

# MACEF GENERAL REGULATIONS

## 1. Definitions

MACEF - International Home Show.

## 2. Organisers

The exhibition is organized by Rassegne S.p.A. and Fiera Milano S.p.A.

## 3. Place, Dates, and Opening Hours of the Show

The exhibition is held at the new trade fair centre of Fiera Milano at Rho-Pero, 9/12 September 2010.

Opening hours: 9.30 a.m. to 6.30 p.m. for visitors and 8.30 a.m. to 7.00 p.m. for exhibitors.

Rassegne S.p.A. reserves the right to change visiting hours and/or dates of the show. Admission to the show is charged and restricted to Italian and foreign trade.

## 4. Admission

MACEF is open to Italian and foreign firms operating in the branches of industry represented at the Show. The Show is open to manufacturing and commercial firms and to artisan businesses and represented firms.

Firms applying to the Show must provide a recent certificate of registration at the Chamber of Commerce for Industry and Agriculture or the equivalent for foreign companies as proof of their belonging to one of the categories of business above mentioned. Exhibitors shall only display at their allotted stand such exhibits as are of their own making or are from firms they represent or of which they are the exclusive agents for Italy. Representatives or agents may only display such exhibits as shall be expressly listed at the time of registration. Rassegne S.p.A. may request of them proof of their position as representatives or exclusive agents for Italy.

The Show is open also to Consortiums, Agencies, Organizations and the Press with a vested interest in the branches of industry represented at the Show. As under the terms of article 8 hereinbelow, admission to the Show and ensuing allocation of stand shall be subject to showfloor availability as per respective sector, to category of exhibits, to type of commercialisation and production features of firm. Requests of admission shall be treated on a first-come-first-served basis. No entry as shall prove delinquent on payment towards Rassegne S.p.A. shall be admitted at MACEF. Rassegne S.p.A. reserves the right to deny admission to the Show to any applicant as shall not meet, in its own estimation, the tests of eligibility. The decision of Rassegne S.p.A. is final. Denied admission to the Show does not constitute ground for compensation for damages or interest.

Requests of admission returned after registration deadline or without deposit shall be placed on waiting list.

## 5. Acceptance of General Regulations

Signature of the application form carries full and unrestricted acceptance by the exhibitor of his/her participation in the exhibition at the stand allocated to them and of the General Regulation, the Technical Regulation, the tests of eligibility to showfloor areas and of all such additional rules as may be adopted at any time in future by Fiera Milano S.p.A. and Rassegne S.p.A. in the interest of the exhibition.

## 6. Registration and deposit

Admission form duly completed must be signed by the applicant where company is singly-owned and by the legal representative in all other cases.

Admission request must be inclusive of:

– registration fee € 400,00 (+VAT) paid by the company holding the stand;

– deposit € 35,00 (+VAT) per sq.m. of surface booked.

The above amounts must be directed to Rassegne S.p.A. by cheque or bank draft made out to Fiera Milano S.p.A.

Admission requests without registration fee and deposit shall not be accepted. Advance payments and subsequent issuance of invoice do not carry acceptance by Rassegne S.p.A. of admission request. In the event request is not accepted the amount paid shall be reimbursed. Foreign Exhibitors interested in V.A.T. refund can apply:

– to Cash Back Italia Srl - tel. 02-20521465

– fax 02-20521439 www.unitedcashback.com

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(Tax Revenue Office) Operational Centre in Pescara (only for Exhibitors resident in EU member states, Switzerland and Norway) tel. 085-5771 - fax 085-52145.

## 7. Registration of Represented Companies

Exhibitors are held to disclose the nature of business and data of all such companies as may be represented whose products they intend to display on their stand. The representative shall pay € 36,00 (+VAT) – inclusive of a copy of the catalogue – per company represented.

## 8. Allocation of stand

Exhibitors shall be notified in writing by Rassegne S.p.A. of the stand allocated to them. Said allocation is valid only for the exhibitor to whom it is granted. No partial or total ceding of the stand, even gratuitous, is allowed. In case of breach, products introduced and exhibited without authorization shall be removed at the expense and risk of stand-holder. Rassegne S.p.A. is not bound by any request regarding allocation of stand or showfloor surface. Said requests as are expressed by the exhibitor in the application form and/or thereafter returned are merely indicative of preference and do not bind Rassegne S.p.A. Previous participation in the exhibition does not give rise to any privileged right in allocation of stands or to confirmation of stands previously occupied. Fiera Milano S.p.A. reserves the right to issue detailed provisions concerning access to stands and deadline for stand fittings.

## 9. Exhibitor's withdrawal and withdrawal penalties

9.1. Withdrawal from the Contract shall be communicated at any time to the Organizer by registered letter with return receipt. The withdrawal shall take effect on the date of the receipt indicated by the Organizer.

9.2. In case of withdrawal from the contract as per Article 9.1, the Exhibitor shall pay to the Organizer a sum equal to the overall Stand Rental Fee.

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## 10. Participation Fees

Participation fees are based on the entire and continuous surface occupied by the stand of a single company. The following services are included in the registration and participation fees:

- stand name signage;
- exhibitors electronics passes;
- promotional coupons (to request);
- technical assistance during the period of the exhibition, and during stand fitting and dismantling;
- general surveillance and fire prevention at exhibition halls;
- Expopage
- entry data in the Official Catalogue and supply of a copy of said;
- stand cleaning as at Art. 17;
- installed power supply of up to 5 KW;
- fire extinguishers;
- local taxes on advertising (see article 23);
- payment of royalties stemming from any audio-visual installations

on the stands that are subject to obligatory requirements. This does not, however, cover live performances (with singers and/or musical instruments), for which the Exhibitor must make direct arrangements with the SIAE offices located in the city territory. Royalties pursuant to articles 72 and 73bis L. 633/1941 due to interpreting and performing artists and phonographic producers holding such rights to recordings and, on their behalf, the SCF – Consorzio Fonografici, are also included. It does not, on the other hand, include the royalties due to interpreting and performing artists and phonographic producers pursuant to article 73 of the aforementioned law for the broadcasting of sound recordings and music videos in the course of fashion shows, DJ sets, with or without dancing. The organizers of such events are therefore invited to contact the SCF - Consorzio Fonografici Via Leone XIII, 14 - Milan - for the purposes of fulfilling the obligations laid down by current laws.

## 11. Expopage on-line catalogue

Expopage is an on-line database providing commercial information on exhibitors participating in the events organised by Fiera Milano. Expopage, Rassegne S.p.A. and Fiera Milano S.p.A. provide a virtual space for each Exhibitor together with useful tools to promote companies also on-line with a view to highlighting presence at the Fair of all exhibitors.

Participation in the event includes subscription to the Expopage service. By accepting the General Regulations, the exhibitor agrees to provide the service and to allow Expopage to use his data. The cost of the Expopage services amount to € 50,00 + VAT 20% per exhibitor; this consideration is included in the registration fee.

## 12. Stand Arrangements and Fittings, Promotional Activities

Stands are at the disposition of exhibitors and are delineated by coloured strips on the ground. Technical Regulations shall provide specific standards for stand setting-up and furnishing. Stand fittings are in the care and at the expense of the exhibitor. The exhibitor shall comply with the standards set forth in the above-mentioned Regulations and shall submit the stand project in advance to Fiera Milano S.p.A. for approval.

The set of partition walls delineating the stand may not run on more than 50% of its respective sides.

Should at least 50% of Exhibitors in one branch of industry or sub-branch represented at MACEF wish such fittings and/or promotional installations deemed appropriate by Fiera Milano S.p.A. and Rassegne S.p.A., all the Exhibitors of said branch of industry or sub-branch shall undertake to assume the additional cost provided said cost does not run above 50% of the exhibiting rate for one free side stand. In case additional cost should run above 50% of said, the outstanding must be expressly agreed upon by all the exhibitors of the branch or sub-branch.

Exhibitors will be given the opportunity to rent equipment and order services with Fiera Milano online:

- stand equipment
- technical services
- services in the booth
- videos and PCs
- ecological services
- telecommunications
- parking

The services listed above are not included in the flat fee for participation as at art. 10 and shall be invoiced separately pursuant to art. 15.

## 13. Clearing of Stand, Right of Disposition and Claim

After closing of the Show all stands must be cleared by the time specified in the Technical Regulations. In case of non-compliance Fiera Milano S.p.A. waives any responsibility for goods, material and items otherwise present in stands and reserves the right to have the aforesaid removed and stored at the expense and the risk of the exhibitor in breach and with no responsibility for the Organizer. At the expiration of a period of two months property not claimed may be auctioned and the proceeds less charges and any outstanding rights by Rassegne S.p.A. and Fiera Milano S.p.A. shall be credited to the Exhibitor. In addition, exhibiting firms leaving material inside the fair centre shall pay Fiera Milano S.p.A. the rate for occupying the area outside show period.

## 14. Official catalogue

The official catalogue of the Show shall list all exhibiting firms in alphabetical order and by product category. Data reported are drawn from the forms duly completed by the Exhibitors. The organisers decline any responsibility for errors or omissions.

Last useful day for the forwarding (by fax) of catalogue forms is 3 July 2010, after that date only the company information will be entered in the official catalogue.

