



Milan
November 13-14, 2014

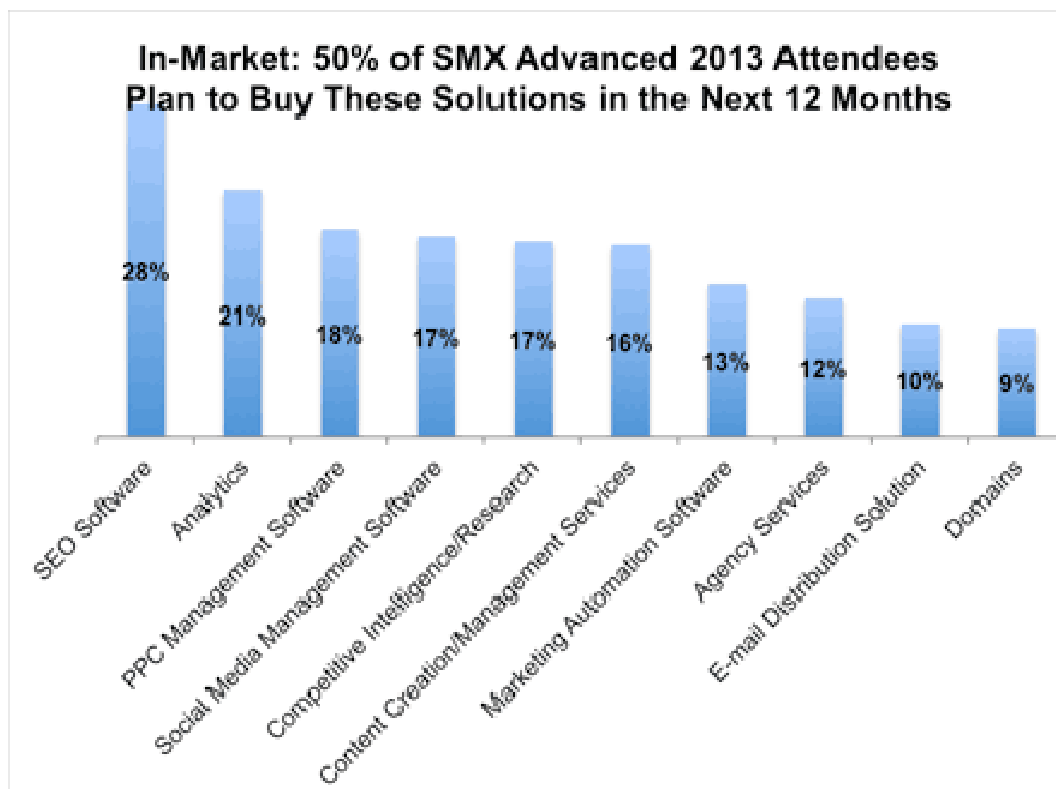
Search & Social Media Marketing Expo - SMX Milan 2014 Exhibitor & Sponsor Opportunities

Search & Social Media Marketing Expo - SMX Milan will be held November 13-14, 2014 at the Mico in Milan, Italy.

The SMX Milan 2014 program will feature sessions on digital marketing, social media marketing, online marketing, mobile marketing, search engine optimization (SEO), paid search advertising, analytics and conversions for senior executive manager. The program will also include sessions on enterprise SEM, local and mobile search, analytics & big data.

Here is what the 2013 attendees have told us about themselves:

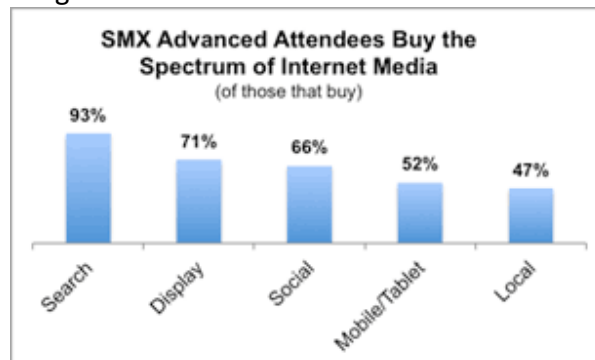
- 52% work as in-house marketers, 30% work at SEM or full-service agencies
- 82% are purchase decision makers
- 86% buy PPC/internet advertising; 1 in 2 spends more than \$1 million annually
- 50% are in-market prospects, planning to buy a wide variety of marketing software/services



