

GENERAL RULES & REGULATIONS OF PARTICIPATION

Art. 1. – “MIA – INTERNATIONAL FOOD SHOW”, inside “SAPORE – TASTING EXPERIENCE – Tastes, Rites and Trends eating out round the Clock” which shall hereafter be referred as “the Exhibition”, is organised by Rimini Fiera SpA (Rimini Trade Fair Corporation – Via Emilia 155, 47921 Rimini. Stock Capital : Euro 42.294.067 i.v., VAT Code 00139440408, Business register of Rimini 00139440408), and will be held in February from 19th to 22nd 2011.

VISITORS

Art. 2 – The event is reserved to trade members only, who can enter the exhibition 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 + VAT 20%.

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

EXHIBITORS

Art. 3 – Participants must be:

a) firms exhibiting products manufactured by themselves, manufacturers' distributors or exclusive Italian agents, resellers and representatives of foreign firms must enclose a list of the firms they represent and products they intend exhibiting in the Catalogue entry Form;

b) Trade Associations, bodies and organisations carrying out promotion, study and information work in 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.).

Requests 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.

Art. 4 – On presentation of the exhibiting proposal mailing the original copy, (an advance copy by fax or e-mail is required) participants:

a) Accept to attend at the exhibition at economic terms indicated in the above-mentioned proposal;

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

c) Elect Rimini Trade Fair Corporation as their legal domicile, acknowledging the competence of Rimini Court for any controversy whatsoever.

APPLICATION FORM

Art.5 - RULES FOR PARTICIPANTS - EXHIBITORS

Rimini Fiera reserve the right to not accept the proposal in case:

a) It is not sent in the foreseen terms;

b) The firm have not paid the deposit in the terms and conditions indicated in the exhibiting proposal and in this General Rules and Regulation as per art.5; deposit that will be returned in case of missing acceptance;

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 IT5310628524201CC0012793500 - BIC code (SWIFT) CRRN IT 2R, indicating as the reason for payment "ACCONTO SAPORE 2011" 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.

Peculiar claims about stand allocation are not recognized as a participating condition. Competition is not ruled out.

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 13th December 2010.

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 space 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.

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. Rimini Fiera will notify applicants as soon as possible if their application form is not accepted, and explain the reason for the rejection.

STAND ALLOCATION

Art. 6 – Exhibit area allocation is decided by the Management, taking into consideration the overall interest of the Exhibition, the order in which Estimate Request Forms are received, the area requested and, wherever possible, the preferences indicated by the applicant.

It is forbidden to sub-let or assign, even free of charge, stands or parts thereof without prior authorization from the Exhibition Management.

It is also forbidden to exhibit products and/or brands of other companies that are not indicated in the "participation form" and/or in the "Catalogue Entry Form" and/or in the "List of represented companies".

Non-fulfillment will result in the contract being annulled and the consequent immediate closure of the exhibit space, without any reimbursement whatsoever of sums paid or expenses incurred.

Art. 7 – The Management reserves the right to change or reduce any area already allocated or to replace it with another, even in a different area. This right can be exercised at its unquestionable judgement and at any moment, therefore even during the Exhibition, in the event of the program being subject to changes and in any other case. In the event of any of these cases occurring, participants are only entitled to any balance of the amount due.

TRANSFERING – RENUNCIATION – ABANDONMENT

RULES FOR PARTICIPANTS AND EXHIBITORS:

Art. 8 – Total or partial transfer of exhibit areas, even if free of charge, is strictly prohibited.

Exhibitors who, after submitting the Estimate Request Form the Exhibiting Proposal in accordance with article 5, are unable to participate in the exhibition or request a reduction in the space assigned, shall promptly inform the Management of Rimini Fiera by registered letter, stating the reasons for said changes.

If the written cancellation is made by and no later than 1st September 2010, the Exhibitor will be required to pay a sum equal to the registration fee € 529,00 + VAT as compensation for administrative expenses and paperwork.

Cancellation of the participation entails the payment of specific penalties as follows:

1) If the written cancellation is made by and no later than 1st September 2010, the Exhibitor will be required to pay a sum equal to the registration fee + VAT as compensation for administrative expenses and paperwork.

