

# General Regulation

## Article 1 The event

The International Two-Wheeler Exhibition (hereinafter also Event), promoted by CONFINDUSTRIA ANCMA National Association of Bicycles, Motorcycles and Accessories, and organized by EICMA S.p.A. (hereinafter also Organizer) with the technical cooperation and assistance of Fiera Milano S.p.A. (hereinafter also Fiera Milano) is the trade fair of the sector of two-wheeled vehicles. The International Two-Wheeler Exhibition takes place every year in Rho-Pero at the Fiera Milano Exhibition Grounds.

## 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 display of vehicles that do not fall within the specified merchandise category is not allowed.**

## Article 3 Rates, registration fee, miscellaneous and optional services

**3.1** With the exclusion of the possible thematic areas which are sold by module, the minimum space that each participant must rent starts from 16 sq. m.

**3.2** The cost of the rental of the bare space, i.e. without any type of set-up (or dividing partitions, or carpeting or lighting) is established in the Application for Participation. On request, instead of the bare space, the area can be provided fully fitted out on a turnkey basis, again according to the rates established in the Application for Participation.

**3.3 Registration Fee (compulsory):** the amount requested for this and shown in the Application for Participation includes the following services

**Online Catalogue:** this is the online catalogue in addition to the information on the positioning of the Exhibitor in the pavilions, the system also includes both the publication online of the company information provided by the Exhibitor. Taking part in the event entails subscription to the service. The Exhibitor, therefore, with the acceptance of these General Regulations, gives its assent to the service and to the use, by EICMA S.p.A of the data to carry out the aforementioned activities and recognizes EICMA S.p.A as the only subject responsible to contact for any and every issue relative to the online Catalog service.

**Guide to the Show:** inclusion of the company information in the hard copies of the Guide to the Show and any other channels and exhibition signage.

**RESPONSABILITY:** The compilation of the online Catalogue and official guide to the show will be by the Exhibitor (with explicit relief of the organizer in the event of damage requested by other Exhibitors or by third parties due to compilation with the declaration of trademarks, names or, in any case, unauthorized exclusive rights of third parties), online, through the reserved platform made available by the Organizer no later than 30th September of the year of the Event. After this date, the information present in the Application for Participation will be published, without EICMA being held responsible for any errors or omissions.

**Technical Assistance for the Exhibitor** in the period of the Event and during the set-up and dismantling of the areas by Fiera Milano S.p.A. customer service.

**General security of the halls and General Fire Prevention** by Fiera Milano S.p.A. The general security of the halls is carried out by Fiera Milano S.p.A. which also adopts measures for the prevention of fires. The Technical Regulations of Fiera Milano S.p.A. specifies the rules the Exhibitors must abide by to collaborate on this prevention.

**Wi-Fi service:** with free of charge access to the Fiera Milano network.

**3.4** The rate, expressed in square metres, or as a whole, is also comprehensive, as well as of the costs of rent of the exhibition space within the explicitly indicated limits, of:

**Municipal Tax on Advertising:** without prejudice to the participation regulations, the Exhibitor shall pay to the Municipality of Rho the advertising tax pursuant to Law no. 160 of 27 December 2019. Further to the agreements reached with the Rho Municipality, the Advertising Tax is assessed according to the total Exhibition surface. In order to avoid any unnecessary dispute, this tax will be included in the registration fee. Fiera Milano will be responsible for forwarding the relevant amount to the Rho Municipality.

**Electricity:** The first connection to a 32A/400V 3P+N+PE EEC socket is free of charge up to an absorption of 20 kw. Any additional connections will be charged according to the current price list.

# General Regulation

ATTENTION: We remind you that since 2023 Fiera Milano has changed the way to request the power supply of the stand. We please you to read carefully paragraph 4.3.1 of the Fiera Milano Technical Regulation, in order to optimize the installation of your stand and its costs.

**Stand cleaning operations:** (the area to be understood as the area assigned to the Exhibitor). The service includes the following services:

- cleaning of the floor and any coverings: carpet washing and the elimination of stains or traces from it are excluded;
- dusting of the furniture installed in the stand (excluding those on display);
- emptying of waste bins.

The furnishings, materials, equipment and products on display are excluded from the service.

## Rental of fire extinguishers;

**SIAE:** payment of the royalties (which includes the SIAE) from any audiovisual installations on the stands (hereinafter also Exhibition Areas or Area) that may be charged. This cover does not include however live performances (with Artists and/or musical instruments) for which the Exhibitor must provide directly at the SIAE offices in the city, The royalties due pursuant to articles 72 and 73bis of Law 633/1941 (also in this case those managed by SIAE) to artists, performers and record producers owners of royalties on the recordings and on their behalf SCF - Consorzio Fonografici are also included. The royalties due to artists, performers and record producers pursuant to art. 73 of the aforementioned law for the diffusion of records and musical videos during fashion shows, DJ sets with or without dancing are not included. Therefore, the organizers of such events are invited to contact SCF - Consorzio Fonografici - Via Leone XIII, 14 - Milan - in order to comply with the obligations required by the laws currently in force.

**3.5** As from January 1st, 2011, in accordance with the Legislative Decree no. 18/2010 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.

## 3.6 Optional services (Fiera Milano)

The optional services (lighting trusses, rigging points, furnishings, sound and video systems, catering, certifications, cleaning of stands, technical services, connections to water supply, security, telecommunications etc.) can be requested through the Exhibitors' Portal put at the disposal of the Exhibitor by Fiera Milano S.p.A.

### 3.6.1 Food and catering services (Fiera Milano)

Fiera Milano provides exhibiting companies with restaurant and catering services through the exhibitor portal in the dedicated section and/or by contacting [ristorazione@fieramilano.it](mailto:ristorazione@fieramilano.it) - <https://ristorazione.fieramilano.it/>.

For catering companies external to the Fiera Milano Group and for exhibitors who autonomously administer drinks and food, access and restocking of the goods themselves is permitted by paying the relevant access passes together with the presentation of the relevant documentation. The procedure can be viewed on the exhibitor portal: from the homepage - manage card - mandatory documents section - catering and / or in the Technical Regulations of Fiera Milano. With the acceptance of these General Regulations of the event, the company that owns the stand, which activates independently for the supply of catering services not provided directly by Fiera Milano, declares to be aware of the contents of the Prime Ministerial Decree of 17 May 2020. and ss.mm.ii. and to comply with the related provisions. The mentioned company also undertakes to adopt the methods of separate collection of decomposing waste from the catering business, in force in the Municipality of Rho.

## Article 4 Declaration of value - Insurance - Limitation of liability

**4.1 "All risks" Policy of the Exhibitors (excluding terrorism and sabotage risks)** - The Exhibitor must have an All Risks policy on the whole value of goods, machinery, equipment and fittings taken into and/or used in the Fiera Milano exhibition centre with a waiver of right to claim compensation towards Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, the Organiser and any third party involved in the organisation of the event. In case of subrogation from its own insurer, the Exhibitor guarantees to hold the aforementioned Subjects harmless. Fiera Milano furnishes to Exhibitor, free of charge, an "All Risks" insurance with a limit of Euro 25.000,00, to cover all goods, machinery, fixtures, fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors. Coverage includes the stipulation of 10% insurance exclusion for each claim in the event of theft, with a minimum of Euro 250,00 and doubling this amounts for the reports submitted after the closing of the exhibition.

Such insurance policy will be not effective in case of:

- sale to the public with immediate delivery of the product on display, during Exhibitions where this activity is forbidden;
- early stand leaving
- delay without notice of the removal of goods and materials left into the Fairground.

Please note: for the purposes of this policy, are not insured software of whatsoever nature, wherever installed, money, personal goods and effects such as, but not limited to, personal devices, smartphones, cameras, bags, documents, clothes, keys, etc.

In Fiera Milano Exhibitor Portal, Handle Document Section - Insurance, you shall find the link to receive information about the "All Risks" policy, provided by Fiera Milano free of charge.

For any further information, please contact:

Marsh S.p.A. Phone (+39) 02 48538909 e-mail: [fiera.milano@marsh.com](mailto:fiera.milano@marsh.com)

**4.2. Third Party Liability Policy** - This coverage is automatically provided, free of charge, for all exhibitors by Fiera Milano. This will become an extension of its general policy that has a limit of no less than Euro 100,000,000.00 (one hundred million). **It is imperative to note that this coverage operates in a secondary capacity relative to the coverage activated by the Exhibitors, as delineated in the Technical Regulations of the Fieramilano Exhibition Center.**

**4.3. Limitations of Liability** - The Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability for consequential losses, reputational damage, loss of revenues, etc. Also for any direct loss, since each Exhibitor has in custody/care the reserved exhibition spaces and is responsible for the goods contained therein, the Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability, for goods/values covered and/or not covered and/or exceeding from the above mentioned Art. 4.1.

