

EXHIBITION TECHNICAL REGULATIONS

PRELIMINARY NOTE

In this text the term "BolognaFiere" will be used to signify "Fiere Internazionali di Bologna Spa".

1) GENERAL REGULATIONS GOVERNING THE 2012 BOLOGNA CHILDREN'S BOOK FAIR

1.A - Dates, time and venue of the Exhibition

The Exhibition will be held from 19 to 22 March 2012 in the Bologna Exhibition Centre at the following times:

From Monday to Wednesday 9.00 a.m. to 6.30 p.m.;
Thursday 9.00 a.m. to 3.00 p.m.

Exhibitors and employees may go to the stands every day from 8.00 a.m.

1.B - Availability of stands: Hand-over

The stands will be made available to Exhibitors as of 16 March (unfurnished areas) and 18 March (prefurnished areas), and must be completed on the day prior to the opening of the Exhibition.

Exhibitors shall ensure that the chosen stand furnisher undertakes to respect the above-mentioned deadline. However, in case Exhibitors need to anticipate the stand fitting of their areas, they will be able to access their stands upon payment and upon request made to the Exhibition Office by including a completion clause in the contract.

1.C - Access to the Exhibition Centre during the stand furnishing period

Admission to the Bologna exhibition centre is subject to advance accreditation of data on the website of the exhibition. Each exhibitor will be sent a password to enter the Reserved Area for accreditation. This password must be used to submit details of the stand set-up companies, personnel and vehicles that are to enter the exhibition centre. The Exhibitor is responsible for ensuring that the companies carrying out work in the exhibition centre on its behalf are in possession of the necessary requirements.

During the stand furnishing period persons and vehicles may enter the Exhibition Centre at the following times:

Friday 16 March: 8.00 a.m. - 6.00 p.m. (unfurnished areas)
Saturday 17 March: 8.00 a.m. - 6.00 p.m. (unfurnished areas)
Sunday 18 March: 8.00 a.m. - 7.00 p.m.

Stand furnishers already inside the Exhibition Centre may continue to work for one hour after the closing times given above. However, upon request made to the Exhibition Office, stand furnishers will be allowed to continue their work.

It is forbidden for transport vehicles to enter the exhibition halls; the only exceptions allowed are electrically powered or catalytic exhaust forklifts, and expressly authorized vehicles (where it is objectively impossible to off load particularly bulky and heavy materials in any other way). Waiting in the vicinity of the exhibition halls must be limited to the time strictly required to load and unload goods and equipment. Specifically, it is forbidden to unload and park containers or detachable parts of non self-propelled vehicles.

For safety reasons, Exhibitors and the fitters working on their behalf are prohibited from using their own lift trucks, mobile cranes, aerial platforms, etc. in the Exhibition Centre. For these needs, they must contact BolognaFiere's Official Forwarders to ensure strict compliance with safety regulations. The above rules do not apply to transport vehicles equipped with an on-board crane arm, which may be used in the Halls only if they are fit with tubes to discharge motor exhaust outside the Halls.

In special cases, exceptions (adequately grounded) may be requested from the BolognaFiere Operations Division, subject to delivery of the certificate of suitability for the vehicle to be used and of the Operator. In case of authorization, the requesting party will be charged an amount to cover administrative and control costs for management of such authorizations (for more information, please contact the Operations Division).

For terms and conditions, see the form "Authorization request for the use of lifting equipment," to be signed when the authorization is issued.

If any lifting equipment is brought in and used without prior authorization, BolognaFiere will immediately stop the equipment and order it removed from the Exhibition Centre.

1.D - Removal of exhibition material and stand equipment. Handing back of stands

Stand equipment and samples may be removed from the Exhibition Centre at the following times:

Thursday 22 March: 3.00 p.m. - 7.00 p.m.

Friday 23 March: 8.00 a.m. - 6.00 p.m.

Stand furnishers already inside the Exhibition Centre may continue to work for one hour after the times given above.

