

GENERAL REGULATION

Art. 1 - NAME OF THE EVENT

MIPEL - Mostra Internazionale della Pelletteria e Accessori Moda.(International Leather Goods and Accessories Show). It is a registered trademark and cannot be used by third parties in any form without the prior written consent by the owner.

Art. 2 - ORGANISER

Aimpes Servizi S.r.l. (a single-member company), registered office Viale Beatrice d'Este 43, 20122, Milan, Tax and VAT Registration No. 01775860156 (referred to below as "Aimpes").

Art. 3 - VENUE, DATES AND TIMETABLE

The 112nd MIPEL will take place in the Fiera Milano Pavilions - Rho (East Gate/West Gate) **from Sunday 17th to Wednesday 20, September 2017**. The event will be open to visitors **from 09:30 a.m. to 19:00 p.m. from Sunday to Tuesday - from 9:30 a.m. to 4.00 p.m. on Wednesday**; exhibitors and their staff will have access to the booths **from 08:00 a.m. to 7:30 p. m. on Saturday; from 9:00 a.m. to 7.30 from Monday to Tuesday; from 9:00 a.m. to 4:30 p.m. on Wednesday**.

Art. 4 – QUALIFYING PRODUCTS

The following products are admitted to MIPEL: leather goods, travel bags, and leather clothing; umbrellas; personal fashion accessories and leather total look. Aimpes Servizi may however authorise the showing of other items, provided these are related to the kinds of goods catered for by MIPEL.

Art. 5 – QUALIFICATIONS FOR PARTICIPATION

To be admitted to MIPEL, firms must:

- be engaged in the production of and/or trade in leather goods, travel bags, leather clothing, umbrellas, personal fashion accessories and leather total look, though Aimpes Servizi may notwithstanding authorise the showing of other items, provided these are related to the kinds of goods catered for by MIPEL;
- be registered with the appropriate Chamber of Commerce for their home territory;
- produce, exhibit and/or market only finished goods and products: **firms producing and/or intending to exhibit**

- **semifinished goods and/or raw materials will be strictly excluded from taking part in MIPEL.**
- product quality and style: each edition a special Technical Committee will definitely decide on the basis of suitable parameters and information provided by exhibitors and will give a positive or negative opinion on the participation at the event.

Art. 6 - REGISTRATION REQUESTS: NEW EXHIBITORS

Firms wishing to take part in MIPEL for the first time are required to ask for a form (the "MIPEL Registration Request", referred to below as "the Request"), and to return it duly completed and signed, together with the documentation listed therein, **no later than 30 (thirty) days before the opening date**.

Aimpes Servizi reserves the right to disregard. Requests arriving late and/or not duly completed and signed and/or missing any of the documents listed on the form.

Aimpes Servizi will check that the qualifications for admission are met, and reserves the right to specify in which of the various themed areas within the venue the firm may exhibit. Requests containing false declarations will be rejected, and any firm submitting such a request may be excluded from subsequent MIPEL events.

If the requirements for qualification are met, Aimpes Servizi will send the applicant an Admission Application pack as provided for in Art.7. NB: Aimpes Servizi may, at its sole discretion and notwithstanding the normal deadlines specified in Art. 10, require payment of the entire fee in advance.

Art. 7 – ADMISSION APPLICATIONS

The Exhibitors who have taken part in the previous MIPEL event will need to send to Aimpes Servizi **by April 13rd, 2017** the Admission Application, signed without any reservation or condition and accompanied by the required documents and a copy of the bank transfer proving payment as required by Art.10. In signing the Admission Application, Exhibitors undertake to accept the terms and conditions of these Rules, of the Technical

Regulations which will be sent later (which form an integral part of these Rules), and also any supplementary provisions issued by Aimpes Servizi and/or Fiera Milano SpA.

Aimpes Servizi may require Exhibitors who have participated in past MIPEL events but did not take part in the latest one to produce some or all of the additional documentation required for first registration. In the case of any Exhibitor who has on previous occasions been late in paying any amount due for taking part and/or submitting any Admission Application Aimpes Servizi may, notwithstanding the normal deadlines specified in Art. 10, require settlement of the entire fee in **one single advance payment**.

Exhibitors whose company name has changed since the last MIPEL event will need to enclose with their Admission Applications a suitable document showing evidence of the change (eg Chamber of Commerce/Company Registrar certificate): Aimpes Servizi reserves the right to reject the application if such documentation is not provided.

Art. 7.1 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 booth 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 Exhibitors (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.

