

GENERAL RULES AND REGULATIONS OF PARTICIPATION

DENOMINATION - DATES - PARTECIPAZIONE

Art. 1 - Rimini Fiera Spa, Via Emilia 155, 47921 Rimini. Share Capital: € 42,294,067 (fully paid up), VAT Code 00139440408, Rimini Companies Register no. 00139440408, organises "SELEZIONE BIRRA - BEVERAGE & CO" inside "SAPORE - TASTING EXPERIENCE - Tastes, Rites and Trends eating out round the Clock" which shall hereafter be referred as "the Exhibition", scheduled for February 25th to 28th 2012.

VISITORS

Art. 2 - The event is reserved to trade members only, who can enter the exhibition for free if they have an invitation sent by exhibiting firms.

For access to the expo, each trade member must prove that they are involved in the trade by means of a business card or other document certifying their profession.

For security reasons, the Management of Rimini Trade fair reserves the right to restrict to the trade show pavilion and the meeting hall to students classroom.

For those without such tickets, entrance tickets cost €38.00.

Four days entrance tickets cost €80.00 + VAT 21%.

Entry is prohibited to anyone under 18 years, even if accompanied.

Access for student groups requires prior authorisation from Rimini Fiera Spa Management (contact the hospitality office: infovisitatori@riminifiera.it).

Exhibitors who intend to invite student groups must request prior authorisation from Rimini Fiera (contact the hospitality office: infovisitatori@riminifiera.it).

Failure to produce authorisation will result in the group being refused admission.

EXHIBITORS

Art. 3 - Participants must be:

a) enterprises exhibiting products they manufactured themselves or their agents; exclusive Italian agents, retailers for foreign companies. In the catalogue entry form, agents must declare a list of enterprises they represent and products they intend to exhibit;

b) trade associations, financial organisations and bodies whose institutional role is promotion, research and raising awareness for this specific sector and its services.

All exhibited vehicles must be new and approved (road tested) or in the course of being approved, with the exception of prototypes, which must bear an appropriate notice indicating "prototype".

Estimate request forms, using the appropriate forms supplied by the Fair offices will be accepted as long as space is available. Requests must be sent to the Fair Management.

Estimate request forms will be accepted as long as exhibit space is available, including space offered at the discretion of Rimini Fiera in other exhibition areas (e.g. South Hall, the Rotonda, outdoor areas, etc.).

Rimini Fiera reserves the right to place forms which are incomplete or not in original format on the waiting list.

Application forms will not be accepted if applicants have outstanding payments.

Exhibitors will receive notification that their application has been accepted along with a letter called the "exhibiting proposal", also indicating the space they have been assigned.

Unless explicitly specified, the articles herein are applicable to participants purchasing an exhibition space, to sponsors and to participants given space in lieu of payment.

Art. 4 - On submission of the application form and following signing of the "participation proposal", applicants:

a) accept participation in the exhibition at the economic conditions indicated in the abovementioned proposal;

b) unconditionally accept the provisions of these Rules and Regulations;

c) elect Rimini Fiera Spa as their legal domicile, acknowledging the competence of the Rimini Courts for any controversy.

APPLICATION FORM

- RULES FOR PARTICIPANTS - EXHIBITORS

Art. 5 - When submitted, the application form will only be accepted if sent complete with:

a) it is not sent in the foreseen terms;

b) proof of deposit payment + VAT (as indicated in the application form). Deposits are returned if the application is rejected;

Payment of this deposit must be made via bank transfer, made out to:

Rimini Fiera S.p.A., Cassa di Risparmio di Rimini - Piazza Ferrari, 15 - 47921 Rimini - IBAN Code IT5370628524201CC0012793500 - BIC code (SWIFT) CRRN IT 2R, indicating as the reason for payment "ACCOUNT SAPORE 2012" and exhibiting firm's name. When this deposit is received, an invoice will be issued for the sum.

c) if a copy of the firm's registration in the national Companies Register is not attached.

d) In case of other outstanding administration issues.

Special requests for stand allocation are not accepted as a proviso for participation. Competitors have equal right to participation.

It is also important to note that the plan attached to the Exhibiting Proposal should be considered provisional, as the surrounding areas and stands may be subject to change.

