



an event by



BolognaFiere spa

Viale della Fiera, 20 - 40127 Bologna, Italia
PEC: bolognafiere@pec.bolognafiere.it
Capitale Sociale 106.780.000,00 i.v.
C.F. - P. IVA e Reg. Imp.
BO 00312600372 - REA BO367296

Show office

Via Alfieri Maserati, 16 - 40128 Bologna, Italy
Ph. +39 051 282111 - Fax +39 051 6374031
sana@bolognafiere.it - www.sana.it

34th international exhibition of organic and natural products

from Thursday 8 to Sunday 11 September 2022

**CALL FOR PARTICIPATION
IN THE SANA NOVITÀ 2022 INITIATIVE**

EXHIBITOR DATA

Company name

The link to the reserved area to enter novelty products will be sent to the “Contact Person for the Event” indicated in the application form.

SANA NOVITÀ 2022 Regulations

Article 1: Purpose and Organiser

The SANA NOVITÀ initiative, organised by BolognaFiere S.p.A. as part of SANA - International Exhibition of Organic and Natural Products, aims to promote the novelty products of Exhibitors, Co-exhibitors, and Represented Companies regularly registered for SANA 2022 by giving them visibility:

- Through the reserved link 'Preview WHAT'S NEW GUIDE' to buyers registered in the International Buyer programme of SANA 2022 from 1st May 2022 and until 29th July 2022;
- On the online catalogue 'WHAT'S NEW GUIDE' from 23rd August 2022 until the opening of the following year's initiative;
- During the four days of the event (08-11 September 2022) in the area set up at the Service Centre of the Bologna Exhibition Centre.

It is understood that, depending on the time of registration to the Initiative, it will or will not be possible to promote the products or product lines on the link dedicated to buyers.

If, therefore, you do not wish to promote your products or product lines in advance to buyers between 1st May and 29th July 2022, you are invited to proceed with the online upload of products only from 29 July.

Article 2: Novelty products

Novelty products are considered to be those products launched on the market as of March 2021 and which presents the following features:

- New products in both formulation and packaging
- Products with revised packaging;
- Products with new formulations or ingredients that modify products already existing before March 2021;
- Extensions of existing lines with new products from March 2021 onwards.

Eligible products are:

- Up to three novelty products;
- Up to three product lines with a maximum of 10 (ten) products.

Each product and/or product line submitted must meet the following conditions:

- It must be identifiable with a label including all mandatory and commercial mentions required by law;
- It must not have been exhibited physically or digitally in previous editions of SANA unless it corresponds to one of the features indicated.

Article 3: Participants

The SANA NOVITÀ area is open exclusively to regularly registered in SANA 2022 exhibitors (including co-exhibitors and represented companies) belonging to at least one of the following categories:

- Natural and Organic food;
- Natural and Organic Care&Beauty;
- Green Lifestyle.

Each participant in the SANA NOVITÀ area undertakes to comply with all the articles in these regulations and to provide all the information, photos and documents requested in article 4 below.

It is understood that by uploading the information, photos and documents by the exhibitor/co-exhibitor/represented company, the latter expressly authorises BolognaFiere to use and publish them as provided for in Art. 1 and declares that it is the owner of the relative rights to the material delivered to BolognaFiere, expressly releasing BolognaFiere from any claims made by third parties regarding the ownership of the content transmitted.

Article 4: Application procedure

The entry of products or product lines shall be made by filling in the SANA NOVITÀ form and sending it to the Organising Secretariat by e-mail to sana@bolognafiere.it.

The SANA Organizing Secretariat, after checking the regular status of the exhibitor's registration, will send an email to the address indicated on the SANA application form with the link to the Exhibitor's reserved area.

Steps for online registration

1. Create a personal account for your reserved Exhibitor area or, in the case of exhibitors who have already participated in previous editions, use the account already created. You can recover your credentials with the specific online recovery procedure.
2. Click on Catalogue -> Novelty Products and Services
3. Fill in the required data including the Italian (if present)/English description
4. Upload at least one photo for each product or product line

Article 5: Participation and Visibility

Participation in the SANA NOVITA' initiative is free of charge.

Participation in the initiative includes:

Online Section:

- Preview visibility to buyers of the SANA 2022 International Buyers Programme;
- Visibility on social and digital channels in the campaigns included in the SANA 2022 editorial plan;
- Visibility on the What's new Guide on the www.sana.it website from 23rd August 2022

Onsite Section SANA NOVITA' Exhibition Area Section, Service Centre, from 08th to 11th September 2022:

- Display of product(s) or product line(s) in the area set up;
- Nameplate with company name, product name or product line name, hall location and stand number.

