

BEERATTRACTION 2018

GENERAL RULES & REGULATIONS OF PARTICIPATION

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GENERAL RULES & REGULATIONS OF PARTICIPATION BEERATTRACTION 2018

CHAPTER I METHODS OF PARTICIPATION AND EXCLUSION, RATES

Art. 1. - ORGANIZERS

Italian Exhibition Group S.p.A., Via Emilia 155, 47921 Rimini. Share Capital: € 42,294,067 (fully paid up), VAT Code 00139440408, Rimini Companies Register no. 00139440408, hereinafter also called "Organizer", organises in Rimini Expo Centre "BEERATTRACTION 2018, hereinafter "the Exhibition", scheduled for February 17th to 20th 2018.

Art. 2 - VISITORS

The event is open to the public and to trade operators who may visit the exhibition free of charge if they arrive with an invitation from an exhibitor. In order to access the event, each trade operator must demonstrate they work in the sector by showing a business card or other form of proof of status.

Opening hours are scheduled as follows:

Visitors

February 17th, 18th, and 19th Saturday through Monday: 10.00 a.m. to 6.30 p.m.

Participants:

February 17th, 18th, and 19th Saturday through Monday: 8.00 a.m. to 7 p.m.

February 20th : Tuesday: 08.00 a.m. to 5.30 p.m.

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

18 years minors entry is strictly forbidden.

Visitors without exhibitor invitations may purchase a daily ticket, costing € 30.

For further information on tickets, visitor access procedure and suchlike, please consult the visitor rules and regulations, on Web site www.beerattraction.it

CATEGORIES OF EXHIBITORS ALLOWED TO PARTICIPATE

Art. 3 - Participants must be:

a) companies exhibiting products and services they manufactured 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 BEERATTRACTION trade sectors list available here: 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

Application forms are available from Organizer's bureau offices and will be accepted for as long as there is free space. Application forms must be submitted to the Organizer.

Unless explicitly specified, the articles herein are applicable to participants purchasing an exhibition space, to sponsors and to participants given space in lieu of payment.

Art. 4 - 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:

a) agree to participate in the exhibition at the economic conditions indicated in the abovementioned proposal;

b) unconditionally accept the provisions of these Rules and Regulations;

c) acknowledge Italian as the official language in any document and communication (included commercial ones) and the applicability of Italian Law;

d) acknowledge the exclusive competence of the Rimini Courts for any controversy.

Art. 5 - PARTICIPATION METHODS AND EXCLUSION

5.1 PARTICIPATION

A) rules for the contracting parties

When submitted, the application form will only be accepted if sent complete with:

1 - proof of deposit payment + VAT (as indicated in the application form). Deposits are returned if the application is rejected;

2 - these General Rules and Regulations and attached application form (downloadable form the official web site), completely filled in, signed by the legal representative and bearing the company stamp.

The Organizer reserves the right to relegate incomplete or non-original forms to a waiting list.

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

Special requests for stand allocation are not accepted as a proviso for participation. Competitors have equal right to participation.

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.

B) rules for contracting parties receiving space in lieu of payment:

contracting parties receiving space in lieu of payment are required to present the following documents:

1 - these General Rules and Regulations and attached application form, completely filled in, signed by the legal representative and bearing the company stamp;

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 Modifications to or change of exhibition areas must be authorised by Management and carried out at the applicant's expense. Rimini, Tax No./VAT code 00139440408.

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

C) addressing invoices

With the indication of a different billing name on the invoices/fiscal documents, the contracting party/participant declares to Italian Exhibition Group Spa that he/she will assess the proposal of participation that will be sent to him/her and, after signing the proposal of participation, 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

5.2 EXCLUSION FROM THE EXPO

A) The Organizer reserves the right to not accept the application request, if, when it is submitted, it is not complete with:

1 - documentation of payment of deposit + VAT (as indicated on the application form), which will be refunded in the event of the application form not being accepted;

2 - these General Rules & Regulations and successive application form correctly completed and appropriately undersigned in every part, with company stamp and signature of the legal representative.

3 - the company's acceptance of the pre-arranged exhibiting rates and formats as indicated in Art. 8 Chapter I

Furthermore, the Organizer reserves the right to not accept the application request due to Exhibition's context needs.

In that case the company will be refunded of any deposit made for application.

B) The Organizer reserves the right to reject the aforesaid proposal if:

1 - it fails to arrive by the indicated due date;

2 - The enterprise has not paid the deposit by the due date indicated in the application form and repeated in the actual proposal;

C) in the event of failure to pay the balance within the terms indicated in Chapter I Art. 9, the Participant or any standfitters commissioned by the Participant will be forbidden 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 relationships with the Italian Exhibition Group, or in the case in which it is seen that the company is in a situation of 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 for participants with contra-deal arrangements,

4 - the adoption of the measures indicated in Chapter II Art. 2,

No compensation will be due the company for any reason.

Furthermore, the Organizer reserves the right to not accept undersigned participation proposal due to Exhibition's context needs.

In that case the company will be refunded of any deposit made for application.

