

GENERAL REGULATION
(hereinafter "General Regulation")

Art. 1 - Organizer and Trade Fair's name A.N.C.I. Servizi S.r.l. a Socio Unico, (hereinafter referred to as the "Organizer" or "A.N.C.I. Servizi s.r.l."), with head offices at Via Alberto Riva Villasanta, 3 - 20145 Milan, organizes the event named Moda Made in Italy (hereinafter, "Trade Fair" or "Event") with the collaboration and the administrative and technical assistance of MOC Verwaltungs GmbH & Co. Immobilien KG (hereinafter, "MOC") and the technical stand builder partner as selected by the Organizer, promptly communicated to the participating exhibitors and by the latter duly appointed (hereinafter, the "Stand Builder").

The name Moda Made in Italy belongs to A.N.C.I. Servizi S.r.l., who legitimately claimed and owns all the rights in relation to the relative trademark.

The Exhibitor undertakes to respect the full and exclusive use of such right, refraining from the use of it, in any way (even in a partial and/or similar way) in violation of the law rules protecting the registered trademarks.

Art. 2 - Place, date, hours, admissions and facilities The Trade Fair will be held at MOC Event Center in Lilienthalallee 40, 80939 – Munich (hereinafter, "Exhibition Center" or "Event Center"), on the dates as expressly indicated in the application form (hereinafter, "Application Form") as available online at b2b.anci-servizi.it (hereinafter referred to as the "Application Link"). Without prejudice to the provision set forth under article 6a, the Exhibitor will adhere to the Trade Fair within the expiry date indicated in Application Link by the Organizer.

The Organizer reserves the unimpeachable right to modify the date and hours of the Trade Fair. Admission at the Trade Fair is reserved to Italian and foreign businesspeople provided with proper entry document; personnel authorized by the A.N.C.I. Servizi s.r.l., MOC and the Stand Builder; representatives of the press and information services duly registered; people with regular invitation.

For all the above mentioned categories, the entry document, invitation or authorizations will be available at the Information Desk at the entrance of Hall 2 on the ground floor of the Event Center (hereinafter, "Information Desk") upon presentation by the Exhibitor of the participation confirmation (see Art. 8) as provided for to the latter – by email or fax – by the Organizer which will be converted on site into an Exhibitor badge (hereinafter, "Exhibitor's Badge").

The Exhibitor's Badge is valid for admission at the Trade Fair for its entire duration (included setting-up and dismantling phases).

Free parking and Wi-Fi connection (up to 20 megabyte per second) for Exhibitors only will be provided during the Trade Fair opening hours.

Each Exhibitor will receive a free underground parking pass valid for the entire duration of the Trade Fair. Exhibitor which makes reservation for 42/56 sqm shell scheme stand or two or more showroom units will receive two parking passes. Additional passes may be bought for Euro 10,08/day. Those passes may be picked up at the Information Desk from the day before the start of the Trade Fair during the following times: from 2 pm to 8 pm. Free underground car park ticket cannot be used during the preparation and setting up phase.

See the technical information for more information concerning the loading/unloading area.

An area for loading/unloading is provided into the Halle 4 in the underground car park or on the second floor underground

It is forbidden to remain in the halls after the closing time. Children below the age of 12 will not be admitted in the Event Center, even if they are accompanied. Animals will not be admitted in the Event Center.

Art. 3 - Products admitted Without prejudice to Organizer's right to authorize the display of further related articles, Exhibitors may only display and exhibit: footwear, bags and leather accessories; total look in leather; specialized press; accessories for shoe shops. All the above products bearing the trademark/s as indicated by Exhibitor on the Application Form under penalty of immediate removal from the stand of the products bearing different trademarks if so

ordered by the Organizer, without prejudice, according and for the effects of the following Art. 4.

Art. 4 – Exhibitors The following subjects may be admitted as Exhibitors:

a) Italian and foreign companies exhibiting products of their own manufacture as well as their authorized dealers, agents and exclusive general representatives in any case provided that manufacturers are not directly exhibiting their products or samples. In any case, dealers and representatives cannot display the same products or samples of the represented Exhibitor in different stands from the one of the same Exhibitor; dealers and representatives must accompany their Application Forms with a list of the companies and/or brand represented together with the related product collections (trademarks);

b) industry associations, public bodies, consortia, Exhibitor(s) that take part through consortia, and institutional bodies promoting the industry, performing research, information and dissemination activities in the shoe field or providing services connected thereto.

