



**BolognaFiere Spa**  
 Viale della Fiera, 20 - 40127 Bologna, Italia  
 PEC: bolognafiere@pec.bolognafiere.it  
 Capitale Sociale € 157.200.000,00 i.v.  
 C.F. - P. IVA e Reg. Imp. BO 00312600372  
 REA BO367296

**Show office**  
 Modenafiere srl  
 Viale Virgilio 58  
 41123 Modena (Mo) - Italy  
[showoffice@worldbrushexpo.com](mailto:showoffice@worldbrushexpo.com)

# APPLICATION FORM

**BOLOGNAFIERE | MAY 22-24 - 2024**

To be sent to [showoffice@worldbrushexpo.com](mailto:showoffice@worldbrushexpo.com)

## INVOICING DATA

Company \_\_\_\_\_

Address \_\_\_\_\_

ZIP code \_\_\_\_\_ City \_\_\_\_\_

Country \_\_\_\_\_

E-Mail \_\_\_\_\_

(E-mail address for invoicing and administrative communications)

Ph. \_\_\_\_\_ Fax \_\_\_\_\_

Reference person \_\_\_\_\_

Ph./Mob. \_\_\_\_\_

E-Mail \_\_\_\_\_

You are a:

taxable entity / person  private individual

if you are a taxable entity / person please indicate:

VAT code \_\_\_\_\_

Only for Italian exhibitors invoice recipient code \_\_\_\_\_

In our country VAT code does not exist

Tax identification n° \_\_\_\_\_

In our country the Company identification number does not exist

if you are a professional / private individual, please indicate:

Name and surname \_\_\_\_\_

Date of birth \_\_\_\_\_ Place of birth \_\_\_\_\_

E-mail \_\_\_\_\_ Mob. \_\_\_\_\_

## CATALOGUE ENTRY

Company name for inclusion in the fair guide (it determines the alphabetical order in the official catalogue)

Address \_\_\_\_\_ ZIP code \_\_\_\_\_

City \_\_\_\_\_ Country \_\_\_\_\_

E-Mail \_\_\_\_\_ Website \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

## DATA FOR FASCIA BOARD

### SECTORS

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Adhesives, Sealants, Coatings | <input type="checkbox"/> Handles & Sticks                             | <input type="checkbox"/> Paint - Trays                         |
| <input type="checkbox"/> Brush Backs - Plastic         | <input type="checkbox"/> Household brush, personal care and oral care | <input type="checkbox"/> Services - Lab Evaluation             |
| <input type="checkbox"/> Brush Backs - Wood            | <input type="checkbox"/> Injection Molds                              | <input type="checkbox"/> Sewing Thread                         |
| <input type="checkbox"/> Dowels                        | <input type="checkbox"/> Machinery - Brush Parts & Tools              | <input type="checkbox"/> Software - Enterprise / IT / Custom   |
| <input type="checkbox"/> Extrusions                    | <input type="checkbox"/> Machinery - Custom                           | <input type="checkbox"/> Foam for Sponges                      |
| <input type="checkbox"/> Fabrics                       | <input type="checkbox"/> Machinery - Packaging                        | <input type="checkbox"/> Machines and components for squeegees |
| <input type="checkbox"/> Fasteners                     | <input type="checkbox"/> Machinery - Painting Tools                   | <input type="checkbox"/> Technical Assemblies                  |
| <input type="checkbox"/> Ferrules                      | <input type="checkbox"/> Machinery - Repairs                          | <input type="checkbox"/> Twine - Broom/Brush                   |
| <input type="checkbox"/> Fiber - Synthetic             | <input type="checkbox"/> Mop Headband Mesh                            | <input type="checkbox"/> Wire - Filament                       |
| <input type="checkbox"/> Fiber - Vegetable             | <input type="checkbox"/> Mop Tape                                     | <input type="checkbox"/> Wire - Staple                         |
| <input type="checkbox"/> Fibers - Bristle              | <input type="checkbox"/> Packaging                                    | <input type="checkbox"/> Yarn                                  |
| <input type="checkbox"/> Foam                          | <input type="checkbox"/> Paint - Components                           |  |

## PRICES FOR THE EXHIBITION SPACE

RAW AREA	QUANTITY (SQM) booth of minimum 16 sqm and multiples	Prices for application forms received <b>within</b> 30 July 2023	Prices for application forms received <b>after</b> 30 July 2023	TOTAL AMOUNT €
		€/SQM	€/SQM	
ONE OPEN SIDE	.....	€ 110	€ 125	.....
TWO OPEN SIDES (MINIMUM BOOTH SIZE 32 SQM)	.....	€ 115	€ 130	.....
THREE OPEN SIDES (MINIMUM BOOTH SIZE 64 SQM)	.....	€ 120	€ 135	.....
FOUR OPEN SIDES (MINIMUM BOOTH SIZE 80 SQM)	.....	€ 125	€ 140	.....
INSCRIPTION FEE (FOR EACH EXHIBITOR)*	.....			€ 600
* Incl. Insurance as per art. 16 of the Terms of participation and 3Kw power connection and consumption, company's description in the show catalogue, exhibitor passes and car park, complimentary tickets, fire extinguisher, general hall surveillance, wi-fi connection up to 5 devices as per art. 11 of the Terms of participation.				<b>TOTAL AMOUNT (VAT not included, if due)</b>

## PAYMENTS

According to the participation conditions, we pay in advance the amount of:

- **subscription fee**.....€ **600**
- **exhibit surface € 35.00 x m<sup>2</sup>**.....€ .....
- **22% V.A.T (if due)**.....€ .....
- TOTAL**.....€ .....

The amount will be deducted from the total participation costs calculated once the stand is confirmed.

We pay the total advance by:

- Money transfer to BOLOGNAFIERE S.p.A**  
CREDIT AGRICOLE ITALIA - IBAN Code: IT 28 D 06230 02402 000057240638 - SWIFT: CRPPIT2P522
- Credit card**.....**no.**.....**expiring**..... / .....**CVV no.**.....
- Card holder's name**.....**card holder's signature**.....

