

EMAIL BACK TO [EXPO@IEGEXPO.IT](mailto:EXPO@IEGEXPO.IT)  
AS PDF



**EXHIBITING AREA \*)** INDICATE THE COMPANY INTERESTED IN EVALUATING A PROPOSAL FOR PARTICIPATION IN CAPS **INTERESTED EXHIBITING IN AREA**

The Company \_\_\_\_\_ also said contracting party, interested in participate in BEER ATTRACTION 2019, asks to value an exhibiting proposal as follows:

Bare area\*\*) sq.m. requested \_\_\_\_\_ Open sides  1  2  3  4

Turnkey area sq.m requested:  16 sq.m 1 open side  16 sq.m 2 open sides  
 32 sq.m 1 open side  32 sq.m 2 open sides

Format :  BEER  FOOD

Turnkey area special for MICROBREWERIES:

Box:  1 8 sq.m box (sizes mt 4 x 2)  2 2 boxes 4x2 (tot 16 sq.m)

BEER

FOOD

**DEPOSIT TO TAKE ADVANTAGE FROM THE BENEFITS \*\*)** **BENEFITS**

With reference to this application form and the provisions in General Rules & Regulations, the above mentioned company requests to value an exhibiting proposal. To get the expected benefits the company pays a deposit of:

The payment of the deposit in conjunction with the submission of the application for participation gives entitlement to the following benefits:

requested sq.m \_\_\_\_\_ x € 40,00 = € \_\_\_\_\_  
(+ VAT only if due)

**If the payment is made by 30TH JUNE 2018**

- application of promotional area rates EARLY BIRD

**PAYMENT PROCEDURE**

Via bank transfer to: ITALIAN EXHIBITION GROUP SPA  
Indicating: DEPOSIT BEERATTRACTION 2019  
Coord. Bancarie: UNIPOL BANCA spa  
IBAN: IT 65 T 0312724200 000000001669  
BIC (SWIFT): BAECIT2B  
Please clearly indicate company name

**If the payment is made from 1ST JULY 2018**

- 5% discount on advertising services rates

**NOTES - IMPORTANT** **APPLICANT'S REQUESTS / NOTES**

\*) for information about participation costs, area rates, surcharges etc. see 'Exhibiting rate form'; for supplies included in the stand set-up see 'Turnkey Stand form' here attached and on the website [www.beerattraction.it](http://www.beerattraction.it).  
For more information on how to join see General Rules and Regulations here attached and available on the website [www.beerattraction.it](http://www.beerattraction.it).

**\*\*\*) PLEASE NOTE THAT YOU MUST SUBMIT YOUR APPLICATION FOR PARTICIPATION AND PAY THE DEPOSIT IN THE TERMS LISTED ABOVE TO ACCESS THE EXPECTED BENEFITS**

Acceptance of applications also depends on the fact that there are no outstanding payments due to the ITALIAN EXHIBITION GROUP SPA group.

**WE REMIND YOU THAT THE TOTAL BALANCE MUST BE PAID WITHIN 15 NOVEMBER 2018**

**APPLICATION FORM SIGNATURE**

The company \_\_\_\_\_, application form holder, having read the General Rules & Regulations, here attached and always available on website [http://my.beerattraction.it/upload\\_janus/modulistica/BEE/regolamentoeng.pdf](http://my.beerattraction.it/upload_janus/modulistica/BEE/regolamentoeng.pdf) ( (ref. code RGE\_BEE19) which it accepts in their entirety by undersigning this form, requests to value an exhibiting proposal in the next edition of BEER ATTRACTION 2019.

MANDATORY

\_\_\_\_\_

DateStamp and signature of legal representative

**As specific approval of the General Rules and Regulations' clauses**

According to and by effect of art. 1341 of Italian Civil Code, the undersigned approves the General Rules and Regulations of Participation printed overleaf at numbers:

- Chapter I** art 2 (participation procedure), art. 3 (exclusion from the exhibition), art. 4 (exhibiting space), art. 5 (transfer- revocation - reduction - withdrawal);
- Chapter II Part 1** art.1 lett. B pt.3 e pt.4 (mandatary declarations), art. 2 (rates), art. 3 (terms and method of payment), art. 4 (official catalogue and exhibition MAP), art. 5 (exhibition cancellation - suspension);
- Chapter II Part 2** art.1 (stand plan), art. 2 (stand occupation - stand fitting), 3 (contractors and provision of services), 4 (damages), 5 (safety standards - fire prevention - electrical systems), 6 (workplace safety), 7 (stand dismantling), 10 (exhibition safety - security service);
- Chapter II Part 3** art.1(exhibition hours), art.4 (smoking regulations), art.5 (alcoholic beverages, beverages, food, dietary products and supplements distribution), art.6 (machinery and its use), art.7 (regulation of noise levels on exhibition premises), art.8 (advertising), art.9 (retailing), art.10 (stand cleaning - waste disposal), art.11 pt. 11.2 (conferences, contests, business meetings);
- Chapter II Part 4** art.1 (damages - insurance), 2 (industrial and intellectual property rights), art.5 (general rules and regulations, supplements and modifications), art.6 (photo disclaimer under law 633 of 22 April 1941, as amended), art.7 (acceptance of General Rules and Conditions, official language and competent Court) art. 8 (code of ethics and violations).

MANDATORY

\_\_\_\_\_

DateStamp and signature of legal representative



EMAIL BACK TO [EXPO@IEGEXPO.IT](mailto:EXPO@IEGEXPO.IT)  
 AS PDF

3/4 OPTIONAL  
 CO-EXHIBITOR  
 APPLICATION FORM



The company \_\_\_\_\_ holder of the application for participation declares that he wants to host inside its stand, once signed the participation proposal, the following co-exhibitors and therefore undertakes to pay the sum of **€1.000,00 plus registration fee (€ 360,00** including 50 digital customer invitation cards) for each of them.

**Notes: email back this form ONLY IF FILLED IN**

- Co-exhibitor firms participate directly in the exhibition and will be listed in the exhibition's Official Catalogue, with the caption: "hosted by", followed by the name of the host company.
- The sums due for co-exhibitors will be automatically charged to the hosting company.  
 For more information see General Rules and Regulations here attached and available on the website [www.beerattraction.it](http://www.beerattraction.it)
- If due, VAT must be added to these figures

1- CO-EXHIBITOR DATA	
Company _____	Contact name _____
Address _____	
Town _____	Direct phone _____
ZIP code _____ Country _____	
Phone no. _____ Fax _____	Direct email _____
Email _____	
Website _____	

2- CO-EXHIBITOR DATA	
Company _____	Contact name _____
Address _____	
Town _____	Direct phone _____
ZIP code _____ Country _____	
Phone no. _____ Fax _____	Direct email _____
Email _____	
Website _____	

3- CO-EXHIBITOR DATA	
Company _____	Contact name _____
Address _____	
Town _____	Direct phone _____
ZIP code _____ Country _____	
Phone no. _____ Fax _____	Direct email _____
Email _____	
Website _____	

**NOTES:**  
 \* Contact person's data will be processed exclusively for purposes related to contractual obligations, such as sending the access credentials to the reserved area.  
 ITALIAN EXHIBITION GROUP SpA declines all responsibility for any errors or omissions in the Official Catalogue. No responsibility is taken for the entry of companies who have not sent the original form correctly filled in and within the foreseen deadline, or have not paid the entire or partial sums due for the registration of hosted firms. The General Rules & Regulations are valid and applicable in their entirety for hosted firms

MANDATORY

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Date \_\_\_\_\_ Stamp and signature of legal representative \_\_\_\_\_

## COMPANY DETAILS

Company Name		Company legal representative	
Address		Phone no.	
Town	ZIP code	Country	Fax no
Email		Web site	

The hereby information notice is also available on Italian Exhibition Group Spa web site [www.iegexpo.it/privacyinformation](http://www.iegexpo.it/privacyinformation).

By signing this notice by the Legal Representative of the contracting / participating company; the subscriber / interested undertakes to transmit a copy of the aforementioned notice to his own internal corporate contacts, whose personal data is communicated to Italian Exhibition Group through this document or other equivalent.

## PERSONAL DATA PROCESSING INFORMATION NOTICE

Pursuant to arts. 13 and 14 of the EU 679/2016 Privacy Regulation ("GDPR"), you are hereby informed that the personal data provided by the Data Subject and/or acquired by Italian Exhibition Group S.p.A. ("IEG") in relation to its activities or due to shows, exhibitions, events and/or workshops ("Events"), organized by IEG, also in collaboration with third party partners, are subject to processing in respect of the principles of lawfulness, equity, correctness, proportionality, necessity, accuracy, completeness and security and the other legal obligations in force, as outlined below.

Data Subject categories, Processing operations and data collection modalities.

The data processed can regard exhibitor and/or customers and/or partners (intended as individuals older than 16 years of age who act independently as exhibitors and/or as internal references for legal entities, companies or other organizations, customers and/or partners). Collected data categories are indicated, on a case by case basis, on the IEG data collection forms to which this information notice refers.

Data processing refers to: data collection, registration, preservation, organization, elaboration, modification, selection, extraction, comparison, re-classification, usage, inter-connection, blockage, communication, dissemination, erasure and destruction.

Collection will be carried out by means of on-line forms or printed pre-registration or participation forms completed by the Data Subject and/or acquired from third party operators authorized, in writing, by IEG or through mobile devices, such as tablets and smartphones, inside Event locations. In the case of Event participation (e.g. Jewellery shows), which, due to particular reasons of security of the halls and/or goods on display to the public, require the creation of an identity badge bearing the photograph of the Data Subject, the photograph may also be collected through photographic sessions by IEG authorized operators at the entrance to the Exhibition Centre.

Data processing will be carried out using electronic and paper instruments and with the logics connected to the individual purposes declared below.

The collected data may be processed by first and second level Authorized persons, engaged in writing by IEG, who need to be aware of the data in order to carry out their own activities (e.g. persons in the legal, sales, marketing, administration, logistics, IT, management control offices etc.).

Data processing purposes

Data processing will be carried out using information technology, printed or manual means for the following purposes:

1. Fulfillment of contractual and legal obligations deriving from the Data Subject's participation, or connected to the already contracted or potential participation, at "Events". Data Subject participated for the purposes of Exhibitor promotion. Communication, on the Data Subject's request, of pre-contractual information connected to the Events, on the Data Subject's request (e.g. programmes, offers, etc.).

2. Planning and organizational management of the Events, for example, the management of ticket issuing and payment (including verifying the correctness of the payment made through third party operator services), issuing of credits and entry passes, creation and verification of personal identity badges for security purposes, programming and carrying out of specific services that the Data Subject may require from IEG (for example, translation, hostess, catering, accompaniment services), management of contracts drawn up with third party suppliers for goods and/or services used by IEG or by the Data Subject during the Events, anonymous statistics, insertion of company data (name and surname or name and company name, telephone number, fax, e-mail, website) in the public on-line and paper catalog of the single Event in which the interested party participates. Communication of pre-contractual information (eg programs, proposals, etc.) connected to the Events, at the request of the interested party.

3. Market analysis. The sending (by email, sms, mms, push-up messages, interactive messaging functions, such as whatsapp, via mobile devices, fax, telephone call with operator, social network and others automated tools) of commercial communications, advertising and IEG goods/service.

4. Profiling. It is specified that profiling is a relevant activity for privacy purposes only if it specifically concerns individuals, therefore it refers only to exhibitors who are sole proprietorships or partnerships. The purpose

of this profiling is to enable the IEG to plan commercial promotion actions on specific clusters (determined by countries and / or general geographical areas), commodity or economic, determined on the basis of the analysis of the previous purchasing behavior and, also in predictive way, to the preferences, tastes and professional interests possibly expressed by the interested parties, to identify and manage the correct positioning of the exhibitor's stand within the various theme areas of the Event, to facilitate the meeting between buyers and exhibitors during the Event through creation of an agenda of meetings between operators based on the automated crossing between specific supply and demand, align the services and goods offered by IEG with the current and potential demand and improve the shopping experience to ensure customer satisfaction, measure the results of specific promotions, take corrective actions directed to improve the company results (ex. reducing the risk of investing resources towards marginal thematic areas for the target) and the effectiveness of commercial processes (eg by ascertaining how many messages and promotional content sent by IEG to the interested party have been clicked and/or opened), limit the sending to data subject parties of promotional communications not relevant to their probable expectations and needs or via unwanted channels). The profiling uses the data provided by the same data subject at the time of registration or later (name and surname, company name to which the interested belongs, brand, residence or registered office, country of origin, landline and mobile phone, address e-mail, website, type of distribution - store, department store, concept store -, type of geographical market of origin and sale, economic or merchandising sector of activity, type of product / service, annual promotional / advertising budget, markets of interest) also by associating them with data relating to the same subject and acquired during navigation by the same on IEG websites or during the use of services provided by such sites (eg cookies) or through other communication channels (eg social media). Profiling does not imply the exclusion of those concerned from specific advantages or from the possibility of freely exercising their rights in relation to personal data processed by IEG; in particular, it does not prejudice the possibility for the data subject to participate in the Events and / or to use the ordinary services (eg online pre-registration, purchase of services) sold by IEG.

