

75th INTERNATIONAL BICYCLE AND MOTORCYCLE EXHIBITION

Milan, 7th-12th November 2017



Application Form

INFORMATION ON COMPANY TAKING THE STAND (compulsory)

Company name
Street
City Province
Zip Code Country
Ph. Fax
P.IVA Tax Code
Company e-mail
Web site
Chamber of Commerce registration n°
National of the Parent
Current workforce on January 1st , 2016

BILLING DATA (if different)

Company name
Street
City Province
Zip Code Country
Ph. Fax
P.IVA Tax Code
E-mail (for administrative communications)

COMPANY ACTIVITIES:

Manufacturer Distributor Services

SECTOR:

Motorcycle Bicycle E-Bike
 Tourism Safety Custom

PRODUCTS:

Insurance Associations Clothing and Footwear
 Accessories Specialist press Parts
 Vehicles Helmets Services

PERSON IN CHARGE OF RELATIONS WITH EICMA (Compulsory)

Contact person: Name Surname
Address (if different) Mobile
Ph. Fax E-mail
Company director (Proprietor, Chairman, Managing Director, Chief Executive):
Name E-mail
In charge of

- Continued on next page -

SPACE REQUEST

Solutions and participation costs

(Article 3 Regeral Rules)

In my capacity as legal representative and having read the enclosed General Regulation, I hereby apply to take part in the **75th EICMA** with:

▶ **A BOOTH OF SQ.M** (min. 16 Sq.m)

“NOT FURNISHED” cost per sq.m

(without any partition walls, flooring and lights)

- 1 open side** EURO 160,00 (+VAT*)
- 2 open sides** EURO 165,00 (+VAT*)
- 3 open sides** EURO 170,00 (+VAT*)
- 4 open sides** EURO 175,00 (+VAT*)

“FURNISHED” Turn key cost per sq.m EURO 240,00 (+ VAT*)

Open sides (preference):

- 1 Open Side** **2 Open Sides** **3 Open Sides** **4 Open Sides**

▶ **N° MODULES** **FURNISHED “TURN KEY” IN:**

CUSTOM AREA - “FURNISHED” Turn key (sq.m 10) EURO 2,000.00 (+ VAT*) per module

(See attached sheet)

TOURISM AREA - “FURNISHED” Turn key (sq.m 9) EURO 2,000.00 (+ VAT*) per module

(See attached sheet)

INTERMEDIATE FLOORS - AISLE SPACE (see art. 3 of General Regulation and Fiera Milano Technical Rules).

Any special requests (enclose specific letter), which are not binding on EICMA, will be taken into consideration space permitting and depending on organisational requirements.

▶ **DEPOSIT AND TERMS OF PAYMENT (to be payed by 28th February 2017)**

Registration fee (Art. 3 General Rules)

= EURO 250,00

EURO 40,00 x sq.m requested

= EURO

Total

= EURO

VAT* (is due for non-commercial Companies and private in individuals see art.4)

= EURO

TOTAL

= EURO

Cheque n. Bank payable Fiera Milano S.p.A. - EICMA S.p.A.

Bank wire (included copy of money transfer validated by the bank) to: Fiera Milano S.p.A. - c/o Banca Popolare di Lodi (Gruppo BANCO POPOLARE) - Filiale di Pero Via Sempione, 177 - 20016 Pero (MI) - IBAN: IT 03 Z 05034 01633 000000150017- SWIFT/BIC: BAPP IT21M85

- VERY IMPORTANT: please indicate as reason of payment EICMA and your company name.

Credit card - go to: www.fieramilano.it – “EXHIBITOR SECTION” – “FAIR SERVICES” – “ON-LINE PAYMENTS SECTION”

NOTICE: The participation fee will be calculated and invoiced on the basis of the area actually assigned

For the companies that did not register in 2016, attach documentation illustrating the products that will be displayed.

The registration form will only be considered valid if returned together with a signed copy of the General Regulations and photocopied documentation proving that the relative deposit has been duly paid. The outstanding balance must be paid according to the terms in the General Regulation (September 15th, 2017). Products may not be sold during the exhibition. It is recommended to send the application form by 28th February 2017 for the allocation of exhibiting space. The spaces will be sold upon availability of exhibiting area.

The Exhibitor declares by signing this form to have received the information according to the Art. 185 of 7 DGLS September 2005 N. 209 and in accordance with what arranged in the Circular ISVAP N. 303 of the 2 June 1997.

I hereby declare that I expressly accept all the articles of the General Regulation attached.

Date:/...../.....

Company Stamp and signature
of Legal Representative

GENERAL RULES

Application Form



ESPOSIZIONE
INTERNAZIONALE
CICLO E MOTOCICLO

Article 1 VENUE, DATE AND OPENING HOURS OF THE EVENT

The 75th International Bicycle and Motorcycle Exhibition, promoted by CONFINDUSTRIA ANCMA, the National Association for the Bicycle, Motorcycle and Accessory Industry, and organised by EICMA S.p.A. (hereinafter also referred to as the Organiser), with the technical and administrative assistance of Fiera Milano S.p.A., will be held in Rho-Però, at the exhibition centre of Fiera Milano, from 7th to 12th November 2017.

