



TECHNICAL RULES

1) FOREWORD

By "BolognaFiere", it is intended "Fiere Internazionali di Bologna spa".
By "Promoter", it is intended ASSOMAC SERVIZI SRL, VIA MATTEOTTI 4/A,
27029 VIGEVANO.

2) GENERAL ARRANGEMENTS

2.A - Date of the event, venue and times of the Exhibition.

The Exhibition will take place from 12th to 14th October 2010 at the Bologna Fair Ground with opening hours from 9.00 am to 6.30 pm. Exhibitors may enter the halls from 8.30 am till 7 pm.

2. B - Availability of stands: consignment.

The stands will be placed at the disposal of the Exhibitors as from **08 October 2010** and should be completed by the day before the opening of the show.
The Exhibitor should ensure that his stand fitter respects the above mentioned term, inserting in the contract a clause regarding fulfillment time.

2. C - Access to the Fair Ground during the stand building up.

Access to the Bologna Fair Ground is only possible upon registration at www.gate.bolognafiere.it. Every Exhibitor shall receive a password to enter the reserved registration area. This password is needed to register stand builder companies and their staff and means entering the Fair Ground. The Exhibitor is responsible for technical and professional skills of the companies that will be present in their name in the Fair Ground.
During the move-in days, access of people and vehicles to the Fair Ground will be the following:

| | | |
|----------|-----------------|-----------------------------|
| Friday | 08 October 2010 | from 8.00 a.m. to 7.00 p.m. |
| Saturday | 09 October 2010 | from 8.00 a.m. to 7.00 p.m. |
| Sunday | 10 October 2010 | from 8.00 a.m. to 7.00 p.m. |
| Monday | 11 October 2010 | from 7.00 a.m. to 7.00 p.m. |

The stand fitters and the Exhibitors present within the Fair Ground will be able to continue work for an additional hour after the access hours shown above.

The entry of the transport vehicles into the halls will be prohibited with the exception of electric lift trucks or equipped with catalytic silencers and well as means of transport expressly authorized (in case of objective and alternative impossibilities of discharging materials particularly bulky and heavy).
The vehicles will have to stop in the surroundings of the halls exclusively to unload and load goods and equipments. The vehicles not used for such operations will have to stop in the parking areas until the available places are finished.
In particular, it is not permitted unloading and parking of containers or detachable parts of non self-propelled vehicles.

It must be noted that on 11th October 2010 the entry of the vehicles into the halls will be however absolutely prohibited, while it will be possible to use also hand trucks eventually booked to the official supplier located at the Fair Ground. BolognaFiere and the Organiser will define, also to the purpose of work safety regulations, special access parameters during set-up time and limit vehicles access and/or provide charges in case of vehicles presence outside the spaces or times determined by the Organiser.
In particular, whenever any vehicles should stay at the fair quarter longer than two hours, the Exhibitor who registered them will be charged with Euro 200,00 + VAT.

2.D - Removal of samples and equipment. Stand reconsignment.

Access to the Fair Ground for the purpose of sample and equipment removal, will be confined to the following hours:

| | | |
|----------|-----------------|-----------------------------|
| Thursday | 14 October 2010 | from 6.30 p.m to 10.00 p.m. |
| Friday | 15 October 2010 | from 8.00 p.m. to 6.00 p.m. |
| Saturday | 16 October 2010 | from 8.00 a.m. to 6.00 p.m. |
| Sunday | 17 October 2010 | CLOSED |

The stand fitters and the Exhibitors present within the Fair Ground will be able to continue work for an additional hour after the above mentioned times. From 7.00 p.m. to 8.00 p.m. of 14 October 2010 vehicular access will not be permitted within the halls, nor the removal of materials from the Fair Ground.

The entry of the vehicles into the areas and into the halls will be regulated as for the preparation works (see art. 2.C).

The vacation of the stands, wherever they may be situated, will have to be completed by 7.00 p.m. of 16th October 2010. Failing this, the Board will be obliged to take action considering any things left in the stand as waste material to send to the refuse disposal site and the Exhibitor will be required to repay all the expenses incurred for the removal, with in addition a forfeiture of € 200,00 as well as a further refund for higher damages.

The Exhibitor assumes at his own exclusive expense, every responsibility or any damages or theft that may occur, whether it be during the course of the Show or following.

2.E - Method of payment

The payment of the corresponding amount due for participation in the Show, should be made at the times and in the manners laid out in the application of participation.

The "exit voucher", though it cannot be given to Exhibitors who have not yet settled their debts regarding their displays, whether direct or indirect, will not constitute payment of the amounts due for the participation in the Show, and will be valid only for the vehicle indicated on it.