# General Regulation

The Exhibitor acknowledge that Fiera Milano shall not provide insurance service/policy, or provide any benefit to the extent that the provision of such services or benefit would violate applicable law or expose Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, to any sanction, prohibition or restriction under ONU Security Council Resolutions or under other trade or economic sanctions, laws or regulations. Therefore the Exhibitor under those restrictions, will not be covered by any insurance policy and release hereby Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, against all liabilities for any harmful event that may be suffered within the Exhibition Centers available / owned / managed by the aforementioned subjects, nor will have any action, claim or request against such Subjects, for the aforementioned events.”

The custody and surveillance of the stands and the goods contained therein during the opening hours of the pavilions is the responsibility of the respective Exhibitors also during the setting up and dismantling period. Company personnel are therefore recommended to be present at the stand punctually at the opening time of the pavilions and until the last moment of closing in the evening. Valuable objects, which are easily removable, should be closed in drawers or wardrobes every evening. The Organizer and Fiera Milano assume no responsibility for goods, materials and anything else left unattended by exhibitors in the Exhibition Centre.

For parking within the exhibition centre: the Organizer and Fiera Milano assume no responsibility for custody or for damage or theft for vehicles parked within the exhibition centre. Parking is permitted for vehicles with a special permit only in the parking spaces and during the opening hours of the Exhibition Centre. It is prohibited to leave the vehicle parked overnight inside the Fairgrounds (see art. 9.12 Fiera Milano Technical Regulations). Fiera Milano will charge a penalty and may proceed to remove vehicles parked in prohibited areas, at the risk and expense of the offending party.

## Article 5 Application for participation – Closing date for presentation and payment

**5.1** The application for participation presented and filled in through the online procedure made available by EICMA, must arrive preferably no later than 28th February of the year of the Event for the purposes of assignment of the exhibition space. After this date, the spaces will be granted for as long as exhibition surface area is available and the applications will be taken into consideration compatibly with the availability of any remaining or added space, without the guarantee of Participation or any visibility equivalent to the areas originally available. The application for participation generated online must be signed by the legal representative of the Exhibitor and uploaded, together with the copy of payment, into the reserved area, in order to be taken into consideration.

**5.2** The signature of the application for participation represents unconditional acceptance of these General Regulations and of the Technical Regulations of Fiera Milano which the Exhibitor declares having carefully examined and understood.

The aforementioned regulations may vary due to adaptation to measures, regulations and protocols issued by the public, including administrative, authorities.

**5.3** As a precondition for the presentation of the Application for Participation, the same must be accompanied by the payment of the advance for each sq. m. requested as well as the registration fee as quantified in the Application for Participation. To this end, the applicant - on pain of the application not being accepted - must:

a) Upload in the reserved area copy of the bank transfer made to EICMA S.p.A. c/o Bank name: INTESA SAN PAOLO - Bank address: Viale Restelli, 3 20124 Milan -Italy IBAN: IT76Y0306901631100000014070 -BIC/SWIFT: BCITITMM - Reason of payment: company name and advanced payment 83<sup>rd</sup> Eicma (3<sup>rd</sup> -8<sup>th</sup> November).

b) Any costs of bank transfer, if due, will be at the expense of the Exhibitor.

**5.4** The balance of the registration fee must be paid by and no later than 15th September of the year of the Event, in the same ways as per point 5.3 above. In order to be able to take possession of the space assigned and to be able to benefit from the services in art. 3, the Exhibitor must prove having made the payment of the balance of the rental fee. Otherwise, the Exhibitor will not be authorized to enter the Exhibition area.

**5.5** If the Exhibitor shows the data for invoicing relative to a third company in the Application for Participation, the latter undertakes to sign on the same Application for Participation the commitment to pay the aforementioned amounts. The Exhibitor in any case remains jointly obliged together with the aforementioned third company for the payment of the lease due.

**5.6** With the signature of the Application for Participation, the Exhibitor undertakes to take part in the Event in the space assigned to it and to keep its stand open and with personnel throughout the duration of the Event as per the times shown in the application for participation.

**5.7** EICMA reserves the right not to provide the services under art. 3 and/or to exclude any Exhibitor from the Event, with EICMA keeping the advance paid by way of penalty, save compensation for greater loss effectively suffered due to non-fulfilment of the Exhibitor of the provisions of this article 5.4 or in the case of failure to pay the balance of the fee due.

## Article 6 Right of the organizer to reject the applications

**6.1** The presentation of the Application for Participation and the payment of the advance do not represent the right of the applicable to take part in the Event.

**6.2** The Organizer reserves the right to reject any Application for Participation received, even though complete with all the requirements as per article 5 above.

**6.3** The Application for Participation may be in particular refused, or admission revoked if it appears that the Applicant has not paid all the amounts still due for participation in the previous year's Event.

## Article 7 Payment of statement of account - Exit pass

**7.1** During the days immediately preceding the conclusion of the event, EICMA SPA and FIERA MILANO S.p.A. each for their own competences 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 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 remittance of the amount to be paid by the Exhibitor can be

# General Regulation

carried out directly from the head office by wire transfer or credit card, accessing the Exhibitors' Portal.

**7.2** 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;

**7.3** Said cards will authorize the exit only provided that Exhibitors have fulfilled all their contractual obligations towards Eicma Spa and Fiera Milano.

## Article 8 Untruthful, collective, multi-brand and non-sector declarations

**8.1** In the event that the Organization were to find that the Exhibitor has registered for the Event under a false name or false company name or through the use of a name or a company name that exists but which does not belong to the Exhibitor present at the Event, the Stand will be immediately closed and/or the services interrupted, regardless of the presence or not of the requisites for Participation by the Exhibitor present at the show or of the subject of which the name or company name is used. They will both also be excluded from the subsequent editions of the Event. To this end, in order to verify that this prohibition is respected, the Organizer reserves the right to make every opportune check on everything that is in the Stand, taking as reference everything that has been declared in the Application for Participation and/or in the Online Catalogue. The Organizer reserves the right to take action in every opportune seat, civil and criminal, against the Exhibitor and its nominee.

**8.2** The Exhibitor (in particular in the case of collective participations, of import export companies or shared stands) must specify the company name and relative data (registered office, telephone number and email address if applicable) of all the companies that are represented or present on the Stand.

**8.3** The Exhibitors representing several brands may display the products on a single Stand and ask for them to be included in the different digital and paper channels, on condition that these trademarks are correctly registered, deposited or licensed for use. Each Exhibitor may display solely products it manufactures and products of companies of which it is the exclusive representative for the respective area it belongs to. It is up to the Exhibitor to have available at the Stand documentation supporting its rights. The Exhibitor who infringes this rule must hold the Organizer, Fiera Milano S.p.A and Fiera Milano Media harmless for any claim for compensation whatsoever by third parties on the point.

**8.4** In the event in which several exhibitors declare they represent the same company, EICMA reserves the right to ask for a letter of appointment certifying the distribution in the national territory or part of it. In the absence of the documentation requested, the Organizer has the faculty of excluding the brand or the company represented from the Official Catalogue, from the Guide to the Show, on the Official Site and on any other digital channels and/or from the Event.

**8.5** Exhibiting the trademark or distinctive marks of other companies, displaying goods or signs that refer to as well as distribute, promotional and/or informative material relative to brands and companies other than those shown on the online form for inclusion of the company data in the Online Catalogue and in the Official Guide is prohibited.

**8.6** Each Exhibitor must inform the organizational office of EICMA in advance (no later than 30th September of the year of the Event) if any company/ies from outside the sector, to which visibility is given, will be present on its stand, but it may not occupy a space of more than 10% of that assigned to the Exhibitor. For this co-participation, the Exhibitor will be asked for an indicative project relative to the presence of the company from outside the sector hosted and the space granted, in order to quantify the additional participation fee for the visibility given. If the Exhibitor is in the trade publishing and press sector, the principle shown above relative to the presence of other companies (limits and quotas of participation) is valid both for those outside the sector and those of the sector. Failure to report the presence of a company not from the two-wheeled sector (and for the companies in the trade publishing and press sector and those of the sector), or doing so untruthfully, entails the application of a penalty of Euro 2,500.00. In addition, the additional fee will be requested as shown in this article.

## Article 9 Set up of the exhibition spaces - Assignment of the exhibition areas to the exhibitors - Admittance

### 9.1 DESIGNS - MEZZANINES

**9.1.1** For the entire duration and for the whole period the Event is open, the Exhibitor must guarantee the Stand is manned and keeps the assigned space fitted out with the goods exhibited. Each Exhibitor is responsible to EICMA, and to third parties, for the information provided and the conduct of the Stand on the days of the Event and during the previous and subsequent ones, used to set up and dismantle the stands.

**9.1.2** The Exhibitor must set up its stand within the space assigned to it, which can be identified by adhesive tape or coloured stripes on the floor, without crossing them (for any occupation of further space in addition to that assigned, without prejudice to the right of the Organizer to prevent it, the price per sq. m. according to the Application for Participation will be due by the Exhibitor). For the areas not fitted out, there are no partitions of delimitation and/or bordering partitions. The exhibition spaces must be adequately furnished and provided with dividing partitions, floorings, lighting and graphics.

