

## ISSA PULIRE 2027 GENERAL REGULATIONS

### 1) DEFINITIONS

**“Event”** refers to ISSA PULIRE 2027 - International Professional Cleaning and Sanitizing Trade Fair - promoted by ISSA PULIRE NETWORK SRL, event where products, services and information are displayed and presented to raise awareness among an increasingly large group of users and industry professionals about cleaning- and sanitizing-related issues.

**“Regulations”** mean these general contractual terms and conditions.

**“Organizer”** means the proprietor in charge of organizing the Event and concession-holder of the brand, specifically ISSA PULIRE NETWORK SRL, which enters into this contract as lessor of the exhibition areas and associated services.

**“Organizational Office”** refers to the entity responsible for managing the event, i.e. ISSA PULIRE NETWORK SRL.

**“Fiera Milano”** refers to Fair exhibition centres in the municipalities of Milan and Rho.

**“Exhibitor”** means an entity, i.e. a company, a body or an organization that exhibits products or services accepted by the organizer, with personnel present at the trade fair, including main exhibitors and co-exhibitors.

**“Main Exhibitor”** (direct exhibitor) means an entity, i.e. a company, a body or an organization which, having entered into an agreement with the Organizer, is entitled to use a specific exhibition space for its own stand, personnel and products or services (see Article 4). Given that the number of exhibitors and compliance with the exhibition layout contribute to the Fair's aesthetics, functionality, security and prestige, Event participation by Exhibitors who have not withdrawn in good time or been excluded is in the Organizer's interests.

**“Co-exhibitor”** (direct exhibitor) means an entity, i.e. a company, a body or an organization that participates in the Exhibition with products or services and personnel physically present within the exhibition area of a Main Exhibitor and whose presence is approved by the organizer (see Article 5).

**“Represented Company”** (indirect exhibitor) means an entity, i.e. a company, a body or an organization in attendance with products or services **“hosted”** at a Main Exhibitor's stand without the presence of its staff (see Article 6).

**“Trademark/exhibited brand”** means a sign capable of distinguishing products or services from those of competing companies.

The Exhibitor is responsible for Co-exhibitors and Represented Companies (see Article 5 and 6) falling within the purview of the industry.

The Event Organizer and the Organizational Office's registered office is:

**ISSA PULIRE NETWORK SRL**

Via Felice Casati, 32 - 20124 Milano

Tel. +39 02 6744581 - Fax. +39 02 66712299

e-mail: info@issapulirenetwork.com sito web: www.issapulirenetwork.com

### 2) NAME OF EVENT – LOCATION – DATE – OPENING TIMES – FORCE MAJEURE

Without prejudice to subsequent provisions, ISSA PULIRE 2027, the International Professional Cleaning and Sanitizing Trade Fair, shall take place at the Rho Fiera Milano exhibition centre on 11, 12, and 13 May 2027.

#### EXHIBITION TIMES:

**Exhibitors:** from Tuesday 11th to Thursday 13th from 9.00 am to 7.00 pm

**Visitors:** Tuesday 11th and Wednesday 12th from 10.00 am to 6.00 pm

Thursday 13th from 10.00 am to 5.00 pm

During opening hours the stands must be manned by Exhibitors and the products must be visible.

Admission to the event is free of charge; it is reserved for industry professionals and the press, subject to registration. The Organizer may at its sole discretion change the Event's location, duration and visiting hours, and may without appeal change the dates of the Event to within the end of the calendar year following the year in which the Event was originally scheduled to take place, as well as cancel the Event itself, without this entitling the Exhibitor to any right of withdrawal, reimbursement, compensation or indemnity. Should the Event be cancelled, having fulfilled its obligations to third parties

and covered any organizational expenses incurred, the Organizer shall allocate any remaining sums among Exhibitors in proportion to fees due.

### 2.1 EXHIBITOR PASSES AND ENTRY TICKETS

The Organizer will issue Exhibitors with permanent entry passes to the Exhibition in a number proportional to the surface area of the assigned Stand according to the following table:

- Stand up to 32 m2 4 passes
- Stand from 33 to 64 m2 8 passes
- Stand from 65 to 96 m2 12 passes
- Stand from 97 to 128 m2 16 passes
- Stand from 129 to 160 m2 20 passes
- Stand from 161 to 224 m2 24 passes
- Over 224 m2 30 passes
- for surfaces occupied by collectives, 2 cards every 9 m2

The Exhibitor Passes are in digital format and must be managed through the Exhibitor Portal. The passes are also valid for set-up and dismantling days and will allow 2 daily entries 2 hours apart. Any transfer of the aforementioned cards for any reason is prohibited. The abusive use of these cards will result in their immediate withdrawal.

### 2.2 PARKING

The rental rate does not include any free provision of car parking, which can be ordered and purchased via the Exhibitor portal which will be made available by Fiera Milano Spa

### 3) PRODUCTS AND SERVICES ADMITTED TO THE EVENT

Only the following products and services in the following areas may be exhibited and/or promoted at the event:

- professional cleaning
- hygiene and environmental sanitation
- security
- facility management
- pest management
- laundry
- integrated services (cleaning, maintenance, guarding, laundry, facility management, catering, personal care, gardening)
- lifting
- car washing
- logistics

Products and services associated with the above sectors (Equipment, Machinery, Components, Accessories, Clothing, Chemicals, Paper, Fibre and Cloth, Systems, Software, Integrated Services, Associations, Bodies, and Media).

It is forbidden to exhibit products that do not comply with the Event's specialization requirements, unless specifically authorized by the Organizer.

### 4) MAIN EXHIBITOR (direct exhibitor)

The following are eligible to exhibit at ISSA PULIRE 2027:

- a) domestic and foreign manufacturers of products referred to in Article 3;
- b) exclusive importers for Italy of the parties referred to in clause 4 a);
- c) distributors, resellers and dealers of the entities referred to in clause 4 a), subject to the following conditions:
  - they display products/services/advertising material bearing trademarks owned by domestic and foreign companies of the products/services referred to in Article 3,
  - they display products and/or services, as per Article 3, under their own brand;
  - d) service providers referred to in Article 3;
  - e) consortia, and associations, bodies, technical press and publishing groups, whose activities fall within the product sectors referred to in Article 3;
  - f) collectives of companies relating to art. 3, if authorized in advance by the Organizer

Any display of products, goods or services from companies outside the Event's sector must be agreed with the Organizer.

### 5) CO-EXHIBITORS (direct exhibitor)

Manufacturing exhibitors and their exclusive importers for Italy (as per clause 4a, 4b) with a stand of at least 32 m2 are granted the exclusive right to host co-exhibitors, provided that the latter are duly registered and the relevant “Co-Exhibitor Registration Fee” has been paid.

The following may exclusively be hosted:

- companies directly owned and/or for which the exhibitor is the exclusive importer;
- companies belonging to the same group.

The Organizer may at any time terminate its relationship with the Exhibitor in the event of the entry of an unauthorized Co-Exhibitor, and have the booth vacated at the Exhibitor's expense.

## 6) REPRESENTED COMPANIES AND BRANDS

### 6.1. REPRESENTED COMPANY (indirect exhibitor)

As per clause 4a, 4b, 4c, 4d the Main Exhibitor is obliged to declare the names and any further data required relating to all companies represented whose products the Exhibitor intends to promote on his stand on a specific mandatory form supplied by the Organizer.

The Exhibitor must enclose an abstract of the representation contract or other documents certifying the relationship with the represented company and the Exhibitor's right to display the third party's products on its stand, and must pay the relative "Represented Company Registration Fee".

The Organizer reserves the right not to accept applications in the event of a failure to comply with the foregoing.

The Organizer reserves the right to carry out checks and, in the event of the display of products of represented companies not duly registered and/or companies not attending the Fair as exhibitors, to eject them at the representative exhibitor's expense.

It is the Exhibitor's responsibility to have documentation available in the Stand to support their rights. The Exhibitor who violates these provisions must indemnify and hold harmless the Organizer and Fiera Milano S.p.A. for any third party compensation claims.

### 6.2 TRADEMARK/BRAND

**Brand Name:** A brand is identified by a name by which a specific proprietary company, body or organization refers to it.

**Distinctive graphic sign combined with the name of a brand:** Sign suitable for distinguishing products or services of a company from those of competing companies.

A brand is therefore identified through a name, combined with a distinctive graphic sign and can be classified into:

- Product or service brand: identifies a specific line of products or services of a company, body or organization
- Trademark: identifies all products or services, not identified by special Product or service marks, owned by the same company, body, or organization
- National brand and foreign brand: a national brand is distinguished from a foreign brand on the basis of the nationality of the head office of the company that owns that brand
- Registered trademark and de facto trademark: there is no legislative obligation for the owner company to register a trademark, except in relation to the need for a company to protect this trademark.

In the contractual forms for participation in the fair, the main exhibitor or co-exhibitor must declare the names of the brands of proprietary products or services that they display during the event.

In the contractual forms for participation in the fair, the main Exhibitor or co-exhibitor must indicate the brands of products or services owned by the indirect exhibitors (also called Represented Companies) that exhibit during the event.

## 7) APPLICATION FORM

To request admission to the Exhibition it is necessary to send the "Application for Admission" form, duly completed online, together with these General Regulations to the Organizing Secretariat via the specific online procedure. Upon receipt of a duly-compiled "Application Form" complete with supporting documents, and the relative down payment as per Article 10, the Exhibitor shall be sent an initial invoice for the amount the exhibitor has paid, issue of which does not constitute the binding acceptance of their application. If the Application Form is turned down, the aforementioned amount shall be returned without any additional interest.