## 15. Terms of Payment - Payment of statements of account - Exit vouchers

The outstanding on participation fee must be paid at 15 days sight of invoice. All payments must be made payable to Fiera Milano S.p.A. Exhibitors in default of payment shall be barred access to the premises at stand fitting time. During the days immediately preceding the end of the Exhibition, the administration of FIERA MILANO S.p.A. shall provide a statement of all invoices issued for services and additional supplies and any other charges as may be due. The statement shall be sent directly to the stand. Payment can be made by presenting the statement at any of the bank branches on the premises of the show.

The "Exit Vouchers" duly completed shall be validated upon payment and shall be presented to Security at the gates of the showground. Additional Vouchers may be requested from SATE – Exhibitors Technical Assistance Service. An "Exit Voucher" must be completed and presented each time material is exited.

## 16. Stand surveillance

Fiera Milano S.p.A. ensures general surveillance of the halls. During opening hours surveillance of stands is in the care of exhibitors. Staffers at stands displaying exhibits that may be pilfered easily are advised to be present at their stands punctually at time of opening of halls and to remain there until closing time. Valuables that may be pilfered easily must be put away in safes or cabinets.

## 17. Stand Cleaning

Fiera Milano S.p.A. cleaning service operates after the closing of halls. Service comprises cleaning of showfloor and of any other floor coverings (fitted carpets, etc.); general dusting of stands furniture and fixtures; cleaning of windows; cleaning of rugs and all accessories; collection of litter, emptying of ashtrays and waste-paper baskets. Where stands are locked exhibitors must issue a copy of the key to the SATE office - Exhibitors Technical Assistance Service.

## 18) Access Passes - City Public Transport tickets

Every exhibitor shall be issued:

a) **ACCESS PASSES:** Every exhibitor shall be issued a number of pass (to be used during the show, as well as during build-up and dismantling) on the size of the stand.

From 0,0	to 18 sq.m.	5 access pass
from 18,5	to 36 sq.m.	7 access pass
from 36,5	to 100 sq.m.	12 access pass
from 100,5	to 210 sq.m.	20 access pass
from 210,5	to 500 sq.m.	26 access pass
over	500 sq.m.	36 access pass

Extra Passes can be requested only from direct exhibiting Companies with their space location already notified. Extra Passes are available at the cost of € 20 each.

b) **PUBLIC TRANSPORT TICKETS:** All Exhibitors will receive n. 2 ATM public transport passes giving the right to travel on public transport within the urban area of Milan and from Milano to Rho Fiera. Exhibitors must book the service online.

## 19. Photographs, drawings and TV filming

Visitors and exhibitors may not take photographs, make drawings or shoot film inside the exhibition halls, save express authorisation by Fiera Milano S.p.A. Fiera Milano S.p.A. reserves the right to photograph, draw or film the exteriors of any stand, and use this material at its discretion and with no right of claim from the exhibitor.

## 20. Use of supports

Use of audio, video, graphical, or multimedia supports containing original works or parts of the same protected pursuant to Act # 633 of 22.4.1941 shall be subject to the payment of royalties on copyrights and of such charges as pertain to certification of said supports pursuant to art. 181bis of said Act.

Any unauthorised use of original works and the absence of the SIAE mark on the aforementioned supports shall be punished pursuant to art. 171 ff. of Act # 633/41.

## 21. Loudspeakers and Broadcasting

Audio broadcasting, inclusive of radio and television equipment, is allowed inside the stands, contingent on observance of the terms laid down at art. 10 above pertaining to copyrights of artists, performers, players and producers and provided they do not cause any disturbance. Fiera Milano S.p.A. may use loudspeakers on the premises to make public announcements or in case of emergency.

## 22. Advertising

With the exception of publicity inside stands, advertising in any shape or manner acceptable is permitted only through Fiera Milano S.p.A. or through agencies appointed by Fiera Milano S.p.A.

## 23. Municipal Advertising Tax

The present rules of participation notwithstanding, exhibitors are under duty to pay the Municipality of Rho the local tax applicable to such things as are in any event subject to taxation pursuant to Decree 26.10.1972 # 639. By agreement between Fiera Milano and the Municipality of Rho and in the interest of the exhibitors said tax has been calculated as lump sum on the basis of the surface occupied by the Show.

With a view to avoiding burdensome procedures to Exhibitors said tax has been included in the participation fee and shall be thereafter paid by Fiera Milano S.p.A. to the Municipality.

## 24) Value and Insurance declaration

### Declaration of value

It is compulsory for the Exhibitor to declare the "effective value" of goods, machinery, equipment and items for setting up the stand, which the latter intends to bring into the Fiera Milano grounds, also on behalf of represented firms, using the specific compulsory form; failure to send in the notification of value will be interpreted as acceptance of the minimum capitals pursuant to the following "Insurance" clause.

In the case of claims, should the value declared by the Exhibitor fail to correspond to the value of the insured objects, the insured value will anyhow be considered as the one declared by the Exhibitor. All save for provisions given under article 1907 in the civil code, for the purpose of eventually applying the "proportional criteria" to compensate damages Always given the faculty of Fiera Milano SpA to control the declarations.

### Insurance

#### All-Risks - Exhibitor's Property policy (excluding risk of terrorism and sabotage)

1. Goods, materials, items for setting up the stand and equipment brought into Fiera Milano by the Exhibitor are required by the Organizer and Fiera Milano SpA to be covered by an all-risks type of insurance policy with waiver to claim reimbursement against third parties, therein included Fondazione Fiera Milano, Fiera Milano SpA, relevant associated companies, the Organizer and third parties anyhow concerned with the organization of the Exhibition.

Said insurance coverage will be furnished by Fiera Milano SpA for a minimum capital of 25.000,00 euros and the relevant sum of € 84,00 + VAT will be debited by Fiera Milano SpA, together with the issuing of the participation fee invoice of the Organizer.

The Exhibitor will be given the possibility of increasing the capital automatically lent by completing and signing a form online.

Coverage includes the stipulation of a 10% insurance exclusion against each claim in the event of theft, with a minimum of Euro 250,00, to be redoubled after the Exhibition has closed down.

2. The Exhibitor will be informed about the coverage by receiving the insurance certificate at the stand.

3. Exhibitors who have already taken out their own all risks insurance, valid for trade fairs and exhibitions, to guarantee goods, machinery, equipment and items for setting up the stand brought into the Fiera Milano grounds, with a clause to waive claims for reimbursement against Fondazione Fiera Milano, Fiera Milano SpA, relevant associated companies, the Organizer and third parties anyhow concerned with the organization of the Exhibition, are anyhow required to sign and return the special form, attaching a declaration signed by their own legal representative and the insurance company that the aforementioned property has been covered by an all-risks guarantee for a sum of no less than the one considered hereto (see facsimile included in the INS form). In this case, Fiera Milano SpA will reverse the invoice already sent.

#### Third party liability insurance - limits to liability

The limit of liability is not less than € 100 million Fiera Milano will automatically provide all Exhibitors with said insurance, free of charge, including the latter by a special agreement in its own general policy, which considers a ceiling of no less than € 100 million. Fiera Milan and the Organisation shall not be held liable for any consequential damages, damages to image, loss of turnover, etc.). The Exhibitor agrees that Fiera Milano and the Organizer will also limit own liabilities for direct damages to the declared value of goods in Fiera Milano grounds for the Exhibition.

The declaration of value pursuant to the above paragraph will be used as evidence to this end.

The Exhibitor agrees to said limits to liability.

## 25. Damage to Stands

Stands must be returned in the condition they were in when delivered. Expenses incurred in restoring stands shall be charged to exhibitors.

Exhibitors are also responsible for the observance of such special rules as apply to the use of structures and technical installations.

## 26. Additional Rules

Fiera Milano S.p.A. and Rassegne S.p.A. reserve the right to set down such provisions as may be held instrumental to the betterment of the exhibition and its services. Such provisions have the same weight as the present Regulations and are equally mandatory. In case of non-compliance with the General Regulations Fiera Milano reserves the right to close down stand.

Such decision does not entitle the Exhibitor to reimbursement or compensation on any ground whatsoever.

## 27. Force Majeure

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

## 28. Display of Prices and Sale of Products on the premises

Display of prices and sale of products on the premises is strictly prohibited. Violation of this rule may carry the closing down of stand and the withdrawal of access pass and ban from participation in the show in future.

## 29. Activities prohibited

Such activities as may cause disturbance or to disruption of the show and may adversely affect its scope are prohibited. In particular, it is strictly forbidden to:

- distribute and hand out any type of literature promotional or technical (magazines, textbooks, booklets, brochures, etc) not directly relevant to the Exhibitor.

Exhibitors may distribute and hand out promotional literature provided it is directly relevant to his/her occupation solely inside the confines of his/her stand. No placards for contests organised by agencies, organisations, dailies, weeklies or trade periodicals may be affixed inside or outside stands, save where expressly authorised by Fiera Milano S.p.A.;

- any type of strobe or variable-intensity illumination;
- presence on the premises of the Show outside opening hours.

## 30. Executive Technical Provision

Additional technical or general standards shall be communicated by way of the Technical Regulations. Technical Regulations are an integral part of the present Regulations.

## 31. Fines for early dismantling

Exhibitors shall be present at their stand and with their own exhibits for the duration of the Show. Desertion or dismantlement of the stand before closing time on the last day of the show, is subject to a fine calculated on the surface booked:

from 0 to 64 sq.m.	€ 1.500,00
from 64,5 to 120 sq.m.	€ 3.000,00
over 120 sq.m.	€ 5.000,00

In addition, such violation shall be subject to review to determine possible ban to participation in the show in future.

