

GENERAL REGULATIONS

MIDA

2021

85th Florence International Crafts Fair

24th April – 2nd May 2021
Fortezza da Basso, Florence

FIRENZE FIERA S.p.A. based in Florence in Piazza Adua 1, each year stages the international event titled “Mostra Internazionale dell’Artigianato” or “MIDA” (Florence International Crafts Fair). Careful reading of this regulation is recommended, with reference to all the articles including No. 17, where possible monetary penalties are highlighted, and No. 22 - Covid-19 Appendix.

1. Duration and opening times

The 85th Florence International Crafts Fair (MIDA 2021) will take place from Saturday 24th April to Sunday 2nd May 2021 at Fortezza da Basso, Florence, with the following opening times: from Monday to Thursday from 10 am to 8 pm; from Friday to Sunday from 10 am to 10 pm. The food court and the exhibitions will be open all days until 10 pm.

FIRENZE FIERA S.p.A. reserves the right to change the opening hours should this become necessary for technical or organisational reasons.

2. Participation and admission requirements

2.1 The following may participate in the event:

- Italian crafts companies with highly qualified production systems, registered with the Register of Craft Enterprises at the Chamber of Commerce in Italy. Companies not enrolled in the aforementioned register may also be admitted, provided they present a strictly craft-based product range with non-serial characteristics;
- Foreign companies: through official presentations selected by organisations and institutes in charge of crafts in each country, or through importers, craft enterprises based abroad;
- Entities, regions, municipalities and chambers of commerce, trade associations, public bodies and those that institutionally carry out promotion activities for crafts, as well as study, information and dissemination activities in the specific field of services;
- Schools and degree courses with an artistic orientation and Art Institutes.

2.2 Admission requirements:

FIRENZE FIERA S.p.A. undertakes to carefully select the exhibitors on the criteria of authenticity, originality and quality of the products, with particular attention to

environmental sustainability, and to the innovative use of materials, processes and technologies.

All products must be exclusively handcrafted and included in the admitted product sectors as laid out in point 3.

A In order to safeguard the quality of the products and the commercial reputation of the event, should any counterfeit, industrial, mass-produced products or ones that do not correspond to the detailed description reported at the time of the Application Form be discovered, FIRENZE FIERA S.p.A. will proceed with the closure of the stand and termination of the contract as governed by these General Regulations pursuant to art. 1456 of the Civil Code.

In the event of counterfeiting activities, the authorities will be notified in addition to the request for compensation for any damages arising from such practices. For this purpose, FIRENZE FIERA S.p.A. reserves the right to carry out checks at all stands to verify that the products on display comply with the declarations in the Application Form.

3. Trade sectors permitted

The following trade sectors are permitted: clothing and accessories; artistic crafts; furnishing accessories (items for the home and kitchen, accessories for the home and garden, lighting, decoration and restoration, flowers and plants, textiles); international handicrafts; manufacturers and workshops of cosmetics and body care; design; publishing and trade press; complementary items (decorations, gifts, religious items, paper and printing, stationery, creativity, games, hobbies, musical instruments); gold smithery, jewellery, costume jewellery; handicraft products and workshops in the food and wine sector (packaged products only; consumption excluded).

Exhibitors of food and wine products are required to comply with the provisions laid down by the Municipality of Florence, to obtain the necessary authorisation from the Local Health Authority and to comply with the specific rules that will be communicated by FIRENZE FIERA S.p.A.

4. Participation request

The registration procedure for the event must be carried out exclusively online, on the official website www.mostrartigianato.it, and must take place no later than 31st January 2021, accompanied by the deposit.

FIRENZE FIERA S.p.A. will not take into consideration applications not accompanied by the advance payment and reserves the right at its sole discretion to not consider applications received after 31st January 2021.

Any reservations or conditions that the Exhibitor states in the application form will not be considered binding by FIRENZE FIERA S.p.A.

By submitting the application form, the exhibitor undertakes to accept these regulations and the Additional Norms in their entirety, as well as any other regulation relating to the Fortezza da Basso exhibition centre and the organisation of the event, which may be published subsequently.

5. Rates and discounts

The 2021 edition of MIDA offers a 10% discount off of the standard stand cost per square meter, as indicated below. Participation in MIDA 2021 provides also free admission to EMPORIO MIDA, the digital showcase reserved for the International Crafts Fair's exhibitors (emporiomida.mostrartigianato.it).

