

**STAND (10 sqm)**

**Editable document**

**Application form to be sent BY DECEMBER 15th 2022 to the e-mail address [office@experiencelabmilano.com](mailto:office@experiencelabmilano.com)**

**Name or Company Name** .....  
 Address.....  
 Postcode.....City.....Country.....  
 Tel.....Fax ..... Website.....  
 Contact person.....  
 Contact-tel.....  
 Contact e-mail.....  
 VAT reg. no.....Fiscal code.....

**INVOICING DATA** (if different from above)

Name.....  
 Address.....  
 Postcode.....City.....Country.....  
 VAT reg. no..... Fiscal code.....

The company hereby agrees to the General Rules and asks to participate in the **"Experience Lab – International Beauty Exhibition"– 2023 edition**

**PARTICIPATION FEE:**

Stand 10 sqm composed of: 1 back wall, side walls, 13 modular cement effect wood cubes (cm45x45x45) (2 cubes closed with a key), 2 modular wood cubes (cm45x45x45), 1 table with 4 chairs, dedicated lighting (spots on the booth wall) and power socket

**€ 7.100,00 for 10 sqm**

Including connection and electrical consumption up to 1,5 Kw, vacuum cleaning of the carpet at the end of the day, publication of the brand/s on the official catalogue, 3 edited photos.

**The fee does NOT include insurance coverage (see attachment "Insurance Policy")**

N° .....Space/es of 10 sqm X €7.100,00  
 Deposit of 30% of the total to be paid at the confirmation of participation at the fair by the Technical Committee

RESERVATION  
 € .....  
 € .....

Total € .....

Payment must be made through:  
**Wire transfer** payable to Experience Me srl  
 As per bank details mentioned on the invoice

Balance of 70% of the total to be paid by January the 31st, 2023

€ .....  
 €.....

Total €.....

**PRIVACY POLICY AND CONSENT FOR THE PURPOSES OF THE GDPR REG. UE 2016/676**

In its role as Data Controller, Experience Me s.r.l. is required to provide the privacy information notice on the processing of personal data.

The undersigned declares that he/she has read the conditions of participation the general rules and the privacy policy of "Experience Lab" and approves them unconditionally.

Date .....

Stamp and signature .....

## **CONDITIONS OF PARTICIPATION AND GENERAL REGULATIONS** **To be signed and returned no later than 31 OCTOBER 2022**

### **ART. 1 NAME**

Experience Lab – International Beauty Exhibition.

### **ART. 2 ORGANISATION**

The company Experience Me s.r.l., whose registered office is located in Via Durini 15, Milan, (hereinafter referred to as the Organiser) organises and holds Experience Lab. The names and graphic symbols that distinguish the event are registered trademarks belonging to the Organiser, which is thus the owner of all rights pertaining thereto. All and any publications that bear the title of the exhibition and that can be used in any way in conflict with the official publications are explicitly prohibited. All exhibitors hereby commit to make no reproductions of said trademarks except after receiving prior authorisation from the Organiser.

### **ART. 3 AIMS AND OBJECTIVES**

It is the intention of the Organiser to create an opportunity for meetings and market interaction between producers and users of goods dedicated to the sector of beauty and cosmetics.

### **ART. 4 PLACE AND DATE OF THE EVENT**

Allian - MiCo – Via Gattamelata, Milano

**30 march - 2 april 2023**

The venue chosen for the event, the dates and the opening hours shall be determined by the Organiser, who reserves the right to amend them at any time, in compliance with Art. 10 of these General Regulations for 2023, without thereby creating any right on the part of the exhibitor to be freed from the contractual relationship and from the obligations deriving therefrom and to advance any claim for the payment of any damages and/or indemnity and/or reimbursement by the Organiser.

### **ART. 5 ELIGIBLE SECTORS**

All companies that show goods of their own production and/or distribution in the sector covered by the event are eligible to take part in it.

### **ART. 6 APPLICATION FOR PARTICIPATION**

The application to participate must be duly completed in every part, signed and stamped on every page and sent to the Organiser **no later than 31 october 2022** at the following e-mail address: [office@experienlabmilano.com](mailto:office@experienlabmilano.com). The decision to accept the application shall be communicated to the aspiring participant after the Technical Committee has expressed its positive opinion (see the Criteria of Admission to the Event, which constitute an integral part of the application for participation). In any case, applications shall not be taken into consideration if they are not accompanied by the following appendices:

- General Regulations for 2023, duly signed;

- List of brands, with any necessary authorisations issued by the parent company;

- List of the more important points of sale.

The Organiser, acting in agreement with the Technical and Promoting Committee, shall evaluate the applications for participation received, on the basis of the information provided with said application, and shall send a written communication informing the applicant whether his application has been accepted, a decision which shall be at the Organiser's complete discretion. The contract of participation in the event shall be deemed to come into force between the Organiser and the exhibitor upon receipt by this latter of the said written communication with which the Organiser informs the exhibitor that his application for participation has been accepted.