2) If the written cancellation is made after 1st September 2010 and by and no later than the deadline for payment of the balance (13th December 2010), the Exhibitor will be required to pay an amount of the down payment as indicated in the application form as a fine to compensate damages due to Exhibitors' failure to participate in the exhibition.

The amount of the penalties as determined above will be retained from the down payments made; in the event of said sums being insufficient, the difference shall be paid within 30 days from the date of written communication of cancellation of participation. Any surplus with respect to the down payments made will be returned by Rimini Fiera.

3) If said cancellation is made after the deadline for payment of the balance (13th December 2010), the Exhibitor will be required to pay the entire sum due for the exhibition area.

RULES FOR PARTICIPANTS RECEIVING SPACE IN LIEU OF PAYMENT:

In the event of cancellation, participants receiving space in lieu will be subject to the provisions agreed with the Event Manager on a case-by-case basis.

MOVING IN – SETTING UP

Art. 9 – For the work of setting up stands, including the hire of material necessary for this purpose, the Management reserves the right to appoint one or more firms as "authorised suppliers". Participants will be duly notified of their names and service rates.

The Management declines any responsibility for work carried out by authorised suppliers and for any other service subcontracted to third parties.

The service conditions considered valid are those indicated in the EXHIBITOR GUIDE booklet prepared for this purpose.

Art. 10 – Rimini Fair notices that neither exhibitors nor any exhibition designers they have engaged will be allowed to set up the booth unless the balance of charges has been paid.

In the event of failure to make immediate payment of the balance, exhibitors in arrears lose every right to participation and the Management, as well as withholding the deposit already paid, claiming the relative balance and considering the area free for rental to other exhibitors, will apply the provision in the last but one clause of Art. 8.

Moving in and setting up can begin 5 days before the inauguration from 8 a.m. to 9 p.m. and must finish within 6 p.m. on the day before inauguration. From that moment, all completion or modification work must be carried out with the authorisation of the Management and with a specific surveillance service paid by the exhibiting firm, between evening closing and morning opening times.

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.

STAND FITTING

Art. 11 – All stand fitting designs must be approved by the Management and submitted at least 60 days prior to the opening day of the Exhibition (13th DECEMBER 2010).

Participants must always set up and keep their stands in such a way as to avoid jeopardising the appearance or visibility of nearby stands or causing any damage whatsoever to other participants.

Stands fittings must remain within the area allocated, indicated by paint or chalk lines. Maximum permitted height -with the exception of cases explicitly authorised, upon written request, by the Technical Department of Rimini Fiera is:

1- First-row booths (pool front or, in case of twin pavilions, facing the central hall): maximum height 4,5 meters.

2- Second-row booths (between the second and the third safety exits) : maximum height 5,5 meters.

3- Third-row booths (beyond the third safety exit): maximum height 8 meters.

Departing from what clearly stated in paragraphs 1, 2 and 3 the machineries exhibited are not subject to such restrictions on heights.

Rimini Fiera Technical Management reserves the right, at his own discretion, to authorize the setting up of vertical constructions (like panels) higher than limits as per items 1, 2, 3 of this article, provided that they don't restrict contiguous booths' visibility. Moreover:

Since exhibit areas do not have partition walls, every exhibiting firm must (at its own expense) design its stand/exhibit in such a way as to include these partitions to separate its stand from neighbouring exhibitors'.

Stand fittings must not damage the esthetic and visibility of nearby stands, in particular, in case of island stands (with four open sides) and peninsula stands (three open sides), stand fittings must contain the use of perimeter walls. Stand fitting must be approved by the Rimini Fiera's Technical Department which reserves the unquestionable right to assess the advisability of granting authorization.

In large exhibit areas that include zones indicated as passageways on the expo halls' floor plan, it is forbidden to occupy these zones with stand fittings.

Construction of two-floor stands is possible only in the 2nd and 3rd pavilions' sections, must respect the maximum heights mentioned in paragraphs 2 and 3.

The construction will be submitted at the Technical Department's approval. The extra area occupied by the second floor will be invoiced according the rates provided for by art. 18 of these General Rules and Regulation.

Advertising signage on stands, positioned at a height of over 3 metres from floor level is subject to payment of an expo publicity charge of € 27,00 + VAT per square metre (where sq.m. is intended as being the surface area of the advertising signage).

All 2-sided graphics must be positioned at a minimum distance of 2 metres from the boundaries with adjacent stands.

