

GENERAL REGULATIONS

1) NAME OF THE EXHIBITION – BEVERTECH (the "Exhibition").

2) ORGANIZERS – The Exhibition is promoted and organized by Ipackma srl and Unione Italiana Vini Servizi soc. coop. (the "Organizer") - in case in cooperation with companies controlled by it or connected to it - from 17th to 20th November 2026 in association with Fiera Milano S.p.A.
The secretary office of the Exhibition is called "Organizing Secretariat". The seat of the Organizing Secretariat is in via San Vittore al Teatro 3 - 20123 Milan (Italy).
The seat of the Administrative and Tax Secretariat is at Ipack Ima srl, S.S. del Sempione km 28 - 20017 Rho (MI), No. TVA IT09243350965

3) PLACE, DATE AND TIMES OF THE EXHIBITION – The Exhibition takes place in Rho, in the exhibition area of Fiera Milano, from 17th to 20th November 2026.

The Exhibition's opening hours, which are reserved mainly to invited trade visitors, are from 9.00 am to 6.00 pm. Exhibitor access hours will be from 08:00 to 19:00. The Organizer might change the opening times of the Exhibition.

4) ADMISSION – Legal and Natural persons whose business is connected with the subject of the Exhibition and who intend to display machinery, equipment, and materials as indicated in categories 1-2-3-4-5-6-7-8 of art. 10 of these Regulations may apply to the Exhibition. The Organizer is entitled to object on its own unquestionable judgement to the display of machinery, equipment and materials, which do not come under the above-mentioned categories. The application form shall be sent to the General Secretariat. Applications submitted by agents, representatives or sole agents must be accompanied by the "Notification of represented companies" form.

5) ACCEPTANCE OF THE GENERAL REGULATIONS – Signing the application form, the Exhibitor commits himself to observe these Regulations and the additional rules that may be adopted by the Organizers in the interests of the Exhibition, and in particular those included in the Technical Regulations of Fiera Milano.

6) ADMISSION CONFIRMATION - REPRESENTED COMPANIES - BRANDS - COLLECTIVES - CO-EXHIBITORS - SHOWCASES – The Organizer will give written notice of acceptance of the applications by 30th April 2026. This is valid only for the Exhibitor who has applied for admission. Assigning totally or in part the exhibit space, even if free, is forbidden. In case of established breach of this rule, the Organizer shall have the right to remove any goods brought in and displayed without permission at the risk and the expense of the stand holder.

It is instead allowed to show in the stand space machinery, equipment and materials of third parties represented by the Exhibitor and brands, subject to the approval of the Organizer and to the allocation's criteria of stand spaces (see art. 9), on condition that the stand holder submits the relevant application form and pays a fixed registration fee of:

- € 600.00 for each Represented Company
- € 300.00 for each Brand

6a) Represented Company - Foreign Head Office / Italian Branch Office – Exhibitors must give notice of the represented companies and/or the Foreign Head Office or Italian Branch Office by the proper form. Only for represented companies the Exhibitor must enclose an abstract of the agency contract which certifies the exclusivity of the relationship and the right of the Exhibitor to exhibit their products in his stand.

6b) Brand – A Brand is defined as a commercial name of a product owned by the Exhibitor. This brand must not have a VAT number different from that of the company holding the stand.

6c) Collective stands – Only organizations, associations and consortia may apply for a collective stand. Surface from 60 sqm for a minimum of 4 companies: the application fee for each participant is of € 750.00.

6d) Co-exhibitor – Any person different from the Exhibitor who is present in the stand of the Exhibitor, regardless of his relationships with the Exhibitor is a "Co-exhibitor".
The Co-exhibitor shall fill in the form signed by his own legal representative and by the legal representative of the Exhibitor. The Co-exhibitor must pay a co-exhibiting fee of € 1,800.00.
The Organizer is always allowed to rescind the contract with the Exhibitor in case of presence of non authorized Co-exhibitor and to have the stand cleared out at the Exhibitor's expenses.

The co-exhibiting entry rate includes:

- One parking card valid for parking inside the fair during the Exhibition
- BEVERTECH APP with visitor registration mechanism via smartphone
- 1 copy of the Exhibition Official Catalogue + 1 further copy as ad voucher to all advertisers
- Entry in the Exhibition Official Catalogue with max 20 product categories; entry in the on-line Catalogue; inclusion in the BEVERTECH Digital Platform where the Exhibitor can upload commercial content visible to pre-registered visitors and organise the appointment agenda
- 2 entry badges for Exhibitors valid for during the Exhibition
- Free Wi-Fi

7) ADVANCE – Together with the application, and in addition to the fixed registration fee of € 1.100.00, Exhibitors shall pay an advance of € 70.00 for every square metre of requested area. The advance will be returned if the application is rejected. **Applications without the above-said advance and the fixed registration fee will be considered as null and void.**

7a) New VAT regulations – As from 1st January 2011, in accordance with the Legislative Decree No. 18/10 in application of the EU directive No. 8/08, **foreign Exhibitors liable for taxation** are not required any longer to pay the VAT on stand fee and services connected with the Show, with the exclusion of **non-commercial Companies/authorities and private individuals**. In order to identify the type of Exhibitor (Company liable for taxation/non-commercial Company or private individual), before the issuing of the invoice it is essential to receive the information on the VAT number / ID code or other documents proving the status of VAT taxpayer. Application forms shall be completed with the VAT number, otherwise invoices will be issued with the Value - Added - Tax.