**9.1.3** The design and set-up, even if limited to minimum amounts, must have characteristics of decency and furnishing in conformity with the high standard of quality of the show. The Organizer therefore reserves the right to demand adaptation, where it deems that this standard has not been respected. The set up and the relative installations must be constructed with perfect workmanship, in the respect of health and safety regulations. The Organizer reserves the right to have the design and the installations that do not come within the provisions and requirements shown above changed or renewed.

**9.1.4** Partial setting up, or with gazebos, inflated elements and/or tents are not allowed.

**9.1.5** The display of vehicles that are not included in the categories mentioned in Article 2 (like cars, etc.) is not allowed. Any exceptional and justified requests must be communicated in advance and then authorized by the organizing secretariat.

### 9.2 Set up design

**9.2.1** All exhibitors, other than those requesting a pre-installed "turn-key" solution, must standardize their set-up with the provisions shown in art. 9.3 and any subsequent additions which will be promptly made known and the Exhibitors have to submit their installation

# General Regulation

project for prior approval, complete with detailed dimensional indications. Failure to submit the installation process and its non-approval may not allow stand assembly work to begin, in addition to the application of the penalties provided for (see art. 15.2 Eicma Regulations and art. 9.2 Fieramilano Technical Regulations).

**9.2.2** 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 "installation section" of the Exhibitors' Portal of Fiera Milano (i.e., the required documents - installation section).

**9.2.3** The plans and the documents as above must be presented by and no later than after 30 days of exhibition space allocation. For spaces assigned within 30th July, the project must be received by Fiera Milano by and no later than 20th September. After 30th July, the presentation must take place within and no later than 15 days before the start of the Event.

**9.2.4** The Organizer approves the plan from the formal aesthetic point of view in relation with the respect of the space limits and the rules shown in Art. 9.3. Approval of the plan by the Organizer does not however exempt the Exhibitor from respecting all the provisions contained in the General Regulations and and Fiera Milano S.p.a.

Fiera Milano S.p.A. makes the final approval of the plan regarding the correct occupation of the areas and for checking that the planned content meets the provisions shown in the General Regulations, the general measures for safety shown in the Technical Regulations of Fiera Milano S.p.A and any other legislation and regulations that may come about which, if necessary, will be promptly made known. All the obligations according to Legislative Decree 81/08 on the planning of the stand and the execution of the set-up and all the connected activities which it will carry out, directly or through third party companies, remain the responsibility of the Exhibitors. Approval of the plan also by Fiera Milano S.p.A. and the payment of the whole Fee of participation entitled the Exhibitor to bring goods and materials into the hall where the area it has been assigned is and to start work on the set-up at the times planned and in the ways allowed. Through its "customer service - exhibitor assistance office" 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.

**9.2.5** In setting up the stand, the Exhibitor must scrupulously abide by the approved plan, respecting the dimensions and the position shown on the floor plan uploaded on the Exhibitor's Portal. This position can also be seen from the outline on the ground made by Fiera Milano S.p.A., using adhesive tape or other systems. The Exhibitor, before starting the set-up operations, must ensure that the area at its disposal, marked out with adhesive tape or other systems, corresponds exactly to the space assigned. In the event of failure to respect the indications provided, if the unauthorized occupation were to be detrimental to the safety regulations or cause damage to third parties or to the Event itself, the Organization and/or Fiera Milano S.p.A. , within the limits of their respective competences, reserve the right to intervene to restore the situation. In the event that this were not possible, the Organizer may apply the penalties shown in Art.15.

Upon completion of stand construction work, the Exhibitor is obliged (see art. 2.6.1, 2.8.2 and 2.9.3 of the Fiera Milano Technical Regulations) to deliver to Fiera Milano:

- the declarations of "Correct assembly" and "Fire safety of materials for the purposes of reaction to fire" produced by the fitter; where necessary, the test certification produced by a qualified professional.

The above documents are an indispensable part of obtaining the agibility of the assigned area. In case of failure to submit the above documents, the exhibition space will be considered unfit and banned to visitors under the sole responsibility of the Exhibitor who owns the booth.

**9.2.6** The Exhibitor also undertakes to observe and to comply with all and any further provisions of law or regulations, coming from the Authorities and that have an impact on the set-up of the stand, which come into force from the date on which the application for participation is sent until the end of the Event, waiving any claim for compensation from the Organizer and Fiera Milano S.p.A.

## 9.3 Installation provisions

In defining the installation of an exhibition space it is essential to conform to the provisions laid out 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: the permitted height may vary from a minimum of 3 meters to a maximum of 4 meters from 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.

The dimensions (width and depth) of architectural elements may vary depending on the allocated square footage and must comply with:

- 2\*1 mts for booths from 100 to 300 sqm

- 2.5\*1 mts for booths larger than 300 sqm

• **Overhead structures:** subject to prior feasibility verification by the Fiera Milano office in charge, it is permitted to install overhead American type trusses only and solely up to:

**For booths up to 50 sq. m:**

- **At 4 mts from the ground to the upper edge** from the ground to the upper edge. Covered truss structures with affixed logos and/or hanging graphics not exceeding **50 cms. in height**, placed immediately below the lower edge of the truss structure itself, will be allowed.

- **At 5 mts from the ground to the upper edge** from the ground to the upper edge. Covered truss structures with affixed logos and/or hanging graphics not exceeding **75 cms. in height**, placed immediately below the lower edge of the truss structure itself, will be allowed.

**For booths over 50 sq. m:**

- **measuring 6.5 meters** from the ground to the upper edge, **for booths over 50 sq. m.** It will be possible to affix to such structures logos and graphics not exceeding **1 meter in height** and positioned immediately below the lower edge of the truss structure itself.

# General Regulation

On the side possibly bordering another Exhibitor, such structures shall be free of graphics.

**In case of non-compliance, Fiera Milano will take action to reposition the truss in compliance with the permitted heights by charging the related costs directly to the Exhibitor (art. 2.6.11 Construction standards - FieraMilano S.p.A. Technical Regulations).**

**• Videowall placement: following prior verification with the designated office of Fiera Milano, it is possible to hang the videowall on trusses while respecting the heights above mentioned. However, the installation of the suspended structure, which includes the videowall system, is not permitted in proximity to the exhibition front. It must be positioned within the designated exhibition area in order to ensure mutual visibility of adjacent booths.**

**• 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. Not 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, may be permitted the following closures:

- Side length up to 5 metres: percentage of closing allowed 60%

- Side length over 5 metres: percentage of closing allowed 40%

**Continuous one-sided side closures will not be permitted. Permitted closures shall be well distributed leaving through openings and/or providing for display areas in order to ensure visibility of neighboring Stands within the halls.**

A closure of over 40% may be permitted only for spaces whose sides face the perimeter walls of the pavilions. **The fire wall separating the two pavilions is not classified as a perimeter structure; consequently, continuous and total closures on that side are not permitted, and no exceptions will be granted.** The aim of these rules is to encourage the reciprocal visibility of the Stands in the halls. The walls adjacent to the perimeter walls of the halls or positioned in such a way as not to partially or fully conceal the neighbouring Stands.

**• 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 2.6.11 Construction provisions of the Technical Regulations of Fiera Milano).

**• Mezzanine:** mezzanine 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 may be positioned at the center of the exhibition booth, provided that they maintain to the mutual visibility requirements of adjacent booths (see sides closure) or completely close one side, provided that, it is oriented towards the perimeter walls of the pavilions.** 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.

**• Containers:** The use of Containers as Mezzanine structures is permitted. Containers shall comply with the same provisions regarding loadbearing capacity, perimeter protection and accessibility (access stairs) contained in the "Standards for the Construction of mezzanines in exhibition areas of the Fiera Milano (Rho) district", with particular attention to the delivery of static calculations in the stage of project set-up loading and testing before the start of the Exhibition.

**• 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 EICMA and obtain the required certifications as per the Technical Regulations of Fiera Milano. The installation of low thickness flooring, may be installed in aisle portions delimited by stands set up by the same exhibitor, provided that the following requirements are met:

• 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 flooring 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 flooring itself;

• the installation of the flooring 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 flooring shall take place during the hours immediately preceding the expiration of the time allowed from the setting up operations;

• the flooring 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 flooring if it is believed that its presence might cause damage to or disturb other exhibitors.

Foreign Exhibitors must perforce 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).

## 9.4 Set up and penalties

**9.4.1** During the days of preparation, authorized personnel will check the design and set-ups and their conformity. In the case in which the structure were not to respect the design presented and what is shown in this article 9 (for example. exceeding allowed heights, closing of free sides not respected, etc.), EICMA may apply a penalty as quantified below.

**9.4.2** The Exhibitor must therefore abide by the above and in the case of failure to observe the above will have to pay a lump-sum penalty based on the sq. m. assigned and calculated as follows:

- 0 - 64 sq. m. penalty equal to 30% of the value of the space assigned;

- 65 - 150 sq. m . penalty equal to 25% of the value of the space assigned;

- 151 - 250 sq. m . penalty equal to 20% of the value of the space assigned;

- 251 - 400 sq. m. penalty equal to 15% of the value of the space assigned;

- Over 401 sq. m. penalty equal to 10% of the value of the space assigned.

