

ROME

MUSEUM EXHIBITION

from the 25th to 27th November 2020

TERMS AND CONDITIONS – SPECIAL EDITION

1. ADMISSION

- A) Public and private operators (Italian and foreign), operating in sectors inherent to the event, can exhibit at RO.ME Museum Exhibition.
- B) Participation can be joint (Consortiums, Public Bodies, etc.) provided that the participants can be individually identified by a company name and category according to point 1.A.
- C) Representatives or agents can participate, provided that the companies represented can be individually identified by a company name and category. The representatives and/or agents cannot exhibit goods other than those which refer to the companies explicitly declared upon registration. The representatives and/or agents, upon request of the organization, must provide proof of their role as exclusive representative or agent for Italy.
- D) The organization reserves the right to refuse admission to the event should they consider, according to their unchallengeable judgment and without need for explanation, that the exhibitor does not meet the necessary requirements for participation.

Refusal of admission cannot give rise to any form of compensation for damage, loss of profit or interest. Applications for registration to the event cannot include conditions or provisions of any sort and must reach the organization by the **12th October 2020**. After that date, registration will be taken into consideration exclusively on the basis of availability of space.

2. SALE OF PRODUCTS – E-COMMERCE

According to Regional (Lazio) Law no. 14 of 2.4.1991 - Art.2, the sale of exhibited goods is permitted, only if the exhibitor is in possession of the necessary administrative authorization for retail sale or is in charge of or manager of a trading company. Craftsmen and those industries holding certification of category, issued by the competent body, are exempt from the obligation to possess administrative retail sales authorization. Exhibitors from EU countries must abide by the regulations in force in their own country regarding taxes and revenue. Exhibitors from non-European countries must follow the procedures in force, indicated by the official freight forwarder of the event or by their regular carrier. Each exhibitor must display, clearly visible, the price of every product on sale.

All the E-Commerce functions to be carried out on the platform provided by Wikipoint on behalf of the sellers (exhibitors) are based on the availability of a PayPal profile on which all payments will be made.

The seller (exhibitor) has the right to decide whether s/he wants the buyer's transaction to be limited to an invoice (without payment) or to include payment through the channels provided by PayPal (PayPal account or credit card).

3. ACCEPTANCE OF THE GENERAL REGULATIONS

Upon signing the registration form, the exhibitor is committed to participating in the event in the booth which will be assigned to him/her and to accepting, without reserves, these regulations, the technical Regulations and all additional regulations which will be adopted, at any time, by the organizers in the general interest of the event. In the case of non-compliance, the organizers reserve the right to expel the exhibitor from the event. In such cases, the exhibitor is not entitled to any refund or compensation of any sort and must pay the entire amount due for booth reservation.

4. REGISTRATION FORM, TERMS OF PAYMENT, FAILED ADMISSION

The **registration form**, duly completed and signed by the legal representative, must be sent at commerciale@romemuseumexhibition.com. The registration form must be accompanied by proof of payment of the deposit of 30% of the total amount, paid to Mens Nova S.r.l. Registrations will be accepted as long as exhibition space is available. **Registration forms which are not accompanied by proof of payment of the deposit will not be held valid to the effects of booth reservation.** The balance of payment for participation must be paid within the terms indicated in the registration form, in any case before the event opens and no later than the **5th of November 2020**. In the case of non-compliance, Mens Nova S.r.l. reserves the right to prevent the exhibitor from participating in the event and to claim compensation for damages resulting from non-compliance. All tariffs are exclusive of VAT.

B) Participation fees:

1. Entry offer A € 3,500,00 + VAT, includes:

- **Virtual stand** (one exhibitor for each virtual room, 50 pages of stories, data collection form, upload up to 3 videos of max size 50 mb, **e-commerce** for sale items, translation up to 3 languages – ENG, ITA, FR-, traffic and visitor reports; fitting of the virtual stand with digital contents provided by the exhibitor).
- **B2b meetings** with buyers and exhibitors, use of platform contents after the event.
- **N° 1 web conference** in the official program of the event.
- **Advertising** (mention and short description of the company in the official digital catalogue and on

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romemuseumexhibition.com. n°1 advertising page in the official digital catalogue of the event, acknowledgement on romemuseumexhibition.com, newsletter and social media. Promotional materials in the official digital shopper of the event.)

2. Entry offer B € 1.500,00 + VAT includes:

- **Virtual stand** (one exhibitor for each virtual room, 50 pages of stories, data collection form, upload up to 3 videos of max size 50 mb, **e-commerce** for sale items, translation up to 3 languages - ENG, ITA, FR-, traffic and visitor reports; fitting of the virtual stand with digital contents provided by the exhibitor).
 - **B2b meetings** with buyers and exhibitors, use of platform contents after the event.
 - **Advertising** (mention and short description of the company in the official digital catalogue and on romemuseumexhibition.com.).
- 3. Virtual stand customizations** quote on request to the Organizing Secretariat.

