

APPLICATION FORM

COMPANY DETAILS (COMPULSORY DETAILS)

PLEASE TYPE OR PRINT

Company _____

Address _____

Post Code _____ City _____

Country/State _____ Nation _____

Ph + _____ / _____

General e-mail _____

Web _____

Tax ID. Code _____ VAT Reg. Number _____

INVOICING DETAILS

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

VAT Reg. Num _____

Tax Id. Code _____

Ph. + _____ / _____

MAILING DETAILS

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

Ph. + _____ / _____

AUTHORISATION TO SEND INVOICES VIA E-MAIL

ITALIAN EXHIBITORS (compulsory from 1 January 2019)

Certified e-mail address (PEC): _____


Recipient Code - 7 Codes _____

STAND MANAGER (compulsory)

Name and Surname _____ Position _____

Ph. + _____ / _____ Mobile _____

Personal e-mail _____

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

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

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

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

Name and Surname _____ Position _____

Office contact: Ph. + _____ / _____ Mobile _____

Personal e-mail _____

OWNER / CEO

Name and Surname _____

Personal e-mail _____

MARKETING DIRECTOR

Name and Surname _____

Personal e-mail _____



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

FORM

Event RATES for DOUBLE
CONFIRMATION
February and September edition

1
BARE AREA

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

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

EXHIBITION SPACE REQUEST - BARE AREA - DOUBLE EDITION

EXHIBITION SPACE REQUEST - BARE AREA FEBRUARY + SEPTEMBER

sq.m.	<input type="text"/>	open 1 side
sq.m.	<input type="text"/>	open 2 sides
sq.m.	<input type="text"/>	open 3 sides
sq.m.	<input type="text"/>	open 4 sides
sq.m.	<input type="text"/>	gangway area (customization)

Total exhibiting space order - BARE AREA - FEBRUARY
Total exhibiting space order - BARE AREA - SEPTEMBER

EVENT RATES FOR DOUBLE CONFIRMATION FEBRUARY AND SEPTEMBER EDITION	
<input type="checkbox"/>	€ 182,00/sq.m.
<input type="checkbox"/>	€ 202,00/sq.m.
<input type="checkbox"/>	€ 213,00/sq.m.
<input type="checkbox"/>	€ 223,00/sq.m.
<input type="checkbox"/>	€ 52,00/sq.m.
€	<input type="text"/>
€	<input type="text"/>

FEES

• Exhibitor Registration Fee FEBRUARY		€ 500,00
• Exhibitor Registration Fee SEPTEMBER		€ 500,00
Represented Company Fee (See Art. 10 of General Regulations)	n. <input type="text"/>	€ 50,00/each € <input type="text"/>
Company Trademark Registration Fee (See Art. 10 of General Regulations)	n. <input type="text"/>	€ 50,00/each € <input type="text"/>
Co-Exhibitor Fee (See Art. 10 bis of General Regulations)	n. <input type="text"/>	€ 355,00/each € <input type="text"/>
Total order exhibiting space + fee		€ <input type="text"/>
V.A.T. according to the law (if due see Art. 8)		€ <input type="text"/>
Total order		€ <input type="text"/>

DEPOSIT (MILANO FASHION & JEWELS FEBRUARY 2024 DOUBLE EDITION RATES)

15% advance for total exhibiting space order		€ <input type="text"/>
Registration Fee		€ 500,00
Represented Company Fee (see Art. 10 of General Regulations)	n. <input type="text"/>	€ 50,00/each € <input type="text"/>
Company Trademark Registration Fee (see Art. 10 of General Regulations)	n. <input type="text"/>	€ 50,00/each € <input type="text"/>
Co-Exhibitor Fee (see Art. 10 bis of General Regulations)	n. <input type="text"/>	€ 355,00/each € <input type="text"/>
Total deposit exhibiting space + fee		€ <input type="text"/>
V.A.T. according to the law (if due see Art. 8)		€ <input type="text"/>
Total deposit		€ <input type="text"/>

PAYMENT METHODS

Bank Transfer To: **Fiera Milano S.p.A.**
C/o **BANCA DI CREDITO COOPERATIVO DI CARATE BRIANZA**
- FILIALE MILANO
IBAN: **IT 49 6 08440 01600 00000077467**
BIC/SWIFT: **ICRAITRRCAR**
Reason for payment: indicate Milano Fashion & Jewels double edition 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