Tuesday 7th: Admittance strictly reserved to members of the press from 8:30 am to 12:00 h while, for Italian and foreign trade operators, entrance hours are from 12:00 h; closing time 6:30 pm.

Wednesday 8th: entrance reserved from 9:00 am to members of the press as well as Italian and foreign trade operators until 6:30 pm.

From Thursday 9th to 12th open to the public: from 9:30 am to 6:30 pm for visitors and on Friday 10th November the show continues into the evening until 10:00 pm.

Exhibitors Opening Hours: On Tuesday 7th from 7:30 am to 7:00 pm, Wednesday 8th from 8:00 am to 7:00 pm; in the following days from 8:30 am to 7:00 pm and on Friday 10th November the show continues into the evening until 10:30 pm.

Throughout the duration and the opening period of the event, exhibitors must ensure surveillance of the stand assigned to them.

It is prohibited to dismantle the stand before the conclusion of the event.

Article 2 COMMODITY SECTORS ADMITTED

Only the commodity sectors listed below will be admitted:

- motorcycles, lightweight motorcycles, scooters, sidecars and snowmobiles;
- mopeds;
- three-wheelers, three-wheel vans, special vehicles;
- bicycle;
- epac;
- electric vehicles;
- touring;
- engines and derived engines for special applications;
- trailers;
- tyres;
- helmets;
- clothing;
- touring equipment and accessories;
- lubricants, oils and paint;
- electrical parts, parts and accessories;
- raw materials and semifinished products for the sector, enamel, paint, transfers;
- special tools and machinery for manufacture and repair;
- publishing sector, trade press and associations.

The Organizers reserve the right to grant admittance, at their own discretion and by way of an exception, to Firms operating in different trades and merchandise categories, whenever they see fit, without thereby establishing a right for other Firms operating in such trades to participate in the Exhibition.

Article 3 RATES - SUNDRY SERVICES - VALUE STATEMENTS - INSURANCE - OFFICIAL EXHIBITORS CATALOGUE

Rates and sundry services (minimum stand area: 16 sq.m)

Rental fees for a naked stand, i.e., space only, without any type of installation, partition walls, carpeting or lighting fixtures, are as follows:

- Euro 160,00 per sq.m for space only, with 1 open side
- Euro 165,00 per sq.m for space only, with 2 open sides
- Euro 170,00 per sq.m for space only, with 3 open sides
- Euro 175,00 per sq.m for space only, with 4 open sides

In lieu of space only, an equipped area can be supplied on request according to the "Turn-key" stand:

Euro 240,00 per sq.m

Custom Area "FURNISHED" Turn key per module (sq.m 10) EURO 2,000.00 (+ VAT*)

Tourism Area "FURNISHED" Turn key per module (sq.m 9) EURO 2,000.00 (+ VAT*)

Mezzanine floors: Euro 80,00 per sq.m; mezzanine construction shall be notified beforehand to the EICMA secretarial office (see art. 7).

Aisle space (see art. 7): the cost per sq.m is equal to 30% of the tariff one open side.

Registration fee: Euro 250,00 mandatory fee which includes the following services:

Exposure service: it will make available the retargeting, an innovative system of online planning which allows reaching EICMA users (visitors and trade operators) through Google's Display Network and showing them relevant advertisements as they navigate on the Internet, intercepting their interest. In addition, you can effectively promote your presence at EICMA with this service.

Official Guide and Catalogue: publication of company data on the official guide, catalogue and supply of a copy for the aforementioned products.

Wi-fi: with free access to Fiera Milano network with speed of 600 kps. Eventual professional telecommunication services can be purchased through E-service platform

The price, expressed by sq.m or as a flat rate, includes the exhibition space rental fee and the charges associated with the supplementary public events predisposed by the Organisation as listed in the exhibition program, and it covers the following costs, within the limits specified:

Municipal advertising tax: Subject to the participation rules, the exhibitor shall pay the municipal tax on any item deemed taxable pursuant to decree D.P.R. no. 639 of 26.10.1972. Based on agreements entered into with the City in the interest of the exhibitors, this tax is determined as a flat rate based on the area occupied by the event. In order to relieve the exhibitors from having to engage in painstaking procedures, the amount due for this tax is included in the participation fee.

Fiera Milano S.p.A. will subsequently pay the amount to the City;

Electricity: consumption up to 20 kW;

Stand clean-up;

Fire extinguisher rental;

SIAE (Italian Agency for the collection of copyright duties): the amount due for copyright duties on audiovisual installations at the stands that come under the copyright rules. The amount charged does not include live performances (with Artists and/or musical instruments) for which the exhibitor must pay the amount due directly to the SIAE offices located in the city area. It includes the amounts due, pursuant to articles 72 and 73bis of Law 633/1941, to recording right holder artists, singers, musicians and producers and, on their behalf, due to SCF - Consorzio Fonografici.

It does not include the amounts due to artists, singers, musicians and producers pursuant to article 73 of said law for the use of sound recordings and musical videos during fashion parades, DJ sets, with and without dancing; accordingly, the organisers of such events are invited to contact

SCF - Consorzio Fonografici, Via Leone XIII, 14 - Milan, Italy - to comply with the requirements set forth in the applicable regulations.

