

GENERAL REGULATIONS

1. NAME AND TYPE OF EXHIBITION, VENUE, DATE AND OPENING HOURS

- 1.1** The name of the Exhibition is as follows: "AF- L'ARTIGIANO IN FIERA", 15th International Crafts Selling Exhibition (hereinafter referred to as the "Exhibition") and it will be held at Fieramilano at Rho (Milan, Italy) from 4 to 12 December 2010. Entrances: Porta Est (East gate), Porta Ovest (West gate), Porta Sud (South gate).
- 1.2** The opening hours for the general public are 3 pm - 10.30 pm on weekdays and 10 am - 22.30 pm on Saturdays, Sundays, holidays (7 and 8 December) and on Monday 6 December. Exhibitors (as defined below) and their staff should be present at their stands each day up to an hour before opening and up to an hour after closing.

2. ORGANISERS AND COLLABORATING ENTITIES

- 2.1** The Exhibition is organised by Ge.Fi. S.p.A, whose offices are in Viale Achille Papa, 30, Milan, Italy (VAT and registration number in the companies register of Milan: 11402090150) - Phone: +39-02-31.911.911, fax: +39-02-31.911.920, e-mail: craftfair@gestionehere.com.
- 2.2** The Exhibition is being held with the collaboration of the following:
- C.G.I.A., Confederazione Generale Italiana dell'Artigianato (General Italian Confederation of Handicrafts)
- C.N.A., Confederazione Nazionale dell'Artigianato (National Confederation of Handicrafts)
- C.A.S.A., Confederazione Autonoma Sindacati Artigiani (Independent Confederation of Handicraft Unions)
- CLAAI, Confederazione Libere Associazioni Artigiane Italiane (Confederation of Independent Italian Handicraft Associations)

3. DEFINITIONS AND ATTACHMENTS

- 3.1** For the purposes of the regulations, the expressions listed below shall have the meanings attributed to them:

Attachments	has the meaning defined in article 3.2
Subscription	has the meaning defined in article 8.1
Admission Application	means the admission application that a requesting party makes for participation in the exhibition as an Exhibitor.
Exhibitor	means an enterprise that is admitted to the exhibition as an exhibitor
Milan Fair	means Fiera Milano S.p.A
Exhibition	"AF-L'Artigiano in Fiera", 15 th International Crafts Selling Exhibition
Organiser	means Ge.Fi. S.p.A.
First Due Date	means 30 September 2010
Fiera Milano Area	means the entire fair site located in Rho (Milano)
Registration fee	has the meaning defined in article 8.5
Regulations	means these regulations
Technical regulations	has the meaning defined in article 26.2
Manager	has the meaning defined in article 26.5
Applicant	a physical or legal person who makes an application to participate in the Exhibition
Summary	has the meaning defined in article 11.1
Balance	has the meaning defined in article 9.2
Second Due Date	means 30 October 2010

- 3.2** The attachments to the regulations ("Attachments") are an integral and substantial part of the regulations.

4. ADMISSION REQUIREMENTS

- 4.1** In order to qualify as an exhibitor it is necessary to have the following requisites:
- Participating Italian and non-Italian craft enterprises must be officially listed in the Register of Craft Enterprises held by the Chamber of Commerce (or equivalent organisms for non-Italian organisations); All applicants must prove that they are officially registered in the Register of Craft Enterprises (or equivalent organisms for non-Italian organisations) by providing a recent certificate of registration with their application, or else (only for citizens of the countries in the European union), self-certification in accordance with Law n.15 dated 4.1.1968, Law n.127 dated 15.1.1997 and the consequent regulations contained in Presidential Decree n.403 dated 20.10.1998.
 - All the craft enterprises, including those that participate via joint participation entities, agents and representatives, must produce goods and services that are included in the product categories ("Product Categories") attached to these regulations (**Attachment 1**).
 - Joint participation (through Consortia, public bodies, territorial public bodies etc.) is permitted, provided that the participating enterprises can be identified individually by company name;
 - Participation through agents and representatives is also permitted, provided that the represented companies can be identified individually by company name. If asked to do so by the Organisers, agents and representatives must be able to prove that they are the sole agents or representatives in Italy of the companies they are representing;
 - Italian and non-Italian companies that import and/or export craft products are eligible to exhibit.
 - Italian and non-Italian producers and distributors of products or services listed from item 11 onwards in the Product Categories list are eligible to exhibit in the "EcoAbitare" (Eco-living) section.
 - All enterprises producers and distributors of products or services listed in item 12 in the Product Categories list are eligible to exhibit in the "EcoNavigare" (Eco-navigating) section.
 - Food products are only admitted to the exhibition with the express authorisation of the Organisers. In any case (unless an exception is made) the presence of food products for institutional joint participation entities must not exceed 20% of the booked area.
- 4.2** All applicants must provide suitable documentation to prove and document their business activities. This obligation is also applicable to company representatives, agents and for companies that are participating as part of a joint participation entity.
- 4.3** The Organisers reserve the right to admit the following:
- exhibitors who, although lacking the required administrative requirements, manufacture original products which may be similar to handicraft products;
 - voluntary no-profit organisations (ONLUS) exhibiting handicraft products they manufacture directly;
- 4.4** The Organisers reserve the right to invite producers of goods and services from different product category industries as sponsors of the event.
- 4.5** In any case, the organisers may refuse admission to the exhibition should it believe, in accordance with its own unquestionable opinion and without the obligation to specify a reason, that an applicant does not satisfy the necessary requirements. Refusal of admission cannot lead to any compensation for damages for any reason.

