

General regulations

1) Organization

FIRENZE FIERA S.p.A. with headquarters at Piazza Adua 1, Firenze (Italy), organises an International - scale event every year. This event is known as the International Handicraft Fair.

2) Duration and hours

The Fair will be held from april 24 to may 1 2014. Hours: everyday 10.00 a.m. to 11.00 p.m.

FIRENZE FIERA S.p.A. reserves the right to change the hours, if necessary, for technical-organisational reasons.

3) Partecipation

Participation is open to:

- Italian handiwork businesses that are members of the Chamber of Commerce and listed in the Register of Handicraft Businesses. That are not listed in the aforementioned register, but are allowed to participate provided that their products are handicraft and not mass-manufactured.
- Foreign countries either through official representations selected by the agencies and institutions dedicated to promoting crafts in their home country or through importers; handicraft businesses whose headquarters are abroad;
- Italian districts, cities and chambers of commerce, trade associations, public agencies and organisations which institutionally promote the crafts and/or carry out studies, provide and disseminate information in the specific area of services.

4) Merchandise categories

The following merchandise categories are entitled to participate: Clothing - Clothing accessories - Furniture - Furnishing accessories - Gifts - Paper and Prints - Jewellery - Beauty products - Food specialties and prized wines (only packed products) - Art and design - Artisan home services - Garden services - Trade press - Art schools - Ethnic handicraft. The exhibitors of food products must ensure that their stands are designed and operate in compliance with the "Hygiene Regulations" of the Municipality of Florence and that they have obtained all necessary permits and authorisations from the local Health Authority. They must also comply with special regulations that might be issued by Firenze Fiera.

5) Applications

Applications to participate in the event with a stand must be submitted to FIRENZE FIERA S.p.A. by filling out and signing the enclosed "Application Form" **no later than 15 January 2014**. Applications must be submitted along with the receipt of advance payment and with the following documents:

- Italian Artisan Firms
 - Certificate from the local Chamber of Commerce attesting that the firm is enrolled in the registry of Artisan Firms; the certificate shall be dated not more than three months prior to the applications;
 - photographs illustrating the applicant firm's wares and products.
- Foreign Artisan Firms and Importers:
 - written authorisation from the official agencies of the crafts (or Embassy or Consulate) certifying that the mentioned firm can indeed represent the foreign country (if first participation);
 - photographic documentation illustrating the production of the craft company.

FIRENZE FIERA S.p.A. shall not take into consideration application forms submitted without the receipt of advance payment, and reserves the right, at its sole discretion, to take into consideration applications received after 15 January 2014, in so far as the exhibition space allows. By submitting the registration form, the Exhibitor agrees to accept and abide by these Regulations and relative Supplementary Rules, as well as any other regulation and rule regarding the activity of the exhibition centre at the Fortezza da Basso and the organisation of the event, even if said regulations and rules are issued subsequently. **The Exhibitors who submit the application form accompanied by advance payment no later than December 31, 2013, will be charged a special rate of € / sqm. 170.00 + VAT. To take advantage of this rate it is necessary to send the balance of the area no later than 31 March 2014.**

No reservations or conditions that Exhibitors may set forth in the registration form shall be considered to be binding for FIRENZE FIERA S.p.A.

6) Registration fees - deposit

Along with the registration form, the Exhibitor shall pay the **Registration Fee € 220,00** (plus VAT) and **30% of the deposit for the requested stand** (plus VAT). **Application forms without payment of the amounts above-mentioned shall not be taken into consideration.** The registration fee is without security and unredeemable unless the application is not accepted. In this case both advance payment and the registration fee will be refunded.

7) Stand assignment

FIRENZE FIERA S.p.A., will review all applications, shall determine whether or not to accept applications and shall decide the product sector where each exhibitor belongs to, as well as the type of stand (one open side, two open sides) without providing any justification or explanation for its decision. FIRENZE FIERA S.p.A. shall assign stands and section in accordance with the Exhibitors requests, within the limit imposed by technical-organisational requirements. Therefore, any preferences indicated on the registration forms shall not be binding on FIRENZE FIERA S.p.A.

