

GERMAN PAVILION



XI EDITION
FIERA MILANO 11-14 MAY 2026

INTERNATIONAL AREA POWERED BY KOELNMESSE ITALY

APPLICATION FORM

1.COMPANY DETAILS (COMPULSORY DETAILS)

Company name

Address

Zip Code

City

Country

Phone

E-mail

Website

VAT Number

1.1 INVOICING DETAILS (TO BE COMPLETED IF THE BILLING DETAILS ARE DIFFERENT FROM COMPANY DETAILS. PLEASE ATTACH A COUNTER-DECLARATION SIGNED BY THE INVOICING COMPANY FOR ACCEPTANCE.)

Company name

Address

Zip Code

City

Country

Phone

E-mail

Website

VAT Number

1.2 MAILING DETAILS (TO BE COMPLETED IF THE MAILING ADDRESS IS DIFFERENT FROM COMPANY DETAILS ABOVE.)

Company name

Address

Zip Code

City

Country

Phone

E-mail

Website

VAT Number

1.3 CONTACT PERSON

Name and Surname

Job Title

Email

Phone

ATTENTION. All the information regarding your participation will be sent to the personal e-mail address indicated above.

1.4 CONTACT PERSON FOR TOP BUYERS PROGRAM

Name and Surname

Job Title

Email

Phone, time availability

1.5 OTHER CONTACTS

Export Manager

Email

Owner/CEO

Email

President

Email

2. PRODUCT SECTORS:

WATER AND NON-ALCOHOLIC BEVERAGES

MEAT

DELI MEATS

MILK, CHEESES AND DAIRY PRODUCTS

PASTA, RICE AND BAKERY PRODUCTS

HEALTHY FOOD AND BABY FOOD

SAUCES

VEGETABLE PRESERVES, FRUIT AND VEGETABLE

FISH PRODUCTS AND PRESERVES

COFFEE, TEA AND GROCERY PRODUCTS

OLIVE OILS, VINEGARS AND DRESSINGS

EGGS AND DERIVATIVES

CONFECTIONERY, SNACK AND ICE CREAM

WINE AND ALCOHOLICS

FROZEN FOOD PRODUCTS

READY TO EAT PRODUCTS

RAW MATERIALS, INGREDIENTS AND SEMI-FINISHED

PRODUCTS ORGANIC PRODUCTS

SERVICES

International Areas by Koelnmesse are hosted in several of the show halls which are dedicated to product groups.

Placement will be based on products fit and availability.

3. EXHIBITION SPACE REQUEST

	PARTICIPATION FEES
All inclusive package	€ 550.00/sqm
All inclusive package Discounted Rate	€ 500.00/sqm
Catalogue Entry	€ 360.00

The exhibition areas consist of a minimum area of 14 square meters (4x3.5m).

Exhibition space (min.14-sqm)

Exhibition space_Regular Rate sqm _____ € 550.00/sqm € _____

Exhibition space_Special Rate sqm _____ € 500.00/sqm. € _____

Catalogue Entry n° _____ € 360.00 € _____

Co-exhibitor fee
(See Art. 6 bis of General Terms) n° _____ (max 1 every 14sqm) € 360.00/each € _____

Represented Company Fee
(See Art. 6 of General Terms) n° _____ (max 1 every 14sqm) € 160.00/each € _____

Company Trademark Registration Fee
(See Art. 6 of General Terms) n° _____ Free of charge € _____

Total Price € _____

The fee includes:

- Space rental
- Booth construction
- Power supply and energy consumption (it does not include the night power supply)
- Fascia board with company name or logo
- Stand furniture according to booth size
- Stand cleaning and waste disposal during the fair
- 2 exhibitor passes
- Full assistance before, during and after the show from Koelnmesse Italy Team (English and German speaking)

The catalogue entry fee includes:

- Entry in every official show media (Online Catalogue and Visitor Guide)
- Business Agenda activation for pre-arranged meetings with visitors and Top Buyers

4. Payment terms

The total price has to be paid in two instalments via Bank Slip:

Koelnmesse Srl a socio unico, at DEUTSCHE BANK SPA, filiale 1 di Milano, IBAN IT15Y0310401600000000306199 - Swift/bic code: DEUTITMMML

First instalment has to be paid upon signing the contract:

The amount is 30% of the total price: _____ €

Second instalment has to be paid by January 31, 2026

The amount is 70% of the total price: _____ €

Fees and taxes for the bank transfer must be paid by the Exhibitor / Contractor.

The Application Form is an irrevocable offer of a contract on the part of the Exhibitor who hereby acknowledges that it is only binding for the Exhibitor. The Organizer has the right to refuse Application Forms.

