

Application form

Bologna 2012
from Monday 19th
to Thursday 22nd March



Società per azioni
sede legale / Registered Office
Viale della Fiera, 20 - 40127 Bologna - Italia
Codice Fiscale, Partita IVA
e Registro Imprese BO 00312600372
Capitale Sociale € 93.780.000,00 i.v.
REA BO 367296

Segreteria Organizzativa
Piazza Costituzione, 6
40128 Bologna, Italy
Phone +39 051 282 111
Fax +39 051 6374 011
bookfair@bolognafiery.it
www.bolognachildrenbookfair.com

Space reserved for BolognaFiere **Iscrizione n.** **Cod. Esp.** **Padiglione** **Corsia** **Stand** **Cod. SICOM**

The undersigned firm, having examined the regulations printed overleaf which, in accordance with law, it hereby declares that it understands and accepts in full and without reservation, submits this application to take part in the Exhibition in question and asks to hire a stand as specified below.

The following data will be published in the catalogue and on Internet

Reserved for 2011 exhibitors

Check the details given below and indicate any changes in the left-hand column.

- Publisher Packager Printer
 Other (please specify)

In alphabetical order under the letter: (specify)

Company name

Street

City/Post code

Country

Telephone (area code)

Fax

E-Mail

Administrative email
address for sending administrative documentation (required)

Web site

VAT No.

Please tick publishing sectors as appropriate:

1. Illustrated Book

- Activity books (101)
- Board books (102)
- Novelty books (103)
- Painting and colouring books (105)
- Picture books (104)
- Pop-up books (106)

2. Children's and Juvenile Literature

- Fairy tales (604)
- Fiction (601)
- Novels (602)
- Poetry (603)

3. Educational

- Dictionaries (701)
- Education (702)
- Geography (703)
- History (704)
- Language courses (705)
- Music (706)
- Psychology (707)
- Religion (708)
- Science (709)

- Teaching (710)
- Technical studies (711)
- Text books (712)

4. Non-Fiction

- Art (301)
- Biographies (302)
- Cinema and TV tie-ins (303)
- Encyclopaedias (304)
- Non-fiction (305)
- Reference books (306)

5. Sport and Hobbies

- Cooking (207)
- Entertainment (201)
- Hobbies (202)
- How-to-books (203)
- Leisure (204)
- Nature and Environment (208)
- Pets (205)
- Sport (206)

6. Miscellaneous

- Almanacs (401)
- Calendars (402)

- Comics (403)
- Decal/Transfers (404)
- Games (409)
- Gift books (405)
- Periodicals (406)
- Picture cards (407)
- Posters (408)

7. Digital and Multimedia

- Audiobooks (808)
- CD-I (803)
- CD online (805)
- CD/DVD (801)
- ebooks (809)
- Educational software (810)
- Internet (806)
- Mobile Products and Services (811)
- Video CD-ROM (804)

8. Other Aids

- Didactic games (504)
- Films (503)
- Video (507)

Age groups: pre-school (A) 5-10 (B) 10-15 (C) over (D)

Please add a brief description of your publishing activity (maximum 4 typewritten lines in English)

Contact person

e-mail address (should it be different from the catalogue entry)

Data for sign

Firm

City

Stand requested	Quantity	Unit Cost	Total
1* Furnished shell scheme	A25 Stand type A (4x4 m)	3,365.00	
	A26 Stand type B (4x8 m)	5,700.00	
	Variation A1 (corner stand) <input type="checkbox"/>		
2* Unfurnished area	A27 4x4 m module facing aisle	2,535.00	
	A28 4x4 m module facing rear (only in addition to aisle-facing module)	1,565.00	
3 Additional items (furnished areas only)	N26 Bookshelf	23.00	
	N22 Chair	14.90	
	N23 Table	51.20	
	N24 Chest of drawers	35.40	
	A48 Store cupboard 1x1 m	229.00	
	A49 Store cupboard 1x2 m	270.00	
	N35 Spotlight	34.40	
* The stand fees include the following mandatory services: electric system connection and testing, with maximum power supply up to 3 Kw; fire-extinguisher supply according to the safety standards; daily stand cleaning; municipal advertising charges for advertising on billboards and exhibiting company name			
4 Advertising requested (please specify the code)	C01 Catalogue (Code) (15% discount if offer is taken up by 31 st October 2011)		
	P27 Advertising Billboards or Other initiatives (Code) (10% discount if offer is taken up by 31 st October 2011)		
Registration fee inclusive of administrative dues, compulsory insurance policy and one standard WI-FI connection 802.11 b/g 2GHz for 1 PC, Tablet PC or Smartphone	A01		350.00
		Total (without V.A.T.)	
		21% V.A.T. will be added to the total on the invoice, if due	

