

## EXHIBITOR GUIDE

1. FAIR DETAILS
2. PAYMENT OF BALANCE FOR EXHIBITION SPACE
3. FINAL STATEMENT – EASY SERVICE
4. ELECTRONIC EXHIBITOR BADGES
5. ELECTRONIC INVITATIONS FOR CLIENTS
6. CUSTOMER SERVICE - ASSISTANCE EXHIBITORS
7. MOVING IN / MOVING OUT
8. VEHICLE BADGES AND WORK PERMITS
9. RULES FOR DRIVING WITHIN THE FAIRGROUNDS AREA
10. EXHIBITORS' CAR PARK
11. TECHNICAL REGULATIONS
12. STAND DESIGNS- FITTING UP PLANS
13. FIERA MILANO SERVICES – EASY SERVICE
14. SERVING FOOD AND/OR BEVERAGES AT EXHIBITION STANDS
15. CUSTOMS–PACKAGING SERVICE–DELIVERIES AND TRANSPORT - HIRE OF TROLLEYS AND PORTERS
16. ADVERTISING AND ON OFF-LINE CATALOGUE
17. COPYRIGHT - PERFORMANCES - MUSICAL EMISSIONS (Art. 13 G.R.)
18. DECLARATION OF VALUE – INSURANCE – LIMITS OF LIABILITY (art. 19 G.R.)
19. OBLIGATORY FIRE EXTINGUISHER
20. ON LINE CATALOGUE – FIERA MILANO MEDIA AND INTERNET SERVICES
21. TELEPHONE
22. V.A.T REFOUND TO FOREIGN EXHIBITORS
23. OSPITALITY
24. SERVICES OFFERED DURING THE EXHIBITION
25. DEADLINES
26. SALONE FRANCHISING MILANO ORGANIZATION – USEFUL NUMBERS
27. FIERA MILANO – USEFUL NUMBERS – SERVICES – MAP

FOR ANY OTHER INFORMATION PLEASE CONTACT SECRETARY OF EXHIBITION

Simona Caiazzo: Tel. +39 0209992488

[Segreteria.bigevents@fandango-club.com](mailto:Segreteria.bigevents@fandango-club.com)

## EXHIBITOR GUIDE

### 1. FAIR DETAILS

<b>DATE</b>	: 25 – 27 Ottobre 2018
<b>VENUE</b>	: Fieramilanocity
<b>ENTRANCES</b>	: Gate 5 – Via Teodorico
<b>VISITOR TIKET</b>	: <b>in case:</b> 1 day € 30.00 – 2 days € 40.00 <b>With preregistration:</b> 1 day € 30.00 – 2 days € 40.00 <b>With Presale:</b> 1 day € 20.00 - 2 days € 30.00 (until 24 October) <b>With Presale:</b> 1 day € 30.00 - 2 days € 40.00 (25-26-27 October) <b>Discount:</b> 1 day € 10.00
<b>EXHIBITION HALL</b>	: 3
<b>EXHIBITOR OPENING TIMES</b>	: 8.30 am - 7.00 pm
<b>VISITING HOURS</b>	: 9.30 am - 6.30 pm TRADE AND GENERAL PUBLIC VISITORS EVERY DAY OF THE FAIR
<b>ORGANIXER</b>	: RDS Expo S.r.l
<b>SECRETARY RDS &amp; Expo</b>	: Tel. +39 09992488 e-mail: segreteria.bigevents@fandango-club.com
<b>HOW TO GET THERE - Hospitality</b>	: <a href="https://www.salonefranchisingmilano.com/it/visitare/visita-il-salone-franchising-milano-2016">https://www.salonefranchisingmilano.com/it/visitare/visita-il-salone-franchising-milano-2016</a>

### 2. PAYMENT OF BALANCE FOR EXHIBITION SPACE

The balance of all participation fees shall be paid within 15 days from receipt of invoice and in any case no later than 20 September 2018. Invoices issued after that date are payable on receipt. Exhibitors that have not paid the balance of the exhibition fee shall be barred from entering for fitting. In the event of non-payment as above, Fiera Milano shall not supply power to the stand ( see art. 3 of General Regulation – Form 1 pag. 8).

**ONLINE PAYMENTS** Fiera Milano provides the possibility to the exhibitors **to pay on line** by credit card registration fees, **invoices and statements of account** . The service, both in Italian and English, allows to remit advance and balance payments, saving in this way time due to the transactions. Enter the service on line <http://services.fieramilano.com/ipol/index.html>

### 3. FINAL STATEMENT - EXIT PASSES

The payment of the balance of any additional services and supplies must be made before the Exhibition closes (see Article 3e of the General Regulations)  
The removal of the exhibited products at the end of the Exhibition, as well as the materials of preparation and anything else pertaining to the Exhibitors, it is conditional on the exhibition to the surveillance guards at the gates of the Exhibition Center of the exit passes; these passes will be authorized to exit for verification of the exact fulfillment, by the Exhibitors, of all the obligations assumed for the Contract with Fiera Milano and the Organizer.

