



Associazione Culturale "Armadillo APS"
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www.acousticguitarvillage.net

CREMONA - Italy, 26th-27th-28th September 2025

DOMANDA DI AMMISSIONE - ACOUSTIC GUITAR VILLAGE - AREA "VICOLO DEI LIUTAI"
ACOUSTIC GUITAR VILLAGE - AREA "LUTHIERS' ROW" - APPLICATION FORM

Ragione Sociale/Company _____

Codice Fiscale/Tax ID number _____ Partita IVA/V.A.T. no. _____

Indirizzo/Address _____ CAP/Zip code _____

Città/City, Country _____ Prov. _____

Tel _____ Fax _____ e-mail _____ PEC _____

Incaricato dei contatti Sig/Contact _____ Cell./Mobile Phone _____

EXHIBIT RATES

The undersigned company hereby presents irrevocable request to rent the following exhibit space(s) for Cremona Musica International Exhibitions 2025 - Acoustic Guitar Village at rates herein detailed:

Area "Luthiers' Row" (Collective exhibition area for luthiers organized by "Armadillo APS") Each space includes: 1 table, 2 chairs, electricity, 1 stand name, total 6sqm	€ 400	€ _____
Totale Imponibile/Subtotal		€ _____
IVA/V.A.T. (22%) (if applicable)		€ _____
Totale/Total		€ _____

First payment 30%

At the time of sending the application form 30% of the cost for the exhibition space (30% of € 400 + vat if applicable) must be paid and copy of receipt sent. The remainder is to be paid by the 10th September 2025 and a copy of receipt sent.

Payment to be made by:

Bank Transfer to Associazione Culturale "ARMADILLO"APS

Banco Posta, Agency of Sarzana (SP) Italy

IBAN: IT96H0760110700000048894364

BIC/SWIFT: BPPIITRXXX

Sign the application form (on the bottom of General Regulations - Signatures A +B+ C)

General Regulations

NAME - ORGANISER

Art. 1

The specialised Fair, named ACOUSTIC GUITAR VILLAGE hereafter called "the Fair" is open to the public and organised by CremonaFiere spa

PLACE, DATE, TIMES, ENTRANCES

Art. 2

2.1 The Exhibition will take place at the headquarters of CREMONAFIERE spa, Cremona Exhibition Center, from September 26 to 28, 2025.

2.2 The Exhibition is open to the public upon payment of an entrance ticket.

2.3 Opening hours for visitors are: Friday 26, Saturday 27 and Sunday 28 September from 10am to 6pm. Visitors are not allowed to enter with musical instruments, accessories, cases, backpacks and large bags.

2.4 Exhibitors and their staff can access the Exhibition one hour earlier than visitors, in order to prepare and organize their exhibit area; they have to leave the Exhibition within half an hour from the closing time for visitors. In this period of time, the provisions of art. 22 are applied as to supervision and Exhibitors' responsibility for any events (such as, by way of example, theft, damage, assumption of confidential or secret information by third parties, counterfeiting) that may occur to the detriment of the goods placed at the exhibition space and / or the rights of the exhibitor's company.

2.5. In case of fundamental organizational needs, aimed at ensuring the best and most efficient performance of the Exhibition, and which CremonaFiere SpA will promptly disclose by means of a notice posted at the entrance of exhibit halls and / or by publication on its institutional website, CremonaFiere SpA reserves the right to reasonably modify the entry and / or exit times for Exhibitors and / or Visitors and / or the positioning of the exhibit spaces, and / or to adopt organizational measures and rules made necessary and / or appropriate according to exhibition needs, avoiding as much as possible excessive restrictions for Exhibitors and Visitors. These rules will be binding for Exhibitors and Visitors as soon as they are made known as described above, even if in derogation from the provisions of these Regulations and the related contractual agreements.

