

HOSTED BUYERS PROGRAM

Terms and Conditions

1. Types of Hosted Buyer & accompanying complimentary services

1.1 FLIGHT HOSTED BUYERS

N.B.: Flight Hosted Buyers are exclusively selected by Macfrut team and spontaneous applications will not be accepted.

Flight Hosted Buyers will receive from Cesena Fiera S.p.A. complimentary:

- Round-trip economy flight ticket from selected airports to Bologna Airport. Return travel will be booked into/from the same airport. The booking will be carried out by Macfrut's official travel management company.
- Accommodation for 3 nights during the exhibition days (4-7 May) with breakfast included, at one of Cesena Fiera S.p.A.'s official 3 SUP or 4-star hotels.
- Pick-up Transfer from Bologna Airport (4 May) and drop-off transfer to Bologna Airport (7 May). This service is free of charge but shall be booked in advance via the Logistic Form (open from 1 April to 27 April).
- Pick-up and Drop-off from the official hotels to the Exhibition venue during the Exhibition dates (5-7 May).
- Entry to Macfrut.
- Access to the B2B Platform to pre-schedule appointments with Exhibitors of choice.
- Access to the International Business Lounge.

1.3 HOSPITALITY HOSTED BUYERS

Hospitality Hosted Buyers will receive from Cesena Fiera S.p.A. complimentary:

- Accommodation for 3 nights during the exhibition days (4-7 May) with breakfast included, at one of Cesena Fiera S.p.A.'s official 3 SUP or 4-star hotels.
- Pick-up Transfer from Bologna Airport (4 May) and drop-off transfer to Bologna Airport (7 May). This service is free of charge but shall be book in advance via the Logistic Form (open from 1 April to 27 April).
- Pick-up and Drop-off from the official hotels to the Exhibition venue during the Exhibition dates (5-7 May).
- Entry to Macfrut.
- Access to the B2B Platform to pre-schedule appointments with Exhibitors of their choice.
- Access to the International Business Lounge.

1.4 VISITING HOSTED BUYERS

Visiting Hosted Buyers will receive from Cesena Fiera S.p.A. complimentary:

- Pick-up Transfer from Bologna Airport (4 May) and drop-off transfer to Bologna Airport (7 May). This service is free of charge but shall be book in advance via the Logistic Form (open from 1 April to 27 April).
- Pick-up and Drop-off from the official hotels to the Exhibition venue during the Exhibition dates (5-7 May).
- Entry to Macfrut.
- Access to the B2B Platform to pre-schedule appointments with Exhibitors of their choice.
- Access to the International Business Lounge.

Flexible attendance options available:

The number of days on the show floor depends on the Buyer's country of origin (dependent on Buyer's choice if short haul) and, for Flight Hosted Buyers, on the flight availability.

As a condition of receiving the complimentary services from Cesena Fiera S.p.A., Hosted Buyers will be required to: Actively participate in the B2B Programme; carry out at least ten (10) Exhibitor Appointments in total during their stay in Macfrut.

Attendance at all Pre- Scheduled Appointments is compulsory. Hosted Buyers are expected to attend all functions scheduled in their agenda.

Do NOT cancel or re-arrange pre-scheduled appointments on-site unless the Exhibitor is in agreement and the Show Team has been informed.

All pre-scheduled appointments must be attended on an individual basis at the exhibitor's stand.

Failure by any person to comply with the requirements stated above may result in a review of the person's Hosted Buyer status and/or exclusion from the Macfrut Hosted Buyer Program and future Macfrut Hosted Buyer Programs without refund of any sums that may have already been paid by that person. A significant shortfall by the Hosted Buyer on the minimum commitment with respect to attending appointments shall be treated by Cesena Fiera S.p.A. as a No Show and No Show fees will apply (see "No Show" section below). Attendance at the above will be monitored on site by the Show Team.

