

Tuesday 12 - Friday 15 March 2019

Palais des Festivals, Cannes, France



ANCE A MIPIM 2019

CLUB ITALIA 2019 – MODALITÀ DI PARTECIPAZIONE

L'edizione 2019, che si terrà al Palais des Festivals di Cannes dal 12 al 15 marzo 2019, celebrerà il 30° anniversario di Mipim.

Il Padiglione Italiano, che storicamente unisce la partecipazione dei territori e dei loro partners, per il prossimo Mipim ha l'obiettivo di presentare un sistema Italia coeso, ottimizzando la visibilità di tutti i partecipanti, sia pubblici che privati. Mipim Italia, nel rispetto degli obiettivi delle istituzioni e di ICE, ha quindi pensato di supportare le Associazioni di categoria creando il "Club Italia", un luogo di aggregazione ed integrazione al Padiglione Italiano, offrendo loro l'opportunità di coinvolgere i propri associati, per una maggiore visibilità.

Il "Club Italia" accoglierà le adesioni delle aziende associate, non espositrici a Mipim, riconosciute dalle Associazioni di categoria. Saranno accettati solamente i primi **100 nominativi registrati, per un massimo di due rappresentanti per ogni azienda, entro e non oltre il giorno 31 gennaio 2019***.

L'adesione "Club Italia", regolata mediante il presente contratto, include i seguenti servizi:

1. Iscrizione individuale a Mipim 2019, al costo di **€ 1.500 + IVA** (anziché € 1.800 + IVA). La fatturazione ed il relativo pagamento saranno gestiti da Mipim Italia (Bees Communication, Bologna);
2. Inserimento azienda/nome nella guida cartacea ufficiale di Mipim 2019;
3. Inserimento azienda/nome nel catalogo 'Italy at Mipim 2019', distribuito presso il Padiglione Italiano e Club Italia;
4. Accesso allo spazio "Club Italia" dedicato esclusivamente a delegati e ai loro ospiti all'interno della tensostruttura collocata sulla terrazza adiacente al Padiglione Italiano, con servizio di accoglienza, zona meeting disponibile per **slot di 30 minuti**, e servizio bar dedicato;
5. Inserimento Logo aziendale sulla parete dedicata della tensostruttura;
6. Wi-Fi;
7. Lanyard (porta badge) identificativo Club Italia, distribuito presso il desk accoglienza dello spazio

I partecipanti accreditati riceveranno regolare biglietto d'ingresso direttamente dall'organizzazione di Mipim Parigi, e potranno ritirare il lanyard presso il "Club Italia".

Il presente contratto è stipulato con l'ufficio di MIPIM Italia - Bees Communication, Bologna - la dichiarazione di accettazione a p. 9 e la normativa di riferimento da p. 10 a p. 12, sono redatte da **Reed MIDEM** - Ente Organizzatore di MIPIM - e devono essere sottoscritte per accettazione e rispettate da tutti i partecipanti alla manifestazione MIPIM 2019.

Cordialmente,

Patrizia Marani
Mipim Italia

*Limitazioni inderogabili, legate alle scadenze di Mipim e agli spazi del Club Italia

** Modalità di pagamento specificate a p. 9 del presente contratto



www.mipim.com

MIPIM® is a registered trademark of Reed MIDEM. All rights reserved.

The purpose of MIPIM (hereafter the “Event”) is to bring together international real estate professionals, such as local authorities, developers, architects, qualified investors, financial institutions, corporate occupiers, advisors and any person whose activities are directly related to the real estate sector.

This contract includes:

- Delegate(s) registration fee
 - Company and delegate(s) listing in the Guide and MIPIM Online Database (DEADLINE FOR LISTING IN THE GUIDE IS 28th JANUARY 2019)
- The contract should be completed in CAPITAL LETTERS

1 YOUR COMPANY

Company Name*

Address*

(incl. Street, House/Box Number)

City* Zip Code/Postcode*

State Country*

Telephone

country code city code telephone number

Fax

country code city code fax number

Website <http://>

VAT Number / Tax ID**

For companies not located in the European Union, please supply the tax identification number or national business number of your company. If this information is not supplied, French VAT will be charged and may not be reimbursed by French tax authorities.

What is the name of the stand you will be based on ?

2 BILLING ADDRESS (Complete only if different from above)

Legal Company Name**

Billing Contact Name

Work Email

Address**

(incl. Street, House/Box Number)

City** Zip Code/Postcode

State Country**

Telephone

country code city code telephone number

Fax

country code city code fax number

VAT Number / Tax ID**

For companies not located in the European Union, please supply the tax identification number or national business number of your company. If this information is not supplied, French VAT will be charged and may not be reimbursed by French tax authorities.

*Mandatory. Listed in the Guide
**Mandatory. Not listed in the Guide.

3 REGISTRATION CONTACT Mr Mrs Ms

SURNAME** _____

First Name** _____

Job Title** _____

Work Email** _____

Language in which you would like us to communicate with you English French

4 ACCOMMODATION BOOKING

Reed MIDEM offers a wide selection of hotels and apartments at special rates and preferred booking conditions during MIPIM. Early reservation is highly recommended to secure your accommodation. To book now, please visit www.mipim.b-network.com. For any assistance, please contact us at customerhelpdesk@reedmidem.com

5 COMPANY PROFILE*

To validate your registration and ensure the accuracy of your company profile, please complete the details of your company's activity carefully.

