

GENERAL REGULATIONS

ART. 1 – TITLE AND SUBJECT OF THE EVENT

VENDITALIA – Worldwide Vending Show – International Vending Machine Exhibition.

The "Venditalia" trademark is registered and cannot be used by third parties in any form, without prior written agreement with the subject that owns the rights of ownership and use.

ART. 2 - ORGANISER

The Event is organised by: Venditalia Servizi Srl - registered office (Via Napo Torriani, 29 20124 Milano – Italy - VAT number and Tax Code No. 1223594015 - Tel +39 02 33105685 – Fax +39 02 33105705 - e-mail: venditalia@venditalia.com - (hereinafter known as the "Organiser") in collaboration with CONFIDA, with technical and administrative assistance by Fiera Milano SpA.

ART. 3 - PLACE, DATE AND SCHEDULE OF THE EXHIBITION

3.1 The edition nr. 13 of Venditalia will take place at the Fiera Milano Rho exhibition district, from Wednesday 15th to Saturday 18th of May 2024.

Access hours for exhibitors will be on 15-16-17 May from 8.30 am to 6.30 pm, and on 18th May from 8.30 am to 3.30 pm.

Access hours for visitors, will be on 15-16-17 May from 9.30 am to 6.00 pm, and on 18th May until 3.00 pm.

3.2 Venditalia Servizi Srl reserves the absolute right to change the duration, opening and closing dates and opening hours of the Fair, without this implying any right to claims for damage from Exhibitors. The Show is a free event, reserved solely to Italian and foreign market operators.

ART. 4 - ADMISSION: REQUIREMENTS FOR THE PARTICIPATION

4.1 Italian and foreign companies whose business falls within the subject of the Show are allowed to exhibit at VENDITALIA. Subject to the participation request being accepted by Venditalia Servizi Srl, Italian and foreign companies exhibiting directly or through their dealers, agents, representatives, professional associations, public agencies, institutional bodies who carry out their work within industries pertaining to the show may be allowed as exhibitors. To improve the exhibition, the organiser reserves the right to accept companies or bodies that do not meet the above requirements and/or to exclude others and/or to prohibit them from exhibiting in more than one stand.

4.2 Companies who are indebted to Venditalia Servizi Srl for any reason shall in no case be allowed to participate in VENDITALIA, and Venditalia Servizi Srl reserves the right to deny participation in the Show whenever it deems, at its discretion, that the applicant does not meet the necessary eligibility requirements. In this case, Venditalia Servizi Srl has no obligation to state the reasons for its decisions. Rejection of

the application may not give rise to the payment of any indemnity by way of damage compensation or interest.

ART. 5 - APPLICATION FORM - ACCEPTANCE OF THE GENERAL REGULATIONS

5.1 The **Application Form must be completed online by 15 March 2024**. The process of the Exhibitor's registration for Venditalia 2024 shall be deemed completed upon receipt of a copy of the present General Regulations bearing the double signature of the applicant's legal representative at the bottom thereof and accompanied by documentation certifying payment of the advance deposit. Should the documentation be incomplete the application will not be accepted, and the registration cannot be deemed completed.

5.2 By advance payment for bare area, the Exhibitor agrees to take part in the Event in the space assigned and involves the unconditional acceptance of these General Rules as well as of the Fiera Milano SpA Technical Regulations.

The **General Regulation** shall be sent addressed by post to Venditalia Servizi Srl (via Napo Torriani 29, 20124, Milano – MI - Italy) or by pec: venditaliaservizi@legalmail.it with stamp and signature for acceptance.

ART. 6 – REGISTRATION FEE AND ADVANCE DEPOSIT

6.1 The Application Form shall be accompanied by payment of the amounts below:

- **Registration fee:** € 540.00 by the company owning the stand
- **Advance deposit for bare area:** € 100,00 for each sq.m of surface area reserved.

6.2 The above amounts shall be paid to Fiera Milano SpA by credit card or bank transfer. Payment of the balance shall take place in the ways indicated in the Article 14. Advance deposit and subsequent issuance of invoice do not carry acceptance by Venditalia Servizi Srl of admission request. In the event request is not accepted the amount paid shall be reimbursed.

6.3 The Organiser will have the right to refuse admission of the Exhibitor, at its sole discretion, when its application is not accompanied by the required payment of registration fee and deposit.

6.4 The exhibitor must specify the company name and the identifying data, including taxpayer data, of all Co-Exhibitors/ Represented Companies whose products it intends to exhibit in its stand, using "Co-Exhibitor registration form" and/or "Represented Companies registration form" downloadable from your personal dashboard. The Exhibitor is required to pay for each Co-Exhibitor a fee of € 324.00 and for each Represented Company a fee of € 270.00.

6.5 As from January 1st, 2011, in accordance with the Legislative Decree no. 8/2010 in application of the EU directive no. 18/2010, foreign Exhibitors liable for taxation are not required any longer to pay the V.A.T. on stand fee and services

connected with the Show, with the exclusion of non-commercial Companies/authorities and private individuals. In order to identify the type of Exhibitor (Company liable for taxation/non-commercial Company or private individual), before the issuing of the invoice it is essential to receive the information on the V.A.T. number/ID code or other documents proving the status of company and not of private individual. It is therefore absolutely necessary that Applications for participation are sent with the above information to Organiser, otherwise invoices will have to be issued with the Italian Value-Added Tax. Foreign exhibitors interested in recovering the VAT can contact:

- THE REVENUE SERVICE - Pescara Operating Centre (only for exhibitors in Israel, Switzerland and Norway) Tel. +39/085-5771 – Fax +39/085-52145.
- THE TAX AUTHORITIES of their State (for European Union Exhibitors).

ART. 7 - REGISTRATIONS OF PUBLIC AGENCIES AND/OR PUBLIC INSTITUTIONS - OBLIGATIONS FOR THE TRACEABILITY OF FINANCIAL FLOWS

7.1 Venditalia Servizi Srl, in the performance of the services set out herein, must comply with all obligations for the traceability of the financial flows per Article 3 of Law no. 136 of 13 August 2010 with subsequent amendments and additions. In particular, if the exhibitor is a public agency and/or company with public capital and/or in any case considered a “client” in accordance with the aforesaid law, Venditalia Servizi Srl:

- a) assumes, under penalty of absolute invalidity of the present agreement, all obligations for the traceability of the financial flows per Article 3 of Law no. 136 of 13 August 2010 and subsequent amendments and additions – also in the dealings with its direct and indirect subcontractors of the chain of companies involved in the contract for any reason
- b) undertakes to use one or more bank or postal current accounts, opened at Banks or at the Company Poste Italiane SPA, dedicated, also not exclusively, to the specific public contract awarded
- c) undertakes immediately to notify the client and the Prefecture - Territorial Office of the Government having territorial jurisdiction that its counterparty has violated the obligations for the traceability of the financial flows and to terminate the contract, also with regard to the dealings with its own subcontractors.