5. Security deposit/Advance payment/Withdrawal

(i) The Exhibitor must send a copy of the bank transfer to the Organizer.

Bank details: Deutsche Bank Spa, Branch 1 Milan, IBAN IT15 Y031 0401 6000 0000 0306 199, Swift/bic code: DEUTITMMML.

The security deposit (30%) is considered part payment of the participation fees and must be paid in full upon signing the contract. The Organizer reserves the right to reject Application Forms if the deposit has not been paid.

(ii) The Organizer will only accept late applications for participation, submitted after the 31st January 2026, if they are accompanied by a copy of the bank transfer for the payment of the participation fees in full.

(iii) Only Application Forms that have been completed in full and have been signed and submitted by Exhibitors who have paid all due amounts will be accepted.

6. Validity of the Application Form

In order to take part in the Exhibition, this Application Form must be fully filled in and signed and will only be considered valid if it is accompanied by (i) a duly signed copy of the Conditions of Participation, (ii) a duly signed copy of General Terms and (iii) a copy of the bank transfer according to the instructions in point 5 above. Please remember that only the products / services included in the Products List are admitted at the event.

Information:

The contract of participation between the company and the organizer of the joint country stand is considered binding with the authorization. Contact the organizer for more information. Any data in this form is stored by Koelnmesse Srl a socio unico by means of an automated procedure in accordance with current legal provisions (privacy law) and may be disclosed to third parties in order to

fulfil contractual obligations.

The above information – including the Conditions of Participation and the General Terms – can be downloaded from the website: www.tuttofood.it or a copy can be requested from Koelnmesse Srl a socio unico.

Place _____

Date ____ / ____ / ____

Signature / Stamp _____

Conditions of Participation

International Area powered by Koelnmesse Italy

1 Registration

1.1 To indicate your intention to take part in the event, you must return to us a completely filled in and signed registration form. The following application documents must be submitted by e-mail or fax to Koelnmesse Srl a socio unico, Viale Sarca 336/F, 20126 in order to participate in the Exhibition: Tuttofood 2026.

Application form fully filled in and signed, together with a duly signed copy of these Conditions of Participation, a copy of the General Terms and a copy of the bank transfer to the bank whose details are provided on the application form for payment of the registration to the Exhibition for the equivalent amount of 30% of the admission fee by way of a security deposit and advance payment.

1.2 Only Application Forms that have been completed in full and have been signed and submitted by Exhibitors who have paid the deposit will be accepted. The Organiser reserves the right to reject Application Forms if the deposit has not been paid.

1.3 The Organiser's decision to accept or reject Application Forms is final. The Organiser will issue an invoice to successful applicants for the payment received from the Exhibitor for the amount of the security deposit and advance payment.

The security deposit is considered part payment of the participation fees and must be paid in full upon signing the contract. According to the terms in paragraph two of Article 1385 of the Italian Civil Code, the Organiser has the right to withdraw, should the Exhibitor fail to pay the invoice for the balance of the participation fees by the date indicated in point 4 of the application form for the payment of the second instalment.

The Exhibitor will lose his deposit, which will be withheld by way of compensation, should he decide to withdraw at any time.

If the stand area not required cannot be rented to a third party, this compensation amounts to 100% of the participation fee.

1.4 The Organiser will only accept late applications for participation, submitted after the date indicated in the application form (point 4), if they are accompanied by a copy of the bank transfer for the payment of the participation fees in full. Only Application Forms that have been completed in full and have been signed and submitted by Exhibitors who have paid all due amounts will be accepted.

2 Admission / Allocation of stand space / Withdrawal

The Organiser will decide if Exhibitors are admitted to participate in the Exhibition based on the current regulations applying to all exhibition participants (Admission / Confirmation of allocation of the stand).

2.1 There is no legal claim to acceptance. If the number of registration forms complying with the requirement profile and received by the Organiser prior to the expiration of the registration period exceeds the number of available exhibition spaces, the Organiser shall have the right to make a discretionary decision regarding the admission of registrants to the exhibition.

Your company may be disqualified from admission to the exhibition if you failed to fulfil your financial obligations to the organiser at any time, or if you failed to fulfil such financial obligations within the pre-scribed period of time.

The contract comes into effect when the Organiser confirms his approval of the Application Form by e-mail or fax.

2.2 The acceptance only applies to the respective event, the company applying and referred to in the acceptance letter, and its registered products and services. Products and services which do not conform to the list of products may not be exhibited or offered at the trade fair.

