



# APPLICATION FORM

Afidamp Servizi srl  
Via Felice Casati, 32 - 20124 Milano - Italy - Fax +39 02 66 71 22 99  
info@pulire-it.com

Verona 24-26 may 2011

FOR ORGANIZER'S USE ONLY	
HALL	N° STAND
<input type="checkbox"/> EXHIB. 2009	<input type="checkbox"/> NEW EXHIBITOR
<input type="checkbox"/> CO-EXHIB.	<input type="checkbox"/> OTHER ADDRESS
<input type="checkbox"/> UPD. INFOS	DATE

EXHIBITOR DETAILS /  CO-EXHIBITOR DETAILS  
(Tick and fill in where appropriate, please write in capital letters)

Company Name \_\_\_\_\_ VAT nr.: \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_  
 Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_ Ph. \_\_\_\_\_ / \_\_\_\_\_ Fax \_\_\_\_\_ / \_\_\_\_\_  
 Company e-mail: \_\_\_\_\_ Website: \_\_\_\_\_  
 Official Representative or Owner \_\_\_\_\_  
 Exhibit Contact Person Mr./Mrs. \_\_\_\_\_ e-mail: \_\_\_\_\_ Job Title \_\_\_\_\_  
 CO-EXHIBITOR: Hosted by the company within its stand \_\_\_\_\_

**BANK DETAILS (required)**

Bank Name \_\_\_\_\_ Address \_\_\_\_\_  
 Account number: \_\_\_\_\_ SWIFT CODE: \_\_\_\_\_ IBAN CODE \_\_\_\_\_

**INFORMATION FOR INVOICING (if different from exhibitor details)**

Company Name \_\_\_\_\_ VAT nr.: \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Contact Person \_\_\_\_\_ Ph. \_\_\_\_\_ / \_\_\_\_\_ Fax \_\_\_\_\_ / \_\_\_\_\_  
 e-mail: \_\_\_\_\_

- The Company reserves an area of sq.m\* \_\_\_\_\_ (minimum area 16 sq.m) At rate  
 SPACE ONLY\*\*  STANDARD SHELL SCHEME  TOP SHELL SCHEME  
 "A"  "B"

\* Applications for sq.m and open sides depends on the availability of spaces.  
 \*\* The "Stand construction project" must be submitted no later than 90 days before the opening date of the exhibition.

RATES 2011 (VAT 20% not included)	SPACE ONLY <sup>(1)</sup>	SURCHARGES		FITTING	
				STANDARD	TOP
<b>RATE "A"</b> by 31/03/2010	€/sq.m 210,00	<input type="checkbox"/> 2 OPEN SIDES / CORNER (min. 32 sq.m) €/sq.m 8,00 <input type="checkbox"/> 3 OPEN SIDES / PENINSULA (min. 64 sq.m) €/sq.m 12,00 <input type="checkbox"/> 4 OPEN SIDES / ISLAND (min. 96 sq.m) €/sq.m 16,00		€/sq.m 62,00	€/sq.m 72,00
<b>RATE "B"</b> after 31/03/2010	€/sq.m 250,00				
<b>OUTSIDE AREA</b> (minimum 16 sq.m)	€/sq.m 60,00				
<b>REGISTRATION FEE</b> <sup>(2)</sup>	€ 250,00				
<b>REGISTRATION FEE FOR CO-EXHIBITORS</b> <sup>(3)</sup>	€ 250,00				

(1) All set-ups, both total and partial, to be carried out by the exhibitor is subject to a sum of €50,00 + VAT to be applied as for surcharge of the "stand construction project" review and conformity evaluation.  
 (2) THE REGISTRATION FEE (REQUIRED) includes Insurance coverage, Parking, Catalogue and Website.  
 (3) REGISTRATION FEE FOR CO-EXHIBITORS Pls. see Art. 6, Art. 23 and Art. 20 of General Rules.

## PAYMENT

		PAYMENTS DUE DATE
RECONFIRMATION DEPOSIT	€ 20,00/sq.m + Registration Fee + VAT only for exhibitors of PULIRE 2009 who applied for the reconfirmation exhibit space campaign from 15th November 2009 to 15th January 2010	due w/application <sup>(4)</sup>
1st DEPOSIT	20% of the total stand cost + Registration fee + VAT for exhibitors who applied after 15th January 2010	due w/application <sup>(4) (5)</sup>
2nd DEPOSIT	20% of the total stand cost + VAT	30th July 2010 (Upon receipt of invoice)
3rd DEPOSIT	20% of the total stand cost + VAT	30th November 2010 (Upon receipt of invoice)
BALANCE	The rest of the total stand cost + VAT	28th February 2010 (Upon receipt of invoice)

<sup>(4)</sup> Only "Application Forms" which have been accompanied by receipt of payment for the amount due may be accepted.  
<sup>(5)</sup> Exhibitors of PULIRE 2009, who subscribed within the 15th of January 2010, should submit the payment of the 1st deposit within 31st March 2010 (upon receipt of the invoice).

