

1. EXHIBITION TITLE

EXPODETERGO International - Specialized international exhibition of equipment, services, products and accessories for laundry, ironing, cleaning of textiles and allied products.

2. ORGANIZERS

The Exhibition is organized by Fiera Milano SpA, with registered office in Piazzale Carlo Magno 1 - 20149 Milan, Italy - Tax Identification and VAT n. 13194800150 - Tel. +39 02.4997.6215-6241 - Fax +39 02.4997.6252, hereinafter Fiera Milano. EXPODETERGO International is promoted by Expo Detergo Srl and ASSOFORNITORI and sponsored by ASSOSISTEMA and ASSOSECCO. Fiera Milano SpA provides the technical and administrative service to organize the event.

3. PLACE, DATE AND HOURS

EXPODETERGO International will be held at **Fieramilano Exhibition Centre in Rho from Friday 3 October through to Monday 6 October 2014** - Halls 2 and 4. Opening hours will be continued from 10 am to 6 pm. Exhibitors and their employees will be allowed in to their booth as from 9.30 am and may stay until 6.30 pm.

4. ADMISSION

The event is reserved for duly qualified sector operators only. Together with the notification assigning the booth Exhibitors will also receive a number of free exhibitor passes in proportion to the exhibition space occupied, using the following criteria:

- booths up to 29 sqm: 4 passes
- booths from 30 to 99 sqm: + 1 pass every 10 sqm
- booths from 100 sq m onwards: + 1 pass every 20 sqm

Exhibitors are forbidden to bar visitors from entering their booths.

5. DISPLAY RESTRICTIONS

The only products allowed to be exhibited are those specifically indicated in the commodity list in Annex "C", which is an integral and essential part of these Regulations, prior to being signed by the Exhibitor.

It is forbidden to exhibit all and any product not included in the commodity list as per annex "C".

Machinery and goods new from the factory only may be exhibited.

Exhibitors are required to attach a self-certification to the application form, certifying that the machinery and goods for display are new from the factory.

Fiera Milano SpA is the organization authorised to ensure that the above instructions have been observed by the exhibitor companies; appropriate measures will be taken in the event of default, ranging from a written warning notice, to compulsory removal of the product on display or to covering up the equipment non-conforming to Regulations if impossible to remove it. The Exhibitor will be charged with all the costs born by Fiera Milano.

Exhibitors may likewise use ancillary machinery and equipment not produced by the latter for the sole and exclusive purpose of demonstrating their own products.

Fiera Milano SpA reserves to apply the penalties, provided in these Regulations under art. 34, against failure to comply with these instructions.

6. EXHIBITORS

Italian and foreign producers and exclusive distributors for the products listed in form "C" list and provisions given under article 5, as well as agents and representatives are accepted as Exhibitors.

Agents, representatives and distributors participating to the Exhibition under their own company name are required to pay a sum of euro 260.00 + VAT* (if due and payable - see General Regulations, art. 10) for each company represented whose goods are exhibited at the booth.

Participation to the exhibition is individual. Group participation is allowed for sector publicity agencies, businesses associated in a consortium or temporary business (enterprise) associations only and prior to demonstrating their legal status by producing the relative deeds of incorporation. In all events each exhibitor firm is required to compile and sign this Application form, the General Regulations and to produce all the required documentation.

Exhibitors may ask to register their company trademarks as long as the latter have been legally registered. Bookings for less than 16 sq m are not accepted, except for the Technical Press, which may occupy a smaller space.

7. REGISTRATION AND SPACE FEES

Assigning Exhibitors a booth implies that they are required to pay the fees given here below:

a) Registration fee
Euro 650.00 + VAT* for each single firm exhibiting also in cases of participation of consortia and/or groups;
Euro 260.00 + VAT* for each single business trademark regularly registered or distributed, for each represented firm (form D);
Said amounts will be entered in the fee invoice.

b) Space fee

- Booth with 1 - 2 or 3 free sides
euro 162.75 per sq m + VAT*
- Booth with 4 free sides (a unit starting from 64 sq m)
euro 168.00 per sq m + VAT*

The above rates apply to the entire space covered by the booths, occupied with continual walls by the same firm. The Exhibitor is required to keep to the size of the assigned booth.

WARNING - the following extra charges will be applied to registrations received after the deadline of 31/10/2013:

- + 5% from 1/11/2013 to 31/3/2014
- + 10% from 1/4/2014

Where a larger exhibition area has been occupied, even if used for storage, it will be calculated and charged at the rates in force. **It will be forbidden to use said area should it interfere with aspects linked with the general safety of the hall.**

All formal protests on the above must be submitted to Fiera Milano SpA by and not beyond the end of the fair.

