

GENERAL REGULATIONS FOR PARTICIPATION IN TUTTOFOOD

1) NAME AND DEFINITION OF THE SHOW

TUTTOFOOD Milano World Food Exhibition. Confectionary, Organic products, Drinks and branded products exhibition.

2) ORGANIZERS

The exhibition is organized by Rassegne SpA. And Fiera Milano SpA.

3) PLACE, DATE AND OPENING HOURS OF THE SHOW

The show will be held in the new Fiera Milano trade fair centre at Rho-Pero from 8 to 11 May 2011. Opening hours for exhibitors will be from 9.15 a.m. to 6.30 p.m. and 10.00 a.m. to 6.00 p.m. for visitors, except for the 11th when the Show closes at 4.00 p.m. Rassegne SpA. reserves the right to change opening hours and/or the dates of the Show.

Admission to the show is charged and restricted to Italian and foreign operators over the age of 18.

4) ADMISSION

TUTTOFOOD is open to Italian and foreign firms operating in the branches of industry represented by the Show. Italian and foreign firms exhibiting directly or through their sole agents and representatives, trade associations, public bodies and institutions with a vested interest in the sectors represented by the show may be admitted as exhibitors subject to acceptance of application to participate by Rassegne SpA.

For the purposes of betterment of the show, the organizers reserve the right to admit firms or bodies not meeting the above requirements and/or to exclude others and/or to prohibit their presence at more than one stand. In terms of article 7 below, admission to the show and the ensuing allocation of stands shall be subject to showfloor availability per respective sector, to category of exhibits, to type of commercialization and production characteristics of the firm. Requests for admission shall be treated on a first-come-first-served basis. No entity proving delinquent on payment towards Rassegne SpA and/or Fiera Milano SpA shall be admitted. Rassegne SpA reserves the right to deny admission to the Show to any applicant that does not, in its estimation, meet the eligibility requirements. The decision of Rassegne SpA is final. Denied admission to the Show does not constitute grounds for compensation for damages or interest.

5) APPLICATION TO PARTICIPATE – ACCEPTANCE OF GENERAL REGULATIONS

Application must be made on the proper form, signed by the applicant in the case of a private firm, or by the legal representative in all other cases.

Applications to participate must reach the organizers by 05 April 2011. Signature of the application form carries the exhibitor's undertaking to participate in the exhibition at the stand allocated to him/her and full and unrestricted acceptance of the General Regulations, the Technical Regulations, the tests for eligibility to exhibit and all such additional rules as may be adopted at any time by Fiera Milano SpA and Rassegne SpA in the interest of the exhibition.

6) REGISTRATION AND DEPOSIT

Requests for admission to the show must include:

- registration fee of € 210,00 + VAT paid by the company holding the stand

- deposit of € 60,00 + VAT per sq.m. of surface area booked for raw space

- deposit of € 100,00 + VAT per sq.m. of surface area booked for pre-assembled stands (€ 60,00 + VAT per raw space, € 40,00 + VAT per pre-assembled area).

- inclusion in digital and on-line catalogue € 110,00 + VAT.

Inclusion in the catalogue (digital and on-line) is obligatory for all direct, indirect and represented exhibitors and brands present at the show.

The above amounts shall be paid to Rassegne SpA by credit card, by cheque or bank draft made out to Fiera Milano SpA.

Upon advance payment, a login and password will be granted to access the successive operations.

The balance shall be paid in the manner indicated by Rassegne SpA. (see article 13). Requests for admission not accompanied by registration fee and deposit will not be accepted. Advance payments and subsequent issue of the relevant invoice do not carry any acceptance by Rassegne SpA of admission request. In the event the request is not accepted, the amount paid will not be reimbursed. Exhibitors are held to disclose the company name and all relative data of all such companies as may be represented whose products they intend to display on their stands, by means of the form 1/IND

Foreign Exhibitors interested in V.A.T. refund can apply:

– to Cash Back Italia Srl - ph +39-02-20521465 fax +39-02-20521439 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) ph +39-085-5771 - fax +39-085-52145.