This will be your reference in the:

- MIPIM Online Database: a complete directory of participating companies, individuals, real estate projects to support your networking activities, organise meetings and prepare your show
- MIPIM Guide: the who's who of the real estate industry

Reed MIDEM reserves the right to list or to modify this information if this section is incorrect/not completed

a. Please specify in which countries you wish to develop your business (please tick appropriate box(es)).

Americas	Asia Pacific	Central & Eastern Europe	Middle East and Africa	Western Europe
<input type="checkbox"/> Argentina	<input type="checkbox"/> Australia/ New Zealand	<input type="checkbox"/> Baltic countries	<input type="checkbox"/> Egypt	<input type="checkbox"/> Austria
<input type="checkbox"/> Brazil	<input type="checkbox"/> China	<input type="checkbox"/> Bulgaria	<input type="checkbox"/> Morocco	<input type="checkbox"/> Belgium
<input type="checkbox"/> Canada	<input type="checkbox"/> Hong Kong	<input type="checkbox"/> Croatia, Slovenia	<input type="checkbox"/> Saudi Arabia	<input type="checkbox"/> Finland
<input type="checkbox"/> Chile	<input type="checkbox"/> India	<input type="checkbox"/> Czech Republic	<input type="checkbox"/> South Africa	<input type="checkbox"/> France
<input type="checkbox"/> Mexico	<input type="checkbox"/> Indonesia	<input type="checkbox"/> Poland	<input type="checkbox"/> Tunisia	<input type="checkbox"/> Germany
<input type="checkbox"/> USA	<input type="checkbox"/> Japan	<input type="checkbox"/> Romania	<input type="checkbox"/> Turkey	<input type="checkbox"/> Greece
<input type="checkbox"/> Other Latin America	<input type="checkbox"/> Malaysia	<input type="checkbox"/> Russia	<input type="checkbox"/> U.A.E.	<input type="checkbox"/> Ireland
	<input type="checkbox"/> Singapore	<input type="checkbox"/> Serbia, Balkan countries	<input type="checkbox"/> Other Africa	<input type="checkbox"/> Italy
	<input type="checkbox"/> South Korea	<input type="checkbox"/> Slovakia	<input type="checkbox"/> Other Middle East	<input type="checkbox"/> Luxembourg
	<input type="checkbox"/> Thailand	<input type="checkbox"/> Ukraine		<input type="checkbox"/> Netherlands
	<input type="checkbox"/> Vietnam	<input type="checkbox"/> Other Central & Eastern Europe		<input type="checkbox"/> Portugal
	<input type="checkbox"/> Other Asia			<input type="checkbox"/> Scandinavia
				<input type="checkbox"/> Spain
				<input type="checkbox"/> Switzerland
				<input type="checkbox"/> UK
				<input type="checkbox"/> Other Western Europe

b. Your main business field: from the following list, please tick the box which corresponds to your company's main business field (please tick only one box).

<input type="checkbox"/> 10 INVESTORS & FINANCIAL INSTITUTIONS	<input type="checkbox"/> 30 LOCAL & PUBLIC AUTHORITIES	<input type="checkbox"/> 43 BUSINESS SERVICES
<input type="checkbox"/> 21 HOTEL GROUPS	<input type="checkbox"/> 40 DEVELOPERS	<input type="checkbox"/> 44 SERVICE PROVIDERS/SUPPLIERS
<input type="checkbox"/> 22 RETAILERS	<input type="checkbox"/> 41 OPERATORS	<input type="checkbox"/> 45 ASSOCIATIONS & ACADEMICS
<input type="checkbox"/> 23 CORPORATE END-USERS/OCCUPIERS	<input type="checkbox"/> 42 ARCHITECTS & PLANNERS	

*Mandatory. Listed in the Guide
 **Mandatory. Not listed in the Guide.

10 - INVESTORS & FINANCIAL INSTITUTIONS

Please specify your activity

- | | | | |
|------------------------------|--|------------------------------|---|
| <input type="checkbox"/> 100 | Asset management company (third party) | <input type="checkbox"/> 105 | Investment company |
| <input type="checkbox"/> 101 | Bank | <input type="checkbox"/> 106 | Investor & Developer |
| <input type="checkbox"/> 102 | Closed-ended fund (ie: private equity, hedge fund) | <input type="checkbox"/> 107 | Open-ended fund |
| <input type="checkbox"/> 103 | HNWI, Family office, Private Investor | <input type="checkbox"/> 108 | Pension fund / Sovereign Wealth Fund |
| <input type="checkbox"/> 104 | Insurance company | <input type="checkbox"/> 109 | Real estate Investment trust (REIT, SIIC, SICAFI, SIIQ) |

Please specify which real estate sector you invest in

- | | | | | | |
|-----------------------------|---------------------------------------|------------------------------|--|------------------------------|---------------------------------|
| <input type="checkbox"/> A1 | Car parks | <input type="checkbox"/> A6 | Infrastructure / Public / & Private Partnerships | <input type="checkbox"/> A11 | Offices |
| <input type="checkbox"/> A2 | Entertainment / Leisure / Theme Parks | <input type="checkbox"/> A7 | Land | <input type="checkbox"/> A12 | Residential |
| <input type="checkbox"/> A3 | High street retail | <input type="checkbox"/> A8 | Mall / Shopping Centre | <input type="checkbox"/> A13 | Retail Park / Factory Outlet |
| <input type="checkbox"/> A4 | Hospitality | <input type="checkbox"/> A9 | Medical / Healthcare | <input type="checkbox"/> A14 | Social Housing |
| <input type="checkbox"/> A5 | Industrial | <input type="checkbox"/> A10 | Mixed Use | <input type="checkbox"/> A15 | Storage / Warehouse / Logistics |