5. Market analysis as well as profiling and the sending, by IEG third party partners (e.g. Event organizers, exhibitors or other operators working within the Events), by email, sms, mms, interactive messaging functions, such as whatsapp, via mobile devices, fax, telephone call with operator, social network of commercial communications, advertising and goods/service sales offers inherent to these third party partners. For this purpose, the data will be communicated or transferred by IEG to these third parties, who will process the data in the role of autonomous Data Controllers or co-Controllers.

Legal basis for data processing and the Data Subject's obligatory or optional consent

Data processing for the purposes in sub-paragraph 1 is legally based on IEG's need to fulfil the obligations undertaken by means of the contract drawn up with the Data Subject (and to carry out all the functional actions required for a complete and correct execution of the commitments taken on) and/or the legal obligations connected to it. For this reason, this processing does not require the Data Subject's prior consent. The Data Subject is therefore free to withhold the data from IEG. However, in this case, IEG will not be able to carry out the services required by the Data Subject or referable to him/her (e.g. allow the Data Subject to take part in the Event concerned and provide the connected services, for example, the printed and/or digital catalogue of the events which will give his/her "brand" visibility to the Exhibitor's advantage) and/or will not be able to fulfil the legal obligations connected to the relationship.

Data processing for the purposes of sub-paragraph 2 is legally based on IEG's legitimate interests in organizing the Events appropriately, planning and managing all the reasonably useful activities to allow the Data Subject to take part in the Events efficiently and effectively and to manage relations with third party suppliers of goods and services that are functional and/or connected to the Events.

Only if the participation in the Events that, for particular security purposes of the premises and / or the goods exposed to the public, require the creation and delivery of an identification tag with the photograph of the interested party, this photo is collected and processed by IEG.

For these purposes IEG does not need to have the Data Subject's prior consent. The Data Subject is, in any case, free to withhold the data from IEG, in which case, it will not be able to take part in the Event.

During the events organized by IEG, generic videos and/or photographs may be taken by IEG and/or by photographers and/or video-makers authorized by IEG, to promote the Events on websites related to said events and on IEG's social profiles (e.g. twitter, facebook, whatsapp, youtube, vimeo, etc.), in brochures, catalogues and other printed promotional material. The photographs and videos published regard Events that, being trade show activities, must be intended as shows of a public nature and therefore bear no indication for which the explicit consent of the Data Subject is required.

Moreover, only on the necessary prior and specific written consent of the Data Subject (which constitutes the legal basis of data processing), obtained previously or on site, can photographs and videos (including voice) showing the face of the Data Subject be published for promotional purposes on IEG printed materials or electronic channels to be divulged to the public (for example, catalogues, brochures, flyers, websites, landing pages, blogs, social networks). In this case, the Data Subject can deny consent, thus making it impossible for the data to be processed for these specific purposes. In doing so, the Data Subject renounces any payment for the use of his/her image.

Afterwards, the Data Subject can ask, at any moment, for his/her face to be blacked out from the images processed by IEG, without prejudice to the lawfulness of data processing carried out by IEG or by authorized third parties up until the date of consent withdrawal and without prejudice to any divulgation of the images that is not within IEG's control.

Data processing for the purposes of sub-paragraphs 3, 4 and/or 5 only occurs on the Data Subject's prior written consent, which can be freely denied without prejudice to the right to take part in the Events and/or to obtain the services that the Data Subject requires from IEG. However, lack of or denied consent will prevent IEG from processing the data for the purposes outlined in sub-paragraph 3) (e.g. the email address or mobile phone number for sending promotional messages) or for third party partner processing purposes outlined in sub-paragraph 4 and to prevent from communicating the data to the third Partners for the autonomous treatment in the case sub 5.

Personal data communication and divulgation

For the purposes outlined in sub-paragraphs 1 and 2, the data may be communicated by IEG to: information technology management service and system maintenance suppliers, photographers and/or video-makers who produce video-audio materials or the relative post-production, journalists and newspapers, IEG website and database suppliers, contractors for services needed to organize and manage the Events (e.g. outfitters and equipment installers, printed and on-line catalogue editors, logistics, security, private surveillance, first aid, hostesses, etc.) and consultants, which will process the data as external Data Controllers.

For the purposes outlined in sub-paragraphs 3, 4 e 5, the data may be communicated to: companies appointed to carry out marketing analysis, advertising, communication and/or public relations, digital and printed publishing companies that produce IEG's advertising or promotional materials, website or blog creation companies, web marketing companies and other subjects appointed to devise and/or maintain promotional materials, information technology system management and maintenance companies, websites and databases used to organize and manage the Events.

These third parties will process the data in the role of external Data Controllers conforming to IEG's written instructions and under IEG surveillance.

For all the above purposes, the data may also be communicated by IEG to third party commercial partners with whom IEG shares Event creation and/or promotion activities. These third party partners will process the data in the role of autonomous Data Controllers or co-Controllers or External Controllers. In this later case, IEG will draw up a written agreement with the Partner to outline the respective data processing activities. A list of co-Controllers, autonomous Data Controllers and External Controllers is available on request (for the relative modalities, refer to the section on "Data Subject rights" in this information notice).

Transferring the data abroad

In the case of Events in the U.S.A. organized by IEG and/or at which IEG participates under its own initiative, data communication carried out



COMPANY DETAILS

Company Name

by IEG as described above may include third party receivers with premises in one or more US States. In this case, data transfer will be based on the following juridical grounds:

a) the bilateral "Privacy Shield" convention in force between the EU (European Union) and the U.S.A., which foresees companies and other organizations that import these data into the U.S.A. being obliged to apply a series of protection measures to safeguard the Data Subject's personal data as it is received or otherwise acquired and processed;

b) if the importer of data into the U.S.A. has not previously adhered to the Privacy Shield mechanism, in conformity with the rules outlined in the Privacy Shield itself, data transfer by IEG to the importer will only take place with adequate guarantees which particularly include the prior stipulation of a specific contractual agreement between the third party importer in the U.S.A. and IEG and according to which the third party receiver, for its own data processing activities, will endeavour, in regard to IEG, itself and its employees, to respect the privacy obligations that are substantially equivalent to those foreseen in the EU regulation, to which IEG is bound. The contractual clauses must therefore conform to the text adopted by the EU Commission (art. 46.1.c.GDPR).

It is pointed out as of now, that, only in the unlikely event that drawing up such a contractual data transfer agreement with the third party data importer in the U.S.A. is not possible or excessively costly, IEG, in its role as the Data Controller, will apply an exemption from the prohibition to transfer data outside the EU. Said exemption shall constitute the fact that data transfer to the USA is i) necessary for executing a contract drawn up between the Data Subject and the co-Controller of the processing, or rather, for executing pre-contractual terms adopted at the Data Subject's request; ii) necessary for concluding or executing a contract drawn up between the Data Controller and another physical or juridical person on behalf of the Data Subject (this other physical or juridical person is an IEG branch or partner with head offices in the U.S.A.). As an alternative to these exemptions, IEG reserves the right to ask the Data Subject for specific consent to transfer the data to the U.S.A.

**In the case of Events outside the EU in a country other than the U.S.A.** (eg Peoples' Republic of China, United Arab Emirates, Colombia, Hong Kong), organized or attended by IEG, data communication carried out by IEG as described above, may include third party receivers with premises in these countries. In this case, data transfer will be based by IEG to the importer will only take place with adequate guarantees which particularly include the prior stipulation of a specific contractual agreement between the third party importer and IEG and according to which the third party receiver, for its own data processing activities, will endeavour, in regard to IEG, itself and its employees, to respect the privacy obligations that are substantially equivalent to those foreseen in the EU regulation, to which IEG is bound. The contractual clauses must therefore conform to the text adopted by the EU Commission.

Only if drawing up such a contractual data transfer agreement with the third party data importer is not possible or excessively costly, IEG will apply an exemption from the prohibition to transfer data outside the EU. Said exemption shall constitute the fact that the data transfer to the non-EU country is i) necessary for executing a contract drawn up between the Data Subject and the co-Controller of the processing, or rather, for executing pre-contractual terms adopted at the Data Subject's request; ii) necessary for concluding or executing a contract drawn up between the Data Controller and another physical or juridical person on behalf of the Data Subject (this other physical or juridical person is an IEG branch or partner with head offices in a non-EU country). As an alternative to these exemptions, IEG reserves the right to ask the Data Subject for specific consent to transfer the data to another country outside the EU. The list of the subjects third recipients of the transfer (so-called importers of the data) it is available on the site [www.iegexpo.it/privacynformation](http://www.iegexpo.it/privacynformation)

**Data processing duration**

In the case of the purposes in sub-paragraph 1 and/or 2, as specified above, IEG processes the data for 10 years from the date on which contractual relations with the Data Subject terminated.

In the case of the purposes in sub-paragraph 3, as specified above, IEG processes the data for 10 years from the date on which contractual relations with the Data Subject terminated.

IEG processes the data for a period of 5 years from publication in the case of publishing and advertising (production, printing and dissemination of editorial and promotional material, either printed or via the internet, house organ, VOplus magazine, etc.).

IEG processes the data for a period of 60 days after the closure of the Show and then removes the names in the case of data processing at collection points at which visitors and exhibitors requested assistance, including insurance desks, Info points and First Aid areas.

Currently, IEG processes data for a period of 10 days (at the Vicenza Exhibition Centre) and 24 hours - with the exception of special circumstances relating to police or judicial inquires - (at the Rimini Exhibition Centre/Convention Centre) from their recording on: video-camera activation and controls and video-surveillance systems.

Company Legal Representative

For purposes linked to exhibitor promotion, IEG processes the data contained in the catalogue (printed and/or digital) for a period that includes a maximum of 2 issues of the catalogue.

IEG processes Show/Event certification data up until certification termination.

For the profiling purposes outlined in sub-paragraph 4, as specified above, the data are processed for 10 years from termination of contractual relations with the Data Subject, with the exception of: profiling data used for the "Business Matching" service carried out by IEG in relation to Events which are processed for three months from the closure of the individual Event to which they refer.

Data required for information technology security purposes (e.g. log-in registrations, failed logs and log-outs when accessing the reserved areas on IEG Event websites) are processed by IEG for a period of 1 year after collection in order to carry out security checks and to document the results. The recording of logs relating to events such as consulting IEG privacy information notices on-line or communicating the Data Subjects consent to IEG through the website or by email, are preserved by IEG for the amount of time considered useful for the relative Authorities or Data Subject to check them if they should ask to do so (6 years from their collection date).

In case of dispute between IEG (or IEG third party suppliers) and the Data Subject, the data will be processed for the entire time needed to exercise the Data Controller's protection rights or those of the third party suppliers, in other words, until a valid judgement between the parties has been issued or a settlement has been made. Once the above duration terminates, the personal data will be erased, destroyed or made anonymous by means of the appropriate security measures.

**Data Subject rights**

It is also hereby notified that the Data Subject will have the right to:

- ask the Data Controller for confirmation that personal data regarding him/her are or are not being processed and, if they are, obtain access to said personal data and the following information: a) the processing purposes; b) the personal data categories concerned; c) the receivers or categories of receivers to which the personal data have been or will be communicated, especially if the receivers are in third countries or are international organizations; d) when possible, the foreseen length of time that the personal data will be kept or, if not possible, the criteria used to determine said period; e) the existence of the Data Subject's right to ask the Data Controller to rectify or cancel the personal data or to limit personal data processing or to object to their processing; f) the right to submit a complaint to a Data Protection Authority; g) whenever the data were not collected directly from the Data Subject, all the information available regarding their origin; h) the existence of an automated decisional procedure, including profiling and, at least in this case, significant information on the logic used as well as the importance and consequences of this processing for the Data Subject;

- be informed of the existence of adequate guarantees regarding the transfer of data should the personal data be transferred to a third country or an international organization;

- ask for, and obtain without justified delay, the amendment of any imprecise data; taking the purposes of the processing into account, integration of any incomplete personal data, also by providing an additional declaration;

- ask for the data to be cancelled if a) the personal data are no longer necessary for the purposes for which they were collected or otherwise processed; b) the Data Subject revokes his/her consent on which the processing is based and there are no legal grounds for their processing; c) the Data Subject objects to the processing and there is no prevalent lawful reason for continuing to process them, or the Data Subject objects to the processing carried out for direct marketing purposes (including any profiling used for said direct marketing); d) the personal data were processed unlawfully; e) the personal data should have been cancelled in order to fulfil a legal obligation foreseen by European Union law or the law of the Member State to which the Data Controller is subject; f) the personal data were collected in relation to a service offer from the information company;

- ask for the processing to be limited when one of the following hypotheses occurs: a) the Data Subject questions the exactness of the personal data for the period of time needed for the Data Controller to check the exactness of said personal data; b) processing is unlawful and the Data Subject objects to personal data cancellation and asks instead for their use to be limited; c) although the Data Controller no longer needs the personal data for the purposes of processing, the Data Subject needs them for verification or for the exercising or defence of a right in court; d) the Data Subject objects to the processing for direct marketing purposes while waiting for the any prevailing lawful reasons for processing by the Data Controller to be checked;

- obtain, on request, communication from the Data Controller of the third party receivers to whom the personal data has been transmitted;

- withdraw, at any moment, consent to the processing of his/her personal data for one or more specific purposes in the understanding that doing so will not prejudice the lawful processing based on consent given prior to its withdrawal;

- receive, in a commonly-used structured format that can be read on automatic devices, the personal data that concerns him/her from the Data Controller and, if technically feasible, to have these data transmitted directly to another Data Controller with no hindrance from the Data Controller that provided them, should the following conditions (cumulative) arise: a) data processing is based on the consent of the Data Subject for one or more specific purposes, or on a contract of which the Data Subject is part and for which the data processing is necessary; and b) data processing is carried out with automated means (software) (including the right to so-called "portability"). Exercising the right to so-called portability is without prejudice to the right of cancellation foreseen above;

- the Data Subject has the right not to be subject to a decision based exclusively on automated processing, including profiling, which produces legal effects regarding him/her or that significantly and similarly affects his/her person;

- the Data Subject has the right, at any moment, to submit a complaint to the competent Data Protection Authority in accordance with the GDPR (the Authority in his/her place of residence or domicile).