The contract of participation in the event shall comprise the application for participation, these General Regulations for the 2023 Event, the List of Brands and the List of points of sale. No later than seven (7) days after the exhibitor has received said notification that his application for participations has been accepted, said exhibitor shall make a payment on account to the Organiser of 30% of the total participation fee.

### **ART. 7 ASSIGNMENT OF STANDS**

The assignment of the stands shall be the exclusive and discretionary competence of the Organiser. Any special requests formulated by exhibitors while presenting their application for participation shall be construed as purely indicative and shall not commit the Organiser in any way, nor may they in any way influence the said application for participation.

### **ART. 8 CONDITIONS OF PAYMENT**

The following payments shall be made to the Organiser in consideration of registration for the event and concession of the area allotted:

a) **30% of the participation fee no later than seven (7) days after the exhibitor has received the notification that his application for participation has been accepted by the Organiser.**

**b) the balance of 70% of the participation fee no later than 31 JANUARY 2023.**

Should the participation fee payment be imprecise or delayed or fail to be made at all in accordance with the methods and conditions specified in the preceding paragraph, the contract of participation in the event shall be considered legally null and void, save the right vested in the Organiser to retain all and any payments as shall have been made by the exhibitor to date as a penalty and to demand in any case the payment of the entire participation fee.

**ART. 9 RENUNCIATION OF PARTICIPATION**

Exhibitors who do not intend to take part in the event shall give notice of their intention to the Organiser by means of a registered letter with reply coupon attached or of certified e-mail sent to the address [experieceme@pec.it](mailto:experieceme@pec.it) or, should such services not be available in the jurisdiction where the exhibitor has his registered office, by means of the most reliable method available no later than 31 DECEMBER 2022. In such cases, regardless of the reason given for withdrawing from the event, exhibitors shall not be entitled to the repayment of sums already paid, nor to any reimbursement and/or indemnity. Should any exhibitor provide said notice after 31 DECEMBER 2022, it will not be entitled to receive any reimbursement of the paid sums and, in the event that exhibitor failed to pay in whole or in part the participation fee, the Organiser shall be entitled to demand full payment thereof. In such a case of withdrawal from participation in the event, the Organiser shall be free to dispose of the space assigned to said exhibitor.

**Art. 10 – POSTPONEMENT, REDUCTION OR SUSPENSION OF THE EVENT**

The Organiser reserves the right to act as his own complete discretion for technical and/or organisational reasons to alter the dates when and the place where the event is to be held, to suppress any parts of the event, to reduce the exhibition spaces and to cancel the event entirely, without this generating any liability on the part of the Organiser to pay any damages and/or reimbursements of any kind whatsoever. Should the Organiser change the place where the event is to be held, this shall generate no entitlement on the part of the exhibitor to withdraw from this contract and to claim reimbursement of the participation fee paid. If the exhibitor has not yet paid the participation fee for the event, either in part or in full, the Organiser shall be entitled to demand payment thereof. Should the Organiser change the dates when the event is to be held, the participation fee paid shall be attributed to the new dates and, should the exhibitor has not paid the participation fee in whole, the Organiser shall be entitled to withhold the amount already paid and request the payment of the outstanding amounts due. Should the exhibitor decide not to attend the event at these new dates, he shall send a written notification to the Organiser by means of a registered letter with reply coupon attached or of certified e-mail (sent to the address [experieceme@pec.it](mailto:experieceme@pec.it)) or, should such services not be available in the jurisdiction where the exhibitor has his registered office, by means of the most reliable method available no later than ten (10) working days after receiving the notification of the change of date when the event is to be held. For his part, if the Organiser has received this notice of cancellation within the deadline stipulated, he shall return 70% of the participation fee paid to the exhibitor, retaining the remaining 30% to cover the expenses of organisation sustained.

Should the event be cancelled in its entirety due to force majeure event that renders the performance of the event impossible, challenging or unprofitable, the contract of participation in the event shall be deemed null and void, save the Organiser's right to receive the reimbursement of the costs of organisation sustained, which shall be calculated on the basis of a flat rate of 30% of the participation fee. Force majeure event means a reason of force majeure, including accidents, fires, explosions, pandemics, floods, strikes or job demonstrations, ousters, sabotage, public unrest, wars, insurrections or civil wars, sieges, restrictions on authorities, inability to procure material or to take means of transport. Should the dates when and/or the place where the event is to be held be changed, any sectors thereof be cancelled, the exhibition spaces be reduced or the event be cancelled in its entirety, the Organiser shall send written notification thereof to the exhibitors, in the form of an e-mail or other suitable medium, not less than thirty (30) days before the date originally planned for the event to open, except in cases in which this would not be possible for reasons caused by an unpredictable, unsurpassable occurrence that is beyond the reasonable control of the Organiser, in which case said Organiser shall give due notice to the exhibitors as soon as this is materially possible.