Making unauthorised use of intellectual property, or the absence of the SIAE stamp on the aforementioned supports, is subject to penal sanctions pursuant to articles 171 and ff. of Law 633/41.

The rental fee does not include any free car parking or entrance tickets, apart from the exhibitor badges indicated in art. 11 of these General Conditions.

DECLARATION OF VALUE - INSURANCE - LIMITATION OF LIABILITY

Declaration of value

Exhibitors are required to declare, using the special form inside Fiera Milano E-Service on line webplatform, the total "estimated value" of goods, machinery, fixtures and fittings and equipment they plan to bring to and/or used at the Fiera Milano ground, even on behalf of Represented Brands understanding that, in lack of such declaration, the value shall be considered to be the minimum amount stated below and save in any case the right to verify the aforesaid declaration by Fiera Milano. In case of accident, should the final value declared by the Exhibitor fail to correspond to effective value of the insured property, the value of said merchandise value shall be that declared by the Exhibitor.

Pursuant to art. 1907 of the Italian Civil Code, compensation could be determined by the Insurer on the basis of the proportional criterion.

Insurance - "All risks" policy - Property of the exhibitors (excluding terrorism and sabotage risks)

- The Organizer and Fiera Milano require that all goods, machinery, fixtures and fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors are covered by "All Risks" insurance, including a clause waiving the insurer's right of recourse against Third Parties, including Fondazione Fiera Milano, Fiera Milano SpA, their subsidiaries and/or affiliates, the Organization and all Third Parties in any way involved in the organization of the Exhibition.

This insurance is made available by Fiera Milano for a capital of Euro 25,000,00 at a cost of Euro 95,00 that will be charged by Fiera Milano on the invoice balance of the participation fee.

Exhibitors may increase the automatic coverage, by filling in, signing and returning the appropriate form "INS" inside Fiera Milano E-Service on line webplatform. 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 those amounts for the reports submitted after the closing of the exhibition. Should Exhibitors have their own "All Risks" insurance for goods, machinery, fixtures and fittings and equipment brought to and/or used at the Fiera Milano ground, valid for fairs and exhibitions, with a clause waiving the insurer's right of recourse against Fondazione Fiera Milano, Fiera Milano SpA, their subsidiaries and/or affiliates, the Organization and all Third Parties in any way involved in the organization of the Exhibition, Exhibitors are anyway required to fill in and return the signed "INS" form, inside Fiera Milano E-Service on line webplatform, enclosing declarations signed by their legal representative and the insurance company stating that the above property is covered by an "all risks" guarantee to an amount no less than that prescribed by the General Regulations (facsimile included in the "INS" form). In this case, it will be reversed the sum previously invoiced.

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).

Limitation of Liability

The Exhibitor, by signing the Application Form, agree to release Fiera Milano and the Organizer from any liability for consequential losses, reputational damage, loss of revenues, etc... Also for any direct loss, as per the coverage provided as above, each Exhibitor agrees to release Fiera Milano and the Organizer from any liability.

Official catalogue

The catalogue should be filled in on-line, in the private section dedicated, solely by the exhibitors. The data reported in the official catalogue of the exhibition are drawn from the private section completed only by the exhibitors. The organizers decline any responsibility for mistakes or omissions. Last date for filling the page is 30th September 2017, then only the data you provide will be published on the catalogue and guide.

Article 4 APPLICATION - TERMS OF SUBMISSION

The application form together with the copy of General Regulation duly signed, must be received by EICMA S.p.A. - Via Antonio da Recanate, 1 - 20124 Milano, Italy - duly compiled and signed by the legal representative of the company, preferably by 28th February 2017, for the allocation of exhibition space.

Applications received after said date shall be considered compatibly with the availability of residual, or additional, space, with no guarantee of the same visibility as is ensured for the original areas. By signing the application, the exhibitor accepts unconditionally the provisions of these General Rules and those of the Technical Regulations concerning the installations, fire prevention, safety and insurance requirements, as well as any other additional provision issued by the Organizers and by Fiera Milano in the interest of the event.

The submission of the application shall be accompanied by the payment of a deposit of Euro 40,00 per sq.m of stand space requested plus the Registration fee of Euro 250,00.

To this end the applicant shall:

a) attach a non transferable bank cheque made out to FIERA MILANO S.p.A. or:

b) submit a copy of a bank transfer validated by the bank, in favour of Fiera Milano S.p.A.

- c/o Banca Popolare di Lodi (Gruppo BANCO POPOLARE) - Filiale di Pero Via Sempione, 177 - 20016 Pero (MI)

IBAN IT 03 Z 05034 01633 000000150017 - SWIFT/BIC BAPP IT21M85

or:

c) authorise the payment of the relative amount using an Euro/Mastercard - Visa - Diners Club -

CartaSi - American Express credit card on website www.fieramilano.it.

Applications submitted without the required deposit shall not be accepted and shall be automatically regarded as not submitted.

In order to be exempted from the payment of the VAT, foreign exhibitors must indicate on the application form their VAT number or fiscal ID.

