



SEND BY MAIL TO: sales.fj@fieramilano.it

Fiera Milano s.p.a Strada Statale del Sempione, 28 20017 Rho (MI)

APPLICATION FORM

COMPANY DETAILS (COMPULSORY DETAILS) PLE	EASE TYPE OR PRINT			
Company				
Address				
Post Code City				
Country/State				
Ph + / _ / / / /				
General e-mail				
Web				
Tax ID. Code Image: Code				
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). MAILING DETAILS (To be completed if the billing details are different from company for acceptance). (To be completed if the mailing address is different from Company for acceptance). (VAT Reg. Num	mpany Details above)			
Tax Id. Code Image: Code				
Ph. + Ph. + Ph. + Ph. + Ph. + Ph. +				
AUTHORISATION TO SEND INVOICES VIA E-MAIL ITALIAN EXHIBITORS (compulsory from 1 January 2019) Certified e-mail address (PEC):				
STAND MANAGER (compulsory)				
Name and Surname				
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 address indicated above to: load the company activities, access the Exhibitor Portal, download the stand assignment and the floor plan, register the the details of people and vehicles for stand setting up and dismantling, download the invoices, the statement of account and make the payment.	e exhibitor badges, load			
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. 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.				
made available by Fiera Milano S.p.A.	Exhibition made available D") with the credential for			
made available by Fiera Milano S.p.A. STAND MANAGER FOR SAFETY PURPOSES (during Exhibition and setting up and dismantling days - compulsory)	Exhibition made available D") with the credential for			
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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 Position OWNER / CEO	Exhibition made available D") with the credential for			
STAND MANAGER FOR SAFETY PURPOSES (during Exhibition and setting up and dismantling days - compulsory) Name and Surname Position Office contact: Ph. + / Personal e-mail Mobile OWNER / CEO Name and Surname	Exhibition made available D") with the credential for			
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Date / / / / / / / / /

fieramilano 18-21 FEBRUARY FEBBRAIO 2024 14-17 SEPTEMBER SETTEMBRE 2024



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Fiera Milano s.p.a Strada Statale del Sempione, 28 20017 Rho (MI)

x

EXHIBITION SPACE REQUEST - BARE AREA - SINGLE EDITION

EXHIBITION SPACE REQUEST - BARE AREA		
Milano Fashion & Jewels FEBRUARY Milano Fashion & Jewels SEPTEMBER	RATES FOR SINGLE EDITION	
sg.m. open 1 side	€ 214,00/sq.m.	
sq.m open 2 sides	€ 237,00/sq.m.	
sq.m.	€ 251,00/sq.m.	
sq.m. sq.m. open 4 sides	€ 262,00/sq.m.	
sq.m. gangway area (customization)	€ 52,00/sq.m.	
Total exhibiting space order	€	
FEES	DEPOSIT	
Registration Fee - € 900,00	25% advance for total exhibiting space order €	
Represented Company Fee n. € 50,00/each €	Registration Fee - € 900,00 Represented Company Fee n. € 50,00/each	
(See Art. 10 of General Regulations) Company Trademark Registration Fee n. (See Art. 10 of General Regulations)	(See Art. 10 of General Regulations)	
(See Art 10 of General Regulations)	Company Trademark Registration Fee n	
Co-Exhibitor Fee n. € 355,00/each € (See Art. 10 bis of General Regulations)	Co-Exhibitor Fee n. € 355,00/each € (See Art. 10 bis of General Regulations)	
Total order exhibiting € €	Total deposit exhibiting space + fee €	
V.A.T. according to the law € (if due see Art. 8)	V.A.T. according to the law (if due see Art. 8) €	
Total order €	Total deposit €	
PAYMENT METHODS	-	
Bank 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/SWIFT: ICRAITRRCAR		
Reason for payment: indicate Milano Fashion & Jewels February 2024 or Milano Fashion & Jewels September 2024 and Exhibitor		
company name. Bank charges to be paid by the exhibitor.		
(attach a copy of the bank transfer stamped by the bank to the Application Form) Credit Card link to www.fieramilano.it - Exhibitors - fair services - online payments		
VAT EXEMPTION (Italian companies only)		
 YES In case of non taxable VAT ex Art. 8/8bis/9 DPR 633/72, please enclose two declar FIERA MILANO S.p.A Registered office: Piazzale Carlo Magno 1 - 20149 Milan - Italy - PIVA 131 		
For eventual other services: TIM S.p.A Registered office: Via Gaetano Negri 1 - 20123 Milano -	Italy - PIVA 00488410010	
PAYMENT BY BODY / PUBLIC COMPANY (Italian companie In case of payments by public body / public company please indicate:	s only - see Art. 9 of General Regulations)	
• Tender ID code (CIG)		
Unique code		
DEADLINE TO SUBMIT APPLICATION FORMS		
The Application Form NOT accompanied by the deposit will not be accepted for the purpose of book	ing the exhibition space. The balance of the participation must be made by January 16, 2024 for Milano 24 (see Art. 17 of the General Regulations). Invoices issued after this date will be payable on sight and	
in any case strictly before the start of the event.	1	
TERMS OF PARTICIPATION AND CONDITIONS	PROTECTION OF PRIVACY	
Pursuant to and in accordance with articles 1341 and 1342 of the Italian Civil Code the following clauses are expressly approved: Art. 2 - Organizer, Place, Date and Hours of the Exhibition; Art. 3.1 - Exhibition Limitation; Art. 6 - Acceptance of General Rules and Regulations; Art. 7 - Exhibitor's withdrawal and withdrawal penalties; Art. 7 - Ibis) - Exhibition Space Reductions; Art. 10 - Registration of Represented Companies and	By signing this form the exhibitor declares to have read the Art. 34 - Exhibitor personal data processing. The form should be returned duly signed.	
Product Brands - Industrial and Intellectual Property Service; Art. 10-ter) - Rejection and/or revocation of registration of Represented Companies, Product Trademarks and Co-exhibitors; Art.11 - Intellectual Property service; Art. 12 - Digital Catalogue and Promotional Material; Art. 15 - Space Assignment; Art. 16 - Prohibition of cession; Art. 17 - Balance for Exhibition Space - Payment of Statement of Account - Euit Pass;	INSURANCE	
Art. 19 ter) - Damage to the stands (pre-fitted exhibition areas); 20.1 - Waste disposal; Art.22 - Forbidden Activities - Publicity; Art. 23 - Display of Proces and direct sales; Art. 25 - Insurance - Limitation of liability; Art. 26 - Clearing stands and Right to Retention and Recourse (bare area and pre- fitted area); Art. 27 - Sanction for early dismanting; Art. 30 - Molifications to the General Rules and Regulations and Sanctions for Non-compliance;	See Art. 25 of General Regulations	
Art. 31. Force Majeure, Cancellation; Art. 33. Exhibitor responsibility for goods on display at the trade show; Art. 35 - Use of images of the Exhibitor acquired during the Exhibition; Art. 36 - Claims, governing law and Cour of competence.	INSURANCE INFORMATION	
Date / / / / / / / / / / / / / / / / / / /	In Fiera Milano Exhibitor Portal, in the section Manage Documents - Insurance, you shall find the link to	
Stamp and legible full signature X receive information about the "All Risks policy, provided by Fiera Milano free of charge.		
EXHIBITOR PORTAL The online platform to hire quality specialized services for your participation at the exhibition as well as stand fittings. Exhibitors, after registration, receive FIERA ID to access the Exhibitor Portal and the Purchase Card in E-Service.		
ACCEPTANCE OF APPLICATION FORM The Exhibitor is kindly requested to sign the General Rules and Regulations attached to this form in the devoted spaces indicated as Arts. 1341 and 1342 of the Italian Civil Code. Application Forms		
The Exhibitor is kindly requested to sign the General Rules and Regulations attached to this form in t with the General Rules and Regulations not signed will not be deemed valid.	ne devoted spaces indicated as Arts. 1341 and 1342 of the Italian Civil Code. Application Forms	