Foreign Exhibitors interested in recovery of V.A.T may contact:

- **The Tax Office - Operating Center of Pescara** (only for Israel, Switzerland and Norway Exhibitors) - tel. +39 085-5771 fax +39 085 52145
- **The Financial Administration of your country of origin (for UE exhibitors)**

Art. 8 - ARRANGEMENTS FOR PARTICIPATION BY CONSORTIUMS AND ASSOCIATIONS

Consortiums and Associations may take part in MIPEL, provided that they provide Aimpes Servizi with all the following:

- a) a copy of the Articles of Association of the Consortium or other body;
- b) a registration request in accordance with the arrangements provided for in these Rules;
- c) a list of all the individual firms belonging to the Consortium or other body, and the documentation for each individual firm as required on the Admission Application form;
- d) an explicit declaration that all the firms belonging to the Consortium or other body qualify for participation in MIPEL.

If a particular Consortium or other body undertakes to use at least 40% (forty per cent) of the total exhibition space at MIPEL for its members, Aimpes Servizi will allow that Consortium or other body a discount of 15% (fifteen per cent) on the entry fee payable by each participating firm.

Art. 9 - ARRANGEMENTS FOR ADMISSION

Aimpes Servizi will notify applicants in writing of the acceptance or rejection of their Admission Application; Aimpes Servizi reserves the right to refuse or revoke the admission of any Exhibitor who:

- a) has breached these Rules during the previous MIPEL event in such a way as to entail exclusion;
- b) is clearly insolvent;
- c) has not paid all amounts due for previous MIPEL events;
- d) has not paid the fees due as prescribed in Art.10;
- e) does not, in Aimpes Servizi' judgement (which shall be final), meet all the qualifying requirements prescribed by these Rules, the Technical Regulations and/or any other regulations whatsoever relating to MIPEL which have been issued by Aimpes Servizi and/or by Fiera Milano SpA.

Art. 10 - PARTICIPATION FEES (SEE ADDITIONAL MIPEL 112 RULES FOR BOOTHS LESS THAN 16 SQM AND PAD 12 - SPACE)

10.1 Every Exhibitor, whose Admission Application has been approved by Aimpes Servizi shall pay the following fees (plus VAT as required by law if applicable - see Article 7.1 of the General Regulation).

- a) 1st payment as advance deposit by **April 28th, 2017**: registration fee (**€ 850 - eight hundred fifty euros**) + deposit of **30%** (thirty percent) of the assigned area.
- b) Balance – 70 % (seventy percent) by **September 9th, 2017**.

10.2 PARTICIPATION RATES

The all-in charge for the booth will be calculated as follows (plus VAT as required by law if applicable - see Article 7.1 of the General Regulation)

Registration fee: € 850,00 (eight hundred and fifty euros) -includes licensed and owner brands, and booth sign, one free parking

- **€ 270,00 (two hundred and seventy euros)** / sqm - (bare area, minimum 70 sqm);

- **€ 290,00 (two hundred and ninety euros)** /sqm - (decorated booth - minimum are 16 sqm);

- **€ 330,00 (three hundred and sixty euros)** / sqm - (totally decorated booth – minimum area 16 sqm) for optional closing of the front (with windows or with towels – price to estimate)

10.3 The various booth types will be described in the appropriate sheets . The all-in fee due from each Exhibitor covers the entire area of the booths occupied, and includes all charges for the following

- booth cleaning service;
- wifi
- hire of fire extinguisher(s) as required by law;
- City of Milan advertising tax;
- electricity consumption for light and power, up to 5kw of installed power (excluding special connections for running displayed machinery);
- online official catalogue in www.mipel.com and on line catalogue in www.expopage.net;
- Licences from rights holders under copyright law for any audiovisual installations in the booths, but not including live performance (vocal and/or instrumental), for which Exhibitors must make their own arrangements with the local office of the Italian rights society SIAE.

The licence also includes the rights under Articles 72 and 73bis of the Italian Copyright Act (Law 633/1941) of performers and producers of sound recordings, and those collected on their behalf by SCF Consorzio Fonographici.

It does not, on the other hand, include the rights under that Act's Art. 73 of performers and producers of sound recordings in respect of the playing of musical sound and video recordings during fashion parades or DJ sets, with or without dancing. Organisers of such performances are accordingly invited to contact SCF-Consorzio Fonographici, Via Leone XIII, 14, Milan, with a view to meeting their obligations under the relevant legislation.

g) one free parking for each exhibitor (cost sustained by Aimpes Servizi) booked through the e-service platform.

Exhibitors may also make use of commercial services, to be requested by e-commerce after notification of the exhibition space, like: Services in the booth- Technical services- Special Security –Telecommunications - Videos and Pcs, any additional parking and so on.