2.3 The Organiser allocates stand space.

There is no right to claim the allocation of stand space in a certain form, in a certain size or in a certain hall area. In special cases for important reasons, the Organiser is entitled to subsequently allocate you stand space other than stated in the confirmation acceptance, to change the size and dimensions of your stand space, to relocate or close entrances or exits and to undertake structural changes in the exhibition halls without claims arising on your part.

In the event of a reduction in stand space size, you will be credited with the difference arising from the correspondingly lower participation fee.

You will be notified without undue delay if the stand space becomes unavailable due to reasons described in the articles 1463 and 1464 of the Italian Civil Code. In this case, you will be entitled to a reimbursement of the participation fee. Any further claims for damages, which will exceed the aforementioned reimbursement, shall be excluded in these cases.

Any complaints on your part must be submitted in writing immediately or at the latest while the event is in progress; complaints submitted after at a later date cannot be considered.

Minimum variations in the size of an allocated stand compared to the requested size are no reason for complaint by the Exhibitor.

- 2.4 The following cases will fall solely within your scope of a risk as Exhibitor: (i) if the products which you have stipulated for the presentation cannot be introduced at the venue of the event due to the legal requirements prevailing there or due to other reasons, or (ii) if such products do not arrive in due time, do not arrive undamaged or do not arrive at the venue of the event at all – e.g. as a result of any loss, delay in transport or customs, etc. – or (iii) if your journey, the journey of your employees or your stand or installation personnel should be delayed or should become impossible – e.g. because a visa is not granted. You will remain under obligation to pay all the charges agreed upon.

The Exhibitors must make suitable arrangements to ensure the products for display are delivered to the exhibition centre in the presence of the Exhibitor himself. Koelnmesse is not liable for any loss and/or damage of said products if they are delivered in the absence of the Exhibitor.

Event-related regulations are detailed in the General Terms.

3 Construction, arrangement and operation of stands

3.1 Stand types

The following terms are used to describe the different stand types:

- ◊ Terrace stand: one open side
- ◊ Corner stand: two open sides
- ◊ Two-corner stand: three open sides
- ◊ Island stand: four open sides.

Minor deviations from the requested form or placement of the stand do not provide grounds for an objection to be made under Item II, Paragraph 2 of the General Section of the Conditions of Participation.

- 3.2 As an exhibitor, you are responsible for ensuring that your trade fair participation, and especially the construction and design of your stand, comply with all the provisions of the fair organiser as well as the regulations of these Conditions of Participations and General Terms.

- 3.3 The registered and authorized products must be on display at the stands for the entire duration of the event. Stand personnel must also be in attendance throughout this entire time. Vacating the stand prior to the end of the event represents a serious breach of these Conditions of Participation and shall entitle the organiser to assert damage claims and exclude your company from future participation in Koelnmesse Group event.

- 3.4 The Organiser is entitled to demand that you remove products from your stand that do not correspond to the Product List, the presentation of which does not conform with the legal stipulations in the country where the exhibition is held, or, which through their odour, noises, other emissions or appearance, could constitute a considerable disruption to the operation of the event or put the safety of exhibitors and visitors at risk.

Should the Exhibitor fail to comply with the requests of the Organiser immediately, the latter may have the disputed goods on display removed at the risk and expense of the Exhibitor and close the stand, without giving the Exhibitor any right to compensation or damages.

4 Participation fee and other costs - Terms of payment

- 4.1 The amount of the participation fee will be calculated on the basis of the dimensions of the allocated stand space and according to the rates specified in the Special Section of the Conditions of Participation. The size of the allocated floor area is calculated without taking projections, pillars, installation connections and other fixed objects into account.
- 4.2 After the admission - approval of the Application submitted with a copy of the bank transfer for the payment described in point 1 of the General Section of the Conditions of Participation - the Exhibitor will receive an invoice for the participation fee. The invoiced amount is due on or before the date indicated in the application form (point 4). According to the terms in paragraph two of Article 1385 of the Italian Civil Code, the Organiser is entitled to dissolve the contract with the Exhibitor and to otherwise dispose of the stand area reserved to the Exhibitor, should settlement of the balance invoice not be effected by the deadline or in full. All prices are net fixed rates plus any accruing value-added tax as well as any comparable taxes which may be imposed at the venue of the event. In the event of an increase in the organiser's own operating costs, the organiser shall have the right to increase the various prices by the amount that will cover the increase. The increase in its own operating costs may result from rising costs for manufacturing, procurement and labour or from increases in energy costs, fees, taxes and other public duties at the event location. The settlement of all liabilities within the prescribed period shall be a prerequisite for the occupation of the stand space.
- 4.3 Interest according to Legislative Decree 231/2002 for commercial dealings will automatically be owed to the Organiser starting on the due date and without the need for formal notice, notwithstanding the Organiser's right to withdraw and without prejudice to his right to receive compensation for damages.
- 4.4 Any services that have been provided by the Organiser will be invoiced in EUROS. The Exhibitor is obliged to pay the amount shown on the invoice in the currency shown on the invoice ("billing currency").
- 4.5 Any complaints relating to the invoice are to be submitted in writing, immediately, at the latest 2 weeks after receipt; complaints made at a later date cannot be considered.