For digital/social communications it will be sent to the exhibitor: Graphic 'SANA 2022 New Product Selection' in jpeg/eps/pdf format

Article 6: Deadline for Registration and Delivery of Exhibition Samples

Products or product lines can be uploaded online until midnight on 25th August 2022.

Samples must be delivered to the exhibition area located at the service centre of the fairgrounds strictly between 09.00 and 6.30 pm on 7th September 2022.

Samples delivered after the deadline will not be exhibited. The participating company may not in any way claim against BolognaFiere S.p.A. for late arrival of samples.

Samples received that do not correspond to those indicated on the registration form or that have not been registered by the established deadline and procedures will not be exhibited or published online.

The samples to be delivered must be 1 (one) for each candidate product and 1 (one) for each candidate product line.

For perishable products it is requested to send empty packages/mock-ups of products.

You are also requested to keep two samples at your stand in case they need to be replaced in the SANA NOVITA' exhibition area.

Article 7: Voting and Prizes

The products or product lines on display at the Service Centre can be voted on from 8th to 11th September 2022, through the voting stations in the exhibition area, by:

- Trade visitors;
- Buyers from the International Buyers Programme through the voting stations in the buyers' lounge.

Each visitor and each buyer will be able to vote only once through the QR Code/barcode of the visitor ticket.

Voting will close at 1 p.m. on 11th September 2022.

The prize-giving ceremony will take place at 3 p.m. on Sunday 11th September 2022 at the Service Centre in the dedicated area. Any changes in the location of the award ceremony will be communicated.

The awards will be divided into two sections for each category (Natural and Organic Food, Natural and Organic Care and Beauty, Green Life Style):

- Visitor Award;
- International Buyer Award.

The winners or ex aequo winners will receive:

- a parchment including the name of the initiative and the category in which it took part;
- graphics with the specifications of the category and the "Best SANA NOVITA' Product 2022" award, in jpeg/eps/pdf format, to be used for institutional, social/digital communication.

Article 8: Promotion on SANA BolognaFiere media channels

The winners hereby authorise BolognaFiere S.p.A. to publish their name, as well as the product or line of products uploaded in the New Product area of the area reserved for Exhibitors, for communication purposes.

Article 9: Exclusions in the event of non-compliance with the rules of the initiative

Any failure to comply with the regulations will result in exclusion from the online What's new Guide and from the SANA NOVITA' area.

Article 10: Withdrawal of products

Samples must be collected on 11th September 2022 from 5 p.m. to 7 p.m. in the SANA NOVITA' exhibition area. It will not be possible to collect the products before or after this date and time.

Article 11: Force majeure

Force majeure is defined as the occurrence of any event or circumstance ("Event of Force Majeure") that prevents the fulfilment of one or more contractual obligations, if and to the extent it is demonstrated: that the occurrence is beyond the parties' reasonable control; and that it could not reasonably have been foreseen at the time the contract was stipulated; and that the effects of the occurrence could not reasonably have been avoided or overcome. Unless proven otherwise, the conditions referred to in points a) and b) above are considered satisfied in the presence of the following occurrences: war (declared or not), invasions, actions by foreign enemies, large-scale military mobilisation in Italy or internationally; civil war, uprisings, rebellions and/or revolutions, insurrections, acts of terrorism, sabotage or piracy; embargoes; need to obey any government law or order, expropriation, requisition, nationalisation; plagues, epidemics, natural disasters or extreme natural events in general; explosions, fires, destruction of equipment, prolonged interruption of transport and/or transportation, of telecommunications, of the IT system or of the energy network; boycotts, strikes and lockouts, occupation of facilities. If any Event of Force Majeure should occur, BolognaFiere will be relieved of its obligation to fulfil its contractual obligations and released from any liability for damages or any remedy for breach of contract starting from the moment in which the Event prevents such fulfilment, provided BolognaFiere gives the other party prompt notice of such circumstance. If prompt notice is not given, BolognaFiere will be relieved of its obligation and released from liability when the other party has received such notice; the other party may suspend fulfilment of its obligations starting on the date of such notice. If the Fair must be postponed due to an Event of Force Majeure, BolognaFiere will retain the amounts already received (i.e., registration fee and other down payments, if any), which the Exhibitor may use – without any guarantee regarding rate changes – to participate in the Fair on the new dates. If the Fair must be cancelled due to an Event of Force Majeure, BolognaFiere reserves the right to withhold only the registration fee paid by Exhibitors to cover organisational and handling expenses incurred. All other monies received from Exhibitors shall be refunded and in such case no exhibitor will have the right to seek any damages against BolognaFiere on any grounds or for any reason. If any Event of Force Majeure should occur, the Exhibitor will be relieved of its obligation to fulfil its contractual obligations and of any liability for damages or any remedy for breach of contract starting from the moment in which the Event prevents such fulfilment, provided the Exhibitor gives prompt and documented notice to BolognaFiere. If prompt notice is not given, the Exhibitor will be relieved of its obligation and released from liability when BolognaFiere has received such notice; BolognaFiere may suspend fulfilment of its obligations starting on the date of such notice. If it is impossible for the Exhibitor to attend the Fair due to an Event of Force Majeure, BolognaFiere will retain the amounts already received (i.e., registration fee and other down payments, if any), which the Exhibitor may use – without any guarantee regarding rate changes – to participate in a subsequent edition of the Fair. It is hereby specified that if an Event of Force Majeure should occur, the deadlines for the notice required by Article 22 "Postponement, reduction or cancellation of the Exhibition" will not be applied.