The participation and registration fees are all-inclusive of charges for:

- technical assistance organized by Fiera Milano SpA for the Exhibitor during the exhibition and while setting up and dismantling the booths.
- general surveillance of the halls and general fire prevention, organized by Fiera Milano SpA
- registration in general catalogue
- 1 copy of the general catalogue
- pass for own personnel (see art. 4)

• car parks inside the exhibition grounds (procedures and hours will be notified to the Exhibitor in specific circular letter)

• loading and unloading goods inside the exhibition grounds (procedures and hours will be notified to the Exhibitor in specific circular letter).

* if due and payable - see General Regulations, art. 10

c) Flat-rate fee

Euro 5.29 per sqm + VAT* if due and payable - see General Regulations, art. 10

- fire hydrants
 - cleaning
 - installed power up to 10 kW
 - paying council rates for publicity - see point e) in this article
 - paying for copyrights deriving from any audio-visual installations in the booths, subject to taxation norms.
- The rights due and pursuant to arts. 72 and 73 bis in law 633/1941 are likewise included for performing artists and phonographic producers holding registration rights and SCF Consorzio Fonografici on their behalf.

d) Supplementary fee for special set-ups or furnishing in public areas

Fiera Milano SpA reserves, at own judgement, to organize special set-ups and/or furnishing for appropriate areas or zones in all or part of the public areas (entrance, aisles, ceiling coverings, etc.). In this case Fiera Milano SpA will notify the project for special set-ups and/or furnishing to all interested exhibitor companies, likewise notifying the cost for each Exhibitor apportioned in accordance to the space occupied by each one of the latter.

The project will become effective with the approval of the project for special set-ups and/or furnishing of interested exhibitor companies representing over 50% of the space used for said set-up, with obligation for all the firms to pay the relative amounts.

The exhibitor will be held totally responsible for ensuring that the set-up in their exhibition area complies with the dictates of the exhibition's General Regulations, the relative supplementary regulations and Technical Regulations of Fiera Milano.

The booth set-up up project (with an area the same or exceeding 100 sqm), indicating all the measurements, must be submitted to Fiera Milano (responsible **CUSTOMER SERVICE**) by 30 July 2014.

Failure to send the set-up up project will prevent the work for setting up the booth from starting and implies paying a penalty of euro 500.00 - VAT excluded (see Technical Regulations, art. 10.1).

e) Advertising tax

Always given participation rules and regulations, the Exhibitor is required to pay the tax established for all that is anyhow considered as taxable pursuant to President Republic decree 26.10.1972 n. 639 in the Rho Town Council. Said tax has been included in the registration fee. Fiera Milano SpA will provide for relative payment to the Rho Town Council.

The fees pursuant to the above points a) and b) and d) in the above mentioned case comprise the total amount due from each Exhibitor to Fiera Milano SpA for participation to the event.

For administration purposes when invoicing the amounts covering the booth space, point b) and the all-in fee, point c) will be allocated a common code corresponding to one single value equaling the sum of the two amounts.

Fiera Milano SpA reserves not to accept the participation to the next editions of the exhibition of any Exhibitor who is in default of payments for the total amount of all the sums due.

8. TERMS OF PAYMENT

The registration fee must be paid within 15 days from the date of invoice, the latter being net of the deposit.

AFTER 30 SEPTEMBER 2014 INVOICES MUST BE PAID ON DEMAND. THE ENTIRE PARTICIPATION FEE MUST IN ANY CASE BE PAID BEFORE THE PRODUCTS ENTER THE TRADE FAIR.

Statement of account - Exit coupon payment

Fiera Milano SpA administration will recapitulate all the invoices issued for services and supplementary supplies as well as any other charges during the days immediately before the exhibition closes.

The statement of account will be consigned directly to the booth.

Payment can be made at all the bank branches in the Exhibition Centre, producing the statement of account.

The "Exit coupons" will be validated at the time of payment and - duly filled in - must be given to the watchmen at the gates to the Exhibition Centre.

Additional exit coupons can be obtained at the Customer Service upon request. It is compulsory to give in one single "Exit coupon" for each time material is taken away.

9. APPLICATION FORM

The Application form for the exhibition must be forwarded together with the forms attached and fully compiled, to Fiera

Milano SpA by and not beyond 31 October 2013. The following documents, either original or a copy true to the original, must be attached under the penalty of being rejected:

- a) certificate of registration with the Company Register, kept at the respective Chambers of Commerce, updated to at least three months from the date of the application
- b) commodity list (form C)
- c) machinery for exhibition (form E)

The application form plus the annex, as per form C which is an integral and essential part of the latter, must be duly signed with a legible signature by the legal representative of the firm in the specific spaces.

Failure to sign even only one annex as well as failure to forward even only one of the required documents or failure to settle the payments as per letters a) and b) in following art. 10, entitles Fiera Milano SpA to reject the application form as unacceptable.