### ORDER CONFIRMATION

The request for admission will be considered accepted with the sending via email, to the address of the person in charge of the application indicated on the Application for Admission, of the "Order Confirmation" referring to the reservation of the exhibition area.

In the event of an Order Confirmation, starting from January 2027, the coordinates of the assigned stands and their layout will be communicated by email to the person in charge of the procedure.

The Organizer reserves the right to reject an Application Form for the Event when it deems it appropriate to do so. The Organizer's decision is final, requires no justification, and does not entitle the Exhibitor to compensation or indemnity of any kind.

In any event, Exhibitors shall not be admitted to the Exhibition and, if already admitted, the Organizer will have the right to exclude them, if:

- they breach these General Regulations;
- during a previous edition of the ISSA PULIRE fair they have breached the regulations;
- they are not in good standing with payments due for participation in the current Exhibition;
- they are already in debt to the Organizer for non-payment for other previous ISSA PULIRE-branded events.

Should such Exhibitors submit a down payment for the new Event, the Organizer shall retain it as a balance/down payment on previous debt: participants' right to charge payments in a different way, as per Article 1193 para. 1 of the Italian Civil Code, is expressly waived. The Organizer shall give the Exhibitor a receipt for the payment to be charged as a balance/advance for previous debt, pursuant to and by effect of Article 1195 of the Italian Civil Code.

Total or partial assignment of the contract or subleasing of the exhibition space is not permitted. In the event of a proven infringement, at the Exhibitor's risk and expense, the Organizer may remove any goods brought in and displayed improperly.

### 7.1 Acceptance and amendment of the Regulations

For the Exhibitor, signature of the Application Form constitutes an irrevocable contractual proposal for participation, implying acceptance not just of these General Regulations and subsequent amendments, modifications and derogations adopted by the Organizer, but of the Fiera Milano Technical Regulations and its subsequent additions, amendments and derogations adopted, which form an integral and essential part of these General Regulations and are published on the Event website (www.issapulire.com).

Including in derogation of these General Regulations, the Organizer also reserves the right to establish appropriate rules and provisions to better regulate the Event and its internal services. Such rules and provisions are equivalent to these General Regulations and are therefore equally binding.

In the event of non-compliance with the provisions of these Regulations and other rules and provisions, the Organizer shall exclude the Exhibitor from the Event; this does not entitle the latter to compensation or indemnity of any kind.

Any communications between the Organizer and the Exhibitor may be made by electronic mail.

### 7.2 Fiera Milano Spa Technical Regulations

More detailed information regarding the following topics will be reported in the Technical Regulations of the Fieramilano Exhibition Center, available online, issapulire.com:

- Stand assembly/disassembly: general rules - design and construction - dismantling and return of the area - calendar, timetables and extensions
- cleaning - surveillance - pavilion air conditioning - waste disposal and discharge of waste into sewer lines - signs - refueling - refreshment areas - rules for advertising and promotional initiatives - presentation of products and special events.
- Safety regulations - Prevention of fires and accidents: observance of laws and regulations - responsibility of the Exhibitor - control of installations - rules and prohibitions.
- Services: supplies and provisions for the use of: electricity, water, compressed air, gas - stand refueling - furniture rental - stand cleaning - telecommunications - security.
- Access and circulation rules in the Exhibition Center - Movement of materials, goods and packaging - Customs - Shipping - Insurance - Sanctions and penalties.

The Rules and provisions contained in the Technical Regulations of the Fieramilano Exhibition Center are to all intents and purposes an integral part of these General Regulations.

## 8) STAND CHOICE AND ASSIGNMENT

Exhibitors of the previous edition of ISSA PULIRE have the opportunity to reconfirm their exhibition area occupied. This right can only be exercised by joining the "Reconfirmation Campaign" structured as follows:

**1<sup>st</sup> PHASE** - from 6 October 2025 to 24 October 2025 - Reserved for exhibitors of ISSA PULIRE 2025 who wish to reconfirm the same position and the same square footage with the possibility of increasing it (subject to verification).

**2<sup>nd</sup> PHASE** - from 17 November 2025 to 19 December 2025 - Reserved for exhibitors of ISSA PULIRE 2025 who wish to reconfirm their presence by changing the position of the stand with the possibility of maintaining/increasing/reducing the square footage.

After January 30, 2026, sales of exhibition spaces are extended to all potential exhibitors.

As long as the availability of the areas allows it, the Exhibitor will have the possibility to choose his own stand. For requests that refer to the same posi-

tioning, the day and time of receipt of the request will be taken into account for the assignment of the same.

Spaces will be granted until the exhibition space is exhausted and applications will be taken into consideration compatibly with any remaining or added space available, without a guarantee of participation or any visibility equivalent to the areas originally available.

Any requests for changes from individual Exhibitors, which the Organizer shall consider but is free to accept or reject, must be sent in writing no later than 14 (fourteen) days of receipt of stand order confirmation.

Stand handover is scheduled to begin on the fourth day prior to the event's opening.

After registering for the event, Fiera Milano will send Exhibitors an e-mail notification to the address of the application contact person indicated on the Application Form, containing the "Fiera ID" for online access to the Fiera Milano "Exhibitor Portal" from which they may access the Card "BUY ON E-SERVICE" and order all services required for their attendance (e.g. electricity, water, etc.).

Sixteen m<sup>2</sup> (4x4 m or multiples thereof) is the minimum exhibition area that may be requested and allocated within the halls. For stands with two open sides, the minimum exhibition area that may be requested and allocated is 32 m<sup>2</sup> (subject to availability). For stands with three open sides, the minimum exhibition area that may be requested and allocated is 64 m<sup>2</sup> (subject to availability). For stands with four open sides, the minimum exhibition area that may be requested and allocated is 128 m<sup>2</sup> (subject to availability).

In the event that the Fair layout plan undergoes changes or in any other case, the Organizer reserves the right, if he deems it necessary for the success of the Event, to be exercised at its sole discretion and at any time, and therefore including during the Fair, both to change or reduce space already allocated, and to replace it with another, including in different exhibition areas that may be distant from the one chosen previously. If any of these cases occurs, the participant is not entitled to compensation or compensation for any reason and for any reason. The Organizer shall subsequently assign areas in accordance with its own organizational and layout requirements, and in relation to space availability.

## 9) PARTICIPATION FEES

Registrations received by the Organizational Office by 29 May 2026 benefit from "Early Bird" discounted rates, on which additional fees shall be calculated according to stand area characteristics.

Ordinary Afidamp and ISSA members are entitled to special rates ("Member Rates") provided that they meet the conditions stated below. All membership fees listed are exclusive of VAT.

### 9.1 FIXED REGISTRATION FEES

#### 9.1.1 Exhibitor registration fee €500.00 + VAT

The exhibitor registration fee includes:

- ISSA PULIRE 2027 Digital Platform - Online Catalogue (see art.13)
- Exhibitor passes, in a number that varies depending on stand size (valid on assembly, event and dismantling days) see art. 2.1
- use of the ISSA PULIRE 2027 logo for the sole purpose of promoting participation in the Event.

#### 9.1.2 Co-exhibitor registration fee €500.00 + VAT

The Co-exhibitor registration fee includes:

- ISSA PULIRE 2027 Digital Platform - Online Catalogue (see art.13)
- no. 1 exhibitor pass (valid on assembly, event and dismantling days)
- use of the ISSA PULIRE 2027 logo for the sole purpose of promoting participation in the Event.

Should unregistered "co-exhibitors" be detected during the course of the Event, the host exhibitor shall be required to pay a registration fee of €500.00 + VAT/each, plus a penalty of €150.00, making a total of €650.00.

As per Article 5, Exhibitors hosting one or more co-exhibitors must have a stand of at least 32 m<sup>2</sup>.

#### 9.1.3 Represented company registration fee €500.00 + VAT

The represented company registration fee includes:

- a mention in the ISSA PULIRE 2027 Digital Platform

Should unregistered "represented companies" be detected during the course of the Event, the host exhibitor shall be required to pay a registration fee of €500.00 + VAT/each + a penalty of €150.00 for a total of €650.00.

## 9.2 EXHIBITION AREA – SPACE ONLY RATES

### 9.2.1 "Early Bird" concessionary rates for actual registrations completed by 29 May 2026

- € 340,00/m<sup>2</sup> + VAT "Standard rate" for indoor spaces - min. area 16 m<sup>2</sup>
- € 300,00/m<sup>2</sup> + VAT "Member rate" for indoor spaces - min. area 16 m<sup>2</sup>

- € 150,00/m<sup>2</sup> + VAT "Standard rate" for outdoor spaces - min. area 16 m<sup>2</sup> (provided min. 16 m<sup>2</sup> indoor space also booked)
- € 120,00/m<sup>2</sup> + VAT "Member rate" for outdoor spaces - min. area 16 m<sup>2</sup> (provided min. 16 m<sup>2</sup> indoor space also booked)
- € 230,00/m<sup>2</sup> + VAT "Standard rate" for outdoor spaces - min. area 40 m<sup>2</sup> (without indoor space)
- € 200,00/m<sup>2</sup> + VAT "Member rate" for outdoor spaces - min. area 40 m<sup>2</sup> (without indoor space)

### 9.2.2 Exhibition area fees for registrations submitted after 29 May 2026

- € 380,00/m<sup>2</sup> + VAT "Standard rate" for indoor spaces - min. area 16 m<sup>2</sup>
- € 340,00/m<sup>2</sup> + VAT "Member rate" for indoor spaces - min. area 16 m<sup>2</sup>
- € 150,00/m<sup>2</sup> + VAT "Standard rate" for outdoor spaces - min. area 16 m<sup>2</sup> (provided min. 16 m<sup>2</sup> indoor space also booked)
- € 120,00/m<sup>2</sup> + VAT "Member rate" for outdoor spaces - min. area 16 m<sup>2</sup> (provided min. 16 m<sup>2</sup> indoor space also booked)
- € 230,00/m<sup>2</sup> + VAT "Standard rate" for outdoor spaces - min. area 40 m<sup>2</sup> (without indoor space)
- € 200,00/m<sup>2</sup> + VAT "Member rate" for outdoor spaces - min. area 40 m<sup>2</sup> (without interior space).

