



# General Rules

May 2026 version

(If for any reason an interpretation is needed, reference must be made to the Italian text only)

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# General Provisions

## 1. ORGANIZATION - DATE AND PLACE OF THE EVENT.

Availing itself also of the services provided directly by Fiera Milano S.p.A., Made in Steel S.r.l. (**Organizer**) is organizing the **12th edition of Made in Steel** which will be held at the Fiera Milano district in **Rho** (Milan) S.S. del Sempione, 28, **from 11 to 13 May 2027 (Exhibition)**, all this on condition that all authorizations necessary for the organization and running of the event are granted.

This document governs all aspects related to the Exhibition and is to be understood as the contractual relationship between the Organizer and the subjects mentioned therein (in particular, Customers, Exhibitors and Co-Exhibitors) both by express acceptance by signature and by tacit acceptance by going to the Exhibition premises and taking part in it.

The establishment of the contractual relationship within the aforementioned terms also implies the obligation to comply with the Technical Regulations of Fiera Milano S.p.A. (and any subsequent updates). The Organizer has the right to unilaterally modify the venue and dates of the Exhibition, its duration (by lengthening or shortening it) and the opening, entry, exit and closing times.

The Exhibitor undertakes, as of now, to participate in the Exhibition for its entire duration (each participant, in particular with reference to each Exhibitor and/or Co-Exhibitor, is expressly forbidden to participate in the Exhibition at a later time or to leave his/her Stand prior to its end), also in the event of a unilateral change of the date of the Exhibition, its duration or the relevant opening times, at the same terms and conditions set out in these General Rules (May 2026 version).

## 2. TIME OF THE EVENT.

Exhibitors hours: 8.30am - 7.00pm.

Visiting hours: 9.30am - 6.30pm.

During opening hours the stands must be supervised by the Exhibitors and the products must be visible and properly arranged in the best interests of the Exhibitor, the Visitors and the Exhibition in general.

## 3. PERMANENT ADDRESS OF THE ORGANIZER.

The Organizer has its registered and operational headquarters at 25020 Flero (BS) Via Don Milani, 5 and can be contacted as follows: phone +39 030 2548520 | [www.madeinsteel.it](http://www.madeinsteel.it) | [info@madeinsteel.it](mailto:info@madeinsteel.it) | [madeinsteel@legalmail.it](mailto:madeinsteel@legalmail.it).

## 4. OFFICES AND SERVICES OF FIERA MILANO.

Fiera Milano's Offices and Services are open 8.30am - 12.30pm and 1.30pm - 5.30pm.

## 5. EXHIBITORS: PRODUCTS AND SERVICES ALLOWED AT THE EVENT.

Before listing the products and services admitted to the Exhibition, it may be useful to specify what is meant by Customer, Exhibitor and Co-Exhibitor for the purposes of these General Rules (May 2026 version).

### **CUSTOMER:**

The Customer is the person who signs the Application for Admission as well as the addressee of the invoice of the supply contract and the party required to make the relevant payment (Exhibitor).

### **EXHIBITOR:**

Exhibitor is the receiver of the exhibition area (Stand) and any other corollary services, may also be the CUSTOMER.

If the Customer signs the Application for Admission and the related additional contractual documentation in his/her own name but on behalf of a third party, the Stand and any other accessories will not go to the Customer but to a third party who will effectively be exhibiting during the Exhibition (Exhibitor or Sole Exhibitor). In this case, the Customer will sign the Application for Admission, while the Exhibitor will have to sign the Application for Participation.

### **CO-EXHIBITOR:**

A Co-Exhibitor is a subject occupying part of the Exhibitor's stand, to display his/her products and/or services with his/her own staff. The Co-Exhibitor must also sign the Application for Participation like the Sole Exhibitor.

The Co-Exhibitor shall comply with the Exhibitor's obligations stated in the General Rules (May 2026 version) and with all the provisions relating to the Exhibition, where compatible, and even if this is not specifically referred to in the individual provisions.

### **REPRESENTED COMPANY:**

Finally, a Represented Company is a company whose products and/or services are displayed on the Exhibitor's Stand without the presence of the represented company's own personnel.

Exhibitors will be admitted to the Exhibition only if exhibiting the products that are exhaustively listed in the document "**Product categories**", which is in full and to all intents and purposes an integral part of these General Rules (May 2026 version, available at [www.madeinsteel.it](http://www.madeinsteel.it) > Exhibit > **Documents and forms**).

The Exhibitors (jointly and severally with the Customer if the latter is not also the Exhibitor) accept full responsibility in relation

to the complete and total conformity and compatibility of the products and/or services exhibited during the Exhibition, with what is indicated in the "Product categories" as well as what is declared in the Application for Admission (or in the Application for Participation).

In the event that, during the Exhibition, the Exhibitor exhibits a product and/or service that is not included in "Product categories" or that differs from what has been indicated in the Application for Admission (or in the Application for Participation), the Exhibitor (jointly and severally with the Customer, if the latter is not also the Exhibitor) shall be obliged to immediately remove any unlawful exhibits and to indemnify and/or keep the Organizer harmless from any and all direct and indirect damage and/or harm that may ensue.

## 6. EXHIBITORS: RULES OF ADMISSION TO THE EVENT.

Participation in the Exhibition is allowed to Italian or foreign subjects, either directly or through representatives, that, regardless of their legal status, carry out professional or business activities and intend to display products and/or services compatible with "Product categories".

### **Admission to the Exhibition is subordinate to the unquestionable judgement of the Organizer.**

In order to generate the Application for Admission (or the Application for Participation) all subjects wishing to participate in the Exhibition must first fill in the online registration form ([www.madeinsteel.it](http://www.madeinsteel.it) > Exhibit > **Registration**) and enter the obligatory data as well as any optional data.

Foreign subjects must highlight their status for tax purposes. For this purpose, the Application for Admission (or the Application for participation) must be **accompanied by appropriate documentation indicating the tax status, the ISO code** and, in the case of subjects resident in a member state of the European Union, the **VIIES** certificate (for further information please refer to [http://ec.europa.eu/taxation\\_customs\\_vies](http://ec.europa.eu/taxation_customs_vies)). In case of admission to the Exhibition, without the presentation of the above documents, invoices including statutory Italian VAT will be issued to the subject<sup>1</sup>.

In order to comply with the obligations introduced by art.1 c. 909 Law 27.12.2017 (obligation to issue electronic invoices between private individuals from 01/01/2019), the Italian Exhibitor will communicate his/her certified e-mail address (PEC) designed to receive electronic invoices and/or the seven-digit recipient code to the Organizer.

After completing the registration form, the Application for Admission (or the Application for Participation) will be generated and sent by email to the contact person of the event indicated on the form, to be printed, signed and sent back to the Organizer as indicated in art. 10.

## 7. FORCE MAJEURE.

If the Event cannot take place within the established period, must be called off, shortened or cancelled after its beginning or, in any case, if the dates or times or the venue must be changed due to force majeure or, in any case, for reasons beyond the Organizer's control or for organizational reasons, Exhibitors (as well as Customers) will not be entitled to any refund of the sums already paid as advance payment, which may be definitively withheld by the Organizer as compensation for damages (without prejudice to the right to greater damages). Neither shall Exhibitors (as well as Co-Exhibitor and Represented Companies) have the right to request, in turn, the payment of sums as compensation for damages, indemnities and/or any other title also in compliance with art. 1462 of the Italian Civil Code.

Furthermore, the Organizer may claim compensation for damages from the Exhibitors (as well as, jointly and severally with them, from the Customers) for a value up to 30% of the participation fee due as final payment, in addition to the registration fee, which the Exhibitors (as well as the Customers) must pay, in compliance with art. 1462 of the Italian Civil Code, within and no later than 30 (thirty) days from the request for payment made by the Organizer.

The Organizer reserves the unquestionable right to change the Exhibition hours, as well as to suspend visitors' entry and all activities for defined periods of time, for organizational and/or public safety and/or health and safety reasons, and this without any liability on the part of the Organizer, and with no right to claim compensation for damages, indemnity and/or any other occurrence from the Organizer.

## 8. PHOTOGRAPHS - FILM SHOTS - VIDEOS.

The Data Controller will provide the Exhibitor (as well as the Customer and the Exhibitor) with information on the processing of personal data pursuant to art. 13 of the GDPR when the registration form necessary for the creation of the Application for Admission (or the Application for Participation) is filled in. The Exhibitor (as well as the Customer and the Co-Exhibitor) undertakes to communicate such information to the natural persons (their representatives, agents, employees and consultants) to whom the Personal Data provided for the purposes of participation in the Exhibition and the provision of the relevant services refer, as well as to ensure that the Personal Data can be lawfully used by the Data Controller or by the Organizer for such purposes and to indemnify and/or hold harmless the Data Controller or the Organizer for any cost or damage deriving from the breach of the aforesaid obligation.

<sup>1</sup>As from 1 January 2011, following the amendment to art. 7-quinquies of Presidential Decree 633/72:

- with respect to VAT liable subjects, participation to exhibitions and the relevant ancillary operations can be taxed for VAT purposes in the country where the client is established and, therefore, these services will be charged "VAT exempt" under art. 7-ter;
- the provision of services to access the above mentioned activities and events and the relevant ancillary services continue to be liable for taxation in the place where the event actually takes place, also for VAT liable subjects: therefore, these services will be charged with the addition of ordinary Italian VAT rate at the invoice date.

