

General Rules and Regulations

ANNEX 3

In compliance with the provisions of the Privacy Act (Italian Legislative Decree 196/03), the information collected on this application form shall be processed solely for the purpose of carrying out what has been explained.

ART. 1 - DEFINITIONS

ORGANIZERS: CNBO EXPO and UNIMPRESA

SHOW: Italian Way China event to be held at Sanya Serenity Marina, Hainan Island, China, from 21 until 24 November 2013, in conjunction with the Hainan International Yachting Exhibition, 2013.

EXHIBITORS: Italian companies that deal in the fields of Food and Beverage, Home and Design, Tourism, Fashion.

APPLICANT: any company, organization or entity wishing to take part in the show that duly submits the documents referred to in art. 3 and meets the requirements of the sector of goods it wishes to display.

ART. 2 - INTRODUCTION

The event is organized by UNIMPRESA in the framework of their policy of promoting Italian goods abroad decided by its management bodies. The decisions made by UNIMPRESA are therefore aimed first of all at promoting and safeguarding Italy's image in general, collective interest and the show's overall success.

ART. 3 - PARTICIPATION

Priority to participate is given to businesses that produce Made in Italy goods which ask to participate by submitting an application form signed where required: Application Form, Booth and Catalogue Entry and the General Rules and Regulations as Exhibitor, see art. 4. (The latter must be duly registered by submitting online Application Form and Application for Booth sign and Catalogue Admission to the Organizers.)

ART. 4 - APPLICATION FOR ADMISSION AND EXCLUSIONS

The request to take part in the event as an Exhibitor can only be made by filling the online annex 1 "Application for Admission" and annex 2 "Booth and Entry in Catalogue", and after approving the online annex 3 "General Rules", and attaching a description of the product the applicant wishes to display, along with some photos of the collection. The application should be filled at the link www.italianwaychina.it by **15 July 2013**.

The following applicants shall not be admitted: those which have not duly paid sums owed to UNIMPRESA; those who disregard rules and regulations imposed by the Organizers or the laws of the host country; those who use the trademarks of other applicants without authorization; those who do not produce Made in Italy goods. Unsuccessful applicants shall be informed of the decision not to accept their application and the reasons for this decision. Applicants who have duly filled the online Application for Admission will receive an admission notice from the Organizers after a sufficient period of time.

ART. 5 - PARTICIPATION FEE

The participation fee is determined by the cost per square meter multiplied by the square meters of the exhibition area the applicant wishes to rent. A Registration fee of Euro 250 will also be added to this amount. Each applicant must pay the registration fee. The cost per square meter is also given for standard shell scheme modules and for bare areas. The cost of the standard shell scheme module is Euro 295/m². The cost of the raw space is Euro 275 / m². 6% Chinese Business Tax must be added to the costs indicated in art. 5.

ART. 6 - ADMISSION AND ASSIGNMENT OF DISPLAY AREA

The Organizers will send the admission notice to applicants within a reasonable amount of time following the date of receipt of the application for admission, as set forth in art. 4 of the General Rules. The Organizers retain the right to reject an applicant whose description of its business and/or product is not in line with trade aims and the show's image (see art. 1 of the General Rules).

Exhibition admission criteria includes not only the suitability of the product for the exhibition's commercial purposes and image but chronological order of arrival of applications to participate and the amount of exhibition space requested in relation to the availability of space.

Where products are considered equally suitable, priority will be determined on the basis of the order of arrival of the applications.

The assignment of areas and booths is decided by the Organizers, taking into account organizational, functional, technical and design requirements and the best overall layout of the show. Given the characteristics of the area or

division of spaces, the Organizers may be forced to assign an area that does not exactly match the location or size of the one requested.

The Organizers reserve the right to alter, reduce or change at any time the location and/or the sizes of the area assigned, due to requirements and/or circumstances, and the Exhibitor shall not be entitled to any indemnity or damages. In case the assigned area is reduced, the company is entitled to a reduction in the cost of participation and a refund in proportion to the reduction. It is not permitted to sub-let or assign the assigned exhibition area, wholly or partially, to third parties.