See enclosed folder for prices and technical characteristics

Method of payment

Payment may be made by bank transfer to the name of: BolognaFiere - Bologna Children's Book Fair - c/o Unicredit Banca d'Impresa
ABI 02008 CAB 02515 - C/C 000030087244 CIN K - IBAN IT54K 02008 02515000030087244 - SWIFT UNCRITMMOEE

Invoicing Data (for administration purposes):

Official Company name

Address (if different from the catalogue one)

Administrative Contact Person

Administrative Email

Tel Fax

You are a:

taxable entity / person professional individual

If you are a taxable entity / person please indicate:

VAT code

in our country VAT code does not exist

TAX identification n°

in our country the TAX identification number does not exist

If you are a professional individual, please indicate date and place of birth:

This application is valid only if it carries both the required signatures:

According to Art. 1341 and 1342 of the Civil Code, we hereby approve and sign specifically clauses concerning: Irrevocability of the application form (Art. 2); - Discretionary power of BolognaFiere (Art. 2, 4); - Power of annulling, backing out and stopping a contract (Art. 3, 4, 6, 7, 8, 20, 24); - Penal clause (Art. 3, 6, 8, 9); - Renunciation of refunds and allowances (Art. 4, 5, 6); - Restrictions to the withdrawal power (Art. 6, 21); - Restrictions or exemption from responsibility (Art. 8, 9, 11, 12, 13, 15, 16, 17, 19); - Acceptance or responsibility (Art. 8, 10, 11, 12, 17, 19, 23); - Supply of utilities (Art. 4, 16, 18); - Exclusive competent Court of Law (Art. 22).

date firm's stamp and authorised signature

date firm's stamp and authorised signature

Guest firms: € 350.00 + V.A.T. (if due) per firm (maximum of 2 in addition to the holder)

Name of guest firm

Address

Name of guest firm

Address

Stand holder

A11 Total Euro

Payment of the fee of € 350.00 grants entitlement to inclusion in the catalogue and on the stand sign; compulsory insurance policy and one standard WI-FI connection 802.11 b/g 2GHz for 1 PC, Tablet PC or Smartphone; each guest firm is requested to fill in the Application Form in order to correctly provide its catalogue data. Unless specified otherwise, the amount will be invoiced to the stand holder.

date firm's stamp and authorised signature

Deadline for return of the application (please return to BolognaFiere):
30th June 2011 with priority in the choice of stand and 4% DISCOUNT ON BOOTH RATES.
After 30th June 2011: subject to availability of stands

GENERAL CONDITIONS FOR PARTICIPATION IN THE EXHIBITION

N.B. The terms «BolognaFiere», stand for Fiere Internazionali di Bologna S.p.A. - BolognaFiere, Viale della Fiera, 20 - Bologna (Italy).

1) ADMITTANCE TO THE EXHIBITION

The following may be admitted as Exhibitors:

- Italian and foreign companies wishing to exhibit their own products or services falling under the commercial categories included in the Exhibition. In cases where the companies themselves do not take part in the Exhibition, their dealers, agents or representatives, exclusive and general, may be admitted;
- associations, public bodies and other institutions involved in the promotion, study, and dissemination of information in sectors relating to the Exhibition. BolognaFiere reserves the right to exclude certain services, products or samples, and to prohibit the presentation of products, samples or services in more than one stand in the same product sector.
- Italian and foreign companies that have had or still have pending lawsuits or outstanding debts towards BolognaFiere cannot be admitted as Exhibitors.

2) PARTICIPATION IN THE EXHIBITION

Applications must be sent, on penalty of non-acceptance, on the relevant form which must be filled in, signed and countersigned; the form shall constitute an irrevocable submission by the applicant and implies his or her acceptance of these "General Conditions" (as well as the "Exhibition Technical Regulations and Various Forms Booklet", the "Exhibition Centre Regulations"; and all other rules pertaining to the organisation and staging of the exhibition in the Exhibition Centre).

Sole and general dealers, agents or representatives are required to enclose with their application a list of the companies they represent and whose products they intend to display. The applicant is required to supply any and all other documentation he may be asked for in order to accept or reject the application and to establish at any time compliance with the terms and conditions for participation at the Exhibition.

BolognaFiere shall accept or reject applications at its sole discretion and shall be required to explain the reasons for non-acceptance solely in the case of applications at least 60 days prior to the opening of the exhibition, where the applicant has made a formal request within thirty days following the end of the event.