B) Terms and Conditions of payment:

The registration form, and these regulations, duly completed and signed by the exhibitor or the legal representative, **must reach the operative offices by the 12th of October 2020 and must be accompanied by a proof of payment of the deposit of 30% of the total amount due, paid to Mens Nova S.r.l. as indicated in the registration form.**

Payment must be made by check or bank transfer to: "MENS NOVA SRL" – Bank: BANCO DI DESIO E DELLA BRIANZA S.P.A. – CORSO G. MATTEOTTI 170, ALBANO LAZIALE 00041 (RM).

IBAN: IT 07 Q 03440 38860 000000208300 – BIC/SWIFT: BDBDIT22 - A copy of the bank transfer must be attached.

The reason for payment must be clearly stated and must include the name of the event "Rome Museum 2020" and the Company Name used in this registration form. Registration forms not accompanied by payment will not be taken into consideration. The organization reserves the right to decide on the acceptance of Applications accompanied by incomplete amounts. Payment of the deposit and the consequent issue of receipt/invoice do not constitute acceptance of registration by the Organization. Should registration not be accepted, the entire sum paid will be returned to the applicant. **The balance of payment of registration fees and participation fees must be paid no later than the 5th of November 2020;** invoices issued after that date must be paid immediately. All payments relative to the participation fee and the registration fee and must clearly state the same company name as appears on the registration form. N.B.: All the services included in the participation fee (**in particular inclusion in the informative**) will be **guaranteed only if the registration form reaches the organization within the terms indicated.**

5. REGISTRATION OF REPRESENTED COMPANIES

The exhibitor must undertake (in particular for joint participation, import-export or booth sharing) to specify the company name and relative data of all companies represented, the products, which will be displayed in the booth. The exhibitor must provide a letter of authorization, on headed paper, of the company represented, to display their products and/or goods. Said letter of authorization must accompany the application for registration.

6. TECHNICAL REGULATIONS

The organizers have made the Wikipoint platform available to exhibitors, allowing users to manage a virtual tour in 3D through a series of interconnected rooms, while also providing initial setup of the standard room layout, technical support for the duration of the entire event (3 days), and a video tutorial for using the system.

Each exhibitor will have access to the **Platinum Version**: a virtual room designed to accommodate a single exhibitor per room with automatic content-translation in 3 languages (Italian-English-French), 50 pages of each stand's story, data collection form and reports relating to traffic and visitors, 3 videos (less than 50 MB in size), e-commerce for the sale of items with a catalog of up to 50 items, as well as a B2B agenda and a webinar room for web conferences.

The stand contains the following multimedia content:

- A storytelling section (texts and images) through which the exhibitor can provide their own description
- A product catalog
- A multimedia room for 1: 1 web conferences
- A promotional video (projected on one of the walls)

The exhibitor will receive an e-mail containing the credentials to access their CMS (Content Management System) where they can complete the contents described above.

The CMS makes it possible to:

- Insert and edit multimedia content
- Access the webconference room
- Access the B2B agenda and personal calendar
- Access the webinar room

7. SETUP OF VIRTUAL STAND

VIRTUAL STANDS: The virtual stands will be available from 15th November 2020.

All set-up preparations are managed directly by the exhibitor. The exhibitor secretariat is available to all exhibitors upon request for assistance with uploading data to the CMS. All material to be inserted should be sent no later than 1st November 2020

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Participants are responsible for the insertion of multimedia content in their own virtual stand and its maintenance for the entire duration of the event.

8. WITHDRAWAL

Should the Exhibitor withdraw by the 5th of November 2020, only the amount of deposit, either paid or due to organizer, as indicated in point 4.B of these regulations, will be withheld or requested as compensation, on condition that the booth left free be re-allocated to another exhibitor. Otherwise, the exhibitor will have to pay the entire amount of the participation fee as indicated in the registration form. Withdrawal later than from 5th of November 2020 will result in the organization withholding the amount already paid and exacting the amounts due for the payment of the entire participation fee indicated in the registration form.

9. FAILURE TO ARRIVE, LATE ARRIVAL

Should the Exhibitor, for any reason whatsoever, doesn't provide to multimedia data entry in the virtual stand within the established times (11.22.2020) the Organization may decide at their own discretion to re-allocate the virtual stand, in the interest of the other exhibitors. In any case, the exhibitor may then use spaces still unoccupied and, in the case of absence at the time of opening, must pay the amount agreed at the time of signing the contract, this being an essential condition of the contract itself. The amounts paid or still due by the exhibitor for the payment for participation will be withheld and/or demanded as compensation and nothing can be requested by the exhibitor for any reason. The organization reserves the right to exclude the exhibitor in default from successive editions of the event.