No material will be allowed to leave the Exhibition Centre from 3.00 to 4.00 p.m. on 22 March. Vehicle access to the outdoor areas and halls will be governed by the provisions covering stand furnishing. (see art. 1.C).

Stand clearance must be completed by 7.00 p.m. on 23 March.

In default the stands will be dismantled by the organizers and goods left in the stand will be considered as waists and sent to public discharges, and the Exhibitor shall be required to reimburse all expenses connected with dismantling, as well as to pay a fine of € 200,00.

The Exhibitor shall be solely liable for any damage or theft that may occur both before, during and after the exhibition.

1. E - Entrance passes for Exhibitors and parking stickers for cars

Exhibitors, using the same password for the Reserved Area, will be able to download entry passes in the following quantities:

no. 1 stand 6 passes

no. 2 stands 8 passes

no. 3 stands 10 passes

More than 3 stands 12 passes

Exhibitors will also be given two car parking stickers, irrespective of the size of the stand, entitling them to park in the space designated by BolognaFiere, subject to availability.

The Exhibitor shall be responsible for the correct use of these documents and the behaviour of those who use them.

1. F - Catalogue

The catalogue will contain the information provided by the Exhibitors up to 45 days prior to the start of the Exhibition and, with regard to the name and the product sector, the data supplied on the application form will be deemed valid.

1.G - Hotel reservation service

A hotel reservation service is provided by BolognaCongressi – Convention & Travel, Piazza Costituzione 5/E, 40128 Bologna, Tel. +39 051 6375111, Fax +39 051 6375149, which Exhibitors may apply to direct using the password and user ID provided for accessing the Exhibitor Reserved Area of the website www.bolognachildrensbookfair.com. Conditions, rates and relevant form will be available.

This service is regulated but not organized by BolognaFiere, which hereby disclaims all liability in connection therewith.

Any claims should be addressed in writing directly to BolognaCongressi – Convention & Travel, and a copy should be sent to BolognaFiere for their information.

1. H - Sound broadcasts, payment of royalties

Exhibitors are not generally allowed to broadcast music or to use music and sound reproduction equipment. Any exceptions may be authorized in writing. Such authorization may be withdrawn at any time with immediate effect by means of written notice.

Authorization does not release the Exhibitor from the obligation to use the equipment in such a way as not to disturb other exhibitors and visitors, nor does it relieve him of the obligation to abide, at his own expense, by prevailing copyright law.

In order to fulfil the required formalities, parties interested may apply directly to S.I.A.E. Via Orfeo 33/a, 40124 Bologna, Tel. +39 051 429 0311 – Fax +39 051 307 280.

For the convenience of Exhibitors, a S.I.A.E. branch office will be set up at the Fair in the Service Centre - Block C, where Exhibitors can settle their positions on 19, 20 and 21 March 2012 starting from 3 p.m. to 6 p.m.

2) TERMS OF PAYMENT

Payment of the fees due for participation in the Exhibition shall be made within the times and in the manner set down on the application form. Although the “exit voucher” may not be issued to Exhibitors who have not settled all their dues either directly or indirectly, it does not constitute a receipt of payment of the sums due for participation in the Exhibition and shall be valid only for the vehicle specified thereon.

3) INSURANCE – EXEMPTIONS AND RESTRICTION OF RESPONSABILITIES

During the hall opening times the Exhibitor shall watch over his own stand either directly or by means of his personnel. Although BolognaFiere Spa provides a general day and night security service inside the Exhibition Centre when the Centre is closed to the public and exhibitors for the entire duration of the Exhibition and during the stand installation and dismantling periods, it is hereby released from any and all responsibility in respect of theft and/or damage that may be sustained by the Exhibitor.

The Exhibitor shall also be responsible to BolognaFiere Spa for all direct and consequential damage which for any reason is attributable to him or to the personnel working for him (including damage caused by the furnishings or by the systems set up either by the Exhibitor or by third parties hired to do so, even if they have been inspected by BolognaFiere Spa). Compensation for damages deriving from such theft or damage as may be sustained by the Exhibitor, even outside the hall opening hours (including all the days set aside for stand installation and removal) shall be made solely by means of adequate insurance policies.