### 4. ELECTRONIC EXHIBITOR BADGES

Each principal exhibitor, included in the registration fee will be entitled to a number of exhibitor badges electronic proportional to the area occupied:  
**6 passes for the first 20 m<sup>2</sup> + 1 pass for every additional 6 m<sup>2</sup> after the first 20 m<sup>2</sup>.**

Pass to be used during the show, as well as during build-up and dismantling.

#### Fast Lane Turnstiles - How do they work?

- In e-service platform click on exhibitors badge
- The exhibitor writes the name of the person who will use each pass directly on the pass
- The exhibitor then prints the PDF with the barcode. Validate at the Exhibition entrance at the dedicated Fast Lane Turnstiles.

Any requests for codes for additional electronic passes must be sent to the Event Office at [segreteria@salonefranchisingmilano.com](mailto:segreteria@salonefranchisingmilano.com), who accordingly to availability and m<sup>2</sup> assigned, will provide to process the request

### 5. ELECTRONIC INVITATIONS FOR CLIENTS

Each principal exhibitor included in the registration fee will be entitled a number of electronic client invitations as follows (value € 0,50/cad)

Stands up to 40 m <sup>2</sup>	25 electronic invitations
Stands over 41 m <sup>2</sup>	50 electronic invitations

#### how does it work?:

1. The Event Office will send exhibitors an email containing the link to access their personal page; once there, they can download their allocated invitation codes.
2. Exhibitors send an email with the allocated invitation codes to their clients (they can also add a personal message to send with the code)
3. The clients receive the emails from the exhibitors, access the page on line, register and insert their invitation code; they will then receive an email with a PDF file with a barcode to print and validate at the Exhibition entrance at the dedicated Fast Lane Turnstiles
4. Each invitation code is valid for one daily entrance for one person.
5. Exhibitors will also be able to consult online statistics on the use of the invitation codes by their clients.

**In addition to the free electronic client invitations indicated above, each principal exhibitor may also order additional electronic client invitations at a special price using Form 4 – ELECTRONIC CLIENT INVITATIONS**

**Please note: no other invitation or document produced by the exhibitor allows entry to the fair.**

## 6. CUSTOMER SERVICE - ASSISTANCE EXHIBITORS

For any information about the technical structures in exhibition please contact **Exhibitors' Assistance** as follows:

**CUSTOMER SERVICE:**

**INFO:** : Tel. +39 0243425000/5008

**e-mail:** [salonefranchising@customerservice.fieramilano.it](mailto:salonefranchising@customerservice.fieramilano.it)

**Balcony Pav. 3**

- from 12 to 14 October (exhibition hours)

- during the stand setting-up/breaking-down from 8.00 am.to 6.00 pm

## 7. MOVING IN / MOVING OUT

**The stand building up is allowed only after the payment of the balance of the participation fee (Art. 8 general Regulation)**

Exhibitors may enter the Fiera Milano City fair complex for moving-in operations as from **7 October** in accordance with the days and times given below and with the fair-complex access regulations detailed in the relative circular letter from Fiera Milano S.p.A.

**MOVING IN AND MOVING OUT – EXHIBITION HALL NO. 4 – FieraMilano City**

MOVING IN			MOVING OUT		
Days	Vehicle access	Exhibition hall open	Days	Vehicle access	Exhibition hall open
<b>21 - 23 October</b>	All types	h. 07.00 am - 06.00 pm	<b>27 October</b>	removal of hand-carried to vehicles already parked in the exhibitors' car park	h. 6.30 pm - 7.30 pm
<b>24 October</b>	less than 7,5 tons	h. 07.30 am - 06.00 pm*	<b>28 - 29 October</b>	All types	h. 07.00 am - 06.00 pm

\* Extension of time will not allowed on 24 October

**Saturday 27 October, exhibition's last day, the show closes at h. 06.30 pm., Exhibitors are not allowed to start dismantling their stand or remove goods or materials before closing time.** This because of clear reason of fairness towards visitors and in more in general for the event image and safety.

Only exhibitors with a stamped **EXIT PASS** (stamp will be given only after the payment of the balance) will be allowed to move-out on 14 October from 6.30pm to 7.30 pm. Any valuable materials should be removed from your stand on **27 October 2018 between h. 06.30 pm and h. 7.30 pm** (moving-out times).

