

EXHIBITION SPACE REQUEST – SPACE ONLY

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	FAST REBOOKING FEES VALID IF DEPOSIT PAID WITHIN FEBRUARY THE 28 TH 2020 ONLY EXHIBITORS FROM JANUARY 2020 EDITION	EARLY BIRD FEES VALID IF DEPOSIT PAID WITHIN JUNE THE 30 TH 2020	PARTICIPATION FEES VALID IF DEPOSIT PAID FROM JULY THE 1 ST 2020
sq.m. _____ open 1 side	<input type="checkbox"/> € 152,00/sq.m.	<input type="checkbox"/> € 161,00/sq.m.	<input type="checkbox"/> € 169,00/sq.m.
sq.m. _____ open 2 sides	<input type="checkbox"/> € 160,00/sq.m.	<input type="checkbox"/> € 169,00/sq.m.	<input type="checkbox"/> € 178,00/sq.m.
sq.m. _____ open 3 sides	<input type="checkbox"/> € 168,00/sq.m.	<input type="checkbox"/> € 178,00/sq.m.	<input type="checkbox"/> € 187,00/sq.m.
sq.m. _____ open 4 sides	<input type="checkbox"/> € 172,00/sq.m.	<input type="checkbox"/> € 181,00/sq.m.	<input type="checkbox"/> € 191,00/sq.m.
sq.m. _____ Customization of areas (aisles)	<input type="checkbox"/> € 50,00/sq.m.	<input type="checkbox"/> € 50,00/sq.m.	<input type="checkbox"/> € 50,00/sq.m.

TOTAL EXHIBITING SPACE ORDER

€ _____

FEES

Registration Fee	-	€ 815,00
Represented Company Fee (See Art. 10 of General Regulations)	n. _____ € 50,00/each	€ _____
Company Trademark Registration Fee (See Art 10 of General Regulations)	n. _____ € 50,00/each	€ _____
Co-Exhibitor Fee (See Art. 10 bis of General Regulations)	n. _____ € 255,00/each	€ _____
Total deposit exhibiting space + fee		€ _____
V.A.T. according to the law (if due see Art. 8)		€ _____
Total Deposit		€ _____

DEPOSIT

10% of exhibiting space total order (if deposit paid within February the 28th 2020)	€ _____
30% of exhibiting space total order (if deposit paid after February the 28th 2020)	€ _____
Registration Fee	- € 815,00
Represented Company Fee (see Art. 10 of General Regulations)	n. _____ € 50,00/each € _____
Company Trademark Registration Fee (see Art 10 of General Regulations)	n. _____ € 50,00/each € _____
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Total deposit exhibiting space + fee	€ _____
V.A.T. according to the law (if due see Art. 8)	€ _____
Total Deposit	€ _____

PAYMENT METHODS

Bank Transfer To: **Fiera Milano S.p.A.**
c/o **Banca Nazionale del Lavoro – Ag. 13 Milano**
ABI 01005 – CAB 01613 – CIN M
BIC BNLI IT RR – IBAN IT84 M 01005 01613 000000017709
Note: Homi – January 2021 and Exhibitors company name on your payment (please, attach bank slip to this Application Form).

Credit Card link to www.fieramilano.it - Exhibitors - fair services - online payments

INSURANCE
(See Art. 25 of General Regulations)

E-SERVICE VIRTUAL STORE Online platform to hire quality specialized services for your participation at the exhibition as well as stand fittings. Username and password to access the online e-service shop will be sent after the registration.

VAT EXEMPTION (Italian companies only)

YES In case of non taxable VAT ex Art. 8/8bis/9 DPR 633/72, please enclose two declarations of intent:

NO

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

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

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

• Tender ID code (CIG) _____

• Project ID code (CUP) _____

• Unique code _____

DEADLINE TO SUBMIT APPLICATION FORMS

Application forms without deposit payment will not be deemed valid to book the exhibiting space.

The balance payment should be done no later than 1st December 2020 (see Art. 17 of the General Rules and Regulations).

The invoices issued after this date must be paid immediately and, in any case, before the beginning of the event.