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

a) All Risks cover (including fire and theft) against direct and material damage to stand fittings, furnishings, equipment and goods in the stand, excluding cash, items of value, other valuables and similar and excluding software installed on computers and excluding damages from non-use of stand fittings, furnishings, equipment and goods during the exhibition: € 40,000.00 full first loss (including fire and theft) cover with full excess of € 300.00 for each item of damage, increased to € 600.00 for damages occurring after the end of the exhibition.

b) Third Party Liability cover, comprising the damages from fire: single limit € 50,000,000.00;

c) Third Party Liability cover for employees: limit € 3,000,000.00 per claim with limit of € 2,000,000.00 per person.

d) the Insurance Company shall waive all claims towards Exhibitors and BolognaFiere.

The aforesaid insurance covers are governed by the conditions and limitations which the Exhibitor may request from the exhibition Organising Office and which are printed in the various forms booklet for the exhibition(Form F).

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 exceed the limits of cover as set out above. The Exhibitor shall take out such supplementary cover as he deems appropriate.

In particular, given the existence of a video surveillance system, in case of theft, a report must be presented to the Public Authorities and forwarded to the Insurance Company within seven days of the end of the exhibition. Failure to meet this deadline may result in forfeiture of the right to compensation.

The Insurance Company will also handle claims and settlements at the end of the exhibition. In any case, the Exhibitor undertakes to include in the supplementary insurance cover a clause in which the Insurance Company waives all recourse to action against the Exhibitors and BolognaFiere, and in default he shall indemnify them from any action that may be brought against them.

Having taken note of the above, the Exhibitor (on his own account and that of his agents, employees or assistants) in any case expressly relieves BolognaFiere from any liability for loss or damage which for any reason should occur in the exhibition area assigned to him, during the exhibition or during installation or dismantling, and in respect of anything located therein, and accepts 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 himself.

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 shall be limited to the insurance cover limits as stated above. The Exhibitor accepts these limits of liability.

4) STAND FURNISHINGS AND PROHIBITIONS

4.A – Definition of type of stand set-up and approval procedure

Stand set-up, regardless of surface area, is classified as follow:

- STANDARD set-up
- NON-STANDARD set-up

NON-STANDARD set-up entails even just one of the following features:

- “Truss structures”

- Installation anchored to BolognaFiere structures
- Loft with space on upper level, even if not accessible to the public
- Platform over 0,80 m height

Considering that the trade fair ground has obtained habitability of exhibition spaces for traditional set-up, or with the STANDARD parameters, exhibitors intending to set up a space with even just one of the above-listed features are obliged to submit their set-up project to BolognaFiere for approval within specified deadline.

A static test made only by BolognaFiere is compulsory to build up non standard assemblies. The exhibitor will pay for the test the amount indicated in the Exhibition Technical Regulation Booklet (Form 0).

BolognaFiere reserves the right not to grant permission for the set-up of non-standard stands that have not been approved in advance.

To build up "truss structures" (with total length over 32 m. and/or free structure span over 8 m) or stands on intermediate floor, the Exhibitor must forward the plan of the structure signed by a qualified technician entitled to BolognaFiere, with calculation report including the charge conditions of assembly and disassembly according to the expected building methods, as well as a certificate of correct assembly, on completion of the work, signed by a qualified engineer. If the Exhibitor is unable to present projects and documents stamped and signed by a qualified technician, it is necessary to ask BolognaFiere service consisting of the evaluation of project compatibility and of the following inspection (Form 0).

In any case, BolognaFiere has the right to examine stand projects that fall outside conventional set-ups in terms of dimensions and potential danger.

The Exhibitor must provide technical drawings and the names of the technicians responsible for the structural and the furnishing parts and for the utilities.

