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1. EXHIBITION TITLE AND SUBJECT

The official title of the event is ORTICOLARIO. Avant Gardening.

2. ORGANISERS

ORTICOLARIO is organised by:

S.O.G.E.O. S.r.l. Impresa Sociale, L.go Visconti4, 22012 Cernobbio (Co) Italy

Segreteria Organizzativa c/o Villa Erba S.p.A. L.go Visconti 4 – 22012 Cernobbio (Como) - Italy

Tel. 031 3347503

3. EVENT DATES AND LOCATION

The event will take place from 29th September to 02nd October 2022 in Cernobbio (Como) - Italy in the exhibition centre of Villa Erba overlooking Lake Como, L.go Luchino Visconti 4, with the following schedule: Thursday from 3.00PM to 7.00 PM, Friday – Saturday and Sunday from 9.00 AM to 7.00 PM.

4. ACCESS TIMES

Wednesday 28th September	
08.00 -20.00:	Setting up of exhibition spaces
Thursday 29th September	
06.00 -14.00:	Setting up of exhibition spaces
From 12.00	Exit of vehicles
15.00 -19.00	Open to the public
Friday 30th September	
07.00 - 8.00:	Preparation of exhibition areas
09.00 -19.00:	Open to the public
Saturday 01st October	
07.00 -08.30:	Preparation of exhibition areas
09.00 -19.00:	Open to the public
Sunday 02nd October	
7.00 - 08.30:	Preparation of exhibition areas
	08.30: Meeting organisers/exhibitors
9.00 – 19.00:	Open to the public
19.30 –22.00:	Dismantling of exhibition spaces
Monday 03rd October	
07.00 - 8.00:	Dismantling of exhibition spaces

5. INVITATION AND ADMISSION

Orticolario is an exhibition on invitation. Italian and foreign companies whose businesses relate to the subject of the event will be permitted to exhibit at Orticolario 2022. To gain admission, applying companies must meet in full the following requirements:

- a. approval of the Creative Team and of the Scientific Committee of Orticolario
- b. acceptance and signature of the General Terms and Conditions
- c. completion of the Application Form (Art. 6 Terms and Conditions), the Exhibitor Questionnaire (Att. A - Art. 7 Terms and Conditions), Self-Certification (Att. F - Art. 7 Terms and Conditions) and, where necessary, the other attachments regarding the requested Additional Services (Installations Att. B, Technical Services Att. C, Access, advertising and promotion Att. D – Arts. 7 and 9).
- d. payment of the registration fee consisting in 30% of the total amount which can be determined using the summary breakdown in the Admission Form. Please include a copy of the bank transfer or cheque when submitting the Application Form (Art. 10 Terms and Conditions).

In the event of self-candidatures, the opinion of the Scientific Committee is final. Candidates that do not meet the objectives and quality standards of the event, even if they are pertinent to the subject thereof, will not be accepted. The Committee reserves the right to keep the candidature on hold. The reserve will be resolved by 31/07/2022.

6. APPLICATION FORM

After receiving the approval of the Scientific Committee, exhibitors must submit the Application Form, the Exhibitor Questionnaire (Art. 7 Terms and Conditions), the Att. F and, where necessary, the above-mentioned attachments, completed in full and signed, to the Organising Secretariat together with the payment of the advance fee, and the copy of the bank transfer or cheque.

The Organising Secretariat reserves the right to refuse applications submitted after the deadlines stated on the Application Form or deemed incomplete (missing data, failure to supply all the necessary documents or the payment).

The Organization reserves the right not to accept applications for admission, although complete and correctly sent, because of internal logistic and management reasons. The Organizing Secretariat will inform the person about this decision as soon as possible returning the amount already paid for registration.

7. EXHIBITOR QUESTIONNAIRE (ATT. A) AND SELF-CERTIFICATION (ATT. E – ATT. F)

The Exhibitor Questionnaire (Att. A) and the Self-Certification (Att. F) must be returned, completed in full and signed, to the Organising Secretariat as an integral part of the Application Form itself. Failure to do so will result in the application being considered invalid.

