



BOLOGNA
DIGITAL



**BOLOGNA
CHILDREN'S
BOOK
FAIR**

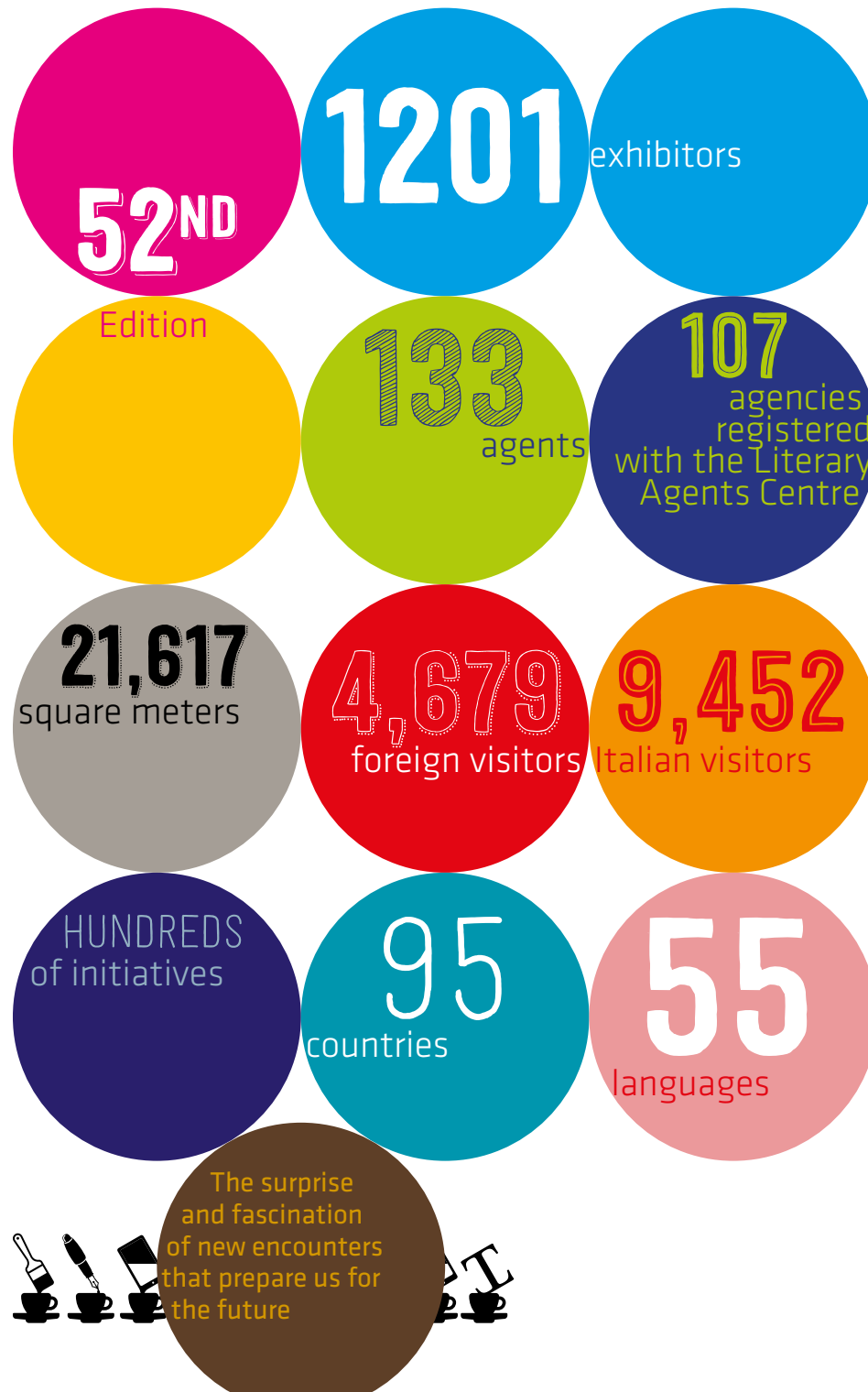
The *rights* place
for children's
content

30 March
2 April 2015



THE BOLOGNA CHILDREN'S BOOK FAIR

is the leading event for the international copyright market for children's books and content. It is a professional trade show with unique activities that make it an outstanding cultural event unparalleled in its ability to attract specialist publishers and for one week every Spring to transform Bologna into the world's capital of children's book publishing.



The Bologna Children's Book Fair is the most important international event dedicated to the children's publishing and multimedia industry. In Bologna authors, illustrators, literary agents, licensors and licensees, packagers, distributors, printers, booksellers, and librarians meet to sell and buy copyright, find the very best of children's publishing and multimedia production, generate and gather new contacts while strengthening professional relationships, discover new business opportunities, discuss and debate the latest sector trends.

About 1,200 exhibitors coming from 75 countries and 25,000 international professional trade representatives in 2014. In its 51th edition, the Fair offered more than 20.000 square meters (about 215.000 square feet) of exhibition space with a simple and easy-to-understand layout.



BOLOGNA DIGITAL

A new platform for the fair featuring a wide programme focusing on digital media. In the last few years, the Bologna Children's Book Fair has explored the changes in kids and young adult publishing. The Fair wants to offer an expanded forum to the community of professionals active in digital publishing. It is vital for our whole industry to recognize the challenges and opportunities in this new context as well as to push the creative boundaries of the digital era.



The programme runs for three days during the Fair and touches on several different issues:

the **Digital Area** gathering the most innovative app developers

the **Digital Café** for open discussion, events and launches

the **MasterClasses**, offering deep know how on the hot topics of the year

the **BolognaRagazzi Digital Award**, for discovering the newest and most interesting children's apps

As the CEO of GoMadKids, we were looking for an opportunity to showcase our innovative project. The Digital Café seemed to be a good location for our first 'showcase'. We were not disappointed, in fact we believe the Digital Café is the perfect venue for any company offering an electronic or digital solution for children's publishing. The daily presentations ensured that the area was always full of new visitors and provided us with many potential customers who would probably never have found us, had we been located in any other location within the exhibition."

Mike Gaunt
CEO Gomadkids



We chose to launch our first product, Kindoma Storytime, in the Digital Café.

It gave us a strong platform that led to high visibility amongst publishing executives across the industry ranging from Disney to Hachette, as well as visibility in the press including an article in the NY Times."

Tico Ballagas
Co-Founder Kindoma



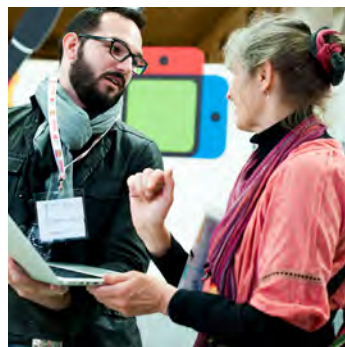
The growth of the Digital Area at Bologna has been dramatic, one of the best places in the world to meet publishers and talk about technology and content.

The 2014 Bologna Fair gave PubCoder a unique occasion to become visible, and we have personally met more than 300 people and introduced our work to hundreds of professionals. The organization is perfect and the vibe always positive. We will be really happy to come back in 2015!