Indoor and outdoor exhibition area only is understood to be provided with no equipment whatsoever, i.e. without partitions, carpeting and/or furniture, or lighting. For up to 32 m<sup>2</sup> areas, the exhibitor undertakes to order the Organizer-provided set-up by the deadline indicated by the Organizer, at the cost announced by the Organizational Office, to be added to the area rental fee. In addition to the rental costs of the internal exhibition space, the rates for the bare internal exhibition area include:

- Basic stand cleaning service of the assigned area (carried out during the hours the pavilion is closed, includes cleaning floors and/or any coverings excluding carpet washing, dusting of furnishings excluding those on display, emptying bins);
- Rental of fire extinguishers in accordance with the law;
- The first connection to a 32A/400V 3P+N+PE EEC socket free of charge, up to an absorption of 10 kw;
- free access to the exhibition halls' Wi-Fi network (200 kbps);
- Canone Unico Patrimoniale (CUP - payment of municipal tax on advertising) (see Article 23);
- compliance with copyrights deriving from any audio-visual installations in the stands subject to tax regulations. Also included are rights due pursuant to Articles 72 and 73bis of Law 633/1941 regarding performing artists and record producers who own the rights to such recordings and, on their behalf, to SCF – Consorzio Fonografici (see Article 22);
- rights due to the Società Consortile Fonografici (see Article 22);
- Fiera ID "Exhibitor Portal";
- Italian and international promotion of the Event via communications media as provided by the Organizer (e.g., social networks, newsletters, the www.issapulire.com website, etc.);
- air conditioning general day and night surveillance (excluding stands), security service during closing hours, common area cleaning service, general pavilion lighting, sanitary services, and general fire prevention;
- technical assistance to the Exhibitor during the event and during the stand set-up and dismantling periods by the Fiera Milano SpA Customer Service;
- administrative and secretarial expenses.

### 9.2.3 "Member Rate" terms and conditions

Entitlement to "Member rates" is dependent on regular payment of AFID-AMP or ISSA membership fees envisaged under the associations' respective statutes, both for the year in which the application is submitted and the year in which the Fair is being held. Failure to comply with membership deadlines will result in forfeiture of the right to benefit from "Member Rates", and consequent application of "Standard Rates". In such cases, the difference between the two rates shall be the Exhibitor's responsibility; the Organizer will adjust invoices issued to reflect this.

"Member rates" are reserved exclusively for Afidamp members whose registered office (or, if individual entrepreneurs, residence) is in Italy, as well as to ISSA members who have their registered office (or, if individual entrepreneurs, residence) abroad.

"Member Fees" will also be offered to new Afidamp and ISSA members who, on submission of the Application Form referred to in Article 7 above, have applied for membership to one of the two associations and been accepted by the competent association bodies by 28 February 2027.

## 9.3 SUPPLEMENTS

### MANDATORY SUPPLEMENTS

- 2 Sides open €15.00/m<sup>2</sup> + VAT
- 3 Sides open €20.00/m<sup>2</sup> + VAT
- 4 Sides open €25.00/m<sup>2</sup> + VAT



- “Set-up design” assessment €100 + VAT (compulsory solely for exhibition area only stands - See Article 14).
- EXTRA SUPPLEMENTS** (space only)
- mezzanine €200.00/m2 + VAT min. 90 m2 space only
  - Aisle occupation with carpet customized by exhibitor €200.00/m² + VAT
  - Aisle occupation with aerial structure €200.00/m² + VAT.

10) TERMS AND METHODS OF PAYMENT

Payments must be made in the following manner:

	INSTALLMENTS	PAYMENT DEADLINE	TERMS OF PAYMENT	Please note
Recon-firmation deposit *	€ 35/m²	Upon registration*	Bank transfer	Exhibitors participating in the reconfirmation campaign from 06/10/25 to 19/12/25
*exhibitors from the previous edition who book the exhibition space during the "ISSA PULIRE 2025 reconfirmation campaign" are required to pay the reconfirmation deposit of €35.00/m² + VAT at the time of registration. The reconfirmation deposit will be charged to the participation fee" The reconfirmation deposit will be refunded if: a) the Exhibitor is not admitted to the Exhibition (see art. 7); b) the Exhibitor renounces participation within 60 days from the date of joining and in any case no later than 31 January 2024 (see art. 14).				

	INSTALLMENTS	PAYMENT DEADLINE	TERMS OF PAYMENT	Please note
1 <sup>st</sup> deposit	25% Participation Fee	27/02/2026	Bank transfer	To exhibitors who will join after the end of the "ISSA PULIRE reconfirmation campaign 2027" the first deposit equal to 25% of the total cost of the stand is required directly upon joining.
2 <sup>nd</sup> Deposit	25% Participation Fee	30/06/2026	Bank transfer	
3 <sup>rd</sup> Deposit	25% Participation Fee	30/10/2026	Bank transfer	
BALANCE**	25% Participation Fee	26/02/2027	Bank transfer	**

\* The following items shall be calculated alongside the balance:

- participation fee balance
- registration fees for each Co-Exhibitor;
- registration fees for each Represented Company;
- “Set-up design” assessment fee (space only);
- any fees for advertising and promotional services requested

Exhibitors who join at a time other than under the terms established in the above instalment plan shall have to pay all amounts due up to that moment. Equally, for applications accepted after the balance payment deadline, Exhibitors shall be required to pay the entire participation fee on registration. In the event of delays, interest for late payment is due at the rate provided under special legislation on late payments in commercial transactions. All of the payments indicated above shall be made by bank transfer to the appropriate bank account. Neither cheques nor cash shall be accepted.

10.1 STATEMENT OF ACCOUNTS – EXIT PASSES

In the days immediately prior to closure of the Exhibition, Fiera Milano S.p.A. administration shall provide a summary of all invoices issued for additional services and supplies, as well as any other charges not yet paid. Any objections to such charges must be submitted prior to closure of the Event; after such time, objections shall be deemed void. A statement of account shall be published on the “Exhibitor Portal”. Payment of the amounts owed by the Exhibitor must be made by bank transfer or credit card via the “Exhibitor Portal”. At the end of the Show, removal of exhibited products, set-up materials and anything else pertaining to the Exhibitors is subject to exhibitor badges being shown to security guards at the Fairground gates. These badges shall be authorized for exit upon verification of full Exhibitor compliance with all obligations undertaken as per the agreement with Fiera Milano and the Organizer.

11) VAT REGULATIONS

Since 1 January 2011, with the exception of non-taxable persons (e.g. private individuals), on the basis of Legislative Decree 18/2010 in implementation of EU Directive 8/2008, foreign Exhibitors liable for taxation are no longer

required to pay VAT on the participation fee and services associated with the Event. In order to identify the type of client (taxable/non-taxable person), it is essential, before issuing the invoice, for the Organization to be provided with information on the VAT number/ID code or other suitable documentation proving corporate rather than private individual status. It is therefore absolutely necessary that the Application Form be received with the foregoing information; if not, invoices shall be issued subject to VAT, in accordance with regulations in force in Italy.

11.1 ELECTRONIC INVOICING BETWEEN PRIVATE INDIVIDUALS

To comply with obligations introduced under Article 1, clause 909, Law 27/12/2017 no. 205 (obligation from 11/01/2019 for issuing electronic invoices between private parties) and subsequent regulatory interventions (Law 30.12.2018, no. 145 and Law 11.02.2019, no. 12), Italian Exhibitors must ensure that they inform the Organizer of its Certified Electronic Mail (PEC) address and/or its 7-digit Recipient Code.

11.2 FINANCIAL FLOW TRACEABILITY CHARGES

In performance of the services provided under these Regulations, ISSA PULIRE NETWORK SRL is obligated to ensure compliance with all obligations regarding the traceability of financial flows under Article 3 of Law 13 August 2010, no. 136 and subsequent amendments and additions in all cases where the Exhibitor is a public body, a public capital company, or in any case whenever it is considered a “contracting authority” under the aforementioned law.

11.3 BANK TRANSFER PAYMENTS

Payments must be made by bank transfer to the bank account stated in the Application Form;  
Account Name: **ISSA PULIRE NETWORK SRL**  
IBAN: IT54E 05696 01612 00000 9882 X45  
BIC/SWIFT POSOIT22  
Payment reference must be ISSA PULIRE 2027 and the exhibitor/co-exhibitor’s name. VAT (if due), at the rate of 22% or another rate by law must be added to all amounts, in addition to any taxes and/or fees chargeable to an Exhibitor/Co-Exhibitor that may have been added in the interim. In the case of VAT exemption pursuant to Articles 8/8bis/9 of Presidential Decree 633/72 and subsequent updates, two declarations of intent must be sent, one in the name of **ISSA PULIRE NETWORK SRL**, and the other in the name of Fiera Milano S.p.A.

12) EXHIBITOR PORTAL E-SERVICE

E-service, Fiera Milano’s online store, present within the Exhibitor Portal, allows Exhibitors to order and rent everything they need to take part in ISSA PULIRE 2027. After registering for the Exhibition, the Exhibitor will receive a communication directly from FIERA MILANO via e-mail, to the address of the person responsible for the procedure indicated, which will contain the FIERAID credentials to access the exhibitor portal, where he can view the services available for the event. Once the stand has been notified, it will be possible to proceed with the orders of any necessary services and view the planimetric map with the description of the available technical utilities. The documents which, for technical or security reasons, must necessarily be completed online are also indicated.