The services listed above are not included in the flat fee for participation and will be summarized in the final statement delivered to the booth and relative payment must be made before the Event closes.

Art. 11 – PAYMENT TERMS

If the fee is not paid in full (September 9th, 2017) - by the eighth day preceding the start of MIPEL, Aimpes Servizi will not hand over the booth which has been booked, nor will it permit connection to the services (light, water) that have been requested.

The balance of the fee must be paid by bank transfer to **FIERA MILANO SpA**.

At the same time as paying that balance, the Exhibitor must also pay any other amount due, though without prejudice to Aimpes' right to require payment subsequently of any amount that had not yet fallen due at the time when that balance was to be paid.

Failure to pay the balance of the fee and/or any other amount due shall (as well as entailing forfeiture of access to the booth), entitle Aimpes Servizi to treat the MIPEL participation contract as terminated by reason of the Exhibitor's default and to claim damages from the Exhibitor, as well as allowing other applicants to use the booth.

Any service requests will have to be paid for during the Event.

Before MIPEL closes, Fiera Milano SpA will prepare a statement for any additional services and supplies, through the statement published on the Easy Service platform of Fiera Milano; 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

Art. 12 - CANCELLATION

If unable to attend, the Exhibitors may cancel their participation by giving written notice by registered mail with recorded delivery, showing evidence of the inability.

If notice of cancellation reaches Aimpes Servizi after the payments referred to in Art. 10.1 (a), (b), (c) and/or (d) have been made, those payments will not be refunded; furthermore, if notice is received later than sixty (60) days before the opening date of MIPEL, the Exhibitor will nevertheless be obliged to pay the entire fee, as penalty, as well as making good any further expense already incurred by Aimpes Servizi srl.

In the case of any Exhibitor from a country outside the European Union who is prevented from taking part by problems with the issuing of visas and permits, Aimpes Servizi will retain only the amounts paid as deposit, and will refund the remainder, though it shall remain entitled to receive a copy of the documentation establishing that such visas/permits were not issued.

Art. 13 - EXHIBITION OF AND CHARGES FOR BRANDED PRODUCTS

Exhibitors showing their own and licensed brands are requested to declare them to Aimpes Servizi. The authorization for the brands exhibited is free of charge. For displaying another firm's products as representative, the Exhibitor will be required to pay **€ 500.00 – five hundred euros** . Aimpes Servizi

may authorise the use of up to 40% (forty per cent) of the booth for showing products of represented company by the Exhibitor, provided that the Exhibitor produces a valid, non-expired agency contract between himself and the products' owner, and provided that the latter meets all the qualification requirements set out in Art.5.

If Aimpes Servizi notices that licensed brands and/or products of represented firms are on display without having been declared beforehand, the Exhibitor will be charged a penalty of **€ 1.100.00** for each trade mark shown and/or firm represented: moreover, Exhibitors breaching this rule on a second occasion will be excluded from subsequent MIPEL events.

Furthermore, it should be noted that although Aimpes Servizi will watch out for and try to prevent cases of resemblance between items shown, it cannot be held liable for any issue arising between Exhibitors for alleged copying of products.

Art. 13bis - PROTECTION OF INDUSTRIAL AND INTELLECTUAL PROPERTY

The exhibitor agrees not to show any product / service under dispute in the area of protection of intellectual property with an unfavorable final judgment at its own charge and, in any case, not to expose objects identified by trademarks, designs or common models, features otherwise identified, and, more generally, intellectual or industrial property rights subjects of deprivation by third parties and which doesn't have a valid license usage authorization. By signing the application the exhibitor assumes all criminal and civil liability of the above in its booth – raising from any liability Aimpes Servizi in case other economic entities would claim the industrial/ intellectual on it.

The exhibitor shall also assume the responsibility to check whether during the event their rights are affected by other exhibitors and undertakes not to claim against Aimpes Servizi for any damage caused by of the provisions of this article

In any case, Aimpes Servizi reserves itself the right to proceed to the closure of the booth, at the exhibitor's expense, in the event that the exhibitor should infringe the provisions referred to in this article. Once expired the deadline for confirmation of participation and payment of the deposit according to the rules defined in these regulations, the Organizing Secretary of MIPEL will assign the booked space to another exhibitor.

Art. 14 - ALLOCATION OF BOOTHS - (SEE ADDITIONAL MIPEL 111 RULES FOR BOOTHS LESS THAN 16 SQM)

Booths size and position **will be definitely decided by Aimpes Servizi Technical Committee**, on the basis of the pavilions layout by theme (and not by type of goods), company profile (quality and style of the product) and brand positioning in the markets.

