 10th November 2024 to 29th November 2024: 30%;
- Requests received after 27th November 2024 must be submitted in person and services must be paid for immediately, inclusive of the surcharge described above, following a feasibility check.

b) Orders or changes received after the set deadlines, or payments sent after the 9th November 2024 are subject to the availability of stock. The Organiser shall not be deemed liable for damages resulting from said measures;

c) If the Exhibitor does not pay the overdue balance of the invoices, the Organiser reserves the right to exclude said Exhibitor from subsequent editions of the Exhibition.

9.6 For public institutions, Ge.Fi. SpA, as the exclusive Organizer of the AF-L'Artigiano in Fiera Exhibition, is the only entity capable of formulating integrated or so-called all-inclusive including all other services.

10. TERMS OF PAYMENT, NON-PAYMENT OF THE BALANCE – EXPRESSED TERMINATION CLAUSE – TRACEABILITY OF FINANCIAL FLOWS

10.1 In any case, the Applicant, by no later than the date on which the admission application was submitted to the Organizer (whether submitted late or not), must make the payment of the deposit as indicated in the admission application, providing the Organizer with proof of the same. The deposit will be equal to a variable percentage (depending on the registration date) of the Fee and the Registration Fee plus applicable VAT

(Deposit). It is specified that the percentage of the Registration Fee must be paid for each company or brand represented present in collective stands in addition to the applicant who is the holder of the stand. In any case of delay in the payment of the Deposit and therefore regardless of the type of activity chosen, the consequences provided for by subsequent articles 10.3, 10.6, and 10.8 will apply.

10.2 The balance of the Fee and Registration Fee (hereinafter "Balance") must be paid within 15 (fifteen) days from receipt of the relative invoice and in any case no later than 31st October 2024 ("Second Deadline"). The Organizer has the right to grant Exhibitors the possibility to pay the balance in installments, the last of which must, in any case, be paid by the Second Deadline. Invoices issued after the Second Deadline will be paid on delivery. In the case of a Late Application, pursuant to the previous Article 5.3, the Balance must be paid by the Applicant by no later than the date on which they submitted the admission application to the Organizer.

10.3 The Organizer will not consider admission applications that lack the receipt for the payment of the Deposit made within the terms set out in Article 10.1, and reserves the right to consider a Late Application not accompanied by the receipt of the payment of the Balance made within the terms set out in Article 10.2.

10.4 In any case, failure to pay Registration Fee, the Fee and eventual Adjustment (as defined in art. 13.6.1 below) shall prevent the Exhibitor from being allowed to participate in the Exhibition and therefore access to the Fiera Milano Fairgrounds for said purposes, shall not be allowed. In this case, the contractual relationship governed by these Terms and Regulations shall be terminated by right pursuant to article 1456 of the Italian Civil Code and the Organiser and Fiera Milano shall have the right to withhold the Deposit as a Penalty Fee, except in the case of greater damages.

10.5 Should the Exhibitor, in the case of failure to pay the Registration Fee and/or Fee and/or eventual Adjustment, manage to access, for any reason whatsoever, the Exhibition, the Organiser may have the booth immediately closed. The goods found therein shall be considered pledged pursuant to article 2768 and following of the Italian Civil Code by the Exhibitor as a guarantee for payment of the amounts due for the Fee, Registration Fee or other charges. Should the Exhibitor not make payment within 3 days of the closure of their booth, the pledged goods shall be sold in accordance with the methods pursuant to article 2797 of the Italian Civil Code. In the case referred to in this paragraph, the Exhibitor shall be excluded from subsequent editions of the Exhibition.

10.6 In any case of delayed payment by the Applicant/Exhibitor of the amounts due under this Regulation and/or as expressly indicated in the admission application, the Organizer will apply a late payment interest rate of 2% on the outstanding amounts.

- 10.7** Payments must be made by credit card or bank transfer exclusively in favor of the following bank references of Fieramilano:

BANCA INTESA SAN PAOLO FILIALE 00988
PUBLIC FINANCE

FROM ITALY: IBAN IT 15 J 03069 03390 210822770197

FROM OUTSIDE ITALY: SWIFT/BIC BCITITMM988

- 10.7.1** If payment is made by bank transfer, it is compulsory for the payment causality to mention the Exhibition "AF24" and the application ID will be communicated upon completion of the registration.

- 10.7.2** In any case payment of the deposit and balance must clearly show the same company name used by the Applicant in the Admission Application.

- 10.8** It is understood that all services included in the Cost and Registration Fee (in particular inclusion in the APP) are guaranteed only if the Organiser receives proof of payment from the Exhibitor of the Deposit, carried out within the terms set out in Article 10.1.

- 10.9** Entry passes for access on the set-up days shall be sent exclusively to Exhibitors in good standing with the payment of the Participation Fee (Deposit and Balance), Registration Fee (Deposit and Balance) and any Adjustment.

11. MISLEADING DECLARATIONS AND REGISTRATION OF REPRESENTED COMPANIES

- 11.1** Should the Organiser become aware that the Exhibitor has registered for the Exhibition under a false name or false company name or using an existing name or company name, but which does not belong to the Exhibitor present at the Exhibition, the immediate interruption of any ARTIGIANO IN FIERA Digital Platform service (as per Annex 2) may be ordered, regardless of the satisfaction or otherwise of the admission requirements of the Exhibitor present at the Fair or of the subject whose name or company name is used. Said subjects will also both be banned from subsequent editions of the Exhibition. To this end, in order to verify compliance with this rule, the Organiser reserves the right to carry out all necessary checks on receipts, POS devices, goods and all else present in the stand. The Organiser reserves the right to commence civil or criminal proceedings against the Exhibitor and their figurehead.

