



fieramilano
23-26 OCTOBER 2026

FORM

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SEND BY MAIL TO:
expodetergo@fieramilano.it

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

GENERAL REGULATIONS

Introduction

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

Art. 1 - Name and Objective of the Exhibition

"EXPODETERGO INTERNATIONAL" is a B2B trade show focusing on equipment, services, products and accessories for laundry, ironing, cleaning of textiles and allied products.

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.NA 13194800150 (hereinafter referred to as "Fiera Milano" or the "Organizer"). The Event will be held October 23-26, 2026 in the exhibition fairgrounds situated in Rho (Milano) Italy, Strada Statale del Sempione 28 (hereinafter referred to as "Fairgrounds").

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 10.00a.m. to 6.00p.m. all days
- exhibitors: from 9.00a.m. to 6.30p.m. all days

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

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

Art. 3 - Exhibition Limitations - Admission and Fiera ID

3.1 **Exhibition Limitation** - With reference to the product index of the printed DDA or the one that can be downloaded online together with the General Regulations (hereinafter the "Index"), only the products specifically indicated in the Index may be displayed. Fiera Milano reserves the right, at its sole discretion, to make changes to the Directory at any time, even without prior notice. Machinery and goods new from the factory only may be exhibited. Exhibitors are required to attach a self-certification to the application form, certifying that the machinery and goods for display are new from the factory.

3.2 **Admission** - Italian and foreign producers and exclusive distributors for the products listed in the products Index, as well as agents and representatives are accepted as **Exhibitors**. Participation to the exhibition is individual. Group participation is allowed for sector publicity agencies, businesses associated in a consortium or temporary business (enterprise) associations only and prior to demonstrating their legal status by producing the relative deeds of incorporation. Bookings for less than 16 sqm are not accepted, except for the Technical Press, which may occupy a smaller space. Consortia, agencies, organizations and the press agencies pertaining to the sectors covered by the Event are also eligible to participate; the admission of such bodies may be subject to specific regulations. Admission to the Exhibition 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 considering the type of products on display. Fiera Milano, even after sending the Exhibitor the communication of acceptance of the DDA presented by the latter, reserves the right to inform the Exhibitor of the refusal or withdrawal of admission to the Exhibition if, after internal checks, it considers the presence of the Exhibitor incompatible with the proper admission to the Exhibition and the establishment of a contractual relationship with Fiera Milano. Should this be the case, Fiera Milano is not required to justify its decisions. In any case, Exhibitors will not be allowed to participate in the Exhibition if they are in debt for any reason to the Fiera Milano Group, without prejudice to the immediate payment of past due amounts, or Exhibitors who are in a state that may reasonably suggest the danger of insolvency or crisis of the Exhibitors themselves. Refusal and/or withdrawal of admission will not give rise to any compensation for damages or interest. The refusal and/or revocation of admission will not give rise to any compensation for damages or interest. Participation in one or more previous editions of the Event does not give the Exhibitor any right to automatically participate in a subsequent edition of the event.

3.3 Exhibitor Portal and Fiera ID and related services

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

Terms and conditions of Fiera Milano services:

<https://www.fieramilano.it/en/condizioni.html>

Terms and conditions of Fiera ID:

https://www.fieramilano.it/content/dam/fieramilano/termini-e-condizioni-di-utilizzo/T%26C_Fiera%20ID_v4.1%20EN.pdf

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. - Largo Fiera Milano 5 - 20017 Rho (Milano) - Italy (in advance by email to expodetergo@fieramilano.it) or by certified email.

Online Application - The Online Application duly completed and complete with order confirmation must be accompanied by the down payment. The DDA, once submitted and signed online or, in the paper version, by handwritten signature by the Exhibitor, becomes irrevocable. Once the presentation of the DDA has been completed, the Exhibitor undertakes to Fiera Milano to (i) 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, a true copy [expodetergo@fieramilano.it], under penalty of Fiera Milano declaring the application inadmissible, the following document in the original form or by email of the original: the certificate of enrolment in the Register of Companies or Chamber of Commerce certificate, kept at the respective Chambers of Commerce, issued no earlier than three months prior to the date on the Application Form. Foreign companies must provide the equivalent document.

The DDA may not contain any reservations or conditions whatsoever, and any such reservations or conditions will be considered null and void. In the event that the DDA is received by Fiera Milano after July 15, 2026 and is nevertheless accepted on the basis of a mere discretionary evaluation by Fiera Milano, the Exhibitor must wait for Fiera Milano's technical timing in obtaining the documentation necessary for its participation. DDAs received after the registration deadline will be placed on a waiting list.

4.2 - Participation fees

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

4.2.1 - EARLY BOOKING fees (bare area)

In order to take advantage of the EARLY BOOKING fee the Application form must be received no later than November 30, 2025, together with the down payment. DDAs received by November 30, 2025, without the relative deposit will not be entitled to the Reboking fee, but will be automatically included in the prices range in force at the time the deposit is paid, as shown in the table below.

4.2.2 - STANDARD fees (bare area)

Registrations received from December 1, 2025 will be charged at the rates indicated in the table below in the section "Fees valid from December 1, 2025". All the fees indicated are intended plus VAT according to the law of due (see article 8).

Participation fees Bare Area	Early Booking fees valid until November 30, 2025	Standard fees valid from December 1, 2025	Exhibitor Registration fees	Registration fee for Represented company and/or Brands
1 open side	€ 200/sqm	€ 266/sqm	€ 800,00	€ 500,00 / each
2 open sides	€ 200/sqm	€ 266/sqm		
3 open sides	€ 200/sqm	€ 266/sqm		
4 open sides (min. 64sqm)	€ 205/sqm	€ 274/sqm		

In case the booked exhibition space size increases from what booked at the EARLY BOOKING stage the amount will be calculating with the same rate if communicated within November 30, 2025. Once the EARLY BOOKING stage is over, in case of the exhibition space size increases, the STANDARD rate, valid from December 1, 2025 will be applied to re-calculate the price.