## 32. Exhibitor carparks

Online booking is available for the parking permit, to be used for the duration of the Show at the cost of € 58,00 + VAT 20% by completing the CAR-PARK form. The cost shall be added to the invoice for the balance of participation fee.

## 33. Security

Each Exhibitor must see to the strictest compliance with the entire regulatory system in force, regarding the protection of the health and physical integrity of the workers, and the legal, social security and assistance regulations for the entire duration of the Event, including the assembly and disassembly times of the staging of the spaces and any other associated activities.

Moreover, the Exhibitor also hereby agrees to personally comply and ensure compliance on the part of the companies working on its behalf, with the Technical Regulations, during the stand assembly and disassembly operations and in relation to any other inherent or associated activity. Said technical regulations form an integral part of the General Regulations, which are sent along with the same and which are available for consultation on the website [www.fieramilano.it](http://www.fieramilano.it) under the section "Trade Fair Calendar" in the link to the Exhibition.

Among other things, the Technical Regulations also contain precautionary rules regarding exhibition security (fire prevention, electrical plants, environmental protection etc.), with exclusion of the specific safety regulations regarding the activities carried out by the Exhibitor or contracted by the same to the executing companies (stand assembly and disassembly and associated activities), the verification and compliance of which remains the responsibility of the same Exhibitor.

Any behaviour that is not compliant with the safety regulations specified above, in particular when such non-compliance may influence the general safety of the pavilions and the third parties present, may be the object of intervention by Fiera Milano and lead to the immediate deactivation of the facilities assigned to the space or the immediate closure of the same, with notification to Rassegne S.p.A..

Any other consequence that may derive from failure to comply with the measures outlined above is the sole responsibility of the Exhibitor and the companies appointed by the same.

The Exhibitor is responsible for compliance with the regulations in force regarding all activities carried out by him within his space, in terms of equipment, structures, plants, products exhibited etc...

Each Exhibitor must appoint a "Space Supervisor"; this person (for security purposes) will undertake all responsibility associated with the activities carried out on behalf of the Exhibitor as regards all individuals involved and for the entire duration of their stay at the trade fair grounds.

At the Exhibitor's discretion, and under his complete responsibility, the "Space Supervisor" may also be a different individual in each of the three phases already recalled (preparation, event, dismantling). The name of the Supervisor and the relative contact telephone numbers must be indicated on the admission application.

Notification of any variations or integrations must be sent to Fiera Milano and Rassegne S.p.A. prior to the beginning of the mobilization works for the preparation of the space.

Access to the space by the companies operating on behalf of Fiera Milano for the provision of services will only come about in the presence of the "Space Supervisor" and subject to his authorisation. Said restriction does not exist for the personnel assigned to the surveillance and safety of the Grounds.

## 34. Rassegne S.p.A. and Fiera Milano S.p.A. obligations and responsibilities

Rassegne S.p.A. and Fiera Milano S.p.A. undertake to deliver the stand to the exhibitor as under the terms set forth at art. 8 of the General Regulations of the Show and to supply the services as under art. 10. In any event, the exhibitor waives Rassegne S.p.A. and Fiera Milano S.p.A. from any liability, subject to such restriction as are laid down in art. 1229 of the Civil Code. In any event the liability of Rassegne S.p.A. and Fiera Milano S.p.A. does not extend beyond the payment of a sum amounting to 30% of the fee owed by the Exhibitor and is exclusive of any further compensation whatsoever for damage incurred by said.

## 35. Information and Protection of Rights of Industrial and Intellectual Property

The undersigned company declares to accept the Rules of Information and Protection of Rights of Industrial and Intellectual Property (download from [www.mymacef.com](http://www.mymacef.com)) and undertakes to adhere to their applications.

## 36. DLGS 196/2003: Protection of privacy

See appended to General Regulations.

## 37. Court of Competence

The Court of Milan shall have competence to decide any dispute as may arise.

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on the stands that are subject to obligatory requirements. This does not, however, cover live performances (with singers and/or musical instruments), for which the Exhibitor must make direct arrangements with the SIAE offices located in the city territory. Royalties pursuant to articles 72 and 73bis L. 633/1941 due to interpreting and performing artists and phonographic producers holding such rights to recordings and, on their behalf, the SCF – Consorzio Fonografici, are also included. It does not, on the other hand, include the royalties due to interpreting and performing artists and phonographic producers pursuant to article 73 of the aforementioned law for the broadcasting of sound recordings and music videos in the course of fashion shows, DJ sets, with or without dancing. The organizers of such events are therefore invited to contact the SCF - Consorzio Fonografici Via Leone XIII, 14 - Milan - for the purposes of fulfilling the obligations laid down by current laws.

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b) **PUBLIC TRANSPORT TICKETS:** All Exhibitors will receive n. 2 ATM public transport passes giving the right to travel on public transport within the urban area of Milan and from Milano to Rho Fiera. Exhibitors must book the service online.

## 19. Photographs, drawings and TV filming

Visitors and exhibitors may not take photographs, make drawings or shoot film inside the exhibition halls, save express authorisation by Fiera Milano S.p.A. Fiera Milano S.p.A. reserves the right to photograph, draw or film the exteriors of any stand, and use this material at its discretion and with no right of claim from the exhibitor.

## 20. Use of supports

Use of audio, video, graphical, or multimedia supports containing original works or parts of the same protected pursuant to Act # 633 of 22.4.1941 shall be subject to the payment of royalties on copyrights and of such charges as pertain to certification of said supports pursuant to art. 181bis of said Act.

Any unauthorised use of original works and the absence of the SIAE mark on the aforementioned supports shall be punished pursuant to art. 171 ff. of Act # 633/41.

## 21. Loudspeakers and Broadcasting

Audio broadcasting, inclusive of radio and television equipment, is allowed inside the stands, contingent on observance of the terms laid down at art. 10 above pertaining to copyrights of artists, performers, players and producers and provided they do not cause any disturbance. Fiera Milano S.p.A. may use loudspeakers on the premises to make public announcements or in case of emergency.

## 22. Advertising

With the exception of publicity inside stands, advertising in any shape or manner acceptable is permitted only through Fiera Milano S.p.A. or through agencies appointed by Fiera Milano S.p.A.

## 23. Municipal Advertising Tax

The present rules of participation notwithstanding, exhibitors are under duty to pay the Municipality of Rho the local tax applicable to such things as are in any event subject to taxation pursuant to Decree 26.10.1972 # 639. By agreement between Fiera Milano and the Municipality of Rho and in the interest of the exhibitors said tax has been calculated as lump sum on the basis of the surface occupied by the Show.

With a view to avoiding burdensome procedures to Exhibitors said tax has been included in the participation fee and shall be thereafter paid by Fiera Milano S.p.A. to the Municipality.

## 24) Value and Insurance declaration

### Declaration of value

It is compulsory for the Exhibitor to declare the "effective value" of goods, machinery, equipment and items for setting up the stand, which the latter intends to bring into the Fiera Milano grounds, also on behalf of represented firms, using the specific compulsory form; failure to send in the notification of value will be interpreted as acceptance of the minimum capitals pursuant to the following "Insurance" clause.

In the case of claims, should the value declared by the Exhibitor fail to correspond to the value of the insured objects, the insured value will anyhow be considered as the one declared by the Exhibitor. All save for provisions given under article 1907 in the civil code, for the purpose of eventually applying the "proportional criteria" to compensate damages Always given the faculty of Fiera Milano SpA to control the declarations.

### Insurance

#### All-Risks - Exhibitor's Property policy (excluding risk of terrorism and sabotage)

1. Goods, materials, items for setting up the stand and equipment brought into Fiera Milano by the Exhibitor are required by the Organizer and Fiera Milano SpA to be covered by an all-risks type of insurance policy with waiver to claim reimbursement against third parties, therein included Fondazione Fiera Milano, Fiera Milano SpA, relevant associated companies, the Organizer and third parties anyhow concerned with the organization of the Exhibition.

Said insurance coverage will be furnished by Fiera Milano SpA for a minimum capital of 25.000.00 euros and the relevant sum of € 84.00 + VAT will be debited by Fiera Milano SpA, together with the issuing of the participation fee invoice of the Organizer.

The Exhibitor will be given the possibility of increasing the capital automatically lent by completing and signing a form online.

Coverage includes the stipulation of a 10% insurance exclusion against each claim in the event of theft, with a minimum of Euro 250.00, to be redoubled after the Exhibition has closed down.

2. The Exhibitor will be informed about the coverage by receiving the insurance certificate at the stand.

3. Exhibitors who have already taken out their own all risks insurance, valid for trade fairs and exhibitions, to guarantee goods, machinery, equipment and items for setting up the stand brought into the Fiera Milano grounds, with a clause to waive claims for reimbursement against Fondazione Fiera Milano, Fiera Milano SpA, relevant associated companies, the Organizer and third parties anyhow concerned with the organization of the Exhibition, are anyhow required to sign and return the special form, attaching a declaration signed by their own legal representative and the insurance company that the aforementioned property has been covered by an all-risks guarantee for a sum of no less than the one considered hereto (see facsimile included in the INS form). In this case, Fiera Milano SpA will reverse the invoice already sent.