All liability regarding setting up and fitting is the responsibility of Exhibitors, who expressly exonerate Rimini Fiera S.p.A. from liability for any damage caused to themselves or others by exhibiting/fitting defects due to wrong calculations or imperfect construction.

Rimini Fiera S.p.A. reserves the right to have fittings mounted whose designs have not been approved changed or removed.

Art. 12 – Exhibitors undertake to avoid damaging plaster and flooring and to use trestles or frames to hang or hold objects. During the predisposition of their own booth, exhibitors are undertaken to use water paint only.

Any damage must be reimbursed: exhibited products will be held as security for this, on which the Management will have the right to recoupment, unless of course there are any other forms of compensation.

SAFETY RULES – FIRE PREVENTION – ELECTRICAL SYSTEMS

Art. 13 – All materials used to mount the stands (partitions, back drops, varied structures, platforms, coverings, fabrics, ceilings, carpets, etc.) must be UNINFLAMMABLE, ORIGINALLY FIRE-RESISTANT OR FIREPROOFED in accordance with the norms in force and subsequent integrations and modifications. Thereby Exhibitors, prior to the beginning of the Exhibition, must send Rimini Fiera SpA the Fireproofing Certificate and test report for the materials they wish to use, as indicated in greater detail in the specific "Fire Prevention Form".

Each stand must be equipped with fire extinguishers having a capacity of no less than 34" 233BC , with a ratio of one (1) per 100 sq.m. of exhibit area. Moreover, the fire extinguishers must be placed in central positions on the stand.

Whenever safety and prevention norms are disregarded, Rimini Fiera SpA has the right to:

- forbid the defaulting stand fitting firm from working in the Expo Centre;

- exclude the Exhibitor from participating in the Exhibition as well as any others held at Rimini Expo Centre.

All electrical installations on stands are to be charged to the Exhibitor who will see to it that they have been carried out in a proper fashion, as prescribed by current norms.

In particular, electrical systems must be installed carefully following current norms. After stands' electrical systems have been installed, each Exhibitor and Installer/Fitter must supply Rimini Fiera SpA with a "Declaration of conformity of a properly installed electrical system", declaring that the systems in question are properly made and installed by filling in the relative form in the Exhibitor Guide booklet and keeping a copy of this declaration on the stand. Connection of stand electrical systems to Rimini Fiera SpA's electricity supply must only be carried out by Rimini Fiera SpA's official electricians, after having withdrawn the relative form of the "Declaration of conformity of a properly installed electrical system" (ex D.M. 37/2008).

The Declaration must be duly signed by a qualified professional. All electrical system components must comply with the C.E.I. norms and have the ISQ.M mark or the equivalent for foreign countries.

WORK SAFETY

Art. 14 – Participants are obliged to comply with current laws and norms regarding work safety and in particular the provisions of Italian Decree Law 81/2008 and its subsequent modifications and integration and to comply with the Rimini Fiera DUVRI to be downloaded on the exhibition website, under the heading "Exhibitors".

When ordering setting-up or dismantling work or any other type of work to be carried out within the Expo Centre's premises or grounds, Participants are obliged to:

1) check the technical and professional suitability of all companies requested to carry out similar works, via their chamber of commerce registration or similar records, according to the type of work to be contracted;

2) supply the aforesaid companies with detailed information regarding the specific risks to be found in the environment they will be required to work in and the precautionary and emergency measures regarding their work;

3) coordinate protective and precautionary measures regarding the risks workers are exposed to, making certain that all parties are informed, to avoid the risk of work carried out by any company involved in the overall project interfering with that being done by others.

The Participant should promote a coordinated action, delivering a copy of the DUVRI (interference risk assessment form, prepared by Rimini Fiera S.p.A.) to its suppliers/fitters/contractors with a view to gathering any supplier/fitters/contractors comments or integrations and reporting these immediately to Rimini Fiera's Technical Office.

With the signing of these provisions on the form of participation, the Participant declares to have read carefully the contents of Rimini Fiera DUVRI, agrees to comply with requirements and to return a DUVRI copy to the suppliers/fitters/contractors.

STAND CLEANING – WASTE DISPOSAL

Art. 15 – All Exhibitors are obliged to attend to the cleaning of their stands during the hours set by the Management.