Stamp and legible full signature





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EXHIBITION SPACE REQUEST - BARE AREA - DOUBLE EDITION

	SPACE REQUEST - BARE AREA FEBRUAF	(T + SEP EIVIBER
	-	EVENT RATES FOR DOUBLE CONFIRMATION FEBRUARY AND SEPTEMBER EDITION
sq.m.	open 1 side	€ 182,00/sq.m.
sq.m.	open 2 sides	€ 202,00/sq.m.
sq.m.	open 3 sides	€ 213,00/sq.m.
sq.m.	open 4 sides	€ 223,00/sq.m.
sq.m.	gangway area (customization)	€ 52,00/sq.m.
	rder - BARE AREA - FEBRUARY rder - BARE AREA - SEPTEMBER	$\begin{array}{c c c c c c c c c c c c c c c c c c c $
FEES		DEPOSIT (MILANO FASHION & JEWELS FEBRUARY 2024 DOUBLE EDITION RATES)
	ion Fee FEBRUARY € 500,00 ion Fee SEPTEMBER € 500,00	15% advance for total exhibiting space order € Registration Fee -
Represented Company Fe (See Art. 10 of General F		Represented Company Fee n € 50,00/each €
Company Trademark Reg (See Art 10 of General R	istration Fee n. € 50,00/each €	Company Trademark Registration Fee n € 50,00/each €
Co-Exhibitor Fee	n. € 355,00/each €	Co-Exhibitor Fee n. € 355,00/each € 6 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
(See Art. 10 bis of Gener	Total order exhibiting space + fee €	Total deposit exhibiting space + fee €
V.A.T. a	according to the law (if due see Art. 8) €	V.A.T. according to the law (if due see Art. 8) €
	Total order €	Total deposit €
PAYMENT ME	THODS	DEPOSIT (MILANO FASHION & JEWELS SEPTEMBER 2024 DOUBLE EDITION RATES)
		15% advance for total exhibiting space order € Registration Fee - € 500,00
Bank Transfer	To: Fiera Milano S.p.A. c/o BANCA DI CREDITO COOPERATIVO DI CARATE BRIANZA	Represented Company Fee n. € 50,00/each €
	- FILIALE MILANO IBAN: IT 49 g 08440 01600 000000077467	(see Art. 10 of General Regulations)
	BIC/SWIFT: ICRAITRRCAR Reason for payment: indicate Milano Fashion & Jewels double edition 2024	Company Trademark Registration Fee n.
	and Exhibitor company name. Bank charges to be paid by the exhibitor.	Co-Exhibitor Fee n. € 355,00/each € (see Art. 10 bis of General Regulations)
	(attach a copy of the bank transfer stamped by the bank to the Application Form)	Total deposit exhibiting space + fee €
Credit Card	link to www.fieramilano.it - Exhibitors - fair services - online payments	V.A.T. according to the law (if due see Art. 8) €
		Total deposit €
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		iotai deposit 🤤 🔤 👘 👘 👘
	ION (Italian companies only)	
YES In case of r	non taxable VAT ex Art. 8/8bis/9 DPR 633/72, please enclose two declarat	ions of intent:
YES In case of r FIERA MILANO S.p.A		ions of intent: NO 1800150
YES In case of r FIERA MILANO S.p.A For eventual other serv PAYMENT BY	non taxable VAT ex Art. 8/8bis/9 DPR 633/72, please enclose two declarat Registered office: Piazzale Carlo Magno 1 - 20149 Milan - Italy - PIVA 13194	ions of intent: NO 1800150 aly - PIVA 00488410010
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Fiera Milano S.p.A. | Share Capital euro 42.445.141,00 fully paid-up | Companies Register, Tax Code and VAT n. 13194800150 - Economic and Administrative Index 1623812 Registered Office: P. Carlo Magno 1, 20149 - Milano (Italy) Operative Headquarter: Strada Statale del Sempione 28, 20017 - Rho, Milano (Italy) | Tel. +39 02 4997 1 | fj.milano@fieramilano.it | www.milanofashionjewels.com