### OVERTIME

If you have a proven need for a limited extension to the moving-in times (excluding the day before the show opens) or moving-out times, you should fill in the appropriate form and take it to the Customer Service - Exhibitors Assistance (paid service).

**REMAINING IN STANDS AFTER CLOSING TIME WITHOUT AUTHORISATION** Fiera Milano (Customer Service), with the assistance of the surveillance) will levy a fine of € 250.00 (VAT non included) for every hour stands remain occupied after the scheduled closing time and will claim compensation for any extra costs incurred.

OVERTIME BUILDING UP COSTS – 1 hour: € 80, 00 (with or within driving force)

ADVANCE BUILDING UP COST

Weekday € 220.00

Festive € 440.00

BEFORE CREDITING ASSISTANCE FOR PEOPLE AND VEHICLES DURING BUILDING UP/ MOVING OUT DAYS

**UFFICIO LOGISTICA** +39 02 36628600 - +39 0249977861/7863 [logisticafiera@fieramilano.it](mailto:logisticafiera@fieramilano.it)

## 8. VEHICLE BADGES AND WORK PERMITS

Each exhibiting company will receive, after the stand assignment, an e-mail from Fiera Milano to register vehicles and persons that must enter the fairground during the setting-up and breaking-down periods (each exhibitor will receive a barcode as confirmation, that must be shown at the entrance) together with the rules about setting-up and breaking-down. For vehicles simply enter the licence plate number. Please do not photocopy the e-mail because the barcode is unique and allow the entrance of only one vehicle.

**Such authorisations will be valid only during setting-up and breaking-down periods.** Should any Company be provided of them, for any reason, or for additional permits, it may apply to the **below mentioned office**, as Exhibitor of **SALONE FRANCHISING MILANO**:

Front office **LOGISTIC OFFICE** Fieramilanocity +39 02 36628600 - +39 0249977861/7863 - [logisticafiera@fieramilano.it](mailto:logisticafiera@fieramilano.it) - <http://www.fieramilano.it/en/logistics-and-access>

## 9. RULES FOR DRIVING WITHIN THE FAIRGROUNDS AREA

### DURING THE SETTING-UP AND BREAKING-DOWN PERIOD FOR EXHIBITORS AND STAND FITTERS

All vehicles circulating in the Fair Quarter are subject to the Highway Code. In particular, traffic signs and the 30 km/h speed limit must be scrupulously observed. Inside the pavilions, when permitted by security officers, vehicles may only proceed at walking pace. It is absolutely forbidden for vehicles to park in front of side roads, access areas to goods lift, fire hydrants, emergency exits, near crossroads or in front of public emergency services (First Aid, Fire Brigade, etc.).

Due to the heavy traffic on the Fair Quarter roads during the setting-up and breaking-down phases, drivers are required:

- To only use the routes and parking areas indicated by the Fiera Milano security and service staff;
- To limit the time taken for loading and unloading goods to a **maximum of 2 hours**. Parking of more than 2 hours will be subject to a charge of **€ 50.00 + VAT** per hour;
- Not to leave vehicles parked, even if they have broken down, inside the Fair Quarter from 8.00 pm to 7.00 am or, in the event of extended opening times, after the pavilion closing time.

Infringements will be subject to a charge of **€ 250.00 + VAT** for each night or fraction of a night.

IT IS FORBIDDEN FOR UNAUTHORISED VEHICLES TO ENTER THE FAIR QUARTER.

## 10. EXHIBITORS' CAR PARK

**Each principal exhibitor (no brand and represented companies) will be entitled to 1 free parking space.** Your free car pass, reserved for principal exhibitors, can be downloaded from e-service personal page. You have to digit the number plate and print the pdf file. Remember to leave the pdf file inside the car. **Additional car spaces** can be requested with the CAR PARK form that can be downloaded using the link in e-service store at **€ 42,00 + vat.** Collections methods for additional paid parking spaces will be notified with your order. The extra pass can be purchase on e-service web site. Exhibitor is required to put number plate and will receive the parking pass by e-mail.

## 11. TECHNICAL REGULATIONS

Fiera Milano S.p.A - **Technical Regulations**, which provide information about the technical aspects of the Fiera Milano fair complex, will be sent to all exhibitors together with the acknowledgement of their exhibition space allocation: [http://www.salonefranchisingmilano.com/images/banners/02\\_regolamento\\_tecnico.pdf](http://www.salonefranchisingmilano.com/images/banners/02_regolamento_tecnico.pdf)  
Fiera Milano S.p.A. - **Technical Regulations give the standards and rules for taking part in the fair and setting up exhibition space.**