**The Data Controller, either directly or through authorised photographers and videographers, will take photographs and make audiovisual recordings during the Event. The presence of photo/video operators will be indicated by specific signage** (first-level information) placed in the relevant areas. This signage will inform you that you are entering an area subject to filming.

The recordings may include:

- panoramic views of the exhibition spaces, and the flow of people in the corridors, at the entrances and in the communal areas;
- details of stands, displays and institutional areas;
- conferences and side events, with footage of the participating audience, speakers and key moments.

The images and videos will be used for the following purposes:

- a. creation of a historical archive of the Event;
- b. promotional and communication activities for the 2027 edition of the Event and future editions, through publication on websites, social media channels (e.g. Facebook, YouTube, Instagram), newsletters, brochures, catalogues and other printed and digital promotional material;
- c. sharing with third parties such as sponsors, supporting organisations, speakers and exhibitors for their institutional and promotional purposes.

- The legal basis for the processing described above is Article 6(1)(f) of the GDPR – that is, the Data Controller's legitimate interest in documenting and promoting its trade fair activities.

In particular:

- a. with regard to panoramic shots of the exhibition spaces, in which individual participants are not the main subject of the image, the Data Controller's legitimate interest takes precedence over the rights of the data subjects, taking into account the nature of the Event, the reasonable expectation of participants to be filmed within the context of a trade fair event, as well as the compliance of such filming with the provisions of Article 97 of Law No. 633 of 22 April 1941, which permits the reproduction of the image of persons portrayed as part of a broader context;
  - b. for footage in which individual participants are depicted as the main subject and not merely incidentally – including footage of speakers and the audience attending conferences and side events – the Data Controller's legitimate interest is likewise deemed to prevail, given the professional nature of the trade fair context and the role played by the subjects filmed (in particular, speakers addressing conferences and events open to the public at the Exhibition), the practical impossibility of obtaining the individual consent of each participant pursuant to Article 96 of Law No. 633 of 22 April 1941, given the large number of people present and the dynamic nature of the event, and the mitigation measures adopted by the Data Controller, such as the display of information signs in the areas where filming takes place, the possibility for data subjects to indicate in advance their unwillingness to be filmed, and to exercise their right to object at any time in accordance with Article 21 of the GDPR.
- Videos and images will be retained for archiving purposes for 10 years. For active promotional purposes, they will be used for a maximum of 5 years, without prejudice to the right to object exercisable by each participant.

Participants in the Event have the right to object at any time to the processing of their images on grounds relating to their particular situation. In particular, if a participant does not wish to be depicted as the main subject—rather than merely in a secondary capacity—they are invited to notify the DPO in advance of their unwillingness to be filmed by contacting the Data Controller's DPO Avv. Alessandro Donati (using the following contact information: [alessandro.donati@studiogorioninervini.it](mailto:alessandro.donati@studiogorioninervini.it); [alessandro.donati@brescia.pecavvocati.it](mailto:alessandro.donati@brescia.pecavvocati.it); Tel. +39030 47502) before the start of the Event, or by going directly to the ticket office at the entrance. Following such notification, the participant will be entitled to collect a special identification badge from the ticket office at the entrance, fitted with a lanyard of a different colour to the standard one. This badge must be worn visibly at all times whilst on the exhibition grounds, in order to make it clear to photo/video operators that the participant does not wish to be the subject of specific or detailed filming. Wearing the badge visibly is the most effective way to avoid being the main subject of any footage. The Organiser has instructed authorised photo/video operators to exercise the utmost care and take all reasonable measures to avoid filming footage in which individuals wearing the aforementioned badge are the main subjects. Please note that, given the dynamic nature of the event and the possibility of crowds, it is not possible to guarantee absolutely that the participant will not be incidentally included in panoramic or contextual shots in which they are not the main subject. In the absence of the visible badge, it is physically impossible for the photo/video operators to identify and exclude the participant from specific shots. The exercise of the right to object, as set out above, does not affect the lawfulness of processing based on legitimate interest carried out prior to the objection and does not entail an obligation on the part of the Data Controller to remove Images already lawfully published or disseminated, including printed materials already printed and distributed. **It is the exhibitor's responsibility to inform their legal representatives, employees, collaborators and, in general, any persons participating in the Event on their behalf of the filming and the related processing of personal data in accordance with this policy**, as well as of the possibility to indicate in advance their unwillingness to be filmed. The exhibitor undertakes to indemnify and hold the Data Controller harmless from any claims made by such third parties in relation to the use and dissemination of the relevant Images. Participation in the Event is restricted to adults. Should a parent exercising parental responsibility or a legal guardian bring a minor onto the Event premises, that person shall assume all liability in relation to the minor's presence, including liability arising from the possible capture and use of Images in which the minor is recognisable, and shall indemnify and hold the Data Controller harmless from any claim that may arise in relation to the foregoing.

# Registration Provisions

## 9. PARTICIPATION FEES.

The Organizer will arrange organized exhibition areas (Stands) for the Event and will provide the services referred to in this article, under the conditions set out in these General Rules (May 2026 version) and the Technical Regulations of Fiera Milano S.p.A.. The Organizer does not undertake any responsibility for the activities carried out by the Exhibitors during the Event (including installation and disinstallation).

Revenues (million euro)	<10	Between 10 and 50	>50
<b>Registration fee</b>	<b>€ 500</b>	<b>€ 700</b>	<b>€ 900</b>

<b>Partecipation fee (€/sqm)</b>	Open on 1 side	Open on 2 sides	Open on 3 or more sides
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<b>Free Area</b>			
33 sqm ≤ Area ≤ 100 sqm	<b>€ 256</b>	<b>€ 280</b>	<b>€ 290</b>
≥ 101 sqm	<b>€ 240</b>	<b>€ 265</b>	<b>€ 272</b>

<b>Free Area Avenue</b>			
33 sqm ≤ Area ≤ 100 sqm	<b>€ 276</b>	<b>€ 300</b>	<b>€ 312</b>
≥ 101 sqm	<b>€ 260</b>	<b>€ 284</b>	<b>€ 292</b>

<b>Free Area + Pre-fitted</b>			
≤ 32 sqm	<b>€ 369</b>	<b>€ 393</b>	<b>€ 403</b>

**Fee for each Represented Company**  
(catalogue registration included) **€ 200**

**Fee for each Co-Exhibitor**  
(includes mandatory registration fees and registration in the Catalogue) **€ 800**

The price of the free area will be discounted for bookings received by **June 19, 2026**  
For more info: [www.madeinsteel.it/en/tariffe-di-partecipazione](http://www.madeinsteel.it/en/tariffe-di-partecipazione)

The above-mentioned amounts are + VAT (if due - see Art. 6).

**We do not accept bookings for less than 16 sqm. Pre-fitting is compulsory for stands up to 32 sqm.**

**NOTE: Exhibitors/Co-Exhibitors who have been duly notified, will benefit of an "All Risks" insurance coverage, free of charge - see Art. 18 of these General Rules (May 2026 version).**

## 9.1 Services included in the participation fees.

### EXHIBITOR

The participation fee and the registration fee include the following services and facilities:

- exhibition area, excluding set-up for areas over 32 sqm;
- climatization of the halls during the Event;
- general day and night surveillance of the pavilions (special surveillance services can be requested for a fee to Fiera Milano S.p.A. entering the E-Service through the Fiera Milano exhibitor Platform);
- general fire prevention;
- stand signs;
- entry in the Official Catalogue;
- entrance documents for Exhibitors (see art. 25.2);
- paper catalogue: n. 1 copy per Exhibitor;
- additional events that the Organizer reserves the right to schedule. These may include, but are not limited to: seminars, conferences, or networking events with catering services. The Exhibitor's participation in such activities will be governed by the procedures and seating limits established for each individual event;
- law compliant Fire extinguishers;
- single property charge (CUP) (see art. 16);
- first connection to a 32 A/400 V 3P+N+PE EEC socket, up to an uptake of 10 kw for each free area. If the same socket has an uptake of greater than 10 kw, a lump sum cost equal to the amount defined in the 2027 price list shall be charged in the final statement. Any additional connections shall be charged according to the 2027 price list. First connection to a Schuko outlet, up to 3 kW per pre-fitted area;
- 3 connections for the Contact Scan and Networking services, accessible via the Event app;
- parking badges proportionate to the area purchased (see art. 25.3);
- Wi-Fi coverage in the halls;
- general cleaning of the stand. The service includes the following services: cleaning of the floor and any floor coverings, e.g., carpeting (carpet washing and removal of stains or spots is excluded), dusting of the furniture in the stand (excluding exposed exhibits), emptying of waste bins. Furniture, materials, equipment and products on display are excluded from the service;
- carpet disposal: removal excluded for free area, removal included for pre-fitted area;
- copyright clearance for any audiovisual installations within stands, where subject to royalty collection regulations.

**Please note:** Live performances (with singer and/or musical instruments) are not included in this coverage and the Exhibitor must make arrangements for them directly at the SIAE offices located in the city. The rights of performers and phonographic producers entitled to the rights on recordings and, on their behalf, of SCF-Società Consortile Fonografici are included, pursuant to articles 72 and 73/bis of Law 633/1941. The rights of performers and phonographic producers pursuant to art. 73 of the above mentioned Law for the diffusion of phonograms and music videos during fashion shows, DJ sets with or without dance are not included. Therefore, the Organizers of such events are invited to contact SCF-Società Consortile Fonografici - Via Leone XIII, 14 - 20145 Milan - Ph. +39 02 465475.1 - [info@scfitalia.it](mailto:info@scfitalia.it) in order to comply with the legal obligations in force.