7.2 The exhibitors deemed to be an “applicant” in accordance with the aforesaid law shall fill in the Application Form bearing, under penalty of invalidity of the Application, the Tender Identification Code (CIG) and, when mandatory, the unique project code (CUP) pertaining to the underlying public investment.

7.3 The exhibitor deemed to be a “client” in accordance with the aforesaid law shall be entitled to terminate the contract, pursuant to Section 1456 of the Italian Civil Code, if Fiera Milano SpA violates the obligation prescribed in letter b) of clause 7.1 above and/or, in general, it violates - also in its dealings with its direct and indirect subcontractors of the chain of companies interested in the contract for any reason - any obligation for the traceability of the financial flows per Article 3 of Law no. 136 of 13 August 2010 and subsequent amendments and additions.

ART. 8 - ASSIGNMENT OF STAND SPACES

8.1 Stands will be assigned at the sole discretion of Venditalia Servizi Srl, as far as possible taking into account requests received in the Application Form. Stands may be used only for the area and position as shown on the documents issued by Venditalia Servizi Srl.

8.2 Venditalia Servizi Srl is not bound by any requests from Exhibitors for specific location of the stand or by any requests relative to the size of the exhibition area spaces, which are understood merely as an indication or a preference.

8.3 The Assignment of stand space shall be communicated by Venditalia Servizi Srl by e-mail to the person in charge of the exhibition. It will be possible to download the floor plan on the “Exhibitor Portal”.

8.4 Venditalia Servizi Srl also reserves the right at its sole discretion at any time and therefore even after notification of stand assignment to amend and suppress certain product groups, to change or reduce the space already granted or to replace it with another one, even in a different zone of the hall.

8.5 In case of a reduction in the area, the participant will have the right to reimbursement of anything paid in excess only; in case of enlargement, the Exhibitor is required to pay the corresponding quota.

ART. 9 - CANCELLATION OF PARTICIPATION

9.1 The Exhibitor shall be entitled to withdraw from the participation contract, notifying Venditalia Servizi Srl via registered letter with return receipt (sent in advance via facsimile) within the deadline of 18th February 2024.

9.2 Venditalia Servizi Srl shall be entitled to retain the registration fee and the security deposit, by way of indemnity and penalty for exercising the right to withdraw.

9.3 If the Exhibitor sends the notice after the expiration of said term of 18th February 2024 (or does not send any notice), he shall in any case (even if he withdraws from participation) be obligated to pay, in addition to the registration fee, also the entire participation charge, subject to the right of Venditalia Servizi Srl to be compensated for higher direct and/or indirect damages. In all cases of renouncement, Venditalia Servizi Srl reserves the right to assign the stand to another company.

9.4 The entire participation fee shall be paid as penalty for any cancellations received after 18th February 2024. In all cases of renouncement, Venditalia Servizi Srl reserves the right to assign the stand to another exhibitor.

ART. 10 - PARTICIPATION AND REGISTRATION FEES

10.1 Participation and registration fees are based on the entire and continuous surface occupied by the stand of a single company. In case of participation of Co-Exhibitors and/or Represented Companies, the direct exhibitor has the obligation to fill in “Co-Exhibitor registration form” and/or “Represented Companies registration form” downloadable from your personal dashboard.

10.2 The participation and registration fees also include:

- a) exhibitor badges (see Art. 17);
- b) possibility of free car parking space inside Fiera Milano (see Art 18);
- c) payment of copyright deriving from any audio-visual installations in the stands, subject to duties regulations. However, this coverage does not include live shows (with singer and/or musical instruments) for which the Exhibitor must provide directly at the SIAE offices located in the city. Also included are the rights due, in accordance with Articles 72 and

73bis of Law 633/1941, to artists and performers and to phonographic producers owning the rights on the recordings and, on their behalf, to SCF-Consortio Fonografici. Not included, instead, are the rights due to artists and performers and to phonographic producers in accordance with Article 73 of the aforementioned Law for the playing of phonograms and musical videos during fashion shows, DJ sets with or without dancing. Therefore, organisers of such events are invited to contact SCF-Consortio Fonografici, Via Leone XIII, 14, Milan, Italy, to fulfil the obligations prescribed by current laws

- d) municipal tax on advertising
- e) cleaning of stand space (see Art 16)
- f) fire extinguishers
- g) The first connection to a 32A / 400V 3P+N+T plug is free till of 10 KW of power installed; in this first connection the power installed over 10 KW will be charged in the final statement of account at a forfait cost of 200€. For each additional connection to a 32A/400V 3P+N+T CEE socket, the cost of € 675.00 + VAT will be charged.
- h) authorization to use "VENDITALIA" logos for advertising
- i) sign indicating the stand space
- l) use of the new Fiera Milano platform
- m) inclusion of the Exhibitor in the new version of the Venditalia 2024 online catalogue, accessible from www.venditalia.com
- n) Use of the APP for visitors customized with exhibitor logo.

ART. 11 - STAND FITTING

11.1 Stands (Bare Area) are at the disposition of exhibitors and are delineated by colored strips on the ground. All installations and systems shall be built in compliance with safety and fire prevention regulations and with all other rules safeguarding the personal and material safety of exhibitors and third parties. Dedicated Technical Regulations shall set out all rules for outfitting and furnishing the stand spaces. Installations shall be contained within the assigned surface.

11.2 The exhibitor must **upload the project** of setting up stand on the "Exhibitor Portal" for the necessary checks, **no later than 19 April 2024**. Solid panels measuring more than 70% of the total length of the corridor side of the stand may not be installed. Breach of the above rule by the Exhibitor will be contested by the organiser and the Exhibitor will be fined a sum equal to 30% of the total cost of the stand. The hanging is only permitted after the verification of feasibility by rigging service of Fiera Milano. The laying of cables on the fixed structures of the pavilions is the exclusive responsibility of Fiera Milano.

