

Conditions for accessing and using the "B2B Portal" Service

In order to access and use the Service named "**B2B Portal**", the User must accept the Terms of Use of the Service shown below.

The User shall accept the relevant section of the web page upon first access to the Service.

Terms of use of the " B2B Portal " service.

1 – Definitions

Within the scope of these Terms of Use, the following definitions apply for all purposes:

- **Fiera Milano S.p.A.** (hereinafter, also referred to as "FM"): is the legal entity (with registered office in - Piazzale Carlo Magno 1 20149 Milan), which manages the "**B2B Portal**" Service (hereinafter referred to as the "Service");
- **Exhibitor**: is the subject (natural or legal person, public administration, body or association) authorized to exhibit at the event organized by or at FM and to take advantage of the related services also on-line, following acceptance of the related application for admission by FM or the Organiser of the event;
- **Visitor**: a person admitted to take part in the event organized by or at FM and to use the relative services, including online, following a pre-registration or the purchase of an entry ticket provided by the event Organizer;
- **Portal**: is the reserved area accessible on the web address of the event dedicated to the supply for the Users of the Service to which these Terms of Use refer;
- **User**: is the natural person who, as a contact person designated by the Exhibitor or Buyer, is the assignee of the credentials received during registration to access the Portal and use the Service, in the name and on behalf of such Exhibitor or Buyer of reference;
- **Credentials**: these are the electronic keys or IT authentication credentials associated with each User and used to access the Portal and use the Service.

2 - Scope of the Service

These Conditions regard and regulate the access to and use of the "B2B Portal" Service.

FM reserves the right to unilaterally amend these Conditions at any time. Any changes will be published on the Portal so that they are visible to users. The subsequent use of the Service by the User will be considered as acceptance of these Conditions, including any amendments or updates.

3 - Description of the Service

Requirements for the operation of the Application

To use the Application, the user must first register for the service using a specific Fiera ID username and password.

How to use the Application

The service allows any user who logs in with a Fiera ID to access the functionalities made available by Fiera Milano for each type of portal:

Exhibitor Portal: in this portal, exhibitors will be able to control and design their own exhibition experience and stand from registration to the post-event stage.

Stand Builder Portal: this portal dedicated to stand builders allows them to manage interactions with Fiera Milano and all the activities related to the stand that will be designed for their exhibitor.

Organizer Portal: a portal dedicated to organisers that allows them to interact with Fiera Milano to transit any event-related specifications, organize the trade fair experience for exhibitors, and monitor the progress of the trade fair.

The main functionalities of the different portals are described below:

Exhibitor Portal

User profile management: in this page, the user's personal information, privacy policy and consents can be handled.

Exhibition history: page listing all the exhibitions in which the logged-in user has participated for a given company.

Event Passes: page containing the links to the trade fair access pass configuration tools. Through allocation systems, users can use and assign the entry passes and tickets they are entitled to.

Master Data and Contacts: page for managing the company's master data and contacts (cross-event).

Event Master: event visibility management page for contacts relating to the selected company; the list of the event contacts may also be controlled from here.

Documents: document listing page (e.g. regulations, memoranda) relating to a given event. Only the Exhibitor Portal will also offer a page where the user can complete the DUVRI/PSC forms and view the completion status of the documents required for participation in the exhibition.

E-Commerce orders and quotes: summary page for e-commerce orders and quotes, with access links to the e-commerce platform. The terms and conditions of purchase and use of the purchased goods and services are governed by the relevant Terms and Conditions of Purchase.

Administrative Documentation and Invoice Management: the various administrative documents made available by Fiera Milano or uploaded by the user are stored in this page.

Customer Support: page summarising the requests for support submitted to Fiera Milano, where new requests can be submitted and the progress of previously sent requests can be monitored.

Access to eCommerce: entry point for access to the e-commerce platform where the user can view the Fiera Milano product list, request quotes, fill in the wish list and/or the shopping cart, and pay for the requested order.

Fit-out Projects: page for the submission and monitoring of the approval of the stand fit-out project and for the selection of stand builders for the management of the stand to be fitted out or catering service.

B2B Portal: page where the user can manage the digital catalogue; information will be viewed on the front-end of the B2B portal and at entry points towards the private B2B Portal area. The exhibitor's use of this tool is governed by specific Terms and Conditions of Use.

Application Form: page listing all the applications submitted by the company, which also provides wizards for the submission of new forms to apply for another event.

Co-exhibitor Management: page for the management of invitations to exhibitor companies required to take part in the event as co-exhibitors.

Admission Application Requests and Quotations: page where requests and quotations related to Admission Applications are listed.