2.F - Insurances - exemptions and limits of liability

When the hall is open, the Exhibitor or his/her staff are to watch over the stand. BolognaFiere provides a general day and night surveillance service within the Fair Ground when closed to the public and Exhibitors for the entire duration of the Show and on all days scheduled for stand preparation and dismantling; it is, however, exempt from all and any liability to theft and/or damage that may be suffered by the Exhibitor.

The Exhibitor shall also be answerable to BolognaFiere for any direct or indirect damage which may for any reason be attributable to him/her or to persons working for him/her (including damage caused by fittings or systems installed by him/her or by third parties at his/her request, even if tested by BolognaFiere). Compensation for damages resulting from theft or damage that may be suffered by the Exhibitor also outside hall opening times (including all days scheduled for preparation and dismantling of the stands) shall be covered by insurance in respect of theft and/or damage that may be sustained by the Exhibitor.

The Exhibitor shall benefit from the following insurance covers stipulated by BolognaFiere and agreed with the Organiser:

- All Risks cover (including fire and theft) in respect of material and direct damages to fixtures, fittings, furnishings, equipment and goods on the stand, excluding cash, valuables, precious items and similar excluding software installed on computers and excluded damages from non use of furnishings, fittings, equipment and goods during the show days: cover of € 40.000,00 on an absolute first loss (including fire and theft), with an absolute excess of € 300,00 for each damage increased to € 600,00 for damages occurred after the show closing;
- third party public liability cover, including damages from fire: single limit of liability € 50.000.000,00;
- employees public liability cover: limit of liability for each accident € 3.000.000,00 with a limit of € 2.000.000,00 for each person;
- Insurer's waiver of right to compensation against all the Exhibitors, the Organiser and BolognaFiere.

Said cover does not exclude the Exhibitor's liability for any risks which, on the basis of his/her independent judgement, were not covered or were in excess of the above cover limits the Exhibitor is to arrange for the necessary additional cover.

Given that a video surveillance is in operation, in case of theft, the Exhibitor must give to the insurers the police theft report within seven days after the fair closing. Failure to comply with the time may result in forfeiture of the right to compensation.

The insurer will also take care of the accidents handling and of the procedure in settling losses at the end of the fair according to the clauses stated in the form.

In any case the Exhibitor must include in the additional insurance policies the giving up of the insurer from any compensation act toward the Exhibitors, the Organiser and BolognaFiere. Failing this he must keep them relieved from any action toward them.

After taking note of above, the Exhibitor, however, (for himself and for his own staff or persons in charge) expressly exempts the Organiser and BolognaFiere from any responsibility for losses or breakdowns that, for any reason, should happen in his own exhibition area, for his stand building up and dismantling. The Exhibitor undertakes any responsibility for possible damages caused also to third parties during his exhibition area handling or for any thing put in it and not covered according to the terms above mentioned or put into action by the Exhibitor himself.

The Organiser and BolognaFiere disclaim any liability for consequential damages to image, loss of turnover, etc.. Even for the direct damages the Exhibitor agrees that the organiser and BolognaFiere restrict their own liability to limits and limits of the above insurance cover. The Exhibitor accepts these limits of liability.

3) STANDS AND PROHIBITIONS

3.A - Definition of the stand set-up type and approval procedures

The stand set-up, independently from its surface, is classified as follows:

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

The NON STANDARD stand set-up can have even only one of the following characteristics:

- supply of lattice structures "American" standard
- supply of stand built on intermediate floor, even if public is not admitted.

All the structures with a surface over 75 sq. mt. in outdoor areas are considered NON STANDARD.

Considering that the Fair Ground has got the feasibility of the exhibition spaces with a traditional stand set-up or with the parameters defined STANDARD, the Exhibitor, who wants to propose a stand set-up having even only one of the above listed characteristics, is obliged to send in due time the project of the stand set-up to the Organizer and to BolognaFiere for approval.

For the NON STANDARD stand set-up it's compulsory the static test that will be exclusively effected by BolognaFiere. In view of it and according to the type of stand set-up the Exhibitor will be charged an amount indicated in the proper form of the Exhibitor's Manual.

BolognaFiere reserves the right not to allow the NON STANDARD stand set-up if not previously approved.

The realization of lattice structures ("American" standard) of particular complexity* and of intermediate floors, is however subordinate to the consignment to BolognaFiere of the project of the structure, signed by a qualified professional, with a calculation report including the charge conditions during assembly and disassembly according to the expected building methods and certificate of correct assembly, at the end of the works, signed by a qualified professional.