In the E-Service, the Exhibitor will also be able to request quotes for installations and various services, carried out by FIERA MILANO, as well as any commercial services and view the summary of orders carried out; in the Exhibitor Portal it will be possible to access the “Assembly and Disassembly Accreditations” Card (Vehicle Entry Pass) and the Exhibitor Pass Card (Exhibitor Entry Pass); consult, print and pay invoices and the summary account statement.

13) DIGITAL PLATFORM ONLINE CATALOGUE - MOBILE APP - WEBSITE - SOCIAL NETWORK

The Organizer provides exhibitors/co-exhibitors with a virtual space to promote their companies online via the official event website. The ISSA Pulire Digital Platform (online catalogue) contains:

- info regarding the Exhibitor’s location in the halls, the Exhibitor’s full data including contact details, logo and product characteristics, and commercial information as and if indicated by the Exhibitor in the Application Form;
- links to related internet content passed on by the Exhibitor or found on the web by the Organizer (industry websites, videos, the official webpages of participating companies on social networks, etc.).

By entering their data into the online catalogue, the Exhibitor gives their consent to the Organizer, who is responsible for publication of the online catalogue, the mobile app, the exhibition website, official social networks and

creation of relevant promotional material, to provide free of charge data about their business, including contact details, the company logo and product characteristics, as and if indicated by the Exhibitor in the Application Form. Information necessary for inclusion in the Online Catalogue, Mobile App, Website and Social Network shall be provided by the exhibitor/co-exhibitor under their own responsibility, using the appropriate means supplied by the Organizer. No liability shall be accepted for any omissions, incorrect information and/or descriptions, printing and/or publication errors relating to Exhibitor/Co-Exhibitor/Represented Company data as it appears in the Online Catalogue, Mobile App, Website and Social Networks in promotional materials and/or Event signage.

14) RIGHT OF WITHDRAWAL - STAND CANCELLATION AND REDUCTION

Exhibitors wishing to cancel their participation may withdraw from the contract until 26.03.26 by sending written notice by registered letter with acknowledgement of receipt to the Organizer’s registered office address or by PEC to the e-mail address indicated on the company register (pulire@legalmail.it). Any notification of withdrawal conveyed in forms other than registered letter with acknowledgment of receipt or PEC will have no effect and will therefore be considered never sent. Should the right of withdrawal be exercised, the Organizer shall, by way of penalty deposit, have the right to retain all sums already paid for any reason by the Exhibitor, as well as obtain from the latter, by way of penalty fine, all sums that may still be owing under the contract, as provided for in the following summary table:

ENROLMENT	CANCELLATION REDUCTIONS	AMOUNTS WITHHELD %
Applications by 06/10/25 al 19/12/25	Within 30/01/26	0 %
For all members	From 02/02/26 to 29/06/26	25% Participation Fee
	From 30/06/26 to 29/10/26	50% Participation Fee
	From 30/10/26 to 25/02/27	75% Participation Fee
	From 26/02/27 to 26/03/27	100% Participation Fee +20% penitential fine

Notwithstanding, the Organizer’s right to greater damages is unaffected. Exhibitors that have not exercised their right of withdrawal by the aforesaid deadline but fail to attend the Event shall constitute a breach of contract, and owe the Organizer a penalty equal to €5,000.00 for each day of absence, without prejudice to the Organizer’s right to claim further damages and to make use of the exhibition space at its sole discretion. The Exhibitor shall be deemed in breach if the exhibition space is not set-up by 12.00 noon on the day prior to Exhibition opening (10 May 2027). Exhibitors wishing to reduce their exhibition space may, by 28.02.25, undertake a partial withdrawal (space reduction). In this case, the Organizer may assign the Exhibitor an exhibition space located in a different position and/ or with a different configuration from that initially agreed, in compliance with the Organizer’s organizational and layout requirements, and available space. In the event of partial withdrawal, the Exhibitor shall be entitled to a refund of the Participation Fee in proportion to the cancelled space, only and exclusively if partial withdrawal is exercised by 26.02.27. This refund will be deducted from the balance of the Participation Fee.

15) STAND SET-UP

Upon registration, the Exhibitor books a stand area alone, i.e. totally unencumbered. Stand set-up shall be completely at the Exhibitor’s expense. The Organizer does not provide partitions between booths. **For areas up to 32 m2, the exhibitor undertakes to order in due time the set-up provided by the Organizer, at the cost announced by the Organizational Office, to be added to the area rental fee.** Space Only Exhibitors must directly arrange for set-up and furnishing of the assigned area, referring to the relevant Articles in the Technical Regulations, and must submit the relevant designs and certifications (e.g. Static Calculations for Complex Structures) to the Organizer and to Fiera Milano S.p.A. for verification by 60 days before the start of the exhibition. The Exhibitor acknowledges, recognizes and accepts that the Organizer cannot be held responsible in any way for any penalties applied by Fiera Milano S.p.A. for failure to comply with the provisions contained herein.

15.1 STAND HEIGHT

The Organizer also sets the following specific set-up standards regarding maximum allowable heights:

- the maximum allowable height for setting up all self-supporting perimeter elements (walls, truss systems, non-suspended elements) is 4.00 m above ground;
- the maximum allowable height for the installation of all self-supporting point and central elements is 6.00 m above ground.

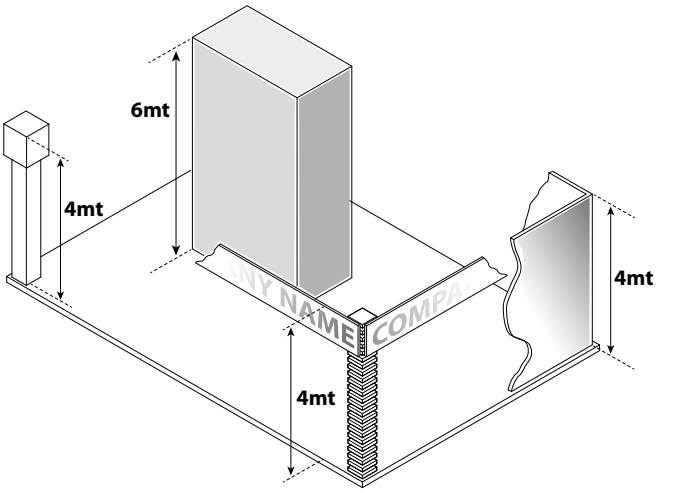
Structures are permitted within the stand up to a maximum height of 6.00 m as long as they are positioned in the centre of the stand area and their overall dimensions do not exceed in width and depth exactly 30% of the front and 30% of the stand sides. Only if the stand abuts a pavilion wall may the emerging structure be set back or leaned against the back wall, albeit always in a central position with respect to the front of the stand.

- Maximum height allowed for hangings: the hanging of American-type truss beam structures is permitted, subject to a feasibility check with the Fiera Milano office in charge, only at a height:
- 5 meters from the ground flush above, for stands up to 50 m2.
- 6 meters from the ground level above, for stands over 50 m2.

It is possible to affix logos and graphics to these structures with a height of no more than 1 meter and they must be positioned immediately under the lower edge of the American structure itself. On the side possibly bordering another Exhibitor, these structures must be free of graphics. In case of non-compliance, Fiera Milano will intervene to reposition the truss in compliance with the permitted heights, charging the related costs directly to the Exhibitor.

DISTANCE BETWEEN ADJACENT EXHIBITOR BRANDS

If a brand or graphic element is oriented towards the neighboring stand, a minimum distance of 2 meters from the edge of the adjacent stand must be maintained. Any exceptions to this rule must be authorized in writing by the neighboring exhibitor and promptly communicated to the ISSA PULIRE Organizer and to FIERA MILANO S.p.A. by the exhibitor concerned. The ISSA PULIRE Organizer and FIERA MILANO S.p.A. reserve the right to carry out inspections during the setup phases and, in case of non-compliance with these provisions, to intervene with the necessary modifications, charging the related costs to the responsible exhibitor.



15.2 PERIMETER WALLS

The unobstructed sides of the assigned stand space may not be enclosed within continuous perimeter walls. Stands must ensure one another’s visibility, and the layout of the exhibition space must be as open as possible, in accordance with the sides of allocated areas. It is therefore forbidden to close off with any type of architectural element, whether it be fabric, panels or graphics, the free sides of the assigned stand regarding more than 50% of that side. For island stands with four free sides, as an alternative to the above, and subject to Organizer technical office verification, the formation of a single continuous perimeter curtain wall 100% of the length of a single short free side is permitted, provided that the remaining three sides are left open. For each linear metre exceeding 50% occupation of each open perimeter side or display front, the Exhibitor shall be required to pay a penalty of €500.00 + VAT, without prejudice to compensation for greater damages. Unless agreed upon by the parties, exterior partition or set-up walls or booths facing adjoining stalls shall retain a perfectly uniform, flat surface in a light, neutral colour.



If so decided by the Organizational Office, all objects and furniture causing damage or disturbance to Exhibitors or Visitors shall be immediately removed.

The Exhibitor assumes responsibility for the booth (set-up, products, and so on) complying with safety regulations.