In the case of acceptance, BolognaFiere will inform the applicant by letter, conferring on him the status of participant at the exhibition.

With regard to applications received at least 60 days before the opening of the exhibition, the acceptance letter will be sent no later than 30 days prior to said opening.

With respect to applications received subsequent to this time, communication of acceptance shall reach the applicant no later than the day before the opening of the Exhibition, and may be made by registered letter, including telex, telegram or facsimile.

In the case of shared stands or joint exhibits, the applicant may not offer hospitality to Exhibitors whom BolognaFiere has advised him as being guilty by default on rules or obligations, including default at other Exhibitions. In the event of non-compliance with this provision, the applicant shall be held responsible to BolognaFiere for said default on the aforementioned rules or obligations.

3) TERMS OF PAYMENT

The participation rates and the registration fee are indicated on the application form.

The registration fee includes the following services:

- All Risks and Third-Party liability insurance (mandatory)
 - inclusion of the company both in the official catalogue and in the online version
 - supply of promotional materials to promote the exhibition
 - one standard WI-FI connection 802.11 b/g 2GHz for 1 PC, Tablet PC or Smartphone
- In order to make it easier to participate in the exhibition, the following services have been included in the stand fees:
- electric system connection and testing, with maximum power supply up to 3 Kw
 - fire-extinguisher supply according to the law
 - daily stand cleaning
 - municipal advertising charges for advertising on billboards and exhibiting company name.

The fee includes rental for the exhibition space, including the services expressly indicated in the General Condition of Participation, as well as any additional events arranged by the Organizer

with regard to conventions and conferences, celebrations or society events scheduled in the exhibition program, including reception of delegations of professional operators and Italian or foreign government authorities, of conference and convention participants.

To offer exhibitors financial support, BolognaFiere has established financing arrangements at advantageous conditions for companies taking part in the exhibition for expenses relating to the exhibition spaces and related services. The decision to grant the requested financing will be made exclusively by the Bank, whose decision shall be final.

On receiving the participation application, BolognaFiere will issue a first invoice for the amount of the registration fee and the advance payment received. This however will not bind BolognaFiere to accept the participation application. If the participation application is not accepted, the above mentioned amounts will be returned with no increase due to interest. If the participation application is accepted, BolognaFiere will notify the applicant in writing and will issue a second invoice for the remaining balance due on the basis of the exhibition space allocated. The corresponding payment shall be received by BolognaFiere by the term indicated in the invoice itself. If payment terms are not met, BolognaFiere shall consider the registration cancelled with no need of warning or ruling by a judge, but simply by notifying the applicant concerned.

Upon receipt of the acceptance letter, the applicant must pay the amount owed within 30 days from the date of the invoice and in any event before the inauguration of the exhibition. Failure to comply may result in the event organizer considering termination of the contract by noncompliance without warning or decision by a judge.

In such a case, formal notice will be provided to the interested party, and --apart from being released from any commitment and to be able to have a booth at one's disposal and assign it to other applicants --will be entitled to full payment --as a penalty --of the registration fee and participation fee, as well as any other contractual amounts due, less any monies possibly already received for said securities and reserving the right to compensation for any potential damages.

CONDITIONS OF PAYMENT: Payment is to be made by crediting the total amount to BolognaFiere's account no. 000030087244 at UniCredit Banca d'Impresa S.p.A. - Bologna - Cod. ABI 02008 CAB 02515 CIN K - IBAN IT54K 02008 02515000030087244 - SWIFT UNCRITM00E

4) NON-COMPLIANCE AND NON-FULFILLMENT

Failure to comply with the requirements of this regulation and non-compliance with obligations under this contract --also including the case of non-payment --BolognaFiere, taking into account the seriousness of the matter, may impose the following sanctions on Exhibitors:

- Not activate ancillary services including all utilities required for the smooth functioning of the allocated exhibition space;
- Prohibit the supply of parking passes for cars; exhibitor passes; provided visitors' tickets; catalogs and any other material related to participation in trade fairs;
- Order the immediate removal of non-admissible products --with the authority to intervene directly and immediately should the Exhibitor not comply forthwith --; reserve the right to impose additional penalties;
- Order the immediate closure of the stand --with the authority to intervene directly and immediately should the Exhibitor not comply forthwith --; reserve the right to impose additional penalties;
- Order the exclusion of the Exhibitor from successive editions of the event.

In no event shall the Exhibitor be entitled to reimbursement or compensation of any kind and will remain obligated to pay BolognaFiere the full amount for the participation fees.