Please specify your way of investment

- | | | | |
|-----------------------------|--|-----------------------------|--|
| <input type="checkbox"/> B1 | Direct investment (In real estate projects/products) | <input type="checkbox"/> B2 | Indirect investment (In funds and companies) |
|-----------------------------|--|-----------------------------|--|

21 - HOTEL GROUPS

- | | |
|------------------------------|----------------|
| <input type="checkbox"/> 210 | Hotel operator |
|------------------------------|----------------|

22 - RETAILERS

- | | | | | | |
|------------------------------|---------------------------|------------------------------|---------------------------|------------------------------|-------------------|
| <input type="checkbox"/> 220 | Individual retail company | <input type="checkbox"/> 221 | Group of retail companies | <input type="checkbox"/> 222 | Master franchisee |
|------------------------------|---------------------------|------------------------------|---------------------------|------------------------------|-------------------|

23 - CORPORATE END-USERS / OCCUPIERS

- | | | | | | |
|------------------------------|--------------------|------------------------------|--------------------------------------|------------------------------|----------------------------|
| <input type="checkbox"/> 230 | Consumer Goods | <input type="checkbox"/> 234 | Industrial Goods | <input type="checkbox"/> 238 | Publishing/Press |
| <input type="checkbox"/> 231 | Energy/Chemicals | <input type="checkbox"/> 235 | Media & Entertainment | <input type="checkbox"/> 239 | Technology & Communication |
| <input type="checkbox"/> 232 | Financial Services | <input type="checkbox"/> 236 | Others | <input type="checkbox"/> 240 | Travel & Tourism |
| <input type="checkbox"/> 233 | Health Care | <input type="checkbox"/> 237 | Public Services - Public Authorities | <input type="checkbox"/> 241 | University & Knowledge |

30 - LOCAL & PUBLIC AUTHORITIES

- | | | | |
|------------------------------|-------------------------------------|------------------------------|---|
| <input type="checkbox"/> 300 | City/Metropolitan area | <input type="checkbox"/> 302 | Other local/regional/government authority |
| <input type="checkbox"/> 301 | Public promotion/Development agency | <input type="checkbox"/> 303 | Other public authority (Joint ventures, free trade zone...) |

40 - DEVELOPERS

- | | | |
|--|---|---|
| <input type="checkbox"/> 400 Car park developer | <input type="checkbox"/> 403 Industry Developer | <input type="checkbox"/> 406 Residential Developer |
| <input type="checkbox"/> 401 Entertainment/Leisure/Theme parks developer | <input type="checkbox"/> 404 Mall/Shopping center developer | <input type="checkbox"/> 407 Retail park/Factory outlet developer |
| <input type="checkbox"/> 402 Hotel developer | <input type="checkbox"/> 405 Office Developer | <input type="checkbox"/> 408 Storage/Logistics developer |

Please specify if you are also an Investor

- F1 Investor & developer

41 - OPERATORS

- | | |
|---|---|
| <input type="checkbox"/> 410 Airport/Railway station/Harbour operator | <input type="checkbox"/> 412 Storage/Logistics operator |
| <input type="checkbox"/> 411 Entertainment/Leisure/Theme parks operator | <input type="checkbox"/> 413 Business centre operator |

42 - ARCHITECTS & PLANNERS

- | | |
|---|---|
| <input type="checkbox"/> 420 Architect/Designer | <input type="checkbox"/> 421 Private master planner |
|---|---|

43 - BUSINESS SERVICES

- | | | |
|--|---|--|
| <input type="checkbox"/> 430 Accountant & Audit/Notary/Tax adviser | <input type="checkbox"/> 433 Investment adviser/Agent | <input type="checkbox"/> 436 Online data provider |
| <input type="checkbox"/> 431 Bank (credit provider) | <input type="checkbox"/> 434 Law firm | <input type="checkbox"/> 437 Property management company |
| <input type="checkbox"/> 432 Consulting firm | <input type="checkbox"/> 435 Occupation adviser/Agent | <input type="checkbox"/> 438 Research Institute |

44 - SERVICE PROVIDERS/SUPPLIERS

- | | |
|--|--|
| <input type="checkbox"/> 440 Construction company | <input type="checkbox"/> 445 Interior architect/Designer/Consultant |
| <input type="checkbox"/> 441 Engineering firm/Surveyor | <input type="checkbox"/> 446 Marketing/Advertising/Multichannel/Digital/PR company |
| <input type="checkbox"/> 442 Entertainment/Leisure/Culture | <input type="checkbox"/> 447 Other service providers/suppliers |
| <input type="checkbox"/> 443 Facilities management | <input type="checkbox"/> 448 Utilities |
| <input type="checkbox"/> 444 HR/Recruitment consultant | |

45 - ASSOCIATIONS & ACADEMICS

- | | |
|---|---|
| <input type="checkbox"/> 450 Federation/Association | <input type="checkbox"/> 451 University / Academics |
|---|---|

6 LIST OF PARTICIPANTS FOR THE MIPIM GUIDE & MIPIM ONLINE DATABASE

Company and delegates will be listed in the Guide and on the MIPIM Online Database (DEADLINE FOR LISTING IN THE GUIDE IS 28th JANUARY 2019).