STAMP AND SIGNATURE OF LEGAL REPRESENTATIVE

MANDATORY

DATE \_\_\_\_\_

In accordance and in effect of art. 1341 and 1342 of the Italian Civil Code, the exhibitor explicitly approves the following clauses in the General Terms of Participation: • Form and irrevocability of the Application for Admission (art. 5); • Discretionality of the Organizers (art. 3, 4, 26) • Right to rescind or withdraw from the contract or to suspend the contract execution (art. 6, 8, 9, 28, 30) • Penalty clause (art. 6, 8, 12, 13) • Waiver of indemnity or refund (art. 7, 8) • Limits to the right of withdrawal (art. 8, 28) • Limit or waiver of responsibility (art. 9, 12, 14, 15, 16, 23, 24, 25, 26) • Assumption of responsibility (art. 12, 14, 15, 16, 26, 30) • Service supply conditions (art. 21, 24) • Competent court (art. 28) • Treatment of personal data and informed consent (art. 30)

STAMP AND SIGNATURE OF LEGAL REPRESENTATIVE

MANDATORY

DATE \_\_\_\_\_

THIS APPLICATION FORM SHALL BE CONSIDERED VALID ONLY IF SIGNED TWICE

To be returned to [showoffice@wordlbrushexpo.com](mailto:showoffice@wordlbrushexpo.com) together with the "Mandatory Privacy Form"

# GENERAL TERMS OF PARTICIPATION IN THE EXHIBITION

## 1. TITLE OF THE EXHIBITION

WORLD BRUSH EXPO

## 2. ORGANIZERS

The Event is organized by BolognaFiere S.p.A. (hereinafter, the "Organizers"), head office in Bologna, Via della Fiera 20, in cooperation with the Operating Secretariat ModenaFiere srl, Viale Virgilio ,58 - 41123 Modena (Mo) - Italy.

## 3. PLACE, DATE AND OPENING HOURS OF THE EVENT

The event will take place at the Fair District of Bolognafierra spa on the 22nd, 23rd , 24th May 2024.

Opening hours of the Event will be from 9:00 a.m. a.m. to 6:00 p.m. The Exhibitors will be admitted from 8:00 a.m. every day. BolognaFiere S.p.A. reserves the unquestionable right to modify the date and opening hours of the Event. Access to the Event shall be limited to Italian and foreign operators in possession of a specific admission document. To enable the Exhibitors and their staff to enter the Exhibition premises freely, the Organizers shall produce ad hoc passes in the quantities provided for in art. 19, as described in the "Technical Regulations of the Exhibition", whose utilization entails acceptance of these General Terms. Each Exhibitor is responsible to all intents and purposes for the conduct of all the people that receive a pass from him as well as for the conduct of his employees, auxiliary personnel and collaborators in the performance of the tasks assigned to them.

Inside the Fair premises it is absolutely prohibited to engage in fund raising on behalf of recognised Institutions, collect money for charitable purposes, engage in political, religious, partisan propaganda or any other activities not in keeping with the purposes of the Exhibition.

## 4. ADMISSION

a) Italian and foreign companies exhibiting their own products or services belonging to the product sectors covered by the Exhibition. If a manufacturing company does not participate directly in the Exhibition, admission to the Exhibition shall be open to its dealers, agents or general exclusive representatives;

b) Trade Associations, Public Bodies and Organizations engaging, as part of their institutional activities, in actions of promotion, study, information and dissemination of knowledge in the sectors covered by the Exhibition.

Persons or entities that under any title owe money to BolognaFiere S.p.A. and/or third parties contributing to the organization of the Exhibition shall not be admitted to the Exhibition.

The Organizers and ModenaFiere srl reserve the right to refuse admission to particular services, products or samples and to forbid their presentation at stands belonging to the same product sector. The Organizers and ModenaFiere srl also reserve the right to decide whether or not to admit any operators. This decision is taken in consideration of the available spaces and the possession of titles and qualifications by the operators, and any other circumstance considered important by the Organizers and ModenaFiere srl for the success of the Exhibition.

This decision is unconditional and discretionary. The Organizers and ModenaFiere srl shall motivate the exclusion of an Exhibitor from the Fair if the latter submits a formal request to this effect within 30 days of the closing of the Exhibition. Dealers, agents or general exclusive representatives shall attach to their Application for Admission a list of the companies they represent and whose products they intend to display, as well as the relevant data. The applicant shall submit any other documentation as may be requested by the Organizers and ModenaFiere srl to decide on his admission and to assess - at any time - compliance with the established terms of participation to the Exhibition.

## 5. APPLICATION FOR ADMISSION AND ADVANCE PAYMENT OF PARTICIPATION FEES

The Application for Admission shall be submitted on the relevant form, duly filled in, undersigned, counter-signed and accompanied by the requested advance payment. The Application for Admission shall also be accompanied by all the attached forms duly filled in and signed. The Application for Admission is an irrevocable proposal on the part of the applicant and shall entail unconditional acceptance by the latter of the present "General Terms", the "Technical Regulations of the Exhibition", the "Regulations of the Fair-Quarter" and any other regulations governing the organization and workings of the Exhibition and the Fair District. Participation fees are quoted on the cover page of the Application Form and include the services specified in article 11. The Application to the Event shall not contain reservations or conditions of any sort, and shall be addressed to the Operating Secretariat.

## 6. TERMS OF PAYMENT

After receiving the notice of acceptance of his Application as of art. 5 and the stand confirmation, the applicant shall pay the remaining amount due within 30 days of the request for the balance outstanding, and at all events by and not later than 22nd may 2024. If an applicant fails to do so, the Organizers shall be entitled to consider the agreement terminated through breach of contract by the applicant, without having to serve an injunction or a Court order. In this case the Organizers shall give formal notice to the person/entity concerned and - in addition to being released of any obligation and being authorised to make whatever use they choose of the stand and/or to assign it to other applicants - they shall be entitled to full payment - by way of penalty - of the admission fees and any other amount due under the agreement, after deducting any amounts already collected under said headings, and subject to their right to seek further damage.

Only for Italian Exhibitors, BolognaFiere S.p.A. has signed agreements to grant loans with cut rates to the companies participating in the show; the loans shall cover the expenses related to the exhibit spaces and the concerning services and accomplishments. Any decision with regard to granting or rejecting the requested loan lies exclusively and unquestionably to the Bank.