## 12. STAND DESIGNS- FITTING UP PLANS

In the case a pre-set up area solution is not chosen the stands will be placed at the disposal of the Exhibitors, delineated by coloured stripes on the floor and it is mandatory for the Exhibitor to autonomously set up its own stand including the perimeter walls, realization of electrical system, flooring and lighting. With the specific Technical Regulation of Fiera [http://www.salonefranchisingmilano.com/images/banners/02\\_regolamento\\_tecnico.pdf](http://www.salonefranchisingmilano.com/images/banners/02_regolamento_tecnico.pdf) (Art.1-page 9) and memos/communications concerning the Event, which constitute an integral part of this General Regulation, all the rules of construction and furnishing of stands will be provided. The Exhibitor is required to submit advance at Fiera Milano S.p.A., the exhibition design for verification, according to the specifications and the times indicated in the appropriate document (required documents - fitting up) available for download at the link to access the section reserved to him in the E-service site of Fiera Milano, which will be sent to the Exhibitor immediately after the notification of assignment of the stand.

We point out that: the maximum height of the stand is 5 mt. (taller than 3 mt. See Tech. Reg. Art. 1 point 1.2.2) and within this height all the structural elements of the stand must be contained. The panels that border with another stand and the ceilings that can be observed from the top must be finished according to best practices and with white colour and must not cause any loss of image to neighbouring exhibitors. Lacking this, Fiera Milano S.p.A. may intervene directly with costs to be borne by the defaulting Exhibitor. Walls and pillars may be coated with overlays of their panels or coverings. The boxes for user installations (electrical, telephone and service sockets, etc.) must be kept constantly accessible; phone and emergency service must remain constantly accessible. It is prohibited to close free sides of the stand with continuous walls that deflect visibility to neighbouring stands and obstruct the lanes within the pavilions. Any type of closure of free sides in the lane must however respect what is indicated in the Technical Reg. of Fiera Milano (Art. 1 point 1.2.3-k). All of the material to be used for the construction of stands (dividers, backgrounds, various pedestal structures, trims, coverings, fabrics, ceiling, curtains, etc.) must be fire-proof at the origin or materials which have been fire-proofed under Ministerial Decree of the Interior of 06.26.84 and subsequent amendments and additions. In the event of a breach, the subject that has not complied with the provisions of this article may be called to compensate for damage caused either directly by the Organiser and Fiera Milano and from individuals/entities that have directly been damaged from this breach. The changes that the Organiser and Fiera Milano reserve the right to make at their discretion, depending on the organisational requirements of the event to the projects of arrangement of stands, will be made at the expense of the Exhibitor. For suspended structure see dispositions on technical Regulation of Fiera Milano spa.

**GALLERY (RAISED PLATFORM) – A GALLERY AREA IS NOT PERMITTED IN PAV. 4 AND UNDER THE BALCONY AT PAV. 3**

### 13. FIERA MILANO SERVICES – <https://eservice.fieramilano.it/>

Fiera Milano S.p.A provides the following services to exhibitors at extra cost: water supply, catering, audio visual equipment, IT services, telecoms services, surveillance, translation, flower arrangements and decorations, hire of statistical analysis systems, car parking, hotel accommodation etc. through an electronic platform E-service with a reserved access communicated by e-mail to each exhibitor after the notification of the stand. The e-mail will be sent to the exhibitions referent e-mail address (indicated on the admission form).

**For further information please contact Call Center e-service at +390249976822**

#### **COMPULSORY DOCUMENT**

Stand lay-out

Electric connections for lighting and motive power

Insurances (send accordingly to the indicated procedures)

Fire prevention (safety for fitting-up materials)

Catering (mandatory only in the case of use of an external catering)

#### **OPTIONAL DOCUMENT**

Stand Fitting

Rigging Equipment

Stand Furnishings

Car parks

Pass

Promotional services

Ecological services

Technical services

Telecommunication services

Audiovisual and computer services

Special stand surveillance

Catering

NB: A basic stand cleaning service during the fair is included the registration fee

**For a close no pre setup area exhibitor must give a copy of the key to customer Service**

Digital Totems "Easy Services"

New online service, exclusive to Exhibitors.

In a dedicated space, within the event, you can directly access TOTEM Easyservice through your Exhibitor Card to:

- Enter the E-SERVICE shop and purchase the services for the event (eg technical services, catering, etc.);
- To credit people and vehicles on entry to the set up / dismantling days
- View and print invoices, statement, exhibitor cards;
- Pay the statement of account or the invoices relating to the stand and the services via credit card or electronic wire transfer with Mybank ..