The application form may not contain and whatsoever reserves or conditions, under the penalty of being rejected. Fiera Milano SpA reserves to accept applications received after the aforementioned deadline.

In the event of an application received and accepted after the aforesaid deadline, Fiera Milano SpA is not committed to observing the terms provided by the Regulations for notifying the booth assigned to Exhibitors and for consigning the relative documents to the Exhibitor.

10. REGISTRATION FEE AND DEPOSIT

Together with the application form, Exhibitors are required to pay:

- a) registration fee for euro 650.00 + VAT *
- b) represented companies' fee for euro 260.00/each. + VAT *
- c) deposit:

- 1st advance deposit within 31/10/2013
euro 20.00 per sqm + VAT *
- 2nd advance deposit within 31/03/2013
euro 50.00 per sqm + VAT *

Applications without the aforementioned required payments will be rejected. The deposit paid up will be refunded if the application should not be accepted, whilst the registration fee will be retained by Fiera Milano SpA as a contribution towards the administrative expenses born.

Admitted Exhibitors will receive a regular receipt against payments made.

NEW VAT BILL - Since 1 January 2011, based on decree law n. 8/2010, ratifying the EU Directive n. 8/2008, foreign exhibitors not liable to paying taxes are no longer required to pay VAT on the participation fee and Exhibition-related services, with the exclusion of those who are not VAT-free (e.g. private parties); information on the VAT n. identification code or other appropriate documentation proving a company and not private status must be received before issuing the invoice to be able to identify the typology of the principal party (tax-free/not tax-free). It is therefore **absolutely essential** to receive the application forms with the aforementioned information; failing this invoices taxed with Italian VAT will have to be issued.

11. ACCEPTANCE OF REGULATIONS

By signing the application form, the Exhibitor undertakes to participate to the event in the booth even if located in a different area to the one originally requested. The latter likewise undertakes to accept the General Regulations and all the supplementary provisions that will be adopted at any time by Fiera Milano SpA in the interests of the exhibition, therein including the penalties provided by these Regulations in the event of infringement.

12. ADMISSION

Admission to the event will be granted by Fiera Milano SpA. Admission will not be granted, or may be revoked, should, apart from the unacceptable cases provided under above art. 9:

- a) the Exhibitor have incurred breaches in the Regulations during the previous edition leading to exclusion;
- b) the Exhibitor be in an event state of insolvency;
- c) the Exhibitor have failed to pay all the amounts eventually still due and payable against participation to the previous edition.

Fiera Milano SpA, furthermore reserves the right to refuse admission to the exhibition should the latter deem, at own indisputable judgement, the characteristics of the applicant company non-correspondent to those provided under art. 6 in the General Regulations.

Applicants who are rejected will be refunded with the deposit paid, with currency at the date of payment.

13. SPACE ASSIGNMENT

Booths will be assigned within the limits offered by the exhibition structures and with the sole purpose of ensuring the best results for the exhibition.

Booths will be assigned according to the following priority requirements:

- 1) application form fully completed and complete with relative 1st advanced deposit required
 - 2) chronological date of arrival of the application form
 - 3) space required
 - 4) participation to EXPODETERGO International 2010.
- Fiera Milano SpA, in agreement with the Exhibitor and for justified reasons, change the location of the booth originally assigned, or else change the configuration or reduce the size should the circumstances so require.

14. NOTIFICATION OF BOOTH ASSIGNMENT

Notification of booth assignment plus the passes provided under art 4 will be sent by June 2014 with registered letter to Exhibitors who have regularly sent in the application form within the registration deadline provided under arts, 9 and 10 in these General Regulations. Should Exhibitors fail to forward their application form within the deadline, Fiera Milano SpA, on the basis of provisions given under art. 9 last sub-paragraph, may proceed with the notification even after the aforementioned

deadline. Failing this the registration documents and deposit paid up will be returned whilst the registration fee will be retained to cover office expenses.

Together with the notification of booth assignment Exhibitors will also receive a layout scaled at 1:100 and the Technical Regulations containing useful information for setting up the booth (see art. 17).

15. CANCELLATION OF PARTICIPATION

A company that has been admitted and which, for proven impossibility, should be prevented from participating to the exhibition may ask Fiera Milano SpA to cancel the commitment undertaken, with written request sent by registered letter with advice of receipt. Said withdrawal must be received by and not beyond 10 days from the date of forwarding the notification of booth assignment and anyhow not beyond the term of 30 May 2014.

The company is required to return the passes provided under art. 4 with the same registered letter, in any case both the registration fee and deposit paid up will be retained even if the withdrawal should reach Fiera Milano SpA before the notification of booth assignment. After said date the Exhibitor will be required to pay the full fee for participation by way of a penalty, as well as to refund any further additional expenses already born by Fiera Milano SpA.

