

27th International Exhibition of equipment, technology and services for the production, processing, marketing and transport for fruit and vegetables

APPLICATION FORM

Return **original copy** to: Cesena Fiera S.p.A.
Via Dismano, 3845 - 47522 Cesena FC - Italy

DATA FOR INVOICING - PLEASE FILL IN CAPITAL LETTERS			
The undersigned Firm	V.A.T. No. (if any)	C. F.	
Located in	Postal code	Address	
.....	Phone	Fax	
Contact person	Contact e-mail		
MAILING ADDRESS			
The undersigned Firm	Located in	Postal code	
Address	Phone	Fax	
Contact person	Contact e-mail		
N.B. ALL DOCUMENTS ARE DELIVERED AT THIS ADDRESS.			

For the duration of the show and according to the current tariffs the firm books the following areas:

DESCRIPTION OF THE REQUESTED AREAS AND SERVICES	DIMENSIONS REQUIRED	TOTAL	UNIT PRICE	TOTAL AMOUNT
Exhibiting firm registration fee including stand cleaning and compulsory third-party liability coverage (compulsory to participate in the exhibition)				€ 500,00
Registration fee for represented firms (see the enclosed B form)		No	€ 45,00	€
Covered exhibiting area - PAVILIONS A-B-C-D Stands of 4x4 mt or 5x5 mt and their multiples	Mt X Mt	M ²	€ 135,00*	€
Exhibiting area in new pavilion "G" - TENSILE STRUCTURE (Stands of 4x4 mt and their multiples)	Mt X Mt	M ²	€ 105,00*	€
Electric Power Supply (see the enclosed C form)		No kw	€ 45,00	€
Connection to water main			€ 100,00	€
Telephone link (see the enclosed C2 form)			€	€
Stand set-up (see the enclosed D form)	TYPE (please write A-B-C)	€	€
Organic Produce Exhibition area 16m² (tensile structure pre-furnished booth) Area, partitions, fitted carpet, company name, booth lighting, 1 electric pannel with socket, electricy bill excluded	Mt 4 X Mt 4	No	€ 2.000,00	€
ATTENTION * 10% DISCOUNT ON THE AREA FOR REQUESTS RECEIVED BY APRIL 30, 2010 2) YOU ARE HEREBY REQUESTED TO PAY THE SUM OF € EQUIVALENT TO THE 30% OF THE TOTAL AMOUNT. THE SUM SHOULD BE PAID AT: - CASSA DI RISPARMIO DI CESENA - IBAN IT36F0612023914000000002823 - SWIFT CECRIT2C - CASSA DEI RISPARMI DI FORLÌ E DELLA ROMAGNA - IBAN IT53F0601023906074009154688 - SWIFT IBSPIT2F - BANCA POPOLARE DELL'EMILIA ROMAGNA - IBAN IT38N0538723908000000015221 - SWIFT BPMOIT22			TAXABLE AMOUNT	€
			VAT 20%	€
			TOTAL	€

We would like to remind you that the 10% discount may be applied to invoices PAID IN FULL only for original requests, along with a 30% deposit, received by April 30, 2010, whereas the final deadline for request is May 31, 2010. Areas will be assigned by CESENA FIERA S.p.A. and in case of contestation CESENA FIERA S.p.A. will make the final decision, according to article 6.

ON APPLYING FOR PARTECIPATION, THE UNDERSIGNED FIRM ACCEPTS THE GENERAL REGULATIONS IN FULL.
In particular, the following articles of the General Regulation are expressly accepted in accordance with Art. 1341 of the Civil Code: Nos. 4-6 (commitment to renunciation of participation); No. 14 (prices); Nos. 13-26-27 (insurance and surveillance); Nos. 22-23-24-25 (prevention of accidents).

The firm's legal representative

Date

.....
(STAMP AND LEGAL SIGNATURE)

27th International Exhibition of equipment, technology and services for the production, processing, marketing and transport for fruit and vegetables

APPLICATION FORM

Return **original copy** to: Cesena Fiera S.p.A.
Via Dismano, 3845 - 47522 Cesena FC - Italy

DATA FOR INVOICING - PLEASE FILL IN CAPITAL LETTERS			
The undersigned Firm	V.A.T. No. (if any)	C. F.	
Located in	Postal code	Address	
.....	Phone	Fax	
Contact person	Contact e-mail		
MAILING ADDRESS			
The undersigned Firm	Located in	Postal code	
Address	Phone	Fax	
Contact person	Contact e-mail		
N.B. ALL DOCUMENTS ARE DELIVERED AT THIS ADDRESS.			