2.6. In case of unexpected arising events (such as restrictive measures adopted by the Authority to protect health and / or safety) that limit or prevent the regular performance of the Exhibition according to above mentioned dates and / or times, CremonaFiere SpA reserves the right to reasonably modify these dates and / or times in order to allow a complete or better performance of the Exhibition, and / or to fix a visitors quota per day or during the days of the Exhibitions, based on chronological arrival order at the entrance, and/or to limit promotional and commercial activities.

2.7. In the cases indicated in the above mentioned paragraphs 2.5 and 2.6, the Exhibitor undertakes as of now to acknowledge and not to contest the changes made by CremonaFiere SpA, without prejudice to the contract for participation in the Exhibition.

2.8. In the event of definitive cancellation of the date of the Exhibition, without replacing it, CremonaFiere SpA will reimburse the Exhibitor any amount paid by the latter, it being understood that no responsibility can be charged to CremonaFiere SpA, with consequent waiver by the Exhibitor to any claim by way of compensation and / or indemnification.

PARTICIPANTS

Art. 3

A) The participation in the event is allowed only to the companies or their exclusive agents belonging to the following categories: MAKERS (plucked instruments) RESTORERS; SUPPLIERS (raw materials, accessories, cases, music stands), DISTRIBUTORS, RETAILERS & WHOLESALEERS; PUBLISHERS; MUSIC INSTITUTIONS; FESTIVALS, SERVICES. Handicrafts with a predominant and characterizing artistic and manual work of the manufacturer will be admitted to the show.

To exhibit as "Meister", it is requested to: a) fill in the proper form (Products Self-declaration form herewith enclosed). This information is not binding for CremonaFiere.b) exhibit only instruments complying with the rules indicated in the "Products Self - declaration Form" (herewith enclosed). CremonaFiere s.p.a. is not liable for any responsibility regarding exhibitors' declarations and attribution of authenticity regarding the musical instruments displayed.

3.1 Responsibility of CremonaFiere Spa

CremonaFiere declines any responsibility deriving in any way from damage caused by the participants to the Exhibition, including damage resulting from lack of observance of the provisions regulating the Exhibition itself, furthermore, CremonaFiere declines any responsibility deriving from damage caused to the instruments or goods on display even if due to accidental events or situations.

APPLICATION

Art. 4

The exhibitors, included in the categories stated in art. 3, wishing to participate in the Fair, must apply using the application form provided, duly filled in and signed by the applicant, if an individual

company, or as the entitled representative to sign or by the company's legal representative in all other cases.

Art. 5

Only applications that are duly filled in and signed according to the requirements and accompanied by proof of payment of the sum due (art. 9) will be accepted; only applicants meeting the requirements stated in art 3 will be considered.

CremonaFiere reserves the indisputable right to accept or refuse Application forms.

In case of Application refusal, CremonaFiere is not required to give explanations nor any form of compensation. In this case CremonaFiere will reimburse only the paid amount.

Submission of the Application Form signifies that the Exhibitor accepts the General and Technical Regulations governing the Fair in their entirety, as well as the obligation to conform to all standards and provisions issued prior to and after submission of application, in order to ensure the efficient organisation and running of the Fair itself.

The Application Form constitutes an irrevocable offer for the applicant, and acceptance shall be confirmed only by means of the receipt of acceptance from CremonaFiere spa.

Art. 6

In order to safeguard the image of the Fair, and the quality level of the exhibited/promoted products, CremonaFiere reserves the right to suspend, as a precautionary measure, participation in the Fair by Exhibitors subject to civil or criminal proceedings regarding violations of standards associated with the production, marketing or competitive nature of the products, until the outcome of the proceeding itself.

The Exhibitor must exhibit/promote only the products/services mentioned in the Application Form, in compliance with the categories of goods of the Exhibition, and only inside his/her own booth.

CremonaFiere reserves the right to suspend the participation in the Fair, with consequent closure of the exhibition space or to interrupt relations with the Exhibitor, in case of failure to observe the above regulations, without reimbursement of paid sums and subject to CremonaFiere's right to receive reimbursement for further damage. Furthermore, the Exhibitor shall be obliged to pay the sum due for participation in the Fair, and the balance for any requested services, even when not utilized.