Once expired the deadline for confirmation of participation and payment of the deposit according to the rules defined in these regulations , the Organizing Secretary of MIPEL will assign the booked space to another exhibitor. Booths will have a minimum floor area of **16m²**, except for free area booths which will have a minimum floor area of **70m²**. Aimpes Servizi shall moreover be entitled to alter the allocation, siting and/or size of any booth at any time for technical reasons or organisational requirements.

Exhibitors will be allowed to occupy more than one exhibition space, if they apply for more than one.

Without prejudice to the provisions of Art.13, Exhibitors may only use booths for exhibiting their own products, in a way which befits the exhibition area allocated to them and to the nature of the products themselves.

Art. 15 – BOOTH SET-UP - (SEE ADDITIONAL MIPEL 111 RULES FOR BOOTHS LESS THAN 16 SQM)

Aimpes Servizi will arrange and pay for each Exhibitor's sign.

Exhibitors may at their own expense set up signs bearing their own or licensed trade marks on display cases or other parts of the booth apart from the frontage, **which must not be closed off by any solid or opaque object for a distance greater than 70% of the length of the same.**

In order to improve the overall image of the event, exhibitors are required to submit Technical Committee, for appropriate technical/aesthetic evaluation, the booth drawing at least **30** days before the opening of the event

Aimpes Servizi reserves the right to oblige Exhibitors to alter their booth installations if, in Aimpes' sole judgement, these ones contravene the Technical Regulations or the MIPEL image, and to exact a penalty of **€ 1.100,00** for any breach of the rules verified during the Show.

NB: only perforated grid or honeycomb-type false

ceilings made of class 1 fireproof materials will be allowed under the safety regulations.

For booths of the "nude area" category, the maximum allowed height for decoration is **5.00 meters** above ground; dividing walls between booths less than 2.50 meters high from the ground are not allowed. Walls bordering on another booth higher than 2.50 meters must be properly finished and painted white on the side external to your space (side facing the bordering booth).

Prefitted booths were projected with the aim of giving image uniformity. Booths have to be left in the same original consignment conditions . The refurbishment costs are on exhibitors' charge.

Exhibitors are also responsible of the technical rules observance (booth structure and technical systems).

Art. 16 - PROHIBITION ON TRANSFER OF BOOTHS

Without prejudice to the provisions of Art. 8, booths may only be used by those to whom they have been allocated; the transfer of all or part of any booth is accordingly forbidden, whether for payment or free of charge. If this prohibition is breached, Aimpes Servizi may charge the transferor a penalty of ten times the fee provided for in Art.10, and may ban the transferee from subsequent MIPEL events. On a second offence the transferor will likewise be banned from subsequent MIPEL events.

Art. 17 - PROTECTION OF MINORS

In signing these Rules, each Exhibitor undertakes not to use child labour except as expressly allowed by the child labour legislation in force at the time in the country where that Exhibitor's production is carried on: any failure to perform that undertaking may, at the sole discretion of Aimpes Servizi, result in the Exhibitor's exclusion from the present and/or subsequent MIPEL events.

Art. 18 - OFFICIAL CATALOGUE ONLINE ON WWW.MIPEL.COM– ONLINE CATALOGUE ON WWW.EXPOPAGE.NET AND MIPEL GUIDE

Depending on the data entered directly by the Exhibitors in the official compulsory form, Aimpes Servizi uploads the online Official Catalogue in www.mipel.com

In the online MIPEL Catalogue and Guide, Exhibitors can personally enter the name of their own or license brands, free of charge.

Otherwise Aimpes Servizi, will keep the same data of the previous event, without assuming any responsibility of failure to include the information. Aimpes Servizi declines all responsibility for any omissions, wrong details, misprints relating to the Exhibitor in the online Catalogue, in the Guide or any other promotional and service publication.

Furthermore Fiera Milano Media Spa., AIMPES SERVIZI and Fiera Milano S.p.a. offer each exhibitor a virtual booth on www.expopage.net where they can upload company profile, product descriptions and photos. The service is included in the participation agreement. Accepting Terms and Conditions, the exhibitor accepts the service and provides his approval to Fiera Milano Media for using his data. This service is kindly offered every exhibitor in Mipel by the exhibition Organizer through Fiera Milano Spa and Fiera Milano Media Spa

19. DECLARATION OF VALUE - INSURANCE - LIMITATION OF LIABILITY

19.1. Declaration of value – Exhibitors are required to declare, using the special form downloadable from the e-service platform (compulsory documents), 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 as stated in Art. 19.2 below and save in any case the right to verify the aforesaid declaration by Fiera Milano.

