



FMI
FIERA MILANO
INTERNATIONAL



Fiera Milano - 9/13 novembre 2003
Milan Fairgrounds - November 9/13, 2003

GENERAL REGULATIONS

1. TITLE OF THE EXHIBITION

MIFED – the International Cinema and Audiovisual Market

2. ORGANIZERS

The event is promoted and organized Fiera Milano International s.p.a. with the technical and administrative support of Fiera Milano s.p.a.

3. PLACE, DATE AND HOURS

MIFED will take place at the exhibition center of Fiera Milano s.p.a. from 9 to 13 November 2003. Pre-screenings scheduled for 8 November. The opening hours for the pre-screenings on 8 November will be from 8:30 am to 8:00 pm. The opening hours on 9-13 November for exhibitors and visitors will be from 8:30 to 8:00 pm.

4. ADMISSION TO EXHIBIT

Only the following categories are permitted to exhibit at the event:

- production companies
- television broadcasters
- distribution companies
- public relations companies
- trade press and trade associations

Participation in the event is individual.

All exhibitors shall be required to complete and sign this application/commercial office reservation form (Form 2) and the General Regulations, and to produce all the necessary documentation.

All exhibitors will receive a certain number of free entrance badges for the market, the number being decided as per article 8 herein.

SHARING

Two or more exhibitors may share the same commercial office, under the following conditions:

- the principal company will be charged the entire space rental fee (plus the registration fee) and will be entitled to all the free entrance badges issued with the space, as per art. 8.
- the company sharing the commercial space shall also complete the application/reservation form (Form.2) and pay the "sharing fee" plus the registration fee; this will entitle the sharing company's name to appear on the office sign, in the catalog and in general on all Mifed exhibitor lists. Sharing companies will be entitled to one free entrance badge each.

Principal and sharing companies will not be permitted to exhibit, and if already permitted, such permission will be cancelled if:

- during the previous Mifed market, the exhibitor was reported for a breach of the General Regulations that is punishable by expulsion;
- there is proven evidence of the exhibitor's insolvency;
- the exhibitor has not settled all outstanding amounts in respect of the previous Mifed market. Fiera Milano International s.p.a. also reserves the right to refuse admission to exhibit at the event should it have reason to believe that the characteristics of the applicant company are not compatible with the terms of this article.

Fiera Milano International s.p.a. reserves the right to refuse entry into the commercial offices of works deemed to be offensive in respect of religion and morality, or that extol gratuitous violence. In the event of failure to comply with these requirements, Fiera Milano International s.p.a. shall take action pursuant to art. 35 of these General Regulations.

5. REGISTRATION FEE AND DEPOSIT – COMMERCIAL OFFICE

The following fees shall be payable by exhibitors and sharing companies:

Principal exhibitors

- Registration fee: € 142.00+ 20% VAT
- Deposit: commercial office € 190.00 per sq m + 20% VAT

Sharing exhibitors

- Registration fee: € 142.00+ 20% VAT
- Sharing fee € 1,218.00

The above fees apply to the entire area of the commercial office (stand) within the perimeter of the space allocated to the exhibitor. The exhibitor shall occupy only the space corresponding to the area of the stand.

Fiera Milano International s.p.a. must be advised of any disputes before the last day of the event.

Participation and registration fees include:

- technical assistance by Fiera Milano spa during the exhibition and during stand set-up and tear-down operations;
- general security in the halls and fire prevention by Fiera Milano spa;
- third party insurance and "All Risks" coverage for the minimum capital, as specified in Art. 27;
- guaranteed assistance, reimbursement of medical and hospital expenses and lost luggage for the exhibitor's principal, managers and employees by Fiera Milano s.p.a., and subject to the limits and conditions laid down by the same;
- listing in the general catalog;
- one free copy of the general catalog;
- exhibitor entrance badges (see art. 8);
- fire extinguishers;
- stand cleaning services as per art. 22
- electrical power (max. 5 Kw);
- advertising tax (see relevant article below);
- royalties deriving from any installations located in stands and subject to taxation.

Advertising tax

Exhibitors are also liable to pay the Milan City Council an advertising tax pursuant to Presidential Decree Nr. 639 dated October 26, 1972.

Further to agreements with the Milan City Council in the interests of all exhibitors, this charge shall be collected from Exhibitor as a lump sum calculated on the basis of the total surface area covered by the event. To spare exhibitors the inconvenience of making said payments directly, the sum is included in the participation fee; Fiera Milano s.p.a. will subsequently deduct the amount payable and transfer it to the Milan City Council.