7) ALLOCATION OF STANDS

The allocation of stands will be communicated by Rassegne SpA. by means of registered letter with acknowledgement of receipt, telefax or e-mail or, in general, with any other means suitable to ensure the prove of the receipt occurred.

Exhibitors shall be notified in writing by Rassegne SpA of the stand allocated to them. Said allocation is valid only for the exhibitor to whom it is granted. No partial or total cession of the stand, even gratuitous, is allowed. In case of breach, products introduced and exhibited without authorization will be removed at the expense and risk of the standholder. Rassegne SpA is not bound by any request regarding allocation of stand or size of showfloor surface in sqm of the exhibition area. Such requests as expressed by the exhibitor in the application form or thereafter are held to be indicative of preference and are not binding on Rassegne SpA. Previous participation in the exhibition does not give rise to any privileged right in allocation of stands or to confirmation of stands previously allocated or occupied. Rassegne SpA reserves the right to issue detailed provisions concerning access to stands and deadlines for stand fitting.

8) WAIVER

In case of waiver to the exhibition, the exhibitor will be duty bound to the payment of the whole fee.

9) REGISTRATION AND PARTICIPATION FEES

9.1 DIRECT EXHIBITOR

Participation fees are based on the entire and continuous surface occupied by the stand of a single company.

The participation and registration fees include the following:

a) exhibitors' passes (see art.16)

b) internal parking adjacent to the Hall occupied (see art. 17) and the possibility to acquire further parking spaces with the corresponding module in the section CAR PARK or in the cashier's office during the preparation days upon cash payment.

c) free use of city public transport for the duration of the show (see art.16)

d) 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 due pursuant to articles 72 and 73b L.633/1941 to interpreting and performing artists and phonographic producers holding such rights to recordings and on their behalf to the SCF - Società Consortile Fonografici SpA - are also included. Not included, however, are 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 - Società Consortile Fonografici SpA Via Leone XIII, 14, Milan, Italy - for the purposes of fulfilling the obligations laid down by current laws.

e) local taxes on advertising

f) stand cleaning as at Art. 15;

g) fire extinguishers

h) installed power supply of up to 5 kw

i) use of the TUTTOFREEZE or TUTTO-4

j) authorization to use the PARTICIPATION in TUTTOFOOD logo for advertising purposes to be downloaded by means of the login and password obtained upon payment of the advance (see art. 6)

k) stand name signage

l) copy of the exhibition guide which will be delivered only to the person in charge of the parking space transmitted to the Organization Office.

The **BUSINESS START UP IN FOOD SECTOR DECLARATION** is not included but compulsory, in case of supply and/or production of food and drinks inside the fair district, together with the performance of obligations towards the ASL and the Municipality of Rho (MI) downloadable from the exhibition site www.tuttofood.it

9.2 INDIRECT EXHIBITOR, REPRESENTED AND BRAND

Due to the participation in the exhibition, the indirect exhibitor is entitled to:

a) exhibitors' passes (see art.16.2) (vedi art. 16.2)

b) and the possibility to acquire one or more parking spaces inside the district (see art. 17) with the corresponding module in the section CAR PARK or in the cashier's office during the preparation days.

c) free use of city public transport for the duration of the show (see art.16.2)

d) 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 due pursuant to articles 72 and 73b L.633/1941 to interpreting and performing artists and phonographic producers holding such rights to recordings and on their behalf to the SCF - Società Consortile Fonografici SpA - are also included. Not included, however, are 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 - Società Consortile Fonografici SpA Via Leone XIII, 14, Milan for the purposes of fulfilling the obligations laid down by current laws.

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h) authorization to use the PARTICIPATION in TUTTOFOOD logo for advertising purposes to be downloaded by means of the login and password obtained upon payment of the advance (see art. 6)

i) stand name signage

j) use of the TUTTOFREEZE or TUTTO-4

k) copy of the exhibition guide which will be delivered only to the person in charge of the parking space transmitted to the Organization Office.