19.2. "All risks" Policy of the Exhibitors (excluding terrorism and sabotage risks) - The Organizer and Fiera Milano require that all goods, machinery, fixtures, fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors are covered by a property "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 through Fiera Milano for a capital of **Euro 25.000,00** at a cost of **Euro 95,00** (plus VAT as required), such sum will be charged on the invoice balance of the participation fee of Aimpes Servizi Srl.

Exhibitors may increase the automatic coverage, by filling in, signing and returning the appropriate form downloadable from the e-service platform (compulsory documents). 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. Should Exhibitors have their own property "All Risks" insurance for goods, machinery, fixtures, 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 form, downloadable from the e-service platform, enclosing declarations signed by their legal representative and the insurance company stating that the above property is covered by an "all risks" guarantee in a manner no less than that prescribed by the General Regulations (facsimile included in the form). In this case it will be reversed the sum previously charged.

19.3. 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).

19.4. 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 per Art. 19.2 above, each Exhibitor agrees to release Fiera Milano and the Organizer from any liability.

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 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.

Art .20 - SURVEILLANCE OF THE BOOTHS
Fiera Milano Spa provides for a general service

security of the pavilion. Exhibitors have to supervise their booth during the opening hours of the event as well as they have to provide for the products' custody inside their booth during the Exhibition mounting and dismantling and during the opening hours. Valuables, easily removable, have to be locked in. Extra surveillance service can be purchased directly at Fiera Milano Spa, through E-service.

Art. 21 - COMPENSATION CLAIMS

Compensation claims under the policy provided by Fiera Milano SpA should be presented without delay at the Fiera Milano Insurance Office, and a copy sent to the Exhibitor's Technical Assistance Service (Customer Service).

If the compensation claim concerns the disappearance of goods, material or equipment, it must be accompanied by a duly stamped copy of the report to the Police.

Art. 22 – OCCUPATIONAL SAFETY AND HEALTH

For the entire duration of the Event, including setup and striking booths 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 booth 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 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 (booth 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 hires 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.

Art. 23 – Standards of behaviour

Exhibitors will be responsible for the conduct of their staff: all will be obliged to obey any instructions given orally or in writing by Aimpes' representatives, who shall be given free access to the boots for the purpose of inspection.

Products may not be sold during MIPEL nor prices displayed nor photographs taken except as authorised beforehand by Aimpes Servizi; nor may identical exhibits of a single firm be present at more than one booth (except in the case of firms occupying more than one exhibition space).

Art. 24 – PROMOTION AND ADVERTISING

Publicity and advertising will be allowed in forms agreed with Fiera Milano and Aimpes Servizi, which shall have sole management thereof, even when carried out by means of specialist contractors. Exhibitors will be allowed:

1 - to put up advertising material inside your own booths, provided such material does not exceed the booth panels' height.

2 – to show Company talking video, asking Aimpes Servizi permission beforehand, inside the booths in accordance with the provisions of Technical Regulations Art.8.2.2 (Sound transmission/projections). If sound is too high, Aimpes Servizi may order to turn it off.

3 – to organize shows in their booths during the MIPEL opening hours, upon the organizer permission ; if shows disturb to the regular ongoing MIPEL, Aimpes Servizi can request the suspension . Promotional actions of the own brand

are allowed also in public areas , provided these do not conflict with the Mipel look and style , without disturbing the other players of the event . It is forbidden to display window signs , shoppers , gadgets and products of your own collection outside your booth area.

Any failure to comply with the above rules, or any act of unfair competition, or any behaviour in general that is improper or at variance with the orderly conduct of MIPEL may lead to the Exhibitor's exclusion from subsequent MIPEL events, at Aimpes Servizi sole discretion.

SIAE In the case of distribution of audio, visual, graphic, or multimedia materials containing literary or artistic works, or parts of thereof, protected under Italian Law no. 633 of 22.4.1941 as amended, Exhibitors must pay in advance any royalties, copyright fees and other charges related to stamping the supports, in accordance with Article 181-bis of the above mentioned Law.

Unlawful use of literary or artistic works, as well as the absence of the SIAE sticker on the above-mentioned materials, is subject to the criminal penalties pursuant to Art. 171 et sequitur of Italian Law 633/41 as amended

Art. 25 - ADMITTANCE TO MIPEL

Only the following will be admitted to MIPEL:

- a)** staff authorised by Aimpes Servizi and by Fiera Milano SpA;
- b)** Exhibitors and their staff who have been duly authorised by Aimpes Servizi;
- c)** duly invited trade representatives;
- d)** duly accredited representatives of the press and news services;
- e)** guests invited by Aimpes Servizi.