SEND BY MAIL TO: sales.fj@fieramilano.it

Fiera Milano s.p.a Strada Statale del Sempione, 28 20017 Rho (MI)

PRODUCT REPERTORY

	PLEASE TYPE OR PRINT
Company name	
	PLEASE TICK YOUR BUSINESS ACTIVITIES
	FASHION ACCESSORIES
	☐ Hair accessories
Children clothing	Luggage and travel accessories
Sportswear	Bags and backpacks
Beachwear, swimsuits, sarongs, coordinates	☐ Hats
□ Shoes	Belts
	Foulard
Homewear (lingerie, pyjamas, nightgowns)	Gloves
Knitwear, t-shirts	□ Glasses, sunglasses
Fur and fur accessories	Umbrellas
	Small leather goods
	Scarves
BEAUTY	Fans
	JEWELRY
□ Rings	
Ceremony, wedding jewellery	□ Bangles
	☐ Charms
Charms	
	Cufflinks
	Earings
Earings	Watches
Watches	Brooches
Piercing & Tattoo	
Brooches	
PRECIOUS STONES AND SEMI-PRECIOUS STONES	
Coral, Cameos	□ COMPONENTS AND SEMI-FINISHED PRODUCTS FOR JEWELLERY AND COSTUME JEWELLERY
Pearl	
Precious stones	
Semi-precious stones	Semi-finished products





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Fiera Milano s.p.a Strada Statale del Sempione, 28 20017 Rho (MI)

COMPANY QUESTIONNAIRE	
PLEASE TYPE OR PRIN	т
Company name	
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	
4 PREVIOUS YEAR TOTAL TURNOVER € Domestic % 0verseas %	
Main countries of activity: • <t< td=""><td></td></t<>	
5 OWNED TRADEMARKS (please list)	
•	





SEND BY MAIL TO: sales.fi@fieramilano.it

Fiera Milano s.p.a Strada Statale del Sempione, 28 20017 Rho (MI)

GENERAL REGULATIONS

Introduction

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, bijou and jewelry. The event is divided into the following exhibition sectors: Bijou, Jewels, Fashion and Cothing 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 Interionater 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 fairgounds situated in RNo (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/

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 inconstetable right to modify the operators of the sectors concerned. In the event of a change in the dates, times and/ or location of the Exhibitor. Shibitors 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 Limitations - 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 the merchandise repertoire (hereinafter reference) to as the 'Exhibitions' are permitted to exhibit at the event. Consordia, 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 calibrated to exclude and admission of such bodies may output to recording randations.

organizations and to participates agencies pertaining to the sectors covered by the event are also eligible to participate; the admission of sum boles 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 Exhibition. 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 Exhibition of the refusal or withdrawal of admission to the Exhibition if, after internal checks, it considers the preserve of the Exhibitor and compatible with the proper admission to the Exhibition and the establishment of a contractual relationship with Fiera Milano. Should this be the case, Fiera Milano, examples and the second second acceptance of the data to preserve a consider the second s

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 will not give rise to any compensation for damages or interest. Participate in the vent date the mage scanably suggest the dange 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. Participato 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 Fieral D and related services. Each Exhibitor for 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 mease the Exhibitor Portal is mandatory in order to access and use the digital services made available by Fiera Milano, through the specific porfile or area reserved for the Exhibitor. In order to proceed with the creation of the Fair ID, the User is required to enter some personal data indicated as mandatory (name, surmane, email address and language), which are considered necessary for the generation of the relative authorization credentials to be used to access the aforemation of the reservice and language), which are considered necessary for the specific prive ray access the digital services of the personal data indicated abow will make it impossible or the Exhibitor rougester and the specific prive ray access the adigital services of the relative authorization credentials to be used to access the aforemation of the Fiera ID, the Exhibitor may access the digital services of the necessary the tera ID. The Exh

 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 (el Sempione 28 - 2001 7 Rho (Milano) - Italy (in advance by email to sales: Application and up opertified email

 Online Application - The Online Application on Up 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) to 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 [sales1&j@feramilano.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 enotiment 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 ((by 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 mere discretionary evaluation by Fiera Milano, the Exhibitor must wait for Fiera Milano's technical luming in obtaining the documentation necessary for its participation. DDAs received after the registration deadline will be placed on a waiting list.