In particular, Exhibitors must leave the stand area as it was when assigned to him, therefore free from any adhesive tape, waste and rubbish.

The Rimini Expo Centre collects sorted waste for recycling. During the fair, exhibitors must take recyclables (paper, glass, PVC, cans) to the recycling stations that are provided for this purpose in each hall. General waste can instead be disposed of in the rubbish bins located in the aisle, or placed outside of the booth when the fair closes for the day.

The snack bars and food service areas at the expo centre use biodegradable serving materials (plates, glasses, utensils, etc.) that they are equipped to dispose of. Therefore, all biodegradable waste (food, plates, glasses, utensils, etc.) produced in the food service areas should be placed in the biodegradable waste containers which are provided there.

STAND DISMANTLING

Art. 16 – It is forbidden to dismantle stands totally or partially and carrying out exhibited products before the end of the exhibition. Exhibitors who violate this rule are obliged to pay a fine equivalent to half the gross rental cost of their stand.

Work for removing stands, samples, products and goods can be carried out between 5.00 p.m. and 9.00 p.m. on 22nd February 2011. In any case, it's advisable to remove all valuable, fragile or easily carried objects from the stands.

Dismantling of stands must be completed within and no more than THREE days from the end of the Exhibition, according to the following timetable: 23rd -25th FEBRUARY 2011 from 8.00 a.m. to 9.00 p.m..

After this deadline, if exhibitors have not finished the work, the Management can proceed on its own initiative at the expense and risk of and behalf of Participants.

As of 30 days from the end of the Exhibition, Rimini Fiera SpA has the right to arrange for the sale without any formality whatsoever of material and samples exhibited which Participants have not removed.

From the sum obtained from the sale, the Management will retain any amount due from Exhibitors and will keep the remaining amount at their disposal for a maximum of 6 days, after which this sum will be confiscated by Rimini Fiera SpA, who will assume no liability for material and products left in the Expo Centre and can have them transported elsewhere at the expense and risk of and on behalf of Exhibitors.

Art. 17 – The Management has the right to modify the duration, opening and closing day and daily opening hours of the Exhibition.

This right does not oblige the Management to give participants overall reimbursements or compensation of any kind.

Exhibitors and their staff can enter the Exhibition half an hour before opening time and must leave the venue at closing time.

Management can authorise extensions of the above-mentioned times on request.

FEES

Art. 18 – Exhibit areas are all easy to see and reach. The participation fee for floor space for the entire length of the show is as follows:

MIA	FEES – BARE AREA per SQ.M.		
	1 Open Side	2 Open Sides	3 Open Sides
	€ 155.00	€ 170.00	€ 178.00
			4 Open Sides
			€ 186.00

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

Red Area: +15% increase on the total cost of the area for those stands having at least one open front or placed between the two main passages with the highest visitors' attendance.

Corridor space occupied (subject to authorization by Rimini Fiera S.p.A.) by carpeting or overhead structures linking exhibit areas will be invoiced at 25 % or 50 % of the official quote at the discretion of Rimini Fiera. The different percentage depends on the stand's collocation in the pavillion.

Two-floor stands: the second floor's area (that is subject to approval by Rimini Fiera Management) will be invoiced at 50% of the area rate.

Each exhibiting firm will also have to pay a registration fee of € 529 which covers compulsory insurance (see art. 23), exhibitors' badges according to exhibit area, listing in the official and web catalogue, local publicity taxes and 1 parking permit. The amount of € 1,200 plus registration fee must be paid by those who, after obtained authorisation from the Management, are guests of other exhibitors.

It is clear that Exhibitors granting such hospitality will have no right to any discount for this reason.

Likewise, the Hospitality fee and the Registration fee will be invoice to the exhibitors who, without authorization from Rimini Fiera's Management, will host in their own stand companies not declared in Catalogue Entry – Form 2

Advertising signage on stands, positioned at a height of over 3 metres from floor level is subject to payment of an expo publicity charge of 27 euros per square metre. (where sq.m. is intended as being the surface area of the advertising signage).

All the above fees are intended as exclusive of VAT (20%).

ADVERTISING AND TECHNICAL SERVICES PAYMENT

Art. 19 – The balance of the fees for the services requested must be paid in the same way as the advance payment via bank transfer (for bank details check Art.5) , by and no later than the last day of the Exhibition with the exception of the technical services already included in the participation quote, payment of which shall be made according to the same terms as occupation of the area (advance payment plus balance) as specified in art. 5.