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10) STAND FITTING

Stands (raw spaces) at the disposition of exhibitors are delineated by coloured strips on the ground. All fittings and relative systems must be in compliance with accident and fire prevention regulations and all standards for the personal and material safety of the stand holder and others. Technical Regulations provide all specific standards for stand setting-up and furnishing. Stands must be limited to the assigned area and have a maximum height of

2.50m with a maximum tolerance of 0.50m. Exhibitors wishing to utilize this tolerance are obliged to perfectly finish all projections facing adjoining stands, including painting in

white paint. Where a stand exceeds a height of 3mt and/or exceeds a 108-sqm area or in the case of a two-level stand, the exhibitor must submit the stand plan to SATE Exhibitors Technical Assistance Service Fiera Milano SpA for approval and with a copy acknowledged by Rassegne SpA by 05 April 2011. Failure to submit the plan and building the stand without prior authorization will incur a penalty equal to 100% on the increase as measured, as well as direct and indirect damages to image caused by the said violation. Given that exceeding the permitted height is allowed only when it does not interfere with the adjoining stands, a distance equal to the extra height must in any case be kept from the adjacent stands. The excess will be calculated at a cost of € 25.00 per sq.m. with a minimum of € 150.00.

Two-level stands are allowed only on areas with 4 free sides, or with 3 free sides in exceptional cases and with a surface over 108 sqm.

Maximum height for two-level stands is 5.50m (see Regulations to build upper storeys in Milan fair district). Building of two-level stands will only be allowed in certain areas of the halls.

The project for stand preparation shall be approved by the SATE office (Exhibitors Technical Assistance Service) of Fiera Milano S.p.A. in compliance with the specific regulations in the Upper-Storey Volume that will be present in the exhibition, together with the Technical Regulations.

11) CLEARING OF STAND, RIGHT OF DISPOSITION AND CLAIM

After closing of the show and not before, all stands must be cleared within the time specified

in the Technical Regulations. In the case of non-compliance, the Organizer waives any responsibility for goods, materials and any items present in stands, and reserves the right to have same removed and stored at the risk and expense of the exhibitor in breach and with no liability to the Organizer. Where Rassegne SpA decides not to provide for removal of goods left in the stand, the exhibitor will be charged a penalty of € 200.00 per day, not including claims for further damages. Any property left unclaimed after two months may be auctioned and the proceeds, less charges and any outstanding rights by Rassegne SpA and Fiera Milano SpA, shall be credited to the exhibitor. In addition, exhibiting firms leaving materials inside the exhibition centre shall pay Fiera Milano SpA the rate for occupying the area outside the show period. It is absolutely forbidden to empty, move out and unfit the stand before the 4 pm of 11th, May 2011 (see Art. 29)

12) OFFICIAL EXHIBITION CATALOGUE

Inclusion in the official show catalogue is mandatory. The catalogue is compiled on-line in the dedicated section of the show website, only by the exhibitor with the corresponding form. The organizers decline all responsibility for errors or omissions. Catalogues (digital and on-line) will be bi-lingual, in Italian and

English. The last day for submitting the form for inclusion in the catalogue will be 11 March 2011, after which date only names and addresses will be included in the official catalogue.

The show guide will list all exhibiting firms in alphabetical order and by product category.

13) TERMS OF PAYMENT – EXIT VOUCHERS

The outstanding balance of participation fees must be paid within 15 days of receipt of invoice. All payments must be made out to Fiera Milano SpA. Exhibitors in default of payment will not be allowed access to the premises at stand fitting time. During the first day preceding the end of the Exhibition, the administration of Fiera Milano SpA shall provide a statement of all invoices issued for services and additional supplies and any other charges due. The statement will be sent directly to the stand. Payment may be made by presenting the statement at any of the bank branches in the exhibition centre.

The services requested to the SATE during the preparation or exhibition days will be paid in advance and the company fiscal data will be supplied with the location of the parking space so as to issue the invoice.

"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.