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").

EARLY BOOKING applications (until November 30, 2025):

Deposit required together with application form

A) Exhibitor registration fee € 800,00

B) 1st deposit

- From 16 to 50 sqm Euro 1.000,00
- From 51 to 100 sqm Euro 2.000,00
- From 101 to 160 sqm Euro 3.000,00
- From 161 to 250 sqm Euro 4.000,00
- Over 250 sqm Euro 5.000,00

C) 2nd deposit to be paid by April 15, 2026 Euro 50,00/sqm

All the fees indicated are intended plus VAT according to the law of due (see article 8).

STANDARD applications (from December 1, 2025):

Deposit required together with application form

A) Exhibitor Registration fee Euro 800,00;

B) deposit Euro 80,00/sqm

All the fees indicated are intended plus VAT according to the law of due (see Art. 8).

The deposit can be paid by:

- **wire transfer** to Fiera Milano S.p.A. - C/O: UNICREDIT SPA - ROMA

IBAN IT 44 D 02008 05364 000004593617 -BIC/Swift UNCRITMMXXX

Causal: EXPODETERGO INTERNATIONAL 2026 and Exhibitor's company name on payment (bank expenses at exhibitors' charge).

- **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 B) above will be returned to the Exhibitor, while the Exhibitor's registration fee as per points A) will be forfeited by Fiera Milano as a contribution towards the administrative and secretarial expenses incurred. The Organizer shall also have the right to refuse the Exhibitor's admission, at its sole discretion, if the relevant DDA is not accompanied by the required payment of the Registration Fees and Deposit. The submission of an unsigned paper DDA, as well as the failure to attach even one of the prescribed documents, gives Fiera Milano the right to reject the DDA.

Art. 5 - Participation fees and Compulsory services fee

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

5.1 **The Exhibitor registration fee and exhibition area fee include:** administrative and secretarial expenses, entry of the exhibitor's company data in the catalogue, 1 copy of the catalogue, national and international promotion of the Event, the indicative tag of the assigned stand number, technical assistance to the Exhibitor during the Event and during the mobilization and demobilization of the stands, loading and unloading goods inside the exhibition grounds (procedures and hours will be notified to the Exhibitor in specific circular letter); general surveillance of the pavilions and general fire prevention, car park inside the fairgrounds (1 car park up to 50sqm, 2 from 51 to 100sqm, 3 over 100sqm); online Exhibitor cards. Each stand holder Exhibitor will be provided with a number of online passes (valid on the days of the event and during the assembly/disassembly days) proportional to the assigned area as per table below:

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

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

5.2 **Compulsory essential services fee includes:** basic cleaning of the stands (carried out during the closing hours of the pavilion, including: 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, advertising tag (see Art. 29), payment of copyright deriving from any audio-visual installations in the stands subject to tax regulations (see Art. 28), connection and consumption to a 32A/ 400V 3P+N+T plug of electrical power up to 10 KW. The activation of further plugs will be automatically charged, according to Fiera Milano technical services pricing list. The charge for the Compulsory essential services will be invoiced at a cost of 11,12€/sqm + VAT according to the law if due (see Art. 8) and must be paid together with the balance of the participation fee.

5.3 **Represented company registration fee** includes the entry of personal data in the catalogue.

Art. 6 - Acceptance of General Regulations

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

Art. 7 - Exhibitor's withdrawal and withdrawal penalties

The Exhibitor has the right to withdraw from its participation in the Event by communicating it to Fiera Milano with a registered letter with proof of receipt (forwarded in advance by mail) or PEC within February 15, 2026. It is understood that in case of withdrawal by the Exhibitor, Fiera Milano S.p.A. will have the right to withhold, as a penalty, the Exhibitor's registration fee, the Represented company registration fee and the first deposit. Should the exhibitors who applied the EARLY BOOKING fees communicate their impossibility to participate in the exhibition by November 30, 2025, the Admission fee of € 800 + VAT shall not be refunded. The deposit for EARLY BOOKING fees shall be refunded. After February 15, 2026 the Exhibitor doesn't have the right to withdraw; therefore, in case of communication of non-participation in the Exhibition, the Exhibitor will be required to pay as a penalty: the entire amount due contractually, of the set and installation costs for the services ordered and/or performed on the booked site, of all taxes paid on behalf of the Exhibitor as well as to indemnify Fiera Milano of any damages that Fiera Milano and/or the Event may suffer due to said withdrawal. In both cases of non-participation, Fiera Milano reserves itself the right to allocate the stand to another Exhibitor, without prejudicing or limiting its right to request the indemnities described above.

Art. 7 bis) - Exhibition Space Reductions

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

Art. 8 - New Law on VAT for Foreign Exhibitors

8.1 - As from January 1st, 2011, in accordance with the Legislative Decree no. 18/2010 in application of the EU directive no. 8/2008, foreign Exhibitors liable for taxation are not required any longer to pay the VAT on stand fee and services connected with the Show, with the exclusion of non-commercial companies (for example private individuals); in order to identify the type of Exhibitor (Company liable for taxes/ non-commercial Company or private individual), before the issuing of the invoice it is essential to receive the information on the VAT number/ID code or other documents proving the status of company and not of private individual. It is therefore absolutely necessary that Applications for participation are sent with the above information, otherwise invoices will have to be issued with the Italian Value-Added Tax. Entrance tickets and catering services will still remain subject to Italian VAT for all exhibitors (Italian and international).