#### Third party liability insurance - limits to liability

The limit of liability is not less than € 100 million Fiera Milano will automatically provide all Exhibitors with said insurance, free of charge, including the latter by a special agreement in its own general policy, which considers a ceiling of no less than € 100 million. Fiera Milan and the Organisation shall not be held liable for any consequential damages, damages to image, loss of turnover, etc.). The Exhibitor agrees that Fiera Milano and the Organizer will also limit own liabilities for direct damages to the declared value of goods in Fiera Milano grounds for the Exhibition. The declaration of value pursuant to the above paragraph will be used as evidence to this end. The Exhibitor agrees to said limits to liability.

## 25. Damage to Stands

Stands must be returned in the condition they were in when delivered. Expenses incurred in restoring stands shall be charged to exhibitors. Exhibitors are also responsible for the observance of such special rules as apply to the use of structures and technical installations.

## 26. Additional Rules

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

## 27. Force Majeure

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

## 28. Display of Prices and Sale of Products on the premises

Display of prices and sale of products on the premises is strictly prohibited. Violation of this rule may carry the closing down of stand and the withdrawal of access pass and ban from participation in the show in future.

## 29. Activities prohibited

Such activities as may cause disturbance or to disruption of the show and may adversely affect its scope are prohibited. In particular, it is strictly forbidden to:

- distribute and hand out any type of literature promotional or technical (magazines, textbooks, booklets, brochures, etc) not directly relevant to the Exhibitor.

Exhibitors may distribute and hand out promotional literature provided it is directly relevant to his/her occupation solely inside the confines of his/her stand. No placards for contests organised by agencies, organisations, dailies, weeklies or trade periodicals may be affixed inside or outside stands, save where expressly authorised by Fiera Milano S.p.A.;

- any type of strobe or variable-intensity illumination;
- presence on the premises of the Show outside opening hours.

## 30. Executive Technical Provision

Additional technical or general standards shall be communicated by way of the Technical Regulations. Technical Regulations are an integral part of the present Regulations.

## 31. Fines for early dismantling

Exhibitors shall be present at their stand and with their own exhibits for the duration of the Show. Desertion or dismantlement of the stand before closing time on the last day of the show, is subject to a fine calculated on the surface booked:

from 0 to 64 sq.m.	€ 1.500,00
from 64,5 to 120 sq.m.	€ 3.000,00
over 120 sq.m.	€ 5.000,00

In addition, such violation shall be subject to review to determine possible ban to participation in the show in future.

## 32. Exhibitor carparks

Online booking is available for the parking permit, to be used for the duration of the Show at the cost of € 58,00 + VAT 20% by completing the CAR-PARK form. The cost shall be added to the invoice for the balance of participation fee.

## 33. Security

Each Exhibitor must see to the strictest compliance with the entire regulatory system in force, regarding the protection of the health and physical integrity of the workers, and the legal, social security and assistance regulations for the entire duration of the Event, including the assembly and disassembly times of the staging of the spaces and any other associated activities.

Moreover, the Exhibitor also hereby agrees to personally comply and ensure compliance on the part of the companies working on its behalf, with the Technical Regulations, during the stand assembly and disassembly operations and in relation to any other inherent or associated activity. Said technical regulations form an integral part of the General Regulations, which are sent along with the same and which are available for consultation on the website [www.fieramilano.it](http://www.fieramilano.it) under the section "Trade Fair Calendar" in the link to the Exhibition.

Among other things, the Technical Regulations also contain precautionary rules regarding exhibition security (fire prevention, electrical plants, environmental protection etc.), with exclusion of the specific safety regulations regarding the activities carried out by the Exhibitor or contracted by the same to the executing companies (stand assembly and disassembly and associated activities), the verification and compliance of which remains the responsibility of the same Exhibitor.

Any behaviour that is not compliant with the safety regulations specified above, in particular when such non-compliance may influence the general safety of the pavilions and the third parties present, may be the object of intervention by Fiera Milano and lead to the immediate deactivation of the facilities assigned to the space or the immediate closure of the same, with notification to Rassegne S.p.A.

Any other consequence that may derive from failure to comply with the measures outlined above is the sole responsibility of the Exhibitor and the companies appointed by the same.

The Exhibitor is responsible for compliance with the regulations in force regarding all activities carried out by him within his space, in terms of equipment, structures, plants, products exhibited etc...

Each Exhibitor must appoint a "Space Supervisor"; this person (for security purposes) will undertake all responsibility associated with the activities carried out on behalf of the Exhibitor as regards all individuals involved and for the entire duration of their stay at the trade fair grounds.

At the Exhibitor's discretion, and under his complete responsibility, the "Space Supervisor" may also be a different individual in each of the three phases already recalled (preparation, event, dismantling). The name of the Supervisor and the relative contact telephone numbers must be indicated on the admission application.

Notification of any variations or integrations must be sent to Fiera Milano and Rassegne S.p.A. prior to the beginning of the mobilization works for the preparation of the space.

Access to the space by the companies operating on behalf of Fiera Milano for the provision of services will only come about in the presence of the "Space Supervisor" and subject to his authorisation. Said restriction does not exist for the personnel assigned to the surveillance and safety of the Grounds.

## 34. Rassegne S.p.A. and Fiera Milano S.p.A. obligations and responsibilities

Rassegne S.p.A. and Fiera Milano S.p.A. undertake to deliver the stand to the exhibitor as under the terms set forth at art. 8 of the General Regulations of the Show and to supply the services as under art. 10. In any event, the exhibitor waives Rassegne S.p.A. and Fiera Milano S.p.A. from any liability, subject to such restriction as are laid down in art. 1229 of the Civil Code. In any event the liability of Rassegne S.p.A. and Fiera Milano S.p.A. does not extend beyond the payment of a sum amounting to 30% of the fee owed by the Exhibitor and is exclusive of any further compensation whatsoever for damage incurred by said.

## 35. Information and Protection of Rights of Industrial and Intellectual Property

The undersigned company declares to accept the Rules of Information and Protection of Rights of Industrial and Intellectual Property (download from [www.mymacef.com](http://www.mymacef.com)) and undertakes to adhere to their applications.

## 36. DLGS 196/2003: Protection of privacy

See appended to General Regulations.

## 37. Court of Competence

The Court of Milan shall have competence to decide any dispute as may arise.

# MACEF GENERAL REGULATIONS

## 1. Definitions

MACEF - International Home Show.

## 2. Organisers

The exhibition is organized by Rassegne S.p.A. and Fiera Milano S.p.A.

## 3. Place, Dates, and Opening Hours of the Show

The exhibition is held at the new trade fair centre of Fiera Milano at Rho-Pero, 9/12 September 2010.

Opening hours: 9.30 a.m. to 6.30 p.m for visitors and 8.30 a.m. to 7.00 p.m for exhibitors.

Rassegne S.p.A. reserves the right to change visiting hours and/or dates of the show. Admission to the show is charged and restricted to Italian and foreign trade.

## 4. Admission

MACEF is open to Italian and foreign firms operating in the branches of industry represented at the Show. The Show is open to manufacturing and commercial firms and to artisan businesses and represented firms.

Firms applying to the Show must provide a recent certificate of registration at the Chamber of Commerce for Industry and Agriculture or the equivalent for foreign companies as proof of their belonging to one of the categories of business above mentioned. Exhibitors shall only display at their allotted stand such exhibits as are of their own making or are from firms they represent or of which they are the exclusive agents for Italy. Representatives or agents may only display such exhibits as shall be expressly listed at the time of registration. Rassegne S.p.A. may request of them proof of their position as representatives or exclusive agents for Italy.

The Show is open also to Consortiums, Agencies, Organizations and the Press with a vested interest in the branches of industry represented at the Show. As under the terms of article 8 hereinbelow, admission to the Show and ensuing allocation of stand shall be subject to showfloor availability as per respective sector, to category of exhibits, to type of commercialisation and production features of firm. Requests of admission shall be treated on a first-come-first-served basis. No entry as shall prove delinquent on payment towards Rassegne S.p.A. shall be admitted at MACEF. Rassegne S.p.A. reserves the right to deny admission to the Show to any applicant as shall not meet, in its own estimation, the tests of eligibility. The decision of Rassegne S.p.A. is final. Denied admission to the Show does not constitute ground for compensation for damages or interest.

Requests of admission returned after registration deadline or without deposit shall be placed on waiting list.

## 5. Acceptance of General Regulations

Signature of the application form carries full and unrestricted acceptance by the exhibitor of his/her participation in the exhibition at the stand allocated to them and of the General Regulation, the Technical Regulation, the tests of eligibility to showfloor areas and of all such additional rules as may be adopted at any time in future by Fiera Milano S.p.A. and Rassegne S.p.A. in the interest of the exhibition.

## 6. Registration and deposit

Admission form duly completed must be signed by the applicant where company is singly-owned and by the legal representative in all other cases.

Admission request must be inclusive of:

– registration fee € 400,00 (+VAT) paid by the company holding the stand;

– deposit € 35,00 (+VAT) per sq.m. of surface booked.

The above amounts must be directed to Rassegne S.p.A. by cheque or bank draft made out to Fiera Milano S.p.A.