5. ACCEPTANCE OF THE GENERAL REGULATIONS, PRESENTATION OF THE ADMISSION APPLICATION AND FAILED ACCEPTANCE OF THE ADMISSION APPLICATION

- 5.1** Acceptance of these regulations must be shown in the specific spaces in the application form.
- 5.2** After an applicant has filled-in the Exhibition Admission Application in the electronic format that can be accessed on the following web-site: www.artigianoinfiera.com, the Organisers will send the completed Admission Application form in .pdf format to the applicant's legal representative via e-mail, so that the same may print, sign (three times) and return it to the Organisers by post, along with proof of payment of the deposit mentioned in article 9.1 below, and the compulsory documentation requested. The undersigned and original Admission Application must also be sent by the legal representative of the potential Exhibitor as defined in article 4.1, letters c) and d) above.
- 5.3** Admission Applications may not contain reserves, or conditions of any kind, and they must reach the Organisers by 30 September 2010 (the "First Due Date"). After the first due date has passed, Admission Applications will only be considered if there is any space availability.
- 5.4** Admission Applications that have been filled-in and undersigned by the legal representatives of applicants, and that have been received by the Organisers by the first due date, must be accompanied by proof that deposits and registration fees have been paid (as defined below in article 8 of these Regulations), as well as 20 (twenty)% VAT, on pain of exclusion from the Exhibition.
- 5.5** The payment of sums in advance and the consequent issuing of relative invoices do not constitute acceptance of Admission Applications by the Organisers. If applications are not accepted the entire sums paid to the Organisers by applicants will be refunded.

6. PRODUCTS ON DISPLAY

- 6.1** All products present in the stands in the Italy, Europe and Countries around the world areas must be:
- exclusively handicraft production;
 - included in the categories shown in the Products Categories List as per Attachment 1; and
 - those described in detail by the Exhibitors in the specific box in their Admission Applications.
- 6.2** The Exhibitors, including their representatives and agents, may not present merchandise, goods, or services that are different from those written in their Admission Applications. For this purpose, during the exhibition the Organisers will carry out a series of checks at all the stands to verify that the products on show, or the services being offered, comply with the declarations made in Admission Applications.
- 6.3** Should the exhibition of the following be discovered
- Industrial or series production products; and/or
 - Manifestly counterfeit products; or in any case
 - Products that do not correspond to the detailed descriptions in the Admission Application:
- this contract is resolved as of right in accordance with article 1456 of the Italian civil code;
 - the Organisers will immediately close the stand, without any obligation to give advance notice;
 - the Organisers and Fiera Milano have the right to retain all sums as defined in article 8 below (Subscription and Registration fees) or to demand them if they have not already been paid, as a penalty, without prejudice to further damages;
 - the Organisers may exclude the Exhibitors from future editions of the Exhibition.
- 6.3.1** In particular, in respect of the case defined in paragraph 6.3 (I) above, it is agreed that the procedure defined in paragraph 6.3 a), b), c), and d):
- is a right and not an obligation in respect of the Organisers;
 - is implemented by the Organisers as per the provisions of article 28.1 - exclusively to protect visitors in good faith and the commercial reputation of the Exhibition.
- 6.4** Exhibitors of food are in any case obliged to
- comply with the regulation of the Municipality of Rho;
 - obtain any necessary authorisation by the local health authorities;
 - comply with an specific regulations that will be communicated by the Organisers;
 - use a Plexiglas or glass protective barrier to ensure hygiene if the products are in bulk format;
 - ensure the availability of fridges to guarantee that products are kept at the temperatures required by the law, in relation to fresh products.
- Should Exhibitors not comply with the obligations defined in points (I) to (V) above, the contract shall be resolved as of right and the Organisers and Fiera Milano shall have the right to retain all sums mentioned in article 8 and to demand any sums that have not yet been paid, without prejudice to any greater damage.
- 6.5** Exhibitors that prepare, transform and cook food inside the Exhibition's pavilions must have a motorized hub with exhaust fan and relative channel for the external expulsion of smoke. The possibility of carrying out this activity depends on the identification of an external exit point in the best possible position. The exhibitor shall be responsible for any relative expenditure.

7. PRODUCT SALES

- 7.1** In accordance with article 2 of Regional Law n. 30 dated 10 December 2002, products displayed at the exhibition may be sold directly to the public. If they sell products, Exhibitors are obliged to comply with current regulations in terms of the fiscal certification of transactions (fiscal receipts or invoices) in accordance with the requirements of the certification methods they choose.
- 7.2** Exhibitors belonging to the European Community must comply with the tax regulations in force in their country.
- 7.3** Exhibitors not belonging to the European Community must adhere to current regulations, which are notified by the exhibition's official forwarding agent or by the forwarding agent they normally use.
- 7.4** It is obligatory for all exhibitors to clearly display the prices of all products on sale.