 A.2 - Fees for Participation in the Bare Area and Pre-fitted Area

 The fees for the wibibition 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 fores at any time prior to the signing of the Application Form by the Exhibition.

 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 € 2251.00 per sq.m.

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

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

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 Exhibitor Registration Ref E \$90.000 Registration fee for represented companies € 50.00 each (see Art. 10) Registration fee for product brands € 50.00 each (see Art. 10) Registration fee for periodic brands € 50.00 each (see Art. 10) All the rates indicated are plus VAT according to the law (if due - see Art. 8). **4.2.2 - FEE SARE 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 4 sides € 213.00 per sq.m. Bare area (not set up) open on 4 sides € 202.00 per sq.m. Exhibitor registration fee for events € 500.00 each (see Art. 10) Registration fee for product brands € 50.00 each (see Art. 10) Registration fee for product brands € 50.00 each (see Art. 10) Registration fee for product brands € 50.00 each (see Art. 10) Registration fee for epulse \$ 55.00 each (see Art. 10) 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 Area

4.2.3 Fees for Participation in the Pre-Integ Area Fiera Milano may provide Exhibitors with additional Al-inclusive options to be requested by means of a specific paper or online DDA. Rates and any Registration Fees will be indicated on the specific DDA or indicated in the online order process; the Down Payment to be paid will be 30% of the taxable amount of the AlI-inclusive options, in addition to the Registration Fees. For the payment terms of the Balance see Art 17. Exhibitors who have already signed a DDA for the Bare Area and wish to modify their order by purchasing AlI-inclusive options must send the specific DDA, duly completed in full, to the email address specified on the same DDA.

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 payment of a deposit calculated taking into account the Fees (as follows "Deposit")
 4.3.1 - Deposit FEES DARE 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 for 00.000
 c) Registration fee for Payment of 50.00 each
 e) Registration fee for Payment onds (see Art. 10) € 50.00 each
 e) Co-exhibitor registration fee € 355.00 each (see Art. 10) bis)
 All the rates indicated are plus VII according to the law (if due - see Art. 8).
 4.3.4 - 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 set un as ne the Rates set out in points 4.2.2 above;

4.3.2 – ueposit 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 set up as per the Rates set out in points 4.2.2 above; b) Exhibitor registration fee € 500 per event c) Registration fee for Royact brands (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)

The deposit can be paid by: Ihe deposit can be paid by: wite transfer to Fiera Milano S.p.A. - C/O: BANCA DI CREDITO COOPERATIVO DI CARATE BRIANZA - FILIALE MILANO -BIANI: IT 49 G 08440 01600 000000077467 - BIC/SWIFT: ICRAITRRCAR - 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) (a) (b) above will be returned to the Exhibitor while the Exhibitor's registration fee as per point b) will be forfielted 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 Firem Aliano the right to reject the DDA.

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

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 Poduct Trademark, registration fee for Co-Exhibitor. It is understood that Fier a 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 tere includes: administrative and secretical 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 though the organization of events, conferences, hospitally of journalists, speakers, professional and international delegations, as well as suices and resulties carried out also in collaboration with trade associations; the indicative tag of the assigned stand number; technical assistance to the Exhibitor during the first and during the Exhibitor will be provided with a number of online cards (valid on the days of the event and during the assembly disassembly days) proportional to the assigned area as per table hellow: assigned area as per table bellow

	Stand dimension	Exhibitor passes for stands
	Up to 20 sq.m.	5 exhibitor passes
Γ	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 tax (see the 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 37+N+7 plug is free till of 10 KW of power installed; in

Instantations in the stands subject to tax regulations. The first connection to a 32A / 400V 3P+N-T plug is free toil 10 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 of ther 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

characteristics required or the Exhibitors admission, also delined as Co-Exhibitors), are admitted to exhibit in the Stahl 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 on the exhibitors 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 assignation of the exhibitors sectors and any additional limitations issued, at any moment, by Fiera Milano Technical Regulations, criteria for declares to have carefully analyzed and understood the Ethic Code of Fiera Milano, Whose last version is published in the website www.fieramiliano. If and undertakes not to infinge any principle est forth in the Ethic Code of Fiera Milano, Fierament, the Exhibitor declares to be avaer 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 - Chibitor's withdrawal and withdrawal penalties The Exhibitor has the right to withdraw from its participation 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 3 Jewels September. It is understood that in case of withdrawal by the Exhibitor, Fiera Milano Sp.A. will have the right to withhold the Exhibitor's registration fee, Represented Company Registration Fee, Phoduct Brands Registration Fee, the Co-exhibitor's registration fee and the deposit, as a penalty. After October 31, 2023 for Milano Fashion & Jewels Fohray and May 31, 2024 for Milano Fashion & Jewels September the Exhibitor desn't have the right to withdraw, therefore, in case of communication of non-participation in the Exhibitor, the Exhibitor is the exhibitor desn't have the right to withdraw therefore, in case of communication of non-participation in the Exhibitor and the required to pay as a penalty. Here entire amount due contractually of the set and installation costs for the services ordered and/or performed on the booked ste, 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 the read with calaim penalties in the measures defined above.