### 15.3 DOUBLE-DECKER STANDS

The construction of two-storey stands is allowed in all Exhibition Centre pavilions where the technical and structural characteristics allow, subject to prior Organizer approval and Fiera Milano's prior verification of the design concerned. It is permissible under the following conditions:

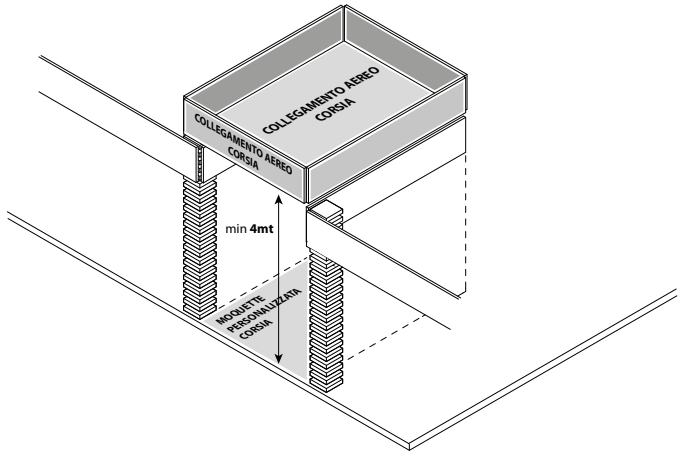
- island stand (four free sides) with a minimum area of 90 m2
- the mezzanine area cannot occupy more than 50% of the ground area and, in any case, cannot exceed a total of 200 m2 regardless of the stand ground area
- the mezzanine area may not be used for exhibition purposes
- the mezzanine area may not exceed a height of 5,00 m
- the Organizer must receive the request indicating the no. of mezzanine area square metres at the latest 60 days prior to the start of setup works. For standards, technical data and detailed guidance on constructing two-storey stands, please refer to the provisions in the Technical Regulations and the booklet on mezzanine floors available on the [www.issapulire.com](http://www.issapulire.com) website.
- creating a mezzanine stand entails a surcharge of €200+ VAT per square metre applied to the raised area only.

### 15.4 AISLE OCCUPATION

Laying custom carpeting in the aisles bordering one's own booth is permissible, as is customizing the aerial link between islands. These options may be requested from the Organizational Office and realized under the following conditions and fees:

- customization of the corridor with carpet: cost of 200 €/m2 applied to the covered area
- aerial link between two stands (minimum height 4 m): cost of 200 €/m2 applied to each vertical and/or horizontal surface used
- customized carpet + aerial connection: sum of the two previous rates, 400 €/m2.

When approved, the construction will have to comply with the safety conditions prescribed by Fiera Milano.



### 15.5 CEILING SUSPENSIONS

Ceiling suspensions are permitted, subject to the provisions of Article 15.1 in these Regulations on maximum permitted heights. For technical information on implementation methods, please refer to Fiera Milano Technical Regulations.

### 15.6 SET-UP DESIGN

All exhibitors, with the exception of those who have requested a “pre-set up stand”, are obliged to align their setup with the provisions set out in the art. 15 and any subsequent additions, which will be promptly made known; the Exhibitor must send a prior inspection of the set-up project complete with dimensions indicating dimensions and heights, in order to obtain approval. Failure to send the set-up project and its failure to approve does not allow the stand assembly work to start.

The stand-up projects, complete with plans indicating the orientation, dimensioned sections, renderings and precise indications on the areas that will be graphed, must also comply with the provisions of the Technical Regulations and be submitted to the Fiera Milano Customer Service, uploading them to the personal page of the ‘Exhibitor in the “Exhibitor Portal”’.

The technical office of the Organizational Secretariat evaluates the conformity of the exhibition projects with these General Regulations, the Fiera Milano

Customer Service verifies compliance with all the provisions contained in the Technical Regulations, reports any irregularities and possibly gives final approval.

Projects that do not receive a written response are considered non-compliant and therefore not accepted. The above projects and documents must be submitted no later than 60 days before the start of the Event.

With the exception of “pre-furnished stands” provided by the Organizer (see Article 16), an additional fee of €100.00 + VAT shall be payable for all stands set-up by the Exhibitor as a contribution to the review and assessment of “Stand Design” compliance (see Article 9.3).

Furniture, furnishings, lights, cabins or other fittings may be installed on the stand area in compliance with the maximum allowable heights, and in compliance with structures and systems in the halls, and in any case arranged so as not to prejudice adjacent stands or the Exhibition's appearance (no exceptions shall be made).

It is forbidden to occupy areas outside your stand in any other way. The Organizer's authorizations and interventions do not imply any responsibility for the same, for any reason whatsoever; the Exhibitor retains responsibility. The Organizational Office reserves the right to modify or remove set-ups made without approval or which do not conform to the approved design; in such cases, as a penalty the exhibitor must pay the sum of €250.00 + VAT for each square meter in which the set-up does not coincide with the measurements reported on the planimetric survey which can be downloaded from the Exhibitor's personal page in the “Portal Exhibitor” of Fiera Milano. The Organizer also reserves the right to claim further damages (for any reason whatsoever) arising from an Exhibitor's failure to comply with the technical provisions cited in this clause.

The Exhibitor acknowledges, recognizes and accepts that the Organizer cannot in any way be held responsible for technical anomalies detected on stands setup by Exhibitors using their own fitters. No exhibition areas are permissible without set-up.

### 16) PRE-EQUIPPED AREAS – SHELL SCHEME STAND

If the Exhibitor does not opt for their own stand, they must use the turnkey stand fitting service offered directly by the Organizational Office.

For areas up to 32 m2, the exhibitor undertakes to order in due time the Organizer provided set-up, at the cost announced by the Organizational Of Office, which shall be added to the area rental fee (see Article 9.2.2). Structures in the supplied set-up may not be painted, varnished or covered with material that is either glued or affixed with nails, screws, dowels, etc. Damage caused to set-up materials will result in a full charge to supply a replacement.

### 17) STAND SET-UP PHASE

Booth set-up is scheduled between 07 and 10 May 2027, in compliance with procedures to be set out to Exhibitors in later communications, and must be completed by noon, Monday 10 May 2027. The Organizer may otherwise dispose of stands whose set-up has not been completed within the above- mentioned time limits. Exhibitors who have not completed set-up by the above deadline shall nevertheless be required to pay the Participation Fee and fees for any services and installations already requested by the participant in full. During set-up work, it is forbidden to occupy areas outside your stand in any way.

### 18) STAND TAKE-DOWN PHASE

During Event opening times, Exhibitors are required to be in attendance with the entirety of the goods displayed on their stand. It is forbidden to leave the stand and/or to remove – in whole or in part – goods displayed at the stand prior to the official end of the Event.

Leaving early, early removal – in whole or in part – of goods with respect to closing time set for the last day of the Exhibition shall result in the application of provisions pursuant to Article 14 in relation to Exhibitor non-compliance. The clearing and dismantling of the stands must take place without delay from the end of the event to 15 May 2027 according to the methods that will be indicated to Exhibitors in subsequent communications..

Should the stand not be cleared and dismantled within the deadline set, notwithstanding the Organizer and Fiera Milano S.p.A. not taking any responsibility for goods and materials deposited at the stands, they reserve the right to proceed with removal and storage, without any responsibility on their part and at the non-compliant party's expense, risk and danger. Once two months have elapsed, any unclaimed objects may be sold off at auction and the proceeds, net of all expenses and any rights accruing to Fiera Milano S.p.A., credited to the Exhibitor. The exhibiting firm's materials being at the Fairgrounds entails an obligation to pay Fiera Milano S.p.A. a fee for the occupation of areas outside the exhibition space. In the event of non-payment

of these penalties, the Organizer reserves the right not to accept Applications for the next edition.

### 18.1 DAMAGE TO STAND AREAS

- Stand areas must be returned in the condition in which they were handed over. Restoration costs are the responsibility of the Exhibitors, who are also liable for any damage. Restoration work shall be carried out directly by Fiera Milano S.p.A.

### 19) MOVING MACHINERY/ACCIDENT PREVENTION

Only in exceptional cases and with prior authorization from the Organizer, may machinery on display, with the exception of equipment featuring a flame, be put into operation under the Exhibitor's sole responsibility, and under the

conditions laid down in the Fiera Milano Technical Regulations. The Exhibitor shall take all necessary measures to safeguard its staff and operators, and comply with the checks and provisions established under laws and regulations in force in order to obtain necessary permits from the competent authorities. Within sixty days of the Event start date, the Exhibitor must apply in writing to the Organizer for authorization to operate machinery on display.

As regards demonstrations involving visitor participation, the Organizer may request additional documentation to ensure Exhibitor and visitor safety. The Organizer reserves the right to limit and/or prevent the operation of machines that may compromise the safety of Exhibitors and/or Visitors and cause them excessive disturbance, even if permission was previously granted.

For noisy machinery, sound diffusion and projections please refer to item 8.7 of the Fiera Milano S.p.A. Technical Regulations. For the display of machinery without a CE mark or that does not conform with European safety standards, please refer to item 3.4.4 of the Fiera Milano S.p.A. Technical Regulations.

### 20) PHOTOGRAPHY AND VIDEO FOOTAGE

It is forbidden to take photographs, video recordings and audio recordings inside the pavilions unless authorized to do so by the Organizer and/or with the consent of those concerned. The Exhibitor hereby declares and warrants that any violation of the aforementioned prohibition by private individuals, visitors and/or Exhibitors cannot be imputed to the Organizer, who, therefore, cannot be held liable for any damages, claims and/or consequences related and/or connected thereto.