14) GENERAL SURVEILLANCE

Fiera Milano SpA provides general surveillance of the halls. Rassegne SpA and Fiera Milano SpA accept no liability whatsoever for theft or damage caused to exhibitors or the goods on their allocated stands. Stand holders are responsible for surveillance and safekeeping of their stands during opening hours. All exhibitors may book the night surveillance service for their stands using the appropriate form.

15) STAND CLEANING

Fiera Milano SpA. cleaning service operates after the closing of halls. Service comprises cleaning of showfloor and any other such floor coverings (fitted carpets, etc); general dusting of stands furniture and fixtures; cleaning of windows; cleaning of rugs and all accessories; collection of litter, emptying of ashtrays and waste-paper baskets.

16) ACCESS PASSES – CITY PUBLIC TRANSPORT TICKETS

16.1 DIRECT EXHIBITOR

Each stand holding exhibitor will receive electronic cards, valid for the exhibition days and during the set-up and move-out phase by means of on-line codes that will be turned into electronic cards to be downloaded in the Easy Access booth.

Every exhibiting stand holder will be issued free of charge on-line a number of access passes and a number of public transport tickets contingent on the area occupied. Number of passes and tickets:

per 18mq: 2; for 36 sqm: 3; for 54 sqm: 4; for 72 sqm: 6; for 108 sqm: 8; up to 180 sqm: 10; over 180 sqm: 12.

PUBLIC TRANSPORT TICKETS shall be collected in the exhibition office present in the Fair.

16.2 INDIRECT EXHIBITOR, RAPPRESENTATE E MARCHI

Each INDIRECT EXHIBITOR will receive online 2 codes for the entrance cards free of charge and two public transport tickets that shall be collected by the Person in charge of the Parking Space indicated in the Participation Request.

17) EXHIBITOR CAR PARKS

Each stand holding exhibitor will have a number of parking spaces at his/her disposition for the duration of the show contingent on the size of the stand.

Free parking spaces will be provided as follows:

a) up to 36 sq. m. 1 parking space free of charge

b) up to 72 sq.m. 2 parking spaces free of charge

c) up to 180 sq. m. 3 parking spaces free of charge

d) up to 360 sq.m. 4 parking spaces free of charge

For the entire duration of the exhibition further parking spaces can be booked upon payment at € 64 + VAT by means of the corresponding module in the booking section CAR PARK.

17.2 INDIRECT EXHIBITOR, REPRESENTED AND BRAND

Each Indirect Exhibitor shall acquire at € 64 + IVA for the entire duration of the exhibition parking spaces inside the district upon immediate payment on request.

18) PHOTOGRAPHS, DRAWINGS, TV FILMING, BRAND PROTECTION

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.

19) USE OF SUPPORTS

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

to art. Any unauthorized use of original works and the absence of the SIAE mark on the aforementioned supports shall be punished in terms of art. 171f of Act 633/41.

20) LOUDSPEAKERS AND BROADCASTING

Audio broadcasting, inclusive of radio and television equipment, is permitted inside the stands contingent on observance of the terms laid down in art. 18 above pertaining to copyrights of artists, performers, players and producers, and provided they do not cause any disturbance. Fiera Milano SpA may use loudspeakers on the premises to make public announcements or in the case of emergency.

21) ADVERTISING

With the exception of publicity inside stands, advertising is permitted only through Fiera Milano SpA or agencies appointed by Fiera Milano SpA.

22) MUNICIPAL ADVERTISING TAX

The present rules of participation notwithstanding, exhibitors are bound to pay the Municipality of Rho the local tax applicable to such things as are subject to taxation pursuant to Decree 639 of 26/10/1972.

By agreement between Fiera Milano SpA and Rho Municipality and in the interest of

exhibitors, said tax has been calculated as a 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 thereafter be paid Fiera Milano SpA to the Municipality.

23) GOODS VALUE AND INSURANCE DECLARATION

Declaration of value

It is obligatory for Exhibitors to declare the "effective value" of goods, machinery, equipment and items for setting up the stand which the latter intend bringing into the Fiera Milano grounds, also on behalf of represented firms, using the specific form. Failure to send in the notification of value will be interpreted as acceptance of the minimum capital in terms of 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 the provisions of article 1907 of the Civil Code, for the purpose of eventually applying the "proportional criteria" to compensate damages. Always given the right of Fiera Milano SpA to verify the declarations.