The SMX Marketplace Difference

Facilitating engagement with our audience and ensuring your success is our top priority at SMX. We offer these beyond the booth programs and opportunities:

- **SMX Theater Presentations** give participants the opportunity to conduct educational sessions on the Expo Hall floor. Enhance your ROI by extending lead generation activities beyond your booth. We scan attendee badges for follow up after the conference; you invite attendees back to your booth for on-site discussions.
- **Plus Sessions** are integrated programs that combine extensive audience development activities (online, e-mail, PR) with a vendor-produced session embedded in the conference program. These features enable your company to build awareness that prepares the SMX audience to receive your message, delivers that message to attendees at the conference, and measures the results by capturing the names of attendees for follow up.
- **Matchmaking@SMX** puts the demand-generation power of the conference to work for you from the day you commit to SMX until the conference ends. Based upon purchase intent information we collect during the registration process, we connect you with registrants who have confirmed that they are interested in an introduction to your company. From there it's up to you how to follow up with the lead – set up a pre-conference call, schedule an on-site meeting at SMX – maybe even an in-person sales call before the conference. The program is double-opt in, measurable, and free to all SMX exhibitors/sponsors.
- **Solution Spotlights** allow you to reach your target audience by introducing a conference session on a topic matching your product or service. Deliver a 2-minute pre-session elevator pitch and invite attendees back to your booth for follow up.
- **Universal Lead Capture.** Lead generation is a critical component of the value of exhibiting at SMX events. All exhibiting companies will get a lead retrieval device – free – as part of their sponsorship/expo package.



- **SMX Cash Back**, an exclusive loyalty program that rewards your company for selling conference tickets. You earn 15% of the value of all tickets sold toward exhibiting at a future SMX conference. The more tickets you sell, the more Cash Back you earn! Cash Back credits are good for exhibit/sponsor items only and must be redeemed within 18 months from when they are earned. Company employee registrations do not earn Cash Back credit.
- **SMX Social Media Outreach.** Get your brand and your message in front of over 48,000 followers and fans of Search Marketing Expo before, during and after the conference. The SMX Social Media Outreach program distributes multiple messages on your behalf to SMX's Twitter, Facebook and Google+ communities, maximizing your reach to the SMX audience on-site and virtually.

Exhibitor/Sponsor Packages At-a-Glance

	Exhibitor		Gold Sponsor		Premier Sponsor	
	Notes	Rate	Notes	Rate	Notes	Rate
Exhibition Area	3mx3m	€ 5.000	3mx6m	€ 9.000	6mx6m	€ 18.000
Plus Session	no	--	no	--	Yes	€ 10.000
All Access Passes	1	€ 990	3	€ 2.970	10	€ 9.900
Meter boards	no	--	1	€ 1.000	4	€ 3.000
Backpack insert	no	--	1	€ 1.000	2	€ 2.000
Conference Guide Ad	no	--	1	€ 1.500	Cover	€ 2.500
SMX Theater	no	--	1	€ 1.500	2	€ 3.000
Solution Spotlight	no	--	1	€ 1.500	2	€ 3.000
Attendee postal mailing	1	€ 750	2	€ 1.500	2	€ 1.500
Lead capture/reporting	yes	€250 value add	yes	€250 value add	yes	€250 value add
Matchmaking	yes		yes			
Slide in deck	shared	value add	shared	vgvalue add	exclusive	value add
Branding on website	Exhibitor pg	value add	All sidebars	value add	Top sidebar (all)	value add
Description in guide	yes	value add	yes	value add	yes	value add
Cash Back eligible	yes	value add	yes	value add	yes	value add
Social media outreach	yes	value add	yes	value add	yes	value add
Total value		€ 6.990		€ 20.220		€ 53.150
<i>Discount</i>		€ 1.990		€ 5.220		€ 23.150
Your investment		€ 5.000		€ 15.000		€ 30.000