Art. 7 bis) - Exhibition Space Reductions

Art. J http: - txilibition 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 execeeding 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 VXT 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 VXT on stand fee and services connected with the Show, with the Show with the S

ur vurway) - tei, +39 US5.5771 - tax +39 085.52145 Financial Administration of the proper Country (for all Exhibitors of EU Countries). **ELECTRONIC INVOICING EBTEWEN PRIVATE INNOVIDUALS** In order to comply with the obligations introduced by Article 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 addressee code.

Art. 9 - Trackability of Financial Movements

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 Lawn o. 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. and or public complex 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 body or Prefecture-Government Territorial Office applicable if its counterpart does not comply with financial traceability requirements and will and 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 must submit an Application Form containing the general - abs output to evand the court subcontractors and the application in the contractual relationship, as per Article 1456 of Italian CNI 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 or the cubiness chain i

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 hey she intends to exhibit on higher stand. For each of them, the Exhibitor is required to pay € 50.00 (+ VM if due; see Art. 8). By accepting these regulations, the exhibitor declares that they have a license to represent the exhibitor is registered at the Exhibitor is nerved. The are not the owner, they have a license 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 In a complete, or mere are usputs concerning on engine that has an easy seen registered, the control declares that, by agining 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, company names or 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 and and business name or any other identifying element - at the same time relieving Firar Minano - should other parties claim industrial and/or intellectual property or other rights on what is displayed. The Exhibitor alloss Tierar Minano - should other parties claim industrial and/or intellectual property or other rights on what is displayed. The Exhibitor alloss Firar Minano of 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

Fiera Milano S.p.A. | Share Capital euro 42.445.141,00 fully paid-up | Companies Register, Tax Code and VAT n. 13194800150 - Economic and Administrative Index 1623812 Registered Office: Pie Carlo Magno 1, 20149 - Milano (Italy) Operative Headquarter: Strada Statale del Sempione 28, 20017 - Rho, Milano (Italy) | Tel. +39 02 4997 1 | fj.milano@fieramilano.it | www.milanofashionjewels.com



GENERAL REGULATIONS

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 tar) - 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 such deadison. 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 registrat at a subsequent edition of the Event.

Art. 11 - Intellectual Property service The Schibitor represents and warrants that it will comply with the regulation INDICAM of the Intellectual Property Service (available in the Exhibition website www.milanofastionjewels.com) and with any amendments to Regulation itself 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 Tademark indicated by the Exhibitor in the material published by Fiera Milano and atter prior to the notification of the saging entry to the company factorian in the event. The online catalogue of the Exhibitor will report the details of the Exhibitors and of the regulary registered Company Tademarks, received by and no later than anuary 13, 2024 for Milano Tashion 4, Jewels Februaryand by and no later than July 31, 2024 for Milano Tashion 4, Jewels Seytember. Fiera Milano Willow in the Company Tademark indicated by the Exhibitors and of the regulary registered Company Tademarks, the position of the stand and the activity sector. All responsibility is declined for any omissions, mistaken indications and/or descriptions, typos and/ or publication mistakes of the Exhibitors data and the data of the Company Tademarks, 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 at the sole discretion of Fiera Milano. In any case, Fiera Milano has the right to decide the workhops and/or events where the Exhibitions 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 therdods available - bank transfers are accepted only within 60 days prior to the start of the Exhibitor hereafter, 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.

Bill of the EVEIL Any capacities regarding brease reset links we nowanded to here animative before the two to be service. 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, apout and position from those indicated by the Exhibitor is present publicated to specific goods sectors, a the sole discretion of Fiera Milano, compatible with the overall organizational needs or with whibition 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, enen 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 eserves the right to modify the location of the space, seen if already assigned, or to change the measurements, should thiso for the exposition/presence in his booth of: monor vehicles, whise trucks, 18-wheelers, etc.; for this reason, Fiera Milano can change the position of the stand, also of the exposition/presence in his booth of: monor vehicles, ware, trucks, 18-wheelers, etc.; for this reason, Fiera Milano can change the position of the stand, also of the exposition of Fiera Milano.

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 dosume 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 warwithmat and creditine whatsnever. way without any crediting whatsoever.

The violation of the above prescription 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-norment in the event of nor

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 Fairgroung. To leave the Exhibitor Cortex, 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. 13 - Occupational Safety Each Exhibitor is required to scruplously comply with the entire regulatory system in force, also and above all with regard to the protection of the health and physical integrity or 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 commerciators working on its behalf, during the assembly and dismantling of the stand and in relation to any other related or commerciators working on its behalf. during the assembly and dismantling of the stand and in relation to any other related or commerciators working on its behalf. during the assembly and dismantling of the stand and in relation to any other related or commerciators working on its behalf. during the assembly and graphementary sections thereof that he declares having fully understood, the provisions contained in art. 88 of the fallan Legislative Decree 81/2008 and its implementing initiatial Decrements. Link to event contain, among other things, precaudionary rules regarding exhibition safety (the prevention, electrical systems, environmental protection, etc.), with the exclusion of the safety rules concerning the specific activities cared out by the Exhibitor or contracted out by the latter to the contractors (stand assembly and dismantling and elated activities), the verification and observance of which remains the responsibility of the Exhibitor iself.