8.2 - All Foreign Exhibitors interested in V.A.T. refund could contact:

- Agenzia delle Entrate - Centro Operativo di Pescara (Tax Revenue Office - Operation Centre in Pescara - only for Exhibitors of Israel, Switzerland and Norway) - tel. +39 085.5771 - fax +39 085.52145

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

ELECTRONIC INVOICING BETWEEN PRIVATE INDIVIDUALS

In order to comply with the obligations introduced by 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 Organizer of its certified e-mail address (PEC) and/or its seven-digit address code.

Art. 9 - Traceability of Financial Movements

9.1 - In carrying out services laid down in the Regulations, Fiera Milano S.p.A. must comply with all the requirements for financial traceability in Article 3 of Italian Law no. 136 dated August 13th, 2010, including subsequent modifications and additions. In particular, if the Exhibitor is a public body and/or public company and/or "commissioning body" as defined in the abovementioned law, Fiera Milano S.p.A.:

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

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

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

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

The Exhibitor is obliged to specify the company name and the relative data of all the companies represented that he/ she intends to exhibit on his/her stand. For each of them, the Exhibitor is required to pay Euro 500,00 (+ VAT if due, see Art. 8). By accepting these regulations, the exhibitor declares that they have a license to represent the exhibitor companies registered at the Exhibition, that the industrial or intellectual property rights inscribed on the products registered at the Exhibition are validly registered or that, if they are not the owner, they have a 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 regulations, they accept responsibility for any and all consequences arising from the use of the right itself, releasing Fiera Milano and its associated companies from any claim or action by third parties.

Art. 10.1 - Protection of Industrial and Intellectual Property Rights

The Exhibitor undertakes: a) not to exhibit any product which has been found to be in breach of one or more regulations protecting intellectual or industrial property rights or in any case rights belonging to the legitimate owner, who is not the exhibitor concerned and b) in any case not to exhibit prototypes and/or objects bearing intellectual or industrial property rights, companies, signs, company names or any other identifying element for which they do not have full ownership and/or a license to use and/or exploitation rights. By signing the Application Form, the Exhibitor assumes all criminal and civil liability in relation to what is displayed on his stand, including the company name and business name or any other identifying element - at the same time relieving Fiera Milano - should other parties claim industrial and/or intellectual property or other rights on what is displayed. The Exhibitor also assumes the burden of verifying whether their rights are infringed by other Exhibitors during the Exhibition and undertakes not to have any claim against Fiera Milano for any damage caused by the violation of the provisions of this paragraph or in any case by violations of his rights committed by other Exhibitors, from the moment they sign these regulations.

Art. 10 bis) - Rejection and/or revocation of registration of Represented Companies

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

Art. 11 - Intellectual Property service

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

Art. 12 - 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



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FORM 1	SEND BY MAIL TO: expodetergo@fieramilano.it Fiera Milano s.p.a Strada Statale del Sempione, 28 20017 Rho (Mi)
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and the indication of the Represented Companies indicated by the Exhibitor in the material published by Fiera Milano on a date prior to the notification of the stand assignment, does not entail automatic participation in the Event.

EXPO DETERGO Srl is responsible for publishing the exhibition catalogue, containing the following information:
- exhibition information and services
- information grounds

-list of Exhibitors in alphabetical order and details of the booth occupied products list
The Exhibitor acknowledges and accepts that Fiera Milano SpA has absolutely nothing to do with preparing and publishing the catalogue and therefore accepts and acknowledges that Fiera Milano SpA may not be held responsible for this issue. The personal data and the products list numbers corresponding to the production program for manufacturers or products exhibited by Agents, Representatives, Distributors and Retailers will be extracted from Application form and the Products List and, where necessary, from the form for Represented Companies, to be returned upon registration. Any changes must be reported to Fiera Milano SpA by **September 4 2026** and the deadline after said deadline has elapsed.
EXPO DETERGO Srl, be assuming maximum diligence in compiling the catalogue, declines all responsibility for any errors or omissions and reserves to eventually resolve said faults or defects at a time and in a way which the latter may deem as most useful and appropriate. The above is also to be held valid for any other publication of an advertising, informative or service nature prepared by the Organizers.

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 and which are deemed suitable at the sole discretion of Fiera Milano. In any case, Fiera Milano has the right to decide the workshops and/or events where the Exhibitors may participate.

Art. 14 - Services fees

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/Purchase Card in Eservice (such as: stand components, stand furnishings, trusses and hangers, stand services, etc.). The services available in the Exhibitor Portal/Purchase Card in Eservice are not included in the participation fees as per Art. 5. Charges for services and other services due to Fiera Milano and/or other companies in the Group must be paid at the moment of the request on E-service online shop, using the different payment methods available - bank transfer or credit card - no later than 30 days prior to the start of the Exhibition; thereafter, payments can be made only by credit card. Eventual orders of final items will be summarized in the final statement of account published on the Exhibitor Portal and payment for these services must be made by the end of the Event. Any disputes regarding these fees must be forwarded to Fiera Milano before the end of the show.

Art. 15 - Space Assignment

Allocation of the exhibition area will be published on the Exhibitor Portal. The notification of stand space assignment is valid for the Exhibitor to which it is registered. The surface area, type of space and position requested by the Exhibitor in the Application is not binding for Fiera Milano, which may assign a space with different measurements, layout and position from those indicated by the Exhibitor, if the requests made by the Exhibitor are not, at the sole discretion of Fiera Milano, compatible with the overall organizational needs or with exhibition spaces dedicated to specific goods sectors, or with the standard characteristics of the exhibition areas in general.