#### 20.1 Use of images of the Exhibitor taken during the Event

As regards images of the Exhibitor, the relative Stand Space and/or their representatives, officers, employees and collaborators, acquired or filmed in any way (including but not limited to cameras, video recordings or audio-visual recordings) during the Event, the Exhibitor declares that they are aware, pursuant to Regulation (EU) 2016/679 - General Data Protection Act of the collection and processing of such images by the Organizer and Fiera Milano S.p.A., and their possible dissemination for awareness-raising, promotional and commercial purposes, under the terms of Article 32, and grants the Organizer and Fiera Milano S.p.A. free of charge the right to use said images for such purposes, in accordance with Articles 96 and 97 of Law no. 633/1941, and to this end authorizes the Organizer and Fiera Milano S.p.A. without restriction to use them via any communications medium (including, purely by way of example, brochures, presentations, catalogues and in general printed materials necessary for promotion, TV, pay-per-view, etc.) and dissemination via the internet (corporate website, social networks, etc.) or through magazines and other publications, including online, with the widest possible adaptation and reproduction rights, for all purposes permissible by law. To this end, the Exhibitor declares and warrants to the Organizer and to Fiera Milano S.p.A. that it has: (i) obtained, where necessary, the consent of interested parties, following the provision of appropriate information, for processing including by Fiera Milano S.p.A. of data relating to their photos, video recordings, etc., including their dissemination for awareness-raising, promotional and advertising purposes pursuant to Regulation (EU) 2016/679 - General Data Protection Regulation; (ii) obtained releases for the use and dissemination of images, pursuant to Articles 96 and 97 of Law No. 633/1941 on copyright, pursuant to the terms mentioned above, from individuals portrayed or filmed, its representatives, officers, employees and collaborators, during the above event. In relation to points (i) and (ii) above, the Exhibitor undertakes to indemnify and hold harmless the Organizer and Fiera Milano S.p.A. from any dispute, action or claim made by the aforesaid persons in relation to the indicated use and disclosure of the aforesaid images.

### 21) INDUSTRIAL AND INTELLECTUAL PROPERTY

The following provisions apply to intellectual property rights (IPR). The Exhibitor is not permitted to (i) display, (ii) offer and/or (iii) sell products or (iv) distribute information about such products in the building where the trade show is held if such activities infringe upon the intellectual property rights of any third party. For this purpose, IPR shall be deemed to include any patent, trademark, design right, copyright, know-how or domain name (or application for registration thereof).

The exhibitor hereby accepts and undertakes the whole content of the present document, as well as to comply to all the rules and procedures provided by Intellectual and Industrial Property Service Indicam Regulation 3.0, a copy of which is consigned by the Organizer to each exhibitor together with the registration documents for the Event.

The exhibitor hereby accepts that the Organizer has the right to activate all the activities and procedures provided by the aforementioned Intellectual and Industrial Property Service Indicam Regulation 3.0., even without the direct participation of the assumed violated ip rights' owner or exhibitor”.

At the Organizer's request, the Exhibitor must, within two business days of a written request, demonstrate that it is not infringing any third party's intellectual property rights. During set-up and the Event's open days, exhibitors must produce such material immediately. If Exhibitor is unable to submit the required documentation, the Organizer shall have the right (i) to bar the Exhibitor from displaying certain products and/or make information relating to such products available to visitors, and (ii) to remove the products and all related information from the Event at the Exhibitor's expense and risk, and to take any other action deemed necessary, without any prejudice whatsoever. In order to protect rights-holders' IPR, the Organizer shall have the right, and the Exhibitor shall understand, agree and accept that in the event of any serious doubt as to the Exhibitor's proprietary rights, the Organizer shall have the right to (i) withhold its consent to display the product(s) in question and to exhibit and/or offer and/or sell such product(s), and to distribute any information relating to or related to such product(s) at the event/booth. Moreover, the Exhibitor shall understand, agree and accept that time is of the essence in IPR matters, and that all Exhibitors are required to submit to the Organizer and any consultants, such as attorneys and/or industry experts, all required documentation for the purpose of investigating interested parties' IPR without delay.

The Organizer has the right of entrusting the same experts, responsible for the execution of the Indicam 3.0 regulation, with the implementation of the additional procedures set out above.

### 22) AUDIO TRANSMISSION – COPYRIGHT

**A.** Musical, singing and artistic performances and the use of audio-visual equipment to support Exhibitor activities are permitted on the stand, provided that the volume of the equipment is kept at a level that does not disturb neighbouring stands. The Exhibitor is in any case obliged to comply with the technical specifications set out in Article 8.7 (sound diffusion and projections) of the “Technical Regulations and Abstract of the Emergency Plan and Information on risks at the Fiera Milano Fairgrounds for safety purposes”, which is an integral part of these General Regulations.

**B.** Payment of copyright fees arising from any audio-visual installations on a stand subject to taxation regulations is carried out by Fiera Milano for all participating Exhibitors. However, such coverage does not include live performances and/or performances with singers, for which the Exhibitor must apply directly to the relevant SIAE offices. This also includes rights due pursuant to Articles 72 and 73 bis of Law 633/1941 to performing artists and record producers who hold rights to recordings and, on their behalf, SCF - Consorzio Fonografici. On the other hand, rights accruing to performers and record producers pursuant to Article 73 of the above-mentioned Law regarding the broadcast of phonograms and music videos during fashion shows, DJ sets with or without dancing are not included. Organizers of such events are therefore invited to contact SCF - Consorzio Fonografici - Via Leone XIII, 14 – Milan, Italy in order to comply with the obligations provided for under applicable laws. As regards the distribution of phonovideographic or multimedia media containing works or parts of intellectual property protected under Law no. 633 of 22.4.1941, copyright must be paid in advance, in addition to charges associated with validation of the media, pursuant to Article 181 bis of the same Law. Unauthorized use of intellectual works, or the absence of the SIAE stamp on such media, are criminally punishable in compliance with Article 171 and following of Law 633/41.

**C.** Fiera Milano may use the loudspeakers installed in the Fairgrounds for official communications or in an emergency. It is forbidden to cause harassment or disturbance in any form to the smooth running of the Exhibition, under penalty of immediate exclusion from the Fair site.

In the event of violating the provisions of this Article, the Exhibitor may be called upon to pay compensation for damages suffered both directly by Fiera Milano and by parties/entities that have directly suffered such damage.

### 23) CANONE UNICO PATRIMONIALE (CUP)

Without prejudice to the participation regulations, the Exhibitor is required to pay the Municipality of Rho the fee required pursuant to Law 27/12/2019, n. 160. Following the agreements concluded by Fiera Milano with the Municipality of Rho in the interest of the exhibiting categories, this tax is established at a flat rate based on the surface area occupied by the Event. In order to also avoid the onerous procedures that Exhibitors would be required to carry out directly, this tax is included in the participation fee and Fiera Milano will subsequently make the relevant payment to the Municipality of Rho.

It is strictly forbidden for the Exhibitor to carry out any form of itinerant advertising by distributing advertising fliers and/or brochures of any shape or size, and/or objects or gadgets, both inside the exhibition halls and in the common areas, except for at its own stand; this also applies to other materials that create a disturbance or create competition disputes with other Exhibitors.

It is also forbidden to use the outside walls of the pavilion, which remain at the Organizational Office's complete disposal.

### 24) DIRECT SALES – PROPAGANDA

Direct sale to the public and sale with the immediate exit of products and materials displayed during the event is prohibited at the Fairgrounds.

It is forbidden to collect signatures or to divulge, by any means, declarations or judgements that may constitute or be interpreted as an offence to or criticism of political or social institutions of the State or of other institutions or countries; likewise, it is forbidden to distribute illustrative or propaganda material regarding companies that are not admitted to or not registered for the Exhibition. The Organizational Office retains the faculty to immediately expel such material and its bearers.

### 25) GENERAL SUPERVISION AND CUSTODY

Fiera Milano S.p.A. provides a general surveillance service for the Fairground district. The responsibility for the custody and surveillance of stands and what they contain and display rests solely with the respective Exhibitors throughout hall opening hours, both during the course of the Exhibition and during assembly and disassembly periods. Exhibitors must ensure that they or their employees are in attendance at hall opening times, and be on the stand until the last moment before evening closing. We advise locking valuables up in special cabinets before leaving the assigned stand space. Fiera Milano provides specific surveillance services for a fee; exhibitors may request such services from the Fiera Milano Logistics Department via the Exhibitor Portal. Without Fiera Milano's authorization, it is prohibited to stay at the stand and within the exhibition centre after Exhibition closing time or at times other than set opening times.

The Organizer and Fiera Milano assume no responsibility for goods, materials and anything else left unattended by exhibitors in the Exhibition Centre.

For parking within the exhibition centre: the Organizer and Fiera Milano assume no responsibility for custody or for damage or theft for vehicles parked within the exhibition centre. Parking is permitted for vehicles with a special permit only in the parking spaces and during the opening hours of the Exhibition Centre.

### 26) CLEANING – WASTE MANAGEMENT

#### 26.1 CLEANING

Upon registration, the exhibitor also receives the basic stand cleaning service included in the BARE EXHIBITION AREA fees (see art. 9.2). Provided by Fiera Milano, this service is carried out when the pavilion is closed, starting on the evening of the eve of the Show, and continuing for the entire duration of the Show. The service includes: cleaning floors and/or upholstery (excluding carpet washing and stain removal), furniture dusting except for exhibits, and waste bin emptying. Any complaints must be filed by 10.00 a.m. the following day with Fiera Milano Customer Care.

