

APPLICATION FORM

COMPANY DETAILS (COMPULSORY DETAILS)

PLEASE TYPE OR PRINT

Company _____
 Address _____
 Post Code _____ City _____
 Country/State _____ Nation _____
 Ph + _____ / _____
 General e-mail _____
 Web _____
 Tax ID. Code _____ VAT Reg. Number _____

INVOICING DETAILS

(To be completed if the billing details are different from company details. Please attach a counter-declaration signed by the invoicing company for acceptance).

 VAT Reg. Num. _____
 Tax Id. Code _____
 Ph. + _____ / _____

MAILING DETAILS

(To be completed if the mailing address is different from Company Details above)

 Ph. + _____ / _____

AUTHORISATION TO SEND INVOICES VIA E-MAIL

ITALIAN EXHIBITORS (compulsory from 1 January 2019)

Certified e-mail address (PEC): _____
 Recipient Code - 7 Codes _____

STAND MANAGER (compulsory)

Name and Surname _____ Position _____
 Ph. + _____ / _____ Mobile _____
 Personal e-mail _____

ATTENTION. All the information regarding your participation, as well as username and password to access the Exhibitor reserved area, will be sent to the personal e-mail address indicated above to: load the company activities, access the Exhibitor Portal, download the stand assignment and the floor plan, register the exhibitor badges, load the details of people and vehicles for stand setting up and dismantling, download the invoices, the statement of account and make the payment.

THE STAND MANAGER DECLARES (tick the box of interest):

- to be already registered** on the Fiera Milano S.p.A. digital platform and therefore to have a personal account (so-called "Fiera ID") with the credentials to access the aforementioned platform and, in particular, its reserved area in order to check the status of this Application Form and to use the additional digital services related to the Exhibition made available by Fiera Milano S.p.A.;
- not to be registered** on the Fiera Milano S.p.A. digital platform and therefore to request Fiera Milano S.p.A. to activate a personal account (so-called "FIERA ID") with the credential for accessing the aforementioned platform and its reserved area in order to check the status of this Application Form and to use the additional digital services related to the Exhibition made available by Fiera Milano S.p.A.

STAND MANAGER FOR SAFETY PURPOSES (during Exhibition and setting up and dismantling days - compulsory)

Name and Surname _____ Position _____
 Office contact: Ph. + _____ / _____ Mobile _____
 Personal e-mail _____

OWNER / CEO

Name and Surname _____
 Personal e-mail _____

MARKETING DIRECTOR

Name and Surname _____
 Personal e-mail _____



COMPANY QUESTIONNAIRE

PLEASE TYPE OR PRINT

Company name

Country/State

1 NATURE OF THE COMPANY (please tick with an X)

- INDUSTRIAL MANUFACTURER
- ARTISAN MANUFACTURER
- ASSOCIATION, INSTITUTION, MEDIA
- CONSORTIUM
- IMPORTER
- TRADER
- EXCLUSIVE DISTRIBUTOR
- OTHER (please specify)

2 NUMBER OF EMPLOYEES

3 AGENTS/RESELLERS LAST YEAR

Domestic n.

Overseas n.

4 PREVIOUS YEAR TOTAL TURNOVER €

Domestic %

Overseas %

Main countries of activity:

-
-
-
-
-
-
-
-

5 OWNED TRADEMARKS (please list)

-
-
-
-
-
-
-
-

GENERAL REGULATIONS

Introduction

These general exhibition regulations (hereinafter referred to as the "General Regulations"), to be signed together with the submission of the relevant application form (hereinafter referred to as the "DDA"), governs the holding of the exhibition event called "Milano Fashion & Jewels" (hereinafter referred to as the "Event").

Art. 1 - Name and Objective of the Exhibition

Milano Fashion & Jewels is the fair specialized in the industry of fashion accessories, bijoux and jewelry. The event is divided into the following exhibition sectors: Bijou, Jewels, Fashion and Clothing Accessories, Precious and Semi-Precious Stones, Corals and Cameos, Components and Semi-finished Products for Costume Jewelry and Jewelry, Packaging, Beauty.

Art. 2 - Organizer, Place, Date and Hours of the Exhibition

2.1 The organizer of the Event is Fiera Milano S.p.A. - registered office: Piazzale Carlo Magno 1 - 20149 Milan - Italy - P.IVA 13194800150 (hereinafter referred to as "Fiera Milano" or the "Organizer"). The Event will be held 15-17 September 2024 (to which is added the day of 14 of September*) in the exhibition fairgrounds situated in Rho (Milano) Italy, Strada Statale del Sempione 28 (hereinafter referred to as "Fairgrounds").

*The day of Saturday 14th of September is by invitation only.

Admission to the Event is free and reserved to trade operators only, qualified as such and/or in possession of an invitation from Fiera Milano and/or the Exhibiting companies (as defined hereafter). Access to all the sectors of the Event will be granted:

- visitors: from 9.30a.m. to 6.30p.m. all days;
- exhibitors: Saturday and Sunday from 8a.m. to 7p.m.; Monday and Tuesday from 9a.m. to 7p.m.

During opening hours, Exhibitors must ensure their presence on their stands.

2.2 Fiera Milano reserves the incontestable right to modify the opening hours and the dates of the Exhibition, as well as to modify the Exhibition venue for technical and organizational reasons, notifying the operators of the sectors concerned. In the event of a change in the dates, times and/or location of the Exhibition, Exhibitors shall not be entitled to any compensation and undertake, as of now, to participate in the Exhibition as modified in terms of dates, times and/or location, under the same terms and conditions as set out in these General Regulations.

Art. 3 - Exhibition Limitations - Admission and FIERA ID

3.1 - Exhibition Limitation - With reference to the product index of the printed DDA or the one that can be downloaded online together with the General Regulations (hereinafter the "Index"), only the products specifically indicated in the Index may be displayed. Fiera Milano reserves the right, at its sole discretion, to make changes to the Directory at any time, even without prior notice.

3.2 - Admission - Italian and foreign companies of an industrial, commercial and artisan nature, designers, whose activities fall within the scope of the Exhibition and/or merchandise repertoire (hereinafter referred to as the "Exhibitors") are permitted to exhibit at the event. Consortia, agencies, organizations and the press agencies pertaining to the sectors covered by the event are also eligible to participate; the admission of such bodies may be subject to specific regulations.

Admission to the Exhibition is subject to acceptance by Fiera Milano of the DDA signed and presented in hard copy or online by the Exhibitor. Admission to the Exhibition and consequent allocation of the exhibition area by means of notification of allocation of the same area, pursuant to Art. 15 below, will take place compatibly with the availability of exhibition space in the specific sectors and taking into account the type of products on display. Fiera Milano, even after sending the Exhibitor the communication of acceptance of the DDA presented by the latter, reserves the right to inform the Exhibitor of the refusal or withdrawal of admission to the Exhibition; if, after internal checks, it considers the presence of the Exhibitor incompatible with the proper admission to the Exhibition and the establishment of a contractual relationship with Fiera Milano. Should this be the case, Fiera Milano is not required to justify its decisions.

In any case, Exhibitors will not be allowed to participate in the Exhibition if they are in debt for any reason to the Fiera Milano Group, without prejudice to the immediate payment of past due amounts, or Exhibitors who are in a state that may reasonably suggest the danger of insolvency or crisis of the Exhibitors themselves. Refusal and/or withdrawal of admission will not give rise to any compensation for damages or interest. The refusal and/or revocation of admission will not give rise to any compensation for damages or interest. Participation in one or more previous editions of the Event does not give the Exhibitor any right to automatically participate in a subsequent edition of the event.

3.3 Exhibitor Portal and Fiera ID and related services. Each Exhibitor or potential Exhibitor will be provided with a digital identity, called Fiera ID, which will allow the access to their Exhibition documents as well as to access and use the digital services, the services requested by the Exhibitor and/or made available by Fiera Milano, through its website. Registration with the FIERA ID on the Exhibitor Portal is mandatory in order to access and use the digital services made available by Fiera Milano and to view the documents relating to the management of the Exhibitor's position at the Exhibition, including the management of the account through the specific profile or area reserved for the Exhibitor. In order to proceed with the creation of the Fiera ID, the User is required to enter some personal data indicated as mandatory (name, surname, email address and language), which are considered necessary for the generation of the relative authentication credentials to be used to access the aforementioned services. Failure to provide even part of the personal data indicated above will make it impossible for the Exhibitor to register and create an account. Following registration and generation of the Fiera ID, the Exhibitor may access the digital services of their interest and provide any additional data (including data concerning the person representing the company and who is registering the same), which may be necessary to use such services or in any case useful to Fiera Milano to improve its services or to meet the Exhibitor's request to customise their operation. During the activation of these services, the Exhibitor will be provided with a further, specific privacy information notice in respect of which, if interested, they will be able to decide whether or not to give their consent to the processing of their personal data by Fiera Milano for commercial purposes, on the basis of further information received in this regard.