### 14. SERVING FOOD AND/OR BEVERAGES AT EXHIBITION STANDS

Exhibitors who wish to serve food and/or beverages at their stand, free of charge, can send a specific request to:  
segreteria.bigevents@fandango-club.com - Tel. 02 09992488

### 15. CUSTOMS–PACKAGING SERVICE–DELIVERIES AND TRANSPORT - HIRE OF TROLLEYS AND PORTERS

For any need of handling, information or assistance about deliveries, transport of materials, “door to door” services and any customs operation, the Official Courier of Fiera Milano are at your disposal. Please address to:

• **EXPOTRANS** –at Gate 13 Gattamelata

Tel. +39 02 36669600- Fax +39 02 45402024

Mail: [alessandra.dellavedova@expotrans.it](mailto:alessandra.dellavedova@expotrans.it); [info.fieramilanocity@expotrans.net](mailto:info.fieramilanocity@expotrans.net)

During setting-up and breaking-down periods, the forwarder of Fiera Milano provides a trolley and porter hire service, also bookable, at fixed rates and porter

### 16. ADVERTISING AND ON OFF-LINE CATALOGUE

- **Advertising** – It is forbidden to hand out flyers in hall aisles or in the inner streets of Fiera Milano’s area. It is also forbidden making all forms of expression that, by their appearance and substance may lead to a direct comparison with another Exhibitor. Exhibitors, except the stands they own, can only advertise in accordance with the Organiser, through Fiera Milano’s agreement, which reserves the exclusive rights about it.
- **Employment of Salone Franchising Milano’s brand**: Exhibitors may use the Event brand in their advertising campaigns only with the layout and typeface options well defined by the Organiser, downloadable on the website <http://www.salonefranchisingmilano.com/it/esporre>
- **On off-line instrument of Exhibition**: Organiser will publish Exhibitors and co-Exhibitors (trade names with location of stand and business activity) details on media and on off-line catalogue without any responsibilities about omissions or mistakes made for the fulfillment and diffusion of these tools. This publication will include the details of the lead Exhibitor of the stand as indicated in form 1 and those of the co-Exhibitor (form 2 “on off-line catalogue details of co-Exhibitor) received by the deadlines.

**Attention !** Any contractual proposal for services and/or advertising for a charge received from subjects other than RDS Expo S.r.l., Fiera Milano S.p.A., or companies delegated by them, are to consider as extraneous to the organisation of the "Salone Franchising Milano" exhibition and therefore RDS Expo S.r.l. and Fiera Milano S.p.A assume no responsibility for acceptance of the aforesaid offers. In case of doubt, before signing, please contact Salone Franchising Milano secretary office at +39 0209992488

## 17. COPYRIGHT - PERFORMANCES - MUSICAL EMISSIONS (Art. 13 G.R. Salone Franchising Milano 2018)

- **The discharge of copyright** deriving from any eventual installation audio visual in the stands is subject to precise rules and is undertaken by Fiera Milano S.p.A. and RDS Expo Srl for all Exhibitors at the show. However, this does not include live musical performances (with singers and/or musical instruments), here the Exhibitor must apply to the SIAE offices in the Milan Municipality area. Also included are rights which, for the purposes of arts. 72 and 73 of Law no. 633/1941, pertain to artists, performers, executors and phonographic producers owning rights on recordings and, on their behalf, to SCF - Consorzio Fonografici however, this does not include the rights deriving from artists interpreter and executors and phonographic producers according to art. 73 of the law above said for the diffusion of phonograms and musical video in fashion shows, DJ set with or without dancing. For that, the organizers of these events must contact SCF - Consorzio Fonografico SpA - Via Leone XIII, 14 Milano - in order to respect the laws.
- **Performances - Musical emissions** - Musical and artistic shows and the use of audio visual equipment for exhibitor's support are allowed in the stand as long as the volume is low and does not interfere with the smooth running of the show. The Exhibitor must respect the technical dispositions of Art. 8.2.2 (sound diffusion and projections) in "Technical Regulations and Extract from the emergency plan and information on the risks present in the Exhibition Centre for the purposes of safety" which is part of the Technical Regulations. In case of violation, any subject that has not respected the dispositions of the present article may be required to pay compensation for costs sustained either directly by RDS Expo Srl and Fiera Milano S.p.A. or by those subject/bodies who have directly suffered the harm.
- **Media distribution** – In the event of distribution of audio/video or multimedia recordings containing works or parts of works protected under law no. 633 of 22/04/1941, Exhibitors shall prove that they have paid all copyright fees and duties relating to the media, under the terms of article 181-bis of the same law. Illicit use of said works, and/or the absence of the SIAE stamp on the media is punishable under articles 171 et seq. of Law 633/41.

