

1. Definitions

MACEF – International Home Show.

2. Organisers

The exhibition is organized by Fiera Milano S.p.A.

3. Place, Dates, and Opening Hours of the Show

The exhibition is held at the new trade fair centre of Fiera Milano at Rho-Però, 26-29 January 2012. Opening hours: 9.30 a.m. to 6.30 p.m. for visitors and 8.30 a.m. to 7.00 p.m. for exhibitors. Fiera Milano S.p.A. reserves the right to change visiting hours and/or dates of the show. Admission to the show is charged and restricted to Italian and foreign trade.

4. Admission

MACEF is open to Italian and foreign firms operating in the branches of industry represented at the Show. The Show is open to manufacturing and commercial firms and to artisan businesses and represented firms. Firms applying to the Show must provide a recent certificate of registration at the Chamber of Commerce for Industry and Agriculture or the equivalent for foreign companies as proof of their belonging to one of the categories of business above mentioned. Exhibitors shall only display at their allotted stand such exhibits as are of their own making or are from firms they represent or of which they are the exclusive agents for Italy. Representatives or agents may only display such exhibits as shall be expressly listed at the time of registration. Fiera Milano S.p.A. may request of them proof of their position as representatives or exclusive agents for Italy. The Show is open also to Consortiums, Agencies, Organizations and the Press with a vested interest in the branches of industry represented at the Show. As under the terms of article 8 hereinbelow, admission to the Show and ensuing allocation of stand shall be subject to showfloor availability as per respective sector, to category of exhibits, to type of commercialisation and production features of firm. Requests of admission shall be treated on a first-come-first-served basis. No entry as shall prove delinquent on payment towards Fiera Milano S.p.A. shall be admitted at MACEF. Fiera Milano S.p.A. reserves the right to deny admission to the Show to any applicant as shall not meet, in its own estimation, the tests of eligibility. The decision of Fiera Milano S.p.A. is final. Denied admission to the Show does not constitute ground for compensation for damages or interest. Requests of admission returned after registration deadline or without deposit shall be placed on waiting list.

5. Acceptance of General Regulations

Signature of the application form carries full and unrestricted acceptance by the exhibitor of his/her participation in the exhibition at the stand allocated to them and of the General Regulation, the Technical Regulation, the tests of eligibility to showfloor areas and of all such additional rules as may be adopted at any time in future by Fiera Milano S.p.A. in the interest of the exhibition.

6. Registration and deposit

Admission form duly completed must be signed by the applicant where company is singly-owned and by the legal representative in all other cases. Admission request must be inclusive of:
– registration fee € 400,00 (+VAT only if due) paid by the company holding the stand;
– deposit € 35,00 (+VAT only if due) per sq.m. of surface booked.

The above amounts must be directed to Fiera Milano S.p.A. by cheque or bank draft made out to Fiera Milano S.p.A. Advance payments and subsequent issuance of invoice do not carry acceptance by Fiera Milano S.p.A. of admission request. In the event request is not accepted the amount paid shall be reimbursed. The organizer will have the right to refuse admission of the Exhibitor, at its sole discretion, when its application is not accompanied by the required payment of registration fee and deposit. As from January 1st, 2011, in accordance with the Legislative Decree no. 8/2010 in application of the EU directive no. 8/2008, foreign Exhibitors liable for taxation are not required any longer to pay the V.A.T. on stand fee and services connected with the Show, with the exclusion of non-commercial Companies/authorities and private individuals. In order to identify the type of Exhibitor (Company liable for taxation/non-commercial Company or private individual), before the issuing of the invoice it is essential to receive the information on the V.A.T. number/ID code or other documents proving the status of company and not of private individual. It is therefore absolutely necessary that Applications for participation are sent with the above information, otherwise invoices will have to be issued with the Italian Value-Added Tax. Foreign Exhibitors interested in V.A.T. refund can apply: – to STUDIO DOTT.RAG. GIUSEPPE GUENZANI - tel. 0331-795259 ext. 100 www.guenzani.net – to Agenzia delle Entrate - Centro Operativo di Pescara (Tax Revenue Office – Operational Centre in Pescara – only for Exhibitors of Israel, Switzerland and Norway) - tel. 085-5771 - fax 085-52145.