8. SUBSCRIPTION AND REGISTRATION FEES

- 8.1** A participation subscription fee, along with any relevant supplements for open sides (hereinafter referred to as the "Subscription") is for the following amount, including basic pre-preparation, for modules that are 12 m² (minimum), 16 m², and multiple modules:
- stand with an open side: 22700 (twohundredandtwentyseven/00) Euros per m², plus VAT at 20 (twenty)%;
 - supplement for open sides: 2600 (twentysix/00) Euros per m² plus VAT at 20 (twenty)%.
- 8.2** Although the Organisers will take into consideration requests for open sides made by Exhibitors, they reserve the right to assign space in accordance to its availability and the technical or general organisational needs of the Exhibition. Confirmation of open sides will be exclusively provided in writing when the assignment of stands is communicated (please see article 12 below).
- 8.3** Basic pre-preparation comprises the following:
- panels separating the stands;
 - carpets;
 - a sign with the name of the Exhibitors;
 - lighting;
 - an electrical socket (300 watts) and a switch that will be proportional to the assigned m².
- Exhibitors may present independent stand preparation proposals only for stands of more than 96 (ninety-six) m². This limit is not applicable for the Exhibitors in "EcoNavigare" (Eco-Navigating) and "Ecoabitare" (Eco-living) areas.
- 8.4** The subscription and registration fees (as defined in article 8.5 below) also include the following:
- service badges for Exhibitors and their personnel in a number that is proportional to the surface area of the stand (2 badges for every 6 m²), up to a maximum of 20 badges;
 - technical assistance to Exhibitors during the Exhibition and during the preparation and dismantling of the stands;
 - registration in the Exhibition's official catalogue;
 - insertion in the Ge.Fi. S.p.A. on-line catalogue produced by Expopage, which may be consulted on the following website: www.artigianoinfiera.it e www.expopage.net, even before the Exhibition opens. This service is offered to Exhibitors by Ge.Fi. S.p.A. For further details please see article 19;
 - general supervision of the pavilions and general fire prevention;
 - installed electrical power up to 5 kW (for electrical systems that are supplements to the basic set-up, for which there will be a 300 watt socket per module);
 - fire extinguishers
 - municipal advertising tax (please see article 20 below).
- 8.5** As well as the Subscription fee, Applicants may pay the registration fee (hereinafter referred to as the "Registration fee") which is in addition to the participation subscription fee, in the sum of:
- 2400.00 (twohundredandforty/00) Euros plus VAT at 20 (twenty) % for each single company that has a stand;
 - 2400.00 (twohundredandforty/00) Euros plus VAT at 20 (twenty) % for each company (in addition to those who have a stand) or house represented in joint stands (please see article 10 below), including registration in the catalogue.

9. PAYMENT TERMS, FAILURE TO PAY THE OUTSTANDING BALANCE - EXPRESS RESOLUTION CLAUSE

- 9.1** Admission Applications must be accompanied by proof of payment of the following or the applicant will not be admitted to the Exhibition:
- A deposit equal to the fees for 50% of the requested surface area, plus VAT at 20 (twenty) %, excluding any free sides that have been requested ("**Deposit**");
 - The registration fee plus VAT at 20 (twenty) %, for the company holding the stand;
 - The registration fee plus VAT at 20 (twenty) % for each company represented (where there are joint participations or import and export enterprises).
- 9.2** The balance of the Subscription fee (50% of the subscription fee, hereinafter referred to as the "**Balance**") must be paid within 15 (fifteen) days of receiving the relative invoice, and in any case before 31 October 2010 ("**Second Due Date**"). Invoices issued after that date must be paid immediately.
- 9.3** Admission Applications sent after the First Due Date must be also accompanied by receipts proving that balances have been paid. Admission Applications not accompanied by the said receipts will not be taken into consideration.
- 9.4** In all cases where the balance has not been paid the Exhibitors shall not be allowed to participate in the Exhibition and will therefore be denied access to the Fiera Milano area for this reason. Should this occur this contract shall be resolved as of right in accordance with article 1456 of the Italian Civil Code, and the Organisers and Fiera Milano will have the right to retain the deposit as a penalty, without prejudice to any greater damages.
- 9.5** Should an Exhibitor who has not paid the balance mentioned in paragraph 9.4 above manage to gain access to the Exhibition, for any reason, the Organisers have the right to close down the Exhibitor's stand immediately. Any goods present in the stand will be confiscated in accordance with article 2786 and the subsequent articles of the Italian Civil Code, in order to guarantee payment of the sums due as subscription fees, registration fees, or any other costs. Should the Exhibitor not pay the sums due within 3 of the closure of the stand, the confiscated goods shall be sold in accordance with the methods defined in article 2797 of the Italian Civil Code. Should the circumstances mentioned in this paragraph arise, the Exhibitor shall be excluded from subsequent editions of the Exhibition.