**BANK DETAILS**  
 EUROPE: Banca Sella Ag. G8 Viale Piave - Mi - IBAN: IT59 D 03268 01605 052843798430 CAUSE: Pulire Verona 2011  
 EXTRA EUROPE: Account nr. 052843798430 - SWIFT CODE: SELBIT2BXXX - CAUSE: Pulire Verona 2011

Date \_\_\_\_\_

<p><input type="checkbox"/> The company applies for admission as an exhibitor in said Show, based on the conditions here mentioned and on the following General Rules.</p> <p>Company stamp and lawyer's signature representative _____</p> <p><input type="checkbox"/> The company authorizes the handling of his personal data in compliance with the INFORMATION AND CONSENSUS TO ITALIAN LEGISLATIVE ORDER 196/03 mentioned on the following General Rules.</p> <p>Company stamp and lawyer's signature representative _____</p>	<p>THE UNDERSIGNED DECLARES TO HAVE READ AND EXPRESSLY APPROVED IN COMPLIANCE WITH THE CONTENTS AND IMPLICATIONS OF ART. 1341 AND 1342 OF THE ITALIAN CIVIL CODE THE FOLLOWING ARTICLES OF THE ATTACHED GENERAL RULES: Art.3 Modify of Location, Duration, Dates and Opening Times; Art.4 Cancellation of the Exhibition; Art.27 Exemption of Responsibility for third party damage; Art.28 Exemption of responsibility for theft; Art.30 Setting-up and Dismantling; Art.32 General Conduct Rules, Art. 33 Judiciary Qualified</p> <p>Company stamp and lawyer's signature representative _____</p>
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## NAME - ORGANIZER

### rt. 1

PULIRE 2011, The International Trade Exhibition for the production of professional cleaning technologies is organized by Afidamp Servizi, the business corporation of Afidamp FAB (The Italian Association of Professional Cleaning Equipment Manufacturers). The purpose of the Pulire trade exhibition is to develop new venues which bring to the Pulire trade exhibitors value in terms of business opportunities and business networking prospects.

The organizers headquarter office:  
AFIDAMP SERVIZI SRL  
via Felice Casati, 32 - 20124 Milano  
Tel. +39 02 6744581 - Fax. +39 02 66712299  
e-mail: info@pulire-it.com web site: www.pulire-it.com

## PLACE - DATE - OPENING HOURS

### Art. 2

Pulire will take place at the Verona Trade Fair Center (viale del Lavoro, 8) from Tuesday May 24 to Thursday May 26, 2011. Opening times for visitors will be continuous from 10 a.m. to 6 p.m. each day. Admission to PULIRE 2011 will be limited to Professional Visitors and the Press upon registration.

### Art. 3

Afidamp Servizi srl reserves the unconditional right to modify the location, duration, start and/or finish date and exhibition visiting hours, incurring no compensation rights or rights to refund for participants of any kind.

### Art. 4

Should PULIRE 2011 be cancelled, by reason of force major or circumstances beyond the control of the Organizers (e.g. strike, revolt, natural disaster, etc. . . ), AFIDAMP SERVIZI, having fulfilled all obligations towards third parties and covered any organizational expenses incurred, will divide the remaining sum between the Exhibitors, but may not be used for damages of any kind.

## EXHIBITORS

### Art. 5

All legally represented Italian and foreign manufacturing and distribution companies and their Representatives, Public Associations and other categories of production, distribution, management and related service companies operating in the professional and environmental cleaning, security and pest control sectors may be admitted to the show.

a) Equipment b) Machinery c) Components d) Accessories e) Cloths f) Chemical products g) Consumer products h) Safety products i) Service companies l) Private and Public Associations and the Technical Press.

## CO-EXHIBITORS

### Art. 6

Exhibitors have the ability to co-share their booth.

In the areas occupied by exhibit, "Manufacturers" can be hosted as co-exhibitors.

Co-Exhibitors are defined as company represented (participating directly and/or acting as the exclusive distributor) associated company (belonging to the same group), company name brand properly registered or distributed (participating directly and/or acting as the exclusive distributor) that utilizes the exhibitors' exhibit space for the display of its products by its own staff or through the host exhibitors.

## REGISTRATION PROCEDURE

### Art. 7

Exhibitors who intend to participate in Pulire 2011 must return the fully completed Application Form which must be signed in the three scheduled spaces by the legal representative, to Afidamp Servizi. Payments have to be settled as indicated in the Application Form as stated in article 24.

### Art. 8

Application forms will be accepted as long as there is exhibition space available and only if accompanied by a payment of the deposit to be settled as indicated in the Application Form as stated in article 24.