Booths will be assigned according to the following priority requirements:

- 1) application form fully compiled and complete with relative deposit required
- 2) chronological date of arrival of the application form
- 3) space required
- 4) participation to EXPODTERGO INTERNATIONAL 2022.

Assignment of a certain area or exhibition typology or space at a previous edition of the Event shall not represent a preferential right to obtain the same area or exhibition type, or space for subsequent editions. The Exhibitor is obliged to respect the size of the space assigned. Occupation of more exhibition space than that assigned shall lead to an extra charge calculated according to the Rates. No business may take place outside the assigned exhibition space, even with a view to avoiding interference with the activity in other stands, nor may the corridor and/or area behind the space be used. Fiera Milano reserves the right to modify the location of the space, even if already assigned, or to change the measurements, should this become necessary due to technical and/or organizational reasons. The Exhibitor must inform Fiera Milano for the exposition/presence in his booth of: motor vehicles, vans, trucks, 18-wheelers, etc.; for this reason, Fiera Milano can change the position of the stand, also of those already assigned and/or in pending assignment. For safety reasons, the Exhibitor will have to follow the rules and bans included in the Technical Regulation of Fiera Milano.

Art. 16 - Prohibition of cession

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

Art. 17 - Balance for Exhibition Space - Payment of Statement of Account - Exit Passes

The balance for the exhibition space, for the fee for represented companies and the fee for Compulsory essential services must be paid by **July 15, 2026**. Invoices issued after this date must be paid immediately and, in any case, before the beginning of the Event. The stand will not be allowed to be set up without this payment. Access to the Exhibitor Portal Cards for issuing "Exhibitor" passes and parking passes is subject to payment of the balance of the invoices for participation in the exhibition, so the Cards will not be available in the event of non-payment. During the Event, Fiera Milano and in general the Gruppo Fiera Milano administration shall issue a statement summarizing all invoices issued for services and extra supplies, plus any other charges. The statement of account and invoices will be loaded on the Exhibitor Portal and payment of the amounts owed by the Exhibitor can be made directly by bank transfer, by credit card by accessing the Exhibitor Portal. To leave the Exhibition Centre, Exhibitors must use only their access passes or Exit Passes, which can be downloaded from the Exhibitor Portal, which will be activated on exit after paying the statement of account.

Art. 18 - Occupational Safety

Each Exhibitor is obliged to scrupulously observe the entire regulatory system in force, also and above all regarding the protection of the health and physical integrity of workers, and to labor, social security and welfare legislation for the entire duration of the exhibition, including stand assembly and dismantling times and any other related activity, including waste disposal. The Exhibitor also undertakes to observe and ensure that all contractors working on its behalf observe, during stand assembly and dismantling and in relation to any other inherent or connected activity, the FIERA MILANO SpA Technical Regulations, which it expressly declares that it is familiar with in every supplementary section, the provisions contained in article 88 of Italian Legislative Decree 81/2008, paragraph 2-bis, and the relative implementing Decree of 22.7.2014, issued by the Ministry of Labor and Social Policies and the Ministry of Health. The "Technical Regulations, which can be consulted on the website www.fieramilano.it, in the "Exhibitors - Technical Information" section, contains, among other things, precautionary rules on exhibition safety (fire prevention, electrical systems, environmental protection, etc.), with the exclusion of specific safety rules concerning the activities carried out by the Exhibitor or contracted out by the latter to contractors (stand assembly and dismantling and related activities), the verification and observance of which remains the responsibility of the Exhibitor itself. For the purposes of complying with the obligations contained in the above-mentioned D.L. 22.7.2014, FIERA MILANO spa makes available the documents referred to in attachments IV and V of said D.L. on its website, which are also available on the FIERA MILANO spa website. Any behavior that does not comply with the above-mentioned safety regulations, in particular when it may affect the general safety of the halls and of third parties present, may be subject to intervention by FIERA MILANO spa, as part of random and spot checks, and may lead to the deactivation of the utilities supplied to the stand or to the Exhibitor being informed that the stand will be considered unfit for use. Any other consequences that may arise from non-compliance with the above-mentioned regulations are the sole responsibility of the exhibitor and of the companies appointed by the latter. FIERA MILANO SpA may remove from the Fairgrounds the personnel of contractors/self-employed workers working on behalf of the exhibitor if such personnel are not in possession of the identification badge required by articles 1.8, paragraph 1, letter c), 2.1, paragraph 1, letter c), 2.6, paragraph 8 of Italian Legislative Decree 81/08, and non-EU personnel if even in the presence of the above-mentioned badge, they are not in possession of a valid residence permit or a valid and legible identity card. The employer in charge and contact person of the removed personnel will be charged. The Exhibitor who, as principal, has authorized the company to operate in the Exhibition Grounds on its own account to carry out work shall be promptly informed of the complaint. The Exhibitor shall be responsible for the compliance with the applicable regulations of everything that is carried out and organized in its care and on its behalf in relation to fittings, structures, installations, exhibited products and all related activities. Each Exhibitor is required to appoint a "Stand Safety Representative" (also referred to as the "Exhibitor Safety Representative" - RSE), a figure who, for safety purposes, assumes all responsibilities in relation to the activities carried out on behalf of the Exhibitor and for the entire duration of the Exhibitor's stay in the Exhibition Centre. At the Exhibitor's discretion and under its full responsibility, the Exhibitor's Safety Representative (RSE) may also be a different individual at each of the three stages mentioned above (assembly, exhibition, dismantling). The name of the Contact Person (RSE) and the relative contact telephone numbers must be communicated to FIERA MILANO SpA before the stand set-up work begins and in any case before workers and materials enter the Fairgrounds. At FIERA MILANO SpA the names and references of the Exhibitor Safety Representatives of neighboring stands are made available to exhibitors. Each Exhibitor, through its own Safety Contact, is obliged to coordinate with the other Safety Contacts of neighboring stands, so that through the exchange of information, it is possible to identify any prevention measures to be applied in order to eliminate or, where this is not possible, reduce to a minimum the risks from interference, when present. In the absence of the communication of the name of the Exhibitor's Safety Contact (RSE), this function remains with the Legal Representative of the exhibiting company. Any changes in the name of the Exhibitor Safety Representative (RSE) must be promptly communicated to FIERA MILANO SpA. The most relevant obligation for the Customer (Exhibitor) concerns the DUVRI (single document for the evaluation of interference risks), or, if necessary, the PSC (safety and coordination plan) in the case in which, respectively, the regulations contained in Article 26 of Legislative Decree 81/08 are applied, or those contained in Title IV of the same decree, relating to work safety at construction sites, in accordance with the provisions of the Interministerial Decree of 22 July 2014. This documentation must be uploaded in the appropriate section of the Fiera Milano exhibitor platform at the disposal of the competent Authorities (ATS and Police Forces) and be present at the stand for the entire period of the event (assembly and dismantling included). **Access to the stand by companies working on behalf of FIERA MILANO SpA for the provision of services takes place only in the presence of the Exhibitor's Safety Representative (RSE or its delegate) and following his authorization. This constraint does not exist for surveillance and security personnel of the Fairgrounds.**