***a la Carte Opportunities services descriptions**

	Investment
☐ Plus Session	€ 10.000
☐ Space Corner	€ 2.700
☐ Backpack sponsorship - Exclusive	€ 5.000
☐ Expo Hall Sponsorship - Exclusive	€ 5.000
☐ Lunch sponsor - Exclusive	€ 5.000
☐ After Dark Networking Party	call
☐ Wi-Fi Sponsorship - Exclusive	€ 5.000
☐ Publication Distribution	€ 4.000
☐ Badge Insert - Exclusive	€ 4.000
☐ SMX Meet & Greet Reception	€ 3.500 exhibitors - €7.000 others
☐ Pocket Guide - Exclusive	€ 3.500
☐ Lanyards - Exclusive	€ 3.500
☐ Track sponsor – Limited availability	€ 5.000
☐ Expo Hall isle signs	€ 3.500
☐ Registration sponsor - Exclusive	€ 3.500
☐ Conference Communications - Exclusive	€ 2.500
☐ Notepad sponsor - Exclusive	€ 2.500
☐ Pen sponsor - Exclusive	€ 2.500
☐ Solution Spotlight	1500 (exhibitors only)
☐ SMX Theater Presentation	€1.500 exhibitors - €3.000 others
☐ Conference Backpack Insert	€ 1.000
☐ Full Page Ad in Conference Guide	€ 2.000
☐ Billboard banner	€ 1.800
☐ Meter Board	€1.000 cd - 2 a €1.800

Plus Session**€ 10.000**

Conduct your own workshop at SMX! Plus Sessions are integrated programs that combine extensive audience development activities (online, e-mail, PR) with a description embedded in the conference program. This combination of features enables your company to build awareness that prepares the SMX audience to receive your message, delivers that message to SMX attendees at the conference, and measures the results by capturing the names of attendees for follow up. You provide the session title, speakers and brief description for promotion on the website and conference guide. You also can provide a 1-sheet piece that is distributed during the conference that promotes your Plus Session.

Backpack Sponsorship – Exclusive**€. 5.000**

The co-branded conference backpack (you and SMX) is presented to all All Access pass holders and speakers, who use this high-quality backpack on-site and for months to come. We pay for and produce the backpack. Includes conference bag insert.

Expo Hall Sponsorship - Exclusive**€ 5.000**

"Own" the Expo Hall with this sponsorship. In-the-hall branding components include: 8' wide x 6' high "billboard banner" at the entrance of the hall, aisle signs, and your logo on the Expo Reception drink tickets. Additional on-site branding includes a 1 inch "banner" at the bottom of the Expo Hall map page, acknowledgement on agenda page as the Expo Hall sponsor, company description in the conference guide and an exclusive slide in the conference slide deck.

SMX After Dark Networking Party - Exclusive**€7,000 to € 10.000**

SMX After Dark is the social networking highlight of SMX conferences. The party is open to All Access passholders, speakers and exhibitors (Expo+ optional) and is a night of fun and networking. We take care of all the details. Specifics of on-site promotion based on the facility chosen.

Sponsorship includes a listing on the In-Person Networking, Agenda and Exhibitor/Sponsor pages, in pre-show communications, on-site signage, listing in SMX Conference/Expo Guides and conference slide deck. Your logo also appears on drink tickets.

Lunch Sponsorship - Exclusive**€. 5.000**

SMX offers sit-down, hot lunches to All Access and Networking pass holders and speakers. This exclusive sponsorship includes: 10' wide x 4' high hanging banner in the lunch area, dessert table signage, acknowledgement on the SMX site including Conference Agenda and Exhibitor/Sponsor pages, in pre-show e-mail communications, on-site signage, listing in SMX Conference Guide and in conference slide deck. Rate is for all days of the conference.

Wi-Fi Sponsorship - Exclusive

€. 5.000

SMX provides free Wi-Fi access for attendees. This sponsorship includes customized messaging on the SMX Wi-Fi network "sign-on" page or interstitial, inclusion in the Conference Guide that instructs attendees how to get on the network, as well as a listing on the Exhibitor/Sponsor page of the SMX conference web site, inclusion in the SMX slide deck and listing in SMX Conference/Expo Guides.