The terms for the right to withdrawal provided under this article will not be changed by any changes in assigning the booth after the notification of booth assignment provided under art. 14 in these Regulations.

16. NON-TRANSFER

The notification of assignment will be valid for the Exhibitor to whom it was addressed.

Total and partial transfer even if free of charge, of the assigned booth is forbidden. Breach of said prohibition implies exclusion from the next editions of the exhibition for the Exhibitor transferee and also for the transferee as well as exclusion from the exhibition to which the transfer refers. Fiera Milano SpA will likewise immediately close the booth transferred charging all expenses to both firms jointly and severally.

17. WORKING TECHNICAL PROVISIONS

17.1. HEIGHT OF SET-UPS, WORDING AND LOGOS

The maximum allowed height for set-ups and advertising wording is 4.00 m.

Only for booths with:

- space from 160 sq m to 200 sqm, a few items of the set-up and relative advertising graphics written on them may reach a height of 5.00 (five) m and only if put up at the centre of the booth and anyhow only if standing back from the outer wall by at least 2 (two) m

- space exceeding 200 sqm, a few items of the set-up and relative advertising graphics written on them may reach a height of 5.50 (five point fifty) m and only if put up at the centre of the booth and anyhow only if standing back from the outer wall by at least 2 (two) m.

American type suspended items may only be installed for technical reasons (e.g. installing technical lighting systems). Said items by reach a height exceeding the one established for set-ups by 1 (one) m.

It is absolutely forbidden to apply logos and/or wording of any kind to American type items.

17.2. SUSPENDED PLATFORMS

Are forbidden.

17.3. OUTER WALL ENCLOSING THE SET-UPS - Supplement to art.1.2.3 construction rules in the Technical Regulations:

Machinery exceeding 3 metres in height shall be placed at least 2 metres away from the outer wall of the booth. The walls marking off the booth shall not exceed 3 metres in length comprising relative openings.

The outer wall of booths up to a height of 1 metre may be closed on all sides by a continual wall; if exceeding 1 metre in height 50% of the passageway must be left open. **This, always given application of the rules for safety for safety exits which must be in every booth.**

17.4. WALL TO WALL CARPET IN AISLES BETWEEN BOOTHS OF THE SAME EXHIBITOR

Wall to wall carpets may be laid (but no other type of flooring) in that portion of the aisle in front of the booths of the same Exhibitor as long as the following conditions are applied:

- it must not be personalized by wording of any kind;
- own personnel must be guaranteed at all times, even on holidays during the event, for the necessary assistance (smoothing out wrinkles, safety measures, etc.);
- Fiera Milano has in any case the faculty to control the carpet in all cases where it is deemed necessary, including removal, with costs charged to the Exhibitor, who will anyhow hold Fiera Milano free from any whatsoever liability by virtue of possible deterioration or total or partial damage to said carpet;
- laying the carpet shall not in any way cause delays or prevent Fiera Milano from performing its services correctly, which includes cleaning, both when setting up and dismantling the exhibition;
- the carpet will be laid during the hours immediately before expiry of the deadline for setting up operations;
- the carpet will be removed immediately after the exhibition closes or anyhow by the first hours permitted to dismantle the set-ups;
- Fiera Milano SpA's approval is anyhow required, the latter reserving the right to examine the issue case by case and possibly forbid laying the carpet should this incur damage or disturbance to other Exhibitors.

More rules and regulations of a technical nature and others of a general nature will be notified through the Technical Regulations and relative supplements and addenda; the latter being an integral part of these Regulations. It is compulsory for Exhibitors to comply with the rules given in decree law 81/08 when setting up their booth. Exhibitors are likewise required to

indicate the booth safety officer in the special space in the Application form, in conformity to the aforementioned decrees

18. FIERA MILANO SERVICES

The Exhibitor has access to numerous services offered by Fiera Milano SpA such as: connecting up to water mains, cleaning the booth, car park, catering, audio-visual equipment, IT services, telecommunication systems, surveillance, hostesses, translations, floral decorations and decorations in general, signs, notices and graphic service, etc. In order to run the services offered to our Exhibitors efficiently, Fiera Milano SpA has set up a booking procedure through the E-Service website with private access notified to each Exhibitor (booth holder) by e-mail, after the exhibition space has been notified to the address written in the application form of the person to be contacted for the exhibition.

Please contact E-Service Fieramilano Tel. +39, 024997.6822 for any further information.

19. BOOTH SET-UP

The exhibitor company undertakes to display the products, from own production and/or those of the foreign company which the latter declares to represent (form D), in the commodity list as per annex "C" in these Regulations for the entire Exhibition period.

