

General Tegelations 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:

1. **Artigiano in Fiera, the most important exhibition in the world** (business to consumer) dedicated to artisans and small enterprises, held twice a year: "Artigiano in Fiera" and "Antep- rima d'Estate";
2. **Artigiano in Fiera, the digital platform** that complements the events by enhancing their 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 on-line 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 characteristics 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 definition 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", International Crafts Selling Exhibition (hereinafter referred to as the "Exhibition") and it will be held at Fieramilano at Rho (Milan, Italy) from 5th December to 13th December 2026. 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 - 10.00 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. ORGANISER 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: crafts-fair@gestioneferie.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 ANNEXES

- 3.1** For the purposes of this contract (the "Regulation"), the following terms shall have meanings assigned to them as follows:
- **Annexes** shall have the meaning set out in Article 3.2;
 - **Deposit** has the meaning set out in Article 10.1;
 - **Website** indicates the official Exhibition Website;
 - **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;
 - **Unauthorized exhibition prohibition** has the meaning set forth in Article 6.2;
 - **Unauthorized occupation prohibition** has the meaning set forth in Article 13.1;

- **Prohibition of activities outside the assigned exhibition space** has the meaning set forth in Article 25.2;
- **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 15th September 2026;
- **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"**, International Crafts Selling Exhibition;
- **Organiser** means Ge.Fi. S.p.A.;
- **First due date** means 15th September 2026;
- **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;
- **Artigiano in Fiera Stand Awards** defined as per Annex 5;
- **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 2026.

- 3.2** The annexes to the regulations ("Annexes") 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:

- 1.** 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;
- 2.** 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 (Annex 1);
- 3.** 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;
- 4.** 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;
- 5.** 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;
- 6.** 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.
- 7.** 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;
- 8.** 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 imple-

mented appropriate security measures to prevent their easy removal by the public, see article 3.4.23 of the Fiera Milano Technical Regulations;

- 9.** 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:

- 1.** Exhibitors who, although lacking the required administrative requirements, manufacture original products which may be similar to handicraft products;
- 2.** 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). Alternatively, the Application for Admission to the Exhibition may be completed during the previous edition of the Exhibition with the assistance of the Organiz-

er's staff.

5.2 The submission of the Application for Admission via the procedure described above constitutes unconditional acceptance of these Regulations and of the Fiera Milano Technical Regulations (available 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 15th September 2026 (the "First Due Date"). Any Admission Application received by the Organizer after the First Deadline, namely after 15th September 2026, 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 the Deposit and the Balance shall be made in accordance with the provisions set forth in Articles 10.1 and 10.2.

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 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:

1. exclusively made by artisans;
2. included in the categories shown in the Products Categories List as per Annex 1 and described in detail by the Exhibitors in the specific box in their Admission Applications;
3. 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 Exhibitors, including their representatives and agents, shall not display goods, products, or services other than those specified in the Admission Application (**hereinafter referred to as the "Unauthorized Exhibition Prohibition"**). To this end, the Organizer conducts a series of inspections during the Event at all stands to verify that the exhibited products or offered services comply with the declarations made in the Admission Application.

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), see article 3.4.23 of the Fiera Milano Technical Regulations, 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:
 1. the contractual relationship governed by these Terms and Regulations shall be terminated by right pursuant to article 1456 of the Italian Civil Code;
 2. 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;

3. The Organizer and Fiera Milano shall have the right to withhold all amounts referred to in Articles 9 and 13.6.1 (Fee, Registration Fee and Adjustment) or to demand them if they have not yet been paid. In addition, the Exhibitor shall be liable to pay the Organizer the **penalty for unauthorized exhibition as specified in the Penalty Rate Schedule annexed to the Regulations (hereinafter referred to as the "Unauthorized Exhibition Penalty")**.
4. The Organizer 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:

1. constitutes a faculty and not an obligation for the Organizer;
2. is adopted by the Organizer 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 Organizer;
- 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):

1. the Organizer 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;
2. The Organizer may prevent Exhibitors from participating in subsequent editions of the Exhibition;
3. the contractual relationship governed by these Terms and Regulations shall be terminated by right under art. 1456 c.c. and the Organizer 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 Organizer 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 Organizer 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:

1. the Organizer 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;
2. the Organizer may prevent Exhibitors from participating in subsequent editions of the Exhibition;
3. the contractual relationship governed by these Terms and Regulations shall be terminated by right under art. 1456 c.c. and the Organizer 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 releases and holds the Organiser and Fiera Milano harmless from any liability relating to the service of serving beverages and food to visitors of the Event; the Exhibitor further undertakes to indemnify and hold Ge.Fi. S.p.A. and Fiera Milano harmless from any charge and/or liability for any damage to persons or property that may occur in the course of providing the service, due to the Exhibitor's wilful misconduct or negligence, whether by act or omission, in the performance of the service. In particular, the Exhibitor organises the service, assuming the responsibility arising therefrom also for the purposes of health and safety in the workplace; therefore, any accidents that may occur in the performance of the aforementioned service shall be entirely at the Exhibitor's expense, and Ge.Fi. S.p.A. and Fiera Milano shall be held harmless from any liability. Ge.Fi. S.p.A. and Fiera Milano shall therefore remain completely extraneous, including for the purposes of health and safety in the workplace, to any employment relationship or provision of services/work performance that may be established for any reason between the Exhibitor and third parties.

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 in compliance with legal regulations (art. 22 of DPR 633/72): delivery of a commercial document or invoice, the latter only if requested by the customer no later than the time of the transaction, 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 10.00 pm;
- II.** not to dismantle and/or close their booth before 10.00 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):

- 1.** 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;
- 2.** the Organizer may exclude the Exhibitor from future editions of the Exhibition;
- 3.** 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:

- 1.** the contractual relationship governed by these Terms and Regulations shall be terminated by right pursuant to article 1456 of the Italian Civil Code;
- 2.** the Organiser may have the booth immediately closed and remove the products contained therein, all without any prior notice;
- 3.** 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 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, Reg-

istration Fee and the Adjustment due by the Exhibitor following receipt of notification of their booth number; the Exhibitor may be excluded from subsequent editions of the Exhibition.

9. FEE AND REGISTRATION FEE

9.1 The term **Fee** refers to the fee for participating in the Exhibition, determined according to the criteria set forth below. The **Standard Rate Fee**, which includes the basic pre-installation, for modules of 12,5 square meters (minimum) and multiples, amounts to:

- **€370.00 (three hundred seventy/00)** per square meter, excluding applicable VAT;
- or, in the case of food and beverage service activities, **€520.00 (five hundred twenty/00)** per square meter, excluding applicable VAT.

However, under the conditions specified below, the Applicant may benefit from the following **fee lower than the Standard Rate Fee** (obtained by applying discounts in favor of the Applicant calculated at the billing stage):

First Discounted Fee – Valid from 15/02/2026 to 08/03/2026

The participation fee, including basic pre-installation, for modules of 12,5 square meters (minimum) and multiples, shall be:

- **€320.00 (three hundred twenty/00)** per square meter, excluding applicable VAT;
- or, in the case of food and beverage service activities, **€470.00 (four hundred seventy/00)** per square meter, excluding applicable VAT.

Second Discounted Fee – Valid from 09/03/2026 to 31/03/2026

The participation fee, including basic pre-installation, for modules of 12,5 square meters (minimum) and multiples, shall be:

- **€330.00 (three hundred thirty/00)** per square meter, excluding applicable VAT;
- or, in the case of food and beverage service activities, **€480.00 (four hundred eighty/00)** per square meter, excluding applicable VAT.

Third Discounted Fee – Valid from 01/04/2026 to 31/07/2026

The participation fee, including basic pre-installation, for modules of 12,5 square meters (minimum) and multiples, shall be:

- **€340.00 (three hundred forty/00)** per square meter, excluding applicable VAT;
- or, in the case of food and beverage service activities, **€490.00 (four hundred ninety/00)** per square meter, excluding applicable VAT.

Fourth Discounted Fee – Valid from 01/08/2026 to 31/10/2026

The participation fee, including basic pre-installation, for modules of 12,5 square meters (minimum) and multiples, shall be:

- **€350.00 (three hundred fifty/00)** per square meter, ex-

cluding applicable VAT;

- or, in the case of food and beverage service activities, **€500.00 (five hundred/00)** per square meter, excluding applicable VAT.

The Applicant may benefit from:

- The **First Discounted Fee** if the corresponding Deposit, calculated as per Article 10.1, is paid no later than **08/03/2026**;
- The **Second Discounted Fee** if the corresponding Deposit, calculated as per Article 10.1, is paid no later than **31/03/2026**;
- The **Third Discounted Fee** if the corresponding Deposit, calculated as per Article 10.1, is paid no later than **31/07/2026**;
- The **Fourth Discounted Fee** if the corresponding Deposit, calculated as per Article 10.1, is paid no later than **31/10/2026**.

It should be noted that the participation fee for food and beverage service activities, whether standard or discounted, also includes a contribution for the creation and management of appropriate spaces for food and beverage consumption.

All exhibitors who generate a significant amount of waste are subject to a fee for the disposal of the waste generated during the Event. The service will be charged directly to the Account Statement.