Insurance

ALL-RISKS – EXHIBITOR'S PROPERTY POLICY (excluding risk of terrorism and sabotage)

a) 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 compensation against third parties, including therein 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 euro, for both directly and indirectly exhibitors, and the relevant sum of € 84.00 + VAT will be debited by Fiera Milano SpA together with the issuing of the participation fee invoice by the Organizer. By compiling and signing the "INS" form, the Exhibitor may increase the capital automatically covered. Cover 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.

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

c) 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 compensation against

Fondazione Fiera Milano, Fiera Milano SpA, associated companies, the Organizer and third parties anyhow concerned with the organization of the exhibition, are in any case required to sign and return the special form, attaching a declaration signed by their own legal representative and the insurance company that the abovementioned property has been covered by an All Risks policy for a sum of no less than that provided for here (see facsimile included in the INS form). In this case, Fiera Milano SpA will reverse the invoice already issued.

THIRD PARTY LIABILITY INSURANCE

Fiera Milano SpA will automatically provide all Exhibitors with this insurance free of charge, including same in its own general policy, which has a ceiling of no less than € 100 million.

LIMITS TO LIABILITY

Fiera Milano SpA and the Organizer shall not be held liable for any consequential damages, damages to image, loss of turnover etc. and also for direct damage.

The Exhibitor also agrees that Fiera Milano and the Organizer will limit their own liability for damages to the declared value of goods in the Fiera Milan grounds for the Exhibition.

The declaration of value referred to in the above paragraph will be used as evidence to this end. The Exhibitor agrees to said limits to liability.

24) DAMAGE TO STANDS

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

installations as listed in the Technical Regulations sent with the stand assignment advice.

25) ADDITIONAL RULES

Rassegne SpA and Fiera Milano SpA 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 cases of non-compliance with the General Regulations, Fiera Milano SpA and Rassegne SpA reserve the right to close down the stand. Such decision does not entitle the Exhibitor to reimbursement or compensation on any grounds whatsoever.

26) FORCE MAJEURE

In the case of the Show being cancelled owing to causes outside the control of Rassegne SpA or Fiera Milano SpA, deposit money will be reimbursed less charges for expenses incurred or

undertaken for the organization of the Show. Costs incurred for fixtures and/or special installation made on request of Exhibitors must be reimbursed in full. Rassegne SpA and Fiera Milano SpA are not liable for any damages whatsoever.

27) DISPLAY OF PRICES AND SALE OF PRODUCTS

Display of prices and sale of products with immediate delivery in loco is strictly prohibited. Violation of this rule may lead to closure of the stand as well as a ban on participating in the show in future.

28) PROHIBITED ACTIVITIES

Such activities as may cause disturbance to or disruption of the show and may adversely affect its scope are prohibited.

In particular it is strictly forbidden to:

- display products other than those in the category indicated in the application to participate;

- advertise outside of the stand. Advertising in the exhibition centre is handled exclusively by Edizioni Fiera Milano, an exclusive agent of Fiera Milano SpA;

- distribute or hand out any type of promotional or technical literature (magazines, manuals, booklets, leaflets etc.) not directly related to the Exhibitor. Exhibitors may distribute and hand out promotional literature provided it is directly relevant to their business solely inside the confines of the stand. No placards for contests organized by agencies, organizations, dailies, weeklies or trade periodicals may be affixed inside or outside stands, save where expressly authorized in writing by Fiera Milano SpA;

- bring animals onto the premises except for Guide Dogs;

- permit entry to anyone under the age of 18, even where accompanied;

- promote offers, collections, donations of any kind or religious, political or trade union activities.