Paolo Giovine Pub Coder

WELCOME TO THE BOLOGNA DIGITAL AREA 2015

This is the fastest evolving part of the Bologna Children's Book Fair. Since its launch in 2012 this section of the fair has grown dramatically. Whether it is to see the newest mobile apps or find the best solutions to your ebook and other digital projects you'll find them all here in Hall 26.

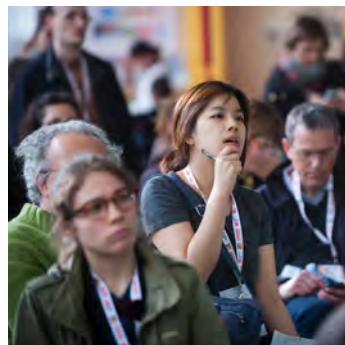


During the 2014 fair over 5,500 people visited the digital zone - a new record for customer visits per area square metre at the fair!

For our 2015 edition we are planning to add a number of new features:

- new Café presentation formats including a 15 minute spark demo
- more industry leader interviews with leading technology executives
- invitation only networking party on one evening of the fair.

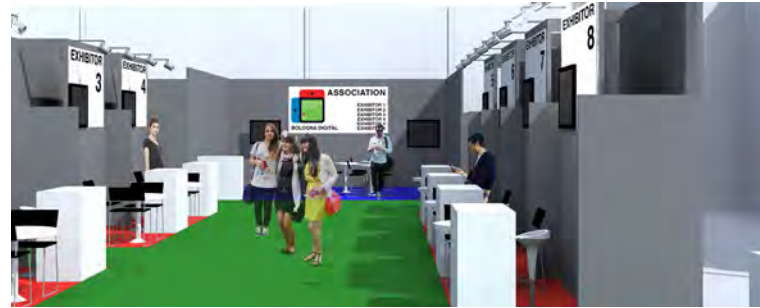
So for companies large and small in the digital publishing and innovation space we recommend that you come and join this exciting and unique place in the fair.



DIGITAL AREA

The whole area is organized with small booth to fit the needs of new digital publishers and developers in terms of size and presentation. These come completely pre-built also with printed graphics, and a flat screen monitor can be included. Inside this vibrant area is the Digital Café where our seminars and presentations take place, this space provides businesses with a fantastic place to display solutions and meet new clients.

Last year we hosted over 40 talks that included interviews with industry leaders, exclusive product launches and valuable showcase studies of companies working and profiting from digital initiatives. You might see the flavour of last year's event by checking the [Bologna digital café web page's 2014 edition](#).



Stand types

1. Stand type C (3x2m)
2.800 € (registration fee included)
2. Stand type C (3x2m) with 42 inch screen
3.400 € (registration fee included)

Multi-stand pavillion

3. Stand type (16 sqm booth)
6.000 €
(inscription for each co-exhibitor 130 €)
4. Stand type (24 sqm booth)
8.000 €
(inscription for each co-exhibitor 130 €)

For more information see booking form attached.

All fee are subject to VAT if applicable.

Please note a registered exhibitor you will have one presentation slot programmed (up to 30 minutes) in the Digital Cafe main programme and if required new extra 15 minute spark demo for the final morning of the fair.

Please complete enclosed form and email to bookfair@bolognafiere.it

You will then receive instruction for emailing your logo for the back of the stand in order to complete stand's construction for when you arrive. You will also be contacted to programme your Café presentation and send in your title and description of the talk in the digital café, for all information of the café please email neal.hoskins@wingedchariot.com

For more info:

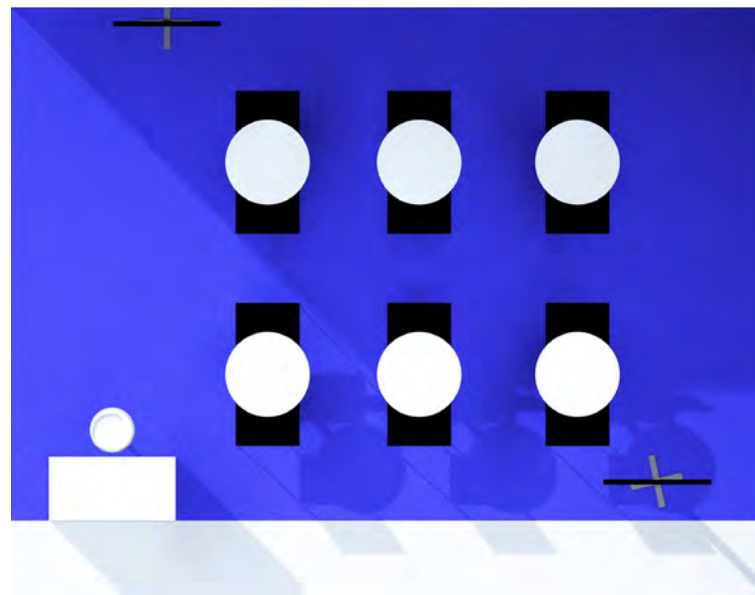
www.bolognachildrensbookfair.com

In order to connect with client and publisher at the fair you can search the database www.bolognachildrensbookfair.com/directory

1 2



3 4



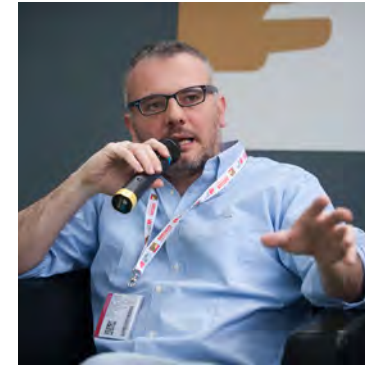
DIGITAL CAFÉ

Over the last few years we have hosted talks by over 100 developers from 15 different countries in the digital café theatre space. We have highlighted the role of the artist, publisher and distributor in the new digital publishing world and have discussed many of the key issues in digital transformation with both start ups and industry leaders.



Speakers from previous years include among others illustrators Peter Sis, Klaas Verplancke, Roger Mello and Paul Zelinsky (USA), Paulina Modlitba from Toca Boca, Susan Jurevics from Pottermore, Nathan Hull from Penguin Random House.

Alongside these interviews we have launched and previewed new start up products from across the world. Whether it be a new digital production service or showcasing the latest winning application from the BolognaRagazzi Digital Award these three days of unique programming have established the Digital Café's place in fair alongside the ever popular Illustrator and writer cafés too.



In 2015 our goal is to bring new a whole new mix for talks and presentations. Our industry leader interview slots will continue as we strive to make the Digital Café THE PLACE to discuss and learn about all the different projects and new business ideas that flow through the children's book world via digital initiatives.