# General Regulation

Any requests for compensation for material damages and image claimed by other Exhibitors who deem they are damaged, will be exclusively at the expense of the Exhibitor who will have the obligation of holding the Organizer and Fiera Milano S.p.A. harmless.

## 9.5 Assignment of the exhibition areas to the exhibitors

The assignments of the stands will be made automatically by the Organizer and may take into account the following order of priorities:  
-exhibitor member of Confindustria Ancma (the trade association which brings together the Italian manufacturing companies of 2 and 3 wheel vehicles, quadricycles and parts and accessories for the same vehicles) whose application for participation in the Event arrives by 28th February;

- the other Exhibitors whose application for participation has arrived by 28th February. After this date the applications will be taken into consideration compatibly with the availability of space and organizational requirement.

In each group the order of precedence will be decided by the coefficient obtained by multiplying the number of presences at EICMA, including the one in question, by the number of employees (blue- and white- collars and management) on the payroll of the company. For companies with fewer than 30 employees - their number will be fixed at 30. Companies with a higher coefficient will have precedence. With equal coefficients, the precedence will be established by draw. The applicant who has been given the possibility of exhibiting one or several trademarks, may request the assignment of space for each individual trademark in the area assigned. In this case, the Applicant must fill in, sign and send to the Organizer an Application for participation for each trademark and relative space assigned with payment of the registration fee. Any indications or particular requests (surface areas, type of stand and positioning) made to the Exhibitor are agreed as purely indicative and not binding for the Organizer and are therefore considered as specific and are not binding for the Organizer that may assign the stand with square metres, shape and positioning other than those shown in the Application for participation, if the requests are not - with the judgement of the organizer being final - compatible with the organizational requirements. Considering the above, the Organizer declares taking into consideration the indications made by the Applicant in order to do everything reasonably possible to meet the requests. With the exception of the spaces by modules, the participation fee will be calculated and invoiced according to the square metres effectively assigned (decimals rounded up) which will be shown in the document "notification of assignment" (available for the Exhibitor in the online platform of EICMA) in which the data of the area assigned will be summarized and supplemented if necessary and the corresponding rental fee will be shown. Following the notification of the stand assigned, the Exhibitor may download from the Exhibitors' portal of Fiera Milano S.p.A. the scale floor plan and the information useful for setting up the stand. In addition, the Organizer will have the faculty of modifying, reducing and changing, at any time whatsoever including after the notification of assignment has been sent, the dimensions of the stand already assigned, and/or the location in another exhibition area should the circumstances so require without any right of the participant to indemnity or compensation of any kind. It will however be under the obligation to notify the Exhibitor in writing. The use of a specific area of type of display, or stand, in a specific year of the Event does not constitute preferential entitlement for the assignment of the same surface area of type of display or stand, in future years.

**9.5.1** In order to safeguard the aesthetic level envisaged by the Organizer, the Exhibitor who is assigned a bare area is required to submit for verification by Fiera Milano its set-up proposal to be checked and approved. Should the submitted set-up proposal fail to protect the aesthetic level of the Event, the Organizer reserves the unquestionable right to assign a pre-equipped set-up (as per the forms and prices provided in the price list), the cost of which will be charged to the Exhibitor.

## 9.6 EXHIBITOR BADGES AND ADMISSION

**9.6.1** EICMA will issue the Exhibitors permanent admission badges to the Show in a number proportional to the surface area of the stand assigned according to the following table:

- for surfaces occupied by collectives, 2 badges every 9 sq. m.
- Stand up to 20 sq. m., 4 badges
- Stand from 21 to 50 sq. m. 6 badges
- Stand from 51 to 100 sq. m. 13 badges
- Stand from 101 to 200 sq. m. 20 badges
- Stand from 201 to 400 sq. m. 40 badges
- Stand from 401 to 600 sq. m. 55 badges
- Stand from 601 to 1000 sq. m. 80 badges
- Over 1001 sq. m.125 badges

The exhibitor badges are in digital format and must be managed through the online webplatform. The badges are also valid for the days of preparing and dismantling the stands and may be managed through the anti-passback system (the badges will allow 2 daily entrances at a distance of 2 hours from one another). Transferring the aforementioned badges for any reason whatsoever is prohibited. The abusive use of the aforementioned badges will entail the immediate confiscation of the same.

**9.6.2** The rental fee does not include any free car parking space, any free daily admission tickets and extra Exhibitor Badges which can be ordered and purchased through the online platform which will be made available by EICMA.

The fee paying car park will be valid for the entire duration of the event (excluding setup and dismantle days).

Eicma will assign a number of spots based on the assigned square meter that need to be confirmed according to the methods that will be communicated by the organizing secretariat:

- From 16 sq.m to 200 sq.m: 1 parking pass
- From 201 sq.m to 300 sq.m: 2 parking passes
- From 301 sq.m to 600 sq.m: 3 parking passes
- From 601 sq.m: 4 parking passes

If there is no confirmation, the spots will be freed up and made available to everyone with the purchase through the portal.

## Article 10 Delivery and return of exhibition areas - Damage to the exhibition areas and Obligations

**10.1** The Exhibitors must observe the rules of law in force and all the other regulations as per the Technical Regulations for the use of the structures and of the technical installations.

**10.2** The exhibition areas must be returned in the conditions in which they were when they were handed over to the Exhibitors. All the costs of repair are at the expense of the latter. Tampering with, modifying or removing the structures provided by the Organizer is

# General Regulation

prohibited. In the case of violation of this rule, the Exhibitor must pay for all the costs of repair of the structures and it may be excluded from the subsequent editions of the Event.

**10.3** Damage to the exhibition areas and responsibility. The Exhibitor is appointed as custodian of the exhibition areas from when they are made available for set-up until the complete dismantling and vacation, and takes on all the risks deriving from the possible activities, including those implemented by third parties having material availability of the area on behalf of the same, which cause damage to property or to people. On occupying the space before proceeding with the set-up and the arrangement of the goods, the Exhibitor must have the Customer Service of Fiera Milano S.p.A. acknowledge any defects or shortcomings there may be. At the end of the Event, the space must be handed back in its original state. Again at the end of the Event, the spaces must be cleared at the latest by the deadline in the circular of mobilization which can be consulted on the Exhibitors' Portal, under the item "Pre-accreditation vehicles." Failing this, the Organizer and Fiera Milano S.p.A. as they do not assume responsibility for the materials and for everything that may be deposited, reserve the faculty of proceeding with their collection and storage, without any responsibility at all for custody and in any case at the expense of the non-fulfilling Exhibitor.

After two months have elapsed, unclaimed goods and materials may be sold at auction and the proceeds, net of all expenses and any fees of Fiera Milano S.p.A., credited to the Exhibitor.

The permanence of the exhibitor's materials in the Exhibition Grounds also entails the obligation to recognize to Fiera Milano S.p.A. the extra-fair occupancy fee for the area.

## Article 11 Withdrawal

**11.1** In the event in which an Exhibitor notifies its decision to withdraw from participation in the Event, the same will be obliged to pay the following sums:

- withdrawal notified no later than 31st May of the year of the Event, EICMA will retain by way of payment for early withdrawal the whole amount of the advance paid;
- withdrawal notified after 31st May of the year of the Event and no later than 31st August of the Event, EICMA will retain by way of payment for early withdrawal the whole amount of the advance paid and will be entitled to request 30% of the balance due calculated on the basis of the square metres assigned or if not yet notified on the square metres requested in the Application for Participation;
- withdrawal notified after 31st August of the year of the Event, EICMA will retain by way of payment for early withdrawal the whole amount of the advance paid and will also be entitled to request the whole balance due calculated on the basis of the square metres assigned or if not yet assigned on the square metres requested in the Application for Participation.

**11.2** In the case of notification of partial withdrawal of the space, the above rules will apply in proportion to the space no longer wanted.

## Article 12 Prohibitions

### Prohibition of advance dismantling of exhibition areas - (see Article 9.1.1 General Regulations)

**Prohibition of transferring exhibition areas** - Transferring or the total or partial sub-rent, in whatever capacity, of the exhibition space assigned, is prohibited. In the case of ascertained violation of this prohibition, the Organizer has the faculty to terminate this contract pursuant to article 1456 of the Italian Civil Code and the Organizer and Fiera Milano are entitled to retain all the sums paid until that time by the Exhibitor for the Application for Participation or to demand them as a whole if not yet paid, by way of penalty, without prejudice to any further greater loss. The assets, the goods and the materials for the stands introduced and exhibited abusively by the transferee may be removed by the Organizer at the risk and expense of the Exhibitor.

**Prohibition of occupation** - Occupying any space whatsoever outside that allowed by the notification of assignment of the exhibition space with the Exhibitor's products is prohibited.