7b) Electronic invoicing between private individuals – In order to comply with the obligations introduced by art.1, paragraph 909, Law of 27 December 2017 (obligation since 01/01/2019 electronic invoice issue between private individuals), the Italian Exhibitor will inform the Organiser of his/her certified e-mail address (PEC) and/or his/her seven-digit recipient code.

8) RENUNCIATION – The Exhibitor has the right to withdraw from its participation the Event by communicating it to the Organizing Secretariat with a registered letter with proof of receipt (forwarded in advance by mail) or registered email by the **official allocation**. It is understood that in case of withdrawal by the Exhibitor, the Organizing Secretariat will have the right to withhold the Exhibitor's registration fee, Represented Company Registration Fee, Product Brands Registration Fee, the Co-exhibitor's registration fee and the deposit, as a penalty. After the **official allocation**, the Exhibitor doesn't have the right to withdraw; therefore, in case of communication of non-participation in the Exhibition, the Exhibitor will be required to pay as a penalty: the entire amount due contractually, of the set and installation costs for the services ordered and/or performed on the booked site, of all taxes paid on behalf of the Exhibitor as well as to indemnify Organizing Secretariat of any damages that Organizing Secretariat and/or the Event may suffer due to said withdrawal. In either case of non-participation, Organizing Secretariat reserves the right to assign the stand to another Exhibitor, without such subsequent assignment excluding or limiting its right to claim penalties in the measures defined above. In any case, the renouncing Exhibitor shall be charged with all expenses relating to the requested and supplied equipment and installations, included the booked shell scheme (art. 12). The general secretariat reserves the right to assign the stand to another Exhibitor, without such subsequent assignment precluding or limiting its right to claim compensation in accordance with the above-mentioned terms.

8a) REDUCTIONS OF EXHIBITION SPACE – If the Exhibitor intends to reduce the exhibition area initially booked when registering for the Event, written notice of this must be given to the Organizing Secretariat by the **official allocation**. If the request to reduce the exhibition area is subsequent to notification of the assigned area, the Exhibitor will be obliged to pay the total amount of the assigned area.

9) ALLOCATION OF STAND SPACES – The stand spaces shall be allocated at the exclusive discretion of the Organizing Secretariat, taking into consideration the general interests of the Exhibition, the technical requirements, the date of admission, the preferences expressed by the applicant and, in particular, the requested area. Special reservations, conditions or wishes of the exhibitor will be taken into account (e.g. regarding location for exclusion of competition, fitting out and presentation of the stand) only if this has been expressly confirmed in the Application form. The Secretariat has the right, even at the last moment, to change the position or the size of a previously allocated stand space should it be required. The access to stand spaces is scheduled **from 12th November 2026 (including Sunday 15th November)**.

10) MACHINERY, EQUIPMENT AND MATERIALS ADMITTED TO THE EXHIBITION – As established by art. 4 of these Regulations, Exhibitors are allowed to display the following materials, machinery or equipment:

- CAT. 1 – Production:** crushers, presses, separators, draining tanks, crumbling machines, and the like.
- CAT. 2 – Handling and processing:** pressure tanks, centrifuges, concentrators, filters, pasteurizers, ion exchangers, and the like.
- CAT. 3 – Bottling, conditioning and packaging:** capsuling machines, dispensers, labellers, bottling machines, case packers, washers, sterilizing equipment, cappers and corkers, carton sealing machines, packaging machines, ranging machines, and the like.
- CAT. 4 – Storage materials and containers:** tanks, vats, kegs, bottles, and the like.
- CAT. 5 – Equipment for in-house transport and for the maintenance of materials** in categories 1, 2, 3 and 4.
- CAT. 6 – Accessory equipment:** corks, caps, capsules, labels, baskets, cases, racks, and the like.
- CAT. 7 – Products:** glues, detergents, filtering agents, etc., as well as laboratory equipment and products and accessory substances for the production of beverages, soft drinks, water, juices, energy drinks, baby drinks, milk and dairy products, soups and purées (liquid food)
- CAT. 8 – Miscellaneous:** publishing houses, trade fairs, associations, and the like.

The above machinery, equipment and materials shall concern companies dealing in beverages, soft

drinks, water, juices, energy drinks, baby drinks, milk and dairy products, soups and purées (liquid food) or in bottling drinks in general.

Machinery and equipment shall be equipped with protective safety devices if and as required by the law.