Admission requests without registration fee and deposit shall not be accepted. Advance payments and subsequent issuance of invoice do not carry acceptance by Rassegne S.p.A. of admission request. In the event request is not accepted the amount paid shall be reimbursed. Foreign Exhibitors interested in V.A.T. refund can apply:

– to Cash Back Italia Srl - tel. 02-20521465

– fax 02-20521439 www.unitedcashback.com

– to Agenzia delle Entrate - Centro Operativo di Pescara

(Tax Revenue Office) Operational Centre in Pescara (only for Exhibitors resident in EU member states, Switzerland and Norway) tel. 085-5771 - fax 085-52145.

## 7. Registration of Represented Companies

Exhibitors are held to disclose the nature of business and data of all such companies as may be represented whose products they intend to display on their stand. The representative shall pay € 36,00 (+VAT) – inclusive of a copy of the catalogue – per company represented.

## 8. Allocation of stand

Exhibitors shall be notified in writing by Rassegne S.p.A. of the stand allocated to them. Said allocation is valid only for the exhibitor to whom it is granted. No partial or total ceding of the stand, even gratuitous, is allowed. In case of breach, products introduced and exhibited without authorization shall be removed at the expense and risk of stand-holder. Rassegne S.p.A. is not bound by any request regarding allocation of stand or showfloor surface. Said requests as are expressed by the exhibitor in the application form and/or thereafter returned are merely indicative of preference and do not bind Rassegne S.p.A. Previous participation in the exhibition does not give rise to any privileged right in allocation of stands or to confirmation of stands previously occupied. Fiera Milano S.p.A. reserves the right to issue detailed provisions concerning access to stands and deadline for stand fittings.

## 9. Exhibitor's withdrawal and withdrawal penalties

9.1. Withdrawal from the Contract shall be communicated at any time to the Organizer by registered letter with return receipt. The withdrawal shall take effect on the date of the receipt indicated by the Organizer.

9.2. In case of withdrawal from the contract as per Article 9.1, the Exhibitor shall pay to the Organizer a sum equal to the overall Stand Rental Fee.

9.3. In case of withdrawal from the contract as per Article 9.1, the Exhibitor will lose the amounts already paid for the Participation Fee and Represented Company Fee, depending on the case, and any sums paid for other reasons. Under no circumstances may the Exhibitor obtain reimbursement of payments already made, with reserve of any major and various rights of the Organizer and/or Fiera Milano.

## 10. Participation Fees

Participation fees are based on the entire and continuous surface occupied by the stand of a single company. The following services are included in the registration and participation fees:

- stand name signage;
- exhibitors electronics passes;
- promotional coupons (to request);
- technical assistance during the period of the exhibition, and during stand fitting and dismantling;
- general surveillance and fire prevention at exhibition halls;
- Expopage
- entry data in the Official Catalogue and supply of a copy of said;
- stand cleaning as at Art. 17;
- installed power supply of up to 5 KW;
- fire extinguishers;
- local taxes on advertising (see article 23);
- payment of royalties stemming from any audio-visual installations

on the stands that are subject to obligatory requirements. This does not, however, cover live performances (with singers and/or musical instruments), for which the Exhibitor must make direct arrangements with the SIAE offices located in the city territory. Royalties pursuant to articles 72 and 73bis L. 633/1941 due to interpreting and performing artists and phonographic producers holding such rights to recordings and, on their behalf, the SCF – Consorzio Fonografici, are also included. It does not, on the other hand, include the royalties due to interpreting and performing artists and phonographic producers pursuant to article 73 of the aforementioned law for the broadcasting of sound recordings and music videos in the course of fashion shows, DJ sets, with or without dancing. The organizers of such events are therefore invited to contact the SCF - Consorzio Fonografici Via Leone XIII, 14 - Milan - for the purposes of fulfilling the obligations laid down by current laws.

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from 18,5	to 36 sq.m.	7 access pass
from 36,5	to 100 sq.m.	12 access pass
from 100,5	to 210 sq.m.	20 access pass
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Extra Passes can be requested only from direct exhibiting Companies with their space location already notified. Extra Passes are available at the cost of € 20 each.

b) **PUBLIC TRANSPORT TICKETS:** All Exhibitors will receive n. 2 ATM public transport passes giving the right to travel on public transport within the urban area of Milan and from Milano to Rho Fiera. Exhibitors must book the service online.

## 19. Photographs, drawings and TV filming

Visitors and exhibitors may not take photographs, make drawings or shoot film inside the exhibition halls, save express authorisation by Fiera Milano S.p.A. Fiera Milano S.p.A. reserves the right to photograph, draw or film the exteriors of any stand, and use this material at its discretion and with no right of claim from the exhibitor.

## 20. Use of supports

Use of audio, video, graphical, or multimedia supports containing original works or parts of the same protected pursuant to Act # 633 of 22.4.1941 shall be subject to the payment of royalties on copyrights and of such charges as pertain to certification of said supports pursuant to art. 181bis of said Act.

Any unauthorised use of original works and the absence of the SIAE mark on the aforementioned supports shall be punished pursuant to art. 171 ff. of Act # 633/41.

## 21. Loudspeakers and Broadcasting

Audio broadcasting, inclusive of radio and television equipment, is allowed inside the stands, contingent on observance of the terms laid down at art. 10 above pertaining to copyrights of artists, performers, players and producers and provided they do not cause any disturbance. Fiera Milano S.p.A. may use loudspeakers on the premises to make public announcements or in case of emergency.

## 22. Advertising

With the exception of publicity inside stands, advertising in any shape or manner acceptable is permitted only through Fiera Milano S.p.A. or through agencies appointed by Fiera Milano S.p.A.

## 23. Municipal Advertising Tax

The present rules of participation notwithstanding, exhibitors are under duty to pay the Municipality of Rho the local tax applicable to such things as are in any event subject to taxation pursuant to Decree 26.10.1972 # 639. By agreement between Fiera Milano and the Municipality of Rho and in the interest of the exhibitors said tax has been calculated as lump sum on the basis of the surface occupied by the Show.

With a view to avoiding burdensome procedures to Exhibitors said tax has been included in the participation fee and shall be thereafter paid by Fiera Milano S.p.A. to the Municipality.

## 24) Value and Insurance declaration

### Declaration of value

It is compulsory for the Exhibitor to declare the "effective value" of goods, machinery, equipment and items for setting up the stand, which the latter intends to bring into the Fiera Milano grounds, also on behalf of represented firms, using the specific compulsory form; failure to send in the notification of value will be interpreted as acceptance of the minimum capitals pursuant to the following "Insurance" clause.

In the case of claims, should the value declared by the Exhibitor fail to correspond to the value of the insured objects, the insured value will anyhow be considered as the one declared by the Exhibitor. All save for provisions given under article 1907 in the civil code, for the purpose of eventually applying the "proportional criteria" to compensate damages Always given the faculty of Fiera Milano SpA to control the declarations.

### Insurance

#### All-Risks - Exhibitor's Property policy (excluding risk of terrorism and sabotage)

1. Goods, materials, items for setting up the stand and equipment brought into Fiera Milano by the Exhibitor are required by the Organizer and Fiera Milano SpA to be covered by an all-risks type of insurance policy with waiver to claim reimbursement against third parties, therein included Fondazione Fiera Milano, Fiera Milano SpA, relevant associated companies, the Organizer and third parties anyhow concerned with the organization of the Exhibition.

Said insurance coverage will be furnished by Fiera Milano SpA for a minimum capital of 25.000,00 euros and the relevant sum of € 84,00 + VAT will be debited by Fiera Milano SpA, together with the issuing of the participation fee invoice of the Organizer.

The Exhibitor will be given the possibility of increasing the capital automatically lent by completing and signing a form online.

Coverage includes the stipulation of a 10% insurance exclusion against each claim in the event of theft, with a minimum of Euro 250,00, to be redoubled after the Exhibition has closed down.

2. The Exhibitor will be informed about the coverage by receiving the insurance certificate at the stand.

3. Exhibitors who have already taken out their own all risks insurance, valid for trade fairs and exhibitions, to guarantee goods, machinery, equipment and items for setting up the stand brought into the Fiera Milano grounds, with a clause to waive claims for reimbursement against Fondazione Fiera Milano, Fiera Milano SpA, relevant associated companies, the Organizer and third parties anyhow concerned with the organization of the Exhibition, are anyhow required to sign and return the special form, attaching a declaration signed by their own legal representative and the insurance company that the aforementioned property has been covered by an all-risks guarantee for a sum of no less than the one considered hereto (see facsimile included in the INS form). In this case, Fiera Milano SpA will reverse the invoice already sent.

#### Third party liability insurance - limits to liability

The limit of liability is not less than € 100 million Fiera Milano will automatically provide all Exhibitors with said insurance, free of charge, including the latter by a special agreement in its own general policy, which considers a ceiling of no less than € 100 million. Fiera Milan and the Organisation shall not be held liable for any consequential damages, damages to image, loss of turnover, etc.). The Exhibitor agrees that Fiera Milano and the Organizer will also limit own liabilities for direct damages to the declared value of goods in Fiera Milano grounds for the Exhibition. The declaration of value pursuant to the above paragraph will be used as evidence to this end. The Exhibitor agrees to said limits to liability.

## 25. Damage to Stands

Stands must be returned in the condition they were in when delivered. Expenses incurred in restoring stands shall be charged to exhibitors. Exhibitors are also responsible for the observance of such special rules as apply to the use of structures and technical installations.

