

# EXHIBITION INFORMATION DOCUMENT



30.31 october - 1 november 2021

<b>Exhibition:</b>	APIMELL - 37th International Trade Fair of Beekeeping Apiary Products and Equipment
Place:	Piacenza
Date:	30.31 october - 1 november 2021
Time:	From 9.30 am to 6.00 pm
Periodicity:	annual
Exhibition Area:	15.000 sqm
Visitors Entry:	on payment 10,00 €; reduced ticket 8,00 €

Direct Sale\*: Yes

## Market Sector

- Technologies, products and equipment for the installation, management and handling of a beehouse;
- Technologies and equipment needed for the extraction, ripening, preservation and supply of beehive products;
- Beehives, uncapping benches, ripeners, honey extractors, wax processing, tools and equipment for professional and hobby beekeeping;
- Beehive products, polifloral honey, monofloral honey, typical and fine honey, pollen, propolis, beeswax, royal jelly;
- Byproducts for pharmaceutical, herbal and cosmetic applications;
- Sanitary products for bee health inspection and treatment;
- Queen bees and bee swarms;
- Specialized press;
- Boards, Associations, Services;

## Participation costs

Participation fee: 210,00 €

including: Municipal advertising tax up to 2 sqm, single-phase electricity: connection and consumption, general cleaning, waste disposal; assistance to exhibitors, exhibitor cards and 30 promotional tickets.

Co-exhibitors fee: -

Represented companies fee: -

## Cost of the exhibiting areas

### Pavilion

Space only (per sqm) 36,875 €/sqm

Shell scheme (per sqm) 59,375 €/sqm

### Outside Area

Space only (per sqm) 14,00 €/sqm

## More Information

The basic module consists of 16 square meters.

In case of Space only each module after the first one has a cost of 540,00 €, It is also mandatory to provide dividing panels for the back and side walls (20,00 €/m).

The Shell scheme module includes:

- partition panels
- front panel with company name
- carpet
- closet
- 2 spotlights.

Each module after the first one has a cost of 890,00 €.

## Head Office

Piacenza Expo spa

Telephone 0523 602711

Web site [www.apimell.it](http://www.apimell.it)

## Emails

Sales office - Exhibitors assistance Maddalena Finetti - [commerciale1@piacenzaexpo.it](mailto:commerciale1@piacenzaexpo.it)

## Technical office

Michele Fischetti - [tecnico@piacenzaexpo.it](mailto:tecnico@piacenzaexpo.it)

## Administrative office

Silvia Uccelli - [amministrazione@piacenzaexpo.it](mailto:amministrazione@piacenzaexpo.it)

\*According to Regional Law n° 12/2000 and resolution n° 1788 of September 5, 2001 direct sales are forbidden in exhibitions and specialized shows.

This document is an integral part of the General Regulations of Piacenza Expo that the exhibitor is required to sign when submitting the Application Form.

## PIACENZA EXPO GENERAL REGULATIONS

The following general regulations govern the contractual relations of Piacenza Expo SpA, hereinafter referred to as "Piacenza Expo", with anyone wishing to participate in trade fairs, exhibitions, shows, congresses and other informative and training events organized by Piacenza Expo at the exhibition centre located in Piacenza, Via Tirotti, 11 – Fraz. Le Mose (Italy) hereinafter referred to as "Exhibitor".

### Art. 1) Name and purpose.

Piacenza Expo organizes fairs, exhibitions, shows, congresses and other informative and training events every year in the interest of domestic and foreign producers and consumers, in order to enhance the products of agriculture, industry and crafts, promoting and developing exchanges, both nationally and internationally. These regulations govern all events organized by Piacenza Expo. The parties expressly acknowledge that these general regulations, duly signed together with the exhibition information sheet, the single evaluation document of interference risks (DUVRI) and the technical regulations, constitute an essential part of the application for admission, of which it is an integral and substantial part.