Base rate:

The cost per square metre is € 185 + VAT (discounted € 166,50/m² + VAT) for stands with one open side; the rate provides a 10% surcharge per square metre for stands with two open sides, and 15% per square metre for stands with three open sides.

Concession rates:

- Trade associations: craft businesses regularly registered with trade associations are entitled to a reduced rate of € 165 + VAT (discounted € 148,50/m² + IVA); the rate is applicable only for collective participations of category associations, public and/or private Italian or international institutions;
- Start-ups and new companies regularly registered with the Chamber of Commerce in Italy, with less than 48 months of activity, are entitled to a reduced rate of € 130 + VAT (discounted € 117,00/m² + VAT);
- Creators of original works/Hobbyists are entitled to a reduced rate of € 130 + VAT (discounted € 117,00/m²

+ VAT); applicable only for the first two years of participation in the event, 2019 edition included, following which the Exhibitor will be required to pay the Base Rate and show the registration of a VAT number.

The rates include a pre-setup and variable basic furnishing according to the product sector.

- Exhibitors who use the support of interns, duly registered, are entitled to an additional 10% discount on the cost per square metre of the stand.

6. Registration fee and down payment

The registration fee for each Exhibitor is € 250 + VAT, including insurance services. At the time of registration, the advance to be paid is 25% of the total amount, plus VAT. Applications for membership not accompanied by a receipt for payment of the aforementioned amounts will not be taken into consideration. The registration fee is non-refundable, unless the application is rejected by FIRENZE FIERA S.p.A. In this case the deposit and the registration fee will be returned.

7. Stand allocation and pavilions

Taking the general focus of the event into account, as well as any breakdowns by geographical and/or product sectors, FIRENZE FIERA S.p.A. will examine applications for membership and will decide unquestionably and with the broadest discretion on whether or not they are accepted; on the relevant product sector to be allocated; the assignment of the pavilion considered most suitable, and the positioning within it; the assignment of the type of stand (one open side, two open sides) without being forced to account for such choices.

In the event that FIRENZE FIERA S.p.A. is unable to proceed with the assignment of the type requested and/or of the relative square metres, the difference will be accorded in the final settlement. Where technical-organisational reasons of a general nature call for it, the position and type of stand may be changed even after notification of the assignment at the discretion of FIRENZE FIERA S.p.A. The total or partial transfer of the assigned stand, even if free of charge, is not permitted.

8. Terms and forms of payment

The balance for the payment of the area, subject to adjustment as indicated in the application form, must be

paid no later than 31st March 2021, otherwise the application will be cancelled, the registration fee will be lost as well the deposit paid. Payments must be made as indicated in the registration form.

In case of default, FIRENZE FIERA S.p.A. reserves the right not to admit the Exhibitor to participate in the event, and reserves the right to take action against him/her for compensation for any damages incurred. The final invoice for any additional requests must be paid by 30th April 2021, the second to last day of the event. Payment must be settled at the Administrative Offices located within the Fair in order to obtain the Exit Voucher. In case of total or partial balance defaults, FIRENZE FIERA S.p.A. will assert the right to retain all the merchandise exhibited and the preparation material, up to the total balance of the commitments made, plus interest and any other expense. FIRENZE FIERA S.p.A. is responsible for the conservation of the assets subject to retention according to art. 2756 of the Civil Code.

9. Cancellation of participation

Should the Exhibitor cancel their participation in the event, s/he must notify the organisation by registered letter or fax and will lose the deposit paid. If the cancellation occurs less than 30 days from the start of the event, FIRENZE FIERA S.p.A. reserves the right to request compensation for direct and indirect damages, which FIRENZE FIERA S.p.A. will apply indisputably.

If the Exhibitor (for whatever reason) does not take possession of the assigned stand within the established terms (by 1 pm on 23rd April 2021), or if s/he arrives after the event has started, FIRENZE FIERA S.p.A. reserves the right to dispose freely of the unoccupied space and no requests may be made by the Exhibitor for any reason. Furthermore, FIRENZE FIERA S.p.A. reserves the right to exclude the defaulting Exhibitor from subsequent editions of the event.