6. APPLICATION FORM – COMMERCIAL OFFICE RESERVATION (FORM 2)

Applications to participate in the event and reserve commercial office space must be completed and forwarded to Fiera Milano International s.p.a. by no later than 13 June 2003.

Together with the application/commercial office reservation form, exhibitors must remit:

- registration fee of € 142.00 + 20% VAT
- deposit of € 63.00/sq m + 20% VAT.

All applications that do not include receipts for the aforementioned fees will be rejected. If rejected, any deposits already paid will be refunded; Registration fees will be forfeited by Fiera Milano International s.p.a. to cover administrative expenses.

Exhibitors whose applications are accepted will receive an invoice in respect of all and any payments made.

Applications containing reservations or conditions of any kind shall be deemed unacceptable.

Fiera Milano International s.p.a. reserves the right to accept attendance applications even after the above mentioned deadline. In this case Fiera Milano International s.p.a. is not obliged to comply with the terms set out in the General Regulations concerning advice to exhibitors of allocation of stands and delivery of the relevant documentation.

7. ACCESS TO THE EXHIBITION

Access to the event is restricted to members of the trade; evidence will be required that visitors have a legitimate association with the film and television industry. Authorized operators will be granted access only if they hold a valid entrance badge.

8. PRE-REGISTRATIONS AND REGISTRATIONS - BADGES

To pre-register, participants (both exhibitors and operators) must return registration

Form 1 - duly completed and signed – by 30 September, 2003 together with the registration

fee of € 282.00 per participant.

This fee entitles the client to receive one entrance badge that will be valid throughout the duration of the market (9-13 November 2003). Participants who wish to view the pre-screenings scheduled for 8 November 2003 must collect a one-day entrance badge from the pre-screenings area reception desk.

Exhibitors are entitled to a certain number of free exhibitor entrance badges, depending on the size of their stand, according to the following criteria:

- commercial offices measuring up to 30 sq m - 3 badges
- commercial offices measuring 31-60 sq m - 5 badges
- commercial offices measuring 61-90 sq m - 7 badges
- commercial offices measuring 91-120 sq m - 8 badges
- commercial offices in excess of 120 sq m - 1 extra badge every 10 sq m (e.g. 150 sq m = 11 badges)
- sharing companies: 1 badge

Entrance badges are personal and non transferable. Exhibitors can collect their badges from the Mifed reception desk upon presentation of a an identity document as of 6 November.

For pre-registrations (Form 1) and/or photographs that fail to arrive by 30 September 2003, registrations may be made or completed directly at the Mifed reception desk as of 8 November 2003.

9. SCREENING RESERVATIONS

Screening reservation forms no. 4 and 5 a,b and c must be filled in and returned to Fiera Milano International s.p.a. by 1 August 2003 together with all payments due.

Screenings can be booked by registered participants only. Only one screening per movie is granted.

Multiple screenings (for the same title) will be allocated based on slot availability and market "first screenings". All companies that reserve screenings must communicate the name and telephone number (valid during the market) of the person responsible for the screening/s.

Screening times and duration

Screenings on 9-10-11-12 November will start at 9.30am - 11.30am - 1.30pm - 3.30pm - 5.30pm - 7.30pm; on 13 November the last screening will start at 13.30. On Pre-screening day, screenings will start at 9.30am - 11.30am - 1.30pm - 3.30pm - 5.30pm - 7.30pm.

The title of each feature must be indicated at the start of every screening. Individual screenings must not exceed 110 minutes in duration. If a trailer is coupled to the feature, please indicate its running time on Form 5b. The title of the trailer must also be clearly indicated at the beginning. If the total duration of the screening exceeds 110 minutes, the screening will start before 9.30am or be scheduled for the last slot of the day (7.30pm).

Fiera Milano International s.p.a. reserves the right to refuse entry into the commercial offices of works deemed to be offensive in respect of religion and morality, or that extol gratuitous violence. In the event of failure to comply with these requirements, Fiera Milano International s.p.a. shall take action pursuant to art. 35 of these General Regulations.