PARTICIPANT NR. 1:

Without an email address participants will NOT be able to receive their activation email, connect directly to the online database or receive their e-ticket. Email addresses are not listed in the Guide and can be hidden on the Online Database (see below). Personal Data collected by Reed MIDEM is used to fulfill request for registration and promote our tradeshows. You may access, update or refuse for this data to be used by contacting us at: contact.cnll@reedmidem.com

Participant: Mr Mrs Ms

SURNAME*

Maiden Name (If relevant)

First Name*

Job Title*

Work Email**

INDIVIDUAL EMAIL ADDRESS IS REQUIRED.

I do not wish my email to appear on the Online Database

Specify your Job Function

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> 1 Asset management | <input type="checkbox"/> 5 Education | <input type="checkbox"/> 9 Information technology | <input type="checkbox"/> 13 Research/Consulting |
| <input type="checkbox"/> 2 Corporate management | <input type="checkbox"/> 6 Human Resources | <input type="checkbox"/> 10 Legal | <input type="checkbox"/> 14 Leasing |
| <input type="checkbox"/> 3 Architecture/design | <input type="checkbox"/> 7 Finance/Accounting | <input type="checkbox"/> 11 Marketing/Communication | <input type="checkbox"/> 15 Operation Management |
| <input type="checkbox"/> 4 Business development | <input type="checkbox"/> 8 Investment/Acquisition | <input type="checkbox"/> 12 Portfolio & Fund Management | <input type="checkbox"/> 16 Other |

Specify your Real Estate sector

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> 1 Entertainment/leisure/Theme Parks | <input type="checkbox"/> 5 Land | <input type="checkbox"/> 9 Other | <input type="checkbox"/> 13 Storage/Warehouse/Logistics |
| <input type="checkbox"/> 2 Hospitality | <input type="checkbox"/> 6 Medical/Healthcare | <input type="checkbox"/> 10 Residential | <input type="checkbox"/> 14 Student housing |
| <input type="checkbox"/> 3 Industrial | <input type="checkbox"/> 7 Mixed use | <input type="checkbox"/> 11 Retail | |
| <input type="checkbox"/> 4 Infrastructure/Public& Private partnership | <input type="checkbox"/> 8 Offices | <input type="checkbox"/> 12 Social housing | |

*Mandatory. Listed in the Guide

**Mandatory. Not listed in the Guide.

6 LIST OF PARTICIPANTS FOR THE MIPIM GUIDE & MIPIM ONLINE DATABASE

Company and delegates will be listed in the Guide and on the MIPIM Online Database (DEADLINE FOR LISTING IN THE GUIDE IS 28th JANUARY 2019).

PARTICIPANT NR. 2:

Without an email address participants will NOT be able to receive their activation email, connect directly to the online database or receive their e-ticket. Email addresses are not listed in the Guide and can be hidden on the Online Database (see below). Personal Data collected by Reed MIDEM is used to fulfill request for registration and promote our tradeshows. You may access, update or refuse for this data to be used by contacting us at: contact.cnil@reedmidem.com

Participant: Mr Mrs Ms

SURNAME* _____
 Maiden Name (if relevant) _____
 First Name* _____
 Job Title* _____
 Work Email** _____

INDIVIDUAL EMAIL ADDRESS IS REQUIRED.

I do not wish my email to appear on the Online Database

Specify your Job Function

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> 1 Asset management | <input type="checkbox"/> 5 Education | <input type="checkbox"/> 9 Information technology | <input type="checkbox"/> 13 Research/Consulting |
| <input type="checkbox"/> 2 Corporate management | <input type="checkbox"/> 6 Human Resources | <input type="checkbox"/> 10 Legal | <input type="checkbox"/> 14 Leasing |
| <input type="checkbox"/> 3 Architecture/design | <input type="checkbox"/> 7 Finance/Accounting | <input type="checkbox"/> 11 Marketing/Communication | <input type="checkbox"/> 15 Operation Management |
| <input type="checkbox"/> 4 Business development | <input type="checkbox"/> 8 Investment/Acquisition | <input type="checkbox"/> 12 Portfolio & Fund Management | <input type="checkbox"/> 16 Other |

Specify your Real Estate sector

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> 1 Entertainment/leisure/Theme Parks | <input type="checkbox"/> 5 Land | <input type="checkbox"/> 9 Other | <input type="checkbox"/> 13 Storage/Warehouse/Logistics |
| <input type="checkbox"/> 2 Hospitality | <input type="checkbox"/> 6 Medical/Healthcare | <input type="checkbox"/> 10 Residential | <input type="checkbox"/> 14 Student housing |
| <input type="checkbox"/> 3 Industrial | <input type="checkbox"/> 7 Mixed use | <input type="checkbox"/> 11 Retail | |
| <input type="checkbox"/> 4 Infrastructure/Public& Private partnership | <input type="checkbox"/> 8 Offices | <input type="checkbox"/> 12 Social housing | |

*Mandatory. Listed in the Guide
 **Mandatory. Not listed in the Guide.



7 REGISTRATION FEE

La registrazione a Club Italia - MIPIM 2019 è personale e non rimborsabile. In caso sia necessario, si potrà sostituire il nominativo del partecipante fino al 28 gennaio 2019.

L'importo di iscrizione è di € 1.500 (IVA Esclusa*) a persona.

Questa tariffa include – oltre ai servizi forniti da CLUB ITALIA elencati a pagina 1 di questo documento – l'accesso alle aree di MIPIM, conferenze, eventi di networking e business lounge. Include inoltre l'inserimento dell'azienda e relativi rappresentanti all'interno del catalogo cartaceo di MIPIM (deadline per l'inserimento il 28 Gennaio 2019), e accesso al Database Online di MIPIM.