BolognaFiere may request the intervention of the Supervisory Committee for places of public entertainment.

4.B - Stand furnishing

The Exhibitor shall limit his display to the area allocated to him, as marked off by partition walls, painted lines or adhesive tape; on the front of the stands where there are no other reference elements, the display area shall not exceed the theoretical plane passing through the axis of the plates at the foot of the front pillars which support the side walls of the stands.

Inside the halls the stands may not exceed a standard height of 2,50 m. In order to take account of any added thickness due to raised floors, lighting elements and light supports, including lattice structures, **a maximum tolerance of a further 50 cm** will be allowed, taking the above-specified limit to 3 m, on condition that the structures whose sides face adjoining stands are perfectly finished and painted in a neutral, solid colour.

Glass walls in direct contact with the public must be stratified safety glass in accordance with applicable Laws and UNI standards.

In halls 25, 26 double ceilings are permitted only if they are made from grill-type or perforated

panels to allow the proper use of the sprinkler fire-fighting system.

All liability for the stability of the furnishings and the compliance of the furnishing materials with the fire prevention regulations currently in force shall be solely for the Exhibitor's account, who expressly relieves BolognaFiere of liability for any damage that may result from design and construction defects, including the dimensioning as inferred from the detailed drawings of the areas occupied.

Any job that entails changes in the actual state of Bologna-Fiere's fixed and movable property (reinforcements, modifications, excavations, holes in fixtures, walls, structures and floor columns) may only be carried out with the prior authorisation of BolognaFiere Spa, and shall be done at the expense and under the responsibility of the participant. This responsibility shall remain the Exhibitor's for the entire duration of the Exhibition until the stand is handed back to BolognaFiere Spa. Prior to starting work the participant is required to make over to BolognaFiere Spa an amount equal to the cost required to restore the stand to its original state, which will be undertaken by BolognaFiere Spa.

4.C - Prohibitions

It is specifically prohibited for Exhibitors to:

- apply loads to the structures of the halls, the walls, lighting pillars, etc.;
- attach to or suspend from the above-mentioned elements posters, cables, panels, banners, stickers;
- fix to the floor moquettes or similar material using highly adhesive double-sided tape, tape with internal paper support or tape of weak consistency;
- damage the equipment belonging to BolognaFiere Spa and the structures of the halls;
- use your own lifting equipment unless otherwise specifically authorised by BolognaFiere ;
- stage or conduct any show or entertainment, of whatever kind, nature or characteristics, even if said show or entertainment is limited to the interior of the stand or designed for the presentation of products, without the prior consent of the Fair management;

The Exhibitor accepts sole civil and criminal liability for damage caused by the non-observance or breach of the rules in force and of all the requirements set out in these Regulations and in the Safety File; the Exhibitor shall also hold harmless BolognaFiere Spa in respect of any claims for compensation filed by third parties.

The Exhibitor shall notify his personnel and the firms operating on his behalf in the Exhibition Centre of the requirements and prohibitions as set out in these Regulations and in the Safety File, and also of the general rules of participation in the Exhibition.

In the event of non-observance of these rules and the relevant provisions set out in the Regulations regarding participation, BolognaFiere Spa may take action against any firm defaulting on the fire-prevention rules. Said action may entail, in the event that supplementary

measures to the general safety rules are adopted, the charging of the relative costs, estimated at not less than 300,00/exhibition module, or an order requiring the partial or total disassembly of the stand and a declaration that the stand is unfit for use.

5) GENERAL SERVICES

5.A - Technical assistance available to Exhibitors

BolognaFiere Spa, through its Exhibition Office, will provide Exhibitors with comprehensive technical information on the general services available throughout the Centre. The services listed below may be requested from the Official Suppliers, whose names are given in the Various Forms Booklet, should Exhibitors not have their own equipment or if they do not intend to use their own personnel:

- Travel agency;
- Insurance company;
- Hardware;
- Electrical installations;
- Water installations;
- Catering;
- Forwarding agent.