**The Data Subject can exercise his/her rights by writing to the Data Controller Italian Exhibition Group S.p.A., Data Protection Officer, with registered premises in Via Emilia, 155 - 47921 Rimini (Italy) or to the e-mail address: [privacy@iegexpo.it](mailto:privacy@iegexpo.it)** A list of autonomous Data Controllers, co-Controllers and External Data Controllers can be requested.

For the purposes of guaranteeing that the GDPR and the laws applicable to the Data Subject's personal data and their processing are observed, IEG has nominated and appointed an independent third party subject for these activities (Data Protection Officer). IEG's Data Protection Officer as of 25<sup>th</sup> May 2018 is lawyer Luca De Muri, domiciled for the position at Italian Exhibition Group S.p.A.

CONSENT FOR THE PURPOSES OF PRIVACY

Having read the above information notice, I hereby give my consent to the processing of any photographs and/or videos/voices which purposefully portray my face for the promotional/information purposes outlined in point 2 of the information notice

I agree

I do not agree

as well as to data processing for the purposes of direct marketing (market research, commercial, promotional and advertising communications with offers of goods and services by ordinary post, telephone with operator, automated call systems, fax, email, sms, mms and other similar instruments) inherent to IEG activities (further purpose in point 3 in the information notification)

I agree

I do not agree

as well as to data processing for profiling purposes (purposes outlined in point 4 of the information notice)

I agree

I do not agree

as well as to data processing for the purposes of profiling, customer loyalty and direct marketing (market research, commercial, promotional and advertising communications with offers of goods and services by ordinary post, telephone with operator, automated call systems, fax, email, sms, mms) by third party partners, relating to their goods, services and/or activities, on IEG's prior communication and/or transfer of the data to said third parties (purpose 5 in the information notification).

I agree

I do not agree

Date: .....

(Stamp and signature) COMPANY NAME – The Legal Representative



*Plases select a choice for each statement*



**EXHIBITING RATES PER SQ.M – BARE AREA <sup>(1)</sup>**

	1 open side	2 open sides	3 open sides	4 open sides
<b>STANDARD RATE FROM 1 JULY 2018</b>	<b>€ 119,00</b>	<b>€ 134,00</b>	<b>€ 143,00</b>	<b>€ 151,00</b>

**TURNKEY STAND – FULL PACKAGE <sup>(2)</sup>**

	16 sqm/1 open side	16 sqm/2 open sides	32 sqm/ 1 open side	32sqm/ 2 open sides
<b>STANDARD RATE FROM 1 JULY 2018</b>	<b>€ 3.000</b>	<b>€ 3.200</b>	<b>€ 5.640</b>	<b>€ 6.040</b>

**Special package - CRAFT BREWERY <sup>(2)</sup>**

	8 sqm – 1 stand (4 x 2)	16 sqm -2 stand (4 x 2)
<b>STANDARD RATE FROM 1 JULY 2018</b>	<b>€ 1.600</b>	<b>€ 3.200</b>

(1) **Bare area** rate includes area only and apply only from 60 sqm up. Other items <sup>(3)</sup> can be added.

(2) **Turnkey rate** includes registration fee, fitting, furnishing, carpet, power supply (1 Kw each 16 sq.m until maximum 4 Kw).

**Other items <sup>(3)</sup>:**

<b>Registration fee (compulsory for each exhibitor)</b> together with the sale of exhibitor invitation tickets covers insurance, exhibitors' badges according to exhibit area, listing in the official catalogue, local publicity taxes, Wi-Fi connection	<b>€ 360.00</b>
Power Supply per Kw monophasic	<b>€ 43.50</b>
Water Supply each	<b>€ 169.50</b>
Catalogue entry represented company each	<b>€ 50.00</b>
Hosted companies fee (in case of more companies inside one booth)	<b>€ 1000.00</b>

VAT must be added to these figures, if due.

Further details and costs of participation are indicated in the General Rules and Regulations of Exhibition.

**ELECTRONIC TRADE VISITOR TICKETS SOLD TOGETHER WITH REGISTRATION FEE**

Each exhibitor has right to receive trade visitor tickets according to paid sq.m as follows:

Square meters	Up to 8 sq.m	More than 8 sq.m
<b>Trade Visitor Ticket (€1,5)</b>	<b>50 ( €75)</b>	<b>100 ( €150)</b>
Registration Fee	€ 285	€ 210



## TURNKEY STAND FORM

For more details:  
[www.beerattraction.com](http://www.beerattraction.com)

### TURNKEY STAND RESERVED TO CRAFT BREWERIES

#### Craft breweries 4x2 - 8 sqm



##### SET UP

Varnished wood walls h 290 cm  
 Orange carpet

- 1 storage room on the back
- 1 stoll
- 1 reception desk 100 x 40 x h100 cm
- 1 waste bin
- 1 coat hanger

##### ELECTRICAL SYSTEM

- 1 electrical board 220 V
- 1 multiple socket 220 V
- 2 lamps 300 W

Area includes 1 kw electrical supply (220 V) which is enough for a normal office use.

##### STANDARD GRAPHIC

1 Front panel with company name, black colour, support net size 180xh 40 cm

##### INCLUDED IN THE PRICE

- Bare area rent
- Registration fee
- Electronic invitation tickets for customers
- Wi-Fi
- Insurance
- Ehibitor's entry badge
- Parking

€ 1.600,00

#### Craft breweries 16 sqm - frontal



##### SET UP

Varnished wood walls h 290 cm  
 Orange carpet

- 1 storage room on the back
- 2 stolls
- 2 reception desk 100 x 40 x h100 cm
- 1 waste bin
- 1 coat hanger

##### ELECTRICAL SYSTEM

- 1 electrical board 220 V
- 2 multiple sockets 220 V
- 4 lamps 300 W

Area includes 1 kw electrical supply (220 V) which is enough for a normal office use.

##### STANDARD GRAPHIC

2 Front panels with company name, black colour, support net size 180xh 40 cm

##### INCLUDED IN THE PRICE

- Bare area rent
- Registration fee
- Electronic invitation tickets for customers
- Wi-Fi
- Insurance
- Ehibitor's entry badge
- Parking

€ 3.200,00

#### Craft breweries 16 sqm - corner



##### SET UP

Varnished wood walls h 290 cm  
 Orange carpet

- 1 storage room on the back
- 2 stolls
- 2 reception desk 100 x 40 x h100 cm
- 1 waste bin
- 1 coat hanger

##### ELECTRICAL SYSTEM

- 1 electrical board 220 V
- 2 multiple sockets 220 V
- 4 lamps 300 W

Area includes 1 kw electrical supply (220 V) which is enough for a normal office use.

##### STANDARD GRAPHIC

2 Front panels with company name, black colour, support net size 180xh 40 cm

##### INCLUDED IN THE PRICE

- Bare area rent
- Registration fee
- Electronic invitation tickets for customers
- Wi-Fi
- Insurance
- Ehibitor's entry badge
- Parking

€ 3.200,00

#### SUPPLY GENERAL CONDITIONS

The exhibitor is accountable for the hired material until the time of giving them back; he engages himself in covering every eventual burden deriving from the improper use of such material.

ITALIAN EXHIBITION GROUP SpA  
 Via Emilia, 156 - 47921 Rimini, Italy  
 Ph. +39 0541 794111 Fax +39 0541 794000

CF PWA 0010840408 Cap. Soc. €2214.897 Lt.  
 Reg. Imp. di Rimini 00136480900 - REA n. 204453







## TURNKEY STAND FORM

For more details:  
[www.beerattraction.com](http://www.beerattraction.com)

### BEER / 16 SQM

### BEER / 32 SQM



**1 OPEN FRONT  
 SIZE 4X4**

**2 OPEN FRONTS  
 SIZE 4X4**

**1 OPEN FRONT  
 SIZE 8X4**

**2 OPEN FRONTS  
 SIZE 8X4**

#### SET UP

Varnished wood walls h 290 cm  
 Orange carpet

- 1 storage room 100 x 100 cm
- 1 rectangular table 160 x 80 x h72 cm
- 3 white chairs
- 1 stool
- 1 reception desk 100 x 40 x h100 cm
- 1 waste bin
- 1 coat hanger

#### ELECTRICAL SYSTEM

- 1 electrical board 220 V
  - 1 multiple socket 220 V
  - 3 lamps
- Area includes 1 kw electrical supply (220 V) which is enough for a normal office use.

#### STANDARD GRAPHIC

- Black company name
- Support net size 180xh 40 cm

#### INCLUDED IN THE PRICE

- Bare area rent
- Registration fee
- Electronic invitation tickets for customers
- Wi-Fi
- Insurance
- Ehibitor's entry badge
- Parking

€ 3.000,00

€ 3.200,00

#### SET UP

Varnished wood walls h 290 cm  
 Orange carpet

- 1 storage room 200 x 100 cm
- 2 rectangular tables 160 x 80 x h72 cm
- 6 white chairs
- 2 stools
- 2 reception desks 100 x 40 x h100 cm
- 1 waste bin
- 1 coat hanger

#### ELECTRICAL SYSTEM

- 1 electrical board 220 V
  - 2 multiple sockets 220 V
  - 6 lamps
- Area includes 2 kw electrical supply (220 V) which is enough for a normal office use.

#### STANDARD GRAPHIC

- Black company name
- Support net size 180xh 40 cm

#### INCLUDED IN THE PRICE

- Bare area rent
- Registration fee
- Electronic invitation tickets for customers
- Wi-Fi
- Insurance
- Ehibitor's entry badge
- Parking

€ 5.640,00

€ 6.040,00

#### SUPPLY GENERAL CONDITIONS

The exhibitor is accountable for the hired material until the time of giving them back; he engages himself in covering every eventual burden deriving from the improper use of such material.

ITALIAN EXHIBITION GROUP SpA  
 Via Emilia, 155 - 47921 Rimini, Italy  
 P.I. +39 0541 764111 Fax +39 0541 744000

C.F. PWA 0012840433 Cap. Soc. 32.214.800 €  
 Reg. Imp. @ Rimini 02151440439 - REA n. 204453





BEERS & CRAFT BEERS | FOOD | BEVERAGE



# BeerAttraction

THE INTERNATIONAL TRADE FAIR FOR SPECIALTY BEERS,  
CRAFT BEERS AND FOODSERVICE

16 - 19  
FEBRUARY  
2019

RIMINI  
EXPO  
CENTRE  
ITALY

TOGETHER WITH



# FoodAttraction

FOOD FOR THE HORECA SECTOR  
AND NEW FOODSERVICE FORMATS



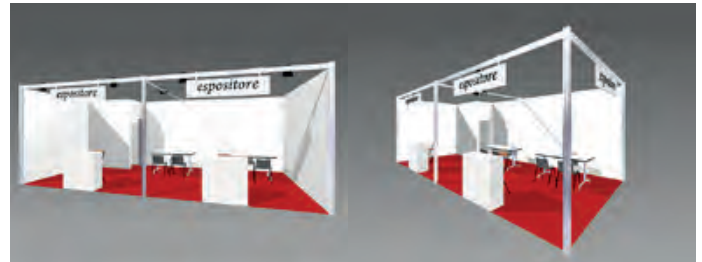
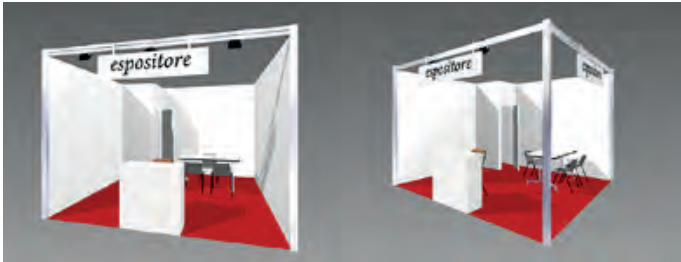
Food Attraction

## TURNKEY STAND FORM

For more details:  
[www.beerattraction.com](http://www.beerattraction.com)

### FOOD / 16 SQM

### FOOD / 32 SQM



**1 OPEN FRONT  
SIZE 4X4**

**2 OPEN FRONTS  
SIZE 4X4**

**1 OPEN FRONT  
SIZE 8X4**

**2 OPEN FRONTS  
SIZE 8X4**

#### SET UP

Varnished wood walls h 290 cm  
Grey carpet

1 storage room 100 x 100 cm  
1 rectangular table 160 x 80 x h72 cm  
3 white chairs  
1 stool  
1 reception desk 100 x 40 x h100 cm  
1 waste bin  
1 coat hanger

#### ELECTRICAL SYSTEM

1 electrical board 220 V  
1 multiple socket 220 V  
3 lamps

Area includes 1 kw electrical supply (220 V)  
which is enough for a normal office use.