*+22% IVA

8 REGISTRATION CLAUSE

- 1 I Badges personali si ritirano in loco a Mipim presentando un documento di identità
- 2 Solo i nominativi delle persone accreditate dell'azienda partecipante, per le quali è stata richiesto l'accredito entro il 28 gennaio 2019, figureranno sul catalogo cartaceo di MIPIM.
- 3 Le aziende partecipanti possono accreditare unicamente impiegati a tempo pieno nello stesso ufficio e paese. Documenti aggiuntivi potrebbero essere richiesti con la firma del legale rappresentante dell'azienda partecipante. Se l'azienda partecipante dovesse accreditare persone che non soddisfano i requisiti sopracitati, verrà richiesto di saldare la tariffa in vigore, a prezzo intero.
- 4 Se il partecipante dovesse perdere il proprio badge, Reed MIDEM addebiterà € 100 (+10% IVA) per il duplicato.

PAGAMENTO:

(INSERIRE L'IMPORTO TOTALE, IVA INCLUSA, NEL CAMPO "SALDO DOVUTO" SOTTOSTANTE)

BALANCE DUE € |_|_|_|_|_|_|_|_|



CLUB ITALIA 2019 – MODALITÀ DI PAGAMENTO

TERMINI DI PAGAMENTO:

Questo contratto di partecipazione deve essere accompagnato dal pagamento. In assenza del corrispondente pagamento, questo contratto decadrà automaticamente, sebbene il firmatario rimanga debitore dell'importo dovuto. Inoltre eventuali richieste di alloggio e il processo di inserimento nel catalogo cartaceo non verranno processati fino al ricevimento del pagamento. I dettagli sulle modalità di pagamento sono specificati di seguito.

MODALITÀ DI PAGAMENTO:

MEDIANTE BONIFICO BANCARIO

Il bonifico bancario deve essere effettuato nel rispetto delle seguenti indicazioni: "Pagamento senza costi per il beneficiario" e accompagnato dalla ragione sociale dell'azienda, la causale "CLUB ITALIA A MIPM 2019" e il numero della relativa fattura. Si prega di inoltrare a Mipim Italia la copia del pagamento per facilitarne l'identificazione e semplificare le procedure di registrazione.

MIPIM ITALIA

Bees Communication
Via San Vitale, 88 – 40125 Bologna
PIVA: 032 18451 205

RIFERIMENTI BANCARI

UNICREDIT BANCA Via Rizzoli Bologna
IT 85 Q 02008 02480 000102148519
SWIFT UNCRITM10M0

DICHIARAZIONE DI ACCETTAZIONE:

The undersigned acknowledges that he/she has read the Rules related to MIPIM («Rules») which are printed hereafter and undertakes on his/her own behalf and on behalf of his/her organization to comply with the Rules. He/she confirms that he/she has duly informed the appropriate personnel or representatives of his/her organization that their personal data is being processed according to Article 22 of the Rules and of their rights in connection therein and has obtained each of such personnel or representative's consent to provide such personal data. In particular, he/she acknowledges and accepts that personal data is accessible to participants or partners that may be located in countries or territories outside of the European Economic Area even where the country or territory in question may not provide a sufficient level of protection equivalent to that within the European Economic Area. His/her's organization hereby indemnifies Reed MIDEM against any and all liabilities, costs, expenses, damages and losses (including but not limited to all interest, penalties and legal costs and all other reasonable professional costs and expenses) suffered or incurred by Reed MIDEM arising out of or in connection with Reed MIDEM's use of said data as permitted by the Rules. Finally, the undersigned represents and warrants that he/she is duly authorized by his/her organization to enter into this Contract and bind it by the Rules and agrees that he/she shall be personally bound and liable pursuant to the Rules in the event such authority to bind his/her company does not actually exist. The Rules shall form part of this Contract between your organization and Reed MIDEM and all of the terms and conditions of the Rules are incorporated herein.

*Mandatory. Listed in the Guide

**Mandatory. Not listed in the Guide.

provisions to cover such matters and any matters not otherwise dealt with by the general regulations governing commercial events which are posted on the www.unimev.fr website. These Rules shall prevail over any other terms that Participants may seek to impose or incorporate, or which are implied by trade, custom, practice or course of dealing. In the event of a discrepancy between the French and any other translated versions of the Regulations, the French version shall prevail.

4. Postponement or cancellation of events

Until the date on which registration closes, Participants shall assume all risks associated with the non-occurrence of the event and, in particular, they alone shall bear costs they may have chosen to incur in anticipation of the event.

However, in the case of cancellation of the event, Participants may be refunded any amounts paid prior to the cancellation. In the case of cancellation because of a force majeure event,, Participants shall be refunded an amount equal to sums already paid, less direct costs incurred by the Organiser relative to the organisation of the event.

A "force majeure event" means any health, climatic, economic, political or social situation, at the local, national or international level, that:

- is not reasonably foreseeable at the time the event is advertised to Participants;
- is beyond the Organiser's control; and
- makes it impossible to hold the event or creates risks of disturbances that may seriously affect the organisation and proper functioning of the event or the safety of property and persons.

If the event is postponed, the amount of the deposit or participation fee paid by Participant shall be carried over in view of their participation in the new event.

ADMISSION TO EVENTS

5. Admission requirements

Persons under the age of 18 may not be admitted to the event, except with the Organizer's prior written authorization.