For the duration of the show and according to the current tariffs the firm books the following areas:

DESCRIPTION OF THE REQUESTED AREAS AND SERVICES	DIMENSIONS REQUIRED	TOTAL	UNIT PRICE	TOTAL AMOUNT
Exhibiting firm registration fee including stand cleaning and compulsory third-party liability coverage (compulsory to participate in the exhibition)				€ 500,00
Registration fee for represented firms (see the enclosed B form)		No	€ 45,00	€
Covered exhibiting area - PAVILIONS A-B-C-D Stands of 4x4 mt or 5x5 mt and their multiples	Mt X Mt	M ²	€ 135,00*	€
Exhibiting area in new pavilion "G" - TENSILE STRUCTURE (Stands of 4x4 mt and their multiples)	Mt X Mt	M ²	€ 105,00*	€
Electric Power Supply (see the enclosed C form)		No kw	€ 45,00	€
Connection to water main			€ 100,00	€
Telephone link (see the enclosed C2 form)			€	€
Stand set-up (see the enclosed D form)	TYPE (please write A-B-C)	€	€
Organic Produce Exhibition area 16m² (tensile structure pre-furnished booth) Area, partitions, fitted carpet, company name, booth lighting, 1 electric pannel with socket, electricity bill excluded	Mt 4 X Mt 4	No	€ 2.000,00	€
ATTENTION * 10% DISCOUNT ON THE AREA FOR REQUESTS RECEIVED BY APRIL 30, 2010 2) YOU ARE HEREBY REQUESTED TO PAY THE SUM OF € EQUIVALENT TO THE 30% OF THE TOTAL AMOUNT. THE SUM SHOULD BE PAID AT: - CASSA DI RISPARMIO DI CESENA - IBAN IT36F0612023914000000002823 - SWIFT CECRIT2C - CASSA DEI RISPARMI DI FORLÌ E DELLA ROMAGNA - IBAN IT53F0601023906074009154688 - SWIFT IBSPIT2F - BANCA POPOLARE DELL'EMILIA ROMAGNA - IBAN IT38N0538723908000000015221 - SWIFT BPMOIT22			TAXABLE AMOUNT	€
			VAT 20%	€
			TOTAL	€

We would like to remind you that the 10% discount may be applied to invoices PAID IN FULL only for original requests, along with a 30% deposit, received by April 30, 2010, whereas the final deadline for requests is May 31, 2010. Areas will be assigned by CESENA FIERA S.p.A. and in case of contestation CESENA FIERA S.p.A. will make the final decision, according to article 6.

ON APPLYING FOR PARTECIPATION, THE UNDERSIGNED FIRM ACCEPTS THE GENERAL REGULATIONS IN FULL.
In particular, the following articles of the General Regulation are expressly accepted in accordance with Art. 1341 of the Civil Code: Nos. 4-6 (commitment to renunciation of participation); No. 14 (prices); Nos. 13-26-27 (insurance and surveillance); Nos. 22-23-24-25 (prevention of accidents).

The firm's legal representative

Date

.....
(STAMP AND LEGAL SIGNATURE)

GENERAL REGULATIONS

Art. 1 - MACFRUIT – 27th International exhibition of systems, technologies and services for the production, treatment, marketing and transport of fruit and vegetables, will take place in Cesena from 6 to 8 October 2010 in the Trade Fair Area located in Via Dismano, 3845 - 47522 Pievesestina di Cesena (FC).
Cesena Fiera S.p.A. reserves the right to change the duration, the opening and closing dates and all of the timetable of the event without having to pay any indemnity to the exhibitors.

Art. 2 - The following people are allowed to participate:

- all the groups of operators in the sector;
- trade associations, economic institutions and organisations which carry out activities of study, information, training in this specific sector and in services.