Art. 7

The original application forms together with proof of payment must reach the Segreteria di CremonaFiere spa – Piazza Zelioli Lanzini, 1 – 26100 Cremona.

ADVERTISING

Art. 11

Exhibitors may carry out promotional activities for their company or for their represented companies exclusively within their own exhibition area, complying with the provisions of law, Public Security standards and the General and Technical Regulations here described. Exhibitors may distribute catalogues, price lists or other material only within their exhibition area. Leafleting is strictly forbidden. All advertising activities which in their appearance and substance may constitute direct comparison with other Exhibitors are strictly forbidden (comparative advertising is forbidden).

Advertising using loudspeakers or devices similar to those used in cinemas, with a soundtrack, must have prior authorisation from the S.I.A.E. of Cremona (Via dei Mille, 2 - Tel. 0372/411748 Fax 0372/416029) and the relevant royalties must have been paid. Royalties must be paid also for public performances of recorded music (info www.scfitalia.it).

CESSION AND CANCELLATION

Art. 12

The total or partial cession – even free of charge - of the exhibition space is strictly prohibited.

The exhibitor who, after presenting a formal application form, is unable to take part in the trade-fair - whatever the reason - **will be at any rate compelled to pay in full the participation fee, the expenses for ordered and realized systems & installation - even when not utilised -, all the charges or taxes paid on his behalf and the damages which CremonaFiere spa is going to suffer due to the renounce.** Exhibitors who cancel or are unable to participate for whatever reason will have to send a registered letter with return receipt no later than August 17th 2025. In case of failure to comply with the deadline the Exhibitor will have to pay the participation fee in full and, in addition, a € 50,00 penalty per requested sqm and he/she will allow CremonaFiere spa to freely dispose of the related exhibition spaces.

Art. 12 bis

The renounce, whatever the reason, allows CremonaFiere spa to exclude the Exhibitor for next five editions of Acoustic Guitar Village

ALLOCATION OF EXHIBITION SPACES

Art. 13

Acceptance of Application Forms and the subsequent allocation of spaces is an exclusive right of CremonaFiere, which will allocate the exhibition spaces according to its own organisational requirements and considering what follows:

the conformity of the Application Form and corresponding payments;

the submission date of the Application;

the Exhibitor's participation in previous editions of the Exhibition;

space availability;

All requests put forward by the Exhibitor on submission of the application are merely suggestive, they are not binding for CremonaFiere, nor represent a condition for the acceptance of the Application Form.

CremonaFiere for technical or organisational reasons reserves the right to change or reduce the allocated exhibition area, even by transferring it to another area of the exhibition center. In such cases the Exhibitor will have no right to reimbursement or compensation.

Art. 14

For the entire duration of the Exhibition, it is forbidden to remove, either partially or totally, any displayed good or material, without written authorisation by CremonaFiere.

CONSTRUCTION OF BOOTHS

Art. 15

The furnishing of the booths must be carried out by the Exhibitors and it must not interfere with the aesthetic appearance of nearby booths, nor cause damage or annoyance to other Exhibitors.

Art. 16

Unless otherwise specified, exhibition areas will be made available for construction and furnishing **only** on Thursday, September 25th 2025 from 8:00 a.m. to 9:00 p.m. Exhibition spaces not occupied by 9:00 p.m. on September 26th 2025 shall be considered to have been abandoned and may be used by CremonaFiere in any way, with no obligation for reimbursement.

The exhibition area correspond exactly to the area and position indicated in the Floor Plan that shall be sent to the Exhibitor together with the Confirmation of Booth Allocation.

Art. 17

Clearance of the booth areas may be carried out only on Sunday, September 28th, from 6:00 p.m. to 10:00 p.m. and on Monday, September 29th from 8:00 a.m. to 12:00 a.m. CremonaFiere declines any responsibility for exhibited goods or materials, and reserves the right to disassemble and store such materials without incurring any liability, and at the expense, risk and liability of the defaulting exhibitor.