Even in case of proposal acceptance by the participant, Rimini Fiera nevertheless reserves the right to move, vary or modify the area allocated, in the interest of and for the success of the show.

The outstanding balance must be settled, again via bank transfer, by 19th December 2011.

Should this payment not be received, Rimini Fiera reserves the right to deny permission to the exhibiting firm or any appointed fitters to set up the stand.

Rimini Fiera will notify applicants as soon as possible if their estimate request form or exhibiting proposal are not accepted, and explain the reason for the rejection.

- RULES FOR PARTICIPANTS RECEIVING SPACE IN LIEU OF PAYMENT

Participants receiving space in lieu of payment are required to present the following documents:

a) These General Rules and Regulations and the completed Registration Form duly signed in all parts with the company stamp and signature of the legal representative;

b) a copy of the firm's registration in the national Companies Register.

c) Invoice for receipt of space in lieu of payment, pursuant to the agreements with the Event Manager, made out to Rimini Fiera S.p.A., of Via Emilia 155, 47921 Rimini, Tax No./VAT Reg No. 00139440408.

Rimini Fiera retains the right to reject the registration form if there are outstanding administration issues.

Participants will be informed of the acceptance of their application, along with indication of the allocated exhibit space, by means of a document entitled "Notification of exhibit stand allocation".

It is also important to note that the plan attached to the Exhibition Area Notification should be considered provisional, as the surrounding areas and stands may be subject to change.

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to other exhibitors, pursuant to the provisions in the penultimate paragraph of art. 8.

Stand occupation and outfitting may begin 5 days before opening of the event, from 8am to 9pm daily, and must finish no later than 5pm on the eve of the inauguration. From that time, any remaining work or modification may only be carried out after evening closing and before morning opening, following Management authorisation and with a special security service charged to the exhibitor.

Requests for this service must be received within 12 am on the same day by S.A.T.E. (Exhibitor Technical Assistance). Extensions of working hours ON THE LAST DAY FOR SETTING UP must be approved by the Technical Office and will only be granted in exceptional cases. The costs of said services are specified in the Exhibitor Guide.

All modifications or changes to exhibit areas must be authorised by the Management and carried out at applicants' expense.

Exhibitors who have not moved in to their stand or started setting up in their exhibit area within midday of the day before the inauguration will be considered as having renounced to all intents and purposes and the penalties foreseen by the last but one clause of Art. 8 of these General Rules and Regulations applied.

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All electrical installations on stands are the responsibility of the exhibitor, who will ensure they are realized with best working standards and compliant with current standards. In particular, electrical systems must be installed meticulously, pursuant to applicable legislation. After installation of stand electrical plant, exhibitors and outfitters shall provide Rimini Fiera Spa with a "Declaration of conformity of electrical plant installed to best working standards", declaring that the systems in question comply with best working standards by filling in the relative form in the Exhibitor Guide and keeping a copy of this declaration on the stand. Connection of stand electrics to Rimini Fiera Spa's electricity supply shall be carried out by Rimini Fiera Spa official electricians, after they have collected the "Declaration of conformity of electrical plant installed to best working standards" form (as per Ministerial Decree 37/2008). The declaration must be duly filled in and signed by a qualified professional. All electric components must comply with C.E.I. standards and have the ISQM mark or equivalent for foreign countries.

WORKPLACE SAFETY

Art. 14 - Participants shall comply with current workplace safety legislation and in particular the provisions of Italian Legislative Decree 81/2008 and subsequent modifications and amendments. They shall also comply with Rimini Fiera's DUVRI (document for the evaluation of interference risks), downloadable from the exhibition website, under the heading "Exhibitors". When arranging outfitting, dismantling or any other type of work to be carried out on Exhibition Centre premises or grounds, exhibitors shall:

1) ensure the technical and professional suitability of all contractors and self-employed professionals for the type of work to be contracted also by checking their Chamber of Commerce registration;

2) provide aforesaid workers with detailed information regarding the specific risks to be found in the location where they will be required to work and the prevention and emergency measures applied for their tasks;

3) coordinate protection and prevention measures to deal with the risks to which workers are exposed by exchanging information in order to avoid the risk of interference between the work of various contractors involved overall.