Please read, sign and return the attached mandatory privacy form.

Date

Stamp and signature of legal representative

X

Please send this form to sana@bolognafiere.it

**INFORMATION ON THE PROCESSING OF PERSONAL DATA
PURSUANT TO ARTICLE 13 OF REGULATION (EU) NO 2016/679**

Pursuant to and having the effects arising from Article 13 of Regulation (EU) No 2016/679 of the European Parliament and of the Council of 27 April 2016 regarding the processing of personal data of natural persons and the free circulations of such data, which repeals Directive 95/46/EC, and is also called the General Data Protection Regulation (hereinafter "GDPR"), we hereby inform you that its personal data voluntarily submitted by you to Fiere Internazionali di Bologna - BolognaFiere S.p.A. (hereinafter also called the "Company" or "BolognaFiere") will be processed in compliance with current legal provisions governing the protection of personal data.

1. Data Controller and Data Protection Officer

The Personal Data Controller is Fiere Internazionali di Bologna - BolognaFiere S.p.A., in the person of its pro tempore President, with headquarters in Bologna, Italy, Viale della Fiera No. 20.

The Data Protection Officer may be contacted at the following email address: dpo@bolognafiere.it for any need related to the processing of personal data.

2. Purpose of the processing and legal basis of the processing of personal data

Your personal data will be processed for the following purposes:

- a) the establishment and performance of the contractual relationship between you and BolognaFiere (e.g. ticket sales, exhibition area rental, organization of events – even online events - in which you are interested in participating, provision of services ancillary to your participation, planning of services requested by you, publication of exhibitors' data in the event catalogue etc.). With reference to this purpose, the legal basis for the processing is the performance of contractual or pre-contractual obligations in relation to a contract to which you are a party. Any refusal on your part to provide the data would make it impossible for BolognaFiere to provide the requested service. Please note that any processing of particular categories of personal data will only be carried out if such data is communicated or made public directly by you. Such processing will be legitimate on the basis of art. 9, par. 2, letter e) of the GDPR. The provision of such data is never mandatory;
- b) compliance with all regulatory, fiscal and administrative requirements imposed on BolognaFiere. With reference to this purpose, the legal basis of the processing is the fulfilment of legal obligations imposed on BolognaFiere. Any refusal on its part to provide the data would make it impossible for BolognaFiere to provide the requested service;
- c) in order to conduct statistical surveys and market research. With reference to this purpose, the legal basis of the processing is its specific consent, without which BolognaFiere will not be able to carry out market research on its data. In any case, you will be able to use the services offered by BolognaFiere;
- d) the performance of profiling activities aimed at understanding its possible needs in relation to the provision of new services according to the preferences expressed. With reference to this purpose, the legal basis of the processing is its specific consent, without which BolognaFiere will not be able to carry out profiling activities on its data. In any case, you may use the services offered by BolognaFiere;
- e) the performance of commercial and marketing activities related to BolognaFiere's activities by post, internet, telephone, e-mail, MMS, SMS, from Italy or abroad. With reference to this purpose, the legal basis for the processing is its specific consent, without which BolognaFiere will not be able to carry out the aforesaid commercial activities. In any case, you may use the services offered by BolognaFiere;
- f) sending your data to companies of BolognaFiere Group, to third parties such as exhibition organisers or partners involved in the organisation of individual fairs/events, including those based outside Europe, in order to allow the latter to launch independent marketing initiatives relating

to their products and services. With reference to this purpose, the legal basis for the processing is your specific consent, without which BolognaFiere will not be able to send your data to third parties. In any case, you may use the services offered by BolognaFiere;

- g) to allow BolognaFiere to shoot videos and/or photos during fairs and events for publication on our websites/landing pages and social profiles (e.g. Twitter, Facebook, Youtube, etc.) and on brochures, catalogues, flyers and other printed material promoting the events. The legal basis for the processing is the legitimate interest of the Data Controller, since the filming carried out by BolognaFiere for this purpose is exclusively generic. Any refusal on its part would make impossible for BolognaFiere to provide the requested service. Any photographs or specific filming will be taken by BolognaFiere only with your consent, which you may be asked to do, accompanied by appropriate information and a dedicated disclaimer.