Please note the following:

The transport, loading and unloading of goods and portage service inside the Exhibition Centre, should Exhibitors not use their own equipment or equipment hired for this purpose, is organised solely by BolognaFiere Spa Forwarding Agent.

Exhibitors wishing to bring goods of foreign origin into the Exhibition Centre to be displayed as samples shall inform BolognaFiere Spa to this effect by completing the relevant form.

The following refreshment facilities are in operation in the Centre: à-la-carte restaurants, self-service outlets and, on request, cocktail breaks and the delivery of refreshments direct to the stand.

5.B - Responsibility for services

BolognaFiere Spa regulates but does not organise the services listed in section 4.A and therefore disclaims any and all responsibility in respect of the performance thereof.

Claims should be made in writing direct to the service company and communicated to BolognaFiere Spa.

6) TECHNICAL SERVICES

Subject to availability, BolognaFiere Spa may provide the individual stands with electricity,

water, compressed air, as well as connection to the telephone network.

6.A - Utilities

In connection with the following utilities:

- ELECTRICAL SYSTEMS
- WATER SYSTEMS
- TELEPHONE SERVICE AND INTERNET SERVICE

Please note that the relevant connections must be requested by means of the appropriate form, on which the conditions of supply, tariffs charged and the operational details are stated. Connection to the network may only be made by personnel from the official supplier of electrical systems for BolognaFiere S.p.A at a point established at its unquestionable discretion.

7) SPECIAL PROVISIONS

7.A – Entry with bags or suitcases

BolognaFiere has the right to deny entry to the Exhibition Centre and to halls to people carrying bags, suitcases or other containers and may require these to be deposited in the cloakroom.

7.B – Entry with dogs or other animals

It is forbidden to bring into the Exhibition Centre dogs or animals of any kind, except for dogs for the disabled.

7.C – Ban on photography and filming and entry to the Exhibition Centre with photographic and filming equipment

It is forbidden to enter the Exhibition Centre with cameras, film cameras, video recorders or any other type of filming equipment without the prior authorisation of BolognaFiere Spa. It is forbidden to photograph and film the interior of the Centre, the stands and the goods on display without the prior authorisation of BolognaFiere Spa and the stand owner.

7.D – Wireless Equipment

Operators who intend to use wireless equipment (two-way radios, radio-microphones, radio-cameras, etc.) are obliged to use equipment that complies with standards (EU Directive 99/05 –CE trademark) and have proper authorization (Electronic Communication Code article 107), if necessary, and operate on permitted radio bands.

8) RIGHT OF CONTROL AND INTERVENTION BY BOLOGNAFIERE SPA

BolognaFiere Spa takes steps to ensure that the regulations and the general conditions for participation are observed, and all those entering the Exhibition Centre are obliged to abide

by the provisions and instructions that BolognaFiere Spa issues on entry to and inside the Centre; these instructions may take the form of signs, written notices and loudspeaker announcements and may also be issued by the service personnel or by any other means, it being understood that loud-speaker announcements and instructions given by the service staff shall take precedence over any other form of notification.

Exhibitors are reminded that failure to observe the rules or the violation of prohibitions may result in the immediate closure of the stand by officers or agents of BolognaFiere Spa, or in the withdrawal of the entry passes and parking stickers, nor shall this entitle the Exhibitor to any refund whatsoever.

9) MODIFICATIONS TO THESE REGULATIONS

Any provisions of law or regulations that alter the terms of these Exhibition Regulations will be immediately and automatically effective, even though the printed Exhibition Regulations have not been modified or changed to reflect the said amendments.

In addition, BolognaFiere Spa has the right to adopt at any time such measures as are deemed appropriate, which the exhibitor shall immediately apply, with regard to fire prevention, workplace health and safety, accident and damage prevention, and the safety of exhibitors and visitors.

These latter provisions may be brought to the attention of Exhibitors by any means and they shall prevail over the general provisions in force up to that time.