**ART. 11 PROHIBITIONS**

Exhibitors shall be prohibited from:

- use lighted candles or other naked flames inside the exhibition centre
- ceding the places assigned to them to third parties, even only in part, or exchanging them;
- showing products that do not comply with the specific categories of goods listed in the application for participation;
- creating installations or carrying out any work that has not been authorised expressly by Experience Me s.r.l.;
- displaying, also inside their stands, any communication media concerning courses initiated by any authorities, organisations, daily newspapers, weekly magazines or specialised publications or in any case any messages not strictly related to the goods on display and in general using forms of advertising that, in the opinion of Experience Me s.r.l., may be detrimental to any other exhibitors, the event or Experience Me s.r.l. All forms of advertising external to the stand are prohibited, including but not limited to itinerant advertising in the aisles, in the walkways and in the areas adjacent to the exhibition venue;
- introducing children aged less than 14 years, unless accompanied by adults;
- introducing animals into the exhibition venue

## **ART. 12 EVENT TIMES AND DATES**

Thursday 30 March 2023: 10:00 a.m. – 6.30 p.m. access reserved for press and professionals

Friday 31 March 2023: 10:00 a.m. – 6:30 p.m. access reserved for press and professionals

Saturday 1 April 2023: 10.00 am – 6.30 access also for the general public

Sunday 2 April 2023: 10:00 a.m. – 4:30 p.m. access also for the general public

The stands may not be demolished before the closing time on the last day. Any exhibitors who remove their products before that date and time without the prior agreement of the Organizer shall be liable to pay a penalty of €500.00.

## **ART. 13 STAND INSTALLATION AND DECOR**

Exhibitors whose participation has been confirmed may act directly to take care of the completion of the installation of the stands assigned to them. These operations must be carried out with the utmost respect for the structure already provided and may not under any circumstances exceed the height of the stand as assigned.

Installation work may be carried out on **Wednesday 29 March 2023 from 8:30 a.m. to 8:00 p.m.** Any special requests must be addressed to the Organising Secretariat in good time and shall be evaluated on their individual merits. In the case of any substantial changes, or of the use of the exhibitor's own display materials, said exhibitor must present a written request to the Secretariat, complete with the design in question, **no later than 31 December 2022**, for approval by Experience Me S.r.l., as well as by the Allianz - MiCo Safety Office. All the materials used in the installation of stands must be class 1 or class 2 fireproof, non-combustible or fire-retardant (the pertinent certificate must be attached). Fireproofing treatments may not be carried out inside the exhibition venue. **It is of fundamental importance that every installer complete and return the "SICU" form that shall be sent out by the Organiser.**

A limited quantity of furnishings shall be made available, which can be hired at the prices specified in the lists that shall be sent to exhibitors by e-mail. Exhibitors must organise their displays in such a way as to avoid obstructing the general view of other spaces. Each exhibitor shall be liable for all and any damage that may be caused to the building and to its contents. In particular, the walls, woodwork and floors may not be damaged or altered in any way.

## **ART. 14 DISMANTLING AND RETURNING THE STAND**

At the end of the event, but not before, exhibitors may proceed to remove the products and materials they installed. Once the event has closed, the space rented shall be returned within the deadline established, in the same conditions in which delivery of it was taken. When returning the stands they had occupied, exhibitors shall draw up a declaration of its state of usage. The cost of any damage that may have been caused by the exhibitor shall be reimbursed by the same before the goods and display materials may be removed.

The display goods and installations may be dismantled and loaded specifically as follows:

**SUNDAY 2 APRIL 2023** starting from **4:30 p.m. until 08:00 p.m.**

Any goods that cannot be removed by 8.00 pm on Saturday 18 June 2022 shall be made ready for shipment and delivered to the storage facility that shall be indicated by the Organiser, from which they **must be collected NO LATER than 6:00 pm on Monday 3 APRIL 2023.** Once this deadline has passed, the Organisation can no longer be held responsible for any remaining material. Under no circumstances can the Organisation accept liability for goods left unpackaged in the stand and not handed over for subsequent removal.

## **ART. 15 STAND SURVEILLANCE**

Experience Me s.r.l., acting in partnership with Allianz - MiCo, provides a general surveillance service in the venue. This service implies no acknowledgement of liability on the part either of Allianz - MiCo, or of Experience Me s.r.l., towards exhibitors for any theft of and/or damage – whether direct or indirect – caused to the objects belonging to exhibitors that have in any way been introduced to the exhibition venue. Surveillance during the event's opening hours, as also during the hours allocated for installation and dismantling, is thus the responsibility of the exhibiting companies, which must ensure the punctual presence of their own staff in their stands one hour before the exhibition venue opens and must man said stand until the last moment of closure in the evening.

## **ART. 16 STAND CLEANING**

Stand cleaning is included in the participation fee and shall be carried out exclusively at the end of every day, after the doors have closed to the public. This cleaning shall consist exclusively of the following: vacuum cleaning for carpeting and emptying of waste bins. During the hours when the event is open to the public, the decorous appearance and cleaning of each stand is the responsibility of individual exhibitors.

Each exhibitor may also lodge a request with Allianz - MiCo no later than 28 February 2023 to provide an extra cleaning service. The Organising Secretariat will provide all the information necessary in a separate web portal for exhibitors to request this additional service.