– to the Tax Authorities of their own country (for the Exhibitors of EU countries)

7. Registration of Represented Companies

Exhibitors are held to disclose the nature of business and data of all such companies as may be represented whose products they intend to display on their stand. The representative shall pay € 36,00 (+VAT) – inclusive of a copy of the catalogue – per company represented.

8. Exhibitor's withdrawal and withdrawal penalties

8.1. Withdrawal from the Contract shall be communicated at any time to the Organizer by registered letter with return receipt. The withdrawal shall take effect on the date of the receipt indicated by the Organizer.

8.2. In case of withdrawal from the contract as per Article 8.1, the Exhibitor shall pay to the Organizer a sum equal to the overall Stand Rental Fee as penalty.

8.3. In case of withdrawal from the contract as per Article 8.1, the Exhibitor will lose the amounts already paid for the Participation Fee and Represented Company Fee, depending on the case, and any sums paid for other reasons. Under no circumstances may the Exhibitor obtain reimbursement of payments already made, with reserve of any major and various rights of the Organizer and/or Fiera Milano.

9. Allocation of stand

Exhibitors shall be notified in writing by Fiera Milano S.p.A. of the stand allocated to them. Said allocation is valid only for the exhibitor to whom it is granted. No partial or total ceding of the stand, even gratuitous, is allowed. In case of breach, products introduced and exhibited without authorization shall be removed at the expense and risk of stand-holder. Fiera Milano S.p.A. is not bound by any request regarding allocation of stand or showfloor surface. Said requests are expressed by the exhibitor in the application form and/or thereafter returned are merely indicative of preference and do not bind Fiera Milano S.p.A. Previous participation in the exhibition does not give rise to any privileged right in allocation of stands or to confirmation of stands previously occupied. Fiera Milano S.p.A. reserves the right to issue detailed provisions concerning access to stands and deadline for stand fittings.

10. Acceptance of participation and obligation of payment fee

The acceptance by the Organizer of the Exhibitor's application form with the procedures specified in art. 1, will involve for the Exhibitor the obligation to pay the entire registration fee to the organizer (unless he already settled it with the application form and has been all the same admitted to the Exhibition) and the entire fee due for the stand area.

11. Participation Fees

Participation fees are based on the entire and continuous surface occupied by the stand of a single company. Customization of areas (gangways) foresees a costs of Euro 50/sqm. The following services are included in the registration and participation fees:
– stand name signage;
– exhibitors electronics passes;
– promotional coupons (to request);
– technical assistance during the period of the exhibition, and during stand fitting and dismantling;
– general surveillance and fire prevention at exhibition halls;
– Expogage
– entry data in the Official Catalogue and supply of a copy of said;
– stand cleaning as at Art. 17;
– installed power supply of up to 5 KW;
– fire extinguishers;
– local taxes on advertising (see article 23);
– payment of royalties stemming from any audio-visual installations on the stands that are subject to obligatory requirements. This does not, however, cover live performances (with singers and/or musical instruments), for which the Exhibitor must make direct arrangements with the SIAE offices located in the city territory. Royalties pursuant to articles 72 and 73bis L. 633/1941 due to interpreting and performing artists and phonographic producers holding such rights to recordings and, on their behalf, the SCF – Consorzio Fonografici, are also included. It does not, on the other hand, include the royalties due to interpreting and performing artists and phonographic producers pursuant to article 73 of the aforementioned law for the broadcasting of sound recordings and music videos in the course of fashion shows, DJ sets, with or without dancing. The organizers of such events are therefore invited to contact the SCF – Consorzio Fonografici, Via Leone XIII, 14 - Milan - for the purposes of fulfilling the obligations laid down by current laws.