- 4.6 Any projecting parts, pillars, installation connections and permanent internal fittings in the assigned stand space do not entitle the Exhibitor to any reduction in the participation fee or any other costs.

5 Co-exhibitors, additionally represented companies

- 5.1 In principle, stand spaces shall be hired out only as a whole unit and only to one contracting party. As an exhibitor, you are not permitted to relocate, exchange, share, or in any other way make the stand space allocated to you completely or partially accessible to third parties, without the prior consent of the Organiser.
- 5.2 A stand area may only be used by several companies at once if the stipulation of the Application Form (point 3) allows the participation of co-exhibitors and/or additionally represented companies.
- 5.3 A special application must be approved by the Organiser before another company (co-exhibitor) can exhibit its own products at the stand area with its own staff. This also applies to companies who have their own products at the stand but none of their own staff (additionally represented companies). Companies which are members of a group as well as subsidiaries are considered to be co-exhibitors.
- 5.4 The Organiser reserves the right to demand a special participation fee and other costs for approving co-exhibitors for participation. Such charges and costs will be invoiced to you as the exhibitor. If co-exhibitors and additionally represented companies are to be accepted, the preconditions laid out in Item II of these Conditions of Participation apply; these companies are subject to these Conditions of Participation and to the General Terms. Should the Exhibitor accommodate a co-exhibitor or a company which is additionally represented, without the express permission of the Organiser, this shall be grounds for dissolving the contract with the Exhibitor without notice and to have the stand space vacated at Exhibitor's risk and expense. Even after confirmation of acceptance has been received, the contract exists exclusively between the Organiser and the Exhibitor, who is liable for the negligence on the part of his co-exhibitors/additionally represented companies as well as for his own negligence.

- 5.5 If several companies wish to participate at the event together on one stand – a group participation – then these Conditions of Participation and the General Terms are binding for each individual company. The registration is accomplished by the group organiser, who is responsible for the group's participants adherence to the Conditions of Participation. The conditions described in Item 4 also apply in case of the admission of co-exhibitors and represented companies. Subsequent to acceptance and stand area confirmation, a contractual relationship exists exclusively between the group organiser and the event organiser. If a stand area is jointly assigned to two or more companies, they are jointly and severally liable to the organiser.

6 Exhibitor and work passes

6.1 Exhibitor passes

N.2 exhibitor passes are free of charge and valid for the period from the first day on which construction work begins to the final day of the show.

If more exhibitor passes are needed for stand personnel, they shall be paid extra.

7 Obligations for the display of products

- 7.1 The Exhibitor acknowledges that the exhibition centre is considered a public entertainment venue and agrees to comply with applicable regulations as such, complying with all requirements and formalities stipulated at such venues, as well as any regulations for the site where the exhibition is held and any technical regulations.
- 7.2 The Organiser has the right to clear the stands of any exhibited items if their display fails to comply with current legislation, moral standards or the Exhibition programme. Advertising political and ideological ideals is prohibited. The Organiser is authorised to close and clear any Exhibitor's stand in cases of serious violation against the Conditions of Participation.

8 Rules on selling

In view of the specialist nature of the event, direct sales of exhibits or samples from the booths are not permitted. Furthermore, exhibits may not carry a price tag.

This regulation does not apply to printed matter such as trade publications and specialist journals.

Koelnmesse has the right to carry out checks and, in the event of violations of these conditions, to take suitable measures. Koelnmesse also has the right to immediately close the stands of any exhibitors who commit such violations. Claims on the part of the exhibitor for damages or refunds are excluded in the event of such measures.

9 Commercial property rights

Koelnmesse does not want any exhibitors who in the process of producing, disseminating, selling, owning or advertising their products violate laws regarding the protection of intellectual property or commercial property rights in the broadest sense.

If a final court decision has determined *res judicata* that an exhibitor in connection with one of Koelnmesse events has violated laws of the kind mentioned in paragraph 1, Koelnmesse is entitled to bar that exhibitor from the next event of this kind after the *res judicata* court decision if there is sufficient suspicion that the exhibitor will again and repeatedly violate laws for the protection of intellectual property or commercial property rights.