The Organizer reserves the right to accept applications from companies, organizations and institutional bodies different from those indicated under points a) and b).

All Exhibitors must indicate product collections and brands to be exhibited and displayed during the Trade Fair in the proper section "Catalogue" on the Application Link (in the form of "catalogue entry") which will also appear pre-printed on the Application Form; Organizer may verify the compliance of the indicated product collections and brands by visiting the Exhibitor's stand.

It shall be discretionary and incontestable right of the Organizer to exclude certain products and samples from being exhibited and displayed. It is prohibited to exhibit and display same products and samples belonging from the same company and/or brands in more than one stand unless otherwise expressly authorized by the Organizer. The Exhibitors who have not settled the required payment, who have not fully completed and sent the Application Form in accordance with Art. 2 above, who are not complaint with Art. 9 of this General Regulation or who have outstanding payments from previous editions of the Trade Fair, shall not be entitled to participate.

Art. 5 - Occupational safety and health

For the entire duration of the Trade Fair (setting-up and dismantling phases included) the Exhibitor is required to fully comply with applicable rules and regulation concerning occupational safety, health and physical well-being of workers, as well as employment, pensions and social security law.

Exhibitors further undertake to comply with and ensure that all contractors working on their behalf comply with the MOC's Technical Regulations and all amendments and additions therein. The Technical Regulation is available on the <https://messe-muenchen.de/> website under section "download", also providing precautionary rules on exhibition safety (fire prevention, electrical installations, environmental protection etc.), excluding specific safety-related rules for activities undertaken by the Exhibitor or contracted out by exhibitors to contractors (stand set-up/striking and associated activities), for which the Exhibitor remains responsible for oversight and compliance.

Conduct that fails to comply with the above-mentioned safety regulations, in particular if it impacts general safety in the Event Center and with regard to other parties in attendance, may prompt intervention by the Organizer and/or MOC as part of regular checks and samples, resulting in the immediate cut-off of utilities supplied to the stand or its immediate closure.

Any additional consequence that may arise from the abovementioned infringement of safety provisions is solely attributable to the responsibility of the Exhibitor and of the Companies appointed by the latter.

Exhibitors shall be responsible for complying with applicable laws and regulations regarding all works implemented and organized under their responsibility and on their behalf, including setup, structures, installations, products exhibited and all other associated activities.

The Exhibitor is required to appoint the "Security Stand Supervisor", a figure that, for the purposes of safety, takes on all responsibility for all parties who may be involved in terms of the work carried out on behalf of the Exhibitor, for the entire duration of their stay on the Trade Fair.

At the Exhibitor's discretion, and wholly under its responsibility, the "Security Stand Manager" may be a different individual during each of the three previously-mentioned phases (set-up, the event and striking).

The name of the person responsible for the security stand and the relevant telephone numbers must be indicated in the Application Form by completing the Application Link. In the absence of communication of such a name, this function will remain under the responsibility of the Legal Representative of the exhibiting company. Any changes to the name must be promptly communicated in writing, by e-mail (to info@modamadeinitaly.eu) to the Organizer.

Access to the stand by contractors operating on behalf of MOC for the supply of services can only take place in the presence of the "Stand Manager", and after having received their OK. Fair surveillance and security staff are exempt from this restriction.

Art. 6 – Application Form

Art. 6a – Direct Exhibitors

The Application Form, previously filled in every part by the applying Exhibitor through the online procedure available at the Application Link and subsequently downloaded by the Exhibitor together with this General Regulation for subscription purposes, must be signed and uploaded in PDF format on the Application Link in accordance with article 2 of this General Regulation under penalty of:

(i) failure to execute and finalize the participation contract between Anci Servizi S.r.l. and the Exhibitor;

(ii) block of the Application Link previously used by the Exhibitor pursuant to the above art. 2 and consequent need of the Exhibitor to repeat the participation procedure once again – with reactivation of the Application Link by the Organizer -, including, if still available, in relation to the assignment of one or more new stand with respect to those previously requested; unavailability of the stand will not allow the reactivation of the Acceptance Link and therefore the participation of the Exhibitor at the Trade Fair, without the Exhibitor having in such a case nothing to claim to or pretend from the Organizer in connection thereof;

(iii) loss of any facilitation previously and expressly granted by Anci Servizi S.r.l..