10. INFORMATIVE BOOKLET

The organization will provide, **without liability for errors or omission**, an digital information booklet which will include a list of exhibitors, and information to facilitate the public in visiting the virtual event. The information published will be based on the data supplied in the registration form. Due to realization deadline, only the exhibitors who will provide their data not later than the 5th of November 2020 will be included. Along with the digital booklet will be available the digital official catalogue of the event which will include advertising pages. Exhibitors interested in advertising can contact the Operative Offices for information and prices.

11. MODIFICATION OF REGULATIONS AND SUPPLEMENTARY REGULATIONS

The organization reserves the right to establish - departing from these regulations - rules and regulations judged to be useful for the best possible execution of the event and inherent services. Such rules and regulations have the same authority as these regulations and are part of the same. Should the exhibitor fail to abide by any of the rules or regulations, the organization reserves the right to provide for closure of the booth. In such case, the exhibitor does not have the right to reimbursement or compensation of any kind. The Technical Regulations are an integral part of the general Regulations.

12. PROHIBITION AND RITENTION

- A)** It is generally prohibited anything which might cause damage, disturbance or detriment to the regular execution of the event and its aims. In particular the following are strictly prohibited:
- Transfer, total or partial, to third parties of the virtual stand assigned.
 - Exhibition to the public of products and information not pertaining to the sector indicated in the registration form.
 - Exhibition, including the exhibition inside the booths, of posters or bills regarding competitions held by bodies, organizations, prints of information, unless authorized in writing by the Organization.
- B)** Failure to abide by the regulations may result in the immediate closure of the booth and the exclusion of the exhibitor from future editions of the event.
- C)** Gli espositori sono responsabili del contenuto e del materiale esposto nello stand virtuale che dovrà risultare conforme alle norme in materia di divulgazione di prodotti e progetti culturali e con esclusivo riferimento al tema della manifestazione. In caso contrario o disattendendo a quanto sopra, l'espositore verrà informato dell'avvenuta violazione e potrà essere oscurato in caso di mancato adempimento delle indicazioni dell'organizzatore.

13. SIAE

In the case of distribution of sound/video/graphics or multimedia containing works or parts of works protected according to Italian Law 22.4.1941 n. 633, the exhibitor is responsible for addressing the authors' rights in advance, including burdens connected to authentication, according to art.181/bis of the same Law. Any abusive use of such works and/or the absence of the SIAE stamp on the above-mentioned formats constitute a penal offense, according to articles 171 and Law 633/41. For any live musical performances (with singers and/or musical instruments), authors' rights must be paid to S.I.A.E. directly by the exhibitor at the relevant S.I.A.E. office for the area where the event will take place.

14. FORCE MAJEURE

In the case of force majeure, or for reasons beyond the control of the organizers, the date of the event can be changed or the event itself may be cancelled. The organizers cannot be held responsible for any further damage that the single exhibitor may suffer and therefore no claims of any kind can be made against the organizers, nor against the organizers.

15. PRIVACY POLICY D. Lgs 196/2003 and GDPR (Reg. UE 679/2016)

The Data Controller is Mens Nova S.r.l with registered office at Via delle Mura,79 – 00049 – Velletri (Rm). The personal data collected may be transferred to a third party, Fiera Roma S.r.l, the sole shareholder, with registered office in Rome, Via Portuense n. 1645/1647, to the co-organizer of the event, which is the Data Controller to the extent of its competence, and to the owner of the platform on which the digital edition takes place, Capitale Cultura sas with registered office in Verona Stradone Porta Palio 66 – 37122 - Verona (VR). The personal data collected will be used, by both companies, exclusively for the purposes of executing this contract unless explicit consent to use it for other purposes is given at the end of this document.

Thus informed, we invite you to review the attached information for further details.

16. COURT OF LAW AND APPLICABLE LEGISLATION

Any controversy relative to the interpretation, execution, validity, and settlement of this contract will be disputed exclusively in the Law Courts of Rome. The applicable law is Italian Law. The official text of the General Regulation is that written in Italian.

17. STRUCTURE OF ORGANIZATION, MANAGEMENT AND CONTROL- D.Lgs 231/2001

The Exhibitor declares to have read the Structure of Organization, Management and Control pursuant to Legislative Decree no. 231/2001, and therefore to respect and to ensure respect by any partner or employee of the above legislation, accepting its terms and conditions.

DATE

SIGNATURE

I have read and accept the terms and conditions specified in this regulation and the privacy policy referred to in paragraph 16 (mandatory for the execution of this contract) and related policy art.13 gdpr (Mens Nova s.r.l)

DATE

SIGNATURE

I want to subscribe to the exhibitors newsletter of RO.ME Museum Exhibition. YES NO

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