The Promoter Organizations alone are responsible for paying Rimini Fiera the balance of charges for any services requested by exhibitors represented and/or hosted at their respective booths, and are required to make such payments in the same way and by the same deadline specified above.

Payment of ADDITIONAL SERVICES including all kinds of advertising previously agreed on 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 made at the bank counter in the Expo Centre during Exhibition hours.

If exhibitor declares written cancellation of advertising services after 22nd November 2010 Rimini Fiera will withhold as fine the entire deposit paid for advertising services. Upon payment, Exhibitors will receive an exit permit, which is required to begin dismantling the stand and removing exhibited products. Failure to pay sums invoiced authorises the Management to refuse to issue the "EXIT PERMIT" and withhold, with a right to compensation, goods and fittings on the firm's stand

ENTRY PASSES

Art. 20 –The Management of Rimini Fiera SpA puts at the disposal of each participating company a number of free entry passes according to the amount of sq. m. covered by the exhibit area, from a minimum of 4 to a maximum of 50.

Entry badges, parking passes, and the catalogue voucher will be sent to exhibitors by courier approximately three weeks before the opening of the exhibition. Exhibitors are responsible for all material they have received: if the latter should be misplaced or left behind, Rimini Fiera is not required to replace it, and may charge exhibitors in the invoice for any replacement material they request.

In case of need of supplementary passes, the exhibitor can purchase them at the price of € 18 + VAT each.

Entry badges are strictly personal. At no time and for absolutely no reason they may be given to another person, even momentarily.

CAR PARKS

Art. 21 – The Expo Centre has various parking areas, some of which are specifically reserved for exhibitors. Access to these areas and parking is possible after having purchased parking permits, valid for the entire period of the event and available at a cost of € 52 + VAT each.

One car park permit is free of charge, as it is included in the participation fee. These permits are only valid for CARS.

SAFETY RULES DURING EXHIBITION - SURVEILLANCE

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 third 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) COVERAGE FOR EXHIBITIONS AND FAIRS:

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 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: € 2,600,000 for each incident, with a limit of € 1,500,000 for each person being bodily injured and € 516,000 for damage to things.

NOTA BENE:

(*) In the event of controversy, the ONLY DOCUMENTS ACCEPTED are the EXHIBITIONS AND FAIRS 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 undispensed 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 above-mentioned 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.

REGULATIONS REGARDING SOUND LEVELS ON THE 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 must remain below the limit set by current laws and/or regulations. 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;

For 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 above-mentioned 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.

Art. 27 – 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.

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 – The "On the spot" sales are strictly prohibited. Services in exchange for payment are prohibited.

The exhibitor assumes every responsibility for violations of this ban, releasing Rimini Fiera from any consequent responsibility and/or charge.

Disputes concerning relations with other operators present, arising from this ban, must be resolved directly by the exhibitors involved, releasing Rimini Fiera from any related responsibility and/or charge.

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

Art. 30 – The Management reserves exclusive rights to any reproduction (photographs, films, videos, designs, etc.) of the Expo Centre and its stands in particular. Only photographers authorised by Rimini Fiera SpA can work inside the Expo Centre halls.

OFFICIAL CATALOGUE

Art. 31 – Without assuming responsibility of any kind, Rimini Fiera S.p.A. prints and distributes an official catalogue, with the information taken from the Catalogue entry form (forms 1 and 2), which must be received by and no later than 1st December 2010.

Said form is sent after signing of the participation quote. If the Catalogue entry form is not received, it can be downloaded from the event website.

The data entered in forms 1 and 2 will be used also to provide information on the firms in the exhibition map-guide. If Rimini Fiera does not receive the forms from the exhibitor within the above-mentioned term, it will publish the data already in its possession, including the names of firms represented indicated by the exhibitor in the forms of previous editions. In this case the exhibitor undertakes all liability for any damage, also regarding firms no longer represented in the current edition, if the firms represented have changed and said change has not been communicated to Rimini Fiera within the above term.

Participants assume all responsibility of data declared in the application form and catalogue entry form, exempting Rimini Fiera from any responsibility in case of false declaration.

Any other technical indications or publicity can be included by Exhibitors on request and following payment.