In the event that FIRENZE FIERA S.p.a cannot assign the requested type and/or size of stand, any fee adjustments will be settled at the time of final payment. When required for technical-organisational reasons, the position and type of stand may be changed, even after stand assignments have been confirmed.

Said changes shall not be subject to appeal. The partial or total transfer of assigned stands, even free of charge, is strictly forbidden. Remember that minimum length of the stand that will be invoiced is of 10 sqm. (5x2 mt.)

8) Payment: terms and conditions

The amount concerning the payment of the area, subject to compensation, as it is indicated in the application form, shall be paid within the deadline of 31 March 2014.

Payments shall be made through credit transfer to the bank MONTE DEI PASCHI DI SIENA - Agenzia 34 - iban IT 90 J 0103 02831 000000013638 swift PASCITM1W29 or online see in web www.mostrartigianato.it.

In case of non-fulfilment of this obligation, FIRENZE FIERA S.p.A. reserves the right not to allow the exhibitors concerned to take part into the event, without prejudice to being entitled to compensation for damages as well. The final invoice, which will include extra-charges due to the stand selected, as well as possible additional requests, shall be paid before the end of the exhibition. In order to obtain an Exit Coupon it is essential that exhibitors pay at the Bank counter located inside the exhibitors pavilion.

In the event of total and/or partial non-payment FIRENZE FIERA S.p.A. reserves the right to hold all the goods exhibited as well as the stand lay out materials until the final balance of all costs plus interest and any additional expenses has been paid. FIRENZE FIERA S.p.A. is responsible for the preservation of the goods retained, in accordance with art. 2756 of civil code.

9) Renunciation of participation

Should exhibitors withdraw from the event, they shall let it be known by registered letter or by fax-message, and advance payment shall not be refunded. Should withdrawal take place less than 30 days before the exhibition starts, Firenze Fiera S.p.A. reserves the right to claim the right of compensation for additional direct and indirect damages, which shall be assessed by Firenze Fiera without appeal. Should exhibitors, for whatever reason, not take possession of the stand that was reserved for them within the established date (1.00 o'clock p.m. of April 23 2014) or come to the fair after its start, FIRENZE FIERA S.p.A. reserves the right to fully use the unoccupied area. The fees already paid by exhibitors for the participation as a whole shall be withheld and/or requested as a compensation, and nothing shall be required by exhibitors for whatever reason. Moreover FIRENZE FIERA S.p.A. reserves the right to exclude the defaulting exhibitors from the subsequent fairs.

10) Stand equipment

FIRENZE FIERA S.p.A. shall directly equip the stands, according to the A, B and, C (only for food) typology. Any change to the equipment available, or to its location, shall be approved by FIRENZE FIERA S.p.A., and carried out by the technical staff of the exhibition organisation only and charged in the invoice.

11) Damages - cleaning

Stands shall be left in the same condition as they were received. Exhibitors shall be liable for any damages and will be charged in the invoice. The exhibitor should inform officials from the FIRENZE FIERA S.p.A. "Ufficio Tecnico" service of any existing damage when taking possession of the pre-furnished stand. During the Fair FIRENZE FIERA S.p.A. shall provide cleaning services in the corridors and other common areas. Exhibitors shall be responsible for cleaning their stands. Cleaning operations can either be carried out by the exhibitor 's stand personnel or by the cleaners provided by FIRENZE FIERA S.p.A. In the latter case, the charge for the same, listed as an additional service, will be included in the balance to be paid by the exhibitor.

12) Information for exhibitors

These general regulations, together with the application form and the furnishing forms, shall constitute an integral part of the exhibitor 's file. Moreover, once the stand has been assigned, the exhibitor will receive:

- the days and times for assembly and disassembly operations as well as parking information;
- request forms for general services;
- free tickets;
- exhibitor badges.
- invitation cards
- a configuration of the stand

13) Insurance services

Exhibitors must be insured against all risks concerning their participation in the Fair. To this end, **FIRENZE FIERA S.p.A. automatically provides coverage for each Exhibitor under a special insurance agreement as specified below:**