#### STANDARD GRAPHIC

Black company name  
Support net size 180xh 40 cm

#### INCLUDED IN THE PRICE

Bare area rent  
Registration fee  
Electronic invitation tickets for customers  
Wi-Fi  
Insurance  
Ehibitor's entry badge  
Parking

€ 3.000,00

€ 3.200,00

#### SET UP

Varnished wood walls h 290 cm  
Grey carpet

1 storage room 200 x 100 cm  
2 rectangular tables 160 x 80 x h72 cm  
6 white chairs  
2 stools  
2 reception desks 100 x 40 x h100 cm  
1 waste bin  
1 coat hanger

#### ELECTRICAL SYSTEM

1 electrical board 220 V  
2 multiple sockets 220 V  
6 lamps

Area includes 2 kw electrical supply (220 V)  
which is enough for a normal office use.

#### STANDARD GRAPHIC

Black company name  
Support net size 180xh 40 cm

#### INCLUDED IN THE PRICE

Bare area rent  
Registration fee  
Electronic invitation tickets for customers  
Wi-Fi  
Insurance  
Ehibitor's entry badge  
Parking

€ 5.640,00

€ 6.040,00

### SUPPLY GENERAL CONDITIONS

The exhibitor is accountable for the hired material until the time of giving them back; he engages himself in covering every eventual burden deriving from the improper use of such material.

ITALIAN EXHIBITION GROUP SpA  
Via Emilia, 135 - 47921 Rimini, Italy  
Ph. +39 0541 794111 Fax +39 0541 794000

CF PWA 0019340408 Cap. Soc. 92214,897 Lt.  
Reg. Imp. 6/Beer/0019340408 - REA n. 204953



## PROMOTIONAL TOOLS AND OPPORTUNITIES FOR VISIBILITY

Dear Company,

we have pleasure in drawing your attention to some advertising opportunities to gain more visibility towards potential buyers and encourage visitors presence to your booth.

DESCRIPTION	PRICE LIST
<b>4-COLOUR COMPANY LOGO ON VISITOR EXPO MAP</b> (30,000 copies printed)	<b>€ 1,000</b>
<b>OFFICIAL CATALOGUE</b> – 3,000 copies printed <b>4 colors Company Logo in the “Exhibitors list” section</b> <b>Full color page</b>	<b>€ 350</b> <b>€ 1.000</b>
<b>WEB SITE BANNER (all year) – WWW.BEERATTRACTION.IT</b> <b>“Info for visitors” section</b>	<b>€ 500</b>

## LARGE ADVERTISING SPACES AT THE EXPO CENTRE

DESCRIPTION	PRICE LIST
<b>SWAN STRUCTURE 2-SIDED BILLBOARD</b> (two-sided support for 1x1.40 mt. billboard inside the Expo Centre)	<b>€ 700</b>
<b>EXTERNAL ENTRANCE BANNERS</b> (single-sided banner m1 x 1,70 )	<b>€ 3.500</b>
<b>HALLS – FOYER WINDOWS PANELS</b> (window branding adhesive panel cm.258 x 114 each)	<b>€ 1.500</b>

Italian VAT must be added to these figures, if due

The above solutions are just part of a broader range of offers that can be found at

**<https://en.beerattraction.it/exhibit/promote-your-company/before-during-and-afterwards>**

BEERATTRACTION Team is available to examine any other requests not listed in the sales brochure and design new solutions tailored to your visibility needs.

For further information please contact: see info square in the next page



## IMPORTANT DEADLINES

<b>BOOKING SPACE AND TECHNICAL DATES</b>	<b>REGISTRATION PROCEDURE</b>	Fill in and send the application form to mail <a href="mailto:expo@iegexpo.it">expo@iegexpo.it</a> in pdf format. Pay deposit in order to get benefits as indicated in the application form. Beer Attraction team will contact you with a customized proposal.	
	<b>EARLY BIRD DEADLINE</b>	<b>30 JUNE 2018 - DEADLINE EARLY BIRD RATES</b>	A deposit must be paid within this date in order to take advantage of reduced rates
	<b>AREA ALLOCATION</b>	<b>1 JULY 2018</b>	start of exhibiting areas allocation. The "exhibiting proposal" is considered confirmed by the exhibitor at the payment of deposit as indicated in the Application Form.
	<b>PARTICIPATION CONFIRM</b>	<b>Exhibiting proposal, signed for acceptance, must be sent via email to <a href="mailto:expo@iegexpo.it">expo@iegexpo.it</a> in pdf format.</b> <b>Deposit (only in case not yet paid) must be paid for the sum and to the bank account as indicated in the same proposal.</b> NOTE: deposit payment made after the exhibiting proposal signature does not give any right to the benefits	
	<b>BALANCE DEADLINE</b>	<b>15 NOVEMBER 2018</b>	Deadline for <b>total balance payment</b> related to the exhibiting area allocated (Chap. II Part 1 Art.3). Note: after that date any client who will sign a proposal has to pay the balance immediately
	<b>BOOTH PROJECT APPROVAL</b>	<b>30 NOVEMBER 2018</b>	<b>BARE AREAS:</b> Cut-off date for the <b>presentation of stand fitting &amp; layout design</b> to upload in the section "stand projects" in the reserved area <b>TURNKEY AREAS:</b> cut off date to complete service form AB "details form for turnkey stands" in the reserved area
	<b>SERVICES ORDERING</b>	<b>21 JANUARY 2019</b>	Cut-off date for the presentation of the forms for ordering services (See online reserved area on the website)

<b>WITHDRAWAL RULES</b>	<b>Up to 5 September 2018</b>	if the written cancellation reaches the Organizer no later than <b>5<sup>th</sup> September 2018</b> , the penalty will be equal to an amount corresponding to the registration fee
	<b>From 6 September 2018</b>	if the written cancellation reaches the Organizer from <b>6<sup>th</sup> September 2018</b> , the penalty will be equal to an amount corresponding to the deposit as determined in the signed exhibiting proposal
	<b>From 15 November 2018</b>	if the written cancellation reaches the Organizer from the date of <b>15<sup>th</sup> November 2018</b> , penalty will be equal to an amount corresponding to the entire balance due as determined in the signed exhibiting proposal (Chap. I Art 5 of Gen. Rules & Regulations).

### FOR FURTHER INFORMATION:

	SETTORE	TEAM	PHONE (+39)	E-MAIL
Info for exhibitors, <b>exhibiting space sale, advertising</b> spaces in exhibition pavillons, web advertising, catalogue advertising sale	Sales Account International	Ihsan Ben Sellam	0541 744 447	ihsan.bensellam@iegexpo.it
<b>Technical assistance:</b> online reserved area services request (e-commerce)	Technical services office	Barbara Gobbi Debora Galletti Sabrina Bellini	0541 744 216 0541 744 214 0541 744 640	barbara.gobbi@iegexpo.it debora.galletti@iegexpo.it sabrina.bellini@iegexpo.it
<b>Technical assistance:</b> logistics and planning fitting days, dismanteling days, access procedure, stand projects approval	GALS office (logistic, fitting and security)	Andrea Silvagni Roberta Sarti	0541 744 887 0541 744 241	andrea.silvagni@iegexpo.it roberta.sarti@iegexpo.it
<b>Accounting services:</b> deposit payment, balance, invoices, request of invoices	Accounting department	Marilena Ventura Evis Boshku	0541 744 611 0541 744 219	marilena.ventura@iegexpo.it evis.boshku@iegexpo.it
<b>Forms</b> and catalogue assistance	Back Office	Isabella Fabbri Simona Di Bartolo Gemma Chiarabini Margherita Morigi	0541 744 624 0541 744 208 0541 744 259 0541 744 292	isabella.fabbri@iegexpo.it simona.dibartolo@iegexpo.it gemma.chiarabini@iegexpo.it margherita.morigi@iegexpo.it

## WARNING! IMPORTANT INFORMATION FOR EXHIBITORS

International Fairs Directory

For some time now, **International Fairs Directory**, a company registered with branches in other countries, has been sending forms to exhibitor firms asking for any modifications to their company data for publication of advertisements in the Expo-Guide magazine.  
On completing and signing the forms, containing the names of Italian exhibition grounds and event trademarks, the firm is then obliged to pay a sum per year.  
The above-mentioned company **has NOT and has NEVER BEEN AUTHORISED** to use the name Italian Exhibition Group SpA or our event trademarks. If you should receive forms or proposals from International Fairs Directory, we strongly recommend that you read the terms VERY CAREFULLY before signing.

# BEERATTRACTION 2019

## GENERAL RULES & REGULATIONS OF PARTICIPATION

### CHAPTER I

#### METHODS OF PARTICIPATION

[Art. 1 - ORGANIZERS – LOCATION AND DATE](#)

[Art.2 – PARTICIPATION PROCEDURE](#)

[Art. 3 – EXCLUSION FROM THE EXHIBITION](#)

[Art. 4 - EXHIBITING SPACE](#)

[Art. 5 - TRANSFER- REVOCATION - REDUCTION - WITHDRAWAL](#)

### CHAPTER II

#### TERMS AND CONDITIONS OF PARTICIPATION

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[Art. 2 - RATES](#)

[Art. 3 - TERMS AND METHOD OF PAYMENT](#)

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[Art. 5 - EXHIBITION CANCELLATION - SUSPENSION](#)

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[Art. 2 - STAND OCCUPATION – STAND FITTING](#)

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# GENERAL RULES & REGULATIONS OF PARTICIPATION BEER ATTRACTION 2019

## CHAPTER I – METHODS OF PARTICIPATION

### Art. 1. - ORGANIZERS - LOCATION AND DATE

Italian Exhibition Group S.p.A., Via Emilia 155, 47921 Rimini. Share Capital: € 52.214.097 (fully paid up), VAT Code 00139440408, Rimini Companies Register no. 00139440408, hereinafter also called "Organizer", organises in Rimini Expo Centre "BEER ATTRACTION 2019", hereinafter "the Exhibition", scheduled from 16 February to 19 February 2019.

### Art. 2 - PARTICIPATION PROCEDURE

#### 2.1 APPLICATION FOR PARTICIPATION - rules for the contracting parties

Companies that intend participating in the expo must apply by sending the following documentation (in pdf format) via e-mail to [expo@iegexpo.it](mailto:expo@iegexpo.it):

- 1- an application form (which can be downloaded from the expo's Web site), correctly completed and appropriately undersigned in every part, with company stamp and signature of the legal representative, as well as these expo Rules and Regulations.
- 2- receipt of payment of the deposit + VAT (if indicated in the application form). This payment is optional for the contracting party and, in the event of being paid within the limits indicated in the participation request, gives the right to the benefits indicated in the form "Exhibiting Space Area Form" of the Application Form. If paid, this deposit will be reimbursed in the event of non-acceptance of the participation application by the Organizer or in the event of the contracting party not signing the proposal of participation.

The Organizer reserves the right to relegate incomplete forms to a waiting list.

Applications will be examined for as long as exhibit space is available.

The Organizer reserves the right to not accept further special requests entered by the contracting party in the "Notes" section.

The Organizer reserves the right to reject applications if there are outstanding administration issues.

With the indication of a different billing name on the invoices/fiscal documents, the contracting party/ declares to Italian Exhibition Group Spa that he/she will assess the proposal of participation that will be sent to him/her, in the interest of the person in whose name the invoice/fiscal document is issued, and by whom he/she has been commissioned.

In the event of any dispute on behalf of the person in whose name the invoice is issued, the contracting party/participant undertakes to settle any outstanding matters with Italian Exhibition Group SpA directly and personally.

#### 2.2 PARTICIPATION PROPOSAL

##### a) rules for participants

Applicants will be informed they have been accepted to participate and notified of the allocated exhibition space via the document entitled "proposta di partecipazione" or "participation proposal."

The participation proposal once filled in, signed and returned by the date indicated therein constitutes official participation contract.

It must be noted that, when sending the proposal for participation, it is necessary to also arrange payment of the deposit, unless already paid within the limits indicated in the participation application. In this case, the deposit does give any right to the benefits indicated in the "Exhibiting Space Area Form" of the application for participation.

With the indication of a different billing name on the invoices/fiscal documents, the participant declares to Italian Exhibition Group Spa that will participate in the expo, in the interest of the person in whose name the invoice/fiscal document is issued, and by whom he/she has been commissioned.