The participant should promote coordinated action by ensuring all its suppliers/outfitters/contractors are given a copy of the DUVRI (document for the evaluation of interference risks) drafted by Rimini Fiera Spa, gathering comments or suggestions from the suppliers/outfitters/contractors and reporting them immediately to Rimini Fiera Technical Office.

Upon signing these provisions on the application form, the participant declares they have read the contents of Rimini Fiera DUVRI carefully and agrees to comply with its requirements, as well as to provide copies of the DUVRI to their suppliers/outfitters/contractors.

STAND CLEANING – WASTE DISPOSAL

Art. 15 - All exhibitors shall arrange for cleaning of their stands during the hours indicated by Management. In particular, exhibitors must leave the stand area in the condition in which they found it, namely free from any adhesive tape, discarded materials and waste.

Rimini Exhibition Centre applies selective waste collection for recycling. During the event, exhibitors must take recyclables (paper, glass, PVC, tins) to the recycling stations provided for this purpose in each hall. General waste can be taken to the bins located in the aisles or placed outside of the stand when the fair closes for the day.

The snack bars and catering areas in the Exhibition Centre are equipped for biodegradable material recycling and use biodegradable tableware (plates, glasses, cutlery, etc). All biodegradable waste (food, plates, cups, cutlery, etc) produced in the catering areas should therefore be placed in the biodegradable waste bins provided in these areas.

STAND DISMANTLING

Art. 16 - Stands shall not be dismantled totally or in part before the end of the event and exhibited materials may not be removed before the event closes.

Exhibitors who infringe this rule will be fined an amount equivalent to half the gross rental of their stand.

Dismantling of stands and removal of samples, products and goods can be carried out between 5pm and 8pm on February 28th 2012. In any case, it is advisable to remove all valuable, fragile or easy to carry objects from the stands.

Dismantling of stands must be completed within THREE days of the end of the event i.e. FEBRUARY 29th and MARCH 1st - 2nd 2012, 8am-8pm daily.

If the exhibitor does not complete stand dismantling by the stated deadline, without other formality the Management may remove any material on the exhibitor's behalf, and at their expense and risk. 30 days from the end of the exhibition, without other formality, Rimini Fiera Spa may arrange for the sale of any materials and samples that exhibitors have not removed. Management will deduct from sale revenue any amount still owed by exhibitors and will keep the remaining amount at the latter's disposal for a maximum of 6 days, after which the amount will be confiscated by the event organiser, who accepts no liability for materials and products left in the Exhibition Centre. At the exhibitor's expense and risk the event organiser may arrange for the materials and products to be taken elsewhere.

Art. 17 - Management has the right to modify the event's duration, opening and closing date, and daily opening hours.

This right does not oblige Management to offer participants total refunds or compensation of any kind.

Exhibitors and their staff may enter the Exhibition half an hour before opening time and must leave the venue at closing time. Management may authorise extensions of these times on request.

RATES

Art. 18 - Exhibition areas are all easy to see and access. The participation fee for floor space for the entire event is as follows:

RATES – BARE AREA per SQ.M			
1 open side	2 open sides	3 open sides	4 open sides
€155.00	€170.00	€178.00	€186.00

It is specified that the number of exhibiting open sides could be modified if it is necessary.

Red Area surcharge: 15% surcharge on the total cost of the area for stands with at least one open side on main aisles, placed across two main aisles or located between two main aisles.

Aisle space occupied (subject to authorisation by Rimini Fiera Spa) by carpeting or overhead linking structures areas will be invoiced at 25% or 50% of the official fee, at the discretion of Rimini Fiera. The percentage will depend on the stand location in the hall.

The second level of two-storey stands (subject to authorisation by Rimini Fiera Management) will be invoiced at 50% of the area fee. Each exhibitor will also pay a registration fee of € 529.00 which includes compulsory insurance (see art. 23), exhibitor passes in proportion to the size of the exhibition space taken, listing in the printed and online catalogues, local advertising tax and 1 parking permit.

Guests of other exhibitors authorised by Management will pay € 1,200.00 in addition to the registration fee. Exhibitors granting hospitality are not entitled to any discounts, however.

Moreover, a hospitality fee and a registration fee will be charged to exhibitors who host companies not declared in the Catalogue Entry form on their stand without authorisation from Rimini Fiera Management.

