

BIT DIGITAL EDITION 2021 PARTICIPATION FORM - CO-EXHIBITOR

Indicate direct Exhibitor's Company name

By joining BIT DIGITAL EDITION, you will allow Fiera Milano S.p.A. to host on the exhibition website www.bit.fieramilano.it, an exclusive channel dedicated to you to present your products through stories, photos, videos, editorial content and where you can upload documents and presentations.

BIT DIGITAL EDITION makes available:

EXPO PLAZA - Exhibitor's/Co-exhibitor's Page Customisable as follows:

- Uploading stories (articles) with images, videos (from Youtube and Vimeo) and text
- Editorial content and PDF documents
- Links to events organised by the exhibitor/co-exhibitor
- Open Agenda to schedule meetings with visitors
- Chat to chat through messages with visitors

BIT Community

- Reserved meeting agenda to meet selected international Buyers

PARTICIPATION TO BIT DIGITAL EDITION 2021

PERSONAL DATA (MANDATORY DATA)

Company name

Address

Postcode City

Province Country

Tel. + /

Business e-mail

Web

Tax code VAT number

CONTACT PERSON'S INFORMATION (MANDATORY)

Name and surname Position

Tel. + / Mob.

Personal e-mail

Date

 Stamp and legible complete signature Co-exhibitor's

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TERMS AND CONDITIONS TO PARTICIPATE IN BIT DIGITAL EDITION 2021

Art. 1 - BIT Digital Edition 2021: organiser, event agenda and subject matter.

1.1 The digital edition of the BIT – International Travel Exhibition (hereinafter, “**BIT Digital Edition 2021**”) is organised by Fiera Milano S.p.A. - registered office: Piazzale Carlo Magno 1 - 20149 Milan - Italy - VAT No. 13194800150 (hereinafter, “**Fiera Milano**” and/or the “**Company**”).

1.2 BIT Digital Edition 2021 will be held with the following agenda:

- on 9/10/11 May 2021 - Bit Digital Edition will be dedicated to B2B interactions;
- on 12/13/14 May 2021 - Bit Digital Edition will be dedicated to B2C interactions.

1.3 By joining BIT Digital Edition 2021, the exhibitor/co-exhibitor (hereinafter, the “**Partner**”) will allow Fiera Milano to host a space in the web portal shared with other brands and companies in the same product sector to present its business to the BIT Network made up of international buyers, retailers and visitors in general. A maximum of 50 co-exhibitors may participate in BIT Digital Edition for each main exhibitor/exhibitor holder

1.4 Fiera Milano will be the exclusive owner of the Web Portal, as defined below. Therefore, the Partner assigns to Fiera Milano, for the entire duration of BIT Digital Edition 2021 and as specified in article 3, all rights of exploitation and use of the contents, as better specified in article 4 below. It is understood that the content published on the Partner's social channels shall remain the exclusive property of the Partner and that the Company shall have no liability in respect thereof.

1.5 Fiera Milano shall have the right to promote BIT Digital Edition 2021 and its contents through newsletters that may be sent to its entire network of contacts, as well as through its social network channels.

Art. 2 - Access to the Exhibitor Portal for BIT Digital Edition 2021.

2.1 The Partner may enjoy the services provided by Fiera Milano through the Web Portal and listed in this participation form (hereinafter the “**Form**”), exclusively through access to said Web Portal. Access to all Partners of Bit Digital Edition 2021 will be free of charge upon registration.

2.2 Each Partner who signs the Form will receive from Fiera Milano an e-mail message that will allow creating a Fiera ID and, once registered, he shall access to the web portal called “Exhibitor Portal” of BIT Digital Edition 2021 (hereinafter, the “**Web Portal**”).

2.3 The Partner hereby acknowledges and accepts that access to the services made available by Fiera Milano on its Web Portal necessarily requires acceptance of the Terms and Conditions of Use, as well as the related Privacy Policy.

Art.3 - Term and Withdrawal.

3.1 Membership and access to the Web Portal shall commence effective from the signing of this Form and shall expire at 1 September 2021. It is understood that the services made available by Fiera Milano through its web portal (such as “Expo Plaza”, open agenda & chat) will be made available to the Partner only on the days when BIT Digital Edition 2021 is held.

3.2 The Partner may withdraw from the agreement entered into by signing the Form by providing written notice to be sent by PEC to fieramilano@legalmail.it within 7 (seven) days from the date of submission of this signed Form.

Art.4 - Rights of Economic Use of Content. Intellectual and industrial property rights.