9.2 Basic pre-preparation comprises the following:

1. panels separating the stands;
2. a sign with the name or trademark of the Exhibitors;
3. lighting;
4. 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 15th September 2026 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:

1. 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;
2. technical assistance to Exhibitors during the Exhibition and during the preparation and dismantling of the stands;
3. registration in the official website of the exhibition or equivalent tool from 5th December to 13th December 2026; 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);

4. general supervision of the pavilions and general fire prevention;
5. installed electrical power: the first activation of a power supply outlet is free of charge up to 10 kW of installed power; should consumption in excess of 10 kW be detected from the same outlet, a lump-sum charge will be applied in the final statement of account. Any additional activations and/or supplementary electrical installations shall be charged in accordance with the price list and the terms and conditions set out in Fiera Milano's Technical Regulations (see Art. 4);
6. fire extinguishers;
7. 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 official website 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 15th November 2026. 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 15th November 2026 to 4th December 2026: 30%;
 - Requests received after 2nd December 2026 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 14th November 2026 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.

9.7

As of January 1, 2011, pursuant to Legislative Decree no. 18/2010, implementing EU Directive no. 8/2008, foreign Exhibitors who **are taxable persons** are no longer required to pay VAT on the participation fee and services related to the Exhibition, **with the exception of non-taxable persons** (e.g., private individuals). In order to identify the status of the client (taxable person/non-taxable person), it is essential to receive, prior to the issuance of the invoice, the VAT number/Tax ID code or other suitable documentation proving the status of a company and not a private individual. Therefore, it is **absolutely necessary** to submit the aforementioned information upon completion of the Application for Admission; failing this, invoices will be issued subject to Italian VAT.

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

10.1

The Deposit shall correspond to a variable percentage, as indicated in the Admission Application, of the Fee and the Registration Fee, plus applicable VAT (**Deposit**).

It is specified that the percentage of the Fee shall be paid for each company or brand represented in collective stands, in addition to the main exhibitor holding the stand.

In any case, the Applicant must pay the Deposit no later than the following deadlines (**Deposit Deadline**):

- **By March 8, 2026**, if the Admission Application is submitted to the Organizer between February 15, 2026, and March 8, 2026 (**First Registration Period**);
- **By March 31, 2026**, if the Admission Application is submitted to the Organizer between March 9, 2026, and March 31, 2026 (**Second Registration Period**);
- **By July 31, 2026**, if the Admission Application is submitted to the Organizer between April 1, 2026, and July 31, 2026 (**Third Registration Period**);
- **By October 31, 2026**, if the Admission Application is submitted to the Organizer between August 1, 2026, and October 31, 2026 (**Fourth Registration Period**);
- **By December 1, 2026**, if the Admission Application is submitted to the Organizer after November 1, 2026 (**Fifth Registration Period**).

In any case where the Deposit Deadline is not met, irrespective of the type of activity chosen, the consequences set forth in Articles 10.6 and 10.8 shall apply.

Furthermore, for the First, Second, Third, and Fourth Registration Periods, failure to comply with the Deposit Deadline shall also result, pursuant to Article 9.1, in the application of the Standard Participation Fee, unless the Applicant qualifies again for one of the Discounted Fees, provided the conditions set forth in Article 9.1 are met. However, this shall not affect the application of the consequences provided in Articles 10.6 and 10.8, which shall still apply.

It is further specified that, in any case where the Applicant/Exhibitor pays an amount lower than the amount due under this Regulation and/or as expressly stated in the Admission Application, the Organizer shall have the right to retain the amount paid and demand the payment of the remaining outstanding sums.

- 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 2026 ("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, as defined in Article 5.3, the Balance must be paid by the Applicant no later than December 1, 2026.
- 10.3** In any case in which the Applicant/Exhibitor pays the Organizer an amount lower than that due under this Regulation and/or than that expressly indicated in the application for admission, the Organizer shall have the right to retain it and demand payment of the remaining sums still due.
- 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 Organizer 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 Organizer 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 penalty equal to 7% of the outstanding amounts.

- 10.7** Payments must be made by credit card or bank transfer exclusively in favor of the following bank references of Fiera Milano S.p.A.:
- 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 "AF26" 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 official website) are guaranteed only if the Organizer 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 Organizer 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 Organizer reserves the right to carry out all necessary checks on receipts, POS devices, goods and all else present in the stand. The Organizer 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, SIZES OF THE STANDS AND SECURITY DEPOSIT REQUEST

- 13.1** The stand assignment is valid only for the Applicant/Exhibitor, to whom it will be registered. The Exhibitor may occupy only the assigned spaces and no additional areas, particularly aisles, common areas, and emergency exits. Therefore, the Exhibitor is prohibited from occupying any space outside that specified in the stand assignment document with its products or any other material (hereinafter referred to as the **"Unauthorized Occupation Prohibition"**).
If the Exhibitor unlawfully occupies additional spaces beyond those assigned during the Exhibition with its products or any other material, the Exhibitor shall be liable to pay the Organizer the penalty specified in the **Penalty Rate Schedule** annexed to the Regulations (hereinafter referred to as the **"Unauthorized Occupation Penalty"**).
- 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 (12,5 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.
- 13.7** At the time of the stand assignment notification, the Organizer shall have the right to request the Exhibitor to make an immediate payment as a non-interest-bearing security deposit (hereinafter referred to as the **"Security Deposit"**) to guarantee compliance by the Exhibitor with the obligations and prohibitions set forth in Articles 6.2 (**Unauthorized Exhibition Prohibition**), 13.1 (**Unauthorized Occupation Prohibition**), and 25.2 (**Prohibition of Activities Outside the Assigned Exhibition Space**) of the Regulations.
If the Exhibitor fully complies with the obligations and prohibitions set forth in Articles 6.2, 13.1, and 25.2 of the Regulations throughout the entire Exhibition, the Security Deposit shall be refunded to the Exhibitor within 15 days from the end of the Exhibition.
Conversely, if the Exhibitor violates one or more of the obligations and prohibitions set forth in Articles 6.2, 13.1, and 25.2 of the Regulations, the Organizer shall be entitled to apply the corresponding penalties (Article 6.3.V.3 - Unauthorized Exhibition Penalty; Article 13.1 - Unauthorized Occupation Penalty; Article 25.4 - Unauthorized Activity Penalty) by withholding the **Security Deposit** in satisfaction of such penalties, up to the corresponding amount.

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:

1. 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;
2. 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 **4th December 2026, 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 oc-

cupy 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:

1. check the functioning and efficiency of stand entrance safety locks;
2. check the internal and external closure of show-case cabinets;
3. ensure the presence of their own personnel at their stands for the entire opening hours of the exhibition;
4. limit the presence of valuable items outside of armored cabinets and/or safes;
5. use the maximum possible caution in presenting valuable items to potential purchasers;
6. only use safes and/or safety cabinets for the custody of valuable items inside the Exhibition;

7. never use cabinets and/or containers that do not have suitable safety characteristics.

19. OFFICIAL EXHIBITION WEBSITE

- 19.1 The Organiser develops the official Exhibition website (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 website 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 website (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 compensation 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.

Please note: for the purposes of this policy, are not insured software of whatsoever nature, wherever installed, money, personal goods and effects such as, but not limited to, personal devices, smartphones,

cameras, bags, documents, clothes, keys, video and photographic equipment, etc...

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). Please note that this coverage acts as a second risk to the one activated by Exhibitors, as per Fieramilano Technical Regulations.

- 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:

1. Switching on machinery or equipment without the authorisation of the Organisers;
2. The distribution of informative or advertising materials and the hanging of posters outside of the stands;
3. 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;
4. 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;
5. The exhibition within and/or outside the stand of images or products of any kind that offend public decency, the Exhibition or the Organizer;
6. Any kind of luminous and pulsating or variable light source;
7. photographic and /or television shooting and production of drawings inside the exhibition area without spe-

cific authorization from the Organizer;

8. Waiting in the stands or the Fiera Milano area during closing hours.

9. 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. If any unauthorized vehicles are found parked overnight within the exhibition district, a penalty will be applied as provided for in Article 9.13 of the Fieramilano Technical Regulations.

25.2 The Exhibitor is prohibited from engaging in any activity outside their assigned exhibition space, including sales, attempted sales, or commercial promotion, unless expressly authorized by the Organizers (hereinafter referred to as the **"Prohibition of Activities Outside the Assigned Exhibition Space"**).

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 in addition, the Exhibitor shall be liable to pay the Organizer the penalty specified in the **Penalty Rate Schedule** annexed to the Regulations (hereinafter referred to as the **"Penalty for Activities Outside the Assigned Exhibition Space"**).

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 (9) 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 authorisation 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 forcibly removed and/or to any assets contained therein, henceforth releasing and holding harmless the Organiser and Fiera Mi-

lano 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 (9). 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 law enforcement agencies), and be present at the stand for the entire period of the event (including assembly and dismantling).

26BIS. WASTE MANGEMENT

The collection, holding, transport and recovery of waste must be carried out in accordance with Legislative Decree no. 152 of 2006 as amended.

It is compulsory for the Exhibitor to remove waste from the Exhibition Centre, taking it to the authorised recovery/disposal plants, in accordance with current legislation.