Where a foreign enterprise has an EU VAT Number, the self-certification (ALL. E) should be completed and sent with the Application Form.

Where other suppliers assist with the installation by the exhibitor, each one should fill in a copy of the Self-Certification (Att. F) and to request from the Secretariat a copy of the list of suppliers to be returned completed and signed by 05/09/2022.

8. INSTALLATIONS AND TECHNICAL SERVICES (ATT. B – ATT. C)

Please submit the following attachments regarding the request of Additional Services together with the Admission Form (Installations Att. B – Technical Services Att. C).

When sending the application form, the exhibitor may also request other additional services. This may also be done at a later date but in any case by and no later than the deadlines stated in the forms.

For all requests submitted after the application form, exhibitors must send the appropriate form, completed in full and signed, by e-mail or fax to the Organising Secretariat, together with a copy of the evidence of full payment. The Organising Secretariat reserves the right to refuse requests in the event that the requested service is already fully booked or unavailable or if the form has been submitted after the deadline. The Organising Secretariat reserves the right to refuse the requested service in the event that an advanced payment has not been made.

Att. B – Installations: exhibitors may use this form to request additional set-up material, available until stocks last. The submission of the form does not guarantee that requests will be accepted by the Secretariat. The Secretariat reserves the right to reject requests submitted after 05/09/2022.

Att. C – Technical services: exhibitors may use this form to request technical services.

Electrical connection isn't included in the registration and area fee, save particular condition agreed upon beforehand (for example the International Competition Creative Spaces or other installation directly prepared by the organization).

Electrical services (electrical connection, additional kW and lighting fixtures) may be requested, while stocks last, by and no later than 05/09/2022.

For electricity requirements exceeding 2.5 kW, please contact the Secretariat directly by and no later than 05/09/2022.

Loading/unloading services (forklift, support staff) must be booked by and no later than 05/09/2022. If the services are requested after the deadline, this will result in an extra charge of 10% of the total amount. Services will be guaranteed in accordance with the time schedule stated in the application form. If the activation of the service is delayed, the full amount will not be refunded. The Secretariat may accept later bookings after checking availability. The payable amount will be billed by the hour or fraction of an hour.

Any cancellation of a service must be requested to the Organizing Secretariat by mail sent to info@orticolario.it. The services required can't be cancelled over the term of 05/09/2022. The cancellation of the service will have to be confirmed by the Organizing Secretariat, otherwise the service is considered activated.

9. ACCESS, ADVERTISING AND PROMOTION (ATT. D)

Exhibitors may submit the appropriate form to the Secretariat in order to request promotional services for a fee (insertion of additional brand logos and/or banners in the online catalogue) as well as services necessary to access the event (additional passes) and/or to promote the exhibitor's presence at the event (admission tickets).

For time schedules, conditions and handling procedures and for restrictions regarding these services, please refer to arts. 30 and 32 of the Terms and Conditions.

Exhibitors may submit the Attachment D request form in order to inform the Secretariat of the nursery that will perform the plant and flower decoration of non-nursery stands. This form should be used also by exhibitors (distributors) who present at the event various brand logos. In that case, the form should be sent to the Organising Secretariat together with the application documents.

For time schedules, conditions and handling procedures and for restrictions regarding these services, please refer to art. 35 of the Terms and Conditions.

10. PAYMENTS AND PENALTIES

Payment must be received in full by 15/07/2022. Any payments made after the deadline will incur in a penalty charge of 10% of the full amount.

Payment of the 30% advance is binding and should be made at the time of sending the documentation referred to in art. 6 and 7 of the General Terms and Conditions.

All payments must be made as follows:

Bank transfer to S.o.g.e.o. S.r.l., c/o Unicredit Banca – P.zza Cavour – 22100 Como
IBAN IT08H0200810900000102143611 – BIC UNCR IT M1315
Payment reason Orticolario 2020 Advance/Balance/Additional services and the company name of the exhibitor.

Failure to pay the fee by the due date may result in the cancellation of the booking of the space.