### Art. 9

The AFIDAMP SERVIZI Board of Directors, by expressed order of AfidampFAB, reserves the right to reject exhibitor Applications to participate in PULIRE 2011 should it believe that the activity of the company in question does not correspond with the specialisation of the exhibition. AFIDAMP SERVIZI is under no obligation to offer any form of justification for decisions to this effect, which are not open to appeal.

It is expressly forbidden to behave or act so as to cause prejudice, disturbance or damage that may have an adverse effect on the regular carrying out of the exhibition. In particular the exhibition of products that violate industrial property rights of other exhibitors or unfair competition causing damages to other exhibitors in any way is not permitted. The trade fair will provide for the removal and return of any exhibited merchandise violating the above regulations at the exhibitor's expense.

### Art. 10

The presentation of the "Application Form" involves the exhibitor to totally accept the present General Rules and VeronaFiere Technical Regulation (available on line at www.pulire-it.com), as well as being, also subsequently, obliged to comply with all the issued standards and provisions, for the organization and good functioning of the Exhibition. The signature on the Application Form constitutes, for the applicant, contractual proposal of participation.

Companies which are found to be in debt to the Organizer (for failure to pay for previous PULIRE Exhibitions) will not be permitted entry to a new Exhibition until they have fully settled their debts. Should such a company send a sum of money on account for the new Exhibition this will be held by the Organizer as settlement/ partial settlement of the outstanding debt. The participants expressly waive whatsoever other attribution of such payments as per paragraph 1 of Article 1193 of the Civil Code. The Organizer will provide the exhibitor with a receipt for the amount retained as settlement/partial settlement of the debt, as per Article 1195 of the Civil Code.

## RIGHT OF WITHDRAWAL Art. 11

Whereas legitimate and substantiate impossibility might not allow the Exhibitor to take part at the show or whereas he applied for a reduction of the assigned stand, it shall be possible to withdraw from the Agreement presenting application for, specifying the renunciation reasons by means of a written statement (letter, fax, e-mail).

Depending on the receiving date of the above-mentioned application for cancellation, Afidamp Servizi shall retain as compensation for damages due to cancellation, all the amounts paid and/or invoiced observing the following procedures:

- by 31st March 2010: Registration fee (only for exhibitors who applied for the re-confirmation exhibit space campaign. From 15th November 2009 to 15th January 2010)

- after 31st March 2010: Registration fee + (reconfirmation deposit, if any) + 1st deposit

- after 30th July 2010: Registration fee + (reconfirmation deposit, if any) + 1st and 2nd deposit

- after 30th November 2010: Registration fee + (reconfirmation deposit, if any) + 1st, 2nd and 3rd deposit

- after 28th February 2011: Registration fee + (RECONFIRMATION DEPOSIT, IF ANY) + 1st, 2nd, 3rd deposit and balance.

Notwithstanding the above, should communication of withdrawal from participation fail to take place by the end of 28th February 2011, in addition to the withholding of the payment of the entire sum, the Exhibitor will be obliged to compensate for any damages caused to AFIDAMP SERVIZI.

The cost of the fitting will be withdrawn only if the application for cancellation will be received within the expiry date of the payment of balance.

In both cases, the Organizer reserves the right, however, to assign the stand to another Exhibitor and without such an eventually precluding or limiting their right to request compensation as describe above. The foregoing rules shall be applied in proportion to the space waived in the case of a communication notifying a partial waiver of the assigned space.

The exhibit spaces or the pre-assigned areas that result not occupied by the assigned legitimate Exhibitors at least 24 hours before the opening of the trade exhibition will be considered "abandoned" and retaken by the Trade Exhibit Organization to be utilized at its own discretion, without incurring any reimbursement of to deposit and/or cost paid by the assigned exhibitor for its space. The Exhibitor is however obligated to pay the entire exhibit space cost as described above and for the reimbursement to the Trade Exhibit Organization of damages directly or indirectly quantified as follows: € 62,00 per square meter, cost of the furnished exhibit space.

### Art. 12

The Organizer reserves the right to exercise its own final judgement at any time, and therefore also during the Trade Fair Show, in the event that the floor plan of the same undergoes changes and in any other case, either of modification and/ or of reduction of the pitch previously made available, and to substitute it with alternative space, in exhibition pitches differing from or distant from the pitch originally chosen, if it is deemed necessary by the former. Should any one of the above cases take place, the participant has no rights to anything other than any necessary adjustment in the remaining balance.

## APPLICATION FORM AND STAND SELECTION

### Art. 13

The criteria for stand selection are as follows:

1) Exhibitors of Pulire 2009 hold the right of "pre-emption" in the selection of their exhibit spaces in the Pavilions of Veronafiere for the 2011 edition of Pulire. This right of pre-emption is in force during the "Reconfirmation Promotional Campaign" in force from November 15, 2009 until January 15, 2010, according to predetermined conditions given by the Organizer.