10 Non-permissible advertising/ Violations of the Conditions of Participation

In order to ensure that the overall character of the event is safeguarded and the exhibitors and visitors are protected from irritating or illegal activities, in particular the following advertising measures are forbidden:

- ♦ exceeding the binding specified booth height;
- ♦ advertising activities outside the rented stand area without the prior written permission of Koelnmesse;
- ♦ advertising of an ideological or political nature.

Distributing advertising material or samples for consumption off the Exhibitor's stand is not allowed.

11 Information service for visitors

The information about your company that you submitted on the application form (point 1) will be made available at the information stands in the halls for interested visitors during the event.

12 Requirement for a written document

All explanations must be specified in writing.

13 Liability / Insurance

- 13.1 The Organiser does not assume any obligation to exercise proper care of exhibits, stand fittings and objects which are property of the stand personnel. The Organiser is not liable for any theft and/or damage of exhibits, stand fittings and objects which are property of the Exhibitor or of the stand personnel.
- 13.2 Exhibitors/co-Exhibitors are provided with a free of charge "All Risks" insurance with a limit of Euro 25.000,00, to cover all goods, machinery, fixtures, fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors/co-Exhibitors (point 16 General Terms).
- 13.3 As an exhibitor, you will be liable to the Organiser and to third parties for any damage inflicted on the Organiser or on third parties, provided that such damage is attributable to your culpable action or the culpable action of your personnel, your employees or any third party which you have appointed or any other third parties, whose services you are using for the purpose of fulfilling your obligations. In this regard, you must exempt the event Organiser from all claims by third parties. It is necessary to observe strict compliance with the Technical Guidelines which will be handed over to you by the Organiser, as well as with the information from the Organiser's circular letters pertaining to questions on the preparation and implementation of the event.
- 13.4 In the event of claims for damages for loss of life, bodily injury or impaired caused intentionally or by gross negligence the organizer shall be liable in accordance with the statutory obligations.
Other contractual and/or legal damage claims of any type, including damage claims for consequential damages, shall be excluded, unless the damage was caused by the intentional or grossly negligent action of the organizer. The foregoing limitations of liability shall apply, to the full extent, to the executive organs, employees, legal representatives, persons employed in performing an obligation and vicarious agents, whose services are used by the organizer for the performance of the contract. The responsibility of the event Organiser is limited to fault in all cases without prejudice to any limitations of liability under these Conditions of Participation.
- 13.5 Any responsibility of the Organiser for the services offered by third parties, even if advised or presented by the same to the Exhibitor, is excluded, since such third parties cannot be considered in any way as auxiliaries of the Organiser (e.g. carrier, forwarding agent, travel agency, etc.). Consequently, in the event that the Exhibitor does not or is delayed in participating in the exhibition due to non-fulfilment by third parties or in the event that the Exhibitor's products do not arrive at the exhibition or arrive late, the

Exhibitor has no right to the reimbursement of the participation fee or to compensation for damages for which and can only be claimed against the defaulting contractual party.

14 Severability clause

Should individual or several provisions of these conditions be or become invalid in whole or in part, the validity of the remaining provisions and of the contract shall not be affected. The parties will conduct negotiations in good faith to replace the invalid provisions with valid provisions that come as close as possible to fulfilling the business purpose of the invalid provisions. Should the invalidity of a provision have arisen from a specific figure given therein with regard to performance or time (deadline or date), the nearest legally permissible figure shall replace the invalid one in the provision.

15 Applicable Law / Jurisdiction

The Application Form, the Conditions of Participation, the General Terms and any other agreement or contract relating to the Exhibition are subject to Italian Law. The Court of Milan will have exclusive jurisdiction for any disputes arising out of the aforesaid contractual relationships.

Date [•]

Stamp and signature [•]

Persuant to articles 1341 and 1342 of the Italian Civil Code, the Exhibitor confirms he has read these General Terms of Participation and expressly approves articles 1.3 Withdrawal and termination, 2.1 Admission of Exhibitors, 2.3 Allocation of stand space and annulment, 2.4 Organiser's disclaimer, 3.4 Closing stands and restrictions for exceptions, 3.5 Dismantling stands 4.2 Costs risk and payment of the higher price, payment of monetary obligations, 4.5 Annulment for invoice-related exceptions, 5.3 Exhibitor's responsibilities and Organiser's right to withdraw, 13 Liability /Insurance, 15 Applicable law / Jurisdiction.

Date [•]

Stamp and signature [•]