It will be possible to pay the entire amount in a lump sum upon sending the Application Form, receiving a discount on the entire sum by and not beyond the deadline identified in the application. That discount is not provided for exhibitors who enjoy geographic subsidies or special purchase conditions for the exhibition space. That subsidy is not applicable to the purchase of services.

In case of withdrawal by an exhibitor after having sent the signed admission forms, the Organizing Secretariat has the right to withhold the amounts already paid by the exhibitor and also to request the balance of the entire participation fee, as a penalty.

11. EXHIBITION AREAS

Exhibition areas inside the covered structure consist of modules measuring approximately 21 m² (3m x 7m) each.

External areas within the park consist of modules measuring approximately 25 m² (5m x 5m). Exhibitors in the nursery category will have the first option on areas situated outdoors. Exhibitors belonging to all the other categories may request the allocation of vacant outdoor spaces if available. These sites will be allocated per the criteria established by the Organising Committee and on a "first-come, first-served" basis upon receipt of the application form and payment of the applicable fee.

The exhibitors are asked to keep their installations within their area, which will be marked out and signed. The organisers may apply a penalty charge of € 100, as well as remove any material, to exhibitors who fail to stay within their own area.

Every exhibitor can reserve only a module, except the nurseries who can reserve maximum 2 module. Request for more or less square metres will be analysed only by availability and after quantification.

Prices for the spaces are divided into two categories, nursery/crafts companies and non-nursery companies, according to the relevant category. There is provision for geographical subsidies for foreign exhibitors and exhibitors originating from the Italian islands.

The price of each module includes: exhibition space, civil liability insurance, cleaning of the exhibition area, welcome staff, listing within the catalogue and on the website with a self-managed personal file and media and press campaigns.

Exhibitors can manifest preference for the position occupied in previous editions, but the confirmation of the positions will be at the discretion of Orticolario, on the basis of logistics requirements.

12.EXHIBITION FEATURES

Exhibitors should advise and inform the public on the characteristics of each single plant on display and must guarantee that the stand is in working order and staffed until closing time.

Exhibitors may only occupy the area agreed upon with the Organising Committee. They are required to display their products in a harmonious and pleasant manner, with illustrations and information regarding the plants at time of flowering as well as the price, if the products are for sale (See also art. 21 of the Terms and Conditions).

The presentation and lighting of the stand will be subject to evaluation and judging by the technical and aesthetic jury panels. Projects selected for the Eighth Edition of the International Competition for Creative Spaces will be judged by a creative spaces jury and visitors jury.

Exhibitors should advise and inform the public on the characteristics of each single plant on display and must guarantee that the stand is in working order and staffed until closing time.

In the definition of the areas, the Organization of Orticolario is preparing several seats area for visitors. To develop the service is important the Exhibitors cooperation. Please think in introducing seats in your stand, where it's possible.

Orticolario is special because of the beauty of its setting and the elegance of the designs exhibited. Each exhibitor is therefore requested to pay particular attention to detail when setting up their exhibits, as well as the overall aesthetic appearance of the work as these are crucial factors for Orticolario which aims to satisfy the high expectations of its visitors.

Exhibitors are also expected to support the event as a whole so that it achieves the aesthetic goals it sets itself, which in fact depend on the quality of the exhibitors.

For these reasons **every exhibitor is required to send in the suggested set-up for their own space** for examination by Anna Rapisarda, who is curator of the image and communications for the event, with details to her address anna.rapisarda@gruppointercom.net

Except for other different communication, if your design set-up is complex and needs a large garden space or the **presence of large structures such as greenhouses, pavilions, marquees or large gazebos, or the intervention of external constructors or suppliers** the following documentation must be sent to info@orticolario.it with the term provided for:

- By 01/06/22: The preliminary project;

- By 25/07/22:

- Executive project (if requested)
- Documentation under legislative decree D.Lg. 81 on safety, the Chamber of Commerce search, the "Durc" document and, if not already sent with the Admission Application, Annex F. Self-certification of possession of the professional suitability.