11) STAND DESIGN – The stand set-up must include partition walls and flooring. You are kindly requested to submit your stand layout by **25th September 2026** to the technical office of the Secretariat and to the Customer Service of Fiera Milano for approval, **by uploading to the Exhibitor Portal in the section "Stand contractor appointment or upload stand plan"**. The Customer Service department, in agreement with the Secretariat, reserves the right to request changes to the designs in case of non-compliance. Stands not set up in conformity with the approved designs are to be immediately modified at the expense of the Exhibitor. Furnishings, furniture, lights, office booths or other fittings are allowed to be placed in the stand space only if they are **not higher than 7 metres** and compatible with the hall structures and plants, and in any case they must be arranged in such a way as not to prejudice adjacent stand spaces or the harmony of the Exhibition (without exception). **To close the open sides of the allocated stand spaces with continuous walls longer than 30% of the side is strictly forbidden.** The external sides of partition walls, of furnishings or of office booths giving onto adjacent stand spaces, unless otherwise agreed between the parties, shall have a perfectly uniform and flat surface and are to be painted in a light, neutral colour. Subject to verification of feasibility with the appropriate office of Fiera Milano, the hanging of American type truss beams is allowed only and only at a maximum height of **7 metres above the ground**. It is possible to hang logos and graphics on these structures, as long as they are **set back at least 1 m** from the sides bordering the next-door spaces, even in the case of American structures on the ground. All objects and furnishings which may cause damage or inconvenience to other Exhibitors or to Visitors, if decided by the Secretariat, shall be immediately removed. The Exhibitor takes full responsibility for the accordance of his stand (fittings, products, and the like.) with the current safety regulations.

11a) Upper floor – In all pavilions you are allowed to make upper floors on following terms:

- block stand of minimum 90 sqm
- the upper floor shall be no more than 50% of the ground floor and in any case no more than 200 sqm whatever is the surface of the ground floor
- you are not allowed to display goods on the upper floor
- the cost of the upper floor is **€ 105.00/sqm. You are kindly requested to send to the Secretariat by 25th September 2026 a written statement that you are planning an upper floor with the right area in square metres.**

This terms are meant as alterations-deviations from Fiera Milano ones that will be sent later to the Exhibitors.

11b) Certifications – Please refer to art. 2.9.3 of Fiera Milano's Technical Regulations regarding certifications of complex structures and art. 4 regarding electrical connections.

11c) Ceiling hanging structures – You are allowed to hang structures from the ceiling always observing the maximum allowed height quoted in art. 11 of these Regulations.

For technical information about making procedures, please see the Technical Regulations of Fiera Milano.

11d) Gangways – Occupation of gangways with carpet or aerial structures (trusses) has a cost per sqm: you can request an estimate to the Organizing Secretariat. If you are approved you must observe the safety rules prescribed by Fiera Milano.

11e) Surcharge on technical services provided – Please, notice that technical services tariffs (water and compressed air connection, cleaning, surveillance, construction and fire prevention services) will increase 20 days before the start of the event.

12) SHELL SCHEME PACKAGE – You can book a shell scheme package supplied directly by the Organizing Secretariat – as better detailed in the attached prospectus – by sending the advance of **€ 30.00/sqm.**

The Secretariat is also at your disposal - as already pointed out on the application form - to make an estimate for customized shell scheme stands.

The stand structures cannot be painted, nor lined with material either glued or fixed with nails, screws, screw anchors and so on. In case of damages to the stand the entire cost of a new supply will be charged. For organisation reasons cancellation notices will be accepted by the Organizing Secretary only if received before the stand allocation notice is issued, otherwise the full amount will be charged in the final statement of account.

Pre-fitted stands will be available from 15th November 2026 and must be vacated by 21st November 2026. For different times, it is necessary to contact the Secretariat in advance.

13) SAFETY – Each Exhibitor is required to scrupulously comply with all current legislation in force, also and above all with regard to the protection of the health and physical wellbeing of workers and with regard to labour, social security and welfare legislation for the entire duration of the Exhibition, including the time required for the assembly and dismantling of stands and any other related activity. Furthermore, the Exhibitor undertakes to observe and ensure that all contractors working on the Exhibitor's behalf, during the assembly and dismantling of the stand and in relation to any other related or connected activity, comply with Fiera Milano's Technical Regulations and any supplementary sections thereof that the Exhibitor declares he/she has fully understood, the provisions contained in art. 88 of the Italian Legislative Decree 81/2008, c.2-bis and its implementing Ministerial Decree of 22.7.2014, issued by the Ministry of Labour and Social Policies and the Ministry of Health. The Technical Regulations, which can be consulted on the website www.fieramilano.it, in the section "Exhibitors - Technical Documents – Link to exhibition" contain, among other things, precautionary rules regarding exhibition safety (fire prevention, electrical systems, environmental protection, etc.), with the exclusion of the specific safety rules concerning the activities carried out by the Exhibitor or assigned by the latter to contractors (stand assembly and dismantling and related activities), the verification and observance of which remains the