Pursuant to the Technical Regulations, the Exhibitor and its representatives are responsible for the correct management of the waste produced inside the assigned exhibition space. It is forbidden for the Exhibitor (or its representatives) to leave waste of any kind inside the exhibition space, either in the assigned space or in the common areas (aisles, roadways, etc.). The Exhibitor or its representatives may remove the waste produced directly or by using the services of profes-

sionals authorised to handle waste, registered in the National Register of Environmental Managers, which can be consulted at the following address:

www.albonazionalegestoriambientali.it/Public/ElenchiIscritti.

The prohibition on abandoning waste and the related obligation to manage it correctly shall be construed as referring to all waste and residual materials from the set-up/disassembly work (packaging, materials used such as walls, false ceilings, floor coverings, etc.).

The Exhibitor must ensure the correct management of waste and scraps from the processing of materials used to set up their exhibition space and consider, during the design phase, the production of waste related to it. The Exhibitor must submit in accordance with the Technical Regulations on the Fiera Milano Exhibitor Portal either a commercial agreement with a waste management company responsible for removing the same from the exhibition centre or a similar document providing evidence of the management methods that are intended to be adopted must be presented.

Excluded from this obligation during the event are the waste resulting from the extraordinary cleaning of the stand, carried out by the companies appointed by FIERA MILANO S.P.A..

In the case of abandonment of waste in the halls or inside the Fairgrounds, Fiera Milano will apply a penalty up to € 5.000,00, without prejudice to compensation for greater damages, and reserves the right to move away the responsible personnel from the Fairgrounds and to take legal action.

The Exhibitor is required to respect all the local regulations in force and in accordance with the provisions of the Regulations governing the collection of solid urban waste, separate collection and urban hygiene services, adopted by the Municipality of Rho - pursuant to art. 198, c.3 of Legislative Decree 152/2006 - during the exhibition the Exhibitor and its staff are required to separate the waste produced, separating it by type and nature in the bins located inside the halls and in the specially equipped outdoor areas. In this way, separate management of the different types of waste can be guaranteed and their recovery in controlled supply chains promoted.

During the days of the exhibition, there are specially equipped areas outside the pavilions dedicated to waste sorting for the exhibitors. It is possible to dispose of only urban waste, separating it into: paper, cardboard, plastic, organic fraction, and glass/metal/cans, which Fiera Milano sends to the public collection circuit of the Municipality of Rho. For waste other than these types, such as, for example, used cooking oils, it is the exhibitor's responsibility to arrange for their removal from the district through their own designated supplier.

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:

1. 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;

2. 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;
3. 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;
4. 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 beforehand 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 that it is aware that the provisions of Regulation (EU) 2016/679 - the General Data Protection Regulation (hereinafter, the "GDPR") apply to the processing of data relating to natural persons ("Personal Data") and do not apply to legal persons (companies), entities and associations and to information ("Information") relating to such subjects; in respect of the latter, only the rules on the sending of electronic commercial communications remain applicable, for which the Exhibitor (being a legal person, entity or association) is also required to provide the prior consent required for the sending of such communications for direct marketing purposes.

31.2 Personal Data relating to the Exhibitor, where operating as a sole proprietorship, small entrepreneur or professional, as well as to its representatives, officers, employees and collaborators, indicated in the Admission Application or provided subsequently, as well as data obtained from third parties (e.g., partners, commercial information companies, etc.) or within the context of the Event (including, for example, any photographs or video recordings at the stands), are collected and processed by the Organiser GE.FI. S.p.A. and by Fiera Milano S.p.A., as independent Data Controllers for the respective activities within their remit, in accordance with the terms described, respectively, in the privacy notices attached to these Regulations as Annex 3A (GE.FI. S.p.A. notice) and Annex 3B (Fiera Milano S.p.A. notice).

31.3 The attached notices referred to in the preceding paragraph are provided by the Organiser and by Fiera Milano S.p.A. pursuant to Articles 13 and 14 of the GDPR, and the Exhibitor undertakes to provide them to the natural persons (its representatives, officers, employees and collaborators) to whom the Personal Data supplied for the purposes of participation in the Event and the provision of the related services refer, as well as to ensure that the Personal Data may be lawfully used by the Organiser and by Fiera Milano S.p.A. for such purposes and to hold harmless and/or indemnify the Organiser and Fiera Milano S.p.A. against any costs or damages arising from the Exhibitor's breach of the obligations undertaken under this Article.

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

With regard to the images concerning the Exhibitor, its stand and/or its representatives, officers, employees and collaborators, in any manner acquired or recorded (by way of example and without limitation, by means of photographic equipment, video recording devices or audiovisual recording) within the context of the Event, the Exhibitor declares that it is informed, pursuant to the GDPR, of the collection and processing of such images by the Organiser and by Fiera Milano S.p.A. and of their possible dissemination for informative, promotional and commercial purposes, and grants, free of charge, to the said parties the right to use such images for such purposes pursuant to Articles 96 and 97 of Law no. 633/1941; to this end, the Exhibitor authorises, without any restriction, the Organiser and Fiera Milano S.p.A. to use the said images through any means of communication (including, by way of example only, brochures, presentations, catalogues and, in general, paper materials necessary for information/promotion, television, etc.) and dissemination via the internet (website, social networks, etc.) or through magazines and other publications, including online, with the broadest right of adaptation and reproduction, for all purposes permitted by law.

For this purpose, the Exhibitor declares and warrants to the Organiser and to Fiera Milano S.p.A. that it has: (i) collected, where necessary and required, the data subjects' consent, after providing an appropriate privacy notice, for the processing by the Organiser and by Fiera Milano S.p.A. of data relating to their photographs, video recordings, etc., including their dissemination for informative, promotional and advertising purposes pursuant to the GDPR; (ii) obtained a release for the use and dissemination of images pursuant to Articles 96 and 97 of Law no. 633/1941 on copyright, on the terms set out above, from the natural persons portrayed or recorded, being its representatives, officers, employees and collaborators, during the aforementioned Event. In relation to items (i) and (ii) above, the Exhibitor undertakes to hold harmless and indemnify the Organiser and Fiera Milano S.p.A. against any claim, action or demand brought by the aforementioned persons regarding the indicated use and dissemination of their images as set out 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.gestionefera.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 ANNEXES

ANNEXES 1:

Product Categories List

ANNEXES 2:

General Regulations ARTIGIANO IN FIERA DIGITAL PLATFORM Service

ANNEXES 3A:

Privacy policy Ge.Fi. S.p.A.

ANNEXES 3B:

Privacy policy Fiera Milano S.p.A.

ANNEXES 4:

Penalty Rate Schedule

ANNEXES 5:

Artigiano in Fiera Stand Awards

PRODUCT CATEGORIES LIST (ANNEXES 1)

Clothing

- 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
- Spirits

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

GE.FI. S.P.A. PRIVACY NOTICE (Articles 13–14 GDPR) EXHIBITORS (Annexes 3A)

This privacy notice is provided pursuant to Articles 13 and 14 of Regulation (EU) 2016/679 ("GDPR") to those who apply for and/or participate in the event ARTIGIANO IN FIERA as Exhibitors (as well as to their contact persons, employees, collaborators and/or any individuals whose personal data are communicated to Ge.Fi. S.p.A. in connection with participation). For processing activities carried out by Fiera Milano S.p.A. as an independent Data Controller, please refer to the privacy notice in ANNEX 3B.

1) Data Controller

The Data Controller is GE.FI. S.p.A. (hereinafter, the "Organiser" or "Ge.Fi."). The Data Controller has appointed a Data Protection Officer ("DPO"), who may be contacted at the following e-mail address: dpo@artigianoinfiera.it.

2) Types of personal data processed

By way of example, Ge.Fi. may process:

- identification and contact data (first name, last name, business name, address, telephone number, e-mail);
- administrative and contractual data (invoicing data, payments, documentation relating to the application/participation);
- data relating to attendance and activities at the event and related services (e.g., credentials/user accounts and content associated with participation, information about the stand and requested activities);
- images and multimedia content where the Exhibitor/staff are filmed or photographed during the event (within the limits of the purposes and procedures set out in section 3).

3) Purposes of processing and legal bases

Personal data will be processed by Ge.Fi. for the following purposes:

- a) Management of the application and participation in the event (including: review of the application, admission, management of pre-contractual/contractual relations, organisation and logistical and operational management of participation, management of credentials and access to any portals/restricted areas pertaining to the Organiser, assistance and service communications).
Legal basis: performance of pre-contractual/contractual measures and/or obligations related to participation (Article 6(1)(b) GDPR).
- b) Administrative, accounting, tax compliance and legal obligations (including management of invoicing, payments, accounting and any fulfilment required by applicable laws).
Legal basis: compliance with legal obligations (Article 6(1)(c) GDPR) and/or performance of the contract (Article 6(1)(b) GDPR).
- c) Protection of the Organiser's rights (management of any disputes, complaints, litigation; prevention and suppression of fraud/abuse; establishment, exercise or defence of legal claims).
Legal basis: legitimate interest of the Data Controller (Article 6(1)(f) GDPR).