Account Statement and Exit Pass: page where users can view their account statement, payment status and exit pass downloads, available only if payment status conditions are met.

Open Agenda: page where the exhibitors and their agents can manage appointments with visitors; it also includes a chat for interaction with visitors and shows the personal agenda slots available for the agenda holder. In addition, certain data, such as name, surname and role of exhibitor users, are made available to all B2B Portal users for Open Agenda activities. The Chat service is automatically activated upon the activation of the Open Agenda service. The correct processing of the users' personal and contact data that can be viewed by the exhibitor through the B2B Portal interface or that the exhibitor obtains through the Chat is under the responsibility of the exhibitor user.

My Matching: entry point for access to the 'My Matching' tool, the use of which is regulated by specific Terms and Conditions of Use.

Stand Builder Portal

User profile management: in this page, the user's personal information, privacy policy and consents can be handled.

Exhibition history: page listing all the exhibitions in which the logged-in user has participated for a given company.

Event Passes: page containing the links to the trade fair access pass configuration tools. Through allocation systems, users can use and assign the entry passes and tickets they are entitled to.

Master Data and Contacts: page for managing the company's master data and contacts (cross-event).

Event Master: event visibility management page for the contacts of the selected company.

Documents: document listing page (e.g. regulations, memoranda) relating to a given event.

E-Commerce orders and quotes: page listing e-commerce orders and quotes, with access links to the e-commerce platform; the methods of purchase and use of the goods and services purchased are governed by the relevant Terms and Conditions of Purchase.

Administrative Documentation and Invoice Management: the various administrative documents made available by Fiera Milano or uploaded by the user are stored in this page.

Customer Support: page summarising the requests for support submitted to Fiera Milano, where new requests can be submitted and the progress of previously sent requests can be monitored.

Access to eCommerce: entry point for access to the e-commerce platform where the user can view the Fiera Milano product list, request quotes, fill in the wish list and/or the shopping cart, and pay for the requested order. The terms and conditions of purchase and use of the purchased goods and services are governed by the relevant Terms and Conditions of Purchase.

Fit-out Projects: page for the submission and monitoring of the approval of the stand fit-out project and for the selection of sub-stand builders for the management of the stand to be fitted out or catering service. The user shall be responsible for the verification of the correct submission of this information concerning participation in the exhibition.

Stand Builders' Register: Page where the form for registration in the Fiera Milano Stand Builders' Register can be filled.

Organizer Portal

User profile management: in this page, the user's personal information, privacy policy and consents can be handled.

Exhibition history: page listing all the exhibitions in which the logged-in user has participated for a given company.

Event Passes: page containing the links to the trade fair access pass configuration tools. Through allocation systems, users can use and assign the entry passes and tickets they are entitled to.

Master Data and Contacts: page for managing the company's master data and contacts (cross-event).

Event Master: event visibility management page for the contacts of the company.

Access to e-Commerce: entry point for access to the e-commerce platform, where the user will be able to request quotes. The terms and conditions of purchase and use of the purchased goods and services are governed by the relevant Terms and Conditions of Purchase.

Documents: document listing page (e.g. regulations, memoranda) relating to a given event.

Quotation requests: page displaying the list of requested quotations.

Administrative Documentation and Invoice Management: the various administrative documents made available by Fiera Milano or uploaded by the user are stored in this page.

Customer Support: page summarising the requests for support submitted to Fiera Milano, where new requests can be submitted and the progress of previously sent requests can be monitored.

Event Hub: configuration of events related to a given event, where publication can be authorized or not on the various digital touchpoints and B2B Portal. In the case of events with a registration request, the user can view participants' details. The user is the data controller for those data, so the user will be required to fulfil the obligations established by the applicable legislation on the processing of personal data.

Management of registration and notification trends: Page for uploading registration and notification trends regarding the exhibitors that will attend the event, with functionalities available to view the outcome of the processing of these trends. The user will be responsible for the check of the correctness of said data and of the outcome of their upload.

Exhibitor List: page listing the exhibitors taking part in the event, with their registration/notification status and fit-out project. The user will be responsible for the check of the correctness of said data and of the outcome of their upload.

Fit-out Project Management: page for viewing and possibly approving the stand fit-out projects submitted by exhibitors.

Permanent Accesses: page where the user can submit a request to Fiera Milano for the generation of permanent access passes.

Maglie: Entrance point from where the Fiera Milano Maglie tool can be accessed.

Exhibition Project: Card on the event dashboard that allows the user to download the "Exhibition Project" file.

