



PRINTED ADVERTISING REQUEST

To be received by:
MADE eventi srl, Viale della Mercanzia 138 Bl.2B - Gall.B - C.P. 46, 40050 Funo Centergross (BO) - Italy



GENERAL REGULATIONS

- 1) All Companies participating in the Exhibition including those which carry out services in the specific sector may request to MADE eventi srl for printed advertising which is available for the specific Exhibition. The Organizer reserves the right to extend or to limit the advertising possibilities.
- 2) All advertising applications together with the necessary printing material must reach MADE eventi srl at least 60 days before the opening of the Exhibition and must be signed by the legal representative of the Company. These applications are irrevocably binding for the applicant but not for MADE eventi srl. If the application is accepted, MADE eventi srl will inform the Company at least 30 days before the opening date.
- MADE eventi srl is entitled to accept applications even after 60 days before the opening date with the faculty to confirm acceptance within the day before the opening of the Exhibition.
- 3) For technical and organizational reasons, the Organizer reserves the faculty to modify the position requested or agreed upon and to limit the advertising forms, even if already confirmed. Owing to circumstances beyond one's control, the Organizer reserves also the faculty to back out of the contract, completely or in part, without indemnification or compensation of any sort on the part of the company except for possible refund of all or part of the sum paid. MADE eventi srl reserves the right to assign advertising positions that are not indicated in the official documents.
- 4) The invoice regarding the insertion requested will be sent at the same time or after, the communication of acceptance. The invoice, plus any other expense undergone by the Organizer in order to achieve the advertising requested, will have to be settled within the terms specified in the invoice, even if the applicant is not an exhibitor.
- 5) The applying company may ask MADE eventi srl to back out of the contract in case of proven impossibility with written notification by registered mail at least 90 days before the opening of the Exhibition. However, the applicant will have to pay 50% of the entire sum for expenses and damages save any other right of the Organizer. If notification of withdrawal reaches the Organizer later than 90 days before the opening date, the Company will have to pay the entire sum and MADE eventi srl is entitled to decide whether to print the advertisement or not.

- 6) The applicant will have to supply MADE eventi srl, upon presentation of the application or however at least 60 days before the opening date, with the text, the illustrations and the logos and any other type of material necessary for the insertion, on CD or DVD (see indications at bottom of page).
If the material sent does not conform to the printing requirements, the Organizer has the faculty to assign to a company of his choice, the achievement of the necessary printing materials; these will be invoiced directly to the applicant by the supplier at the existing rates. If the necessary material does not arrive in time, the Organizer has the faculty to print, in the space reserved for the applicant, simply the name of the firm in lithographic characters charging the relative cost to the applicant.
- 7) The applicant is totally responsible for the content of the insertion.
MADE eventi srl is not responsible for theft or damage of the printing materials.
MADE eventi srl declines all responsibilities for possible omissions and/or printing errors for all forms of advertising.
- 8) If MADE eventi srl, while taking advantage of their discretionary faculties, should happen to effect any change in the date of the Exhibition, the advertisement will be made on the new date, and the applicant will still have to pay for everything agreed upon even though the Exhibition date is different from the one scheduled originally. If the Exhibition should happen to be cancelled, the advertising contract will automatically be considered null, and MADE eventi srl will not be held liable for damages of any kind.
- 9) MADE eventi srl transfers to the user the obligation to observe the security rules for public premises set down by the competent public authorities.
The applicant accepts Italian jurisdiction and the application of Italian laws even if the contract is stipulated abroad. For any dispute the competent court is the District Court of Milan.
The Civil Code will be applied for any point not covered by the Exhibition General Regulations. To claim any right the applicant must apply solely and exclusively to the Organizer, while the applicant himself is responsible for any obligation of behaviour within the Exhibition Centre, even towards Fiera Milano spa and MADE eventi srl which, in case of non-compliance with the regulations, will be justified in taking action even directly against the applicant.

By "Fiera Milano S.p.a", it is intended Fiera Milano Spa - Strada Statale del Sempione 28, 20017 - Rho, Milano - Italy
Registered Office: Piazzale Carlo Magno 1, 20149 - Milano - Italy
By "Exhibition" it is intended MADE expo - Milano Architettura Design Edilizia

By "Organizer" it is intended MADE eventi srl
Registered Office: Foro Buonaparte 65, 20121 - Milano - Italy
Bologna Secretariat: Viale della Mercanzia 138 Bl.2B - Gall.B - C.P. 46, 40050 Funo Centergross (BO) - Italy
Milan Secretariat: Via Moscova 7, 20121 - Milano - Italy

Company _____
Address _____
City _____ Zip code _____
Ph. _____ Fax _____ V.A.T. Number _____
Website _____ E-Mail _____