10. Displays

FIRENZE FIERA S.p.A. will directly furnish the stands in keeping with the Technical Sheet. Any changes and/or additions to this setup are allowed only with the prior approval of FIRENZE FIERA S.p.A. and any related costs will be borne by the Exhibitor. Any modification to the furnishings supplied or of their position must be approved by FIRENZE FIERA S.p.A. and be carried out exclusively

by the technical staff of the exhibition centre, and will be charged in the invoice.

The Exhibitor is obliged to follow the guidelines for the set up below and in the Technical Sheet, which he declares to have read. In any case, the Exhibitor is required to submit any changes to the basic fittings for approval by FIRENZE FIERA S.p.A. in advance. During the event, the staff of FIRENZE FIERA S.p.A. will carry out a series of checks at all the stands to verify that the requirements for the setup comply with those laid down in these General Regulations and the Technical Sheet.

10.1 Stand dimensions:

The 2021 edition of MIDA offers rentals of pre-setup booths of 6 m² (3x2m); 10 m² (5x2m) and multiple booths. The exhibition floor plan does not allow the assignment of stands of other sizes.

The furnishings included are those indicated in the Technical Sheet. Other furnishings can be requested through the Optional Furnishings form included in the Technical Sheet.

For double stands, the furnishings increase proportionally, apart from the electricity supply which remains single. Same criterion applies in case of further surface increases.

10.2 General setup rules:

- A. While setting up, any movement or assembly/disassembly of panels or furnishings belonging to the stand will be charged at € 200/each. + VAT.
- B. It is forbidden to cover the walls of the stand with other materials.
- C. It is forbidden to hang any type of product or other material on the tubular structures supplied with the stand. The given colour and placement of a carpet, will depend upon Firenze Fiera, as it will be responsible in deciding in which pavilion to place each Exhibitor in.
- D. It is forbidden to go beyond the limits of the assigned exhibition space with the products on display, and the height of the panels separating the stands (h 250).
- E. It is forbidden to take furniture from other stands. Should this come to light, furnishings will be invoiced at double the list price.

- F. It is forbidden to modify the structure of your stand, remove the panels, the braces, detach spotlights without authorisation, or cover the stand with coverings or curtains.
- G. Any additional lighting supports to what is supplied, as well as any modifications to the stand fittings, must be subjected to FIRENZE FIERA S.p.A. which reserves the right to reject or accept such proposals.
- H. It is forbidden to hang or install signs, paintings, posters, logos or slogans inside the stand with the use of self-supporting structures. Company logos and other info sheets (including photographic materials) may only be displayed on the counters or hung on the walls by means of special chains and hooks (upon request through the Optional Furniture module, sent later), of an equal or lesser size in each case than a sheet of A3 (42x29.7 cm) and in quantities no greater than three.
- I. In the case of use of furniture or fabrics by the Exhibitor, only materials and fabrics in black or sand colour are allowed.
- J. In order to preserve the uniformity and legibility of the display layout, the Exhibitor is required to use display structures consistent with the project. The organisation reserves the right to not allow the use of furniture or accessories that are not in line with the aesthetic impact of the event, and must in any case be submitted in advance to FIRENZE FIERA S.p.A. for evaluation and approval.

For more detailed information about which furniture and accessories are permitted, please refer to the guidelines for stand setup to be provided later.

11. Sale of products

During the event, the sale of products directly to the public is permitted. Exhibitors are required to comply with current legislation regarding the tax certification of transactions (provision of a tax receipt or invoice), in accordance with the norms relating to the certification method used.

12. Damage – Cleaning

Stands must be left in the state in which they were provided. Any damage caused will be charged to the Exhibitor, debited in the invoice. The Exhibitor, at the time of taking possession of the pre-furnished stand, must

report any damage already present to the technicians of FIRENZE FIERA S.p.A. During the event, FIRENZE FIERA S.p.A. will arrange to have the corridors and other common areas of the pavilions cleaned. The cleaning of the stand will have to be done by the Exhibitor, who may make use of his own service staff at the stand, or a special cleaning service provided by FIRENZE FIERA S.p.A., in which case it will then be charged as an additional service in the final invoice.

13. Information for exhibitors

These General Regulations, together with the Application Form and the Technical Sheet, form an integral part of the information for Exhibitors. When the stand is assigned, the Exhibitor will be sent:

- Days and times of assembly and disassembly, information on parking;
- Additional services card;
- Guidelines for stand setup;
- Stand layout;
- Free tickets;
- Invitations to operators.