12. Expogage on-line catalogue

Expogage is an on-line database providing commercial information on exhibitors participating in the events organised by Fiera Milano. Fiera Milano S.p.A. provide a virtual space for each Exhibitor together with useful tools to promote companies also on-line with a view to highlighting presence at the Fair of all exhibitors. Participation in the event includes subscription to the service. By accepting the General Regulations, the exhibitor agrees to provide the service and to allow Fiera Milano to use his data. The cost of the services amount to € 50,00 + VAT 20% (only if due) per exhibitor; this consideration is included in the registration fee.

13. Stand Arrangements and Fittings, Promotional Activities

Stands are at the disposition of exhibitors and are delineated by coloured strips on the ground. Technical Regulations shall provide specific standards for stand setting-up and furnishing. Stand fittings are in the care and at the expense of the exhibitor. The exhibitor shall comply with the standards set forth in the above-mentioned Regulations and shall submit the stand project in advance to Fiera Milano S.p.A. for approval. The set of partition walls delineating the stand may not run on more than 50% of its respective sides. More details, on the stand heights are available on www.mymacef.it. Should at least 50% of Exhibitors in one branch of industry or sub-branch represented at MACEF wish such fittings and/or promotional installations deemed appropriate by Fiera Milano S.p.A., all the Exhibitors of said branch of industry or sub-branch shall undertake to assume the additional cost provided said cost does not run above 50% of the exhibiting rate for one free side stand. In case additional cost should run above 50% of said, the outstanding must be expressly agreed upon by all the exhibitors of the branch or sub-branch. Exhibitors may also make use of commercial services, to be requested by e-commerce after notification of the exhibition space, like:

- Stand equipment
- Trusses and riggings
- furnishings
- stand components
- Services in the booth
- Cleaning and wasting services
- Technical services
- Security
- Telecommunications
- Videos and PCs

The services listed above are not included in the flat fee for participation as at art. 11 and shall be invoiced separately pursuant to art. 16. "It is understood that if the exhibitor intends to set up the area with a service of pre-fitting (notwithstanding the provisions of this Article) Fiera Milano SpA will be considered the exclusive provider of this service and therefore exhibitors will be forbidden the use of third party suppliers

14. Clearing of Stand, Right of Disposition and Claim

After closing of the Show all stands must be cleared by the time specified in the rules about setting up and dismantling. In case of non compliance Fiera Milano S.p.A. waives any responsibility for goods, material and items otherwise present in stands and reserves the right to have the aforesaid removed and stored at the expense and the risk of the exhibitor in breach and with no responsibility for the Organizer. At the expiration of a period of two months property not claimed may be auctioned and the proceeds less charges and any outstanding rights by Fiera Milano S.p.A. shall be credited to the Exhibitor. In addition, exhibiting firms leaving material inside the fair centre shall pay Fiera Milano S.p.A. the rate for occupying the area outside show period.

15. Official catalogue

The official catalogue of the Show shall list all exhibiting firms in alphabetical order and by product category. Data reported are drawn from the forms duly completed by the Exhibitors. The organizers decline any responsibility for errors or omissions. Last useful day for the forwarding (by fax) of catalogue forms is 2 December 2011, after that date only the company information will be entered in the official catalogue.

16. Terms of payment – Payment of statements of account – Exit forms

Stand fee must be settled by 15 days from invoice receipt. All payments must be made by Fiera Milano Spa. In case of nonpayment Fiera Milano Spa will disconnect the electric power supply to the stand. In the days immediately before the Exhibition closing the administration office of Fiera Milano Spa will summarize all invoices issued for services and additional supplies as well as for any other charge. The statement of account will be delivered directly to the stand. Payment can be made by presenting the statement of account at the bank agencies operating on the Exhibition premises. "Exit forms" duly filled in will be validated upon payment and must be produced to the Surveillance personnel at the gates on the Fair Grounds. Additional Exit forms can be requested at SATE – Technical Assistance Service for Exhibitors. A single "Exit form" must be filled in and presented for each exit of material.

17. Stand surveillance

Fiera Milano S.p.A. ensures general surveillance of the halls. During opening hours surveillance of stands is in the care of exhibitors. Staffers at stands displaying exhibits that may be pilfered easily are advised to be present at their stands punctually at the time of opening of halls and to remain there until closing time. Valuables that may be pilfered easily must be put away in safes or cabinets.