In particular, the entry in the official catalogue of the name and products of represented companies present at the Exhibition on the stand assigned to their representatives, will be included in the catalogue at the cost of € 56,00 + 20% VAT for each name enlisted.

The exhibition catalogue is the organizers' only official publication.

Any other publicity publication except to the official publications of Rimini Fiera, is printed on the initiative of private individuals without authorisation.

RESPONSIBILITY FOR INDUSTRIAL AND INTELLECTUAL PROPERTY

Art. 32 – The exhibitor assumes all liability regarding ownership of brands, logos, patents, industrial inventions and models, and copyrighted material related to the products and/or machinery on display.

The exhibitor therefore indemnifies Rimini Fiera against all claims in the event of copyright violation or any breach of regulations governing fair competition, with regard to both other exhibitors and third parties in general.

Any disputes that may arise among exhibitors or between exhibitors and third parties shall therefore be directly resolved by the parties, exonerating Rimini Fiera of any liability and/or obligations.

Art. 33 – As well as its trademarks, Rimini Fiera SpA claims as its exclusive property the name "SAPORE – Tasting experience" and all its variations, abbreviations, simplifications and initials, so that nobody whatsoever can use them without prior written authorisation from the Management.

FINAL PROVISIONS

Art. 34 – The Management reserves the right to supplement the Exhibition's General Rules & 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 & Regulations

As well as the immediate closure of the stand by Rimini Fiera staff, failure to comply with the General Rules & 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. 35 – If for any reason, including force majeure, the Exhibition cannot be held, participation applications are considered automatically annulled and the Management will reimburse participants the fees paid for exhibit area rental.

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

a) if the suspension is caused by force majeure, no reimbursement is due to participants,

b) if for any other reason, the Management will reimburse participants the rental fee in proportion to the Exhibition time remaining. In neither case the Management is obliged to pay participants compensation or indemnity of any type.

Art. 36 – Communications and/or complaints of any kind will only be taken into consideration if made in writing. The measures taken by the Management will be definitive and unquestionable.

Art. 37 – Exhibitors and their staff are bound to observe and have observed the conditions laid down by the Management.

If they do not, they will be excluded from the Exhibition without any right to reimbursement or compensation and with the obligation to pay any moral or material damages caused by their non-compliance

Art. 38 – Conferences, contests and events of various types may be held during the Exhibition.

NOTIFICATION FOR EXHIBITORS AS PER Art.13 Leg. Decr. N° 196/2003

Art. 39.1 - Rimini Fiera SpA, with registered office in Rimini via Emilia 155, company capital 42.294.067 euros (fully paid up), Tax Code/VAT Reg. N° 00139440408 - Rimini Company Register: 00139440408, controller for data processing, will process the personal data supplied by exhibitors and the companies they represent electronically and/or manually for all the aims pertaining to the services indicated and, subject to their consent, to update them on initiatives and/or offers by our company. 39.2 Release of the data is compulsory to enable the requested services to be provided, so in the event of failure to supply these data, the services indicated will not be provided. As well as the controller for the data, other individuals with access to the said personal data will be the staff working in the following company sectors: sales offices, technical offices, administrative offices and press office.

The data can also be communicated and/or transferred to companies controlled by and/or connected with Rimini Fiera and its business activity, as well as data processing companies.

39.3 Moreover exhibitors, signing this exhibiting proposal, consent to entering their personal data in the official event's web site and in other promo-bulletins which will be sent to those companies that will ask Rimini Fiera for information about the exhibition. In particular, as already expressly indicated in Art. 31, by signing the exhibiting proposal, exhibitors consent 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 parties in question can exercise all rights foreseen by Art. 7 of Legislative Decree 196 of 30.06.2003 (updating, correction, conversion to anonymous form and integration of data, or the blocking of any data processed unlawfully, opposition, requests for information as per paragraph 1 and as per letters a), b), c), d) and e) of paragraph 2), by contacting Rimini Fiera SpA, Via Emilia 155, 47921 Rimini, or by sending an e-mail to the following address: privacy@riminifiera.it

Having read this notification exhibitors give their specific consent to the processing of the personal data supplied, for the uses indicated above at paragraph 39.1 by signing the estimate request form, and for the uses indicated above at paragraph 39.3 by signing the exhibiting proposal