## 7. STANDS ALLOCATION

The stands shall be allocated at the discretion of the Organizers. Any indications or special requests communicated by the Exhibitors will be considered as an indication of preference; they shall not be binding and shall not condition the effectiveness of the Application for Admission, and hence shall be rated as not formulated. Moreover, the Organizers shall have the right to move, reduce the size of or transfer to a different exhibition zone a stand already allocated, without the participant being entitled to any indemnity or refund of any sort. The Organizers shall notify any such changes to the Exhibitors.

The exhibition area allocated cannot be transferred to others, whether fully or partly, whether for a consideration or free of charge. In the event of a breach of these terms, the Organizers shall be entitled to removing the goods introduced and displayed abusively, at the risk and expenses of the defaulting Exhibitor.

## 8. WITHDRAWAL

If due to legitimate and proven causes an Exhibitor becomes unable to take part in the Exhibition, he can withdraw from the agreement and notifying it to the Organizers by registered mail with a warning of at least 70 days before the opening date of the Exhibition, subject to the acquisition by the Organizers of 50% of the enrolment fees and subject to the Organizers' right to seek further damage. If the notice is given with a warning shorter than 70 days of the opening date of the Exhibition, the participant shall pay the participation fees in full, subject to the Organizers' right to seek further damage. The Organizers shall make whatever use of the stand they deem fit, including assigning it to other Exhibitors.

If the withdrawal notice is not given at all and the Exhibitor fails to set up his stand, the Exhibitor shall be rated as defaulting to all intents and purposes and, in addition to paying the participation fees in full, shall also be under an obligation to refund any direct or consequential damages suffered by the Organizers. In the latter case too, the Organizers shall have the right to use the stand in whatever ways they deem fit, including assigning it to other Exhibitors.

The Organizers can withdraw at their discretion from the agreement up to two weeks before the opening date of the Exhibition and - for reasons to do with the organization and regular execution of the Event - up to the opening day. In this case, the Organizers shall be under no obligation to pay any indemnity or damage of any sort, but shall refund the participation fees previously collected.

## 9. FORCE MAJEURE

Force majeure is defined as the occurrence of any event or circumstance ("Event of Force Majeure") that prevents the fulfilment of one or more contractual obligations, if and to the extent it is demonstrated:

- that the occurrence is beyond the parties' reasonable control; and
- that it could not reasonably have been foreseen at the time the contract was stipulated; and
- that the effects of the occurrence could not reasonably have been avoided or overcome. Unless proven otherwise, the conditions referred to in points a) and b) above are considered satisfied in the presence of the following occurrences: war (declared or not), invasions, actions by foreign enemies, large-scale military mobilisation in Italy or internationally; civil war, uprisings, rebellions and/or revolutions, insurrections, acts of terrorism, sabotage or piracy; embargoes; need to obey any government law or order, expropriation, requisition, nationalisation; plagues, epidemics, natural disasters or extreme natural events in general; explosions, fires, destruction of equipment, prolonged interruption of transport and/or transportation, of telecommunications, of the IT system or of the energy network; boycotts, strikes and lockouts, occupation of facilities. If any Event of Force Majeure should occur, Organizers will be relieved of its obligation to fulfil its contractual obligations and released from any liability for damages or any remedy for breach of con-

tract starting from the moment in which the Event prevents such fulfilment, provided Organizers gives the other party prompt notice of such circumstance. If prompt notice is not given, Organizers will be relieved of its obligation and released from liability when the other party has received such notice; the other party may suspend fulfilment of its obligations starting on the date of such notice. If the Fair must be postponed due to an Event of Force Majeure, Organizers will retain the amounts already received (i.e., registration fee and other down payments, if any), which the Exhibitor may use - without any guarantee regarding rate changes - to participate in the Fair on the new dates.

If, due to a Force Majeure Event, it should be necessary to cancel the event, the Organizer reserves the right to retain only the registration fee paid by the exhibitors as reimbursement of organizational expenses actually incurred, providing for the return of the remaining sums collected without them being able, for any reason, to claim any compensation from the Organizer.

If any Event of Force Majeure should occur, the Exhibitor will be relieved of its obligation to fulfil its contractual obligations and of any liability for damages or any remedy for breach of contract starting from the moment in which the Event prevents such fulfilment, provided the Exhibitor gives prompt and documented notice to Organizers. If prompt notice is not given, the Exhibitor will be relieved of its obligation and released from liability when Organizers has received such notice; Organizers may suspend fulfilment of its obligations starting on the date of such notice. If it is impossible for the Exhibitor to attend the Fair due to an Event of Force Majeure, Organizers will retain the amounts already received (i.e., registration fee and other down payments, if any), which the Exhibitor may use - without any guarantee regarding rate changes - to participate in a subsequent edition of the Fair.

It is hereby specified that if an Event of Force Majeure should occur, the deadlines for the notice required by Article 28 "Postponement, reduction or suspension of the fair" will not be applied.

## 10. DELIVERY OF THE STANDS

Stands will be made available to Exhibitors according to the terms and conditions set out in the "Exhibition Technical Regulations". Stand furnishing must be completed no later than the time set out in the "Exhibition Technical Regulations"; in default of this, the contract may be annulled for non-fulfilment by the participant, subject to the procedures and consequences as described in Art. 6.

In order to access the Exhibition Centre during the set-up and dismantling days, Exhibitors must register on the website [www.befair.eu](http://www.befair.eu) following the instructions provided by BolognaFiere. Once this first step has been completed, the Exhibitor will choose his credentials, which will remain valid for future editions of the Show. The Exhibitor itself, accessing the Pass webpage, will be able to authorize the appointed companies (fitters, suppliers, couriers, etc.), assigning them a dossier. The appointed companies will receive an email to make their first access to the Pass area on the Befair website and choose their credentials. We remind you that in the Pass area, both the Exhibitor (with its own account) and the Appointed suppliers (with their account) will be able to enter the names of their staff and the vehicles license plates for which access to the Exhibition Centre is requested, exclusively for the set-up and dismantling days.

If the Exhibiting/Appointed companies do not acknowledge published documents, including the D.U.V.R.I., they will not be able to print the badges and/or entrance permits to the Exhibition Centre, necessary during the set-up and dismantling days. The Exhibitor is responsible for ensuring that the companies that will operate on his behalf in the Exhibition Centre meet all the technical-professional requirements. BolognaFiere and the Organizer may establish special rules of access to the Trade Fair Centre during setup, also in compliance with occupational safety regulations, and also restrict vehicle access and/or apply charges to vehicles parked outside designated spaces and/or exceeding the Organizer's parking time limit.