18. Stand Cleaning

Fiera Milano S.p.A. cleaning service operates after the closing of halls. Service comprises cleaning of showfloor and any other such floor coverings (fitted carpets, etc.); general dusting of stands furniture, collection of litter, emptying of waste-paper baskets. Where stands are locked exhibitors must issue a copy of the key to the SATE office - Exhibitors Technical Assistance Service.

19. Access Passes

Every exhibitor shall be issued a number of pass (to be used during the show, as well as during build-up and dismantling) on the size of the stand.

| | |
|-------------------------|----------------|
| From 0,0 to 18 sq.m. | 5 access pass |
| from 18,5 to 36 sq.m. | 7 access pass |
| from 36,5 to 100 sq.m. | 12 access pass |
| from 100,5 to 210 sq.m. | 20 access pass |
| from 210,5 to 500 sq.m. | 26 access pass |
| over 500 sq.m. | 36 access pass |

Extra Passes can be requested only from direct exhibiting Companies with their space location already notified. Extra Passes are available at the cost of € 20 each (+VAT).

20. Photographs, drawings and TV filming

Visitors and exhibitors shall not take any picture nor make any drawing or filming inside Exhibition halls unless specifically authorized by Fiera Milano SpA. The Exhibitor acknowledges and accepts that Fiera Milano S.p.A. has the right to take pictures of the stands (including reproductions of products and their brands) and filming of the exterior of any stand and use, publish and diffuse their reproductions, even without formal agreement of Exhibitor. Therefore, in such circumstances, the exhibitor will have nothing to expect from Fiera Milano SpA for the aforementioned behaviors.

21. Use of supports

Use of audio, video, graphical, or multimedia supports containing original works or parts of the same protected pursuant to Art n.633 of 22.4.1941 shall be subject to the payment of royalties on copyrights and of such charges as pertain to certification of said supports pursuant to art. 181bis of said Act. Any unauthorised use of original works and the absence of the SIAE mark on the aforementioned supports shall be punished pursuant to art. 171 ff. of Act n.633/41.

22. Loudspeakers and Broadcasting

Audio broadcasting, inclusive of radio and television equipment, is allowed inside the stands, contingent on observance of the terms laid down at art. 10 above pertaining to copyrights of artists, performers, players and producers and provided they do not cause any disturbance. Fiera Milano S.p.A. may use loudspeakers on the premises to make public announcements or in case of emergency.

23. Advertising

With the exception of publicity inside stands, advertising in any shape or manner acceptable is permitted only through Fiera Milano S.p.A. or through agencies appointed by Fiera Milano S.p.A.

24. Municipal Advertising Tax

The present rules of participation notwithstanding, exhibitors are under duty to pay the Municipality of Rho the local tax applicable to such things as are in an event subject to taxation pursuant to Decree 26.10.1972 n.639. By agreement between Fiera Milano and the Municipality of Rho and in the interest of the exhibitors said tax as been calculated as lump sum on the basis of the surface occupied by the Show. With a view to avoiding burdensome procedures to Exhibitors said tax has been included in the participation fee and shall be thereafter paid by Fiera Milano S.p.A. to the Municipality.

25. Declaration of value and insurance

25.1. Declaration of value – Exhibitors are required to declare, using the special form attached to the on-line forms, the total "estimated value" of goods, machinery, fixtures and fittings and equipment they plan to bring to and/or used at the Fiera Milano ground, even on behalf of Represented Companies understanding that, in lack of such declaration, the value shall be considered to be the minimum amount as stipulated in Art. 25.2 below and save in any case the right to verify the aforesaid declaration by Fiera Milano. In case of accident, should the final value declared by the Exhibitor fail to correspond to effective value of the insured property, the value of said merchandise value shall be that declared by the Exhibitor. Pursuant to art. 1907 of the Italian Civil Code, compensation could be determined by the Insurer on the basis of the proportional criterion.