N.B.: The height for set-ups is confirmed as 5,00 metres (including brands, signs and hanging structures).

11.3 Fiera Milano (Customer Service - Exhibitor Assistance with the assistance of the Logistics Service) does not allow the start of stand construction work if the Exhibitor fails to send the project. An unauthorized start of the set-up work may result in the application of a penalty of € 500,00.

ART. 12 - FINES FOR EARLY DISMANTLING - STAND REMOVAL AND RIGHT OF RETENTION AND RECOVERY

12.1 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 (at 3.30 p.m. of the May 14, 2022), is subject to a fine calculated on the surface booked: from 0 to 72 sq.m. € 2.000,00; from 73 to 144 sq.m. € 4.000,00; over 144 sq.m. €

6.000,00. In addition, such violation shall be subject to review to determine possible ban to participation in the show in future.

12.2 Collective stand organiser are strongly requested to pay the utmost attention that co-exhibitors comply with this rule. In addition, such violation shall be subject to review to determine possible ban to participation in the show in future.

12.3 After the event closes down, stands shall be removed no later than the date prescribed by the rules about setting up and dismantling. Otherwise, the Organiser and Fiera Milano SpA shall not be liable in any way for the goods and the materials and anything that may be stored therein and reserves the right to proceed with their removal and storage, without any liability and at the breaching party's expense and risk.

12.4 If Fiera Milano SpA, at its discretion, opts not to remove materials abandoned in the stand, the exhibitor shall be charged a penalty of € 240.00 per day, as well as compensation for any additional damages. Once two months have elapsed, any unclaimed goods and materials may be auctioned off and the proceeds, net of all expenses and any rights of Fiera Milano SpA, shall be credited to the exhibitor.

12.5 Permanence of the materials of the exhibiting company in the Trade Fair District also entails the obligation to pay to Fiera Milano SpA the fee for occupying the area outside a trade show.

ART. 13 - FIERA MILANO PLATFORM – EXHIBITOR PORTAL AND DIGITAL PLATFORM

13.1 The Exhibitor will be able to access the Fiera Milano Exhibitor Portal through a personal account (FIERA ID) sent directly from the Fiera Milano system to the Exhibitor's email address made available to Venditalia at the time of registration. The exhibitor can independently carry out all the activities useful for organizing their presence at the fair on the Exhibitor Portal: fill in official documents, view invoices and payments, manage their exhibitor entry badges, purchase all additional services, access to the new digital catalogue of the exhibition.

13.2 The necessary services can be requested through the Fiera Milano Exhibitor Portal. To avoid delays in completing the work and allow Fiera Milano companies to prepare what is necessary, it is advisable to confirm the service, attaching the list and technical diagram of the equipment to be connected and installing it on the stand, at least 20 days before the start of the event. After this date, the provision of the service is not guaranteed and the rates will vary.

13.3 The catalogue must be filled in online exclusively by the Exhibitor, by accessing the Exhibitor Portal (through the link and the specific credentials provided by Fiera Milano).

13.4 The Exhibitor is solely and exclusively responsible for the contents included in his personal page. Venditalia therefore declines all responsibility for contents, errors, omissions or, more generally, violation of the industrial property rights of third parties.

13.5 In any case, VENDITALIA may carry out random checks on the contents posted by the Exhibitor, ordering, if necessary, their removal or modification, in whole or in part, if they are contrary to public order or current regulations.

ART. 14 - TERMS OF PAYMENT – STATEMENTS OF ACCOUNT – EXIT PASSES

14.1 The participation fee shall be paid within 15 days from receipt of the invoice. All payments shall be made out to Fiera Milano SpA.

14.2 Exhibitors who have not paid the exhibition fee will not be allowed to enter the exhibition area.

14.3 In the days immediately preceding the closing of the Show, the administrative offices of Fiera Milano SpA shall recapitulate all invoices issues and still to be paid for additional services and supplies, as well as any other charges. Any objections to the charges must be presented by the exhibitor before the closing of the event, after this deadline they will no longer be accepted. The statement of account can be found on the Exhibitor Portal, and the remittance of the amount to be paid by the Exhibitor can be carried out directly from the head office by bank transfer or credit card, accessing the Exhibitor Portal site, or producing the statement of account at the bank counters operating on the Exhibition premises. The removal of exhibits as well as fitting-up materials and other items belonging to Exhibitors is conditioned by the production of Exhibitors' cards at the gates of the Fair Grounds; said cards will authorize the exit provided that Exhibitors have fulfilled all their contractual obligations towards Fiera Milano and/or the Organizer.

ART. 15 - STAND SURVEILLANCE

15.1 Fiera Milano carries out a general surveillance service in the exhibition centre. The Exhibitor is responsible for the custody and surveillance of the stand and its contents, both during the course of the event and during the set-up and dismantling phases.

15.2 Exhibitors must pay the utmost attention to the materials, goods and objects belonging to them and maintain a constant presence of their personnel on the stand, especially on the eve of the event, until the closing time of the pavilions. Precious or valuable objects must be stored in wardrobes, bulletin boards fixed to the walls or in locked drawers. During closing hours, it is forbidden to stay inside the pavilions.

15.3 Fiera Milano provides specific surveillance services: the Exhibitor can request them from the District Logistics Service through the Fiera Milano Exhibitor Portal, within the established terms and conditions. It is advisable to confirm the service well in advance, at least 20 days before the event: after this date the rates will change. During the closing hours of the pavilions, services performed by Supervisory Institutes other than those authorized by Fiera Milano are not permitted.

ART 16 - STAND CLEANING - WASTE DISPOSAL

16.1 The stand area cleaning service will be carried out after the closing of the pavilions by Fiera Milano S.p.A. Internal cleaning of the stand, if not included in the participation fee, can be requested through the Fiera Milano Exhibitor Portal. It is advisable to confirm the service well in advance, at least 20 days before the event: after this date the rates will change. The service will be carried out by the personnel in charge during the closing hours of the pavilion, starting from the evening before the event. To facilitate cleaning operations, the Exhibitor is required to leave the spaces concerned usable. The service includes the following services: cleaning of the floor and any coverings: carpet washing and the elimination of stains or traces from it are excluded; dusting of the furniture installed in the stand (excluding those on display); emptying of waste bins. The furnishings, materials, equipment and products on display are excluded from the service.