## **ART. 17 DISCLAIMER OF LIABILITY OF THE ORGANISER AND OF THE PROPRIETOR OF THE EXHIBITION VENUE**

The exhibitors shall be responsible for all and any actions or omissions of their own staff that may breach the law and/or these General Regulations 2023 and/or the regulations drawn up by the proprietor of the exhibition venue. All exhibitors shall take out an insurance policy specifically for the purpose of furnishing third-party liability coverage for any damages as may be caused by their own staff to persons and/or to property. It is hereby understood that the Organizer and the proprietor of the exhibition venue may under no circumstances be held liable for all and any damage to persons or property as may be caused by the exhibitor or by the exhibitor's staff, nor for cases of theft or

of loss of goods belonging to the exhibitor that may occur before, during and after the event. The Organizer may not be held liable for damages caused by any failure to deliver the exhibitor's goods, or by any delay or other occurrence brought about by force majeure, such as, purely by way of example, natural disasters, strikes, restrictive provisions issued by public authorities or other circumstances beyond its control, or any acts carried out by third parties or the exhibitor. The exhibitor's signature applied to these General Regulations 2023 constitutes a declaration and acceptance of liability for all direct and indirect damage as may be caused by the exhibitor or his staff to the persons and/or the goods employed in the exhibition venue, and thus the commitment on the part of said exhibitor to indemnify the Organizer and relieve him of all and any claim, request, demand for compensation or legal action as may be brought against said Organizer by the proprietor of the exhibition venue and/or by third parties.

## **ART. 18 RIGHT OF REPRODUCTION**

The present general regulations 2023, is execution and interpretation, and the contractual relationship between the Organizer and the exhibitor and any third parties shall be governed exclusively by Italian law. In the case of any conflict that may arise pursuant to or in connection with or related to the interpretation and/or the execution of this contract, exclusive jurisdiction is hereby vested in the courts of Milan.

## **ART. 19 – APPLICABLE LAW AND JURISDICTION**

In the case of any conflict, jurisdiction is hereby vested in the courts of Milan.

In acceptance of these General Regulations for 2023:

Date..... Stamp and Signature.....

Pursuant to and by virtue of the effects as listed in Articles 1341 and 1342 of the Italian Civil Code, the undersigned exhibitor expresses his specific approval of the clauses contained in these General Regulations for 2022 concerning: Art. 4 – Place and Date of the Event; Art. 8 – Renunciation of Participation; Art. 9 – Postponement, Reduction or Suspension of the Event; Art. 11 – Event Times and Dates; Art. 12 – Stand Installation and Decor; Art. 13 – Dismantling and Returning the Stand; Art. 14 – Stand Surveillance; Art. 16 – Disclaimer of Liability of the Organiser and of Mico; Art. 18 – Applicable Law and Jurisdiction.

In acceptance:

Date ..... Stamp and Signature.....

The undersigned exhibitor further declares that he has read carefully the **TECHNICAL REGULATIONS of Allianz - MiCo**, attached to this application for participation and declares his express approval of all the articles.

In acceptance:

Date ..... Stamp and signature.....

**INSURANCE POLICY**

**Each exhibitor must take out an insurance policy** providing coverage against theft or damage to goods and third-party liability for accidents or damage caused by the policy holder both to third parties and to the structures of Allianz - MiCo.

**The Exhibitor must have an All Risks policy** on the whole value of goods, machinery, equipment and fittings taken into and/or used within Allianz - MiCo, with a waiver of subrogation clause Fiera Milano Congressi, Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, the Organizer and any third party involved in the organization of the event. In case of subrogation from its own insurer, the Exhibitor guarantees to hold the aforementioned Subjects harmless.

**The Exhibitor has a Property “All Risks” policy provided by Fiera Milano Congressi, free of charge for the Exhibitor, for all goods, machinery, equipment and fittings taken into and/or used within Allianz - MiCo, with a limit of € 25.000,00.**

Coverage also includes transport risks to and from the exhibition centre.

In case the total capital of goods, machinery, equipment etc. should be **more than €25,000.00**, the Exhibitor must proceed independently to have his own All Risks insurance coverage for the total value of the goods, machinery, equipment etc. taken into and/or used within Allianz - MiCo.

In acceptance:

Date .....

Stamp and signature.....

This notification describes how personal data collected in compliance with Articles 13 and 14 of the GDPR 2016/679 are processed.

**1) What personal information do we collect?**

We will process the following category of data submitted by you:

- Personal data: first name, family name, date of birth;
- Contact data: home or professional address and contact details (telephone number and email address);
- bank data and/or payment data
- Data regarding your professional position;
- IP address.

**2) Purposes of data processing**

Your data are processed for the following reasons:

- a) managing relations with the website's users;
- b) managing registration of the applications to this "Form";
- c) to comply the legal obligations incumbent upon Experience Me s.r.l.;
- d) in order to conduct statistical surveys and market research;
- e) in order to send information and promotional communications, also of a commercial nature, as well as advertising material regarding editions of the event in subsequent years or regarding different exhibitions and the offer of goods and services to be delivered by means of the postal service, Internet, telephone, e-mail, MMS, SMS, from Italy or from others European Union countries by Experience Me s.r.l. or by natural or legal persons collaborating with Experience Me s.r.l.'s commercial activities or having a contractual relationship with Experience Me s.r.l. and/or with its shareholders, telesales companies, parent companies, subsidiaries and/or associate companies of Experience Me s.r.l. or companies referable to the shareholders of Experience Me s.r.l.