2. Travel and Accommodation

2.1 Cesena Fiera S.p.A. will supply **Flight Hosted Buyers** with a round-trip economy flight ticket from designated airport(s) of departure to Bologna International Airport. Travel will be arranged on dates suitable for attendance at the Exhibition. Please note that these arrangements are non-transferable. The travel times will be allocated to ensure maximum time at the Exhibition. Travel changes requested by the Flight Hosted Buyer are subject to availability and cancellation of travel may incur a fee (see "Cancellations and No Show" section below). Any additional costs in reaching the agreed departure port will be the responsibility of the Flight Hosted Buyer. All travel provided by Cesena Fiera S.p.A. shall be standard economy fare. No upgrades or use of frequent flyer miles are organised by Cesena Fiera S.p.A.

2.2 The Buyer Team will contact each **Flight Hosted Buyer** to plan their trip and before booking the flight tickets. Once the Flight Hosted Buyer has indicated the airport of departure and the availability to travel, the Buyer Team will provide the Flight Hosted Buyer with an option. Please note that our Buyer Team will select the option taking into consideration the airport of departure, the day of availability, the flight duration and the costs of the flight tickets. Once the Flight Hosted Buyer has confirmed the travel plan, any change or amend shall be subject to availability, and cancellation or change of travel may incur a fee (see "Cancellations and No Show" section below).

2.3 Travel change requests will be considered on a case by case basis. Cesena Fiera S.p.A. reserves the right to apply charges for travel changes. All Travel changes are subject to the cost to change the travel arrangements payable to Cesena Fiera S.p.A.

Prior to 27 March 2020 there may be no charge, as long as the Flight Hosted Buyer has not already confirmed his or her flights and the tickets have been purchased. The Show Team will notify the Flight Hosted Buyer the total costs to be incurred before proceeding with Travel change (refer to section "Cancellations and No Show" below).

2.4 Each **Hospitality Hosted Buyer** shall arrange his/her own travel and provide their travel details to the Show Team by 27 March 2020. Hospitality Hosted Buyer's own travel must allow maximum attendance time at the Exhibition to enable him or her to complete the obligations with regards to pre-scheduled appointments. Cesena Fiera S.p.A. will not reimburse flight costs to Hospitality Hosted Buyers.

2.5 Cesena Fiera S.p.A. will provide **Flight Hosted Buyers and Hospitality Hosted Buyers** with accommodation for 3 nights in Rimini during the Exhibition days (4-7 May). This will be on a room single occupancy and breakfast basis. Cesena Fiera S.p.A. will not be responsible for extra room costs incurred during the stay. Any incidentals (i.e. minibar/laundry) must be settled by the Hosted Buyer on check out. Any room upgrades will be solely at the discretion of the hotel management.

2.6 Accommodation change requests will be considered on a case by case basis. Cesena Fiera S.p.A. reserves the right to apply charges for travel changes. All Accommodation changes are subject to the cost to change the accommodation arrangements payable to Cesena Fiera S.p.A.

Prior to 27 March 2020 there may be no charge, as long as the Hosted Buyer has not already confirmed his or her participation and provided travel information. The Show Team will notify the Hosted Buyer the total costs to be incurred before proceeding with Accommodation change (refer to section "Cancellations" below).

2.7 Cesena Fiera S.p.A. will provide **Flight Hosted Buyers and Hospitality Hosted Buyers** with pick-up transfers from Bologna International Airport to the selected hotel or the Exhibition venue according to the transportation schedule, and drop-off transfer from the selected hotel or Exhibition venue to Bologna International Airport according to the transportation schedule.

The transfer service is free of charge for the Hosted Buyers but should be book in advance via the Logistic Form. Cesena Fiera S.p.A. will notify the Hosted Buyers once the form will be open. Cesena Fiera S.p.A. will carry out only the transfers that have been confirmed and booked via the Logistic Form within 27 April.

2.7 Cesena Fiera S.p.A. will provide **Flight Hosted Buyers and Hospitality Hosted Buyers** with pick-up transfers from the selected hotel to the Exhibition venue according to the transportation schedule, and drop-off transfer from the Exhibition venue to the selected hotel according to the transportation schedule.