BolognaFiere also will in any case entitled to claim damages and costs incurred for the publication of material supplied to the Exhibitor potentially not delivered and for the removal of the products displayed and/or closure of the stand and/or the possible preparation of the exhibit space, including assignment to different exhibitors. BolognaFiere, by virtue of the delinquencies referred to above, will require full compensation for damages, which include both the actual damages as well as those stemming from a loss of profits.

5) STAND ALLOCATION

Stand allocation is the sole responsibility and competence of BolognaFiere.

Any specific indications or requests made by Exhibitors, shall be regarded as purely indicative; they may not restrict or influence the application

and shall consequently be treated as if they had not been made. Furthermore, BolognaFiere has the right to move or reduce a stand already allocated or to transfer it to another exhibition area; this does not entitle the participant to any form of indemnity or compensation. BolognaFiere is, however, obliged to inform the Exhibitor of the above said measures at the latest twenty days prior to the start of the fair, by means of registered letter or any other means, including telefax.

6) RIGHT OF WITHDRAWAL

Any participant who, through proven lawful impossibility, is unable to take part in the Exhibition, may withdraw from the contract, documenting the reasons therefore and advising BolognaFiere to this effect by registered letter with advice of receipt no later than 60 days prior to the Exhibition opening date, without prejudice to BolognaFiere's right to withhold the admission fee and any other rights to compensation for additional damages, as appropriate.

Should said notice be tendered less than 60 days before the Exhibition opening date, the participant shall be required to pay not only the registration fee but also the whole of the participation fee, plus any other direct or indirect damages accruing to BolognaFiere.

BolognaFiere may dispose of the stand and may even allocate it to other Exhibitors. BolognaFiere will decide on the legitimacy of the causes preventing the firm from taking part.

If notice of cancellation is not given and the Exhibitor fails to prepare his own stand, he shall be deemed in default to all intents and purposes and shall be required to pay not only the registration fee and the entire participation fee, but also the direct and indirect damages incurred by BolognaFiere. In this eventuality too, BolognaFiere may dispose of the stand by allocating it to other Exhibitors.

BolognaFiere may at its discretion withdraw from the participation agreement up to two weeks before the Exhibition opening date, and -- for reasons relating to the organisation of the Exhibition and its proper functioning - up to the day of opening. In this eventuality BolognaFiere will not be obliged to provide indemnity or compensation of any kind, but shall return the registration fee and the participation fee where these have already been received.

7) HAND-OVER OF STANDS

The stands will be placed at the Exhibitors' disposal according to the terms and conditions set out in the "Exhibition Technical Regulations and Various Forms Booklet".

Stand furnishing must be completed no later than the day prior to the opening of the Exhibition; in default, the contract may be annulled for non-fulfilment on the part of the participant, with the same procedures and consequences as described in Art. 5.

Access to the Bologna Exhibition Centre can be made only after information has been entered in the proper Website, www.gate.bolognafiere.it; a valid password will be assigned to each exhibitor in order to gain access to the area reserved for credentialed participants. This password must be used to enter the names of the set-up companies, personnel and vehicles that will need to gain access to the Exhibition Centre.

8) STAND FURNISHING

Exhibitors must limit their display to the area of the stand itself, as indicated clearly in the "Exhibition Technical Regulations and Various Forms booklet". Furnished stands must not exceed the height specified in the Regulations. Platforms larger than 80 cm are considered "nonstandard". The displays and related equipment shall be constructed in a workmanlike way and accident and fire prevention regulations shall be observed.

With regard to stand designs whose extent, dimensions and characteristics exceed traditional furnishing standards (on the basis of which permission to use the exhibition areas has been granted), the Exhibitor is required to secure the approval of the Technical Department by submitting, at least 120 days prior to the start of the Fair, the technical drawings and the names of the technicians responsible for the structure, the furnishings and the installations. The same obligations apply to the stands, constructions, marquees and furnishings set up in the outdoor areas. BolognaFiere shall have the right to call on the Watchdog Committee for places of public entertainment.

The Exhibitor is reminded that the Exhibition Centre is classed as a place of public entertainment and he undertakes to observe the relevant regulations and to abide by the provisions and procedures laid down in the "Exhibition Technical Regulations and Various Forms Booklet".

If the Exhibitor fails to deliver to BolognaFiere the declarations and documentation required in

the "Exhibition Technical Regulations and Various Forms Booklet" with respect to responsibility for stand furnishing and electrical installations, BolognaFiere will be entitled to close the stand and take the most appropriate measures to ensure that safety conditions are maintained, without prejudice to any and all civil and criminal liability on the part of the Exhibitors.