TERMS OF PARTICIPATION AND CONDITIONS

Pursuant to and in accordance with articles 1341 and 1342 of the Italian Civil Code the following clauses are expressly approved: Art. 2 - Organizer, Place, Date and Hours of the Exhibition; Art. 3.1 - Exhibition Limitation; Art. 6 - Acceptance of General Rules and Regulations; Art. 7 - Withdrawal; Art. 9 - Trackability of Financial Movements; Art. 10 - Registration of Represented Companies and Product Brands - Industrial and Intellectual Property Service; Art. 10ter) - Rejection and/or revocation of registration of Represented Companies, Product Trademarks and Co-exhibitors; Art.11 - Intellectual Property Service; Art. 12 - Digital Catalogue and Promotional Material; Art. 13 - Workshops and Events; Art. 15 - Space Assignment; Art. 16 - Prohibition of session; Art. 17 - Balance for Exhibition Space - Payment of Statement of Account - Exit Pass; Art. 18 ter) - Other measures; Art.22- Forbidden Activities - Publicity; Art. 23 - Display of Prices and direct sales; Art. 25 - Declaration of value - Insurance - Limitation of liability; Art. 26 - Clearing stands and Right to Retention and Recourse (bare area and pre-fitted area); Art. 30 - Modifications to the General Rules and Regulations and Sanctions for Non-compliance; Art. 31 - Force Majeure, Exclusion of Liability and clause covid-19; Art. 33 - Exhibitor responsibility for goods on display at the trade show; Art. 35 - Use of images of the Exhibitor acquired during the Exhibition; Art. 36 - Claims, governing law and Court of competence.

Date _____ Stamp and legible full signature _____ X

PROTECTION OF PRIVACY

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

The Exhibitor agrees to take note of the precontractual information note on the provisions of Art. 185 of Digs 7 September 2005 n. 209 and expresses conformity with all the items laid out in the Art. 56 of IVASS Regulation no. 40 of August 2nd 2018, at the link: <http://www.homimilano.com/sites/default/files/Precontractual%20Information%20Notice.pdf>

Date _____ Stamp and legible full signature _____ X

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ACCEPTANCE OF APPLICATION FORM

The Exhibitor is kindly requested to sign the General Rules and Regulations attached to this form in the devoted spaces indicated as Arts. 1341 and 1342 of the Italian Civil Code. Application Forms with the General Rules and Regulations not signed will not be deemed valid.

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EXHIBITION SPACE REQUEST – PRE-FITTED AREA

EXHIBITION SPACE REQUEST - PRE-FITTED AREA

	GALLERY	HOMI CREAZIONI ITALIANE	WORLD DESIGNERS	HOMI STANDARD FROM 9 TO 16 SQ.M	HOMI LIVING FROM 16 SQ.M
sq.m. 6	<input type="checkbox"/> € 1.320,00	<input type="checkbox"/> € 1.410,00	<input type="checkbox"/> € 1.410,00	Not available	Not available
sq.m. 9	<input type="checkbox"/> € 1.980,00	<input type="checkbox"/> € 2.115,00	<input type="checkbox"/> € 2.115,00	<input type="checkbox"/> € 271,00/sq.m.	
sq.m. 12		<input type="checkbox"/> € 2.640,00	<input type="checkbox"/> € 2.640,00		
sq.m. 16	Not available		Not available	Not available	<input type="checkbox"/> € 259,00/sq.m.
Over 16 sq.m.		Not available	Not available	Not available	

TOTAL EXHIBITING SPACE ORDER PRE -FITTED AREA

€ _____

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Date _____ Stamp and legible full signature _____ X

PRODUCT REPERTORY

PLEASE TYPE OR PRINT

Company name

PLEASE TICK YOUR BUSINESS ACTIVITIES

- FURNITURE**
- CLASSICAL FURNITURE
- CONTEMPORARY FURNITURE
- DESIGN FURNITURE
- ETHNIC FURNITURE
- MADE IN ITALY FURNITURE
- OUTDOOR FURNITURE

- DECORATIVE ITEMS/FURNISHING ACCESSORIES**
- ETHNIC DECORATIVE ITEMS
- CLASSICAL DECORATIVE ITEMS
- CONTEMPORARY DECORATIVE ITEMS
- DESIGN DECORATIVE ITEMS
- SILVER DECORATIVE ITEMS
- MADE IN ITALY DECORATIVE ITEMS
- OUTDOOR DECORATIVE ITEMS
- WALL CLOCKS
- PLANTS AND ARTIFICIAL FLOWERS
- FRAMES AND POSTERS
- WALLPAPER AND COVERING
- VASES

