

## **Sokolniki Exhibition and Convention Center - MOSCOW (Russia)**

**19<sup>th</sup> - 21<sup>st</sup> September, 2018**

### **GENERAL REGULATIONS**

#### **1. Title of the exhibition**

The official title of the exhibition is **ZOOMARK IN RUSSIA – PARKZOO 2018**.

#### **2. Organizers**

The exhibition is organized by Artis Expo LLC – Moscow, in collaboration with (for the International participation) BolognaFiere S.p.A., office in Bologna, Viale della Fiera 20, in cooperation with the Operating Secretariat Promopet S.r.l., head office in Milan, Via delle Azalee 11.

#### **3. Exhibition venue, dates and opening hours**

The exhibition will be held from 19<sup>th</sup> to 21<sup>st</sup> September 2018, in the Sokolniki Exhibition and Convention Center (pav. 3, 4, 4.1, 4.2, 7A) in Moscow, Russia. Visitors will be admitted from 9:00 a.m. to 6:00 p.m. on September 19-20-21. September 18<sup>th</sup> from 2:00 till 8:00 p.m. is equipment and exhibits move in. Stand assembly and removal shall take place as per Sokolniki Exhibition Centre work hours. Artis Expo LLC, BolognaFiere S.p.A. and Promopet S.r.l. reserve the right, should it be deemed necessary in the general interests of the exhibition, to change the visitor, stand assembly and stand removal admission times.

#### **4. Admission**

Italian and foreign companies whose business activities fall within the object of the exhibition are eligible to exhibit at "ZOOMARK IN RUSSIA – PARKZOO 2018".

It is also specified that:

- the Organizers reserve the right to limit use of the logos and associations etc. to which companies refer.
  - during the application acceptance procedure only applications complete with bank transfer documents will be processed.
  - applications from companies in debt with the Organizers or companies that have, in the past, caused problems for the Organizers, shall not be taken into consideration.
- The exhibition applications may not contain either reservations or conditions of any kind whatsoever and the Organizers reserve the right to refuse admission in the event of incompatibility with the available space, characteristics and stature of the exhibition.

#### **5. Terms of payment**

**Applications shall be received** by Promopet S.r.l. – via delle Azalee 11 - 20147 Milan - **no later than 15.03.2018** and **be accompanied by a down-payment of 50% of total participation fees**. Upon receiving the notice of acceptance of his Application for Admission, the applicant shall pay the balance due by and not later than **31.05.2018**. If an applicant fails to do so, the Organizers shall be entitled to consider the agreement terminated through breach of contract by the applicant, without having to serve an injunction or a Court order. In this case the Organizers shall give formal notice to the person/entity

concerned and – in addition to being released of any obligation and being authorised to make whatever use they choose of the stand and/or to assign it to other applicants – they shall be entitled to full payment – by way of penalty – of the admission fees and any other amount due under the agreement, after deducting any amounts already collected under said headings, and subject to their right to seek further damage.

With respect to payments made after deadlines, the Organizers reserve the right to exclude such companies from the event.

Exhibitors are also informed that the Organizers reserve the right to refuse:

- forms that are not completed in full or forms with an illegible signature.
  - reservations of spaces that do not declare specific company names.
  - reservations of cumulative spaces without application forms for each of the companies intending to participate.
- Substitution of participating companies or exhibition of banners with names other than those declared on the application form is prohibited without prior authorisation.

#### **5.1. Invoicing**

Invoice may include VAT according to rules in force at the time of invoicing. If the exhibitor requires the invoicing to another subject, in strength of mandate with representation, he will still be jointly and severally liable for all obligations undersigned with this application form.

#### **5.2. Mailing of material**

Until all sums owed have been credited, the exhibitor shall not be mailed any of the following material: invitation tickets, letter granting entrance to the halls, stand location, etc. The Organizers also reserve the right to reject from the exhibition any companies that do not settle payments by the required deadlines and in the required manners.

#### **6. Services included in the fee**

The fees include the following services:

- hire of the fully equipped exhibition area, including electricity consumption
- exhibition advertising campaign
- publication of textual information and the company logo in the official exhibition catalogue in the quantity and with restrictions imposed by the Organizers (See Paragraph 11);
- publication of the participant's information in the common data base on the exhibition site (for more details see <http://parkzoo.ru/en>), possibility to share information in the news feed and by mailing;
- participants' badges (2 pieces every 6 sq.m. of the stand);
- cost of the common electric lighting, ventilation, heating of the Indoor exhibition area;
- cost of the common security services of the Exhibition Center;
- cost of cleaning of the common area of the Exhibition Center, aisles and open spaces.