16.2 The collection, possession, transport, storage and recovery of waste must be carried out in compliance with the D.lvo n. 152 del 2006 and s.m.i It is the obligation of the

Exhibitor to remove waste daily from the Exhibition District, disposing for its transfer to authorized recovery/disposal facilities, as required by current legislation. In accordance with the Technical Regulations, the Exhibitor and its representatives are jointly and severally liable for the correct disposal of the waste produced inside the assigned exhibition space. It is forbidden for the Exhibitor (or his representatives) to abandon waste of any kind within the exhibition spaces, both in the assigned space and in the common areas (lanes, roads, etc.). The Exhibitor or his appointed personnel can remove their waste directly or availing themselves of an authorized waste management company between those inscribed in the National Register of Environmental Managers (<https://www.albonazionalegestoriambientali.it/Public/Elenchi/critti>). The ban on waste dumping and the related obligation to properly manage/dispose of the same should be understood as referring to all waste materials and materials resulting from assembly/dismantling work (packaging, materials used such as walls, false ceilings, floor coverings, etc.). On the other hand, during the event, waste deriving from cleaning of the stand, carried out by companies appointed by FIERA MILANO S.P.A., is excluded from the obligation, which concerns cleaning of the floor and any coverings and emptying of the waste bins of the stand. In case of waste dumping inside the Exhibition District, Fiera Milano will apply a penalty of € 5,000.00 (five thousand euros) without prejudice to compensation for further damage and reserves the right to send away the responsible fitting company and to bring legal proceedings. The Exhibitor is required to comply with all local regulations in force and in accordance with the provisions of the Regulations for the regulation of urban solid waste collection services, differentiated waste collection and urban hygiene, adopted by the Municipality of Rho - pursuant to art. 198, c.3 of Legislative Decree 152/2006 – during the course of the event, the Exhibitor and his representatives are required to separate waste collection, separating it by type and nature in the bins located inside the pavilions and in the specially equipped outdoor areas. In this way it will be possible to guarantee the separate management of the different types of waste and promote their recovery in controlled supply chains.

ART. 17 - EXHIBITOR ENTRY BADGES - CUSTOMER INVITATIONS

17.1 Exhibitor Entry Badge are to be used exclusively for service personnel at the stand and are valid in the days of the show and during the setting up/dismantling operations.

17.2 The number of exhibitor badges issued shall be in proportion to the occupied surface area. The following quantities of entry badges shall be assigned:

- from 16 sq.m to 31 sq.m:	5 badges;
- from 32 sq.m to 47 sq.m:	7 badges;
- from 48 sq.m to 63 sq.m:	9 badges;
- from 64 sq.m to 95 sq.m:	11 badges;
- from 96 sq.m to 127 sq.m:	13 badges;
- from 128 sq.m to 159 sq.m:	15 badges;
- from 160 sq.m to 189 sq.m:	17 badges;
- from 190 sq.m to 229 sq.m:	20 badges;
- over 230 sq.m:	23 badges.

The Co-Exhibitor will have n.2 entry badges.

17.3 Supplementary entry badges will be provided on request, using the form " Extra Exhibitor Badge" (shown in the

"Additional Services" section of its reserved area espositori.venditalia.com).

17.4 Admission to visit the event is free, upon registration. Direct Exhibitors and Co-Exhibitor will receive the link for visitor badge form to use to invite their customers.

ART. 18 - EXHIBITORS' CAR PARKING PASS

18.1 Every Direct Exhibitors owning a stand will have available a number of car parking pass, valid throughout the duration of the show (from the 11th to the 14th May 2022), in proportion to the surface area of the stand. This entitlement must be confirmed. The following car parking spaces will be provided free of charge: (1) one car parking pass for each Exhibitor plus an extra one for every 100 m² occupied.

18.2 Every Co-Exhibitor will be provided free of charge: (1) one car parking space inside the district throughout the duration of the show. This entitlement must be confirmed.

18.3 Additional paid car parking pass may be requested using the "Extra car parking" (shown in the "Additional Services" section of its reserved area espositori.venditalia.com), at prices in line with current fees, up to the limits of actual availability. Once the passes availability has been completed by the Organizing Secretariat, it will be possible to purchase additional passes on the Exhibitor Portal of Fiera Milano in the "Purchase in Eservice" section.

ART. 19 - FOOD AND CATERING SERVICES

Exhibiting companies can apply for Fiera Milano food and catering services in the respective section of the Exhibitor Portal and/or by contacting all.catering.mico@compass-group.it tel. (+39)335 1264570. Third party catering companies and exhibitors who wish to offer food and drink to their guests of their own accord can purchase passes for access and resupply when submitting the necessary documentation. The procedure is available on the Obligatory Documentation - Catering section of the "Exhibitor Portal" and in the Fiera Milano Technical Regulation. In accepting this General Regulation, exhibitors who provide their own catering separately from the services provided by Fiera Milano declare that they are aware of the provisions of the Italian Prime Ministerial Decree dtd. 17 May 2020 and its amendments and agree to observe its requirements.

ART. 20 - PHOTOGRAPHS, DRAWINGS, TELEVISION SHOTS, PROTECTION OF TRADEMARKS

20.1 Visitors and exhibitors shall not take any picture nor make any drawing or filming inside Exhibition halls unless specifically authorized by Venditalia Servizi Srl.

20.2 The Exhibitor acknowledges and accepts that Venditalia Servizi Srl has the right to take pictures of the stands (Including reproductions of products and their brands) and filming of the exterior of any stand and use, publish and diffuse their reproductions, even without formal agreement of Exhibitor and may be used by the Organiser without time limitation and supports. Therefore, in such circumstances, the exhibitor (and/or Co-Exhibitors and/or Represented Companies) will have nothing to expect from Venditalia Servizi Srl for the aforementioned behaviours.

ART. 21 - USE OF SUPPORTS

21.1 Use of audio, video, graphical, or multimedia supports containing original works or parts of the same

protected pursuant to Act n.633 of 22.04.1941 shall be subject to the payment of royalties on copyrights and of such charges as pertain to certification of said supports pursuant to art. 181-bis of said Act.

21.2 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 n.633/41.

ART. 22 - 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. (see art. 8.2.2 "Sound diffusion and projections" of the Technical Regulation). The Organizer and/or Fiera Milano SpA may use loudspeakers on the premises to make public announcements or in case of emergency.

ART. 23 - ADVERTISING

Within the trade district, all advertising, except within the exhibitor's own stand, shall be carried out solely through Fiera Milano SpA or by its appointed Entity.