After a period of two months, any unclaimed object may be sold at auction with the proceeds, net of any expenses or royalties due to CremonaFiere, being credited to the Exhibitor.

For every day that the goods remain in the Fair premises beyond the deadline for clearance, the Exhibitor shall pay a penalty of Euro 155 + VAT, excluding compensation for further damage.

By the deadline for booth clearance, the Exhibitor shall place the booth space at the disposal of CremonaFiere in the same condition in which it was made available to the Exhibitor.

The issue of the exit voucher is subject to this condition, and shall be granted after inspection by personnel authorised by CremonaFiere.

Art. 18

Booth construction and furnishing materials must conform to current fire prevention and safety standards. Wherever furnishing or structures are found not to conform to current standards, Cremonafiere spa will close the exhibition space giving no right to compensation to the exhibitor.

Art. 19

Construction and furnishing materials for booths will be admitted to the fairgrounds exclusively if the materials conform to current fire prevention standards.

SERVICES

Art. 20

Cremonafiere provides general lighting service.

Art. 21

Telephone lines service must be requested using a special form provided inside the exhibitor's folder at least 20 days before the opening of the Exhibition.

SURVEILLANCE – INSURANCE

Art. 22

CremonaFiere provides a general night surveillance service in the areas occupied by the Exhibition, though it declines any responsibility for eventual theft or damage to property, even if due to accidental events, present in booths or located within the Exhibition Area.

Each Exhibitor must provide for the custody and surveillance of their exhibition spaces, either for the whole duration of the Exhibition either during construction and clearance. It is therefore advisable for the Exhibitors to be present at their booths during daily opening hours, since they are the sole responsible party for surveillance.

Art 23

CremonaFiere SpA , as noted in article 8, will provide insurance cover to Exhibitors who have complied with the application procedures (art. 4 and 5). The insurance cover will be valid from the beginning of the build up period until the end of dismantling operations and will include:

- Third-party liability

- **Damage to goods - All risks** (excluding transportation) for the following goods/compensation limits: furniture and fittings of the exhibition halls, machinery, equipment and goods (with a waiver to the 20% of proportional rule) full value € 15.000,00 with the sub-limit of € 500,00 for electronic equipment.

- **Deductible for theft:** uncovered amount 10% of the damage, fixed excess € 258,00

If the Exhibitor wish to require additional cover, he / she may do so by contacting CremonaFiere Spa – Administration Office Tel. 0372/598011 four days before the beginning of the exhibition.

For detailed information regarding each insurance policy please refer the informative material or the text of the contract.

Exhibitors are, however, liable under civil and criminal law for any damage to people or goods caused by equipment, facilities or anything else may be present within their contracted exhibition area, as well as for damage caused by their own acts and those of their employees or authorised personnel.

ACCIDENT PREVENTION – MACHINES IN MOTION

Art. 24

Introduction and display of machines, machine parts, equipment, tools and devices in general, as well as the installation of electrical systems that do not conform to Presidential Decree (PD) no. 547 of 27/4/1955 and Legislative Decree (LD) no. 81/08 Title IV – Paragraph II° (Standards for injury prevention in the workplace) are strictly forbidden.

Art. 25

Machinery, whether displayed or used for the products exhibited, cannot be put into operation without prior written permission of CremonaFiere S.p.A, which will decide, case by case, and at its unquestionable discretion whether or not to grant permission. If permission is granted CremonaFiere S.p.A, will not assume any responsibility resulting from the operation of the aforementioned machinery which will be assumed by the exhibitor himself. The exhibitor must strictly observe all legal provisions and appropriate regulations, besides all the specific regulations of CremonaFiere. **Overhead loads are strictly forbidden.**

CremonaFiere's authorised personnel have the right to prevent the operation of any machinery that may compromise the Exhibitors or Visitors' safety, or that may cause excessive disturbance.

SUPPLIES

Art. 26

The introduction of goods intended to supply the booths performed by Exhibitors (or by their authorised personnel) must be authorised by CremonaFiere, and may take place only from 9,30 a.m. to 10,00 a.m. during Exhibition days.