**Prohibition to hold shows** - Any form of show (such meaning any form of exhibition, show, event or other form of entertainment for the public, which goes beyond the mere display of products, including shooting activities of influencers, etc.) is prohibited during the first two days of the Event. On subsequent days, any entertainment may be organized by the Exhibitor only in strict compliance with the provisions of Exhibit 12. In case of non-compliance, please refer to the provisions of Article 15 "Penalties for Non-compliance-Express termination clause". As of the third day of the Event, Exhibitors wishing to organize shows (as described in Article 12 of the Eicma Regulations) in their exhibition space must be authorized in advance in writing by the Organizer. To this end, the Exhibitor must send a special written request no later than October 15 of the year of the Event; the request must contain a detailed description of the show, with an indication, among other things, of the duration of the activity of the names, of the invited guests whether they are people from the show business and/or sports, influencers and/or content creators. The exhibitor shall provide adequate space within its stand to allow for the smooth running of the event which, under no circumstances, shall cause interference or danger in the aisles and spaces adjacent to the stand.

The Organizer, in agreement with Fiera Milano, may authorize or not the requested show, at its own discretion and without any limitation, with communication to be sent within the next 15 (fifteen) days. In any case, EICMA S.p.A., in cooperation with Fiera Milano security service, reserves at its sole discretion the right to prohibit the Exhibitor, even during the course of the exhibition, from holding the shows, even if previously authorized, in the event that: safety-related problems are detected; they are carried out in a manner different from what was originally communicated; they are disturbing other neighboring Exhibitors; they are contrary to morality or public order.

The request must include activities in accordance with the Technical Regulations of Fiera Milano S.p.A., which the Exhibitor must be familiar with in every part.

It is in any case prohibited:

- the throwing of products that may cause injury and/or physical damage to persons present, such as helmets, etc;
- the use of machines and/or equipment powered by combustion engines. All vehicles must be kept permanently empty and batteries disconnected;
- bringing into the halls, and storing at the booth, flammable substances, compressed or liquefied gases, caustic or corrosive substances, toxic, poisonous or irritating substances. Containers of these substances may be displayed without their contents.

The exhibitor will need to arrange, at their own expense, a security service that will need to coordinate with the security service of Fiera

# General Regulation

Milano (if not provided directly by Fiera Milano). Sound transmissions shall be contained within the limits permitted by the Technical Regulations of Fiera Milano S.p.A. and the use of audiovisuals shall not cause disturbance to neighboring stands and/or impede or make it difficult to fully carry out commercial activities. In any case, the Organizer may enjoin the Exhibitor (by means of written or verbal communication by its appointees) to contain the noise levels, at its sole and exclusive discretion.

**Prohibition of putting vehicles, machinery and/or equipment into action without the authorization of the Organizer (see Art. 3.4.22 Fiera Milano Technical Regulations).**

**Prohibition of selling** – Selling with immediate delivery of goods exhibited and indicating the relative prices with exhibited price tags is also prohibited, with the sole exception of the directly promotional products and goods of the brand or of the brands represented (Merchandising) as well as of specialized publishing.

**Prohibition of promotional activity in the aisles and passageways** – distributing promotional material and any visual and/or sound advertising/promotional activity outside the stands, including itinerant in the aisles, in the paths and in the vicinity of the Exhibition Area is prohibited.

**Collection and disposal of waste**

The collection, holding, transport and recovery of waste must be carried out in accordance with Legislative Decree no. 152 of 2006 as amended. It is compulsory for the Exhibitor to remove waste from the Exhibition Centre, taking it to the authorised recovery/disposal plants, in accordance with current legislation. Pursuant to the Technical Regulations, the Exhibitor and its representatives are responsible for the correct management of the waste produced inside the assigned exhibition space. It is forbidden for the Exhibitor (or its representatives) to leave waste of any kind inside the exhibition space, either in the assigned space or in the common areas (aisles, roadways, etc.). The Exhibitor or its representatives may remove the waste produced directly or by using the services of professionals authorised to handle waste, registered in the National Register of Environmental Managers, which can be consulted at the following address:

<https://www.albonazionalegestoriambientali.it/Public/Elenchiiscritti>.

The prohibition on abandoning waste and the related obligation to manage it correctly shall be construed as referring to all waste and residual materials from the set-up/disassembly work (packaging, materials used such as walls, false ceilings, floor coverings, etc.). Is excluded from this obligation, however, the waste resulting from the cleaning of the stand during the Exhibition, carried out by the companies appointed by FIERA MILANO S.P.A.

In the case of abandonment of waste in the halls or inside the Fairgrounds, Fiera Milano will apply a penalty up to € 5.000,00, without prejudice to compensation for greater damages, and reserves the right to move away the responsible personnel from the Fairgrounds and to take legal action. The Exhibitor is required to respect all the local regulations in force and in accordance with the provisions of the Regulations governing the collection of solid urban waste, separate collection and urban hygiene services, adopted by the Municipality of Rho - pursuant to art. 198, c.3 of Legislative Decree 152/2006 - during the exhibition the Exhibitor and its staff are required to separate the waste produced, separating it by type and nature in the bins located inside the halls and in the specially equipped outdoor areas. In this way, separate management of the different types of waste can be guaranteed and their recovery in controlled supply chains promoted.

**Other prohibitions:**

Exceeding the limits of set up in art. 9 is prohibited;

Prohibition of the construction of plasterboard structures and walls;

Circulating with unauthorized vehicles is prohibited – Circulating in the aisles of the halls and in the paths of the Exhibition Area with any two-wheel vehicles, including electric (for example scooters, segways, roller skates, bicycles etc.) is prohibited.

Use of the Organizer's trademark without written authorization is prohibited;

Making advertising announcements is prohibited;

Taking out of the Exhibition Area products and vehicles subject to request to present to the Customer Service is prohibited;

Leaving cars (including in the case of breakdown) parked overnight in the Exhibition Area is prohibited;

Staying in the areas and inside the Exhibition Area after the closing time of the event or at different times other than those authorized without special written permission issued by the Organizer is prohibited;

Bringing any type of domestic animal into the Exhibition Area is prohibited – The cases in which they play socially useful tasks are excluded, the evaluation of which is made by Fiera Milano S.p.A., its decision being final.

## Article 13 Decency

The Exhibitors undertake to respect decency and morals in their exhibition spaces, as well as obviously respecting the rules of public order. Indicatively but not exhaustively, also due to the presence of minors in the Exhibition Grounds, the Exhibitors are obliged to require of their personnel, whether employees or not, present in the exhibition spaces, polite and respectful behaviour as well as decent clothing.

## Article 14 Failure to arrive, late arrival and early departure from the exhibition area

**14.1** In the event that the Exhibitor, for any reason whatsoever, does not take possession of the Stand assigned to it by 12 noon on the day prior to the start of the Event or in the event that it arrives at the Event when it has already started, the Organization has the faculty to terminate this contract pursuant to Article 1456 of the Italian Civil Code and, consequently, to freely dispose of the unoccupied space.

**14.2** The sums paid or still due by the Exhibitor for the payment of the Fee will be retained and/or requested by way of penalty and no request may be made by the Exhibitor for any reason or in any capacity whatsoever. In the event of failure to occupy the Stand by the Exhibitor, the Organizer also reserves the right to exclude the Exhibitor from subsequent editions of the Event.

**14.3** If the Exhibitor leaves the Stand early, even partially with respect to the days and times of closing established in the Application for Participation or dismantles the Stand, without prejudice to the right of the Organizer to claim or retain the payment of the agreed Fee, a penalty equal to Euro 2,500.00 will also be due.

# General Regulation

## Article 15 Penalties for non-performance - Express termination clause

**15.1** The Exhibitor assumes exclusively the civil and criminal liability for any damage caused by failure to observe or by infringement of the regulations currently in force and all the requirements shown in these Regulations and in the Technical Regulations, also being obliged to hold EICMA harmless of any claims for compensation put forward by third parties.

**15.2** In every case of non-fulfilment of the General Regulations and of the Technical Regulations of Fiera Milano by the Exhibitor, it will be the faculty of the Organizer to request a penalty by way of compensation, as well as any greater damage. In particular:

1) the violation of the prohibition of transferring the Stand and of selling products exhibited entails the application of a penalty equal to Euro 2,500.00.

2) violation of the prohibition of promotional activities in the aisles and avenues and of holding shows, unless in accordance with the provisions of Art. 12 and Annex to clause 12, shall result in the application of a penalty of 2,500.00 euros.

3) failure to send the project and/or for the design of the stand entails the application of a penalty of Euro 2,500.00. 4) Failure to report or untruthful reporting by the Exhibitor of the presence in its Stand of Companies and/or products from outside the sector (and also for the companies in the sector and those in the trade publishing and press sector), entails the application of a penalty equal to Euro 2,500.00. In addition, the additional fee will be requested as shown in Art. 8.

5) The violation of any other prohibition shown in these General Regulations and in the Technical Regulations entails the application of a penalty of Euro 2,500.00 for each individual violation. The penalties shown above and those shown in these Regulations, in the case of collective participations, are agreed as applicable to each participant of the collective and for each brand represented in the case of an area where several brands are represented.

**15.3** In the case of failure to pay the aforementioned penalties, the Organizer reserves the right not to accept the application for participation for the next editions.