In particular, if motor vehicles or other forms of transport are left inside the Trade Fair Centre for more than two hours, the Exhibitor whose password has been used to register the vehicle may be charged the sum of EUR 500.00 plus VAT.

## 11. PARTICIPATION FEES

The participation fees are quoted on the front page of the Application for Admission.

The rates per sqm apply to the entire surface of the space taken up, with continuity of perimeter, by the same company and do not include any fitting, wall or carpet. In addition to the availability of the halls with all the annexed services made available, participation fees include the amounts due for:

- stand signage board;
- passes for the Exhibitors and their staff, in proportion to the exhibit area, as per art. 18;
- 1 car park pass;
- technical assistance to the Exhibitor during the exhibition period and the setting up/dismantling of the stands; general surveillance of the pavilions and general fire prevention services;
- "All Risks" and Third Party Civil Responsibility insurance coverage;
- connection to the power mains, inspection and electric power up to 3 kw;
- local tax on advertising;
- fire extinguishers in the amount related to the exhibit surface;
- company description in the show catalogue, wireless internet connection - up to 5 devices.

## 12. BOOTH FITTING UP

The stands must be contained within the surface of the allocated exhibition area and comply with the provisions of the "Exhibition Technical Regulations"; moreover, they must not exceed the allowed height as specified in the mentioned "Exhibition Technical Regulations".

Regardless of surface area, booth installations are classified as either Standard or Non-Standard and according to specifications set out in detail in the Exhibition Technical Regulations and Forms and in the Form Zero that here are intended as recalled and accepted in full by the Exhibitor.

For the construction of any set-up, it is mandatory to send BolognaFiere the "Form Zero", to be downloaded from the reserved Exhibitors Area on the Technical Forms page of the website [www.befair.eu](http://www.befair.eu). In case of non-standard set-up, the Exhibitor must transmit to the Organizer and to BolognaFiere, for approval, the design of the set-up stamped and signed by a Qualified Technician as well as the documents required by the "Exhibition Technical Regulations" and by "Form Zero". All the aforementioned documents must be sent no later than the deadline established in the "Exhibition Technical Regulations", otherwise the Exhibitor will be charged the amount of € 500.00 plus VAT in addition to any cost stated in the "Form Zero". In any case, BolognaFiere reserves the right not to allow the set-up of non-standard stands that have not been previously approved. The fittings and related systems must be built in a workmanlike manner, in compliance with accident prevention and fire prevention regulations. The Exhibitor undertakes to comply with the regulations relating to public entertainment venues and to comply with all the requirements and formalities stated in the "Exhibition Technical Regulations and Various Forms". BolognaFiere will have the right to request, if necessary, the intervention of the Supervisory Commission for public entertainment venues. The exhibitor is required to install in a clearly visible and readily accessible location in the booth a suitable quantity of fire extinguishers, as supplied by BolognaFiere. Failure to comply with the detailed provisions of the "Exhibition Technical Regulations and Various Forms" will give BolognaFiere the right to close the exhibit space and/or to take the most appropriate measures to ensure safety conditions, without prejudice to any civil and penal liability of the Exhibitor. Any responsibility regarding the static of the fittings, the execution and operation of the systems, the compliance of the fitting materials, the fire prevention regulations and any damage that may be suffered by people or things owned by BolognaFiere or third parties, is the sole responsibility of the Exhibitor.

Non-compliance with the safety rules may lead to a report to the judicial authorities.

## 13. RETURNING THE STANDS

Upon the conclusion of the Event, and no sooner, the Exhibitors shall remove all the items, products and materials installed, and, after obtaining an exit permit from the Organizers, shall remove said items, products and materials from the Fair District.

The stands must be freed by the date specified in the "Technical Regulations of the Exhibition". The Exhibitor shall return the stand in the status it was received.

At all times during the event it is prohibited to leave spare materials and/or refuse in the exhibition halls and Fair District. The materials remaining after the operations of setting up and taking down the stands must be disposed of by the Exhibitor and/or its staff, and the corridors of the halls must be left free from any kind of spare or bulky materials.

As per the environmental protection laws, the Exhibitors are required to state the methods of disposal for the materials to be disposed of after setting up, by filling in the obligatory forms.

If the Exhibitor fails to respect the times for dismantling the stand and free the area, he expresses his unquestionable consent to let remove all the items, products and materials left unattended, which will be considered refuse material to deliver to garbage dumps, and the Exhibitor will also pay all direct and indirect expenses for removal, in addition to a penalty that currently amounts to minimum € 300.00 per 16 sqm booth and possible refund for other damages.

The Organizers assume no responsibility for the goods, materials and whatever else is left unattended by the Exhibitors on the premises of the Fair.

## 14. ACCESS TO THE EXHIBITION CENTRE

The Show is open to visitors in possession of the required entrance documents every day according to the opening times that the Organizer reserves the right to set and if applicable modify, including during

the Show itself.

To ensure that Exhibitors and their staff can access the Show free of charge, the Organizers shall prepare dedicated passes as per the "Technical Regulations of the Event", the use of which implies acceptance of these terms. Exhibitors are nonetheless entirely responsible for the behaviour of those it supplies entrance passes too, as well as the behaviour of its employees, assistants and associates, when carrying out the tasks assigned to them. Inside the exhibition centre it is prohibited to organise collections or donations to recognised bodies, carry out activities of political propaganda or religious proselytising or any other kind of activity not connected to the purposes of the Show.

The terms ruling access to the exhibition centre, technical regulations, booth fitting-up and dismantling, and the development of the Event in general may be subject to modification and/or review deriving from possible regulations intervening.

## **15. SURVEILLANCE AGAINST THEFT - LIABILITY FOR THEFT AND DAMAGE - NON ACCOUNTABILITY OF BOLOGNAFIERE S.P.A. - CLAUSE OF INDEMNITY**

During the opening hours of the pavilions, the Exhibitor shall watch over his stand, either directly or through his staff.