The Organizer reserves the right to refuse entry to or to have expelled, temporarily or permanently, any Participant whose presence, conduct or behavior threatens the image, peace or safety of the event and/or of the other Participants and/or of the Organizer and/or the integrity of the site. In such case, the Participant shall be reimbursed the share of sums already paid applicable to the remaining period of the event for which the Participant has been so expelled and such refund shall be such Participant's sole and exclusive remedy in respect of such expulsion. To gain admission to the event Participants must show an admission pass, which the Organiser shall issue free of charge or for consideration in accordance with its own procedures. The distribution, reproduction or sale of admission passes in order for any person other than the Participant to derive a profit therefrom is strictly forbidden and may be liable to prosecution.

Due to the international nature of the event, Participants shall:

- Ensure that their participation is neutral in terms of political, ideological or religious expression;
- Not create disturbances (visual, auidial, olfactory or of any other nature) to the organisation of the event, the other Participants, whether or not in neighbouring stands, or the

public, either at their stand, in the advertising space assigned to them within the venue or in the vicinity of the event.

Otherwise, the Organiser reserves the right to impose penalties, including refusing admission to the event.

6. Accreditation of Participants' employees

Participants may accredit only their full-time employees from a single establishment, in a single country. The Organiser may at any time request documentary evidence thereof.

In the event a Participant accredits any person who does not meet the foregoing requirements, they shall be required to pay the registration fee applicable to visitors, as specified in the participation contract.

7. Advertising

The Organiser reserves the exclusive right to post advertising and other marketing materials and operate promotions in the venue where the event is held and in the immediate surrounding area.

All forms of advertising are strictly forbidden, with the exception of advertising that uses the media defined below, the advertising spaces that the Organiser assigns and the advertising materials displayed within the Exhibitor's stand. In the event of non-compliance with these requirements, the Organiser may remove such advertising at any time without prior notice.

Participants shall not in any form whatsoever display products or services or advertise companies or businesses that are not participants, without the Organiser's prior written authorisation.

Furthermore, the distribution of leaflets, brochures, flyers or documents of any type for promotional or any other purposes is strictly limited within the event venue and the immediate surrounding area and is subject to the Organiser's prior authorisation. Participants shall not, in any manner whatsoever, advertise any practitioner or establishment that is a member of a regulated profession for which the national and official organisation that represents the profession prohibits advertising.

8. Sponsoring

Certain of the Organiser's events may be sponsored by Participants pursuant to the terms and conditions set forth in the relevant participation contract which specifies the characteristics of the event. Unless otherwise stated, such sponsorships are non-exclusive.

In the event that more than one Participant sponsors the same event, the Organiser shall promote the Participants in proportion to their respective contributions. The Organiser reserves the right in its absolute discretion to modify the characteristics of the event or to require the Participants to modify the materials intended to be distributed, in particular due to legal requirements and/or for reasons related to the general organisation of the event and/or, more broadly, in the interest of all Participants.

9. Photography and filming (audio and video)

The Organiser may prohibit the taking of photographs and/or the making of audio and video recordings by Participants who have not received accreditation from the Organiser for such purpose. Only photographers / cameramen who have received

*Mandatory. Listed in the Guide

**Mandatory. Not listed in the Guide.

written authorisation from the Organiser for such purpose shall be allowed to operate within the event venue. A copy of their photographic prints and/or audio and video recordings shall be provided to the Organiser upon request.

Unless Participants expressly refuse consent in advance, Participants authorise, free of charge, the Organiser and its partners to photograph and/or record the voice and image of the Participant(s), the stands or specific articles displayed within stands, and to communicate to the public, in the whole world, such photos and/or recordings, which may be presented (in particular in the form of live or delayed broadcasting), reproduced without limit as to the number of reproductions and published, in the whole world, for a period of five (5) years, in any format (in particular, downloadable formats, including MP3, podcasts and webcasts), using any method or process known or unknown at this time, in whole or in part, on all tangible or intangible media known or unknown at this time, including but not limited to paper, optical, analogue and digital media (CDs, DVDs, etc.), or over an electronic network (the internet and, in particular, the websites of the organizer and its partners), and on any other promotional or marketing tool it may use for information or promotional purposes, unless Participants communicate their opposition in writing in advance.

10. Unfair competition and parasitic business practices

Participants formally undertake not to engage in activities that are identical or similar to those conducted in the event venue, the immediate surrounding area or in any other exhibition area that the organizer may designate, in particular, in places such as hotels or other sites external to said event, during the period of the event.

Accordingly, Participants in particular undertake not to directly or indirectly draw any other Participant away from any exhibition area for the purpose of presenting any of its products and/or services that are within the scope of the event.

The organizer reserves the right to have any breach of this provision evidenced by any witness sworn officer, to have the relevant Participant pay the costs associated therewith and to initiate any legal action enabling it to assert its rights.

11. Accommodation

The organizer may enter into agreements with hotels and estate agents in the location of the event and the surrounding area in order to assist Participants to the extent possible and under the best possible conditions, in finding accommodation. However, this does not constitute an endorsement from the organizer of any particular accommodation provider or obligation on the part of the organizer and the organizer shall not be liable with respect to hotel reservations and/or accommodations selected.

FINANCIAL TERMS AND CONDITIONS APPLICABLE TO PARTICIPATION

17. Price and payment procedures

The participation fee and ancillary costs payable by the Participant (i) and the payment procedures and time periods (ii) are specified by the organizer in the relevant participation contract. Depending on the signature date of the participation contract, the first payment shall be equal to amounts already due on the relevant date.

The organizer does not apply any commercial discount, rebate or reduction policies, and Participants shall not be granted any discount in the event of payment before the due date.

An additional invoice shall be issued for any service Participants may order that is not specified in the relevant participation contract.