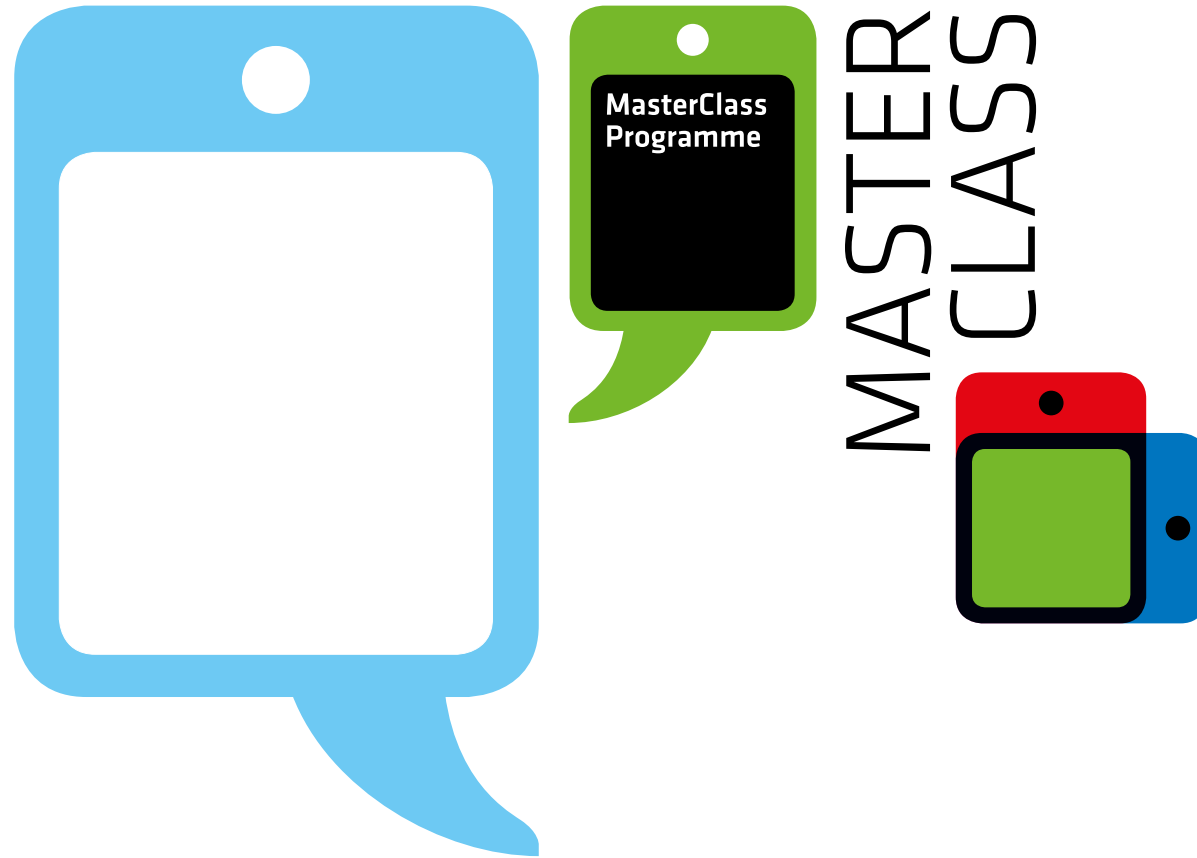
BOLOGNA
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DIGITAL
CAFÉ



MASTERCLASSES

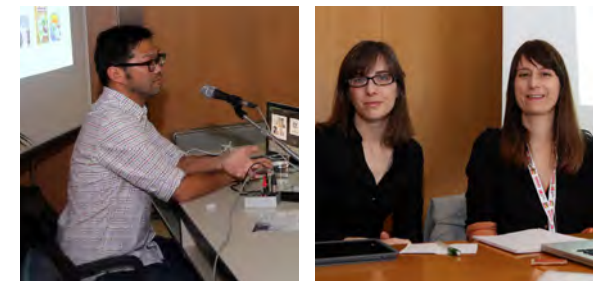
Alongside the café programme we run a series of hands-on masterclasses around the topics of design and production skills in digital. These events take place in the service centre rooms of the fair and are deeper dives on how to make digital products using ebook and other multimedia tools. These seminars have proved popular with illustrators and publishers alike.



Our **2nd Dust or Magic Bologna Masterclass** will also run on Sunday 29 March. This collaborative project produced in conjunction with the Children's Technology Review (CTR) bring the well known DOM conference brand to Bologna and really set the tone for app and web development in the Children's publishing world from 2015 onwards. Much of what happens in Dust Or Magic is characterized by a growing community of new and innovative publishers in this space, the after event dinner is now a legendary event with a large table booked weeks in advance for participant to carry on their networking late into the night.

In addition the BCBF hosts one of the TISP meetings that looks at the collaboration efforts of technologists and publishers supported by the EU.

For more details, please browse the programme page on the website.





BOLOGNA RAGAZZI DIGITAL AWARD



BOLOGNARAGAZZI DIGITAL AWARD

New technologies have given children's storytellers innovative ways to practice their craft. As a result, the Fair created the BolognaRagazzi Digital Award, a spotlight on innovation and excellence in children's digital publishing on a global level.

Digital publishers and developers are invited to take part in the Award. Each year an international jury tests the entries and selects them on the basis of graphic quality, audio quality, artistic and technical achievement and/or information values. Two applications are picked to win this award in the fiction and non fiction categories. Also a shortlist including the best 15 apps is spread to the media.

Winners and mentioned apps are showcased during the Bologna Children's Book Fair.

This new award follows in the footsteps of its older sister, the BolognaRagazzi Award for print publishing which will celebrate its fiftieth Anniversary in 2015.

The award is open to publishers and developers in any language or platform, of apps (android, iOS, windows, web) made for children aged from 2 to 15 years old. It is free, and open to any publisher. Categories of participation are Fiction and Non Fiction. The prize is organized in cooperation with the Children's Technology Review (USA) and the jury members are international digital publishing experts and illustrators.

For any publisher/developer this award gives:

- Immediate international recognition and promotion of the work
- Permission to use the award logo on the prize-winning work throughout the world
- Global media coverage during the fair and after the event including possible platform led promotion.

The 2015 Jury is comprised of Warren Buckleitner (CTR) Judge:
Cristina Mussinelli
Italian Publisher association
Klaus Verplanke
Illustrator and Artist
Max Whitby
co-founder of Touch Press



BOLOGNA
DIGITAL

Hall 26
Stand B 90

Contact

Bologna Children's Book Fair
Neal Hoskins
neal.hoskins@wingedchariot.com

Show Office

bookfair@bolognafiere.it
Phone +39 051 282 242
bolognachildrensbookfair.com

Application form

Digital Area

Hall 26 Stand B/90

Bologna 2015
from Monday 30 March
to Thursday 2 April



Società per azioni
sede legale / Registered Office
Viale della Fiera, 20 - 40127 Bologna - Italia
Codice Fiscale, Partita IVA
e Registro Imprese BO 00312600372
Capitale Sociale € 93.780.000,00 i.v.
REA BO 367296
PEC bolognafiere@pec.bolognafiere.it

Segreteria Organizzativa
Piazza Costituzione, 6
40128 Bologna, Italy
Phone +39 051 282 111
Fax +39 051 6374 011
bookfair@bolognafiere.it
www.bolognachildrensbookfair.com



Space reserved for BolognaFiere Iscrizione n. Cod. Esp. Padiglione Corsia Stand Cod. SICOM

The undersigned firm, having examined the regulations printed overleaf which, in accordance with law, it hereby declares that it understands and accepts in full and without reservation, submits this application to take part in the Exhibition in question and asks to hire a stand as specified below.

The information will be published in the catalogue and on the Internet

Reserved for 2014 exhibitors

Check the details given below and indicate any changes in the left-hand column.