Considering that – within the limits laid down by the Technical Regulations and any further communications concerning the Regulations and any further communications concerning the Regulations and any further communications concerning the Regulations – special types of set-ups may be created in the booths, the Exhibitor is requested to submit a set-up up project which they intend to mount, together with the specific forms attached to the Technical Regulations, to Fiera Milano SpA by 13 September 2014. Approval by Fiera Milano of the project and payment of the total fee will entitle the Exhibitor to bring goods and materials into the hall where the assigned booth is located, always given the provisions in the first paragraph of this article, and to begin mounting the set-ups within the established terms and with the established procedures.

Set-ups, obstacles and vehicles blocking access to the exhibition areas are forbidden.

Setting up the booths must be completed by 6 pm on 2 October 2014. An extension to the hours on the eve of the opening may be requested by sending a written request two hours before the specified closure. The hours may be extended up to 11pm. No extra costs will be charged by Fiera Milano for the case in hand only (check the days at disposal for setting up/dismantling).

The above term having elapsed, the organizers are free to dispose of the booths left unoccupied in other ways, deeming that the company no longer wishes to participate to the exhibition, and to apply the penalties provided under art. 15 of the General Regulations to the latter, always given the obligation to pay any further expenses born by Fiera Milano SpA to close the booth and/or to eventually use the latter as a public area. The setting up and dismantling schedule will be notified by Fiera Milano SpA with specific circular letter.

20. OPERATING DISPLAYED MACHINERY AND EQUIPMENT

Machinery and equipment on display may be started up – if conforming to provisions of the law – while the Exhibition is open, as long as they are not a cause of danger or annoyance and on the condition that the accident and safety prevention norms are observed, as well as other provisions specified in the Technical Regulations.

The Exhibitor will be held liable for damages to persons and objects deriving from the machinery and/or equipment working and being used at own booth.

Exhibition of machinery without CE marking or non-conforming to European safety laws.

All the machinery on display must be in line with the Italian and Community directives on matters of safety and accident prevention. In particular pursuant to decree law 27/1/2010, n. 17 ratifying Directive 2006/42/EC on machinery, art. 3 sub-paragraph 7 as given hereunder will be strictly observed:

- Art. 3. sub. 7 (Freedom of Movement)

...“At trade fairs, exhibitions, demonstrations, and such like, Member States shall not prevent the showing of machinery or partly completed machinery which does not conform to this Directive, provided that a visible sign clearly indicates that it does not conform and that it will not be made available until it has been brought into conformity. Furthermore, during demonstrations of such non-conforming machinery or partly completed machinery, adequate safety measures shall be taken to ensure the protection of persons”.

21. DELIVERY AND RETURN OF BOOTHS

Upon occupying the booth to set it up and arrange the goods the Exhibitor is requested to report any faults or deficiency to the Customer Service (Hall Assistance Service).

The booth will be returned at the end of the exhibition in the condition in which it was found, allowing for inspection by the Customer Service. Any damages incurred by Exhibitors will be charged to the latter at the cost requested by Fiera Milano SpA. Always at the closing of the exhibition the booths must anyhow be emptied no later than the deadline specified in the setting up circular sent by Fiera Milano SpA. Failing this Fiera Milano SpA, just as it may not be held responsible for goods and materials and any other possibly deposited, also reserves the right to collect and store the latter, without any whatsoever responsibility for relevant custody and anyhow at the expense of the Exhibitor in default.

After two months have elapsed objects and goods that have not been claimed may be put to auction and the earnings, net of all expenses and eventual rights of Fiera Milano SpA and of third party assigns, accredited to the Exhibitor, if identified.

22. GENERAL SECURITY AND FIRE PREVENTION

Fiera Milano SpA will be responsible for general surveillance in the halls and will likewise adopt measures to prevent fires. The Technical Regulations specify the norms to be observed by the Exhibitors in co-operating with said prevention.

23. CATALOGUE

Expo Detergo Srl is responsible for publishing the exhibition catalogue, containing the following information:

- general information and services
- exhibition grounds
- list of Exhibitors in alphabetical order and details of the booth occupied

- commodity list

The Exhibitor acknowledges and accepts that Fiera Milano SpA has absolutely nothing to do with preparing and publishing the catalogue and therefore accepts and acknowledges that Fiera Milano SpA may not be held responsible for this issue.

The personal data and the commodity list numbers corresponding to the production programme for manufacturers or products exhibited by Agents, Representatives, Distributors and Retailers will be extracted from form A (Application form), form C (Commodity List) and, where necessary, form D (Represented Companies) to be returned upon registration. Any changes must be reported to Fiera Milano SpA by 2 July 2014; the change will not be guaranteed after said deadline has elapsed. Expo Detergo Srl, be it assuming maximum diligence in compiling the catalogue, declines all responsibility for any errors or omissions and reserves to eventually resolve said faults or defects at a time and in a way which the latter may deem as most useful and appropriate.