The dimension of the event containt, along other times, preclamating the region genome due to the method of the selection of the safety rules concerning the specific activities canned out by the Entitletor is contracted out by the faither to the contractors (stand assembly and dismanting and related activities), the verification and observance of which remains the responsibility of the Entitletor isself.
For the purposes of fulfilling the obligations contained in the Italian Ministerial Decree 22, 72014 above, Fiera Milano makes the documents referred to in Annexes M and V of the Ministerial Decree biself available on its own vebsite. Behaviors that do not comply with the above safety regulations, in particular when they may affect the general safety of the table and third parties present, may be subject to intervention by Fiera Milano, in the context of sample checks and lead to the immediate document 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 within the oriented is the may arise from non-compliance with the aforementioned provisions is solely attributable to the responsibility of the Legislative Decree 81/08 and on-tub personnel if, even in the presence of the adotive they are not in possession of the required legil documentation. The Ernipory who is responsible for such personnel will be charged consequently. The Exhibitor is supposible for such personnel will be charged consequently. The Exhibitor is supposible for the complicate posses in other execution companies appoint a "Contact Herson for the Exhibitor is supposible for the complicate on the Index (milestice) appoint a "Contact Herson for the Exhibitor is stand and in any case before access of the RES, must be communicated to Fiera Milano, there were the RES of the RES or neighboring stands are available to Exhibitor. There, Milano, before t

FORM SEND BY MAIL TO: sales.fj@fieramilano.it

Fiera Milano s.p.a Strada Statale del Sempione, 28 20017 Rho (MI)

cible 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 ere 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.

OT Fierd Milano and, where necessary, to third parties (physical of 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 foor, 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 states possession of the exhibition centre, Exhibitors will observe the rules set out in the MOB/SMOB bulletin, available on the Exhibitor states the Exhibitor states 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.fieramiliano); section "Exhibitors Technical Assistance. In Exhibitor state era Milano the site and the chinical rules there uise spresent an integral part of the General Rules and Regulations and the layout plan and the Fiera Milano Technical Regulations (available on the website www.fieramiliano); section "Exhibitors Technical Assistance. In Exhibitor state as and the design of the Cater the chinical rules: these rules represent an integral part of the General Rules and Regulations (available on the website www.fieramiliano); the shall also provide Fiera Milano with his stand layout project beforehand for verification. The Exhibitors and Regulations is chinical on of the exist and to display products her maindactures belonging to the Event mechandes represent one, not stated and to the fourte assigned area and to display stand must be laid out in such a way so as to avoid obstacles or objects that hinder access to the exhibitor areas. **13.1. Stand Projects**

postioned in such a way that they are not considered oftensive and must comply with Italian Legislative Decree 81/U8((Consolidation Act on sately). The stand must be idia uot in such a way so as to avoid obstacles or objects that hinder access to the exhibition areas. **13.1 - 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 forbiden to fit up logos, agains, etc., which protuced on the ediploining booths. Booths must grant their mutual visibility, the stand fitting must be as open as possible, according to the open sides of the assigned space. So, it is forbidden, for booths over 65 Gwar, to close the open sides of the assigned booth for more than the 50% of the side listelf with any kind of anchitectural element, included fabrics, panels, graphics, etc., which is only a disting of the figure provises in the stand projects. The height of the open sides of the assigned booth for more than the 50% of the side listelf with any kind of anchitectural element, included fabrics, panels, graphics, etc., which is only granted for lighting purposes; · graphic elements may be hung from bars provided they do not exceed a height of 5.00 m. at the highest point, where stands are side by side these must be set back by 1.50 m. and all graphics and supporting bar structures will have to be the estanding. The height of the stand must not interfere with the smoke detectors located in the pavilions. The stand projects must be sent the yalaway 15.2024 for Milano Fashion & Jewels February and by 31 July 31, 2024 for Milano Fashion & Jewels September to Fiera Milano. Yead the fubritor Assistance Customer Service, will verify the stand project, complete with floor plans, weat the fubritor Assistance Customer Service, will verify the stand project, complete with floor plans, measure eleventary and the fashibor Assistance Cu wais adduing or use one stands, as wire are being musical or if wonardinate Way, that doub e leader in retins of could', access mast be garanteed adduing or use one's taking as well and the standing etc. or raised floor sections, for materials to be hung from the ceiling please refer to the Dispositions of the Mark and the Standing and the refer walls and the standing and th

fieramilano

18-21 FEBRUARY

FEBBRAIO 2024 14-17 SEPTEMBER

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Fiera Milano will not enable the Exhibitor (or stand fitters) to set up their exhibition stand. **132. Food and Catering services** Exhibiting companies can apply for Fiera Milano food and catering services in the respective section of the the Exhibitor portal and/or by contacting ristorizatione@fieramiliano it.https://ristorazione.fieramiliano.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 - Catering section of the Exhibitor Portal and in the Fiera Milano Technical Regulation. The procedure is available on the Obligatory Documentation - Catering section of the Exhibitor Portal and in the 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.

that they are aware to use provisions or the number of the technical services supply (hangings, water and electric connections, 24 hrs electric power supply, etc), witholtors must load 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 astepticary water connections, compressed air connections, start denaing, 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 atractive 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.