10. ADVERTISING AND COMPETITIONS

Form 9 lists all forms of advertising and sponsorship, with relative rules and regulations, that exhibitors and participants may purchase and utilize. Fiera Milano International s.p.a. will not charge for advertising materials (posters, signs with logo, lightboxes, leaflets) placed inside and around the perimeter of the commercial office. Efforts will be made by Fiera Milano International s.p.a. to remove any unauthorized advertising materials found outside the commercial office and the offender will be immediately charged without prior notice for unauthorized occupation of advertising space at the advertising rates indicated in Form 9;

Fiera Milano International s.p.a. authorizes Fiera Milano s.p.a. to put together, either alone or in cooperation with specialized agencies, advertising materials on behalf of third parties or exhibitors; said advertising shall not include advertising to be placed in the aisles of the display halls or within the fairgrounds for the types of products on display at the show.

Other forms of unauthorized advertising include:

- sandwich boards and the distribution of brochures or advertising materials or gadgets in the halls or the fairgrounds, unless previously approved by Fiera Milano International s.p.a.;
- advertising inside the stands publicizing competitions organized by institutions, organizations, newspapers, weekly or trade magazines.

Non-observance of said regulations shall attract a fine set by Fiera Milano International s.p.a. at between € 517.00 and € 2,583.00. In more serious cases, the exhibitor may be barred from future Mifed markets.

Exhibitors shall not display posters inside stands inviting visitors to attend trade events outside the Milan Fairgrounds.

The name of the Mifed market cannot be used to promote products or initiatives located in venues other than the Milan Fairgrounds.

In the event of failure to comply with these measures Fiera Milano International s.p.a. shall apply a fine ranging from a minimum of € 2,583.00 to a maximum of € 25,823.00. In more serious cases, the offender's stand may be immediately closed and the exhibitor permanently barred from future Mifed markets.

11. TERMS OF PAYMENT

Commercial office reservation (Form 2)

Payment of the deposit and registration fee for the commercial offices must be made by 13 June 2003. The balance must be paid by 29 August 2003.

Payments made after 29 August 2003 must be made by wire transfer. In any case, exhibitors will only be admitted to the event if all amounts due in the current year and any outstanding amounts relative to previous years have been duly settled.

Sharing fee (Form 2)

The same terms apply to the payment of Sharing fees (see art. 4 and 5).

In either case, the balance in respect of special or optional services ordered by the exhibitor must be settled upon receipt of invoice or final statement of

account.

Screening reservations (Forms 4 - 5 a,b,c)

The balance in respect to screening reservations must be paid by 1 August 2003.

Registrations (Form 1)

The balance in respect of pre-registrations must be paid by 30 September 2003.

Advertising and Competitions (Form 9)

The balance in respect of the purchase of advertising space and materials must be paid by 3 October 2003.

12. COMPLIANCE WITH THE GENERAL REGULATION

Commercial Offices

By signing the application form, exhibitors agree to participate in the exhibition in the space assigned - even if smaller in size and located in a different place other than that requested.

Commercial Offices - Screening Reservations - Registrations

Exhibitors, moreover, undertake to accept the General Regulations, Technical Regulations and any additional regulations which may be adopted by Fiera Milano International s.p.a. and Fiera Milano s.p.a. at any time in the interests of the exhibition, including the sanctions envisaged by the General Regulations in the event of non-compliance with the provisions contained therein.

13. EXPOPAGE

www.expopage.net is the online extension of all the tradeshows organized by Fiera Milano. Expopage, the Organizer and Fiera Milano offer visitors a complete online catalog that can be consulted prior to the start of the event also at the website www.mifed.com. In accepting these General Regulations, exhibitors accordingly consent to the provision of the service described in the enclosed form, whose price is fixed at € 50.00 + VAT 20%. This amount will be added to the exhibitor's final balance.

14. CANCELLATIONS

(Commercial Offices)

In the event of cancellation on the part of the exhibitor, Fiera Milano International s.p.a. will forfeit the registration fee and deposit as compensation for damages. If the cancelled space cannot be re-allocated, the cancelling exhibitor will be charged the entire rental fee. Cancelling exhibitors will also be required to pay for any services or installations ordered, in addition to all relevant taxes and duties.

These conditions apply even in the event of cancellations made following changes to stand allocations that may occur after receipt of the advice set out in article 17 of the General Regulations.

Screening reservations

Screenings cancelled from 17 to 24 October 2003 will be charged 50% of the total fee due.

Screenings cancelled after 24 October will be charged 100% of the total fee due.

Market Registrations

Pre-registration cancellations received after 10 October 2003 will not be refunded.