- d) Event documentation and communications (photo/video) (e.g., filming and photographs taken during the event for documentation purposes, institutional communication and promotion of the event and of the Organiser's activities through Ge.Fi. channels and/or the event's informational materials).
Legal basis: legitimate interest of the Data Controller (Article 6(1)(f) GDPR), within the limits of applicable law.
- e) Newsletter and informational communications regarding the event/Organiser's services Sending updates, organisational information and communications relating to initiatives, events and services of the Organiser connected with the event.
Legal basis: legitimate interest of the Data Controller for communications strictly related to participation and/or, where required, consent (Article 6(1)(a) GDPR). In any case, you may object at any time (see section 8).
- f) Marketing/promotions by the Organiser (optional)
Sending promotional and/or commercial communications regarding initiatives and services of the Organiser not strictly related to participation.
Legal basis: consent (Article 6(1)(a) GDPR), which may be withdrawn at any time without affecting the lawfulness of processing based on consent before its withdrawal. Important: for processing activities (including photo/video, services, security, access management or other activities) carried out directly by Fiera Milano S.p.A., the notice in ANNEX 3B applies.

4) Processing methods

Processing is carried out using paper and/or electronic means, according to procedures strictly related to the purposes indicated and in compliance with appropriate security measures.

5) Recipients of data Personal data may be disclosed to:

- authorised persons and Ge.Fi. internal staff involved in managing the event;
- suppliers supporting Ge.Fi. with technical/organisational/administrative services (e.g., platform management, IT support, communication services, consultants, professional firms), appointed, where applicable, as Data Processors pursuant to Article 28 GDPR;
- public authorities/competent bodies, where required by law or upon request.
- Personal data will not be made public, except for publication strictly connected with the purposes of documentation/communication of the event (e.g., informational/institutional materials of the Organiser) and within the limits set out in section 3(d).

Subject to consent (Art. 6(1)(a) GDPR), the data may be disclosed to third parties such as stand fitters, qualified operators involved in trade fairs or operating also in other sectors, such as market research institutes, sponsors and suppliers, for their own independent processing activities, as data controllers.

6) Transfers to third countries

Where, for technical/organisational reasons, certain suppliers process data outside the European Economic Area, Ge.Fi. ensures that the transfer will take place in compliance with Articles 44 et seq. GDPR (e.g., adequacy decisions, Standard Contractual Clauses, supplementary measures where necessary).

7) Retention period Personal data will be retained:

- for the time necessary to manage the application/participation and related contractual obligations;
- for the period required by law (e.g., accounting/tax requirements);
- for the time necessary to protect the Data Controller's rights (e.g., limitation periods);
- for newsletter/marketing purposes until an objection is raised or consent is withdrawn (where required).

8) Data subject rights

- withdraw any consent given (without affecting processing already carried out);
- lodge a complaint with the Italian Data Protection Authority (Garante per la Protezione dei Dati Personali).

At any time, the data subject may exercise the rights provided for in Articles 15-22 GDPR (access, rectification, erasure, restriction, objection, data portability where applicable), as well as:

9) Privacy contacts

To exercise rights or request information about the processing of personal data by Ge.Fi., please contact:

privacy-espositori-af@gestionefiere.com

10) Reference to the Fiera Milano S.p.A. privacy notice

For processing of personal data carried out by Fiera Milano S.p.A. as an independent Data Controller, please refer in full to the privacy notice attached to the Regulations as ANNEX 3B.

PRIVACY NOTICE – PROCESSING OF PERSONAL DATA BY FIERA MILANO S.P.A.

Articles 13 and 14 of Regulation (EU) 2016/679 – General Data Protection Regulation (Annexes 3B)

In accordance with Articles 13 and 14 of Regulation (EU) 2016/679 ("GDPR"), Fiera Milano S.p.A. (hereinafter, "Fiera Milano"), as Data Controller (hereinafter, the "Controller"), intends to provide information regarding the processing of personal data that may concern Exhibitors, where they are sole proprietorships, small entrepreneurs, professionals, etc., or the contact persons of Exhibitors where these are companies, entities or associations (to which, as is known, the GDPR does not apply) (the "Exhibitors" or, individually, an "Exhibitor"), provided by them in the participation/admission application or provided subsequently, as well as data obtained from third parties (e.g., event organiser(s), partners, commercial information companies, etc.) or within the context of the Event, in relation to the performance of the activities indicated in section 3 of this privacy notice.

1. Contact details of the Controller and the Data Protection Officer

The Data Controller is Fiera Milano S.p.A., with registered office at Piazzale Carlo Magno no. 1 – 20149 Milan (MI), administrative and operational office at Largo Fiera Milano no. 5 – 20017 Rho (MI), and e-mail address: privacy@fieramilano.it.

The Controller has appointed a Data Protection Officer ("DPO"), who may be contacted at the Controller's addresses indicated above and at the following e-mail address: dpo@fieramilano.it.

2. Categories of personal data processed and source of personal data

The Controller processes the data subject's categories of personal data (hereinafter also "Personal Data"), which, by way of example and without limitation, include: identification data (first and last name, tax code, VAT number, etc.), contact details (e.g., e-mail address, mobile phone, etc.), economic and payment data, affiliated company, job title, role held within the company, and images (photo/video).

Where Personal Data are not collected from the data subject, the Controller acquires them through the economic operator for which the data subject performs his/her work activity, as well as from third parties (e.g., event organiser(s), partners, commercial information companies, etc.).

3. Purposes and legal bases of processing

Personal Data are collected and processed for the following purposes:

- a) to perform the measures, comply with statutory obligations (i.e., administrative and accounting formalities), provide insurance coverage and services relating to venue services (managed by Fiera Milano, hereinafter the "Exhibition Venue") functional to the Exhibitor's participation in the Event, and to carry out the independent activities of maintaining and ensuring the security of the Exhibition Venue, on the basis of the obligations incumbent on Fiera Milano as the manager of such Exhibition Venue.

In addition, Personal Data may be processed in order to perform measures, obligations and services relating to services

directly requested by Exhibitors from Fiera Milano. In such cases, please refer to the specific privacy notices made available by Fiera Milano in relation to each of the services requested by the Exhibitor;

- b) to carry out the administrative, organisational, technical and security activities necessary and related to the provision of the services under letter a);
- c) to carry out statistical processing activities in relation to the services under letter a);
- d) to establish, exercise or defend the Controller's rights in court;
- e) to document and disclose the features of the Exhibition Venue, the Controller may take photos and/or videos. In such case, where possible, photographic shots and/or video recordings will be carried out without processing the data subject's Personal Data (i.e., without the data subject being identified and/or identifiable).

For the purpose under letter a), the Controller processes Personal Data both to perform the contract to which the data subject is a party, in the case of sole proprietorships, small entrepreneurs and professionals, pursuant to Article 6(1)(b) GDPR and/or to comply with legal obligations pursuant to Article 6(1)(c) GDPR.

For the purpose under letter b), the Controller processes Personal Data to perform the contract to which the data subject is a party, in the case of sole proprietorships, small entrepreneurs and professionals, pursuant to Article 6(1)(b) GDPR.

For the purpose under letter c), the Controller processes Personal Data on the basis of its legitimate interest pursuant to Article 6(1)(f) GDPR, namely the Controller's legitimate interest in carrying out aggregate analyses regarding the provision of the services under letter a).

For the purpose under letter d), the Controller processes Personal Data on the basis of its legitimate interest pursuant to Article 6(1)(f) GDPR, namely to defend its rights in judicial or out-of-court proceedings in the event of disputes or controversies.

For the purpose under letter e), where it cannot be avoided, the legal basis of any processing will be the Controller's legitimate interest pursuant to Article 6(1)(f) GDPR, namely the Controller's legitimate interest in documenting and disclosing, by means of photo/video, the features of the Exhibition Venue.

4. Processing methods

Personal Data are processed for the purposes set out above, in compliance with Article 5 GDPR, using both paper-based and digital means. Processing is carried out directly by the Controller through employees and collaborators, who have been authorised to perform the processing operations connected with the contractual relationship and have been instructed accordingly.

5. Nature of data provision and consequences of refusal

For the purposes under letters a), b) and d) of section 3, Personal Data are necessary for the performance of contractual and legal obligations. Failure to provide Personal Data makes it impossible to establish and perform the contractual relationship and/or access the Exhibition Venue.

For the purposes under letters c) and e) of section 3, the Exhibitor is free not to provide Personal Data and failure to provide them, even partially, will not be prejudicial to the Exhibitor.

6. Retention period of Personal Data

Personal Data processed for the purposes under letters a) and b) of section 3 will be processed until the end of the provision of services and, after their termination, for the periods required by applicable laws.

Personal Data processed for the purpose under letter c) of section 3 will be processed for six (6) months following the end of the Event.

Personal Data processed for the purpose under letter d) of section 3 will be processed in accordance with the limitation periods applicable to the rights that may be exercised.

The data subject's Personal Data, if processed for the purpose under letter e) of section 3, will be retained for five (5) years following the end of the Event.

Subject to the time required for technical deletion and back-up operations, the data subject's Personal Data will be deleted upon expiry of the retention periods indicated above.

7. Recipients of Personal Data

For the purposes under section 3, Personal Data may be disclosed by Fiera Milano to other companies of the Fiera Milano Group (see also the updated list available on the website <https://www.fieramilano.it/azienda.html>), to trusted companies providing administrative, organisational, technical and security services, such as, for example, consulting companies (companies providing administrative, accounting and legal services), debt collection companies, hosting companies, etc. Companies that process Personal Data on behalf of Fiera Milano act as data processors pursuant to Article 28 GDPR.