9.6.1 Payments must be made by cheque, credit card or bank transfer exclusively in favour of the following:
BANCA INTESA INFRASTRUTTURE E SVILUPPO
(Branch 7000 - Via del Corso, 226 - 00186 Rome, Italy)
Banking coordinates:
INTERNATIONAL: SWIFT/BIC Code: BCITIT44 – IBAN Code: IT1300330903200210822770197
ITALY: current account 210822770197 - ABI 03509 - CAB 03200 - CIN O – IBAN Code: IT1300330903200210822770197

- 9.6.2** If payment is made by bank transfer, it is compulsory for the payment causality to mention the Exhibition ("**AF-L'ARTIGIANO IN FIERA- CRAFTS FAIR 2010**").
- 9.6.3** In any case payment of the deposit and balance must clearly show the same company name used by the Applicant in the Admission Application.
- 9.7** It is agreed that all the services included in the subscription and registration fees (in particular inclusion in the official catalogue) will only be guaranteed for Admission Applications received by the Organisers within the First Due Date.
- 9.8** Passes for stand preparation during the mounting period will only be sent to Exhibitors who have fully and correctly paid the participation balance sums.

10. REGISTRATION OF ENTERPRISES WITH REPRESENTATIVES

- 10.1** Exhibitors (in particular in cases of joint participation, import-export companies or stand sharing) are obliged to specify their company names and provide their data (registered office, VAT number, telephone numbers and any e-mails) for all companies represented or present at their stands. For this purpose we would like to specify that each company represented at a stand is obliged to fill-in and undersign a participation application for companies in joint stands sent to the Exhibitor with the stand notification.
- 10.2** Exhibitors are obliged to pay the registration fee for each company represented at their stands. Exhibitors are obliged to present the required documents for each company represented at their stands (please see article 4).

11. STATEMENT OF ACCOUNT SUMMARY - EXIT COUPON

- 11.1** During exhibition days, Fiera Milano SpA will provide exhibitors with a summary of all the invoices issued for additional services and supplied, as well as for any other relevant charges, directly at their stands ("**Summary**"). The payment of these services may be made by presenting the said summary at the branches of the banks located in the Fiera Milano area.
- 11.2** When paying the outstanding balance shown on the summary, the "exit coupons", which must be presented duly signed to security at the fair's exit gates, shall be validated. Additional "exit coupons" may be requested from the S.a.t.e (Technical Assistance Service to Exhibitors). It is compulsory to prepare and present an "exit coupon" for each product or material that leaves the exhibition centre.

12. ASSIGNMENT AND SIZES OF THE STANDS

- 12.1** The assignment of a stand is only valid for the Exhibitor/Applicant whose name is associated to the stand. Exhibitors may only occupy the assigned spaces, and no additional space, in particular walkways, common spaces and safety exits.
- 12.2** Admission to the Exhibition and the consequent assignment of a stand shall be carried out in consideration of the availability of exhibition spaces after assignment to joint participations, regional authorities, and the various individual attendances. The chronological order in which Admission Applications are received will be the main criteria for the assignment of areas.
- 12.3** The event's exhibition set-up does not permit the assignment of surface areas that are different from those defined by the Regulations (12 or 16 m² and multiple modules). Therefore, stands of the sizes requested by Applicants will be assigned until there are no more available, in accordance with the provisions of paragraph 12.1 above, also on the basis of the chronological order in which Admission Applications are received.
- 12.4** The assignment of the stands is carried out by the Organisers, taking into consideration the general interests of the Exhibition, any divisions by geographical and product categories and the requests of the Applicants.
- 12.5** In any case, the Organisers have the right to change the location and collocation of stands that have already been assigned, or else to change their shape or size, if circumstances make it necessary and/or appropriate.

13. PROHIBITION TO TRANSFER - PENALTY

- 13.1** The total or partial transfer of assigned stands is prohibited under any circumstances. If it is ascertained that this prohibition has been breached this contract is resolved as of right. The Organisers and Fiera Milano shall have the right to retain all the sums mentioned in article 8 or demand them if they have not yet been paid, as a penalty, without prejudice to any greater damages. Goods, merchandise and furnishings used and exhibited by the transferor in contravention to the prohibition may be removed by the Organisers at the Exhibitor's risk and cost.

14. EXHIBITOR'S RESCISSION AND PENALTY

- 14.1** An Exhibitor who has been assigned a stand may rescind the contract by sending a communication by recorded delivery with proof of receipt (or if sent from a country that is not Italy using an equivalent modality) which must be received by the Organisers before the Second due Date. In this case:
- If the stand left free is re-assigned to another Applicant, the Organisers and Fiera Milano have the right to retain the deposit and the registration fee as a penalty; if these sums are still owed, the Exhibitor is obliged to pay them as a penalty;
 - Should the stand not be re-assigned to another Applicant, the Exhibitor who has rescinded the contract must pay the entire subscription fee (Deposit + balance) as a penalty.
- 14.2** Should the rescission, expressed in the manner defined 14.1, be received after the Second due Date, the Organisers and Fiera Milano shall have the right to retain the entire subscription fee as a penalty. Should for any reason the subscription fee not have been paid in full, the Organisers and Fiera Milano may retain the sums that have already been paid and demand payment of the balance.

15. FAILED OR LATE ARRIVAL

- 15.1** If for any reason the Exhibitor does not take possession of his assigned stand by 3 December 2010, at 1 pm, or if the same arrives when the Exhibition has already initiated, the Organisers have the right to resolve the contract as of right in accordance with article 1456 of the Italian Civil code, and consequently, to freely dispose of the unoccupied space.
- 15.2** The sums paid or still due by the Exhibitor for payment of the subscription fee shall be retained and/or demanded as a penalty, and the Exhibitor shall not be entitled to request any sums in any capacity or for any reason. If an Exhibitor does not occupy his stand the Organisers reserve the right to exclude the Exhibitor from subsequent editions of the Exhibition.