Publication Distribution Sponsorship

€. 4.000

Distribute your publication to SMX attendees. Sponsor is responsible for shipping.

Badge Insert - Exclusive

€. 4.000

Each conference attendee will receive a badge holder insert displaying your logo with this high-visibility sponsorship. Acknowledgement of this sponsorship is also included on the Exhibitor/Sponsor page of the SMX website, and in the Conference/Expo Guides. Sponsor is responsible cost, production and shipping of the insert. Specs include 1" area at top of badge front and all of back 3 5/8" wide x 6 1/2" high.

SMX Meet & Greet Reception

"€. 3.500 exhibitors; € 7.000 for others"

The SMX Meet & Greet Reception takes place the night before the conference begins and is open to All Access and Networking pass holders and speakers.

Sponsorship includes: promotion on the SMX site including acknowledgement as the sponsor on the In-person Networking, Agenda and Exhibitor/Sponsor pages, in pre-show e-mail communications, on-site signage, listing in conference slide deck, list of opt-in attendees including email addresses, a tabletop at the Meet & Greet and your logo printed on the drink tickets.

Non-exclusive sponsorship limited to 5 companies.

Pocket Guide - Exclusive

€. 3.500

The SMX Pocket Guide is a handy reference featuring the conference agenda, SMX Theater schedule (when available) and exhibitor list. It is distributed to attendees when they pick up their conference badge. This exclusive sponsorship includes a full-page ad on the back panel of the guide, promotion on Sponsor/Exhibitor page of the SMX site and listing in SMX Conference/Expo Guides. Specs include 3.75" wide x 5.5" high trim size.

Lanyard Sponsorship - Exclusive

€. 3.500

This high-visibility sponsorship puts your company logo on the lanyard used to hang SMX attendee's badges from their necks. Acknowledgement of this sponsorship is also included on the Exhibitor/Sponsor page of the SMX website, and in the Conference/Expo Guides. Sponsor is responsible for cost, production and shipping of the lanyard with SMX approval. Specifics include double-sided bull dog clip with preferred length of 30".

Expo Hall Aisle Signs - Exclusive

€. 3.500

Display your brand prominently throughout the Expo Hall with this sponsorship. These double-sided signs are hung over each row and are used by attendees to locate booth locations.

Registration Sponsor - Exclusive

€. 3.500

Reach everyone who registers online for SMX by becoming the exclusive registration sponsor. Your logo/messaging is displayed on all pages of registration. Also includes the opportunity to hand out your promotional items on-site at the conference in registration. Acknowledgement of this sponsorship is also included on the Exhibitor/Sponsor page of the SMX website, and in the Conference/Expo Guides.

Track Sponsor - Availability Limited

€ 5.000

"Demonstrate your company's thought leadership by sponsoring a topic-specific ""track"", e.g. SEO, PPC, social media. On site you get in-room branding including: a freestanding meter board, logo on the podium, slide in the conference deck, logo on the agenda sign outside the room, a Solution Spotlight and a literature drop on each seat in the room. Also, set up a small table outside the track session room for a single day to distribute literature, run a contest and scan badges of attendees that take a specific action with you (note: you cannot scan attendees coming into the session).

Online promotion includes listings on the agenda and exhibitor/sponsor pages and inclusion in pre-show email communications. "

Conference Communication Sponsorship - Exclusive

€. 2.500

Deliver your message to SMX attendees right before they attend the conference. As the Conference Communication Sponsor, we'll include your text ad (80 character headline, 60 word description with hyperlinks and logo) in all attendee communications prior to the conference. Communications include an e-mail to All Access attendees, and several e-mails to Expo+ attendees.

Ask us for a sample.

Notepad Sponsorship - Exclusive

€. 2.500

Provide all registered SMX attendees with a branded notepad that will be distributed in the attendee bags. Acknowledgement of this sponsorship is also included on the Exhibitor/Sponsor page of the SMX website, and in the Conference/Expo Guides. The sponsor is responsible for the cost, production and shipping the notepads.