NEW V.A.T. REGULATIONS As from January 1st, 2011, in accordance with the Legislative Decree no. 8/2010 in application of the EU directive no. 8/2008, 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, otherwise invoices will have to be issued with the Italian Value-Added Tax. After 15th September, the amount to be paid with the application shall consist of the entire participation fee. Companies that did not register in 2016 must attach the documentation illustrating the products they plan to display. By signing the application, the exhibitor undertakes to participate in the event within the space assigned pursuant to art. 10. The exhibitor declares it accepts that the company and/or personal data supplied to EICMA be collected in a database managed by EICMA and/or by appointees of the latter, and be processed for purposes to do with the trade fair.

Article 5 ADMISSION - TERMS OF PAYMENT - EXIT PASSES

The submission of the application form and the payment of the cautionary deposit does not entitle an applicant to participate in the Event.

The companies that are admitted to the event must pay the balance due by and not later than 15th September 2017; after that, the payment shall be made by direct remittance on sight of invoice, using, at the

GENERAL RULES

exhibitor's discretion, one of the payment modalities specified for the deposit. **Failure to settle the rental fee in full will result in a suspension of the electricity supply during the setting up of the stand, without prejudice to EICMA's right to seek further indemnification for the damage actually suffered because of the company's failure to fulfil its obligation and to pay the balance due.**

During the days immediately preceding the conclusion of the event, the administration of FIERA MILANO S.p.A. shall summarise all the invoices issued for additional services and goods supplied, as well as any other charges. Any objection regarding the charges indicated must be presented before within 10 days of the closure of the event; after said time limit they shall not be accepted; once this term has elapsed, no further claim will be accepted. **The statement of account can be found on the Easy Service platform, and the remittance of the amount to be paid by the Exhibitor can be carried out directly from the head office by wire transfer or credit card, accessing the Easy Service site, at the "Easyservice" digital totems 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.**

Article 6 CANCELLATION AND FINES

A company that notifies its decision not to participate in the event by registered mail shall not be subject to the obligation of paying a refund for damage as provided for in the case of exclusion from the event pursuant to the article 5, but shall only be required to pay the following amounts:

- cancellation notified by 30th May 2017, EICMA shall withhold by way of compensation for early withdrawal the entire amount of the deposit paid;
- cancellation notified after 30th May 2017 and by 31st August 2017, EICMA shall withhold by way of compensation for early withdrawal the entire amount of the deposit paid plus 30% of the balance due pursuant to art. 5;
- cancellation notified after 31st August 2017, EICMA shall withhold by way of compensation for early withdrawal the entire amount of the deposit paid plus the entire balance due pursuant to art. 5.

If a company notifies a partial reduction of the space allotted, the aforementioned rules shall apply in proportion to the size of the space cancelled.

Any violation of the General Regulations and of the Technical Regulations of Fiera Milano will incur penalties. In particular:

- 1) The sale of goods for immediate consignment (excluding merchandising materials and trade publications see art. 7) will be subject to the payment of a penalty equivalent to Euro 500,00 for every 9 sq m allocated.
- 2) Any exhibitor who abandons the booth before the official closing time, or dismantles the booth and removes the displayed goods before the authorized time, will be fined Euro 1,000 for each booth allocated.
- 3) The violation of any other condition whatsoever, as indicated in this article, will incur the payment of a penalty equivalent to fined Euro 1,000 for each single violation.
- 4) Failure to present the installation project will result in the application of a penalty charge of fined Euro 1,000.

Additional sanctions are specified in art. 9 of the Technical Regulations of Fiera Milano.

In the event of the aforementioned penalties not being paid, the Organizers reserve the right not to accept applications for participation in future editions, as laid down in art. 4 of the Regulations.

These penalties shall be applied to all the companies concerned.

Additional sanctions are specified in art. 9 of the Technical Regulations of Fiera Milano. If the event cannot be held for any reason whatsoever, EICMA shall refund the amounts paid to the exhibitor companies, the latter renouncing now and for henceforth the right to seek further compensation and to undertake any action for indemnification of direct and indirect, contractual and/or non contractual, damages.

Article 7 EXHIBITION SPACE INSTALLATION - INSTALLATION PROJECTS - MEZZANINES

For the duration and the entire opening period of the event, the exhibitors shall guarantee that the stand assigned to them is attended and maintained. Exhibitors shall maintain their stands within the area assigned to them, which is marked out by adhesive tape or coloured strips along the floor. No partition and/or boundary walls will be installed in exhibition areas without installations. These areas must be appropriately furnished and fitted out with partition walls, carpeting, lighting systems. All installations, including very small sized ones, shall have design and furnishing features conforming to the high quality standards of the Show.

Accordingly, the organiser reserves the right to demand that an installation be adapted to said standards, if deemed non conforming. The installations and the relative systems shall be made according to workmanlike criteria, in compliance with the applicable accident and fire prevention standards, and the organiser reserves the right to enforce changes to the installations and systems that do not meet the aforementioned provisions and requirements; the organiser supplies pre-installed solutions on a turn-key basis for a price.

Partial installation or ones using gazebos, inflatable elements and/or tents are not permitted.