Organizer reserves the right to accept applications received after the deadline indicated above.

Art. 6b – Indirect Exhibitors

For Exhibitors participating through industry associations, public bodies, consortia, Exhibitors that take part through consortia, and institutional bodies promoting the industry, performing research, information and develop activities or provide services in the shoe field ("hereinafter, "Tax Payer"), the Organizer requests, in addition to requirements sub Art. 6a, that:

i) the Exhibitor indicates, in the specific space in the Application Form, the company name and fiscal ID of the Tax Payer who will be paying the fee according to article 9 in place of the Exhibitor and will become jointly liable with the Exhibitor (for the intents and purposes of Art. 1292 and the following of the Italian Civil Code). ii) By signing the Application Form both the Exhibitor and the Tax payer formally pledge to accept the General Regulation and all the other laws and rules herein referred to.

Art. 6c – Applications Forms compliance and Acceptance

The Organizer shall consider only those Application Forms properly filled as described in Articles 6a and 6b and correctly stamped, signed, promptly sent and up to date with the required fee payments (see Art. 7 and Art. 9) of this General Regulation and in absence of outstanding debts. In any case, the Organizer's decision on whether or not accept Application Forms is Organizer's incontestable discretion. The Exhibitor may be requested by the Organizer to give evidence of its Chamber of Commerce membership. By signing the Application Form, Exhibitor and Tax Payer declare to accept this General Regulation and all the additional provisions adopted by the Organizer (including the MOC Technical Regulations as available on the website [www.https://messe-muenchen.de](https://messe-muenchen.de) section "download"). Even after acceptance by the Organizer in accordance with article 8 below, the Organizer will have the right to communicate his withdrawal within 15 days as of such acceptance. In this case, the Organizer returns every fee received from the Exhibitor in order to participate to the Trade Fair. The Exhibitor shall not be entitled to claim for any damage for the exercise of the withdrawal right by the Organizer.

Art. 7 – Participation Fee

7.1 The participation fee is equal to the amount per stand (+VAT if due) indicated by the Organizer on the Application Link.

The fee covers:

- utilization of the exhibit area;
- information plaques with name and stand number of the Exhibitor;
- electric power for lighting and power the stand up to 1 kW of installed power (special connections for operating machinery, installations and/or other special devices are not included);
- Badges for Exhibitor's personnel;
- Technical assistance during the Trade Fair (including setting-up and dismantling phases);
- General surveillance of the Event Center and stands and general fire prevention;
- Stand cleaning;
- Municipal advertising tax (if requested);

General fees for audio-visual installations and/or devices available in the stands (if subject to taxation). This coverage does not include live performances and any other kind of copyright exploitation of works (such as audio, video and graphic media or multimedia containing original contents protected pursuant to Germany, European Union and international copyright laws and rules) not owned by or licensed to the Exhibitor, for the managing of which Exhibitors shall contact directly the German collecting societies. Unauthorized use of any copyrighted work and non-compliance with copyright laws and rules results in an infringement of copyright and may be punished and subject to fines.

7.2 The Organizer supplies exclusively pre-fitted modules as listed and chosen by the Exhibitor within the Application Link;

It may be possible to request customized modules according to the terms, conditions and price list as transmitted directly by the Stand Builder to the Exhibitors. Without prejudice to any other provision of this General Regulation, in such a case, the Exhibitor, since now, agrees to keep the Organizer fully indemnified for any damages, expenses, losses, compensation, demands, actions, liabilities, fines, costs (including legal costs) that the Exhibitor may incur or pay to any clients, employees, agents and/or representatives and/or any third party (including own legal costs)) or authority (whether pursuant to any court order or by way of any settlement which the Exhibitor, acting reasonably in all the circumstances including the costs, risks and time involved in fighting any claim, agrees to pay or otherwise), as a result directly or indirectly in whole or part of any breach of any nature whatsoever by the Stand Builder of its relevant obligations.

Additional square meters may be requested directly to the Organizer to the following email address info@modamadeinitaly.eu . The Organizer will accept such request in case the requested additional square meters result to be available. In case of acceptance the Organizer will deliver by email (to the email address indicated in the previous signed Application Form) to the Exhibitor a new updated Application Form with the indication of the new space requested by the Exhibitor. The Exhibitor is requested to sign the new Application Form and return it to the Organizer to the email address of the latter indicated above. Upon receipt of the new Application Form duly signed by the Exhibitor, the Organizer will send to the Exhibitor a written confirmation of the new space allocated together with the relevant invoice that the Exhibitor will have to pay at sight.