Personal Data may also be disclosed to entities that will process them as independent data controllers, on the basis of a legal obligation or pursuant to an agreement in force between the parties.

Personal Data may be transferred to third countries outside the EEA only in compliance with European Commission decisions recognising the adequacy of the data protection regime in those countries, or on the basis of appropriate safeguards (such as Standard Contractual Clauses or Binding Corporate Rules for groups), or, failing such conditions, where the transfer is authorised by the data subject or necessary for the performance of the contract with the data subject or in his/her favour.

8. Disclosure

Personal Data will not be made public, except for the possible disclosure of the data subject's image on the Controller's promotional materials, on the Controller's website and on the pages of its social media channels (i.e., Facebook, YouTube, Instagram, X and LinkedIn). In the latter case, social networks and their users may transfer the image to countries outside the EEA, each acting as an independent data controller pursuant to Article 4(7) GDPR.

9. Data subject rights

The GDPR guarantees the data subject the right to access at any time

the Personal Data concerning him/her and obtain a copy thereof, to rectify and supplement them if inaccurate or incomplete, to erase them or restrict their processing where the relevant conditions apply, to object to their processing on grounds relating to his/her particular situation, to request portability of the Personal Data provided where processed by automated means on the basis of consent or for the performance of the contract. The data subject also has the right to withdraw consent, where required, without affecting the lawfulness of processing based on consent given before its withdrawal.

The Controller to whom the data subject may apply to exercise the above rights is Fiera Milano S.p.A., with registered office at Piazzale Carlo Magno no. 1 - 20149 Milan (MI), administrative and operational office at Largo Fiera Milano no. 5 - 20017 Rho (MI), and e-mail address: privacy@fieramilano.it.

The Controller has appointed a Data Protection Officer ("DPO"), who may be contacted at the Company's addresses indicated above and at the following e-mail address: dpo@fieramilano.it

PENALTY RATE SCHEDULE (ANNEXES 4)

- **Unauthorized Exhibition Prohibition:**
€250.00 per square meter, excluding applicable VAT;
- **Unauthorized Occupation Penalty:**
€250.00 per square meter, excluding applicable VAT;
- **Prohibition of Activities Outside the Assigned Exhibition Space:** €250.00 per square meter, excluding applicable VAT.

Artigiano in Fiera Stand Awards Regulations (Annex 5)

RECITALS

- A. GE.FI. S.p.A. organises the event known as Artigiano in Fiera, a trade-fair platform dedicated to promoting craftsmanship, artisan enterprises, territories, production cultures and relations between artisans and the public.
- B. Within the framework of the Event, GE.FI. intends to promote a more advanced exhibition culture by recognising stands that convey the value of artisan work in a clear, orderly, consistent and memorable manner.
- C. The Artigiano in Fiera Stand Awards initiative is not intended to assess the intrinsic quality of products, turnover, the reputation of the enterprise, the size of the stand or the budget invested, but rather the quality of the exhibition presentation and of the experience offered to visitors.
- D. These Regulations govern, on a contractual basis, the purposes, conditions of participation, operating procedures, assessment criteria, grounds for exclusion, announcement of the winners and benefits granted to award recipients.
- E. This initiative does not constitute a prize competition or prize operation and therefore does not fall within the scope of the relevant legislation, from either a subjective or an objective standpoint.
- F. The Recitals and Annexes form an integral and substantial part of these Regulations.

1. DEFINITIONS

TERM	CONTRACTUAL DEFINITION
Organiser	GE.FI. S.p.A., the company organising the Event and owner of the Artigiano in Fiera Stand Awards project.
Event	The 2026 edition of Artigiano in Fiera, organised by GE.FI. S.p.A. at the exhibition venue indicated in the official documentation.
General Regulations	The general conditions of participation, technical regulations, safety rules, health and hygiene requirements, fitting-out provisions and any other rules applicable to the Event.
Exhibitor or Artisan	The natural or legal person admitted by GE.FI. to the Event and party to the participation agreement, or otherwise authorised to exhibit at the stand.
Stand	The exhibition space assigned or authorised by GE.FI., including its fitting-out, products, materials, graphics, lighting, personnel, interaction methods and communication content.
Awards or Prizes	The recognitions known as the Artigiano in Fiera Stand Awards 2026, divided into the categories specified in these Regulations.
Awards Secretariat	GE.FI.'s internal body that coordinates the Awards procedure - schedule, documentation, forms, files and record-keeping - and verifies stand eligibility for the purposes of granting the Public Choice Award.
Technical Committee	The technical body appointed or coordinated by GE.FI. to conduct the preliminary review and technical assessment, prepare the files, award the Special Mentions and oversee the proper conduct of the Public Choice Award voting process.
Honorary Jury	The body responsible for selecting the winners of the Category A Main Awards on the basis of the shortlist and files prepared by the Technical Committee.
Official Platform	The official Artigiano in Fiera website, account, digital pass or other digital system through which voting for the Public Choice Award is managed.
Benefits	The discounts, communication packages, badges, plaques and any further non-monetary benefits indicated in these Regulations.

2. NATURE AND PURPOSES OF THE INITIATIVE

- 2.1. The Awards are established to recognise the stands that best interpret the cultural and exhibition direction promoted by GE.FI.: clarity, order, storytelling, identity, hospitality, authenticity, product enhancement, visual care, sustainability and the overall quality of the visitor experience.
- 2.2. Their purpose is educational, reputational, indirectly commercial, relational and communicative: to generate positive benchmarks, raise the overall standard of the Event and make the value of craftsmanship more readily understandable to the public.
- 2.3. The Awards do not constitute product-quality certification, certification of origin, ethical certification, technical certification, health certification, a guarantee mark or commercial approval of the products displayed.
- 2.4. The recognition is professional and merit-based within the context of the Event. Any public communication concerning the Awards must be consistent with this nature and shall not constitute misleading commercial promotion or a promise of financial results for the Exhibitor.

3. CONTRACTUAL EFFECT AND ACCEPTANCE

- 3.1. These Regulations constitute a contractual annex to the conditions of participation in the Event and shall be binding upon the Exhibitor from the time of signature, digital acceptance, acceptance of the application to participate or actual attendance at the Event, in accordance with the procedures adopted by GE.FI.
- 3.2. The Exhibitor acknowledges that participation in the Awards serves the proper representation of the Event and agrees that its stand may be observed, photographed, assessed and, if selected, communicated as part of the project, within the limits and subject to the conditions of these Regulations.
- 3.3. In the event of any conflict with the General Regulations of the Event, the General Regulations shall prevail with respect to all matters concerning access, fitting-out, safety, hygiene, payment, conduct, authorisations and use of spaces.
- 3.4. GE.FI. may update the operating procedures of the Awards for organisational, technical, legal, health, safety or scheduling requirements, or in order to safeguard the proper conduct of the assessment, provided that such amendments do not arbitrarily alter the purpose of the initiative and are communicated by reasonable means to the Exhibitors concerned.

4. ELIGIBLE PARTIES AND ELIGIBILITY REQUIREMENTS

- 4.1. All Exhibitors duly admitted to the Event and present with a stand that is actually fitted out and open to the public are potentially eligible for the Awards.
- 4.2. Admission to the Event shall not automatically entail the granting of an Award. The Exhibitor is entitled to be treated according to reasonable, transparent and non-discriminatory criteria, but shall have no right to receive individual assessments, scores, rankings or detailed reasons, save as may be communicated by GE.FI.
- 4.3. The minimum eligibility requirements are: contractual and administrative compliance (including payments); compliance with the General Regulations; actual presence during the Event; a presentable, orderly and safe stand; and the absence of material breaches relating to safety, hygiene, fitting-out, occupation of spaces, conduct towards the public and fairness of voting.
- 4.4. In the case of a collective, shared, institutional or consortium stand, or a stand entrusted to several enterprises, GE.FI. shall identify the candidate and any beneficiary of the Benefits. Any financial benefit, where provided, shall normally be granted to the holder of the contractual relationship with GE.FI., unless otherwise decided in writing by the Organiser.
- 4.5. The Exhibitor shall be ineligible, or shall forfeit the recognition, if, at the time the winners are announced or the Benefits are used, it is in default towards GE.FI., is involved in conduct incompatible with the Event or is the subject of serious and substantiated complaints concerning the stand or its conduct at the trade fair.

5. AWARD CATEGORIES

5.1. The Awards are divided into the following categories.

CATEGORY	DECISION-MAKING BODY	RECOGNITIONS
Category A Main Awards	Honorary Jury, based on a shortlist validated by the Technical Committee	AF Stand Awards Grand Prix; Best Fashion, Textiles and Accessories Stand; Best Jewellery and Precious Objects Stand; Best Artisan Home, Furnishings and Design Stand; Best Cosmetics, Beauty and Personal Care Stand; Best Food and Wine Stand; Exhibition Development Award.
Category B Public Choice Award	Visitors registered through the Official Platform, with eligibility verified by the Awards Secretariat and voting regularity overseen by the Technical Committee	Award to the stand receiving the highest number of valid public votes, in accordance with these Regulations.
Category C Special Mentions	Technical Committee	Next Generation Stand; Women-Led Enterprise at the Event; Continuity; Ambassador for Exhibition Excellence for the Italy, Europe, Africa, Asia and Americas areas.