It is not permitted to host other companies in the booth or display their products without informing the Organizers on the application for admission, as set forth in art. 4 of the General Rules, or paying the related registration fee. Breach of this article shall cause the Exhibitor to be excluded from the next show and may lead to closing of the booth allocated for this show, at the sole discretion of the Organizers.

ART. 7. - TERMS OF PAYMENT, CHANGES AND REFUNDS

By submitting the Application for Admission, candidates agree to pay a 30% deposit on the total amount payable for participation in the event. Such deposit to be paid within **15 July 2013**. Candidates are not entitled to assignment of a space or standard shell module in the exhibition until this deposit has been credited to the Organizers' bank account as identified in art. 8 of the General Regulations.

The balance payable for participation must be paid no later than **31 August 2013**.

For application forms submitted to the Organizers after the deadline **15 July 2013**, payment of the total cost of participation must be made directly and in full as set forth in the Application for Admission.

The payment of the deposit does not entitle the exhibitor to be allotted any exhibition space. The assignment of area and booths will be confirmed only upon sending of the admission notice by the organizers, as in art. 6 of the General Rules and Regulations.

Exhibitors who are unable to participate in the event must notify the Organizers in writing immediately, to the e-mail address irene@italianwaychina.com. If cancellation occurs within 10 days from the date on which the Exhibitor is notified the acceptance for participation in the show, the company will not be charged with any penalty fee. After such time, the company must pay the entire amount due. If the Organizers manage to reassign the space originally assigned to the company that has been cancelled, the company will be charged a fee equal to 30% of the total amount payable. No refunds will be paid for admission forms received after **15 July 2013** and accepted by the Organizers. If a candidate's Application is rejected by the Organizers, they are entitled to the refund of the entire amount paid.

ART. 8 -. BANK DETAILS FOR THE PAYMENT

Payment for taking part in the show shall be made by bank transfer to the following beneficiary:

For Italy payments the information will be as follows:

CONSORTIUM INTERNATIONAL TRADE & BUSINESS –HITECH GENERAL CONTRACTING (ITB-Hitech GC)

Bank: Monte dei Paschi di Siena – Ag.6

Add: Via Cesare Cocchi, Firenze

IBAN: IT 02 P 01030 02806 000 00 1431649

For China payments the information will be as follows:

Florenza Ferri (Shanghai) Co., Ltd.

Bank: China Merchants Bank

Add: No. 569, Jinling Road (E)

Shanghai China 200021

ACC: 121-909-556-810-601

SWIFT: CMBCCNBS

Relevant invoices will be duly issued. A copy of the payment must be sent to the Organizers by email to the following address: ivy@italianwaychina.com

The Exhibitor's company name, corresponding to the name specified in the "Application for Admission", must be mentioned as the reason for the payment.

ART. 9 - REQUIREMENTS OF THE EXHIBITOR

The Exhibitor will be responsible for the following: shipping, transportation and delivery of samples to their destination in the assigned area/booth and their return, if any, with related customs operations and paperwork; arranging the samples on display inside the area/booth, including handling, opening, closing and storage of their packaging; addition of special supplies and/or extra furniture besides those specified on its own initiative, subject to the permission of the Organizers; insurance against shipping risks, damage, loss and theft of the samples and materials displayed before, during and after the event; travelling and overnight stay; as well as any item not specified in the section on "Services included in the package" of the Application for Admission as set forth in art. 10 of the General Rules.

Exhibitors may ask the Organizers to provide personnel for the booth and installation of telephone lines, fax, telex and other equipment, it being understood that the Exhibitor shall bear the related costs.

ART. 10 - SERVICES INCLUDED IN THE PACKAGE AND PERSONALISED SUPPLIES

The total amount paid for taking part in the exhibition, as set forth in art. 5 of the General Rules, includes: rental of a bare or shell scheme exhibition area (depending on the choice made in the Application for Admission and Application for Booth Sign and Catalogue Admission), security guard service in the exhibition area, cleaning of the exhibition halls and booths before the event begins, badges for booth personnel, targeted marketing and press campaign for promoting the show.