### Art. 2) Use of the exhibition area and spaces.

Piacenza Expo grants the Exhibitor the right to use the exhibition spaces indicated in the plan, which is sent after confirmation of participation. Piacenza Expo reserves the right to make variations (see Art. 13) to the positions of each Exhibitor.

The Exhibitor may not exhibit products other than those indicated in the exhibition information sheet and approved by Piacenza Expo and may in no case transfer his participation to third parties.

### Art. 3) Conditions of participation.

Italian and foreign companies operating in the sectors of the exhibition are admitted to the event. To be accepted to the exhibition it is necessary: A) to sign and submit an application for admission addressing it to Piacenza Expo SpA - Via Tirotti, 11 Frazione Le Mose - 29122 Piacenza (Italy). B) to pay the amount due as a deposit when submitting the application for admission and provide proof of payment. C) to pay the balance of the amount due within the terms established by Piacenza Expo. D) upon request of Piacenza Expo, to submit an updated certificate of registration to the trade register or its equivalent. The submission of the application implies the unconditional acceptance by the applicant of all the rules and indications contained in the general regulations, the technical regulations (available on the website of the specific event), the exhibition information sheet and the single evaluation document of interference risks DUVRI (available on the website of the specific event).

Admission as Exhibitor is subject to the acceptance of the application form, duly completed. Piacenza Expo reserves the right to accept or not, at its sole discretion, the application for admission in the event. In case of non-acceptance of the application form, Piacenza Expo is not required to disclose the reasons or to pay any compensation, with the exception of the return of any deposit paid.

### Art. 4) Time of use - Penalty.

The exhibition areas are at the Exhibitor's disposal only for the period of set-up and dismantling and during the exhibition; the clearing operations must be completed no later than the deadline indicated in the exhibition information sheet and in any subsequent communications sent by Piacenza Expo.

If the above deadlines are not met, even for only part of the spaces and areas granted in use, the Exhibitor shall pay Piacenza Expo a penalty equal to the amount of € 100,00 for each hour or fraction of an hour of delay. Exhibition areas not occupied within the deadline set for the exhibition are considered abandoned by the Exhibitor and at the free disposal of Piacenza Expo.

### Art. 5) Dates and time of the event.

Piacenza Expo sets the duration of the event and its opening and closing time in the exhibition information sheet and reserves the right to modify them at any time, without the Exhibitor being entitled to withdraw and/or request the termination of the contract and/or make a claim for compensation.

### Art. 6) Price.

For the temporary use of the areas indicated in the confirmation of participation, the Exhibitor shall pay the amounts established in the application form and in the exhibition information sheet, in accordance with the procedures and timescales specified therein. Full payment of the amounts due within the terms agreed in the

application form is a condition for occupying the assigned areas. Failure to make timely payment corresponds to renunciation and legitimates Piacenza Expo to dispose of the relevant areas.

If the exhibition can not take place, Piacenza Expo is only required to reimburse the sums paid without payment of interest and/or greater damages.

For each Co-exhibitor, the Exhibitor will be required to pay an admission fee, as indicated in the exhibition information sheet.

Exhibitors who are exclusive dealers or representatives for other companies and display their products or any other informative and advertising item within the stand, are required to inform Piacenza Expo sending along with the application form a list of the represented companies. For each represented company, the Exhibitor will be required to pay an admission fee, as indicated in the exhibition information sheet.

Once the deadline for payment of the amounts due has expired unnecessarily, interest on arrears pursuant to the Italian Legislative Decree no. 231 of 9 October 2002 will be charged.

The Exhibitor is required to pay the agreed amounts regardless of any exceptions and disputes relating to the contract.

#### Art. 7) Technical services and utilities.

Piacenza Expo, within the limits of the facilities and agreements contained in the confirmation of participation, provides the technical services ordered by the Exhibitor (electricity, water, internet, etc.) to the individual stands. The Exhibitor's request for the services must be received by Piacenza Expo within the deadline.

As regards the electrical installations to be carried out inside the individual stands, the Exhibitor is required, under his direct responsibility, to comply with the safety regulations in force and not to tamper with existing devices. If the technical services requested by the Exhibitor do not exist in his area, the personnel in charge of Piacenza Expo may, at the Exhibitor's expense, make derivations from the normal lines, unless particular technical reasons prohibit this.