5.2. GE.FI. may clarify, consolidate or rename the categories for product-sector, organisational or communication purposes, without altering the substance of the exhibition-quality criteria.

5.3. Awards may not be combined. A stand that wins a Main Award in Category A is excluded from the Public Award in Category B and from the Special Mentions in Category C; each stand may receive only one Special Mention. Consequently, each award shall be granted to a different Exhibitor. Discounts and communication packages may under no circumstances be combined, unless otherwise expressly decided in writing by GE.FI.

6. GENERAL ASSESSMENT PRINCIPLES AND EXCLUDED CRITERIA

6.1. The assessment concerns the stand as an overall exhibition experience: space, products, order, narrative, lighting, visual communication, materials, hospitality, interaction, perceived authenticity, accessibility and ability to communicate the value of craftsmanship.

6.2. The following shall not constitute merit criteria: the intrinsic quality of the product; product prices; turnover achieved; stand size; budget invested; reputation of the enterprise; number of followers; membership of an association or institution, or territorial or geographical affiliation; the artisan's personal likeability where not accompanied by the genuine quality of the experience; or discounts, gifts, tastings or benefits offered to visitors.

6.3. The presence of excellent products, costly sets or large floor areas shall not replace the quality of the exhibition presentation. GE.FI. intends to reward the manner in which the value of craftsmanship is narrated, made understandable and brought to life for the visitor..

7. CATEGORY A - MAIN AWARD CRITERIA

- 7.1. For the purposes of its assessment, the Technical Committee uses a 100-point grid. The grid constitutes a technical reference and does not produce an automatic ranking binding upon the Honorary Jury.

CRITERION	POINTS	ASSESSMENT FOCUS
Storytelling and identity	20	The stand's ability to convey who the artisan is, the identity of the enterprise, its origin, originality and the human value of the work.
Product enhancement	25	Order, hierarchy, legibility, selection, uncluttered display and the ability to convey value, differences and quality.
Visitor experience	15	Visitor journey, hospitality, interaction, accessibility, engagement, flow management, clarity of the visit and overall comfort.
Visual and technical quality	20	Lighting, materials, graphics, cleanliness, order, maintenance, aesthetic consistency and quality of the fitting-out.
Authenticity	10	Perception of craftsmanship, process, culture, origin, genuine presence of the enterprise and consistency between narrative and product.
Sustainability and reuse	10	Responsible use of materials, reusable solutions, waste reduction and consistency with a sustainable exhibition presence.

- 7.2. For the Exhibition Development Award, the Technical Committee assesses the substantial improvement of the stand compared with documented previous participations, with particular reference to order, legibility, narrative, image, interaction with the public and consistency of the offering.
- 7.3. For product-sector categories, GE.FI. may adopt adaptations consistent with the relevant sector: for example, styling and fitting for fashion; lighting and legibility of detail for jewellery; setting and proportion for home and furnishings; cleanliness, packaging and ingredients for cosmetics; and hygiene, counter, flows and ingredient storytelling for food products.

8. CATEGORY A - OPERATING PROCESS

- 8.1. The Awards Secretariat coordinates the schedule, collection tools, forms, photographs, scores, shortlist, files, internal communications and essential record-keeping for the procedure.
- 8.2. During the Event, the Pavilion Observers carry out an initial mapping of the stands, associating each stand with the relevant product area, taking standardised photographs where necessary and identifying potentially eligible stands.
- 8.3. The initial selection may be carried out using a simplified form based on five factors: order and legibility; clear narrative; product enhancement; visitor experience; and exhibition originality. The purpose is to identify a pool of potential finalists, not to conduct a definitive assessment of every stand.
- 8.4. The Technical Committee visits the potential finalist stands, applies the technical grid, prepares a summary assessment form and compiles, for each finalist, a file comprising photographic material, a statement of merit, any critical issues and a proposal for classification in the relevant category.
- 8.5. The Honorary Jury selects the Category A winners on the basis of the shortlist validated by the Technical Committee. The Jury's decision shall be based on merit, consistency and representativeness and may not be challenged by the Exhibitor, except in the event of a clerical error or a manifest breach of these Regulations.

9. CATEGORY B - PUBLIC CHOICE AWARD

- 9.1. The Public Award shall be granted to the stand receiving the highest number of valid votes cast by visitors registered for the Event through the official Platform. The award may not be granted to a stand that has already won a Main Award in Category A; in such case, it shall be granted to the next eligible stand in the ranking. The complete vote ranking shall remain an internal document of GE.FI.
- 9.2. The public vote is an overall preference vote. Visitors are invited to vote for the stand which, in their opinion, has best conveyed the value of craftsmanship through clarity, hospitality, memorability, product enhancement, perceived authenticity and the overall consistency of the exhibition experience.
- 9.3. The guiding wording for the Public Choice Award is: "Vote for the stand that best helped you understand, experience and remember the value of craftsmanship".

- 9.4.** The ordinary voting mechanism is: one registered visitor = one vote = one stand. The visitor gains access using a pass, account or other official credential, views the guiding message, searches for or selects the stand, confirms a single overall vote and may optionally provide a brief, non-binding reason.
- 9.5.** Visitors do not award scores for individual criteria. The criteria serve an educational and guidance purpose, not a technical one. Any optional reason, where provided, may be used for communication and storytelling purposes but shall not affect the result.
- 9.6.** The public does not assess the technical quality of the product, price, turnover, stand size, budget invested, reputation of the enterprise, geographical origin or any commercial benefits received.
- 9.7.** Voting shall take place during the time periods communicated by GE.FI. For the 2026 edition, the Event shall take place from 5 to 13 December 2026 and voting shall close at 4:00 p.m. on Thursday, 10 December 2026, namely on the day preceding the announcement of the winners, unless otherwise communicated for technical or organisational reasons.
- 9.8.** Duplicate or irregular votes, votes generated by automated tools or attributable to technical manipulation, votes cast using invalid credentials, or votes obtained through pressure, exchanges, prizes, gifts, financial incentives or other conduct contrary to these Regulations shall be void.
- 9.9.** The Technical Committee neither determines the winner of the Public Choice Award nor verifies the winner's eligibility, which is the responsibility of the Awards Secretariat. The Technical Committee oversees the proper conduct of the voting process and the absence of conduct contrary to the Regulations. Where material irregularities are identified, it may propose to GE.FI. that individual votes be cancelled, the stand be excluded, voting be suspended or the valid votes be recalculated.
- 9.10.** In the event of a tie between two or more stands, precedence shall be given to the stand with the better eligibility and exhibition-quality assessment issued by the Technical Committee in accordance with the criteria of the Public Choice Award. In the event of a further tie, GE.FI. shall decide upon a reasoned proposal from the Technical Committee.

10. CATEGORY C - SPECIAL MENTIONS

- 10.1.** Special Mentions are awarded by the Technical Committee. They do not constitute a second general ranking, but recognise exemplary cases in terms of profile, history, identity, origin, narrative ability or benchmark value.
- 10.2.** Mere affiliation based on age, gender, territory, geography, institution or association shall not be sufficient to obtain a Special Mention. Each Mention must be justified by genuine exhibition quality.
- 10.3.** The Technical Committee uses a 100-point summary form, comprising 50 points for general exhibition quality and 50 points for consistency with the specific Mention.

GENERAL EXHIBITION QUALITY	POINTS	ASSESSMENT FOCUS
Consistency with the Award philosophy	10	A considered, orderly and legible stand, consistent with the objective of promoting artisan work.
Storytelling, identity and process	10	Narrative concerning the person, enterprise, origin, culture, craftsmanship and production process.
Product enhancement	10	Products presented with order, hierarchy and legibility, and in a manner capable of conveying their value.
Visual and technical care	10	Appropriate and consistent fitting-out, lighting, graphics, materials, cleanliness and maintenance.
Visitor experience	10	Hospitality, accessibility, interaction and understanding by the public.

- 10.4.** No Mention should be awarded to a stand that does not achieve at least 30/50 for general exhibition quality, unless specifically justified by the Technical Committee and approved by GE.FI.
- 10.5.** The Technical Committee may elect not to award one or more Special Mentions where no stand achieves adequate exhibition quality or sufficient consistency with the specific Mention. Failure to make an award shall not give rise to any claim or objection by Exhibitors.

11. ASSESSMENT BODIES, CONFLICTS OF INTEREST AND CONFIDENTIALITY

- 11.1.** GE.FI. appoints or coordinates the Awards Secretariat, Pavilion Observers, Technical Committee, Honorary Jury and the person responsible for the internal procedure.
- 11.2.** The Honorary Jury may comprise institutional representatives, sponsors, and experts in design, communication, retail, trade-fair culture, craftsmanship, lifestyle, marketing, visual merchandising or other profiles deemed appropriate by GE.FI.
- 11.3.** The Technical Committee may comprise the Artigiano in Fiera Steering Committee, representatives of the Organiser, representatives of the National Craft Confederations, technical experts, observers and persons appointed by GE.FI.

- 11.4.** In accordance with the procedures defined by GE.FI., members of the assessment bodies are required to disclose any conflicts of interest, keep non-public information confidential, abstain where they have a material relationship with a candidate Exhibitor and refrain from accepting gifts, benefits or advantages from candidate Exhibitors.
- 11.5.** The Exhibitor may not contact, solicit, influence or remunerate members of the Technical Committee or Honorary Jury, observers, voting staff or GE.FI. personnel for the purpose of obtaining an advantage in the assessment. Any breach shall result in exclusion or revocation.