Supply vehicles must have a specific "Supplier's Card" issued by CremonaFiere.

TRANSPORTATION AND FORWARDING

Art. 27

For the execution of rail and customs formalities, Exhibitors are free to use a forwarding agent of their choice.

Art. 28

Exhibitors, or their authorised personnel must obtain customs authorisations for the temporary importation of goods directly from customs authorities, according to the law in force; CremonaFiere declines any responsibility to this regard.

PHOTOGRAPHS AND REPRODUCTIONS

Art. 29

Booths and displayed materials may neither be photographed/filmed nor reproduced without the authorisation of the Exhibitors and CremonaFiere.

CremonaFiere reserves the right to reproduce or to authorise the reproduction of internal or external general or detailed views.

CremonaFiere is not responsible for unauthorised reproductions of exhibition spaces or displayed goods.

SALES

Art. 30

Any sale to the public is carried out under the Exhibitor's exclusive responsibility, who must have the authorisations prescribed by the regulations in force during Exhibition times.

CATALOGUE

Art. 31

CremonaFiere reserves to produce directly or through specialised companies the Official Catalogue of the Exhibition which includes information regarding all applications received and accepted by August 31st, 2024.

CremonaFiere declines any responsibility as regards the date of publication or distribution of the catalogue, and as regards errors, misprints, layout or any other mistakes and omissions.

CremonaFiere also reserves the right, with no responsibility for possible mistakes or omissions, to produce and distribute publications of various kind used to describe and promote the exhibition, at any time and in any situation, whether in Italy or abroad.

PROHIBITIONS AND RESTRICTIONS

Art. 32

Subject to all standards and special provisions regarding public meetings, and besides the prohibitions already defined in the specific articles of the Technical and General Regulations, it is expressly forbidden:

- to perforate, fix nails and/or screws into walls, ceilings and floors; to attach loads to the structures of the pavilions;
 - to display items which are not listed in the Application Form, or in any case not pertinent to the categories of goods included in the Exhibition;
 - to use electric devices which are not compliant with the norms;
 - to install equipment or billboards higher than booth height;
 - to play musical instruments or turn on devices or anything else might produce sound or noise; the use of such instruments and devices is allowed only in the special audition places and needs to be previously authorised by CremonaFiere's staff;
 - to drive or park vehicles of any kind within the Exhibition area;
 - to leave vehicles parked overnight (even in case of breakdown) within the Exhibition area;
 - to light or cause fires or to introduce explosive material or detonating, dangerous, foul-smelling products, or in any case susceptible to cause damage or disturbance;
 - to take products and materials out of the Fairground during the Exhibition without written authorisation of CremonaFiere;
 - to distribute promotional material (magazines, catalogues, leaflets, brochures, etc.) not concerning the Exhibitor, who may distribute such material exclusively within the allocated booth area ;
 - to use the trademark of CremonaFiere without written authorisation;
 - to introduce dogs into the Fairground, with the exception of guide dogs for the blind;
 - to cause disturbance or annoyance of any kind to the regular running of the Exhibition, upon pain of immediate expulsion from the Fairground;
 - to carry out any kind of political propaganda within the Fairground;
 - to abandon parts of booths, carpet, adhesive or cloth-lined tapes or residues of any kind within the Fairground;
 - to display prices, except during Exhibitions in which sales are allowed; in such cases only authorised Exhibitors can display prices;
 - Exhibitors, their representatives or clients must not remain in the booths or within the fairground beyond the Exhibition's closing time or during unauthorised times, without special authorisation;
 - to carry out any form of food serving activity in the booths or within the fairground without specific authorisation by CremonaFiere;
 - to start booth clearing operations before closure of the Exhibition.
- THE USE OF FIRES EMPLOYED FOR FOOD AND DRINK PREPARATION MUST BE PREVIOUSLY AUTHORISED BY THE STATUTORY AUTHORITY.