Shell scheme modules include standard fittings as specified in the section on "Services included in the package" of the Application for Admission.

The company name on the booth sign/banner may be shortened and/or altered upon decision of the Organizers when necessary due to available space or in order to maintain the same graphic design throughout the halls.

Special supplies not included in the standard kit can be requested well in advance and will be charged separately; for detailed prices of extra supplies, a technical memorandum will be made available to the Exhibitor after admission to the event has been accepted.

Any on site request for changes, alterations or additions from the Exhibitor side shall be satisfied when possible and charged to the Exhibitor himself.

The Exhibitor that rents raw space may contact the Organizers who will make available to the Exhibitor a specific team (including Italian Architects) and construction company that will be able to carry out requested personalization of booth space.

In the second case, the booth design shall be subject to evaluation by the Organizers, which reserve their right to ask the Exhibitor to make alterations, even major ones, to the booth design, and can decide not to admit boothsthe design of which fails to comply with the aim of the show.

At the end of the event, Exhibitors must leave the assigned area and furnishings/supplies in the same condition as at the beginning.

Exhibitors shall be charged for any damage caused during the show.

The display of posters, banners or other advertising or promotional material may be limited or subject to the authorization of the Organizers, since requirements of image and respect for the laws and ethics of the host country must be considered.

ART. 11 - SETUP, OPENING HOURS AND DISMANTLING

The event setup, opening and dismantling is scheduled as follows:

Setup time	19 November, 2013 (from 1 p.m. until 9 p.m.)
	20 November, 2013 (from 9 a.m. until 9 p.m.)
Opening hours	21 November to 23 November, 2013 (from 9 a.m. until 9.00 p.m., exhibitors can access the area 2 hours prior to the event opening);
	24 November, 2013 (from 9 a.m. to 5 p.m.)
	25 November, 2013 (from 9 a.m. to 5p.m.)
Dismantling time	24 November, 2013 (from 5 p.m. until 12 a.m.)
	25 November, 2013 (from 9 a.m. to 5p.m.)

Exhibitors that rent raw space must arrange for the decoration and/or furnishing of their space and agree to follow the instructions and to respect the schedule established by the Organizers, together with the general rules and rules regarding setup, dismantling, safety, insurance coverage, etc. established by the Organizers of the event.

ART. 12 - RESPECTING SCHEDULE AND BEHAVIOUR IN THE BOOTHS

The Exhibitors are required to be in their booths for sample inspection and arrangement according to the terms specified by the Organizers in the technical memorandum. The Exhibitors are also required not to leave their booth or

begin dismantling or packaging of the samples before the end of the show.

Those who disregard this rule, thereby damaging the show's image, shall be charged a fine of Euro 500.

The Organizers reserve the right to remove any displayed product or advertising material that is not in line with the show image, or with its line of goods, with the rules of the fairgrounds or the laws of the country where the show is taking place.

Distributing any advertising materials not specifically authorized by the Organizers outside the booths assigned to Exhibitors is forbidden.

ART. 13 - MATCHING OF APPLICATION FOR ADMISSION - ARTICLES 4 and 7 - AND COLLECTION DISPLAYED

If, after an inspection during the show, the goods displayed in a booth are substantially different than described in the Application for Admission and judged non-conforming to trade aims and to the show's image, the Organizers reserve the right to exclude the Exhibitor from the show and likewise, to terminate display of the collection in the booth.

ART. 14 - COMPLAINTS

Any lack in the fulfillment of the obligations undertaken by the Organizers must be immediately reported by the Exhibitors by sending a written complaint to irene@italianwaychina.com. The Organizers may provide a refund for any damage deriving from ascertained errors for an amount that is equal to the total amount the Exhibitor paid for taking part in the show. In particular, in the event of faults in the construction or furnishing of the area/booth, the Exhibitor must

- a) upon delivery of the stand – file a detailed written complaint with the on-site officer or organizing staff on the opening day of the show, otherwise the term for filing a complaint will be considered to have lapsed (this term is also essential for the aims of the first paragraph of art. 1578 of the Italian Civil Code, and failure to make a written complaint by the terms specified above entails acceptance of the area/booth without reserve);
- b) during the show - inform the on- site organizing staff by filing a written complaint before the end of the show, after which the term for filing a complaint will be considered to have lapsed. Any damage caused by the above-mentioned faults shall be refunded with in the amount of the cost of the design and supplies that are different, missing or incomplete compared to the original design.