**The use of intellectual works, as well as the absence of the SIAE stamp on the above mentioned supports are sanctionable according to art. 171 and following, Law 633/41.**

### CO-EXHIBITOR

The participation fee charged to the Customer, entitles the Co-Exhibitor to:

- climatization of the halls during the Event;
- general day and night surveillance of the pavilions (special surveillance services can be requested for a fee to Fiera Milano S.p.A. entering the E-Service through the Fiera Milano exhibitor Platform);
- general fire prevention;
- entry in the Official Catalogue;
- entrance documents (see art. 25.2);
- paper catalogue: 1 copy;
- additional events that the Organizer reserves the right to schedule. These may include, but are not limited to: seminars, conferences, or networking events with catering services. The Co-exhibitor's participation in such activities will be governed by the terms and conditions and seating limits established for each individual event;
- law compliant fire extinguishers;
- single property charge (CUP) (see Art. 16);
- 3 connections for the Contact Scan and Networking services, accessible via the Event app;
- no. 1 Parking badge (see art. 25.3);
- Wi-Fi coverage in the halls;
- general cleaning of the stand. The service includes the following services: cleaning of the floor and any floor coverings, e.g., carpeting (carpet washing and removal of stains or spots are excluded), dusting of the furniture in the stand (excluding exposed exhibits), emptying of waste bins. Furniture, materials, equipment and products on display are excluded from the service;
- carpet disposal: Carpet removal from the free areas is excluded, removal from the pre-fitted areas is included;
- copyright clearance for any audiovisual installations within stands, where subject to royalty collection regulations.

**Please note:** Live performances (with singer and/or musical instruments) are not included in this coverage and the Exhibitor must make arrangements for them directly at the SIAE offices located in the city. The rights of performers and phonographic producers entitled to the rights on recordings and, on their behalf, of SCF-Società Consortile Fonografici

are included, pursuant to articles 72 and 73/bis of Law 633/1941. The rights of performers and phonographic producers pursuant to art. 73 of the above mentioned Law for the diffusion of phonograms and music videos during fashion shows, DJ sets with or without dance are not included. Therefore, the Organizers of such events are invited to contact SCF-Società Consortile Fonografici - Via Leone XIII, 14 - 20145 Milan - Ph. +39 02 465475.1 - [info@scfitalia.it](mailto:info@scfitalia.it) in order to comply with the legal obligations in force.

**The use of intellectual works, as well as the absence of the SIAE stamp on the above mentioned supports are sanctionable according to art. 171 and following, Law 633/41.**

By signing the Application for Admission or the Application for Participation, the Customer or the Exhibitor expressly authorize the Organizer to subcontract.

## 10. APPLICATION FOR ADMISSION - SUBMISSION DEADLINE - PAYMENTS.

The **Application for Admission** (as well as the related Application for Participation, if any) must be submitted to the Organizer by email to [expo@madeinsteel.it](mailto:expo@madeinsteel.it) **before and no later than March 23, 2027**. Pursuant to art. 1329 of the Italian Civil Code the Application is considered a firm and irrevocable proposal until the twelfth month following the date of its receipt by the Organizer.

Only fully completed, signed applications accompanied by appropriate documentation certifying the payment of the following amounts, jointly defined as "Advance Payment", will be taken in consideration (please note that the amounts paid before the "Notification of Stand Assignment" are to be considered as a security deposit while after the "Notification of Stand Assignment" they will be subtracted from the greater amount due):

- **registration fee** as indicated in art. 9 and in the Application for Admission;
- **€ 85.00/sqm - downpayment.**

VAT (if due - see Art. 6) will necessarily be added to the amounts due.

The Organizer, at their sole discretion, may also take into consideration any applications received after the above-mentioned deadline, provided that they are accompanied by the documentation certifying the full payment of the Participation Fees.

The "**Notification of Stand Assignment**" finalizes the admission to the Exhibition and the contractual relationship with the Organizer.

After receiving the "Notification of Stand Assignment", the Customer will receive the **final invoice**, which will include:

- final payment of all participation fees;
- fees for each Represented Company, if any;
- fees for each Co-Exhibitor, if any;
- fees for other Additional Services, if any.

The **balance** must be settled **within 15 days of receipt of the invoice. Pursuant to art. 1460 of the Italian Civil Code, in the event that the balance has not been paid or has not been paid in full, no access shall be allowed to the Exhibition or the Fair Headquarters to assemble and set up the stand.**

All payments must be made to Fiera Milano S.p.A. as follows:

- bank transfer to **UNICREDIT SPA** Sede Roma - **IBAN IT 44 D 02008 05364 000004593617** BIC/Swift **UNCRITMMXXX** made out to Fiera Milano S.p.A. Registered office: Piazzale Carlo Magno, 1 20149 Milano Registro Imprese, CF and P.IVA 13194800150 Description: MADE IN STEEL 2027;
- credit card on the website: [www.fieramilano.it](http://www.fieramilano.it) - Exhibitors section - Exhibition Services - online payment section.

By signing the Application for Admission (or the Application for Participation), the Exhibitor (as well as the Customer, if other than the Exhibitor) formally undertakes to accept and comply with the provisions of these General Rules (May 2026 version) and all subsequent additions, amendments and derogations adopted by the Organizer, as well as the rules set out in the Technical Regulations of Fiera Milano available on the website [www.madeinsteel.it](http://www.madeinsteel.it) > Exhibit > **Documents and forms**.

## 11. STAND ALLOCATION.

Stand allocation is made exclusively by the Organizer.

The Stand information indicated in the Application for Admission is not binding for the Organizer.

The Notification of Stand Assignment, which will contain the final number of stands and their layout, will be uploaded in pdf format, as of **November 2026**, in the exhibitor's reserved area (and in the Customer's reserved area if different from the Exhibitor) under Forms. At the same time, an e-mail will be sent to confirm the upload to the contact person indicated in the Application for Admission (or in the Application for Participation).

The Stand layout may be modified at any time by the Organizer, who has the unquestionable right to change, reduce or modify the Stand assigned, if this is deemed necessary for the success of the Exhibition. The Customer, the Exhibitor, the Co-Exhibitor or any other person have no right to ask the Organizer for compensation, indemnity or the payment of any other amount for the above-mentioned changes.

If, for technical/organizational reasons, a Stand with a privileged position (free sides) is assigned even if not requested, the surcharge for free sides indicated in art. 9 must be paid in any case. Any requests for Stand variations, will be taken into consideration by the Organizer within the limits of the availability of the exhibition area (the Organizer will be free to accept or reject them). Such requests must be sent, under penalty of invalidation, in writing within and not later than 14 days from the date of receipt of the "Notification of Stand Assignment".

## 12. STAND SUBLETTING, TRANSFER OF THE CONTRACT AND WAIVER OF PARTICIPATION.

The Stand assigned cannot be the object of total or partial subletting/reassignment, not even free of charge, in the same way as the relative contracts stipulated with the Organizer or the Applications for Admission and/or Participation are not transferable to third parties, not even free of charge.

If the Exhibitor relinquishes his/her right to participate in the Exhibition, this must be immediately notified to the Organizer by registered mail with proof of receipt.

**If the withdrawal takes place before the "Notification of Stand Assignment"**, the Exhibitor (and jointly and severally with the same, if any, also the Customer) shall pay to the Organizer (without prejudice to the right to greater damages) a penalty, i.e. a sum equal to the amount already paid as advance payment, with the express right of the Organizer to retain definitively the amounts already collected as advance payment, subject to compliance with art. 1462 of the Italian Civil Code.

On the other hand, if the Exhibitor **relinquishes** his/her right to participate in the Exhibition **after the "Notification of Stand Assignment"**, a penalty shall be paid to the Organizer (without prejudice to the right to greater damages) equal to the amount that should have been paid if the Exhibitor had actually participated in the Exhibition. For these reasons, the Organizer shall be entitled to permanently keep all amounts already collected for any reason whatsoever and to request payment by the Exhibitor (and jointly and severally with the Exhibitor, if any, also the Customer) of the difference between what has already been paid and what would have been due for participation in the Exhibition. The Exhibitor (and the Customer) must pay the amount due within and no later than 30 (thirty) days from the Organizer's request for payment, subject to compliance with art. 1462 of the Italian Civil Code.

It is understood that, in any case, the Exhibitor's failure to participate is to be considered prejudicial both to the Exhibition and to the Organizer and, as a result, the Exhibitor is obliged to pay the Organizer, in addition to what is already due, compensation for financial loss and image damage.

## 13. PAYMENTS - ACCOUNT STATEMENT - EXIT PASS.

In addition to the provisions of art. 10, in the days immediately prior to the closure of the Exhibition, the Fiera Milano S.p.A. administration will process all invoices issued by Made in Steel S.r.l. and Fiera Milano S.p.A. for additional services and supplies, as well as any other outstanding charges.

Any objections to the charges indicated must be submitted, under penalty of expiration, by and no later than the closing of the Exhibition. After this deadline, the charges will be considered as not objected to and expressly acknowledged.