2) After 15th January 2010 exhibitors interested in participating in PULIRE 2011 must send the Application Form and the plan of the trade fair halls, with the chosen position clearly marked, to AFIDAMP SERVIZI. Exhibitors who have already participated in the previous trade fair will be given first priority in the choice of stand. Should two exhibitors choose the same position for their stand, preference will be given to the exhibitor whose request arrived first.

- In order to acquire precedence for stand allocation, the Exhibitor may transmit a copy of the Application Form via fax in advance to AFIDAMP SERVIZI, before sending the originals.

- Availability permitting, the Exhibitor will be given the opportunity to choose three positions for the stand, indicating the chosen positions by numbering 1,2,3 and sending the plan via fax to AFIDAMP SERVIZI. Should another exhibitor have chosen the same position for their stand, the allocation of the stand will be decided taking into consideration the date and time of the fax transmission indicating the stand.

For the right Exhibition inscription it is also necessary to present a copy of the payment record for the following amounts:

a) registration Fee plus VAT

b) registration Fee for CO-EXHIBITORS, if applicable plus VAT

c) Re-confirmation exhibit space deposit of 20,00 Euro/sq.m + VAT (valid only for the reconfirmations reached within 15th January 2010)

d) deposit of 20% of the amount relating to the display area requested by the Exhibitor, plus VAT (valid only for the requests reached after 15th January 2010)

Only "Application Forms" which have been filled in and signed according to regulations and accompanied by receipt of payment for the amount due may be accepted.

## STAND DIMENSIONS AND CHARACTERISTICS

### Art. 14

Given that the minimum stand dimensions are 16 sq.m (4,00 x 4,00), Exhibitors should note that these stands have only one open side.

### Art. 15

The Exhibitor may request two kinds of SHELL SCHEME PACKAGES: STANDARD or TOP, or the SPACE ONLY to be set-up independently. The respective fees are indicated in the Application Form.

### Art. 16

For exhibit stands where the SPACE ONLY option has been selected, the following construction norms must be followed:

- maximum height allowed for dividing walls (sides and back) is 4m

- display structures may be erected within an exhibit space but must not exceed 6.00 m in height, they may be positioned only in the center of the exhibit space and its footprint (in terms of width and depth) must occupy no more than 30% of the front and 30% of the side of the exhibit space. Only in the event that an exhibit space backs up against a wall of the exhibit hall, such display structures may be pushed back or rest against the back wall, but they must nevertheless, be

centered in relation to the front of the exhibit structure.

- exhibit structures built on a raised floor must include access ramps for people with disabilities (see Technical Regulations of VeronaFiere).

- for the optimum display of products within an exhibit space and for safety reasons, the use of a continuing wall (or multiple panels) used to create a continuous wall cannot exceed 50% of the open sides or the front of the exhibit space. The exhibit structure may not, under any circumstances, be anchored to any structure of the exhibit hall.

- for Pulire 2011 the construction of double decked exhibit structures will be permitted. The construction of said display structure must receive prior approval of Afidamp Servizi and VeronaFiere. The exhibitor must present for approval the Exhibit Booth Construction Project at least 90 days prior to the start of the trade exhibition. Construction may begin only and after the approval of the project by Afidamp Servizi and VeronaFiere. The construction of a stand with an elevated area is subjected to a surcharge equal to 50% of standard rate per square meter applied to the elevated surface area. The construction of exhibit structures utilizing a false ceiling or other special exhibit structures must adhere to the Technical Norms and Regulations of VeronaFiere.

- The use of customized carpeting is allowed in the lane (aisle) bordering ones own exhibit space with the possibility of customizing the connecting cross aisle between multiple islands. This option must be requested from Show Management and carried out based on the following conditions and costs:

- customized carpeting: cost equal to 30% of the standard rate per square meter applied to the surface covered

- cross aisle overhead connection (minimum height 4m): cost equal to 30% of the standard rate per square meter applied to the surface covered

- customized carpeting + cross aisle overhead connection: sum of the two costs previously mentioned.

It is expressly prohibited to occupy any space outside of ones own exhibit space.

Permits granted by the Organizer and actions undertaken by itself shall not give rise to any liability for whatever reason, such liability remaining in all the cases with the Exhibitor himself.

#### Art. 17

Exhibitor can choose between two kinds of SHELL SCHEME PACKAGES: STANDARD and TOP.