14. Insurance services

FIRENZE FIERA S.p.A. automatically provides each Exhibitor with the following insurance coverage against all risks inherent in participating in the event:

- An "All Risks" policy up to € 15,500 concerning the theft or damage of goods, samples and equipment owned by the Exhibitor. The goods are insured from the moment of packing in the company, during the event and until their return to company premises, however, only if the transport is carried out with vehicles suited for the transportation of goods. For each claim there is a deductible of € 250.
- Third-party civil liability policy for a maximum amount of €3,000,000 concerning damage unintentionally caused to third parties by the insured party or by the goods and equipment owned by the insured party in relation to their participation in the event. Damages deriving from the circulation of vehicles are excluded. FIRENZE FIERA S.p.A. cannot be cited in any way in the event of non-sale, for any reason, of the exhibited products to the Exhibitors. The Exhibitor may request a copy of the insurance policy statement.

15. Non-fulfilment on the part of the Exhibitor – termination of the participation contract

Failure to deliver or show the documentation indicated in these General Regulations (in addition to failure or incomplete setup of the stand within the time allowed), as well as failure to comply with the prohibitions, obligations and provisions listed below, will constitute serious non-fulfilment and will thus authorise FIRENZE FIERA S.p.A. to consider the participation contract terminated due to non-fulfilment by the Exhibitor. The Exhibitor must strictly comply with all the formalities required by current tax legislation.

Billing for the rental of exhibition areas and related services, relating to the participation of non-resident Exhibitors and without a permanent organisation in Italy, is subject to the application of VAT, according to Presidential Decree 633/72 art. 3. However, in Article 17 of the same Presidential Decree 633/72, the current legislation provides the possibility for foreign Exhibitors, prior to participation in the fair, to appoint a tax representative in Italy, who will handle VAT obligations and subsequently request its deduction and/or repayment. If infringements are detected by the competent authorities, FIRENZE FIERA S.p.A. will have the right to close the stand and immediately remove the Exhibitor from the exhibition area.

16. Entrance to the event

The event is open to the public upon payment of an entrance ticket. Access to the event is free for Italian and foreign economic operators in the sectors involved in possession of the invitation distributed by FIRENZE FIERA S.p.A. or sent by the exhibitors themselves. Representatives of the press with press ID will also be granted free entry.

17. Contractual restrictions and penal obligations

Exhibitors are forbidden from:

- A. Display goods whose sale or importation are prohibited by Italian law or the Washington Convention;
- B. Displaying objects and products in the stands that do not fall within the admitted product categories or that do not correspond to what is indicated in the

Acceptance Form. In this case FIRENZE FIERA S.p.A. will provide for their immediate removal;

- C. Exposing objects outside the stand (beyond the perimeter of the stand area; or above 2.50 m in height); this will involve the immediate removal of the goods placed outside the limits of the space assigned. Furthermore, a penalty of € 200 + VAT will be invoiced for each square metre occupied outside the agreed space;
- D. Creating storage areas inside the exhibition space with materials other than the official ones provided by FIRENZE FIERA S.p.A.;
- E. Collecting signatures, petitions, statements and publicity without the prior authorisation of FIRENZE FIERA S.p.A.;
- F. Attracting the public with phonic, musical or vocal devices;
- G. Displaying signs or samples, even if merely indicative, on behalf of other companies;
- H. Displaying signs with indications of discounts, explanations, posters, etc.;
- I. Using structures of FIRENZE FIERA S.p.A. for the support of display and exhibition materials such as poles, pillars, trees, walls, etc.;
- J. Calling people using loudspeakers or megaphones;
- K. Altering the structure of the stand with respect to the agreed layout. Any displacement of panels, which must necessarily be performed by the staff of FIRENZE FIERA S.p.A., will be invoiced at € 200 + VAT per panel;
- L. Remaining in the stand or in the pavilions beyond the closing time of the Exhibition or at times other than those authorised;
- M. Closing the stand before the closing time of the event. Otherwise, a penalty of € 100 + VAT will be charged for every half hour closed before or after the event times;
- N. Administering tastings to the public with the payment of a fee;
- O. Removing furniture from other stands: in this case they will be invoiced at double the list price.