The terms and conditions of use are also available at the following link: <https://www.milano-fashion-jewels.com/en/utility/privacy.html>

Art. 4 - Application Form - Participation fees - Deposit

4.1 Application Form

Paper application - The paper application duly filled in, signed and accompanied by the down payment must be received by Fiera Milano S.p.A. - Strada Statale del Sempione 28 - 20017 Rho (Milano) - Italy (in advance by email to sales.fj@fieramilano.it) or by certified email.

Online Application - The Online Application duly completed and complete with order confirmation must be accompanied by the down payment.

The DDA, once submitted and signed online or, in the paper version, by handwritten signature by the Exhibitor, becomes irrevocable.

Once the presentation of the DDA has been completed, the Exhibitor undertakes to Fiera Milano to (i) participate in the Exhibition (ii) to comply with the terms of the Exhibition Regulations (including any provisions that may subsequently be amended by Fiera Milano in accordance with article 6 below) and (iii) to accept in full all the terms and conditions of the Technical Regulations of the Exhibition Centre.

The Exhibitor must send, at the same time as sending the paper DDA or after filling in the online DDA, by email (sales.fj@fieramilano.it), under penalty of Fiera Milano declaring the application inadmissible, the following document in the original form or a true copy of the original: the certificate of enrolment in the Register of Companies or Chamber of Commerce certificate, kept at the respective Chambers of Commerce, issued no earlier than three months prior to the date on the Application Form. Foreign companies must provide the equivalent document.

The DDA may not contain any reservations or conditions whatsoever, and any such reservations or conditions will be considered null and void. In the event that the DDA is received by Fiera Milano after the deadline (10y/10/31/23, for Milano Fashion & Jewels February 2024 or by 3/31/2024 for Milano Fashion & Jewels September 2024), and is nevertheless accepted on the basis of a free discretionary evaluation by Fiera Milano, the Exhibitor must wait for Fiera Milano's technical timing in obtaining the documentation necessary for its participation. DDAs received after the registration deadline will be placed on a waiting list.

4.2 - Fees for Participation in the Bare Area and Pre-fitted Area

The Fees for the exhibition space (hereinafter referred to as the "Exhibition Space") related to participation in the event vary depending on the date of submission of the DDA and are indicated, as follows below, in the Exhibition Regulations accepted at all times. It is understood that Fiera Milano has the right to modify the Participation Fees at any time prior to the signing of the Application Form by the Exhibitor.

4.2.1 - FEES BARE AREA for single edition

Bare area (not set up) open on 1 side € 214.00 per sq.m.

Bare area (not set up) open on 2 sides € 237.00 per sq.m.

Bare area (not set up) open on 3 sides € 251.00 per sq.m.

Bare area (not set up) open on 4 sides € 262.00 per sq.m.

Gangway area (customization) € 52.00 per sq.m.

Exhibitor Registration Fee € 900.00

Registration fee for represented companies € 50.00 each (see Art. 10)

Registration fee for product brands € 50.00 each (see Art. 10)

Registration fee Co-exhibitor € 355.00 each (see Art. 10 bis)

All the rates indicated are plus VAT according to the law (if due - see Art. 8).

4.2.2 - FEES BARE AREA per event for double edition (February and September)

Bare area (not set up) open on 1 side € 182.00 per sq.m.

Bare area (not set up) open on 2 sides € 202.00 per sq.m.

Bare area (not set up) open on 3 sides € 213.00 per sq.m.

Bare area (not set up) open on 4 sides € 223.00 per sq.m.

Exhibitor registration fee for events € 500.00

Gangway area (customization) € 52.00 per sq.m.

Registration fee for represented companies € 50.00 each (see Art. 10)

Registration fee for product brands € 50.00 each (see Art. 10)

Registration fee Co-exhibitor € 355.00 each (see Art. 10 bis)

All the rates indicated are plus VAT according to the law (if due - see Art. 8).

4.2.3 Fees for Participation in the Pre-fitted Areas

ALL-INCLUSIVE STANDARD from 6 sq.m to 8 sq.m € 310.00 per sq.m.

ALL-INCLUSIVE STANDARD from 9 sq.m to 24 sq.m € 299.00 per sq.m.

ALL-INCLUSIVE CLASS FASHION (from 25 sq.m) € 271.00 per sq.m.

All the rates indicated are plus VAT according to the law (if due - see Art. 8).

4.3 - Deposit - The Application Form must contain the indication of the exhibition space requested and must be accompanied - on penalty of inadmissibility - by the advance payment of a deposit calculated taking into account the Fees (as follows) "Deposit"

4.3.1 - Deposit FEES BARE AREA for single edition

a) 25% advance on the total order of the exhibition space as per Rates set out in point 4.2.1 above;

b) Exhibitor registration fee € 900.00

c) Registration fee for Represented Companies (see Art. 10) € 50.00 each

d) Registration fee for product brands (see Art. 10) € 50.00 each

e) Co-exhibitor registration fee € 355.00 each (see Art. 10 bis)

All the rates indicated are plus VAT according to the law (if due - see Art. 8).

4.3.2 - Deposit FEES BARE AREA per event for double edition (February and September 2024)

a) Advance of 15% per event on the total order of the exhibition space as per the Rates set out in points 4.2.2 above;

b) Exhibitor registration fee € 500 per event

c) Registration fee for Represented Companies (see Art. 10) € 50.00 each

d) Registration fee for product brands (see Art. 10) € 50.00 each

e) Co-exhibitor registration fee € 355.00 each (see Art. 10 bis)

All the rates indicated are intended plus VAT according to the law (if due (see article 8))

4.3.3 - Deposit FEES PRE-FITTED AREA

a) advance of 30% for total exhibition space order as per fees given in par. 4.2.3 above;

b) Exhibitor registration fee € 900.00 (only for option CLASS FASHION)

c) registration fee for Represented Companies (see Art. 10) € 50.00 each

d) registration fee for Product TradeMarks (see Art. 10) € 50.00 each

e) registration fee for Co-Exhibitor € 355.00 each (see Art. 10 bis)

All the rates indicated are plus VAT according to the law (if due - see Art. 8).

The deposit can be paid by:

- **wire transfer** to Fiera Milano S.p.A. - C/O: BANCA DI CREDITO COOPERATIVO DI CARATE BRIANZA - FILIALE MILANO - IBAN: IT 49 G 08440 01600 00000077467 - BIC/SWIF: ICRANTRCAR - Causal Milano Fashion & Jewels February 2024 or Milano Fashion & Jewels September 2024;

- **Credit card**: link to www.fieramilano.it - Exhibitors - fair services - online payments

Proof of payment of the Deposit must be received at the same time as the DDA. The payment of the Deposit and the related invoice shall not constitute acceptance of the DDA by Fiera Milano. Should the DDA not be accepted by Fiera Milano, for any reason whatsoever, the deposit paid as per points a) c) d) e) above will be returned to the Exhibitor, while the Exhibitor's registration fee as per point b) will be forfeited by Fiera Milano as a contribution towards the administrative and secretarial expenses incurred.

The Organiser shall also have the right to refuse the Exhibitor's admission, at its sole discretion, if the relevant DDA is not accompanied by the required payment of the Registration Fees and Deposit. The submission of an unsigned paper DDA, as well as the failure to attach even one of the prescribed documents, gives Fiera Milano the right to reject the DDA.

Art. 5 - Participation fees and flat-rate services included.

The fees apply to the entire exhibition area, within a continuous perimeter, occupied by a single company. The participation fees are: registration fee for Exhibitor, exhibition area, registration fee for Represented Company, registration fee for Product Trademark, registration fee for Co-Exhibitor. It is understood that Fiera Milano has the right to modify the Participation Fees at any time prior to the signing of the Application Form by the Exhibitor.

5.1 - The Exhibitor registration and exhibition area fee includes: administrative and secretarial expenses, entry of the exhibitor's company data in the online catalogue, national and international promotion of the Event that is expressed, purely by way of simplification, also through the organization of: events, conferences, hospitality of journalists, speakers, professional and international delegations, as well as studies and research activities carried out also in collaboration with trade associations; the indicative tag of the assigned stand number; technical assistance to the Exhibitor during the fair and during the mobilization and demobilization of the stands; general surveillance of the pavilions and general fire prevention; online Exhibitor cards. Each stand holder Exhibitor will be provided with a number of online cards (valid on the days of the event and during the assembly/dismantling days) proportional to the assigned area as per table below:

Stand dimension	Exhibitor passes for stands
Up to 20 sq.m.	5 exhibitor passes
After the first 20 sqm	1 additional exhibitor pass every 10 sq.m. extra

The Exhibitor will have the right to purchase extra cards at the unit price determined by Fiera Milano, compared to those provided, to be used exclusively for service personnel at the stand.