Pen Sponsorship - Exclusive

€. 2.500

Your branded pens will be distributed in the Conference attendee bag.

Acknowledgement of this sponsorship is also included on the Exhibitor/Sponsor page of the SMX website, and in the Conference/Expo Guides. The sponsor is responsible for the cost, production and shipping the pens.

SMX Theater Presentation - Availability Lim. **€. 2.000** (for exhibitors) or **€. 4.000** (for non exhibitors)

A 20 minute presentation in the SMX Theater is your opportunity to conduct an educational session on the Expo Hall floor. Enhance your ROI by extending lead generation activities beyond your booth. We scan attendee badges for follow up after the conference; you invite attendees back to your booth for on-site discussions.

Solution Spotlight **€. 1.500 (exhibitors only)**

Reach your target audience by introducing a session on a topic matching your product or service. Deliver a 2-minute pre-session elevator pitch and invite them back to your booth for follow up. Messages must be relevant to the session topic and approved by SMX.

Full Page Advertisements in Conference & Expo Guides **€. 2.000**

Place your full page color ad in both the official SMX Conference and Expo Guides.

Conference Backpack & Expo Bag Insert **€. 1.000**

Reach all SMX attendees by distributing your promotional item in the Conference backpacks. Sorry, no pens or notepads since those sponsorships are sold separately. Must be approved by SMX.

"Billboard" Banner **€. 1.800**

Get your brand in front of all SMX attendees with a 8' wide x 6' high "billboard" banner in a well-trafficked area. Rate includes hanging fee.

We'll produce your banner for an additional charge.

Meter Boards **€. 1.000 each, 2 for €. 1.800**

Place you branding and special offer messaging with a 1 meter tall sign in high traffic locations throughout the conference and/ or Expo Hall.

What SMX Exhibitors & Sponsors say...

"For us the challenge is finding the right qualified people to talk to. That's why we love SMX so much, the audience here is the sophisticated, the large scale search marketers."

Matt Lawson, Vice President of Marketing, Marin Software

"Each event that we've attended has really improved in the leads and the quality of leads that we're getting – hence we are coming back. I work with the entire Third Door Media team to really drive our business, drive leads into our business so that we can find new clients to service in search marketing."

Paul Borselli, Director of Marketing, Covario

"We spend a significant amount of our marketing budget with Third Door Media. We have a monthly call where the entire team is there, and everyone goes through their portion, which they understand thoroughly and they'll answer any questions on the spot. They are very transparent. When there are issues they let us know immediately. I love working with these guys."

Marc Poirier, CMO & Co-Founder, Acquisio

"I have been involved with conferences from the very beginning. SMX has quickly emerged as a leading must-attend event, and one that we have identified as a critical to our emerging industry. This is where the decision makers go for advanced content and timely information."

Bruce Clay, President, Bruce Clay, Inc.

APPLICATION FORM SMX MILAN 2014

To be sent to fax nr. 0039 0685354252/0685301046 or via e-mail: smx@businessinternational.it
Filled in CAPITAL LETTERS, stamped and signed by the owner and/or legal representative of the applicant

EXHIBITOR COMPANY DATA

Company Name

Address

City State/Nation Postal Code

Vat Number Fiscal Code

Telephone Fax

Name and Surname of Owner or Legal Representative

COMPANY CONTACT DETAILS FOR EVENT ORGANISATION

Name and Surname

Direct Telephone Numer

Mobile

e-Mail

COMPANY NAME TO BE USED ON PARTICIPATING COMPANY LIST, ON FRONT BILLBOARD OF THE PREFITTED STANDS AND IN ALL OF THE EVENT COMMUNICATION

INVOICING DATA IF OTHERWISE DIFFERENT TO PREVIOUSLY STATED

Official Company Name

Address

City Province/Nation Post Code

Vat Number Fiscal Code

Telephone Fax YES NO

PLEASE SPECIFY IF IT IS NECESSARY TO RECEIVE YOUR PURCHASE ORDER NUMBER FOR INVOICING THE AMOUNT:

ADMINISTRATION ACCOUNT NAME

Direct Telephone Number

e-Mail

BILLING INFORMATION

The invoicing of requested and purchased services will be carried in the following way:

- 30% deposit at the request received with payment 60 days from invoice date
- 70% balance with billing and payment date 10/04/2014 to 60 days from date of invoice

The provisions of transfer must contain the name indicated in this application by the Exhibitor and the N° invoice to which they relate. In the event of cancellation on the Exhibitors part, this should be communicated to the Organizing Secretary. If cancellation is reported before 07/31/2014, the Organizer will have the right to ask for / or retain a penalty of 30% of the total bill. For cancellation communicated after this date, a penalty of 100 % will be charged, as payment for services requested in the application form.

With the following signatures and the presentation of the application form, we hereby confirm that we have read and accepted the General terms and conditions of the SMX Milan 2014 and the Technical Regulations of the Fiera Milano and FieraMilano City. Regulations concerning Fiera Milano and Fieramilanocity sent via e-mail or published on the website www.smxmilan.it

(Location) (Date) (Stamp and Signature of owner and/ or legal representative)

In compliance with art.1341 and 1342 of the civil code, we hereby specifically approve the following rules of the SMX Milan 2014 General Terms and Conditions: 4. General Terms and Conditions, Standard Technical Regulations of Fiera Milano and Fieramilanocity and the further rules, 8.Cancellation and Penalties, 11. Stand Delivery, None and Late Arrivals, 13. Dismantling of the Stand and Penalties, 14. Security 17. Unforeseen Circumstances, 18. Applicable Law and Jurisdiction

(Location) (Date) (Stamp and Signature of owner and/ or legal representative)

INFORMATION ON THE TREATMENT OF PERSONAL DATA

Business International – Division of Fiera Milano Media Spa , Head Office - Piazzale Carlo Magno, 1
20149 Milan, Italy - as the "Owner of Treatment", informs the Exhibitors that all data supplied will be treated in compliance with D.Lgs. 30/06/2003, n. 196 referring to the subject matter of personal data (Cd. Code of Privacy). The code applies to the protection of data, whether in paper or electronic form, to personnel responsible for contractual fulfillment, data of an administrative nature, accounts or fiscal, statistic (in an anonymous form), promotional (Official Catalogue and information for the general public and press) and marketing. Data will be protected unless the Organizer is obliged by Law to demonstrate information. For the same reason, and/ or necessity, the Exhibitors data could also be subject to communication or circulated to 3rd parties. .The Exhibitors data could become knowledge to; the secretary in charge, those responsible for marketing, accounting and invoicing, those responsible for the management of contractual obligation, as well as those responsible for the management and maintenance of date processing. Data are collected by Business International - Division of Fiera Milano Media Spa as Head of the treatment. Having signed the application form, the Exhibitor hereby authorizes the Organizer to treat his data only for the above mentioned purposes. In every case the rights of article. 7 of D.Lgs. 196/2003 are recognisable..In particular the Act refers to, the right to gain access to one's own data, to ask for data to be corrected, to add more precise information, and if necessary the cancellation of incomplete, incorrect or data gained against the law. The Exhibitor has also the right to ask for his data not to be used but only for legitimate motives. This request must be directed to the Organizer via e-mail to the Organizing Secretary smx@businessinternational.it.

(Location) (Date) (Stamp and Signature of owner and/ or legal representative)

TERMS OF MEMBERSHIP SMX Milan 2014

1. ORGANIZER AND CUSTOMER

The event is organized by Business International – Division of Fiera Milano Media Spa. The references of the Organizer are: fax nr. +39 0685354252/0685301045 or e-mail smx@businessinternational.it.

2. TIME OF ACCESS FOR VISITORS

The event will take place at the MiCo – North Wing Entrance of Fiera Milano Congressi in Milan, via Gattamelata 5. Time of access for visitors is from 8.30 to 18.00, unless different communications.

3. ADMISSION

The Organizer reserves the unquestionable right to refuse admission to the exhibition applicants without suitable requirements. The refusal of admission will not be compensated in any form. Admission to the exhibition and the allotment of stands will be compatible with the availability of exhibition space.