The violation of the prohibitions of these General Regulations, as well as of the Technical Regulations or of the rules issued by CremonaFiere shall cause the termination of legal relations with the defaulting Exhibitor, as well as the exclusion from the Exhibition. The defaulting party shall have no right to reimbursement and/or compensation, while CremonaFiere may take action for the recovery of further damages.

Art.32 / bis

Cremonafiere SpA, directly or through specialized professionals, reserves the right, after examining the object, to verify the effective compliance of the goods on display compared to the quality and characteristics indicated by the exhibiting company, with particular regard to the geographical origin and manufacture indication.

PATENTS

Art.33

All Exhibitors must declare all items not covered by patent. This declaration must be made also for industrial models and company trademarks, in compliance with Decreto Legislativo del 10/2/2005 n° 30.

MISCELLANEOUS

Art. 34

The Exhibitor is liable in civil and criminal law for any injury to persons or damage to property caused by the equipment, structure or whatever else present in the allocated area, as well as for his own actions and for those acting for him.

• The Technical Regulations and technical supply standards included in the various forms are an integral part of these General Regulations.

• the submission of the Application Form and consequent undersigning of these General Regulations further oblige the Exhibitor to fully respect the Technical Regulations as well.

• Exhibitors must provide for the custody and surveillance of their own goods and instruments on display or in any case present at the Exhibition. CremonaFiere, in fact, is not entrusted with the deposit and custody of the goods displayed inside the booths, but it grants exhibition spaces as a temporary lease formula.

• The Exhibitor is obliged to maintain the allocated exhibition area in a clean condition.

• The dates of the Exhibition may be modified with no responsibility for CremonaFiere, which may as well suspend the Exhibition, with the consequent reimbursement to the Exhibitors of the sums paid in advance.

Participants can not demand any compensation for the damage provoked by the cancellation or suspension of the exhibition.

For all points not specifically covered by the General Regulations hereto, the standards of the Civil Code apply.

Art. 34/bis

CremonaFiere S.p.a. shall not be held liable for any interaction between the exhibitors and their suppliers even in reference to the custody of goods, products, fittings and similar.

Art. 35

Failure to observe just one of the previous clauses shall cause immediate termination of contract by Exhibitor's default, giving no right to reimbursement of the amounts paid by the same, and with the obligation to pay the balance of the entire sum due for participation in the Exhibition and relative services provided by CremonaFiere during the Exhibition.

Art. 36

CremonaFiere reserves the right, at its discretion and indisputable judgement, to introduce new standards and provisions deemed appropriate for better running the Exhibition, as well as to adopt any other provisions that may be suggested or imposed by the needs or requirements of the Exhibition. Such standards shall have equal validity to those included in these Regulations, and shall be mandatory for all exhibitors.

CLAIMS

Art. 37

Claims of any kind, regarding the organisation and the running of the Exhibition must be presented in written form to CremonaFiere no later than the closing date of the Exhibition. Failure to do so will result in claims considered null and void. Any provision decided by CremonaFiere during such deliberation shall be immediately executive.

Art. 38 Exclusions

A Commission expressly elected by the event promoters - by final judgement - shall be entitled to:
a) any time exclude the products not complying with the features referred to in art. 3 and art. 32bis of the General Regulation
b) expel exhibitors from the event in particularly serious situations.
In these cases the exhibitor shall be entitled neither to reimbursement nor to compensations.

Art. 39

The Exhibitor, having read the General Regulations with particular reference to articles 9-10-12-17-18-19-20-21-22-23-24-32-34-37-38-39, declares to accept them in their entirety, ensuring that booth furniture shall be constructed according to current standards, assuming full and complete civil and criminal responsibility as to what regards access to the same.

Besides the Exhibitor relieves CremonaFiere of any civil or criminal responsibility that may derive from deficiency, damage, difficulties that may arise from failure to observe the above standards.

Art. 40

FOR ANY CONTROVERSY THE COMPETENT COURT SHALL BE THAT OF CREMONA.