Publisher Packager Developer

Other (please specify)

In alphabetical order under the letter: (specify)

Company name

Street

City/Post code

Country

Telephone (area code)

Fax

E-Mail

Administrative email

address for sending administrative documentation (required)

Web site

VAT No.

Please tick publishing sectors as appropriate:

1. Illustrated Book

- Activity books (101)
- Board books (102)
- Novelty books (103)
- Painting and colouring books (105)
- Picture books (104)
- Pop-up books (106)

- Teaching (710)
- Technical studies (711)
- Text books (712)

- Calendars (402)
- Comics (403)
- Decal/Transfers (404)
- Games (409)
- Gift books (405)
- Periodicals (406)
- Picture cards (407)
- Posters (408)

2. Children's and Juvenile Literature

- Fairy tales (604)
- Fiction (601)
- Novels (602)
- Poetry (603)

4. Non-Fiction

- Art (301)
- Biographies (302)
- Cinema and TV tie-ins (303)
- Encyclopaedias (304)
- Non-fiction (305)
- Reference books (306)

7. Digital and Multimedia

- Audiobooks (808)
- CD-I (803)
- CD online (805)
- CD/DVD (801)
- ebooks (809)
- Educational software (810)
- Internet (806)
- Mobile Products and Services (811)
- Video CD-ROM (804)

3. Educational

- Dictionaries (701)
- Education (702)
- Geography (703)
- History (704)
- Language courses (705)
- Music (706)
- Psychology (707)
- Religion (708)
- Science (709)

5. Sport and Hobbies

- Cooking (207)
- Entertainment (201)
- Hobbies (202)
- How-to-books (203)
- Leisure (204)
- Nature and Environment (208)
- Pets (205)
- Sport (206)

6. Miscellaneous

- Almanacs (401)

8. Other Aids

- Didactic games (504)
- Films (503)
- Video (507)

Age groups: pre-school (A) 5-10 (B) 10-15 (C) over (D)

Please add a brief description of your publishing activity (maximum 4 lines in English)

Contact person

e-mail address (should it be different from the catalogue entry)

Data for sign

Company name

City

Stand request	Quantity	Unit Cost
Individual stand*		
A29 Stand type C (3x2 m)	2,440.00
Stand type C (3x2m) with 42 inch screen	3,040.00
A01 Registration fee 1	360.00
inclusive of administrative dues, compulsory insurance policy and one standard WI-FI connection 802.11 b/g 2GHz for 1 PC, Tablet PC or Smartphone		
Total (without V.A.T.)	
V.A.T. will be added to the total on the invoice, if due	
See enclosed folder for prices and technical characteristics		

Booth Features:

Boundary walls in modular panels. Grey carpet. 1 round table (diameter cm 70). 3 white chairs. 3 spotlights. 1 electric outlet (220 v). 1 stool. 1 wastepaper basket. 1 sign (max dimension 200x200 cm)

* The stand fees include the following mandatory services: electric system connection and testing, with maximum power supply up to 3 Kw; fire-extinguisher supply according to the safety standards; daily stand cleaning; municipal advertising charges for advertising on billboards and exhibiting company name

Stand requested	Quantity	Unit Cost
Multi-stand pavilion*		
16 sqm booth	6,000.00**
24 sqm booth	8,000.00**
Inscription for each co-exhibitor		130.00
Different sizes available on request – Exact rate to be defined according to booth size		
** Registration fee included , for administrative dues, compulsory insurance policy and one standard WI-FI connection 802.11 b/g 2GHz for 1 PC, Tablet PC or Smartphone		

Booth Features:

Boundary walls in modular panels, Grey carpet, 1 round table (diameter cm 70) and 3 white chairs for each co-exhibitor, 6 spotlights. 2 electric outlet (220 v), reception desk, 1 stool, 4 wastepaper basket. 1 sign (max dimension 200x200 cm), 2 42" screens

* The stand fees include the following mandatory services: electric system connection and testing, with maximum power supply up to 3 Kw; fire-extinguisher supply according to the safety standards; daily stand cleaning; municipal advertising charges for advertising on billboards and exhibiting company name

Method of payment

Payment may be made by bank transfer to the name of:
BolognaFiere Spa – presso Unicredit Spa – IBAN IT 54 K 02008 02515 000030087244 - SWIFT UNCRITMMOEE

Invoice information (for administration purposes):

Name (company or professional individual name)

Address (if different from the catalogue one)

City Country

date firm's stamp and authorised signature

You are a:

taxable entity / person or private individual

If you are a taxable entity / person please indicate:

VAT Number

in our country VAT Number does not exist

Company Identification number

in our country the Company Identification number does not exist

If you are a professional/private individual, please indicate date and place of birth:

.....

This application is valid only if it carries signature:

date company's stamp and authorised signature

According to Art. 1341 and 1342 of the Civil Code, we hereby approve and sign specifically clauses concerning: Irrevocability of the application form (Art. 2); - Discretionary power of BolognaFiere (Art. 2, 4); - Power of annulling, backing out and stopping a contract (Art. 3, 4, 6, 7, 8, 20, 24); - Penal clause (Art. 3, 6, 8, 9); - Renunciation of refunds and allowances (Art. 4, 5, 6); - Restrictions to the withdrawal power (Art. 6, 21); - Restrictions or exemption from responsibility (Art. 8, 9, 11, 12,13,15,16, 17, 19); - Acceptance or responsibility (Art. 8, 10, 11, 12, 17, 19, 23); - Supply of utilities (Art. 4, 16, 18); - Exclusive competent Court of Law (Art. 22); - Handling of personal data and informed consent (Art. 24).

date company's stamp and authorised signature

Deadline for return of the application form and inclusion in the printed catalogue (please return to BolognaFiere): 28th January 2015

GENERAL CONDITIONS FOR PARTICIPATION IN THE EXHIBITION

N.B. The terms «BolognaFiere», stand for Fiere Internazionali di Bologna S.p.A. - BolognaFiere, Viale della Fiera, 20 - Bologna (Italy).

1) ADMITTANCE TO THE EXHIBITION

The following may be admitted as Exhibitors:

- Italian and foreign companies wishing to exhibit their own products or services falling under the commercial categories included in the Exhibition. In cases where the companies themselves do not take part in the Exhibition, their dealers, agents or representatives, exclusive and general, may be admitted;
- associations, public bodies and other institutions involved in the promotion, study, and dissemination of information in sectors relating to the Exhibition. BolognaFiere reserves the right to exclude certain services, products or samples, and to prohibit the presentation of products, samples or services in more than one stand in the same product sector.
- Italian and foreign companies that have had or still have pending lawsuits or outstanding debts towards BolognaFiere cannot be admitted as Exhibitors.

2) PARTICIPATION IN THE EXHIBITION

Applications must be sent, on penalty of non-acceptance, on the relevant form which must be filled in, signed and countersigned; the form shall constitute an irrevocable submission by the applicant and implies his or her acceptance of these "General Conditions" (as well as the "Exhibition Technical Regulations and Various Forms Booklet", the "Exhibition Centre Regulations"; and all other rules pertaining to the organisation and staging of the exhibition in the Exhibition Centre).