Art. 8 - Participation confirmation

The Organizer will confirm acceptance of Participation Forms through the Application Link, on which the Organizer will make available the relevant information regarding the participation to the Trade Fair and in particular, the pavilion number, the stand and square meters assigned.

Art. 8a – Stand Assignments

The assignment and location of the spaces fall within the exclusive competence of the Organizer, to ensure the maximum success of the Trade Fair, carries out this task according to the following criteria: delivery of the Application Form according to articles 2 and 6 of this General Regulation; square meters requested by the Exhibitor; type and price range of product, regular payment (see Art. 7), space availability.

If deemed necessary, the Organizer may change assignment, location and size of the stand for technical or organizational reasons, for a greater success of the Trade Fair or for circumstances beyond their control, up until one day before the period of the stands set-up, at their absolute discretion, without the Exhibitor having any right to indemnity or refund for any reasons and at any title.

Art. 8b - Stand transfer

No transfer, either total or partial, upon payment or otherwise, of allocated stands is allowed and in any case it is forbidden to display any products not indicated through the Application Link, or of another manufacturer, as well as any kind of promotion on behalf of another company except as provided under the above article 4.

Should such rules be breached, the Organizer may remove the goods illicitly introduced and exhibited at the risk and expense of the stand-holder and will be entitled to either, at their own final discretion close the stand due to the Exhibitor's fault (the Exhibitor may be subject to compensation for any and all damage caused to the show). In that case the Exhibitor will not be entitled to reimbursements or compensation on any grounds or request the infringer to pay a penalty of € 1.500,00.

Art. 9 – Terms of payment

The participation fee and the charges for additional services requested to and furnished by the Organizer must be paid at relevant invoice sight by Exhibitor. For Exhibitors participating through different Taxpayers payments due for the participation and the fees related to the services requested shall be paid and invoiced to the latter rather than to the Exhibitor, with which the Taxpayer shall remain jointly responsible (pursuant to the provisions in the Art. 1292 Civil Code and following).

As from January 1, 2011, in accordance with the Legislative Decree no. 8/2010 in application of the EU directive no. 8/2008, foreign Exhibitors liable for taxation are not required any longer to pay the V.A.T. on stand fee and services connected with the show, with the exclusion of non-commercial Companies/authorities and private individuals. In order to identify the type of Exhibitor (Company liable for taxation/non-commercial Company or private individual), before the issuing of the invoice it is essential to receive the information on the V.A.T. number/ID code or other documents proving the status of company and not of private individual. Foreign Exhibitors shall be exempted from paying VAT only if prior to the completion of the participation procedure through the Application Link, the same have communicated to the secretary office of the Organizer, via email at info@modamadeinitaly.eu, their fiscal ID or VAT number. On the contrary the amounts invoiced to the foreign Exhibitor will be subject to VAT, which will be then due.

The declarations of intent (for VAT exemption) must be sent together with the application for participation in the Trade Fair if not previously sent with validity for the current year; otherwise, once the invoice / receipt has been issued, the same can not subsequently be re-issued in exemption.

Foreign Exhibitors who fail to indicate on the Application Form their own fiscal ID/VAT number shall be considered end user and, as established by current legal provisions, must pay VAT at the prevailing rate.

A.N.C.I. Servizi s.r.l. shall issue the final invoices charging them per stand and not per Exhibitor participating in the Exhibition. Payments must be made in euro. In the lack of compliance with the above, MOC will cut off the supply of electric power to the stand as from the first day scheduled for the installation and assembly phases.

In case Application Form is not accepted, the Participation Fee, if already paid by the Exhibitor, is returned to the Exhibitor. In such a case the Organizer since now represents and accepts that it will not be entitled to ask the Organizer for further reimbursements and/or compensation and/or damages.

The Organizer may withhold the payments specified above to compensate Exhibitor's outstanding and/or unpaid payments of previous Trade Fair editions. Any contestation concerning payments and cost charges must be presented within 10 (ten) days after the end of the Trade Fair, afterwards they will not be taken into consideration.

Art. 10 – Right of withdrawal – request of reduction of squared meters

The Exhibitor could renounce the participation at Trade Fair or ask for a reduction of the area for the exhibition previously reserved by sending to the Organizer a registered mail, revealed in advance alternatively by certified email to info@modamadeinitaly.eu .