- 11.2** The Exhibitor (especially in case of collective participations, import-export companies or sharing of booth) is required to specify the company name and the associated information (registered office, VAT number, telephone number and possibly e-mail address) of any company represented or present in the stand. To this end it is stated that each represented company is required to complete and sign the Application for Participation for the companies present in collective stands sent to the Exhibitor with notification of the stand.

- 11.3** For each of the companies represented, the Exhibitor shall pay the Registration Fee. For each business house represented, the Exhibitor shall submit the required documents (see Article 4.2).

12. OUTSTANDING PAYMENTS - EXIT PASS

During the Event, Fiera Milano will generate a statement summarising all invoices issued for any unpaid supplementary services and supplies, as well as any other outstanding charges. Any disputes relative to charges applied must be presented before the conclusion of the event; after such time claims will no longer be accepted. The statement will be published on the Fiera Milano exhibitor portal. Payment for the outstanding amount owed by the Exhibitor can be made via bank transfer or credit card by logging into the Fiera Milano exhibitor portal. In order to remove displayed products and booth materials, as well as any other Exhibitor-owned materials, Exhibitors must display an exit pass to the security guards at the fairground gates; these passes will be enabled at the exit following verification that Exhibitors have satisfied all contractual fulfilments towards Fiera Milano and the Organiser.

13. ASSIGNMENT AND SIZES OF THE STANDS

- 13.1** The assignment of a stand is only valid for the Exhibitor/Applicant whose name is associated to the stand. Exhibitors may only occupy the assigned spaces, and no additional space, in particular walkways, common spaces and safety exits. Should the Exhibitor unlawfully occupy additional spaces at the Exhibition with respect to those assigned to said Exhibitor, **a penalty fee shall be owed to the Organiser equal to three times the maximum cost per square metre**, as set out in the Terms and Regulations, for each square metre unlawfully occupied, calculated for each day on which the unlawful occupation persists.

- 13.2** Admission to the Exhibition and the consequent assignment of a stand shall be carried out in consideration of the availability of exhibitions spaces after assignment to joint participations, regional authorities, and the various individual attendances. The chronological order in which Admission Applications are received will be the main criteria for the assignment of areas.

- 13.3** The event's exhibition set-up does not permit the assignment of surface areas that are different from those defined by the Regulations (12 or 16 m² and multiple modules). Therefore, stands of the sizes requested by Applicants will be assigned until there are no more available, in accordance with the provisions of paragraph 13.1 above, also on the basis of the chronological order in which Admission Applications are received.

- 13.4** The assignment of the stands is carried out by the Organisers, taking into consideration the general interests of the Exhibition, any divisions by geographical and product categories and the requests of the Applicants.

13.5 In any case, the Organisers have the right to change the location and collocation of stands that have already been assigned, or else to change their shape or size, if circumstances make it necessary and/or appropriate.

13.6.1 Notwithstanding the provisions in previous paragraphs of this Article 13, it is understood that in case of assignment by the Organizer of other stand sizes than those specified in the Application Form, the Organizer will count any balance (the "Balance") by issuing, as appropriate, the relevant invoices and/or credit notes.

13.6.2 Payment by the Exhibitor of any invoice relative to the Adjustment must be made by the Exhibitor themselves, in accordance with the methods indicated in these Terms and Regulations, on sight, under penalty of the termination by right of these Terms and Regulations ex article 1456 of the Italian Civil Code and the consequent ban on the Exhibitor's participation in the Exhibition as provided and specified in the previous Articles 10.4 and 10.5.

14. PROHIBITION TO TRANSFER - PENALTY

The total or partial re-assignment of the allocated booth, in any capacity, is prohibited. If this prohibition is found to be violated, the contractual relationship governed by these Terms and Regulations shall be terminated by right and the Organiser and Fiera Milano shall have the right to withhold all sums referred to in article 9 and 13.6.1 (Fee, Registration Fee and Adjustment) or to claim them if not yet paid, and moreover **a penalty shall be owed to the Organiser equal to three times the Fee, Registration Fee and the Adjustment due by the Exhibitor following receipt of notification of their booth number.** Assets, goods and fittings introduced and unlawfully exhibited by the assignee may be removed by the Organiser at the risk and expense of the Exhibitor.

15. EXHIBITOR'S RESCISSION AND PENALTY

15.1 An Exhibitor may rescind the Contract by sending a communication by recorded delivery with proof of receipt (or if sent from a country that is not Italy suing an equivalent modality) which must be received by the Organisers before the Second due Date. In this case:

- I)** if the unoccupied stand is re-assigned to another applicant, the Organiser and Fiera Milano have the right to withhold the Deposit as a penalty fee; if the Deposit is still owing, the Exhibitor is required to pay the amount due as a penalty fee;
- II)** Should the stand not be re-assigned to another Applicant, the Exhibitor who has rescinded the contract must pay the entire subscription fee (Deposit + balance) as a penalty.

15.2 Should the rescission, expressed in the manner defined 15.1, be received after the Second due Date, the Organisers and Fiera Milano shall have the right to retain the entire subscription fee as a penalty. Should for any reason the subscription fee

not have been paid in full, the Organisers and Fiera Milano may retain the sums that have already been paid and demand payment of the balance.

16. FAILED OR LATE ARRIVAL

16.1 Should the Exhibitor - for any reason whatsoever - not take possession of the stand allocated to them by **29th November 2024, by 1.00 pm**, or should the Exhibitor arrive once the Exhibition has already begun, the Organiser shall have the right to terminate the contractual relationship governed by these Terms and Conditions by right pursuant to article 1456 of the Italian Civil Code, and, consequently, to make free use of the unoccupied space.