No processing is undertaken on personal data that, in compliance with Art. 9 of the GDPR 2016/679, reveal an individual's racial or ethnic origins, political opinions, religious or philosophical beliefs or membership of a trade union, nor any genetic data, biometric data useable for the purpose of uniquely identifying a physical person, data about an individual's health, sex life or sexual orientation.

**3) Nature of the provision of the data**

Provision of personal data for the purposes indicated under points a), b) and c) of Article 2 above is mandatory. Any refusal to submit and/or the submission of inaccurate and/or incomplete data may have the following consequences:

1. our impossibility to register this "Form" and therefore your inability to use the services involved;
2. failure of the personal data processing outcomes to comply with current statutory obligations, including tax requirements.

However, provision of personal data for the purposes indicated under points d) and e) of Article 2 above is optional and the only consequence of failure to submit data shall determine the inability of Experience Me s.r.l. and of the other subjects indicated in Article 2, letter e) above to send you communications regarding the sale of similar services to those purchased, develop statistical reports and carry out research as well as send you promotional and advertising communications.

**4) Identity of the data controller**

This website is managed by the Data Controller, who is identified with the legal representative of Experience Me Srl Via Durini 15 20122 Milano.

The Data Controller guarantees the security, the privacy and the protection of the data in its possession at every stage of the data processing procedures.

The data collected are used in compliance with the law of privacy as currently in force (GDPR 2016/679 and Italian Legislative Decree N° 196/2003).

**5) Place of processing**

The data are processed by the Data Controller in its operative headquarters located in Via Durini 15. Personal data will be processed using the appropriate hard-copy, computer or IT-enabled tools strictly for the purposes described above and, in any event, in a manner such as to ensure the security and confidentiality of any data.

**6) Recipients of the data**

The data are processed by staff specifically authorized and/or designated in writing to process the data (administrative staff), personnel employed for the purpose of managing our information systems, who may also undertake system administration functions and, in such cases, shall be appointed as such, and web management staff.

Personal data may be communicated to persons providing Experience Me s.r.l. with services, including ancillary services, necessary to meet the purposes described in Article 2 above, such as, by way of example but not limited to these, parent companies, subsidiaries, associate and/or related companies, companies referable to the shareholders of Experience Me s.r.l.; natural or legal persons collaborating with Experience Me s.r.l.'s commercial activities or having a contractual relationship with Experience Me s.r.l. and/or with its shareholders; persons, bodies and/or companies that manage and/or participate in the management and/or maintenance of the Internet website and the computer and/or IT-enabled tools used by us.

The data provided by users may be communicated to the individuals for whom provision is made for an obligation of communication in compliance with the law or by virtue of a communications need for the purpose of enforcing a due right.

## 7) Duration of conservation

The data are processed for the time strictly necessary for carrying out the services requested by the user, or required for the purposes described in this document.

At any time, the user may ask for the processing to be interrupted or for the data to be cancelled and/or restricted.

## 8) Transferring the data

Your personal data may be transferred outside Italy to European Union countries where Experience Me s.r.l. has business interests in compliance with statutory norms currently in force.

## 9) Withdrawal of consent

In reference to Art. 6 of the GDPR 2016/679, the data subject may withdraw consent at any time.

## 10) Rights of the data subject

In reference to Art. 15 "Right of Access", Art. 16 "Right to Rectification", Art. 17 "Right to Erasure", Art. 18 "Right to Restriction of Processing", Art. 20 "Right to Data Portability" and Art. 21 "Right to Object to the Automated Individual Decision-Making Process" of the GDPR 2016/679, the data subject may exercise his/her rights by writing to Data Controller at the following address:

Experience Me s.r.l. Via Durini 15 20122 Milano. E mail [office@experiencelabmilano.com](mailto:office@experiencelabmilano.com)

More specifically, data subjects have the right to:

- a) withdraw the consent previously given, without, however, said withdrawal in any way calling into question the lawfulness of any consent-based processing carried out prior to withdrawal;
- b) request the Data Controller to have access to, rectify or erase (the so-called "right to be forgotten") personal data, or to restrict processing of personal data regarding them, or to object to processing;
- c) obtain the portability of their data;
- d) lodge a complaint with the Personal Data Protection Supervisory Authority in the event they believe their rights have been infringed.

## 11) Lodging a complaint

In compliance with Art. 77 of the GDPR 2016/679, the data subject has the right to lodge a complaint with the supervisory authority in his/her country of residence.

## 12) Automated decision-making processes

The Data Controller shall undertake no processing consisting in automated decision-making processes as per Art. 22, sections 1 and 4, of the GDPR 2016/679.