The Exhibitor shall be present, through his staff, at the stand area during the Event opening time. During the entire period of the Exhibition (including the setting up and dismantling days) the Exhibitor is the only keeper of all materials, goods and equipment in the stand area. Being the keeper of the stand, the Exhibitor shall release substantially and judicially BolognaFiere S.p.A from any liability and keep it uninjured from any loss, damages and responsibility, costs or expenses, including legal costs, deriving from the use of the stand and space assigned.

While it shall provide a general night and day surveillance service during the entire period of the Exhibition and the days specified for stand installation and removal, BolognaFiere S.p.A. shall be exempted from any liability for any theft and/or damages as may be suffered by the Exhibitor.

The Exhibitor shall be liable for any direct or consequential damage that BolognaFiere S.p.A. may suffer and that may be ascribed to the Exhibitor or people working for the Exhibitor (including damage caused by the installations or systems set up by the Exhibitor or his appointees, whether or not tested by BolognaFiere S.p.A.).

## **16. INSURANCE - EXEMPTION, ASSUMPTION AND LIMIT OF LIABILITIES**

The Exhibitor shall benefit from the following insurance policies taken out by the Organizers:

- All Risks coverage (including fire and theft) for direct physical damage to furniture, fittings, equipment and goods on the stand, excluding cash, valuables and the like as well as the software installed in computers and excluding any coverage for loss of use of the furniture, fittings, equipment and goods during the period when the Exhibition is being held - coverage € 40,000.00 full first loss coverage (including fire and theft), with absolute deductible of € 300.00 per claim, increased to € 600.00 for damage sustained after the end of the Exhibition;
- Third Party Liability Coverage, including fire damages: single limit € 50,000,000.00;
- Liability Coverage to Exhibitor's employees: single limit per claim of € 3,000,000.00 with limit of € 2,000,000.00 per person;
- waiver of any claim from the Insurer against any Exhibitor, the Organizers and ModenaFiere srl.

The above-listed insurance policies are governed by specific terms and limitations that the Exhibitor can request from the Operating Secretariat of the Event and that are listed in a special form included in the "Technical Regulations".

The coverage does not release the Exhibitor from liability in respect of all risks that, according to the Exhibitor's independent evaluation, are not guaranteed or exceed the aforementioned coverage limits. The Exhibitor shall take out the necessary additional coverage, as he deems appropriate.

In particular, being present a video-surveillance service, the Exhibitor acknowledges that, in case of theft, the relevant complaint to the Public Authority shall be sent to the Insurance Company within 7 days after the end of the Exhibition; in default, no indemnity shall be claimed. The Insurance Company shall also see to the management of accidents and the loss settling procedures at the end of the Event. At all events, the Exhibitor undertakes to include in the additional coverage a waiver by the said Insurance claims for reimbursement from the Exhibitors, the Organizers and ModenaFiere srl, and, failing this, to relieve the latter from any action that might be taken against them. Having acknowledged the foregoing, the Exhibitor (on his own behalf and on behalf of his collaborators and appointees) nevertheless expressly exempts the Organizers and ModenaFiere srl from any liability for losses or failures that, for any reason, might occur in the exhibition space assigned to him or may involve the items contained therein during the entire Event as well as during stand installation and dismantling; the Exhibitor assumes responsibility for any damage caused to anyone, including third parties, while managing the exhibition space or the items contained therein, which are not covered in the terms or manner indicated above or by additional insurance coverage taken out by the Exhibitor. BolognaFiere and ModenaFiere srl will accept no liability for consequential damages, damage to image, loss of revenues, etc. As regards direct damages, the Exhibitor accepts that the liability of BolognaFiere and ModenaFiere srl is limited to the insurance limits as stated above. The Exhibitor accepts those limits of liability.

## **17. VALUE DECLARATION**

The Exhibitor must declare the presumed overall value of goods, materials, installation and equipment brought to the Fair premises, including those of the represented companies, by filling in the special section in the Application form.

The Exhibitor shall communicate the definitive amount of the value of said assets via the Form contained in the specific e-commerce platform.

## **18. EXHIBITOR'S PASSES AND COMPLIMENTARY TICKETS**

The Organizers shall supply passes to the Exhibitors, for themselves and their staff, according to the following scheme:

up to 16 sq.m.	no. 6
from over 16 to 32 sq.m.	no. 10
from over 32 to 50 sq.m.	no. 15
from over 50 to 100 sq.m.	no. 20
over 100 sq.m.	no. 30

All passes must bear the name of the user and the stamp of the Exhibitor company.

The Organizers shall supply 10 complimentary tickets to the Exhibitors for their customers.

## **19. DAMAGES TO THE STANDS**

At the end of the Event, the Exhibitors shall let the Organizers verify the conditions of repair of the stands, after having removed all the materials displayed and all installation materials.

The stands have to be returned in the conditions in which they were assigned. Costs for repairing any damages will be billed to the responsible Exhibitor.

## **20. PAID ADVERTISING**

Outside the assigned exhibition areas, any form of publicity and advertising shall be activated solely through the Organizers and is subject to the payment of the relevant fees and tax charges.

## **21. INTELLECTUAL PROPERTY RIGHTS**

The products, the goods on display and the stands in which they are contained cannot be photographed, portrayed or in any way reproduced without the prior permission of the respective Exhibitors and Organizers. The Organizers and the Operating Secretariat reserve the right to photograph, film, reproduce, disseminate, and authorize the photographing, filming, reproduction and dissemination of, overall and detailed, internal and external views, and to permit or effect the sale thereof.

## **22. PROVISIONAL IMPORT**

The provisional import of goods or commodities of foreign origin, such as samples to be displayed at the fair, shall take place, at the expenses of the Exhibitor, through the official carrier of BolognaFiere S.p.A., according to the modalities provided for in the "Technical Regulations of the Exhibition", BolognaFiere S.p.A. being exempted from any responsibility as may arise from the actions of the official carrier.