The above is also to be held valid for any other publication of an advertising, informative or service nature prepared by the Organizers.

24. SERVICES

Water will be supplied, within the limits of the existing installations, as well as other utilities, the Exhibitor being responsible for connecting up to the nearest outlets and for refunding the cost of supply.

Connection and supply of power up to 10 kW, as well as cleaning the booths are included in the flat-rate fee (see art. 7 in these Regulations).

25. SAFETY

Each Exhibitor is required to scrupulously observe the entire system of regulatory provisions in force concerning protection of health and physical conditions of the workers and labour, social security and welfare laws for the entire period of the Exhibition, including the time used for mounting and dismantling set-ups in the booths and any other correlated activity.

The Exhibitor furthermore undertakes to observe and have observed the Technical Regulations, an integral part of the General Regulations and consultable at the website www.fieramilano.it under the item “Calendario Fiere” in the Exhibition link, by all the contractors working for the latter account whilst mounting and dismantling the booth and in relation to any other pertinent or correlated activity. Amongst others, the Technical Regulations contain precautionary measures on matters of exhibition safety (fire prevention, electrical installations, environmental protection, etc.), excluding specific safety rules applicable to the activities either carried out by the Exhibitor or contracted out by the latter to contractors (mounting and dismantling booths and correlated activities) the verification and observance whereof remaining under the responsibility of the latter Exhibitor.

Behaviour non-conforming to the aforementioned safety laws, particularly when such behaviour could affect the safety of the hall in general and third parties present, may be subject to actions taken up by Fiera Milano and imply immediate disconnection of the utility supplied to the booth or immediate closure of the booth itself. The Exhibitor or the firms appointed by the latter will be held liable for any other consequences possibly deriving from failure to observe the aforementioned instructions.

Fiera Milano SpA provides a general surveillance service in the halls. The respective Exhibitors will be responsible for looking after and guarding their booths during the hall opening hours. Personnel from companies displaying easily removable objects are therefore recommended to be in the booth punctually at the hall opening time and to keep a watch over the latter until closing time in the evening. Easily removable valuable objects must be put away in drawers or cupboards every evening.

Fiera Milano may send away from the Exhibition Centre any employee from parties working for the Exhibitor – contractor firms/self-employed worker – should the latter be without the ID pass provided under arts. 18, sub-paragraph 1, letter u); 21, sub-paragraph 1, letter c) and 26, sub-paragraph 8 in decree law 81/08 or other documentation provided for non-community workers.

The firm responsible and to whom the employee sent away reports will receive a formal notice by registered letter or by certified e-mail.

The Exhibitor who, in their capacity as principal, authorized the firm to work in the exhibition centre for their account to perform the works at own booth, will be informed about the dispute. **Fiera Milano may send away the parties working at the booth from the Exhibition Centre if it is impossible to trace back to a proven and documented working relationship between said person and the Exhibitor holding the right to the booth.**

The Exhibitor is responsible for conformity to norms in force for all that should be realized by the latter in their booth by way of set-up, structures, installations, products on display, etc.

Each Exhibitor is required to appoint a “booth manager”, who (for reasons of safety) will undertake all the responsibility for the work performed for account of the Exhibitor before any party concerned, for the entire period of the stay at the Exhibition Centre. There may also be different individual persons as “Booth Manager” for each of the four aforementioned stages (setting up, exhibition, dismantling) at the discretion of the Exhibitor and entirely under the latter's responsibility. The appointment of a manager and relative on call telephone numbers must be specified in the Application form.

Any changes or supplements must be communicated to Fiera Milano before the setting up works begin at the booth. Contractors working for Fiera Milano to provide the services may only enter the booths in the presence of the manager and upon the latter's authorization. Said restraint is not held valid for the Exhibition Centre's surveillance and security operators.

26. DECLARATION OF VALUE – INSURANCES – LIMITS TO RESPONSIBILITY

26.1. Declaration of value

Declaration of value - Using the special form attached to the forms online, the Exhibitor is required to declare the total “effective value” of the goods, machinery, materials for setting up and equipment which the latter may bring and/or use at the Exhibition Centre, also for account of the represented trademarks for whom, in default of said declaration, the minimum capital pursuant to the following art. 26.2 will be

understood as having been accepted and in any case save for the faculty of Fiera Milano to control the declaration eventually rendered.

In the event of a claim and in which the value declared by the Exhibitor and the effective value of the insured goods fail to correspond, the insured value will anyhow be the one declared by the Exhibitor. The insurance broker will in any case have the faculty to indemnify the damage in conformity to the proportional criteria as governed by the Civil Code, art. 1907.