16.2 The sums paid or still due by the Exhibitor for payment of the subscription fee shall be retained and/or demanded as a penalty, and the Exhibitor shall not be entitled to request any sums in any capacity or for any reason. If an Exhibitor does not occupy his stand the Organisers reserve the right to exclude the Exhibitor from subsequent editions of the Exhibition and the contractual relationship governed by these Terms and Regulations shall be terminated by right and the Organiser and Fiera Milano shall have the right to withhold all sums referred to in article 9 and 13.6.1 (Fee, Registration Fee and Adjustment) or to claim them if not yet paid, and moreover **a penalty shall be owed to the Organiser equal to three times the Fee, Registration Fee and the Adjustment due by the Exhibitor following receipt of notification of their booth number.**

17. INSTALLATION AND PREPARATION OF THE STANDS

Booth interiors must be set up in strict compliance with the standards in the "Technical Terms and Regulations" that the Exhibitor declares to know. In any case, the Exhibitor is obliged to submit their booth project to the Organiser for approval beforehand.

18. BOOTH SUPERVISION

18.1 The general surveillance of the pavilions is carried out by Fiera Milano. Anyway the responsibility for the custody and surveillance of the stands and what is contained and displayed in them lies solely with the respective Exhibitors for the entire opening hours of the pavilions, both during the Exhibition and during the setting up and dismantling periods.

The Organizer and Fiera Milano assume no responsibility for goods, materials and anything else left unattended by exhibitors in the Exhibition Centre.

For parking within the exhibition centre: the Organizer and Fiera Milano assume no responsibility for custody or for damage or theft for vehicles parked within the exhibition centre. Parking is permitted for vehicles with a special permit only in the parking spaces and during the opening hours of the Exhibition Centre.

18.2 Exhibitors that exhibit objects that are easily removed are therefore obliged to be present at their stands at the opening time of the pavilions and to supervise their stands until closing time. Valuable objects that can easily be removed must be placed in drawers or lockers every evening.

In particular, Exhibitors that put gold and jewellery on show must:

- I)** check the functioning and efficiency of stand entrance safety locks;
- II)** check the internal and external closure of show-case cabinets;
- III)** ensure the presence of their own personnel at their stands for the entire opening hours of the exhibition;
- IV)** limit the presence of valuable items outside of armored cabinets and/or safes;
- V)** use the maximum possible caution in presenting valuable items to potential purchasers;
- VI)** only use safes and/or safety cabinets for the custody of valuable items inside the Exhibition;
- VII)** never use cabinets and/or containers that do not have suitable safety characteristics.

19. OFFICIAL EXHIBITION APP

19.1 The Organiser develops the official Exhibition APP (or equivalent tool), which contains the list of Exhibitors, their production and any information useful to the public in order to facilitate their visit to the Exhibition. Said information published in the APP or equivalent tool is obtained from the Application Form. The Exhibitor, by accepting the Terms and Regulations, exonerates the Organiser of all responsibility for errors and omissions, except in the case of malice or gross negligence.

19.2 The Artigiano in Fiera Digital Platform service will also be available in the official Exhibition APP (or equivalent tool) to all Exhibitors, who, in accordance with the terms and regulations of Annex 2, have promptly submitted their request for activation of the aforementioned service and promptly paid the relative participation fee.

20. CANONE UNICO PATRIMONIALE (CUP)

In order to avoid the onerous procedure that the Exhibitors would be obliged to undertake directly, this tax is included in the participation subscription and Fiera Milano will subsequently pay the amount due to the municipality of Rho.

21. INSURANCE - LIMITATION OF LIABILITY

"All risks" Policy of the Exhibitors (excluding terrorism and sabotage risks)

The Exhibitor must have an All Risks policy on the whole value of goods, machinery, equipment and fittings taken into and/or used in the Fiera Milano exhibition centre with a waiver of right to claim com-

pensation towards Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, the Organiser and any third party involved in the organisation of the event.

In case of subrogation from its own insurer, the Exhibitor guarantees to hold the aforementioned Subjects harmless. Fiera Milano furnishes to Exhibitor, free of charge, an "All Risks" insurance with a limit of Euro 25.000,00, to cover all goods, machinery, fixtures, fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors. Coverage includes the stipulation of 10% insurance exclusion for each claim in the event of theft, with a minimum of Euro 250,00 and doubling this amounts for the reports submitted after the closing of the exhibition. Such insurance policy will be not effective in case of:

- early stand leaving
- delay without notice of the removal of goods and materials left into the Fairground.

In the Exhibitor Portal, Handle Document Section – Insurance, you shall find the link to receive information about the "All Risks" policy, provided by Fiera Milano free of charge

For any further information, please contact:

Marsh S.p.A.

Phone (+39) 02 48538909 e-mail: fiera.milano@marsh.com

22. THIRD PARTY LIABILITY POLICY - LIMITATION OF LIABILITY

22.1 This coverage is automatically provided, free of charge, for all exhibitors by Fiera Milano. This will become an extension of its general policy that has a limit of no less than Euro 100,000,000.00 (one hundred million).

22.2 Limitation of Liability – The Exhibitor/co-Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability for consequential losses, reputational damage, loss of revenues, etc.

Also for any direct loss, since each Exhibitor/co-Exhibitor has in custody/care the reserved exhibition spaces and is responsible for the goods contained therein, the Exhibitor/co-Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability, for goods/values covered and/or not covered and/or exceeding from the above mentioned Art. 21.

The Exhibitor/co-Exhibitor acknowledge that Fiera Milano shall not provide insurance service/policy, or provide any benefit to the extent that the provision of such services or benefit would violate applicable law or expose Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, to any sanction, prohibition or restriction under ONU Security Council Resolutions or under other trade or economic sanctions, laws or regulations. Therefore the Exhibitor/co-Exhibitor under those restrictions, will not be covered by any insurance policy and release hereby Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, against all liabilities for any harmful event that may be suffered within the Exhibition Centers available / owned / managed by the aforementioned subjects, nor will have any action, claim or request against such Subjects, for the aforementioned events..