responsibility of the Exhibitor. For the purposes of fulfilling the obligations contained in the Italian Ministerial Decree 22.7.2014 above, the Organiser makes the documents referred to in Annexes IV and V of the Ministerial Decree available on its own website and Fiera Milano's website. Behaviour that does not comply with the above safety regulations, in particular when it may affect the general safety of the halls and third parties present, may be subject to intervention by the Organiser and/or Fiera Milano, as part of sample checks and lead to the immediate closure of the stand until safety conditions are restored. Any other consequence arising from non-compliance with the aforementioned provisions is solely attributable to the responsibility of the Exhibitor and the companies he/she has appointed. Fiera Milano may remove the personnel of the contracting companies/self-employed workers who work on behalf of the Exhibitor from the exhibition centre premises if they do not have the identification badge provided for in Articles 18, c. 1, lett. u); 21, c. 1, lett. c); 26, c. 8 of the Legislative Decree 81/08 and non-EU personnel if, even if they have the aforementioned badge, they are not in possession of a residence permit and/or a legible and valid identity card. The Employer who is responsible for such personnel will be charged accordingly. The Exhibitor that, as the customer, has authorised the company to operate on the premises on his/her behalf for carrying out work, will be informed of the charge. The Exhibitor is responsible for compliance with the regulations in force of everything that is carried out and organised on his/her behalf in relation to fittings, structures, systems, products on display and all related activities. Each Exhibitor must appoint a "Exhibitor's Contact Person for Exhibition Safety" (hereinafter CES) who will, for safety purposes, bear all responsibility towards all individuals involved with regard to the activities conducted on the Exhibitor's behalf during the entire time of stay on the exhibition premises. At the Exhibitor's discretion, and under his/her full responsibility, the CES may also be a different person in each of the three stages mentioned above (assembly, exhibition and dismantling). The name of the CES and all references (email, telephone, etc.) must be communicated to the Organiser (and through the latter to Fiera Milano) before the start of the assembly work of the stand and in any case before access by workers and the arrival of materials in the exhibition centre. The Organiser will keep the names and references of the RSE of neighbouring stands available to Exhibitors. Each Exhibitor, through his/her own CES, is obliged to coordinate with the other CESs of the adjacent stands, so that, through the exchange of information, any prevention measures can be identified and applied in order to eliminate or, where this is not possible, minimise the risks from interference, whenever present. If the name of the CES is not given, this function will remain the responsibility of the Exhibitor's Legal Representative. Any changes must be promptly communicated to the Organiser. The most important obligation for the Customer (Exhibitor) concerns the DUVRI [unified document for the assessment of interference risks], or, if necessary, the PSC [safety and coordination plan] in the event that the rules contained in article 26 of the Italian Legislative Decree 81/08 or those contained in Title IV of the same decree are applied, respectively, according to the provisions of the Italian Inter-ministerial Decree of 22 July 2014. This documentation must be uploaded to the appropriate section of the Fiera Milano Exhibitor platform, which we remind you will be available to the competent authorities (ATS and law enforcement agencies), and must be at hand on the stand for the entire period of the event (including assembly and dismantling).

13a) SAFETY PROTECTION MEASURES FOR PERSONS PRESENT AT THE EXHIBITION CENTRE – Fiera Milano, in compliance with the provisions imposed by the Public Safety Authority, adopts the infrastructural, organisational and operational measures deemed appropriate for safety protection for persons present, in any capacity, at the Exhibition Centre. Including but not limited to, at the sole discretion of Fiera Milano, the following:

- a) specific methods of access to the Exhibition Centre and exit from the same (destination of specific gates or reserved lanes, opening times, access and flow regulation and control systems) – even if differentiated – for the different user categories of the Centre;
- b) security checks, also performed with the aid of fixed or portable technical equipment, on people, luggage and personal belongings, and on means of transport and work vehicles, both upon entry into the Exhibition Centre, within the Exhibition Centre grounds and, where necessary, upon exit from the same. The checks are performed by Fiera Milano personnel or by third parties appointed by the same. Without prejudice to any disclosure of the fact to the Police and the consequent measures taken by them, users who do not agree to undergo the checks will be prohibited access to the Exhibition Centre or, if they are already inside the Centre, they will be immediately removed. Users subjected to controls are required to provide maximum cooperation, so that operations may be carried out as efficiently as possible and as quickly as possible according to the nature of the activity. Upon the outcome of these checks, without prejudice to any communication of the fact to the police and the consequent measures taken by the same, Fiera Milano reserves the unquestionable right to prohibit access to the Exhibition Centre to suspicious people or objects and if the suspicious people are already inside the Exhibition Centre, to immediately remove them from the Exhibition Centre, while suspect objects must be immediately removed from the Exhibition Centre by and under the responsibility of their owners. Fiera Milano is not required to set up deposit and custody services for suspicious items;
- c) changes or limitations on traffic and pedestrian and vehicular traffic inside the Exhibition Centre, possibly also with the installation of barriers, new jersey elements, bollards and similar equipment;
- d) forced removal, at the risk and expense of the owner, of transport or work vehicles, of objects or personal belongings considered to be suspect or which anyway hinder the carrying out of the security checks.

The above provisions are also applicable to all visitors and guests admitted to the event.

14) LOUDSPEAKERS - SOUND TRANSMISSIONS - NEON SIGNS - ADVERTISING - SIAE (Authors' and Publishers' Association) FEES – Sound transmissions are forbidden, including those from radio receivers. The General Secretariat might use the loudspeakers set up inside the fair for its own communications or in an emergency. Neon signs are allowed only if the light is not intermittent. **Light beams thrown on the ceiling or along the aisles are strictly forbidden.** Advertising is allowed only inside one's own stand and only to Exhibitors / Represented Companies / Brands duly admitted to the Exhibition. Any other form of loud advertisement which might cause **inconvenience, such as music, projections with sound, shows with or without music, etc.** is forbidden. By distribution of sound and video graphic and multimedia supports containing protected works or creations of the mind according to Law 22.4.1941 no. 633, you shall pay the copyright royalties as well as the taxes relating to the authentication of these supports according to art. 181 bis of the same law.