## CONSENT TO THE PROCESSING OF PERSONAL DATA

Having read the above Statement, I hereby consent to my personal data being processed with the methods indicated above for the purposes of:

**\* conducting statistical surveys and market research;**

**I consent [ ]**

**I do not consent [ ]**

**\* sending information and promotional communications**, also of a commercial nature, as well as advertising material regarding editions of the event in subsequent years or regarding different exhibitions and the offer of goods and services to be delivered by means of the postal service, Internet, telephone, e-mail, MMS, SMS, from Italy or from others European Union countries by Experience Me s.r.l. or by natural or legal persons collaborating with the Company's commercial activities or having a contractual relationship with Experience Me s.r.l. and/or with its shareholders, telesales companies, parent companies, subsidiaries and/or associate companies of Experience Me s.r.l. or companies referable to the shareholders of Experience Me s.r.l.

**I consent [ ]**

**I do not consent [ ]**

Date .....

Stamp and signature .....



**30th MARCH – 2nd APRIL, 2023**  
**Allianz - MiCo | Via Gattamelata, Milano**

**CUSTOMS CLEARANCE PROCESS**

In case any customs clearance is requested by airport authorities during import of the products to be exhibited, Experience Me srl will be available to assume the management of the related customs clearance process.

For the preparation and submission of the specific documents and the fulfilment of the procedure, the payment of a **€ 250,00** fee is required. This fee doesn't include any additional customs duty.

**N.B. Indemnity clause**

Please note that the Organizer will be excluded from any kind of liability in case the delivering of the goods should not receive customs clearance from airport authorities.

Date .....

Stamp and signature .....

30th MARCH – 2nd APRIL, 2023  
Allianz - MiCo | Via Gattamelata, Milano

## BRAND EVALUATION CRITERIA

Experience Lab aims to give visibility to excellence and high quality products from the sector of Beauty Excellence, Toiletries, Cosmetics and Make-Up.

Experience Lab wants to be recognized as an international point of reference for all of the brands presenting themselves for the quality of their offerings and their marketing choices, and their distinctive distribution of Beauty Excellence.

The purpose of Experience Lab is to create a meeting opportunity for the producers, therefore only the parent companies are authorized to exhibit.

Whether a distributor - and not a producer company - applies, the application must enclose the authorization to exhibit with the signature of the parent company.

In order to realise an exhibition that shows the most peculiar offerings in the sector and which is also able to give opportunities to new creative realities aspiring to enter this field, the following criteria have been defined by the Technical Committee:

### Qualitative - Artistic Criteria

- The **image and the philosophy** of the brand should be based upon **a credible and documented history**, which translates into products and compositions expressing **quality** and **artistic** characteristics, as well as those of **uniqueness** coherent with a declared affiliation with Beauty Excellence.
- The creations must display an **aesthetic-stylistic coherence** so that every single product can be recognised as belonging to the brand's graphic design scheme.
- The brand must offer creations of high artistic, qualitative and stylistic value, to be sold through **assisted sales** and not self-service.
- The brand's offerings must be **directed toward consumers** seeking creations of great originality, character and quality.

## Distribution Profile Analysis

- The brand must be proposed in **European and Extra-European markets** through an extremely **selective and high quality distribution** network in order to maintain its peculiarity.
- The quality and selectivity of the distribution must be homogeneous in every country in which the brand is proposed.
- Its **market share** is not greater than **0.2%** of the overall turnover in the beauty sector in the individual countries in which it is found.

## Information and development of the distribution network

The concession holders must be able to offer precise information on **history, philosophy** and **quality** of the products, in order to communicate these competently and correctly to the end user. **The related hard copy, digital or online documentation must be provided to Experience Lab.**

## Selection procedure for the definitive list of exhibiting brands to be submitted to the Technical Committee

The Organizing Committee composes a list of the brands to be submitted to the Technical Committee according to the following steps:

1. A list of all of the brands that have applied for admission to Experience Lab is gathered.
2. The Organizing Committee will compose a list of the brands that have applied for admission and will divide the brands into three categories:
  1. New Brands
  2. Brands attending the previous editions
3. Incomplete applications could be considered if properly integrated within December 31<sup>st</sup> 2022 and could be presented to the Technical Committee along with any new application submitted after the deadline, in case of justified delay. In case of positive evaluation, the definitive list will be updated with the eventual new entries.

## Brands attending the previous editions

- The brands that already attended the previous editions of **Experience Lab** will be screened by the Technical Committee with no need to resubmit the samples of the products, but only through the examination of all the documents concerning the selection criteria (the Self-Assessment Form). Possible further requests of samples and documents will be done just in case that one or more members of the Technical Committee should no longer consider the brands in line with the selection criteria of the event.

## EXPERIENCE LAB EXECUTIVE AND ADVISORY BODIES

### Organizing Committee

#### Duties

The Organizing Committee is responsible for the ideation, planning and realisation of Experience Lab, with the assistance of the organisational team.