BolognaFiere reserves the right to demand that fittings and installations that do not comply with the provisions laid down above, be altered or changed. The Exhibitor shall bear sole responsibility with respect to the stability of the fittings, the installation and operation of the systems and any personal injury or physical damage which may be caused to the property of BolognaFiere or third parties.

BolognaFiere is entitled to define, also for the purposes of the safety on the workplace regulations, specific access criteria to the trade fair premises during the setting-up activities, as well as limit the access of vehicles and/or request payments in the event of vehicles being parked outside the space and/or time limits defined by BolognaFiere.

In the event of non-observance of these rules and the relevant provisions as set out in the Regulations governing participation, BolognaFiere may take action against any firm defaulting on the fire-prevention rules. Said action may entail, in the event that supplementary measures are adopted in addition to the general safety rules, the charging of the associated expenses, estimated at not less than Euro 300.00/module, or an order requiring the partial or total disassembly of the stand and a declaration that said stand is unfit for use.

Non-observance of the safety rules may be reported to the judiciary authorities.

9) HANDING BACK OF STANDS

At the end of the Exhibition, but not before, Exhibitors shall remove the products and materials they have installed and, after obtaining an exit voucher from BolognaFiere, shall remove said materials from the Exhibition Centre. The dismantling of stands shall be completed by the date given in the "Exhibition Technical Regulations and Various Forms Booklet".

It is mandatory for all exhibitors to return the booth to the state in which it was assigned. Failure to respect the dismantling times and/or inaction on the exhibitor's part regarding the clearing out of the area, said exhibitor provides ex officio pre-emptory consent.

By default, there will be the forced dismantling of the stand. Anything left will be considered as waste material and taken to the public dump. The Exhibitor will be responsible for direct and indirect waste removal expenses as well as a fine of Euro 200,00. The Exhibitor will reimburse any additional damages.

Although the exit voucher is not issued to Exhibitors who have not settled each and every one of their accounts, both direct and indirect, with BolognaFiere, the voucher does not constitute a receipt in settlement of the sums owed for participation in the exhibition, and it shall be valid only for the vehicle indicated on the voucher itself.

The Exhibitor expressly authorises BolognaFiere to check that there are no products or materials other than those installed in the stand and listed on the exit voucher in the Exhibitor's and/or his representatives' vehicle or baggage leaving the Exhibition Centre, and he further authorises BolognaFiere not to allow the removal of products and materials not listed on the exit voucher. BolognaFiere accepts no responsibility for goods, materials and anything else left unattended by the Exhibitor in the Exhibition Centre.

10) ACCESS TO EXHIBITION CENTRE

The Exhibition shall be open every day to visitors presenting the required entry document, at the times stipulated by BolognaFiere. BolognaFiere reserves the right to change these times, if necessary, even during the Exhibition. In order to allow Exhibitors and their staff to enter the exhibition freely, BolognaFiere will issue entry passes as provided for in the "Exhibition Technical Regulations and Various Forms Booklet", the use of which implies acceptance of these regulations.

The Exhibitor is nevertheless responsible in every respect for the behaviour of the persons he provides with entry passes, as well as for the behaviour of his own employees, ancillary staff and agents in the performance of the duties with which they have been tasked.

Inside the Exhibition Centre it is strictly forbidden to promote offerings and donations for recognised institutions, to undertake aims-giving or collecting, to make political or religious propaganda and to conduct any activity whatsoever not related to the aims and purposes of the Exhibition.

11) SURVEILLANCE AGAINST THEFT - LIABILITY FOR THEFT AND DAMAGES - RELEASE FROM LIABILITY FOR BOLOGNAFIERE INDEMNIFICATION
During exhibition hall opening hours the Exhibitor shall watch over his stand either directly or through his own staff. The exhibitor must secure the exhibition space with their own personnel during the entire period that the show is open. The exhibitor is the sole custodian, for the duration of the show (including the period of set up/dismantling) of all materials, property and furnishings present in the exhibition space. As custodian of the exhibition space, the exhibitor agrees to indemnify, substantially and procedurally BolognaFiere and not hold them responsible by law for any loss, damage, liability, cost or expense, including legal fees, resulting from the use of the booth and the assigned exhibition space. Although it provides a day and night security service inside the Exhibition Centre for the entire duration of the Exhibition and on the days allocated for stand furnishing and dismantling, BolognaFiere is hereby released from any and all liability in respect of theft and/or damage that may be sustained by the Exhibitor. The Exhibitor will also be liable to BolognaFiere for all direct and indirect damage which, for whatever reason, is attributable to him or to the staff operating on his behalf (including damage caused by furnishings or systems installed either by the Exhibitor or by third parties engaged by him, even if they have been inspected by BolognaFiere).