Advertising and Competitions

Advertising space cancellations received before 3 October 2003 will be charged 30% of the total fee due. Cancellations received after 3 October 2003 will be charged 50% of the total fee due.

If the advertising space cannot be re-allocated, the cancelling exhibitor will be charged the full fee.

15. PRINTS AND MATERIALS DELIVERY/SHIPMENT

Exhibitors/operators are free to use their own delivery/shipment agencies, or the services offered by the official shipping agency of Fiera Milano s.p.a. (Sittam - Largo Domodossola, 1 - 20145 Milano - tel. +39 02.4990291 - fax +39 02.48007683 - E-mail: fiera@mail.sittam.it (see Annex 1 of the General Regulations).

Print delivery/shipments (Annex 1)

Film Storage must receive all prints by no later than 29 October 2003. Prints received after this date will be subject to a fine of €120.00 per print. The fine must be paid by the exhibitor/operator on arrival at the fair, before accessing the commercial office and/or market.

Material delivery/shipments (Annex 1)

Materials may be delivered to the commercial offices directly during the fair and on stand set-up and tear-down days. Any materials shipped to the commercial offices and delivered at times other than during the fair and on stand set-up and tear-down days, will automatically be placed in the Mifed warehouse and will be billed at the rates listed in Annex 1 of the General Regulations.

16. ALLOCATION OF STANDS (COMMERCIAL OFFICES)

Stands are allocated to the exhibitor to whom they are made out. Exhibitors shall not permit unauthorized occupants to use or rent all or part of the stand they have been assigned. In the event of a breach of this rule, the stand will be immediately closed, both parties will be charged jointly with the relevant expenses, and barred from all future Mifed markets.

Fiera Milano International s.p.a. reserves the right to modify the location, position and shape of the stand originally assigned, or to reduce its size, should circumstances require such modifications to be made.

17. NOTIFICATION OF COMMERCIAL OFFICE ALLOCATION

Exhibitors who have forwarded the appropriate admission-commercial office application (Form 2) within the deadline set out in Articles 11 and 6 of the

General Regulations will be officially notified by Fiera Milano International S.p.a as of 14 July 2003, of the stand they have been allocated. The exhibitor will receive the stand notification together with a floor plan of the event (scale 1:100) and all other relevant details. Should exhibitors fail to forward their application by the aforementioned deadline, Fiera Milano International s.p.a. reserves the right to refuse the company admittance to the market. Should Fiera Milano International s.p.a. fail to allocate the requested commercial office, the registration documents and deposit fee will be returned to the applicant. The registration fee will, however, be retained to cover administration costs.

18. TAKING OVER AND RETURNING - COMMERCIAL OFFICE

Exhibitors taking possession of the commercial office assigned to them are required to point out any structural defects and/or missing materials to the Sate Office (Pavilion Assistance Service) on duty in their hall. At the end of the event, the commercial office must be returned in the same condition in which the exhibitor found it; any damage detected will be charged to the exhibitor, who is also responsible for complying with the special rules concerning the use of technical equipment and services. Charges will be determined by Fiera Milano spa..

At the end of the exhibition commercial offices must be completely vacated by the deadline indicated in the set-up/tear down instructions provided by Fiera Milano s.p.a. If companies fail to respect these deadlines, Fiera Milano International s.p.a. and Fiera Milano s.p.a. will not be liable for goods or materials left in commercial offices; moreover, they reserve the right to remove and place any such goods or materials in unsupervised storage, at the expense of the non-compliant exhibitor.

After two months, any goods or materials still unclaimed may be auctioned and the proceeds, less any expenses due to Fiera Milano s.p.a. or authorized third parties, will be returned to the exhibitor.

19. COMMERCIAL OFFICE SET-UP

Pursuant to the General and Technical Regulations, commercial offices are supplied already set up with a standard layout; similarly the common areas also feature standard fixtures and furnishings. However, exhibitors may modify the standard commercial office layout. Modifications that imply additional materials or structures with respect to the standard layout will be charged accordingly. Exhibitors are not obliged to accept the standard commercial office layout and may provide their own. In any case, commercial offices must be fully furnished by no later than 3:00 pm on 8 November 2003. Any stands still unoccupied at this time may be taken over by the organizers on the assumption that the exhibitor in question no longer wishes to participate in the event; the exhibitor will accordingly be charged as per art. 14 herein, in addition to any additional expenses due to Fiera Milano International s.p.a. in respect of closing the stand and/or reutilizing it as a common area.