18. Late payment or non-payment

In accordance with Article L. 441.6 of the French Commercial Code (Code de Commerce), in the event of late payment, the Participant shall be liable for late payment penalties calculated at three (3) times the legal interest rate, as from the day following the payment date shown in the participation contract and on the invoice and of a flat compensation for recovery costs in the amount of 40 euros, it being specified that if the exposed recovery costs are superior to 40 euros, the Organizer may ask for supplementary compensation, with justificatory documents. This provision shall not be deemed a grant of an extension of time to make payment.

A Participant's failure to comply with the "Price and payment procedures" clause shall automatically cause the amount of the participation fee to become immediately due and payable and/or shall entitle the Organizer to suspend performance of services, in particular access to the online community and/or the event, and/or to reassign the stand's location to another Participant. If and when the issue giving rise to the suspension has been resolved, at the Organizer's discretion, the Participant may be offered a substitute alternative solution.

Failure to pay the price in full shall preclude the Participant from registering for any future event of the Organizer.

19. Cancellation of participation

Participants shall have no right to withdraw from, cancel or otherwise terminate a participation contract for any reason whatsoever, such participation contract being final and irrevocable.

The entire amount of the participation fee shall be owed in the following cases:

- The Exhibitor is not present at its stand 24 hours before the beginning of the event, for any reason whatsoever. The organizer may deem such default a cancellation of the Exhibitor's participation and shall be free to make other arrangements with respect to the stand's location, in which case the Exhibitor shall not be entitled to claim any refund or compensation;
- The Participant purports to cancel its reservation on any date whatsoever and for any reason whatsoever; or
- At the time of its registration, the Participant provides information that is false, erroneous or becomes inaccurate and, as a result thereof, it is refused admission to the event;

This clause 19 shall not apply upon the occurrence of a force majeure event, as defined by Article 1148 of the French Civil Code (Code Civil) which, if proved, shall entitle the Exhibitor to a refund of all amounts paid.

INTELLECTUAL PROPERTY

20. Intellectual property

The Participant warrants the Organizer that it or its licensors own all intellectual property rights in and to the content defined below and in the materials exhibited, or that it holds the authorizations necessary to display and/or distribute them in connection with the event.

To ensure the complete transparency of the event, at the Organizer's request, the Participant shall provide all catalogues

*Mandatory. Listed in the Guide

**Mandatory. Not listed in the Guide.

and/or brochures, or the media containing them, related to the products and rights it offers.

The Participant shall inform the Organizer in writing if it plans to broadcast music at its stand and/or assigned location and/or in its advertising space, and shall file all required reports, in particular (but without limitation), with the SACEM (the French, Performing Rights Society) and/or other, relevant regulatory body and make the payments associated therewith.

The Participant shall indemnify and hold the Organizer harmless in the event of any recourse on the grounds of non-compliance with these obligations contained in this clause.

21. organizer's media and content

During the event, the organizer shall provide the Participants with media such as printed supports, databases, websites and all other supports specific to the event (hereinafter, the "organizer's Media" or "Media"). The Organizer is the owner and publisher of this Media which it publishes and distributes, with the exception of the content published by Participants via the online community that the organizer hosts. This Media is protected and the Participant shall therefore not use it in any manner whatsoever without the organizer's prior written agreement.

- Organizer's Media and Content provided to Participants
Participants acknowledge and agree that all texts, videos, images, data bases, distinctive signs, data, IT applications and/or functionalities published in the Organizer's Media, with the exception of those submitted by Participants (hereinafter, the "Content"), are the property of the Organizer and/or third parties.

Participants shall in no event reproduce, modify, delete, distribute, grant and/or use the Content, in whole or in part, and in any manner whatsoever, without the prior written agreement of the Organizer, its licensors and/or the relevant right holders. Otherwise, Participants risk being liable or being held liable.

- organizer's Media and Content provided by Participants

The Participant authorizes the organizer to reproduce and use its own content, for the time period during which the organizer's Media is distributed, free of charge and in the whole world.

The Participant shall be solely liable for the information and documents that it provides and that are published and distributed via the organizer's Media. The Participant may not hold the organizer liable, including in the event of an error and/or omission, in particular if due to erroneous or incomplete information provided by the Participant. Furthermore, the Participant shall ensure that it holds all necessary authorizations and, failing this, shall hold the Organizer harmless in the event of any recourse.

- Placing advertising on the Organizer's Media

The Organizer shall determine the advertising spaces available on its Media and has a right to control all advertising distributed thereon in order to ensure compliance with applicable laws and protect the interests of the event and/or the Participants. In particular, the Organizer may delete any statements that may directly or indirectly draw any Participant away from the event venue, offend the public, present false or misleading information or promote unlawful or regulated activities, services or products, as well as any unlawful statement or image.

Any authorized advertorial-type advertising within the Event venue must carry the banner "PUBLICITÉ / ADVERTISEMENT".

The Organizer may refuse to publish the text or advertisement at issue, in which case the Participant shall be reimbursed the price of the advertising space, to the exclusion of any other expenses, less sums incurred by the Organizer before it discovers the unlawful nature of the publication. In the specific situation where a Participant has placed an order for advertising on the Organizer's Media but fails to provide the Organizer with the information and documents necessary for publication in a timely manner, the Organizer reserves the right to make other arrangements with respect to such advertising space, in particular to publish the statement "Space reserved by ...", followed by the Participant's name. In such case, the Participant shall not be entitled to claim a refund of the price of its order or any compensation. The documents used to publish advertising shall be returned to the Participant or its representative only upon request. The Organizer is required to keep such documents for one (1) year only, and may destroy them after such period.