Advertising signage on stands positioned at a height of over 3 metres from floor level is subject to payment of an exhibition publicity charge of € 27.00 euros per square metre (where sqm is calculated as the area of the advertising signage).

Aforesaid costs do not include VAT (21%).

ADVERTISING AND TECHNICAL SERVICES PAYMENT

Art. 19 - The balance of charges for services must be settled by bank transfer (see details in art. 5) no later than the last day of the Exhibition. Any technical services included in the participation proposal, however, shall be paid in the same way as the stand (deposit followed by balance settlement) as per art. 5.

Rimini Fiera holds only promoting organisations responsible for settling any outstanding balance for services requested by exhibitors represented and/or hosted on the promoting organisation's stands. The relevant payments are to be made in the same way and by the same deadline as specified above.

Outstanding amounts for ADDITIONAL SERVICES, including any advertising previously agreed with Rimini Fiera Spa, requested after confirmation of participation, and any other expenses that may have been anticipated by Rimini Fiera Spa on behalf of exhibitors, must be settled at the bank counter in the Exhibition Centre during exhibition hours.

If an exhibitor cancels advertising services in writing after January 7th 2012, Rimini Fiera will withhold the entire deposit paid for advertising services as a penalty for failure to honour the agreement for aforesaid services.

Upon settlement of outstanding amounts, exhibitors will receive an EXIT PERMIT, required for starting stand dismantling operations and removing exhibited products.

Failure to settle invoices authorises Management to refuse to issue the 'Exit Permit' and withhold the goods and fittings on the exhibitor's stand as compensation.

ENTRY PASSES

Art. 20 - Rimini Fiera Spa Management provides each participating company with a number of free entry passes in proportion to the square metres of exhibition space purchased, from a minimum of 4 to a maximum of 50 passes.

Entry passes, parking permits and a catalogue voucher will be sent to exhibitors by courier approximately 3 weeks before the event.

Exhibitors are responsible for all material they receive and, in the event of loss or misplacement, Rimini Fiera is not obliged to issue replacements and may invoice exhibitors for any replacements requested.

If supplementary passes are required, the exhibitor may purchase extras at € 18 + VAT each.

Entry passes are strictly personal and at no time and for no reason may they be used by others, even temporarily.

PARKING

Art. 21 - The Exhibition Centre has various parking areas, some of which are reserved for exhibitors. Access to and parking in these areas are possible after purchasing parking permits (limited availability). Parking permits are valid for the entire period of the event and available at a cost of € 52.00 + VAT 21% each. One parking permit is provided free of charge, included in the participation fee.

Permits are valid only for CARS.

EXHIBITION SAFETY – SECURITY SERVICE

Art. 22 - Although not assuming any sort of obligation or responsibility, the Management provides a permanent 24-hour security service from 9 p.m. on the 3rd day before the inauguration of the Exhibition until 8 a.m. on the day after its closure.

In spite of this, participants must look after their stands and the products exhibited on them during Exhibition hours.

DAMAGE - INSURANCE

Art. 23 - Rimini Fiera Spa assumes no responsibility or liability for damage to persons and things, no matter by what or by whom this might be caused.

With the exhibitor's acceptance to participate in the event, Rimini Fiera Spa automatically insures individual exhibiting companies with coverage as follows:

1) EXHIBITOR MULTIRISK COVER:

What is insured: Goods, equipment, furnishings, inclusive of the value of the stand, for € 26,000.

Duration of coverage: The period for which the insured items are on the Expo Centre premises, including set-up and dismantling periods.

Risks insured: SUMMARY OF COVERAGE (*)

Fire due to any cause whatsoever - Effects of lightning - Explosion of gas - Explosion of steam devices or hot-water radiator systems - Explosion of fumes produced by inflammable substances - Spontaneous combustion - Damage by road vehicles - Theft - Robbery - Bad weather - Leaks of rainwater or water from pipes - Breakage (with the exception of fragile objects) - the fall of aeroplanes, their parts or things transported by them.

Damage caused to insured items by actions carried out on the order of public authorities with the aim of limiting damage are considered as being equivalent to the damage listed above. Therefore, risks not covered include: skilled theft and pilferage.

Exemption: a general exemption of € 155 will be applied for each incident, to be borne by the participant.