DEPOSIT (MILANO FASHION & JEWELS SEPTEMBER 2024 DOUBLE EDITION RATES)

15% advance for total exhibiting space order		€ <input type="text"/>
Registration Fee		€ 500,00
Represented Company Fee (see Art. 10 of General Regulations)	n. <input type="text"/>	€ 50,00/each € <input type="text"/>
Company Trademark Registration Fee (see Art. 10 of General Regulations)	n. <input type="text"/>	€ 50,00/each € <input type="text"/>
Co-Exhibitor Fee (see Art. 10 bis of General Regulations)	n. <input type="text"/>	€ 355,00/each € <input type="text"/>
Total deposit exhibiting space + fee		€ <input type="text"/>
V.A.T. according to the law (if due see Art. 8)		€ <input type="text"/>
Total deposit		€ <input type="text"/>

VAT EXEMPTION (Italian companies only)

YES In case of non taxable VAT ex Art. 8/8bis/9 DPR 633/72, please enclose two declarations of intent: **NO**

- FIERA MILANO S.p.A. - Registered office: Piazzale Carlo Magno 1 - 20149 Milan - Italy - RIVA 13194800150
- For eventual other services: TIM S.p.A. - Registered office: Via Gaetano Negri 1 - 20123 Milano - Italy - RIVA 00488410010

PAYMENT BY BODY / PUBLIC COMPANY (Italian companies only - see Art. 9 of General Regulations)

In case of payments by public body /public company please indicate:

• Tender ID code (CIG)	<input type="text"/>
• Project ID code (CUP)	<input type="text"/>
• Unique code	<input type="text"/>

DEADLINE TO SUBMIT APPLICATION FORMS

The Application Form NOT accompanied by the deposit will not be accepted for the purpose of booking the exhibition space. The balance of the participation must be made by **January 16, 2024** for Milano Fashion & Jewels February 2024 and by **August 13, 2024** for Milano Fashion & Jewels September 2024 (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.

TERMS OF PARTICIPATION AND CONDITIONS

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 bis) - Exhibition Space Reductions; Art. 10 - Registration of Represented Companies and Product Brands - Industrial and Intellectual Property Service; Art. 10ter) - 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 cessation; Art. 17 - Balance for Exhibition Space - Payment of Statement of Account - Exit Pass; Art. 19 ter) - Damage to the stands (pre-fitted exhibition areas); 20.1 - Waste disposal; Art.22 - Forbidden Activities - Publicity; Art. 23 - Display of Prices 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 dismantling; Art. 30 - Modifications to the General Rules and Regulations and Sanctions for Non-compliance; 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.

Date

Stamp and legible full signature

PROTECTION OF PRIVACY

By signing this form the exhibitor declares to have read the Art. 34 - Exhibitor personal data processing. The form should be returned duly signed.

INSURANCE

See Art. 25 of General Regulations

INSURANCE INFORMATION

In Fiera Milano Exhibitor Portal, in the section Manage Documents - Insurance, you shall find the link to 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 with the General Rules and Regulations not signed will not be deemed valid.

Date

Stamp and legible full signature

PRODUCT REPERTORY

PLEASE TYPE OR PRINT

Company name

PLEASE TICK YOUR BUSINESS ACTIVITIES

FASHION

CLOTHING

- Clothing
- Children clothing
- Sportswear
- Beachwear, swimsuits, sarongs, coordinates
- Shoes
- Socks
- Homewear (lingerie, pyjamas, nightgowns)
- Knitwear, t-shirts
- Fur and fur accessories

FASHION ACCESSORIES

- Hair accessories
- Luggage and travel accessories
- Bags and backpacks
- Hats
- Belts
- Foulard
- Gloves
- Glasses, sunglasses
- Umbrellas
- Small leather goods
- Scarves
- Fans

BEAUTY

JEWELS

BIJOUX

- Rings
- Ceremony, wedding jewellery
- Bangles
- Charms
- Necklaces
- Cufflinks
- Earrings
- Watches
- Piercing & Tattoo
- Brooches