Sole and general dealers, agents or representatives are required to enclose with their application a list of the companies they represent and whose products they intend to display. The applicant is required to supply any and all other documentation he may be asked for in order to accept or reject the application and to establish at any time compliance with the terms and conditions for participation at the Exhibition. BolognaFiere shall accept or reject applications at its sole discretion and shall be required to explain the reasons for non-acceptance solely in the case of applications at least 60 days prior to the opening of the exhibition, where the applicant has made a formal request within thirty days following the end of the event.

In the case of acceptance, BolognaFiere will inform the applicant by letter, conferring on him the status of participant at the exhibition.

With regard to applications received at least 60 days before the opening of the exhibition, the acceptance letter will be sent no later than 30 days prior to said opening.

With respect to applications received subsequent to this time, communication of acceptance shall reach the applicant no later than the day before the opening of the Exhibition, and may be made by registered letter, including telex, telegram or facsimile.

In the case of shared stands or joint exhibits, the applicant may not offer hospitality to Exhibitors whom BolognaFiere has advised him as being guilty by default on rules or obligations, including default at other Exhibitions. In the event of non-compliance with this provision, the applicant shall be held responsible to BolognaFiere for said default on the aforementioned rules or obligations.

3) TERMS OF PAYMENT

The participation rates and the registration fee are indicated on the application form.

The registration fee includes the following services:

- All Risks and Third-Party liability insurance (mandatory)
 - inclusion of the company both in the official catalogue and in the online version
 - supply of promotional materials to promote the exhibition
 - one standard WI-FI connection 802.11 b/g 2GHz for 1 PC, Tablet PC or Smartphone
- In order to make it easier to participate in the exhibition, the following services have been included in the stand fees:
- electric system connection and testing, with maximum power supply up to 3 Kw
 - fire-extinguisher supply according to the law
 - daily stand cleaning
 - municipal advertising charges for advertising on billboards and exhibiting company name.

The fee includes rental for the exhibition space, including the services expressly indicated in the General Condition of Participation, as well as any additional events arranged by the Organizer with regard to conventions and conferences, celebrations or society events scheduled in the exhibition program, including reception of delegations of professional operators and Italian or foreign government authorities, of conference and convention participants.

To offer exhibitors financial support, BolognaFiere has established financing arrangements at advantageous conditions for companies taking part in the exhibition for expenses relating to the exhibition spaces and related services. The decision to grant the requested financing will be made exclusively by the Bank, whose decision shall be final.

On receiving the participation application, BolognaFiere will issue a first invoice for the amount of the registration fee and the advance payment received. This however will not bind BolognaFiere to accept the participation application. If the participation application is not accepted, the above mentioned amounts will be returned with no increase due to interest. If the participation application is accepted, BolognaFiere will notify the applicant in writing and will issue a second invoice for the remaining balance due on the basis of the exhibition space allocated. The corresponding payment shall be received by BolognaFiere by the term indicated in the invoice itself. If payment terms are not met, BolognaFiere shall consider the registration cancelled with no need of warning or ruling by a judge, but simply by notifying the applicant concerned. Upon receipt of the acceptance letter, the applicant must pay the amount owed within 30 days from the date of the invoice and in any event before the inauguration of the exhibition.

Failure to comply may result in the event organizer considering termination of the contract by noncompliance without warning or decision by a judge.

In such a case, formal notice will be provided to the interested party, and --apart from being released from any commitment and to be able to have a booth at one's disposal and assign it to other applicants --will be entitled to full payment --as a penalty --of the registration fee and participation fee, as well as any other contractual amounts due, less any monies possibly already received for said securities and reserving the right to compensation for any potential damages.

CONDITIONS OF PAYMENT: Payment is to be made by crediting the total amount to BolognaFiere Spa - presso Unicredit Spa - IBAN IT 54 K 02008 02515 000030087244 - SWIFT UNCRITMMOEE

4) NON-COMPLIANCE AND NON-FULFILLMENT

Failure to comply with the requirements of this regulation and non-compliance with obligations under this contract --also including the case of non-payment --BolognaFiere, taking into account the seriousness of the matter, may impose the following sanctions on Exhibitors:

- Not activate ancillary services including all utilities required for the smooth functioning of the allocated exhibition space;
- Prohibit the supply of parking passes for cars; exhibitor passes; provided visitors' tickets; catalogs and any other material related to participation in trade fairs;
- Order the immediate removal of non-admissible products --with the authority to intervene directly and immediately should the Exhibitor not comply forthwith --; reserve the right to impose additional penalties;
- Order the immediate closure of the stand --with the authority to intervene directly and immediately should the Exhibitor not comply forthwith --; reserve the right to impose additional penalties;
- Order the exclusion of the Exhibitor from successive editions of the event.

In no event shall the Exhibitor be entitled to reimbursement or compensation of any kind and will remain obligated to pay BolognaFiere the full amount for the participation fees.

BolognaFiere also will in any case entitled to claim damages and costs incurred for the publication of material supplied to the Exhibitor potentially not delivered and for the removal of the products displayed and/or closure of the stand and/or the possible preparation of the exhibit space, including assignment to different exhibitors. BolognaFiere, by virtue of the delinquencies referred to above, will require full compensation for damages, which include both the actual damages as well as those stemming from a loss of profits.

5) STAND ALLOCATION

Stand allocation is the sole responsibility and competence of BolognaFiere.

Any specific indications or requests made by Exhibitors, shall be regarded as purely indicative; they may not restrict or influence the application and shall consequently be treated as if they had not been made. Furthermore, BolognaFiere has the right to move or reduce a stand already allocated or to transfer it to another exhibition area; this does not entitle the participant to any form of indemnity or compensation. BolognaFiere is, however, obliged to inform the Exhibitor of the above said measures at the latest twenty days prior to the start of the fair, by means of registered letter or any other means, including telefax.

6) RIGHT OF WITHDRAWAL

Any participant who, through proven lawful impossibility, is unable to take part in the Exhibition, may withdraw from the contract, documenting the reasons therefore and advising BolognaFiere to this effect by registered letter with advice of receipt no later than 60 days prior to the Exhibition opening date, without prejudice to BolognaFiere's right to withhold the admission fee and any other rights to compensation for additional damages, as appropriate. Should said notice be tendered less than 60 days before the Exhibition opening date, the participant shall be required to pay not only the registration fee but also the whole of the participation fee, plus any other direct or indirect damages accruing to BolognaFiere.

BolognaFiere may dispose of the stand and may even allocate it to other Exhibitors. BolognaFiere will decide on the legitimacy of the causes preventing the firm from taking part.

If notice of cancellation is not given and the Exhibitor fails to prepare his own stand, he shall be deemed in default to all intents and purposes and shall be required to pay not only the registration fee and the entire participation fee, but also the direct and indirect damages incurred by BolognaFiere. In this eventuality too, BolognaFiere may dispose of the stand by allocating it to other Exhibitors.

BolognaFiere may at its discretion withdraw from the participation agreement up to two weeks before the Exhibition opening date, and - for reasons relating to the organisation of the Exhibition and its proper functioning - up to the day of opening. In this eventuality BolognaFiere will not be obliged to provide indemnity or compensation of any kind, but shall return the registration fee and the participation fee where these have already been received.

7) HAND-OVER OF STANDS

The stands will be placed at the Exhibitors' disposal according to the terms and conditions set out in the "Exhibition Technical Regulations and Various Forms Booklet".