26.2. “All Risks” policy covering the Exhibitor's goods (with exclusion of Terrorism and Sabotage risks)

The Organizer and Fiera Milano require goods, machinery, set-up materials brought and/or used by the exhibitors at the Exhibition Centre to be covered by an “All Risks” type of insurance policy, waiving the insurance broker's claim for reimbursement against third parties, comprising Fondazione Fiera Milano, Fiera Milano S.p.A., associated Companies, the Organizer and third parties anyhow concerned with the organization of the exhibition.

Said insurance coverage will put at the disposal of Fiera Milano for a capital amounting to euro 25,000.00, at a cost of euro 90.00 + VAT, where applicable, which will be charged by Fiera Milano together with issuing the Organizer's invoice for the Booth Fee.

Exhibitors are given the opportunity of increasing the capital automatically lent by compiling and signing the specific “INS” form, downloadable from the forms online.

A covenant for an uncovered 10% against each claim in the event of theft, with a minimum of euro 250.00 and to double said amounts for reports submitted after the Exhibition closes, is provided in the coverage.

Should the Exhibitor have their own “All Risks” insurance to guarantee goods, machinery, set-up materials and equipment brought and/or used at the Exhibition Centre, valid for trade fairs and exhibitions, with clause waiving the insurance broker's claim for reimbursement against Fondazione Fiera Milano, Fiera Milano S.p.A., associated Companies, the Organizer and third parties anyhow concerned with the organization of the exhibition, said Exhibitor is anyhow required to fill in and return signed the specific “INS” form, attached to the forms online, accompanied by a declaration signed by own legal representative and that of the insurance company that the aforesaid goods are covered by an “All Risks” guarantee for an amount of no less than the one provided by these General Regulations, as per the facsimile included in said form. In such event Fiera Milano will cancel the invoice previously issued.

26.3. Third Party Liability Policy – Fiera Milano will automatically take out this insurance for all the Exhibitors, entering them under own general policy without any cost, which provides a ceiling of no less than euro 100,000,000.00 (one hundred million).

26.4. Disclaimer liability – By signing the Application form the Exhibitor accepts that Fiera Milano and the Organizer will be held free from any whatsoever liability for consequential damages, damages to the image, loss of income, etc. Also for direct damages, each Exhibitor likewise accepts that Fiera Milano and the Organizer will limit their liability to the values declared for goods in the Exhibition Centre for the Exhibition. The declaration of value pursuant to the above art. 26.1 will be held as valid to this end.

27. PHOTOGRAPHY AND FILMING

Exhibitors and visitors are forbidden to draw, photograph or shoot films inside the exhibition halls without specific written authorisation from Fiera Milano SpA, save for the provisions specified in the last sub-paragraph of this article.

Official photographers authorised by the exhibition Press Office only are entitled to take photographs of and in the booths, always with the permission of the respective Exhibitor. Exhibitors having their own photographer may ask the Organizers for permission to avail of the latter but with the undertaking to photograph their own booth only.

Fiera Milano SpA reserves ex officio the faculty, if deemed by the latter of utility for organizing the exhibition, to take or have taken and use photographs and films shot for cinema and TV in general or in detail of EXPODTERGO International, the halls, booths and products on display, and the Exhibitor will not have the right to claim any kind of compensation.

28. ADVERTISING AND COMPETITIONS

Fiera Milano SpA organizes, also with the cooperation of specialized agencies, any type of publicity for account of third parties and Exhibitors to the specific exclusion, for the commodity sectors displayed at the exhibition, of all forms of advertising in the aisles of the exhibition halls and inside the Exhibition grounds.

It is furthermore forbidden to carry out: - mobile advertising and random distribution of pamphlets, advertising material, objects, etc. inside the halls and in the Exhibition grounds.

- advertisements in the booths for competitions with prizes organized by agencies, organizations, newspapers, weeklies or specialized magazines.

Failure to comply with said rules implies a money-penalty fixed by Fiera Milano SpA from euro 517.00 to euro 2,583.00 and in the most serious cases also exclusion from the next editions of the exhibition.

It is forbidden to put up notices in the booths bearing invitations to visit exhibition centres external to this Exhibition Centre.

It is likewise forbidden to use the title of the exhibition to advertise presentations of products or promotional events in centres other than this Exhibition Centre.

Infringement of said rules implies a money-penalty fixed by Fiera Milano SpA from a minimum of euro 2,583.00 to a maximum of euro 25,823.00, and in the most serious cases also immediate closure of the booth and exclusion from the next editions of the exhibition.