#### **6.1. Stand preparation**

The shell scheme and stand equipment shall be as set out below:

**16 m<sup>2</sup>:** dividing walls, one round table, four chairs, two spotlights, one socket

fitting 220W, one storage room (m 1x1) with folding door, one waste paper basket, one coat hanger, one counter, 3 m of shelves, fascia board with company name in latin and cyrillic characters and one logo, carpet.

Stands of different measures shall contain a proportional quantity of material.

**6.2.** The refusal of any piece of equipment shall not entitle the exhibitor to a rebate.

**6.3.** The Organizers reserve the right, should it be deemed necessary in the general interests of the exhibition, to determine the position and use of the furnishing material. Variations may be made only with the authorisation of the Organizers.

By submitting this Application Form, exhibitors accept the possible placement of technical elements (electricity switchboards, water outlets, etc.) nearby or within their booth area.

**6.4.** The wording for the fascia shall be as specified by the exhibitor (form to be sent by the Organizers separately). The logo will be required thereafter on a deadline to be specified in accordance with the necessary technical characteristics. Failure to provide the logo by the deadline that will be specified will result the inclusion of the only name of the firm in latin letters on the fascia.

The Organizers, whilst ensuring the utmost diligence in reproducing the wording, accept no responsibility for any mistakes or omissions. The wording shall only be changed:

- if such changes do not involve changes to event organisation.
- against advance payment of relevant costs.
- in compliance, in the general interest of the event, with Organizers' scheduling and procedures.

**6.5.** Exhibitors shall each receive 2 entry passes every 6 square metres of stand hired upon providing the full names and title of the persons. Additional passes can be bought at the Services Centre of Sokolniki. The exhibitor must provide the Organizers (via the form that shall be sent from the Organizers) with the personal data of all the persons that shall occupy the stand so that the Organizers can provide the exhibitor with the necessary passes. If the exhibitor fails to provide this information the Organizers cannot be held liable for any entry problems.

**6.6** Exhibitors and Organizers shall not, as stated in Sokolniki regulations, deposit large boxes or other flammable material inside stands. The exhibitor shall consign any empty containers to his carrier or have them removed from the hall. In this regard, and as regards any infringement of trade fair centre rules, the Organizers cannot be held liable. **Any packaging or luggage left in common areas shall be removed from the hall and placed with materials to be disposed of.**

**6.7** Any kind of catering activity – except those authorised in writing by the Organizers - inside stand and/or common areas is forbidden.

#### **7. Stand allocation**

Stand allocation shall be decided taking into account the general interests of the exhibition. The Organizers reserve the right to change the location and position of a stand previously allocated, to alter its configuration or to reduce its size, should circumstances so demand.

#### **8. Irrevocability of applications - Right of withdrawal and penalties**

The application is irrevocable. If due to legitimate and proven causes an Exhibitor becomes unable to take part in the Exhibition, he can withdraw from the agreement by notifying it to the Organizers by registered letter with advice of receipt. The withdrawal is subject to the acquisition by the Organizers of the down-payment mentioned in article 5.

If the withdrawal notice is given later than 31<sup>st</sup> May 2018 or not given at all, the Exhibitor shall pay the participation fees in full, subject to the Organizers' right to seek further damage.

In the event of changes to the dates or cancellation of the exhibition as decided by the Organizers for reasons beyond their control, said Organizers cannot be held responsible for the expenses and damage incurred by the exhibitor, whatever form said damage might take. Accordingly, in this eventuality no liability may be charged to the Organizers.

#### **9. Stand assembly and removal**

Stand assembly and dismantling shall be performed within the times specified in the General Sokolniki Regulations and all the safety and fire prevention rules in force at the trade fair centre. If removal is not completed within the deadline set, the Organizers reserve the right to remove the exhibitor's goods and merchandise from the exhibition area and to charge to said exhibitor all the associated expenses as well as the penalties for late hand-back of the area as laid down by the Organizers.