Art. 3 - The applications, filled in using the appropriate forms, will have to reach the Secretariat of the Exhibition by 31/05/2010, signed by the owner or legal representative of the Company.

The forms have to be accompanied by an advance payment amounting to 30% of the total sum (VAT included), depending on the area reserved and on the services requested.

The above mentioned advance is not binding for the acceptance of the application, but it is a pre-requisite for the examination of the latter.

The remaining sum to balance the payment shall be paid within the tenth day before the opening of the exhibition using a non-transferable cheque made payable to CESENA FIERA S.p.A.

Any other charge shall likewise be paid in the same way described above within the thirtieth day after the issuing of the invoice.

Art. 4 - By signing an application form the applicants:

- declare that they are aware of and accept, with no reservation whatsoever, this regulation, and they also declare the intention to comply with it in accordance with Art. 1342 of the Italian Civil Code;
- undertake to pay the registration and rental fees in the way and by the deadline indicated in Art. 3;
- declare that they are regularly registered with the Chamber of Commerce in the area where they reside;
- choose Cesena as their legal domicile, at the offices of Cesena Fiera S.p.A., the organiser of the Exhibition and accept that, for any dispute and to all effects, the Court of Forlì shall be competent;
- undertake with Cesena Fiera S.p.A., the organiser of the Exhibition, not to terminate the contract for any reason.

Art. 5 - The Management has the widest-ranging authority concerning the acceptance or rejection of the applications and its rulings on the matter are indisputable. The reasons for any failure to accept have to be explained only in the event that the exhibitor presents an official request on the matter within fifteen days from the date the rejection was communicated.

If the application is not accepted, the Management does not have to inform the applicant about the reasons for the rejection, nor does it have to pay any reimbursement or indemnity, with the exception of the reimbursement for the advance sum paid. This sum shall be given back with no interest whatsoever.

Art. 6 - The parking spaces shall be allocated in compliance with the general program of the Exhibition. It will be possible to change their sectors, location and surface at any time, following the indisputable decision of Cesena Fiera S.p.A.; the participant shall not be entitled to any indemnity or reimbursement for any reason, except for the possible reduction of the rental fee if the area occupied is smaller.

The preparation and occupying of the parking spaces shall be allowed to start on 4 October 2010 and shall be completed before 7 p.m. on the day before the inauguration.

If a participant, for reasons which might also be of force majeure, does not take part in the exhibition, provided he has cancelled his acceptance at least thirty days before the beginning of the Event, he shall only have to pay 50% of the parking fee. If the cancellation arrives after that deadline, he shall have to pay the whole of the agreed expenses.

The participant shall be responsible for the expenses related to the complete preparation of the parking spaces on the day before the opening. From that moment onwards, any addition or restructuring, if authorised, shall be carried out between the evening closing and the morning opening.

The time and methods for the setting up and removal of the stands will be defined in the norms laid down by Cesena Fiera S.p.A. (as established in Art. 39).

The parking spaces that are not occupied at the moment the Exhibition is opened, shall be regarded as renounced in favor of Cesena Fiera S.p.A., which can decide how to use them without paying any reimbursement. In any case, the whole amount for parking expenses shall be due. Any modification and exchange shall be authorised and paid by the participant.

Art. 7 - The operations for the removal of the stands and emptying of the parking spaces can start only after 8 a.m. on 9 October 2010 and have to be completed by 7 p.m. on 12 October 2010.

After this deadline, Cesena Fiera S.p.A. shall be under no duty or responsibility for the keeping of the stand or for the material left in the parking areas. The material can be returned to the exhibitor by Cesena Fiera S.p.A.; the exhibitor shall cover all risks and expenses for this and Cesena Fiera shall not be held responsible for any loss, breakage, etc. following the removal or the dispatching.

Art. 8 - The removal of the products shown at the Exhibition is subject, at the end of the event, to the granting of a "clearance". This authorisation shall not be given to the Companies that have not paid their rental fees in relation to the area occupied and the services rendered.

Art. 9 - As a guarantee for any credit due by the participant, Cesena Fiera S.p.A. has the right to keep the goods and objects exhibited as well as the preparation material; two months after the closing of the Exhibition, if the payment has not been made, it shall auction the goods and keep the amount earned to cover its credit. All the credits due to the Company for any reason, are granted the advantages defined in Art. 2764 Civil Code.