4.1 The contents of the Web Portal are intended only for users of the site; unauthorised use and/or reproduction in any form of the contents of the Web Portal is prohibited.

4.2 All rights regarding trademarks, product names, trade names, logos, designs of all products and/or services of Fiera Milano, its subsidiaries and/or third parties (that is users of the Web Portal), whether in extended form or with the trademark symbol, belong exclusively to the legitimate owners, in accordance with international agreements and applicable laws. Any use that may infringe these rights is expressly prohibited.

4.3 By participating in BIT Digital Edition 2021, the Partner assigns to Fiera Milano, which accepts them, all rights of economic use of the photographic and video content published by the Partner on the Web Portal, including, but not limited to, the right to publish, reproduce, in any way or form and by any means other than the Bit Digital Edition 2021 Web Portal, including through the press, as well

as to process and edit the photographic content, without any limitation, including the right to transfer these rights to third parties so that they may be reproduced in magazines in the sector relating to BIT – International Travel Exhibition. The Partner undertakes not to dispute, directly or indirectly, the validity and ownership by Fiera Milano of the rights of economic use of the aforementioned content.

4.4 The Partner declares and warrants that the content published on the Website is an intellectual creation of the Partner, that it can freely dispose of it and that the content does not violate the industrial and/or intellectual property rights of third parties and, in particular, does not constitute plagiarism or misappropriation of others’ works, in whole or in part, nor is it likely to damage the honour, image and/or reputation of third parties.

4.5 The Partner agrees:

- not to allow third parties to use its Fair ID and/or password once registered;
- not to collect or otherwise obtain information on third parties, including e-mail addresses, without the express consent of the holder.

4.6 The Partner undertakes not to use the Web Portal by transmitting, disclosing, sending, communicating and/or storing information and other materials:

- containing viruses and other elements intended to damage, intercept or unduly use data, information, physical and logical structures of Fiera Milano Group and/or third parties.
- obscene, defamatory, threatening, harassing, abusive, libellous and/or sexually explicit.

4.7 The Partner undertakes in any case to indemnify and hold harmless Fiera Milano from any damage, claim, liability and/or charge, direct or indirect, including reasonable legal fees, that Fiera Milano may suffer and/or incur as a result of the violation of the commitments and/or the declarations and guarantees in this Form, as well as in the event of the violation of any third party rights and in particular those of industrial and/or intellectual property.

Art.5 - Code of Ethics and 231 Form

5.1 The Partner states that it is aware of the provisions of Legislative Decree No. 231/2001 (hereinafter, the “**Decree 231**”) and undertakes to conduct itself in accordance with the principles of transparency and fairness.

5.2 The Partner acknowledges having carefully analysed and understood the Code of Ethics and the Organisational Model of Fiera Milano (General Section), available on the website www.fieramilano.it, in the Investor Relations/Corporate Governance section.

5.3 The Partner expressly undertakes not to commit any offence that may give rise to liability under Legislative Decree 231 and not to commit any violation of the principles set out in Fiera Milano's Code of Ethics. The Partner also undertakes not to adopt any conduct that may result in Fiera Milano or its group being in breach of the aforementioned Code of Ethics.

5.4 Non-compliance, even partial, of the aforementioned obligations by the Partner constitutes a serious breach of these terms and conditions of participation and it legitimises suspension from Bit Digital Edition 2021 or, in the most serious cases, the termination of the relationship by Fiera Milano with immediate effect, pursuant to and for the purposes of article 1456 of the Italian Civil Code, without prejudice to Fiera Milano's right to compensation for any damages suffered (such as, by way of example, those deriving from the application of the penalties established by the aforementioned Legislative Decree 231).

Art.6 - Miscellaneous

6.1 The contractual relationship arising from the Partner's participation in BIT Digital Edition is exclusively subject to Italian law and the Court of Milan shall be exclusive jurisdiction on any dispute that may arise regarding the same.


The Partner states that it specifically approves, pursuant to and for the purposes of Articles 1341 and 1342 of the Civil Code, the clauses set out in Articles 1.3; 1.4 and 1.5 (BIT Digital Edition 2021: Subject Matter), art. 2.3 (Access to the Exhibitor Portal for BIT Digital Edition 2021), art. 3.1 and 3.2 (Term and Withdrawal); art. 4.3; 4.4; 4.5; 4.6 and 4.7 (Rights of economic use of content. Intellectual and Industrial Property Rights) and Article 6 (Miscellaneous).

Place _____

Date

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 Stamp and legible complete signature

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