Stand furnishing must be completed no later than the day prior to the opening of the Exhibition; in default, the contract may be annulled for non-fulfilment on the part of the participant, with the same procedures and consequences as described in Art. 6.

Access to the Bologna Exhibition Centre can be made only after information has been entered in the proper Website, www.gate.bolognafiere.it; a valid password will be assigned to each exhibitor in order to gain access to the area reserved for credentialed participants. This password must be used to enter the names of the set-up companies, personnel and vehicles that will need to gain access to the Exhibition Centre.

BolognaFiere may, also for the purposes of enforcing work safety regulations, define particular criteria governing access to the tradeshow grounds during stand set-up, and also limit the access of vehicles, and/or fix a charge for vehicles parked outside the spaces and/or beyond the time limits defined by the Organizer. In particular, should motor vehicles and vehicles in general remain in the tradeshow grounds for longer than two hours, the Exhibitor may be charged, by means of the password given to the vehicle, an amount of 500.00 Euros, net of VAT.

8) STAND FURNISHING

Exhibitors must limit their display to the area of the stand itself, as indicated clearly in the "Exhibition Technical Regulations and Various Forms booklet". Stand furnishings are classified as Standard and Nonstandard, regardless of stand size. Their specific features are detailed in the Technical Regulations that shall be an integral part of this Agreement and as such fully accepted by the Exhibitor.

The Exhibitor is under the obligation, within 20 (twenty) working days prior to the start of stand set-up, to submit to BolognaFiere for approval all details of any Nonstandard furnishings duly signed off and bearing the stamp of a certified technical expert. Should the Exhibitor not be in possession of a Nonstandard furnishing plan signed by a certified expert, said Exhibitor may apply to BolognaFiere for prior verification. Applications must be forwarded using the appropriate form contained in the Various Forms Booklet available at: <http://befair.bolognafiere.it/it/index.do>

In the event of failure to communicate the plan detailing any Nonstandard furnishings and structures signed and stamped by a certified expert, an inspection and approval procedure shall be automatically carried out and the Exhibitor charged up to a maximum of double the tariff indicated for the service on the technical forms. The amount to be charged is currently fixed at a minimum of 160.00 Euros and a maximum of 1,600.00 Euros, net of VAT, for each inspection and approval.

In addition, all Nonstandard furnishings shall be subject to testing exclusively by BolognaFiere at the expense of the Exhibitor and at the charge indicated on the appropriate technical sheet. The amount to be charged is currently fixed at a minimum of 160.00 Euros and a maximum of 1,600.00 Euros, net of VAT. The Exhibitor is under the obligation to install in his allotted area and in clearly visible and accessible positions the appropriate number and quality of fire extinguishers as detailed in the Technical Regulations. The Exhibitor may rent said extinguishers directly from BolognaFiere. In the event of failure to perform, BolognaFiere shall automatically be entitled to provide said fire extinguishers, charging the Exhibitor the additional amount, which is currently fixed at a minimum of 50.00 Euros and a maximum of 100.00 Euros.

Furnished stands must not exceed the height specified in the Regulations.

Platforms larger than 80 cm are considered "nonstandard". The displays and related equipment shall be constructed in a workmanlike way and accident and fire prevention regulations shall be observed.

With regard to stand designs whose extent, dimensions and characteristics exceed traditional furnishing standards (on the basis of which permission to use the exhibition areas has been granted), the Exhibitor is required to secure the approval of the Technical Department by submitting,

at least 120 days prior to the start of the Fair, the technical drawings and the names of the technicians responsible for the structure, the furnishings and the installations. The same obligations apply to the stands, constructions, marquees and furnishings set up in the outdoor areas. BolognaFiere shall have the right to call on the Watchdog Committee for places of public entertainment.

The Exhibitor is reminded that the Exhibition Centre is classed as a place of public entertainment and he undertakes to observe the relevant regulations and to abide by the provisions and procedures laid down in the "Exhibition Technical Regulations and Various Forms Booklet".

If the Exhibitor fails to deliver to BolognaFiere the declarations and documentation required in the "Exhibition Technical Regulations and Various Forms Booklet" with respect to responsibility for stand furnishing and electrical installations, BolognaFiere will be entitled to close the stand and take the most appropriate measures to ensure that safety conditions are maintained, without prejudice to any and all civil and criminal liability on the part of the Exhibitors.

BolognaFiere reserves the right to demand that fittings and installations that do not comply with the provisions laid down above, be altered or changed. The Exhibitor shall bear sole responsibility with respect to the stability of the fittings, the installation and operation of the systems and any personal injury or physical damage which may be caused to the property of BolognaFiere or third parties.

BolognaFiere is entitled to define, also for the purposes of the safety on the workplace regulations, specific access criteria to the trade fair premises during the setting-up activities, as well as limit the access of vehicles and/or request payments in the event of vehicles being parked outside the space and/or time limits defined by BolognaFiere.

In the event of non-observance of these rules and the relevant provisions as set out in the Regulations governing participation, BolognaFiere may take action against any firm defaulting on the fire-prevention rules. Said action may entail, in the event that supplementary measures are adopted in addition to the general safety rules, the charging of the associated expenses, estimated at not less than Euro 300.00/module, or an order requiring the partial or total disassembly of the stand and a declaration that said stand is unfit for use.

Non-observance of the safety rules may be reported to the judiciary authorities.

9) HANDING BACK OF STANDS

At the end of the Exhibition, but not before, Exhibitors shall remove the products and materials they have installed and, after obtaining an exit voucher from BolognaFiere, shall remove said materials from the Exhibition Centre. The dismantling of stands shall be completed by the date given in the "Exhibition Technical Regulations and Various Forms Booklet".

It is mandatory for all exhibitors to return the booth to the state in which it was assigned.

All waste and residual materials left over from stand set-up shall be duly disposed of by the Exhibitor and/or any persons charged by him to do so. The aisles of the exhibition pavilions must be kept free and unencumbered of any and all leftover materials of whatever kind.

In the event of failure to comply with the stand dismantling or knock-down deadlines and/or failure of the Exhibitor to promptly clear out the area, the Exhibitor hereby gives his irrevocable consent to any objects remaining in the stand being immediately removed and disposed of as waste materials at a public dump. The Exhibitor also hereby agrees to reimburse all direct and indirect expenses incurred for said removal of any leftover material, the sum being currently fixed at a minimum of 300.00 Euros for every 16.00 square metres of surface area, without prejudice to any eventual claim for reimbursement of additional damages incurred.

Although the exit voucher is not issued to Exhibitors who have not settled each and every one of their accounts, both direct and indirect, with BolognaFiere, the voucher does not constitute a receipt in settlement of the sums owed for participation in the exhibition, and it shall be valid only for the vehicle indicated on the voucher itself.

The Exhibitor expressly authorises BolognaFiere to check that there are no products or materials other than those installed in the stand and listed on the exit voucher in the Exhibitor's and his representatives' vehicle or baggage leaving the Exhibition Centre, and he further authorises BolognaFiere not to allow the removal of products and materials not listed on the exit voucher.

BolognaFiere accepts no responsibility for goods, materials and anything else left unattended by the Exhibitor in the Exhibition Centre.