The use of such works without a permit as well as of the above said supports without the stamp SIAE is liable to a penalty according to art. 171 and following Law 633/41.

15) ENTRY RATES

- € 109.00 per linear metre of the stand front plus the following sums per square metre of stand space:
 - Stand with 1 front (1 open side) € 166.00
 - Corner stand or on 2 aisles (2 open sides) € 175.00
 - Front stand (3 open sides) € 187.00
 - Block stand (4 open sides) € 189.00

Prices only apply to empty space, without any kind of shell scheme.

The whole area occupied by the same company, without gaps along the perimeter, is charged with these prices.

- € 15.00 per square metre for the following flat-rate services:
 - So many extinguishers in the stand as required by the law
 - **1 32A power-point (power supplied till 18 kW)**
ATTENTION: each additional 32A power-point costs € 675,00 (2023 list price subject to change)
 - **Daily cleaning of the stand** (cleaning of the floor and any claddings: the washing of the carpet and the elimination of stains or traces of the same is excluded; dusting of the furniture installed on the stand with the exception of any furniture on display.)
 - Heating in the Exhibition halls
 - Surveillance, general lighting of pavilions and fire prevention in the common areas
 - Payment of Single Advertising Fee
 - Copyright for any audiovisual aids in the stands that are chargeable with duty. Royalties due to artists interpreters performers and to phonographic producers and to SCF - Consorzio Fonografici - are also included according to art. 72 and 73 bis L. 633/1941. This amount does not include the fees due for live performances (with singer and/or musical instruments), which the Exhibitor must pay directly to the SIAE offices located in the city.
 - Free Wi-Fi

Occupation of gangways with carpet or aerial structures (trusses) has a cost per sqm: you can request an estimate to the Organizing Secretariat (see art. 11c).

- Registration fee:

In addition each stand holder is required to pay the fixed registration fee of € 1.100.00, plus € 600.00 for each Represented Company and € 300.00 for each Brand.

The registration fee includes the following services:

- Technical assistance to the Exhibitor during the Exhibition
- One parking card for each stand holder valid for parking inside the fair during the Exhibition
- BEVERTECH APP with visitor registration mechanism via smartphone
- Official Catalogue of the Exhibition: 1 copy to each Exhibitor + 1 further copy as ad voucher to all advertisers
- Entry in the Exhibition Official Catalogue with max. 20 product categories stated by the Exhibitor / Represented Company / Brand; entry in the on-line Catalogue; inclusion in the BEVERTECH Digital Platform where the Exhibitor can upload commercial content visible to pre-registered visitors and organise the appointment agenda
- Working badges for the periods pre- and after-show
- Automatic registration of entrances
- Entry badges for Exhibitors according to stand size

15a) Discount – The minimum area for each Exhibitor is 16 sqm.

On the total sum regarding the area in square metres of the allocated stand space - **except therefore the charge per linear metre of stand front and the fixed registration fee** - it will be granted a **discount of € 12.00/sqm** to those Exhibitors who will have paid by **15th January 2026** all the amounts due at the time of the application and by **2nd September 2026** the settlement of the space total cost.

After 15th September 2026, any requests for admission or expansion of the area initially requested can only be accepted subject to availability of space and without the application of the above discount.

15b) Single Advertising Fee – Single Advertising Fee: Without prejudice to the participation regulations, the Exhibitor is required to pay the Municipality of Rho the fee established pursuant to Law 27/12/2019, no. 160. Following the agreements reached with the Rho municipality in the interest of the Exhibitors, this tax is set flat according to the area taken by the Exhibition. In order to avoid the onerous procedures that the Exhibitors should follow by themselves, this tax is included in the flat-rate services (see art. 15). Fiera Milano will subsequently make the relevant payment to the Municipality of Rho.

16) TERMS OF PAYMENT – The area shall be settled by **2nd September 2026**. In case of non-payment, the exhibitor passes will not be activated. During the days just before the closing of the Exhibition the administration of Fiera Milano S.p.A. runs through all the invoices made out for additional services and supplies as well as any other charges. You can deny these charges by the Exhibition closing; after this term your counterclaim will not be accepted. **The statement of account can be found on the Exhibitor Portal, and the remittance of the amount to be paid by the Exhibitor can be carried out directly from the head office by wire transfer or credit card, accessing the Exhibitor Portal or producing the statement of account at the bank counters operating on the Exhibition premises.** The removal of exhibits as well as fitting-up materials and other items belonging to Exhibitors is conditioned by the production of Exhibitors' badges at the gates of the Fair Grounds; said badges will authorize the exit provided that Exhibitors have fulfilled all their contractual obligations towards Fiera Milano and/or the Organizer.

17) EXHIBITOR PORTAL – After the "stand assignment notification", the Exhibitor will receive an e-mail directly from Fiera Milano at the address of the contact person indicated on the application form. This will contain the FieraID to access the Exhibitor Portal, where the documents relating to insurance,

technical services and safety will be available for consultation and completion online. It is compulsory to complete these. You can download the plan of the exhibition area of your reserved area and you can upload the set-up design in the "activate stand fitter and insert set-up design" section. In the "Purchase in E-SERVICE" section, you can order and rent everything you need to participate in the event.