18 bis) - Measures to guarantee personal security in the Fiera Exhibition Centre

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

- a) particular means of access to and exit from the Fiera Exhibition Centre (specific entrances/exits or reserved lanes, times, systems for the regulation and control of accesses and flows), which may be differentiated according to user categories.
 - b) security checks, which may also be carried out with the aid of fixed or portable equipment or instruments, on people, baggage and personal effects, both upon entry to the Fiera Exhibition Centre and inside it, and, where necessary, upon exit. These checks will be carried out by Fiera Milano staff or by third parties entrusted by Fiera Milano for the purpose. Without prejudice to notification to Law Enforcement Agencies and any measures that may be adopted thereby, users who refuse to undergo checks will be prevented from entering the Fiera Exhibition Centre. If said users are already in the trade fair district, they will be removed immediately. Users invited to undergo a check must guarantee maximum collaboration, so that the check can be carried out as effectively and quickly as possible given the nature of the activity. Following said checks, and without prejudice to notification to Law Enforcement Agencies and any measures that may consequently be adopted thereby, Fiera Milano reserves the right, at its sole discretion, to refuse entry to the trade fair district to suspect individuals or objects, and to immediately remove any suspect individuals already inside the trade fair district; suspect objects must be immediately removed from the trade fair district by and under the responsibility of those in possession of them. Fiera Milano is under no obligation to provide services for the safekeeping of suspect objects.
 - c) variations or limits to pedestrian and vehicular routes within the Fiera Exhibition Centre, including the positioning of barriers, Jersey barriers, speed bumps and the like.
 - d) forcible removal, at the risk and expense of the owner, of means of transport of work equipment, objects or personal effects deemed suspect or liable to interfere with security checks.
- The measures in this paragraph are also applicable to all visitors and guests admitted to the trade fair events.

18 ter) - Other measures

Without prejudice to the individual measures, compliance with the General Regulation is enforced by the staff of the Organizer, the pertinent offices of Fiera Milano and, where necessary, to third parties (physical or legal persons) appointed by the same. It is recommended to take care of your personal belongings such as PCs, tablets, and smartphones, and avoid leaving them unattended within the stands during setup, takedown, and public opening phases.

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

The exhibition areas will be made available to Exhibitors delimited by taped lines on the floor, excluding cases of force majeure. Exhibitors who have not paid the balance of their exhibition fee shall not be granted entry to set up their stands. Any defects or shortcomings discovered when the Exhibitor takes possession of the exhibition space for setting up the stand and laying out of goods must be reported to the Customer Service - Technical Assistance. In gaining access to the Exhibition Centre, Exhibitors will observe the rules set out in the MOB/SMOB bulletin, available on Fiera Milano Exhibitors' Portal, and the exhibition rules regarding layout of spaces and deadlines for setting up stands. The Exhibitor shall be responsible for all organization and costs incurred for setting up the stand and shall strictly observe the General Rules and Regulations and the layout plan and the Fiera Milano Technical Regulations (available on the website expodetergo.fieramilano.it, section "Exhibitors - Technical Documents - Link to event") and further general and technical rules: these rules represent an integral part of the General Rules and Regulation. He shall also provide Fiera Milano with his stand layout project beforehand for verification. The Exhibitor undertakes to fit out the entire assigned area and to display products he manufactures belonging to the Event merchandise repertoire, on his stand for the entire duration of the Event. Products exhibited must be positioned in such a way that they are not considered offensive and must comply with Italian Legislative Decree 81/08 (Consolidation Act on safety). The stand must be laid out in such a way to avoid obstacles or objects that hinder access to the exhibition areas.

19.1 - Stand Projects

The maximum stand height allowed is:
- maximum height of perimeter walls m.3,00.
- maximum height internal structures, positioned at least 1.50 meters from border walls with other exhibitors, m.6,50 (including any stage); this height dimension must also contain all stand structural elements and all graphics (trademarks, logos). Fiera Milano SpA reserves the right to change the height of the stand in special and collective areas and in pre-fitted areas dedicated to specific initiatives. It is also forbidden to fit up logos, graphics, etc., which protrude on the adjoining 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 to close the open sides of the assigned space with materials that cover more than the 50% of the side itself with any kind of architectural element (including fabrics, panels, graphics, except for those materials which guarantee transparency (for example glass, Plexiglas)). Machinery exceeding 3 meters in height shall be placed at least 2 meters away from the outer wall of the booth.
The use of mezzanines is not allowed.