INSTALLATION PROJECTS

All exhibitors, other than those requesting a pre-installed "turn-key" solutions, must submit their installation project for prior approval, complete with detailed dimensional indications.

Failure to submit the installation process entails the impossibility of getting installation works underway in non-equipped stand areas will lead to a penalty as indicated in art. 6. The installation project, complete with a layout showing the orientation, sectional views with dimensional indications, renderings and clear-cut indications on the areas to bear graphic elements, shall be uploaded to the ad hoc section of the e-service site of Fiera Milano (i.e., the required documents – installation section), by and no later than after 30 days of exhibition space allocation. For spaces assigned after 30th July, the project must be received by Fiera Milano by and no later than 20th September 2017. Through its "customer service - exhibitor assistance office", Fiera Milano shall verify the installation project, subject to compliance with the applicable event regulations and technical requirements, and shall reply as to whether the project is approved as it is or has to be adapted to the regulations in some respects. **The projects that do not receive a written reply from the technical service of EICMA/Fiera Milano are not to be construed as automatically verified by tacit consent.**

INSTALLATION PROVISIONS

In defining the installation of an exhibition space it is essential to conform to the provisions laid out in the General Regulations and the Technical Regulations of Fiera Milano containing additional provisions of a general technical nature. In particular, the following provisions must be adhered to:

- **Wall height: admissible wall height may vary from a minimum of 2.5 m to a maximum of 4 m above the ground; all the structural elements of the stand and all the graphic elements (trademarks, logos, etc.) shall be contained within said height. A greater height is permitted solely for areas whose sides look onto the outer walls of the halls. The walls adjacent to the exhibition spaces of other companies shall have a neutral white "workmanlike" finishing.**
- **Architectural elements:** it is possible to authorise installation structures (such as rods, trusses, banners, signs, totems, etc.) up to 6.5 high, subject to the prior submission of the project as described above and provided they are compatible with the structural situation of the pavilion. These structures shall be arranged so as not to deprive of light or visibility and not to cause harm or disturbances of any sort to adjacent exhibitor installations.
- **Overhead structures:** subject to prior feasibility verification by the Fiera Milano office in charge, it is permitted to install overhead American type trusses up to a height of 6.5 above the ground (from the top edge). It is permitted to hang logos and graphic elements up to 1 m high from said structures.

On the sides adjacent to other exhibitor stands, such structures shall bear no graphic elements.

- **Closure of the sides:** All booths must ensure full mutual visibility. Accordingly, it is prohibited to close the sides of the booth areas with continuous walls. Uninterrupted perimeter walls impeding visibility are not permitted, whether positioned on the perimeter or inside the booth area. A continuous wall shall be taken to mean any element that obstructs the view (panel, canvas, grate, micro perforated element. Non perfectly transparent opaline glass, glass with decals, etc.) in that, on account of its architectural, graphic or structural characteristics, it gives rise to a blind wall effect on the aisles.

Subject to prior approval of the project, closures of no more than 40% per individual side may be permitted, provided that such closing elements are appropriately distributed and leave sufficient openings to ensure the visibility of nearby stands within the pavilions. A closure of over 40% may be permitted only for spaces whose sides face the perimeter walls of the pavilions.

- **Access ramps and footboards for the disabled:** Each stand that is equipped with a footboard shall be provided with at least one access ramp. Steps or ramps shall not obstruct the passage of the public along the aisles; the corners of the footboard shall be rounded or shielded and the perimeter shall be closed, with possibility of inspection on each side. The corners of the footboards located at crossings in the aisles shall be protected so as to prevent tripping by visitors (see art. 1.2.3 Construction provisions of the Technical Regulations of Fiera Milano).

Foreign Exhibitors must perform have their systems installed by Authorized Installers pursuant to D.M. n. 37 of 22.1.2008. In case of no possibility, it is compulsory order a Conformity declaration valid for electrical plants installed by foreign exhibitors in accordance with CEI (Italian Electro technical Committee) regulations. (Art. 09025).

MEZZANINES

Mezzanines may be constructed in the pavilions according to the construction provisions and the terms specified in the ad hoc dossier "regulations on the construction of mezzanines in exhibition areas in the Fiera Milano (Rho) districts" drawn up by Fiera Milano. With EICMA's prior authorisation upon submission of a detailed project, these multi-floor structures shall be located in the centre of the stand or on one side provided that the latter faces the perimeter walls of the pavilion. **The maximum admissible height is 5 m from the floor;** in this case the amounts charged for such areas shall be according to the fees stated in art. 3 of the General Regulations.

Structures in the aisles between stands set up by the same exhibitor

All exhibition structures - whether rested on the floor and/or suspended from the ceiling - that extend across the exhibition aisles must be approved by Fiera Milano and obtain the required certifications as per the Technical Regulations of Fiera Milano.