## 18. DECLARATION OF VALUE – INSURANCE – LIMITS OF LIABILITY (art. 19 G.R.)

**Declaration of value** Exhibitors shall use the dedicated form downloadable from the MANDATORY DOCUMENTS section of the Fiera Milano S.p.A. e-service portal to declare the overall "real value" of goods, machinery, stand assembly materials and equipment that it plans to bring into and/or use at the exhibition centre, also on behalf of the represented companies; it is understood that failing that declaration, the minimum capital reported in Paragraph below shall be accepted and without prejudice to the right of Fiera Milano to verify any declaration made. In the event of a claim, if the Exhibitor's declared value and the real value of the property insured do not correspond, the insured value will in any case be the value declared by the Exhibitor. In any case, the insurance company will have the right to pay damages in compliance with the proportionate criteria as governed by article 1907 of the Italian Civil Code.

**All-Risks** – Exhibitor's Property insurance policy (excluding terrorism and sabotage) - RDS Expo Srl.. and Fiera Milano SpA require all goods, materials, items for setting up the stand and equipment brought into the exhibition centre and/or used by Exhibitors to be covered by an all-risks insurance policy with waiver on making claims against third parties, including Fondazione Fiera Milano, Fiera Milano SpA, their associated companies, the Organiser and third parties in any way involved in the organisation of the Exhibition. This insurance coverage will be brokered by Fiera Milano SpA for a capital of € 25,000.00 at the price of € 95.00 + VAT (VAT only if due), which will be debited by Organiser in the final invoice for stand fee. Exhibitors can complete and sign the "INS" form, which can be downloaded from the Fiera Milano e-service excess of 10% for every claim, in the event of theft, with a minimum of

€ 250.00, and portal, in order to increase the capital automatically provided. Coverage includes an double these amounts for any claims made after the end of the exhibition. Exhibitors who have already taken out their own all risks insurance, valid for trade fairs and exhibitions, to guarantee goods, machinery, equipment and items brought into and/or used in the exhibition centre, with a clause to waive claims for reimbursement against Fondazione Fiera Milano, Fiera Milano SpA, relevant associated companies, the Organiser and third parties anyhow concerned with the organization of the Exhibition, are in any case required to sign and return the corresponding "INS" form, attached to the online forms and accompanied by declarations signed by their own and the insurance company's legal representative that the aforementioned property are covered by an all-risks policy for a sum of no less than the one considered in these General Regulations (see facsimile included in the INS form). In that case, Fiera Milano will issue a credit note for the corresponding amount on the previously issued invoice. In that case, operating machinery – parking areas – supply of power and water and other utilities will be communicated by means of the technical rules contained in the Technical Regulations Fiera Milano will write off the invoice previously paid down through a credit note for the corresponding amount.

**Third-party liability insurance** – Fiera Milano will automatically provide all Exhibitors with said insurance, at no additional charge, under its own general policy, with a ceiling of no less than € 100,000,000.00 (one hundred million euros).

**Limits of liability** - Fiera Milano and the Organiser will not be held liable under any circumstances for subsequent damages, damages to image, loss of income etc. By signing the application form, the Exhibitor agrees to such limit of liability of Fiera Milano and of the Organiser. The Exhibitor agrees that Fiera Milano and the Organiser will also limit their liabilities for direct damage to the insured value of goods taken into the Exhibition Centre for the Event. The declaration of value as per Paragraph "declaration of value" above will be taken as proof for this purpose.

**MARSH SPA - Fiera Milano Delegated Insurer** Tel. 02.45402031-32 - 33 - 34 - Fax 02.45402035 e-mail: [fiera.milano@marsh.com](mailto:fiera.milano@marsh.com)

Fiera Milano S.p.A. provides general security for the halls. Throughout the opening hours of the halls, both during the period of the exhibition and during the assembly and dismantling periods, Exhibitors are responsible for the surveillance of stands and everything inside them and exhibited.

Exhibitors damaged should go to customer Service for the filling a form. In case of damage from theft, Exhibitors have to provide a complaint to the Authority of Public Safety or to Carabinieri. Request of refund for damages should be presented to Customer Service and, in case of theft, with the original of the complaint.

## 19. OBLIGATORY FIRE EXTINGUISHER

In accordance with current legislation, Fiera Milano will provide each stand with a type-approved, certified fire extinguisher. The cost of the extinguishers is mandatory and included in the registration fee.