ART. 15 - COMMUNICATION - ADVERTISING

Although the utmost attention and care shall be ensured, the Organizers shall not be held liable for faults and failures which may occur in the various communication and advertising initiatives carried out for the show (brochures, official catalogue, audio-visual ads, printed ads, etc.).

ART. 16 - SHIPPING, FORWARDING AGENTS, CUSTOMS FORMALITIES

For operational and logistics purposes, the Organizers reserve the right to recommend one or more forwarding agents to carry out all operations connected with the shipping of display materials, customs procedures or access and handling of the goods in the display area. The Exhibitor should refer to the link "Import & Export Customs Formalities" found at www.italianwaychina.it for further information

The Organizers are not responsible for the services provided by the recommended forwarding agents. The forwarding agent and the Exhibitor will communicate directly. The Exhibitor is obliged to comply with the rules of the Italian customs and with those of the country where the show will be held and shall present the necessary documentation. The Exhibitor is responsible before the law for import or export of materials and products for which bans or restrictions are in force in the country where the show will be held.

Art. 17 – SALES AND PURCHASES

The Event, by way of a special license issued by the Chinese Authorities, allows sales of goods on site that have been imported for temporary display purposes. Such goods will be subject to temporary import & export regulations issued by the Hainan Customs Authorities. All goods should be imported on a temporary basis with full accompanying documentation allowing for relevant license and import codes to be issued. Goods are not initially subject to import duties. If during the Event a sales transaction is finalized, then after payment to the seller such goods will be returned to Chinese Customs for relevant import duties to be paid. These Custom duties are to be met by the exhibitor (through their forwarder) and vary from product to product (please refer to link "Customs categories and duties" under the link indicated in Art.16 of the General Rules.

ART. 18 - INSURANCE

The registration and exhibition fee does not include insurance coverage unless otherwise specified. Insurance of the samples is conditioned by sending the Organizers a pro forma invoice or other documents giving the quantity, a description and the value of the goods intended for display. The Organizers are not responsible for loss or damage of the articles displayed and/or of any other property of the Exhibitor, its representatives, guests or visitors, nor for any accidents they might be involved in.

ART. 19 - ORGANIZATION OF TRAVELLING

For operational and logistical purposes in relation to special initiatives, the Organizers reserve the right to recommend one travel agent for organizing trips, handling hotel and airline bookings, etc. The Organizers cannot be held responsible for any disservices experienced. The relationship between the agency and the Exhibitor is direct. The Exhibitor should refer to the link "Travel Package" found at www.italianwaychina.it for further information

ART. 20- BOOTH STAFF

The Organizers provide a recruitment service for booth staff such as interpreters, hostesses, etc. Although the utmost care is taken in the selection process, the Organizer cannot be held liable for any disputes with these workers. The relationship between the above-mentioned staff and the exhibiting company is direct.

ART. 21 - INTELLECTUAL AND INDUSTRIAL PROPERTY RIGHTS

The organizers expect Exhibitors to comply with regulations regarding the protection of intellectual and industrial property and fair competition and applicants who sign an application form are legally bound to uphold international norms on this matter.

It is understood that the Organizers shall not accept any liability or be held liable in any way for the display of products that violate laws and / or ordinances and / or regulations and / or guidelines and / or intellectual and industrial property rights of third parties, or for the performance of any act of unfair competition by Exhibitors.

ART. 22 - RESERVATIONS

The implementation of all services is subject to availability. The Organizers are entitled to postpone, curtail, temporarily close wholly or in part or cancel the event in the presence of substantial reasons (e.g. labor disputes, force majeure, inadequate turnout). In the event of complete or partial deferral or curtailing, the contract is considered to apply to the altered period, unless the Exhibitor objects in writing (to irene@italianwaychina.com) within a period of two (2) weeks after being advised of the alteration. Discounts on any agreed fees and reimbursement of any expenses on the Exhibitor's side are hereby expressly excluded.