23. DAMAGE TO STANDS

- 23.1** Exhibitors are obliged to comply with all current legal regulations and other regulations defined in the Technical Regulations (as defined in article 26 below) when using technical facilities and systems.
- 23.2** Exhibitors should return stands in the same condition as when they were handed over. Exhibitors shall be responsible for all costs associated to restoring this condition.
- 23.3** It is strictly forbidden to tamper with, alter or remove the structures provided by the Organisers, especially the superior parts of the stands. If these regulations are breached, the exhibitors responsible will be liable to pay all restoration costs relative to the original structures and may be excluded from future exhibitions.

24. CHANGES TO THE REGULATIONS AND ADDITIONAL REGULATIONS

- 24.1** The Organisers reserve the right to introduce, even as exceptions to the regulations, any further regulations or measures they deem appropriate for the better functioning of the exhibition and its relative services. These additional regulations are an integral part of the General Regulations, and are equally binding.
- 24.2** As of now, Exhibitors undertake to comply with the rules of practical order (entry times; entry doors; stopping of vehicles without authorisation and/or in prohibited zones etc. ... hereinafter "Exhibitor Instructions"), which shall be transmitted by the Organiser closer to the date of the Exhibition. Failure to comply with said rules may result in the immediate closure of the booth, exclusion from subsequent editions of the Exhibition and the request for additional damages.

25. PROHIBITIONS

- 25.1** It is generally prohibited to act in such a way as to cause prejudice, disturb or damage the regular running of the Exhibition and its purposes, or in a non-decorous manner. Without prejudice to other prohibitions defined in the Regulations, the following are absolutely prohibited:
- I)** Switching on machinery or equipment without the authorisation of the Organisers;
 - II)** The distribution of informative or advertising materials and the hanging of posters outside of the stands;
 - III)** All visible forms of advertising and/or sound outside of the stands, including equipment kept in the corridors, walkways and areas near to the Exhibition area. The use of media player for the presentation of exhibited products is permitted inside the stands, as long as authorisation is obtained from the Organisers;
 - IV)** The exhibition, even inside stands, of placards or posters

regarding competitions held by entities, organisations, the normal or specialised press, unless authorised in writing by the Organisers;

- V)** The exhibition within and/or outside the stand of images or products of any kind that offend public decency, the Exhibition or the Organizer;
- VI)** Any kind of luminous and pulsating or variable light source;
- VII)** photographic and /or television shooting and production of drawings inside the exhibition area without specific authorization from the Organizer;
- VIII)** Waiting in the stands or the Fiera Milano area during closing hours;
- IX)** stop vehicles, also indirectly in reference to the Exhibitor, in areas inside the Fiera Milano fairgrounds without the Exhibitor having previously obtained the necessary authorisation from the Organiser to stop or park. Similarly, it is mandatory to park in the zones authorised by the Organiser.

- 25.2** It is forbidden to occupy with products any space outside of that provided by the document for the assignment of the stand. Carrying out any kind of activity outside the exhibition space, including trade promotion activities, is prohibited unless official authorized exemptions are provided by the organizers.

- 25.3** The organization reserves the right to authorize border trespass of the products of each stand, only if the requirement is satisfied that the lane width is such to ensure compliance with safety and fire standards and upon payment of the spaces occupied according to the price per square meter under this Regulation.

- 25.4** If article 25.2 is violated, the Organiser may have the booth immediately closed, remove all products contained therein and the contractual relationship governed by these Terms and Regulations shall be terminated by right and the Organiser and Fiera Milano shall have the right to withhold all sums referred to in article 9 and 13.6.1 (Fee, Registration Fee, Additional services and Adjustment) or to claim them if not yet paid, and moreover **a penalty shall be owed to the Organiser equal to three times the Fee, Registration Fee and the Adjustment due by the Exhibitor following receipt of notification of their booth number.**

- 25.5** Leaving products and/or materials unattended in the stands or the Fiera Milano area after the dismantling of stands is also prohibited. Once this period has ended, the Organisers have the right to retain the said products and/or materials until attendance costs and all outstanding sums have been paid. After 15 days from the end of the Exhibition the Organisers have the right to sell goods retained in accordance with article 2797 of the Italian civil code.

- 25.6** In the event article 25.1 (IX) is breached, the Organiser and/or Fiera Milano, also through appointed persons, may forcibly remove vehicles stopped in prohibited areas and/or areas for which the Exhibitor has not previously obtained authori-

sation from the Organiser, at the exclusive risk and expense of the Exhibitor. It is implied that the Exhibitor henceforth renounces all forms of indemnification and/ or compensation and/or reimbursement for any damage to vehicles forcedly removed and/or to any assets contained therein, henceforth releasing and holding harmless the Organiser and Fiera Milano from all damaging consequences and claims for damages in general, including those submitted by third parties, resulting from: (x) the abovementioned forced removal; (y) the Exhibitor's failure to comply with the obligations in point 25.1 (IX). In the above-mentioned scenarios, the Organiser henceforth reserves the right to apply a penalty equal to -210,00 euro (two-hundred-and-ten/00 Euros).

26. SAFETY – APPOINTMENT OF A SAFETY MANAGER

Each Exhibitor is required to scrupulously comply with the entire regulatory system in force, also and above all with regard to the protection of the health and physical integrity of workers, and with labour, social security and welfare legislation for the entire duration of the Exhibition, including the time required for the assembly and dismantling of stands and any other related activity, waste disposal included.

Furthermore, the Exhibitor undertakes to observe and ensure that all contractors working on its behalf, during the assembly and dismantling of the stand and in relation to any other related or connected activity, comply with the Technical Regulations of Fiera Milano and any supplementary sections thereof that he declares having fully understood, the provisions contained in art. 88 of the Italian Legislative Decree 81/2008, paragraph 2-bis and its implementing Ministerial Decree of 22.7.2014, issued by the Ministry of Labour and Social Policies and the Ministry of Health.