- The list of suppliers that will intervene at the design site

- By 05/09/22:

- Any technical requirements (Annex A, Annex B, Annex C)
- Confirmation of any additions to the suppliers list

- By 12/09/22: Notification of any heavy equipment or vehicles that have to gain access to the exhibition site.

13. USE OF FLOORS AND INTERNAL STRUCTURES

Exhibitors are allowed to lay down additional flooring (carpeting, linoleum, coconut fibre mats, jute or wood), as long as all fire prevention rules are complied with and all the materials laid down are fixed exclusively by using double-sided tape in order to avoid damaging the pre-existing floors. If the aforementioned service is not carried out by Villa Erba staff, the Exhibitor must remove all additional flooring and fixing tape. All these materials must be certified fire-resistant.

Whenever it would be necessary to use material such as soil, sand or gravel, either inside or outside, it is mandatory to cover surfaces with a proper drop cloth also to make dismantlement easier.

14. RESTRICTIONS

It is strictly forbidden to:

- a. Use water or other liquids (so as to avoid damaging floors), with the exception of those that are strictly necessary to water the plants on display. Exhibitors are required to use cellophane in the event that heavy watering or laying potting soil on the floor are deemed necessary;
- b. Use adhesives, warm glue, nails, machine pistols, silicon sealing on walls and floors;
- c. Paint floors and walls with any kind of paint;
- d. Hang signs, neon signs, boards, panels, etc. from the ceiling, unless using the appropriate structures, where possible;
- e. Use ceiling coverings or curtains;
- f. Modify or tamper with technical installations (electrical systems, etc.);
- g. Create routes or grooves to embed cables. All cutting or grinding operations within the exhibition areas must be carried out with machines equipped with dust extraction vacuums. Any damages will be charged to the breaching Exhibitors;
- h. Carry out digging operations. Except in cases where authorisation has been given following an application to carry out the works, accompanied by a signed clause holding S.O.G.E.O. S.r.l. Impresa Sociale and Villa Erba S.p.A. harmless;
- i. Step out of the designated routes when loading or unloading goods;
- j. Drive or leave vehicles on the grassed area and on the flower beds;
- k. Breaching exhibitors will be held liable for any damage caused.

15. ASSISTANCE TO EXHIBITORS

During the installation, event and dismantling periods, Exhibitors taking part in the event will be assisted by a Technical Office and an Organising Secretariat – Info Point, located in the Exhibition Centre.

16. SAFETY RULES (SET-UP MATERIALS)

All materials used for set-up and brought onto the premises and in the designated parking spaces by the Exhibitor must be rated non-combustible and fire resistant at origin. All certification must be handed in to the staff of the Technical Office of Villa Erba upon arrival at the Showground. It is forbidden to use plastics (e.g. polystyrene) unless they are Class 1 materials. It is also forbidden to use fabrics made of non-fire-resistant synthetic fibres, paints, varnishes, glues not conforming to Class 1 standards.

All combustible materials must undergo flame-retardant treatments. All flame-retardant treatments on installation materials (fabrics and structures) must be carried out before taking these inside the exhibition areas and installing them.

17. FIRE PRECAUTIONS

The organisers will take all the necessary precautions in order to prevent fires and to ensure swift intervention should any occur. It is nevertheless imperative that all Exhibitors collaborate and strictly comply with the following rules which require:

- a. Not keeping within the parking area empty packing materials, boxes, printed and advertising matter in quantities exceeding daily use;
- b. Not smoking inside the pavilions;
- c. Disconnecting all the switches of their own electrical system every night before leaving the car park;
- d. Not using cavity walls to store material;
- e. Not covering or hiding hydrants, fire-extinguishers and emergency exits;
- f. Using electrical systems in full compliance with current safety regulations (in case of non-compliance, the power supply will be stopped);
- g. Not using open and/or unprotected flames on the Showground or in the grounds;
- h. Checking that the tanks of cars, machinery and equipment, left within the Showground, are empty.

18. ACCIDENT PREVENTION

All exhibitors are subject to the workplace health and safety laws (as decreed by Italian Legislative Decree no. 81/08). Exhibitors relieve the Organisers from any liability for damages suffered by the Exhibitors' own personnel or by visitors following non-compliance with the regulations set down in the afore-mentioned Italian Legislative Decree.