25.2. Insurance - "All risks" policy - Property of the exhibitors (excluding terrorism and sabotage risks) – Fiera Milano require that all goods, machinery, fixtures and fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors are covered by "All Risks" insurance, including a clause waiving the insurer's right of recourse against Third Parties, including Fondazione Fiera Milano, Fiera Milano SpA, their subsidiaries and/or affiliates, the Organization and all Third Parties in any way involved in the organization of the Exhibition. This insurance is made available by Fiera Milano for a capital of Euro 25.000,00 at a cost of Euro 90,00 + VAT (if due) that will be charged together with the participation fees invoice. Exhibitors may increase the automatic coverage, by filling in, signing and returning the appropriate form "INS" downloading from the on-line forms. Coverage includes the stipulation of 10% insurance exclusion for each claim in the event of theft, with a minimum of Euro 250,00 and doubling those amounts for the reports submitted after the closing of the exhibition. Should Exhibitors have their own "All Risks" insurance for goods, machinery, fixtures and fittings and equipment brought to and/or used at the Fiera Milano ground, valid for fairs and exhibitions, with a clause waiving the insurer's right of recourse against Fondazione Fiera Milano, Fiera Milano SpA, their subsidiaries and/or affiliates, the Organization and all Third Parties in any way involved in the organization of the Exhibition, Exhibitors are anyway required to fill in and return the signed "INS" form, attached to the on-line forms, enclosing declarations signed by the exhibitor representative and the insurance company stating that the above property is covered by an "all risks" guarantee in an manner no less than that prescribed by the General Regulations (incasile included in the "INS" form). In this case, Fiera Milano shall cancel the invoice previously issued.

25.3. Third Party Liability Policy – This coverage is automatically provided, free of charge, for all exhibitors by Fiera Milano. This will become an extension of its general policy that has a limit of no less than Euro 100.000,000 (one hundred million).

25.4. Limitation of Liability - Fiera Milano don't take the liability upon themselves for any consequential losses, reputational damage, loss of revenues, etc. – The Application Form signing means acceptance of this limitation of liability of Fiera Milano. Also for any direct loss, each Exhibitor agrees that Fiera Milano limit its liability to the declared values of the merchandise in the Fairground for the event. To this end, shall prevail the declaration of value as at art. 25.5 above.

26. Damage to Stands

Stands must be returned in the condition they were in when delivered. Expenses incurred in restoring stands shall be charged to exhibitors. Exhibitors are also responsible for the observance of such special rules as apply to the use of structures and technical installations.

27. Additional Rules

Fiera Milano S.p.A. reserve the right to set down such provisions as may be held instrumental to the betterment of the exhibition

and its services. Such provisions have the same weight as the present Regulations and are equally mandatory. In case of non-compliance with the General Regulations Fiera Milano reserves the right to close down stand. Such decision does not entitle the Exhibitor to reimbursement or compensation on any ground whatsoever.

28. Force Majeure

In case the Show should be cancelled owing to causes outside the control of Fiera Milano S.p.A. deposit money shall be reimbursed less charge on expenses incurred or undertaken for the organisation of the Show. Cost incurred for fixtures and/or special installations made on request of the Exhibitor must be reimbursed in full. Fiera Milano are not liable for damages whatsoever.

29. Display of Prices and Sale of Products on the premises

Display of prices and sale of products on the premises is strictly prohibited. Violation of this rule may carry the closing down of stand and the withdrawal of access pass and ban from participation in the show in future.

30. Activities prohibited

Such activities as may cause disturbance to or disruption of the show and may adversely affect its scope are prohibited. In particular, it is strictly forbidden to:
– distribute and hand out any type of literature promotional or technical (magazines, textbooks, booklets, brochures, etc) not directly relevant to the Exhibitor.
Exhibitors may distribute and hand out promotional literature provided it is directly relevant to his/her occupation solely inside the confines of his/her stand. No placards for contests organised by agencies, organisations, dailies, weeklies or trade periodicals may be affixed inside or outside stands, save where expressly authorised by Fiera Milano S.p.A. ;
– any type of strobe or variable-intensity illumination;
– presence on the premises of the Show outside opening hours.