The Technical Regulations, which can be consulted on the website www.fieramilano.it, in the section "Exhibitors - Technical Documents - Link to event" contain, among other things, precautionary rules regarding exhibition safety (fire prevention, electrical systems, environmental protection, etc.), with the exclusion of the specific safety rules concerning the activities carried out by the Exhibitor or contracted out by the latter to the contractors (stand assembly and dismantling and related activities), the verification and observance of which remains the responsibility of the Exhibitor itself.

For the purposes of fulfilling the obligations contained in the Italian Ministerial Decree 22.7.2014 above, the Organiser makes the documents referred to in Annexes IV and V of the Ministerial Decree itself available on its own website and that of Fiera Milano.

Behaviors that do not comply with the above safety regulations, in particular when they may affect the general safety of the halls and third parties present, may be subject to intervention by the Organizer and / or Fiera Milano, in the context of sample checks and lead to the immediate closure of the stand until safety conditions are restored. Any other consequence that may arise from non-compliance with the aforementioned provisions is solely attributable to the responsibility of the Exhibitor and the companies appointed by him.

Fiera Milano may remove from the Exhibition Centre the personnel of the executing companies / self-employed workers who work on behalf of the Exhibitor from the Fiera exhibition center if they do not have the identification card provided for in Articles 18, c. 1, lett. u);

21, c. 1, lett. c); 26, c. 8 of the Legislative Decree 81/08 and non-EU personnel if, even in the presence of the aforementioned card, they are not in possession of a residence permit and / or a legible and valid identity card

The Employer who is responsible for such personnel will be charged consequently. The Exhibitor that, as customer, has authorised the company to operate in the district on its own account for the execution of works, will be informed of the claim.

The Exhibitor is responsible for the compliance with the regulations in force of everything that is carried out and organised on its behalf in relation to outfittings, structures, systems, products on display and all related activities.

Each Exhibitor must appoint a "Contact Person for the Exhibition Safety of the exhibitor" (hereinafter RSE) who will, for safety purposes, be liable towards all subjects possibly involved for all responsibilities in respect of the activities conducted on the Exhibitor's behalf during the entire time of stay at the exhibition district. At the Exhibitor's discretion, and under its full responsibility, the RSE may also be a different person in each of the three stages mentioned above (assembly, exhibition and dismantling).

The name of the RSE and all references (email, telephone, etc.), must be communicated to the Organizer (and through the latter to Fiera Milano), before the start of the assembly work of the stand and in any case before access by workers and the introduction of materials in the exhibition center.

At the Organizer, the names and references of the RSE of neighboring stands will be made available to Exhibitors. Each Exhibitor, through his / her own RSE, is obliged to coordinate with the other RSE of the adjacent stands, so that, through the exchange of information, any prevention measures to be identified can be identified. apply to eliminate or, where this is not possible, minimize the risks from interference, when present. In the absence of communication of the name of the RSE, this function will remain the responsibility of the Legal Representative of the Exhibitor. Any changes must be promptly communicated to the Organizer.

The most relevant obligation for the Customer (Exhibitor) concerns the DUVRI [unified document for the assessment of interference risks], or the PSC [safety and coordination plan] in the event that, respectively, the rules contained in article 26 of the Italian Legislative Decree 81/08 are applied, or those contained in Title IV of the same decree, according to the provisions of the Italian Interministerial Decree of 22 July 2014.

This documentation must be uploaded to the appropriate section of the Fiera Milano Exhibitor platform, that we remind you to be available to the competent authorities (ATS and and law enforcement agencies), and be present at the stand for the entire period of the event (including assembly and dismantling).

27. MEASURES TO PROTECT THE SAFETY OF PERSONS IN THE FAIRGROUNDS

Fiera Milano, in complying with the provisions laid down by the Public Safety Authority, adopts the infrastructural, organisational and operative measures deemed appropriate in order to protect the safety of persons, in any capacity, in the Fairgrounds. Fiera Milano, at its sole discretion, may adopt the following simplified and non-exhaustive measures:

- a) special methods of accessing and leaving the Fairgrounds (allocation of specific entryways or reserved lanes, times, systems for the regulation and control of accesses and flows) - also eventually differentiated - for the different categories of Fairground users;
- b) security checks, also with the help of fixed or portable technical instrumentation and equipment, on persons, bags and personal effects, and on transport or work means, both at the time of entry to the Fairgrounds and once inside the Fairgrounds, or where necessary, at the exit. Checks shall be performed by Fiera Milano staff or third parties appointed by the same. Without prejudice to the communication of the fact to Police Forces and the resulting measures taken by the same, users that refuse to undergo such checks shall be inhibited from accessing the Fairgrounds, and, should they already be inside the Fairgrounds, they shall be immediately removed. Users that undergo security checks must provide their utmost collaboration in order that the operations can be carried out with maximum efficacy and as quickly as possible, considering the nature of the activity. At the end of such checks, without prejudice to eventual communication of the fact to Police Forces and the resulting measures taken by the same, Fiera Milano reserves the unquestionable right to prohibit access to the Fairgrounds to suspicious persons or objects, and should suspicious persons already be inside the Fairgrounds, to have them immediately removed from the Fairgrounds, while suspicious objects must be immediately removed from the Fairgrounds by and under the responsibility of their owners. Fiera Milano is not obliged to provide deposit and storage services for suspicious objects;
- c) variations or limitations to pedestrian and vehicular circulation and traffic inside the Fairgrounds, possibly also with the installation of barriers, new jersey elements, bollards and similar;
- d) forced removal, at the risk and expense of the owner, of transport or work means, objects or personal effects deemed suspicious or which nonetheless obstruct the carrying out of security checks.

The aforementioned provisions are applicable to all visitors and guests who are in any case admitted to the exhibition.