In the case of goods outdoors, the above exemption is increased to € 516 for each incident.

Reporting incidents: The insured parties (individual exhibitors):

A) must inform the insurance company (Zurich International Italia Spa) and Rimini Fiera SpA within forty-eight hours subsequent to the incident;

B) in the event of theft, must also immediately report the event to the public authorities (and enclose a copy of the report with the communication to be sent to the Insurance Company).

2) COVERAGE OF CIVIL LIABILITY TOWARDS THIRD PARTIES:

What is insured: Civil liability of exhibitors and exhibitors' staff during the period of the exhibition, including stand setting up (excluding the loading and unloading of goods/materials) and dismantling operations and any demonstrations or trials. Other exhibitors are considered third parties.

The policy does not cover damage to exhibitors' property and property being kept in custody for any reason whatsoever.

Maximum insurable values: € 2,500,000 for each incident, with a limit of € 2,500,000 for each person being bodily injured and € 500,000 for damage to things.

NOTA BENE:

(*) In the event of controversy, the ONLY DOCUMENTS ACCEPTED are the EXHIBITOR MULTIRISK policy and the THIRD PARTY CIVIL LIABILITY POLICY deposited with Rimini Fiera spa. The cost for the above insurance coverage is already included in the registration fee (art. 18).

Exhibitors can however make direct arrangements for the insurance coverage they think most appropriate, independent of the insurance arrangements previously provided by Rimini Fiera SpA. In fact, Exhibitors duly exonerate Rimini Fiera SpA from all liability deriving from the presence of goods, equipment, furnishings, stands, etc. on the latter's premises.

GADGET ALCOHOLIC BEVERAGE AND GADGET DISTRIBUTION

Art. 24 - A) The quantity of alcoholic beverages served to visitors exclusively for tasting purposes must be controlled.

B) It is forbidden to remove glasses, bottles or other glass objects from stands: these items must be positioned in such a way as to be accessible only to exhibiting firms' staff.

C) Gifts, product samples or gadgets given to visitors must be packed in boxes or wrapping and accompanied by consignment notes printed by Rimini Fiera and supplied to exhibiting firms. Any goods without this document will be confiscated at the exits by security staff.

Exhibitors and their staff are bound to observe and have observed the abovementioned safety conditions, excluding all liability of Rimini Fiera.

SMOKING BAN

Art. 25 - According to Law N°3 of 16th January 2003 and Prime Minister's Decree of 23rd December 2003, smoking is absolutely forbidden throughout the entire Expo Centre. The smoking ban is indicated by appropriate signs with the notice 'VIETATO FUMARE' (NO SMOKING), along with indications of the relative provisions of law, the fines that can be applied to offenders and the people whose job it is to ensure that the ban is respected and are responsible for ascertaining any infringements. These signs are located at the Expo Centre access points and are clearly visible. On the premises, other signs are also used to indicate that smoking is forbidden; these only bear the notice 'VIETATO FUMARE'.

Offenders are subject to a fine of from 25 to 250 euros; the amount of the fine is doubled in the event of infringements being committed in the presence of a clearly expectant woman, babies or children up to twelve years of age. The Municipal Police, State Police and Rimini Fiera officials are responsible for supervising the observance of this ban and ascertaining any infringements. Smoking is only allowed in the outdoor areas of the Expo Centre and under the open-air porticos, indicated by appropriate notices.

REGULATION OF SOUND LEVELS ON EXHIBITION PREMISES

Art. 26 - All exhibiting companies authorised by Rimini Fiera SpA Management as per Art. 27 to use sound reinforcement equipment must use said equipment in such a way as to ensure a sound level which enables business activity to be carried out normally, in any case not higher than 60 decibels (D.L. 81/2008, Title VIII, Par. II). In any case, the sound level set by Rimini Fiera requires it to be less than 60 db at all times.

Rimini Fiera may, furthermore, order any exhibitor (via written or verbal communication by its representatives) to limit the sound levels to below 60 db if, in the unquestionable and exclusive opinion of Rimini Fiera, the sound emission level produced by the equipment of said exhibitor is harmful and/or in any case disturbs the activity performed by other operators in the vicinity. Measurement of sound levels, by means of phonometers, will be carried out at the nearest possible point outside the stand area.