ART. 24 - MUNICIPAL TAX ON ADVERTISING

Subject to rules for participation, exhibitors shall pay to the Municipality of Milan the tax prescribed for all matters deemed taxable in accordance with Presidential Decree no. 639 of 26 October 1972. As a result of the agreements reached by Fiera Milano SpA and the Municipality Milan in the interest of exhibitors, said tax is set as a lump sum on the basis of the surface area occupied by the Show. To avoid costly procedures for exhibitors, the tax is included in the participation fee and Fiera Milano SpA will subsequently pay it to the Municipality.

ART. 25 - INSURANCE - LIMITATIONS OF LIABILITY

25.1. "All risks" Policy of the Exhibitors (excluding terrorism and sabotage risks). The Exhibitor/co-Exhibitor must have an All Risks policy on the whole value of goods, machinery, equipment and fittings taken into and/or used in the Fiera Milano exhibition centre with a waiver of right to claim compensation towards Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, the Organiser and any third party involved in the organisation of the event. In case of subrogation from its own insurer, the Exhibitor/co-Exhibitor guarantees to hold the aforementioned Subjects harmless. Fiera Milano furnishes to Exhibitor/co-Exhibitor, free of charge, an "All Risks" insurance with a limit of Euro 25.000,00, to cover all goods, machinery, fixtures, fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors/co-Exhibitors. Coverage includes the stipulation of 10% insurance exclusion for each claim in the event of theft, with a minimum of Euro 250,00 and doubling this amounts for the reports submitted after the closing of the exhibition. In Fiera Milano Exhibitor Portal, Compulsory Document section – Insurance, you shall find the link to receive information about the "All Risks" policy, provided by Fiera Milano free of charge. For any further information, please contact: Marsh S.p.A. Phone (+39) 02 48538909 e-mail: fiera.milano@marsh.com

25.2. Third Party Liability Policy - This coverage is automatically provided, free of charge, for all exhibitors by Fiera Milano. This will become an extension of its general policy that

has a limit of no less than Euro 100,000,000.00 (one hundred million).

25.3. **Limitation of Liability** - The Exhibitor/co-Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability for consequential losses, reputational damage, loss of revenues, etc. Also for any direct loss, since each Exhibitor/co-Exhibitor has in custody/care the reserved exhibition spaces and is responsible for the goods contained therein, the Exhibitor/co-Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability, for goods/values covered and/or not covered and/or exceeding from the above mentioned Art. 15.1. The Exhibitor/co-Exhibitor acknowledges that Fiera Milano shall not provide insurance service/policy, or provide any benefit to the extent that the provision of such services or benefit would violate applicable law or expose Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, to any sanction, prohibition or restriction under ONU Security Council Resolutions or under other trade or economic sanctions, laws or regulations. Therefore the Exhibitor/co-Exhibitor under those restrictions, will not be covered by any insurance policy and release hereby Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, against all liabilities for any harmful event that may be suffered within the Exhibition Centers available / owned / managed by the aforementioned subjects, nor will have any action, claim or request against such Subjects, for the aforementioned events.

ART. 26 - DAMAGES 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 found within the Technical Regulations available for consultation at the website of Fiera Milano www.fieramilano.it_Exhibitors_Technical Documents

ART. 27 - SUPPLEMENTARY REGULATIONS

Venditalia Servizi Srl 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 Venditalia Servizi Srl reserves the right to close down stand. Such decision does not entitle the Exhibitor to reimbursement or compensation on any ground whatsoever.

ART. 28 - FORCE MAJEURE

28.1 If the Fair cannot take place for any reason not attributable to Fiera Milano SpA and to Venditalia Servizi Srl, the latter may change the date, place and methods for holding it and even cancel the show without paying any damages to Exhibitors.

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

ART. 29 - EXPOSURE OF PRICES AND SALE OF PRODUCTS

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.

ART. 30 - FORBIDDEN ACTIVITIES

30.1 In general, any activity that may be detrimental to disturb or harm the normal running of the Event is forbidden. The following activities are absolutely prohibited:

- a) distribution of flyers in the pavilion corridors or on the roads inside the Fairgrounds;
- b) any kind of expression that due to its outward appearance or form may represent direct comparison with another Exhibitor;
- c) the distribution and delivery of any technical-informative and advertising material (magazines, manuals, books, brochures or anything else) not strictly pertinent to the Exhibitor, who may however distribute or deliver advertising material as long as it is strictly pertinent to his business sector, solely on his own stand; posters referring to calls for tender by bodies, organizations, newspapers, weekly or specialist magazines may not be displayed even on stands without prior written authorization from Fiera Milano SpA;
- d) introducing animals, except those accompanying disabled persons;
- e) allowing entry to persons under 18, even if accompanied by an adult;
- f) promoting offers, begging and requesting donations of any kind; religious, political and union activities;
- g) smoking inside all the enclosed spaces of the trade show district
- h) permanence on the stands or in the area of the Event during closing hours.

30.2 No compliance with only one of the forbidden activities could lead immediate closure of the stand, through a simple written letter from the Organizer and/or Fiera Milano SpA.

ART. 31 - USE OF IMAGES OF THE EXHIBITOR ACQUIRED DURING THE EXHIBITION

In relation to the images of the Exhibitor, his/her stand and/or his/her representatives, members, employees and collaborators, taken or recorded in any way (such as, using cameras, video cameras or audiovisual recordings) during the Event, the above-mentioned Exhibitor declares to be aware, pursuant to European (EU) General Data Protection Regulation 2016/679, that Venditalia Servizi srl and Fiera Milano S.p.A. may collect and process said images and disseminate them for informative, promotional and commercial purposes and therefore grants Venditalia Servizi and Fiera Milano S.p.A. the free use of the aforesaid images, for these purposes, as per articles 96 and 97 of Italian Law no. 633/1941, authorising Venditalia Servizi srl and Fiera Milano S.p.A. to use them through any means of communication (including, for example, brochures, presentations, catalogues and, in general, all the printed material necessary for the promotion, TV, pay-per-view, etc.) and disclosure via internet (company website, social networks, etc.) or via magazines and other publications, including digital ones, with the rights to adapt and reproduce them for the purposes provided for by the law. For this purpose, the Exhibitor declares and guarantees to have: (i) obtained, if

necessary, the authorisation, after appropriate Privacy Note, of the data subjects for the processing of the data regarding their photos, video recordings etc. by Fiera Milano S.p.A. and even by Venditalia Servizi srl including their disclosure for informative, promotional and advertising purposes pursuant to the terms of the European (EU) General Data Protection Regulation 2016/679; (ii) obtained the authorisation for the use and disclosure of the images, pursuant to Articles 96 and 97 of Italian Law no. 633/1941 on copyright, in the above-mentioned terms, from the natural persons portrayed or recorded, their representatives, members, employees and collaborators during the above-mentioned event. In relation to the previous sections (i) and (ii), the Exhibitor undertakes to indemnify and hold Venditalia Servizi srl and Fiera Milano S.p.A. harmless from all disputes, actions or claims that may be raised by the above-mentioned persons with regard to the indicated use and disclosure of the relative images described above.