27bis. MONITORING

Except for that established by the individual provisions, monitoring of compliance with the General Terms and Regulations is entrusted to Ge.Fi. S.p.A. staff, the competent departments of Fiera Milano and any third parties (natural or legal persons) appointed by the same.

28. AUDIO TRANSMISSIONS AND SPEAKERS

- 28.1 It is prohibited to play music at booths.** This is only allowed **if prior authorisation has been granted by the Organiser**, who will check the content of the music that will be played before

rehand and determine its volume. In any case, the volume of authorised music may never exceed 85 decibels. Exempted from this rule are events specifically authorised by the Organiser, which may exceed said limit for brief periods; in any case, the volume may never exceed 100 decibels. Any loudspeakers must be directed towards the inside of the assigned booth and must always be checked and authorised by the Organiser. The Organiser shall be exonerated from all responsibility in the event the Exhibitor violates rights on the matter of intellectual property in regards to the production of music, even if authorised by the Organiser themselves.

- 28.2** In the case of violation of these provisions and prohibitions referred to in the previous article 28.1, the Organiser may have the booth immediately closed and the contractual relationship governed by these Terms and Regulations shall be terminated by right and the Organiser and Fiera Milano shall have the right to withhold all sums referred to in article 9 and 13.6.1 (Fee, Registration Fee and Adjustment) or to claim them if not yet paid, and moreover **a penalty shall be owed to the Organiser equal to three times the Fee, the Registration Fee and the Adjustment due by the Exhibitor following receipt of notification of their booth number**, and may exclude the Exhibitor from subsequent editions of the Exhibition.

- 28.3** Fiera Milano and the Organiser may use the loudspeakers installed in the fairgrounds for official communications or in the case of an emergency.

29. PROTECTION OF INDUSTRIAL AND INTELLECTUAL PROPERTY RIGHTS

- 29.1** The Organisers are exonerated from any liability should Exhibitors breach rights in relation to intellectual property (copyright, rights regarding brand names and/or patents).

- 29.2** In case of distribution of audio-video-graphic or multimedia supports containing original works, or parts thereof, protected pursuant to Italian law n. 633 dated 22.4.1941 and subsequent amendments and/or integrations, copyrights as well as the charges arising from the validation of the supports must be paid in advance by exhibitors, in accordance with article 181/second of the said law. The unlawful use of original works, or the absence of SIAE stamps on the aforementioned supports, is an offence punished under article 171 and the subsequent articles, as well as by Law 633/41 and subsequent amendments and/or integrations.

30 FORCE MAJEURE, CANCELLATION OF THE EXHIBITION

- 30.1** In cases of force majeure, or as a result of any circumstance beyond the control of the Organisers, the dates of the exhibition may be changed and the exhibition itself may even be cancelled.
- 30.2** If the exhibition has to be cancelled, the Organisers will first meet all third-party obligations and Organisational expenses, however incurred, and then divide the remaining funds among the exhibitors proportionally to the square metres of space they have reserved. Any such payments will in any case not exceed the value of deposits received for this stand space.
- 30.3** Always in relation to the cancellation of the Exhibition for force majeure causes, the costs for special systems and/or installations carried out on behalf of Exhibitors in accordance with orders they place must be entirely reimbursed by the same.
- 30.4** If the Exhibition is cancelled for any reason whatsoever, the Artigiano in Fiera Digital platform service shall continue to be provided in accordance with the methods, terms, and conditions set out in Annex 2.
- 30.5** Exhibitors exempt the Organiser and Fiera Milano from liability for any damage, of any kind, which the Exhibitor has reported due to the suppression of the Force majeure event.

31. PROCESSING OF EXHIBITOR'S PERSONAL DATA

- 31.1** The Exhibitor declares to be informed that the provisions of Regulation (EU) 2016/679 – General Data Protection Regulation (hereinafter, "GDPR") relate to the processing of data relative to natural persons ("Personal Data") and are not applicable to legal persons (companies), entities and associations and information ("Data") that refers to said subjects, for which only the rules concerning the sending of commercial electronic communications continue to be applicable, and for which the Exhibitor too (legal person, entity or association) must provide their prior consent in order to send such communications for direct marketing purposes.
- 31.2** Personal Data that refers to the Exhibitor, in cases where they operate as a single-member company, sole trader or professional, as well as their relative representatives, exponents, employees and collaborators, indicated in the Application Form or subsequently provided, including data acquired from third parties (e.g.: partners, business information companies, etc.) or in the context of the Exhibition (also, for example, photos or video recordings in the booths), is collected and processed by the Organiser and by Fiera Milano in the capacity of Data Controllers for the activities under their respective responsibility, in the terms described in the attached privacy policy.

- 31.3** The attached policy referred to in the previous paragraph is prepared by the Organiser and Fiera Milano pursuant to article 13 of the GDPR and the Exhibitor undertakes to communicate said policy to the natural persons (its representatives, exponents, employees and collaborators), to which the Personal Data refers, provided for the purposes of participating in the Exhibition and for the provision of relative services, as well as guarantee that said Personal Data may be lawfully used for said purposes and release and hold harmless and/or indemnify the Organiser and Fiera Milano for all costs or damages resulting from violation by the Exhibitor of the obligations assumed pursuant to this article toward our Companies.