Stand set-up and tear-down times will be officially notified by Fiera Milano s.p.a..

Modifications to the standard commercial office layout, with or without additional materials or structures:

There will be no charge for modifying the stand layout, except for the cost of any additional materials required, provided requests are received by no later than 19 September 2003 (see Form 7). For requests to modify standard furnishings received between 19 September and 17 October 2003, the exhibitor will be required to pay a fee for the modification plus the cost of any additional materials, according to the rates set out in Form 7. For requests to modify stand layouts received after 17 October 2003, exhibitors will be required to pay a 100% surcharge on the modification service and any additional materials, with respect to the rates set out in Form 7. In any case, any further modifications to layouts already previously modified will be charged, irregardless of the date of receipt of the request and irregardless of whether additional materials are required or not.

Commercial Office customized layout

Exhibitors wishing to customize their stand layout are required to fill in the relevant forms contained in the Technical Regulations and forward them with their plans to: Fiera Milano s.p.a. – FOR MIFED – Piazzale Giulio Cesare, 20145 Milan (Italy). Fiera Milano s.p.a. is responsible for examining and approving the applications and plans. Exhibitors and stand assembly personnel are obliged to comply with the designated dates and times for stand set-up and tear-down operations. Access to the exhibit areas must not be obstructed by stand furnishings, materials or equipment.

20. CATALOG AND SCREENING SCHEDULE/GUIDE

The show catalog and screening/schedule guide will be available as of the first day of the exhibition. Fiera Milano International s.p.a. declines all responsibility for any omissions, incorrect details and/or descriptions or typographical errors that may appear in the said printed matter.

21. GENERAL SECURITY SERVICE AND FIRE PREVENTION

Fiera Milano s.p.a. is responsible for providing general security services in the exhibition halls. It is also responsible for fire prevention. In the interest of efficient fire prevention and in order to eliminate all causes of noise and disturbances in rooms where films are stored or screened, there will be no admittance by unauthorized persons into projection booths. Copies of works sent to MIFED must be printed on non-flammable film.

The Technical Regulations specify the safety standards with which exhibitors are obliged to comply.

22. CLEANING SERVICES

Stands will be cleaned by Fiera Milano s.p.a. after the evening closure of the pavilions. Cleaning services include: floors and floor coverings (e.g. carpets, etc.), dusting of furniture and fixtures installed in the stand; cleaning of windows, rugs and accessories; removal of rubbish found in the stand; emptying of ashtrays and waste paper baskets. Exhibitors with customized lock-up stands must supply a key to the Sate Office (Exhibitor Technical Support). Any additional cleaning services supplied by exhibitors must be scheduled from 8:00 to 8:30 am and/or from 8:00 to 8:30 pm.

Fiera Milano s.p.a. is responsible for cleaning aisles and common areas.

23. TELEPHONE LINES

Exhibitors may request the supply of a telephone, fax or modem in their stand by completing Form 10. Requests must be received between 1 and 30 September 2003. Telecom Italia will advise exhibitors in due course of the telephone numbers they have been assigned. Telephones will be delivered to exhibitors directly at their commercial offices.

24. OPTIONAL SERVICES

Exhibitors may request the following optional services by completing the relevant form provided by Fiera Milano International s.p.a and Fiera Milano s.p.a.: floral arrangements, video equipment, Internet connection, optional furnishings/fixtures, etc.

25. TECHNICAL PROVISIONS

Additional technical and general rules and requirements will be notified via the Technical Regulations. Any additional rules and requirements will form an integral part of the General Regulations. Exhibitors and stand assembly personnel shall set up stands in compliance with Legislative Decrees Nr. 626/94 and 494/96. According to this legislation, exhibitors are also required to indicate the name of the stand Safety Officer in the space provided in Form 2.

26. SAFETY

Exhibitors shall be responsible for compliance with all applicable safety rules and regulations within their stand pursuant to Leg. Decree 626/94. Exhibitors shall comply with the provisions contained in the Technical Regulations and with any additional regulations issued by Fiera Milano s.p.a. in respect of fire prevention, and shall forward to Fiera Milano s.p.a. the forms attached to the aforesaid Technical Regulations, duly compiled, 60 days prior to the start of the event.