12) INSURANCE - RELEASE, ASSUMPTION AND RESTRICTION OF LIABILITY

The Exhibitor shall benefit from the following insurance policies taken out by BolognaFiere:

a) All Risks cover (including fire and theft) for direct physical damage to furniture, fittings, equipment and goods on the stand, excluding cash, valuables, jewellery and the like and excluding the software installed in computers and excluding any cover for loss of use of the furniture, fittings, equipment and goods during the period when the Exhibition is being held - cover Euro 40,000.00 full first loss cover (including fire and theft), with absolute excess of € 300.00 per claim, increased to € 600.00 for damage sustained after the end of the exhibition;

b) Third party Liability cover, including fire damages: single limit Euro 50,000,000.00;

c) Exhibitor's Employees Liability cover: single limit per claim of € 3,000,000.00 with limit of € 2,000,000.00 per person;

d) no claim reimbursement from the Insurance company from all exhibitors and BolognaFiere Spa. The above-listed insurance policies are governed by the conditions and limitations which the Exhibitor may request from the Exhibition organising office, and which will be printed on the form contained in the Various Forms Booklet of the exhibition.

These insurance policies do not release the Exhibitor from liability in respect of all risks which, according to the independent assessment of the Exhibitor, are not covered or which exceed the limits of cover as set out above. The Exhibitor shall take out such supplementary cover, as he deems appropriate.

In particular, because of the existence of a system of videocontrolling of halls, in case of thefts, Exhibitors must present a written report draft by the Public Authority, within seven days after the end of the exhibition. In default, there might occur the loss of the allowance.

The Insurance Company will also handle claims and settlements at the end of the exhibition, on the terms and conditions as set out in the aforementioned form. In any event the Exhibitor hereby undertakes to include in the supplementary insurance cover a clause in which the insurer waives any action of recourse or redress against the Exhibitors and BolognaFiere, and in default he shall indemnify and hold it harmless from any action that may be brought against it.

Having taken note of the foregoing, the Exhibitor nevertheless (on his own account and for his agents, employees or assistants) expressly relieves BolognaFiere from any liability for loss or damage which for whatever reason may occur in the exhibition area assigned to him, and during the installation or dismantling of the area assigned to him, and in respect of anything located therein, and he accepts sole liability for any damage caused to third parties by the management of the exhibition space or by anything introduced therein, and which is not covered in the terms or manner indicated above or by additional insurance cover taken out by the Exhibitor.

BolognaFiere will accept no liability for consequential damages, damage to image, loss of revenues, etc. As regards direct damages, the Exhibitor accepts that the liability of BolognaFiere is limited to the insurance limits as stated above. The Exhibitor accepts these limits of liability.

13) CLAIMS

Any claims relative to the organization and the production of the event must be immediately made in writing to the organizer no later than seven days after the conclusion of the event. Subsequent claims will not constitute a subject of dispute with BolognaFiere.

14) INTELLECTUAL PROPERTY

The products and goods on display, as well as the stands housing them, may not be photographed, drawn or in any way reproduced without the authorisation of the Exhibitor and BolognaFiere. However, BolognaFiere reserves the right to film, reproduce, advertise and authorise the filming, reproduction and advertising of general and detailed outside and inside views, and may permit their sale or even sell them directly.

15) TEMPORARY IMPORTATION

The temporary importation of goods or merchandise of foreign origin for display as samples during the Exhibition must be carried out - at the Exhibitor's expense - through BolognaFiere's official forwarding agent, in accordance with the procedures laid down in the "Exhibition Regulations and Various Forms booklet", and the official forwarding agent shall be released from any responsibility for his actions, as shall BolognaFiere.

16) TECHNICAL SERVICES

At the Exhibitors' request and in accordance with the provisions set out in the "Exhibition Technical Regulations and Various Forms booklet", BolognaFiere will provide Exhibitors with daily stand cleaning and with electricity for lighting and motive power, as well as connection to the water mains and compressed air. Furthermore, BolognaFiere reserves the right to provide, tender or grant exclusive rights for any service which it considers useful for the participants, and to establish the operational procedures in respect thereof. Specifically:

- connection between the electrical installation or water system set up by the Exhibitors and, respectively, the junction box and mains water supply point may be carried out only by the firms authorised to do so by BolognaFiere, and these firms shall ensure compliance with the provisions contained in the "Exhibition Technical Regulations and Various Forms booklet";
- telephone connections may only be carried out by the supplier authorised by BolognaFiere;
- with respect to all portering, handling, loading and unloading of goods, the Exhibitor shall either use his own vehicles and personnel or engage the services of the official forwarding agent appointed by BolognaFiere, and no other party;
- only vehicles fitted with anti-pollution systems may enter the exhibition halls.