No-one may remain in the pavilions after closing time, except as specifically authorised by Aimpes Servizi. No children under twelve years of age will be admitted; no animals of any kind are allowed.

Art. 26 – SETTING UP AND DISMANTLING OF BOOTHS

Upon taking possession of the booth area, the Exhibitor must report any faults or defects found to the Exhibitor's Technical Assistance Service (Customer Service).

At the end of MIPEL the booth area must be handed back in its original condition; Fiera Milano SpA's charge for any damage will be billed to the Exhibitor.

When MIPEL closes, Exhibitors will be responsible

for the installation and exhibition materials of their own booths: booth clearance, which is to be completed by the deadline given in the relevant circular and as required by Art.1.3 of the Technical Regulations (Dismantling booths and Handing Back Areas), may not begin before **4.30 p.m.** on the final day of the exhibition, on pain of a penalty of € **1.600,00**.

Materials and goods may only be removed from the pavilions once the Exhibitor has settled all amounts owing to Aimpes Servizi, Fiera Milano SpA and any of their contractors who have supplied goods and/or services to the Exhibitor.

Art. 27 – NOTICE CONCERNING THE HANDLING OF EXHIBITORS' PERSONAL DATA

The Event Organiser and Fiera Milano SpA (referred to below as the “**Owners of the Data Handling**”) hereby give the Exhibitor notice under Art. 13 of the Italian Privacy Act (Legislative Order 196/2003, establishing the Code for Protection of Personal Data, also known as the “Privacy Code”) that the personal data given in the Admission Application or provided afterwards are needed for the performance of their obligations relating to the Exhibitor’s participation in the Event, for the provision of services related thereto and for the carrying out of administrative, accounting and taxation duties connected therewith, in accordance with the arrangements and subject to the limits indicated in the Application pack and in these Rules. Without those data it would not in fact be possible to admit the Exhibitor to the Event, nor to provide the associated services properly. The data in question are handled by means of electronic and other devices, under arrangements consistent with the purposes indicated above, by staff appointed by the Owners of the Data Handling and by other persons (service providers, technical subcontractors) to whom the data are communicated solely for activities or services connected with the conduct of the Event. For that purpose, the Exhibitor’s data may also be passed to partner firms of the Organiser and Fiera Milano SpA, to companies within the Fiera Milano group, to other exhibitors, suppliers and businesses both within and outside the European Union; they may be disseminated through the publication (including online publication) of exhibition

catalogues. Certain data (eg: the Exhibitor’s name, contact details, line of business and services requested) could moreover be used by the Owners of the Data Handling and by the other companies referred to above for promotional, advertising or commercial activities and for communicating by fax, e-mail or other means with the Exhibitor or other products and services which may be of interest to the Exhibitor. The Exhibitor can if he wishes give his consent to the handling of his data for the purpose of sending communications by fax, e-mail, automated call systems or other means, by signing the relevant space on the front of this application form. The Exhibitor may at any time contact the Owners of the Data Handling, at the address given on the Application Form or in these Rules¹, in order to consult and if necessary correct his own personal data, or to object under Art. 7 of the Privacy Code (Legislative Order 196/2003) to the handling thereof.

Art. 28 - FORCE MAJEURE

In view of Fiera Milano SpA’s specific requirements, Aimpes Servizi reserves the right at its sole discretion to change the duration, dates and hours of MIPEL, in which case Aimpes Servizi’ obligation will be limited to notifying Exhibitors of such changes and Aimpes Servizi shall not incur any liability to indemnify them in consequence.

If MIPEL is cancelled for reasons of force majeure (or any cause beyond Aimpes’ control), Exhibitors shall not be entitled to claim any compensation whatsoever from Aimpes Servizi and/or Fiera Milano SpA.

In such circumstances Aimpes Servizi will first fulfil all the obligations it has undertaken in organising the event which was subsequently cancelled, and will then distribute any remaining funds received among the Exhibitors in proportion to the fees each has paid.

If, on the other hand, MIPEL has to be discontinued for reasons of force majeure which arise after the opening date, Exhibitors will be entitled to no refund and shall nonetheless remain obliged to pay the full amount due under the contract.

Art. 29 – INDEMNITY

The Exhibitor hereby undertakes to indemnify Aimpes Servizi and Fiera Milano SpA in respect of any injury, loss or damage incurred by the Exhibitor and/or any other party within the booth allocated to the Exhibitor for any reason and due to any cause whatsoever.