In case of non-compliance with safety regulations and in case of violation of these contractual provisions, Piacenza Expo may:

- a) suspend the supply of the services, without prejudice to the right to collect the amount due from the Exhibitor for services already used;
- b) charge the Exhibitor a penalty of 50% of the service requested.

#### Art. 8) Use of the exhibition area.

The Exhibitor undertakes to use the area granted by Piacenza Expo with the utmost diligence. The abuse in the enjoyment of the space granted is not necessarily consequent to the mere occurrence of material damage, but may consist of any behavior that is detrimental to the interests and spaces of Piacenza Expo.

The exhibition areas are made available to the Exhibitor as indicated in the set-up circular, with or without pre-fitting; any additional or customized fittings must be requested separately and within the terms established by Piacenza Expo. For areas and stands set-up, the rules indicated in the technical regulations, published on the website [www.piacenzaexpo.it](http://www.piacenzaexpo.it) and provided on request, must be respected.

Participants must provide a daily cleaning of the assigned areas as set by Piacenza Expo, using their own personnel or cleaning companies authorized by Piacenza Expo. If the cleaning is not carried out daily and accurately, Piacenza Expo will provide it with its own personnel, charging the Exhibitor for the related expenses.

The Exhibitor must return the used areas within the agreed terms, in the same state and consistency as received, completely clean.

If the exhibition areas are not returned in the above conditions, Piacenza Expo is authorized to remove the objects and clean the spaces at the Exhibitor's expense, without prejudice to compensation for further damage. Within 30 days of the end of the exhibition, Piacenza Expo may dispose of any goods/furniture/materials abandoned in the exhibition areas at the Exhibitor's expense, without prior notice.

The clearance of goods and the removal of stands may be carried out by the Exhibitor only at the times established by Piacenza Expo and indicated in the set-up circular.

#### Art. 9) Right of retention.

Piacenza Expo, without any responsibility for any consequences, reserves the right not to allow the Exhibitor to leave the exhibits in case of breach of contract. Piacenza Expo is not responsible for any damage to the exhibited materials that may occur in the application of the above right.

Art. 10) Product sectors.

The product sectors of the event are indicated by Piacenza Expo in the exhibition information sheet. The Exhibitor assumes responsibility for any products different from those mentioned. Piacenza Expo does not assume any responsibility for the products on display, nor in reference to possible competition problems between Exhibitors or possible false declarations, nor for manufacturing defects and/or malfunctioning of the products.

Art. 11) General surveillance - Security.

During the exhibition opening hours, as well as during set-up and dismantling time, Piacenza Expo will provide a general night-time surveillance service within the fairgrounds; however, Piacenza Expo has no responsibility for any theft and/or damage that may occur. During the exhibition opening hours, the Exhibitor is required to guard and supervise the stands directly or through its own personnel, especially in the case of easily removable objects. Exhibitors are directly responsible for their own stands and their personnel behaviour and thus relieves Piacenza Expo from any civil and criminal liability. During the exhibition opening hours, the fire-fighting service carried out by the Italian Fire Department may be present. Exhibitors will have to strictly observe the instructions coming from the Fire Department personnel on duty, bearing in mind that they have full Police service functions.

Art.12) Insurance and liability for damages and theft.

Each Exhibitor is required to take out an insurance policy covering:

a) the stand and the products on display or in any case existing in the stand against all risks (by way of example and not limited to: transportation, theft, fire, harmful events, infiltration, water fall, natural events in general, breakage, ruins) with the exclusion of the possibility of recourse against Piacenza Expo.

b) the Exhibitor's Civil Liability for damages caused to third parties and its employees, as well as damages caused to Piacenza Expo and its employees and staff with a maximum of not less than € 1,000,000.00.