Art. 10 - The exhibitor has to leave the parking space in the same conditions as it was given to him, demonstrating this to the Management of the Exhibition.

Any damage shall have to be paid promptly. The reimbursements for damage caused to objects in the Exhibition shall be guaranteed by the material exhibited which can be used by Cesena Fiera S.p.A. as a reimbursement, in compliance of course with all the other rights.

Art. 11 - The handing over, even if no payment is requested, or the sub-renting of the whole or part of one's parking space are strictly forbidden; it is forbidden to display products which are not specified in the application form or which belong to another manufacturer, except under special permission granted by Cesena Fiera S.p.A.

Art. 12 - It is expressly forbidden to leave parking spaces unattended or abandoned during the opening hours of the Exhibition. The parking spaces shall be regarded as abandoned if they are left with no surveillance or in a state of clear disrepair during the event.

Art. 13 - A normal invigilation service during the day and overnight is ensured, without accepting with this any commitment or responsibility.

Any responsibility for risks of any kind (theft, damage, etc., including natural causes and acts of God) concerning the products exhibited or belonging to the Exhibition, is therefore on the side of the Exhibitor.

Art. 14 - By subscribing to the General Regulations the Exhibiting Company declares that it is aware and accepts the following characteristics and costs:

- Exhibiting Company registration fee (including stand cleaning and compulsory third-party liability coverage) Euro 500.00
- Represented Company registration fee Euro 45.00
- Covered exhibition area Euro 135.00 per m²
- Sheltered exhibition area Euro 45.00 per m²
- Exhibiting area in tensile structure (Pavilion G) Euro 105.00 per m²
- Organic Produce Exhibition area 16 m²
- tensile structure pre-furnished booth (Pavilion G) Euro 2,000.00

For parking spaces in particular positions and parking areas of particular sizes, Cesena Fiera S.p.A. shall determine the price depending on each case.

Art. 15 - Companies that are not Exhibitors shall not be allowed to carry out any advertising activity within the Exhibition or in nearby areas.

Art. 16 - The preparation and use of parking spaces, also with regard to loudspeaker announcements, have to be carried out with the agreement of Cesena Fiera S.p.A.

All the projects for the preparation of the parking spaces have to be presented to Cesena Fiera S.p.A., and the work can be started only after its approval has been granted.

Cesena Fiera S.p.A. also reserves the right to remove all or part of a structure set up without its approval and which, according to its indisputable judgement, is in contrast with the regulation, obstructs the view of the pavilion or damages the participants or the public.

Art. 17 - The Exhibitor shall be granted, against a payment, the supply of electricity and water within the limits of the plants available for the Exhibition. Any request for the extraordinary installation of such utilities has to be submitted to the Management beforehand. The latter, if the request is accepted, shall take care of it directly through its specialised staff, and the expenses shall be paid by the Exhibitor who applied.

Art. 18 - The participants shall not ruin the floors or walls of the parking spaces and shall not raise them above the fixed levels of height, nor shall they use the wall structures to hang up signs and other notices.

Art. 19 - The Management reserves the right to establish or change the daily schedule for the opening and closing of the Exhibition. The exhibitors and the members of their staff can enter the premises half an hour before the opening time. They have to leave the premises half an hour after the closing at the latest.

Art. 20 - Each exhibiting company is entitled to a free Parking card an Exhibitor card for each amount of e 500,00 paid, up to a maximum of 6 cards per exhibitor. Exhibitors can present a request to obtain special cards for their customers, completely free of charge.

Art. 21 - The organisation shall be responsible for the normal illumination of the Exhibition area.

The exhibitors who wish to increase the amount of light at their disposal, or who intend to have another energy supply connection, shall have to present a request to the Management well in advance; this will be granted if possible. It is necessary to specify the required power, considering that the voltage for the lighting equipment is 220 V, with 50 periods. The connection expenses shall be paid by the Exhibitor; the consumption of motive power and of lighting energy will be calculated as a lump sum, depending on the load installed, following the indisputable judgement of the technicians called by the Management for this purpose.