In the event of failure to comply with the above provisions, including non-observance of any order to limit the sound level to below 60 db, the following action will be taken against exhibitors not complying:

For the first infringement notified, a verbal warning;

For the second infringement, written warning;

From the third infringement onwards, the stand's electricity supply will be turned off for 60 minutes (without exhibiting firms having any right whatsoever to reimbursement or compensation); 15

minutes' warning will be given before the electricity supply is turned off.

In none of the aforementioned cases Rimini Fiera SpA can be held responsible for any kind of damage caused to exhibiting firms and/or material exhibited due to the application of the sanctions foreseen in the event of exhibitors' failure to comply with the regulations in this article.

Without prejudice to the abovementioned regulations and without prejudice to Rimini Fiera's commitment to having exhibitors respect these regulations, Rimini Fiera SpA cannot be held in any way responsible in the event of any type of illicit behaviour on behalf of an exhibitor causing damage to other trade members or exhibitors. Any such controversies must be solved directly by the exhibitors in question, and Rimini Fiera SpA is exempt from any onus and/or responsibility.

MACHINERY AND ITS USE

Art. 27 – All exhibited vehicles must be new, approved or to be approved for licensing, with the exception of prototypes, which must be provided with a notice clearly stating "prototype." Machines exhibited cannot be operated unless authorisation has been previously obtained from the Management, which will assess each case: the decision whether or not to grant this authorisation is final.

Any given authorisation does not imply the assumption of any responsibility by the Management or exonerate participants from any responsibility regarding operation of the aforementioned machines.

Participants must therefore take all precautions necessary to prevent accidents and fires, reduce noise, eliminate bad smells and avoid gas emissions: it is absolutely prohibited to operate machines or equipment which involve the use of fire; machinery must in no way constitute a risk or disturbance to others. On the basis of its unquestionable judgement, the Management reserves the right to revoke the above-mentioned authorisation if it considers that inconvenience of any type could occur. If machines must comply with current laws and regulations, exhibitors must have them examined previously at their own expense to obtain the relative permit from the competent authorities.

On such respect, the Firms that exhibit said machinery and equipment declare, by signing the participation quote, compliance thereof with the above-mentioned Directives, excluding all liability of Rimini Fiera on such respect.

During the event and inside the facilities of Rimini Fiera, the product may be exhibited on condition that the demonstration thereof does not cause any damage to the adjacent stands, including emission of fumes and unpleasant smells and/or which in any case exceed tolerability with reference to consideration for the activities performed by the other stand-holders. The assessment of tolerability, defined according to the above criterion, will be performed by Rimini Fiera which can, in the event of ascertainment of intolerability of the emissions, prevent continuation of the activity, without undertaking any burden and/or liability in respect of compensation.

FEATURES OF EXTRACTION HOODS

For extraction of the fumes produced by cooking of food inside the stand, the exhibitor must use a special hood with suction block positioned above, complete with 4-stage filters with activated carbon for elimination of the cooking smells produced.

If machines must comply with current laws and regulations, Exhibitors must have them examined previously at their own expense to obtain the relative permit from the competent authorities.

ADVERTISING

Art. 28 - Although exhibitors are allowed complete freedom for carrying out publicity on their stands, they are prohibited from using any form of advertising that causes disturbance or involves direct comparison with other exhibitors, or which has a negative effect in any way on the exhibition's spirit of commercial hospitality.

It is also forbidden for any vehicles bearing trademarks or publicity to park in Rimini Fiera Expo Centre parking areas, unless expressly authorized by Rimini Fiera and following payment.

More specifically, exhibitors are forbidden to:

- carry out any form of publicity/advertising in indoor and outdoor areas of the expo centre apart from on their stands;

- distribute publicity/advertising material outside their exhibit areas or stands;

- display billboards and/or samples, even if merely indicative, on behalf of companies not listed in the application for participation and not represented;

- carry out shows or entertainment initiatives of any kind, even if only on their stands/exhibit spaces or with the aim of presenting products, without prior authorization on behalf of Rimini Fiera SpA. Without prejudice to the contents of the aforementioned clauses, all forms of publicity and/or advertising are allowed outside allocated exhibit areas only if previously authorized by the Rimini Fiera SpA publicity office, and are subject to payment of the fees indicated in the publicity rate cards.