In the event of failure to comply with accident and fire prevention regulations and with the provisions of the Technical Regulations the offending exhibitor's stand will be immediately closed down and the exhibitor barred from participating in future events. Exhibitors are required to appoint one or more Stand Managers for the entire duration of the event. The Stand Manager(s) will ensure that the stand and all fixtures and systems contained therein comply with the applicable fire and safety regulations. The name of the Stand Manager and relative telephone numbers must be given to the Organizer and included on the Application Form. In the event of failure to provide said information, the application will not be processed. Any changes or additions to said information must be forwarded to the Organizer before stand set-up begins.

27. DECLARATION OF VALUE AND INSURANCE

Exhibitors are required to declare the total "estimated value" of the merchandise, material, stand fixtures and equipment they plan to bring into the Milan Fairgrounds, even on behalf of represented companies. Exhibitors must communicate the exact value of the aforementioned merchandise by filling in the amount in the official Form. If no indication is given of the exact value or even the estimated value, the value shall be considered to be the minimum amount as per the paragraph below entitled "Insurance".

In the event of accident, should the final value declared by the Exhibitor fail to correspond to the effective value of the insured property, the value of said merchandise etc. shall be that declared by the Exhibitor. Pursuant to articles 1907 to 1910 of the Italian Civil Code, compensation shall be determined on the basis of the aforesaid value.

The Insurance Delegation of Fiera Milano s.p.a. has the right to verify the aforesaid declaration.

All Risks Policy - Property of the Exhibitors - Terrorism and sabotage risks excluded

- 1) The Organizer and Fiera Milano s.p.a. request that all merchandise, material, stand fixtures and equipment brought into the fairgrounds by Exhibitors be covered by "All Risks" insurance including a waiver clause forgoing recourse to third parties, including Fondazione Fiera Milano, Fiera Milano s.p.a., its subsidiaries and or affiliates, the Organizers and any third parties involved in the organisation of the event. Fiera Milano s.p.a. will automatically issue coverage to a total of € 25,822.84 and add the relative premium to the participation fee. Exhibitors may, if they so wish, increase the automatic coverage, by filling in, signing and returning the "INS" form. Primary coverage includes an excess of 10% per claim, in the event of theft, with a minimum of € 258.23.
- 2) Exhibitors will be advised of coverage by delivery to their stand of Insurance Confirmation relative exclusively to the requests for integration indicated in the "INS" form.
- 3) Should Exhibitors have their own "All Risks" insurance, guaranteeing the merchandise, material, stand fixtures and equipment brought into the fairgrounds, valid for all trade fairs and similar events, and containing a waiver clause forgoing recourse to Fondazione Fiera Milano, Fiera Milano s.p.a., its subsidiaries and/or affiliates, the Organizers and any

third parties involved in the organization of the event, exhibitors are nonetheless required to sign and return the relevant form, enclosing declarations signed by their legal representative and the insurance company to the effect that the aforesaid merchandise etc. is insured against "All Risks" to an amount no less than that indicated herein (a facsimile of which is enclosed in the "INS" form).

- 4) The coverage is extended to video-cassettes and films which are insured for the mere material value of the unexposed tape and film, with the addition of the cost for the film duplication. The guarantee is automatically extended to the transport insurance from the factory, warehouse and/or depot to the Fairgrounds and back by any means of transport.

Third Party Civil Liability Policy

Fiera Milano spa will automatically supply third party liability coverage for all exhibitors, with a special agreement that includes them in Fiera Milano's own general policy, featuring a maximum insurable sum of € 103,291,279.82.

28. PHOTOGRAPHS AND FILMS

All exhibitors, visitors and individuals are forbidden - with the exceptions indicated in the last item of this Article - to make drawings or take photographs or motion pictures inside the halls without the specific written authorization of Fiera Milano International s.p.a..

Only the photographers authorized by the Exhibition Press Office are permitted to take photographs of or inside the commercial offices, but they must have the exhibitor's permission. Exhibitors who have their own photographer may apply to the Exhibition's Organizers for permission to take their own photographs, but they must undertake to photograph only their own stand. Fiera Milano International s.p.a. reserves the right to take (or to have taken) and utilize photographs, movies and television coverage with general or detailed views of Mifed, the halls, commercial offices and products displayed. The exhibitors shall not be entitled to claim compensation

29. PROHIBITION OF ACOUSTIC TRANSMISSIONS

Amplified advertising messages shall not be allowed. Audiovisual equipment may be used as long as it does not constitute a nuisance to adjacent stands and/or to the event as a whole.