The following flat rate services are included in the Rate: basic cleaning of the stands (carried out during the closing hours of the pavilion, includes: cleaning of the floors and/or any coatings except carpet cleaning, dusting of furniture with the exception of those on display, emptying the baskets), fire extinguishers according to law, municipal advertising tag (see Art. 29 below), payment of copyright deriving from any audio-visual installations in the stands subject to tax regulations. The first connection to a 32A / 400V 3P+N+T plug is free till of 10 KW of power installed; in this first connection the power installed over 10 KW will be charged in the final statement of account at a forfait cost of 200€.

5.2 - Represented Company Registration Fee includes the entry of personal data in the online catalogue.

5.3 - Product Brand Registration Fee includes the entry of personal data in the online catalogue.

5.4 - Registration fee for Co-Exhibitor: includes entry of company information in the digital catalogue, n. 2 Exhibitor badges and access to the online Exhibitor Portal to order services.

Art. 6 - Exhibitor and Co-Exhibitor and acceptance of the General Regulations.

6.1 Subject to completion of the DDA, companies other than the Exhibitor, present with their own products and personnel and with the same characteristics required for the Exhibitor's admission, also defined as "Co-Exhibitor(s)", are admitted to exhibit in the Stand Space assigned to the Exhibitor.

6.2 By sending in the duly compiled and signed Application, the Exhibitor and the Co-Exhibitor agree to take part in the Event in the space assigned and to unconditionally accept the Application form, the General Rules and Regulations, Fiera Milano Technical Regulations, criteria for assignment of the exhibitions sectors and any additional limitations issued, at any moment, by Fiera Milano regarding the Event. The Exhibitor declares to have carefully analyzed and understood the Ethic Code of Fiera Milano, whose last version is published in the website www.fieramilano.it and undertakes not to infringe any principle set forth in the Ethic Code of Fiera Milano. Furthermore, the Exhibitor declares to be aware of the content of the Legislative Decree n. 231 of 8 June 2001 and expressly undertakes not to commit any crime which may determine any liability pursuant to the mentioned decree.

Art. 7 - Exhibitor's withdrawal and withdrawal penalties

The Exhibitor has the right to withdraw from its participation in the Event by communicating it to Fiera Milano with a registered letter with proof of receipt (forwarded in advance by mail) or registered email by October 31, 2023 for Milano Fashion & Jewels February and May 31, 2024 for Milano Fashion & Jewels September. It is understood that in case of withdrawal by the Exhibitor, Fiera Milano S.p.A. will have the right to withhold the Exhibitor's registration fee, Represented Company Registration Fee, Product Brands Registration Fee, the Co-exhibitor's registration fee and the deposit, as a penalty. After October 31, 2023 for Milano Fashion & Jewels February and May 31, 2024 for Milano Fashion & Jewels September the Exhibitor doesn't have the right to withdraw; therefore, in case of communication of non-participation in the Exhibition, the Exhibitor will be required to pay as a penalty: the entire amount due contractually, of the set and installation costs for the services ordered and/or performed on the booked site, of all taxes paid on behalf of the Exhibitor as well as to indemnify Fiera Milano of any damages that Fiera Milano and/or the Event may suffer due to said withdrawal. In either case of non-participation, Fiera Milano reserves the right to assign the stand to another Exhibitor, without such subsequent assignment excluding or limiting its right to claim penalties in the measures defined above.

Art. 7 bis) - Exhibition Space Reductions

Before the stand allocation notification, if the Exhibitor intends to reduce the exhibition area initially booked when registering for the Exhibition, the deposit paid for the space area subject to cancellation is forfeited by Fiera Milano S.p.A. as reimbursement of organizational expenses. In any case, no reduction requests exceeding 15% of the booked area are accepted. If the request to reduce the exhibition area is after the assignment notification, the Exhibitor will be obliged to pay the total amount assigned.

Art. 8 - New Law on VAT for Foreign Exhibitors

8.1 - 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 VAT on stand fee and services connected with the Show, with the exclusion of non-commercial companies (for example 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 VAT 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. Entrance tickets and catering services will still remain subject to Italian VAT for all exhibitors (Italian and international).

8.2 - All Foreign Exhibitors interested in V.A.T. refund could contact:
- Agenzia delle Entrate - Centro Operativo di Pescara (Tax Revenue Office - Operation Centre in Pescara - only for Exhibitors of Israel, Switzerland or Norway) - tel. +39 085.5771 - fax +39 085.52145

- Financial Administration of the proper Country (for all Exhibitors of EU Countries).

ELECTRONIC INVOICING BETWEEN PRIVATE INDIVIDUALS

In order to comply with the obligations introduced by Art. 1, paragraph 909, of Law 27 December 2017 (obligation from 01/01/2019 to issue electronic invoices between private individuals), the Italian Exhibitor shall inform the Organiser of its certified e-mail address (PEC) and/or its seven-digit address code.

Art. 9 - Trackability of Financial Movements

9.1 - In carrying out services laid down in the Regulations, Fiera Milano S.p.A. must comply with all the requirements for financial traceability in Article 3 of Italian Law no. 136 dated August 13th, 2010, including subsequent modifications and additions. In particular, if the Exhibitor is a public body and/or public company and/or "commissioning body" as defined in the abovementioned law, Fiera Milano S.p.A.:
a) recognizes - at the risk of complete annulment of the present contract - its responsibility in terms of financial traceability as per Article 3 of Italian Law no. 136 dated August 13th 2010, including subsequent modifications and additions, including in its dealings with its own subcontractors and those of the business chain interested in anyway whatsoever in the tender;
b) will use one or more bank or postal current accounts, opened specially, but not necessary exclusively, with banks or Poste Italiane S.p.A., for the specific public tender or received;
c) will immediately advise the commissioning for body or Prefecture-Government Territorial Office applicable if its counterpart does not comply with financial traceability requirements and will end the contractual relationship, regarding its own subcontractors as well.

9.2 - The Exhibitor denominated the "commissioning body" according to the above-mentioned law must submit an Application Form containing the CIG (Tender ID Code) and the CUP (Project ID Code) for the relative public funding, otherwise the application is not valid.

9.3 - The Exhibitor denominated the "commissioning body" according to the above-mentioned law has the right to end the contractual relationship, as per Article 1456 of Italian Civil Law, should Fiera Milano S.p.A. violate its duty stated in point b) of the preceding paragraph 9.1 and/or in general - also towards its own subcontractors and those of the business chain interested in anyway whatsoever in the tender - not comply with its obligations regarding financial traceability under Article 3 of Italian Law no. 136 dated August 13th 2010, including subsequent modifications and additions.

Art. 10 - Registration of Represented Companies and Product Brands - Industrial and Intellectual Property Protection

The Exhibitor is obliged to specify the company name and the relative data of all the companies represented and of the product brands that he/she intends to exhibit on his/her stand. For each of them, the Exhibitor is required to pay € 50.00 (+ VAT if due; see Art. 8). By accepting these regulations, the exhibitor declares that they have a license to represent the exhibitor companies registered at the Exhibition, that the industrial or intellectual property rights inscribed on the products registered at the Exhibition are validly registered or that, if they are not the owner, they have a licence to use them in their favour. In the event that the registration procedure for the aforementioned rights is not completed, or there are disputes concerning the right that has already been registered, the Exhibitor declares that, by signing these regulations, they accept responsibility for any and all consequences arising from the use of the right itself, releasing Fiera Milano and its associated companies from any claim or action by third parties.

Art. 10.1 - Protection of Industrial and Intellectual Property Rights

The Exhibitor undertakes: a) not to exhibit any product which has been found to be in breach of one or more regulations protecting intellectual or industrial property rights or in any case rights belonging to the legitimate owner, who is not the exhibitor concerned; and b) in any case not to exhibit prototypes and/or objects bearing intellectual or industrial property rights, companies, signs, company names or



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any other identifying element for which they do not have full ownership and/or a licence to use and/or exploitation rights. By signing the Application Form, the Exhibitor assumes all criminal and civil liability in relation to what is displayed on his stand, including the company name and business name or any other identifying element - at the same time relieving Fiera Milano - should other parties claim industrial and/or intellectual property or other rights on what is displayed. The Exhibitor also assumes the burden of verifying whether their rights are infringed by other Exhibitors during the Exhibition and undertakes not to have any claim against Fiera Milano for any damage caused by the violation of the provisions of this paragraph or in any case by violations of his rights committed by other Exhibitors, from the moment they sign these Regulations.

Art. 10 bis) - Co-exhibitor Registration

The Exhibitor is required to pay € 355,00 for each Co-Exhibitor (+ VAT if due see Art. 8) who has filled in the DDA for Co-Exhibitors.