The STANDARD PACKAGE has the following characteristics:

- carpeting (supplying, laying + nylon removal)

- hard wall panels of a height of 2,50 m

- fascia panel with company name

- fully-tested electrical system:

n°1 electricity connection with supply (1,5 kW every 16 sq.m), n°1 socket (every 16 sq.m), n°4 spotlights 100W each (every 16 sq.m)

- lockable storage: measures change according to stand dimensions

- furniture: items change according to stand dimensions (for further information look at Pulire web site [www.pulire-it.com](http://www.pulire-it.com))

- Cleaning service throughout the duration of the Exhibition inclusive of carpet beating, basket emptying and furnishing dusting

The TOP PACKAGE has the following characteristics:

- carpeting – colour can be chosen by the exhibitor (supplying, laying + nylon removal)

- hard wall panels h 2,90 m - colour can be chosen by the exhibitor

- fascia panel with company name on the upper beam

- company name on the column

- fully-tested electrical system:

n°1 electricity connection with supply (1,5 kW every 16 sq.m), n°1 socket (every 16 sq.m), n°2 flush dichroic spotlights (every 16 sq.m), n°4 track spotlights 100W each (every 16 sq.m)

- lockable storage h 2,50m: measures change according to stand dimensions

- furniture: items change according to stand dimensions (for further information look at Pulire web site [www.pulire-it.com](http://www.pulire-it.com))

- Cleaning service throughout the duration of the Exhibition inclusive of carpet beating, basket emptying and furnishing dusting

#### Art. 18

Fire-resistant materials must be used for the total or partial set-up of stands, as stated in the certificate issued by the Ministry of the Interior – General Management of the civil protection and fire service – Capannelle, Rome. Materials not holding this certificate may be used, neither for total nor for partial covering of the stand.

As regards regulations relating to safety, wiring, transport of materials and use of the pavilion, the Exhibitor and set-up staff should adhere to the VeronaFiere Technical Regulations.

#### Art. 19

The construction of the personalized stands, whether in the covered or uncovered areas, requires the prior approval of Afidamp Servizi Technical Dept. and Veronafiere Control Office. For this purpose a "Booth construction Plan" must be submitted to Afidamp Servizi, in duplicate, no later than 90 days before the opening date of the exhibition and construction may commence only after written approval of this plan has been received from the Organizer and Veronafiere.

In case of stand construction open air exhibition areas or with special stand layouts the "Booth construction Plan" must include the necessary calculations of mechanical stress signed by a competent professional. Permits granted by the Organizer and Veronafiere and actions undertaken by it shall not give rise to any liability for whatsoever reason, such liability remaining in all cases with the Exhibitor himself.

The Organizer shall not supply partitions for the stands, unless explicitly requested to do so.

For all set-ups, both total and partial, to be carried out by the Exhibitor it will be applied a surcharge of Euro 50,00 + VAT as contribution for review and conformity evaluation of the "Booth Construction Plan".

In case of the Exhibitor wants a third party to build up his stand it is obvious that each relationship is among Afidamp Servizi and the Exhibitor, for that purpose will not be examined those booth construction plans received from the builder.

The Organizer reserves the right to change and/or to have any preparations carried out without approval or not conforming to the approved project removed; in any case the exhibitor must pay, as a penalty, the sum of Euro 250,00 + VAT per every sq.m exhibited that exceeds the indicated heights over, except in cases where damages exceed this amount.

### PITCH FEES

#### Art. 20

The fixed fees for SPACE ONLY and STANDARD/TOP FITTINGS are displayed in the Application Form.

Those companies that will give their adhesion to the Organizer Secretariat within the 31st of March 2010, will have the opportunity of taking a space of a special rate that it means they will pay the basis rate applied on each sq.m. On this rate will be calculated the supplementary rates based on the surface characteristics.

Those Exhibitors who also host one or more co-exhibitors, must have minimum 32 sq.m booth, and in addition, pay a "Registration Fee" of Euro 250,00 plus VAT for each co-exhibitors. In case of, during the Venue, a co-exhibitors it is known not being registered, the main exhibitor shall pay a sum equal to that of Enrolment i.e. Euro 400,00 plus VAT per co-exhibitors not registered.

For those companies that have a two floors stand it will be applied a surcharge of 50% for each sq.m of the total stand cost. Such a surcharge will be applied only on the elevated surface.

#### Art. 21

The benefits of "Afidamp Members" tariffs are reserved for:

1) Italian Companies which have paid the annual associate fees for 2010 and 2011

2) Italian Companies which have applied to become associates for the first time and have been officially accepted by the Board of Directors no later than April 2011.

#### Art. 22

Should supplementary sockets, lights and furnishing, telephone lines and other services be required, costs will be payable by and therefore, debited to the Exhibitors.

#### Art. 23

Registration Fee includes: insertion of the Exhibitor's details in the Official catalogue and the Official Web Site, a copy of the Official Catalogue, Insurance coverage (see art. 27), 3 Exhibitor entry badge, 1 parking pass.

Fees also include: sign with the name of the exhibiting company and the number of the stand, electricity connection and supply (1.5 kW per 16 sq.m), Exhibitor badges according to the space reserved, parking passes according to the space reserved, invitation cards, promotional activities, security service during hours of closure, cleaning of the communal areas ventilation, general surveillance (stand excluded), main pavilion lighting, information, toilets and first-aid facilities.

The CO-EXHIBITOR Registration fee includes: official catalogue and PULIRE 2011 web site inscription, n 1 exhibitor entrance badge, n 1 car parking ticket.