Should the Exhibitor renounce to participate at the Trade Fair prior 60 days notice to the beginning of spring Trade Fair edition and prior 60 days notice to the beginning of autumn Trade Fair edition the full amount paid by the Exhibitor will be refunded to the same by the Organizer. Otherwise if the communication of withdrawal is sent by the Exhibitor following such essential terms the Organizer will retain 100% of the payment made by the Exhibitor.

Should the Exhibitor ask for a reduction of the square meters with a 60 days prior notice to the beginning of spring the Trade Fair edition and with a 60 days prior notice to the beginning of the autumn Trade Fair edition, the difference of the amount already paid by the Exhibitor will be refunded to the same by the Organizer.

Otherwise if the communication of reduction is sent by the Exhibitor following such essential terms the Organizer, at its full discretion, may retain the relevant pro quota amount as referred to the square meters renounced by the Exhibitor.

Even in case that the subscription of the Exhibitor has been presented and approved by the Organizer after the date above written, in case the Exhibitor does not occupy the stand on the opening day as well as the days of the duration of the exhibition, without sending any formal communication, an additional penalty of € 1,000.00 for each half day of absence will be applied. Moreover, the Organizer has the right to obtain the compensation for further damages suffered as stated in Art. 21.

Art. 11 - Exhibitors' Data

The Organizer, may use the data provided directly by the Exhibitor (by filling in the "Catalog" section of the online Application Link) in digital and/or paper publications concerning its activities and services in general and concerning the Trade Fair in particular (such as visitor's guide and the like).

Since data are provided by the Exhibitor, A.N.C.I. Servizi s.r.l. shall not respond of any error or omission; Exhibitors take all responsibility for the information they personally placed in the "Catalog" on the Application Link and states that they have reviewed and checked the list of its catalog entries as reported on the Application Form, expressly relieving the Organizer of responsibility for any error.

Any requests for further catalog entries may be accepted by the Organizer at the cost indicated on the Application Link.

Any change regarding data must be indicated through the Application Link within 15 days before the beginning of the Trade Fair. Any change indicated after the above term will be published only on paper publications made available at the Information Desk. The Organizer disclaims all responsibility for any omissions, incorrect information and descriptions, misprints, and/or publication layout errors in Exhibitors' Catalogue (hereinafter, "Exhibitors' Catalogue"), or in any other promotional, informative or service-related publication; in any case, the provisions of art. 31 of these Regulations shall apply.

Art. 12 - Stand sign

Each stand will be provided with a sign indicating the related stand number.

Art. 13 – Stand setting-up and height of stand

The Organizers supply exclusively pre - fitted modules.

The Organizer reserves the right of rejecting setups that are improper, indecent and in general not in line with the image of the Trade Fair.

Perimeter stands are 1.50 meters high.

All regulation and documentation related to stands setting-up/dismantling rules, dates and hours concerning the Trade Fair and the Event Center are to be considered part of these General regulations and will be send to Exhibitors with the Booth assignment notification.

Further technical stand's plans may be communicated to the Exhibitors by the Organizer and/or MOC and/or the Stand Builder.

The Organizer has the right to deny the authorization to the access into the stand or, alternatively, have the right to ask for extra payment and/or penalties in the following cases:

- a) the Exhibitor does not respect the instructions provided by the Organizer and/or MOC and/or the Stand Builder;
- b) the Exhibitor applies features that do not correspond to those communicated in the set-up project.

The Exhibitor must accomplish instructions provided by the Organizer and/or MOC and/or the Stand Builder for changing and/or modifying stand's setups as soon as possible after receiving the request.

In any case, the Organizer has the right to ask for compensation for any further damage caused by the violation of the instruction contained in the present article.

Art. 14 - Insurance - Limitation of liability – ISVAP

Art. 14a - Insurance - "All risks" policy - Property of the Exhibitors (excluding terrorism and sabotage risks)

The Organizer and MOC require that all goods, machinery, fixtures, fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors are covered by "All Risks" insurance, including a clause waiving the insurer's right of recourse against Third Parties, including MOC and/or the Stand Builder, their subsidiaries and/or affiliates, the Organizer and all Third Parties in any way involved in the organization of the Exhibition. This insurance is made available by the insurance company selected by the Organizer and communicated to the Exhibitor upon confirmation of the Application Form.