Art. 10 ter) - Rejection and/or revocation of registration of Represented Companies, Product Trademarks and Co-Exhibitors

Fiera Milano reserves the right to reject or revoke the registration at the Event to Represented Companies, Product Trademarks and Co-Exhibitors, at its sole discretion. Fiera Milano is not required to justify any decision. The rejection/revocation of registrations is not subject to any indemnity for damages or interest. The registration of Represented Companies, Product Trademarks and Co-Exhibitors at one or more previous editions of the Event does not confer any right to register at a subsequent edition of the Event.

Art. 11 - Intellectual Property service

The Exhibitor represents and warrants that it will comply with the regulation INDICAM of the Intellectual Property Service (available in the Exhibition website www.milanofashionjewels.com) and with any amendments to Regulation ISIT that Fiera Milano S.p.A. could introduce to better regulate the service.

Art. 12 - Digital Catalogue and Promotional Material

Fiera Milano prepares and distributes promotional material relative to the event itself before, during and after it takes place. The mention of the Exhibitor and the indication of the Company Trademark indicated by the Exhibitor in the material published by Fiera Milano on a date prior to the notification of the stand assignment, does not entail automatic participation in the Event.

The online catalogue of the Exhibition will report the details of the Exhibitors and of the regularly registered Company Trademarks, received by and no later than January 13, 2024 for Milano Fashion & Jewels February and by and no later than July 31, 2024 for Milano Fashion & Jewels September. Fiera Milano will provide to publish on the Official Exhibitor Catalogue the Exhibitors' company names, the regularly registered Company Trademarks, the position of the stand and the activity sector. All responsibility is declined for any omissions, mistaken indications and/or descriptions, types and/or publication mistakes of the Exhibitor's data and the data of the Company Trademarks as they appear in the online catalogue, promotional materials and/or on the Event signposting.

Art. 13 - Workshops and Events

Participation in workshops, dedicated to specific sectors and/or events organized by Fiera Milano at the Event and/or as part of specific exclusive areas, including those held in locations outside the exhibition grounds, is reserved exclusively for companies/bodies/institutions that have acquired stands/spaces inside the exhibition area at the Event and which are deemed suitable for the sole discretion of Fiera Milano. In any case, Fiera Milano has the right to decide the workshops and/or events where the Exhibitors may participate.

Art. 14 - Services fees

14.1 After issuing the notice of allocation of the stand area, the exhibitor may use the commercial exhibition services to be requested through the Exhibitor Portal (such as: stand components, stand furnishings, trusses and hangers, stand services, etc.). The services available in the Exhibitor Portal are not included in the participation fees as per Art. 5. Charges for services and other services due to Fiera Milano and/or other companies in the Group must be paid at the moment of the request on E-service online shop, using the different payment methods available - bank transfers are accepted only within 60 days prior to the start of the Exhibition; thereafter, payments can be made only by credit card; eventual orders of final items will be summarised in the final statement of account published on the Exhibitor Portal and payment for these services must be made by the end of the Event. Any disputes regarding these fees must be forwarded to Fiera Milano before the end of the show.

Art. 15 - Space Assignment

Allocation of the exhibition area will be published on the Exhibitor Portal. The notification of stand space assignment is valid for the Exhibitor to which it is registered. The surface area, type of space and position requested by the Exhibitor in the Application is not binding for Fiera Milano, which may assign a space with different measurements, layout and position from those indicated by the Exhibitor, if the requests made by the Exhibitor are not, at the sole discretion of Fiera Milano, compatible with the overall organizational needs or with exhibition spaces dedicated to specific goods sectors, or with the standard characteristics of the exhibition areas in general. Assignment of a certain area or exhibition typology or space at a previous edition of the Event shall not represent a preferential right to obtain the same area or exhibition type, or space for subsequent editions. The Exhibitor is obliged to respect the size of the space assigned. Occupation of more exhibition space than that assigned shall lead to an extra charge calculated according to the Rates.

No business may take place outside the assigned exhibition space, even with a view to avoiding interference with the activity in other stands, nor may the corridor and/or area behind the space be used. Fiera Milano reserves the right to modify the location of the space, even if already assigned, or to change the measurements, should this become necessary due to technical and/or organizational reasons.

The Exhibitor must inform Fiera Milano for the exposition/presence in his booth of: motor vehicles, vans, trucks, 18-wheelers, etc.; for this reason, Fiera Milano can change the position of the stand, also of those already assigned and/or in pending assignment. For safety reasons, the Exhibitor will have to follow the rules and bans included in the Technical Regulation of Fiera Milano.

Art. 16 - Prohibition of cession

The stand allocation notification is valid for the Exhibitor to whom it is assigned. The total or partial cession of the allocated exhibition space, even for free (both through sale of the contract or subcontracting or on whatever other basis), is forbidden. Violation of this prohibition entails the exclusion of both the selling and the purchasing Exhibitors from the subsequent Event editions as well as the exclusion from the event to which the sale refers and to all other events organized by Fiera Milano. Fiera Milano further reserves the right to arrange the immediate closure of the sold stand area with all costs charged to both companies that have taken part in the sale both jointly and severally. The use of materials produced by third parties is only allowed for the purposes of stand fitting and decoration, and must be performed in a completely anonymous way without any crediting whatsoever.

The violation of the above prohibition leads to the same consequences as the sale and, if the companies supplying the products are Exhibitors in their own right in Fiera Milano events, the penalty will also apply to said companies.

Art. 17 - Balance for Exhibition Space (Bare Area or Pre-Fitted Area) - Payment of Statement of Account - (Exit Pass)

The balance of the exhibition space and of the registration fees must be paid by January 16, 2024 for Milano Fashion & Jewels February and by August 13, 2024 for Milano Fashion & Jewels September; invoices issued after this date will be payable on demand, and in any case before the start of the event. The stand will not be allowed to be set up without this payment. Access to the Exhibitor Portal Cards for issuing "Exhibitor" passes and parking passes is subject to payment of the balance of the invoices for participation in the exhibition, so the Cards will not be available in the event of non-payment.

During the Event, Fiera Milano and in general the Gruppo Fiera Milano administration shall issue a statement summarizing all invoices issued for services and extra supplies, plus any other charges. The statement of account and invoices will be loaded on the Exhibitor Portal and payment of the amounts owed by the Exhibitor can be made directly by bank transfer, by credit card by accessing the Exhibitor Portal, or by presenting the statement of account at the bank agencies at the Fairground. To leave the Exhibition Centre, Exhibitors must use only their access passes or Exit Passes, which can be downloaded from the Exhibitor Portal, which will be activated on exit after paying the statement of account.

Art. 18 - Occupational Safety

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

Furthermore, the Exhibitor undertakes to observe and ensure that all contractors working on its behalf, during the assembly and dismantling of the stand and in relation to any other related or connected activity, comply with the Technical Regulations of Fiera Milano and any supplementary sections thereof that he declares having fully understood, the provisions contained in art. 38 of the Italian Legislative Decree 81/2008 and its implementing Ministerial Decree of 22.7.2014. The Technical Regulations, which can be consulted on the website www.fieramilano.it, in the section "Exhibitors - Technical Documents - Link to event" contain, among other things, precautionary rules regarding exhibition safety (fire prevention, electrical systems, environmental protection, etc.), with the exclusion of the safety rules concerning the specific activities carried out by the Exhibitor or contracted out by the latter to the contractors (stand assembly and dismantling and related activities), the verification and observance of which remains the responsibility of the Exhibitor itself.

For the purposes of fulfilling the obligations contained in the Italian Ministerial Decree 22.7.2014 above, Fiera Milano makes the documents referred to in Annexes IV and V of the Ministerial Decree itself available on its own website. Behaviors that do not comply with the above safety regulations, in particular when they may affect the general safety of the halls and third parties present, may be subject to intervention by Fiera Milano, in the context of sample checks and lead to the immediate closure of the stand until safety conditions are restored. Any other consequence that may arise from non-compliance with the aforementioned provisions is solely attributable to the responsibility of the Exhibitor and the companies appointed by him. Fiera Milano may remove from the Exhibition Centre the personnel of the executing companies / self-employed workers who work on behalf of the Exhibitor from the Fiera Exhibition Center if they do not have the identification card provided for in Articles 18, 21 and 26 of the Legislative Decree 81/08 and non-EU personnel if, even in the presence of the aforementioned card, they are not in possession of the required legal documentation. The Employer who is responsible for such personnel will be charged consequently. The Exhibitor that, as customer, has authorized the company to operate in the district, 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 organized on its behalf in relation to outfittings, structures, systems, products on display and all related activities. Each Exhibitor must appoint a "Contact Person for the Exhibition Safety of the exhibitor" (hereinafter RSE) who will, for safety purposes, be liable towards all subjects possibly involved for all responsibilities in respect of the activities conducted on the Exhibitor's behalf. The name and all references of the RSE, must be communicated to Fiera Milano, before the start of the assembly work of the stand and in any case before access by workers and the introduction of materials in the exhibition center.