## 20. PROMOTIONAL PACKAGE - ON-OFF LINE EXHIBITION INSTRUMENTS

- N.1 car parking space at the Fiera Milano City exhibition centre for each Exhibitor with a stand
- electronic exhibitor badges in proportion to the area assigned: 6 badges up to 20 sq.m plus 1 badge for each 6 sq.m over the first 20 sq.m
- electronic invitations for clients as follows: 25 invitations up to 40 sq.m; 50 invitations over 40 sq.m (value € 0,50 /one)
- general security of halls and general fire prevention
- one copy of the event catalogue
- basic stand cleaning will be made after the closing of the pavilions on behalf of Fiera Milano and this includes: cleaning of floors and of any coverings (carpet etc.); dusting of furniture pieces in the stand, removal of waste that is not bulky retrieved in the stand or resulting from cleaning; emptying waste baskets.
- electricity installed up to 5 KW
- fire extinguishers
- municipal advertising tax (see art. 16 of Gen. Reg.)
- copyright royalties (as specified in 13 of the Gen. Reg.)
- **EVENT CATALOGUE**  
15.000 copies given to all the visitors, guests and to the press. It shows the list of the Exhibitors, their nature of business classification and their stand number. It shows all the meetings, workshops and initiatives that will be done during these three days.
- **ON-LINE CATALOGUE**  
It contains several information about Exhibitors and Brand/ Represented Company, nature of business and the number of assigned stand
- **FIND FRANCHISING – BUSINESS SEARCH ENGINE**  
A search engine, active all year long on the exhibition website, dedicated to exhibitors and visitors with the aim to generate contacts between franchisor and franchisee. This guarantees to the Exhibitors a visibility that lasts more than the 3 days of event.
- **EXHIBITION ADVERTISING CAMPAIGN**  
The Organizer, at its own complete discretion, will advertise the logos of exhibitors, regularly signed up to the event, on magazines pages reserved to it. The logos will be published only on publications available after subscription and done payment.  
The Organizer shall not be held liable for any omissions and/or inaccuracies in the dissemination of the logos
- **WEB**  
Promotion with newsletter and mailing sent to Salone Franchising Database; Visibility of all Exhibitor on Official Business Social Network Facebook, LinkedIn, Twitter , Youtube; Partnership with the most important sector website.

### PROMOTIONAL PACKAGE PLUS (limited availability)

Additional services in addition to Promotional Package:

- a) Logo on the exhibition website findfranchising.it for one year
- b) Logo in the guide map of the Exhibition Catalogue
- c) Video interview (made at the stand to a Company Responsible)
- d) dedicated space for meetings with clients (F-meeting)
- e) Advertorial space on specialized magazine

## 21. TELEPHONE AND INTERNET

Exhibitors who wish to install fix telephone or internet in their stands may request this services (by payment) through electronic platform E -SERVICE

## 22. V.A.T Refund to Foreign Exhibitors

**VAT – International Exhibitors** - From 1 January 2011, according to DGLS n. 18/2010, application of the EU Directive. 8/2008, taxable International Exhibitors are not required to pay VAT on the fee and related services to the Exhibition excluding non-tax passive subjects (eg private); to identify the type of customer (taxable / non taxable), International Exhibitor must communicate, before receiving the invoice, the information of VAT / ID or other document proving the status of companies and not private. It is therefore imperative that the applications for participation will arrive with the above information, otherwise you will have to proceed with placing the issue of Italian VAT invoices.

### 23. HOSPITALITY

**Pratika Travel** provides special prices on hotel reservations only for Salone Franchising Milano Exhibitors.

To know hotel availability and prices please contact [travel@salonefranchisingmilano.com](mailto:travel@salonefranchisingmilano.com) – Tel. 02 48463435

- **Travel:** information on all means of transportation, reservations, car rental, either self driven or with driver.
- **Housing:** reservation of all types of accommodation (hotel, bed&breakfast, etc.).
- **Special proposals** for your pre- during and post-Event: Tourist packages and wine&food, cultural, wellness and shopping tours, reservation of theatre tickets, shows and cultural events, booking in typical restaurants or in the city's most trendy spots and clubs.
- **Welcome:** assistance and last-minute booking at the exhibition grounds fieramilano and fieramilanocity during the events at disposal to all exhibitors and visitors.

### 24. SERVICES OFFERED DURING THE EXHIBITION

**EXHIBITION'S SECRETARY**  
**PRESS OFFICE**  
**ADMISTRATIVE OFFICE**

Gallery Pav 3 for any general / logistic / organizational information,  
Gallery Pav 3 to send exhibitor documentations and communicated  
Fiera Milano Office Galley Pav 3 - for any administrative information and/or request of  
duplicate invoices or final statement of account

**CUSTOMER CARE**  
**CUSTOMER SERVICE - Exhibitors Assistance**

For shell scheme only, for any problem about preparation, extra furniture etc..  
Gallery Pav. 3 - for exhibitor assistance, for technical problems and extra service rent  
Gallery Pav. 3 - Banca Popolare di Sondrio – for final balance payment and banking

**BANK – CHANGE**  
**LOST AND FOUND SERVICE**  
**BAR, RESTAURANT**  
**NEWSPAPER E TOBACCOS, BANK – CHANGE:**  
**TAXI**

c/o Customer Service - delivery and pick up lost items  
<http://www.fieramilano.it/en/where-eat>  
<http://www.fieramilano.it/en/useful-services>