Piacenza Expo does not assume any liability for damage caused to persons or properties, by anyone or in any way caused; consequently, no compensation will be paid for any damage resulting from theft, fire, explosions, arson, natural events in general, water infiltration, breakage, ruins and any damage to third parties resulting from the Exhibitor's and/or its employees' liability, both inside and adjacent to the exhibition centre.

Piacenza Expo provides a general night-time surveillance service for the exhibition premises; however, Piacenza Expo declines all liability for the damages indicated in points a) and b) and for damages resulting from natural events or force majeure.

During closing hours, Exhibitors are expressly forbidden to stay in the stands, unless special permission is given by Piacenza Expo.

Art. 13) Exhibition areas.

The exhibition areas are grouped into sectors at the absolute discretion of Piacenza Expo, are assigned to participants in accordance with the general plan of the fair and are indicated in the participation offer.

Piacenza Expo reserves the right, for its own unavoidable needs, to vary the sectors and possibly make changes to the assigned areas, without the Exhibitor being able to withdraw from the participation contract or claim damages for this reason.

In the event of changes to the location or reduction of the exhibition areas, Piacenza Expo will only recognize a refund for any greater amount paid.

Art. 14) Advertising.

Exhibitors are allowed to make advertising actions inside the stands, provided that they are not a direct comparison with advertising made by other Exhibitors, and in any case they do not disturb them or third parties. Any form of advertising in the fairgrounds, with the exception of that carried out inside the stands, is reserved to Piacenza Expo and can be granted upon payment of the established fees. The tax on advertising media inside the stands must be declared by each Exhibitor. The payment of the advertising tax inside the stands is included in the registration fee for media up to 2 sqm. For larger media, the tax must be settled by the Exhibitor by filling in a form provided by Piacenza Expo, which will also be published on the official website of the event in the reserved area. Piacenza Expo is relieved from any responsibility deriving from default.

In the event of video and sound recordings used in the stands are produced by registered authors, they must be declared to SIAE (Italian Copyright Authority) located in Viale Sant'Ambrogio 19 – Piacenza (Italy) tel.+39 0523321327 - 30 days prior to the show for the performance of the relevant rights. The use of video and sound equipment is permitted as long as no disturbance is caused to other Exhibitors or the public. If this is not the case, Piacenza Expo may require the use of such equipment to be interrupted.

Art. 15) Industrial protection.

Only authorized photographers are allowed to take pictures within the fairgrounds. Stands, equipment and products on display may be photographed, filmed or reproduced with drawings only if authorized by the exhibiting companies. Piacenza Expo reserves the right to reproduce or authorize the reproduction of overall show pictures. The offices of Piacenza Expo may use the images obtained, not only for journalistic and communication purposes, but also for promotional and commercial purposes.

Art. 16) Intellectual property.

The Exhibitor assumes all responsibility for the ownership of rights on trademarks and other distinctive signs, patents, industrial inventions, industrial models, copyrights relating to the products and/or machinery on display. The Exhibitor therefore relieves Piacenza Expo from all charges and responsibilities in the event of violation of the above rights and in any case of violation of the regulations protecting competition, both towards other Exhibitors and third parties in general. Any disputes in this regard between Exhibitors or between Exhibitors and third parties must therefore be settled directly, releasing Piacenza Expo from any burden and/or responsibility.

Art. 17) Right of withdrawal.

Exhibitors who are unable to participate in the event due to legitimate, proven impossibility, may withdraw from the contract by notifying Piacenza Expo by certified e-mail or registered letter with return receipt at least 30 days prior to the start date of the event, without prejudice to the acquisition of the deposit paid to Piacenza Expo. If this communication is given less than 30 days before the start date of the event, the participant will be required to pay the entire participation fee. In this case, Piacenza Expo will be allowed to dispose of the stand also by assigning it to other Exhibitors. Participants who have not set up their stand by 6.00 p.m. on the day prior to the opening of the exhibition will be considered in full default and will be required to pay the entire participation fee and to reimburse direct and indirect damages suffered by Piacenza Expo, who may also allocate the stand to other Exhibitors.

Art. 18) Default.