Art. 23 - PRIVACY

The Organizers: CNBO EXPO and UNIMPRESA, hereinafter referred to as the "Data Controller", inform the Exhibitor that under art. 13 of Legislative Decree 196/2003, personal data – including sensitive data – on them or their employees or other people working with them (hereinafter the "Data") will be processed in conformity with the provisions of Legislative Decree 196/2003 and the simplifications of privacy law introduced by Legislative Decree 201/2011, converted into law 214/211 on 22.12.2011.

Data processing, which takes place for purposes pertaining to the relationship with the Data Controller and in conformity with the provisions of art 11 of Legislative Decree 196/2003, may include, among other things, organization, storage, consultation, notification of future initiatives, treatment, modification, some marketing initiatives conducted by the Data Controller and by third party companies working with the Data Controller (only in the event that benefits are foreseen for the data subject), compilation of statistics, sending of promotional material, use, disclosure to members of the Data Controller's organization or to corporate management consultants, organizations, PR companies and/or press offices working with the Data Controller on the organization of the event, and may take place in printed form and/or by computer. Some of the Data requested for preparation of the catalogues will be disclosed, by which we mean it may be provided to undefined parties at any time, making it available to them or allowing them to consult it. The Data collected through submission of an Application for Admission to the Sanya "Italian Way China" Event and any data that may be collected through collaboration with third parties will be disclosed to the writers of promotional articles in newspapers and/or trade publications, catalogues and pre-catalogues, to Exhibitors, to potential visitors and visitors, also for the purposes of publicizing the event.

Providing the Data is optional, but refusal of the Exhibitor to provide the Data may make it impossible to continue the partnership and therefore compromise participation in Italian Way China.

Organizers remind Exhibitors that they benefit from all rights stated under art. 7 of Legislative Decree 196/2003, and therefore the right to obtain confirmation of the existence or non-existence of personal Data about themselves, to obtain identification of the source of the Data, the purposes and methods of their use, the means applied in the event of treatment with the aid of electronic tools, information identifying the data controller, and the parties or categories of parties to whom personal Data may be disclosed or who may become aware of it.

Exhibitors are entitled to obtain updating, correction or completion of the Data, or deletion, transformation into anonymous form or freezing of the Data if they have been used in violation of the law, and are entitled to object to use of personal Data on them with legitimate reason.

In view of the simplification of the privacy law introduced by Legislative Decree 201/2011 converted into law 214/211 on 22.12.2011, Exhibitors give their full consent in the name of, on behalf of and in the interests of their employees and/or consultants, also in relation to those expressly identified, so that the Organizers may process the Data as described above, including disclosure to third parties.

It is understood that by accepting these regulations and filling in, signing and submitting an Application for Admission to "Italian Way China", Exhibitors give their full consent to use of the data provided for the purposes identified herein, and note that in the event the Exhibitor should continue the relationship, data processing will be considered authorized under art. 24 of Legislative Decree 196/03 and the other applicable provisions of the law.

ART. 24 JURISDICTION

1) Non-Chinese exhibitors. Any disputes which may arise between the organizers and NON-CHINESE companies admitted for participation in the event will fall under the exclusive jurisdiction of the Court of Firenze.

2) Chinese exhibitors. This contract is subject to the law of the People's Republic of China, with regard to any disputes, which may arise with Chinese exhibitors. In this case, all claims against the exhibitor, both judicial and extra-judicial, which arise on the basis of this agreement may be filed by the organizers' Chinese agent or by the organizers themselves. The place of jurisdiction is Shanghai, People's Republic of China. The organizers' Chinese agent and the organizers themselves reserve the right to bring claims in another authorized place of jurisdiction within the People's Republic of China.

☐ I hereby confirm I have read and accepted the terms and conditions

Date _____ Signature and stamp _____