In the event of any dispute on behalf of the person in whose name the invoice is issued, the contracting party/participant undertakes to settle any outstanding matters with Italian Exhibition Group SpA directly and personally

##### B) rules for contracting parties receiving space in lieu of payment (contra deals):

contracting parties have to:

- 1 - send via e-mail to [expo@iegexpo.it](mailto:expo@iegexpo.it) the appropriate form received from the Organizer, correctly completed and undersigned throughout, with the company stamp and the signature of the Legal Representative, as well as these Rules and Regulations;
- 2 - invoice for receipt of space in lieu of payment, pursuant to the agreements with the Event Manager, made out to Italian Exhibition Group S.p.A., registered offices Via Emilia 155, 47921

The Organizer reserves the right to reject applications if there are outstanding administration issues.

### ART.3 - EXCLUSION FROM THE EXHIBITION

A) The Organizer reserves the right to not accept the application request, in the following cases:

- 1 - the presentation of an application form that is not correctly completed and appropriately undersigned in every part, with company stamp and signature of the legal representative.
- 2 - contracting party's rejection of the pre-arranged exhibiting rates and formats as indicated in Chapter II Part 1 art. 2
- 3 - the Organizer also reserves the right to not accept the application request for exhibition organization reasons
- 4 - in the event of non-compliance or ineffective fulfilment, even if partial, of the behaviour obligations and duties expressed in the code of ethics as per Chap. II Part 4 art. 8.

In the above-mentioned cases 1, 2, 3 and 4 the company will be refunded any deposit paid.

B) The contracting parties agree that the Organizer reserves the right to withdraw the signed proposal of participation if:

- 1 - it has not been sent to the Organizer within the deadline foreseen by the application for participation;
- 2 - the company has not paid the necessary deposit within the limits foreseen by the application for participation or when sending the undersigned proposal;
- 3 - the Organizer also reserves the right to not accept the signed proposal due to organization reasons.

In the event of case at point 1 and 3, the company will be refunded any deposit made for application, without any other sum being due for withdrawal.

C) The contracting parties agree that the Organizer will have the right to annul the undersigned proposal of participation, with a written communication to the Participant, in the event of non-compliance with or ineffective fulfilment (even if partial) on behalf

of the himself Participant of the behaviour obligations and duties expressed in the aforementioned code of ethics, as per Chap. II Part 4 art. 8. Such non-compliance will result for the participant in the contract being terminated ipso iure, as it constitutes a serious breach of contract, as per art. 1456 of Italian Civil Law.

D) In the event of failure to pay the balance within the limits indicated in Chapter II Part 1 art.3, the Organizer reserves the right to forbid the Participant or any stand fitters commissioned by the Participant to set up and fit out the stand.

D) It is specified that, in the case of outstanding administrative matters, even those also due to previous dealings with the Italian Exhibition Group, or in the case in which it is seen that the company is in a clear state of insolvency, the Organizer reserves the following rights:

- 1 - non-acceptance of the application form,
- 2 - later non-acceptance of the undersigned participation proposal,
- 3 - non-acceptance of application by participants with contra-deal arrangements,
- 4 - forbidding the Participant or any stand fitters commissioned by the Participant to set up and fit out the stand.

No compensation will be due the company for any reason and the Organizer will have the right to retain any sum already paid for participation in the expo as partial or complete compensation for the previous outstanding debts.

In all the aforementioned cases, the Organizer will take steps to give adequate written communication.

### Art. 4 - EXHIBITING SPACE

#### A) Exhibition layout

Exhibition layout is at the final discretion of the Organizer, including space that may be arranged in other areas of the exhibition centre.

For expo layout requirements, the Organizer has the right, according to its undisputable judgement, to modify/reduce the standard width of passageways in some halls and some areas in the halls without compromising their safety and visitor circulation and without Participants being able to raise any objection regarding the matter.

#### B) stand allocation

Exhibition space allocation is decided by the Organizer, taking into consideration the overall interests of the Exhibition, the order in which application are received, the area requested and, wherever possible, preferences expressed by the contracting party.

It should also be noted that the plan attached to the participation proposal is to be considered provisional since the neighbouring areas and stands are subject to change.

#### C) modification, reduction, replacement of space

Even in the case of proposal acceptance by the participant, the Organizer nevertheless reserves the right to move, vary or modify the area allocated, in the interest of the show and its assured success.

The number of open stand sides may be modified if required by the Exhibition layout. The Organizer reserves the right, to be exercised at its sole discretion at any time and therefore even during the event, if its layout is modified, or for other reasons, both to change or to reduce any space already allocated or to replace it with another, even in a different area.

In the event of any of these cases arising, participants will only have the right to the possible refund of a sum corresponding to the difference between what has already been paid as a participation fee and the effective cost of the area allocated to them..

### Art. 5 – TRANSFER- ANNULMENT – REDUCTION – WITHDRAWAL

1- Stands or parts thereof may not be sublet or allocated, even free of charge, without prior authorisation from the Organizer.

2 - Any Contracting party who, after having submitted an application for participation, intends withdrawing it must inform the Organizer rapidly, in writing. In this case, any deposit paid will be reimbursed.

3 - Participants who request a reduction in the space allocated in the participation proposal, must promptly inform the Organizer in writing, stating the reasons for these changes.

In this case, the Organizer reserves the right to not accept the request or to accept it and:

- a) reduce the area, maintaining the allocated position and considering the excess space free to be rented;
- b) allocate a new space compatible with the expo layout, considering the space previously involved in the contract free to be rented.

In the above cases, the sum to be paid will be recalculated according to the new area and position allocated.

4 - Participants who, after having undersigned the proposal for participation, want to cancel participation in the exhibition, must promptly inform the Organizer, always in writing, stating the reasons for these changes.

Cancellation of participation entails the payment of specific penalties (without prejudice to further damages) as follows:

- a) If the written cancellation reaches the Organizer no later than September 5th 2018, the penalty will be equal to an amount corresponding to the registration fee of €360.00+ VAT.
- b) If the written cancellation reaches the Organizer after September 5th 2018 and no later than November 15th 2018, the penalty will be equal to an amount corresponding to the deposit as determined in the signed exhibiting proposal.

The amount of the penalties established above at letters a) and b) will be retained from deposit paid, specifying that in the event of that being insufficient or not paid at all, the difference or the entire amount due must be paid within 30 days of the date of written cancellation of participation.

Any sum remaining from deposits paid will be repaid by the Organizer.

c) Moreover, if the cancellation reaches the Organizer from the date of November 15th 2018, penalty will be equal to an amount corresponding to the entire balance due as determined in the signed exhibiting proposal.

d) In the event of participation proposals being signed for acceptance starting from the date November 15th 2018, any possible cancellation will involve a penalty equal to the entire amount due as determined in the signed proposal.

The above mentioned sums at letters c) and d) due as penalty must be paid at the time of receiving the relative invoice.

5 - In the event of cancellation, participants receiving space in lieu of payment will be subject to the conditions agreed to in the relative contract.

# GENERAL RULES & REGULATIONS OF PARTICIPATION BEERATTRACTION 2019

## CHAPTER II – TERMS AND CONDITIONS OF PARTICIPATION

### Part 1

#### ART. 1 CATEGORIES OF EXHIBITORS ALLOWED TO PARTICIPATE

Participants must be:

a) companies exhibiting products and services they manufacture/produce themselves or their agents; exclusive Italian agents, retailers for foreign companies.

b) trade associations, financial organisations and bodies whose institutional role is promotion, research and increasing awareness for this specific sector and its services.

With regard to letters A) and B), it is specified that:

- 1 - Participants are obliged to exhibit and market only and exclusively new products, machinery and equipment, i.e. not previously used for commercial purposes by other owners/managers/venues.
- 2 - Every product, machine and service shown during exhibition - property of exhibiting companies or those by them represented or hosted - must be conform to the BEER ATTRACTION trade sectors list available here: [http://my.beerattraction.it/upload\\_janus/modulistica/BEE/catalogoeng.pdf](http://my.beerattraction.it/upload_janus/modulistica/BEE/catalogoeng.pdf)
- 3 - Representatives are obliged to indicate in the catalogue entry the list of companies they represent and whose products they intend exhibiting. The Organizer reserves the right at any time to request the registered agency agreement or documentation proving this type of relationship;
- 4 - Companies can request to host other companies on their stands by stating this compulsorily using the co-Participant application form. Organizer reserves the right to authorize this or not.

In the event of Organizer's staff ascertaining any infringement of obligation at points 1, 2, 3 and 4 Organizer reserves the right to start proceedings to seek compensation for the damages.

Any and all responsibility consequent to this, in relation to companies that are guests and/or part of groups, is to be intended as totally borne by the host company and/or the body organizing the group

#### Art. 2 - RATES

Exhibition areas are all easy to see and access.

Exhibit spaces with an area of 16 sq.m. or less are sold complete with stand fittings; therefore all companies requesting an exhibit area of 16 square metres or less must take a pre-fitted stand package (shell scheme) provided by the Organizer, as indicated in the application form.

The participation fee for indoor areas in the Expo Centre Hall for the entire event is as follows:

8 sq.m turnkey area format "craft brewery" € 1.600,00 – exclusively reserved to "craft brewery" only;

16 sq.m turnkey package 1 open front € 3.000,00;

16 sq.m turnkey package 2 open fronts € 3.200,00.

The turnkey package may be customized as per service form AB (accessible in the site's reserved area only after signing the proposal), Participants must complete it within the date specified on the form. Should the form not arrive in time, the Organizer automatically supplies a standard package as indicated in the AB service form; in that case Participants have no right to claim compensation or refunds.

The participation fee for indoor floor space with an area of more than 16 sq.m, in the Expo Centre halls for the entire event is as follows:

€ 119.00/ sq.m - stand with 1 open side

€ 134.00/ sq.m - stand with 2 open sides

€ 143.00/ sq.m. - stand with 3 open sides

€ 15.00/ sq.m. - stand with 4 open sides.

Aisle space occupied (subject to authorisation by Rimini Expo Centre Operations Department) by carpeting or overhead linking structures will be invoiced at 50% of the official rate.

The second level of two-storey stands (subject to authorisation by Rimini Expo Centre Operations Department) will be invoiced at 50% of the area fee.

Participants must pay a registration fee (which includes: insurance as specified in Chap. II Part 4 Art. 1, Participants badges in line with the space purchased, inclusion in paper and online catalogues, local advertising tax, car park permits according to booth dimensions, wi-fi connection) which is sold at the same time as electronic invitation tickets for customers.

The following options are available:

- up to 16 sq.m registration fee €285 + 50 invitation tickets at €1,50 each; total amount €360.00;

- over 16 sq.m registration fee €210 + 100 invitation tickets at €1,50 each; total amount €360.00.

Further guest invitations are available to Participant on request with prices and mail-out procedure shown on order form "U", visible in the section Services of restricted area website.

Participants who, subject to the Organizer's authorization, host other companies on their stands are required to pay the sum of €1,000.00 + VAT, as well as the registration fee, for each company hosted.

Moreover, a hospitality fee and a registration fee will be charged to Participants who host companies not declared in the co-Participants application form on their stand without authorisation from the Organizer.

Advertising signage on stands positioned at a height of over 3 metres from floor level is subject to payment of a "high visibility" charge of €31.50 per square metre (where sq.m. is calculated as the area of the advertising signage).

Other exhibiting formats and services with relative costs are indicated in the application for participation forms "Exhibiting Rates Form" and "Advertising Rates Form").

Aforesaid costs do not include VAT.

#### Art. 3 - TERMS AND METHOD OF PAYMENT

##### A) Payment of exhibit area

Payment of the deposit and the remainder of the sum indicated on the countersigned proposal of participation must be made via:

bank transfer, made out to: Italian Exhibition Group S.p.A.,

Bank: BANCA NAZIONALE DEL LAVORO

Address: Via delle Torri n. 26 - 47121 Forlì - ITALY

Code IBAN: IT53 T 01005 24200 000000016561

Code BIC /SWIFT: BNLIITRR

indicating the reason for payment as "ANTICIPO/SALDO (deposit/balance) BEERATTRACTION 2019" along with the Participant's trading name.

When this deposit is received, an invoice will be issued for the amount paid.

The balance must be settled, by bank transfer, no later than **NOVEMBER 15<sup>th</sup> 2018**. Failure to pay the balance results in the provisions foreseen in Chapter I Art. 3 letter D).

##### B) payment of technical services

Any technical services included in the participation proposal must be paid in the same way as the stand (deposit followed by balance settlement).

Outstanding amounts for additional services, including any advertising previously agreed with the Organizer, requested after confirmation of participation, and any other expenses that may have been anticipated by the Organizer on behalf of Participants, must be settled: by online payment with credit card in the section "administrative services" in the Reserved Area, by bank transfer (for bank account see letter a) or at the cash desk in the Exhibition Centre during exhibition hours.

In case of any outstanding balance for services requested by participants represented and/or hosted on other Participants' stand, the Organizer holds the Participant renting the stand responsible for settling them. The relevant payments are to be made in the same way and by the same deadline as specified above.

#### Art. 4 - OFFICIAL CATALOGUE AND EXHIBITION MAP

Without accepting liability or making a commitment of any kind, the Organizer prints an official catalogue and provides one free copy to each participant, using the information provided in the catalogue entry form, which must be received no later than **9<sup>th</sup> January 2019**.