ART. 32 - DEFINITIVE TECHNICAL PROVISIONS

32.1 Additional rules of a technical and general nature shall be communicated on-line through the Technical Regulations, available for downloading from the website www.fieramilano.it; they will form an integral part of these Regulations.

32.2 Exhibitors and their outfitters for the construction of the stands shall strictly comply with the rules contained in Legislative Decree 81/2008. In compliance with the aforementioned decree, exhibitors shall also indicate, in the space provided in the participation application, the person responsible for safety in the stand. Additionally, the exhibitor may make use of optional services provided by Fiera Milano SpA through the Fiera Milano virtual store, "Exhibitor Portal", e.g.: connection to the water supply, catering, IT services, telecommunication systems, hanging fixtures, rental of lighting trusses, etc. Optional services are not included in the participation fees, and they shall be invoiced separately by Fiera Milano SpA.

ART. 33 - OCCUPATIONAL SAFETY

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

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

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

related activities), the verification and observance of which remains the responsibility of the Exhibitor itself.

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

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

33.6 Fiera Milano may remove from the Exhibition Centre the personnel of the executing companies / self-employed workers who work on behalf of the Exhibitor from the Fiera exhibition center if they do not have the identification card provided for in Articles 18, 21 and 26 of the Legislative Decree 81/08 and non-EU personnel if, even in the presence of the aforementioned card, they are not in possession of the required legal documentation. The Employer who is responsible for such personnel will be charged consequently. The Exhibitor that, as customer, has authorised the company to operate in the district, will be informed of the claim.

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

33.8 Each Exhibitor must appoint a "Contact Person for the Exhibition Safety of the exhibitor" (hereinafter RSE) who will, for safety purposes, be liable towards all subjects possibly involved for all responsibilities in respect of the activities conducted on the Exhibitor's behalf. The name and all references of the RSE, must be communicated to Organizer, before the start of the assembly work of the stand and in any case before access by workers and the introduction of materials in the exhibition center.

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

33.10 The most relevant obligation for the Customer (Exhibitor) concerns the DUVRI [Unified Document for the assessment of Interference Risks], or the PSC [Safety and Coordination Plan] in the event that, respectively, the rules contained in article 26 of the Italian Legislative Decree 81/08 are applied, or those contained in Title IV of the same decree, according to the provisions of the Italian Interministerial Decree of 22 July 2014. This documentation must be uploaded to the appropriate section of the Fiera Milano Exhibitor Portal, that we remind you to be available to the competent authorities (ATS and law enforcement agencies) and be present at the stand

for the entire period of the event (including assembly and dismantling).

ART. 33-bis - MEASURES TO GUARANTEE PERSONAL SECURITY IN THE FIERA EXHIBITION CENTRE

Fiera Milano, in observance of the instructions provided by the Public Security Authority, has adopted the infrastructural, organisational and operational measures deemed necessary to guarantee the security of the individuals present for any reason in the Fiera Exhibition Centre.

Merely by way of example, the following may be provided for, at the sole discretion of Fiera Milano:

- a) particular means of access to and exit from the Fiera Exhibition Centre (specific entrances/exits or reserved lanes, times, systems for the regulation and control of accesses and flows), which may be differentiated according to user categories;
- b) security checks, which may also be carried out with the aid of fixed or portable equipment or instruments, on people, baggage and personal effects, both upon entry to the Fiera Exhibition Centre and inside it, and, where necessary, upon exit. These checks will be carried out by Fiera Milano staff or by third parties entrusted by Fiera Milano for the purpose. Without prejudice to notification to Law Enforcement Agencies and any measures that may be adopted thereby, users who refuse to undergo checks will be prevented from entering the Fiera Exhibition Centre. If said users are already in the trade fair district, they will be removed immediately. Users invited to undergo a check must guarantee maximum collaboration, so that the check can be carried out as effectively and quickly as possible given the nature of the activity. Following said checks, and without prejudice to notification to Law Enforcement Agencies and any measures that may consequently be adopted thereby, Fiera Milano reserves the right, at its sole discretion, to refuse entry to the trade fair district to suspect individuals or objects, and to immediately remove any suspect individuals already inside the trade fair district; suspect objects must be immediately removed from the trade fair district by and under the responsibility of those in possession of them. Fiera Milano is under no obligation to provide services for the safekeeping of suspect objects;
- c) variations or limits to pedestrian and vehicular routes within the Fiera Exhibition Centre, including the positioning of barriers, Jersey barriers, speed bumps and the like;
- d) forcible removal, at the risk and expense of the owner, of means of transport of work equipment, objects or personal effects deemed suspect or liable to interfere with security checks.

The measures in this paragraph are also applicable to all visitors and guests admitted to the trade fair events.

ART. 34 - FIERA MILANO SpA AND ORGANISATION OBLIGATIONS AND RESPONSIBILITIES

34.1 Fiera Milano SpA and Venditalia Servizi Srl will be liable to Exhibitors for handing over the stand as assigned according to article 8 above, and for supplying services as per article 10 of these Regulations. In any case, Exhibitors shall exonerate Fiera Milano SpA and Venditalia Servizi Srl from any responsibility in the limits as per article 1229 C.C.

34.2 Exhibitors declare that they waive Fiera Milano SpA and Venditalia Servizi Srl from any liability in relation to any dispute, active or passive, whose object is industrial property

rights relative to machinery and/or products displayed during the Fair, including therein those not protected by exclusive rights at the time they were exhibited.