**The event statement, containing a summary of all invoices to be paid (if not already paid), will be made available to the Exhibitor in the "Administration" section of the Exhibitor Portal and must be settled by the end of the event in order to obtain the activation of the exit passes. Payment can be made directly through the Exhibitor Portal.** At the end of the Exhibition, in order to remove the products on display and the stand set-up materials and anything else belonging to the Exhibitors, it is necessary to show the Exit Pass to the surveillance guards at the gates of the Exhibition Centre. The Exit Pass (Exhibitor badge, Fitter badge, Exit Pass) will be activated at the exit after confirming the Exhibitors' total fulfilment of all contractual obligations towards Fiera Milano and the Organizer.

## 14. OFFICIAL CATALOGUE OF THE EVENT.

The Organizer will list in alphabetical order in the catalogue (on-line and on paper) the names of the Exhibitors or Co-Exhibitors and the location of the Stand.

In the reserved area, online Catalogue section ([www.madeinsteel.it](http://www.madeinsteel.it) > Reserved Area > **Catalogue**) the Exhibitor and the Co-Exhibitor may also promote their company by including a description of their activity, their company logo and up to 3 images. As regards the data in the catalogue of the Represented Companies, circulated by the Exhibitors, it is understood that the latter undertake all responsibility in this regard and undertake to keep the Organizer free from any prejudice that may arise, also with regard to the category to which they belong and/or the product dealt with, which must be reported in the Online Catalogue section in the reserved area ([www.madeinsteel.it](http://www.madeinsteel.it) > Reserved Area > **Catalogue**).

The Organizer may also, without any liability for any omissions or errors, print and distribute other publications of various kinds to illustrate and promote the Exhibition at any time and in any context, both in Italy and abroad.

Any changes to the catalogue (with the exception of the category to which it belongs and the products covered which cannot be modified) may be made directly in the online Catalogue section of the Reserved Area ([www.madeinsteel.it](http://www.madeinsteel.it) > Reserved Area > **Catalogue**) before and no later than **March 15, 2027**. After this deadline there is no guarantee that the printed catalogue of the Exhibition can be modified.

The Organizer reserves the right to edit a supplement to the Official Catalogue, in the manner and within the time limits established by the Organizer. Changes and data submitted at a later time will be included in the online Catalogue on the Exhibition website [www.madeinsteel.it](http://www.madeinsteel.it) and in the digital platform of Fiera Milano provided that they are communicated by **April 5, 2027**.

**15. CATALOGUE ADVERTISING - SHOPPER.**

Exhibitors have the possibility to insert their own logo or brand and/or to create up to four advertising pages in the Official Catalogue of the Event, **for a fee**, in the format and according to the technical specifications shown online in the additional services section ([www.madeinsteel.it](http://www.madeinsteel.it) > Reserved Area > **Additional Services**). Files meeting the required characteristics must be sent to [marketing@madeinsteel.it](mailto:marketing@madeinsteel.it) by and no later than **March 15, 2027**.

After this deadline, publication is not guaranteed and the full amount of the order must be paid.

**COSTS** (prices in euro, + VAT if due - see Art. 6)

1 advertising page	€ 2,000.00/each
½ advertising page	€ 1,000.00/each
2 advertising pages side by side	€ 3,000.00
3 <sup>rd</sup> cover page (only 1 available)	€ 3,500.00
Company logo on the online map ( <a href="http://www.madeinsteel.it">www.madeinsteel.it</a> and the Event App)	€ 500.00/each
Company logo in the paper catalogue	€ 800.00/each
Company logo on the online map ( <a href="http://www.madeinsteel.it">www.madeinsteel.it</a> and the Event App) and in the printed catalogue	€ 1,000.00/each
Bookmark	€ 8,000.00
Shoppers (exclusive sponsorship)	€ 13,000.00

**16. SINGLE PROPERTY CHARGE (CUP)**

Without prejudice to the participation regulations, the Exhibitor is required to pay to the Municipality of Rho the charge established pursuant to Law no. 160 of 27/12/2019. Following the agreements between Fiera Milano and the Municipality of Rho and in the interest of the exhibitors, this tax is established at a flat rate on the basis of the surface area occupied by the Exhibition.

To also avoid the burdensome procedures that Exhibitors would be required to carry out themselves, this tax is included in the participation fee and Fiera Milano will subsequently make the relevant payment to the Municipality of Rho.

**17. RULES AND BANS ON ADVERTISING.**

Each Exhibitor has the right to carry out commercial initiatives within their own Stand exclusively for their own Company or their Represented Companies by means of promotional and advertising tools strictly related to the goods for which the Exhibitor has been admitted.

Any type of presentation and/or activity not directly related to the products on display, even if carried out to complete the set-up, is forbidden unless authorized in writing by the Organizer. Written authorization - if granted - may be subject to the payment of a fee.

The Exhibitor declares and guarantees to be the legitimate owner, or to be in possession of all concessions and/or authorizations required by law for the use of distinctive features, drawings, photographs, and any other representation in general used during the Exhibition, as well as to possess all licenses and/or authorizations required for the use of trademarks or patents, relieving the Organizer from any consequent liability and/or request for payment for compensation for damages, indemnities or any other claim made by anyone.

It is forbidden to carry out itinerant advertising in the aisles, avenues and adjacent areas of the Exhibition Centre, as well as to distribute items that are advertising material. For safety reasons, spectacular events and initiatives and/or entertainment of any kind, genre and style, even if limited to the inside of the Stand and/or aimed at the presentation of products, are forbidden unless previously authorized by the Organizer. For any infringement, the penalties set forth in art. 27 will be applied.

# Insurance

## 18. INSURANCE - STAND SURVEILLANCE - LIMITATIONS OF LIABILITY.

### 18.1 "All Risks" Insurance policy for Exhibitors and/or Co-Exhibitors (excluding Terrorism and Sabotage risk).

The Exhibitor/Co-Exhibitor must have an All Risks Insurance policy on the whole value of goods, machinery, equipment and fittings taken into and/or used in the Fiera Milano exhibition centre with a waiver of right to claim compensation towards Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, the Organiser and any third party involved in the organisation of the event, except in the case of wilful misconduct (intentional wrongdoing) by the same parties. In case of subrogation from its own insurer, the Exhibitor/Co-Exhibitor guarantees to hold the aforementioned Subjects harmless.

Fiera Milano furnishes to Exhibitor/Co-Exhibitor, free of charge, an "All Risks" insurance with a limit of Euro 25,000.00, to cover all goods, machinery, fixtures, fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors/Co-Exhibitors.

Coverage includes the stipulation of 10% insurance exclusion for each claim in the event of theft, with a minimum of Euro 250.00 and doubling this amounts for the reports submitted after the closing of the exhibition. This insurance policy shall have no effect in the event of:

- sale to the public with immediate delivery of the exhibited products, during Events where such activity is prohibited;
- early withdrawal from the stand;
- delay without notice of the collection of materials left in the Exhibition Centre.

**Please note:** for the purposes of this insurance, software, cash, property and personal belongings (including, but not limited to, personal devices, smartphones, cameras, bags, documents, clothing, keys, video and photographic equipment, etc.) are not covered.

In Fiera Milano Exhibitor Platform, Manage Documents section – Insurance, you shall find the link to receive information about the "All Risks" policy provided by Fiera Milano free of charge.

For any further information, please contact:

Marsh S.p.A.

Ph. +39 02 48538909 e-mail: [fiera.milano@marsh.com](mailto:fiera.milano@marsh.com)

### 18.2 Third Party Liability Policy.

Fiera Milano S.p.A. will automatically provide this insurance for all Exhibitors and Co-Exhibitors, making them part of its general policy without any charge, which provides for a maximum limit of not less than Euro 100,000,000.00 (one hundred million). Please note that this cover operates as secondary cover to that provided by the Exhibitors/Co-Exhibitors; please refer to the Technical Regulations of the Fieramilano Exhibition Centre.

### 18.3 Stand surveillance.

Fiera Milano S.p.A. provides a general surveillance service for the pavilions. Special security services can be requested from Fiera Milano S.p.A., subject to a fee, via the Exhibitor Portal.

Throughout the opening hours of the pavilions, both during the Exhibition and during set-up and dismantling, Exhibitors and Co-Exhibitors are responsible for the custody and surveillance of their stands and everything contained therein.

It is therefore recommended that Exhibitors' and Co-Exhibitors' personnel be present all the time in the stand during the opening hours of the pavilions and supervise the stand until closing time. Precious or valuable objects must be stored in wardrobes or in locked drawers.

The Organiser and Fiera Milano accept no responsibility for goods, materials and anything else left unattended by exhibitors in the Exhibition Centre.

Parking inside the Exhibition Centre: The Organiser and Fiera Milano accept no responsibility for custody and for damage or theft to vehicles parked inside the Exhibition Centre. Parking is permitted for vehicles with the appropriate badge only in the parking spaces and during the opening hours of the Exhibition Centre.

### 18.4 Limitations of liability.

By signing the Application for Admission/Application for participation, the Exhibitor/Co-Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability for consequential losses, reputational damage, loss of revenues, etc. Also for any direct loss, since each Exhibitor/Co-Exhibitor has in custody/care the reserved exhibition spaces and is responsible for the goods contained therein, the Exhibitor/Co-Exhibitor assumes all responsibility and agrees to hold harmless Fiera Milano and the Organizer from any liability, for goods/values covered and/or not covered and/or exceeding from the above mentioned Art. 18.1.