16. INSTALLATION AND PREPARATION OF THE STANDS

The preparation of the internal parts of the stands must be carried out in strict compliance with the regulations contained in the "Technical Regulations". Exhibitors are in any case obliged to send the Organisers the stands set-up projects in advance so that they may be approved.

17. STAND SECURITY

- 17.1** Fiera Milano provides a general pavilions surveillance service. However, the custody and surveillance of the stands during opening hours to the public is the responsibility of the Exhibitors.
- 17.2** Exhibitors that exhibit objects that are easily removed are therefore obliged to be present at their stands at the opening time of the pavilions and to supervise their stands until closing time. Valuable objects that can easily be removed must be placed in drawers or lockers every evening.
- In particular, Exhibitors that put gold and jewellery on show must:
- check the functioning and efficiency of stand entrance safety locks;
 - check the internal and external closure of show-case cabinets;
 - ensure the presence of their own personnel at their stands for the entire opening hours of the exhibition;
 - limit the presence of valuable items outside of armoured cabinets and/or safes ;
 - use the maximum possible caution in presenting valuable items to potential purchasers;
 - only use safes and/or safety cabinets for the custody of valuable items inside the Exhibition;
 - never use cabinets and/or containers that do not have suitable safety characteristics.

18. CATALOGUE

- 18.1** The Organisers produce the official catalogue of the Exhibition that includes a list of the Exhibitors, their products and information that may be useful to the public in facilitating their visit to the Exhibition.
- 18.2** Information published in the catalogue are taken for Admission Applications. By accepting the Regulations, Exhibitors exonerate the Organisers for all liability for errors and omissions that are their fault.

19. ONLINE CATALOGUE PREPARED BY EXPOPAGE

- 19.1** Expopage produces the catalogues for Exhibition's held in the Fiera Milano area.
- In accepting the Regulations, Exhibitors have the right to use a web page and tools aimed at promoting their company, including on-line promotion. For these purposes Exhibitors authorise Expopage to use their data.

20. MUNICIPAL ADVERTISING TAX

- 20.1** A agreement has been reached with the municipality of Rho in the interests of the Exhibitors, in accordance with which the advertising tax required by Presidential Decree n.639 dated 26.10.1972, is fixed as a forfeit sum on the basis of the surface areas occupied by the Exhibition.
- 20.2** In order to avoid the onerous procedure that the Exhibitors would be obliged to undertake directly, this tax is included in the participation subscription and Fiera Milano will subsequently pay the amount due to the municipality of Rho.

21. STATEMENT OF VALUE AND INSURANCE OF GOODS

- 21.1** Exhibitors are obliged to declare the real value of merchandise, machinery, equipment and stand furnishing and fittings they intend to bring into the Milan Fair area, on their account and on behalf of the companies they represent, using the specific form ("**INS**" Form). It is agreed that failure to fill-in the form and/or to communicate the values will result in acceptance of the minimum values defined in the "Insurance" paragraph below.
- 21.2** Without prejudice to the contents of article 1907 of the Italian Civil Code, in case of damage, the reference value for paying damages will in any case be the value stated by the exhibitor, where the declared value does not correspond with the actual value of insured goods.
- 21.3** Fiera Milano may in any case check the truthfulness of the declarations made by the Exhibitors at any time, and the Exhibitors are obliged to cooperate in replying to the information requests and in providing any elements of proof.
- 21.4 All Risks-Exhibitors' goods insurance policy (with the exclusion of terrorism and sabotage risks)**
- 21.4.1** The goods, materials, furnishings and equipment that Exhibitors bring to the Fiera Milano area must be covered by "All Risks" type insurance policies, with the renunciation of recourse against third parties, including Fondazione Fiera Milano, Fiera Milano, subsidiaries or associated companies, the Organisers and third parties in any case involved in the organisation of the Exhibition.
- 21.4.2** This insurance cover is made available by Fiera Milano for the minimum amount of 25,000.00 (twentyfivethousand/00) Euros and a relative premium of 84.00 Euros (eightyfour/00), plus VAT at 20 (twenty) %. It will be invoiced by Fiera Milano along with the issuing of the invoice for the subscription fee.
- 21.4.3** Exhibitors may in any case increase the minimum capital described above by filling-in and undersigning the "INS" Form. There is an excess of 10 (ten/00) % for each claim, in case of theft, with a minimum of 250.00 (twohundredandfifty/00) Euros which doubles after the closure of the Exhibition.
- 21.4.4** Should Exhibitors have their own "All Risks" insurance for the merchandise, machinery, equipment and furnishings brought into the Fiera Milano area that are valid for fairs and events, and include a clause renouncing recourse against Fondazione Fiera Milano, Fiera Milano, subsidiaries or associated companies, the Organisers and third parties in any case involved in the organisation of the Exhibition, they must in any case return the specific form duly signed, attaching declarations by their legal representatives and the legal representatives of the insurance companies, certifying that the aforementioned goods are covered with "All Risks" guarantees in a sum that is not lower than the required amount (included in the "INS" Form as a facsimile). In this case Fiera Milano will cancel invoices it has previously issued.