## 26. Additional Rules

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

## 27. Force Majeure

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

## 28. Display of Prices and Sale of Products on the premises

Display of prices and sale of products on the premises is strictly prohibited. Violation of this rule may carry the closing down of stand and the withdrawal of access pass and ban from participation in the show in future.

## 29. Activities prohibited

Such activities as may cause disturbance or to disruption of the show and may adversely affect its scope are prohibited. In particular, it is strictly forbidden to:

- distribute and hand out any type of literature promotional or technical (magazines, textbooks, booklets, brochures, etc) not directly relevant to the Exhibitor.

Exhibitors may distribute and hand out promotional literature provided it is directly relevant to his/her occupation solely inside the confines of his/her stand. No placards for contests organised by agencies, organisations, dailies, weeklies or trade periodicals may be affixed inside or outside stands, save where expressly authorised by Fiera Milano S.p.A.;

- any type of strobe or variable-intensity illumination;
- presence on the premises of the Show outside opening hours.

## 30. Executive Technical Provision

Additional technical or general standards shall be communicated by way of the Technical Regulations. Technical Regulations are an integral part of the present Regulations.

## 31. Fines for early dismantling

Exhibitors shall be present at their stand and with their own exhibits for the duration of the Show. Desertion or dismantlement of the stand before closing time on the last day of the show, is subject to a fine calculated on the surface booked:

from 0 to 64 sq.m.	€ 1.500,00
from 64,5 to 120 sq.m.	€ 3.000,00
over 120 sq.m.	€ 5.000,00

In addition, such violation shall be subject to review to determine possible ban to participation in the show in future.

## 32. Exhibitor carparks

Online booking is available for the parking permit, to be used for the duration of the Show at the cost of € 58,00 + VAT 20% by completing the CAR-PARK form. The cost shall be added to the invoice for the balance of participation fee.

## 33. Security

Each Exhibitor must see to the strictest compliance with the entire regulatory system in force, regarding the protection of the health and physical integrity of the workers, and the legal, social security and assistance regulations for the entire duration of the Event, including the assembly and disassembly times of the staging of the spaces and any other associated activities.

Moreover, the Exhibitor also hereby agrees to personally comply and ensure compliance on the part of the companies working on its behalf, with the Technical Regulations, during the stand assembly and disassembly operations and in relation to any other inherent or associated activity. Said technical regulations form an integral part of the General Regulations, which are sent along with the same and which are available for consultation on the website [www.fieramilano.it](http://www.fieramilano.it) under the section "Trade Fair Calendar" in the link to the Exhibition.

Among other things, the Technical Regulations also contain precautionary rules regarding exhibition security (fire prevention, electrical plants, environmental protection etc.), with exclusion of the specific safety regulations regarding the activities carried out by the Exhibitor or contracted by the same to the executing companies (stand assembly and disassembly and associated activities), the verification and compliance of which remains the responsibility of the same Exhibitor.

Any behaviour that is not compliant with the safety regulations specified above, in particular when such non-compliance may influence the general safety of the pavilions and the third parties present, may be the object of intervention by Fiera Milano and lead to the immediate deactivation of the facilities assigned to the space or the immediate closure of the same, with notification to Rassegne S.p.A..

Any other consequence that may derive from failure to comply with the measures outlined above is the sole responsibility of the Exhibitor and the companies appointed by the same.

The Exhibitor is responsible for compliance with the regulations in force regarding all activities carried out by him within his space, in terms of equipment, structures, plants, products exhibited etc...

Each Exhibitor must appoint a "Space Supervisor"; this person (for security purposes) will undertake all responsibility associated with the activities carried out on behalf of the Exhibitor as regards all individuals involved and for the entire duration of their stay at the trade fair grounds.

At the Exhibitor's discretion, and under his complete responsibility, the "Space Supervisor" may also be a different individual in each of the three phases already recalled (preparation, event, dismantling). The name of the Supervisor and the relative contact telephone numbers must be indicated on the admission application.

Notification of any variations or integrations must be sent to Fiera Milano and Rassegne S.p.A. prior to the beginning of the mobilization works for the preparation of the space.

Access to the space by the companies operating on behalf of Fiera Milano for the provision of services will only come about in the presence of the "Space Supervisor" and subject to his authorisation. Said restriction does not exist for the personnel assigned to the surveillance and safety of the Grounds.

## 34. Rassegne S.p.A. and Fiera Milano S.p.A. obligations and responsibilities

Rassegne S.p.A. and Fiera Milano S.p.A. undertake to deliver the stand to the exhibitor as under the terms set forth at art. 8 of the General Regulations of the Show and to supply the services as under art. 10. In any event, the exhibitor waives Rassegne S.p.A. and Fiera Milano S.p.A. from any liability, subject to such restriction as are laid down in art. 1229 of the Civil Code. In any event the liability of Rassegne S.p.A. and Fiera Milano S.p.A. does not extend beyond the payment of a sum amounting to 30% of the fee owed by the Exhibitor and is exclusive of any further compensation whatsoever for damage incurred by said.

## 35. Information and Protection of Rights of Industrial and Intellectual Property

The undersigned company declares to accept the Rules of Information and Protection of Rights of Industrial and Intellectual Property (download from [www.mymacef.com](http://www.mymacef.com)) and undertakes to adhere to their applications.

## 36. DLGS 196/2003: Protection of privacy

See appended to General Regulations.

## 37. Court of Competence

The Court of Milan shall have competence to decide any dispute as may arise.

# MACEF GENERAL REGULATIONS

## 1. Definitions

MACEF - International Home Show.

## 2. Organisers

The exhibition is organized by Rassegne S.p.A. and Fiera Milano S.p.A.

## 3. Place, Dates, and Opening Hours of the Show

The exhibition is held at the new trade fair centre of Fiera Milano at Rho-Pero, 9/12 September 2010.

Opening hours: 9.30 a.m. to 6.30 p.m. for visitors and 8.30 a.m. to 7.00 p.m. for exhibitors.

Rassegne S.p.A. reserves the right to change visiting hours and/or dates of the show. Admission to the show is charged and restricted to Italian and foreign trade.

## 4. Admission

MACEF is open to Italian and foreign firms operating in the branches of industry represented at the Show. The Show is open to manufacturing and commercial firms and to artisan businesses and represented firms.

Firms applying to the Show must provide a recent certificate of registration at the Chamber of Commerce for Industry and Agriculture or the equivalent for foreign companies as proof of their belonging to one of the categories of business above mentioned. Exhibitors shall only display at their allotted stand such exhibits as are of their own making or are from firms they represent or of which they are the exclusive agents for Italy. Representatives or agents may only display such exhibits as shall be expressly listed at the time of registration. Rassegne S.p.A. may request of them proof of their position as representatives or exclusive agents for Italy.

The Show is open also to Consortiums, Agencies, Organizations and the Press with a vested interest in the branches of industry represented at the Show. As under the terms of article 8 hereinbelow, admission to the Show and ensuing allocation of stand shall be subject to showfloor availability as per respective sector, to category of exhibits, to type of commercialisation and production features of firm. Requests of admission shall be treated on a first-come-first-served basis. No entry as shall prove delinquent on payment towards Rassegne S.p.A. shall be admitted at MACEF. Rassegne S.p.A. reserves the right to deny admission to the Show to any applicant as shall not meet, in its own estimation, the tests of eligibility. The decision of Rassegne S.p.A. is final. Denied admission to the Show does not constitute ground for compensation for damages or interest.

Requests of admission returned after registration deadline or without deposit shall be placed on waiting list.

## 5. Acceptance of General Regulations

Signature of the application form carries full and unrestricted acceptance by the exhibitor of his/her participation in the exhibition at the stand allocated to them and of the General Regulation, the Technical Regulation, the tests of eligibility to showfloor areas and of all such additional rules as may be adopted at any time in future by Fiera Milano S.p.A. and Rassegne S.p.A. in the interest of the exhibition.

## 6. Registration and deposit

Admission form duly completed must be signed by the applicant where company is singly-owned and by the legal representative in all other cases.

Admission request must be inclusive of:

– registration fee € 400,00 (+VAT) paid by the company holding the stand;

– deposit € 35,00 (+VAT) per sq.m. of surface booked.

The above amounts must be directed to Rassegne S.p.A. by cheque or bank draft made out to Fiera Milano S.p.A.

Admission requests without registration fee and deposit shall not be accepted. Advance payments and subsequent issuance of invoice do not carry acceptance by Rassegne S.p.A. of admission request. In the event request is not accepted the amount paid shall be reimbursed. Foreign Exhibitors interested in V.A.T. refund can apply:

– to Cash Back Italia Srl - tel. 02-20521465

– fax 02-20521439 www.unitedcashback.com

– to Agenzia delle Entrate - Centro Operativo di Pescara

(Tax Revenue Office) Operational Centre in Pescara (only for Exhibitors resident in EU member states, Switzerland and Norway) tel. 085-5771 - fax 085-52145.

## 7. Registration of Represented Companies

Exhibitors are held to disclose the nature of business and data of all such companies as may be represented whose products they intend to display on their stand. The representative shall pay € 36,00 (+VAT) – inclusive of a copy of the catalogue – per company represented.