Art. 30 - COMPLAINTS

Any complaint must be made to Aimpes Servizi in writing, and will be answered within 60 (sixty) days of its receipt. If the complaint concerns the behaviour of other Exhibitor, Aimpes Servizi will hear both sides before giving its decision.

Art. 31 – APPLICABLE LAW AND JURISDICTION

These Rules and the contractual relationship to which they refer are governed by Italian law.

Any dispute shall be brought before the Court of Milan, which shall have sole jurisdiction.

In particular, the signed company declares, according to Articles 1341 and 1342 of the Civil Code, to expressly accept the conditions provided in the following articles of the General Regulations and adopts them as if its own:

Art. 5 - Qualifications for participation; Art. 6 - Registration Requests: New Exhibitors; Art. 7 - Admission Applications; Art. 8 - Arrangements for participation by Consortiums and Associations; Art. 9 - Arrangements for admission; Art. 10 - Participation fees; Art. 11 - Payment terms; Art. 12 - Cancellation; Art. 13 - Exhibition of and charges for branded products; Art. 14 - Allocation of booths; Art. 15 - Booth set-up; Art. 16 - Prohibition on transfer of booths ; Art. 17 - Protection of minors; Art. 18 - Official Catalogue online on www.mipel.com – Online Catalogue on www.expopage.net and MIPEL Guide; Art. 19 - Declaration of value Insurance; Art. 20 - Surveillance of the booths; Art. 21; Compensation claims; Art. 22 – Occupational safety and health; Art. 24 – Promotion and advertising; Art. 25 – Admittance to MIPEL; Art. 26 - Setting up and dismantling of booths; Art. 27 - Notice concerning the handling of Exhibitors' personal data; Art. 28 - Force majeure; Art. 29 - Indemnity; Art. 30 - Complaints; Art. 31 - Applicable Law and Jurisdiction.

Additional MIPEL 112 Rules (for booths less than 16 sqm)

Art. 10 A - Participation fees

10.1 Every Exhibitor, whose Admission Application has been approved by Aimpes Servizi shall pay the following fees (plus VAT as required by law if applicable - see Article 7.1 of the General Regulation).

a) 1st payment as advance deposit by **April 13th 2017 : € 1.000.00 (one thousand euros); for stand of 8/9/12 sqm**

b) Balance by **September 9th, 2017.**

10.2 Prices: (includes licensed and owner brands, and booth sign, one free parking)

Registration Fee: **€ 850,00 (eight hundred fifty euros)**

Prices:

- **€ 2.800,00 (two thousand eight hundred euros)**
- flat rate for 8 sqm. - totally decorated booth – Small8.(registration fee included)

- **€ 2.750,00 (two thousand seven hundred fifty euros)** flat rate for 12 sqm - totally decorated booth – Small12 + **(850 € eighty hundred euros - registration fee)**

- **€ 3.500,00 (three thousand fifty hundred euros)** – flat rate for 9 sqm - “Scenario” sector - totally decorated booth **(registration fee included)**

Art. 14 - Allocation of booths

Booths size and position **will be definitely decided by Aimpes Servizi Technical Committee**, on the basis of the pavilions layout by theme (and not by type of goods), company profile (quality and style of the product) and brand positioning in the markets.

Aimpes Servizi shall moreover be entitled to alter the allocation, siting and/or size of any booth at any time for technical reasons or organisational requirements.

Exhibitors will be allowed to occupy more than one exhibition space, if they apply for more than one.

Without prejudice to the provisions of Art.13, Exhibitors may only use booths for exhibiting their own products, in a way which befits the exhibition area allocated to them and to the nature of the products themselves.

Art. 15 – Booth set-up

Aimpes Servizi will arrange and pay for each Exhibitor's sign.

Exhibitors may at their own expense set up signs bearing their own or licensed trade marks on display cases or other parts of the booth apart from

the frontage, **which must not be closed off by any solid or opaque object for a distance greater than 70% of the length of the same.**

In order to improve the overall image of the event, exhibitors are required to submit Technical Committee, for appropriate technical/aesthetic evaluation, the booth drawing at least **30 days** before the opening of the event

Aimpes Servizi reserves the right to oblige Exhibitors to alter their booth installations if, in Aimpes' sole judgement, these ones contravene the Technical Regulations or the MIPEL image, and to exact a penalty of **€ 1.100,00** for any breach of the rules verified during the Show.