#### 26.2 WASTE MANAGEMENT

The collection, holding, transport, storage and recovery/disposal of waste must be carried out in compliance with Legislative Decree no. 152 of 2006 and subsequent amendments and additions. Without prejudice to the provisions of Article 26.1, the Exhibitor is obliged to remove waste from the Exhibition Centre on a daily basis and manage it in accordance with current legislation. Pursuant to the Technical Regulations, Exhibitors and their rep-

resentatives are jointly and severally responsible for the correct management of waste produced inside the exhibition area and the assigned exhibition space. It is forbidden for Exhibitors (or their appointees) to leave waste of any kind inside exhibition spaces, either in the assigned space or in common spaces (aisles, roadways, etc.). This prohibition against leaving waste and the associated obligation to manage waste properly must be understood as referring to all waste and waste materials resulting from set-up/disassembly work associated with the exhibition (packaging; materials used such as walls, false ceilings, floor coverings, etc.). In the event of waste being left in the halls or inside the Fiera Milano Fairgrounds, Fiera Milano shall apply a fine of €5.000.00, without prejudice to compensation for greater damages, and reserve the right to remove from the Fairgrounds staff responsible for such irregularities, and/or take legal action.

### 27) OPTIONAL SERVICES (Fiera Milano)

Optional services (curtains, hangings, furnishings, audio and video, catering, certifications, stand cleaning, technical services, water connections, surveillance, telecommunications etc.) can be requested and agreed independently by exhibitors via the “Purchase in E-Service” Card present in the “Exhibitor Portal” made available by Fiera Milano S.p.A.. Prices of certain items may vary depending on when the services are requested in relation to the start of the event; the applicable percentages will be indicated on Fiera Milano's E-Service store.

#### 27.1 Restaurant and catering services (Fiera Milano)

Fiera Milano provides exhibiting companies with restaurant and catering services through the exhibitor portal in the dedicated section and/or by contacting [ristorazione@fieramilano.it](mailto:ristorazione@fieramilano.it) <https://ristorazione.fieramilano.it/>. Catering companies that are not part of the Fiera Milano Group and exhibitors who provide their own beverages and foodstuffs may access and replenish these items by paying for relevant access passes and presenting the relevant documentation. The procedure may be viewed on the exhibitor portal: from the homepage - manage card - compulsory documents section - catering and/ or in the Fiera Milano Technical Regulations. On acceptance of these Event General Regulations, the company that owns a stand and acts independently for the provision of catering services not provided directly by Fiera Milano declares to be aware of the content of the Prime Ministerial Decree dated 17 May 2020, as amended and added to, and to comply with its requirements.

### 28) INSURANCE – LIMITATIONS OF LIABILITY

#### 28.1 “All Risks” policy for Exhibitors’ property (excluding Terrorism and Sabotage risks)

Exhibitors/Co-Exhibitors must hold an “All Risks” policy covering the total value of all goods, machinery, equipment and fittings brought to and/or used at the Fiera Milano fairgrounds, including a clause waiving recourse against Fondazione Fiera Milano, Fiera Milano, its subsidiaries and associated companies, the Organizer and third parties involved in organizing the Event. In the event of a claim by its insurer, the Exhibitor/Co-Exhibitor warrants that it shall hold the above-named parties harmless.

At no charge, Fiera Milano provides the Exhibitor/Co-Exhibitor with an “All Risks” policy on goods, machinery, equipment and fittings brought to and/or used in the Exhibition Centre for assets worth €25,000.00.

Such coverage includes the stipulation of a 10% excess for each claim in the event of theft, with a minimum of €250.00. These amounts are doubled for reports submitted beyond closure of the Event.

This policy will not be effective in the following cases:

- Sales to the public with immediate delivery of the exhibited products during the Exhibitions, where such activity is prohibited;
- Early abandonment of the stand;
- Delayed collection of materials left in the Exhibition Centre without prior notice.

Note: For the purposes of this coverage, please note that software, cash, goods and personal belongings (including, but not limited to: personal devices, smartphones, cameras, bags, documents, clothing, keys, etc.) are not insured. Click the link on the Fiera Milano exhibitor portal to receive information on the “All Risks” insurance coverage Fiera Milano provides free of charge. For more information, contact:

**Marsh S.p.A.**

Tel. (+39) 02 48538909 e-mail: [fiera.milano@marsh.com](mailto:fiera.milano@marsh.com)

#### 28.2. Third Party Liability Policy

- This insurance shall automatically be taken out by Fiera Milano for all Exhibitors and, at no charge to them, be included in its general policy, which provides for a maximum coverage of no less than €100,000,000.00 (one hundred million euros).

Please note that this coverage acts as secondary risk in relation to the one activated by the Exhibitors; see the Technical Regulations of the Fieramilano Exhibition Centre. (see art.72)

#### 28.3. Limitations of liability

- The Exhibitor/Co-Exhibitor agrees to hold Fiera Milano and the Organizer harmless from any liability for consequential damages, damage to image, loss of sales, etc.

Given that each Exhibitor/Co-Exhibitor is the custodian of the booked exhibition spaces and responsible for the goods contained therein, this includes direct damage.

The Exhibitor/Co-Exhibitor assumes all responsibility and expressly exonerates Fiera Milano and the Organizer from any liability whatsoever with regard to goods and/or valuables covered and/or not covered and/or in excess of the provisions of Article 28.1 above.

The Exhibitor/Co-Exhibitor acknowledges and accepts that Fiera Milano shall not provide any services/insurance policies, nor endeavour to procure any advantage in violation of laws, regulations, acts by competent authorities or that may expose Fondazione Fiera Milano, Fiera Milano, its subsidiaries and affiliated companies to penalties, breaches of prohibitions or restrictions established by UN Security Council resolutions or other applicable economic and trade sanctions regulations. It follows that, subject to these restrictions, the Exhibitor/Co-Exhibitor shall not have any insurance coverage and hereby indemnifies Fondazione Fiera Milano, Fiera Milano, its subsidiaries and associated companies from any and all liability for any damaging event that they may incur within the Exhibition Districts available to/owned/ managed by the aforementioned parties, nor shall they take any action or make any claim or request against the latter for the aforementioned events.

### 29. SECURITY

Each Exhibitor is obliged to scrupulously comply with the entire regulatory system in force, especially with regard to the protection of workers' health and physical safety, as well as labour, social security and welfare laws, for the entire duration of the Event, including during the stand assembly and dismantling periods and any other related activities, including waste disposal. During stand assembly and disassembly and in relation to any other inherent or related activities, the Exhibitor further undertakes to observe and ensure that all contractors working on its behalf observe the Fiera Milano Technical Regulations, which it expressly declares to be familiar with, including all of its supplementary sections, provisions contained in Article 88 of Legislative Decree 81/2008, para. 2-bis, and the relative implementational Ministerial Decree of 22.7.2014, issued by the Italian Ministry of Labour and Social Policies, and the Ministry of Health.

The Technical Regulations, which may be consulted in the “Exhibitors – Technical Documents - Exhibition Links” section on the [www.fieramilano.it](http://www.fieramilano.it) website, among other things contain guidelines on exhibition safety (fire prevention, electrical systems, environmental protection, etc.), excluding specific safety rules concerning activities carried out by Exhibitors or contracted out by the latter to contractors (stand assembly and dismantling and related activities), the verification and observance of which remains the responsibility of Exhibitors themselves. To comply with the obligations set out in aforementioned Ministerial Decree 22.7.2014, the Organizer shall make available the documents referred to in Annexes IV and V of said Ministerial Decree on its own website, and on Fiera Milano's website. Conduct that fails to comply with the above-mentioned safety regulations, in particular if it impacts general safety in the pavilions and with regard to other parties in attendance, may prompt intervention by the Organizer and/ or Fiera Milano as part of regular and spot checks, resulting in the immediate cut-off of utilities supplied to the stand or its immediate closure. Any additional consequence that may arise out of a failure to comply with the above-mentioned provisions is the Exhibitor's and its contractors' sole responsibility. Fiera Milano may expel from the Fairgrounds the staff of contractors/ self-employed workers operating on behalf of the Exhibitor if they are not in possession of the ID card provided for under Articles 18, para 1(u), 21, para 1(c), 26, para 8 of Legislative Decree 81/08 and non-EU hires who, even if they hold the above-mentioned badge, do not have a valid and legible Italian green card or a valid and legible ID card. A complaint shall be lodged against the responsible Employer and the contact person for any barred staff. As the buyer, any Exhibitor who authorizes such a company to work on the site on its behalf to carry out work shall be informed of such disputes. Exhibitors are responsible for compliance with current regulations regarding everything executed and organized by the Exhibitor and on its behalf in relation to fittings, structures, systems, products on display and any associated activities. Every Exhibitor is required to appoint an “Exhibitor's Exhibition Safety Representative” (RSE) who, with regard to safety, takes on all responsibility for all parties who may be

involved in terms of work carried out on behalf of the Exhibitor for the entire duration of their time at the Fair site. At the Exhibitor's discretion and under its full responsibility, the RSE may be a different individual during each of the three previously-mentioned phases (assembly, display and dismantling). The Organizer and Fiera Milano must be informed of the Contact Person's name and telephone numbers prior to the start of stand set-up work, and in any event before workers and materials enter the Fiera Milano premises. The neighbouring stands' Exhibition Safety Contact names and contact details shall be made available to Exhibitors by the Organizer and Fiera Milano. Through their Exhibition Safety Representative, each Exhibitor is obliged to coordinate with the other Exhibition Safety Representatives on adjacent stands to ensure information exchange so that any preventative measures may be found and applied to eliminate or, where not possible, minimize any interference risks that may exist. In the absence of notification being received regarding the name of the “Exhibitor's Exhibition Safety Representative” (RSE), this function shall be retained by the Exhibiting Company's legal representative. The Organizer and Fiera Milano must promptly be notified of any change to the name of the “Exhibitor's Exhibition Safety Representative”. The most relevant obligation for the Customer (Exhibitor) concerns a DUVRI [single document for the assessment of interference risks], or, if necessary, a PSC [safety and coordination plan] in the event that, respectively, the applicable regulation is either Article 26 of Legislative Decree 81/08, or Title IV of the same decree, relating to work safety on construction sites, pursuant to the provisions of the Interministerial Decree dated 22 July 2014. This documentation must be uploaded to the appropriate section of the Fiera Milano e-service platform, which is accessible by the competent authorities (ATS and Law Enforcement), and must be safeguarded on the stand for the entire period of the event (including set-up and take-down). Access to the stand by companies working on behalf of Fiera Milano for service provision is only possible in the presence of the “Exhibitor's Exhibition Safety Representative”, and after receiving their authorization. This restriction does not apply to Fair site surveillance and security staff.