## 8. Allocation of stand

Exhibitors shall be notified in writing by Rassegne S.p.A. of the stand allocated to them. Said allocation is valid only for the exhibitor to whom it is granted. No partial or total ceding of the stand, even gratuitous, is allowed. In case of breach, products introduced and exhibited without authorization shall be removed at the expense and risk of stand-holder. Rassegne S.p.A. is not bound by any request regarding allocation of stand or showfloor surface. Said requests as are expressed by the exhibitor in the application form and/or thereafter returned are merely indicative of preference and do not bind Rassegne S.p.A. Previous participation in the exhibition does not give rise to any privileged right in allocation of stands or to confirmation of stands previously occupied. Fiera Milano S.p.A. reserves the right to issue detailed provisions concerning access to stands and deadline for stand fittings.

## 9. Exhibitor's withdrawal and withdrawal penalties

9.1. Withdrawal from the Contract shall be communicated at any time to the Organizer by registered letter with return receipt. The withdrawal shall take effect on the date of the receipt indicated by the Organizer.

9.2. In case of withdrawal from the contract as per Article 9.1, the Exhibitor shall pay to the Organizer a sum equal to the overall Stand Rental Fee.

9.3. In case of withdrawal from the contract as per Article 9.1, the Exhibitor will lose the amounts already paid for the Participation Fee and Represented Company Fee, depending on the case, and any sums paid for other reasons. Under no circumstances may the Exhibitor obtain reimbursement of payments already made, with reserve of any major and various rights of the Organizer and/or Fiera Milano.

## 10. Participation Fees

Participation fees are based on the entire and continuous surface occupied by the stand of a single company. The following services are included in the registration and participation fees:

- stand name signage;
- exhibitors electronics passes;
- promotional coupons (to request);
- technical assistance during the period of the exhibition, and during stand fitting and dismantling;
- general surveillance and fire prevention at exhibition halls;
- Expopage
- entry data in the Official Catalogue and supply of a copy of said;
- stand cleaning as at Art. 17;
- installed power supply of up to 5 KW;
- fire extinguishers;
- local taxes on advertising (see article 23);
- payment of royalties stemming from any audio-visual installations

on the stands that are subject to obligatory requirements. This does not, however, cover live performances (with singers and/or musical instruments), for which the Exhibitor must make direct arrangements with the SIAE offices located in the city territory. Royalties pursuant to articles 72 and 73bis L. 633/1941 due to interpreting and performing artists and phonographic producers holding such rights to recordings and, on their behalf, the SCF – Consorzio Fonografici, are also included. It does not, on the other hand, include the royalties due to interpreting and performing artists and phonographic producers pursuant to article 73 of the aforementioned law for the broadcasting of sound recordings and music videos in the course of fashion shows, DJ sets, with or without dancing. The organizers of such events are therefore invited to contact the SCF - Consorzio Fonografici Via Leone XIII, 14 - Milan - for the purposes of fulfilling the obligations laid down by current laws.

## 11. Expopage on-line catalogue

Expopage is an on-line database providing commercial information on exhibitors participating in the events organised by Fiera Milano. Expopage, Rassegne S.p.A. and Fiera Milano S.p.A. provide a virtual space for each Exhibitor together with useful tools to promote companies also on-line with a view to highlighting presence at the Fair of all exhibitors.

Participation in the event includes subscription to the Expopage service. By accepting the General Regulations, the exhibitor agrees to provide the service and to allow Expopage to use his data. The cost of the Expopage services amount to € 50,00 + VAT 20% per exhibitor; this consideration is included in the registration fee.

## 12. Stand Arrangements and Fittings, Promotional Activities

Stands are at the disposition of exhibitors and are delineated by coloured strips on the ground. Technical Regulations shall provide specific standards for stand setting-up and furnishing. Stand fittings are in the care and at the expense of the exhibitor. The exhibitor shall comply with the standards set forth in the above-mentioned Regulations and shall submit the stand project in advance to Fiera Milano S.p.A. for approval.

The set of partition walls delineating the stand may not run on more than 50% of its respective sides.

Should at least 50% of Exhibitors in one branch of industry or sub-branch represented at MACEF wish such fittings and/or promotional installations deemed appropriate by Fiera Milano S.p.A. and Rassegne S.p.A., all the Exhibitors of said branch of industry or sub-branch shall undertake to assume the additional cost provided said cost does not run above 50% of the exhibiting rate for one free side stand. In case additional cost should run above 50% of said, the outstanding must be expressly agreed upon by all the exhibitors of the branch or sub-branch.

Exhibitors will be given the opportunity to rent equipment and order services with Fiera Milano online:

- stand equipment
- technical services
- services in the booth
- videos and PCs
- ecological services
- telecommunications
- parking

The services listed above are not included in the flat fee for participation as at art. 10 and shall be invoiced separately pursuant to art. 15.

## 13. Clearing of Stand, Right of Disposition and Claim

After closing of the Show all stands must be cleared by the time specified in the Technical Regulations. In case of non compliance Fiera Milano S.p.A. waives any responsibility for goods, material and items otherwise present in stands and reserves the right to have the aforesaid removed and stored at the expense and the risk of the exhibitor in breach and with no responsibility for the Organizer. At the expiration of a period of two months property not claimed may be auctioned and the proceeds less charges and any outstanding rights by Rassegne S.p.A. and Fiera Milano S.p.A. shall be credited to the Exhibitor. In addition, exhibiting firms leaving material inside the fair centre shall pay Fiera Milano S.p.A. the rate for occupying the area outside show period.

## 14. Official catalogue

The official catalogue of the Show shall list all exhibiting firms in alphabetical order and by product category. Data reported are drawn from the forms duly completed by the Exhibitors. The organisers decline any responsibility for errors or omissions.

Last useful day for the forwarding (by fax) of catalogue forms is 3 July 2010, after that date only the company information will be entered in the official catalogue.

## 15. Terms of Payment - Payment of statements of account - Exit vouchers

The outstanding on participation fee must be paid at 15 days sight of invoice. All payments must be made payable to Fiera Milano S.p.A. Exhibitors in default of payment shall be barred access to the premises at stand fitting time. During the days immediately preceding the end of the Exhibition, the administration of FIERA MILANO S.p.A. shall provide a statement of all invoices issued for services and additional supplies and any other charges as may be due. The statement shall be sent directly to the stand. Payment can be made by presenting the statement at any of the bank branches on the premises of the show.

The "Exit Vouchers" duly completed shall be validated upon payment and shall be presented to Security at the gates of the showground. Additional Vouchers may be requested from SATE – Exhibitors Technical Assistance Service. An "Exit Voucher" must be completed and presented each time material is exited.

## 16. Stand surveillance

Fiera Milano S.p.A. ensures general surveillance of the halls. During opening hours surveillance of stands is in the care of exhibitors. Staffers at stands displaying exhibits that may be pilfered easily are advised to be present at their stands punctually at time of opening of halls and to remain there until closing time. Valuables that may be pilfered easily must be put away in safes or cabinets.

## 17. Stand Cleaning

Fiera Milano S.p.A. cleaning service operates after the closing of halls. Service comprises cleaning of showfloor and of any other floor coverings (fitted carpets, etc); general dusting of stands furniture and fixtures; cleaning of windows; cleaning of rugs and all accessories; collection of litter, emptying of ashtrays and waste-paper baskets. Where stands are locked exhibitors must issue a copy of the key to the SATE office - Exhibitors Technical Assistance Service.

## 18) Access Passes - City Public Transport tickets

Every exhibitor shall be issued:

a) **ACCESS PASSES:** Every exhibitor shall be issued a number of pass (to be used during the show, as well as during build-up and dismantling) on the size of the stand.

From 0,0	to 18 sq.m.	5 access pass
from 18,5	to 36 sq.m.	7 access pass
from 36,5	to 100 sq.m.	12 access pass
from 100,5	to 210 sq.m.	20 access pass
from 210,5	to 500 sq.m.	26 access pass
over	500 sq.m.	36 access pass

Extra Passes can be requested only from direct exhibiting Companies with their space location already notified. Extra Passes are available at the cost of € 20 each.

b) **PUBLIC TRANSPORT TICKETS:** All Exhibitors will receive n. 2 ATM public transport passes giving the right to travel on public transport within the urban area of Milan and from Milano to Rho Fiera. Exhibitors must book the service online.

## 19. Photographs, drawings and TV filming

Visitors and exhibitors may not take photographs, make drawings or shoot film inside the exhibition halls, save express authorisation by Fiera Milano S.p.A. Fiera Milano S.p.A. reserves the right to photograph, draw or film the exteriors of any stand, and use this material at its discretion and with no right of claim from the exhibitor.

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Use of audio, video, graphical, or multimedia supports containing original works or parts of the same protected pursuant to Act # 633 of 22.4.1941 shall be subject to the payment of royalties on copyrights and of such charges as pertain to certification of said supports pursuant to art. 181bis of said Act.

Any unauthorised use of original works and the absence of the SIAE mark on the aforementioned supports shall be punished pursuant to art. 171 ff. of Act # 633/41.

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Audio broadcasting, inclusive of radio and television equipment, is allowed inside the stands, contingent on observance of the terms laid down at art. 10 above pertaining to copyrights of artists, performers, players and producers and provided they do not cause any disturbance. Fiera Milano S.p.A. may use loudspeakers on the premises to make public announcements or in case of emergency.