32. USE OF EXHIBITOR'S IMAGES ACQUIRED IN THE CONTEXT OF THE EXHIBITION

In relation to images that relate to the Exhibitor, their relative booth and/or their representatives, exponents, employees and collaborators, regardless of how they are acquired or taken (for example but not limited to, using photographic, video recording or audiovisual registration devices) in the context of the Exhibition, said Exhibitor declares to be aware, pursuant to the GDPR, of the collection and processing of said images by the Organiser and by Fiera Milano, and their possible diffusion for dissemination, promotional and commercial purposes, and grants the latter, free of charge, the right to use the aforementioned images, for said scopes, pursuant to articles 96 and 97 of law no. 633/1941, authorising their use, if necessary and without any restrictions, by the Organiser and Fiera Milano, using any means of communication (including therein, for example but not limited to, brochures, presentations, catalogues and printed material in general necessary for diffusion, promotion, TV, pay per view, etc.) and of diffusion via internet (company website, social networks, APP, etc.) or through magazines and other publications, also online, with the broadest possible adaptation and reproduction rights, for all scopes permitted by the law. To this end, the Exhibitor declares and guarantees the Organiser and Fiera Milano to have done the following: (i) collected, where necessary, the consent of data subjects, who must have been suitably informed, also for the processing by the Organiser and Fiera Milano of their relative data and photos, video recordings, etc., including their diffusion for dissemination, promotional and marketing purposes pursuant to the GDPR; (ii) acquired a waiver for the use and diffusion of the images, pursuant to articles 96 and 97 of law no. 633/1941 on author's rights, in the terms described above, by the natural persons photographed or recorded, their representatives, exponents, employees and collaborators, on occasion of the aforementioned exhibition. In relation to previous points (i) and (ii), the Exhibitor undertakes to release and hold harmless and to indemnify the Organiser and Fiera Milano against any disputes, proceedings or claims made by the aforementioned persons in relation to the indicated use and diffusion of the relative images described above.

33. APPLICABLE LEGISLATION AND JURISDICTION

- 33.1** Italian law is applicable to these regulations.
- 33.2** All disputes concerning the interpretation, validity, fulfilment and termination of these Terms and Regulations shall fall under the exclusive jurisdiction of the Court of Milan. The official text of the General Terms and Regulations is that published in the Italian language.

34. LEGISLATIVE DECREE n.231/2001

The Exhibitor declares:

- To be aware of the provisions and contents of Legislative Decree 231/2001 and subsequent amendments and / or additions and of the Organisation, Management and Control Model as per Legislative Decree 231/2001 ("Model") adopted by the Organiser and as published on the website www.gestioneriere.com, and undertakes to comply with the contents insofar as applicable to their business, and to refrain from any conflicting behaviour. Any violation of said undertaking shall legitimise the Organiser to terminate the agreement.
- Not to be indicted and never to have been convicted in criminal proceedings concerning the crimes contemplated in the Model.

LIST OF ATTACHMENTS

Attachment 1

Product Categories List

Attachment 2

General Regulations Artigiano in Fiera digital platform Service;

Attachment 3

Privacy policy.

PRODUCT CATEGORIES LIST (ATTACHMENT 1)

Abbigliamento

- Clothing Children
- Accessories
- Clothing Women
- Clothing Men
- Fur
- Leather Goods

Foodstuffs

- Meat
- Pasta
- Fish
- Oven products
- Rice
- Cured meat
- Condiments and preserves
- Desserts
- Flour
- Cheese
- Fruit
- Food supplements
- Legumes and grains
- Takeaway food
- Vegetables

Beverages

- Beer
- Coffee
- Syrups
- Fruit juices
- Tea tisanes and infusions
- Wine
- Spirit

Home and furniture

- Animal friends
- Furniture accessories
- Cleansing and home fragrances
- Ecological paints
- Hobbies and creativity

Jewelry

- Rings
- Brooches
- Bracelets
- Charms
- Necklaces
- Earrings
- Costume jewellery

Health and beauty

- Beauty accessories
- Children's line
- Body products
- Hair products
- Face Products
- Perfumes
- Adolescent line
- Cosmetics
- Supplements

Free time and fancy goods

- Stationery
- Games
- Musical instruments
- Mobile phone accessories
- Sporting accessories and outdoor

The innovative home

- Ecological home
- Heating and air conditioning
- Water purification
- Home automation
- Frames and fixtures
- Security and entry systems

Home services

- Other services
- Carpentry
- Decoration
- Woodworking
- Restoration
- Repairs to electrical installations
- Upholstery

Personal services

- Beauty treatments
- Photography

Restaurant

Artisan institutions

Tourism Promotion

Industry press

ATTACHMENT 3 PRIVACY POLICY

The Personal Data provided by the Exhibitor in the Application Form or subsequently provided, as well as data acquired from third parties (e.g.: partners, business information companies, etc.) or in the context of the trade fair Event AF - L'Artigiano in Fiera (also, for example, any photos or video recordings in the stands), is collected and processed by the Organiser, GE.FI S.p.A. and by Fiera Milano S.p.A., insofar as Data Controllers in relation to the fulfilment of distinct activities within their respective authority (hereinafter, "Data Controllers" or "our Companies"), for the following purposes:

- a) in regards to the Organiser, to implement measures, fulfil obligations and provide services concerning the application form, payment of the relative fee and participation in the Event, to provide the service eventually requested by the data subject in regards to the Virtual Showcase Platform, as well as to fulfil connected administrative, accounting and fiscal activities and comply with associated legislative obligations: for these purposes, the Organiser uses the services provided by Fiera Milano, which for these specific activities, shall process the personal data in the capacity of Data Processor on behalf of the Organiser;
- b) in regards to Fiera Milano, to implement measures, fulfil obligations and provide services concerning the services directly requested by Exhibitors at Fiera Milano (via, for example, e-Service) and to perform the autonomous activity of maintaining and supervising the safety of the Rho-Pero fairgrounds or exhibition centre, based on the obligations set out by relative legislation in force, for which Fiera Milano is responsible in the capacity of manager of said fairgrounds or exhibition centre.

In regards to the purposes stated above, the Exhibitor's personal data must therefore be processed in order to implement and fulfil the contract relative to their participation in the event, fulfil connected legal obligations and satisfy the legitimate interests of our Company and the companies of our respective Groups for the management of administrative, organisational, technical and safety-related activities related to the Exhibitor's participation in the event and the provision of the relative services. Whole or partial failure to provide the requested personal data would prevent the Exhibitor's admission to the Event and/or the provision of the related services.