JEWELRY

- Rings
- Bangles
- Charms
- Necklaces
- Cufflinks
- Earrings
- Watches
- Brooches

PRECIOUS STONES AND SEMI-PRECIOUS STONES

- Coral, Cameos
- Pearl
- Precious stones
- Semi-precious stones

PACKAGING

COMPONENTS AND SEMI-FINISHED PRODUCTS FOR JEWELLERY AND COSTUME JEWELLERY

- Chains
- Closures
- Semi-finished products



COMPANY QUESTIONNAIRE

PLEASE TYPE OR PRINT

Company name

Country/State

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

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

2 NUMBER OF EMPLOYEES

3 AGENTS/RESELLERS LAST YEAR

Domestic n.

Overseas n.

4 PREVIOUS YEAR TOTAL TURNOVER €

Domestic %

Overseas %

Main countries of activity:

-
-
-
-
-
-
-
-

5 OWNED TRADEMARKS (please list)

-
-
-
-
-
-
-
-

GENERAL REGULATIONS

25. Insurance - Limitation of liability

25.1. "All risks" Policy of the Exhibitors/Co-exhibitors (excluding terrorism and sabotage risks) - The Exhibitor/co-Exhibitor must have an All Risks policy on the whole value of goods, machinery, equipment and fittings taken into and/or used in the Fiera Milano exhibition centre with a waiver of right to claim compensation towards Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, the Organizer and any third party involved in the 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 Exhibition Centre by Exhibitors/co-Exhibitors. Coverage includes the stipulation of 10% insurance exclusion for each claim in the event of theft, with a minimum of Euro 250,00 and doubling this amounts for the reports submitted after the closing of the exhibition.
In the Exhibitors' Portal, in the section Management Documents - Insurance, there is a link to receive information on "All Risks" insurance coverage, provided free of charge by Fiera Milano.
For more information contact:
Marsh S.p.A.
Tel. (+39) 02 48538909 e-mail: fieramilano@marsh.com

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

25.3. Limitation of Liability - The Exhibitor/co-Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability for consequential losses, reputational damage, loss of revenues, etc. Also for any direct loss, since each Exhibitor/co-Exhibitor has in custody/care the reserved exhibition spaces and is responsible for the goods contained therein, the Exhibitor/co-Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability, for goods/values covered and/or not covered and/or exceeding from the above mentioned Art. 1.
The Exhibitor/co-Exhibitor acknowledges that Fiera Milano shall not provide insurance service/policy, or provide any benefit to the extent that the provision of such services or benefit would violate applicable law or expose Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, to any sanction, prohibition or restriction under ONU Security Council Resolutions or under other trade or economic sanctions, laws or regulations. Therefore the Exhibitor/co-Exhibitor under those restrictions, will not be covered by any insurance policy and release hereby Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, against all liabilities for any harmful event that may be suffered within the Exhibition Centers available / owned / managed by the aforementioned subjects, nor will have any action, claim or request against such Subjects, for the aforementioned events.

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

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

Art. 27 - Sanction for early dismantling

Exhibitors shall be present at their stand and with their own exhibits for the duration of the Show. Desertion or dismantling of the stand before closing time on the last day of the show, is subject to a fine calculated on the surface booked:
from 0 to 64 sqm. € 1.500,00
from 64.5 to 120 sqm. € 3.000,00
over 120 sqm. € 5.000,00
in addition, such violation shall be subject to review to determine possible ban to participation in the show in future.