## **23. TECHNICAL SUPPLIES**

Upon request of the Exhibitor, and in compliance with the provisions set forth in the "Technical Regulations of the Exhibition", BolognaFiere S.p.A. shall supply to the Exhibitor electricity, for his lighting and motive force requirements, as well as connections to the water and compressed air lines. Moreover, BolognaFiere S.p.A. reserves the right to activate or contract out or award, whether on an exclusive basis or not, the supply of any services deemed useful to the participants, and to define the relevant utilisation modalities. In particular:

- connections and disconnections between the electrical or water systems set up by the Exhibitor and - respectively - the connection box and the water plumbing outlets can be realized solely by the companies authorized by BolognaFiere S.p.A., that shall assess compliance with the regulations contained in the "Technical Regulations of the Exhibition";
- cleaning service shall be performed by BolognaFiere S.p.A. through the company authorized by BolognaFiere S.p.A.;

- the connections and disconnections to the telephone sets can be made only by the supplier company authorized by BolognaFiere S.p.A.;

- for all handling, transport, loading and unloading operations, Exhibitor shall use the official carrier of BolognaFiere S.p.A.;

- access to the halls is permitted only to electrical vehicles.

The Exhibitor acknowledges that the services supplied (whether managed directly by BolognaFiere S.p.A. or outsourced or awarded on an exclusive basis) are ensured in standard conditions of use by the individual users, and exempts BolognaFiere S.p.A. from any responsibility arising from the irregular supply of the said services.

## **24. OFFICIAL CATALOGUE AND INTERNET SERVICES**

The Exhibitor has to include his Company name, address, telephone number, and brief description of the exhibited products in the alphabetical list of the Official Catalogue of the Fair.

The Exhibitor, on his own responsibility, will provide the indications necessary for the publication of the Catalogue, through the relevant form duly to be found in the exhibitor portal. Without assuming any responsibility for errors or omissions, the Organizers and ModenaFiere srl reserve the right to disseminate the information contained in the Application for Admission and the Official Catalogue Form regarding the Exhibitors and the products and/or services displayed, using the communication media and techniques (printer matter and the like) deemed fit.

The data communicated shall refer to the requests for admission received and accepted up to 45 days before the opening date of the Exhibition. The Exhibitors are offered a possibility to interact directly with the Internet portal of the Event, create and update their company electronic profile, present their products and enter data in a search database. The Exhibitors are the sole responsible of the contents of their own profiles, and of the correct use of their passwords and usernames. Through their usernames and passwords, the Exhibitors can also complete directly the forms requesting services and assistance to their participation in the Exhibition.

## **25. CAR PARKS**

For security reasons the car parks reserved for the Exhibitors can only be accessed - until full designated spaces - by passenger cars (therefore excluding commercial vehicles, lorries, etc.) bearing the pass issued by the Organizers. Vehicles may only park in the designated spaces and only during Fair District opening hours. It is strictly prohibited for commercial vehicles and lorries of any kind to park in the Fair District, even for brief periods.

It is also strictly prohibited for cars to park outside the designated spaces and after the Fair District has closed. In the event of non-compliance with these rules, BolognaFiere or the Commercial and Operative Secretariat may take the necessary measures to forcibly remove the offending vehicle(s) or apply a wheel clamp, at the risk and expense of the Exhibitor issued with the pass and the owner of the vehicle, who shall be jointly and severally liable with the Exhibitor for the expenses incurred. BolognaFiere and the Commercial Secretariat reserve the right not to admit to future events any Exhibitors or their staff in breach of the aforementioned rules. Each of the occupants of the vehicles must be in possession of a valid document to access the Fair District. As the car parks are unattended, BolognaFiere and the Commercial and Operative Secretariat accept no liability for the safekeeping of vehicles, or damage or theft of any kind.

## **26. SPECIAL PROHIBITIONS**

In particular, Exhibitors cannot engage in the following activities:

- any sale involving immediate on site delivery of the goods to the buyer;
- assignment or exchange of a stand or a portion thereof;
- displaying prices;
- any form of advertisement outside his stand and within the Fair grounds, save for the modalities provided for in art. 20. The distribution of advertising material is permitted only within each Exhibitor's exhibition area;
- the display of any product conflicting with the commodity class characterising the stand, as specified in the Application for Admission;
- the display of sign boards or samples, even purely indicative ones, on behalf of companies not listed in the Application for Admission and not represented;
- the use, for any reason, of UNMANNED AERIAL VEHICLES (UAV) inside the Fair District. For exceptions to this rule, permission must be requested from the Operational Division of BolognaFiere, which reserves the right to evaluate usage, as per the existing norms, according to terms and procedures to be agreed on;
- any form of show or entertainment, of any type, nature or characteristics, including within stands or designed to present products, without the prior authorisation of the Management of BolognaFiere responsibility of the Exhibitor to obtain any necessary permits from the health and public safety authorities or relevant bodies for the aforementioned initiatives, if required; - present live or recorded music using audio and sound equipment. Any exceptions to this rule must be authorised in writing by the Organizers, on the condition that the Exhibitor does not disturb other Exhibitors and complies with the law regarding the payment for the related rights;
- to use own forklifts and lifting devices in the Exhibition Centre;
- any form of unfair competition between or among participants in the exhibition. Therefore, to ensure correct execution of the exhibition, the Exhibitor hereby accepts all of the initiatives that BolognaFiere S.p.A. may undertake to ensure the immediate cessation of any possible forms of unfair competition or to protect and safeguard the other Exhibitors of BolognaFiere itself.

All prohibitions of a technical nature issued for safety, security, hygiene, antipollution purposes in general, concerning people and things, or intended to safeguard the movable and immovable assets contained in the Fair District, and the relevant provisions, contained in the "Technical Regulations of the Exhibition", are to be construed as forming an integral part of these general terms of participation and the Exhibitor undertakes to comply with them in every respect. Possible departures can be authorized in writing by the Technical and District Management Bodies. If an Exhibitor fails to observe any of the prohibitions specified above, or the prohibitions referred to in this article, the Organizers shall be entitled to apply the sanctions specified in the "Technical Regulations of the Exhibition" and/or terminate the participation agreement, without having to obtain a court order, simply through a written notification to the Exhibitor, addressed to the stand of the latter. This shall entail the immediate closing of the stand and the withdrawal of the passes to the Fair District, without this detracting in any way from the Exhibitor's obligation to pay the amounts due under the participation agreement.

## **27. POSTPONEMENT, REDUCTION OR SUSPENSION OF THE EXHIBITION**

At their own discretion, the Organizers have the right to change the dates of the Exhibition, without this entitling the Exhibitor to withdraw or in any way dissolve the participation agreement entered into or be released of the commitments undertaken. Moreover, the Organizers have the right to reduce the time duration or size of the Exhibition, or suspend it in its entirety or suspend sections thereof, without having any obligation to pay indemnities, penalties or damages of any sort.