### PAYMENT

#### Art. 24

Payments must take place, as explained in the Application Form, according to the following conditions:

- Payment of 20,00 Euro/sq.m + Registration fee + VAT as deposit for Re-confirmation exhibit space (for PULIRE 2009 exhibitors only), upon confirmation of the area with the Application Form. Such facility is valid only for the reconfirmations reached within 15th January 2010.

- Payment of the 1st deposit of 20% of the total stand cost + Registration Fee + VAT upon registration.

Exhibitors of PULIRE 2009, who subscribed within the 15th of January 2010, should submit the payment of the 1st deposit within 31st March 2010 (upon receipt of the invoice).

- Payment of the 2nd deposit of 20% of the total stand cost + VAT by 30th July 2010

- Payment of the 3rd deposit of 20% of the total stand cost + VAT by 30th November 2010

- Payment of the balance along with the eventual Registration Fee for each CO-EXHIBITOR by and no later than 28th February 2011.

#### Art. 25

When the Application Form it is sent along with the documents as sanctioned in article 13, AFIDAMP SERVIZI will send the first invoice for the amount settled. For all other payments an invoice will be issued before the relative due date. Payments must be made via bank transfer by the deadlines written on the Application Form. The Exhibitor will receive confirmation of access to the trade fair, service cards and exit passes upon payment of the entire balance only. For using the assigned space, the exhibitor should be submit the settled full payment receipt to the Trade Centre. The Trade Centre entrance is not allowed to those Companies and/or their agents that can not show any settled payment. The payments for other services different from those that are basics must be settled within the Exhibition starting and in any case they must comply with what it is said in each form that the exhibitor can find in the Exhibitor Reserved Area on the web site [www.pulire-it.com](http://www.pulire-it.com).

### THIRD PARTY, THEFT AND RISK INSURANCE

#### Art. 26

During opening hours, the Exhibitor is required to ensure that suitable personnel are available at the stand to supply any necessary information with regards to security regulations for the use of machinery, equipment, products and any other practical demonstrations that may be used or carried out. The Exhibitor must also offer the utmost collaboration to avoid damage and accident and must ensure that equipment does not remain switched on or connected to the electricity supply after the daily closure of the exhibition.

#### Art. 27

Insurance coverage, for General Civil Responsibility and insurance against fire, lightning and/or explosion, theft with forced entry is included in the Registration fee. All information regarding insurance coverage may be found in the Exhibitor Reserved Area on the web site [www.pulire-it.com](http://www.pulire-it.com). The Exhibitor assumes full responsibility for third party damage (be it personal or property) caused by deed or fault of their own, their employees or collaborators and/or deriving from exhibited merchandise. For more complete protection, the Exhibitor may take steps to insure assets of greater value than the cover provided in the insurance policy and must ensure that the Organizer receives a copy of the policy held not later than 29th April 2011.

#### Art. 28

We advise all Exhibitors never to leave personal items or documents, nor small portable equipment exhibited on the stand that may easily be taken without breaking and entering, unguarded at any time during the exhibition period and particularly during the set-up and close down periods. The Organizer of "PULIRE 2011", whilst providing a nocturnal surveillance service in the pavilions, accepts no responsibility for theft. For insurance cover: see insurance package and details set out in art. 27.

### RESTRICTIONS

#### Art. 29

In order to ensure that PULIRE 2011 operates effectively, the exhibitors are forbidden to:

a) introduce gas or other materials which may cause explosion, fire or other danger to persons or property, noisy machinery or items which may produce unpleasant odours or cause distress to visitors; use multiple plugs for connection to the electricity supply.

- b) Cause damage to or tamper with materials and structures supplied by the organisers; make holes in or paint walls or floors, remove elements or alter the structure of the stand. In such, cases, Exhibitors will be liable for damages.
- c) Carry out works or clean during visiting hours and deposit rubbish in communal areas.
- d) Remove materials (or leave employees) inside the PULIRE 2011 site during closing hours, outside of authorised scheduling.
- e) Dismantle stands before the final closure of PULIRE 2011.
- f) Call the public with amplifying or musical apparatus or simply using one's own voice; distribute advertising material, present or sell products outside of the exhibitor's area of exhibition; exhibit placards and distribute posters, brochures, samples, leaflets or other material that may cause disturbance or competitive controversy with the other Exhibitors.
- g) Collect signatures, statements, judgements or express and circulate judgements which may seem offensive or critical of State political or social institutions or of other countries and institutions.
- h) Grant free use or sublet all or part of the area of the stand.
- i) Exhibit products that does not correspond with the specialisation of the exhibition.
- l) Any form of occupation of areas outside that of the stand.
- m) Use of the external walls of the pavilion, which will remain entirely at the disposal of the Organizer.
- n) Photograph, film, draw or reproduce, in any form, anything within PULIRE 2011, without the written authorisation of the interested exhibitors.