## 22. Advertising

With the exception of publicity inside stands, advertising in any shape or manner acceptable is permitted only through Fiera Milano S.p.A. or through agencies appointed by Fiera Milano S.p.A.

## 23. Municipal Advertising Tax

The present rules of participation notwithstanding, exhibitors are under duty to pay the Municipality of Rho the local tax applicable to such things as are in any event subject to taxation pursuant to Decree 26.10.1972 # 639. By agreement between Fiera Milano and the Municipality of Rho and in the interest of the exhibitors said tax has been calculated as lump sum on the basis of the surface occupied by the Show.

With a view to avoiding burdensome procedures to Exhibitors said tax has been included in the participation fee and shall be thereafter paid by Fiera Milano S.p.A. to the Municipality.

## 24) Value and Insurance declaration

### Declaration of value

It is compulsory for the Exhibitor to declare the "effective value" of goods, machinery, equipment and items for setting up the stand, which the latter intends to bring into the Fiera Milano grounds, also on behalf of represented firms, using the specific compulsory form; failure to send in the notification of value will be interpreted as acceptance of the minimum capitals pursuant to the following "Insurance" clause.

In the case of claims, should the value declared by the Exhibitor fail to correspond to the value of the insured objects, the insured value will anyhow be considered as the one declared by the Exhibitor. All save for provisions given under article 1907 in the civil code, for the purpose of eventually applying the "proportional criteria" to compensate damages Always given the faculty of Fiera Milano SpA to control the declarations.

### Insurance

#### All-Risks - Exhibitor's Property policy (excluding risk of terrorism and sabotage)

1. Goods, materials, items for setting up the stand and equipment brought into Fiera Milano by the Exhibitor are required by the Organizer and Fiera Milano SpA to be covered by an all-risks type of insurance policy with waiver to claim reimbursement against third parties, therein included Fondazione Fiera Milano, Fiera Milano SpA, relevant associated companies, the Organizer and third parties anyhow concerned with the organization of the Exhibition.

Said insurance coverage will be furnished by Fiera Milano SpA for a minimum capital of 25.000.00 euros and the relevant sum of € 84.00 + VAT will be debited by Fiera Milano SpA, together with the issuing of the participation fee invoice of the Organizer.

The Exhibitor will be given the possibility of increasing the capital automatically lent by completing and signing a form online.

Coverage includes the stipulation of a 10% insurance exclusion against each claim in the event of theft, with a minimum of Euro 250.00, to be redoubled after the Exhibition has closed down.

2. The Exhibitor will be informed about the coverage by receiving the insurance certificate at the stand.

3. Exhibitors who have already taken out their own all risks insurance, valid for trade fairs and exhibitions, to guarantee goods, machinery, equipment and items for setting up the stand brought into the Fiera Milano grounds, with a clause to waive claims for reimbursement against Fondazione Fiera Milano, Fiera Milano SpA, relevant associated companies, the Organizer and third parties anyhow concerned with the organization of the Exhibition, are anyhow required to sign and return the special form, attaching a declaration signed by their own legal representative and the insurance company that the aforementioned property has been covered by an all-risks guarantee for a sum of no less than the one considered hereto (see facsimile included in the INS form). In this case, Fiera Milano SpA will reverse the invoice already sent.

#### Third party liability insurance - limits to liability

The limit of liability is not less than € 100 million Fiera Milano will automatically provide all Exhibitors with said insurance, free of charge, including the latter by a special agreement in its own general policy, which considers a ceiling of no less than € 100 million. Fiera Milan and the Organisation shall not be held liable for any consequential damages, damages to image, loss of turnover, etc.). The Exhibitor agrees that Fiera Milano and the Organizer will also limit own liabilities for direct damages to the declared value of goods in Fiera Milano grounds for the Exhibition. The declaration of value pursuant to the above paragraph will be used as evidence to this end. The Exhibitor agrees to said limits to liability.

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Stands must be returned in the condition they were in when delivered. Expenses incurred in restoring stands shall be charged to exhibitors. Exhibitors are also responsible for the observance of such special rules as apply to the use of structures and technical installations.

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

## 27. Force Majeure

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

## 28. Display of Prices and Sale of Products on the premises

Display of prices and sale of products on the premises is strictly prohibited. Violation of this rule may carry the closing down of stand and the withdrawal of access pass and ban from participation in the show in future.

## 29. Activities prohibited

Such activities as may cause disturbance or to disruption of the show and may adversely affect its scope are prohibited. In particular, it is strictly forbidden to:

- distribute and hand out any type of literature promotional or technical (magazines, textbooks, booklets, brochures, etc) not directly relevant to the Exhibitor.

Exhibitors may distribute and hand out promotional literature provided it is directly relevant to his/her occupation solely inside the confines of his/her stand. No placards for contests organised by agencies, organisations, dailies, weeklies or trade periodicals may be affixed inside or outside stands, save where expressly authorised by Fiera Milano S.p.A.;

- any type of strobe or variable-intensity illumination;

- presence on the premises of the Show outside opening hours.

## 30. Executive Technical Provision

Additional technical or general standards shall be communicated by way of the Technical Regulations. Technical Regulations are an integral part of the present Regulations.

## 31. Fines for early dismantling

Exhibitors shall be present at their stand and with their own exhibits for the duration of the Show. Desertion or dismantlement of the stand before closing time on the last day of the show, is subject to a fine calculated on the surface booked:

from 0 to 64 sq.m.	€ 1.500,00
from 64,5 to 120 sq.m.	€ 3.000,00
over 120 sq.m.	€ 5.000,00

In addition, such violation shall be subject to review to determine possible ban to participation in the show in future.

## 32. Exhibitor carparks

Online booking is available for the parking permit, to be used for the duration of the Show at the cost of € 58,00 + VAT 20% by completing the CAR-PARK form. The cost shall be added to the invoice for the balance of participation fee.

## 33. Security

Each Exhibitor must see to the strictest compliance with the entire regulatory system in force, regarding the protection of the health and physical integrity of the workers, and the legal, social security and assistance regulations for the entire duration of the Event, including the assembly and disassembly times of the staging of the spaces and any other associated activities.

Moreover, the Exhibitor also hereby agrees to personally comply and ensure compliance on the part of the companies working on its behalf, with the Technical Regulations, during the stand assembly and disassembly operations and in relation to any other inherent or associated activity. Said technical regulations form an integral part of the General Regulations, which are sent along with the same and which are available for consultation on the website [www.fieramilano.it](http://www.fieramilano.it) under the section "Trade Fair Calendar" in the link to the Exhibition.

Among other things, the Technical Regulations also contain precautionary rules regarding exhibition security (fire prevention, electrical plants, environmental protection etc.), with exclusion of the specific safety regulations regarding the activities carried out by the Exhibitor or contracted by the same to the executing companies (stand assembly and disassembly and associated activities), the verification and compliance of which remains the responsibility of the same Exhibitor.

Any behaviour that is not compliant with the safety regulations specified above, in particular when such non-compliance may influence the general safety of the pavilions and the third parties present, may be the object of intervention by Fiera Milano and lead to the immediate deactivation of the facilities assigned to the space or the immediate closure of the same, with notification to Rassegne S.p.A..

Any other consequence that may derive from failure to comply with the measures outlined above is the sole responsibility of the Exhibitor and the companies appointed by the same.

The Exhibitor is responsible for compliance with the regulations in force regarding all activities carried out by him within his space, in terms of equipment, structures, plants, products exhibited etc...

Each Exhibitor must appoint a "Space Supervisor"; this person (for security purposes) will undertake all responsibility associated with the activities carried out on behalf of the Exhibitor as regards all individuals involved and for the entire duration of their stay at the trade fair grounds.

At the Exhibitor's discretion, and under his complete responsibility, the "Space Supervisor" may also be a different individual in each of the three phases already recalled (preparation, event, dismantling). The name of the Supervisor and the relative contact telephone numbers must be indicated on the admission application.

Notification of any variations or integrations must be sent to Fiera Milano and Rassegne S.p.A. prior to the beginning of the mobilization works for the preparation of the space.

Access to the space by the companies operating on behalf of Fiera Milano for the provision of services will only come about in the presence of the "Space Supervisor" and subject to his authorisation. Said restriction does not exist for the personnel assigned to the surveillance and safety of the Grounds.

## 34. Rassegne S.p.A. and Fiera Milano S.p.A. obligations and responsibilities

Rassegne S.p.A. and Fiera Milano S.p.A. undertake to deliver the stand to the exhibitor as under the terms set forth at art. 8 of the General Regulations of the Show and to supply the services as under art. 10. In any event, the exhibitor waives Rassegne S.p.A. and Fiera Milano S.p.A. from any liability, subject to such restriction as are laid down in art. 1229 of the Civil Code. In any event the liability of Rassegne S.p.A. and Fiera Milano S.p.A. does not extend beyond the payment of a sum amounting to 30% of the fee owed by the Exhibitor and is exclusive of any further compensation whatsoever for damage incurred by said.

## 35. Information and Protection of Rights of Industrial and Intellectual Property

The undersigned company declares to accept the Rules of Information and Protection of Rights of Industrial and Intellectual Property (download from [www.mymacef.com](http://www.mymacef.com)) and undertakes to adhere to their applications.

## 36. DLGS 196/2003: Protection of privacy

See appended to General Regulations.

## 37. Court of Competence

The Court of Milan shall have competence to decide any dispute as may arise.