If the controls carried out were to reveal that the use of lighting or industrial energy exceeds what has been agreed, the offender shall have to pay the agreed fee and the sum corresponding to the higher consumption, plus a fine for the unauthorised excess and for any damage caused.

Each stand, in compliance with the agreed safety norms (C.E.I. standard) shall be provided with a differential, property of the participating company, suitable for the power required.

If the participant so wishes, the differential can be purchased from the Exhibition at the original price and it will of course remain property of the buyer. The price of each plug for water supply will be established depending on the case. Cesena Fiera S.p.A. shall take no responsibility for the supply of water and electricity; it shall accept only the guarantees which it is given by the supplying companies. The various plants necessary for the exhibitors shall be set up by Companies authorised by the Management for this purpose.

All the materials to be used for the exhibit space (dividers, backwalls, different structures, aisle carpeting, panelings, fabrics, ceilings, drapings, carpeting, etc.) must be FIREPROOF, in other words they should be PRODUCED ACCORDING TO FIRE REGULATIONS OR SHOULD BE MADE FIREPROOF AFTERWARDS according to the existing laws and later integrations and amendments. To that end, the exhibitor shall send the DECLARATION OF CONFORMITY WITH FIRE REGULATIONS TO CESENA FIERA S.p.A. before the exhibition, with the fireproofing certificates or the test reports on the materials used. Each booth will have to be equipped with fire extinguishers with a minimum capacity of 6 kg, 1 each 100 square meters of the exhibit space. The extinguishers should be placed in a central position in the booth. In case of non-compliance with the safety and prevention regulations, CESENA FIERA S.p.A. will be entitled to prohibit the exhibiting Company from carrying out any activity in the exhibition district and to take part in the exhibition.

Art. 22 - All the participants who might need, for their exhibition, to introduce in the parking lot products that might cause damage or inconvenience shall present a regular request to the Management which, after a careful inspection, shall give a suitable written authorisation, leaving to the participant any direct responsibility for what might happen to third parties as a consequence of using such material.

Art. 23 - It is prohibited to introduce the following materials in the exhibition area: explosive material, detonating, choking or dangerous material. It is also prohibited to light fires with petrol and any other inflammable material or gas. Only electric ovens are allowed.

Art. 24 - The participants shall declare the weight of the machinery heavier than 350 kg per m²; this is done in order to avoid damage and unexpected restructuring works, leading to extra expenses which shall be reimbursed by the participant.

Art. 25 - The machinery shall not be started without an authorisation from the Management, and it shall not cause any damage, danger or inconvenience or produce unpleasant odours.

The Management shall make sure that this norm is respected, also using the laws and rules established on the matter. In any case, the machinery shall have to be provided with devices aimed at preventing accidents and avoiding the emission of toxic or unpleasant liquids or gases.

Art. 26 - The participant is responsible for any damage caused to people or things by the products exhibited, by the plants and constructions erected,

by the installations carried out, by the installations or means of transport used, by the operating machines and by the personnel employed.

Therefore the Exhibitor is obliged to undertake an insurance policy with a company present at the Trade Fair or with a Company or Firm of his choice, against the following risks:

A) Fire and related risks insurance: fire, lightning, explosion and bursting, falling or aeroplanes, their parts or things transported, collision of road vehicles not belonging to the person insured, fire, explosion and bursting following popular uprisings, strikes, revolts, acts of terrorism or organised sabotage, vandalism or malicious acts in general. Hurricanes, storms, tempests, hail and tornadoes.

Water leakage following the accidental breaking of water, hygienic and technical systems present in the insured buildings or containing the same objects.

Damage caused to the insured objects in order to prevent or stop fires.

Expenses for demolition and removal up to a contribution of 10% of the damage. RENCUNCIATION RECOVERY towards any third party responsible.

B) Civil responsibility towards third parties ensuing from the participation in the event, for a maximum sum no lower than € 500,000.00 individually. The insurance against THEFT is not compulsory; however for these damages no request for reimbursement can be presented to Cesena Fiera S.p.A.