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

The most relevant obligation for the Customer (Exhibitor) concerns the DUVR (unified document for the assessment of interference risks), or the PSC (safety and coordination plan) in the event that, respectively, the rules contained in article 26 of the Italian Legislative Decree 81/08 are applied, or those contained in Title IV of the same decree, according to the provisions of the Italian Interministerial Decree of 22 July 2014.

This documentation must be uploaded to the appropriate section of the Fiera Milano Exhibitor Portal, that we remind you to be available to the competent authorities (ATS and law enforcement agencies) and be present at the stand for the entire period of the event (including assembly and dismantling).

18 bis) - Measures to guarantee personal security in the Fiera Exhibition Centre
Fiera Milano, in observance of the instructions provided by the Public Security Authority, has adopted the infrastructural, organisational and operational measures deemed necessary to guarantee the security of the individuals present for any reason in the Fiera Exhibition Centre. Merely by way of example, the following may be provided for, at the sole discretion of Fiera Milano:

a) particular means of access to and exit from the Fiera Exhibition Centre (specific entrances/exits or reserved lanes, times, systems for the regulation and control of accesses and flows), which may be differentiated according to user categories;

b) security checks, which may also be carried out with the aid of fixed or portable equipment or instruments, on people, baggage and personal effects, both upon entry to the Fiera Exhibition Centre and inside it, and, where necessary, upon exit. These checks will be carried out by Fiera Milano staff or by third parties entrusted by Fiera Milano for the purpose. Without prejudice to notification to Law Enforcement Agencies and any measures that may be adopted thereby, users who refuse to undergo checks will be prevented from entering the Fiera Exhibition Centre. If said users are already in the trade fair district, they will be removed immediately. Users invited to undergo a check must guarantee maximum collaboration, so that that check can be carried

out as effectively and quickly as possible given the nature of the activity. Following said checks, and without prejudice to notification to Law Enforcement Agencies and any measures that may consequently be adopted thereby, Fiera Milano reserves the right, at its sole discretion, to refuse entry to the trade fair district to suspect individuals or objects, and to immediately remove any suspect individuals already inside the trade fair district; suspect objects must be immediately removed from the trade fair district by and under the responsibility of those in possession of them. Fiera Milano is under no obligation to provide services for the safekeeping of suspect objects;

c) barriers or limits to pedestrian and vehicular routes within the Fiera Exhibition Centre, including the positioning of barriers, Jersey barriers, speed bumps and the like;

d) forcible removal, at the risk and expense of the owner, of means of transport of work equipment, objects or personal effects deemed suspect or liable to interfere with security checks. The measures in this paragraph are also applicable to all visitors and guests admitted to the trade fair events.

18 ter) - Other measures

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

Art. 19 - Fitting out of the Exhibition Space - Stand projects - Food and Catering services - Technical services

The exhibition areas will be made available to Exhibitors delimited by taped lines on the floor, excluding cases of force majeure. Exhibitors who have not paid the balance of their exhibition fee shall not be granted entry to set up their stands. Any defects or shortcomings discovered when the Exhibitor takes possession of the exhibition space for setting up the stand and laying out of goods must be reported to the Customer Service - Technical Assistance.

In gaining access to the exhibition centre, Exhibitors will observe the rules set out in the MOB/SMOB bulletin, available on the Exhibitor's Portal containing details regarding layout of spaces and deadlines for setting up stands.

The Exhibitor shall be responsible for all organization and costs incurred for setting up the stand and shall strictly observe the General Rules and Regulations and the layout plan and the Fiera Milano Technical Regulations (available on the website www.fieramilano.it, section "Exhibitors - Technical Documents - Link to event") and further general and technical rules; these rules represent an integral part of the General Rules and Regulation. He shall also proceed Fiera Milano with his stand layout project beforehand for certification. The Exhibitor undertakes to fit out the entire assigned area and to display products he manufactures belonging to the Event merchandise repertoire, on his stand for the entire duration of the Event. Products exhibited must be positioned in such a way that they are not considered offensive and must comply with Italian Legislative Decree 81/08 (Consolidation Act on safety). The stand must be laid out in such a way so as to avoid obstacles or objects that hinder access to the exhibition areas.

19.1 - Stand Projects

Stand height allowed is minimum 3.00 m and maximum 5.00 m, (including any stage and any projects with mezzanine floors); this height dimension must also contain all stand structural elements and all graphics (trademarks, logos).

It is also forbidden to fit up logos, graphics, etc., which protrude on the adjoining booths.

The stand projects must be sent by January 15, 2024 for Milano Fashion & Jewels February and by July 31, 2024 for Milano Fashion & Jewels September to Fiera Milano by all the exhibitors, excepted those who have requested a shell scheme stand to Fiera Milano. The stand project, complete with floor plans, measured elevations and rendering must be uploaded to the specific location provided on Fiera Milano's Exhibitor Portal (stand plan submission button). Fiera Milano, via their Exhibitor Assistance Customer Service, will verify the stand projects in relation to Event and Technical Regulations and in case will request eventual regulations adjustments. Once the project is verified, the Exhibitors, independently at their own expense, will see to the installation of the perimeter walls and flooring of their stands. The upper part of the stands must be finished in a workmanlike way; the walls abutting on the other stands, as well as being finished in a workmanlike way, must also be neutral in terms of color; access must be guaranteed to all utility systems even in the event of carpentry etc. or raised floor sections; for materials to be hung from the ceiling please refer to the Dispositions contained in the Technical Regulations of Fiera Milano S.p.A. The failure to receive the correct documentation or verification of the stand project from Fiera Milano will not enable the Exhibitor (or stand fitters) to set up their exhibition stand.

19.2 - Food and Catering services

Exhibiting companies can apply for Fiera Milano food and catering services in the respective section of the Exhibitor portal and/or by contacting ristorazione@fieramilano.it - <https://ristorazione.fieramilano.it/>.

Third party catering companies and exhibitors who wish to offer food and drink to their guests of their own accord can purchase passes for access and resupply when submitting the necessary documentation.

The procedure is available on the Obligatory Documentation - Catering section of the Exhibitor Portal and in the Fiera Milano Technical Regulation. In accepting this General Regulation, exhibitors who provide their own catering separately from the services provided by Fiera Milano declare that they are aware of the provisions of the Italian Prime Ministerial Decree dtd. 17 May 2020 and its amendments and agree to observe its requirements.

19.3 - Technical Services - In order to schedule the technical services supply (hangings, water and electric connections, 24 hrs electric power supply, etc.), exhibitors must hold their orders on Exhibitor Portal by and no later than January 15, 2024 for Milano Fashion & Jewels February and by and no later than 31 July 31, 2024 for Milano Fashion & Jewels September. After this date, except for sold out, the services will be provided after the ones already scheduled. The following service categories: water connections, compressed air connections, stand cleaning, security staff, construction services, gas systems, and fire protection systems, 20 days before the event will suffer an increase of 30% in price.

Art. 19 bis) - Layout and building of stands (pre-fitted exhibition areas)

The Manager's Office will supply a Technical Regulation and technical data sheets containing the rules governing the layout of the stand, its assembly, disassembly and all applicable schedules. Unified stands have been designed to give a uniform aspect to the Exhibitors' presentations and combine functionality with attractive styling. The said rules will be mainly set out in the technical data sheets made available by the Manager's Office and Technical Office, together with the stand's layout.

Art. 19 ter) - Damage to the stands (pre-fitted exhibition areas)
Stands must be returned in the condition they were delivered in. Exhibitors are liable for any repair costs, and are also responsible for observing the special regulations for the use of the structures and technical systems.

Art. 20 - Stand cleaning
The service for cleaning stands is included in the participation fee and will be done after the pavilions close under the responsibility of Fiera Milano. The service includes: cleaning floors, carpets and removing rubbish from the stand or from the cleaning, emptying waste paper baskets.

Art. 20.1 - Waste disposal
The collection, possession, transport, storage and recovery / disposal of waste must be carried out in compliance with Legislative Decree no. 152 of 2006 and s.m.i. Without prejudice to the rules of Art. 20 the Exhibitor must remove the waste from the Exhibition Centre daily, providing for their management according to current legislation. According to the Technical Regulations, the Exhibitor and his representatives are responsible unambiguously for the correct disposal of the waste produced within the exhibition area and in the assigned exhibition space. It is forbidden for the Exhibitor (or his appointees) to abandon waste of any kind within the exhibition spaces, both in the assigned space and in the common areas (lanes, roads, etc.). The prohibition of waste abandonment and the obligation of proper waste management refers to all waste materials and results of the set-up / de-equipment stands related to the exhibition (packaging; materials used such as walls, false ceilings, floor coverings, etc.). The Exhibitor or his agents may remove the waste produced directly or using the professionals authorized for waste management and registered in the National Register of Environmental Managers available at:

<https://www.albonazionegestoriambientali.it/Public/ElencoISCRITTI>.