10) ACCESS TO EXHIBITION CENTRE

The Exhibition shall be open every day to visitors presenting the required entry document, at the times stipulated by BolognaFiere. BolognaFiere reserves the right to change these times, if necessary, even during the Exhibition.

In order to allow Exhibitors and their staff to enter the exhibition freely, BolognaFiere will issue entry passes as provided for in the "Exhibition Technical Regulations and Various Forms Booklet", the use of which implies acceptance of these regulations.

The Exhibitor is nevertheless responsible in every respect for the behaviour of the persons he provides with entry passes, as well as for the behaviour of his own employees, ancillary staff and agents in the performance of the duties with which they have been tasked.

Inside the Exhibition Centre it is strictly forbidden to promote offerings and donations for recognised institutions, to undertake alms-giving or collecting, to make political or religious propaganda and to conduct any activity whatsoever not related to the aims and purposes of the Exhibition.

11) SURVEILLANCE AGAINST THEFT - LIABILITY FOR THEFT AND DAMAGES - RELEASE FROM LIABILITY FOR BOLOGNAFIERE INDEMNIFICATION

During exhibition hall opening hours the Exhibitor shall watch over his stand either directly or through his own staff. The exhibitor must secure the exhibition space with their own personnel during the entire period that the show is open.

The exhibitor is the sole custodian, for the duration of the show (including the period of set up/dismantling) of all materials, property and furnishings present in the exhibition space.

As custodian of the exhibition space, the exhibitor agrees to indemnify, substantially and procedurally BolognaFiere and not hold them responsible by law for any loss, damage, liability, cost or expense, including legal fees, resulting from the use of the booth and the assigned exhibition space. Although it provides a day and night security service inside the Exhibition Centre for the entire duration of the Exhibition and on the days allocated for stand furnishing and dismantling, BolognaFiere is hereby released from any and all liability in respect of theft and/or damage that may be sustained by the Exhibitor.

The Exhibitor will also be liable to BolognaFiere for all direct and indirect damage which, for whatever reason, is attributable to him or to the staff operating on his behalf (including damage caused by furnishings or systems installed either by the Exhibitor or by third parties engaged by him, even if they have been inspected by BolognaFiere).

12) INSURANCE - RELEASE, ASSUMPTION AND RESTRICTION OF LIABILITY

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

- All Risks cover (including fire and theft) for direct physical damage to furniture, fittings, equipment and goods on the stand, excluding cash, valuables, jewellery and the like and excluding the software installed in computers and excluding any cover for loss of use of the furniture, fittings, equipment and goods during the period when the Exhibition is being held - cover Euro 40,000.00 full first loss cover (including fire and theft), with absolute excess of € 300.00 per claim, increased to € 600.00 for damage sustained after the end of the exhibition;
- Third party Liability cover, including fire damages: single limit Euro 50,000,000.00;
- Exhibitor's Employees Liability cover: single limit per claim of € 3,000,000.00 with limit of € 2,000,000.00 per person;
- no claim reimbursement from the Insurance company from all exhibitors and BolognaFiere Spa.

The above-listed insurance policies are governed by the conditions and limitations which the Exhibitor may request from the Exhibition organising office, and which will be printed on the form contained in the Various Forms Booklet of the exhibition.

These insurance policies do not release the Exhibitor from liability in respect of all risks which, according to the independent assessment of the Exhibitor, are not covered or which exceed the limits of cover as set out above. The Exhibitor shall take out such supplementary cover, as he deems appropriate.

In particular, because of the existence of a system of videocontrolling of halls, in case of thefts, Exhibitors must present a written report draft by the Public Authority, within seven days after the end of the exhibition. In default, there might occur the loss of the allowance.

The Insurance Company will also handle claims and settlements at the end of the exhibition, on the terms and conditions as set out in the aforementioned form. In any event the Exhibitor hereby undertakes to include in the supplementary insurance cover a clause in which the insurer waives any action of recourse or redress against the Exhibitors and BolognaFiere, and in default he shall indemnify and hold it harmless from any action that may be brought against it.

Having taken note of the foregoing, the Exhibitor nevertheless (on his own account and for his agents, employees or assistants) expressly relieves BolognaFiere from any liability for loss or damage which for whatever reason may occur in the exhibition area assigned to him, and during the installation or dismantling of the area assigned to him, and in respect of anything located therein, and he accepts

sole liability for any damage caused to third parties by the management of the exhibition space or by anything introduced therein, and which is not covered in the terms or manner indicated above or by additional insurance cover taken out by the Exhibitor.

BolognaFiere 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 is limited to the insurance limits as stated above. The Exhibitor accepts these limits as liability.

13) CLAIMS

Any claims relative to the organization and the production of the event must be immediately made in writing to the organizer no later than seven days after the conclusion of the event. Subsequent claims will not constitute a subject of dispute with BolognaFiere.

14) INTELLECTUAL PROPERTY

The products and goods on display, as well as the stands housing them, may not be photographed, drawn or in any way reproduced without the authorisation of the Exhibitor and BolognaFiere. However, BolognaFiere reserves the right to film, reproduce, advertise and authorise the filming, reproduction and advertising of general and detailed outside and inside views, and may permit their sale or even sell them directly.

15) TEMPORARY IMPORTATION

The temporary importation of goods or merchandise of foreign origin for display as samples during the Exhibition must be carried out - at the Exhibitor's expense - through BolognaFiere's official forwarding agent, in accordance with the procedures laid down in the "Exhibition Regulations and Various Forms booklet", and the official forwarding agent shall be released from any responsibility for his actions, as shall BolognaFiere.

16) TECHNICAL SERVICES

At the Exhibitors' request and in accordance with the provisions set out in the "Exhibition Technical Regulations and Various Forms booklet", BolognaFiere will provide Exhibitors with daily stand cleaning and with electricity for lighting and motive power, as well as connection to the water mains and compressed air. Furthermore, BolognaFiere reserves the right to provide, tender or grant exclusive rights for any service which it considers useful for the participants, and to establish the operational procedures in respect thereof. Specifically:

- connection between the electrical installation or water system set up by the Exhibitors and, respectively, the junction box and mains water supply point may be carried out only by the firms authorised to do so by BolognaFiere, and these firms shall ensure compliance with the provisions contained in the "Exhibition Technical Regulations and Various Forms booklet";
- telephone connections may only be carried out by the supplier authorised by BolognaFiere;
- with respect to all portering, handling, loading and unloading of goods, shall engage the services of the official forwarding agent appointed by BolognaFiere, and no other party;
- only vehicles fitted with anti-pollution systems may enter the exhibition halls.

The Exhibitor understands that the «services» (be they managed direct by BolognaFiere or contracted out or granted to sole agents) ensure regular performance in the context of the normal engagement of such services by the individual users, and in any case the Exhibitor releases BolognaFiere, as well as the contractors and providers of the services, from any and all responsibility in connection with any irregularities in the performance of said services.