Exhibitors are required to:

- A. Be present at the stand with any staff for the duration and time of the Fair;
- B. Use personnel in compliance with all the laws in force;
- C. Keep the stand and the furniture assigned to them in a state of perfect efficiency until the end of the event and provide daily cleaning;
- D. Observe and ensure their employees and collaborators observe all the provisions issued by FIRENZE FIERA S.p.A.

Those who do not respect even just one of these prohibitions and obligations will be charged with a contractual penalty of a minimum of € 100 up to a maximum of € 1,000, to be determined by FIRENZE FIERA S.p.A. on the basis of the extent of the infringement. This infringement will be communicated to the Exhibitor as soon as detected by the personnel or by appointees of FIRENZE FIERA S.p.A.

18. Audio-video transmissions and S.I.A.E. rights

Exhibitors are forbidden from distribution of music and sounds. Any exceptions will be valid only if issued in writing by FIRENZE FIERA S.p.A. and may be revoked at any time with immediate effect. Authorised Exhibitors are required to use equipment in such a way as not to disturb other Exhibitors and visitors. Furthermore, the authorisation does not exempt him/her from the advance payment of copyright dues as stipulated by law, to S.I.A.E. (the Italian Society of Authors and Publishers – Local Agency of FLORENCE – Via Ricasoli, 26 – 50122 FLORENCE – tel. +39 055 652811 / Fax +39 055 6528122 – email: direzione.firenze@siae.it), which must be contacted for any further information.

Video screenings are permitted as part of the stand display, as long as they are without sound so as not to disturb other Exhibitors and visitors, and provided that the Exhibitors have complied with the legal S.I.A.E. requirements for the payment of rights due to audio-video producers, as described in chapter I (art. 72 et seq.) of law 22.04.1941 No. 633 “Protection of copyright and other rights related to its use.” Any exceptions will be valid only if issued in writing by FIRENZE FIERA S.p.A., and may be revoked at any time with immediate effect. Authorised

Exhibitors are required to use the equipment in such a way as not to disturb other Exhibitors and visitors.

19. Force majeure

In the event of force majeure, or for reasons beyond the control of the organisers, the date of the event may be changed or the Exhibition cancelled. In the latter case, the organisers, having fulfilled their commitments towards third parties and covered the organisational expenses for any reason, will allocate the remaining sums to the Exhibitors, in proportion to the amount paid per square metre, within the limits of the cautionary deposit. Organisers cannot be sued for damages. In the case of the cancellation of the event, FIRENZE FIERA S.p.A. will return the full amount already paid by the Exhibitors, without any compensation for damages.

20. Treatment of personal data

The data provided by the Exhibitor through the application for participation and the consequent activities will be processed by Firenze Fiera S.p.A., in its capacity as DATA CONTROLLER, in compliance with the legislation in force concerning the protection of personal data, with particular reference to the national legislation in force and to Regulation (EU) 2016/679, both in computerised and manual form and through the use of the most appropriate procedures and the most up-to-date security systems in order to guarantee the confidentiality of information,

avoid the loss of data, illicit or incorrect use and unauthorised access, and in general the legitimacy of the processing. For full information and to know in detail the rights of the user and any other aspects, please refer to the Privacy Policy at the bottom of the acceptance form and on the website www.firenzefiera.it

21. Choice of domicile – applicable legislative norms – Italian jurisdiction

The Exhibitor, by the application for participation, chooses his/her legal domicile as Florence at the headquarters of FIRENZE FIERA S.p.A., Piazza Adua 1.

Any dispute between FIRENZE FIERA S.p.A. and Exhibitors will be subject to the jurisdiction of the Italian judicial authority, which will apply the laws of the Italian Republic, to which the participation contract is subjected.

Any dispute will be judged exclusively by the Court of Florence.

22. COVID-19 Appendix

FIRENZE FIERA S.p.A is committed to implement all the essential procedures and guarantee compliance with the regulations in force governing the COVID-19 emergency, also in relation to exhibition venues, in full respect of the containment measures in place at the national and regional levels and in accordance with the AEFI guidelines drawn up for the industry.

For this purpose, it is important that, along with complying with all applicable laws, everyone involved in the organization of the event does anything in their power to respect the rules and guidelines laid down in the COVID-19 Appendix attached to this document.