The undersigned Company having read, acknowledged and accepted without reserve in all its parts, according to the existing laws, the general regulations written above, requests the following advertising positions:

| OFFICIAL CATALOGUE | mm 167 x 240 | Full page trim | Full page bleed | Quantity n° | Price per unit | AMOUNT |
|---|--------------|----------------|-----------------|-------------|----------------|--------|
| Cover | | 137 x 60 | 167 x 60 | | € 5.500,00 | |
| Inside front cover | | 147 x 220 | 167 x 240 | | € 4.000,00 | |
| Facing text | | 147 x 220 | 167 x 240 | | € 4.000,00 | |
| Inside back cover | | 147 x 220 | 167 x 240 | | € 3.800,00 | |
| Back cover | | 147 x 220 | 167 x 240 | | € 7.000,00 | |
| Page facing summary | | 147 x 220 | 167 x 240 | | € 3.000,00 | |
| Page | | 147 x 220 | 167 x 240 | | € 2.000,00 | |
| Double page spread | | 314 x 220 | 334 x 240 | | € 3.000,00 | |
| Bookmark <small>With small cord supplied by the customer Full specimen to be sent 3 months prior to the show</small> | | 40 x 200 | | | € 4.000,00 | |
| POCKET GUIDE | mm 110 x 240 | Full page trim | Full page bleed | Quantity n° | Price per unit | AMOUNT |
| Cover base | | 100 x 40 | 110 x 60 | | € 6.000,00 | |
| Inside front cover | | 90 x 220 | 110 x 240 | | € 3.000,00 | |
| Facing text | | 90 x 220 | 110 x 240 | | € 3.000,00 | |
| Back cover | | 87 x 220 | 107 x 240 | | € 8.000,00 | |
| Page | | 90 x 220 | 110 x 240 | | € 2.000,00 | |
| Double page | | 200 x 220 | 220 x 240 | | € 3.000,00 | |
| Page base | | 100 x 35 | 110 x 45 | | € 1.400,00 | |
| Plan base | | 300 x 30 | 320 x 40 | | € 6.000,00 | |
| Page corresponding to the plan | | 90 x 220 | 110 x 240 | | € 4.000,00 | |

The above amounts are subject to V.A.T. as per the law

TOTAL € _____

- Preparation of printing materials:**
- PDF in high resolution Acrobat 1.3 version with trim lines on all four sides;
 - PDF in X-Press format (version 5 or 6), InDesign CS, Illustrator CS or Freehand MX together with the images and fonts;
 - TIFF format in 300 dpi resolution or higher (including trim lines).

All the above must be accompanied by colour proofs. The files must be formatted for Macintosh on CD or DVD

- NO EXTRA COSTS FOR FOUR COLOUR PROCESSING
- SPECIAL POSITIONS: PRICES TO BE AGREED UPON
- SPECIAL COLOURS: PRICES TO BE AGREED UPON

Date _____ Company Stamp & Authorized Signature _____

The applying company declares that it specifically approves the conditions contained in the following articles of the General Regulations:
3) Faculty of modification or recess and exoneration from responsibility; 5) Faculty of recess; 7) Responsibility of the user and exoneration from responsibility of the Organizer and Fiera Milano spa; 8) Modification of the date of the exhibition, cancellation of the exhibition and exoneration from responsibility; 9) Responsibility of the user to observe the security rules of the Public Authorities, acceptance of the Italian jurisdiction, competent Court; obligation towards Fiera Milano spa and the Organizer.

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- 3) For technical and organizational reasons, the Organizer reserves the faculty to modify the position requested or agreed upon and to limit the advertising forms, even if already confirmed. Owing to circumstances beyond one's control, the Organizer reserves also the faculty to back out of the contract, completely or in part, without indemnification or compensation of any sort on the part of the company except for possible refund of all or part of the sum paid. MADE eventi srl reserves the right to assign advertising positions that are not indicated in the official documents.
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- 5) The applying company may ask MADE eventi srl to back out of the contract in case of proven impossibility with written notification by registered mail at least 90 days before the opening of the Exhibition. However, the applicant will have to pay 50% of the entire sum for expenses and damages save any other right of the Organizer. If notification of withdrawal reaches the Organizer later than 90 days before the opening date, the Company will have to pay the entire sum and MADE eventi srl is entitled to decide whether to print the advertisement or not.

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The applicant accepts Italian jurisdiction and the application of Italian laws even if the contract is stipulated abroad. For any dispute the competent court is the District Court of Milan.
The Civil Code will be applied for any point not covered by the Exhibition General Regulations. To claim any right the applicant must apply solely and exclusively to the Organizer, while the applicant himself is responsible for any obligation of behaviour within the Exhibition Centre, even towards Fiera Milano spa and MADE eventi srl which, in case of non-compliance with the regulations, will be justified in taking action even directly against the applicant.

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Copy for the Exhibitor