#### **SET-UP AND DISMANTLING**

##### **Art. 30**

The timings, schedules and technical methods for set-up and dismantling are defined in the Exhibitor Reserved Area on the web site [www.pulire-it.com](http://www.pulire-it.com).

Any finishing touches or changes to the stand during the last day of set-up, that continue outside of the established hours, must be carried out with the authorisation of the Organizer and with a dedicated security service between evening closing and morning opening times, at the expense and responsibility of the exhibiting company. Requests for any such services must reach the Organizer 24 hours before the day of the requested service. Bookings of times on the last day of set-up must be approved by the Organizer and will be conceded in exceptional cases only. The costs of such services will be specified in the Exhibitor Reserved Area on the web site [www.pulire-it.com](http://www.pulire-it.com). The Exhibitor must allow the Organizer of PULIRE 2011 to verify the state of the shell scheme stand upon return. Any damage to the property must be settled immediately or before removal of the merchandise and exhibited materials, which Afidamp Servizi has the right to withhold.

##### **Art. 31**

All exhibitors and/or set-up staff must possess and show their SET-UP/ENTRY PASS to the security staff in the halls before entering the trade fair halls and beginning set-up proceedings. This document is issued by the Organizer in accordance with the Accounting Department, UPON PAYMENT OF THE BALANCE OF THE INVOICE FOR THE EXHIBITION PITCHES. For this reason access to the trade fair area will not be permitted to those not in possession of the SET-UP/ENTRY PASS, proving the Exhibitor's timely payment of all invoices. Should the balance of the invoices not be paid, the participant in arrears will lose the right to participate and the Organizer, in addition to withholding the deposit paid and claiming the balance due, will consider the exhibition pitch available to rent to another exhibitor or other exhibitors and will apply that which is laid out in article 11.

Payment of SUPPLEMENTARY SERVICES requested subsequently to confirmation of participation and of any expenses that Afidamp Servizi may incur on behalf of the exhibitors must be completed prior to the beginning of the Trade Fair Show. Payment of SUPPLEMENTARY SERVICES requested at the Trade Fair must be effected upon making the request at the Organizer's office at the Trade Fair centre in cash, by cheque or by credit card. Upon completion of payment, an EXIT PASS will be issued, which will be necessary to allow the Exhibitor to begin the dismantling of the stand and the removal of exhibited products. Failure to pay the invoiced sums will lead to authorisation of the Organizer not to issue the EXIT PASS treating merchandise and set-up materials to be found on the stand of the firm in question with the right to recover losses.

#### **GENERAL CONDUCT REGULATIONS**

##### **Art. 32**

The Exhibitors are required to conform to the rules in these Regulations and to all other rules made by the Public Safety Authority and the Fire Service, and further to any other technical, disciplinary or general rules and regulations which the organisers of PULIRE 2011 may impose.

- a) Any claims concerning the organisation or the carrying out of PULIRE 2011 will be taken into consideration only if presented in writing to AFIDAMP SERVIZI. Decisions taken by the Board of Directors of AFIDAMP SERVIZI in these matters will not be open to appeal.
- b) Any infraction of the Regulations will cause the immediate exclusion of the Exhibitor, allowing no rights of reimbursement or indemnity of any sort, this will not lead to exemption from responsibility for any damage which this conduct may cause to AFIDAMP SERVIZI, afidampFAB, and/or to third parties.

#### **QUALIFIED JUDICIARY**

##### **Art. 33**

As agreed in Ex art. 28 c.p.c, the only Judiciary qualified to decide on disputes arising from the interpretation and/or execution of these Regulations is that of Milan in Italy.

#### **INFORMATION AND CONSENSUS TO ITALIAN LEGISLATIVE ORDER 196/03**

In accordance with Italian legislative order 196/03, regarding the personal data protection code, Afidamp Servizi s.r.l. (hereafter Afidamp) of Milan, as "Holder" of the right to process data, must provide certain information regarding the use of personal data.

##### **Nature of data**

For the purposes of providing services, sensitive data will not be handled. The consensus requested does not relate to any such data.

##### **Purpose of data processing**

Personal data will be processed for the purpose of Afidamp institutional activities, in the following areas:

- a) to conclude any exhibition participation contract organised by Afidamp; for carrying out tasks and providing services on the basis of obligations deriving from the contract with Afidamp; The granting of the necessary personal data for such purposes is compulsory and relating data processing does not require any form of consent to be given on behalf of the interested party.
- b) To effect banking and financial transactions and for credit protection through a credit recovery firm, factoring firm and/or credit institute; the granting of the necessary personal data for such

purposes is compulsory and relating data processing does not require any form of consent to be given on behalf of the interested party.

c) To send information and advertising material concerning trade fairs, organised annually by Afidamp or third-parties, to its clients; the granting of the necessary personal data for such purposes is not compulsory.

d) To verify client satisfaction, either directly or through market research firms; the granting of the necessary personal data for such purposes is not compulsory.

e) To attract Visitors and Exhibitors to Afidamp exhibitions and events; the granting of the necessary personal data for such purposes is not compulsory.

f) To promote services involved in Visitor and Exhibitor sales activity; the granting of the necessary personal data for such purposes is not compulsory.

g) For purposes connected with legal obligations, regulations, European Community norms, and provisions issued by authorisations legitimised by such (e.g. tax regulations, statistics, etc.). The granting of the necessary personal data for such purposes is compulsory and relating data processing does not require any form of consent to be given on behalf of the interested party.