29. PROHIBITION TO TRANSMIT SOUND - SIAE

Sound transmissions, amplification and advertising messages are forbidden. Audio-visual devices may be used as long as they do not create disturbance to the neighbouring booths and to the Exhibition (see art. 7). Entertainment shows and performances are not allowed to be organized in the booths. In the event of distribution of phonovideographic or multimedia carriers containing intellectual works or parts of works protected as per Law 22.4.1941 n. 633, the copyrights, as well as costs related to carrier endorsement must have been settled beforehand pursuant to art. 181bis under the same law. **Illegal**

use of the intellectual works, as well as lack of the SIAE stamp on the aforementioned carrier is liable to penal sanction, by way of arts 171 and subsequent. Law 633/41.

30. PROHIBITION TO SELL PRODUCTS

The Exhibitor is absolutely forbidden to sell anything whatsoever to private consumers or to sell the displayed product with immediate delivery (Regional by-law n.1 of 5/1/2000 - see Regional by-law 45/80, art. 2, sub-paragraph V). It is forbidden to display the price of products on display under any form and by using any means. In the event of proven infringement Fiera Milano SpA will have the faculty to immediately order the closure of the booth and to exclude the exhibitor from the next exhibitions.

31. FORCE MAJEURE

In the event of force majeure or anyhow for reasons beyond the control of the Organizers, the date of the exhibition may be changed or the exhibition itself even cancelled. In the latter case, Fiera Milano SpA, after settling commitments towards third parties and having covered organization expenses of any whatsoever nature, will apportion, within the limits of deposits paid in, the residual costs amongst the Exhibitors in proportion to the sums due against the square metres signed up. Expenses for systems and/or special installations installed to the order of Exhibitors shall be entirely reimbursed by the latter. Fiera Milano SpA may not be sued for damages for any whatsoever reason.

32. CHANGES TO REGULATIONS

Fiera Milano SpA reserves to change and/or establish rules and regulations – also in derogation to these General Regulations – deemed appropriate to govern the exhibition and relevant services to a better degree. Said rules and regulations are of equal value to these Regulations and will therefore have the same obligatory nature. The latter will anyhow be duly brought to the notice of the Exhibitors.

33. DECREE LAW 196/2003: PROTECTION OF PRIVACY

The personal data provided by the Exhibitor in the application form and in the attached forms C-D will be handled in conformity to the provisions contained in decree law 196/2003. By signing these Regulations, the Exhibitor consents to have their personal data used for operations of an administrative (invoicing), statistical (in anonymous form) and advertising (catalogue, Exppage and Internet) nature for the exhibition and to having it disclosed for the sole purpose of organizing the exhibition.

34. PENALTIES

In the event of violating the provisions pursuant to these Regulations Fiera Milano SpA may, at its own indisputable judgement, and in consideration of the gravity of the event, order the following penalties against the Exhibitor involved:

- immediate removal of the forbidden products, with power to personally and immediately intervene should the Exhibitor fail to comply straight away, save for any further penalties;
- immediate closure of the booth, with power to personally and immediately intervene should the Exhibitor fail to comply straight away, always save for any further penalties;
- exclusion of the Exhibitor from the next, maximum two, editions of the event.

In no event will the Exhibitor have the right to reimbursement or indemnification of any whatsoever nature and will remain committed to pay the total sum of the fees provided under the General Regulations, art. 7 to Fiera Milano SpA. Fiera Milano SpA will also be entitled to claim indemnification for the damages and expenses born to remove the products on display and/or to close the booth and/or to eventually prepare the space for public use.

35. RIGHT TO RETENTION

Fiera Milano SpA is entitled to retain materials exhibited in cases where Exhibitors are in default of their contractual commitments and to whom all the additional and subsequent costs will be charged. Fiera Milano SpA will not be held liable for any damages to the exhibition materials, possibly occurring in the application of said right.

36. ONLINE CATALOGUE

Fiera Milano SpA puts a virtual space and useful instruments at the Exhibitor's disposal to also promote businesses online for the purpose of completing the presence of all the Exhibitors at Fiera.

Participation to the event includes signing for this service. Therefore the Exhibitor by accepting these General Regulations lends their consent to have the service rendered and to use an online database containing business information about exhibitors at the Fiera Milano trade fair events.

37. CLAIMS

The Exhibitor is required to submit any claims in writing to Fiera Milano SpA, who will render a written reply. If the claim is laid against another Exhibitor then the Organizers will make their decision after hearing both parties.

38. COMPETENT JURISDICTION

The jurisdiction of the Milan law courts will be competent for any disputes.

This Application form, to be signed at the bottom by the exhibitor company, will not be held as valid for registration if not accompanied by the registration fee and deposit and by all the required data, forms and documents. In particular, the undersigned Company declares to specifically accept the terms and conditions in the General Regulations and to approve the latter, pursuant to and by virtue of the civil code art. 1341, as if they had been written by their own hand.

Date

Stamp and Signature

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