**15.4** It is the Organizer's right, in the event of the Exhibitor's failure to comply with the provisions of Articles **5,7,8,12,13,14 and 16** of these General Regulations to terminate this contract by right pursuant to Article 1456 of the Italian Civil Code and, consequently, to freely dispose of the unoccupied space.

## Article 16 Occupational safety and health

Each Exhibitor is required to scrupulously comply with the entire regulatory system in force, also and above all with regard to the protection of the health and physical integrity of workers, and with labour, social security and welfare legislation for the entire duration of the Exhibition, including assembly and dismantling. Furthermore, the Exhibitor undertakes to observe and ensure that all subjects working on its behalf to any extent and in relation to any other related or connected activity, comply with the Technical Regulations of Fiera Milano and any supplementary sections thereof. The Technical Regulations, which can be consulted on the website [www.fieramilano.it](http://www.fieramilano.it), in the link to the Event, in the section "Exhibitors - Technical Information" contain, among other things, precautionary rules regarding exhibition safety (fire prevention, electrical systems, environmental protection, etc.), with the exclusion of the specific safety rules concerning the activities carried out by the Exhibitor. For the purposes of fulfilling the obligations contained in the Italian Ministerial Decree 22.7.2014 above, the Organizer makes the documents referred to in Annexes IV and V of the Ministerial Decree itself available on its own website and that of Fiera Milano. Behaviours that do not comply with the above safety regulations, in particular when they may affect the general safety of the halls and third parties present, may be the subject of intervention by the Organizer and/or Fiera Milano, as part of random and sample checks, and may result in the immediate deactivation of utilities supplied to the stand or the immediate closure of the same. Any other consequence that may arise from failure to comply with the above provisions is solely the responsibility of the Exhibitor and the its contracted companies. Fiera Milano may remove from the Exhibition Centre personnel of contractors / self-employed persons working on behalf of the Exhibitor if they do not have the identification card provided for by articles 18, paragraph 1, letter u), 21, paragraph 1, letter c), 26, paragraph 8 of the Italian Legislative Decree 81/08 and non-EU personnel if, even if they have the identification card referred to above, they do not have a valid, legible residence permit or a valid, legible identity card. The Employer who is responsible for such personnel will be charged consequently. The Exhibitor that, as customer, has authorised the company to operate in the district on its own account for the execution of works, will be informed of the claim. The Exhibitor is responsible for the compliance with the regulations in force of everything that is carried out and organised on its behalf in relation to outfittings, structures, systems, products on display and all related activities. Each Exhibitor must appoint a "Contact Person of the Exhibitor for the Exhibition Safety" (RSE) who will, for safety purposes, be liable towards all subjects possibly involved for all responsibilities in respect of the activities conducted on the Exhibitor's behalf during the entire time of stay at the exhibition district. At the Exhibitor's discretion, and under its full responsibility, the RSE may also be a different person in each of the three stages mentioned above (assembly, exhibition and dismantling). The name of this Contact Person and the relevant telephone numbers must be communicated to the Organizer and Fiera Milano before the stand assembly works begin and, in any case, before workers and materials enter the Fiera Milano district. The names and contact details of the Contact Persons for the Exhibition Safety of neighbouring stands will be made available to Exhibitors at the Organizer and at Fiera Milano.

Each Exhibitor, through his own contact person for the Exhibition Safety, must work jointly with the Contact person for the Exhibition Safety of the neighbouring stand so that, through the exchange of information, it will be possible to identify any preventive measures to be applied to eliminate or, where this is not possible, minimise the risks of interference, where present. If the name of the "Contact Person for the Exhibition Safety of the Exhibitor" (RSE) is not communicated, this function will be held by the legal representative of the Exhibitor Company. Any changes to the name of the "Contact Person for the Exhibition Safety of the Exhibitor" must be promptly communicated to the Organizer and Fiera Milano. The most relevant obligation for the Customer concerns the DUVRI [unified document for the assessment of interference risks], or the PSC [safety and coordination plan] in the event that, respectively, the rules contained in article 26 of the Italian Legislative Decree 81/08 are applied, or those contained in Title IV of the same decree, relating to work safety at construction sites, according to the provisions of the Italian Interministerial Decree of 22 July 2014. This documentation must be uploaded to the appropriate section of the Fiera Milano IT Exhibitor platform available to the competent authorities (ATS and the police) and be present at the stand for the entire period of the event (including assembly and dismantling).

# General Regulation

## Article 17 Anti-counterfeiting amicable settlement office

**17.1** 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-authorized 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.

**17.2** 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 latter, to request the removal from the stand of the trademarks and the distinctive signs displayed illegally, or the counterfeit products and prototypes.

**17.3** 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.

**17.4** 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 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.

**17.5** 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 18 Industrial and intellectual property rights – SIAE

**18.1** The Organisation shall not be liable for the activity carried out by Exhibitors and specifically for the displaying of products that violate laws and/or decrees and/or regulations and the like, industrial and intellectual property rights. In case of distribution of phonovideographic or multimedia materials containing works or parts of works of the intellects protected under Law No. 633 of 22 April 1941 the copyright, as well as any other charges related to the certification of such media, will have to be paid beforehand, pursuant to Article 181bis of said Law. 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.

**18.2** In case of violation of intellectual property rights by any Exhibitor, even past and already judged, Eicma reserves the right to exclude the Exhibitor from the trade fair and subsequent editions.

## Article 19 Force majeure, change of date or cancellation

**19.1** In the case of force majeure or, for reasons beyond the control of the Organizer, the date of the Event may be changed or the Event may be completely suspended. In the latter case, the Organizer, having fulfilled its commitments with third parties and covered the costs of organization in whatever capacity, divides between the Exhibitors, in proportion to the sums due for the square metres reserved, the residual sums, within the limits of the advance already paid by the individual Exhibitor. Again in the event of cancellation of the Event, the costs for installations and/or special installations made on the orders of the Exhibitors, the same must reimburse these in full.

**19.2** The Exhibitors exonerate the Organizer and Fiera Milano from liability for any direct and indirect damage of any type whatsoever that the Exhibitor has suffered due to the cancellation or the change of date of the event, which they hereby waive.

## Article 20 Modifications to these regulations and supplementary regulations

**20.1** The Organizer reserves the right to establish - including in departure from these Regulations - rules and provisions deemed opportune to better regulate the Show and the related services. These rules and provisions are equivalent to these Regulations and are an integral part of them: they are therefore compulsory to the same extent.

**20.2** The Exhibitors undertake as of now to respect the rules of a practical nature (times of entrance; entrance doors; parking of vehicles without authorization and/or in prohibited areas etc. ...) that the Organizer sends to them close to the date of the Event. **20.3** Failure to respect these rules may entail the immediate closure of the Stand, the exclusion from subsequent editions of the Event and the claim for further compensation.

## Article 21 Processing of Exhibitor's Personal Information

**21.1** The Exhibitor declares being informed that the provisions of Regulation (EU) 2016/679 - General Data Protection Regulation (hereinafter "GDPR") concern the processing of the data relative to natural persons ("Personal Data") and are not applicable in relation to legal entities (companies), bodies and associations and the information ("Information") referred to these subjects, for which only the rules on sending commercial electronic communications remains valid, for which the Exhibitor (legal entity, body or association) is also required to issue prior consent required for sending these communications for the purposes of direct marketing.

**21.2** The Personal Data referred to the Exhibitor, if operating as a sole trader, small businessman or self-employed professional, as well as the relative representatives, employees and collaborators, indicated in the Application for Participation or also issued subsequently, as well as gained through third parties (e.g. partners, commercial information company etc.) or in the context of the Event are collected and processed by the Organizer and by Fiera Milano S.p.A., as Data Controllers for the activities of their respective competence, in the terms described in their respective privacy notices in Annex Eicma(A) and Annex Fieramilano (B).

# General Regulation

**21.3** The attached privacy policy as per the previous section is made by the Organizer and by Fiera Milano S.p.A. pursuant to art. 13 of the GDPR and the Exhibitor undertakes to notify to the natural persons (its representatives, employees and collaborators) to whom the Personal Data provided concern for the purposes of taking part in the Event and the supply of the relative services, as well as guaranteeing that the Personal Data can be lawfully used by the Organizer and by Fiera Milano S.p.A. for these purposes and to relieve and/or indemnify the latter for any costs or losses deriving from the infringement by the Exhibitor of the obligations assumed pursuant to this article.