This form is sent after the participation proposal is duly signed. Please note that if the catalogue entry form is not received, it can be downloaded from the event's Web site. The information provided in the catalogue entry form will also be used to indicate Participants on the event map.

If the Organizer does not receive the catalogue entry form from the Participant by the indicated date, it will publish the information already in its possession, including the names of possible represented enterprises indicated by the Participant on forms sent in previous years, and it will automatically charge to Participant the sum of €50.00 + Vat each.

In this case, the Participant accepts all liability for any damages, also regarding possible enterprises no longer represented in the current event if these have changed and the Organizer has not been notified in good time as indicated herein.

Participants accept responsibility for the information declared in the application form and catalogue entry form, exempting Italian Exhibition Group S.p.A. from any liability for false declarations.

Any other technical or promotional indications may be included by Participants on request and will be invoiced.

In particular, official catalogue entries of the name and products of possible represented companies present at the Exhibition on the stand allocated to their representatives, will be included at a cost of € 50.00 + Vat per name included.

The exhibition catalogue is the Organizer's only official publication.

Any other promotional publication, excepting official Organizer's publications, is the initiative of unauthorised private individuals.

#### Art. 5 - EXHIBITION CANCELLATION - SUSPENSION

If for any reason, including force majeure, the Exhibition cannot be held, participation confirmations are considered automatically annulled and Management will reimburse participants the fees paid for exhibit area rental.

If, on the other hand, the Exhibition is suspended after the opening;

a) due to force majeure, no reimbursement is due to participants;

b) for any other reason, the Organizer will reimburse participants the proportion of the rental fee calculated against the remaining event time.

In neither case is Italian Exhibition Group S.p.A. obliged to pay participants compensation of any type.

# GENERAL RULES & REGULATIONS OF PARTICIPATION BEERATTRACTION 2019

## CHAPTER II – TERMS AND CONDITIONS OF PARTICIPATION PART 2

### Art. 1 - STAND PLAN

1.1 Stand plans must match the following requirements:

#### A) Fitting

Every company participating in the exhibition must occupy the area allocated with a stand whose technical and aesthetic characteristics are consistent with the event's overall image, and which must include carpeted flooring for the stand.

Participants must always set up, equip and maintain their stands in a manner that does not prejudice the appearance or visibility of nearby stands, or cause any damage to other participants.

Stands must not exceed the allocated areas, indicated by paint or chalk lines.

Since exhibition areas do not have partitions, every Participant must install partitions at their own expense to separate their stand from neighbouring participants.

In large exhibition areas that include passageways, indicated on the hall floor plan, no stand fittings may obstruct these aisles.

Island stands (with four open sides) and peninsula stands (three open sides), must limit the use of perimeter partitions.

Construction of two-storey stands is possible on condition that the second storey has an area of no more than 100 sq.m. and height doesn't exceed the limits indicated in letter C) point 1, 2, 3 and 4.

All double-sided graphics must be positioned at a minimum distance of 2 metres from boundaries with adjacent stands.

The stand must also show the name of the participating company.

#### B) Non-standard fittings

In case of non-standard type standfitting, Participants must send Rimini Expo Centre Operations Department Stand fitters' Statement of Correct Assembly and a Structural Adequacy Certificate.

All fittings featuring specific characteristics as per chapter 2 FITTINGS at paragraph "Definition of type of stand fittings and approval procedure" of Rimini Expo Centre Technical Rules and Regulations always available on [http://en.my.beerattraction.it/upload\\_janus/modulistica/BEE/regolamento\\_teceng.pdf](http://en.my.beerattraction.it/upload_janus/modulistica/BEE/regolamento_teceng.pdf) are considered "non-standard".

#### C) Height

Maximum permitted height is:

- 1- Front row stands (on poolside, or the in case of twin halls, facing and including the central hall): maximum height 5 metres.
- 2- Second row stands (between the second and the third safety exits): maximum height 6 metres.
- 3- third row stands (after the third safety exit): maximum height 6.5 metres.
- 4- Maximum height of 6 metres for stands that alone entirely occupy one of the following halls: A7C7, A5C5, B7D7, B5D5. In case of two or more stands, the maximum height remains 5 m.

Graphic elements and suspended structures must be assembled on the floor and raised to the appropriate height with motorized or manual lifting devices; same height restrictions as above.

As an exception to the contents of paragraphs 1, 2, 3 and 4 above, exhibited machinery is not subject to these height restrictions.

#### 1.2 STAND DESIGN APPROVAL

All stand plans must be approved by the Operations Department and submitted no later than 30 November 2018. (11/30/2018).

Rimini Expo Centre Operations Department reserves the right to consent, at his own judgement, two-storey stand plans exceeding height and surface indicated in previous paragraph only if the firm has complied with safety rules as per Interministerial Public Health- Job Decree of July 22nd 2014

Rimini Expo Centre Operations Department reserves the right to consent, at his own judgement, stand plans featuring size and technical traits different from rules and limits exposed at letters A) B) and C) on condition that they do not prejudice the appearance or visibility of nearby stands.

If a participant does not present any stand plan or does not set up its space as per conditions expressed at letters A) B) and C), it will be obliged to purchase a pre-assembled stand arranged by the Organizer itself

In the event of Participants being in default of any of the above, The Organizer reserves the right to refuse participation in the event and claim, by way of damages, payment for the full amount for the exhibition area.

Rimini Expo Centre Operations Department reserves the right to insist upon modification or removal of standfitting performed without prior approval or not compliant with the approved plan.

Participants are liable for all installation and standfitting and they expressly release Italian Exhibition Group S.p.A. of all obligations for any damage caused to themselves or others by installation errors attributable to incorrect calculations or imperfect construction.

For all non-standard standfitting, it is compulsory to submit the technical documentation required by the Expo Centre's Technical Regulations for each specific case. Generally speaking, this is a technical design report, submitted within and no later than 5 days before the start of set-up and standfitting work and a structural adequacy certificate, signed and stamped by an authorized technician (architect/engineer, member of the appropriate association), the original of which must be consigned within and no later than 24 hours before the start of the exhibition.

If a Participant has not submitted the aforementioned documents within the set time, or has sent incomplete or inadequate certification, the expo centre's Operations Department will proceed directly, with staff commissioned by the Department, and the cost of certification, including any applicable surcharge, will be charged to the Participant in whose name the stand has been rented.

### Art. 2 – QUARTER ACCESS -STAND OCCUPATION - STANDFITTING

In addition to the indications of the Consolidated Act of Public Safety Laws (TULPS), for further security, access to the expo centre is forbidden to any person in possession of offensive weapons (art. 30 TULPS), as well as any person in possession of toy weapons, stunning devices, explosive and incendiary substances/devices and toxic chemical substances. Exceptions may be granted at the sole discretion of the expo centre Management.

It must be remembered that, in the event of failure to pay the remainder, i.e. in the case foreseen by Chapter I Art. 3 letters D) and E), Organizer has the right to not

permit stand set-up and fitting to either the participating company or any stand fitter appointed by it.

In that case the Organizer, as well as withholding any deposit already paid, and claiming the entire sum agreed on for participation, as indicated in the countersigned proposal of participation, will consider the exhibit area free and it may be allocated to others.

Six months before the exhibition, the stand set-up and fitting work timetable will be available on the official website at page <http://en.beerattraction.it/exhibitors/dates-and-stand-fitting-times>; Italian Exhibition Group reserves the right to change or modify hours or days due to technical reasons, modifications will be promptly communicated at the same URL.

On the day prior to the inauguration, stand fitters cannot access the expo halls; access will only be allowed to Participants, who will only be able to carry out the final work of positioning samples on display.

Any remaining work or modification after evening closing may only be carried out before morning opening, following Rimini Expo Centre Operations Department authorisation and with a special security service charged to the Participant (to be ordered in the reserved area).

Requests for this service must be received by SATE (Exhibitor Technical Assistance Service) no later than noon on the day the authorisation is required. Extensions of working hours on the last installation day must be approved by the Operations Department and will only be granted in exceptional cases. The costs of these services are specified in the "services" section in the reserved area.

Participants who need more fitting days may request them in the reserved area (the service is available on payment).

The pre-fitting timetable will be available from six months before the exhibition on the official website at page <http://en.beerattraction.it/exhibitors/dates-and-stand-fitting-times>; Italian Exhibition Group reserves the right to change or modify hours or days for technical reasons, modifications will be promptly communicated at the same URL.

It must also be noted that during set-up and standfitting days the use of cranes or truck-mounted cranes for unloading goods in the expo halls is prohibited; these vehicles can be used in a previous period (precise dates will be announced by Rimini Expo Centre Operations Department in the "reserved area" on the exhibition's Web site).

Modifications to or change of exhibition areas must be authorised by the Organizer and carried out at the applicant's expense.

Participants who have not occupied their area or started standfitting work by noon on the eve of the inauguration will be considered to have withdrawn to all intents and purposes, and, without prejudice to further damages, sanctions set out in the Chapter I art. 5 letter D) herein will be applied.

### Art. 3 – CONTRACTORS and PROVISION OF SERVICES

For stand fitting work, including the rental of any material required for this purpose, Italian Exhibition Group S.p.A. reserves the right to appoint one or more companies as "authorized contractors", whose names will be opportunely communicated to participants, along with the rates for their services.

These services are regulated and invoiced, but not provided directly, by Italian Exhibition Group S.p.A., who therefore does not assume any responsibility regarding any inefficiency or problems with the provision of said services.

The services can be ordered by means of an e-commerce platform accessible with a password, which is sent by Italian Exhibition Group S.p.A. in the months prior to the expo. It must be noted that, when purchasing or ordering a service, the general conditions for their provision (always attached with service details) are intended as being accepted.

It must be remembered that the conditions of provision may be subject to variation, due to the technical nature of the individual service offered.

Payment of the aforementioned services is disciplined as per Chap. II Part 1 art 3 of the Exhibition's General Rules and Regulations

Any complaints regarding the services and/or concerning their invoicing, will only be considered by the Organizers if sent to them in writing within and no later than the end of the exhibition.

Any complaints made after the end of the exhibition will not be taken into consideration and, in this case, Italian Exhibition Group S.p.A. will not be obliged to grant any form of refund or compensation.

### Art. 4 - DAMAGES

4.1 Participants undertake to avoid damaging plaster and flooring and to use trestles or frames to hang or hold objects. During stand installation, Participants and their contractors undertake to use only water-based paint.

In particular in case of fitted stand it is not allowed any fixing of posters or any kind of graphic panels with nails, pushpins or double-sided tape

Exhibitors can use transparent adhesive tape and/or hooks and chains that can be hung to the top of the walls.

It is forbidden to use stands' plumbing system or that of the expo centre's public toilets to dispose of food and solid, liquid or semi-liquid waste, toxic, corrosive or pollutant substances.

Any damage must be compensated and exhibited products will be held as security. Management has the right to claim against this material without prejudice to other forms of compensation.

4.2 During the entire set-up and standfitting period, Participants are required to keep aisles and passageways clear of all material, waste and equipment, in order to ensure free circulation of vehicles and people. They are also required to remove any residue of paint, adhesive tape or suchlike from the floor round the stand. In the event of Participants not complying with the above, the Organizer will have the necessary cleaning done by its contractors and charge the cost of the work, shown in Form N1, to the Participant(s) in question.

### Art. 5 - SAFETY STANDARDS – FIRE PREVENTION – ELECTRICAL SYSTEMS

All materials used for stands (partitions, backdrops, various structures, platforms, coatings, fabrics, ceiling panels, carpets, etc) must be incombustible, fireproof at origin or fireproofed in accordance with current legislation and subsequent integrations and amendments. Consequently, prior to the event, Participants must send Italian



# GENERAL RULES & REGULATIONS OF PARTICIPATION BEERATTRACTION 2019

## CHAPTER II – TERMS AND CONDITIONS OF PARTICIPATION PART 2

Exhibition Group S.p.A. Operations Department the Fireproofing Certificate and test report for the materials they wish to use, as indicated in greater detail in the specific "Fire Prevention Form."

Each stand must be equipped with fire extinguishers having a capacity of at least 34" 233BC, with a ratio of one (1) per 100 sq.m. of exhibition space. Moreover, fire extinguishers must be placed in central positions on the stand.

Failure to comply with safety and prevention standards entitles Italian Exhibition Group S.p.A. to:

- prevent the defaulting stand fitter from working in the Exhibition Centre.

- exclude the Participant from participating in the event and in any others held at Rimini Exhibition Centre.

All electrical installations on stands are the responsibility of the Participant, who will ensure they are realized with best working standards and compliant with current standards. After all stand electrical installation work is completed, every Participant and stand fitter must submit the "Declaration of the Electrical System's conformity to Workmanlike Standards" (the form can be downloaded from the reserved online area in the "Technical Services" section) and relative compulsory attachments, completed and signed by a qualified technicians, attesting the compliance of the systems with a professional-standard installation (as per Italian Ministerial Decree 37/2008).

This documentation must be sent to [certificazioni@riminifiera.it](mailto:certificazioni@riminifiera.it) within and no later than 36 hours before the opening of the expo, alternatively, a printed copy can be consigned (with the same deadline) at the S.A.T.E. desk.