Wall-to-wall carpeting, less than 1 cm thick, may be installed (and no other type of flooring) in aisle portions delimited by stands set up by the same exhibitor, provided that the following requirements are met:

- the carpeting must not be personalised with any writing whatsoever;
- at all times during the opening period of the Show, including festivities, the exhibitor shall guarantee the presence of personnel for the necessary maintenance works (tensioning, securing, etc.);
- Fiera Milano has the right to take action on the carpeting as necessary for any intervention it may deem fit, including the removal thereof, at the expenses of the exhibitor, and the latter shall always keep Fiera Milano harmless and relieved of any liability for possible damage or deterioration, whether total or partial, of the carpeting itself;
- the installation of the carpeting shall not cause delays or hinder the proper execution of the services to be supplied by Fiera Milano, including the cleaning service, both during the setting up and the dismantling stages of the trade fair;
- the installation of the carpeting shall take place during the hours immediately preceding the expiration of the time allowed from the setting up operations;
- the carpeting shall be removed immediately upon the conclusion of the event or, in any case, within the first few hours granted for the removal of the installations;
- it is in any event necessary to obtain EICMA's prior approval and EICMA reserves the right to evaluate the issue on a case by case basis and to deny the authorisation to install the carpeting if it is believed that its presence might cause damage to or disturb other exhibitors.

- **Subject to the prior submission of the project it may be permitted to place connecting platforms and/or overhead connections between two or more stands by the same exhibitor and the space taken up by such elements shall be paid for according to the fees specified in art. 3 of the General Regulations.**

The purpose of these provisions is to foster the mutual visibility of the stands within the pavilions, and therefore these regulations do not apply to the walls adjacent to the perimeter walls of the pavilions or whose location cannot give rise to a partial or total concealment of the nearby stands.

In the event of failure to comply with these regulations, EICMA shall impute to the exhibitor concerned any material and image damage claims advanced by other exhibitors.

Article 8 OBLIGATIONS AND PROHIBITIONS

OBLIGATIONS

• Installation project

During the period in which the booth is in place, authorized staff will inspect the installations and their conformity. Should the structure not conform with the project presented, or with what is stipulated in article 7 of this document (installation guidelines), Eicma will proceed to issue a penalty charge, should the exhibitor fail to respect the maximum permitted height or the permitted percentage of closure on the open sides of the booth. The penalty will be payable as a lump-sum and calculated on the grounds of square metres occupied.

• Brands and manufacturers represented

Exhibitors representing several brands may display their products on a single stand. Each exhibitor can display only products of its own making and products made by companies of which it is the representative or the exclusive dealers in the respective territory of belonging.

If several exhibitors claim that they represent the same company, EICMA reserves the right to request the submission of a letter of appointment attesting the company's distribution rights over the national territory or part thereof. It is prohibited to display on the stand the trademark or logos of other companies, to display goods of other companies or put up signs referring to such goods, to distribute promotional and/or informative materials regarding brands and companies other than those specified in the on-line form for the entry of company data in the official guide. **All exhibitors are obliged to inform the Organizers secretariat office with regards to the presence of any firm(s) enjoying visibility on their stands, but which do not belong to our sector. Such forms of co-participation will be subject to the payment of an amount calculated according to the number of sq m reserved, for a minimum of 12 sq.m and the given visibility.** Each exhibitor is accountable to EICMA, as well as to third parties, for the information supplied and the management of the stand assigned throughout the exhibition period and during the days preceding and following the event that are used to set up and to dismantle the stand.

PROHIBITIONS

- **Shows: all forms of entertainment are prohibited during the first two days of the event, and it is also prohibited to play music that may prevent or hinder work in the adjacent stands.**

During the following days, the exhibitors that want to organise a show or some other forms of entertainment for the public, other than the simply display of products, at their stands shall inform EICMA by and no later than 15th October 2017, by submitting a detailed project of the event envisioned. EICMA reserves the right to prohibit, even during the exhibition period, any such events, whether not authorised beforehand or held according to modalities other than those originally communicated to EICMA, that are deemed a cause of disturbance for the other exhibitors or a breach of ethical standards or peace laws (see the Technical Regulations issued by Fiera Milano S.p.A.).

GENERAL RULES

IT IS ABSOLUTELY PROHIBITED:

- to assign or sublet the exhibition space assigned to third parties, whether for a fee or for free;
 - to sell the goods on display for immediate consignment and to display their relative price tags, with the sole exception of products and items intended for the direct promotion of the brand(s) represented (Merchandising: hats, t-shirts) as well as trade publications;
 - distributing promotional materials and carrying out any other advertising/promotional activities in the aisles and venues within the Trade Fair District;
 - moving by any two-wheel vehicle, including electric vehicles (e.g., kick scooters, Segways, roller skates, bicycles, etc.) inside the fairground and in the aisles of the halls;
 - Using the space adjacent to the booth area assigned: in the event of non compliance, the organiser shall issue a notice of additional space taken up and the relative charges;
 - to close the free sides of the space assigned with continuous walls (as per the Technical Regulations);
 - to exceed the maximum admissible height of 4 m with the boundary wall. Any excess part shall be white and duly finished (see the paragraph on "installation");
 - take photos or film audiovisuals within the exhibition area, without a prior authorisation released by the Organiser;
 - to dismantle the stands before the conclusion of the event.
- The exhibitor shall be fully liable for the civil and penal consequences of failure to comply with the applicable regulations and all the provisions set forth in these Rules and the Technical Regulations, and shall also keep EICMA free and secure from any indemnification claims by their parties.