On the portal you will find information for online accreditation for the Exhibitor Passes and the Passes for set-up and dismantling

18) SURVEILLANCE OF STAND SPACES – Fiera Milano provides for a general surveillance service in the Quarter. The responsibility for custody and surveillance of the stands and their content is solely for the respective Exhibitors throughout the opening hours of the pavilions both during the event and during the setting up and breaking down phases. Exhibitors must ensure their presence or that of their employees at the opening hours of the pavilions and be present at the same standstill until the last moment of the evening closing. In this regard, it is recommended to close valuables in special wardrobes before leaving the assigned parking place.

Fiera Milano provides specific surveillance services. The exhibitor can apply for it through the online e-shop of Fiera Milano, within the terms set forth, at the Fiera Milano Logistics Service. The Organizer and Fiera Milano assume no responsibility for goods, materials and anything else left unattended by exhibitors in the Exhibition Centre.

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

19) CLEANING – The cost of stand cleaning is already included in the flat-rate services (see art. 15).

19a) Waste management – The collection, holding, transport and recovery of waste must be carried out in accordance with Legislative Decree no. 152 of 2006 as amended. It is compulsory for the Exhibitor to remove waste from the Exhibition Centre, taking it to the authorised recovery/disposal plants, in accordance with current legislation. Pursuant to the Technical Regulations, the Exhibitor and its representatives are responsible for the correct management of the waste produced inside the assigned exhibition space. It is forbidden for the Exhibitor (or its representatives) to leave waste of any kind inside the exhibition space, either in the assigned space or in the common areas (aisles, roadways, etc.). The Exhibitor or its representatives may remove the waste produced directly or by using the services of professionals authorised to handle waste, registered in the National Register of Environmental Managers, which can be consulted at the following address:
<https://www.albonazionalegestoriambientali.it/Public/Elenciscrittiti>

The prohibition on abandoning waste and the related obligation to manage it correctly shall be construed as referring to all waste and residual materials from the set-up/disassembly work (packaging, materials used such as walls, false ceilings, floor coverings, etc.). Is excluded from this obligation, however, the waste resulting from the cleaning of the stand during the Exhibition, carried out by the companies appointed by FIERA MILANO S.P.A., concerning the cleaning of the floor, the cleaning of any coverings and the emptying of the stand waste bins. In the case of abandonment of waste in the halls or inside the Fairgrounds, Fiera Milano will apply a penalty up to € 5,000.00, without prejudice to compensation for greater damages, and reserves the right to move away the responsible personnel from the Fairgrounds and to take legal action. The Exhibitor is required to respect all the local regulations in force and in accordance with the provisions of the Regulations governing the collection of solid urban waste, separate collection and urban hygiene services, adopted by the Municipality of Rho - pursuant to art. 198, c.3 of Legislative Decree 152/2006 - during the exhibition the Exhibitor and its staff are required to separate the waste produced, separating it by type and nature in the bins located inside the halls and in the specially equipped outdoor areas. In this way, separate management of the different types of waste can be guaranteed and their recovery in controlled supply chains promoted.

Attention: It should be noted that it is forbidden to use plasterboard or similar for fittings, whether they be for walls, counter walls, external claddings or for false ceilings in general.

20) PHOTOGRAPHS AND DRAWINGS – Private individuals, Visitors and Exhibitors are forbidden to take photographs or to make drawings inside the pavilions without being authorized by the Organizing Secretariat. This one and Fiera Milano S.p.A. may photograph any stand and use the relative reproductions without having to pay any royalties to the Exhibitors.

21) SIGNS – Signs and other kind of illustrative material are to be not higher than 7 metres subject to limitations of art. 11. It is forbidden to put out signs indicating references or the successful sale of any display machinery or material.

22) INSURANCE - LIMITATION OF LIABILITY

22.1) All-Risks Policy - Exhibitor's Property policy (excluding risk of terrorism and sabotage)

The Exhibitor/co-Exhibitor must have an All Risks policy on the whole value of goods, machinery, equipment and fittings taken into and/or used in the Fiera Milano exhibition centre with a waiver of right to claim compensation towards Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, the Organizer and any third party involved in the organisation of the event. In case of subrogation from its own insurer, the Exhibitor/co-Exhibitor guarantees to hold the aforementioned Subjects harmless. Fiera Milano furnishes to Exhibitor/co-Exhibitor, free of charge, an "All Risks" insurance with a limit of Euro 25.000,00, to cover all goods, machinery, fixtures, fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors/co-Exhibitors. Coverage includes the stipulation of 10% insurance exclusion for each claim in the event of theft, with a minimum of Euro 250,00 and doubling this amounts for the reports submitted after the closing of the exhibition.

Such insurance policy will be not effective in case of:

- sale to the public with immediate delivery of the product on display, during Exhibitions where this activity is forbidden;
- early stand leaving
- delay without notice of the removal of goods and materials left into the Fairground.

Please note: for the purposes of this policy, are not insured software of whatsoever nature, wherever installed, money, personal goods and effects such as, but not limited to, personal devices, smartphones, cameras, bags, documents, clothes, keys, etc.

In the Exhibitor Portal, Handle Document Section – Insurance, you shall find the link to receive information about the “All Risks” policy, provided by Fiera Milano free of charge

For any further information, please contact:

Marsh S.p.A.