Signature A

THE UNDERSIGNED _____

BORN IN (CITY) _____ ON _____

PLACE OF RESIDENCE _____

AS LEGAL REPRESENTATIVE OF THE COMPANY OR AS THE ENTITLED REPRESENTATIVE TO SIGN THIS CONTRACT BECAUSE THE _____

(JOB TITLE) OF THE COMPANY DECLARE UNDER MY SOLE RESPONSIBILITY TO BE DULY AUTHORIZED TO SIGN THIS CONTRACT IN THE NAME AND ON BEHALF OF THE AFOREMENTIONED COMPANY.

I AGREE AND UNDERSIGN ON ALL ARTICLES.

COMPANY LEGAL REPRESENTATIVE

(stamp and legible signature)

Signature B

The undersigning company, in compliance with art. 1341 and 1342 of the Civil Code, declares to approve the provisions of art. 3-3.1-5-6-8-9-10-12-15-16-17-18-19-20-21-22-23-24-25-29-31-32-34-35-36-37-38-39 of the regulations hereto.

COMPANY'S LEGAL REPRESENTATIVE

(stamp and legible signature)

Signature C PROCESSING OF PERSONAL DATA

INFORMATION ON PROCESSING OF PERSONAL DATA REGULATION (EU) 2016/679 GDPR General Data Protection Regulation)

As set forth by Regulation (EU) 2016 / 679 we inform you that personal data you provided, i.e. obtained for the activities carried out by CremonaFiere, are subject to processing with due observance of the requirements of confidentiality and in conformity with the related regulations.

Personal data are processed manually, automatically, on paper or computer (i.e. photo on the brochures etc.) for following purposes:

1. Fulfillment of contractual obligations related to the registration and participation of the subject as Exhibitor or Partner in the events organized by CremonaFiere

2. Organization and management of the events promoted by CremonaFiere, for example: issuing of ID cards for safety reasons, statistical data analysis, communication to third parties cooperating in the organization and management of events (ex: other Exhibitions, suppliers, consultants etc.), registration of personal data in the Exhibition Directory and Floorplan to be distributed at national and international level. Some data may be collected also through preregistration (on-line or on paper) and by authorized operators before accessing the Headquarters.

3. Profiling and marketing purposes and for sending promotional communications related to CremonaFiere activities through: email, sms, mms, telefax, phone calls, direct selling and further marketing activities (es. Market analysis and research).

4. Profiling and marketing purposes and for sending promotional communications related to the activities of CremonaFiere's partners (organizers, exhibitors, operators involved both in the exhibitions and in other sectors) interested in offering advantageous commercial offers on CremonaFiere exhibitions, through: email, sms, mms, telefax, phone calls. For this purpose data can be communicated to the above mentioned parties to enable their activity.

processing of personal data implies: their collection, registration, organisation, conservation, processing, amendment, selection, extraction, comparison and re-classification of information into

uniform economic categories, use, interconnection, blockage, communication, diffusion. Duration of data processing will be proportionate to processing purposes.

Provision of personal data to CremonaFiere is always optional. However, in case of request of a participation as exhibitor or partner in CremonaFiere events, requested data shall be processed by CremonaFiere to fulfil law or contractual obligations and to provide the service requested by the subject (see point 1). Provision of personal data is therefore necessary. A failure to provide requested data would end in the impossibility for CremonaFiere in offering the contractual performance you requested and / or in fulfilling law obligations. It won't therefore be possible to send you a participation proposal or accept your participation, your access to the fairgrounds and the use of our services etc. Consent of data processing for purposes set forth in point 1. is not necessary since CremonaFiere exempts ex lege the obligation to request it.

Provision of personal data doesn't equal the consent to data processing for purposes set forth in points 2,3 and 4. The subject providing personal data (after reading this information) is supposed to have given a tacit consent to processing of data for purposes set forth in point 1.

Consent to processing of data for purposes set forth in point 2 is optional. However, the lack of consent could prevent CremonaFiere from proceeding with the related processing and sometimes in the impossibility to provide the requested service. We therefore suggest, in case of interest in receiving a participation proposal, to give the consent to processing of personal data as set forth in point 2.