**FIRST AID - EMERGENCY**  
**HOW TO GET THERE**  
**PARKING**  
**OTHER UTILITIES**

Viale Scarampo  
<http://www.fieramilano.it/en/useful-services>  
<http://www.fieramilano.it/en/visitors>  
<http://www.fieramilano.it/en/visitors>  
<http://www.fieramilano.it/en/visitors>

### 25. DEADLINES

<b>Uploading stand design</b>	14 September 2018
<b>Final payment exhibition space</b>	20 September 2018
<b>Shell Scheme requests</b>	20 September 2018
<b>Exhibition date</b>	25/27 October 2018
<b>Exhibitor opening times:</b>	25/27 October 8.30am-7.00pm
<b>Visiting hours</b>	25/27 October 9.30am-6.30pm
<b>Moving in</b>	21 October /23 October from 7.00 am to 6.30 24 October from 7.00 am to 6.00 pm
<b>Shell Stand delivery</b>	24 October
<b>Shell Stand return</b>	28 October
<b>Moving out</b>	27 October not before 6.30 pm 28-29 October from 7.00am to 6.00 pm

### 26. SALONE FRANCHISING MILANO ORGANIZATION – USEFUL NUMBERS

**THE ORGANISER – RDS Expo S.r.l.**

**P.IVA 09709640966**

Tel. +39 02 48463435

e-mail: [info@salonefranchisingmilano.com](mailto:info@salonefranchisingmilano.com)

**EXHIBITION'S SECRETARY**

Simona Caiazzo

Tel. +39 02 09992482

[segreteria.bigevents@fandango-club.com](mailto:segreteria.bigevents@fandango-club.com)

**COMMERCIAL CONTACT**

Luigi D'Antonio

Tel. +39 02 09992408

[luigi.dantonio@salonefranchisingmilano.com](mailto:luigi.dantonio@salonefranchisingmilano.com)

**MARKETING**

Micaela Alverno

Tel. +39 02 09992482

[marketing@salonefranchisingmilano.com](mailto:marketing@salonefranchisingmilano.com)



## 27. FIERA MILANO – USEFUL NUMBERS – SERVICES – MAP

<b>E-SERVICE - electronic platform – call center</b>	Tel. 0039 024997.6822	<a href="mailto:eservice@fieramilano.it">eservice@fieramilano.it</a>
<b>CUSTOMER SERVICE - Exhibitors Assistance</b>	Tel. 0039 0243425000. 5008	<a href="mailto:salonefranchising@customerservice.fieramilano.it">salonefranchising@customerservice.fieramilano.it</a>
<b>LOGISTIC OFFICE</b>	Tel. +39 02 36628600 - +39 0249977861/7863	<a href="mailto:logisticafiera@fieramilano.it">logisticafiera@fieramilano.it</a>
<b>ADMINISTRATIVE OFFICE</b>	Tel. 0039 0249977435	<a href="mailto:monica.romanoni@fieramilano.it">monica.romanoni@fieramilano.it</a>
<b>DUPLICATED INVOICES</b>		<a href="mailto:duplicate@firramilano.it">duplicate@firramilano.it</a>
<b>DELEGATED INSURER Fiera Milano-MARSH</b>	Tel. 0039 0245402031/2/3/4	<a href="mailto:fiera.milano@marsh.com">fiera.milano@marsh.com</a>
<b>FREIGHT AGENT - Expotrans</b>	Tel. 0039 02936669600	<a href="mailto:alessandra.dellavedova@expotrans.it">alessandra.dellavedova@expotrans.it</a>
<b>EXPRESS COURIER - DHL</b>	Tel. 0039 0236624521/3	
<b>CATERING</b>	Tel. +39 48463435	<a href="mailto:Segreteria.bigevents@fandango-club.com">Segreteria.bigevents@fandango-club.com</a>
<b>ADVERTISING FIERA MILANO MEDIA</b>	Tel. 0039 02 3660921	<a href="mailto:info@edizionefieramilano.it">info@edizionefieramilano.it</a>
<b>HANGING OFFICE</b>	Tel. 0039 02 49976393/6395	<a href="mailto:ufficioappendimenti@fieramilano.it">ufficioappendimenti@fieramilano.it</a>
<b>OSPITALITY - PRATIKA TRAVEL</b>	Tel +39 0248463435	<a href="mailto:travel@salonefranchisingmilano.com">travel@salonefranchisingmilano.com</a>
<b>EMERGENCIES</b>	Tel 0039 0243427210	
<b>LOST AND FOUND</b>	Tel. 0039 024997.6199	