Article 9 OCCUPATIONAL SAFETY AND HEALTH

For the entire duration of the Event, including setup and striking stands and all associated activities, every Exhibitor is required to comply meticulously with the entire applicable system of rules of regulations, particularly the rules and regulations on occupational safety, health and the physical well-being of workers, as well as with employment, pensions and social security law. During stand setup and striking, and for any other associated or linked activity, Exhibitors further undertake to comply with and ensure that all contractors working on their behalf comply with the Fiera Milano Technical Regulations and all amendments and additions therein, and the provisions contained in article 88, subsection 2-bis and the associated implementational Ministerial Decree issued on 22.7.2014 by the Ministry of Employment and Social Policies and by the Ministry of Health. The Technical Regulations, which may be consulted on the www.fieramilano.it website under "EXHIBITION" (the link to the "Exhibitor technical information"), also contain precautionary rules on exhibition safety (fire prevention, electrical installations, environmental protection etc.), excluding specific safety-related rules for activities undertaken by the Exhibitor or contracted out by exhibitors to contractors (stand set-up/striking and associated activities), for which the Exhibitor remains responsible for oversight and compliance. In order to comply with the obligations of the above-mentioned Ministerial Decree issued on 22.7.2014, the Organizer offers access to these specific documents, Annexes IV and V of the Ministerial Decree, through the Fiera Milano website. Conduct that fails to comply with the above-mentioned safety regulations, in particular if it impacts general safety in the pavilions and with regard to other parties in attendance, may prompt intervention by the Organizer and/or Fiera Milano as part of regular checks and samples, resulting in the immediate cut-off of utilities supplied to the stall or its immediate closure. Any additional consequence that may arise out of a failure to comply with the above-mentioned provisions is the Exhibitor's and its contractors' sole responsibility.

Fiera Milano may bar staff working for contractors/freelance workers operating on behalf of the Exhibitor from the Fair Site if they do not possess an ID badge as envisaged under article 18 subsection 1u, article 21 subsection 1c, and article 26 subsection 8 of Legislative Decree 81/08, and non-EU hirees who, even if they hold an above-mentioned badge, do not have a valid and legible Italian green card or a valid and legible ID card. **This charge will be passed on to the Employer responsible for and the contact person for any barred staff. As the buyer, any Exhibitor who authorizes a company to operate on the site on its behalf to carry out work will be informed of the charge. Exhibitors shall be responsible for complying with applicable laws and regulations regarding all works implemented and organized under their responsibility and on their behalf, including setup, structures, installations, products exhibited and all other associated activities.** Every Exhibitor is required to appoint a "Stall Manager" who, for safety-related matters, takes on all responsibility for all parties who may be involved in terms of the work carried out on behalf of the Exhibitor, for the entire duration of their stay on the Fair site. At the Exhibitor's discretion, and wholly under its responsibility, the "Stall Manager" may be a different individual during each of the three previously-mentioned phases (set-up, the event and striking). Fiera Milano must be informed of the Manager's name and his/her phone numbers prior to the start of activation and setup work on the stall, and in any event prior to the arrival of workers and materials at the Fiera Milano site.

If there is a failure to convey the name of the Stall Manager, this responsibility will be retained by the Exhibiting Company's legal representative. The Fiera Milano and Organizer must promptly be informed of any change to the name of the Stall Manager. **Access to the stall by contractors operating on behalf of Fiera Milano for the supply of services can only take place in the presence of the "Stall Manager", and after having received their OK. Fair surveillance and security staff are exempt from this restriction.**

Article 10 STAND ALLOCATION

The stands shall be assigned according to the following order or priority will be assigned based on the date of receipt of the participation application (recommended date 28th February) and according to the following order of priority:

- 1st group: Confindustria ANCMA member companies;
- 2nd group: foreign companies that are members of the respective national trade associations;
- 3rd group: other companies.

Within each group, the priority level shall be determined according to a coefficient obtained by multiplying the number of participations at EICMA, including this, by the number of people employed by the company (blue collar and white collar, managers).

For companies with fewer than 30 employees and those that do not specify the number of employees in the ad hoc field, the number of people employed shall be conventionally assumed to be 30.

Companies with a higher coefficient shall have precedence. The coefficient being the same, the order of precedence shall be established by drawing lots. Any special indications or requests formulated by an exhibitor shall be regarded as purely indicative and shall not be grounds to influence of condition the outcome of the Application, and therefore shall be rated as not stated. Such special requests – the area in square metres and the areas of the booth exposed to the aisles – which must be formalised in writing when registering and which are not binding on the Organiser, will be taken into account compatibly with space available and organisational requirements. Space allocation shall not be by "module" and hence the participation fee shall be calculated and invoiced on the basis of the area, in sq.m, actually assigned.

Participation fees will be calculated and invoiced as a function of the actual surface area (decimals rounded up) allocated expressed in square metres, which will be indicated in the document "notice of allocation", also, recapitulating and possibly including the booth space details, together with the relative rental fee.