4 - Obligations and responsibilities of the User

The User is required to comply with the following obligations:

- a) keep the access credentials with the utmost diligence and confidentiality, and prevent their use by unauthorised third parties;
- b) in the event of lost or stolen credentials, or if the User believes that they have unlawfully become known to third parties, immediately request their disabling;
- c) use the Service correctly, also in relation to appointments or commitments undertaken with other Users and, in any case, the User must not use the Service, nor allow third parties to use it, for unlawful purposes or against the law. In the case of use of the Service for unlawful purposes or against the law, FM reserves the right to take legal action also for compensation of any damage suffered.

The use of the Service takes place under the full responsibility of the User, which therefore exempts FM from any liability for any damage suffered for any reason by the reference Exhibitor/Buyer, other Users and/or third parties.

By accepting these Terms and Conditions, the User undertakes to indemnify and hold FM harmless from any damage, burden, cost, expense and/or claim of third parties incurred as a result of any violations of the law attributable to actions or omissions of the User, or arising from the falsity or inaccuracy of the statements and warranties contained in these Terms and Conditions.

5 - FM obligations

FM undertakes to:

- a) guarantee, to the extent of its competence, access to and technical functionality of the Portal and ensure the availability and continuity of the Service;
- b) take action without delay to remove any possible causes of non-access, blocking or malfunctioning of the service due to action or fact attributable to FM;
- c) adopt any security measures to prevent or reduce the risk of unauthorised access or lost information and data, even accidental;
- d) promptly disable the credentials in the event of a User request.

6 - Limitation of liability of FM

FM is not responsible for the failure or incorrect fulfilment of the obligations incumbent on the User in all cases in which the failure or incorrect fulfilment is due, by way of example but not limited to, the following causes: fortuitous event, force majeure, natural disasters, war events, thefts, and interventions of the authorities.

FM does not assume any responsibility:

- a) for the operation and safe use of the User's hardware and software equipment, and for the regular operation of national and/or international power lines and telephone lines;
- b) for any incorrect or fraudulent use of the credentials by anyone, until receipt of the above mentioned request for disabling the credentials;
- c) for any improper or incorrect use of the Service by the User.

7 - Confidentiality and intellectual property

Both FM and the User agree not to use for purposes other than those established in these Conditions any information forwarded to it by the other Party or, in any case, acquired

during the performance of the Service, whether it is pertaining to the other Party, its customers or third parties that are in contact with the other Party.

Each Party will do everything possible to ensure that confidential information does not come to the knowledge of third parties and will limit its dissemination only to employees and/or contractors that have a real need to know it in order to carry out the activities established by these Terms and Conditions.

The Parties mutually agree to keep strictly confidential any information related to the conclusion and content of these Terms and Conditions. This is without prejudice to communications that are strictly functional to the proper performance of the Terms and Conditions, as well as those that may be legitimately requested by public authorities or that are provided for the purpose of legal defence.

The User acknowledges that FM is the sole owner of the copyrights, intellectual and industrial property of the Service being supplied, of the software and all the documentation provided, and undertakes to put in place adequate conduct for the protection of this right .

8 - Duration of the Service and withdrawal

These Terms and Conditions are valid and effective for an indefinite period of time, depending respectively on the User participation in events organised by or at FM.

Each Party has the right to withdraw from these Terms and Conditions with a notice of at least 30 (thirty) days, by notifying the other Party via registered letter with notification of receipt or other means that allow proof of the occurred receipt.

9 -Applicable law and Court of jurisdiction

These Terms and Conditions are governed by the Italian law under which they must be interpreted.

Without prejudice to the provisions of laws that cannot be derogated, the Court of Milan has exclusive jurisdiction to settle any dispute concerning these Terms and Conditions and the relationships governed by them.

These Terms and Conditions are available in Italian and English. In case of conflict between the two versions, the Italian version shall prevail.

10 - General provisions

For anything not expressly specified herein, the applicable laws and regulations apply. Failure to exercise the rights and options referred to in these Terms and Conditions cannot be construed as a waiver and does not prevent the party from subsequently asserting such rights and powers.

These Conditions cancel and replace any previous written or verbal agreement, communication, or guarantee, made by or on behalf of each of the Parties and represent the whole agreement between them in relation to what is hereby agreed.

11- Privacy

The processing of the User's personal data is carried out by the Company for the provision of the services requested and used by the User through the Portal, under the terms indicated in the Privacy Policy in accordance with Article 13 of Regulation (EU) 679/2016 - GDPR available at the following link [following link](#) also attached to these Conditions. Further information on the

processing of personal data on Fiera Milano's websites can be found in the Web Site Privacy Policy available at [following link](#) and Cookie Policy available at [following link](#).