Once feasibility has been vetted by the Fiera Milano Rigging and Hangings offices, the Exhibitor may be allowed to:

- the hanging of perimeter bars at a height of 6.50 m. 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 free-standing.

The height of the stand must not interfere with the smoke detectors located in the pavilions.

The stand projects must be sent by **July 15, 2026** to Fiera Milano by all the exhibitors, excepted those who have requested a shell scheme stand to Fiera Milano. The stand project, complete with floor plans, measured elevations and rendering must be uploaded in the exhibitor portal on Fiera Milano's E-service site (stand plan submission button). Fiera Milano, via their Exhibitor Assistance Customer Service, will verify the stand projects in relation to Event and Technical Regulations and in case will request eventual regulations adjustments. Once the project is approved, the Exhibitors, independently at their own expense, will see to the installation of the perimeter walls and flooring of their stands. The upper part of the stands must be finished in a workmanlike way; the walls abutting on the other stands, as well as being finished in a workmanlike way, must also be neutral in terms of color; access must be guaranteed to all utility systems even in the event of carpeting etc.; or raised floor sections; for materials to be hung from the ceiling please refer the Dispositions contained in the Technical Regulations of Fiera Milano S.p.A. The failure to receive the correct documentation or approval of the stand project from Fiera Milano will not enable the Exhibitor (or stand fitters) to set up their exhibition stand.

19.2 - Food and Catering services - Exhibiting companies can apply for Fiera Milano food and catering services in the respective section of the Exhibitor Portal and/or by contacting ristorazione@fieramilano.it - <https://ristorazione.fieramilano.it/>. Third party catering companies and exhibitors who wish to offer food and drink to their guests of their own accord can purchase passes for access and resupply when submitting the necessary documentation. The procedure is available on the Obligatory Documentation - Catering section of the Exhibitor Portal and in the Fiera Milano Technical Regulation. In accepting this General Regulation, exhibitors who provide their own catering separately from the services provided by Fiera Milano declare that they are aware of the provisions of the Italian Prime Ministerial Decree dated 17 May 2020 and its amendments and agree to observe its requirements.

19.3 - Technical Services - In order to schedule the technical services supply (hangings, water and electric connections, 24 hrs electric power supply, etc.), exhibitors must load their orders on Exhibitor Portal before **July 15, 2026**. After this date, except for sold out, the services will be provided after the ones already scheduled. The following service categories: hangings, water connections, compressed air connections, stand cleaning, security staff, construction services, gas systems, and fire protection systems, 20 days before the event will suffer an increase in price.

Art. 19 bis) - Layout and building of stands (pre-fitted 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 excellently with attractive styling. The said rules will be mainly set out in the technical data sheets made available by the Manager's Office and Technical Office, together with the stand's layout.

Art. 19 ter) - Damage to the stands (pre-fitted areas)

Stands must be returned in the condition they were delivered in. Exhibitors are liable for any repair costs and are also responsible for observing the special regulations for the use of the structures and technical systems.

Art. 20 - Stand cleaning

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

20.1 - Waste disposal

Without prejudice to the provisions of Art.20, the Exhibitor is obliged to remove waste from the Exhibition Centre daily and to dispose of it in accordance with current legislation. In accordance with the Technical Regulations, the Exhibitor and its representatives are jointly and severally liable for the correct disposal of the waste produced inside the exhibition area and in the assigned exhibition space. It is forbidden for the Exhibitor (or its representatives) to dump any kind of waste inside the exhibition areas, both in the assigned space and in the common areas (lanes, roads, etc.). The ban on the dumping of waste and the related obligation to properly manage/dispose of the same should be understood also as referring to all waste materials and materials resulting from fitting/dismantling work (packaging, materials used such as walls, false ceilings, floor coverings, etc.). The Exhibitor or his representatives will be able to remove the waste produced directly or by using the professionals authorized to manage waste and registered in the National Register of Environmental Managers which can be consulted at: <https://www.albonazionelegistorientamenti.it/Public/ElenchiScrtti>. In case of waste dumping in the pavilions or inside the Exhibition District, Fiera Milano will apply a sanction of Euro 5,000.00 without prejudice to compensation for further damage and reserves the right to remove the responsible personnel from the area and to bring legal proceedings against them.

Art. 21 - Machinery ON

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

21.2 - For noisy machinery, sound broadcasts and projections see 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 3.4.4 of Fiera Milano Technical Regulations.

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

Art. 22 - Forbidden Activities - Publicity

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

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

Art. 23 - Display of prices and direct sales

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

Art. 24 - General Surveillance - Fire Prevention - Custody

General surveillance of the pavilions is managed by Fiera Milano, which is also responsible for fire prevention measures. Fiera Milano Technical Regulations detail the rules that Exhibitors must obey in collaboration with fire prevention. Exhibitors are responsible for custody and surveillance of their own stands and contents during the opening hours of the pavilion, both during the show and when setting up and dismantling stands. The custody and surveillance of the stands and the goods contained therein during the opening hours of the pavilions is the responsibility of the respective Exhibitors also during the setting up and dismantling period. Company personnel are therefore recommended to be present at the stand punctually at the opening time of the pavilions and until the last moment of closing in the evening. Valuable objects, which are easily removable, should be closed in drawers or wardrobes every evening. The Organizer and Fiera Milano assume no responsibility for goods, materials and anything else left unattended by exhibitors in the Exhibition Centre. For parking within the Exhibition Centre, the Organizer and Fiera Milano assume no responsibility for custody or for damage or theft, for vehicles parked within the Exhibition Centre. Parking is permitted for vehicles with a special permit only in the parking spaces and during the opening hours of the Exhibition Centre.