Art. 14b - Third Party Liability Policy

This coverage is automatically provided, free of charge, for all Exhibitors by MOC.

Art. 14c - Limitation of Liability

The Exhibitor, by signing the Application Form, agrees to release MOC and the Organizer from any liability for consequential losses, reputational damage, loss of revenues, etc.. Also for any direct loss, each Exhibitor agrees that MOC and the Organizer limit their liability to the declared values of the merchandise at the Fairground for the event.

Art. 15 - Stand cleaning

Cleaning service operates after the closing to the public of the Exhibition Center. Cleaning Service comprises: show floor cleaning (also including other floor coverings such as fitted carpets, etc.); general dusting of stands furniture; collection of litter; emptying of waste-paper baskets.

Art. 16 - Damage to stands

The surfaces assigned and the possible pre-fitted stands must be returned in the same conditions in which they were delivered. Exhibitors shall bear the cost of any damage repair work required.

Art. 17 - Stand surveillance

The Organizer and MOC ensures general surveillance of the Exhibition Center. During opening hours surveillance of stands is in the care of Exhibitors.

Staffers at stands displaying exhibits that may be pilfered easily are advised to be present at their stands punctually at time of opening of halls for Exhibitors and to remain there until closing time. Valuables that may be pilfered easily must be put away in safes or cabinets.

Special services of stand surveillance can be requested to the Organizer and MOC on a for-payment basis.

Art. 18 - Photographs and videos

Private individuals, visitors and Exhibitors are prohibited from taking photographs, video or audio shoots inside the Exhibition Center unless they are in possession of a special authorization issued by the Organizer. The Organizer may photograph any stand and use the relative reproductions

for insertion in its publications, on its site or on social networks of the Trade Fair managed by Anci Servizi S.r.l., without exposure to any claims for compensation.

Art. 19 - Sound transmissions and speakers

All types of sound transmission shall be prohibited. The Organizer and MOC may utilize the speakers installed in the Exhibition Center for official announcements and in case of emergency.

Art. 20 - Advertising

Art. 20a - Promotional-advertising actions

Exhibitors may effect advertising, apart from that within the stands, only after approval by A.N.C.I. Servizi S.r.l. who reserve the exclusive right to manage it, with or without the collaboration of specialized agencies.

The Organizer may reject advertising material the content of which is not suited to the standards of the fair, at their absolute discretion.

It is absolutely forbidden for Exhibitors to carry out any form of walking advertisement, through the distribution of flyers and/or brochures, of any shape or size, and/or objects or gadgets, either within the trade fair exhibition areas (halls) or in the common areas of same, except at their stand.

Breach of the above shall result in the automatic application of a penalty of € 1,000.00 and possible exclusion from the next edition of the Trade Fair.

Art. 20b - Council advertising tax

Possible payment for municipal advertising taxes may be required to the Exhibitor.

Art. 21 - Removal of samples - product sales

During the Trade Fair, Exhibitors are obliged to be present at their stand and keep their entire collections on display.

It shall be prohibited to leave the stand and/or to remove samples - totally or partially - before the official end of the Trade Fair.

Exhibitors are absolutely forbidden from retail selling the products exhibited during the Trade Fair.

Retail sales, early leave, and the premature removal of collections - totally or partially - before the agreed closing time on the last day of the Trade Fair shall result in the automatic application of a penalty of € 1,000.00 (as per art. 26). In case of early leave of the stand in one of the days before the last one or in case of lack of occupation of the stand at the opening of the Trade Fair it will be applied a penalty of € 1.000 per each half a day of leave and the Organizer will have the right to claim the additional damages suffered. (Furthermore, in case of lack of occupation of the stand at the opening of the Exhibition and on the following days the Exhibitor will be obliged to pay a penalty equal to the entire amount of the participation fee.

In the event of non-payment of the fine, the Organizer reserves the right not to accept the defaulting party's application for participation in the next edition.

Art. 22 - Dangerous materials

Without diminishing the rules and regulations regarding assembly in public places, it shall be forbidden to bring into the Trade Fair any material or products that are ill-smelling or hazardous or susceptible of causing damage or annoyance.

Art. 23 - Modifications to the Regulations

The Organizer reserves the right to establish rules and provisions considered appropriate for regulating the Trade Fair and related services, even in derogation to this General Regulation. Said rules and provisions shall have the same force as this General Regulation.