In case the Exhibitor shall not have a non-standard structure plan signed by a qualified professional, it will be possible to ask for a preliminary check to BolognaFiere, through an appropriate form of the Exhibitor's Manual.

*For particular complexity it's understood a structure where one of the following conditions takes place: total development over 32 sq. mt. (calculating both vertical and horizontal structures), free structural opening up to 8 m.

In any case, BolognaFiere is entitled to examine the projects of the stands that for importance, dimensions and dangerousness are outside the standards of the traditional assemblies; the Exhibitor is obliged to supply the technical texts and the names of the qualified technicians for the structural part, the assemblies and the plants. A similar requirement exists for the stands made in the outdoor areas. BolognaFiere can require the intervention of the Supervisory Board for the premises of public entertainment.

3.B - Stand assembly

The Exhibitor must limit his stand to the area assigned, marked out either by partition walls or by painted lines or adhesive tape where there are not other references. The stand must not exceed the theoretical plane passing through the median axis of the pillars placed within the limits of the stands.

Inside the halls, the stands may not exceed the standard height of 2.50 m. To take account of thicknesses due to raised floors, lighting units, and lighting support structures including lattice supports, an additional margin of 50 cm will be permitted, taking the above specified limit to a maximum of 3 m, provided 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 in conformity with the UNI standards.

Platforms that exceed a height of 80 cm are considered "non standard stand".

In halls 14, 15, 16, 18, 21, 22, 25, 26, 33 and 34, double ceilings are permitted only if they are grill-type or perforated panels to allow proper use of the sprinkler fire-fighting system.

The Exhibitor shall bear sole liability for the stability of the stand and the compliance of stand materials with the fire-prevention rules currently in force; the Exhibitor expressly relieves BolognaFiere in respect of any damage that might ensue as a result of design and construction defects, including measurements inferred from the detailed drawings of the areas occupied.

Any job that involves modifications to the fixed and movable property of BolognaFiere (reinforcements, adaptations, excavations, holes made in frames, walls, structures, pillars, floors) may only be carried out with the prior written authorization of BolognaFiere, and at the sole expense and responsibility of the participant. The Exhibitor shall be held liable in this respect for the duration of the exhibition, up until the return of the stand to BolognaFiere. Prior to the start of works, the participant shall pay to the Organizer the cost of restoring the modified structures to their original state, a task which will be performed by the Organizer.

3.C - Prohibitions

It is specifically forbidden for the Exhibitors to:

- apply loads or lean material to the hall structures, walls, lighting pillars, etc.;
- attach or hang from the above structures posters, cables panels, banners, stickers;
- when securing carpets or similar materials to the floor, it is strictly forbidden to use strong double sided adhesive tape, tape with internal paper backing or tape of weak consistency.
- damage equipment belonging to BolognaFiere and the structures of the halls;
- Perform any action or spectacular entertainment of any kind, nature and characteristics, although limited in the stand or aimed at the presentation of products without prior authorization by the Direction of BolognaFiere.

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 in respect any claims for compensation filed by third parties.

The Exhibitor shall notify his staff and the firms operating on his behalf in the Fair Ground of the requirements and prohibitions as set out in these Regulations 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 may take action against any firm defaulting on the fire-prevention rules. Said action may entail, in the event the 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.

4) GENERAL SERVICES

4.A - Technical assistance for the Exhibitors

The Organizer is at the disposal of the Exhibitors, through his Exhibition Secretariat, for the purpose of supplying technical information regarding the general services available within the Fair Ground.

The following services shown can be requested to the Official Suppliers which names are listed in the various form booklet, if the Exhibitors have no outfits of their own or don't intend to use their own staff:

- Travel agency
- Insurance company
- Ironmongery
- Electric installations
- Water works
- Stands cleaning
- Refreshment
- Forwarding agent

In the case the Exhibitors don't avail themselves of their own means or procured for their own service the services of portage, transportation, loading and unloading of goods within the Fair Ground will be exclusively organized by the Forwarding Agent of BolognaFiere.

To bring into the Fair Ground the goods of foreign origin to be exhibited the Exhibitors must inform BolognaFiere using the relative application form.

In the Fair Ground the following services operate: à la carte restaurants, self-service and, on request, break-cocktails and supply of products directly to the stand.

4.B - Responsibility for the services

BolognaFiere regulates but does not organize the service of par. 5 and therefore it declines all personal responsibility as to their execution. Any complaints should be forwarded in writing, directly to the firm concerned, and should also be communicated, only for information purpose, to BolognaFiere.

5) TECHNICAL SERVICES

Within the limits of the plant systems at their disposal, BolognaFiere can provide the delivery of electrical energy, water and compressed air to each individual stand, as well as the connection of the stands themselves to the telephone network.