Art. 25 - Insurance - Limitation of liability

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

In case of subrogation from its own insurer, the Exhibitor guarantees to hold the before mentioned Subjects harmless. Fiera Milano furnishes to Exhibitor, free of charge, an "All Risks" insurance with a limit of Euro 25,000.00, to cover all goods, machinery, fixtures, fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors. Coverage includes the stipulation of 10% insurance exclusion for each claim in the event of theft, with a



fieramilano
23-26 OCTOBER 2026

FORM

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SEND BY MAIL TO:
expodetergo@fieramilano.it

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

GENERAL REGULATIONS

minimum of Euro 250,00 and doubling this amounts for the reports submitted after the closing of the exhibition.

Such insurance policy will be not effective in case of:

- sale to the public with immediate delivery of the product on display, during Exhibitions where this activity is forbidden.

- early stand leaving.

- delay without notice of the removal of goods and materials left into the Fairground.

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

In 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.

For more information contact: Marsh S.p.A. Tel. (+39) 02 48539909 e-mail: fiera.milano@marsh.com

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

25.3 - Limitation of Liability - The Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability for consequential losses, reputational damage, loss of revenues, etc. Also for any direct loss, since each Exhibitor has in custody/care the reserved exhibition spaces and is responsible for the goods contained therein, the Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability, for goods/values covered and/or not covered and/or exceeding from the above mentioned Art. 25.1. The 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 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 Centre 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 and pre-fitted area)

Following closure of the Event, the stands must be cleared within the schedule indicated in the MOB/SMOB bulletin. In the event of failure to comply, Fiera Milano accepts no responsibility for the goods and materials on the stand and reserves the right to proceed with removal and storage of same without liability. The non-compliant Exhibitor shall pay all expenses and damages incurred through enforcement of this rule. Two months after the deadline, any unclaimed objects may be sent to the municipal tip and/or sold by auction with any proceeds going Fiera Milano. Storage of the Exhibitor's materials on the Trade Fair Premises shall also incur a charge levied by Fiera Milano for occupation of the area outside the show. The Exhibitor shall return the exhibition area in the same condition as it was when it was delivered. Non-compliance with this regulation shall entitle Fiera Milano to the right to allow 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 facility to confiscate the exhibited goods as the latter were also brought into Fiera Milano as security. The same facility 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	Euro 1.500,00
from 64.5 to 120 sqm	Euro 3.000,00
over 120 sqm	Euro 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 ensembles

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 photographic 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 offences 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 (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 - Advertising Tax

Without prejudice to the participation regulations, the Exhibitor shall pay to the Municipality of Rho the advertising tax pursuant to Law no. 160 of 27 December 1919. Further to the agreements reached with the Rho Municipality, the Advertising Tax is assessed according to the total Exhibition surface. In order to avoid any unnecessary dispute, this tax will be included in the registration fee. Fiera Milano will be responsible for forwarding the relevant amount to the Rho Municipality.

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 - Force Majeure, Cancellation

In the event that, a cause of force majeure occurs, which has to be understood unpredictable events that make impossible the holding of the event and also for causes not attributable to Fiera Milano, the latter may: modify the date of the Exhibition and/or cancel the Exhibition, either entirely or in part. It is understood that in case Fiera Milano modify the date of the Exhibition, the Exhibitor continues to be involved by the commitment to participate to the Exhibition under the same terms and conditions as set out in these General Regulation and the application form for admission and the sums already paid by him will be considered valid for the new date. In case of the Exhibition is cancelled: Fiera Milano may use the sums paid by Exhibitors, with no obligation to refund the latter, to pay debts incurred with third parties, also for partial organization costs of any kind; and Exhibitors shall make no claims to Fiera Milano for damages or of any other kind.

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. 15 of the General Regulations of the Show and to supply the services as under Art. 19. 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 states to be informed that the provisions of the European (EU) General Data Protection Regulation 2016/679 ("GDPR") concern processing for natural persons ("Personal Data") and do not apply to legal persons (companies), organizations and associations and the information ("Information") referring to these subjects, for which only the regulations on the delivery of electronic trade communications remain (the exhibitor can provide the consent required to deliver electronic communications for direct marketing purposes).

2. The Personal Data of the Exhibitor, where the same works as a sole proprietorship, a small business or a professional, and those of the representatives, members, employees and workers of the Exhibitor indicated in the Application for admission or also issued subsequently, as well as those acquired from third parties (e.g.: partners, commercial information companies, etc.) or during the Event (including, for example, any photos or video recordings made at the stands: see Article 35) is collected and processed by Fiera Milano S.p.A. (the "Data Controller" or "our company") under the terms described in the following paragraphs.

3. The before mentioned Personal Data is processed for the following purposes: to meet the obligations and services concerning Event participation (including Event catalogue disclosure through advertising, also electronically), providing the relevant services, meeting regulatory obligations and completing the associated administrative, accounting and tax activities. Processing the Exhibitor's personal data is thus necessary to establish and execute the contract concerning event participation, meeting the associated legal obligations and pursuing the legitimate interests of our company and companies in our Group for administrative, organizational, technical and security activity management associated with the Exhibitor's participation in the event and the provision of the relevant services. Failure, even partial, to provide the required personal data would not permit the Exhibitor's admission to the event and supply of the associated services.

4. For these purposes, personal data will be processed also electronically, through specific, mainly computerized, procedures and methods to ensure the correct management of the services provided. Personal data may be retained even after the event for administrative and accounting activities and tax obligations, for a period set out in applicable standards (usually ten years).