4. GENERAL TERMS AND CONDITIONS, TECHNICAL REGULATIONS of FIERA MILANO and FIERA MILANO CITY and OTHER RULES

The Technical terms and conditions of Fiera Milano and Fieramilanocity (are published by the Organizer on the site dedicated to the exhibition www.ecommerceforum.it and hereafter be known only as Technical Regulations) form an integral part of the General Terms and Conditions. Having signed the application form, the Exhibitor is obliged to participate at the exhibition in the stand allocated and must accept and comply without fail with the General Terms and Conditions, Technical Regulations and any further measures that the Organizer and the Fiera Milano choose to adopt in the general interest of the exhibition.

Eventual further measures should be considered recognizable and are to be followed having received a simple communication via e-mail. The Exhibitor must supply a contact e-mail address on the application form.

The Organizer reserves every measure, including immediate expulsion of the Exhibitor, closure of the stand and the right to exclude the Exhibitor from future editions of the exhibition if the General Terms and Conditions, Technical Regulations and additional orders are not respected. In these cases, the Exhibitor will not have any right to reimbursement, but will be however, liable to pay the total charge for services requested as on the application form as a penalty to the Organizer.

5. PRICES AND DISCOUNTS

The price list is shown in Table 1 and 2.

SMX Milan 2014 Sponsors can take advantage of first refusal time for the choosing of the exhibition space by sending their Application Form no later than 07/31/2014.

The price of SMX1 code includes the pre-basic equipment required with walls, carpet standard, with 3 kW of electrical energy, and strip lights, furniture and variety depending on the availability of the items.

The price of purchasing whatever category of exhibition space includes; the secretary rights, personalized badge with logo, buildup passes for the days of preparing and dismantling the stand, insertion in the Official Exhibition Catalogue, assistance from the S.A.T.E office during opening hours of the pavilion and a power supply of 3 kw.

6. PARTECIPATION REQUESTS

To participate at SMX Milan 2014 it is necessary to send the application form attached to the General Terms and Conditions to the Organizing Secretary before October 07th 2014. All applications must be complete, stamped and signed by the owner and/or legal representative of the Exhibitor.

Applications received after this date will be taken into consideration but will be subject to remaining availability.

Having received complete and correct applications, the Organizer will send the Exhibitor an invoice which will also act as participation acceptance.

In the event of non-receipt of a deposit invoice, possibly due to late entry of the application form, the Exhibitor must consider his application not yet accepted and must contact the Organizing Secretary for further clarification.

7. METHOD AND DEADLINES FOR PAYMENT

The Exhibitor is required to make payment exclusively in favor of Fiera Milano Media Spa – Division Business International by means of bank transfer via the following coordinates:

- BANCA POPOLARE DI MILANO
- IBAN: IT 25 E 05584 20502 000000000014

Payments should be made in the following way:

- 30% deposit at the request received with payment 60 days from invoice date
- 70% balance with billing and payment date 10/04/2014 to 60 days from date of invoice

Application forms sent after April 04th 2014 must be accompanied by payment in full on receipt of invoice. All bank transfers must clearly state the Exhibitors company name, as indicated on the application form, and the invoice number to which the payment refers. Any service included in the participation estimate will be guaranteed exclusively for the Exhibitors providing the application form is sent to and received by the Organizing Secretary before 10/04/2014 and payment regulations have been abided by as indicated above.

8. CANCELLATION AND PENALTIES

In the event of cancellation, the Exhibitor must communicate it to the Organizing Secretary. In the event of cancellation being communicated before 07/31/2014, the Organizer will have the right to ask for/or withhold a penalty fee of 30% of the total amount of the total payment. For cancellation communicated after this date the penalty will be equal to 100% of the total payment owed for the requested services on the application form.

9. ALLOCATION OF STANDS

The allocation of stands is reserved only for Exhibitors who have made the required payments on time. The final allocation of the number of stands will be made by the Organizer and in the interest of the Exhibition as a whole. Stand positions will be confirmed by e-mail to the address included in the Exhibitors application form.