Art. 24 - Executive technical provisions

Additional rules of a technical nature and others of a general nature such as: restrictions; stand preparation; terms for bringing in products to be exhibited; regulation of extra-stand

advertising; invitation badges; return of stands, etc. will be communicated by means of the Technical Regulations, which shall therefore form an integral part of these regulations.

Art. 25 - Termination for due cause and Sanctions

The Exhibitor is obliged to respect this General Regulation. In case of breach of its rules or lack of respect of the related duties, the Organizer may cancel with immediate effect the exhibition contract or alternatively may apply a penalty up to € 5,000.00 – save the right for the Organizer to claim for any further damages caused by the Exhibitor, unless otherwise provided in this General Regulation. The Organizer however reserves the right not to accept the Exhibitor's application request for the following edition.

Art. 26 - Force majeure

In the case of force majeure, or for any reason independent of the will of the Organizer, the date of the Trade Fair is changed or the Trade Fair even cancelled, the Organizer and MOC may not be cited for damages for any reason or on any grounds.

Art. 27 - Legal jurisdiction

These regulations and the corresponding contractual relationship are governed by Italian law. Any dispute on the interpretation of these regulations and/or to the relationship in force between the Organizer and the Exhibitor, as well as any dispute on the resulting obligations, shall be first submitted to the arbitration of the Mediation Committee of the Arbitration Board at the Chamber of Commerce of Milan, subject to the joint application of the parties, who henceforth pledge to act in this manner. If this arbitration attempt is not successful, the Court of Milan will have exclusive jurisdiction on the matter. For any issue not expressly considered in these regulations, we refer to the provisions of the Italian Civil Code. The invalidity of a clause does not diminish the validity of these regulations and the invalid clause is deemed automatically replaced by the provisions of the Italian Civil Code.

Art. 28 - Privacy

28.1 Data treatment

Pursuant to and for the effects of the European Regulation no. 679/2016 (hereafter, only G.D.P.R.) the Organizer hereby informs the Exhibitors that the companies Anci Servizi S.r.l. and MOC are independent (hereinafter, "Data Controllers") of the separate processing of the requirements for the performance of their own exclusive activities and from here onwards they are both referred to as "Data Controller" for the purposes of data processing.

The Data Controllers will only answer for the respective services / competencies that will be offered to the Exhibitors during the Trade Fair.

Appropriate disclosure is made separately from this Regulation through the Application Link, where the Exhibitors are required to give their consent.

In relation to the processing of data by the Data Controllers, reference is made to the contents of the information contained in the aforementioned Link as well as in the online documentation available on www.modamadeinitaly.eu .

Art. 28.2 - Regulation of business cards

The Exhibitor who during the Trade Fair has received both paper and electronic business cards from third parties undertakes to use them in accordance with the provisions of G.D.P.R. and only for activities that do not require specific consent and consist of: management, organization, conservation, use, communication to the members of the company and / or group and the joint controllers and managers appointed with a special contract, destruction and modification of the data processed following notification by the interested party, consultation, communication of some sporadic initiatives related to the activity carried out at the Trade Fair through soft spam activities. The third party will be informed of the above and, by giving his / her contact, will consent in accordance with art. 4 paragraph 11 of the G.D.P.R. by unequivocal positive action to allow the Exhibitor to carry out the treatment as indicated.



Obviously, the Exhibitor's right to prepare his own report with the relative consent for data processing drawn up to collect consent for the processing he intends to carry out on third parties' data remains unaffected.

Art. 29 - Regulation and bans for safety purposes

The regulation and prohibitions that Exhibitors must observe and have observed are indicated below: a) smoking is prohibited inside the halls and offices; b) all parties operating in the halls during assembly and disassembly must use safety shoes and a helmet for head protection; c) call entities operating within the Trade Fair quartier shall be provided with an I.D. and must respect labor legislation with particular reference to relationship between the parties; d) all parties working on behalf of the Exhibitors on contract and subcontract shall provide their staff with ID badges as stated in Articles 18, paragraph 1, lett. u), 21, paragraph 1, lett. c), 26, paragraph 8 of Legislative Decree 81/08.

Art. 30 – Liability

The financial liability potentially incurred by the Organizer (only in relation to the services that fall within their competence), irrespective of the nature of the damage reported by the Exhibitor, shall be limited to 20% of the fees actually paid by the Exhibitor, and shall be applicable only upon proving the damage suffered by the Exhibitor.