Art. 28 - Copyright - Performances - Musical emissions

A. The discharge of copyright deriving from any eventual audiovisual installation in the stands is subject to precise rules and is undertaken by Fiera Milano for all Exhibitors at the show. However, this does not include live musical performances and/or with singers, here the Exhibitor must apply to the SIAE offices in the Milan Municipality area. Also included are rights which, for the purposes of arts. 72 and 73 bis of Law no. 633/1941, pertain to artists, performers, executors and phonographic producers owning rights on recordings and, on their behalf, to Consorzio Fonografici. However, this does not include the rights deriving from artists' interpreters and executors and phonographic producers according to art. 73 of the law above said for the diffusion of phonograms and musical video in fashion shows, DJ set with or without dancing. For that, the organizers of these events must contact Consorzio Fonografici - Via Leone XIII, 14 Milano - in order to respect the laws. If recordings or multimedia are used to support works partially or fully then any protected material covered by law number 633 of 22.4.1941 must respect the copyright rules as well as any outlay connected with authentication of such support according to Article 181bis of the same law. Unauthorized use of works by artists or the lack of a SIAE duty for the above-mentioned support are criminal offenses according to regulation 171 and following articles of law 633/41.
B. Musical and artistic shows and the use of audiovisual equipment for exhibitor's support are allowed in the stand as long as the volume is low and does not interfere with the smooth running of the show. The Exhibitor must respect the technical dispositions of art. 8.2.2 (sound diffusion and projections) in "Technical Regulations and Extract from the emergency plan and information on the risks present in the Exhibition Centre for the purposes of safety" which is part of these General Rules and Regulations.
C. Fiera Milano may use the loudspeakers at the Fairgrounds for official or emergency communications. In case of violation, any subject that has not respected the dispositions of the present article may be required to pay compensation for costs sustained either directly Fiera Milano or by those subject/bodies who have directly suffered the harm.

Art. 29 - Local Advertising Tax

Pursuant to the participation rules and regulations, the Exhibitor is required to pay to the Rho Municipality a tax set out under laws D.P.R. 26.10.1972, number 639. Further to the agreements reached with the Rho Municipality, the Advertising Tax is assessed according to the total exhibition surface. In order to avoid any unnecessary dispute this tax will be included in the registration fee. Fiera Milano will be responsible for forwarding the relative amount to the Rho Municipality.

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

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

Art. 31 - Force Majeure, Cancellation

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

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

Fiera Milano S.p.A. undertake to deliver the stand to the exhibitor as under the terms set forth at art. 8 of the General Regulations of the Show and to supply the services as under art. 10. In any event, the exhibitor waives Fiera Milano S.p.A. from any liability, subject to such restriction as are laid down in art. 1229 of the Civil Code. In any event the liability of Fiera Milano S.p.A. does not extend beyond the payment of a sum amounting to 30% of the fee owed by the Exhibitor and is exclusive of any further compensation whatsoever for damage incurred by said.
Fiera Milano shall not be responsible in any way for the adoption of safety measures in the workplace and for products as outlined by Italian Legislative Decree 81/08 (Consolidation Act on safety) that are the responsibility of Exhibitors and/or parties authorized by the same.

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

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

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

1. The Exhibitor declares to be informed that the provisions of the Regulation (EU) 2016/679 - General Data Protection Regulation (hereinafter the "RGPD" or "GDPR") concern the processing of data relating to natural persons ("Personal Data") and do not apply to legal persons (companies), entities and associations and information ("Information") referring to such entities, for which will stand only the rules regarding electronic communications made through email, sms, mms or fax for the purpose of sending advertising materials or direct selling or for carrying out market research or commercial communication.
2. The Personal Data referring to the Exhibitor, if operating as a sole proprietorship, small businessman or professional, as well as referring to representatives, exponents, employees and collaborators of the Exhibitor indicated in the Application Form or also presented at a later time, as well as acquired from third parties (e.g.: partners, commercial information companies, etc.) or within the scope of the Exhibition (e.g.: any photos or video recordings at the stands: see art. 35) are collected and processed by Fiera Milano S.p.A. as the Data Controller following the terms described in the Information Notice pursuant to art. 13 of EU Regulation (EU) 679/2016 - General Data Protection Regulation ("RGDP" or "GDPR") - attached to these exhibition regulations (see ANNEX A).
3. The Exhibitor undertakes to communicate the Information Notice contained in ANNEX A to the natural persons (its representatives, exponents, employees and collaborators) to whom are referred the Personal Data supplied for the purposes of participating to the Exhibition and providing the related services, and to ensure that the Personal Data can be lawfully used by the Data Controller for such purposes and to hold harmless and/or indemnify the Data Controller for any cost or damage arising from the breach by the Exhibitor of its obligations pursuant to this article towards the Data Controller.

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

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

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

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

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

Date



Stamp and legible full Signature



INFORMATION ON THE PROCESSING OF PERSONAL DATA

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

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

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

Registered office: piazzale Carlo Magno 1 - 20149 Milan

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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