10. STAND DELIVERY- LATE ARRIVALS AND NO SHOW

The Organizer will confirm to the Exhibitor, by e-mail, the method and the time of delivery for the allocated stand. If the Exhibitor- for whatever reason- is not present at the time of delivery, he or she will not be able to participate in the exhibition. The Organizer will be free to reallocate the unoccupied space, withholding or asking for the entire cost of requested services as a penalty. The Exhibitor will not be entitled to a refund for whatever reason. The Organizer also reserves the right to exclude the Exhibitor from any future editions of the exhibition.

11. STAND SET-UP

Instructions and timing of stand preparation are as indicated in the Technical Regulations and must be followed exactly.

It is expressly stated that the height of the stand must not be more than 3 meters.

Every Exhibitor is required to present to the Organizing Secretary a draft project of his own stand design for necessary approval before and no later than 09/20/2014. The Organizer reserves the right to remove or modify partially or completely parts of the stand if they differentiate from the approved project. The Exhibitor is responsible for the conformity of the stand set-up as per the approved project. Every installation must contain all fire precautions and safety material.

12. DISMANTLING OF THE STAND AND PENALTIES

The clearing away of the stand, but only of small items by hand, is allowed to begin after 19.00 on 11/08/2014.

The remaining clearance of the stand must be done the following day, conforming to the dispositions of the Organizing Secretary. Abandonment and/or early clearance will be charged with a penalty fee of € 2.000.

13. STAND SURVEILLANCE

The responsibility, of surveillance and custody of the stand and every piece of relative equipment whether belonging to the exhibitor or not is down to the respective exhibitor for the entire duration of the exhibition (including the preparation and dismantling periods). Eventually, if further security services dedicated to the stands are requested, an estimate will be prepared in advance by the Organizing Secretary.

14. SECURITY

Each Exhibitor and his employees and/or dependents are scrupulously asked to observe and respect for the entire exhibition period (including preparation and dismantling of the stand) current security regulations (D.L. 626/94), The Exhibitor must guarantee the health and physical well-being of his employees. The Exhibitor must also comply with fire prevention and all safety regulations contained in the Technical Regulations which were sent specifically-Every Exhibitor is asked to send accurately completed security forms (which are attached to the Technical Regulations), to the Operating Secretary before and no later than 10/04/2014.

Inobservance, even partial, of current security equipment or security regulations, fire prevention and/or accidents may entail immediate closure of the stand or even exclusion from future editions of the exhibition. In the event of this happening, the Exhibitor will not have any right to reimbursement or compensation in any form. However, he will be bound to make payment to the Organizer for all that is owed as means of a penalty.

15. DECLARATION OF VALUE AND INSURANCE

Regarding the declaration of value and the obligatory insurance, every Exhibitor is asked to respect articles 6 and 7 of the Technical Regulations which refer explicitly to this matter.

16. LOUDSPEAKERS – S.I.A.E.

Permission is given to use speakers in the environment of one's own stand providing they do not cause a disturbance to close stands and are within limits indicated explicitly in article 8.2.2 of the Technical Regulations.

In the case of distribution of video or multimedia work protected under the copyright Act 633/41, the Exhibitor must absolve permission from the author and pay respective fees due to the author before the start of the Exhibition. This must comply with the above article, section 18bis. The abusive use or work under copyright and the absence of a SIAE coupon (which must be displayed on the mentioned stand) will be subject to penalties under article 171 Act 633/41.

The Organizer is free from any breach by the Exhibitor.

17. UNFORSEEN CIRCUMSTANCES

In the case of unforeseen circumstances, or for motives out of the Organizers control, the date of the exhibition can be changed, delayed or even cancelled. Under no circumstances will the Organizer be required to return payments to the Exhibitors. The cost of systems and /or special installations carried out on a made to order basis for individual Exhibitors must be paid for in full by the Exhibitors concerned.

18. LEGAL JURISDICTION

For whatever controversy relative to interpretation, execution, validity and annulment, the present Regulations are competent with the Jurisdiction of Milano. The Italian law is applicable.. The official text of the current Terms and Conditions is drawn up Italian.