## Article 22 Use of images of the Exhibitor acquired during the Event

Article 22 Use of images of the Exhibitor acquired during the Event In relation to the images concerning the Exhibitor, the relative stand and/or its representatives, employees and collaborators, in any way acquired or filmed (such as by way of example and not exhaustively by cameras, by video filming or audio-visual recording) during the Event, the Exhibitor declares having been informed, pursuant to Regulation (EU) 2016/679 - General Regulation on Data Protection, of the collection and processing of these images by the Organizer and by Fiera Milano S.p.A. and of their possible diffusion for popularizing, promotional and commercial purposes, and grants free of charge to the latter subjects the right to use the aforementioned images, for these purposes, pursuant to articles 96 and 97 of law no. 633/1941, if necessary authorizing the Organizer and Fiera Milano without any restrictions to use them by means of any means of communication (including, merely by way of example, brochures, presentations, catalogues and in general printed matter necessary for promotion, TV, pay to view, etc.) and diffusion via the internet (company website, social media etc.) or through magazines and other publications, including online, with the widest right of adaptation and reproduction, for all the purposes allowed by law. To this end, the Exhibitor declares and guarantees to the Organizer and to Fiera Milano having: (i) collected, where necessary, the consent of the parties concerned, by suitable privacy policy, for the processing by the Organizer and Fiera Milano S.p.A. as well of the data relative to their photos, video recordings etc., including their diffusion for promotional and advertising purposes pursuant to regulation (EU) 2016/679 - General Regulation on Data Protection ; (ii) acquired the release for use and publication of the images, pursuant to articles 96 and 97 of law no. 633/1941 on copyright, in the above terms, by the natural persons portrayed or filmed, its representatives, employees and collaborators, on the occasion of the aforementioned event. In relation to the previous points (i) and (ii), the Exhibitor undertakes to relieve and hold harmless the Organizer and Fiera Milano of any complaint, action or claim put forward by the aforementioned persons with regard to the use and publication as indicated of the relative images as above.

## Article 23 Measures for the protection of the security of persons present in the exhibition centre

For your information Fiera Milano, in compliance with the requirements imposed by the Public Security Authority, adopts the infrastructural, organizational and operational measures deemed appropriate for the protection of the security of persons present in any capacity in the Exhibition Centre. As a simplification and not exhaustive, at the sole discretion of Fiera Milano will be provided: a) particular methods of access to the Exhibition Centre and exit from the same (destination of specific gates or reserved lanes, timetables, control and access control systems and flows) - even if differentiated - for the different categories of users of the District; b) security checks, also performed with the aid of fixed or portable equipment and technical equipment, on people, luggage and personal belongings, and on means of transportation and work, both at the time of entry into the Exhibition Centre, both within the same and, where necessary, at the exit from the same. The checks are performed by Fiera Milano personnel or by third parties appointed by the same. Without prejudice to any communication of the fact to the Police and the consequent measures taken by the same, users who do not agree to submit to the control are forbidden to access the Venue and, if they were already inside the Venue, they are immediately removed. The users under control are required to provide the utmost cooperation, so that the operations can be carried out as efficiently and as quickly as possible by the nature of the activity. Upon the outcome of such checks, without prejudice to any communication of the fact to the Police and the consequent measures taken by them, Fiera Milano reserves the unquestionable right to inhibit access to the Venue to suspect persons or objects and, if the suspect persons were already inside the district, to immediately remove them from the district, while the suspect objects must be immediately removed from the district under the care and under the responsibility of their holders. Fiera Milano is not required to set up deposit and custody services for suspect items; c) changes or limitations on traffic and pedestrian and vehicular traffic inside the Venue, also possibly with the installation of barriers, new jersey elements, bollards and the like; d) forced removal, at risk and at the expense of the owner, of means of transport or work, of objects or personal belongings considered to be suspect or which otherwise hinder the carrying out of the security checks. The provisions of this article are also applicable to all visitors and guests admitted to the event.

## Article 23 Bis Controls

“Except as established by individual provisions, the surveillance of compliance with the General Regulations is entrusted to the staff of EICMA S.p.A., to the competent offices of Fiera Milano and possibly to third parties (natural and legal persons) by the same appointed”.

## Article 24 Competent court of law and applicable law

**24.1** Any dispute regarding the interpretation, performance or termination of this contract shall be brought before the Milan Court competent by value. **24.2** These Rules and Regulations shall be deemed to be made in, and governed and interpreted in accordance with the Italian Laws.

EICMA S.p.A.  
CEO Paolo Magri



## Sheet A - Setup

This technical sheet is just an example and it is not exhaustive.  
For more details and specs useful for the setup,  
we invite you to read carefully clause 9.3 of the Eicma Regulations.

### Closure of the sides:

Side length **up to 5 metres:**  
percentage of closing **allowed 60%**

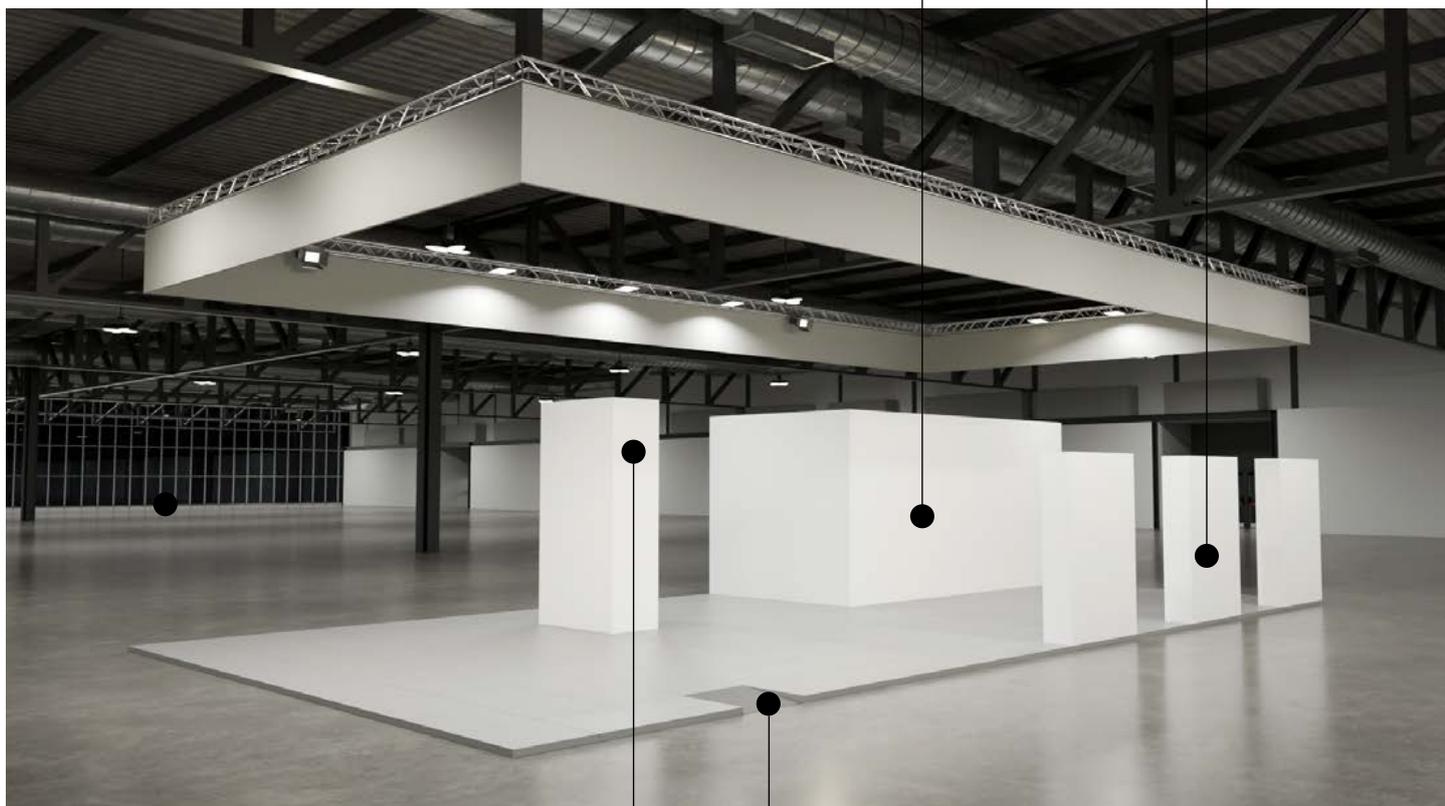
Side length **over 5 metres:**  
percentage of closing **allowed 40%**

Continuous one-sided side closures will not be permitted.  
Permitted closures shall be well distributed leaving through  
openings and/or providing for display areas in order to  
ensure visibility of neighboring Stands within the halls.

**A greater closure may be permitted only for spaces  
whose sides face the perimeter walls of the pavilions.**

### Wall height:

The permitted height may vary from a minimum of  
3 meters to a maximum of 4 meters from the ground/ footboard.



### Architectural elements up to 6.5 mts height (such as rods, trusses, banners, signs, totems, etc.):

The dimensions (width and depth) allowed:  
2x1 mts for booths from 100 to 300 sqm  
2.5x1 mts for booths over 300sqm

### Access ramps and footboards for the disabled:

Each stand that is equipped with a footboard  
shall be provided with at least one access ramp.