Phone (+39) 02 48538909

e-mail: fiera.milano@marsh.com

22.2) Third-party insurance policy - This coverage is automatically provided, free of charge, for all exhibitors by Fiera Milano. This will become an extension of its general policy that has a limit of no less than Euro 100,000,000.00 (one hundred million).

22.3) Limitation of Liability - The Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability for consequential losses, reputational damage, loss of revenues, etc. Also for any direct loss, since each Exhibitor has in custody/care the reserved exhibition spaces and is responsible for the goods contained therein, the Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability, for goods/values covered and/or not covered and/or exceeding from the above mentioned Art. 22.1. The Exhibitor acknowledge that Fiera Milano shall not provide insurance service/policy, or provide any benefit to the extent that the provision of such services or benefit would violate applicable law or expose Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, to any sanction, prohibition or restriction under ONU Security Council Resolutions or under other trade or economic sanctions, laws or regulations. Therefore the Exhibitor under those restrictions, will not be covered by any insurance policy and release hereby Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, against all liabilities for any harmful event that may be suffered within the Exhibition Centers available / owned / managed by the aforementioned subjects, nor will have any action, claim or request against such Subjects, for the aforementioned events.

23) DAMAGE TO STAND SPACES – Stand spaces shall be returned in the same condition in which they have been taken. Exhibitors are charged with any restoration's cost and are also responsible for any damage. The restoration's work will be made directly by Fiera Milano S.p.A..

24) PRICE INCREASE – The fees for stand spaces are fixed, in general, according to the costs estimated on **10th January 2025**. In the event of a general increase in prices or in the cost of labour, of electricity, etc. the Organizer reserves the right to readjust fees and rates.

25) CHANGES IN THE REGULATIONS – The Promoters reserve the right, also departing from these General Regulations, to lay proper down rules to regulate better the Exhibition and all the services connected with it. Such rules have the same value of these Regulations and are to be considered equally binding. In case of breach of these General Regulations, the Promoters, on request of the Organizing Secretariat, may also decide on the expulsion. In such a case, the Exhibitor is not entitled to a refund or to any kind of compensation.

26) FORCE MAJEURE – In case of force majeure, or for reasons beyond the Organizer's control, the date of the Exhibition can be changed or the Exhibition itself can be cancelled. In this case the Organizer, after having honoured its commitments towards third party and covered all the organization's expenses, will share out among the Exhibitors, within the limits of the advance, the residual charges in proportion to the amounts due for the requested square metres. Any possible residual amounts will be proportionally returned to Exhibitors. The cost of special equipment and/or installations requested by Exhibitors are to be entirely refunded by Exhibitor themselves. On no account the Organizer can be sued for damages.

27) SALE OF PRODUCTS AND ADVERTISING – Exhibitor is strictly forbidden to put the displayed products up for sale with prompt delivery. Throughout the whole Exhibition area, including stand spaces, it is also forbidden to spread, by whatsoever means, any kind of illustrative or advertising material relating to any company which has not been admitted or registered to the Exhibition. Should that be the case the General Secretariat has the right to expel immediately this material and its bearers.

28) CHECKS – Except as established by the single provisions, the supervision of compliance with the General Regulations is entrusted to the staff of Unione Italiana Vini Servizi soc. coop., to the competent offices of Fiera Milano and possibly to third parties (natural or legal persons) appointed by the same.

29) PLACE OF JURISDICTION – The Court of Milan is the exclusive place of jurisdiction for any dispute.

30) TECHNICAL REGULATIONS – Additional technical regulations about the setting up of the stand and others such as: insurance – power and water supply – loading and unloading of the goods – fire prevention – etc. will be communicate separately or included in the “Technical Regulations”. These are to be considered an integral part of these Regulations.

31) NON-OCCUPATION OF STAND SPACES – Stand spaces left unoccupied within **1.00 pm of the day before the opening of the Exhibition - 16th November 2026** - will be considered as deserted and the Organizing Secretariat shall have full right to use them in any way or to allocate them to other Exhibitors with no obligation to refund.

32) CLEARING OF STAND SPACES – Stand spaces are to be completely cleared **within 3 days from the closure** of the Exhibition. Otherwise Fiera Milano S.p.A., just as it does not answer for goods, materials or whatever else left in the stand, reserves the right to remove and store them, without any responsibility on its part and at the defaulter's expense, risk and peril. Objects that have not been claimed within two months may be put up for auction and the proceeds, after expense and possible rights of Fiera Milano S.p.A., will be credited to the Exhibitor. Leaving materials of the exhibiting firm in the Exhibition area also involves the payment of a fee to Fiera Milano S.p.A. for the extra-occupation of such area. The removal of

exhibits as well as fitting-up materials and other items belonging to Exhibitors is conditioned by the production of **Exhibitors' badges** at the gates of the Fair Grounds; said badges will authorize the exit provided that Exhibitors have fulfilled all their contractual obligations towards Fiera Milano and/or the Organizer.

33) NON-OBSERVANCE – In case of non-observance of the regulation limits related to office booths, signs or other fittings of the stand, the Organizing Secretariat is unconditionally authorized, to do whatever is necessary to re-establish the observance of the rules.