Exhibiting firms are totally and exclusively responsible for the contents of publicity messages.

- Flyer or leaflet distribution of any form is prohibited both inside and outside the expo centre premises.

Moreover, no company (whether an exhibitor, guest, or represented at the event) may publish any logos or trademarks on official Rimini Fiera publicity materials except for those agreed upon in advance with the Rimini Fiera Publicity Office.

As well as respecting the aforementioned limits, exhibiting firms are also completely and exclusively responsible for any charges and civil or penal liability due to any advertising carried out; exhibiting firms must also respond for any liability regarding other exhibitors and/or third parties in general, due to the content of advertising messages or infringement of any regulations, including those regarding competition.

As a rule, exhibitors are not allowed to use audio reproduction equipment. Any exceptions must be authorised by the Management, but this does not exempt participants from complying at their own expense with current laws regarding performing rights, according to which they assume all responsibility in any case.

Failure to comply with the aforementioned prohibitions will result in the exhibitor in question being liable to the payment of a fine of 2,000 (two thousand) euros for each act infringing the aforementioned regulations and ascertained by Rimini Fiera, with Rimini Fiera itself reserving the right to any claims for compensation for greater damages sustained.

ON THE SPOT SALE

Art. 29 - "On-the-spot" retailing and provision of paid services are strictly prohibited. The Participant accepts any and all responsibility for infringements of this prohibition, releasing Rimini Fiera from any consequent liability and/or obligation. Disputes with other operators arising from this infringement, must be settled directly by the exhibitors involved, releasing Rimini Fiera from any relevant responsibility and/or obligation in this regard.

It is also understood that any disputes that may arise between exhibitors (due to unfair competition, sale of similar products, etc.) must be settled directly by the exhibitors, and Rimini Fiera shall bear no responsibility in the matter.

OFFICIAL CATALOGUE

Art. 30 - Without accepting liability or making a commitment of any kind, Rimini Fiera SpA prints an official catalogue and provides one free copy to each participant, using the information provided in the Catalogue Entry Form, which must be received no later than 19th December 2011.

This form is sent after the participation proposal is duly signed. Please note that if the catalogue entry form is not received, it can be downloaded from event website. The information provided in the Catalogue Entry Form will also be used to indicate exhibitors on the event map.

If Rimini Fiera does not receive the catalogue entry form from the exhibitor by the indicated date, it will publish the information already in its possession, including the names of represented enterprises indicated by the exhibitor on forms sent in previous years.

In this case the exhibitor accepts all liability for any damages, also regarding enterprises no longer represented in the current event if these have changed and Rimini Fiera has not been notified in good time as indicated herein.

Participants accept responsibility for the information declared in the application form and catalogue entry form, exempting Rimini Fiera from any liability for false declarations.

Any other technical or promotional indications may be included by exhibitors on request and will be invoiced.

In particular, official catalogue entries of the name and products of represented companies present at the Exhibition on the stand allocated to their representatives, will be included at a cost of € 56.00 + 21% VAT per name included.

The exhibition catalogue is the organizer's only official publication. Any other promotional publication, excepting official Rimini Fiera publications, is the initiative of unauthorised private individuals.

INDUSTRIAL AND INTELLECTUAL PROPERTY RIGHTS

Art. 31 - The exhibitor accepts all liability for holding rights on brands, logos, patents, industrial inventions and models, and copyrights applicable to products and/or machinery on display. The exhibitor therefore holds Rimini Fiera harmless from all claims in the event of any such infringement or in the case of breach of competition regulations with regard to other exhibitors and third parties in general. Any disputes that may arise among exhibitors or between exhibitors and third parties shall therefore be settled directly by the parties, releasing Rimini Fiera from any liability and/or obligation.

Art. 32 - As well as its trademarks, Rimini Fiera SpA claims as its exclusive property the name "SELEZIONE BIRRA - BEVERAGE & CO" and all its brands connected, its variations, abbreviations, simplifications and initials, so that nobody whatsoever can use them without prior written authorisation from the Management.