22. THIRD - PARTY LIABILITY POLICY - LIMITATIONS OF LIABILITIES

- 22.1** Fiera Milano will provide third party insurance for all Exhibitors with its own insurance policy, without the exhibitors being responsible for the costs. This insurance provides cover with a maximal of not less than 100,000,000 (onehundredmillion/00) Euros.
- 22.2** Fiera Milano and the Organisers decline all liability for indirect damages, such as, for example purposes and not as an exhaustive list: damages to corporate image, damages caused by lost turnover etc).
- 22.3** In respect of direct damages, the liability of Fiera Milano and the Organisers is limited to the declared values of the goods present in the Exhibition area. For this purpose, the declarations referred to in the article above will be deemed to be correct. The exhibitors accept this limitation of liability.

23. DAMAGE TO STANDS

- 23.1** Exhibitors are obliged to comply with all current legal regulations and other regulations defined in the Technical Regulations (as defined in article 26.2 below) when using technical facilities and systems.
- 23.2** Exhibitors should return stands in the same condition as when they were handed over. Exhibitors shall be responsible for all costs associated to restoring this condition.
- 23.3** It is strictly forbidden to tamper with, alter or remove the structures provided by the organisers, especially the superior parts of the stands. If these regulations are breached, the exhibitors responsible will be liable to pay all restoration costs relative to the original structures and may be excluded from future exhibitions.

24. CHANGES TO THE REGULATIONS AND ADDITIONAL REGULATIONS

- 24.1** The organisers reserve the right to introduce, even as exceptions to the regulations, any further regulations or measures they deem appropriate for the better functioning of the exhibition and its relative services. These additional regulations are an integral part of the General Regulations, and are equally binding.
- 24.2** The exhibitors commit as of now to comply with practical regulations (opening hours, access points etc. hereinafter referred to as the "**Warnings for Exhibitors**") that the Organisers send them close to the date on which the Exhibition will open.

25. PROHIBITIONS AND RIGHT OF RETENTION

- 25.1 In general it is prohibited to behave in a way that will cause harm, disturbances or damages to the normal running of the Exhibition and its objectives.
- 25.2 Without prejudice to other prohibitions defined in the Regulations, the following are absolutely prohibited:
- Switching on machinery or equipment without the authorisation of the Organisers;
 - The distribution of informative or advertising materials and the hanging of posters outside of the stands;
 - All visible forms of advertising and/or sound outside of the stands, including equipment kept in the corridors, walkways and areas near to the Exhibition area. The use of video-recorders for the presentation of exhibited products is permitted inside the stands, as long as authorisation is obtained from the Organisers;
 - The exhibition, even inside stands, of placards or posters regarding competitions held by entities, organisations, the normal or specialised press, unless authorised in writing by the Organisers;
 - Any kind of luminous and pulsating or variable light source;
 - Photographs and/or television filming and the production of drawings inside the Exhibition area, without specific authorisation issued by the Organisers. The Organisers are expressly authorised to take photographs of the exteriors and details of the interiors of any stands and to use the relative reproductions, without any recourse being made against them;
 - Waiting in the stands or the Fiera Milano area during closing hours.
- 25.2 Leaving products and/or materials unattended in the stands or the Fiera Milano area after the dismantling of stands is also prohibited. Once this period has ended, the Organisers have the right to retain the said products and/or materials until attendance costs and all outstanding sums have been paid. After 15 days from the end of the Exhibition the Organisers have the right to sell goods retained in accordance with article 2797 of the Italian civil code.

26. SAFETY - APPOINTMENT OF A SAFETY MANAGER

- 26.1 All exhibitors must scrupulously comply with all the rules currently in force regarding the protection of the health and physical integrity of workers, as well as employment law, pension and social security regulations during the entire period of the fair, including the periods of time where the stands are mounted or dismantled, and in respect of all other related activities.
- 26.2 Also, exhibitors agree that they and all other companies working on their behalf, will comply with the Technical Regulations prepared by Fiera Milano, during the setting up and dismantling of stands and in respect of any other related or connected activities. The technical regulations (hereinafter referred to as the "Technical Regulations"; Attachment 2) can be consulted on the following website: www.fieramilano.it under the item "Fair Schedule" in the link to the exhibition. In accordance with article 3.2 above, this attachment is an integral and substantial part of these Regulations.
- 26.3 The Technical Regulations contain, among other things, cautionary rules regarding exhibition safety (fire prevention, electrical systems, environmental protection etc), excluding specific safety regulations regarding the business activities of Exhibitors or activities sub-contracted by the same to other companies (stand mounting and dismantling and related activities), which Exhibitors are responsible for checking and complying with. Behaviour that is not in compliance with the safety regulations referred to above, in particular when they may affect the general safety of the pavilions and the third parties present, may be subject to action by Fiera Milano, and may result, with a communication sent to Ge. Fi., in the immediate switching off of utilities provided to the stands or the immediate closure of the stands.
- 26.4 Any other consequences that may result from non compliance with the above mentioned rules are entirely the responsibility of Exhibitors and the companies they have a contractual relationship with. Exhibitors are responsible for complying with current regulations for everything they do regarding their stands in terms of furnishing, structures, systems, products they exhibit etc.
- 26.5 All the Exhibitors are obliged to appoint an "Exhibition contact" (hereinafter referred to as the "Exhibition contact"), who will accept responsibility for safety matters before all subjects in relation to activities undertaken on behalf of the Exhibitor in question, for the entire duration of the Exhibitor's stay in the fair area. At the discretion and sole responsibility of Exhibitors, "Exhibition contacts" may also be different physical persons in each of the three phases referred to above (preparation, exhibition, dismantling).
- 26.6 The name of these contacts and the relative phone numbers on which they may be contacted must be included in the Admission Applications. Any variances or additions must be communicated to Fiera Milano and the Organisers before stand preparation works are begun and before the arrival of materials in the Fieramilano area.
- 26.7 Access to the stand locations by companies that operate on behalf of Fiera Milano in providing services shall only take place with the "Exhibition contacts" in attendance, and subject to authorisation by the same. This consent is not necessary for surveillance and security personnel in the Fiera Milano area.
- 26.8 By undersigning the regulations, Exhibitors shall guarantee compliance with current regulations in terms of stand preparation and for all the systems they contain; the Exhibitors exonerate the Organisers from all liability, keeping them indemnified and unharmed, from any actions by third parties for damages that the said furnishings or systems may cause.