ART. 35 - PROCESSING OF THE EXHIBITOR'S PERSONAL DATA

35.1 .The exhibitor states to be informed that the provisions of the European (EU) General Data Protection Regulation 2016/679 ("GDPR") concern the processing of natural persons' data ("Personal Data") and do not apply to legal persons (companies), organisations and associations and the information ("Information") referring to these subjects, for which only the regulations on the electronic trade communications mailing remain, for which it is required to Exhibitor (legal person, organization or association) to provide his/her prior consent to the mailing of such electronic communications for direct marketing purposes.

35.2. Exhibitor's Personal Data, where operating as a sole proprietorship, a small entrepreneur or a professional as well as his/her representatives, members, employees and collaborators provided in the Application form or also issued subsequently, as well as those acquired from third parties (e.g.: partners, commercial information companies, etc.) or during the Event (including, e.g. any photos or video recordings at the stands: see Article n. 30) is collected and processed by Venditalia Servizi srl and Fiera Milano S.p.A. as Data Controllers for their own specific activities (the "Data Controllers" or "our Companies") pursuant to the terms described in the Privacy Note provided in Annex I

35.3. The attached note as referred to in the previous paragraph is provided by Venditalia Servizi srl and Fiera Milano S.p.A. in accordance to art. 13 of GDPR and the Exhibitor undertakes to convey it to natural persons (his/her representatives, members, employees and collaborators) whose Personal Data has been provided for the purposes of their participation in the Event and of the provision of the connected services as well as to guarantee that the Personal Data is lawfully processed by our Companies for these purposes and to release from liability and/or to indemnify our Companies for every cost or damage caused by the Exhibitor's breach of the duties of the undertaken obligations towards our Companies in accordance with this article.

ART. 36 - PENALTIES AND GUARANTEES

All the provisions contained in these Regulations are essential and cannot be take separately.

36.2 Without prejudice to the right of Fiera Milano SpA and/or of Venditalia Servizi Srl to obtain both full payment of what is due to them and to claim for damages sustained, and irrespective of the applicant of penalties as set out by the single cases against the participant that breaks the Regulations as per the paragraph above, Fiera Milano SpA and/or Venditalia Servizi Srl reserve the right to apply, at their sole discretion, and depending on the seriousness of the case, the following penalties, also jointly with each other:

- a) Payment of a penalty of no less than the amount of the fee due for the stand, and no more than double the same fee;
- b) Temporary closing of the stand;
- c) Definitive revocation of concession of the stand;
- d) Prevention of further access to the exhibition centre.

36.3 In none of these cases shall the participant have the right to claims or reimbursements of any kind.

36.4 To guarantee the rights claimed by Fiera Milano SpA and/or by Venditalia Servizi Srl for everything the participant owes them for anything whatsoever – including therein payment for any damages suffered by Fiera Milano SpA itself – Fiera Milano SpA and/or Venditalia Servizi Srl has the right both to consider their own the property of the participant existing in the exhibition centre and to pay itself off first from the moneys made from its sale.

ART. 37 - OBLIGATION OF COMPLIANCE OF GENERAL REGULATIONS

The Exhibitor agrees to observe and, pursuant to section 1381 of the Civil Code, to make sure that Co-Exhibitors and/or Represented Company observe the regulations of this General Regulations for the behaviours referred to them according to those regulations.

ART. 37-bis - OTHER MEASURES

Without prejudice to the individual measures, compliance with the General Regulation is enforced by the staff of Venditalia Servizi srl and CONFIDA, the pertinent offices of Fiera Milano and, where necessary, to third parties (physical or legal persons) appointed by the same.

ART. 38 - REFERENCE TO CIVIL CODE REGULATIONS

Refer to the Italian Civil Code Regulations for anything not specifically stated in these Regulations.

ART. 39- LANGUAGE OF REGULATIONS

These Regulations are written in Italian and in other languages. In the event of discrepancies, the Italian text shall prevail.

ART. 40 - COURT OF JURISDICTION

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

Legal Representative of the Company
(seal and legible signature)

Data _____

The Exhibitor hereby declares that it expressly approves, for the effects of Arts. 1341 et seq. of the Civil Code, the requirements of this Regulation, and all the technical and operational provisions also issued by means of subsequent communication.

Legal Representative of the Company
(seal and legible signature)

Data _____

In particular, the following articles are approved 3 (Place, date and schedule of the exhibition); 4 (Requirements for the participation); 5 (Application form - Acceptance of the General Regulations) 8 (Assignment of stands); 9 (Cancellation of participation); 11 (Stand Fitting); 12 (Fines for early dismantling - stand removal and right of retention and recovery); 13 (Fiera Milano Platform – Exhibitor Portal and DIGITAL PLATFORM); 14 (Terms of payment – statements of account – exit passes); 15 (Stand general security); 16 (Stand Cleaning and waste management); 20 (Photographs, Drawings, Television shots, Protection of Trademarks); 21 (Use of support); 23 (Advertising); 25 (Insurance – Limitations of Liability); 26 (Damages to Stands); 27 (Supplementary Regulations); 28 (Force Majeure); 29 (Exposure of Prices and Sale of Products); 30 (Forbidden Activities); 31 (Use of images of the exhibitor acquired during the exhibition); 32 (Definitive Technical Provisions); 33.bis (Measures to guarantee personal security in the Fiera Exhibition Centre); 34 (Fiera Milano SpA and Organization Obligations and Responsibilities); 35 (Processing of the exhibitor's personal data); 36 (Penalties and guarantees); 37 (Obligation of compliance of general regulations); 37.bis (Other Measures); 40 (Court Of Jurisdiction).

Legal Representative of the Company
(seal and legible signature)

Data _____

Annex I

Privacy Policy - Processing of Exhibitor's personal data Note

Art. 13 of UE regulation 2016/679 – Processing of personal data general regulation

The Personal Data provided with the Admission Form by Exhibitor or even given subsequently, as well as obtained also from third parties (e.g. partners, commercial information companies etc) or during the Event (also for example any photo or video recording at the stand), are collected and processed by Fiera Milano and Fiera Milano S.p.A. as Data Controllers for the purpose of carrying out their own activities relating to their respective competence (hereinafter, "Data Controllers" or "our Companies"), for the following purposes:

a) with reference to Fiera Milano to meet the obligations and the provisions of services concerning the Admission Form, the participation fee payment and the Event participation, as well as to carry out the related administrative and accounting activities and tax obligations and to fulfil their regulatory obligations: for these purposes Fiera Milano makes use of the services provided by Fiera Milano which processes the personal data as Data Processor on behalf of Fiera Milano itself, regarding these specific activities;

b) with reference to Fiera Milano, to meet the obligations and the provision of services directly required to Fiera Milano by Exhibitors (e.g. through the Exhibitor Portal) and to carry out separate activities of security activity management of the Venue located in Milano City, based on the obligations in charge of Fiera Milano itself as Venue manager as per the existing legislation.