The Exhibitor/Co-Exhibitor acknowledges that Fiera Milano shall not provide insurance service/policy, or provide any benefit to the extent that the provision of such services or benefit would violate applicable law or expose Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, to any sanction, prohibition or restriction under ONU Security Council Resolutions or under other trade or economic sanctions, laws or regulations. Therefore the Exhibitor/Co-Exhibitor under those restrictions, will not be covered by any insurance policy and release hereby Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, against all liabilities for any harmful event that may be suffered within the Exhibition Centers available / owned / managed by the aforementioned subjects, nor will have any action, claim or request against such Subjects, for the aforementioned events.

# Stand Provisions

## 19. TECHNICAL REGULATIONS OF FIERA MILANO S.P.A.

The Technical Regulations of Fiera Milano S.p.A. (and subsequent updates), available online at [www.madeinsteel.it](http://www.madeinsteel.it) > Reserved area > **Forms**, include detailed provisions on the following topics:

- **Stand set-up/disassembly:** general rules - design and construction - submission of set-up projects - area dismantling and return - calendar, timetables and extensions - cleaning of common areas - surveillance - pavilions air conditioning - waste disposal and sewage disposal in the sewer lines - signs - deliveries - refreshment points - advertising and promotional initiatives - presentation of products and special events;
- **Safety standards - Fire and accident prevention:** compliance with Laws and regulations - Exhibitor's responsibility - stand fittings inspection - rules and prohibitions;
- **Services that can be requested entering the E-Service, through the Fiera Milano exhibitor Platform:** supplies and prescriptions for the use of electricity - water - stand cleaning in free area - telecommunications - surveillance;
- **Rules of access and circulation in the Exhibition Centre - Handling of materials, goods and packaging - Customs - Shipments - Declaration of value - Insurance - Sanctions and penalties:** the rules and regulations contained in the Technical Regulations are to all intents and purposes an integral part of these General Rules (May 2026 version).

### 19.1 Waste management.

The collection, holding, transport and recovery of waste must be carried out in accordance with Legislative Decree no. 152 of 2006 as amended.

It is **compulsory for the Exhibitor/Co-Exhibitor to remove waste from the Exhibition Centre**, taking it to the authorised recovery/disposal plants, in accordance with current legislation.

Pursuant to the Technical Regulations, the Exhibitor/Co-Exhibitor and their representatives are responsible for the correct management of the waste produced inside the assigned exhibition space. It is forbidden for the Exhibitor/Co-Exhibitor (or their representatives) to leave waste of any kind inside the exhibition space, either in the assigned space or in the common areas (aisles, roadways, etc.).

Exhibitor/Co-Exhibitor or their representatives may remove the waste produced directly or by using the services of professionals authorised to handle waste, registered in the National Register of Environmental Managers, which can be consulted at the following address: <https://www.albonazionalegestoriambientali.it/Public/Elenchiscritti>.

The prohibition on abandoning waste and the related obligation to manage it correctly shall be construed as referring to all waste and residual materials from the set-up/disassembly work (packaging, materials used such as walls, false ceilings, floor coverings, etc.).

It is excluded from this obligation, however, the waste resulting from the cleaning of the stand during the Exhibition, carried out by the companies appointed by Fiera Milano S.p.A..

**In the case of abandonment of waste** in the halls or inside the Fairgrounds, Fiera Milano will apply a **penalty of € 5,000.00, without prejudice to compensation for greater damages**, and reserves the right to move away the responsible personnel from the Fairgrounds and to take legal action.

The Exhibitor/Co-Exhibitor and their representatives are required to respect all the local regulations in force and in accordance with the provisions of the Regulations governing the collection of solid urban waste, separate collection and urban hygiene services, adopted by the Municipality of Rho - pursuant to art. 198, c. 3 of Legislative Decree 152/2006 - **during the exhibition the Exhibitor and its staff are required to separate the waste produced**, separating it by type and nature in the bins located inside the halls and in the specially equipped outdoor areas. In this way, separate management of the different types of waste can be guaranteed and their recovery in controlled supply chains promoted.

## 20. FIERA MILANO EXHIBITOR PLATFORM: COMPULSORY DOCUMENTS, BOOKING PRODUCTS AND SERVICES.

Following the "Notification of Stand Assignment", the Customer, Exhibitor and/or Co-Exhibitor will receive an e-mail from Fiera Milano addressed to the person in charge indicated in the registration form, containing the instructions to access the Fiera Milano exhibitor Platform.

The Service Cards will be highlighted in the Fiera Milano exhibitor Platform home page. At the top you will find the Document Management Card containing all **technical and security documents that must be returned to Fiera Milano** as the Data Processor on behalf of the Organizer (non-compliant Exhibitors, will not be allowed to enter the Exhibition Centre for stand assembly and set-up operations). In the center you will find the E-service purchase Card that allows access to the E-Service, the virtual shop independently managed by Fiera Milano (also the Data Controller of the information provided). Here you can view and obtain quotes for technical services, installations and other extra services provided by Fiera Milano S.p.A., as well as any commercial services.

## 21. AVAILABILITY OF THE STANDS.

### 21.1 *Setting up.*

#### May 6 to May 10, 2027.

Setting up and dismantling operations times will be announced in the newsletter "Arrangements for setting up and dismantling operations", indicating the different entry procedures for Free or Pre-fitted Area.

The newsletter will be available through the Fiera Milano exhibitor Platform in the Accreditation, Assembly and Dismantling Card or online at [www.madeinsteel.it](http://www.madeinsteel.it) > Reserved Area > **Forms** and [www.fieramilano.it](http://www.fieramilano.it) > Event Calendar.

The Organizer may otherwise dispose of the stands which have not been set up by 12.00pm on **May 10, 2027**.

In this case, the absent Exhibitor is considered to be a waiver for all intents and purposes and is therefore required to pay the entire participation fee and the services provided, in addition to the amounts specified in art. 12 and the reimbursement of direct and indirect damages incurred by the Organizer.

**Pre-fitted** stands will be available from the day before the first day of the exhibition (**i.e. May 10, 2027**).

### 21.2 *Dismantling*

**May 13, 2027, at the end of the event:** only hand parcels using the vehicles already present in the Exhibition Centre (Exhibitors' parking lot).

**May 14, 15 and 16, 2027 all day long.**

**On the morning of May 17, 2027 it will be possible to load the vehicles ONLY upon a request to Customer Service.** More detailed information will be included in the newsletter "Provisions for assembly and disassembly operations" which can be consulted through the Fiera Milano exhibitor Platform, in the Accreditation, Assembly and Dismantling Card. The newsletter will be available online at [www.madeinsteel.it](http://www.madeinsteel.it) > Reserved Area > **Forms** and [www.fieramilano.it](http://www.fieramilano.it) > Event Calendar.

## 22. CLEARANCE/RETENTION OF THE STANDS.

After the closure of the Exhibition, the stands must be cleared by the deadline specified in art. 21.2 and in the relevant newsletter.

The Organizer and Fiera Milano accept no responsibility for products, fixtures and fittings, equipment and anything else belonging to the Exhibitors, which may remain in the Halls after the deadline for dismantling and clearing the stands has expired.

Without prejudice to the fact that the permanence of products, set-up materials, equipment and anything else pertaining to an Exhibitor in the Halls will entail the obligation for said Exhibitor to pay Fiera Milano the "extra-fair occupation costs", Fiera Milano reserves the right to remove and store said goods at the Exhibitor's own risk and expense. After 2 (two) months have elapsed, Fiera Milano may auction the unclaimed and removed goods. The proceeds of such sale, net of any expenses, including storage costs, will be credited to the Exhibitor concerned, after clearing any amounts owed by him to Fiera Milano.

## 23. DELIVERY AND RETURN OF THE STANDS.

Within 24 hours from the occupation of the Stand, the Exhibitor is obliged, under penalty of invalidation of any exceptions in this regard, to have the Customer Service of Fiera Milano acknowledge in writing the possible presence of defects, irregularities or non-compliance with the General Rules (May 2026 version) and/or Technical Regulations of the stand assigned or those adjacent to it and to request a written receipt of such claim.

At the end of the Exhibition, the Exhibitor is required to have Fiera Milano S.p.A. confirm the pristine condition of his/her Stand. Any damage found when the stand is returned will be charged for its cost.

## 24. DAMAGE CAUSED BY EXHIBITORS.

The Exhibitor is liable for all damage caused to the buildings and equipment made available to him. The stands must be returned in the condition in which they were received.

The Exhibitor is responsible for the cost of repairs, any changes made, or damage caused.

## 25. ENTRY DOCUMENTS.

The entry documents will be available after the "Notification of Stand Assignment" has been sent, without prejudice to the payment in full of the Participation Fees and all Additional Services (if any), which must be made within the established terms and in any case before the materials enter the Exhibition Centre.

### 25.1 *Entry documents during the set-up/disassembly phase.*

After receiving the "Stand Assignment Notification" and about 40 days before the start of the Exhibition, the Exhibitor and/or Co-Exhibitor must register the vehicles and the people who will need access during the set-up and dismantling days. This is done on Fiera Milano exhibitor Platform, in the Accreditation, Assembly and Dismantling Card. At the same link you will find the plan of the Exhibition Centre with the indication of the access doors and the newsletter "Arrangements for assembly and dismantling operations".