With reference to the cleaning of the stand, performed by the companies appointed by Fiera Milano S.p.A., which concern the cleaning of the floor, the cleaning of any coatings and the emptying of the waste bins of the stand, are excluded from the obligation during the event.

If there is abandoned waste in the pavilions or inside the Exhibition Centre, Fiera Milano will apply a penalty up to € 5,000.00 without prejudice to compensation for the greater damage, also reserving the right to remove the staff responsible for the irregularity from the District and to proceed legally. The Exhibitor must comply with all the local regulations in force and according to the provisions of the Regulations for the regulation of municipal solid waste collection services, separate waste collection and urban hygiene, adopted by the Municipality of Rho - pursuant to art. 198, c.3 of Legislative Decree 152/2006 - during the course of the event, the Exhibitor and his representatives are required to separate the collection of the waste produced, separating them by type and nature in the baskets located inside the pavilions and in the specially equipped outdoor areas. In this way, the distinct management of the different types of waste can be guaranteed and their recovery promoted in controlled supply chains.

Art. 21 - Machinery ON
21.1 - Subject to written and specific authorization issued by the Organizer, the admitted machinery, with the exclusion of flame equipment, may be operated provided this does not involve danger or harassment.

21.2 - For noisy machinery, sound broadcasts and projections, see point 8.2.2 of Fiera Milano Technical Regulations.

21.3 - Exhibitors must, at their own expense, submit to the checks required by current standards and/or the Executive Technical Provisions in advance, in order to obtain timely authorization from the competent Authorities and hold the Organizer harmless from any and all damage, cost and/or third-party claim that may arise from the operation of the machinery to the Organizer.

21.4 - For the display of machines without the CE mark or that do not comply with European safety regulations, see point 2.5, subpara. e) of the Fiera Milano Technical Regulations.

21.5 - Any requests for the manufacture of smoke/vapor evacuation chimneys can be accepted after a feasibility check by Fiera Milano.

Art. 22 - Forbidden Activities - Publicity
In general, any activity that may be detrimental to, disturb or harm the normal running of the Event is forbidden. The following activities are absolutely prohibited: a) distribution of flyers in the pavilion corridors or on the roads inside the Fairgrounds, including, but not limited, events' promotion / shows / exhibitions' organization dedicated to the same products' categories of the Event; b) any kind of expression that due to its outward appearance or form may represent direct comparison with another Exhibitor; c) the distribution and delivery of any technical-informative and advertising material (magazines, manuals, books, brochures or anything else) not strictly pertinent to the Exhibitor, who may however distribute or deliver advertising material as long as it is strictly pertinent to his business sector, solely on his own stand; d) posters referring to calls for tender by bodies, organizations, newspapers, weekly or specialist magazines may not be displayed even on stands without prior written authorization from Fiera Milano; e) broadcast of advertising messages; f) events' promotion / shows / exhibitions' organization dedicated to the same products' categories of the Event; g) any type of flashing or variable lighting; h) permanence on the stands or in the area of the Event during closing hours; i) any kind of sales to the public with immediate delivery; j) photos or videos and any other kind of reproduction; k) drawing, copying and photographing objects without written authorization from the Exhibitor. Fiera Milano however reserves the right to directly reproduce or to authorize reproduction of group views or close-ups, external or internal and also to permit sales by officially authorized personnel. Fiera Milano cannot however be held responsible for any unauthorized photographs or filming by third parties. Introduction into the fair of cameras and video cameras is subject to written authorization by Fiera Milano; two copies of every photo or film must be provided to the Event Organization Office.

22.1 Publicity - No form of propaganda or publicity - with the exception of that inside the stand - may be done, in any admissible form, by anyone other than Fiera Milano S.p.A. or a contractor delegated by the latter.

Art. 23 - Display of prices and direct sales
The Exhibitor must not, under any circumstances, display prices or make direct sales at the Event. Violation of this rule will result in closure of the stand, withdrawal of the Exhibitor's badge.

23.1 - Cash & Carry area - Display of prices and direct sales
Pursuant to Art. 2 of Regional Law n. 30, 10.12.2002, the products on show can be sold directly at the Event. In this case, the Exhibitor must comply with established law regarding tax certification of the transaction (issue of a bill receipt, cash receipt or VAT invoice), in observance of the rules governing the chosen form of certification. Exhibitors from EU countries must comply with Italian Law. In particular, they must either (i) directly



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identify or (ii) nominate a tax representative before the opening of the Event. We recommend seeking tax advice for completion of the above procedures. Exhibitors from non-EU countries must nominate a tax representative and comply with Italian law in the matter.

Art. 24 - General Surveillance - Fire Prevention

General surveillance of the pavilions is managed by Fiera Milano, which is also responsible for fire prevention measures. Fiera Milano Technical Regulations detail the rules that Exhibitors must obey in collaboration with fire prevention. Exhibitors are responsible for custody and surveillance of their own stands and contents during the opening hours of the pavilion, both during the show and when setting up and dismantling stands.

25. Insurance - Limitation of liability

25.1. "All risks" Policy of the Exhibitors/Co-exhibitors (excluding terrorism and sabotage risks) - The Exhibitor/co-Exhibitor must have an All Risks policy on the whole value of goods, machinery, equipment and fittings taken into and/or used in the Fiera Milano exhibition centre with a waiver of right to claim compensation towards Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, the Organizer and any third party involved in the organization of the event.

In case of subrogation from its own insurer, the Exhibitor/co-Exhibitor guarantees to hold the aforementioned Subjects harmless. Fiera Milano furnishes to Exhibitor/co-Exhibitor, free of charge, an "All Risks" insurance with a limit of Euro 25,000.00, to cover all goods, machinery, fixtures, fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors/co-Exhibitors. Coverage includes the stipulation of 10% insurance exclusion for each claim in the event of theft, with a minimum of Euro 250,00 and doubling this amount for the reports submitted after the closing of the exhibition.

In the Exhibitors' Portal, in the section Management Documents - Insurance, there is a link to receive information on "All Risks" insurance coverage, provided free of charge by Fiera Milano.

For more information contact:

Marsh S.p.A.

Tel. (+39) 02 48538909 e-mail: fiera.milano@marsh.com

25.2. Third Party Liability Policy - This coverage is automatically provided, free of charge, for all exhibitors/co-exhibitors by Fiera Milano. This will be an extension of its general policy that has a limit of no less than Euro 100,000,000.00 (one hundred million).

25.3. Limitation of Liability - The Exhibitor/co-Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability for consequential losses, reputational damage, loss of revenues, etc. Also for any direct loss, since each Exhibitor/co-Exhibitor has in custody/care the reserved exhibition spaces and is responsible for the goods contained therein, the Exhibitor/co-Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability for goods/values covered and/or not covered and/or exceeding from the above mentioned Art. 1.

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

Art. 26 - Clearing stands and Right to Retention and Recourse (bare area and pre-fitted area)

Following closure of the Event, the stands must be cleared within the schedule indicated in the MOB/SMOB bulletin. In the event of failure to comply, Fiera Milano accepts no responsibility for the goods and materials on the stand and reserves the right to proceed with removal and storage of same without liability. The non-compliant Exhibitor shall pay all expenses and damages incurred through enforcement of this rule. Two months after the deadline, any unclaimed objects may be sent to the municipal tip and/or sold by auction with any proceeds going Fiera Milano. Storage of the Exhibitor's materials on the Trade Fair Premises shall also incur a charge levied by Fiera Milano for occupation of the area outside the show. The Exhibitor shall return the exhibition area in the same condition as it was when it was delivered. Non-compliance with this regulation shall entitle Fiera Milano to the right to avail themselves against the Exhibitor for costs incurred for restoring the exhibition space to its original condition. If the Exhibitor refuses to refund the above costs, Fiera Milano shall have the right to retain the material exhibited and Fiera Milano shall therefore have the faculty to confiscate the exhibited goods as the latter were also brought into Fiera Milano as security. The same faculty shall be reserved for any other account receivable owed by the Exhibitor, as a direct result of the latter's participation in the Event. To protect all their rights and rights as creditors, Fiera Milano may also take action involving the goods exhibited, requesting protective confiscation and/or seizure by third parties, exercising the special privileges they have over said goods. Fiera Milano is not responsible for any damage to exhibited materials that may occur during exercising of said right.