The Exhibitor understands that the «services» (be they managed direct by BolognaFiere or contracted out or granted to sole agents) ensure regular performance in the context of the normal engagement of such services by the individual users, and in any case the Exhibitor releases BolognaFiere, as well as the contractors and providers of the services, from any and all responsibility in connection with any irregularities in the performance of said services.

17) PRINTED LITERATURE AND ON-LINE INFORMATION

BolognaFiere reserves the right to gather, print and release the Catalogue and all related information (even in a shortened and abridged version) contained in the application form concerning the exhibitors, their products and services in addition to whatever else they showcase or present in any manner that BolognaFiere deems appropriate without any responsibility for omissions, mistakes or malfunctioning, using for this purpose various communication tools (printouts, CD ROM, Internet and/or other). All provided data refer to applications received up to 45 days prior to the Exhibition's opening date. This in no way affects BolognaFiere's right to change the allocation of stands. What is described above also applies to the content of all informational forms subscribed by the Exhibitor or one of his associates and made available by BolognaFiere even through electronic/IT media. BolognaFiere reserves the right to plan on the Internet site devoted to the event, special areas accessible to Exhibitors only via username and password, in which to upload, send or modify all information regarding the Exhibitor's firm. Said Exhibitor is the only one responsible for the correct use (even by third parties) of all content data contained in the above mentioned special areas, including the username and password assigned to him by BolognaFiere.

18) PAID ADVERTISING

Outside the exhibition area assigned to the Exhibitors, any and every form of publicity or advertising must be carried out through BolognaFiere or through the companies appointed for this purpose by BolognaFiere. Such advertising shall be liable to the payment of a fee and associated tax charges.

19) CAR PARKS

The exhibitor car parks may be used exclusively by cars displaying a permit issued by BolognaFiere and provided there are free spaces. Cars may be parked solely in the designated spaces and only during the opening hours of the exhibition centre. If these conditions are not observed, BolognaFiere may have the vehicle removed from the car park, at the risk and expense of the exhibitor to whom the permit has been issued and the owner of the vehicle, who will be jointly and severally liable for the expense together with the exhibitor. All occupants of the vehicle must have a valid document for admission to the exhibition centre.

Since the car parks are unattended, BolognaFiere is not responsible for security of the vehicle and will accept no liability for damage or theft of any kind.

20) SPECIAL PROHIBITIONS

Exhibitors are expressly forbidden to:

- make any sales involving on-the-spot delivery of goods to the buyer;
- give up or exchange all or part of their stands;
- exhibit prices;
- display products that do not belong to the marketing designation of the stand as it appears on the Exhibitor's application;
- display cards or samples, even those of a purely indicative nature, for firms not listed on the application form and not represented;
- undertake any form of advertising outside their own stand and in the Exhibition Centre. Exhibitors may distribute advertising material only inside their own exhibition area;
- put on performances or entertainment, of whatever kind, nature or characteristics, even if they are confined to the inside of the stand or designed to present or promote products, without the prior authorisation of the management of BolognaFiere.

- any form of unfair competition among participants of the event. To this end, the exhibitor agrees to accept --for exhibition purposes and to ensure the smooth running of the event --all initiatives that the organizer undertakes to assure the immediate cessation of any possible unfair competition or to protect other exhibitors and the organizers themselves. The technical prohibitions introduced for health and safety reasons, regarding persons and property, pollution in general, as well as to prevent tampering with property and movable property belonging to the Exhibition Centre, and the associated provisions contained in the "Exhibition Technical Regulations and Various Forms Booklet", form part of these general conditions, and the Exhibitor undertakes to observe them scrupulously.

Any exceptions may be issued, solely in writing, by BolognaFiere Management. In the event of non-compliance with one only of the prohibitions described above, or with the provisions mentioned in this article, BolognaFiere may apply the sanctions set out in the "Exhibition Technical Regulations and Various Forms Booklet" and/or terminate the contract for participation in the Exhibition without recourse to a court of law but simply by means of any form of written notification served on the Exhibitor at his stand. This will entail the immediate closure of the stand and the withdrawal of the Exhibition Centre access documents, without prejudice to the sums payable by the Exhibitor.