FINAL PROVISIONS

Art. 33 - The Management reserves the right to supplement the Exhibition's General Rules and Regulations of Participation at any moment with rules to improve exhibition activity. Such rules, in particular those printed in the "Exhibitor Guide" booklet, are binding for all concerned, as they are an integral part of these General Rules and Regulations

As well as the immediate closure of the stand by Rimini Fiera staff, failure to comply with the General Rules and Regulations of participation results in the withdrawal of entry passes and the Exhibitor being prohibited from entering the premises where the stand is located. All this is without right to any reimbursement and subject to any other action the Management may decide on regarding moral and material damages.

Art. 34 - If for any reason, including force majeure, the Exhibition cannot be held, participation confirmations are considered automatically annulled and Management will reimburse participants the fees paid for exhibit area rental.

If, on the other hand, the Exhibition is suspended after the opening:

a) for force majeure, no reimbursement is due to participants;

b) for any other reason, Management will reimburse participants the proportion of the rental fee calculated against the remaining event time. In neither case is Management obliged to pay participants compensation of any type.

Art. 35 - Communications and/or complaints of any kind will only be taken into consideration if made in writing. The decisions taken by Management will be definitive and absolute.

Art. 36 - Exhibitors and their staff are bound to comply and ensure compliance with conditions laid down by Management.

Failure to do so will lead to exclusion from the Exhibition, forfeiting entitlement to reimbursement or compensation and with the obligation to pay any moral or material damages caused by their non-compliance.

Art. 37 - Conferences, contests and events of various types may be held during the Exhibition.

PHOTO DISCLAIMER

Art. 38 - PHOTO DISCLAIMER UNDER LAW 633 of 22 April 1941, as amended

Management reserves exclusive rights to any photographs, films, videos, drawings, etc. of the Exhibition Centre and, in particular, of its stands. Only photographers authorised by Rimini Fiera SpA may work inside the Exhibition Centre.

The Exhibitor expressly authorizes Rimini Fiera to take photographs depicting them, their stand and the products displayed, through its appointed photographers. Rimini Fiera SpA may also use these photographs for journalistic/communication purposes and for trade promotion purposes. There will be no use in contexts prohibited by law or which damage decorum and dignity. Posing for and use of the images for the purposes stated above are understood to be completely free of charge. Photographs will be handled by Rimini Fiera in full respect of Legislative Decree 196/2003.

EXHIBITOR NOTIFICATION AS PER Art.13 Legislative Decree 196/2003

Art. 39 - Rimini Fiera SpA, with registered offices in Via Emilia 155, 47921 Rimini, Share Capital: € 42,294,067 (fully paid up), Tax Code/VAT Code 00139440408, Rimini Companies Register no. 00139440408, the data processing controller, will handle personal data provided by exhibitors and the companies they represent, as well as the photographs indicated at Art. 38, electronically and/or manually for all the aims pertaining to the provision of all services associated to the event for journalistic and communication purposes, and, subject to their consent, for promotional and commercial purposes or for updates on our company's schemes or offers.

39.1 Authorisation for use of data is mandatory to enable the aforesaid services to be provided. As well as the data controller, other individuals with access to these personal data will be the staff working in the following company sectors: sales offices, technical offices, administration offices, press office.

39.2 Moreover, by signing the application form, exhibitors agree to promotional and publicity uses of the data they provide to Rimini Fiera on the official event website and in other promotional communications sent to companies asking Rimini Fiera for information about the exhibition.

39.3 The data may also be communicated and/or transferred to companies controlled by and/or connected with Rimini Fiera and its business, as well as data processing companies. In particular, as already expressly indicated in Art. 30, by signing the participation proposal, exhibitors agree to Rimini Fiera entering their personal data in the event's official catalogue and exhibition map, which will be distributed nationally and internationally.

39.4 The person concerned may exercise all rights pursuant to Art. 7 of Legislative Decree 196 of 30.06.2003 (updating, correction, integration, deletion, conversion to anonymous form or blocking of any unlawfully processed data, opposition, requests for information paragraph 1, and letters a), b), c), d) and e) of paragraph 2), by contacting Rimini Fiera SpA, Via Emilia 155, 47921 Rimini, or by sending an email to: privacy@riminifiera.it

After reading this notification, by signing the application form, exhibitors explicitly agree to the personal data they provide being handled for the uses indicated at paras 39.2 and 39.3