No forms of entertainment or performances shall be organized in the stands.

30. PROHIBITION OF SALES TO INDIVIDUALS

Exhibitors are expressly forbidden from making sales to individual consumers or from selling products on display with on-the-spot delivery (see Regional Law Nr. 1 dated 5 January 2000 - formerly Regional Law 45/80 Art. 2, 5th paragraph).

It is strictly forbidden to display the price of products on display in any form whatsoever.

In the case of verified infringement, Fiera Milano International s.p.a. reserves the right to have the stand immediately closed and the exhibitor barred from future exhibitions.

31. FORCE MAJEURE

In the event of force majeure or circumstances beyond the control of Fiera Milano International s.p.a., the exhibition may be rescheduled or even cancelled altogether.

In the latter case, Fiera Milano International s.p.a. assumes no liability towards the exhibitors and shall not be obliged to refund fees already paid; such monies already paid may be used to pay compensation to third parties and to cover organizing costs, in part or in whole.

32. CHANGES IN THESE REGULATIONS

Fiera Milano International s.p.a. reserves the right at any time, notwithstanding the terms of the General Regulations, to amend and/or introduce rules and regulations which it deems to more effectively govern this exhibition and its services. Any newly introduced or amended rules and regulations have the same force as the existing General Regulations and call for identical compliance. Exhibitors will be informed immediately of any such developments.

33. Treatment of personal data - Law no. 675, dated 31/12/1996

All personal data (as defined by Law No. 675/1996) identifying exhibitors and/or relative to the exhibitor's business contained in the Registration Form or any other forms relative to the exhibitor's participation in the event are processed manually and automatically for said purposes and others connected exclusively with the organization and management of the event on the part of Fiera Milano International, Fiera Milano S.p.a., Expopage S.p.a. (all separately responsible for their part of the data processing function), for the purpose of verifying admission criteria, approving applications from potential exhibitors, fulfilling legal and contractual obligations, issuing supplementary services requested by the exhibitors, delivering information and any other initiative consequent to or connected with or designed to promote the exchange of the goods and services

Accordingly, data pertaining to the exhibitor are: (1) communicated to tradeshow and other operators interested in the commercial or industrial sectors covered by the tradeshow; (2) disseminated through the event Catalog and website: www.mifed.com.

Any information or documents required in registration and/or other forms and marked with an asterisk are compulsory; exhibitors failing to produce said compulsory information or documents will be refused admission to the event. Pursuant to Art. 13 of Law no. 685/1996, exhibitors are entitled to

receive confirmation of any personal details stored/handled by the organizers, receive an intelligible copy of said details, amend or revise said details and, when justified, oppose the storage/handling of said details. For this and any other relevant information please contact the following Service: Fax +39 02 48550 420, E-mail: mifed@fmi.it. By accepting these general regulations exhibitors agree to the handling of all personal details for the purposes and aims described above.

34. SANCTIONS

In the event of a breach of any of the regulations described herein Fiera Milano International s.p.a. shall impose the following sanctions, depending on the gravity of the offence:

- order the immediate removal of inadmissible products, reserving the right take direct and immediate action in the event that the exhibitor does not comply promptly, in addition to any further action that might be taken;
- order the immediate closure of the stand, reserving the right to take direct and immediate action in the event that the exhibitor does not comply promptly, in addition to any other further action that might be taken;
- ban the exhibitor from (max. 2) future exhibitions.

In no event shall the exhibitor be entitled to reimbursement of any kind. Fiera Milano International s.p.a. reserves the right to seek compensation and reimbursement of any and all expenses incurred.

35. RIGHT OF RETENTION

Fiera Milano International s.p.a. has the right to retain the material exhibited in the event of non-fulfilment of the exhibitor's contractual obligations. All relevant costs shall be born by the exhibitor. Fiera Milano International s.p.a. will be held responsible for any damage to such retained material in the exercise of this right.

36. COMPLAINTS

Complaints shall be presented in writing by the exhibitor to Fiera Milano International s.p.a. which shall reply in writing. Should the complaint regard another exhibitor, the Organizers will reply once both parties have been heard.

Registration at MIFED and the reservation of any additional services imply full acceptance of the above General Regulations and all inclusions and annexes. In the event of a dispute, reference shall be made to the Italian language version.

37. COMPETENT COURT

The Milan Court is the court of competent jurisdiction in respect of any disputes that may arise.