19. SAFETY RULES

Villa Erba S.p.A. and S.O.G.E.O. S.r.l. Impresa Sociale shall not be held liable for any non-compliance with any applicable law and request that exhibitors strictly comply with current laws and regulations pertaining to Public Safety in Italy. Suppliers employed directly by Exhibitors must produce all the documents required by the Consolidated Safety Law Italian Legislative Decree no. 81 of 04/09//2008, att. 17 or *self-certification of verification of the requirements of technical-professional suitability in accordance with Art. 26, Paragraph 2 of the Consolidated Safety Law Italian Legislative Decree no. 81 dated 04/09//2008* (Att. F).

All the aforementioned documents must be submitted to S.O.G.E.O. S.r.l. Impresa Sociale before the beginning of all set-up operations. Failing that, no supplier will be authorised to access to the exhibition spaces for the installation operations.

20. WATER SUPPLY

No connections for water and compressed air will be available inside the exhibition area of Villa Erba. Exhibitors are required to water their plants before set-up with buckets or watering cans in the designated water supply areas.

Where possible water connections will be provided in the grounds.

Dedicated water connexions will be required separately.

21. SALES

Under the provisions of the law, during the event Exhibitors may sell immediately to the public the products on display. In this case, Exhibitors must comply with all applicable laws regulating fiscal matters (issuing of a receipt or tax receipt). During the event's public opening days and hours, all Exhibitors must clearly display price labels for each product on sale.

Any civil, tax, criminal, administrative or any other kind of liability deriving from the sale, exchange, etc. of goods on display will be held directly and exclusively by each Exhibitor and will not in any way involve Villa Erba S.p.A. and S.O.G.E.O. S.r.l. Impresa Sociale.

22. TASTING AND DISTRIBUTION

Exhibitors are not permitted to serve food and drinks where this involves the preparation, handling and cooking on site, unless expressly authorized by the organisers.

On the other hand, subject to verification, the activities of tasting foods and beverages which may be prepared elsewhere and thus where that preparation does not take place in front of the customer, are permitted.

In any case, all exhibitors intending to perform tastings are invited to contact the Organising Secretariat so as to obtain authorisation and information in that regard.

23. ACCESS TO EXHIBITION AREAS

The access areas for all loading and unloading operations of all materials are located behind the Lario, Cernobbio and Regina Wings of the Villa Erba exhibition centre.

Door sizes are as follows: width 170 cm, height 235 cm.

By opening an upper door, it will be possible to increase the height by a further 85 cm.

That operation will be performed upon specific written request sent by the exhibitor and at the expense of the latter, exclusively by Villa Erba personnel.

The maximum distributed load capacity for the Main Pavilion and the Exhibition Wings is 600 kg per m². The beams in the Main Pavilion are such that in order to appropriately distribute the load of the goods it is necessary to lay down platforms 2 cm thick and at least 100 cm wide (not available from Villa Erba). Exhibitors are advised to use capacious hand trucks, not available from Villa Erba.

Electricity connect is not normally included in the exhibition space. The first range of the service (1-2,5 kW) can be requested when filling in the form Annex C (art. 8 of the Terms and Conditions). For electricity requirements exceeding 2.5 Kw, on request and at the expense of the Exhibitor, it is possible to have an additional and autonomous wiring system.

For outdoor Exhibitors there will be a specific access and loading/unloading methodology, whereby exhibitors will be collected from the parking area and access will be provided on call.

Access to the Showground will be permitted exclusively to vehicles with a permit. The permit will be supplied by the Secretariat or by the staff near the access gate and must be displayed inside the vehicle and returned when leaving the Showground.

The vehicles can't anyway stay in the Exhibition Centre during the night or when it's closed.

Parking spaces must be vacated within the scheduled times. In order to ease the management of these operations, the exhibitor must complete the Exhibitor Questionnaire (art. 7 of the Terms and Conditions) stating his preferences. Nevertheless, this does not constitute a guarantee on behalf of the organisers as regards the total or partial fulfilment of these requests.