21) POSTPONEMENT, REDUCTION OR CANCELLATION OF THE EXHIBITION

It is BolognaFiere's irrevocable and discretionary right to change the dates of the Exhibition, nor does this entitle the Exhibitor to withdraw or in any way annul the contract and gain release from his obligations. Furthermore, BolognaFiere may reduce the Exhibition or even cancel all or certain sectors of it, without being required to pay compensation, fines or damages of any sort. In this eventuality BolognaFiere shall give written notification of the changes made by registered letter, telex, facsimile or telegram, to be sent no later than 30 days before the start of the Exhibition.

22) GENERAL PROVISIONS; CHOICE OF DOMICILE; APPLICABLE LAW; ITALIAN JURISDICTION AND COMPETENT COURT OF LAW
The Exhibitor is required to abide by any regulations that may be issued to BolognaFiere by the Public Safety Authorities, by the

authorities responsible for fire and accident prevention and by the watchdog authority for places open to the general public.

The Exhibitor and third parties working for him inside the Exhibition Centre must engage staff on employee or freelance contracts in accordance with the laws in force (vis-à-vis social security, insurance, taxation, etc.).

The Exhibitor agrees to have his legal domicile, for all intents and purposes of law, at the offices of BolognaFiere. The Exhibitor accepts Italian jurisdiction and no other and acknowledges the sole competence of the law court of Bologna.

Relations between BolognaFiere, the Exhibitor and any third parties are governed solely by Italian law.

23) RELATIONS WITH BOLOGNAFIERE

The Exhibitor hereby takes note that the Exhibition will be held in the Exhibition Centre of BolognaFiere and he undertakes to observe - and ensure that his employees and associates observe - the rules and regulations issued by BolognaFiere.

The exhibitor declares to have read the Code of Ethics of BolognaFiere, available at http://www.bolognafiere.it/files/documenti/cod_etico_web_2lingue.pdf, to share and accept fully the contents, aware of the possible consequences and sanctions ensuing from violations of the principles and norms provided for therein.

All exhibitor rights are the sole responsibility of BolognaFiere, while any other obligatory conduct assumed by the exhibitor will be understood to extend also to BolognaFiere who will therefore be legally authorized --in the case of noncompliance of said obligations, any regulatory provisions and any laws --to intervene directly with district personnel.

24) PROCESSING OF PERSONAL DATA - Privacy statement for whoever it may concern, pursuant to article 13 of the Decree Law No. 196/2003 and informed consent

The personal information provided by the addressee will also be processed by means of automated-based systems, for the purposes indicated in the present application form and in the forms concerning the participation in the exhibition, in order to fulfil the institutional aims and any other activity - whether connected or complementary - aimed at fostering the exchange of goods and services - of BolognaFiere S.p.A, including the activities necessary for the routine administration of the exhibition, on- and off-line publishing, evaluation of user satisfaction, commercial and marketing requirements, statistics and similar matters that may require disclosure and sharing of data with third parties, operating in Italy and/or abroad.

Special security steps are taken so as to avoid loss of data, illegal utilizations, non correct or non authorized access, in conformity with what stated by Decree Law 30/06/2003 no. 196 art. 31-33-34-36.

The data handling may thus occur directly or by means of third parties, using by form of equipment and such data may be used and communicated - and even transferred to third parties - within or beyond national borders - in relation to any initiative connected with or resulting from the exhibition or aimed at fostering trade in the goods and services forming the subject of said initiative. Specifically, the data may be communicated to parties collaborating in any role in the performance of the activities of BolognaFiere - to other entities operating in the trade fair sector or in the specific trade fair sector (associations or consortia - external data banks - market research companies - etc) - and to any parties involved in the economic sectors relating to the exhibition.

The Owner of the data handled is BolognaFiere S.p.A. in joint proprietorship with several affiliated companies of the BolognaFiere Group, with seat in Bologna, Viale della Fiera 20 - email: privacy@bolognafiere.it. The relevant person or body has the right to be given access by BolognaFiere S.p.A. to any data that pertain to them and may exercise the right for the data to be supplemented, corrected, updated, etc, as guaranteed under art. 7 of the Decree Law n° 196/2003, by accessing the web page www.bolognafiere.it/privacy for further information.

Although the conferment of data and agreement regarding the processing thereof is optional, these steps do constitute the necessary conditions for the performance of the above-described activities. Refusal to give permission may mean that BolognaFiere will refuse to undersign or fulfil the participation contract.

The addressee, having read the notice pursuant to art. 13 of Decree Law n° 196/2003, grants his/her own permission for his/her personal data to be processed, by signing the form hereto, also specifically approving the clause hereto.