12. DOCUMENTATION, ACCESS TO THE STAND AND COLLECTION OF MATERIALS

- 12.1.** The Exhibitor authorises GE.FI. and its appointed parties to observe and document the stand by means of photographs, videos, forms, assessment notes, brief interviews, descriptive materials and any further tools compatible with the purposes of the Awards.
- 12.2.** Materials may be collected during opening hours, during technical time windows or at other times compatible with organisational requirements, without unreasonably interfering with the Exhibitor's activities.
- 12.3.** The Exhibitor undertakes not to obstruct observation and documentation activities, without prejudice to compliance with safety rules, reasonable commercial confidentiality and the protection of persons present at the stand.
- 12.4.** GE.FI. shall not be required to return materials, forms, photographs, files, scores, internal notes or other documents prepared for the assessment process, except where required by law.

13. EXHIBITOR'S OBLIGATIONS

The Exhibitor undertakes to:

- comply with the General Regulations of the Event and all organisational instructions issued by GE.FI.;
- keep the stand orderly, clean, safe, staffed and consistent with the image of the Event;
- display products, graphics and materials in compliance with authorisations, third-party rights and applicable law;
- behave properly and in a manner that is not aggressive, discriminatory, misleading or detrimental towards the public, other exhibitors, staff, jurors and the Organiser;
- refrain from improper practices involving pressure, promises, exchanges, financial incentives, gifts, conditional discounts or manipulation of the public vote;
- provide GE.FI., upon request, with truthful data and information concerning the identity of the enterprise, the stand, age, governance, origin, participation history, product category and any element relevant to eligibility;
- refrain from using the name of the Awards, the Artigiano in Fiera trademark or Award badges prematurely, misleadingly, without authorisation or in a manner suggesting product certification.

14. EXCLUSION, FORFEITURE AND REVOCATION

- 14.1.** GE.FI. may exclude a stand from the Awards, including after shortlisting or the announcement of the winners, in the event of: breach of the General Regulations; serious safety or hygiene concerns; neglect or disorder incompatible with the image of the Event; false or incomplete information; vote manipulation; improper contact with jurors or staff; conduct detrimental to the Event; unlawful use of trademarks, images or materials; or contractual default towards GE.FI.
- 14.2.** Revocation of the Award shall entail loss of the title, prohibition on using the badge or designation as winner, loss of any Benefits not yet used and, where already received, the obligation to cease immediately any misleading communication. GE.FI. may require reimbursement of the value of Benefits unduly received, to the extent permitted by law.
- 14.3.** GE.FI. may replace the winner whose Award has been revoked with another eligible stand or leave the recognition unawarded, based on its organisational and communication assessment.
- 14.4.** Exclusion or revocation shall be communicated in writing or by digital means. In urgent cases, or in order to safeguard safety, the integrity of the vote or the image of the Event, GE.FI. may adopt immediate measures, reserving the right to supplement the reasons thereafter.

15. ANNOUNCEMENT OF WINNERS, BADGES AND WINNER COMMUNICATIONS

- 15.1.** The Awards shall be announced during a public event or through the official Artigiano in Fiera channels, according to the schedule communicated by GE.FI. For the 2026 edition, unless otherwise communicated, the award ceremony is scheduled to take place at 12:00 noon on Friday, 11 December 2026, during the Event.
- 15.2.** GE.FI. may communicate the names of finalists and winners, brief reasons, photographs, videos, interviews, badges, plaques and dedicated editorial content. GE.FI. shall not be required to publish scores, complete rankings, Jury votes or internal records.

- 15.3.** From the announcement of the winners and for the remaining days of the Event, winners may display at their stands badges, plaques or recognition materials provided by GE.FI. Any subsequent use shall be permitted only within the limits of the guidelines, formats and authorisations communicated by the Organiser.
- 15.4.** The Exhibitor must communicate the recognition accurately, specifying the category, year and context. The Award may not be presented as product certification, a guarantee of absolute quality, commercial approval or a general institutional endorsement.

16. BENEFITS GRANTED TO WINNERS

- 16.1.** Unless otherwise communicated by GE.FI., the following Benefits are provided for each Main Award in Category A and for the Category B Public Choice Award:
- an all-inclusive discount of EUR 3,000.00, which may be used exclusively for the Exhibitor's participation in Artigiano in Fiera 2027;
 - a discount on a communication package with an all-inclusive value of EUR 1,000.00, on Artigiano in Fiera channels;
- 16.2.** Unless otherwise communicated by GE.FI., each Special Mention in Category C carries a discount on a communication package with an all-inclusive value of EUR 1,000.00, on Artigiano in Fiera channels.
- 16.3.** The Benefits are personal to the beneficiary Exhibitor, may not be assigned or transferred, may not be converted into cash or divided, shall not accrue interest, may not be used to offset pre-existing debts and may not be the subject of a refund request.
- 16.4.** The stated amounts represent the maximum or indicative value of the Benefits and do not confer upon the Exhibitor any right to receive equivalent monetary amounts, as they constitute a discount reducing the taxable consideration where the relevant services are selected.

17. DISCOUNT FOR PARTICIPATION IN 2027

- 17.1.** The EUR 3,000.00 discount may be used exclusively for participation in Artigiano in Fiera 2027 and only provided that the Exhibitor submits an application within the prescribed time limits, is admitted by GE.FI., enters into the relevant contract and is in compliance with payments, documentation, requirements and authorisations.
- 17.2.** The discount, which constitutes a reduction of the taxable consideration, may be applied, in accordance with GE.FI.'s administrative procedures, to the consideration payable for the exhibition stand. Unless otherwise decided in writing by GE.FI., the discount shall not apply to VAT, fixed fees, ancillary services, utilities, additional fittings, furnishings, authorisations, insurance, penalties, interest, out-of-pocket expenses or any amounts other than the basic exhibition consideration.
- 17.3.** Entitlement to the discount does not guarantee admission to the subsequent edition, confirmation of the same stand or location, availability of the same floor area or any special commercial conditions other than those expressly indicated.
- 17.4.** If the Exhibitor does not participate in Artigiano in Fiera 2027 due to its own choice, failure to apply, failure to be admitted, irregular documentation, default or any other cause not attributable to GE.FI., entitlement to the discount shall lapse without any right to a refund, conversion, extension or set-off.
- 17.5.** If Artigiano in Fiera 2027 is not held for reasons not attributable to GE.FI. or due to force majeure, GE.FI. may defer use of the discount until the next available edition, without recognising any monetary amount or compensation.

18. COMMUNICATION PACKAGE

- 18.1.** By way of non-binding example, the communication package may include: a website profile, editorial content, social-media post, reel, story, newsletter, mention in a press release, brief interview, photo gallery, content in the post-event digital report, digital badge or other assets determined by GE.FI.
- 18.2.** GE.FI. retains full editorial discretion as to format, timing, channel, tone, duration, frequency, copy, narrative approach, images, publication schedule and content priority. The indicative value of the package does not guarantee reach, impressions, traffic, sales, leads, commercial returns or measurable reputational results.
- 18.3.** The Exhibitor undertakes to provide any materials, information and releases requested by GE.FI. within the specified time limits. Delay, failure to cooperate or unsuitable materials may result in the package being reduced, postponed or not provided, without any right to compensation.

19. SPONSORS AND PARTNERS

- 19.1. The Awards may be supported by sponsors, institutional partners, technical partners or third parties. The presence of sponsors shall not confer upon the Exhibitor any direct rights against the sponsors, unless provided for in a separate written agreement.
- 19.2. GE.FI. may associate sponsors' logos and names with Awards materials. The Exhibitor may not use sponsors' trademarks, names or distinctive signs without the express authorisation of their respective owners.
- 19.3. The replacement, withdrawal or addition of a sponsor shall not affect the validity of these Regulations or give rise to any claim by the Exhibitor, unless it materially alters Benefits already awarded.

20. IMAGES, TRADEMARKS, CONTENT AND COMMUNICATION RIGHTS

- 20.1. The Exhibitor authorises GE.FI. to use, reproduce, adapt and disseminate, including through appointed parties, images, videos, trade names, logos, signs, elements of the stand, products displayed, statements, interviews, brief reasons and materials supplied by the Exhibitor, exclusively for purposes connected with the Event, the Awards, and the institutional, editorial and promotional communication of Artigiano in Fiera.
- 20.2. The authorisation is granted free of charge, on a non-exclusive basis and without territorial limitation, for the period required to communicate the Event and the Awards, including after the 2026 edition, without prejudice to moral rights and applicable law.
- 20.3. The Exhibitor warrants that it is entitled to grant GE.FI. the right to use the materials submitted and that such materials do not infringe third-party rights, trademarks, patents, designs, copyright, trade secrets, personality rights or privacy legislation.
- 20.4. The Exhibitor's use of the Artigiano in Fiera trademark, the name of the Awards, the badge or other signs supplied by GE.FI. shall be permitted only within the limits of the instructions received, without alterations, sublicensing, registration, filing of similar signs or any use liable to cause confusion.