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 Fiers Minno. The service for cleaning stands is included in the participation fee and will be done after the pavilions close under the responsibility of Fiers Minno. The service includes: cleaning floors, carpets and renoving rubbish from the stand or from the cleaning, emptying waste paper baskets. Art. 20.1 • Waste disposal The oblection, possession, transport, storage and recovery / disposal of waste must be carried out in compliance with Legislative Decreme no. 152 of 2006 and s.m. Without preduces to the must be formical Regulations, the Exhibitor and the teaching the technical Regulations. The Exhibitor and the magnetic stands of the orest funcasional stands of the technical Regulations, the Exhibitor and the sassigned exhibiton space. It is forhidden or funcasional stands related to the exhibition (packaging materials used such as wells, false ceiling), fond coverings, etc.). The Exhibitor or this ageins may remove the waste produced directly or using the professionals authorized for waste management and registered to the National Register of Environmental Managers available as: hypotential to the stands related to the exhibition (packaging materials used such as wells, false ceiling), fond coverings, etc.). The Exhibitor or this ageins may remove the waste produced directly or using the professionals authorized for waste management and registered the National Register of Environmental Managers valiable as: hypotential to the stand, and the exhibition (packaging materials used such as wells, false ceiling), fond coverings, etc.). The Exhibitor or this ageing of the stand, performed by the companies appointed by FIERA MILANO S.P.A., which concern the cleaning of the fourt, the cleaning of any coadings and the emptying of the waste bins of the stand, ar

Art. 21 - Machinery ON

 Art. 21. Machinery 0N
 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 Eventione era 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.

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 map be detimental to, disturb or harm the normal running of the Event is forbidden. The following activities are absolutely prohibited: a) distribution of fiyers in the pawilion corridors or on the mads inside the Fairgounds, including, but not timtled, events' promotion / shows / exhibitors of the Event is provided to the same products' categories of the Event) Jon xin (of d oppression 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 as long as it is stirity pertinent to his business sector, solely on his own stand; d) posters referring to calls for tender by bodies, organization deficiency of any technical-informative and advertising material as long as it is stirity pertinent to his business sector, solely on his own stand; d) posters referring to calls for tender by bodies, organization deficiency of any technical-informative and advertising material as long as it is stirity pertinent to his business sector, solely on his own stand; d) posters referring to calls for tender by bodies, organization directicated 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 (g) any type of flashing or variable lighting; h) permanence on the stands or in the area of the Event dynamized on group views or close-ups, external or internal and as to permit alea by optically authorized personel. First 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 Orga

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 are - 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 aw regarding tax certification of the transaction (issue of a till receipt, cash receipt or VAT invoice), in observance of the rules governing the chosen form of certification. Exhibitors from EU countries must comply with talian Law. In particular, they must either (i) directly identify or (ii) nominate a tax representative before the opening of the Event. We commend 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

AIL 24 - veneral surveinance - rue revenuous General surveilance 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 dismanting stands.

Fiera Milano S.p.A. | Share Capital euro 42.445.141,00 fully paid-up | Companies Register, Tax Code and VAT n. 13194800150 - Economic and Administrative Index 1623812 Registered Office: Ple Carlo Magno 1, 20149 - Milano (Italy) Operative Headquarter: Strada Statale del Sempione 28, 20017 - Rho, Milano (Italy) | Tel. +39 02 4997 1 | fj.milano@fieramilano.it | www.milanofashionjewels.com







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GENERAL REGULATIONS

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 Organiser and any third party involved in the organisation 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 Exhibitor Co-Exhibitor-Co-Exhibitor. Coverage includes the stipulation of 10% insurance exclusion for each daim in the event of theft, with a minimum of Euro 250,000 and doubling this amounts for the reports submitted after the closing of the exhibiton. In the Exhibitors' Portal, in the section Manage Documents - Insurance, there is a link to receive information on "All Risks" insurance coverage, provided free of charge by Fiera Milano.

Per hilder minimation outlact. Marsh Sp.A. Tel, (+39) 02 48538909 e-mail: fiera.milano@marsh.com 252.Third Party Libbilly Policy – This coverage is automatically provided, free of charge, for all exhibitors/co-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). 253.Limitadro of Libbilly – The Exhibitor/co-Exhibitor agrees to hold harmiess. 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 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. He Exhibitor/co-Exhibitor agrees to hold will values and the provide insurance service/policy, or provide any benefit to the extern that the provision of such services or benefit would violate applicable law or expose Frondazione 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 advention under ONU Security Council Resolutions or under other trade or economic sanctions, laws or regulations. Therefore the Exhibitor/co-Exhibitor advention under ONU Security Council Resolutions or under other trade or economic sanctions, laws or regulations. Therefore the Exhibitor/co-Exhibitor advention under ONU Security Council Resolutions or under other trade or economic sanctions, laws or regulations. Therefore the Exhibitor/co-Exhibitor advention under ONU Security Council Resolutions or under other trade or economic sanctions, laws or regulations. Therefore the Exhibitor/co-Exhibitor advention under ONU Security Council Resolutions or under other trade or economic sanctions, laws or regulations. Therefore the Exhibitor/co-Exhi