5. For these activities, the data can also be handled by personnel and collaborators authorized by our Company to process data in order to carry out administrative, technical, and security tasks related to the organization and management of the event. Data can also be communicated to other companies in the Fiera Milano Group (see updated list on www.fieramilano.it) and trusted companies that provide us with organizational and technical services relevant to the event, such as installers, support and maintenance companies, printers, data processing companies, administrative consultancy studios and companies appointed to measure the performance of the event. The companies that process personal data on behalf of Fiera Milano S.p.A. operate as data processors meeting the specific obligations set forth in the relevant service contracts. For these purposes, personal data can be transferred to companies outside the EU, if the European Commission has recognized that these countries offer an adequate level of data protection (e.g. Switzerland, Australia, Israel) based on suitable guarantees (such as standard contractual clauses or binding corporate regulations) or should these conditions not be fulfilled, if said transfer is authorized by the Exhibitor or necessary for executing the contract.

6. Personal data (including images) concerning the Exhibitor's business (entrepreneurial or professional), can also be processed by the Data Controller or collaborators authorized by our company, or companies responsible for data processing to pursue the legitimate interests associated with the analysis of information concerning the Exhibitor's activities, the participation in our events, and requested services and, specifically, for the identification, through electronic processing, of the preferences and potential services of interest (profiling), to detect the quality of the services, complete statistical surveys to support the company's decision-making and strategic processes, to implement business plans and, above all, to provide services and products that meet the Exhibitor's needs.

7. The e-mail and postal addresses provided by the Exhibitor for their participation in the Event and for the use of the relative services can be used by the Data Controller to send the newsletter of the event and related Fiera Milano or the Group's activities, as well as communications regarding similar events and services. The Exhibitor can object, at any time (immediately or also subsequently), to the sending of these communications, by writing to privacy@fieramilano.it or by post to the Data Controller, to the addresses indicated in the Application and in the Rules.

8. Notwithstanding the delivery via e-mail or post of newsletters and communications concerning the event and services of interest, the personal data and contact information (e.g. e-mails) also referred to companies, organizations or associations, can also be processed by the Data Controller prior the Exhibitor's consent (to be provided by selecting the specific boxes), for the following purposes:

a) sending advertising and direct sales materials and performing market research or sending commercial communications by post, telephone, automated calling, fax, e-mail, text message, mms systems on additional exhibition events, the Data Controller's services and products and of Fiera Milano Group companies and of third parties (organizers, exhibitors, installers, qualified operators involved in the exhibition events or also operating in other sectors) interested in proposing favorable commercial offers to exhibitors;

b) sharing data with Fiera Milano Group companies, (see the updated list available on www.fieramilano.it) as well as other companies, including organizers, exhibitors, installers, qualified operators involved in the events or operating in other sectors, such as market research institutes, Fiera Milano sponsors and suppliers for their processing, as Data Controllers, for the purposes and with the methods specified in section a).

9. For the purposes indicated in the previous paragraph, the provision of this data remains optional and does not affect the Exhibitor's participation in the event and use of the relevant services and the data subject is entitled to withdraw previously provided consent (without affecting the lawfulness of processing based on consent before its withdrawal).

10. The GDPR (articles 15-22) ensures the data subject the right to access pertinent personal data at any time, obtain a copy, rectify or complete them if incorrect or incomplete, erase them or restrict their processing when the grounds occur, object to their processing on grounds relating to the particular personal situation and for direct marketing purposes, request data portability if processed by automated means for the execution of the contract or based on the data subject's consent, and lodge a complaint with the personal data Supervisory Authority if it is believed that rights have been infringed.

11. For any further clarification or request concerning the processing of your personal data, the data subject can contact the Data Controller at the addresses provided in the Application and/or Regulation. Additionally, the data subject can apply to the Data Controller to exercise the above-mentioned rights, to learn of the updated list of the categories of data audiences and any processors appointed by our company (also available on website www.fieramilano.it, privacy link).

You can contact the Data Protection Officer at the following addresses: Piazzale Carlo Magno 1 20149 Milan, Italy e-mail dpoffieramilano.it

12. The information in this Article is provided by the Data Controller pursuant to Article 13 of the GDPR and the Exhibitor undertakes to communicate it to the natural persons (its representatives, members, employees and workers) whose Personal Data have been provided for the purposes of their participation in the Event and for the provision of the relative services, and also to guarantee that the Personal Data are lawfully used by the data Controller for these purposes and to indemnify and/or compensate the Data Controller for all costs and damages that may derive from the Exhibitor's breach of the duties to the Data Controller undertaken pursuant to this Article.

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 disseminate 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



EXHIBITOR'S AUTHORIZATION OF THEIR PERSONAL DATA PROCESSING

With respect to the processing of the personal data, as specified in Article 34 of the Rules, the Exhibitor authorises Fiera Milano S.p.A., in its capacity as Data Controller, to process their personal data and information for the following purposes:

a) sending advertising and direct sales materials and performing market research or sending commercial communications by post, telephone, automated calling, fax, e-mail, text message, mms systems on additional exhibition events, the Data Controller's services and products and of Fiera Milano Group companies and of third parties (organizers, exhibitors, installers, qualified operators involved in the exhibition events or also operating in other sectors) interested in proposing favorable commercial offers to exhibitors;

☐ Yes, I give my consent

☐ No, I do not give my consent

b) sharing data with Fiera Milano Group companies, (see the updated list available on www.fieramilano.it) and other companies, including organizers, exhibitors, installers, qualified operators involved in the events or operating in other sectors, such as market research institutes, Fiera Milano sponsors and suppliers for their processing, as Data Controllers, for the purposes and with the methods specified in section a).

☐ Yes, I give my consent

☐ No, I do not give my consent

Date / /



Stamp and legible full Signature

