

## Visual on floor publicity request

### General conditions

- "Requests for visual on floor publicity" can be sent to UNACOMA SERVICE Surl by all participating companies and by companies which perform service activities in the agricultural sector. UNACOMA SERVICE Surl has the right to accept publicity of a wider or more reduced scale.
- The publicity requests must reach UNACOMA SERVICE Surl within at least 60 days before the opening date of the Exhibition, and must be signed by the legal representative of the requesting company. The request constitutes a valid and irrevocable commitment on the part of the requesting company but does not, in any way, represent an obligation for UNACOMA SERVICE Surl which, with final and irreversible judgement, will decide on the acceptance, without being obliged to state a reason. In the case of a negative decision, the requesting company will be notified at least 30 days prior to the opening date of the Exhibition by registered letter with return delivery receipt. UNACOMA SERVICE Surl will have the faculty also to consider requests which are received later than 60 days before the opening date of the Exhibition, reserving the right to communicate confirmation by the day preceding the inauguration of the Exhibition.
- For technical and organisational requirements UNACOMA SERVICE Surl, with irreversible judgement, reserves the faculty to modify the requested or agreed upon positions and limit the forms of publicity, even if already concurred, or recede from the contract (even in cases of circumstances beyond their control) without the right of the requesting company to claim indemnity or reimbursement for any reason, except only an eventual reimbursement of part or total amount remitted. UNACOMA SERVICE Surl reserves the right to assign publicity positions even if they are not those specified in the official documents for this purpose.
- UNACOMA SERVICE Surl will send an invoice relative to the requested publicity space. The payment must be made by 30 days from the invoice date and, in any case, no later than the final day of the exhibition, before the "exit permit" will be provided. Eventual additional expenses borne by UNACOMA SERVICE Surl for the production of the requested publicity will be charged at the end of the exhibition, along with other charges. In the case the requesting company does not exhibit at the Exhibition, the amount due must be paid by the final day of the Exhibition.
- If the requesting company renounces due to proved, legitimate impediment, it can request withdrawal from the contract from UNACOMA SERVICE Surl by registered letter with return delivery receipt at least 60 days prior to the opening date of the Exhibition, paying for expenses and damages 50% of the entire publicity charges, apart from any further right entitled to UNACOMA SERVICE Surl. If the renunciation occurs less than 60 days prior to the opening date of the Exhibition the requesting company must pay the entire amount due and UNACOMA SERVICE Surl retains the faculty to request reimbursement for greater direct and indirect damages. In any case, UNACOMA SERVICE Surl has the irreversible and final decision in evaluating the cause of the renunciation.
- The requesting company must provide UNACOMA SERVICE Surl with the publicity material,

- assembled by the firm itself and at its own expense, which conforms precisely to the indicated specifications and conditions, not later than three days prior to the inauguration date of the Exhibition, according to the procedures that will follow afterwards. UNACOMA SERVICE Surl will see to the setting up and assembling of the material in the established areas and to the dismantling once the Exhibition has closed. In the case the publicity material is delivered later than three days prior to the inauguration date of the Exhibition, or is not in conformity with the indicated specifications, UNACOMA SERVICE Surl reserves the right not to present this material, without any obligation to reimburse the requesting company for damages.
- The setting up and dismantling of any publicity material of dimensions which exceed those prescribed, which has, in any case, been previously approved in writing by UNACOMA SERVICE Surl if this will be performed by its own personnel or by a company hired by them for this purpose.
- The requesting company is responsible for clearance and removal from the Fairground area of all its publicity material by, and no later than 2 days after the final closing date of the Exhibition; after this period, UNACOMA SERVICE Surl reserves the right to destroy any remaining publicity material, remaining valid and in its rights any other action taken by UNACOMA SERVICE Surl to obtain payment for damages and any charges sustained.
- The requesting company is totally and exclusively responsible under civil and penal law, for any damages caused to persons or things which can be directly or indirectly attributed to the publicity material on exhibit. The requesting firm is also responsible for anything deriving from the text content of the publicity material. UNACOMA SERVICE Surl and BolognaFiere Spa do not assume any responsibility for theft, destruction or damage of the material on exhibit.
- In the hypothesis that UNACOMA SERVICE Surl, availing of its irreversible and discretionary faculties, modifies the dates of the Exhibition, the publicity will be carried out on the new dates established and the requesting company is obliged to remit the payment agreed upon even if the dates are different from those initially foreseen. In the hypothesis that the Exhibition is cancelled, the publicity contract is automatically dissolved and UNACOMA SERVICE Surl is not obliged to pay for compensation damages incurred.
- UNACOMA SERVICE Surl and BolognaFiere Spa, transfer to the requesting company the obligation to observe the regulations of the Public Authority in charge of the surveillance of the premises open to the public. The requesting company must accept Italian jurisdiction and the application of the Italian Civil Code, even if the contract is concluded abroad. The Bologna Court of Law is exclusively competent for any and every dispute. The Italian Civil code governs any case which is not covered in these General Conditions. Every right of the requesting company is solely and exclusively borne by UNACOMA SERVICE Surl, while every obligation, as far as behaviour is concerned assumed by the requesting company on the Fairground area is to be borne entirely by the company itself, also extended towards BolognaFiere Spa, which will therefore be authorised, in the event of failure to comply with its own regulations and norms, to intervene directly, also against the requesting company.

Concerning special forms of advertising and further information, please contact: Promosystem - Tel. 051/6014411 - Fax 051/6014059 - E-MAIL: eima@promosystemsrl.com

Company: \_\_\_\_\_ City \_\_\_\_\_  
Address \_\_\_\_\_  
Postal code \_\_\_\_\_ Tel \_\_\_\_\_ Telefax \_\_\_\_\_  
Fiscal code \_\_\_\_\_ vat. no. \_\_\_\_\_

Having read the above conditions and in accordance with the law declare to understand in every detail and to accept in full without reserve request to reserve the availability of the publicity positions indicated below:

| Position type   | Preferred position                     | Quantity | Tariff     | Amount |
|---|--|----------|------------|--------|
| <b>POSITION TYPE "A"</b><br>double face poster cm. 100 x 140  |  |          | € 600,00   |        |
| <b>POSITION TYPE "C"</b><br>two one sided posters cm. 140 x 300<br>and one sided banner cm. 200 x 400     |  |          | € 2.480,00 |        |
| <b>POSITION TYPE "D"</b><br>two one sided posters cm. 143 x 143<br>and two one sided posters cm. 215 x 50 |  |          | € 1.850,00 |        |
| <b>Special positions<br/>and particular advertising formulae</b>  | to be agreed upon with Promosystem srl |          |            |        |

For the choice of positions of preference and for the technical characteristics of the publicity installations, which must be furnished by the requesting firm, at its own expense, please contact Promosystem S.r.l.

**Total amount euro**  
Vat will be calculated on  
overall amount of invoice

Date \_\_\_\_\_ Signature of Legal Representative \_\_\_\_\_

The requesting company declares that it approves with the conditions stated in the General Conditions.  
3- (faculty to modify or recede and exemption from responsibility)  
5- (faculty to recede)  
6- (faculty not to carry out the contract)

9- (responsibilities of requesting firm and exemption from responsibilities of UNACOMA SERVICE Surl and BolognaFiere Spa)  
10- (modification of Exhibition period, cancellation, exemption from responsibility)  
11- (responsibility to observe Public Authority laws; Italian jurisdiction, application of Italian laws; competent Court of Law, obligations towards BolognaFiere Spa and UNACOMA SERVICE Surl).

Date \_\_\_\_\_ Signature of Legal Representative \_\_\_\_\_