31. Executive Technical Provision

Additional technical or general standards shall be communicated by way of the Technical Regulations. Technical Regulations are an integral part of the present Regulations.

32. Fines for early dismantling

Exhibitors shall be present at their stand and with their own exhibits for the duration of the Show. Desertion or dismantlement of the stand before closing time on the last day of the show, is subject to a fine calculated on the surface booked:
from 0 to 64 sq.m. € 1.500,00
from 64,5 to 120 sq.m. € 3.000,00
over 120 sq.m. € 5.000,00
In addition, such violation shall be subject to review to determine possible ban to participation in the show in future.

33. Exhibitor carparks

Online booking is available for the parking permit, to be used for the duration of the Show at the cost of € 60,00 + VAT 20% by completing the CAR-PARK form.

34. Safety

Each Exhibitor must see to the strictest compliance with the entire regulatory system in force, regarding the protection of the health and physical integrity of the workers, and the legal, social security and assistance regulations for the entire duration of the Event, including the assembly and disassembly times of the staging of the spaces and any other associated activities. Moreover, the Exhibitor also hereby agrees to personally comply and ensure compliance on the part of its companies working on its behalf with the Technical Regulations, during the stand assembly and disassembly operations and in relation to any other inherent or associated activity. Said technical regulations form an integral part of the General Regulations, available for consultation on the website www.fieramilano.it under the section "Trade Fair Calendar" in the link to the Exhibition. Among other things, the Technical Regulations also contain precautionary rules regarding exhibition security (fire prevention, electrical plants, environmental protection etc.), with exclusion of the specific safety regulations regarding the activities carried out by the Exhibitor or contracted by the same to the executing companies (stand assembly and disassembly and associated activities), the verification and compliance of which remains the responsibility of the same Exhibitor. Any behaviour that is not compliant with the safety regulations specified above, in particular when such non-compliance may influence the general safety of the pavilions and the third parties present, may be the object of intervention by Fiera Milano and lead to the immediate deactivation of the facilities assigned to the space or the immediate closure of the same, with notification. Any other consequence that may derive from failure to comply with the measures outlined above is the sole responsibility of the Exhibitor and the companies appointed by the same. The Exhibitor is responsible for compliance with the regulations in force regarding all activities carried out by him within his space, in terms of equipment, structures, plants, products exhibited etc.. Each Exhibitor must appoint a "Space Supervisor"; this person (for security purposes) will undertake all responsibility associated with the activities carried out on behalf of the Exhibitor as regards all individuals involved and for the entire duration of their stay at the trade fair grounds. At the Exhibitor's discretion, and under his complete responsibility, the "Space Supervisor" may also be a different individual in each of the three phases already recalled (preparation, event, dismantling). The name of the Supervisor and the relative contact telephone numbers must be indicated on the admission application. Notification of any variations or integrations must be sent to Fiera Milano prior to the beginning of the mobilization works for the preparation of the space. Access to the space by the companies operating on behalf of Fiera Milano for the provision of services will only come about in the presence of the "Space Supervisor" and subject to his authorisation. Said restriction does not exist for the personnel assigned to the surveillance and safety of the Grounds.

35. Fiera Milano S.p.A. obligations and responsibilities

Fiera Milano S.p.A. undertake to deliver the stand to the exhibitor as under the terms set forth at art. 8 of the General Regulations of the Show and to supply the services as under art. 10. In any event, the exhibitor waives Fiera Milano S.p.A. from any liability, subject to such restriction as are laid down in art. 1229 of the Civil Code. In any event the liability of Fiera Milano S.p.A. does not extend beyond the payment of a sum amounting to 30% of the fee owed by the Exhibitor and is exclusive of any further compensation whatsoever for damage incurred by said.

36. Intellectual Property Service

The Exhibitor declares to accept the Rules of Information and Protection of Rights of Industrial and Intellectual Property (download from www.mymacef.com).

37. DLGS 196/2003: Protection of privacy

See appended to General Regulations.

38. Court of Competence

The Court of Milan shall have competence to decide any dispute as may arise.