The Organisers will not be liable for products and materials left within the exhibition spaces after the end of the event.

Furthermore, the Organising Committee reserves the right to remove and store these away, refusing all liability, at the expense and risk of the breaching Exhibitor and with payment of a fine.

Access to the Showground will be permitted exclusively to vehicles not exceeding the following dimensions: maximum width 2.5m – maximum length 13m – maximum height 4m.

Trucks and articulated lorries will be allowed access subject to space available on arrival and solely under the supervision of the staff of the Technical Office of Villa Erba S.p.A. Vehicles will not be authorised to access the showground if they have not been reported to the Organising Secretariat by 12/09/2022.

24. EXHIBITION AREA PARKING

Villa Erba will provide adequate and duly designated complimentary parking facilities near the Exhibition Area. Exhibitors will have access to these spaces with a permit, which will be available for collection from the Organising Secretariat. The permits, numbered and named, for accessing the Exhibitors' Parking Areas will be granted on the basis of one per exhibition area.

Permits must be visibly displayed at all times. Vehicles without permits will be removed at the owner's expense.

Villa Erba shall not be held liable for any goods stolen from vehicles parked within the Showground.

The Organisers reserve the right to move some heavy or large-sized vehicles, which need to remain for the three days of the event, to another parking area close to the Exhibition Centre so as to ease movement of vehicles within the Exhibitors' Parking Area.

25. SURVEILLANCE AND SECURITY

Supervision and surveillance of the parking area (and of all goods inside parked vehicles) as well as of the exhibition areas during opening hours is at the Exhibitors' own responsibility.

The organisers will not accept any liability in the event of theft and/or damage.

26. LOADING/UNLOADING

The Exhibitors' vehicles will have access to their own designated spaces solely for the installation, re-stocking (in line with the installations) and dismantling of the exhibition areas during the times stated above. At all other times, vehicles will not be admitted to the Showground. Any Exhibitor failing to comply with this rule will be sanctioned.

Due to the heavy traffic of vehicles along the paths when materials are taken in or out of the Showground, drivers must:

- a. strictly comply with the stated times and dates;
- b. strictly comply with the routes and grassed areas near the entrance doors;
- c. limit stopping time exclusively to loading and unloading operations;
- d. not leave vehicles parked at night inside the Showground.

All vehicles considered to be a hindrance to traffic will be removed at the expense of the Exhibitor at fault.

27. REGISTRATION FEE

By paying the registration fee, each exhibitor will receive:

Following the payment of the admission fee, each stand will be provided with:

- a) 1 vehicle parking permit;
- b) Passes for people who will be present at the stand during the event;
- c) 3 one-day complimentary tickets;
- d) 3 tickets for the *Reserved Opening*

Registration of additional brands in the catalogue does not receive the services indicated above. In the event of registering a brand as a guest (Art. 35 General Terms and Conditions), there is provision for an entry package that provides exhibitors passes and a vehicle pass at the cost of € 150.00 + VAT.

28. WEBSITE

All information regarding the event is available on the www.orticolario.it website.

Through the [cartoline](#) (postcards) section, exhibitors may send short messages to their clients using one of three official Orticolario images.

29.CATALOGUE

The catalogue will be available online as well as in a downloadable format for tablets and smartphones within the Showground. The information regarding participating companies will be taken from the Application Form and the Exhibitor Questionnaire (Arts. 6 and 7 of the Terms and Conditions).

Exhibitors will have the option to include one brand logo for each exhibition space purchased.

After the approval of the organization, exhibitors may request one or more additional brand logos to appear. They may also purchase advertising pages on the catalogue at special prices reserved for exhibitors (Art. 9 of the Terms and Conditions).

The catalogue will be online for one year. The first publication will be in the first days of September.