In signing the application form the exhibitor expressly authorises the Organizers to proceed in his stead and on his account with the return shipment of his goods to his Country, including packing where necessary, in the event that the exhibitor has not done so himself within the established deadline. All expenses connected with transportation, customs dues, fines and any other direct or indirect expenses shall be charged to the exhibitor in full. During assembling, move-in and dismantling period the access of participants' vehicles to the area of Sokolniki Exhibition and Convention Centre is free of charge on presentation of a standard form letter. Loading/unloading (move-in/move-out) is permitted on the registration of the letter (in 2 copies) at the Exhibition Management office.

#### **10. Furnishing**

Every detail of the furnishing and of the internal part of the stand shall be approved by the Direction and presented in the terms and condition provided by the Regulation of the Exhibition Centre. Participants must keep their stands in such a way as not to compromise the

visual appearance of the nearby stands and not cause damage to other participants. Organizers reserve the right to modify or to remove the furnishings made without authorization or not conform with the approved project. In addition to ensuring full observance of all Russian safety legislation/regulations and proper working practices as dictated by experience and prudence, the exhibitor shall observe all the instructions given by the Organizers, the Sokolniki Center and PARKZOO Management.

### 11. Catalogue

An official catalogue is issued by the exhibition opening. It contains a brief description in English and Russian about the participants including the full-colour logo. The materials shall be provided by the exhibiting companies. The publication text must not exceed 300 characters (spaces included) per language. The Organizers, whilst ensuring the utmost diligence in compiling the official catalogue, accept no responsibility for errors or omissions. The Organizers cannot guarantee publication of advertisements sent after 01.07.2018. In the catalogue advertisements may be placed (to be charged additionally). To do this the participant needs to send a digital file (for technical specifications see Form No. 5 to the Contract). The Organizers reserve the right to supplement additional forms with the necessary data.

### 12. Operation of machinery

The machinery displayed may not be set in motion without the prior written consent of the Organizers, who shall evaluate each application on a case by case basis and whose decision is final. The granting of permission shall not carry any responsibility for the Organizers, nor shall it exonerate the participant from all liability resulting from the operation of said machinery. The participant must therefore set up and install all the necessary devices and measures designed to prevent injury and fire, to reduce noise levels, eliminate foul smells, and prevent gas emissions; it is strictly forbidden to start up machinery or equipment which entails the use of flames. Internal combustion engines and other machinery which entails the use of fuels or gas cylinders may not be operated within the halls. In addition to ensuring the full and scrupulous enforcement of all the health and safety rules and regulations in force in Russia, as well as the standards of good practice as dictated by experience and prudence, the Exhibitor shall, for the entire duration of his stay in the Exhibition Centre, strictly observe the instructions of the Organizers.

### 13. Special prohibitions and obligations

**13.1** It is strictly forbidden for exhibitors to:

- display posters and samples, even of a purely indicative nature, on behalf of companies not listed on the application form and not represented;
- to transfer all or part of the stand space assigned to third parties, or to swap it with another exhibitor;
- to show prices or make any sale with immediate delivery of the goods to the purchaser, except for those sectors for which an exception has been made;
- to broadcast music or sound without prior written consent of the Organizers (which can be revoked at any time).
- non-compliance with any of the above regulations, or any behaviour which could disturb the regular development of the Show, will enable the Organizers – further to exhibitor's signing of this

Application Form - to clear out the stand and close it.

**13.2** Exhibitors are specifically required to:

- take an active part in the exhibition for its entire duration;
- comply with Russian legislation with regard to the marketing of their products or services;
- keep their stands and furnishings in perfect condition until the end of the exhibition;
- ensure observance both by themselves and their personnel of the rules regarding entry and exit times from/to the halls, the use of free entry passes, and vehicle access;
- ensure that their own electrical systems are connected to the hall's mains power supply in accordance with the laws in force in Russia and the regulations of the Sokolniki Exhibition Centre;
- arrange for their stands to be cleaned for the duration of the exhibition, and arrange for transportation, portage, loading and unloading of goods in accordance with the rules of the Sokolniki Exhibition Centre;
- use music or sound broadcasting equipment (where permission has been granted to use such equipment) in such a way as not to cause any disturbance to other exhibitors and to visitors;
- deliver to the Organizers, at their request, a copy of the insurance policies taken out in accordance with § 16.3;
- not to cause damage to the shell scheme, furniture, hall walls or floor, and to use stands or frames to hang or secure objects. Any damage shall be compensated.
- to store packaging for the products exhibited during the fair in compliance with the laws and regulations in force in Russia.