21. PROCESSING OF PERSONAL DATA

- 21.1. GE.FI. processes the personal data of Exhibitors, contact persons, stand personnel and, where applicable, voting visitors, in accordance with applicable personal-data protection legislation and the privacy notice provided to the Exhibitor.
- 21.2. Data may be processed for contractual, organisational, operational and security purposes, verification of eligibility, management of voting, prevention of abuse, communication of the Awards, protection of rights and compliance with legal obligations.
- 21.3. The Exhibitor undertakes to inform its personnel, collaborators and persons present at the stand of the possible collection of images and content in connection with the Event and the Awards, and to obtain any authorisations required for materials or statements supplied to GE.FI.

22. TRANSPARENCY, SCORES, RECORDS AND OBJECTIONS

- 22.1. GE.FI. discloses the general criteria, categories, purposes, voting procedures and Benefits in order to ensure the predictability and fairness of the initiative.
- 22.2. Scores, files, internal forms, observers' notes, jurors' votes, Jury records, anti-fraud metrics and the technical algorithms of the Official Platform are internal GE.FI. documents, unless otherwise decided by the Organiser or required by law.
- 22.3. Any objections must be submitted by the Exhibitor to GE.FI. in writing, stating specific grounds and enclosing supporting documentation, within five working days after the contested measure is communicated or published. Generic, late or undocumented objections may be declared inadmissible.
- 22.4. Submission of an objection shall not suspend the announcement or communication of the winners, delivery of the Benefits or conduct of the Event, unless otherwise decided by GE.FI. for reasons of expediency, regularity or protection of its image.

23. LIABILITY

- 23.1. GE.FI. shall not be liable for commercial losses, loss of revenue, lack of visibility, loss of opportunity, indirect reputational damage, technical disruptions not attributable to GE.FI., clerical errors promptly corrected or the Exhibitor's expectations regarding receipt of an Award.
- 23.2. The Exhibitor shall remain solely responsible for the stand, products, commercial representations, personnel, materials displayed, authorisations, safety, hygiene, intellectual-property rights and compliance with the laws and regulations applicable to its activities.

24. SUSPENSION, AMENDMENT OR CANCELLATION OF THE INITIATIVE

- 24.1. GE.FI. may suspend, amend, postpone or cancel the Awards in whole or in part in the event of force majeure, health emergencies, measures adopted by the authorities, technical impossibility, significant failures, voting irregularities, safety requirements, protection of the Event, regulatory changes or other events not reasonably within its control, or otherwise at its sole discretion.
- 24.2. In such cases, GE.FI. shall adopt proportionate measures to safeguard, where possible, the purpose of the initiative and equal treatment of Exhibitors, without this giving rise to any right to indemnity, damages or compensation, save for mandatory legal obligations.

25. SEVERABILITY

- 25.1. The invalidity, ineffectiveness or unenforceability of one or more provisions of these Regulations shall not render the Regulations as a whole invalid. The parties undertake to replace the invalid provision with a valid provision that achieves, insofar as possible, the same economic and organisational purpose.

26. GOVERNING LAW AND JURISDICTION

- 26.1. These Regulations shall be governed by Italian law.
- 26.2. The Courts of Milan shall have exclusive jurisdiction over any dispute concerning the interpretation, performance, validity or effectiveness of these Regulations, subject to any applicable mandatory provisions.

Annex 5A - Specific criteria for Special Mentions

For all Special Mentions, the following shall not constitute sufficient criteria: age without an actual role; merely formal female ownership; length of participation not accompanied by quality or improvement; geographical origin as an automatic value; membership of an association or institution; stand size; budget; reputation; intrinsic product quality; turnover; or visual impact unsupported by clarity, order and narrative.

C.1 NEXT GENERATION STAND

This Award recognises the exhibition capability of an enterprise, project or stand substantively attributable to an artisan, entrepreneur, creative manager or exhibition manager under the age of 35. Eligibility requirement: an actual and documented role held by a person under 35 in ownership, co-ownership, creative direction, management of the enterprise or stand design. The mere presence of young personnel at the stand shall not be sufficient.

SPECIFIC CRITERION	POINTS	ASSESSMENT FOCUS
Actual role of the person under 35	15	A genuine, recognisable and not merely formal role.
Contemporary exhibition language	15	Fresh and current visual, narrative or relational codes that remain consistent with craftsmanship.
Ability to engage new audiences	10	An artisan product that is understandable and appealing, including to younger or less specialised visitors.
Innovation in interaction	5	Effective use of digital tools, demonstrations, content, packaging, micro-stories or interactions.
Development potential	5	A credible and replicable growth direction for the future of the Event.

C.2 WOMEN-LED ENTERPRISE AT THE EVENT

This Award recognises a stand attributable to a women-led enterprise by reason of ownership, governance, creative responsibility, management responsibility or a significant female majority in the exhibition activity. Eligibility requirement: documented evidence of ownership, governance, creative direction or a substantial female majority in the enterprise or exhibition project.

SPECIFIC CRITERION	POINTS	ASSESSMENT FOCUS
Actual role of the female component	15	Genuine, visible and significant female leadership in building the enterprise or stand.
Narrative of entrepreneurial identity	15	History, skills, vision, work and identity without rhetoric or generic claims.
Quality of the exhibition presence	10	Care, order, consistency, professionalism and ability to enhance the product.
Interaction with the public	5	Hospitality and dialogue that make the human and professional value of the enterprise perceptible.
Exemplary value	5	A positive model of a women-led artisan enterprise within the Event.

C.3 CONTINUITY

Recognition for an exhibition career at Artigiano in Fiera, awarded to those who have built a recognisable, reliable, consistent and progressively improved presence over time. It is not a loyalty award: it recognises those who have helped raise the Event's exhibition standard.

SPECIFIC CRITERION	POINTS	ASSESSMENT FOCUS
Documented participation history	10	A recurring, recognisable and significant presence at the Event.
Development over time	15	Improvement in order, legibility, narrative, image and interaction with the public.
Consistency of identity	10	An identity maintained clearly and authentically over time.
Exhibition reliability	5	A proper and professional presence that is respectful of the public and the Organiser.
Benchmark value	10	A useful example for other exhibitors and for the Event's exhibition culture.

C.4 AMBASSADOR FOR EXHIBITION EXCELLENCE - ITALY AREA

SPECIFIC CRITERION	POINTS	ASSESSMENT FOCUS
Representation of Italian identity	15	Italian territory, culture, know-how, materials or production tradition communicated authentically.
Clarity of the narrative	10	Origin, process, person and product value that are understandable to the visitor.
Exhibition quality in relation to the sector	10	A positive reference within the relevant product category.
Ability to engage	5	Dialogue, hospitality and understanding of artisan value.
Benchmark value for the Italy area	10	A replicable example for other Italian exhibitors.

C.5 AMBASSADOR FOR EXHIBITION EXCELLENCE - EUROPE AREA

SPECIFIC CRITERION	POINTS	ASSESSMENT FOCUS
Cultural and territorial authenticity	15	Recognisable European origin without decorative stereotypes.
Communicating value to the public	10	Origin, technique, materials and enterprise identity that are readily understandable.
Visual-merchandising quality	10	Products, spaces, graphics and narrative organised consistently.
Intercultural interaction	5	Dialogue, understanding and exchange between artisan and visitor.
Benchmark value for the Europe area	10	A positive model for European exhibitors.

C.6 AMBASSADOR FOR EXHIBITION EXCELLENCE - AFRICA AREA

SPECIFIC CRITERION	POINTS	ASSESSMENT FOCUS
Authenticity of the cultural narrative	15	Origin, community, artisan knowledge, materials and techniques communicated respectfully and comprehensibly.
Enhancement of the artisan process	10	Perception of work, craftsmanship, time, expertise and product significance.
Order and legibility of the offering	10	Absence of indiscriminate accumulation; products, categories and value are readily identifiable.
Interaction with the public	5	Dialogue, curiosity, understanding and engagement.
Benchmark value for the Africa area	10	A positive example of an African exhibition presence at Artigiano in Fiera.

C.7 AMBASSADOR FOR EXHIBITION EXCELLENCE - ASIA AREA

SPECIFIC CRITERION	POINTS	ASSESSMENT FOCUS
Clarity of cultural identity	15	Origin, tradition, technique and distinctive features communicated without confusion or generic claims.
Enhancement of detail and craftsmanship	10	Perceptible precision, process, expertise and value of artisan work.
Quality of the fitting-out	10	Consistent and legible lighting, order, materials, graphics and product arrangement.
Cultural mediation skills	5	Assistance to the public in understanding unfamiliar codes, customs, materials or meanings.
Benchmark value for the Asia area	10	An effective and replicable example for other exhibitors from the Asian area.

C.8 AMBASSADOR FOR EXHIBITION EXCELLENCE - AMERICAS AREA

SPECIFIC CRITERION	POINTS	ASSESSMENT FOCUS
Narrative of origin and territory	15	Perceptible origin, culture, community, materials or production traditions.
Narrative ability	10	A comprehensible account of the enterprise, product and artisan process.
Orderly and appealing presentation	10	Products enhanced without accumulation, confusion or excessive decoration.
Relational experience	5	Dialogue, hospitality, curiosity and engagement.
Benchmark value for the Americas area	10	A positive model for exhibitors from the Americas.