The online catalogue is available at this link: <http://catalogo.orticolario.it/>

30.TECHNICAL INFORMATION ON PROMOTIONAL TOOLS

By appropriately completing the Attachment D form (Art. 9 of the Terms and Conditions), exhibitors may request from the Secretariat the activation of the following tools to promote the participating company:

Exhibitors Banner (Reserved to exhibitor)	570x120 px	72 dpi
Fade Banner	260x260 px	72 dpi
Grid Rotator	175x120 px	72 dpi

The material must be submitted to the Organising Secretariat by e-mail not later than 05//09/20.

31. USE OF THE ORTICOLARIO 2022. IMAGE AND LOGO

It is forbidden to use and partially and/or totally modify the Orticolario 2022 image and all paper and/or online images and photographs with the aim of advertising and promoting – on paper and/or online – one's own presence at the event.

It is forbidden to download and copy the Orticolario logo, both from the official website www.orticolario.it and other partners or other web sources, as well as from online and/or on paper communications, even if these were received from the Organising Secretariat and the event staff. Permission to use the Orticolario logo for online and on paper communications in order to promote one's own presence at the event, is subject to the approval of the Organising Secretariat of Orticolario. Exhibitors must therefore request the use of the logo via email to the address info@orticolario.it, specifying the intended use and agreeing to the above-mentioned conditions.

32.COMMUNICATIONS CAMPAIGN

The event will be advertised through a promotional campaign which will include: street banners, mega posters, posters, bills, postcards, radio and television commercials and banners on dedicated trade websites. During the course of the event, a Press Office service will be available c/o the Secretariat of the event in order to promote interaction between Exhibitors and media representatives.

Exhibitors introducing novelties may submit their own relevant information to the press exclusively during the course of the event by requesting that their own material be inserted in the Orticolario 2022 press kit.

The promotional activity of the event will also take place through the Orticolario accounts on the following social networks: [Facebook](#), [Twitter](#), [Pinterest](#), [LinkedIn](#) and [Instagram](#).

33. JUDGING AND AWARDS

In order to spread the culture and passion for evolved gardening, as well as to enhance the quality of presentation and to encourage increasingly qualified production, the stands will be judged by two different panels:

- a. a technical jury, that will assess the size of the collection, the attention to research, the rarity of the plants, etc.;
- b. an aesthetic jury, that will assess the installations of the stands, including the lighting solutions, and will award a prize for the best installation;
- c. a garden jury that will assess the selected projects for the Sixth International Contest Creative Areas.

The results will be posted on the event's website in the [giurie e premiazioni](#) (judging and awards) section. The first three exhibitors to receive an award from each jury will be acknowledged in the catalogue of the next edition, where they will be marked by the "Excellency 2022" denomination. Please ensure that each individual plant is appropriately labelled and that your display presentation is aesthetically pleasing and harmonious.

34. "HOST A NURSERY" INITIATIVE

In order to guarantee an aesthetically harmonious and homogeneous installation, particularly in the areas within the Exhibition Centre, [non-nursery exhibitors](#) must provide a "naturalistic" set-up by displaying their products or activities in combination with flowers and plants or natural elements like log, branch, bundle, leaves...

If the naturalistic set-up arrangement is installed by a nursery, the exhibitor will have the opportunity to present the guest to the organisers of Orticolario, and the guest may as a result appear in the catalogue at a special price, through completion of the documents (Att. D) and by the same methods of registration of other additional brands. The plant and flower arrangements may also be installed by nurseries already taking part in Orticolario. The arrangements will have a purely decorative aim and guests will not be allowed to sell their own products.

If the guest nursery gardener wishes to participate also as an exhibitor, he should comply with the admission requirements set forth in art. 0 of the Terms and Conditions.

35. INSURANCE AND LIABILITY

Villa Erba S.p.A. and S.O.G.E.O. S.r.l. Impresa Sociale request that all goods, materials, settings and equipment brought inside Villa Erba by the Exhibitor must be covered by a fire and theft insurance policy without any right of recourse towards S.O.G.E.O. S.r.l. Impresa Sociale, the Organisers, Villa Erba S.p.A., as well as associated and subsidiary companies and third parties involved in the organisation of

the Event. In accordance with what has been previously set out, Villa Erba S.p.A. and S.O.G.E.O. S.r.l. Impresa Sociale shall not be held liable in any way for any damage suffered by the Exhibitor or by third parties or caused by acts and/or faults of the Exhibitor himself or of his staff, by events of any nature and/or by third parties, with the exception of those exclusively attributable to the Organisers of the event, for which the Organisers themselves shall be liable.