For more information:

FIERA MILANO - CARGO LOGISTICS PASS 1 COUNTER Ph. +39 02 3662.8600 .1 - .2 - .3 - Fax +39 02 3662.8604

[logisticafiera@fieramilano.it](mailto:logisticafiera@fieramilano.it)

Opening hours: 8.30am - 12.30pm / 1.30pm - 5.30pm

### **25.2 Entry documents for Exhibitors and Co-Exhibitors during the Event.**

After entering the name and surname of each participant, each Exhibitor is allowed to print directly from Fiera Milano exhibitor Platform the following quantities of badges in proportion to the area occupied:

- up to 50 sqm: n. 15;
- from 51 sqm to 100 sqm: n. 25;
- over 100 sqm: n. 80.

No additional Exhibitor badges will be issued. Each **Co-Exhibitor** is entitled to 5 badges.

### **25.3 Parking badges for Exhibitors and/or Co-Exhibitors.**

As illustrated in art. 9, suitable parking spaces will be provided for Exhibitors and/or Co-Exhibitors. Parking spaces can be assigned following the registration of the number plate on the Fiera Milano exhibitor Platform in "VEHICLE PRE ACCREDITATION". Please select the item "EXHIBITORS' PARKING PLACES DURING THE EVENT" in the virtual shop managed by Fiera Milano S.p.A..

Extra parking tickets are available for purchase following the above procedure. Overnight parking is forbidden.

Any unauthorized permanence in the car park beyond the authorized time will incur **a penalty of € 263.00** for each hour or fraction of hour.

Free parking spaces are allocated to **Exhibitors** according to the area occupied and applying the following criteria:

- up to 32 sqm: 1 free parking space;
- from 33 sqm to 100 sqm: 2 free parking spaces;
- from 101 sqm to 160 sqm: 3 free parking spaces;
- over 160 sqm: 4 free parking spaces.

Each **Co-Exhibitor** will have 1 free parking space.

For technical assistance for the registration of license plates, please contact the following phone number +39 02.4997.6822 or write an email to [help@fieramilano.it](mailto:help@fieramilano.it).

### **25.4 Online pre-registration.**

The Event is reserved for the trade professionals and access is free of charge after registration.

Visitors can apply for the entry ticket online, following the procedure described on the Exhibition website ([www.madeinsteel.it](http://www.madeinsteel.it)).

All visitors who have not pre-registered will be registered at the **Reception of Halls 8 and 12**.

## **26. STAND FITTING.**

### **26.1 General regulations.**

All stand set-up elements must be contained within the assigned stand area and their **height must not exceed 500 cm from the hall floor** - where the technical and structural characteristics of the pavilions allow it - and **subject to authorization by the Organizer for heights exceeding 300 cm, and dimensions greater than 32 sqm**.

The stand construction must take into account the following distance requirements from the boundary of their allocated area: structures **from 0 to 400 cm** in height are submitted to **no minimum distance requirement**, while structures from **400 to 500 cm** in height must be placed at a distance of **at least one meter from the border** of the assigned area.

**The construction of mezzanines is not permitted.**

**Signs and billboards** are not allowed to face neighboring and adjacent stands and must have a minimum distance of 200 cm from them (these restrictions can be reduced/cancelled only on presentation of a written agreement with all neighboring exhibitors). Signs and billboards **higher than 300 cm** from the ground are subject to **approval** by The Organizer.

**In order to avoid aesthetically unattractive presentations, all sides of the perimeter walls facing other Exhibitors and/or the upper part of the stands visible from the balcony and/or the walls along the aisles with access to the fire extinguishers or fire alarm buttons must have a "workmanlike" manner white finish.** In all cases, the walls in question must not contain any portion of electrical system or graphics of any kind. Without prejudice to the safety and stand accessibility provisions established by the Technical Regulations of Fiera Milano S.p.A., it is requested to provide for an overall specific quota of entrances and transparent parts equal to at least **50% of the total surface area of the free sides**.

Emergency exits are excluded from the calculation.

Closed sides should be structured in such a way that architectural quality, graphics and design do not produce a "blind wall effect" on the aisles. Moreover, their height must be limited.

**The project must be approved in writing by the competent authorities.**

In order to ensure the removal of architectural barriers and free access to the exhibition areas, an **access ramp** is required for stands with a raised platform. For further details, please refer to the Technical Regulations of Fiera Milano S.p.A..

It is possible to install lighting fixtures on the fronts of the stands on condition that they are fixed at a height from the ground between 300 cm and the maximum height of the stand and protrude by maximum 20 cm in the aisle, including the lamp and

any attachments/arms, and do not affect the neighboring stands.

**Hangings** are allowed in the halls of fieramilano Rho. The service is subject to a fee; the relative costs can be viewed on the Fiera Milano exhibitor Platform, entering the E-Service card, and the regulations are indicated in the Technical Regulations of Fiera Milano.

**“American” lattice girders and suspended metal structures for lighting** (calculated and certified according to the regulations in force) must be used exclusively for the installation of lighting systems (without the use of brackets or other elements that separate the lamps from the beams), and positioned no higher than 600 cm from the fair floor.

The installation of other **suspended structures** (e.g. set-up elements or graphics) is also permitted provided they are positioned within a mandatory maximum height of 500 cm. If they are located on the outer edge of the stand, they must comply with the measurements defined for the heights of the fronts or be placed at one metre distance from the edge of the allotted area for structures from 400 to 500 cm in height. If the suspended structures are made of American beams and/or metal structures, they must be covered and cannot be visible.

The stand fittings and the relative systems must be built in a workmanlike manner, in compliance with accident prevention and fire prevention regulations. In addition, all the specific safety regulations regarding the activities subcontracted by the Exhibitor to the contractors must be met (for stand assembly and dismantling and related activities see art. 32).

For sustainability reasons, we invite exhibitors to favour reusable and recyclable materials and a considerate use of flowers and plants in their stand design.

The stands can only be set up by the individual Exhibitor after approval of the project by the Technical Office of the Organizing Secretariat and by the Technical Office of the Fair. All stand set-up projects - with the exception of pre-fitted stands - must be uploaded, complete with all the necessary documentation, **by March 23, 2027 in the exhibitor Platform of Fiera Milano ([espositore.fieramilano.it](https://espositore.fieramilano.it)) by clicking on “activate fitter” and “insert stand fitting project”**, in order to receive the final assembly authorization. Should the project not be sent or sent late, Fiera Milano will not allow the stand set-up work to begin, and a penalty of € 1,000.00 + VAT - if due (see Art. 6) will be applied. Should the assembly take place in any case, the Organizer will not be responsible for any direct or indirect consequences. Specific provisions and detailed rules can be found in Fiera Milano’s Technical Regulations on the website [www.madeinsteel.it](http://www.madeinsteel.it) > Reserved Area > **Forms**.

## 26.2 Food and catering services.

Exhibiting companies can apply for Fiera Milano food and catering services in the respective section of the exhibitor platform and/or by contacting [ristorazione@fieramilano.it](mailto:ristorazione@fieramilano.it) - Ph. +39 024997.6365/7425/7805 - [ristorazione.fieramilano.it/](http://ristorazione.fieramilano.it/).

Third party catering companies and exhibitors who wish to offer food and drink to their guests of their own accord can purchase passes for access and resupply when submitting the necessary documentation.

The procedure is available on the exhibitor Platform - Cards - Manage Documents - Mandatory Documents - Catering Section and/or in the Fiera Milano Technical Regulation.

By accepting these General Rules, exhibitors who provide their own catering separately from the services provided by Fiera Milano declare that they are aware of the provisions of the Italian Prime Ministerial Decree dtd. 17 May 2020 and its amendments and agree to observe its requirements.

## 27. PROHIBITIONS AND PENALTIES.

### 27.1 Prohibitions.

In addition to the prohibitions already defined in the specific articles of these General Rules (May 2026 version) and the Technical Regulations, it is expressly forbidden to:

#### STRUCTURAL SAFETY AND INTEGRITY

- light or cause fires or introduce explosive material, blasting or dangerous products, smelly items or products likely to cause damage or inconvenience;
- drill into, drive nails and/or screws into, make holes in, or saw through walls, ceilings, floors, pillars, and any other structural parts of the Exhibition Centre or of the stand provided by the Organizer;
- apply loads to pavilion structures without previous authorization;
- use the exhibition stand cavities for the storage of materials, particularly those that are highly flammable;
- cause a disturbance or disruption of any kind;
- use roller skates or similar footwear in the aisles and on the exhibition grounds;
- allow entry to persons under the age of 18, unless authorised in writing by the Organiser;
- bring in any kind of animal (with the exception of guide dogs for the blind and police dog units, which are permitted free access).

#### STAND AND PRODUCT MANAGEMENT

- Set up a stand different from the one approved;
- display samples outside one’s own exhibition space; should the Exhibitor/Co-exhibitor fail to move the samples inside the assigned and marked-out area, the Organiser shall arrange for the collection and storage of the material in its own warehouses, without any liability and at the Exhibitor’s expense;
- display products not falling within the product categories permitted at the event (the list is available at [www.madeinsteel.it](http://www.madeinsteel.it) > Reserved Area > Forms);
- display products for demonstrations by companies not present at the event;
- display finished products for demonstration purposes (e.g. cars, motorcycles) unless previously authorised;

- sell the displayed product for immediate delivery;
- carry out catering activities of any kind within the stands and the Exhibition Centre, unless expressly authorised in writing by the Organiser.