## **28. GENERAL PROVISIONS - ELECTING THE DOMICILE - APPLICABLE LAW PROVISIONS -GOVERNING LAW AND COMPETENT COURT**

In his dealings with BolognaFiere S.p.A., the Exhibitor shall abide by all provisions issued by law enforcement and public establishment surveillance authorities. The Exhibitor and/or any third party acting on behalf of the latter within the Fair District shall use subordinate or independent personnel in keeping with the applicable laws (social security, insurance, tax regulations, etc.). To all legal intents and purposes, the Exhibitor elects his domicile at the registered office of BolognaFiere S.p.A., accepts Italian legislation as the sole governing law and the court of Bologna as the competent court. Relations between the Organizers and the Exhibitor and any third parties shall be governed solely by the Italian law.

## **29. RELATIONS WITH BOLOGNAFIERE S.P.A.**

The Exhibitor acknowledges that the Exhibition shall be held at the Fair District of BolognaFiere S.p.A. and undertakes to observe - and have his employees and collaborators observe - the regulatory provisions issued by the said BolognaFiere S.p.A., which therefore shall be entitled to take action, whether directly or through its staff on duty at the District in the event of the Exhibitor failing to observe the said obligations or any rule established by BolognaFiere S.p.A. or any law provisions. The Exhibitor acknowledges the Code of Ethics of BolognaFiere S.p.A. available in the website [www.bolognafiere.it](http://www.bolognafiere.it) and declares to share and accept in full the contents, being aware of the possible consequences and sanctions deriving from the violation of the principles and rules described.

## **30. PERSONAL DATA PROCESSING - Information to the data subject pursuant to Article 13 of Regulation (EU) No. 2016/679**

The Organizer undertakes to process the personal data made available by you in compliance with the provisions of Regulation (EU) No. 2016/679, as well as with the guidelines and requirements laid down by the Data Protection Supervisory Authority and any other applicable regulation.

For further in-depth information regarding the processing of your personal data by the Organizer, please consult the Privacy Policy Statement attached to this Agreement.





**BolognaFiere Spa**  
 Viale della Fiera, 20 - 40127 Bologna, Italia  
 PEC: [bolognafiere@pec.bolognafiere.it](mailto:bolognafiere@pec.bolognafiere.it)  
 Capitale Sociale € 157.200.000,00 i.v.  
 C.F. - P. IVA e Reg. Imp. BO 00312600372  
 REA BO367296

**Show office**  
 Modenafiere srl  
 Viale Virgilio 58  
 41123 Modena (Mo) - Italy  
[showoffice@worldbrushexpo.com](mailto:showoffice@worldbrushexpo.com)

# PRIVACY FORM

**BOLOGNAFIERE | MAY 22-24 - 2024**

INFORMATION ON THE PROCESSING OF PERSONAL DATA PURSUANT TO ARTICLE 13 OF REGULATION (EU) NO 2016/679

To be sent to [showoffice@worldbrushexpo.com](mailto:showoffice@worldbrushexpo.com)

Pursuant to and having the effects arising from Article 13 of Regulation (EU) No 2016/679 of the European Parliament and of the Council of 27 April 2016 regarding the processing of personal data of natural persons and the free circulations of such data, which repeals Directive 95/46/EC, and is also called the General Data Protection Regulation (hereinafter "GDPR"), we hereby inform you that the personal data voluntarily submitted by you to Fiere Internazionali di Bologna - BolognaFiere S.p.A. (hereinafter also called the "Company" or "BolognaFiere") will be processed in compliance with current legal provisions governing the protection of personal data.

## 1. Data Controller and Data Protection Officer

The Personal Data Controller is Fiere Internazionali di Bologna - BolognaFiere S.p.A., in the person of its pro tempore President, with headquarters in Bologna, Italy, Viale della Fiera No. 20. The Data Protection Officer may be contacted at the following email address: [dpo@bolognafiere.it](mailto:dpo@bolognafiere.it) for any need related to the processing of personal data.

## 2. Purpose of the processing and legal basis of the processing of personal data

Your personal data will be processed for the following purposes:

- the establishment and performance of the contractual relationship between you and BolognaFiere (e.g. ticket sales, exhibition area rental, organization of events - even online events - in which you are interested in participating, provision of services ancillary to your participation, planning of services requested by you, publication of exhibitors' data in the event catalogue etc.). With reference to this purpose, the legal basis for the processing is the performance of contractual or pre-contractual obligations in relation to a contract to which you are a party. Any refusal on your part to provide the data would make it impossible for BolognaFiere to provide the requested service. Please note that any processing of particular categories of personal data will only be carried out if such data is communicated or made public directly by you. Such processing will be legitimate on the basis of art. 9, par. 2, letter e) of the GDPR. The provision of such data is never mandatory;
- compliance with all regulatory, fiscal and administrative requirements imposed on BolognaFiere. With reference to this purpose, the legal basis of the processing is the fulfilment of legal obligations imposed on BolognaFiere. Any refusal on its part to provide the data would make it impossible for BolognaFiere to provide the requested service;
- in order to conduct statistical surveys and market research. With reference to this purpose, the legal basis of the processing is its specific consent, without which BolognaFiere will not be able to carry out market research on its data. In any case, you will be able to use the services offered by BolognaFiere;
- the performance of profiling activities aimed at understanding its possible needs in relation to the provision of new services according to the preferences expressed. With reference to this purpose, the legal basis of the processing is its specific consent, without which BolognaFiere will not be able to carry out profiling activities on its data. In any case, you may use the services offered by BolognaFiere;
- the performance of commercial and marketing activities related to BolognaFiere's activities by post, internet, telephone, e-mail, MMS, SMS, from Italy or abroad. With reference to this purpose, the legal basis for the processing is its specific consent, without which BolognaFiere will not be able to carry out the aforesaid commercial activities. In any case, you may use the services offered by BolognaFiere;
- sending your data to companies of BolognaFiere Group, to third parties such as exhibition organisers or partners involved in the organisation of individual fairs/events, including those based outside Europe, in order to allow the latter to launch independent marketing initiatives relating to their products and services. With reference to this purpose, the legal basis for the processing is your specific consent, without which BolognaFiere will not be able to send your data to third parties. In any case, you may use the services offered by BolognaFiere;
- to allow BolognaFiere to shoot videos and/or photos during fairs and events for publication on our websites/landing pages and social profiles (e.g. Twitter, Facebook, Youtube, etc.) and on brochures, catalogues, flyers and other printed material promoting the events. The legal basis for the processing is the legitimate interest of the Data Controller, since the filming carried out by BolognaFiere for this purpose is exclusively generic. Any refusal on its part would make impossible for BolognaFiere to provide the requested service. Any photographs or specific filming will be taken by BolognaFiere only with your consent, which you may be asked to do, accompanied by appropriate information and a dedicated disclaimer.