#### 29.1 Measures to protect the safety of people at the exhibition centre

In compliance with provisions required by the Public Safety Authority, Fiera Milano adopts infrastructure, organizational and operational measures deemed appropriate to protect the safety of people at the Exhibition Centre in any capacity. By way of example and by no means exhaustively, at Fiera Milano's sole discretion the following may be provided:

- a) particular methods of access to the Exhibition Centre and exit from the same (allocation of specific gates or reserved lanes, timetables, access control and flow control systems) – even if differentiated – for different Fair site user categories;
- b) security checks, if necessary performed with the aid of fixed or portable technical equipment, on people, luggage and personal belongings, and on transport and work vehicles, both upon entry to the Exhibition Centre, within the Exhibition Centre and, where necessary, on exit. Such checks shall be performed by Fiera Milano personnel or by third parties appointed by the same. Without prejudice to any disclosure of the fact to Law Enforcement and consequent measures they may choose to adopt, users who do not agree to submit to such checks shall be prohibited access to the Exhibition Centre and, if already inside the Centre, will immediately be ejected. Considering the nature of this activity, users being screened are required to provide the utmost cooperation to ensure that operations are carried out as efficiently and quickly as possible. Upon completion of such checks, without prejudice to any disclosure of the fact to Law Enforcement and any measures they may consequently take, at its sole discretion Fiera Milano reserves the right to prohibit suspected persons or objects from accessing the Centre. If such persons are already inside the Centre, they shall immediately be removed from the Centre; suspicious objects must immediately be removed from the Centre under their possessors' care and responsibility. Fiera Milano is not required to set up storage and safekeeping services for suspicious items;
- c) changes or limitations on traffic and pedestrian and vehicular traffic inside the Exhibition Centre, if necessary by installing barriers, lane dividers, bollards and similar equipment;
- d) at the owner's risk and expense, forcible removal of transport or work vehicles, objects or personal effects considered suspicious or which otherwise hinder the exercise of security checks. The above provisions also apply to all visitors and guests admitted to the event.

#### 29.2 Control Measures

Without prejudice to the content of individual provisions, monitoring compliance with the General Regulations is the responsibility of staff at



the Organizer's, Fiera Milano competent offices, and if required, third parties (natural or legal persons) appointed by them.

### 30) RESOLUTION

In the event of any infringement of the prohibitions contained in these General Regulations and the Fiera Milano Technical Regulations, as well as of the provisions issued by the Organizer, the Organizer may declare the legal relationship with the Exhibitor to be terminated, and exclude the Exhibitor from the Exhibition without the latter having any right to restitution and/or compensation, without prejudice to the Organizer's right to seek compensation for any further damages. The Organizer may also exclude any Exhibitor who has been notified of an infringement of the above prohibitions from future participation.

### 31) APPLICABLE LAW AND JURISDICTION

The agreement between the Organizer and the Exhibitor, and to the obligations thereunder, is subject to Italian law. The Court of Milan has exclusive jurisdiction over any and all disputes relating to the validity, interpretation and/or execution of the contract.

### 32) PRIVACY POLICY

#### INFORMATION AND CONSENT UNDER REGULATION (EU) 2016/679

Regulation (EU) 2016/679 (GDPR) protects and regulates the processing of personal data, construed as any information relating to an identified or identifiable natural person. Given that GDPR does not apply to legal persons, for the sole case of its application we inform you that Issa Pulire Network S.r.l. (hereinafter IPN), Via F. Casati, 32, 20124 Milan, Italy, is the data handler, and therefore provides certain information regarding its data handling.

#### Nature of data

Data belonging to the exhibitor's representatives and staff necessary for executing the agreement covered by this information factsheet shall be processed. Data pertaining to the exhibiting company shall also be processed for the following purposes.

#### Data handling end-purposes

Personal data is processed within the scope of IPN's activities in execution of this agreement for the following purposes:

- a) at the pre-contractual stage, concluding and executing the contract to take part at fair exhibitions organized by IPN; for the execution of operations and services based on obligations deriving from the contract concluded with IPN; the handing over of personal data necessary for these purposes is compulsory; its processing does not require the consent of the parties concerned
- b) for the performance of banking and financial transactions, as well as the protection of credits for debt collection companies, factoring companies and/or credit institutions; the provision of personal data necessary for these purposes is compulsory; its processing does not require the consent of concerned parties
- c) for purposes related to obligations laid down in laws, regulations, EU regulations, as well as provisions issued by legitimate authorities (e.g. tax regulations, statistics, etc.); the provision of personal data necessary for these purposes is compulsory; its processing does not require the consent of concerned parties
- d) for the sending of information or advertising material concerning the exhibitions IPN or third parties organize annually; the provision of personal data necessary for these purposes is not compulsory.
- e) to verify customer satisfaction levels, if required using market research companies; the provision of personal data necessary for these purposes is not compulsory
- f) for the acquisition of Visitors and Exhibitors at IPN's exhibitions and events; the provision of personal data necessary for these purposes is not compulsory
- g) for the promotion of services related to Visitors' and Exhibitors' commercial activity; the provision of personal data necessary for these purposes is not compulsory.

#### Data processing methods

Personal data is processed using manual, computer and online tools, in an approach strictly informed by the above purposes and, in any event, ensuring data security by adopting appropriate and preventative security measures. Categories of parties to whom data may be conveyed

In order to conduct its operations, IPN communicates personal data it holds to:

- 1) Firms/companies/corporations that perform:

- a) the provision of services relating to participating at the exhibition (technical, logistical and insurance services, etc.);
- b) companies acting as data processors for IPN;
- c) professionals such as accountants, lawyers and tax experts whose input is deemed necessary;
- d) third party companies to carry out work.

#### Scope of dissemination

If the contract for taking part in an exhibition is successfully concluded, IPN shall, in accordance with the express provisions of the General Rules for Participation, include personal data in the Official Catalogue of the event for domestic and international distribution. Data provided by Exhibitors may be disseminated by IPN via computer media, including multimedia. Such data will allow visitors and exhibitors at each event to locate stands and obtain information about the participating exhibitor's product and/or show characteristics.

#### Data Retention Period

Data shall be retained for such time as is necessary to fulfil administrative, accounting and fiscal purposes related to the relationship established through and arising from obligations required by law, and in any event within the deadlines established for the rights and obligations underlying data handling. Specifically regarding the activities of administration, accounting, payroll management, personnel training, contractual and labour law, management of any litigation: ten years, as established by law in Article 2220 of the Italian Civil Code, without prejudice to any late payment of fees or disputes justifying an extension. It is envisaged that periodic annual checks be carried out on the data processed and on the option of cancelling such data if no longer needed for the intended purposes. Information pursuant to Article 13 GDPR

Pursuant to and for the purposes of Article 13 of the GDPR, in addition to the above we wish to inform you that:

- the legal basis for processing is the performance of the contract for participation in the Event, as well as the legitimate interest of the company related to sending informational material;
  - personal data shall be retained for the time necessary to execute the contract, to fulfil fiscal and legal obligations in general, as well as – up to the deadline period of such rights – for potential judicial protection;
  - the data subject has the right to ask the data controller for access to his/ her personal data, its deletion, restriction or to object to its processing, as well as to revoke consent to processing at any time; it being understood, however, that the exercise of the aforementioned rights may prevent fulfilment of contractual obligations due to the fact of and fault of the data subject;
  - the interested party has the right to file a complaint with the Guarantor for the Protection of Personal Data, based in Rome at Piazza Venezia no. 11, (00187), Italy (e-mail: [protocollo@gdpd.it](mailto:protocollo@gdpd.it); PEC [protocollo@pec.gdpd.it](mailto:protocollo@pec.gdpd.it));
- The data subject retains the right to obtain from the data controller:
- confirmation of the existence or otherwise of personal data concerning them, even if not yet recorded, and their communication in intelligible form;
  - indication of the source of personal data;
  - indication of data handling purposes and methods;
  - indication of the approach applied to processing carried out using the aid of electronic instruments;
  - indication of identification details regarding the owner, persons in charge and designated representatives in accordance with Article 5, para. 2;
  - indication of the subjects or categories of subjects to whom the personal data may be sent, or who may become apprised of them as designated representatives of the State, managers or agents;
  - updating, rectification or, if of interest, supplementation of data;
  - deletion, conversion to anonymous form or freezing data processed in breach of the law, including data for which storage is not necessary regarding the purposes for which the data was collected or processed subsequently;
  - certification that those to whom the data was sent or disseminated have been notified of the operations referred to in items (a) and (b), including as regards their content, unless this requirement proves to be impossible or involves means manifestly disproportionate to the right protected.
- The interested party also has the right to object, in whole or in part:
- to the processing of their personal data for lawful reasons, even if pertaining to the data collection purpose;
  - the processing of their personal data for the purpose of sending direct sales or marketing material, i.e. for the accomplishment of market research or commercial communication.

For any further information, please contact: ISSA Pulire Network S.r.l., Via Felice Casati no. 32 – 20124 Milan, Italy.

To exercise your rights, you can contact IPN by calling +39 02 6744581 or by visiting the website [www.issapulirenetwork.com](http://www.issapulirenetwork.com).”