The parties acknowledge and expressly agree that, if the Exhibitor does not regularly and promptly provide the services to be paid for under this contract, as well as those provided for in the confirmation of participation, Piacenza Expo will have the right to suspend all services or activities, whether preparatory or in progress and/or in any way connected with the exhibition. Before doing so, Piacenza Expo shall notify the Exhibitor, also by e-mail, inviting him/her to provide for any and all services due.

Art. 19) Termination clause.

In the event of non-compliance with articles 7, 8, 12, 14, 20 of these general regulations and/or the technical regulations, Piacenza Expo shall inform the Exhibitor by registered letter with return receipt, certified e-mail or equivalent means and the contract shall be considered automatically terminated pursuant to art. 1456 of the Italian Civil Code. In this case, Piacenza Expo will be in any case entitled to the payment of all amounts agreed upon as a penalty, except for greater damages.

Art. 20) Exhibitors entrance.

Piacenza Expo may vary, at its discretion and even after the event has begun, the entry times of the exhibiting companies established in advance in the information circulars, without this entailing any right of indemnity for the Exhibitors. In order to enter the event, the entry pass issued by Piacenza Expo or by third parties authorized by Piacenza Expo must be shown to the control personnel.

Piacenza Expo makes available to each Exhibitor a number of entry passes in proportion to the exhibition area, subject to full payment of the sums established in the application form. It is forbidden to resell or lend the entry passes to third parties.

Art. 21) Exhibitor's domicile - Complaints.

The participant elects his legal domicile in Piacenza at Piacenza Expo SpA and recognizes to all intents and purposes the competence of the Court of Piacenza. This domicile is also to be used in the delivery notes of the materials. Any complaints must be submitted in writing to Piacenza Expo by registered letter with return receipt or certified e-mail.

Art. 22) Accident prevention and safety regulations.

The Exhibitor is required to comply with current regulations on safety at work and in particular the provisions of the Italian Legislative Decree 81/2008 and subsequent amendments and additions. The Exhibitor, when entrusting external companies with set-up and dismantling work or any other work inside the fairgrounds, pursuant to the aforementioned Decree, must check their technical and professional capacity, inform them of the specific risks existing in the fairgrounds and of the provisions of the Piacenza Expo regulations, as well as comply with anything else provided for by the regulations.

Art. 23) Privacy.

Pursuant to and for the purposes of Article 13 of EU Regulation No. 2016/679 of the European Parliament and of the Council of 27 April 2016 (General Data Protection Regulation or GDPR), concerning the protection of individuals with regard to the processing of personal data and the free movement of such data and repealing Directive 95/46/EC, we hereby inform you that personal data voluntarily made available to Piacenza Expo will be processed in compliance with current legislation on the protection of personal data and, in any case, with the principles of confidentiality that inspire the Company's activities. More details are available on the website [www.piacenzaexpo.it](http://www.piacenzaexpo.it), "Privacy" section. The data will be used by Piacenza Expo for the elaboration of studies, statistical research and communications relating to future editions of the events. The data controller is Piacenza Expo Spa and the responsible for data protection is indicated on the website [www.piacenzaexpo.it](http://www.piacenzaexpo.it), "Privacy" section.

Piacenza, \_\_\_\_\_

Stamp and signature of the legal representative

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The Exhibitor expressly approves, for the purposes of art.1341 and 1342 of the Italian civil code, all the abovementioned conditions and, in particular:

- Art. 4) Time of use - Penalty.
- Art. 5) Dates and time of the event.
- Art. 6) Price.
- Art. 7) Technical services and utilities.
- Art. 8) Use of the exhibition area.
- Art. 9) Right of retention.
- Art.12) Insurance and liability for damages and theft.
- Art. 13) Exhibition areas.
- Art. 14) Advertising.
- Art. 17) Right of withdrawal.
- Art. 18) Default.
- Art. 19) Termination clause.
- Art. 21) Exhibitor's domicile - Complaints.
- Art. 23) Privacy.

Piacenza, \_\_\_\_\_

Stamp and signature of the legal representative

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