Art. 27 - Sanction for early dismantling

Exhibitors shall be present at their stand and with their own exhibits for the duration of the Show. Desertion or dismantling of the stand before closing time on the last day of the show, is subject to a fine calculated on the surface booked:

from 0 to 64 sqm. € 1,500.00

from 64,5 to 120 sqm. € 3,000.00

over 120 sqm. € 5,000.00

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

Art. 28 - Copyright - Performances - Musical emissions

A. The discharge of copyright deriving from any eventual audiovisual installation in the stands is subject to precise rules and is undertaken by Fiera Milano for all Exhibitors at the show. However, this does not include live musical performances and/or with singers, here the Exhibitor must apply to the SIAE offices in the MI Municipality area. Also included are rights which, for the purposes of arts. 72 and 73 bis of Law no. 633/1941, pertain to artists, performers, executors and phonographic producers owning rights on recordings and, on their behalf, to Consorzio Fonografici. However, this does not include the rights deriving from artists' interpreters and executors and phonographic producers according to art. 73 of the law above said for the diffusion of phonograms and musical video in fashion shows, DJ set with or without dancing. For that, the organizers of these events must contact Consorzio Fonografici - Via Leone XIII, 14 Milano - in order to respect the laws. If recordings or multimedia are used to support works partially or fully then any protected material covered by law number 633 of 22.4.1941 must respect the copyright rules as well as any outlay connected with authentication of such support according to Article 181bis of the same law. Unauthorized use of works by artists or the lack of a SIAE duty for the above-mentioned support are criminal offenses according to regulation 171 and following articles of law 633/41.

B. Musical and artistic shows and the use of audiovisual equipment for exhibitor's support are allowed in the stand as long as the volume is low and does not interfere with the smooth running of the show. The Exhibitor must respect the technical dispositions of Art. 8.2.2 (sound diffusion and projections) in "Technical Regulations and Extract from the emergency plan and information on the risks present in the Exhibition Centre for the purposes of safety" which is part of these General Rules and Regulations.

C. Fiera Milano may use the loudspeakers at the Fairgrounds for official or emergency communications. In case of violation, any subject that has not respected the dispositions of the present article may be required to pay compensation for costs sustained either directly Fiera Milano or by those subject/bodies who have directly suffered the harm.

Art. 29 - Local Advertising Tax

Pursuant to the participation rules and regulations, the Exhibitor is required to pay to the Rho Municipality a tax set out under laws D.P.R. 26.10.1972, number 639. 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 relative amount to the Rho Municipality.

Art. 30 - Modifications to the General Rules and Regulations and Sanctions for Non-compliance

Fiera Milano reserves the right to introduce rules and provisions notwithstanding these General Rules and Regulations, as deemed fit for better control of the Event and inherent services. These rules and provisions shall replace those in these General Rules and Regulations and shall therefore carry the same obligation. In the case of non-compliance with these General Rules and Regulations or subsequent modifications and in virtue of their powers of vigilance, Fiera Milano may exclude the Exhibitor in question from subsequent editions of the Event.

Art. 31 - Force Majeure, Cancellation

In the event that a cause of force majeure occurs, meaning unforeseeable events that make it impossible to hold the Exhibition or in any case for reasons not attributable to Fiera Milano, Fiera Milano may: modify the date of the Exhibition and / or cancel the Exhibition in whole or in part. It is understood that in the event that Fiera Milano changes the date of the Exhibition, the exhibitor cannot consider himself released from the contract and, therefore, from his participation in the Exhibition, nor will he be entitled to reimbursements or compensation from Fiera Milano, provided that the sums paid by the same they will be considered valid for the new dates. In the event that the Exhibition is completely or partially cancelled due to force majeure: Fiera Milano may use, without obligation to return, the amounts paid by the exhibitors to meet the obligations undertaken towards third parties and to cover organization expenses, even partial, for any reason whatsoever, and the exhibitors will have nothing else to claim from Fiera Milano, by way of damage or for any reason whatsoever.

Art. 32 - Fiera Milano S.p.A. obligations and responsibilities

Fiera Milano S.p.A. undertake to deliver the stand to the exhibitor as under the terms set forth at art. 8 of the General Regulations of the Show and to supply the services as under art. 10. In any event, the exhibitor waives Fiera Milano S.p.A. from any liability, subject to such restriction as are laid down in art. 1229 of the Civil Code. In any event the liability of Fiera Milano S.p.A.'s does not extend beyond the payment of a sum amounting to 30% of the fee owed by the Exhibitor and is exclusive of any further compensation whatsoever for damage incurred by said.

Fiera Milano shall not be responsible in any way for the adoption of safety measures in the workplace and for products as outlined by Italian Legislative Decree 81/08 (Consolidation Act on safety) that are the responsibility of Exhibitors and/or parties authorized by the same.

Art. 33 - Exhibitor responsibility for goods on display at the trade show

Each exhibitor undertakes to respect national, community and international regulations and assumes full responsibility should any of the products on display not comply with the above-mentioned regulations. The exhibitor holds Fiera Milano S.p.A. harmless in the event of any litigations or disputes that may arise from the display of unauthorized products in accordance with existing regulatory obligations. In any case, each exhibitor undertakes to remove the goods subject to dispute.

Art. 34 - Processing of the Exhibitor's Personal Data

1. The Exhibitor declares to be informed that the provisions of the Regulation (EU) 2016/679 - General Data Protection Regulation (hereinafter the "RGPD" or "GDPR") concern the processing of data relating to natural persons ("Personal Data") and do not apply to legal persons (companies), entities and associations and information ("Information") referring to such entities, for which will stand only the rules regarding electronic communications made through email, sms, mms or fax for the purpose of sending advertising materials or direct selling or for carrying out market research or commercial communication.

2. The Personal Data referring to the Exhibitor, if operating as a sole proprietorship, small businessman or professional, as well as referring to representatives, exponents, employees and collaborators of the Exhibitor indicated in the Application Form or also presented at a later time, as well as acquired from third parties (e.g.: partners, commercial information companies, etc.) or within the scope of the Exhibition (e.g.: any photos or video recordings at the stands: see art. 35) are collected and processed by Fiera Milano S.p.A. as the Data Controller following the terms described in the Information Notice pursuant to art. 13 of EU Regulation (EU) 679/2016 - General Data Protection Regulation ("RGPD" or "GDPR") - attached to these exhibition regulations (see ANNEX A).

3. The Exhibitor undertakes to communicate the Information Notice contained in ANNEX A to the natural persons (its representatives, exponents, employees and collaborators) to whom are referred the Personal Data supplied for the purposes of participating to the Exhibition and providing the related services, and to ensure that the Personal Data can be lawfully used by the Data Controller for such purposes and to hold harmless and/or indemnify the Data Controller for any cost or damage arising from the breach by the Exhibitor of its obligations pursuant to this article towards the Data Controller.

Art. 35 - Use of images of the Exhibitor acquired during the Exhibition

In relation to the images of the Exhibitor, their stand and/or representatives, members, employees and workers, acquired or recorded in any way (such as, using cameras, video cameras or audiovisual recordings) during the Event, the above-mentioned Exhibitor declares to be aware, pursuant to European (EU) General Data Protection Regulation 2016/679, that Fiera Milano S.p.A. may collect and process said images and disseminate them for informative, promotional and commercial purposes pursuant to the terms specified in Article 34, and therefore grants Fiera Milano S.p.A. the free use of these images, for these purposes, as per articles 96 and 97 of Italian Law no. 633/1941, authorizing Fiera Milano S.p.A. to use them through any means of communication (including, for example, brochures, presentations, catalogues and, in general, all the printed material necessary for their disclosure and promotion, TV, pay-per-view, etc.) and dissemination via internet (company website, social networks, etc.) or via magazines and other publications, including digital ones, with the rights to adapt and reproduce them for all legal purposes. For this purpose, the Exhibitor declares and guarantees to have: (i) obtained the authorization of the data subjects for the processing of the data relative to their photos, video recordings etc. by Fiera Milano S.p.A., including their dissemination for informative, promotional and advertising purposes pursuant to the terms of the European (EU) General Data Protection Regulation 2016/679; (ii) obtained authorization for the use and dissemination of the images, pursuant to Articles 96 and 97 of Italian Law no. 633/1941 on copyright, in the above-mentioned terms, from the natural persons portrayed or recorded, their representatives, members, employees and workers during the above-mentioned event. In relation to the previous sections (i) and (ii), the Exhibitor undertakes to indemnify and hold Fiera Milano S.p.A. harmless from all disputes, actions or claims that may be raised by the above-mentioned persons with regard to the indicated use and disclosure of the relative images described above.

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

Art. 36 - Claims, governing law and Court of competence

Any claims must be submitted in writing to Fiera Milano. The applicable law is the Italian Law and the Court of Milan shall have competence to decide any dispute as may arise, or also related to the present Admission and/or the Event General Rules and Regulations.

By signing this Application form, the undersigned Company declares acceptance of and undertakes to fully comply with the Event General Rules and Regulations.