2.8 Cesena Fiera S.p.A. will provide **Visiting Hosted Buyers** with pick-up transfers from Bologna International Airport to the Exhibition venue according to the transportation schedule, and drop-off transfer from the Exhibition venue to Bologna International Airport according to the transportation schedule.

The transfer service is free of charge for the Hosted Buyers but should be booked in advance via the Logistic Form. Cesena Fiera S.p.A. will notify the Hosted Buyers once the form will be open. Cesena Fiera S.p.A. will carry out only the transfers that have been confirmed and booked via the Logistic Form within 27 April.

3. Cancellations and No Show

3.1 Cancellation of attendance: Whilst not encouraged, Hospitality Hosted Buyers may cancel their attendance to the Exhibition with no penalty on or before 27 March 2020. "Flight" Hosted Buyers may cancel their attendance to the Exhibition with no penalty on or before 27 March 2020, unless the flight ticket has been already confirmed and purchased. Cancellations received after 27 March 2020 but before 04 May 2020 will incur any applicable cancellation fees (refer to section 3.5 below). All cancellations must be received by Cesena Fiera S.p.A. in writing by the dates specified above and acknowledged by Cesena Fiera S.p.A.

3.2 Replacements: Invitations to Hosted Buyers are at the discretion of Cesena Fiera S.p.A. In instances where a Hosted Buyer needs to cancel their participation, they may request that a colleague from their organisation attends as a replacement. In case that the replacement is accepted by the Show Team, a cancellation fee might apply. Flight Hosted Buyers who provide an approved replacement which results in cancellation of the original attendee's flights shall be required to reimburse Cesena Fiera S.p.A. for the full air fare paid or payable by Cesena Fiera S.p.A. Any costs incurred by Cesena Fiera S.p.A. due to a replacement or change of name or flight change will be payable in full by the Hosted Buyer. **Cesena Fiera S.p.A. shall request the payment of such fees via online payment through a Pay-By-Mail service no longer than six weeks after the closing date of Macfrut (if the payment has not been made by other means).**

3.3 No Show: Flight Hosted Buyers who do not inform the Show Team of their cancellation and do not attend the Show will incur a No Show fee and shall be required to reimburse Cesena Fiera S.p.A. for the full air fare paid or payable by Cesena Fiera S.p.A. **Cesena Fiera S.p.A. shall request the payment of such fees via online payment through a Pay-By-Mail service no longer than six weeks after the closing date of Macfrut (if the payment has not been made by other means).**

3.4 No Show: Hospitality Hosted Buyers who do not inform the Show Team of their cancellation and do not attend the Show will incur a No Show fee and shall be required to reimburse Cesena Fiera S.p.A. for one-night accommodation cost. **Cesena Fiera S.p.A. shall request the payment of such fees via online payment through Pay-By-Mail service no longer than six weeks after the closing date of Macfrut (if the payment has not been made by other means).**

3.5. No show to Appointments: All Hosted Buyers are required to attend all Pre-Scheduled appointments that appear in their final agenda as any no show will negatively affect the Exhibitors agenda. Hosted Buyers reported as no shows at over ten appointments, will be considered as a "No show".

3.6. Method of cancellation: all cancellations must be received by Cesena Fiera S.p.A. by email (business@macfrut.com) within 27 March 2020 and must be acknowledged by Cesena Fiera S.p.A. to be effective.

3.7 Medical cancellations: Hosted Buyer who cancels due to medical reasons must provide a medical certificate within one week of notification or the Hosted Buyer will be charged cancellation fees (see above). All medical certificates must be in English, not hand written, and with an official stamp and signature.

3.8 The Hosted Buyer agrees that the above charges are a reasonable pre-estimate of the loss suffered by Cesena Fiera S.p.A. in the event of the Hosted Buyer breaching these Terms and Conditions.