27. LOUDSPEAKERS AND SOUND BROADCASTING

- 27.1 Sound broadcasting using of radio receivers and TV sets is permitted on stands, provided that (I) this causes no disturbance and (II) the exhibitors have complied with the legal requirements for payment of the relevant rights by contacting SCF - Società Consortile Fonografici SpA (Address: Via Leone XIII, 14 - Milan, Italy).
- 27.2 Fiera Milano SpA may use loudspeakers installed around the exhibition centre for official announcements or in case of emergencies.

28. PROTECTION OF INDUSTRIAL AND INTELLECTUAL PROPERTY RIGHTS - SIAE (ITALIAN AUTHORS' AND PUBLISHERS' ASSOCIATION)

- 28.1 The Organisers are exonerated from any liability should Exhibitors breach rights in relation to intellectual property (copyright, rights regarding brand names and/or patents).
- 28.2 In case of distribution of audio-video-graphic or multimedia supports containing original works, or parts thereof, protected pursuant to Italian law n. 633 dated 22.4.1941, copyrights as well as the charges arising from the validation of the supports must be paid in advance by exhibitors, in accordance with article 181/second of the said law. The unlawful use of original works, or the absence of SIAE stamps on the aforementioned supports, is an offence punished under article 171 and the subsequent articles, as well as by Law 633/41.

29. FORCE MAJEURE

- 29.1 In cases of force majeure, or as a result of any circumstance beyond the control of the Organisers, the dates of the exhibition may be changed and the exhibition itself may even be cancelled.
- 29.2 If the exhibition has to be cancelled, the Organisers will first meet all third-party obligations and Organisational expenses, however incurred, and then divide the remaining funds among the exhibitors proportionally to the square metres of space they have reserved. Any such payments will in any case not exceed the value of deposits received for this stand space. Any remaining sums will be refunded to participants on a proportional basis.
- 29.3 Always in relation to the cancellation of the Exhibition for force majeure causes, the costs for special systems and/or installations carried out on behalf of Exhibitors in accordance with orders they place must be entirely reimbursed by the same.
- 29.4 The Exhibitors exonerate the Organisers and Fiera Milano from liability for any damages, of any kind, that the Exhibitors may suffer as a result of the cancellation of the Exhibition for force majeure causes.

30. INFORMATIVE NOTICE REGARDING THE PROCESSING OF EXHIBITORS' PERSONAL DATA

- 30.1 In compliance with the provisions of the Privacy Code (Legislative Decree 196 dated 30 June 2003 - G.U. 29/07/2003), data provided by the exhibitors in their application forms will be processed, both in written and electronically, by personnel with responsibility for these activities, who are only authorized to access data necessary for managing the activities concerning the requested services. Data provided by the exhibitors will be kept as long as necessary for the purposes for which they were collected or subsequently processed. Personnel in internal secretarial services, goods and services sales, accounts and invoicing staff, as well as personnel responsible for the management and maintenance of processing systems may come into contact with the personal data. Data will not be made known or distributed to third parties except for complying with contract obligations for administration purposes (invoicing), statistics (anonymously), promotional (catalogue and information for visitors and the press) and marketing purposes, or in compliance with legal obligations.
- 30.2 By signing the Application Form, the Exhibitors authorize the Organisers to process the data they provide according to the aforementioned conditions. The Exhibitors are acknowledged the rights defined in article 7 of Legislative Decree n. 196/2003; in particular this includes the right to access their personal data, to ask for their amendment, updating or cancellation, if incomplete, wrong or collected in violation of the law, as well as the right to oppose their processing for legitimate reasons, by writing to the data processing manager: Gabriele Alberti, Managing Director of Ge. Fi. S.p.A. - Viale Achille Papa, 30 - 20149 Milan, Italy - phone +39-02-31.911.911 - fax +39-02-31.911.920 - e-mail: craftsfair@gestionefiere.com.
- 30.3 The Exhibitors personal data will also be processed by Fiera Milano (who are also responsible for data processing) in complying with the obligations relating to participation in the Exhibition, the provision of relevant services and relevant administration, accounting and fiscal purposes, in accordance with the conditions and limits stated in the application form and in these Regulations. The aforementioned data is necessary and without this data it would not be possible to manage the Exhibitors participation in the Exhibition, or provide the relevant services. Under conditions in compliance with the aforementioned purposes and also using electronic systems, the data is used by organisational structures and personnel as required by Fiera Milano and others (suppliers or technicians) to whom the data is communicated solely for the activities and services relevant to holding the Exhibition.
- 30.4 Fiera Milano may also use some of the data (e.g. company name, addresses, activities etc) for promotional, advertising or commercial activities and communications, even by email, involving the Exhibitors. For this purpose they may also be communicated to companies who work with the Organisers, to Fiera Milano Group companies, to other exhibitors, suppliers and trade operators, within the EU and abroad, as well as distributed by publishing the Exhibition catalogues, including the use of telematic services. Exhibitors may at any time contact Fiera Milano to request consultation of, or amendments to, their personal data or to oppose their processing (article 7 of Legislative Decree n.196/2003, which contains the code relative to the protection of personal data).