Furthermore, non-observance of any rule of the General or Technical Regulations, or of any other rule laid down according to the General Regulations, in addition to the measures provided specifically for this case, may entail the loss of any right of priority or preference in the assignation of stand spaces at future BEVERTECH Exhibitions or, in case of recidivism, even the non-admission to the Exhibition.

34) INFORMATION AND CONSENT TO DATA PROCESSING (GDPR-REG.UE 679/2016-D.LGS 196/03 AND S.M.I.) - For complete information and to express consent to the processing of data pursuant to the decree “GDPR - Reg.UE 679/2016”, read and sign Annex I.

35) OBLIGATIONS OF FINANCIAL FLOWS TRACEABILITY

1. Unione Italiana Vini Servizi soc. coop., while carrying out all services as described in these Regulations, shall comply with all obligations concerning the financial flows traceability pursuant to Art.3 Law 13 August 2010, n 136 and subsequent modifications and additions. In particular, in case the exhibitor is a public body and/or public corporations and/or in any case considered as a “contracting station” according to the above law, Unione Italiana Vini Servizi soc. coop.:

- a)** takes on, on pain of absolute nullity of the present contract, all obligations of financial flows traceability pursuant to Art. 3 of the Law 13 August 2010, n 136 and subsequent modifications and additions – even in the relationships with its own sub-contractors and sub-contract companies belonging to the supplying business chain that may be in any way interested in the work order;
- b)** undertakes to use one or more bank or postal accounts opened at Banks or at Società Poste Italiane S.p.A., dedicated, also not exclusively, to the specific public work order received;
- c)** undertakes to give immediate notice to the contracting station and to the Prefecture – Territorial Office of the Government - in case of non-compliance by its counterparty to the obligations of financial flows traceability and to terminate the contract even with regard to the relationships with its own sub-contractors.

2 The exhibitor considered as “contracting station” in compliance with the above law shall fill in the Application Form, also including, on pain of nullity of the same Application, the obligatory CIG code (identification tender code) and – where necessary - the CUP code (single project code) concerning the pertinent public investment.

3 The exhibitor considered as “contracting station” in compliance with the above law shall have the right to terminate the contract, pursuant to and for the purposes of Art. 1456 Civil Code, in case Unione Italiana Vini Servizi soc. coop. should not comply with the obligation specified at letter b) of the previous paragraph .1 and/or in general should not comply with any obligation of financial flows traceability pursuant to Art. 3 of the Law 13 August 2010, n 136 and subsequent modifications and additions.

36) FOOD AND CATERING SERVICES

Exhibiting companies can apply for Fiera Milano food and catering services in the “Purchase in E-Service” section of the Exhibitor's Portal and/or by contacting ristorazione@fieramilano.it or calling +39 02. 4997.6365/7425/7805 – <https://ristorazione.fieramilano.it/>. Third party catering companies and Exhibitors who wish to offer food and drink to their guests of their own accord can purchase passes for access and resupply when submitting the necessary documentation. The procedure is available on the Obligatory Documentation - Catering section of the E-Service platform and in the Fiera Milano Technical Regulation. In accepting this General Regulation, Exhibitors who provide their own catering separately from the services provided by Fiera Milano declare that they are aware of the provisions of the Italian Prime Ministerial Decree dtd. 17 May 2020 and its amendments and agree to observe its requirements.

37) USE OF IMAGES OF THE EXHIBITOR ACQUIRED DURING THE EVENT

Use of images of the Exhibitor acquired during the Event in relation to the images that concern the Exhibitor, the relevant stand and/or its representatives, members, employees and workers, acquired or recorded in any way (such as, by way of example, using cameras, video cameras or audiovisual recordings) during the Event, the abovementioned Exhibitor declares to be aware, pursuant to Regulation (EU) 2016/679 - Personal Data Protection Act, that Ipack Ima and Fiera Milano may collect and process said images and that they may be disseminated for informative, promotional and commercial purposes pursuant to the terms specified in Article 37, to this end granting Ipack Ima and Fiera Milano the free use with of these images, for these purposes, as per articles 96 and 97 of Italian Law no. 633/1941, authorizing Ipack Ima and Fiera Milano with no restrictions, and by engaging any means of communication (including therein, for example, brochures, presentations, catalogues and in general, all the paper material necessary for their disclosure and promotion, TV, pay-per-view, etc.) and dissemination via internet (company website, social networks, etc.) or via magazines and other publications, including digital ones, with the fullest rights to adapt and reproduce the same, for all legal purposes. For this purpose, the Exhibitor declares and guarantees to Ipack Ima and Fiera Milano that they have: (i) obtained the authorization of the data subjects for the processing of the data relative to their photos, video recordings etc. by Ipack Ima and Fiera Milano, including their dissemination for informative, promotional and advertising purposes pursuant to the terms of Regulation (EU) 2016/679 - Personal Data Protection Act; (ii) obtained authorization for the use and dissemination of the images, pursuant to Articles 96 and 97 of Italian Law no. 633/1941 on copyright, in the above-mentioned terms, from the natural persons portrayed or recorded, their representatives, members, employees and workers during the above-mentioned event. In relation to the previous points (i) and (ii), the Exhibitor undertakes to indemnify and hold Ipack Ima and Fiera Milano harmless from all disputes,