Moreover the Organiser shall have the right to move, reduce the size of, a stand already assigned, as well as to move it to a different exhibition area without the participant having any right to seek indemnification or refunds of any sort. The exhibitor shall be informed of the variation by fax or some other suitable communication method.

Article 11 EXHIBITOR BADGES AND ENTRANCE PASSES**• EXHIBITOR BADGES**

EICMA shall give the exhibitors a number of permanent admission passes in proportion to the area of the stand assigned, according to the following table:

For areas occupied by collective shows, 2 pass every 9 sq.m

- Stands up to 20 sq.m: 4 passes
- Stands from 21 to 50 sq.m: 6 passes
- Stands from 51 to 100 sq.m: 13 passes
- Stands from 101 to 200 sq.m: 20 passes
- Stands from 201 to 400 sq.m: 40 passes
- Stands from 401 to 600 sq.m: 55 passes
- Stands from 601 to 1000 sq.m: 80 passes
- Stands of over 1001 sq.m: 125 passes

Each exhibitor is allowed to purchase a maximum number of additional entrance cards equivalent to the amount issued by the Organizers.

The passes shall be nominal and shall only be released to persons belonging to the exhibitor company's organisation. It is prohibited to assign the passes for any reason whatsoever. An illicit use of the passes shall entail the immediate withdrawal thereof.

The Exhibitor badges are in digital format and will be managed through the e-service platform.

Just add a name to the badges and print their relative PDF that will enable to go into by using the FAST LANE priority entrance. The badges are also valid on the days dedicated to the assembly and dismantling of the booth.

Details on how to access the "e-service" platform with the relative credentials will be sent by e-mail once notification of the exhibition space has been given.

Eicma reserves the right to carefully examine the number of entrance passes requested and, possibly, to reduce their number. The rental fee does not include any free car parking or entrance tickets, which can be ordered and bought using the online platform which will be made available by Eicma.

Article 12 PRIVACY LAW AND AUTHORISATION TO ACCESS THE DATA COLLECTED BY FIERA MILANO

Having taken cognisance of the information, the exhibitor declares it is aware of the rights owned pursuant to the privacy law (Law Decree 196/2003 and subsequent amendments thereto).

The exhibitor declares it consents that the company and/or personal data communicated to EICMA be collected in a database managed by EICMA and/or other persons or entities appointed by the latter, and be processed for purposes to do with the trade fair.

Moreover, the exhibitor formally authorises EICMA to request from Fiera Milano the personal data collected by the latter in connection with the trade fair, including, but not limited to, the account statement itemising the costs and expenses incurred by the exhibitor to participate in the event. EICMA shall use such data only for statistical purposes and undertakes not to disclose them to third parties other than in aggregate form. The person in charge of the treatment of data is Legal Representative, domiciled at the EICMA Offices.

Article 13 ANTI-COUNTERFEITING AMICABLE SETTLEMENT OFFICE

Throughout the duration of the trade fair, an Anti-Counterfeiting Amicable Settlement Office shall be activated at the EICMA secretarial office, headed by a lawyer appointed by the General Secretariat. Its task shall consist of receiving notifications concerning the non authorised display at the exhibit of trademarks, logos, distinctive signs, products or prototypes belonging to third party companies, i.e., the display of products or prototypes constituting a clear copy of pre-existing products belonging to third parties, or violating patent and / or intellectual property rights of third parties, including non exhibitor companies.

Having received the notification and the relative documentation, the Office shall summon the notified exhibitor and, having heard its arguments, shall propose an amicable settlement of the matter. If the parties do not reach an amicable settlement, they shall be free to undertake the most appropriate initiatives, without prejudice to EICMA's right, based on a specific written request by the notifying party and under the full responsibility of the later, to request the removal from the stand of the trademarks and the distinctive signs displayed illegally, or the counterfeit products and prototypes. A notified exhibitor that refuses to comply with the aforementioned request and is subsequently found guilty of the violation in question by the competent judicial authority may be excluded from participation in subsequent editions of the trade fair.

Article 14 OBLIGATION TO SEEK REDRESS FROM THE ANTI-COUNTERFEITING AMICABLE SETTLEMENT OFFICE

The exhibitor acknowledges and agrees that, upon detecting a violation of its rights concerning trademarks, distinctive signs, intellectual property, patents, design, etc. by another exhibitor in relation to the products or prototypes displayed by the latter at the exhibition, it shall seek redress on a prior basis by contacting the Anti-Counterfeiting Amicable Settlement Office, as per article 12 above, by notifying the violation observed and waiting for an amicable settlement proposal, which said office shall formulate, before proceeding with independent legal or judicial actions.

The violation of this provision without justifiable grounds, may entail the exclusion of the exhibitor concerned from participation in subsequent editions of the trade fair.

Article 15 CHANGES TO THESE REGULATIONS

Any law provisions or rule that entails changes to the provisions set forth in these Regulations shall be deemed automatically and immediately applicable even though the Regulations have not been changed or amended accordingly as yet.

Article 16 COMPETENT COURT

Any dispute regarding the interpretation, performance or termination of this contract shall be brought before the Milan Court competent by value.

Signature _____

In specific acceptance of articles 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15.

Company Stamp and Signature
of Legal Representative _____