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

Art. 6 - EXHIBITING SPACE

A) Exhibition lay out

Exhibition layout is at the final discretion of the Organizer, including space that may be arranged in other areas of the exhibition centre (e.g. *south foyer, the rotunda*, any outdoor areas, etc).

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 are only entitled to any difference in the amount due.

Art. 7 - CANCELLATION OF SUPPLIES - ASSIGNMENT - CANCELLATION - WITHDRAWAL

A) rules for Participants

Stands or parts thereof may not be sublet or assigned, even free of charge, without prior authorisation from Exhibition Management.

In the event of companies cancelling requested advertising services, when notification of said cancellation is given less than 40 days before the exhibition, participants are required to pay the entire sum due as a penalty.

Notification of cancellation must in any case be sent in writing.

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Contracting parties who are unable to participate in the exhibition after submitting the application form in accordance with article 5, shall promptly inform the Organizer by written communication, stating the reasons for these changes.

In case of cancellation, the contracting party will be required to pay the registration fee + vat as compensation of damages caused by his failure to participate in the exhibition.

Participants who are unable to participate in the exhibition or request a reduction in the space assigned in the participation proposal in accordance with article 5, shall promptly inform the Organizer by written communication, stating the reasons for these changes.

Cancellation of participation entails the payment of specific penalties as follows:

- 1 - If the written cancellation is made no later than October 3rd 2017, the Participant will be entitled to reimbursement of deposits paid, after the Organizers have deducted an amount equal to the registration fee of € 350.00+ VAT in lieu of administrative costs.
- 2 - If the written cancellation is made after October 3rd 2017, the entire deposit will be retained as compensation for damages caused by the Participant's failure to participate in the exhibition.
- 3 - The amount of the penalties established above will be retained from deposits paid, specifying that in the event of those being insufficient, the difference 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.
- 4 - Moreover, if the cancellation is made after the deadline for payment of the balance (December 1st 2017), the Participant will be required to pay the entire amount due for the stand.
- 5 - In the event of participation proposals being signed after the deadline foreseen for payment of the balance, it will no longer be possible to exercise the right to cancel and the participation fee must be paid at the time of receiving the relative invoice.

B) rules for participants receiving space in lieu of payment:

In the event of cancellation, participants receiving space in lieu of payment will be subject to provisions agreed with the Event Manager on a case-by-case basis.

Art. 8 - 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 "microbrewery"	€ 1500
16 sq.m turnkey package 1 open front	€ 2800
16 sq.m turnkey package 2 open fronts	€ 3050

The turnkey package may be customized as per service form AB items (available in restricted area after area proposal signing). Participants have to 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:

€ 115.00/ sq.m - stand with 1 open side
€ 129.00/ sq.m - stand with 2 open sides
€ 138.00/ sq.m. - stand with 3 open sides
€ 146.00/ sq.m. - stand with 4 open sides

Red Area surcharge: 15% surcharge on the total cost of the area for stands with at least one open side on main aisles, placed across two main aisles or located between two main aisles.

Aisle space occupied (subject to authorisation by Rimini Expo Centre Technical Management) 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 Technical Management) will be invoiced at 50% of the area fee.

Participants must pay a registration fee (which includes: insurance as specified in Chap. IV Art. 1, Participants badges in line with the space purchased, inclusion in paper and online catalogues, local advertising tax, wi-fi connection) which is sold at the same time as electronic invitation tickets for customers, available at 1 euro + VAT each. The following options are available:

up to 8 sq.m registration fee 250 euro + 50 invitation tickets at 1 euro each;
over 8 sq.m registration fee 200 euro + 100 invitation tickets at 1 euro each.

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 € 990.00, 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 an exhibition publicity charge of € 30.75 euros 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. 9 - 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: UNIPOL BANCA spa

Code IBAN: IT 65 T 0312724200 000000001669

Code BIC/SWIFT: BAECIT2B

indicating the reason for payment as "ACCONTO/SALDO (deposit/ balance) BEERATTRACTION 2018" 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, also by bank transfer, no later than December 1st 2017.

It must be noted that in the event of the receiver of the invoice being a third party indicated by the Participant, should this subject not arrange payment according to the terms indicated in these regulations, the Participant himself will be held jointly and severally responsible along with the third party.

Failure to pay the balance results in the provisions foreseen in Chapter I Art. 5.2 letter C).

B) payment of technical services

Any technical services included in the participation proposal shall 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. 10 - 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 January 10th 2018.

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 € 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. 11 - 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.

CHAPTER II

SET-UP / STANDFITTING, DISMANTLING, STAND DESIGNS, SAFETY

Art. 1 - STAND PLAN

Stand plans must match the following requirements:

A) Fitting

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

Participants must always outfit 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.

Outfitting must not exceed the assigned area, indicated by paint or chalk lines.

Since exhibition areas do not have partitions, every Participant shall 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), shall limit use of perimeter partitions.

Construction of two-storey stands is possible on condition that the second storey is no more than 100 sq. m. surface 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 shall also show the name of the participating company.

B) Non-standard fitting

In case of non-standard type standfitting, Participants must send Rimini Expo Centre Technical Department Standfitters' 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://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.