#### **LOGISTICS**

- drive or park vehicles of any kind within the area dedicated to the Event;
- leave vehicles parked overnight (even in the event of a breakdown) within the Exhibition Centre (see Art. 25.3);
- remove products and materials from the exhibition halls during the course of the Event, unless otherwise specified in writing;
- commence dismantling operations before the official closing time;
- remain in the stands and within the Event grounds after closing time or at unauthorised times, without special permission;
- leave parts of stand fittings, carpet, adhesive tape or waste of any kind in the exhibition centre at the end of the event.

#### **COMMUNICATION AND ADVERTISING**

- carry out political or ideological propaganda in any form, including the display of objects or symbols referring to political parties, ideologies or political figures;
- distribute materials not relevant to the purposes of the Event. Unless expressly authorised in writing by the Organiser, no signs or materials relating to competitions promoted by bodies, organisations, daily newspapers, weekly newspapers or specialist magazines shall be permitted;
- undertake any form of advertising or action in favour of non-exhibiting companies or external initiatives taking place at the same time as and/or in competition with the Event;
- distribute printed materials and advertising media outside the stands;
- use the Event's trademark without written authorisation from the Organiser;
- carry out initiatives in the form of shows or entertainment, of any type, nature or characteristics, even if inside the stand or aimed at product presentation, without prior authorisation;
- use visual aids (effects, light strips, projections) which emit light into the aisles, onto the ceilings or onto other structures outside the stand.

Further details can be found in the Technical Regulations of Fiera Milano S.p.A..

#### **27.2 Penalties.**

Non-compliance with, or incorrect or delayed fulfilment of, the provisions contained in art. 27 will result in the payment by the Customer, the Exhibitor and the Co-Exhibitor, jointly and severally, of a penalty of €1,000.00 to the Organizer for each breach of said provisions, in addition to the rectification of the infringement and compensation for any additional damages.

Without prejudice to the above, if the failed, inaccurate or delayed compliance continues for several days of the Exhibition (including for this purpose also the days of Mobilization and Demobilization), said penalty shall be due for each day/days of the Exhibition (including for this purpose also the days of Mobilization and Demobilization) in which the failed, inaccurate or delayed compliance continues.

This penalty clause does not exclude nor is excluded from the application and/or payment of other and different penalties, such as, by way of simplification, those envisaged in the Technical Regulations of Fiera Milano S.p.A..

The Organizer is in no way responsible for the activities carried out by Exhibitors and/or Co-Exhibitors during the Exhibition and, in particular, for the display of products not included in the "Product categories", products in violation of laws, decrees, regulations, etc., industrial property rights or for any violation of third party rights, as well as any act of unfair competition.

It is understood that the Organizer will be held harmless by the Exhibitor or the Co-Exhibitor for any and all damages, both direct and indirect, that may arise from the above.

#### **28. SAFETY AND PROTECTION OF WORKERS' HEALTH IN THE WORKPLACE.**

Each Exhibitor is required to scrupulously comply with the entire regulatory system in force, also and above all with regard to the protection of the health and physical integrity of workers, and with labour, social security and welfare legislation for the entire duration of the Exhibition, including the time required for the assembly and dismantling of stands and any other related activity.

Furthermore, the Exhibitor undertakes to observe and ensure that all contractors working on its behalf, during the assembly and dismantling of the stand and in relation to any other related or connected activity, comply with the Technical Regulations of Fiera Milano and any supplementary sections thereof that he declares having fully understood, the provisions contained in art. 88 of the Italian Legislative Decree 81/2008, c. 2-bis and its implementing Ministerial Decree of 22.7.2014, issued by the Ministry of Labour and Social Policies and the Ministry of Health.

The Technical Regulations, which can be consulted on the website [www.fieramilano.it](http://www.fieramilano.it), in the section "Exhibitors - Technical Documents - Made in Steel" contain, among other things, precautionary rules regarding exhibition safety (fire prevention, electrical systems, environmental protection, etc.), with the exclusion of the specific safety rules concerning the activities carried out by the Exhibitor or contracted out by the latter to the contractors (stand assembly and dismantling and related activities), the verification and observance of which remains the responsibility of the Exhibitor itself.

For the purposes of fulfilling the obligations contained in the Italian Ministerial Decree 22.7.2014 above, the Organiser makes the documents referred to in Annexes IV and V of the Ministerial Decree itself available on its own website and that of Fiera Milano.

Behaviors that do not comply with the above safety regulations, in particular when they may affect the general safety of the

halls and third parties present, may be subject to intervention by the Organizer and/or Fiera Milano, in the context of sample checks and lead to the immediate closure of the stand until safety conditions are restored. Any other consequence that may arise from non-compliance with the aforementioned provisions is solely attributable to the responsibility of the Exhibitor and the companies appointed by him.

Fiera Milano may remove from the Exhibition Centre the personnel of the executing companies / self-employed workers who work on behalf of the Exhibitor from the Fiera exhibition center if they do not have the identification card provided for in Articles 18, c. 1, lett. u); 21, c. 1, lett. c); 26, c. 8 of the Legislative Decree 81/08 and non-EU personnel if, even in the presence of the aforementioned card, they are not in possession of a residence permit and/or a legible and valid identity card.

The Employer who is responsible for such personnel will be charged consequently. The Exhibitor that, as the client, has authorised the company to operate in the district on its own account for the execution of works, will be informed of the claim.

**The Exhibitor is responsible for the compliance with the regulations in force of everything that is carried out and organised on its behalf in relation to outittings, structures, systems, products on display and all related activities.**

**Each Exhibitor must appoint a "Contact Person for the Exhibition Safety of the exhibitor" (hereinafter RSE)** who will, for safety purposes, be liable towards all subjects possibly involved for all responsibilities in respect of the activities conducted on the Exhibitor's behalf during the entire time of stay at the exhibition district. At the Exhibitor's discretion, and under its full responsibility, the RSE may also be a different person in each of the three stages mentioned above (assembly, exhibition and dismantling).

**The name of the RSE and all references (e-mail, telephone, etc.), must be communicated to the Organizer** (and through the latter to Fiera Milano), **before the start of the assembly work of the stand and in any case before access by workers and the introduction of materials in the exhibition center.**

At the Organizer, the names and references of the RSE of neighboring stands will be made available to Exhibitors. Each Exhibitor, through his/her own RSE, is obliged to coordinate with the other RSE of the adjacent stands, so that, through the exchange of information, any prevention measures can be identified and applied to eliminate or, where this is not possible, minimize the risks from interference, when present. In the absence of communication of the name of the RSE, this function will remain the responsibility of the Legal Representative of the Exhibitor. Any changes must be promptly communicated to the Organizer.

**The most relevant obligation for the Client (Exhibitor) concerns the DUVRI** [unified document for the assessment of interference risks], **or the PSC** [safety and coordination plan] in the event that, respectively, the rules contained in article 26 of the Italian Legislative Decree 81/08 are applied, or those contained in Title IV of the same decree, according to the provisions of the Italian Interministerial Decree of 22 July 2014.

**This documentation must be uploaded to the appropriate section of the Fiera Milano Exhibitor platform**, that we remind you to be available to the competent authorities (ATS and law enforcement agencies), and be present at the stand for the entire period of the event (including assembly and dismantling).

### 29. TEMPORARY PROTECTION OF INVENTIONS.

D.P.R. 338, which entered into force on 22.8.1979, abolished the possibility of claiming the so-called "Priority of exhibition" for displayed machinery. Therefore, the relevant patent applications must be filed before the opening of the Exhibition.

### 30. HANDLING OF GOODS AND OFFICIAL FORWARDING AGENTS.

The Official Forwarding Agents of Fiera Milano S.p.A. are available to carry out any operation connected with the introduction and customs clearance of machinery and materials, including crane service and the service of collecting, storing and returning packaging, as well as reshipment of materials at the end of the Exhibition.

For information: **EXPOTRANS SRL** c/o FIERA MILANO CARGO 1  
Ph. +39 02 92956098 [ops.fieramilano@expotrans.net](mailto:ops.fieramilano@expotrans.net)

### 31. SUPPLIERS PRESENT IN THE EXHIBITION CENTRE.

The Customer Service is available for any information.

It is advisable to always request an estimate for suppliers' services. Exhibitor/Co-Exhibitor/Customer relieve the Organizer and Fiera Milano S.p.A. from any responsibility.

## Other Provisions

### 32. MEASURES TO PROTECT THE SAFETY OF PEOPLE IN THE EXHIBITION CENTRE.

In compliance with the requirements set by the Public Safety Authority, Fiera Milano implements the infrastructural, organizational and operational measures deemed appropriate for the protection of the safety of all the people present at the Exhibition Centre in any function.