## Sheet B - Overhead structures

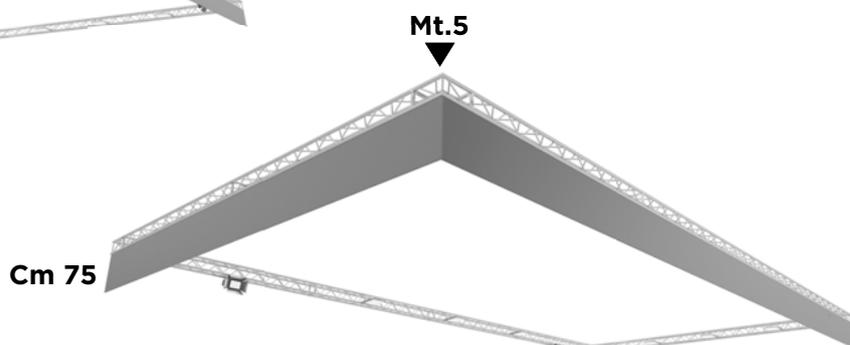
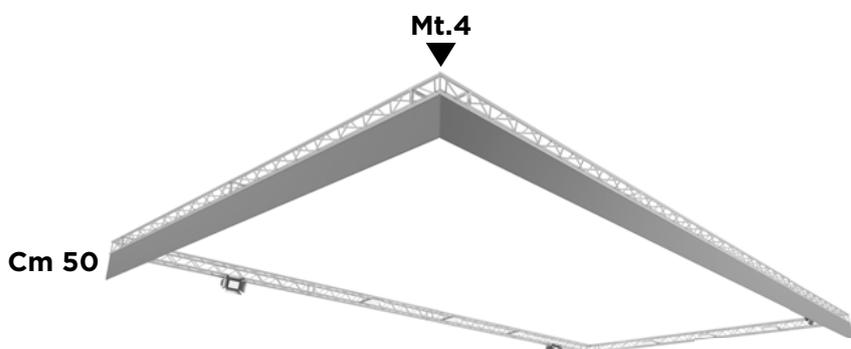
This technical sheet is just an example and it is not exhaustive.  
For more details and specs useful for the setup,  
we invite you to read carefully clause 9.3 of the Eicma Regulations.

### Examples of hanging structures like American trusses:

#### For booths up to 50 sq.m:

The hanging structure, like an American truss, can be set up 4 or 5 meters from the ground to the upper edge .  
You will be allowed to affix logos, graphics, and banners to these structures, depending on their height:  
at 4 mts affixed logos and/or hanging graphics must not exceed 50 cms. in height  
at 5 mts affixed logos and/or hanging graphics must not exceed 75 cms. in height  
The graphics can be placed immediately below the lower edge of the truss structure itself.

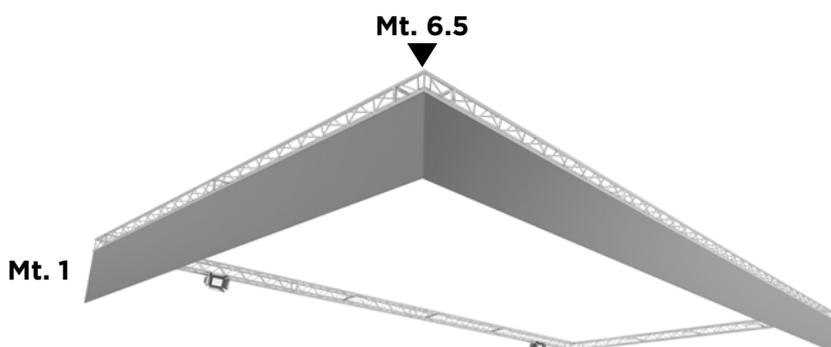
On the side possibly bordering another Exhibitor, such structures shall be free of graphics.



#### For booths over 50 sq.m:

The hanging structure, like an American truss, can be set up 6 meters from the ground to the upper edge.  
You will be allowed to affix logos, graphics, and banners to these structures that must not exceed 1 mt. in height  
The graphics can be placed immediately below the lower edge of the truss structure itself.

On the side possibly bordering another Exhibitor, such structures shall be free of graphics.



## Sheet C1 - Mezzanine

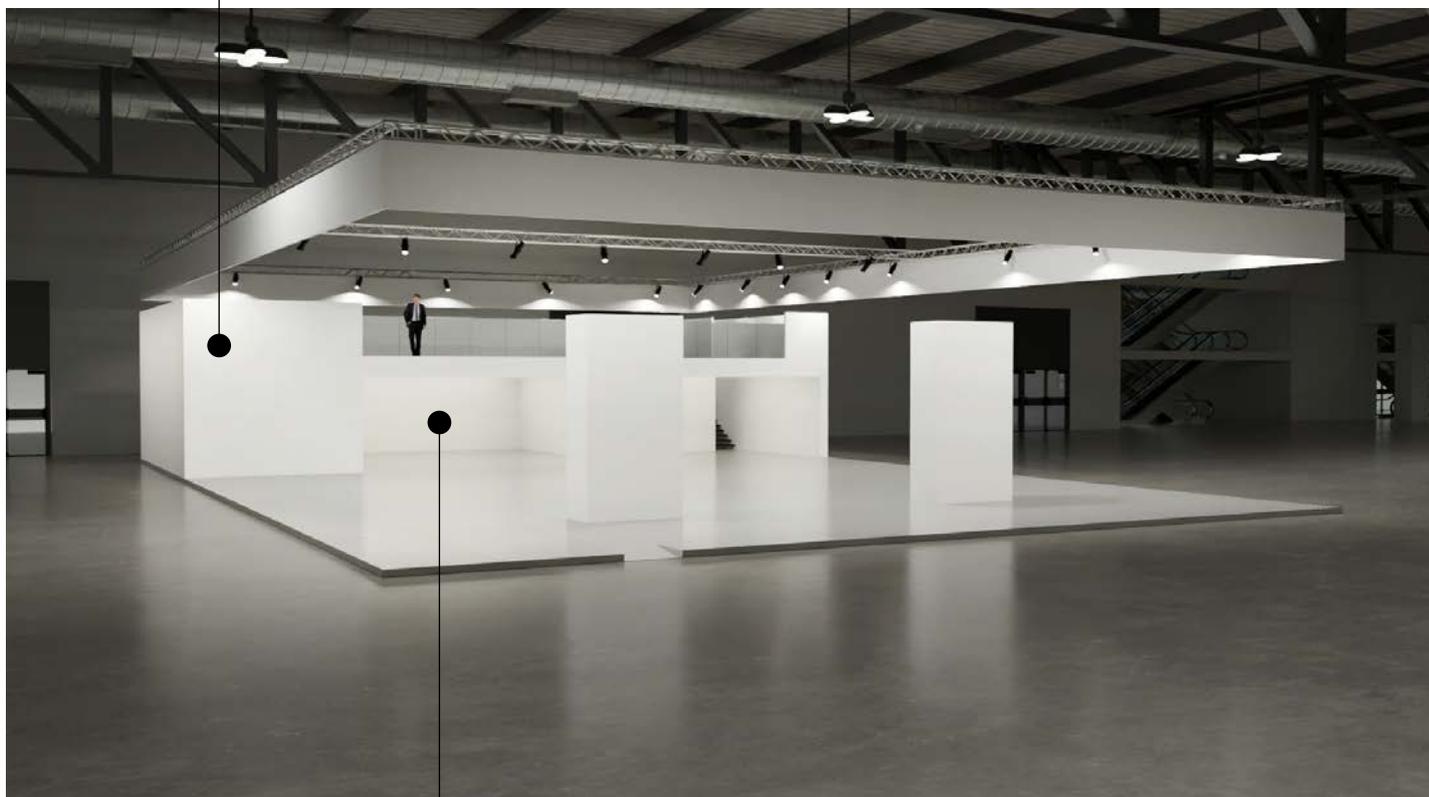
This technical sheet is just an example and it is not exhaustive.  
For more details and specs useful for the setup,  
we invite you to read carefully clause 9.3 of the Eicma Regulations.

**The assigned area faces the perimeter wall of the pavilion.**

### Mezzanine walls height:

The maximum height allowed for walls facing the perimeter of the halls is 5 meters from the ground/platform.

For other walls, follow what is stated in the General Regulations, clause 9.3 or see the technical sheet "A".



### Closure of the sides:

A continuous closure of the side may be permitted **only and exclusively** for spaces whose sides face the perimeter walls of the pavilions.

For the closure of other walls, comply with clause 9.3 of Eicma General Regulations, or see the technical sheet "A".

**Note: The fire wall separating the two pavilions is not classified as a perimeter structure; consequently, continuous and total closures on that side are not permitted, and no exceptions will be granted.**

## Sheet C2 - Mezzanine

This technical sheet is just an example and it is not exhaustive.  
For more details and specs useful for the setup,  
we invite you to read carefully clause 9.3 of the Eicma Regulations.

### The assigned area is adjacent to other booths.

For Booths that include a mezzanine, foresee the placement at the center of the exhibition booth. It is forbidden to place the mezzanine along the perimeter of the booth



### Note: For the area under the mezzanine, the rules about closing the sides must be followed.

Side length **up to 5 metres:**  
percentage of closing **allowed 60%**

Side length **over 5 metres:**  
percentage of closing **allowed 40%**