- smoke inside the exhibition centre premises

- presence in the stands or on the show premises outside opening hours

Violation of even one of these prohibitions may incur cancellation of the participation contract through written notification delivered to the exhibitor at his/her stand, followed by the immediate closure of the stand without prejudice to any sums owed by the exhibitor or any eventual claim for damages.

29) 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 54 sq.m. € 1.500,00

- from 54,5 to 108 sq.m. € 2.500,00

- from 108 to 180 s.q.m. € 3.000,00

- over 180 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.

30) EXECUTIVE TECHNICAL PROVISIONS

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

Exhibitors and their stand fitters must comply with the standards laid down in D.LGS 81/2008. Pursuant to said decrees, exhibitors are also held to indicate in the proper place on the Request to Participate the name of safety officer in charge of their stand.

In addition, exhibitors may make use of the optional services provided by Fiera Milano SpA by completing the form which can be downloaded from the show's website, as example:

Water supply connection; I.T. services; Hanging service; Lighting equipment; Multimedia package. The services listed above are not included in the participation fee as at

article 9, and will be invoiced separately by Fiera Milano SpA.

31) 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 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.

32) RASSEGNE SpA AND FIERA MILANO SpA OBLIGATIONS AND RESPONSIBILITIES

Rassegne SpA and Fiera Milano SpA undertake to deliver the assigned stand to the exhibitor as under the terms of art.7 of the General

Regulations of the Show and to supply the services

as under art. 9. In any event the exhibitor exonerates Fiera Milano spa

and Rassegne SpA from any liability subject to such restrictions as are

laid down in art. 1229 of the Italian Civil Code. In any event, the liability

of Fiera Milano SpA and Rassegne SpA does not extend beyond the

payment of a sum amounting to 30% of the fee owed by the exhibitor

and is exclusive of any further compensation whatsoever for damages

incurred by the latter.

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

The undersigned company declares to accept the Rules of Information

and Protection of Rights of Industrial and Intellectual Property download

from show's website and undertakes to adhere to their applications.

34) PRIVACY NOTICE

Pursuant to art. 13 of legislative decree n° 196/2003, implementing the

personal data protection act, the Organizer and Fiera Milano

(hereinafter known as the "Processing Controllers") hereby inform the

Exhibitor that the personal data indicated in the Application Form, or

disclosed thereafter, is necessary for fulfilling obligations regarding

participation in the event, the provision of the relative services and

related administrative, accounting

and fiscal formalities, according to the methods and within the limits

indicated in the application form and in these Regulations. Without

these data, it may not be possible to admit the Exhibitor to the event

and provide the related services. The data is processed, using methods

consistent with the above-mentioned purposes and also making use

of electronic equipment, by structures and persons engaged by the

Processing Controllers and by other persons (suppliers or technical

staff) to whom the data is provided exclusively for activities or services

relating to the performance of the event.

Certain data (e.g.: company name, addresses, activities) may also be

used for activities and communications of a promotional, advertising

or commercial nature, also by fax and e-mail, relative to this and

other exhibitions or events and other products and services that may

be of interest for the exhibitor. For this purpose, the data may also be

communicated to companies that collaborate with the organizer, to

companies in the Fiera Milano group, to other exhibitors, suppliers and

business operators, both in the E.U. and abroad, as well as disseminated

by publication in hardcopy and electronic exhibition catalogues.

Exhibitors may contact the Processing Controllers at any time at the

addresses indicated in the application form and in these Regulations,

for the purpose of consulting or correcting their personal data or oppose

their processing (art. 7 of legislative decree n° 196/2003).

Concerning the above notice, Exhibitors may agree to the processing

of its personal data for activities and communications, also by fax and

e-mail, relative to other exhibitions, new events, products and services

that may be of interest to them by ticking the relative boxes inside the

box at the bottom of form 1

35) OBLIGATION OF COMPLIANCE OF GENERAL REGULATIONS

The Exhibitor agrees to observe and, pursuant to section 1381 of the

Civil Code, to make sure that indirect Exhibitors observe the regulations

of this General Regulations for the behaviours referred to them according

to those regulations.

36) COURT OF JURISDICTION

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

may arise.