For the above-mentioned purposes, the Exhibitor's Personal Data:

- a) shall be processed also using electronic tools, with special, primarily computer-based procedures and methods able to ensure the correct management of the services provided and may also be stored subsequent to the event for administrative, accounting, fiscal purposes, for the periods of time foreseen by the standards of reference;
- b) may also become known to employees and collaborators authorised by our Companies for the processing of data to fulfil

the above-mentioned administrative, technical and safety-related activities connected to the organisation and management of the event and the provision of the services requested by the Exhibitor;

- c) communicated by our Companies to Companies of our respective Groups (for Fiera Milano, see also the up-to-date list available at www.fieramilano.it for Organiser, Mi View S.r.l.) and to trusted companies that provide us with organisational and technical services inherent to the event, for example, stand building companies, assistance and maintenance companies, printing companies, data processing companies, administrative consulting companies, companies that measure the performance of the event. The companies that process personal data on behalf of Fiera Milano or the Organiser operate in the capacity of data processors, in compliance with specific obligations laid down in the relative service contracts;
- d) transferred to companies located in countries outside the EU, in the event the European Commission has recognised said countries as having a suitable level of data protection (e.g.: Switzerland, Australia, Israel, USA for American companies that adhere to the agreement with the EU on the so called Privacy Shield), or on the basis of suitable guarantees (such as standard contractual clauses or binding company rules for groups), or, in the absence of said conditions, if the transfer is authorised by the Exhibitor or necessary to fulfil the contract with said Exhibitor;
- e) diffused through the website, APP and catalogues of the Event, based on the obligations for publication set out by the relative contract with the Exhibitor.

Personal Data (also in the form of images) inherent to economic activities (entrepreneurial or professional) of the Exhibitor, may also be the object of autonomous and distinct processing by our Companies also in order to satisfy our respective legitimate interests tied to the analysis of information relative to the Exhibitor's business, their participation in the Event and the provision of the requested services, and in particular, to identify, also through electronic processing, preferences and possible services of interest, to ascertain the quality of services and carry out statistical surveys geared toward the development and improvement of our services and business.

The email address and physical address for the delivery of printed mail provided by the Exhibitor for their participation in the Event and use of the relative services may be used to send the newsletter of the Event and related services of our Companies, as well as for communication relative to similar events and services. At any time (immediately or even after), the Exhibitor may oppose the sending of said communications, sending a message of opposition from their email address to the address privacy-espositori-af@gestionefiere.com and/or to privacy.espositori@fieramilano.it or via traditional post to

our Companies, using the contact details indicated in the Application Form and in the Terms and Conditions.

Without prejudice to the above-stated activities for the sending, via email or traditional post, of newsletters and communications relative to the event and services of specific interest to the Exhibitor, the Personal Data and Information (e.g. online contact details) that nonetheless refers to the Exhibitor (also in the capacity of legal person, entity or association) may also be processed by our Companies with the prior consent of the Exhibitor (to be provided by ticking the appropriate boxes) for the following, additional business or marketing purposes:

- a) sending of marketing material, direct sales, market research or business communications via post, telephone, automated calling systems, fax, email, sms, mms, regarding other trade fair events, services and products of our Companies, of the companies of the respective Groups and of third-party companies (exhibitors, stand building companies, qualified operators involved in trade fair events or operating in other sectors) interested in proposing advantageous business offers to exhibitors;
- b) communication of data to the companies of our respective Groups (for Fiera Milano, see also the up-to-date list available at www.fieramilano.it for Organiser, Mi View S.r.l.) as well as to other companies, such as exhibitors, stand building companies, qualified operators involved in trade fair events or operating in other sectors, such as market research institutes, sponsors and providers, for its autonomous handling, in the capacity of data controllers, for the purposes and using the methods previously described in lett. a).

For the additional business or marketing purposes just stated, the provision of Personal Data is nonetheless optional and the whole or partial failure to provide it shall not have any consequences on the Exhibitor's participation in the Event and on their use of the relative services, without prejudice to the right of the data subject to revoke their consent previously provided (without prejudice to the lawfulness of the processing based on the consent provided prior to the revocation).

The provisions of the GDPR (articles 15-22) guarantee the data subject (natural person) the right to access data relative to them at any time, and to obtain a copy, to correct or supplement said data if it is inaccurate or incomplete, to delete it or limit its processing if certain conditions are satisfied, to oppose its processing for reasons tied to the particular situation of said person and in any case its processing for direct marketing purposes, to request the portability of the data provided, where processed in an automated manner for the fulfilment of the contract or based on the consent of the data subject, as well as the right to submit a claim to the Data Protection Authority for the protection of their personal data and rights, where it is deemed that these have been violated.

The Personal Data shall be stored in a form that allows the identification of Data Subjects for a period of time no longer than the fulfilment of the purpose of processing, consistent with any other legal obligations. The Organisation has a data retention procedure.

For any clarifications or requests in relation to the processing of their

personal data, the data subject may contact the Organiser and/or Fiera Milano in the capacity of Data Controllers of processing for the purposes and activities under their respective authority, using the contact details provided in the Application Form and/or in the Terms and Conditions.

THEREFORE

The Company declares to be aware that this Application Form shall not be considered valid if after being sent: (1) it does not pay the registration fee and deposit for the surface area and (2) it does not transmit proof of said payment to Ge.Fi. S.p.A. The Company declares and acknowledges the conditions of the General Terms and Regulations, which it has carefully read by accessing the link afexhibitors.artigianoinfiera.it, and which it has specifically approved. Moreover, the Company declares and acknowledges this Application Form and authorises Ge.Fi. S.p.A., TIM and Fiera Milano S.p.A. to send administrative documents via electronic post (email) as opposed to sending hard copies by traditional post, for an indefinite period of time and until such time as the authorisation is revoked.