In particular, the signed company declares, according to Articles 1341 and 1342 of the Civil Code, to expressly accept the conditions provided in the following articles of the General Regulations and adopts them as if its own:

Art. 5 - Qualifications for participation; Art. 6 - Registration Requests: New Exhibitors; Art. 7 - Admission Applications; Art. 8 - Arrangements for participation by Consortiums and Associations; Art. 9 - Arrangements for admission; Art. 10A - Participation fees; Art. 11 - Payment terms; Art. 12 - Cancellation; Art. 13 - Exhibition of and charges for branded products; Art. 14bis - Allocation of booths; Art. 15bis - Booth set-up; Art. 16 - Prohibition on transfer of booths ; Art. 17 - Protection of minors; Art. 18 - Official Catalogue and Guide Plan; Art. 19 - Declaration of value Insurance; Art. 20 - Surveillance of the booths; Art. 21; Compensation claims; Art. 22 – Occupational safety and health; Art. 24 – Promotion and advertising; Art. 25 – Admittance to MIPEL; Art. 26 - Setting up and dismantling of booths; Art. 27 - Notice concerning the handling of Exhibitors' personal data; Art. 28 - Force majeure; Art. 29 - Indemnity; Art. 30 - Complaints; Art. 31 - Applicable Law and Jurisdiction.

Additional MIPEL 112 Rules (SPACE AREA – Pad. 12)

Art. 10 A - PARTICIPATION FEES

10.1 Timing for payments

Every Exhibitor, whose Admission Application has been approved by Aimpes Servizi shall pay the following fees (plus VAT as required by law if applicable - see Article 7.1 of the General Regulation).

- a) 1st payment, as advance deposit of **30%** (thirty percent) of the assigned area, by 15 days from admission request.

- b) Balance **by September 9th, 2017.**

10.2 Participation fee

Registration Fee: € 500,00 (five hundred fifty euros) includes licensed and owner brands.

Prices:

- € **245,00 (two thousand forty five hundred euros)** - flat rate for 12 sqm. - totally decorated booth.

Art. 14 - Allocation of booths

Booths size and position **will be definitely decided by Aimpes Servizi Technical Committee**, on the basis of the pavilions layout by theme (and not by type of goods), company profile (quality and style of the product) and brand positioning in the markets.

Aimpes Servizi shall moreover be entitled to alter the allocation, siting and/or size of any booth at any time for technical reasons or organisational requirements.

Exhibitors will be allowed to occupy more than one exhibition space, if they apply for more than one.

Without prejudice to the provisions of Art.13, Exhibitors may only use booths for exhibiting their own products, in a way which befits the exhibition area allocated to them and to the nature of the products themselves.

Art. 15 – Booth set-up

Aimpes Servizi will arrange and pay for each Exhibitor's sign.

Exhibitors may at their own expense set up signs bearing their own or licensed trade marks on display cases or other parts of the booth apart from the frontage, **which must not be closed off by any solid or opaque object for a distance greater than 70% of the length of the same.**

In order to improve the overall image of the event, exhibitors are required to submit Technical Committee, for appropriate technical/aesthetic evaluation, the booth drawing at least **30** days before the opening of the event

Aimpes Servizi reserves the right to oblige Exhibitors to alter their booth installations if, in Aimpes' sole judgement, these ones contravene the Technical Regulations or the MIPEL image, and to exact a penalty of € **1.100,00** for any breach of the rules verified during the Show.

In particular, the signed company declares, according to Articles 1341 and 1342 of the Civil Code, to expressly accept the conditions provided in the following articles of the General Regulations and adopts them as if its own:

Art. 5 - Qualifications for participation; Art. 6 - Registration Requests: New Exhibitors; Art. 7 - Admission Applications; Art. 8 - Arrangements for participation by Consortiums and Associations; Art. 9 - Arrangements for admission; Art. 10A - Participation fees; Art. 11 - Payment terms; Art. 12 - Cancellation; Art. 13 - Exhibition of and charges for branded products; Art. 14bis - Allocation of booths; Art. 15bis - Booth set-up; Art. 16 - Prohibition on transfer of booths ; Art. 17 - Protection of minors; Art. 18 - Official Catalogue and Guide Plan; Art. 19 - Declaration of value Insurance; Art. 20 - Surveillance of the booths; Art. 21; Compensation claims; Art. 22 – Occupational safety and health; Art. 24 – Promotion and advertising; Art. 25 – Admittance to MIPEL; Art. 26 - Setting up and dismantling of booths; Art. 27 - Notice concerning the handling of Exhibitors' personal data; Art. 28 - Force majeure; Art. 29 - Indemnity; Art. 30 - Complaints; Art. 31 - Applicable Law and Jurisdiction.