In accordance with the above outlined purposes, the processing of Exhibitor's Personal Data is thus necessary to establish and execute the contract concerning the event participation, meeting the related legal obligations and pursuing the legitimate interests of our companies and companies of our Group for administrative, organisational, technical and security activity management related to the Exhibitor's participation in the event and the provision of the connected services. Failure, even partial, to provide the required personal data would not permit the Exhibitor's admission to the event and the supply of the connected services.

For the aforesaid purposes, the Exhibitor's personal data:

a) will be processed also with electronic tools, with specific, mainly computerised, procedures and appropriate way to ensure the correct management of the provided services. Personal data may be kept even after the event for administrative and accounting activities and tax obligations, for a period required by standard rules (usually ten years);

b) can also be known by personnel and collaborators authorised to process data by our Companies in order to carry out administrative, technical, and security activities related to the organisation and management of the event and to the provision of services required by the Exhibitor;

c) can also be communicated by our companies to other companies of our respective Groups (for Fiera Milano see updated list on www.fieramilano.it) and to trusted companies that provide us with organisational and technical services connected to the event, such as contractors, service and maintenance companies, printers, data processing companies, administrative consultancy office and companies appointed to survey the performance of the event. The companies that process personal data on behalf of Fiera Milano operate as Data Processors complying with specific obligations contractually stated;

d) can be transferred to companies outside the EU, if the European Commission has recognised that these countries offer an adequate level of data protection (e.g. Switzerland, Australia, Israel), or, on the basis of suitable guarantees (such as standard contractual clauses or binding corporate regulations) or, should these conditions not be fulfilled, if said transfer is authorised by the Exhibitor or necessary for executing the contract.

e) can be communicate on the Event's web site and catalogue, on the basis of the publishing obligations provided for in the contract with the Exhibitor.

Personal data (including images) concerning the Exhibitor's business (entrepreneurial or professional), can also be subject to independent and different processing by our companies for the pursuit of our respective legitimate interests related to the analysis of the information connected to the Exhibitor's activities, to the participation in the Event and to the provision of required services and, in particular, for the identification, through electronic processing, of the preferences and potential interested services (profiling), to analyse the quality of the services and to complete statistical surveys to support the development and improvement of our services and activities.

The e-mail and postal addresses provided by the Exhibitor for his/her participation in the Event and for the use of the connected services can be used to send newsletter about the Event and connected services offered by our companies, as well as communications regarding similar events and services. The Exhibitor can object, at any time (immediately or also subsequently), to the mailing of these communications, by writing to venditaliaservizi@legalmail.it and/ or privacy.espositori@fieramilano.it it or by post to our Companies, to the addresses provided in the Application form and in the General Rules.

Notwithstanding the mailing of newsletters and communications by e-mail or post concerning the Event and Exhibitor's specific interest services, the Personal Data and contact information (e.g. e-mails) referred to the Exhibitor (also as legal person, organisations or associations) can also be processed by our Companies prior the Exhibitor's consent (to be provided by selecting the specific boxes), for the following commercial and marketing purposes:

a) sending advertising material, direct sales, performing market research or sending commercial communications by post, telephone, automated calling, fax, e-mail, sms, mms systems

about additional exhibition events, services and products of our companies, of the companies of the corresponding Groups and of third parties (organisers, exhibitors, contactors, qualified operators involved in the exhibition events or also operating in other sectors) interested in offering profitable commercial solutions to exhibitors;

b) data disclosure to companies of our correspondent Groups, (for Fiera Milano see the updated list available on www.fieramilano.it) as well as other companies, including organisers, exhibitors, contractors, qualified operators involved in the exhibition events or operating in other sectors, such as market research institutes, sponsors and suppliers for their own processing, as Data Controllers, for the purposes and the terms specified in section a).

For further commercial and marketing purposes listed in the previous paragraph, the provision of Personal Data remains optional and does not affect the Exhibitor's participation in the Event and the use of the connected services, notwithstanding his/her right to withdraw previously provided consent (without affecting the lawfulness of Data processing based on the consent given before its withdrawal).

The GDPR (articles 15-22) ensures the data subject (natural person) the right to access his/her personal data at any time, to obtain a copy, to adjust or complete it if not correct or incomplete, to erase it or restrict its processing when there are grounds, to object to its processing on grounds regarding the specific personal situation and, however, to its processing for direct marketing purposes, to request the portability of the provided data, if processed by automated means for the execution of the contract or based on the data subject's consent, as well as to lodge a complaint with the personal data Supervisory Authority if it is believed that rights have been infringed.

For any further explanations or request concerning the processing of his/her personal data, the data subject can contact Fiera Milano and/or Fiera Milano, as Data Controllers for the purpose and activities of their respective competence, at the addresses provided in the Application and/or Regulation.

You can contact the Data Protection Officer at the following addresses: piazzale Carlo Magno 1 20149 Milan, Italye-mail dpo@fieramilano.it

Consent of the Exhibitor to the processing of data for commercial purposes

With regards to the Personal Data processing Note, the Exhibitor can state if authorise Venditalia Servizi srl and Fiera Milano S.p.A. to process his/her personal data and/or information, as Data Controllers, for the following purposes:

a) sending advertising materials, direct sales, market research or mailing commercial communications, telephone, automated calling, fax, e-mail, sms, mms systems about additional exhibition events, services and products of Venditalia Servizi srl and Fiera Milano, of Fiera Milano Group's companies and of third parties (organisers, exhibitors, contractors, qualified operators involved in the exhibition events or also operating in other sectors) interested in proposing favourable commercial offers to exhibitors;

YES, I give my consent

NO, I do not give my consent

b) sharing data with Fiera Milano Group companies, (see the updated list available on www.fieramilano.it) as well as other companies, including exhibitors, contractors, qualified operators involved in exhibition events or also operating in other sectors, such as market research institutes, sponsors and suppliers for their own processing, as Data Controllers, for the purposes and with the methods specified in section a).

YES, I give my consent

NO, I do not give my consent

Timbro e firma dell'Espositore

Data _____