5.A - Plants

As for the following plants:

ELECTRICAL EQUIPMENT

WATER PLANTS

COMPRESSED AIR SYSTEMS SERVICE

TELEPHONE AND INTERNET CONNECTION SERVICE

TECHNICAL SYSTEMS FOR GAS WELDING, CUTTING AND RELATED PROCESSES

It specifies that above should be obtained using the appropriate form, which establishes the conditions of service, rates and the operational specifications. The network connection may be made only by staff employed by companies of BolognaFiere, which will identify the point of supply at its own discretion.

6) SPECIAL SERVICES

6.A - Car parking passes

Two car parking passes will be supplied to each Exhibitor, regardless of the size of the exposition stands, which will permit him to stop his car in the parking areas until the places are finished.

The Exhibitor is responsible for the correct use of the passes, and is likewise responsible for the behaviour of those who use them.

6.B - Hotel reservation service

The hotel reservation service is handled by the BolognaFiere official supplier, to whom the Exhibitor should apply directly using the suitable application form, in which the conditions and rates are also outlined.

This service, along with the others, is controlled, though not organised, by BolognaFiere, who for this reason declines all responsibility as to its performance. Any complaints must be forwarded in writing, directly to the official supplier, though must also be communicated, for information purpose only, to BolognaFiere.

6.C - Sound transmission, copyright royalties

The reproduction of music and sounds is not, as a rule, allowed. However

possible exception can be authorised in writing.

Authorisation can be revoked with immediate effect, at any time, by means of a simple written notice.

Prospective authorisation does not exempt the Exhibitor from using the apparatus in such way as not to disturb the other Exhibitors or visitors, with special attention to the rules on acoustic pollution (max. authorized limit from the law), and likewise does not exempt him from the obligation of fulfilling, by him and at his own cost, the law in force regarding copyright royalties.

For the dispatch of the necessary papers, Exhibitors interested can be apply directly to the S.I.A.E., via Orfeo n. 33/a, 40124 Bologna - Tel. 051.4290311 - 346681.

To facilitate the Exhibitors, it will be established at the fair a branch office of the S.I.A.E. where the single positions will be settled.

7) SPECIAL ARRANGEMENTS

7.A - Entry with bags or cases

BolognaFiere has the capacity to prohibit entry both to the Fair Ground and to the individual halls, of bags cases or other containers, insisting on their deposit in the cloak room

7.B - Entry with dogs or animals

It is forbidden to introduce dogs and animals of any type, into the Fair Ground. Exception is made for dogs belonging to disabled people.

7.C - Prohibition regarding the taking of photographs and films, and entrance into the Fair Ground of relevant apparatus

It is forbidden to enter the Fair Ground with cameras, cinecameras, video recorders and any other type of recording equipment without the previous authorisation of BolognaFiere; and it is prohibited to photograph or register by any means, the interiors of the Fair Ground, the stands and the products displayed, without the previous permission of BolognaFiere and the holder of the stand.

7.D - Radio devices

Those who want to avail themselves of radio devices (two-way radios, radiomicrophones, radiocameras, etc.) must employ devices complying with the standard rule (Directive 99/05 CE - CE mark) and get a proper authorization (Electronic Communications Code), if necessary, as well as use permitted radio bands.

8) POWERS OF SUPERVISION AND INTERVENTION BY BOLOGNAFIERE

BolognaFiere supervises in order to ensure that the prescribed instructions and the general conditions of contract of the participant are being respected; and it is obligatory for those who enter the Fair Ground, to observe these instructions and regulations and given both at the entrance and within the Fair Ground, by means of special sign system, written notes, and ampliphonic announcements, as well as through personnel and other means. It must be specified that the ampliphonic announcements and instructions given by personnel have priority over all others. It is recalled to the attention of the Exhibitors, that failure to comply with the regulations, or infringement of the prohibitions, can involve the immediate closure of the stand by officials or agents of BolognaFiere, or the withdrawal of entrance passes and car tokens; the whole of which, without the Exhibitor having any right to reimbursement whatsoever.

9) MODIFICATIONS OF PRESENT REGULATIONS

Any prospective legislative or regulatory arrangement that should have cause to modify rules of present regulations, will be automatically and immediately applicable, even if at such point the regulations have not been altered.

Moreover, it is the authority of BolognaFiere to adopt at any moment measures that are considered, and that the Exhibitor must immediately apply, on the subject of fire prevention, hygiene at work, accident and damage prevention and safety or participants and visitors.

These last measures may be brought to the knowledge of the Exhibitors by any of the means available, and will have priority over the general directions adopted previously.