A copy of the statement of compliance and compulsory attachments must always be available on Participants' stands. Stands' electrical systems must only be connected to the Italian Exhibition Group electricity supply by official Italian Exhibition Group electricians.

In the event of documentation being lacking or incomplete, Italian Exhibition Group will not authorize connection to the expo centre's electricity supply.

All electric components must comply with C.E.I. standards and have the ISQM mark or equivalent for foreign countries.

### Art. 6 - WORKPLACE SAFETY

Participants must comply with current workplace safety legislation and in particular the provisions of Italian Legislative Decree 81/2008 and subsequent modifications and amendments. They must also comply with Italian Exhibition Group S.p.A.'s DUVRI (document for the evaluation of interference risks), downloadable from section "services" - > "Documents" in the Reserved Area".

When arranging set-up standfitting, dismantling or any other type of work to be carried out on Exhibition Centre premises or grounds, Participants must:

- A) ensure the technical and professional suitability of all contractors also by checking their Chamber of Commerce registration;
- B) check regular payment of contributions on behalf of contracting companies, having them consign a copy of their DURC (certification of payment of social security contributions);
- C) verify his own contractors comply with current worksite safety legislation;
- D) give a copy of the DUVRI (document for the evaluation of interference risks) drafted by Italian Exhibition Group S.p.A., gathering comments or suggestions from the suppliers/stand fitters/contractors and reporting them immediately to Rimini Expo Centre Operations Department.
- E) moreover, in the event of several companies being involved, participants must produce its own DUVRI (document for the evaluation of interference risks) regarding its area of competence.

If stand fitting work falls within construction sites regulations, i.e. Italian Legislative Decree 81/2008 Chapter IV, the participant must comply with all obligations foreseen in the above decree, such as the appointment of a safety Coordinator, processing of a Safety and Coordination Plan complete with SOP (document detailing its standard operating procedures)

Upon signing these provisions on the application form, participants declare they have read the contents of Italian Exhibition Group S.p.A. DUVRI carefully and agree to comply with its requirements, as well as to provide copies of the DUVRI to their suppliers/stand fitters/contractors.

### Art. 7 - STAND REMOVAL

Stands must not be dismantled totally or in part before the end of the event and exhibited materials may not be removed before the event closes.

Participants who infringe this rule will be fined an amount equivalent to half the gross rental of their stand.

Upon settlement of outstanding amounts (see Cap. II Part 1 art. 3), Participants will receive a SAMPLE REMOVAL PERMIT, required to begin stand dismantling work and remove exhibited products.

Failure to settle invoices authorises Management to refuse to issue the SAMPLE REMOVAL PERMIT and withhold the goods and fittings on the Participant's stand as compensation.

Participants who have outstanding payments with the Organizer at the end of the expo/event will not have the right to pick up their Sample Removal Permit and will therefore not be authorized to begin dismantling work.

In the event of Participants failing to pay the sum due immediately, the organizer will withhold, with a right compensation, the goods and stand fitting material on the Participant's stand.

Six months before the exhibition, the dismantling and removal work timetable will be available on the official website at page [http://en\\_en.beerattraction.it/exhibitors/dates-and-stand-fitting-times](http://en_en.beerattraction.it/exhibitors/dates-and-stand-fitting-times); Italian Exhibition Group reserves the right to change or modify hours or days due to technical reasons, modifications will be promptly communicated at the same URL.

It must also be noted that during dismantling days the use of cranes or truck-mounted cranes for loading goods in the expo halls is prohibited; these vehicles can be used in a next period (precise dates will be announced by Rimini Expo Centre Operations Department in the "reserved area" on the exhibition's Web site).

If the Participant does not complete stand dismantling by the stated deadline, without other formality the Management may remove any material on the Participant's behalf, and at their expense and risk. 30 days from the end of the exhibition, without other formality, the Organizer may arrange for the sale of any materials and samples that Participants have not removed. the Organizer will deduct from sale revenue any amount still owed by Participants and will keep the remaining amount at the latter's disposal for a maximum of 6 days, after which the amount will be confiscated by the event Organizer, who accepts no liability for materials and products left in the Exhibition Centre. At the Participant's expense and risk, the event Organizer may arrange for the materials and products to be taken elsewhere.

Moreover, be advised that under none of the foregoing circumstances will Italian Exhibition Group S.p.A. be held responsible for any damage to materials occurring while dismantling, during their removal or while they remain unattended at the exhibition Centre.

### Art. 8 - ENTRY PASSES

The Organizer provides each participating company with a number of free entry passes in proportion to the square metres of exhibition space purchased, from a minimum of 4 to a maximum of 50 passes.

Entry passes, parking permits and a catalogue voucher will be sent to Participants by courier approximately 3 weeks before the event.

Participants who have requested a turnkey booth must compulsorily withdraw their entry passes, parking permits and catalogue voucher at SATE (Participant Technical Assistance Office) from the first day of exhibition set-up and standfitting work.

Participants are responsible for all material they receive and, in the event of loss or misplacement, the Organizer is not obliged to issue replacements and may invoice Participants for any replacements requested.

If supplementary passes are required, the Participant may purchase extras at €22.00+VAT each.

Entry passes are strictly personal and at no time and for no reason may be used by others, even temporarily.

### Art. 9 - PARKING

The Exhibition Centre has various parking areas, some of which are reserved for Participants. Access to and parking in these areas are possible after purchasing parking permits (limited availability). Parking permits are valid for the entire period of the event and available at a cost of €57.00 + VAT each..

Parking permits are provided free of extracharge, accordingly to stand size as follows: up 32 sqm. stand size 1 parking permit; from 33 sqm. to 64 sqm. 2 parking permits; from 65 sqm. to 96 sqm. 3 parking permits; from 97 sqm. to 192 sqm. 4 parking permits; from 193 sqm and over 5 parking permits.

Permits are valid only for CARS.

### Art. 10 - EXHIBITION SAFETY - SECURITY SERVICE

Although Italian Exhibition Group S.p.A. accepts no obligation or responsibility for security during the exhibition, a 24/7 security service is operative from 9pm on the third day before the event opening until 8am on the day after closing. Nonetheless, participants must monitor their stands and the products exhibited there during Exhibition hours.

Italian Exhibition Group S.p.A. is released from any obligation to keep safe products, material, equipment, machinery, etc. brought near or in the stands by Participants. Italian Exhibition Group S.p.A. will not be held liable in case of theft or damage occurred during set-up or removal operations, or during the exhibition itself and due to causes not attributable to force majeure.



# GENERAL RULES & REGULATIONS OF PARTICIPATION IN BEERATTRACTION 2019

## CHAPTER II – TERMS AND CONDITIONS OF PARTICIPATION

### PART 3

#### Art. 1 – EXHIBITION HOURS

Opening days are scheduled as follows: Saturday 16<sup>th</sup> February 2019 through Tuesday 19<sup>th</sup> February 2019.

Opening hours and entry tickets are available on the website [www.beerattraction.it](http://www.beerattraction.it). The Organizer has the right to modify the event's duration, opening and closing date, and daily opening hours.

This right does not oblige Italian Exhibition Group S.p.A. to offer participants total refunds or compensation of any kind.

Participants and their staff may enter the Exhibition half an hour before opening time and must leave the venue at closing time. The Organizer may authorise extensions of these times on request.

#### Art. 2 - VISITORS

The event is open all four days from Saturday 16<sup>th</sup> February 2019 through Tuesday 19<sup>th</sup> February 2019 to trade operators who may visit the exhibition free of charge if they arrive with an invitation from a Participant.

The event is open only on Saturday 16<sup>th</sup> February 2019 also to the public of foodies and beerlovers.

In order to access the event, all trade members must demonstrate that they work in the sector by showing a business card or other form of proof of status.

Participating companies are forbidden to supply invitations to visitors who are not trade members or to schoolchildren.

In addition to the indications of the Consolidated Act of Public Safety Laws (TULPS), for further security, access to the expo centre is forbidden to any person in possession of offensive weapons (art. 30 TULPS), as well as any person in possession of toy weapons, stunning devices, blunt instruments, work tools, explosive and incendiary substances/devices and toxic chemical substances. Exceptions may be granted at the sole discretion of the expo centre Management.

Visitors without Participant invitations may purchase a ticket, costing a maximum of €32.00 each.

The admittance of juveniles under the age of 18 is prohibited, if not accompanied by an adult.

For further information on tickets, visitor access procedure and suchlike, please consult the visitor rules and regulations, on the website [www.beerattraction.it](http://www.beerattraction.it).

#### Art. 3 - CIRCULATION OF THINGS AND PEOPLE

During exhibition days, it is forbidden to obstruct aisles and passageways with material, particularly those near the emergency exits. It is also forbidden to circulate in the expo centre using electrically powered means of personal transport, apart from mobility aids for people with handicaps or disabilities.

#### Art. 4 - SMOKING REGULATIONS

Pursuant to Law 3 of 16 January 2003 and Prime Minister's Decree of 23 December 2003, smoking is strictly prohibited throughout the Exhibition Centre. The smoking ban is notified by appropriate "VIETATO FUMARE" ("NO SMOKING") signs that include indications of the relevant legislation, fines applied to offenders and the names of those tasked to ensure the ban is observed and establish if infringements occur. These signs are located at Exhibition Centre access points and are clearly visible. Other signs are used inside the building to indicate that smoking is not allowed and state simply "VIETATO FUMARE."

Offenders are subject to fines of €25-€ 250. The amount of the fine is doubled in the event of infringements committed in the presence of a visibly pregnant woman, babies or children up to 12 years of age. The Municipal Police, State Police and Italian Exhibition Group officials are responsible for ensuring the ban is observed and establishing if infringements occur.

Smoking is only allowed outside of the Exhibition Centre and under outdoor porticos, indicated by notices to this end.

#### Art. 5 - ALCOHOLIC BEVERAGES, BEVERAGES, FOOD, DIETARY PRODUCTS AND SUPPLEMENTS DISTRIBUTION

Only small amounts of wines and spirits may be served to visitors and only for tasting purposes, all Participants must respect the "alcoholic drinks tasting guideline" downloadable from [www.beerattraction.it](http://www.beerattraction.it).

Only small amounts of beverages, food, dietary products & supplements may be served to visitors and only for tasting purposes, so must be moderate and suitable for eating or drinking on-site.

Above mentioned products must compulsorily be compliant with Italian and European regulations, particularly regarding safety, personal health and the sale of said products.

Italian Exhibition Group S.p.A assumes no responsibility whatsoever in the event that, following checks carried out by the appropriate authorities, infringements are ascertained of the aforementioned regulations; any and every charge, consequence and sanction will be totally borne by the exhibitor in question, who will also be bound to respect all the contractual obligations regarding its participation in the expo.

Participants therefore also personally assume any and every onus and liability in relation to third parties in general in the event of false statements, as well as any damages due to the tasting/offer of products that do not meet legal requirements, totally exonerating Italian Exhibition Group S.p.A. regarding this matter.

Glasses, bottles or other glass objects may not be removed from stands: these items must be placed in areas accessible only to the Participant's staff.

Participants and their staff are bound to comply and ensure compliance with the aforesaid safety requirements, bearing all liability for failure to do so.

#### Art. 6 - MACHINERY AND ITS USE

All exhibited machinery and vehicles must be new, approved or to be approved for licensing, with the exception of prototypes, which must be provided with a notice clearly stating "prototype."

Exhibited machines and vehicles cannot be operated unless written authorisation (sending the request to email address [logistica.rimini@iegexpo.it](mailto:logistica.rimini@iegexpo.it)) has been previously obtained from Management, who assesses each case before making a final decision on whether to grant this authorisation.

Issuing of authorisation does not imply the Organizer will accept liability or release participants from responsibility for operation of aforementioned machinery. Participants must therefore take all precautions necessary to prevent accidents and fires, reduce noise, eliminate odours and avoid gas emissions. Under no circumstances may machinery or equipment involving the use of fire be operated. Machinery must in no way constitute a hazard or disturbance to others.

For extraction of the fumes produced by cooking of food inside the stand, the Participant must use a special hood with suction block positioned above, complete with 4-stage filters with activated carbon for elimination of the cooking smells produced.

The Organizer reserves the final right to revoke the aforesaid authorisation if it considers that inconvenience of any type could occur.

If machinery or equipment is required to comply with current laws and regulations, Participants must have them examined at their own expense and obtain relevant approval from the competent authorities.

In this regard, Participants of this type of machinery and equipment declare they are in compliance with the aforesaid Directive when they sign the application form, thereby releasing Italian Exhibition Group S.p.A. from any ensuing liability.

#### Art. 7 - REGULATION OF NOISE LEVELS ON EXHIBITION PREMISES

As a rule, Participants are not allowed to use audio reproduction equipment to broadcast music and sound. Any exceptions must be authorised by the Organizer, but this does not exempt participants from complying at their own expense with current laws regarding performing rights, according to which they assume all responsibility in any case.

Exhibiting companies who have required to the Organizer to use sound reinforcement equipment, also for the use of public address equipment like microphones, speakers, etc, must use said equipment in such a way as to ensure a noise level that allows a suitable ambience for conducting business and therefore lower than levels in force (Legislative Decree 81/2008, Title VIII, Chapter II).