Date



Stamp and legible full Signature



INFORMATION ON THE PROCESSING OF PERSONAL DATA

(ANNEX A of the General Regulations for Milano Fashion & Jewels Exhibition)

In compliance with art. 13 of the Regulation (EU) 679/2019 - General Data Protection Regulation (hereinafter "GDPR"), Fiera Milano S.p.A. (hereinafter referred to as the "Company" or the "Data Controller") intends to provide information regarding the processing of personal data related to the representatives, exponents, managers and/or contacts of the Exhibitor¹ (the "Personal Data"), indicated in the Application Form Milano Fashion & Jewels Exhibition, or acquired within the scope of the Exhibition (including any photographs or video recordings) or while using the requested services.

1) Personal Data are collected and processed by our Company, Fiera Milano S.p.A., as the Data Controller, which can be contacted at the following addresses:

Registered office: piazzale Carlo Magno 1 - 20149 Milan

Operational and administrative headquarters: SS del Sempione n.28 - 20017 Rho (Milan) mail: privacy@fieramilano.it

The Data Protection Officer of Fiera Milano S.p.A. can be contacted not only at the aforementioned addresses of the Company, but also at the following e-mail address: dpo@fieramilano.it

2) Personal Data are processed for the purposes and on the basis of the assumptions set out below:

A. EVALUATION OF THE EXHIBITOR'S APPLICATION AND, IF ACCEPTED, SETTLEMENT AND ENFORCEMENT OF THE CONTRACT RELATING TO THE EXHIBITOR'S PARTICIPATION IN THE EXHIBITION AND TO THE PROVISION OF THE SERVICES REQUIRED BY THE EXHIBITOR ITSELF, as well as for the fulfilment of the related regulatory, accounting and fiscal obligations and for implementing the administrative, organisational and technical activities necessary for the provision of each service, according to the relative contractual conditions or conditions of use².

For these purposes the Personal Data (identification data, contact details, services requested and used, payment data, reference company, qualification, etc.), acquired in the ways indicated above, is therefore necessary for the execution of the Exhibitor's request to be admitted to the Exhibition and of the related contract concerning its participation as well as the provision of the requested services, for the fulfilment of the related legal obligations and for the pursuit of the Company's legitimate interests in carrying out the aforementioned administrative, organisational, technical and security activities related to the provision of services, the management of the relationship with the Exhibitor and of its participation to the Exhibition at the Fiera Milano S.p.A. exhibition centre, as well as for the possible defence of rights in judicial proceedings. The provision of the requested Personal Data is compulsory or in any case necessary for the aforementioned purposes and any failure to provide them, even partially, would make it impossible to admit the Exhibitor to the Exhibition and to activate and provide the requested services. The Exhibitor may also freely decide to provide some additional data, such as additional telephone numbers and information about the company it belongs to, which may be used to improve or customize the service, as well as to facilitate contacts and communications with the Company: the release of additional data is optional for these last purposes and their non-release shall not affect the participation in the Exhibition and the use of the requested service. For the purposes described above, the Personal Data are processed by the Company also with electronic instruments, mainly computerised procedures and methods suitable to ensure the security and confidentiality of the data, and may be stored for the duration of the Exhibition and of the requested service(s), and, upon their termination, for the time set forth by the regulations in force for administrative, accounting and fiscal purposes, as well as, in the event of disputes or controversies, according to the prescription terms of the related exercisable rights.

B. ACTIVATION OF THE ACCOUNT NAMED "FIERA ID" AND GENERATION OF THE AUTHENTICATION CREDENTIALS ALLOWING ACCESS TO THE DIGITAL SERVICES OF FIERA MILANO S.p.A.

Where required, some Personal Data (name, surname, email address of the Person Responsible for the Exhibition) indicated in the Application Form are processed by the Company for the activation of the account named "Fiera ID" aimed at allowing the Exhibitor, through the User indicated by the same, to access and use the digital services made available by Fiera Milano S.p.A.³, by means of the sites, portals and web applications of our Company and of the various exhibitions, shows and other events organized at the exhibition centre managed by the Company (this refers, for example, to services such as checking the status of the Exhibitor's Application Form, accessing the services of the exhibition, registering for events, meetings or courses, etc.).

The registration of the User indicated by the Exhibitor is compulsory for security purposes in order to access and use the digital services made available by Fiera Milano, including the management of the account through the specific profile or dedicated area. The Personal Data indicated for the creation of the Fiera ID are therefore necessary to follow up on the request for activation of the account and generation of the relative authentication credentials to be used to complete the registration procedure and access the aforementioned services. Any failure to provide, even partially, the personal data indicated above will make it impossible for the User indicated by the Exhibitor to register and create an account to access the aforementioned services. In relation to the above-mentioned purposes, the processing of the Personal Data of the User indicated by the Exhibitor is therefore necessary for executing the request for the creation of the Fiera ID and for what is contractually required by the relative terms and conditions of use⁴, as well as for the pursuit by the Company of legitimate interests in the performance of the organizational, technical and security activities related to the management of the Exhibitor's registration operations and of the connected services.

For the purposes described, Personal Data are processed by the Data Controller using electronic instruments, mainly computerised procedures and methods suitable for ensuring the security and confidentiality of data and electronic communications, and may be stored for as long as the FIERA ID is active and, in the event of deactivation or termination of the service, for the period of time envisaged by the regulations in force for administrative and accounting purposes.

3) For the purposes described above, at point 2), letters A and B, Personal Data may also:

- be known by employees and collaborators of the Company authorized to do so and belonging to the structures responsible for carrying out administrative, technical and security activities related to the provision of the requested service(s) and to the organization and management of the Exhibition;
- be communicated by Fiera Milano S.p.A. to other companies within the Fiera Milano Group (see also the updated list available on the website www.fieramilano.it) and to trusted companies which, depending on the service requested, provide organisational and technical services, such as, for example, stand builders, assistance and maintenance companies, including IT companies, printers, data processing companies, administrative consultancies and performance measurement companies. The companies that are processing personal data on behalf of Fiera Milano S.p.A. act as data processors, by virtue of an agreement drawn up pursuant to art. 28 of the GDPR;
- be communicated, depending on the type of service requested, to other parties participating in the Exhibition (other exhibitors, buyers, visitors, etc.);
- be possibly transferred to subjects (other exhibitors, buyers, visitors) established in third countries outside the EU, exclusively pursuant to the decisions of the European Commission that recognized the adequacy of the data protection regulations in force in those countries, or on the basis of adequate guarantees (such as standard contractual clauses or binding corporate rules for groups), or, in the absence of such conditions, if the transfer is authorized by the User or necessary for the execution of a contract with the User or in his favour;
- be circulated also through the website and catalogues of the Event, on the basis of the obligations set forth in the relative contract or in the case of a request by the Exhibitor (see, for example, Expo Plaza service).

4) The e-mail and postal address indicated in the Application Form may be used by the Company to forward the Exhibition's newsletter, as well as to send notifications regarding further editions of this or other similar events organized by the Company, and similar services requested by the Exhibitor or the User indicated by the latter, who may object, at any time, to receiving such communications, either by selecting the appropriate option in the reserved area related to its Fiera ID, or by sending a message of objection from its e-mail to privacy@fieramilano.it or, finally, by sending a postal communication to our Company, at the addresses indicated above (at point 1).

5) The provisions of the GDPR (articles 15-22) ensure that the Data Subject (i.e. the natural person to whom the Personal Data refer) has the right to access at any time the Personal Data concerning him or her, or to rectify or supplement them in case they are inaccurate or incomplete, to erase them or to obtain a restriction of their processing if the conditions are met, to object to their processing for reasons related to the particular situation of the Data Subject and in any case to their processing for direct marketing purposes, to request the portability of the data provided, where they are processed automatically for the implementation of the contract or on the basis of the consent of the person concerned. In order to exercise these rights and for any further information or request regarding the processing of Personal Data, the interested party may contact Fiera Milano S.p.A. and/or its DPO at the postal and e-mail addresses indicated above (see point 1). The data subject has the right to lodge a complaint with the Privacy Guarantor, if he/she deems it necessary to protect his/her own rights.

¹ As well as data referring to the Exhibitor in case it is a natural person, such as a company or sole proprietorship, small businessman, artisan or professional (as is known, the provisions of the GDPR do not apply to companies, bodies and associations and data referring to such subjects).

² The terms and conditions of use for each service provided by Fiera Milano are available for consultation <https://www.milanofashionjewels.com/en/utility/privacy.html>

³ With regard to the processing of personal data carried out by the Company in relation to the provision of services requested by the Exhibitor, please refer to the specific privacy policy provided to the interested parties when booking or requesting said services

⁴ T&C of the service for the creation of the FIERA ID are available for consultation; https://fieraid.fieramilano.it/content/dam/fieramilano-privatearea/privacy/T%26C_Fiera%20ID_EN.pdf