The Organizing Committee performs the following activities:

1. **Defining the criteria for the choice of brands admitted to Experience Lab:** The Organizing Committee defines and proclaims the criteria that are followed for the selection of the brands that will be admitted as exhibitors at the Experience Lab. So as to implement the criteria over time, taking into account the evolving reality of the sector, the Organizing Committee will coordinate a series of meetings and encounters on this theme with the representatives of the brands. These proceedings, composed of free critical expression and opinion collection are held to be essential in order to harmonise the criteria, based on suggestions considered of importance for an improved definition of the sector involved, to which the exhibition will be directed.
2. **Constitution of the Technical Committee and assignment of members:** With the first definition of the criteria, Experience Lab completes an important step toward its main objective: to become an authoritative international appointment dedicated to all of the brands and distributors of Excellence Beauty. For a more appropriate application of the same, the Organizing Committee will make use of the consultancy of a Technical Committee.
3. **Proposal of the temporary and final brands list:** Having received the forwarded applications from the brands who manifest their intention to participate in Experience Lab, the Organizing Committee will take on the compilation of a **list**, made up of all the brands that correctly applied, according to the categories *New Brands and Brands* attending the previous editions. Once defined, the **list** will be forwarded to the Technical Committee, which will express its judgment. The Organizing Committee will draw up the official **list** on the **unquestionable** assessments made by the Technical Committee.
4. **Evaluation of the brands:** concerning not-admitted brands, once the list referred to in point 3. has been published, the Organizing Committee will be available, before the edition of Experience Lab, for an assessment on those applications that were not considered due to late delivery or incomplete data. This will be an opportunity, for excluded brands, to integrate incomplete applications or justify the delay in the submission.
5. **Judgment of the brands:** the assessments made by the Technical Committee is unquestionable.
6. **Ideate and manage the activities and initiatives addressed to the public visiting the exhibition.**

## Technical Committee

### Duties

The members of this team will have the duty of expressing a judgement on the **list**, which gathers all of those brands that can be admitted to the event.

In particular they will have to express themselves defining:

1. Brands admitted to Experience Lab
2. Brands **not admitted**

### Composition of the Technical Committee

The members will be Italian, European and Extra European distributors and retailers, chosen unquestionably by the Organizing Committee. **5 candidates** will be selected in the attempt to form a representative panel capable of expertly expressing itself concerning the provisional brands list, which gathers admitted and not-admitted brands, transmitted by the Organizing Committee.

The role of President of the Technical Committee will be fulfilled, in rotation and with an annual term in office, by one of the members of the Organizing Committee.

Each component selected who will then confirm his or her availability to take part in the Technical Committee, will be asked to express his or her opinion filling up the specific form and sending it back to the Organizer by email or fax. There will be a limited period of time in which each member may deliver his or her judgment on the preliminary assessment of the Organizing Committee.

Each member will have free access to the documentation provided by the brands and will receive the documents and samples of the brands that will attend Experience Lab for the first time.

The list of the candidates among whom the members of the Technical Committee will be selected will be published, but the names of the members who will be awarded memberships will not.

For each member of the Technical Committee, at least one substitute member will be identified in order to replace the official member with immediate effect in the event of his/her resignation or forfeiture of the office after the terms agreed and defined in the letter of designation.

### Timing

Application from must be delivery to the Organization Secretary by the 15<sup>th</sup> December 2022.

**30th MARCH – 2nd APRIL, 2023**  
**Allianz - MiCo | Via Gattamelata, Milano**

**BRANDS LIST**  
**CANDIDATES FOR EXPERIENCE LAB 2023**

**Whether the exhibitor is not the producer of the presented brand, it must send, attached to this application, a letter/email which authorizes the exhibition of the products, with the signature of the parent company of the brand.**

The exhibitor .....  
will present the following brands at the 2023 edition of Experience Lab:

- |          |   |                                       |
|----------|---|---------------------------------------|
| 1. ....  | Parent Company <input type="checkbox"/> | Distributor* <input type="checkbox"/> |
| 2. ....  | Parent Company <input type="checkbox"/> | Distributor* <input type="checkbox"/> |
| 3. ....  | Parent Company <input type="checkbox"/> | Distributor* <input type="checkbox"/> |
| 4. ....  | Parent Company <input type="checkbox"/> | Distributor* <input type="checkbox"/> |
| 5. ....  | Parent Company <input type="checkbox"/> | Distributor* <input type="checkbox"/> |
| 6. ....  | Parent Company <input type="checkbox"/> | Distributor* <input type="checkbox"/> |
| 7. ....  | Parent Company <input type="checkbox"/> | Distributor* <input type="checkbox"/> |
| 8. ....  | Parent Company <input type="checkbox"/> | Distributor* <input type="checkbox"/> |
| 9. ....  | Parent Company <input type="checkbox"/> | Distributor* <input type="checkbox"/> |
| 10. .... | Parent Company <input type="checkbox"/> | Distributor* <input type="checkbox"/> |

**Please attach to this document:**

- **A .pdf presentation of the brand that includes the following: brand history; fragrances; brand positioning and sales strategy; details about product packaging (with pictures of the original product)**
- **a list with the main 30 retail points, indicating the Country of distribution**

\*enclosing of authorization letter by the parent company is mandatory.

**To be delivered completed by December 15th, 2022**

Date .....

Stamp and signature .....

**30th MARCH – 2nd APRIL, 2023**  
**Allianz - MiCo | Via Gattamelata, Milano**

**CATALOGUE**

Each brand attending Experience Lab will have a dedicated space inside the official Experience Lab Event 2023 catalogue.