- LIGHTING**
- OUTDOOR LIGHTING
- CONTEMPORARY LIGHTING
- CLASSICAL STYLE ILLUMINATION
- MADE IN ITALY LIGHTING
- DESIGN LIGHTING
- ETHNIC LIGHTING

- TABLEWARE AND KITCHEN ACCESSORIES**
- KITCHEN ACCESSORIES
- GLASSWARE
- POTS AND PANS
- PLATE, DISHES, CROCKERY AND TRAY
- CUTLERY
- TEA AND COFFEE SETS
- COFFEE MACHINE

- HOME APPLIANCES**
- HOME CARE AND KITCHEN APPLIANCES
- PERSONAL CARE APPLIANCES
- AUDIO VIDEO AND PHONE
- AUDIO VIDEO AND PHONE SYSTEMS AND ACCESSORIES

- HOME FABRICS**
- LINENS - BLANKETS - DUVETS
- TABLE CLOTHS
- TOWELS
- RUGS - CARPETS
- CURTAINS
- OUTDOOR TEXTILE
- FURNISHING TEXTILE
- MADE IN ITALY TEXTILE
- SEWING GOODS

- FRAGRANCES - CANDLES AND SOAPS**
- MADE IN ITALY FRAGRANCES
- ARTICLES AND PRODUCTS FOR PERSONAL CARE
- CANDLES
- HOME FRAGRANCES
- SOAPS AND BATH SALTS
- CAR FRAGRANCES

- BATHROOM - HOME CLEANING PRODUCTS AND STORAGE ITEMS**
- BATHROOM ACCESSORIES
- LAUNDRY ITEMS
- CLEANING ITEMS
- BATHROOM DECORATION AND ITEMS
- TRASH AND RECYCLING BINS
- STORAGE SYSTEMS

- KIDS**
- GAMES AND ACCESSORIES FOR KIDS

- GIFTWARE**
- SMOKING ITEMS AND ACCESSORIES
- SCHOOL AND OFFICE STATIONERY
- MUSEUM MERCHANDISING
- GREETING CARDS
- GIFTS AND SOUVENIRS
- PARTY ITEMS
- LICENSING GIFTWARE

- PACKAGING BOXES RIBBONS AND PAPER**

- FESTIVITY**
- NATIVITY SCENE
- CHRISTMAST TREES
- CHRISTMAST DECORATION ITEMS, LIGHTING AND SCENOGRAPY
- EASTER ITEMS
- CARNIVAL ITEMS
- HALLOWEEN ITEMS

- CEREMONY-ANNIVERSARIES**
- PARTY FAVOURS AND ACCESSORIES
- CONFECTIONERY

- PROMOTIONAL ITEMS**

- PET FURNITURES AND ACCESSORIES**

- CAR MOTO SCOOTER BICYCLE ACCESSORIES**

- TECHNOLOGY FOR RETAILER**
- TECHNOLOGICAL ITEMS FOR RETAILERS
- SERVICES AND SHOP FITTING FOR RETAILERS
- WEB MARKETING

- OTHER**
- ASSOCIATIONS
- FAIRS
- INSTITUTIONS
- SPECIALIZED PRESS

FORM 1	SEND BY MAIL TO: espositori@fieramilano.it
	SEND BY POST TO: FIERA MILANO S.p.A - HOMI STRADA STATALE DEL SEMPIONE, 28 20017 RHO (MI)

Should Exhibitors/co-Exhibitors have their own property "All Risks" insurance for goods, machinery, fixtures, fittings and equipment brought to and/or used at the Fiera Milano ground, valid for fairs and exhibitions, with a clause waiving the insurer's right of recourse against Fondazione Fiera Milano, Fiera Milano SpA, their subsidiaries and/or affiliates, the Organization and all Third Parties in any way involved in the organization of the Exhibition. Exhibitors/co-Exhibitors are anyway required to fill in and return the signed form, downloadable from the E-service platform, **within 15 days before the Exhibition beginning**, enclosing declarations signed by their legal representative and the insurance company stating that the above property is covered by an "all risks" guarantee in a manner no less than that prescribed by the General Regulations (facsimile included in the form). In this case it will be reversed the sum previously charged. Legend the acceptance by the Broker of Fiera Milano, of the documentation stating adequate insurance coverage, in compliance with Art.7.3 of the special form downloadable from the E-service platform, at least within 15 days before the Exhibition beginning, the amount for the insurance coverage made available through Fiera Milano, will be paid to the following Bank account, addressed to Fiera Milano S.p.A.:

IBAN: IT31300690339010000002202
 BIC: BCITITMMXXX

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

25.4. Limitation of Liability - The Exhibitor, by signing the Application Form, agree to release the Fiera Milano S.p.A. from any liability for consequential losses, reputational damage, loss of revenues, etc.... Also for any direct loss, as per the coverage provided as per Art. 25.2 above, each Exhibitor agrees to release the Fiera Milano S.p.A. from any liability.

Art. 26 - Clearing stands and Right to Retention and Recourse (bare area and pre-fitted area)
 Following closure of the Event, the stands must be cleared within the schedule indicated in the MOB/SMOB bulletin. In the event of failure to comply, Fiera Milano accepts no responsibility for the goods and materials on the stand and reserves the right to proceed with removal and storage of same without liability. The non-compliant Exhibitor shall pay all expenses and damages incurred through enforcement of this rule. Two months after the deadline, any unclaimed objects may be sent to the municipal tip and/or sold by auction with any proceeds going Fiera Milano. Storage of the Exhibitor's materials on the Trade Fair Premises shall also incur a charge levied by Fiera Milano for occupation of the area outside the show. The Exhibitor shall return the exhibition area in the same condition as it was when it was delivered. Non-compliance with this regulation shall entitle Fiera Milano to the right to avail themselves against the Exhibitor for costs incurred for restoring the exhibition space to its original condition. If the Exhibitor refuses to refund the above costs, Fiera Milano shall have the right to retain the material exhibited and Fiera Milano shall therefore have the faculty to confiscate the exhibited goods as the latter were also brought into Fiera Milano as security. The same faculty shall be reserved for any other account receivable owed by the Exhibitor, as a direct result of the latter's participation in the Event. To protect all their rights and rights as creditors, Fiera Milano may also take action involving the goods exhibited, requesting protective confiscation and/or seizure by third parties, exercising the special privileges they have over said goods. Fiera Milano is not responsible for any damage to exhibited materials that may occur during exercising of said right.

Art. 27 - Sanction for early dismantling
 Exhibitors shall be present at their stand and with their own exhibits for the duration of the Show. Desertion or dismantling of the stand before closing time on the last day of the show, is subject to a fine calculated on the surface booked:

from 0 to 64 sqm.	€ 1.500,00
from 64,5 to 120 sqm.	€ 3.000,00
over 120 sqm.	€ 5.000,00

In addition, such violation shall be subject to review to determine possible ban to participation in the show in future.

Art. 28 - Copyright - Performances - Musical elements
 A. The discharge of copyright deriving from any eventual audiovisual installation in the stands is subject to precise rules and is undertaken by Fiera Milano for all Exhibitors at the show. However, this does not include live musical performances and/or with singers, here the Exhibitor must apply to the SIAE offices in the Milan Municipality area. Also included are rights which, for the purposes of arts. 72 and 73 bis of Law no. 633/1941, pertain to artists, performers, executors and phonographic producers owning rights on recordings and, on their behalf, to Consorzio Fonografici. However, this does not include the rights deriving from artists' interpreters and executors and phonographic producers according to art. 73 of the law above said for the diffusion of phonograms and musical video in fashion shows, DJ set with or without dancing. For that, the organizers of these events must contact Consorzio Fonografici - Via Leone XIII, 14 Milano - in order to respect the laws. If recordings or multimedia are used to support works partially or fully then any protected material covered by law number 633 of 22.4.1941 must respect the copyright rules as well as any outlay connected with authentication of such support according to Article 181bis of the same law. Unauthorized use of works by artists or the lack of a SIAE duty for the above-mentioned support are criminal offenses according to regulation 171 and following articles of law 633/41.