If data are processed for purposes set forth in points 3 and 4, consent is optional. The lack of consent won't prevent CremonaFiere to provide the requested service but will determine the impossibility of CremonaFiere in processing data (for example using email addresses and phone numbers to send promotional messages).

Data collected for purposes set forth in point 1 could be communicated to companies operating on behalf of CremonaFiere as to: management and maintenance of IT services and database, companies which have been entrusted appointed by CremonaFiere to provide services that are fundamental for the events (i.e. construction and management of booth structures, logistic, security, private security, first aid, hostess etc.). Data processing by these parties will occur for same purposes and in the same ways as above mentioned.

CremonaFiere informs that during exhibitions and events organized by itself, authorized photographers and videomakers could make photos and videos for documentation and promotional purposes, both on the Exhibition website and social networks (Twitter, Facebook, Whatsapp, Youtube, Video etc.) Posted pictures and videos will be about exhibition activities to be intended as public events and for which no explicit consent of the photographed or filmed subject is required.

If you don't want to be photographed or filmed, please notify it to the responsible staff. Photographed or filmed people have the right to ask for removal of pictures from company database, website or connected platforms, by means of an email to info@cremonafiere.it

CremonaFiere will promptly remove these materials.

Data collected for purposes set forth in points 2 and 3 that may be collected on-site by operators authorized by CremonaFiere, could be communicated to photographers and videomakers working on promotional materials, to companies working at the post-production of the same materials, to journalists, to societies carrying out marketing analysis, to advertising or communication agencies, to companies in charge for material printing, to website designers and creators, to web marketing societies and to other parties involved in the creation and maintenance of promotional material, management of IT systems used for processing of personal data and to third parties that may share promotional initiatives, events and Exhibitions with CremonaFiere and through the official directory, to exhibitors and visitors of events organized by CremonaFiere also in cooperation with third parties.

We also inform you that article 7 of the above mentioned regulation acknowledges the subject with several rights, among them the right to obtain information on the existence of data about him/her and their communication in intelligible form, to obtain cancellation, transformation into anonymous form or block, update, amendment and integration, as well as the evidence that these operations were brought to the attention of those who have been communicated these data. The subject also has the right to oppose, for legitimate reasons, the processing of such data, the right to oppose the processing of the data for commercial or advertising reasons (profiling, commercial communications, market research and analysis).

You hereby give your consent and authorization to post photo and videos made by CremonaFiere during the Exhibition Cremona Musica International Exhibitions.

You can exercise the above mentioned rights by writing an email to info@cremonafiere.it

Data holder is CremonaFiere SpA with headquarters in Cremona, Piazza Zelioli Lanzini, 1, P.IVA: 00158700195. It is possible to ask the data holder for a list of data processing responsables.

Consent Regulation EU n. 2016/679 – Privacy protection

I declare to have read and understood the Information on processing of personal data as set forth in Regulation EU 2016/679 (<http://www.cremonafiere.it/en/privacy/>) and to give my consent to the processing of data for management and organization of Cremona Musica, also in case of online or onsite preregistration procedures carried out by authorized operators before accessing the fairgrounds (purpose 2 of the information)

☐ I give my consent ☐ I don't give my consent

and to the processing of data for profiling and marketing purposes (market research, commercial and promotional communications, advertising per email, post and telephone, through automatic calls, fax, emails, sms and mms) related to CremonaFiere activities (point 3 of the information)

☐ I give my consent ☐ I don't give my consent

and to the processing of data for profiling and marketing purposes (market research, commercial and promotional communications, advertising per email, post and telephone, through automatic calls, fax, emails, sms and mms) carried out on behalf of CremonaFiere by third parties (organizers, exhibitors, operators involved in exhibitions or also in other sectors) and about their activities. To this extent, data may be communicated to third parties for their promotional communications and subject to data processing (point 4 of the information)

☐ I give my consent ☐ I don't give my consent

COMPANY LEGAL REPRESENTATIVE

.....

(Stamp and signature)