The registration fee to the event includes "Third Parties Liability" insurance coverage with a limit of liability up to € 500,000.00 and "Fire and additional risks" insurance coverage with a limit of liability up to € 20,000.00 for contents for each exhibitor.

The companies interested in getting "Third Parties Liability" and "Fire" insurance coverage with higher limits of liability or insurance coverage against "Theft", shall apply directly to an Insurance Company. The Insurance shall be extended from 8 days before to 5 days after the event.

Art. 27 - Cesena Fiera S.p.A. shall not be held responsible for damage caused to people or things, by anybody and in any way.

This means that the losses resulting from fire, damage, lightning, tempests, explosions, water and rain penetration or other causes shall not be reimbursed.

Art. 28 - All forms of publicity or advertising within the premises of the Exhibition are reserved to Cesena Fiera S.p.A.

The advertising activity by the participants inside the whole parking area is left free, with the explicit exception of those forms of publicity which might disturb or represent a direct comparison with other participants and which, in any case, might damage the spirit of commercial hospitality typical of the event.

All forms of advertising have to be previously authorised by the Management, which also reserves the right to regulate advertising made using sound.

Art. 29 - The advertising and calls made outside the boundaries of the area and parking spaces attributed shall be authorised and subject to the payment in advance of a specific fee. The same goes for the products exhibited outside the allocated area.

Art. 30 - Cesena Fiera S.p.A. ensures a normal cleaning service for the parking areas occupied by the Exhibitors. Any specific need shall be reported to the Management.

Art. 31 - If, for unexpected reasons or for a reason of any kind, the exhibition does not or cannot take place, the application forms are automatically cancelled and the responsibility of the Management shall be limited only to the reimbursement of the sums paid to the Administration of the Exhibition itself by the Exhibitors who applied.

If the Exhibition, after the opening, were to be suspended or interrupted for any reason, the Management shall not reimburse the whole or part of the sums paid by the exhibitors.

The norm mentioned above does not include the cases where the participants, following an explicit agreement, can make claims against the Trade Fair for any reason or cause.

The participant shall not, in any case, receive any compensation or indemnity.

Art. 32 - It is forbidden to remove exhibited items before the end of the event. The sale agreements containing the clause "immediate delivery" shall be allowed only for samples that can be quickly replaced.

These concessions can be granted to applicants following the indisputable judgement of Cesena Fiera S.p.A., which is not obliged to give reasons for decisions to the contrary.

Art. 33 - Cesena Fiera S.p.A. reserves the exclusive right for any filming or reproduction using photos, videos, drawing or other means, of both the complex of the Exhibition and its details or parking areas. Only the photographers authorised by Cesena Fiera S.p.A. may work inside the Trade Fair Area.

Art. 34 - Goods coming from an EEC or from an extra-EEC country. The pro-forma invoice that is travelling with the goods shall indicate the data of the sender himself as addressee and the FAIR address as destination. The pro-forma invoice shall also indicate the destination place of the goods for the trip back.

Art. 35 - Cesena Fiera S.p.A. reserves the right, not under its own responsibility, to take care of the possible printing of an official catalogue for the event.

This catalogue shall contain a list of the exhibitors in alphabetical order with all the indications taken from the applications received within the deadline established in Art. 3.

Any other technical or advertising indication can be inserted by the exhibitor after paying the advertising fees which will be established.

Art. 36 - The Exhibitor shall have to pay for the SIAE (Italian Society of Authors and Publishers) rights, if any musical tune is played inside the stand, even if only as a background.

Art. 37 - Communications and complaints of any kind shall be taken into account only if they are presented in a written form.

The decisions taken by the Management on the matter are final and indisputable.

Therefore the exhibitors and their staff shall have to respect the instructions given to them by the Management, otherwise they shall be excluded from the Exhibition with no right to reimbursement or refund, and under the obligation of paying any damage that might have ensued from their misconduct.

Art. 38 - During the Exhibition it is possible to organise conferences, competitions and events of various kinds.

Art. 39 - Cesena Fiera S.p.A. shall have the right to prepare further norms or regulations as an integration in order to better organise the event. These norms shall have the same value as this General Regulation and shall therefore be compulsory for all participants and their staff.

THE CHAIRMAN
(Dr. Domenico Scarpellini)