17) PRINTED LITERATURE AND ON-LINE INFORMATION

BolognaFiere reserves the right to gather, print and release the Catalogue and all related information (even in a shortened and abridged version) contained in the application form concerning the exhibitors, their products and services in addition to whatever else they showcase or present in any manner that BolognaFiere deems appropriate without any responsibility for omissions, mistakes or malfunctioning, using for this purpose various communication tools (printouts, CD ROM, Internet and/or other). All provided data refer to applications received up to 45 days prior to the Exhibition's opening date. This in no way affects BolognaFiere's right to change the allocation of stands. What is described above also applies to the content of all informational forms subscribed by the Exhibitor or one of his associates and made available by BolognaFiere even through electronic/IT media. BolognaFiere reserves the right to plan on the Internet site devoted to the event, special areas accessible to Exhibitors only via username and password, in which to upload, send or modify all information regarding the Exhibitor's firm. Said Exhibitor is the only one responsible for the correct use (even by third parties) of all content data contained in the above mentioned special areas, including the username and password assigned to him by BolognaFiere.

18) PAID ADVERTISING

Outside the exhibition area assigned to the

Exhibitors, any and every form of publicity or advertising must be carried out through BolognaFiere or through the companies appointed for this purpose by BolognaFiere. Such advertising shall be liable to the payment of a fee and associated tax charges.

19) CAR PARKS

The exhibitor car parks may be used exclusively by cars displaying a permit issued by BolognaFiere and provided there are free spaces. Cars may be parked solely in the designated spaces and only during the opening hours of the exhibition centre.

If these conditions are not observed, BolognaFiere may have the vehicle removed from the car park, at the risk and expense of the exhibitor to whom the permit has been issued and the owner of the vehicle, who will be jointly and severally liable for the expense together with the exhibitor. All occupants of the vehicle must have a valid document for admission to the exhibition centre.

Since the car parks are unattended, BolognaFiere is not responsible for security of the vehicle and will accept no liability for damage or theft of any kind.

20) SPECIAL PROHIBITIONS

Exhibitors are expressly forbidden to:

- make any sales involving on-the-spot delivery of goods to the buyer;
 - give up or exchange all or part of their stands;
 - exhibit prices;
 - display products that do not belong to the marketing designation of the stand as it appears on the Exhibitor's application;
 - display cards or samples, even those of a purely indicative nature, for firms not listed on the application form and not represented;
 - undertake any form of advertising outside their own stand and in the Exhibition Centre. Exhibitors may distribute advertising material only inside their own exhibition area;
 - put on performances or entertainment, of whatever kind, nature or characteristics, even if they are confined to the inside of the stand or designed to present or promote products, without the prior authorisation of the management of BolognaFiere.
- to use own forklifts and lifting devices in the Exhibition Centre without express authorization of the Technical Department of BolognaFiere as stated in the Exhibition Technical Regulation.

- any form of unfair competition among participants of the event. To this end, the exhibitor agrees to accept --for exhibition purposes and to ensure the smooth running of the event --all initiatives that the organizer undertakes to assure the immediate cessation of any possible unfair competition or to protect other exhibitors and the organizers themselves.

The technical prohibitions introduced for health and safety reasons, regarding persons and property, pollution in general, as well as to prevent tampering with property and movable property belonging to the Exhibition Centre, and the associated provisions contained in the "Exhibition Technical Regulations and Various Forms Booklet", form part of these general conditions, and the Exhibitor undertakes to observe them scrupulously.

Any exceptions may be issued, solely in writing, by BolognaFiere Management. In the event of non-compliance with one only of the prohibitions described above, or with the provisions mentioned in this article, BolognaFiere may apply the sanctions set out in the "Exhibition Technical Regulations and Various Forms Booklet" and/or terminate the contract for participation in the Exhibition without recourse to a court of law but simply by means of any form of written notification served on the Exhibitor at his stand. This will entail the immediate closure of the stand and the withdrawal of the Exhibition Centre access documents, without prejudice to the sums payable by the Exhibitor.

21) POSTPONEMENT, REDUCTION OR CANCELLATION OF THE EXHIBITION

It is BolognaFiere's irrevocable and discretionary right to change the dates of the Exhibition, nor does this entitle the Exhibitor to withdraw or in any way annul the contract and gain release from his obligations. Furthermore, BolognaFiere may reduce the Exhibition or even cancel all or certain sectors of it, without being required to pay compensation, fines or damages of any sort. In this eventuality BolognaFiere shall give written notification of the changes made by registered letter, telex, facsimile or telegram, to be sent no later than 30 days before the start of the Exhibition.

22) GENERAL PROVISIONS; CHOICE OF DOMICILE; APPLICABLE LAW; ITALIAN JURISDICTION AND COMPETENT COURT OF LAW

The Exhibitor is required to abide by any regulations that may be issued to BolognaFiere by the Public Safety Authorities, by the authorities responsible for fire and accident prevention and by the watchdog authority for places open to the general public. The Exhibitor and third parties working for him inside the Exhibition Centre must engage staff on employee or freelance contracts in accordance with the laws in force (vis-à-vis social security, insurance, taxation, etc.).

The Exhibitor agrees to have his legal domicile, for all intents and purposes of law, at the offices of BolognaFiere. The Exhibitor accepts Italian jurisdiction and no other and acknowledges the sole competence of the law court of Bologna.

Relations between BolognaFiere, the Exhibitor and any third parties are governed solely by Italian law.

23) RELATIONS WITH BOLOGNAFIERE

The Exhibitor hereby takes note that the Exhibition will be held in the Exhibition Centre of BolognaFiere and he undertakes to observe - and ensure that his employees and associates observe - the rules and regulations issued by BolognaFiere.

The exhibitor declares to have read the Code of Ethics of BolognaFiere, available at http://www.bolognafiere.it/files/documenti//cod_etico_web_2lingue.pdf, to share and accept fully the contents, aware of the possible consequences and sanctions ensuing from violations of the principles and norms provided for therein.

All exhibitor rights are the sole responsibility of BolognaFiere, while any other obligatory conduct assumed by the exhibitor will be understood to extend also to BolognaFiere who will therefore be legally authorized --in the case of noncompliance of said obligations, any regulatory provisions and any laws --to intervene directly with district personnel.

24) HANDLING OF PERSONAL DATA - Privacy statement for whoever it may concern, pursuant to article 13 of the decree law no.196/2003 and informed consent

The personal data you provide to BolognaFiere S.p.A. (hereinafter, for brevity, the "Company") may be used for: (i) the establishment and conduct of contractual relations, as well as fulfillment of all the regulatory, fiscal and administrative requirements essential for, related to and/or in any way useful the establishment and conduct of the contractual relationship (including the activities necessary for the normal management of the exhibition relationship); (ii) the preparation of studies and of statistical and market research; (iii) the organization and execution of events and meetings of a promotional or other nature; (iv) the publication of data on your company in the catalogue, on the website, and on the exhibition guide map, in press releases, email and promo mail communications related to the exhibition (including any activities necessary for managing the on-line and off-line publication); (v) the sending of informative and commercial communications, promotional or otherwise, advertising material, including that relative to past editions of the exhibition, offers of goods and services by mail, the Internet, telephone, e-mail, MMS, or SMS from Italy or from abroad (from European Union member states or others countries) by the Company or by physical or juridical entities collaborating in the commercial activities of the Company, by companies specialized in telemarketing, or by parent companies, subsidiaries and/or affiliates of the BolognaFiere group.

PLEASE READ, SIGN AND RETURN THE MANDATORY PRIVACY FORM