By way of simplification and without claiming to be exhaustive, the following measures may be taken, at Fiera Milano's unquestionable discretion:

- a) dedicated, possibly different methods of access to and exit from the Exhibition Centre (destination of specific entrances or reserved lanes, timetables, systems for access and flow regulation and control) for the different categories of users in the Exhibition Centre;
- b) security controls, also carried out with the aid of fixed or portable technical equipment and instruments, on people, their luggage and personal belongings, and on means of transport and work, both on entering and leaving the Exhibition Centre as well as inside it. Controls are carried out by Fiera Milano personnel or by third parties appointed by the same. Without prejudice to any communication to the Police and the consequent measures, users who do not agree to submit to the control will be denied access to the Exhibition Centre and, if they are already inside the Exhibition Centre, they will be immediately evicted. Users subject to checks are required to cooperate as much as possible, so that the operations can be carried out as efficiently and as quickly as possible. Based on the outcome of such controls, without prejudice to any communication to the Police and consequent measures, Fiera Milano reserves the unquestionable right to prohibit access to the Exhibition Centre to suspicious persons or objects and if suspicious persons are already inside the Exhibition Centre, to immediately evict them from the Exhibition Centre. Suspicious objects must be immediately removed from the Exhibition Centre by and under the responsibility of their owners. Fiera Milano is not obliged to set up storage and custody services for suspicious objects;
- c) changes or limitations to the road network and to pedestrian and vehicular traffic inside the Exhibition Centre, including the installation of fencing, new jersey barriers, bollards and the like;
- d) forced removal, at the owner's risk and expense, of means of transport or work, objects or personal belongings considered suspicious or which in any case obstruct security controls.

The above provisions are also applicable to all visitors and guests admitted to the exhibition.

### 33. PENALTY CLAUSE

The Exhibitor and the Co-Exhibitor declare to be aware that the following obligations and prohibitions are in force at the Exhibition Centre:

- a. smoking is prohibited inside the pavilions and offices;
- b. the use of the appropriate PPEs (Personal Protective Equipment), such as safety shoes, head protection helmets and reflective jackets, is mandatory for all individuals working inside the Exhibition Centre during assembly and disassembly, in compliance with EU Regulation 2016/425 of 09/03/16;
- c. all individuals operating in any capacity in the Exhibition Centre must be provided with an identity document and comply with current labour legislation with particular reference to labour relations between the parties. It is strictly forbidden during assembly and demobilisation activities to allow unauthorized people and minors under the age of 18 to enter the Exhibition Centre, even for work reasons;
- d. all persons working on behalf of exhibitors under contract and subcontracting agreements must provide their workers with the identification card referred to in articles 18, c. 1, lett. u); 21, c. 1, lett. c); 26, c. 8 of Legislative Decree no. 81/2008.

Fiera Milano S.p.A. reserves the right to carry out controls, directly and/or through appointed third parties (natural or legal persons), on the respect of the prohibitions and on the fulfilment of the obligations described above and to notify the offender in writing of any violations, as well as to request subjects operating in the Exhibition Centre to comply with the following measures:

- show their badge;
- have a valid badge;
- show their identity document;
- show contractual documents (work contracts with Exhibitors or employment contracts with fitters or in general with contractors and sub-contractors) and social security documents, appropriate to the work carried out in the Exhibition Centre;
- show their residence permit (non-EU personnel);
- use the equipment required in point b).

Violations and non-compliance will be notified to the Exhibitor by registered letter with return receipt or by certified e-mail (PEC).

Violations and non-compliance with letters c) and d) will result in the application, at the Exhibitor's or the Co- Exhibitor's expense, of a penalty of € 10,000.00 for each reported infringement.

Fiera Milano also reserves the right to remove from the Exhibition Centre any person who fails to comply with points c) and d). The Exhibitor undertakes from now on to inform his/her suppliers of the obligations and prohibitions indicated in points a) to d) and to include such obligations and prohibitions in their contracts, as well as to make sure that their suppliers read

the Technical Regulations of the Exhibition Centre which are an integral and substantial part of the Exhibition General Rules (May 2026 version).

**34. LOCAL REGULATIONS.**

The Exhibitor/Co-Exhibitor are obliged to comply with all local regulations in force and first and foremost with the rules for the prevention of fire and accidents. The Organizer and Fiera Milano S.p.A. do not accept any responsibility in relation to the Exhibitors' failure to comply with the above regulations.

The Exhibitor/Co-Exhibitor are required to respect the provisions of the Regulations governing the collection of solid urban waste, separate collection and urban hygiene services, adopted by the Municipality of Rho - pursuant to art. 198, c. 3 of Legislative Decree 152/2006 - during the exhibition the Exhibitor and its staff are required to separate the waste produced, separating it by type and nature in the bins located inside the halls and in the specially equipped outdoor areas. In this way, separate management of the different types of waste can be guaranteed and their recovery in controlled supply chains promoted.

**35. NON-COMPLIANCE WITH THE RULES.**

The Provisions indicated in these General Rules (May 2026 version), in the Technical Regulations and in any specific newsletter, are intended to ensure the best presentation, safety and orderly functioning of the Exhibition, offering all Exhibitors the equal possibilities of presentation and participation.

The Organizer believes that only through impeccable and substantial compliance with the above rules is it possible to avoid unjustified situations of privilege and danger that are in conflict with the interests of the Exhibition and the community of Exhibitors.

Therefore, non-compliance with the above rules will be sanctioned as set forth in art. 27.

**36. EXPRESS TERMINATION CLAUSE.**

Pursuant to art. 1465 of the Italian Civil Code the Organizer may terminate the contract by simple written notice in the following cases:

- a)** non-payment by the Exhibitor (or the Customer if different from the Exhibitor) of the invoice for the balance of the fee within the terms indicated in art. 10;
- b)** declaration of bankruptcy of the Exhibitor (and/or the Customer if different from the Exhibitor) or their submission to bankruptcy proceedings in general.

In the event of termination of the contract in advance of this clause, further legal and contractual remedies in favour of the Organizer shall remain unaffected.

**37. COMPLAINTS, APPLICABLE LAW AND PLACE OF JURISDICTION.**

Any complaints must be submitted in writing, under penalty of invalidation, to the Organizer no later than 15 days after the closing of the Exhibition.

Without prejudice to the applicability of the Italian Law, all disputes arising from or in any way connected with the Event will be the exclusive competence of the Court of Milan, excluding any other Court, also competing ones.

When interpreting these terms and conditions of participation, as well as in the event of a dispute, the text drawn up in the Italian language is binding, since this is the language of the contract (each translation is made for convenience of reading only).

**38. PERSONAL DATA PROCESSING.**

Pursuant to Regulation (EU) 2016/679 ("GDPR"), **Made in Steel S.r.l.**, as the sole Data controller, hereby informs the Exhibitor that the appropriate information on the processing of personal data is provided during the filling in of the online application form, and is available at all times at the following link: [www.madeinsteel.it/privacy](http://www.madeinsteel.it/privacy). The relevant consents will be collected when filling in the registration form.

Regarding all matters not expressly provided for in this article, you are kindly requested to refer to the information document in full as well as to the privacy policy on the institutional website.

For any matter relating to the processing of their personal data, the data subjects may contact the Data Controller's DPO (Data Protection Officer):

Avv. Alessandro Donati

Email: [alessandro.donati@studiogoriominervini.it](mailto:alessandro.donati@studiogoriominervini.it)

Certified email: [alessandro.donati@brescia.pecavvocati.it](mailto:alessandro.donati@brescia.pecavvocati.it)

Tel.: +39 030 47502

**39. BUSINESS CARDS REGULATION.**

Exhibitors or Co-Exhibitors who receive both paper and electronic business cards from third parties during the Exhibition

undertake to use them in accordance with the provisions of the EU Reg. 679/2016 and only for activities that do not require specific consent and which consist of: management, organization, storage, use, communication to members of the Exhibitor's own company and/or group, as well as to joint data controllers and processors appointed with a specific contract, destruction and modification of the data processed following notification by the data subject, consultation, communication of some and occasional initiatives related to the activity carried out at the exhibition through soft spam activities. The data can be kept until the next edition of the event at the latest. For further processing the Exhibitor or the Co-Exhibitor must obtain the relevant consent from the data subject.

The Exhibitor or the Co-Exhibitor shall safeguard the rights of the data subject in compliance with the provisions of art. 13 GDPR.

The data subject will be informed of the above and, by giving his/her contact details, will give his/her consent pursuant to art. 4 c. 11 GDPR by means of an unequivocal positive action to allow the Exhibitor or the Co-Exhibitor to process the data as indicated.

The Exhibitor or Co-Exhibitor is, of course, entitled to draft his/her own information notice for the Exhibition with the relative consent form for data processing to obtain written consent to the processing of the data of third parties.

#### **40. CONTROLS.**

Without prejudice to what is specified in the individual provisions, the supervision of compliance with these General Rules (May 2026 version) is entrusted to the staff and/or consultants of the Organizer and of the competent offices of Fiera Milano and, if necessary, to third parties (natural or legal persons) appointed by them.

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By signing the attached Application for Admission or Application for Participation, the Customer, the Exhibitor, the Co-Exhibitor or any other obligated party declare that they have carefully read and specifically approve the following clauses pursuant to articles 1341 and 1342:

1. Organization - date and place of the Event;
5. Exhibitors: products and services allowed at the Event;
6. Exhibitors: rules of admission to the Event;
7. Force majeure;
9. Participation fees;
10. Application for admission - submission deadline - payments;
11. Stand allocation;
12. Stand subletting, transfer of the contract and waiver of participation;
17. Rules and bans on advertising;
18. Insurance - stand surveillance - limitation of liability;
21. Availability of the stands;
22. Clearance/retention of the stands;
23. Delivery and return of the stands;
26. Stand fitting;
27. Prohibitions and penalties;
28. Safety and protection of workers' health in the workplace;
32. Measures to protect the safety of people in the exhibition centre;
34. Local regulations;
35. Non-compliance with the rules;
36. Express termination clause;
37. Complaints, applicable law and place of jurisdiction.

[www.madeinsteel.it](http://www.madeinsteel.it)