## 3. Methods of data processing

The processing of personal data will be carried out using suitable paper, electronic and/or telematics tools, with logic strictly related to the purposes mentioned above and, in any case, in such a way as to ensure the security and confidentiality of the data.

It should be noted that BolognaFiere does not process your data for the purpose of making decisions based on automated processing which produce legal effects or significantly affect you pursuant to art. 22 of the GDPR.

## 4. Recipients, categories of recipients of personal data and data transfer in third countries

Your personal data may come to the knowledge of shareholders, members of the board of directors or other administrative body and, in any case, of the Data Protection Officer, external Data Processors, Persons in charge of processing and/or Data Processing Authors appointed by BolognaFiere in the performance of their duties. Your personal data may be communicated to subjects who provide BolognaFiere with services or services instrumental to the purposes indicated above, such as, by way of example, parent companies, subsidiaries, investee companies and/or associates, partners/joint venture partners; subjects, entities and/or companies that manage and/or participate in the management and/or maintenance of the Internet sites and the electronic and/or telematic tools used by us, photographers and/or videomakers who produce video-audio material or the related post-production, journalists and newspapers, companies providing services necessary for the organisation and management of events (e.g. installation of fittings and equipment, publishers of printed and on-line catalogues, logistics, safety and security, first aid, hostesses, etc.), diplomatic representatives, consultants, law firms, banks, marketing and communication service providers; other subjects in charge of the selection process and management of the related benefits for buyers (such as insurance companies, travel agencies, hotels), etc.

The updated list of Data processors is available at the Data Controller's headquarters, or may be requested by email at: [privacy@bolognafiere.it](mailto:privacy@bolognafiere.it).

Your personal data may be communicated and/or transferred abroad, in accordance with the provisions of current legislation (Articles 45 et seq. of the GDPR), even in countries outside the European Union, or if necessary, in the countries where the recipients referred to in the previous paragraph are located. In all the above cases, the transfer is necessary for the execution of the contract with the Data Subject or for the execution of contractual measures adopted upon your request, or to ascertain, exercise or defend a right in the Court; in general, it is carried out on the basis of an adequacy decision adopted by the Commission (Art. 45 of the GDPR) or in accordance with the standard data protection clauses or other appropriate guarantees pursuant to Articles 46 or 49 of the GDPR. In the event that no Commission adequacy decision has been taken and the other guarantees established by GDPR are not applicable, the communication and/or transfer of data outside the European Union will be subject to your consent, after having been informed that the country in question does not provide an adequate level of protection.

## 5. Data retention

The personal data provided by you will be processed only for the time necessary to achieve the purposes described above, without prejudice to further terms related to the specific conditions of legitimacy of the processing (e.g. 10 years for the exercise of defence actions in court).

## 6. Rights of the data subject

We inform you that at any time in relation to your data, you may exercise your rights under the limits and conditions provided for in Articles 7 and 15-22 of the GDPR.

To exercise these rights, described below, please contact the Data Controller at [privacy@bolognafiere.it](mailto:privacy@bolognafiere.it); this request will be answered in a timely and appropriate manner.

In detail, you have the right to:

- to obtain confirmation of whether or not personal data concerning you are being processed;
- where processing is in progress, obtain access to personal data and information relating to the processing and request a copy of the personal data;
- to obtain the adjustment of inaccurate personal data and the integration of incomplete personal data;
- to obtain, if one of the conditions laid down in Article 17 of the GDPR is met, the deletion of personal data concerning you;
- to obtain, in the cases provided for in Article 18 of the GDPR, the limitation of treatment;
- to receive personal data concerning you in a structured, commonly used and readable format by an automatic device and request their transmission to another holder, if technically feasible.

Furthermore, you have the right to object at any time to the processing of your data carried out for the pursuit of a legitimate interest of the Data Controller. In case of opposition, your data will no longer be processed, unless there are legitimate reasons for the processing prevailing over the interests, rights and freedom of the Data Subject or for the establishment, exercise or defence of a right in the Court.

With reference to the processing of data for marketing and profiling purposes, you may revoke your consent at any time or oppose its processing by writing an e-mail to [privacy@bolognafiere.it](mailto:privacy@bolognafiere.it). The revocation of your consent will not affect the lawfulness of the processing based on the consent given before the revocation.

Finally, pursuant to Article 77 of the GDPR, we remind you that you have the right to lodge a complaint with the Privacy Guarantor, in the event that you believe that your rights have been violated under the terms of the GDPR, in the manner indicated on the website of the Privacy Guarantor accessible at [www.garanteprivacy.it](http://www.garanteprivacy.it).

## CONSENT TO THE PROCESSING OF PERSONAL DATA

Having read the above Information, you expressly consent to the processing of personal data in the manner indicated therein for:

### a) development of statistical and market studies and research (e.g. sending out customer satisfaction questionnaires);

I AGREE  I DO NOT AGREE  Date and place \_\_\_\_\_ Signature \_\_\_\_\_

### b) fulfilments connected with the profiling activity carried out by BolognaFiere;

I AGREE  I DO NOT AGREE  Date and place \_\_\_\_\_ Signature \_\_\_\_\_

### c) fulfilments connected with the marketing activities carried out by BolognaFiere;

I AGREE  I DO NOT AGREE  Date and place \_\_\_\_\_ Signature \_\_\_\_\_

### d) sending your data to companies and third parties for their marketing purposes;

I AGREE  I DO NOT AGREE  Date and place \_\_\_\_\_ Signature \_\_\_\_\_