31. APPLICABLE LEGISLATION AND JURISDICTION

- 31.1 Italian law is applicable to these regulations.
- 31.2 Any dispute regarding the interpretation, validity, execution or resolution of these Regulations will be within the jurisdiction of the Law Courts of Milan. The Italian version of the General Regulations shall be considered the official reference text.

32. LEGISLATIVE DECREE N.231/2001

The Organiser uses the organizational model shown at www.gestionefiere.com in compliance with the provisions of the decree referred to above.

LIST OF ATTACHMENTS

Attachment 1: Product Categories List

Attachment 2: Technical Regulations that may be consulted on the following website: www.fieramilano.it under the item "Fair Schedule" in the Exhibition link.

After careful reading, the Exhibitor must specifically approve the articles listed below, in accordance with article 1341 of the Italian Civil code, in the admission application:

4 ("Admission requirements"); 5 ("Acceptance of the general regulations, presentation of the admission application and failed acceptance of the admission application"); 6 ("Products on display"); 8 ("Subscription and registration fees"); 9 ("Payment terms, failure to pay the outstanding balance, express resolution clause"); 12 ("Assignment and sizes of the stands"); 13 ("Prohibition to transfer-Penalty"); 14 ("Exhibitor's rescission and penalty"); 15 ("Failed or late arrival"); 16 ("Installation and preparation of the stands"); 18 ("Catalogue"); 21 ("Statement of value and insurance of goods"); 22 ("Third party liability policy-limitations of liabilities"); 23 ("Damage to the stands"); 24 ("Changes to the regulations and additional regulations"); 25 ("Prohibitions and right of retention"); 26 ("Safety - Appointment of a safety manager"); 28 ("Protection of industrial and intellectual property rights - SIAE"); 29 ("Force majeure"); 30 ("Informative notice regarding the processing of exhibitors' personal data"); 31 ("Applicable legislation and jurisdiction").

ATTACHMENT 1

PRODUCT CATEGORIES

1 Giftware and fancy goods

- 1.1 Ceramics
- 1.2 Wood
- 1.3 Iron, copper
- 1.4 Textiles
- 1.5 Paper and card
- 1.6 Marble and semi-precious stones
- 1.7 Glass
- 1.8 Silver
- 1.9 Other materials

2 Clothing and fashion accessories

- 2.1 In leather
- 2.2 In fabric
- 2.3 Knitwear
- 2.4 In other materials
- 2.5 Costume jewellery
- 2.6 Leather goods
- 2.7 Furs

3 Home furnishing and fittings

- 3.1 Furniture
- 3.2 Bibelots
- 3.3 Curtaining, carpeting and rugs
- 3.4 Paintings
- 3.5 Frames
- 3.6 Sculptures and carvings
- 3.7 Lamps and lighting

3,8 Tableware, kitchenware

3,9 Household linen

4 Gold and jewellery

- 4.1 Gold and silver
- 4.2 Coral
- 4.3 Semi-precious stones

5 Sporting goods

6 Wine and gastronomy

- (see section 4.G of the General Regulations)
- 6.1 Wine and alcoholic drinks
 - 6.2 Salami and cut meats
 - 6.3 Jams and preserves
 - 6.4 Fresh and dried pasta
 - 6.5 Desserts and confectionery
 - 6.6 Cheese
 - 6.7 Other food products

7 Biological and natural products

8 Personal, domestic and corporate services

- 8.1 Restoration
- 8.2 Decoration
- 8.3 Joinery
- 8.4 Carpentry
- 8.5 Upholstery and wall-paper
- 8.6 Photographic services
- 8.7 Electrical repairs and installation
- 8.8 Beautycare
- 8.9 Other services

9 Handicraft institutions

10 Trade publications

11 ECOABITARE (Eco-living) (Finishings and systems for the home, terraces, gardens and ecological living)

12 ECONAVIGARE (Eco-navigating) (Handmade nautical items and accessories)