DATA PROTECTION

22. Collection and use of data

The Organizer collects participants' personal data by the present document or during participation of the event (attended places or events, services operated). This data is processed electronically by the Organizer for the purposes of managing and publishing its participants' data file, to carry out its obligations and promoting its activity. Such data processing is reported to the French National Data Protection Authority (Commission Nationale Informatique et Libertés or CNIL). This data may be transmitted to recipients, some of whom are located outside the European Economic Area.

This personal data can be:

- integrated into the online database available to Participants to enable them to prepare the event, promote their business and schedule their business appointments within the event. In this respect, Participants undertake not to use the data for any other purposes. The Organizer reserves the right to stop by any means any disturbance caused by any forbidden use of personal data.
- communicated to third parties that have entered into contracts with the Organizer or companies belonging to the same group, in particular the companies of the RELX group, service providers and partners of the Organizer, who can be located all over the world
- communicated to Participants, such as speakers, sponsors, exhibitors, who can be located all over the world to carry out commercial prospecting.
- used on all distribution and promotional media in connection with the relevant event including over the internet. Participants may exercise their right to access, correct and oppose the use of their personal data by writing to the following email address: contact.cnil@reedmidem.com.

INSURANCE AND LIABILITY

23. Insurance

Participants shall take out all insurance policies necessary for their participation in the event. The Organizer declines all liability in this regard, in particular for the loss or theft of personal property. The Organizer has taken out, on behalf of the

*Mandatory. Listed in the Guide

**Mandatory. Not listed in the Guide.

Exhibitors only, an insurance policy that covers, at no expense to them, the following risks only:

- Civil liability to third parties;
- All other risks to property exhibited, including the fittings and decorations of the stand.

The detailed terms and conditions of the aforementioned insurance covers, in particular cover limits, excess amounts and applicable exclusions, are set forth in the applicable insurance policies, a copy of which will be provided to Exhibitors if they request it from the Organiser. A summary of these terms and conditions can also be found in the section of the Exhibitors' Technical Manual entitled "Insurance".

Exhibitors are responsible for verifying that these terms and conditions are appropriate in light of the scope of the risks covered and the value of property exhibited, including the fittings and decorations of the stand. If not, Exhibitors shall take out additional insurance policies.

The Organiser shall in no event be liable for any claim for which Exhibitors may be liable or any loss Exhibitors may incur in the event of inadequate insurance cover.

24. Liability of the Organiser

The Organiser shall not be liable for any direct or indirect losses that Participants may sustain (of whatever nature, including but not limited to loss of use and business losses) for any reason whatsoever and in particular a cancellation or a postponement of the event, with the exception of fraud, bodily injury and death due to the proven negligence of the Organiser. The Organiser only owes the Participant a reasonable endeavours obligation.

MISCELLANEOUS

25. Sanctions

Depending on the circumstances, the Organiser reserves the right to take the following actions, without the Participant being entitled to claim any compensation:

- Unilaterally and automatically terminate the participation contract in the event of the Participant's partial or total non-performance of the provisions of these Rules, the Exhibitors' Technical Manual, the relevant participation contract and/or the insurance policies that the Organiser has taken out on behalf of the Exhibitors;
- Order the immediate closure and then the taking down of the stand and/or assigned location and/or the immediate expulsion of the Participant from the event venue;
- Prohibit the Participant from participating in the event for two (2) full consecutive years;

Per ulteriori informazioni contattare:

Mipim Italy

Bees Communication, Bologna

Tel. +39 19986650

info@beescommunication.it

mipim@beescommunication.it

- Suspend access to the database at any time, without compensation;
- Require the Participant to comply with a court decision that makes a finding of infringement.

These sanctions may be imposed without prejudice to legal action the Organiser may initiate to assert its rights and claim damages on the grounds of the Participant's breach of contract. The Participant shall be liable for expenses incurred in connection with the Organiser's actions to enforce the terms of these Rules and/or the Contract Documents against the Participant (in particular, bailiff's costs, costs associated with taking down the stand, etc.).

26. Validity

In the event any of the above provisions is held to be void or unenforceable, such provision shall be severed from the agreement without affecting the validity of the other provisions of these Rules.

27. Compliance with Laws

The Participant shall comply with all laws relevant to its rights and obligations under these Rules and/or the relevant participation contract and relevant to the event. Bribery and any other form of unethical business practice are prohibited in relation to the event. All business transactions in relation to the event shall be accurately and completely recorded in accordance with applicable laws. The Participant shall not in connection with the event accept gifts or inducements of any kind nor give or offer to give any person, an inducement or gift of any kind that could be perceived by others to be a bribe.

28. Governing law and jurisdiction

These Rules and the participation contract, which are a contract of adhesion, the insurance policies that the Organiser has taken out on behalf of the Exhibitors and the Exhibitors' Technical Manual are governed by French law.

The French versions thereof, which the Participant acknowledges it has read (and which are available on the event's website and/or upon written request from the Organiser) are the only versions binding the parties, which the parties expressly acknowledge. The parties undertake to seek an amicable resolution with the possibility of using a mediator. THE PARTIES EXPRESSLY AGREE THAT IN THE EVENT OF A DISPUTE CONCERNING THE VALIDITY, INTERPRETATION OR PERFORMANCE OF THE ABOVE PROVISIONS, THE COURTS OF PARIS SHALL HAVE EXCLUSIVE JURISDICTION TO HEAR SUCH DISPUTE

*Mandatory. Listed in the Guide

**Mandatory. Not listed in the Guide.