##### **Data processing methods**

Personal data is processed using manual, IT and telematic tools, for purposes strictly related to the above-mentioned points only and in any case, in such a way as to guarantee data protection by means of the adoption of suitable preventative safety measures as set out in Italian legislative order 196/03.

##### **Categories to which data may be communicated**

For the purposes of its activity, Afidamp communicates personal data it handles to:

- 1) companies/enterprises/organisations that:
  - a) provide services relating to the exhibitions (technical and logistic services, insurance, etc.);
  - b) print official trade fair catalogues;
  - c) print, envelope, post and deliver communications to clients relating to exhibition participation. These companies take on the role of data processing "manager" or work entirely independently as separate data "holders". Their listings are constantly updated and may be consulted easily and without charge by making a request to Afidamp on telephone number +39 02 6744581 or by consulting the web site [www.afidampservizi.com](http://www.afidampservizi.com)
- 2) Credit recovery, Factoring firm, to the credit institutes;
- 3) external companies/enterprises/organisations or companies controlled by Afidamp that:
  - a) carry out market research on representative samples of clients on Afidamp's behalf;
  - b) send communications, information and advertising material regarding the trade fairs organised annually by Afidamp or third-parties to its clients, with whom Afidamp has signed specific agreements to this effect;
  - c) promote, as agents, head-hunters or similar figures representing Afidamp, the exhibitions and events organised by Afidamp to Visitors and Exhibitors;
  - d) promote the services involved in Visitor and Exhibitor sales activity on Afidamp's behalf. These companies take on the role of data processing "manager" or work entirely independently as separate data "holders". Their listings are constantly updated and may be consulted easily and without charge by making a request to Afidamp on telephone number +39 02 6744581 or by consulting their web site [www.afidampservizi.com](http://www.afidampservizi.com)
- 4) "responsible parties" nominated by Afidamp to manage the bureaucratic part of registration for the proposed events, the fulfilment of various contractual obligations assumed by Afidamp within the registration form.

##### **Data diffusion extent**

As set out in the General Regulations for participation in the exhibition, should the exhibition participation contract have a positive outcome, Afidamp will provide for the insertion of the contract holder's personal data in the exhibition's Official Catalogue, which will be circulated in Italy and abroad. Afidamp may transmit data provided by Exhibitors by means of input of data into IT applications or the Internet. Such data will allow Visitors and Exhibitors at each individual exhibition to check the position of the stands and obtain information regarding participating Exhibitor's merchandise and/or exhibits.

##### **Rights under article 7 of Italian legislative order 196/03**

Finally we would like inform you that article 7 legislative order in question, allows the interested party to exercise specific rights. In particular, the interested party has the right to obtain from the Holder:

- confirmation of whether or not personal data regarding themselves exist, even if not registered and to receive a legible copy of any such data.
  - Evidence of the source of any personal data;
  - evidence of the methods of data processing and the purpose of the data;
  - evidence of the logic applied in the case of computer-assisted data processing;
  - provision of the holder's identification details, as well of those of the data managers and designated representatives according to article 5, sub-section 2;
  - evidence of the individuals/companies or categories to whom personal data may have been transmitted or that may have gained knowledge of such data in the role of sales representative designated to an area of Italy or as managers or responsible parties;
  - the updating, correction or, should the interested party so desire, integration of data;
  - the erasing, transformation into anonymous format or total blocking of any processed data violating the law, including any data it may not be necessary to keep for the purposes for which that data were collected or subsequently processed;
  - attestation that the processes detailed in letters a) and b) and their contents have been brought to the attention of those to whom the data were communicated or transmitted, except in the case in which such action proves impossible or involves an effort of means clearly disproportionate in relation to the rights protected. Furthermore, the interested party has the right to oppose, as a whole or in part:
    - the processing of personal data that regard the said party for legitimate reasons, provided that they be relevant to the purpose of the data collection;
    - the processing of personal data that regard the said party for the purposes of sending advertising material or direct marketing or for market research or sales communications.
- For further information, please contact: Afidamp Servizi S.r.l., via Felice Casati n.32 – 20124 Milan, Holder of the data processing rights as per Italian legislative order 196/03. The updated list of internal and external Afidamp managers, whom the interested party may contact to exercise the rights laid out in article 7 and cited above, whereby access to data will be made easily and without charge by making a request to Afidamp on telephone number +39 02 6744581 or by consulting the web site [www.afidampservizi.com](http://www.afidampservizi.com).