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 builetin. 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-complicate Table to shall be goal acceptes 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 soid by auction with may proceeds going Fiera Milano. Storage of the Exhibitor's materials on the Tade Fair Premises shall also incur a charge levide by Fiera Milano for occupation of the area outside the shibitor's materials on the Tade Fair Premises shall also incur a charge levide by Fiera Milano for occupation of the area outside the shibitor's materials on the Tade Fair Premises shall also incur a charge levide by Fiera Milano for accupation of the area outside the shibitor's naterial exhibition area in the same condition as it was when it was delivered. Non-compliance with this regulation shall entite/Fiera Milano the reflex to avail thereaviews against the Exhibitor for occupation in the specification shall there have the faculty to confiscant the exhibited goods as the latter were also brought into Fiera Milano and Fiera Milano shall there on the thereaview to most the activity 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 prevent 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:

110111 U tu 04 Sq111.	£ 1.000,0
from 64,5 to 120 sqm.	€ 3.000,0
over 120 sqm.	€ 5.000,0

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

- Art 28 Copyright Performances Musical emissions
 A. The discharge of copyright deriving from any central audiovisual installation in the stands is subject to precise rules and is undertaken by Fiera Milano for all Enhibitors at the show. However, this does not include live musical performances and/or with singlers, here the Enhibitor must apply to the SAE offices in the Milan Municipal yeae. Also included are rights which, for the purposes of arts. 72 and 73 biol Canosco Sorogafic. However, this does not include the rights deriving from artists' interpreters and executors and phorogaphic producers owning end to any the behalf. Us Conscorb Foregafici. However, this does not include the rights deriving from artists' interpreters and executors and phorogaphic producers accordings or multimedia are used to support works partially or fully there and musical video in fashion shows. Disk et with or without denicing for that, the organicers of these events must contact Conscorb of phorogaphic. However, this does not include the rights deriving from artists' interpreters and executors and phorogaphic producers accordings or multimedia are used to support works partially or fully then any protected material covered by law number 633 of 22.4.1941 numes the spect the copyright rules as well as support works partially or fully then any protected material covered by any number 633 of 22.4.1941 numes the spect the copyright rules as well as support works partially or advorted with authentication of such support according to Article 18.1bbs of the same law. Linauthorade used of web G33 41.
 B. Musical and artistic shows and the use of audiovisual equipment for exhibitor's support are allowed in the stand as ing as the volume is low and dees not interface with the sond on landing admonses and the field full so and pagitalons.
 C. Fierd Milano naming of the show must for difficial or emergency communications. In case of violation, any subject that has not respect the disposi

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-complia

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 Maieure. Cancellation

In the event that a cause of force majoure occurs, meaning unforeseeable events that make it impossible to hold the Exhibition or in any case for reasons not attributable to Flera Milano, Flera 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 Flera 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 take, treated is not may be again they will be considered will for the enveloped termination of compensation main that manned by the same they will be considered will for the enveloped termination of compensation 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 expresses, 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 Hera Miano S.p.A. undertake to deliver the stand to the exhibitor as under the terms set form 1 at r. 8 of the Guerela regularity explores as under at 1.0. In any event, the exhibitor avises Fiera Milano S.p.A. 5 And many liability, subject to such restriction as are liad down in art. 1229 of the Civil Code. In any event, the exhibitor avises Fiera Milano S.p.A. 5 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 showData 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 displates. 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 "ORPP") 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.
- research or commercia communication. 2. The Personal Data refering 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 Exhibitor indicated in the Information Notice pursuant to art. 13 of EU Regulation (EU) 679/2016 General Data Protection Regulation ("KBDP" or "GDPR") attached to these exhibitor 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 sumplied for the numerose reformation to the providence in the information on the information or nucleus the information bate sumplied for the numbers of constraints to the the infibition of collaborators) to whom are referred the Personal Data sumplied for the numbers of natural persons (its representatives, exponents, employees and collaborators) to whom are referred the Personal Data sumplied for the numbers of matricination to the set whibition and nonviding
- 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 Controlle

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 to European (EU) General Data Protection Regulation 2016/079, that Hera Milano S,p.A. may collect and process said mages 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-perview, 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 fulfibries delease and morease to how? the Exhibitor declares and guarantees to have: (i) obtained the authorization of the data subjects for the processing of the data relative to their the Exhibition declares and guaranties to inver. (1) dotation to the dual solutions of the dual solutions of the dual photos, video recordings etc. by FireM Miano 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. 6331/1941 on corypright, in the above-mentioned terms, from the natural persons portrayed or recorded, their representatives, members, employees and workers during the above-mentioned terms. From the natural persons sections (i) and (ii), the Exhibitor undertakes to indemnify and hold Firer Miano 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



Stamp and legible full Signature

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SEND BY MAIL TO: sales.fi@fieramilano.it

Fiera Milano s.p.a Strada Statale del Sempione, 28 20017 Rho (MI)

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:

- a) 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;
- b) 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;
- c) be communicated, depending on the type of service requested, to other parties participating in the Exhibition (other exhibitors, buyers, visitors, etc.);
- d) 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;
- e) 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.

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%201D_EN.pdf

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 <u>https://www.milanofashionjewels.com/en/utility/privacy.html</u> 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