5. Exclusion of Liability

5.1 Cesena Fiera S.p.A. takes no responsibility:

- For Hosted Buyers who miss their flight/travel arrangements;
- For the insolvency or failure of any airline company or hotel or ground handling company or other supplier;
- For flight/travel cancellation or delay;
- If the Hosted Buyer is refused permission to board the aircraft or other mode of transport or is refused entry to any country;
- For any delay or loss of baggage or excess baggage charges - any subsequent dispute shall be directly between the Hosted Buyer and the airline;
- For hotel expenses (excluding the cost of the hotel room only) which must be settled with the hotel prior to departure;
- For any claims or liability in relation to the Post Event Tours organized by the host destination;

Any replacement travel arrangements and other costs incurred in relation to the above will be at the expense of the Hosted Buyer or airline, where appropriate.

5.2 The Hosted Buyer must obtain their own adequate travel insurance coverage for their stay and it is recommended in particular that Hosted Buyers take out adequate travel insurance to cover the instances referred to in paragraph 4.1, insurance for their baggage and medical insurance.

5.3 Individual visa requirements, travel permits, other licences and inoculations will be the sole responsibility of the Hosted Buyer including any necessary costs incurred.

5.4 Cesena Fiera S.p.A., its agents, its employees, and its subcontractors shall not be liable for loss, damage or delay resulting from acts or threats of war, hijack, terrorist activity, civil commotion, industrial disputes, fuel shortages, natural disasters or adverse weather conditions, strikes or lockouts intervention or regulation, military activity or any other circumstances outside Cesena Fiera S.p.A.'s or its subcontractors' control which shall make it impossible or inadvisable for Cesena Fiera S.p.A. to hold the Exhibition at the time and place provided or makes it impossible to get the Hosted Buyers to the Exhibition or to provide flights, hotels, transfer appointments, events or other services to Hosted Buyers. Cesena Fiera S.p.A. reserves the right to re-schedule the Exhibition at another date and/or at an alternative site.

5.5 Cesena Fiera S.p.A. shall not be liable to the Hosted Buyer in contract, tort or otherwise for any loss of profit, loss of business or revenue, loss of anticipated savings or any indirect or consequential loss or damage, costs or expenses arising out of or in connection with the Hosted Buyers attendance at the Exhibition.

5.6 Cesena Fiera S.p.A. shall not be liable for the death or personal injury of any Hosted Buyer save where such liability cannot be excluded under Italian law.

5.7 Cesena Fiera S.p.A. shall not be liable for the VISA issued by the relative Embassy and shall not intercede for the Buyer.

6. General Information

6.1 Completion of an online or other application form applying to become a Hosted Buyer at the Exhibition does not automatically guarantee a place on the Hosted Buyers Program. Applicants will be notified by the Show Team if their application is successful. The Show Team's decision is final. Only one application form may be completed by each proposed participant and only the first application form will be reviewed. Applicants must be aged 18 or over.

6.2 Successful applicants will only be accepted as Hosted Buyers if they have read and agreed to these Terms and Conditions and Admissions Policy and have ticked the relevant boxes on the online application form and have provided all the required documents when requested (inscription to the Chamber of Commerce, proof of activity...).

6.3 All sections of the application form must be completed. Failure to do so will result in the application not being processed.

6.5 Persons accompanying the Hosted Buyer (such as spouses or family) are not included in any offers regarding the Hosted Buyers Program.

6.6 These Terms and Conditions and any dispute, controversy, proceedings or claim of whatever nature arising out of or in any way relating to them, the validity and performance hereof or their formation (including any non-contractual disputes or claims), shall be governed by and construed in accordance with Italian law (save that the conflicts of law principles will be expressly excluded).

6.7 Cesena Fiera S.p.A. will use your personal information for the purposes of fulfilling these Terms and Conditions, including disclosure to travel and destination management companies, conference service providers as well as our exhibitors in connection with your attendance at the Exhibition.