B. Musical and artistic shows and the use of audiovisual equipment for exhibitor's support are allowed in the stand as long as the volume is low and does not interfere with the smooth running of the show. The Exhibitor must respect the technical dispositions of Art. 8.2.2 (sound diffusion and projections) in "Technical Regulations and Extract from the emergency plan and information on the risks present in the Exhibition Centre for the purposes of safety" which is part of these General Rules and Regulations.

C. Fiera Milano may use the loudspeakers at the Fairgrounds for official or emergency communications.

In case of violation, any subject that has not respected the dispositions of the present article may be required to pay compensation for costs sustained either directly Fiera Milano or by those subject/bodies who have directly suffered the harm.

Art. 29 - Local Advertising Tax
 Pursuant to the participation rules and regulations, the Exhibitor is required to pay to the Rho Municipality a tax set out under laws DPR 26.10.1972, number 639. Further to the agreements reached with the Rho Municipality, the Advertising Tax is assessed according to the total exhibition surface. In order to avoid any unnecessary dispute this tax will be included in the registration fee. Fiera Milano will be responsible for forwarding the relative amount to the Rho Municipality.

Art. 30 - Modifications to the General Rules and Regulations and Sanctions for Non-compliance
 Fiera Milano reserves the right to introduce rules and provisions notwithstanding these General Rules and Regulations, as deemed fit for better control of the Event and inherent services. These rules and provisions shall replace those in these General Rules and Regulations and shall therefore carry the same obligation. In the case of non-compliance with these General Rules and Regulations or subsequent modifications and in virtue of their powers of vigilance, Fiera Milano may exclude the Exhibitor in question from subsequent editions of the Event.

Art. 31 - Force Majeure, Exclusion of Liability and clause covid-19
 In the event that a case of force majeure occurs, which has to be understood unpredictable events that make impossible the holding of the event and also for causes not attributable to Fiera Milano, the latter may: modify the date of the Exhibition and/or cancel the Exhibition, either entirely or in part. It is understood that in case Fiera Milano modify the date of the Exhibition, the Exhibitor continues to be involved by the commitment to participate to the Exhibition under the same terms and conditions as set out in these General Regulation and the application form for admission and the sums already paid by him will be considered valid for the new date. In case of the Exhibition is cancelled: Fiera Milano may use the sums paid by Exhibitors, with no obligation to refund the latter, to pay debts incurred with third parties, also for partial organization costs of any kind; and Exhibitors shall make no claims to Fiera Milano for damages or of any other kind. By way of derogation from the above paragraph, the Exhibitor expressly accepts that if - as a consequence of the further spread and/or possible worsening or in any case of the dangerous situation in Italy for individual and/or collective public health resulting from the epidemic called "Coronavirus" - the Exhibition is cancelled exclusively because it is forbidden by orders of public authorities and/or it has to be rescheduled at the unquestionable discretion of Fiera Milano S.p.A. and, in this case, the Exhibitor himself is unable to participate, Fiera Milano S.p.A. in both cases will have the exclusive right to retain as compensation the registration fee paid, plus an amount equal to 10% of the total amount due by the Exhibitor for his participation in the Exhibition. Any excess amount will be returned to the Exhibitor, it being understood that nothing else will be due to the latter for any reason whatsoever (compensation, reimbursement of expenses, damage compensation).

Art. 32 - Fiera Milano S.p.A. obligations and responsibilities
 Fiera Milano S.p.A. undertakes to deliver the stand to the exhibitor as under the terms set forth at art. 8 of the General Regulations of the Show and to supply the services as under art. 10. In any event, the exhibitor waives Fiera Milano S.p.A. from any liability, subject to such restriction as are laid down in art. 1229 of the Civil Code. In any event the liability of Fiera Milano S.p.A. does not extend beyond the payment of a sum amounting to 30% of the fee owed by the Exhibitor and is exclusive of any further compensation whatsoever for damage incurred by said.