1.1 STAND DESIGN APPROVAL

All stand plans must be approved by the Technical Department and submitted at least 60 days prior to the opening of the Exhibition (December 18th 2017).

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

Participants are liable for all installation and outfitting 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.

Art. 2 - STAND OCCUPATION - OUTFITTING

It must be remembered that, in the event of failure to pay the remainder, i.e. in the cases foreseen by Chapter I Art. 5.2 letters C) and D), stand set-up and fitting will not be permitted by either the participating company or any standfitter appointed by it and 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.

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

Requests for this service must be received by SATE (Participant Technical Assistance) 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 Technical Office and will only be granted in exceptional cases. The costs of these services are specified in the section "services" in the reserved area.

Participants who need more fitting days may request them by Reserved Area (service on payment).

Pre-fitting works 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 Technical 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 outfitting by noon on the eve of the inauguration will be considered to have withdrawn to all intents and purposes, and sanctions set out in the Chapter I art. 7 letter A) point 4 herein will be applied.

Art. 3 – CONTRACTORS and PROVISION OF SERVICE

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 Art. 9 Chap. I 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

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.

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.

4.1 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 shall send Italian Exhibition Group S.p.A. Technical Management 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 outfitter 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 standfitter 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 to certificazioni@riminifera.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.

CHAPTER II SET-UP / STANDFITTING, DISMANTLING, STAND DESIGNS, SAFETY

Art. 6 - WORKPLACE SAFETY

Participants shall comply with current workplace safety legislation and in particular the provisions of Italian Legislative Decree 81/2008 and subsequent modifications and amendments. They shall 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 outfitting, dismantling or any other type of work to be carried out on Exhibition Centre premises or grounds, Participants shall:

- 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/outfitters/contractors and reporting them immediately to Rimini Expo Centre Technical Office.
- E) moreover, in the event of several companies get involved case, the participant shall produce its own DUVRI (document for the evaluation of interference risks) regarding its area of competence.

If fitting structure falls within construction sites regulations, i.e. Italian Legislative Decree 81/2008 Chapter IV, the participant shall 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, the participant declares they have read the contents of Italian Exhibition Group S.p.A. DUVRI carefully and agrees to comply with its requirements, as well as to provide copies of the DUVRI to their suppliers/outfitters/contractors.

Art. 7 - STAND REMOVAL

Stands shall 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. I Art. 9), 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.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 Technical 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 shall Italian Exhibition Group S.p.A. be held responsible for any damage to the 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 their booth outfitting.

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 € 20 + VAT each.

Entry passes are strictly personal and at no time and for no reason may they 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 € 55 + 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. shall 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.

CHAPTER III REGULATIONS REGARDING ACTIVITY DURING THE EVENT

Art. 1 – EXHIBITION HOURS

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 - 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. 3 - 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. 4 - 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.

The amounts of beverages, food, diet products or food integrators served are to be considered exclusively for tasting, so must be moderate and suitable for eating or drinking on-site.

Beverages, food and/or dietary products and/or dietary supplements served or given to visitors in the form of handouts or free samples must compulsorily be compliant with Italian and European regulations, particularly regarding safety, personal health and the sale of said products.

Gifts, product samples or gadgets given to visitors must be packed in boxes or wrapping and accompanied by consignment notes printed by Italian Exhibition Group and supplied to exhibiting firms. Any goods without this document will be confiscated at the exits by security staff.

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 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.

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. 5 - MACHINERY AND ITS USE

All exhibited 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 cannot be operated unless authorisation 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 comply with the aforesaid Directive when they sign the application form, thereby releasing Italian Exhibition Group S.p.A. from any ensuing liability.

Art. 6 - 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 noise level set by the Organizer requires it 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.

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 and without prejudice to Italian Exhibition Group's commitment to ensuring Participants comply with these provisions, 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. 7 - 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/ leafleting 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 a 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.

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. 8 - RETAILING

Complying to "alcoholic drinks tasting guideline" Participants may sell alcoholics by the glass. It is also allowed: sale of raw materials, equipment (except bottles and glasses) and other products on-the spot- sale, providing paid services.

Sale and services must be provided inside stand limits.

Bottles and glasses can be sold only by Italian Exhibition Group authorized shop.

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. 9 - STAND CLEANING - WASTE DISPOSAL

All Participants shall arrange for cleaning of their stands during the hours indicated by Rimini Expo Centre Technical Management. 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

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CHAPTER III REGULATIONS REGARDING ACTIVITY DURING THE EVENT

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. 10 - CONFERENCES, CONTESTS, BUSINESS MEETINGS

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

10.1 Italian Exhibition Group S.p.A. shall bear no liability 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 ends; any and all relations between the latter shall be managed exclusively by the two parties involved, relieving Italian Exhibition Group S.p.A. of all responsibility.

CHAPTER IV VARIOUS

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

Art. 3 - EXHIBITION NAME'S PROPERTY

As well as its trademarks, Italian Exhibition Group S.p.A. claims as its exclusive property the name "BEERATTRACTION" 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. The decisions taken by the Organizer will be definitive and absolute.

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.