**Instructions: after the confirmation of your participation, the Organizing Secretary will provide you with the instructions to collect the materials for the 2022 Experience Lab catalogue.**

Date .....

Stamp and signature.....

30th MARCH – 2nd APRIL, 2023  
Allianz - MiCo | Via Gattamelata, Milano

## PRESS KIT MATERIALS

Each brand attending the exhibition can promote its history and novelties through the different activities planned by the Organization Press Office. For this reason, we kindly ask you to send us the following materials, which will be included in the digital press kit:

**PICTURES:** 2 or more low resolution pictures concerning the brand in jpg format (max 800kb).  
The name of the file must report the description of the subject of the picture (caption).

The maximum size of the picture folder **can't be more than 3 MB.**

**TEXT:** a word format document (not pdf) with the presentation of the brand both in English and Italian. You can send us a separated document for each language.

The Organization won't translate the texts. We are at your disposal to provide you with quotes of a dedicated translation.

**NEWS:** a short text in a word format document (not pdf) both in Italian and English, which will introduce the novelties of the brand that will be exhibited at Experience Lab 2023.

This text can be accompanied by a low resolution picture (max 800 kb).

The Organization won't translate any text. We are at your disposal to provide you with quotes of a dedicated translation.

**How to send the materials:** all the materials must be sent by email or via Wetransfer to the email address [office@experiencelabmilano.com](mailto:office@experiencelabmilano.com)

For further details please contact the Press Office of Experience Lab at the e-mail address [office@experiencelabmilano.com](mailto:office@experiencelabmilano.com)

**PLEASE NOTE:** in order to promote the event and the exhibitors, it will be useful to inform journalists about all the news of each brand.

In case that there were embargos or prohibitions to the diffusion of the materials before **March 29th, 2023** (the first day of Experience Lab) please send an e-mail in order to alert us. We will confirm by e-mail the successful reception.

All the materials that will not be reported as bound by the embargoes will be spread for the purpose of promoting the event, even in the period before the opening days.

**All the materials must be sent by January 31st, 2023.**

**All the materials that won't be sent within this deadline, will not be included in the press kit.**

Date .....

Stamp and Signature.....



**VADEMECUM**

|  |   |
|--|---|
| <b>EXHIBITION DATES</b>  | <b>MARCH 30th – APRIL 2nd 2023</b>  |
| <b>APPLICATION DEADLINE</b>                                      | <b>December 15<sup>th</sup>, 2022</b>   |
| <b>DEPOSIT PAYMENT</b>   | <b>at the confirmation of the participation</b>   |
| <b>FINAL BALANCE</b>   | <b>January 31st, 2023</b>   |
| <b>SETTING UP</b>  | <b>March 29th, 2023   h. 8.30 am – 8.00 pm</b>  |
| <b>OPENING DATES AND TIMES FOR BUSINESS OPERATIVES AND PRESS</b> | <b>Thursday MARCH 30th 2023   h 10:00 am – 6.30 pm<br/>         Friday MARCH 31th 2023   h 10:00 am – 6:30 pm<br/>         Saturday APRIL 1st 2023   h 10:00 am – 6:30 pm<br/>         Sunday APRIL 2nd 2023   h 10.00 – 4.30 pm</b>  |
| <b>OPENING DATES AND TIMES FOR THE PUBLIC</b>                    | <b>Saturday APRIL 1st 2023   h 10:00 am – 6:30 pm<br/>         Sunday APRIL 2nd 2023   h 10.00 – 4.30 pm</b>  |
| <b>OPENING HOURS FOR EXHIBITORS</b>                              | <b>Every day 60 minutes before the opening to the public</b>  |
| <b>DISMANTLING</b>   | <b>SUNDAY APRIL 2nd, 2023   4:30 pm – 8:00 pm</b><br>It is not allowed to dismantle the booths before the closing time of the last day. The exhibitors who will take away the products before the scheduled time and date will have to pay a penalty of € 500,00.<br><b>All the materials packed up ready for the shipment, can be picked up at Allianz - MiCo no later than Monday, 3 APRIL 2023, 6:00 pm.</b><br>After that time, the Organization won't be responsible anymore for the material left.<br>The Organization declines any responsibility regarding unattended and unpacked goods left in the stands without instructions. |

**EXHIBITOR PASS**

The Organization will give further information about the delivery/usage of the passes, on the basis of the new Anti-COVID19 guidelines.

**Any request can be forwarded to the Organization at the e-mail address [office@experienlabmilano.com](mailto:office@experienlabmilano.com)**

**MATERIAL TO BE SENT BY OCTOBER 31ST, 2022**  
**TO [office@experienlabmilano.com](mailto:office@experienlabmilano.com)**

1. Application form – together with the General Rules - with stamp, signature and date
2. Insurance policy document
3. Privacy policy
4. Brands list and authorizations of the parent company if necessary
5. A .pdf presentation of the brand in English that includes the following: brand history; fragrances; brand positioning and sales strategy; details about product packaging (with pictures of the original product)
6. List of dealers