Art. 33 - Exhibitor responsibility for goods on display at the trade show
 Each exhibitor undertakes to respect national, community and international regulations and assumes full responsibility should any of the products on

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

- Art. 34 - Processing of the Exhibitor's Personal Data**
- The exhibitor states to be informed that the provisions of the European (EU) General Data Protection Regulation 2016/679 ("GDPR") concern processing for natural persons ("Personal Data") and do not apply to legal persons (companies), organizations and associations and the information ("Information") referring to these subjects, for which only the regulations on the delivery of electronic data communications remain (the information concerning the consent to deliver electronic communications for direct marketing purposes).
 - The Personal Data of the Exhibitor, where the same works as a sole proprietorship, a small business or a professional, and those of the representatives, members, employees and workers of the Exhibitor indicated in the Application for admission or also issued subsequently, as well as those acquired from third parties (e.g.: partners, commercial information companies, etc.) or during the Event (including, for example, any photos or video recordings made at the stands: see Article 35) is collected and processed by Fiera Milano S.p.A. (the "Data Controller" or "our company") under the terms described in the following paragraphs.
 - The aforementioned Personal Data is processed for the following purposes: to meet the obligations and services concerning Event participation (including Event catalogue disclosure through advertising, also electronically), providing the relevant services, meeting regulatory obligations and completing the associated administrative, accounting and tax activities. Processing the Exhibitor's personal data is thus necessary to establish and execute the contract concerning event participation, meeting the associated legal obligations and pursuing the legitimate interests of our company and companies in our Group for administrative, organizational, technical and security activity management associated with the Exhibitor's participation in the event and the provision of the relevant services. Failure, even partial, to provide the required personal data would not permit the Exhibitor's admission to the event and supply of the associated services.
 - For these purposes, personal data will be processed also electronically, through specific, mainly computerized, procedures and methods to ensure the correct management of the services provided. Personal data may be retained even after the event for administrative and accounting activities and tax obligations, for a period set out in applicable standards (usually ten years).
 - For these activities, the data can also be handled by personnel and collaborators authorized by our company to process data in order to carry out administrative, technical, and security tasks related to the organization and management of the event. Data can also be communicated to other companies in the Fiera Milano Group (see updated list on www.fieramilano.it) and trusted companies that provide us with organizational and technical services relevant to the event, such as installers, support and maintenance companies, printers, data processing companies, administrative consultancy studios and companies appointed to measure the performance of the event. The companies that process personal data on behalf of Fiera Milano S.p.A. operate as data processors meeting the specific obligations set forth in the relevant service contracts. For these purposes, personal data can be transferred to companies outside the EU, if the European Commission has recognized that these countries offer an adequate level of data protection (e.g. Switzerland, Australia, Israel, and USA for companies complying with the Privacy Shield framework), or based on suitable guarantees (such as standard contractual clauses or binding corporate regulations) or, should these conditions not be fulfilled, if said transfer is authorized by the Exhibitor or necessary for executing the contract.
 - Personal data (including images) concerning the Exhibitor's business (entrepreneurial or professional), can also be processed by the Data Controller or collaborators authorized by our company, or companies responsible for data processing to pursue the legitimate interests associated with the analysis of information concerning the Exhibitor's activities, the participation in our events, and requested services and, specifically, for the identification, through electronic processing, of the preferences and potential services of interest (profiling), to detect the quality of the services, complete statistical surveys to support the company's decision-making and strategic processes, to implement business plans and, above all, to provide services and products that meet the Exhibitor's needs.
 - The e-mail and postal addresses provided by the Exhibitor for their participation in the Event and for the use of the relative services can be used by the Data Controller to send the newsletter of the event and related Fiera Milano or the Group's activities, as well as communications regarding similar events and services. The Exhibitor can object, at any time (immediately or also subsequently), to the sending of these communications, by writing to privacy@fieramilano.it or by post to the Data Controller, to the addresses indicated in the Application and in the Rules.
 - Notwithstanding the delivery via e-mail or post of newsletters and communications concerning the event and services of interest, the personal data and contact information (e.g. e-mails) also referred to companies, organizations or associations, can also be processed by the Data Controller prior the Exhibitor's consent (to be provided by selecting the specific boxes), for the following purposes: a) sending advertising and direct sales materials and performing market research or sending commercial communications by post, telephone, automated calling, fax, e-mail, text message, mms systems on additional exhibition events, the Data Controller's services and products and of Fiera Milano Group companies and of third parties (organizers, exhibitors, installers, qualified operators involved in the exhibition events or also operating in other sectors) interested in proposing favorable commercial offers to exhibitors; b) sharing data with Fiera Milano Group companies, (see the updated list available on www.fieramilano.it) as well as other companies, including organizers, exhibitors, installers, qualified operators involved in the events or operating in other sectors, such as market research institutes, Fiera Milano sponsors and suppliers ... for their processing, as Data Controllers, for the purposes and with the methods specified in section a).
 - For the purposes indicated in the previous paragraph, the provision of this data remains optional and does not affect the Exhibitor's participation in the event and use of the relevant services and the data subject is entitled to withdraw previously provided consent (without affecting the lawfulness of processing based on consent before its withdrawal).
 - The GDPR (articles 15-22) ensures the data subject the right to access pertinent personal data at any time, obtain a copy, rectify or complete them if incorrect or incomplete, erase them or restrict their processing when the grounds occur, object to their processing on grounds relating to the particular personal situation and for direct marketing purposes, request data portability if processed by automated means for the execution of the contract or based on the data subject's consent, and lodge a complaint with the personal data Supervisory Authority if it is believed that rights have been infringed.
 - For any further clarification or request concerning the processing of your personal data, the data subject can contact the Data Controller at the addresses provided in the Application and/or Regulation. Additionally, the data subject can apply to the Data Controller to exercise the above-mentioned rights, to learn of the updated list of the categories of data audiences and any processors appointed by our company (also available on website www.fieramilano.it, privacy@fieramilano.it). You can contact the Data Protection Officer at the following addresses: Piazzale Carlo Magno 1 20149 Milan, Italy e-mail dp@fieramilano.it
 - The information in this Article is provided by the Data Controller pursuant to Article 13 of the GDPR and the Exhibitor undertakes to communicate it to the natural persons (its representatives, members, employees and workers) whose Personal Data have been provided for the purposes of their participation in the Event and for the provision of the relative services, and also to guarantee that the Personal Data are lawfully used by the data Controller for these purposes and to indemnify and/or compensate the Data Controller for all costs and damages that may derive from the Exhibitor's breach of the duties to the Data Controller undertaken pursuant to this Article.