- "All risks" coverage for damages to, or theft of merchandise, materials, furnishings and equipment either owned or used by the Exhibitors at the Fair, for Sums Assured of € 15.500,00. The "All risks" coverage provided by FIRENZE FIERA S.p.A. automatically extends to transportation of the goods from the ware-house/factory to the Fair and back only using vehicles as for transport of the goods.
 - Deductibles 250 € for each and every loss or theft.
 - General Liability coverage for accidental damages to third parties caused by insured Exhibitors or Exhibitors' goods or equipment arising from participation in the Fair for a Sums Assured of € 3.000.000,00. Damages arising from circulation of vehicles are excluded.
- Under no conditions shall the organisers be liable for Exhibitor 's failure to sell any or all of their goods displayed at the Fair. The Exhibitor can request a copy of the abstract of the insurance contract.

14) Exhibitor default - termination of the contract

Failure to submit the documents called for by these General Regulations (as well as lack of or incomplete furnishing of the assigned stand within the established time frame) as well as violations of the restrictions, obligations and requirements listed herein shall be just cause for termination of the contract due to Exhibitor default. Exhibitors should undertake to scrupulously fulfil all the obligations required by existing tax legislation. Invoices for the hire of exhibition areas and connected services regarding the participation of non resident exhibitors, with no permanent organisation in Italy, is subject to Value Added Tax, in accordance with Presidential Decree 633/72,art.3. Existing legislation (art.17 of the aforementioned Presidential Decree 633/72) does, however, provide foreign exhibitors with the possibility of appointing a tax representative in Italy, before taking part any fairs, who will undertake to fulfil all the VAT obligations and, subsequently, make any requests for deductions and/or reimbursements. In case of violation found by the competent authorities, FIRENZE FIERA S.p.A. will immediately close the stand and will send the Exhibitor away from the exhibition centre.

15) Admission

The Fair is open to the public on payment of a ticket. Italian and foreign members of related trades holding invitations distributed by FIRENZE FIERA S.p.A. will be admitted free of charge. The same apply to persons holding invitations distributed by exhibitors. Accredited members of the press will be admitted free of charge too.

16) Prohibitions and duties

Exhibitors may not:

- 1) display goods whose sale or importation are prohibited by Italian law or the Washington Convention;
- 2) display items or goods in the stands which do not fit into the allowed merchandises categories;
- 3) **display goods outside the area of the stand; in case of violation of this rule, the Exhibitor shall be subject to pay a penalty (as specified below), moreover, FIRENZE FIERA S.p.A. will immediately remove the goods exceeding the limit of the stand area assigned;**
- 4) build storage boxes inside the stands with any materials except those of FIRENZE FIERA S.p.A.;
- 5) collect signatures, circulate petitions, declarations and advertising without authorisation from FIRENZE FIERA S.p.A.;
- 6) attract the public 's attention using loud speakers, music or voice;
- 7) display signs or even samples on behalf of firms which are not listed on the application form and not represented;
- 8) display signs offering discounts, explanations, posters, etc.;
- 9) use any FIRENZE FIERA S.p.A. structures, pillars, walls etc. to hang or support exhibition materials or equipment;
- 10) page persons by loud-speaker;
- 11) modify the agreed structure of their stand;
- 12) remain in the stands and pavilions after the event has closed, or at other unauthorised times,
- 13) **Exhibitors are not allowed to give out any loose food and drinks against payment.**

Exhibitors shall undertake:

- 1) to ensure that their personnel are present in the stand for the entire duration and opening hours of the event;
 - 2) to employ staff who comply with existing legal requirements;
 - 3) to maintain the stand and the furnishing they are assigned in perfect working order until the end of the event. Exhibitors shall also undertake to clean the same on a daily basis;
 - 4) to observe and ensure that their employees and co-workers observe the instructions issued by FIRENZE FIERA S.p.A.
- Exhibitors violating even one of the mentioned conditions shall be subject to pay a penalty from a minimum of € 100,00 to a maximum of € 1.000,00.The amount of the penalty shall be determined by FIRENZE FIERA S.p.A. in relation to the gravity of the transgression. Such a transgression shall be communicated to exhibitors as soon as the personnel or FIRENZE FIERA S.p.A. representatives notice it.