In any case, the Organizer requires the noise level to be less than 80 db at all times. Specifically, the sound diffusion should be separated from the light plant and the rest of the electrical equipment. The sound diffusion should be directed towards the inside of the stand only

Moreover, at its sole and exclusive discretion, the Organizer may decide that the sound levels produced by various apparatus or machinery on the Participant's stand appears to be dangerous and/or annoying for the activities being pursued by other operators in the vicinity, and consequently invite (via a written or verbal notification made by one of its staff) a Participant to reduce noise to levels even lower than the decibels indicated herein. Sound levels will be measured by sound meters at the nearest possible point outside the stand area by Organizer's authorized staff.

Failure to comply with the aforesaid dispositions, including the request to reduce noise to levels lower than those specified in the second paragraph above, will give rise to the following actions against the defaulting Participant:

- for the first infringement notified, a verbal warning;
- for the second infringement, a written warning;
- from the third infringement onwards, the stand's electricity supply will be disconnected and the Participant is not entitled to refunds or compensation. A warning will be given 15 minutes before power is disconnected and may last for up to 3 hours, depending on the final decision taken by the Organizer.

The Organizer also reserves the right to take the appropriate legal action, in order to be awarded compensation for the damages sustained, as this is a question of serious default.

In none of the aforementioned cases may Italian Exhibition Group S.p.A. be held responsible for any damage caused to the Participant and/or material exhibited when envisaged sanctions are applied following the Participant's failure to comply with the provisions herein.

Without prejudice to the abovementioned regulations, Italian Exhibition Group S.p.A. cannot be held responsible in any way if a Participant's illicit behaviour causes damage to other participants. Any such controversies must be resolved directly by the Participants in question and Italian Exhibition Group S.p.A. is released from any obligation and/or responsibility.

#### Art. 8 - ADVERTISING

Advertising media are managed by The Organizer, who has the faculty of realizing at its discretion any advertising solution it considers opportune in the entire expo centre area.

While Participants enjoy complete freedom of advertising on their stands, they may not use any form of publicity that causes disturbance or involves direct comparison with other Participants, or which has a negative effect in any way on the event's spirit of trade hospitality.

More specifically, Participants are forbidden to:

- A) carry out any form of advertising/ flyers/ leafletting in indoor and outdoor areas of the Exhibition Centre, except inside their stands;
- B) display billboards and/or samples, even if merely indicative, on behalf of companies not listed in the application form and not represented;
- C) perform entertainment or shows of any kind with the aim of presenting products, even only on their own stand, without prior authorization by the Organizer.
- D) Moreover, no company (whether an Participant, guest, or represented at the event) may publish any logos or trademarks on official Organizer's promotional materials except for those agreed in advance with the Organizer.

Without prejudice to the above clauses, all forms of publicity and/or advertising are allowed outside allocated exhibition areas only if previously authorised by the Organizer, and are subject to payment of the fees indicated in the advertising price lists.

Participants are totally and solely responsible for:

- A) any civil, administrative or criminal liability deriving from advertising content;
- B) any civil, administrative or criminal liability deriving from advertising action;
- C) any and all liability with respect to participants and/or third parties in general for its advertising content or infringement of any laws, including those regarding competition.

# GENERAL RULES & REGULATIONS OF PARTICIPATION IN BEERATTRACTION 2019

## CHAPTER II – TERMS AND CONDITIONS OF PARTICIPATION PART 3

Failure to comply with the aforementioned restrictions will result in the Participant being subject to a fine of €2,000 (two thousand) for each infringement of the aforementioned regulations ascertained by the Organizer. The Organizer also reserves the right to lodge further claims for compensation of greater damage sustained.

### **Art. 9 – RETAILING**

“On-the-spot” retailing and provision of paid services are strictly prohibited. The Participant accepts any and all responsibility for infringements of this prohibition, releasing Italian Exhibition Group S.p.A. from any consequent liability and/or obligation. Disputes with other operators arising from this infringement, must be settled directly by the Participants involved, releasing Italian Exhibition Group S.p.A. from any relevant responsibility and/or obligation in this regard.

Though sales are strictly forbidden, as specified in the first paragraph of this article, complying to “alcoholic drinks tasting guideline” Participants may sell beer by the glass. These products may only be sold in small quantities and in compliance with all applicable regulations, particularly with regard to health and hygiene. The Participant is responsible for compliance with these regulations and Italian Exhibition Group S.p.A. shall in no way be held responsible in this respect.

The Participant is also liable for any administrative costs or taxes legally applicable to the sales and Italian Exhibition Group S.p.A. shall not be held responsible even in the event of non-compliance on the Participant's part.

It is also understood that any disputes that may arise between Participants (due to unfair competition, sale of similar products, etc.) must be settled directly by the Participants, and Italian Exhibition Group S.p.A. shall bear no responsibility in the matter.

### **Art. 10- STAND CLEANING - WASTE DISPOSAL**

All Participants must arrange for the cleaning of their stands during the hours indicated by Rimini Expo Centre Operations Department. In particular, Participants must leave the stand area in the condition in which they found it, namely free from any adhesive tape, discarded materials and waste.

Rimini Exhibition Centre applies selective waste collection for recycling. During the event, Participants must take recyclables (paper, glass, PVC, tins) to the recycling stations provided for this purpose in each hall. General waste can be taken to the bins located in the aisles or placed outside of the stand when the fair closes for the day.

The snack bars and catering areas in the Exhibition Centre are equipped for biodegradable material recycling and use biodegradable tableware (plates, glasses, cutlery, etc). All biodegradable waste (food, plates, cups, cutlery, etc) produced in the catering areas should therefore be placed in the biodegradable waste bins provided in these areas.

### **Art. 11 - CONFERENCES, CONTESTS, BUSINESS MEETINGS**

**11.1** Conferences, contests, business meetings and events of various types may be held during the Exhibition.

**11.2** Italian Exhibition Group S.p.A. shall not be held in any way responsible in the event that one or more of the scheduled business meetings cannot be held, or in the event that dealings between buyer and Participant do not lead to the desired results; any and all relations between the latter shall be managed exclusively by the two parties involved, exonerating Italian Exhibition Group S.p.A. from all and any responsibility.

# GENERAL RULES & REGULATIONS OF PARTICIPATION BEERATTRACTION 2019

## CHAPTER II – TERMS AND CONDITIONS OF PARTICIPATION

### PART 4

#### Art. 1 - DAMAGES - INSURANCE

Italian Exhibition Group S.p.A. is not liable for damage to persons and property, regardless of how or by whom this might be caused.

After confirmation of participation in the event, Italian Exhibition Group S.p.A. automatically insures individual exhibiting companies that have paid the registration fee as follows:

##### 1) PARTICIPANT'S "COMPANY MULTIRISK" COVERAGE:

What is insured: goods, equipment, furnishings, inclusive of the value of the stand, for € 26,000.

Duration of coverage: period for which the insured items are on Exhibition Centre premises, including installation and dismantling.

Risks insured: SUMMARY OF COVERAGE (\*)

Fire due to any cause – Lightning – Gas explosion – Explosion of steam devices or radiator systems – Explosion of fumes produced by inflammable substances – Spontaneous combustion – Road vehicle impact – Theft – Robbery – Bad weather – Rainwater or water pipe leakage – Collapse – Breakages (excluding fragile objects) – Falling aeroplane, aeroplane parts or air freight.

Damage caused to insured items by actions carried out by order of public authorities with the aim of preventing or limiting damage is considered the equivalent of the aforesaid events.

Pilferage is excluded from this insurance coverage. Franchise: a general franchise of € 250 to be borne by the claimant will be applied to each loss.

In the case of goods exhibited outdoors, the franchise is increased to € 515 for each loss.

Reporting incidents: the insured parties (individual Participants) must:

a) inform the insurance company (ZURICH INSURANCE PLC - BERNARDI ASSICURAZIONI SRL address: Via Flaminia, 80 - 47923 RIMINI (ITALY) phone +39 0541 393477 - Fax +39 0541 393478 email: [alessandra@bernardisrl.it](mailto:alessandra@bernardisrl.it)) and Italian Exhibition Group Spa within 48 hours of the loss;

b) in the event of theft immediately report the event also to the public authorities and attach a copy of the report to the claim.

##### 2) PARTICIPANT'S "THIRD PARTY CIVIL LIABILITY" COVERAGE:

What is insured: civil liability of Participants and Participant staff during the period of the exhibition, including stand installation (excluding loading and unloading of goods/materials) and dismantling operations, and any demonstrations or trials; with the exclusion of liability on behalf of the insured party in his role as manufacturer/producer.

Other Participants are considered third parties.

The policy does not cover damage to Participant property and property held for any reason.

Maximum insurable values: € 2,500,000 for each loss, with a limit of € 2,500,000 for each person suffering bodily injury and € 2,500,000 for damage to property.

NB:

(\*) In the event of controversy, the ONLY DOCUMENTS ACCEPTED are the PARTICIPANT'S "COMPANY MULTIRISK" COVERAGE and PARTICIPANT'S "THIRD PARTY CIVIL LIABILITY" COVERAGE, deposited with Italian Exhibition Group S.p.A. The cost for the above insurance coverage is included in the registration fee (Chap. I Art 8).

Participants can, however, make direct arrangements for the insurance coverage they think most appropriate, independently of the arrangements.

In fact, Participants duly release Italian Exhibition Group S.p.A. from all liability deriving from the presence of goods, equipment, furnishings, stands, etc. on Italian Exhibition Group premises.

#### ART. 2 - INDUSTRIAL AND INTELLECTUAL PROPERTY RIGHTS

The Participant accepts all liability for holding rights on brands, logos, patents, industrial inventions and models, and copyrights applicable to products and/or machinery on display. The Participant therefore holds Italian Exhibition Group S.p.A. harmless from all claims in the event of any such infringement or in the case of breach of competition regulations with regard to other Participants and third parties in general. Any disputes that may arise among Participants or between Participants and third

parties must therefore be settled directly by the parties, exonerating Italian Exhibition Group S.p.A. from any liability and/or obligation.

#### Art. 3 – EXHIBITION NAME OWNERSHIP

As well as its trademarks, Italian Exhibition Group S.p.A. claims as its exclusive property the name "BEER ATTRACTION", and all its variations, abbreviations, simplifications and acronyms, and they may not be used without prior written authorisation by Italian Exhibition Group S.p.A..

#### Art. 4 - CLAIMS

Communications and/or complaints of any kind will only be taken into consideration if made in writing.

#### Art. 5 - GENERAL RULES AND REGULATIONS, SUPPLEMENTS AND MODIFICATIONS

The Organizer reserves the right to supplement and/ or modify the Exhibition's General Rules & Regulations at any time with provisions intended to improve the event. These provisions, in particular those specified in the online Technical Documents of the reserved area, are binding for all concerned, as they are an integral part of these General Rules & Regulations.

In the event of Participant's failure to comply with the General Rules & Regulations, Organizer reserves the right to take appropriate legal action to claim compensation for the damages.

#### Art. 6 - PHOTO DISCLAIMER UNDER LAW 633 OF 22 APRIL 1941, AS AMENDED

Management reserves exclusive rights to any photographs, films, videos, drawings, etc. of the Rimini Exhibition Centre and, in particular, of its stands. Only photographers authorised by Italian Exhibition Group S.p.A. may work inside the Exhibition Centre.

The Participant expressly authorizes Italian Exhibition Group to take photographs depicting them, their stand and the products displayed, through its appointed photographers. Italian Exhibition Group S.p.A. may also use these photographs for journalistic/communication purposes and for trade promotion purposes. There will be no use in contexts prohibited by law or which damage decorum and dignity. Posing for and use of the images for the purposes stated above are understood to be completely free of charge. Photographs will be handled by Italian Exhibition Group S.p.A. in full respect of Italian Law.

#### Art. 7 - ACCEPTANCE OF GENERAL RULES AND CONDITIONS- OFFICIAL LANGUAGE, APPLICABLE LAW AND COMPETENT COURT

On submission of the application form and following signing of the "participation proposal", applicants:

- unconditionally accept the provisions of these Rules and Regulations;
- undertake to respect and make their fitting companies/suppliers to respect the Technical Rules and Regulations, always available on the exhibition website and integral part of the application form and consequent signed participation proposal
- acknowledge Italian as the official language in any document and communication (included commercial ones) and the applicability of Italian Law;
- acknowledge the exclusive competence of the Rimini Courts for any controversy.

#### Art. 8 - CODE OF ETHICS AND VIOLATIONS

The contracting party/participant states that, prior to signing the documents regarding participation procedure, via the Web site <http://www.iegexpo.it/il-gruppo/codice-etico>, he/she has read the Code of Ethics adopted by Italian Exhibition Group S.p.A., and will respect and comply with the principles it contains.

Non-compliance with or ineffective fulfilment of the behaviour obligations and duties expressed in the aforementioned Code of Ethics, even if partial, will result for the contracting party in the non-acceptance of the application for participation and for the participant in the contract being terminated "ipso iure", as it constitutes a serious breach of contract, as per art. 1456 of Italian Civil Law