Art. 35 - Use of images of the Exhibitor acquired during the Exhibition
 In relation to the images of the Exhibitor, their stand and/or representatives, members, employees and workers, acquired or recorded in any way (such as, using cameras, video cameras or audiovisual recordings) during the Event, the above-mentioned Exhibitor declares to be aware, pursuant to European (EU) General Data Protection Regulation 2016/679, that Fiera Milano S.p.A. may collect and process said images and disseminate them for informative, promotional and commercial purposes pursuant to the terms specified in Article 34, and therefore grants Fiera Milano S.p.A. the free use of these images, for these purposes, as per articles 96 and 97 of Italian Law no. 633/1941, authorizing Fiera Milano S.p.A. to use them through any means of communication (including, for example, brochures, presentations, catalogues and, in general, all the printed material necessary for their disclosure and promotion, TV, pay-per-view, etc.) and dissemination via internet (company website, social networks, etc.) or via magazines and other publications, including digital ones, with the rights to adapt and reproduce them for all legal purposes. For this purpose, the Exhibitor declares and guarantees to have: (i) obtained the authorization of the data subjects for the processing of the data relative to their photos, video recordings etc. by Fiera Milano S.p.A., including their dissemination for informative, promotional and advertising purposes pursuant to the terms of the European (EU) General Data Protection Regulation 2016/679; (ii) obtained authorization for the use and dissemination of the images, pursuant to Articles 96 and 97 of Italian Law no. 633/1941 on copyright, in the above-mentioned terms, from the natural persons portrayed or recorded, their representatives, members, employees and workers during the above-mentioned event. In relation to the previous sections (i) and (ii), the Exhibitor undertakes to indemnify and hold Fiera Milano S.p.A. harmless from all disputes, actions or claims that may be raised by the above-mentioned persons with regard to the indicated use and disclosure of the relative images described above.

Art. 36 - Claims, governing law and Court of competence
 Any claims must be submitted in writing to Fiera Milano. The applicable law is the Italian Law and the Court of Milan shall have competence to decide any dispute as may arise.

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

Date / / Stamp and legible full Signature

EXHIBITOR'S AUTHORIZATION OF THEIR PERSONAL DATA PROCESSING

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

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

Yes, I give my consent No, I do not give my consent

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

Yes, I give my consent No, I do not give my consent

Date / / Stamp and legible full Signature