17) S.I.A.E. rights

Exhibitors may not broadcast any music or use PA systems. Any waivers to this rule shall be decided by FIRENZE FIERA S.p.A. which shall grant the relevant permission in writing. This permission may be revoked at any time with immediate effect. Authorised Exhibitors shall, however, be obliged to ensure that the sound equipment used does not disturb the other Exhibitors and visitors.

Such authorisation shall not relieve the Exhibitor from the advance payment of royalties, as required by law, to S.I.A.E. (Italian Authors' and Publishers' Association) (Via Ricasoli, 26 - 50122 FIRENZE - tel. 055 652811 / Fax 055 6528122 - direzione.firenze@siae.it). Exhibitors should contact S.I.A.E. for any further information. In the event that the above requirements are not fulfilled by the Exhibitor, the amount due, as well as the relevant fine (as determined by S.I.A.E. officials during their inspection) will be added to the final invoice issued by FIRENZE FIERA S.p.A.

18. Sound transmissions

Sound transmissions are permitted within one's stand, and may include the use of radio-receivers and of TV sets, provided that they are not a nuisance to other exhibitors and visitors, and that exhibitors comply with what is provided for the payment of the rights owned by phonograms producers, pursuant Section I (Article 72 and subsequent articles) of Law no.633 of 22.04.1942, "Protection of copyright and of other rights related to its performance". With regard to that, exhibitors shall contact SCF - Società Consortile Fonografici S.p.A. - Via Leone XIII 14, 20145, Milano.

19) Force majeure

In case of force majeure, or in any case for circumstances beyond organisers' control, the date of the Event may be changed, or the Exhibition cancelled.

Should the latter apply, the organisers, having met their liabilities and settled up the organisation expenses undertaken for any reason, shall divide the remaining charges, in so far as the advances given, among the Exhibitors, in proportion to the amounts due for the square metres agreed upon.

For no reasons the organisers shall be sued for damages. Should the Exhibition not take place, FIRENZE FIERA S.p.A. shall give back what Exhibitors have already paid; no compensation for damages shall apply.

20) Information and consent as provided for in the former decree law 196/2003 - Code on privacy

The data which the exhibitor provides through the application for participation shall be processed in conformity with the Code on Privacy (Decree-law 196, 30 June 2003), both in writing and electronically, by the staff in charge, who shall be entitled to have access only to the data required for the management of the activities of the service that is needed.

The staff of inner secretariat and of commercialisation of good and services, as well as the persons dealing with accounts and invoices, and with the management and maintenance of the processing systems, might get to know the personal data of the Exhibitor.

The data shall not be the object of communication or disclosure to third parties, except for what is required to be fulfilled according to the contract, for operations of administrative nature (invoicing), of statistic kind (anonymously), or promotional (information meant for the public and the press) and related to marketing, or for obligations provided for by the law.

Through the signature of the application for participation the Exhibitor gives permission to the Organisers to process the data which where got on the basis of the purposes above-mentioned. And finally, the exhibitors' rights provided for in Article 7 of the Decree-law 196/2003 are acknowledged; in particular, exhibitors' right to have access to their personal data, and to ask for their amendment, updating or cancellation, should these data be regarded as incomplete, wrong or collected by infringement of the law; as well as to stand against their processing for lawful reasons, by sending their request to the data processing owner: Ufficio Mostre Dirette - Firenze Fiera S.p.A. Piazza Adua 1 - 50123 Firenze.

21) Domicile of choice - Applicable law - Italian jurisdiction

When filling out the registration-application form, the Exhibitors automatically fix their residence in Florence at FIRENZE FIERA S.p.A. 's headquarters, at the Fortezza da Basso, Piazza Adua,1. Whatsoever dispute between FIRENZE FIERA S.p.A. and exhibitors shall be brought before the courts of Italy which shall apply the laws of the Republic of Italy that govern this contract.

The competent court of jurisdiction shall exclusively be the Court of Florence.

Mostra Internazionale dell'Artigianato
sapere e fare dal 1931

78^a Mostra Mercato Internazionale dell'Artigianato 78th International Handicraft Fair

Firenze | Fortezza da Basso | 24 aprile - 1 maggio 2014



organizzazione | organized by

Firenzefiera
Congress and Exhibition Center

Norme generali | General rules