S.O.G.E.O. S.r.l. Impresa Sociale will take out a “basic” insurance policy for damages to cover civil liability towards third parties.

36. DISCLAIMER OF LIABILITY

Villa Erba S.p.A. and S.O.G.E.O. S.r.l. Impresa Sociale, whilst guaranteeing that they will do anything in their power to avoid incidents or accidents of any kind, disclaim all liability for damages suffered by or caused to the Stand or the displayed products.

37. PRIVACY

Villa Erba S.p.A. and S.O.G.E.O. S.r.l. Impresa Sociale, through their respective legal representatives, expressly declare that all information received in accordance with the terms and conditions, or in the documents connected with Orticolario will be treated according to the provisions of European Regulation 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and Italian Legislative Decree no. 196/03 (Personal data protection policy).

The exhibitor expressly grant permission to share with third parties their personal data for all the activities connected with Orticolario.

More information on <https://eng.orticolario.it/privacy-policy/>

38. COVID-19 EMERGENCY REGULATION

S.O.G.E.O. S.r.l. Impresa Sociale invite all collaborators, suppliers, customers and employees, who will participate in the 2022 edition of Orticolario, to read the AEFI Official Protocol and its possible additions in the coming months, regarding the adaptation of the exhibition spaces and the social behaviour to be adopted throughout the duration of the event (including set-up and dismantling moments) in order to prevent the spread of the Covid-19 virus infection.

By clicking [here](#) you can always take note of the regulations in force that you are asked to accept and respect, relieving S.O.G.E.O. S.r.l. Impresa Sociale from any personal choices of dissent and non-application on site of the official indications.

39. ADDITIONS AND AMENDMENTS

The Organisers may, where necessary and at any time, make changes or additions to these General Terms and Conditions.

APPENDIX: "METHOD FOR SETTING UP THE EXHIBITION SPACE"

Referring to Article 12 of the General Regulations of 2022 Orticolario

"Orticolario is special because of beauty and elegance in all its places and setting. For this reason each exhibitor is requested to pay particular attention to details, setting up his own stand; as well as Orticolario believes fundamental aesthetics to satisfy the high expectations of its own visitors. [...]"

For these reasons, when the exhibitor sends the documentation, he is required to send an hypothetical set-up for his own space for examination by Anna Rapisarda, who is curator of the image and communications for the event, with details to her address anna.rapisarda@gruppointercom.net. [...]"

Below there are some indications about spaces' layout and the setting up.

IT IS FORBIDDEN TO:

- Install, in your own space, some dividers that can just totally or partially obscure other spaces;
 - Preserve in your stand boxes, cartons, and other waste materials;
 - Keep in view the plants' trolleys, plastic pots, or boxes;
 - Use green hail protection fabrics, or similar, to separate the exhibition space;
 - Display banners or advertisements for commercial brands, that are not declared to the Organization.
- In general, all the promotional materials, that have a big format, must be always approved by the Organization.

WE SUGGEST TO:

- Use harmony and uniformity in the shell of the tables or other furniture present in the space (ex: using tablecloths with the same color and the same length, use of wooden boxes for covering the plastic pots, etc.);
- Provide for include natural elements in the stand
- Tidy the stand and provide for their supply;
- Procure, where possible, seats in own stand.

All exhibitors are required to comply with the above.

To ensure a harmonious arrangement of space, when the exhibitors submit the admission documentation, they are required to send also an hypothetical set-up of their own space (describing how they image the stand and enclosing, where possible, also images of furniture and accessories), which is examined by Anna Rapisarda, Curator of the Image and Communications of the event. So, you have to send your ideas to her address anna.rapisarda@gruppointercom.net .

Cernobbio, January 15, 2022