The Terms and Conditions of participation in the exhibition "ParkZoo 2018" are binding for all the participants (exhibitors) of the exhibition.

In the event of non-respect of the present Terms and Conditions of participation in the exhibition "ParkZoo 2018" and of all the regulations of Sokolniki Exhibition Center by the Exhibitor as well as in the event of violation of the present Terms and Conditions of participation in the exhibition "ParkZoo 2018" by the Exhibitor in previous years the Organizers reserve the right not to form the contract for participation in the exhibition.

The Organizers have the right to make changes and additions to these Terms and Conditions in a unilateral extrajudicial procedure. All changes come into force from the moment of their publication on the website [www.parkzoo.ru/en/](http://www.parkzoo.ru/en/(www.parkzoo.pdf/en/)) ([www.parkzoo.pdf/en/](http://www.parkzoo.pdf/en/)). The Exhibitor undertakes to independently track the changes and additions to the Terms on the website [www.parkzoo.ru/en/\(www.parkzoo.pdf/en/\)](http://www.parkzoo.ru/en/(www.parkzoo.pdf/en/)).

### 13.3 Large boxes

The Exhibitor must advise his carrier to deliver large boxes to the stand the last day of exhibition no earlier before the official closing time to the public during the exhibition.

The penalty in point 14 is applicable to point 13.3 if the terms are not respected.

### 14. Penalties

The Exhibitor is required to be present at their stand with their collections during the exhibition opening hours. If they leave their stand before the scheduled closing time on the last day of the exhibition, they will automatically be charged a € 1,000.00 penalty.

The penalty will be sent as an invoice to the exhibitor (together with the photo of the abandoned stand or no collection on the stand) at the end of the exhibition.

Please be advised that if the fine is not paid the exhibitor will be excluded from future participations in the trade fair.

### 15. Fire prevention and safety

Exhibitors are required to comply with the fire-prevention measures in force in the territory of the exhibition. It is forbidden to bring into the territory of the exhibition inflammable, explosive, radioactive or otherwise harmful objects or materials, without the written authorisation of the Organizers. All inflammable materials must be fireproofed.

### 16. Insurance

The stand area concession fee includes compulsory insurance against fire and third party liability.

### 16.1 Additional insurance cover

Compensation connected with damage, theft or any other event affecting the exhibitor's property, even outside the hall opening hours (including all the days set aside for stand furnishing and removal) and during transportation, shall be made without any involvement on the part of the Organizers, and solely through adequate insurance cover such as the Exhibitor may take out.

**16.2** Exhibitors may also take out, if they so wish, adequate insurance cover against all other risks, including rain water seepage or mains leakages, as well as civil liability insurance.

**16.3** All insurance policies must be taken out with a leading insurance company at the exhibitor's own risk and expense; said cover shall contain a clause under which the insurer waives all action of redress or counter-claim against third party liability. Exhibitors are required to comply with all the customs regulations in force in Russia. All goods bound for the exhibition are allowed into Russian territory under duty-free terms only if authorised by the Russian customs service. In the event of non-presentation of the goods which are required to leave Russian territory, the exhibitor shall be required to pay the customs dues.

### 17. Force Majeure

In the event of force majeure, the dates of the exhibition may be changed or the exhibition cancelled. In the event of cancellation the Organizers, after fulfilling their obligations to third parties and covering all their organisational expenses, shall divide the remaining amount among the exhibitors in proportion to the individual payments made, without the exhibitors having any right, on whatever grounds or for whatever reason, to sue the Organizers for damages.

### 18. Handling of personal data

Information to the participant pursuant to the provisions of art. 13 of Legislative Decree no. 196/2003.

The personal data you provide to BolognaFiere S.p.A. and Promopet S.r.l. (hereinafter, for brevity, the "Companies") may be used for: (i) the establishment and conduct of contractual relations, as well as fulfilment 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 related 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 Companies or by physical or juridical entities collaborating in the commercial activities of the Companies, 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.**

### 19. Competent court

In respect of any legal disputes the sole competent venue shall be the Law Court in Bologna.

### 20. Currency risk

The participation fees are current at the mean SWISS FRANC/€ bank exchange rate for January 2018. In the event that the SWISS FRANC/€ exchange rate of September 2018 is devalued by over 5% compared with the average SWISS FRANC/€ exchange rate for January 2018, the Organizers reserve the right to adjust the participation fees and the exhibitor undertakes to pay the difference by 5<sup>th</sup> September 2018.