3. Methods of data processing

The processing of personal data will be carried out using suitable paper, electronic and/or telematics tools, with logic strictly related to the purposes mentioned above and, in any case, in such a way as to ensure the security and confidentiality of the data.

It should be noted that BolognaFiere does not process your data for the purpose of making decisions based on automated processing which produce legal effects or significantly affect you pursuant to art. 22 of the GDPR.

4. Recipients, categories of recipients of personal data and data transfer in third countries

Your personal data may come to the knowledge of shareholders, members of the board of directors or other administrative body and, in any case, of the Data Protection Officer, external Data Processors, Persons in charge of processing and/or Data Processing Authors appointed by BolognaFiere in the performance of their duties. Your personal data may be communicated to subjects who provide BolognaFiere with services or services instrumental to the purposes indicated above, such as, by way of example, parent companies, subsidiaries, investee companies and/or associates, partners/joint venture partners; subjects, entities and/or companies that manage and/or participate in the management and/or maintenance of the Internet sites and the electronic and/or telematic tools used by us, photographers and/or videomakers who produce video-audio material or the related post-production, journalists and newspapers, companies providing services necessary for the organisation and management of events (e.g. installation of fittings and equipment, publishers of printed and on-line catalogues, logistics, safety and security, first aid, hostesses, etc.), diplomatic representatives, consultants, law firms, banks, marketing and communication service providers; other subjects in charge of the selection process and management of the related benefits for buyers (such as insurance companies, travel agencies, hotels), etc.

The updated list of Data processors is available at the Data Controller's headquarters, or may be requested by email at: privacy@bolognafiere.it.

Your personal data may be communicated and/or transferred abroad, in accordance with the provisions of current legislation (Articles 45 et seq. of the GDPR), even in countries outside the European Union, or if necessary, in the countries where the recipients referred to in the previous paragraph are located. In all the above cases, the transfer is necessary for the execution of the contract with the Data Subject or for the execution of contractual measures adopted upon your request, or to ascertain, exercise or defend a right in the Court; in general, it is carried out on the basis of an adequacy decision adopted by the Commission (Art. 45 of the GDPR) or in accordance with the standard data protection clauses or other appropriate guarantees pursuant to Articles 46 or 49 of the GDPR. In the event that no Commission

adequacy decision has been taken and the other guarantees established by GDPR are not applicable, the communication and/or transfer of data outside the European Union will be subject to your consent, after having been informed that the country in question does not provide an adequate level of protection.

5. Data retention

The personal data provided by you will be processed only for the time necessary to achieve the purposes described above, without prejudice to further terms related to the specific conditions of legitimacy of the processing (e.g. 10 years for the exercise of defence actions in court).

6. Rights of the data subject

We inform you that at any time in relation to your data, you may exercise your rights under the limits and conditions provided for in Articles 7 and 15-22 of the GDPR.

To exercise these rights, described below, please contact the Data Controller at privacy@bolognafiere.it; this request will be answered in a timely and appropriate manner.

In detail, you have the right to:

- to obtain confirmation of whether or not personal data concerning you are being processed;
- where processing is in progress, obtain access to personal data and information relating to the processing and request a copy of the personal data;

- to obtain the adjustment of inaccurate personal data and the integration of incomplete personal data;

- to obtain, if one of the conditions laid down in Article 17 of the GDPR is met, the deletion of personal data concerning you;

- to obtain, in the cases provided for in Article 18 of the GDPR, the limitation of treatment;

- to receive personal data concerning you in a structured, commonly used and readable format by an automatic device and request their transmission to another holder, if technically feasible.

Furthermore, you have the right to object at any time to the processing of your data carried out for the pursuit of a legitimate interest of the Data Controller. In case of opposition, your data will no longer be processed, unless there are legitimate reasons for the processing prevailing over the interests, rights and freedom of the Data Subject or for the establishment, exercise or defence of a right in the Court.

With reference to the processing of data for marketing and profiling purposes, you may revoke your consent at any time or oppose its processing by writing an e-mail to privacy@bolognafiere.it. The revocation of your consent will not affect the lawfulness of the processing based on the consent given before the revocation.

Finally, pursuant to Article 77 of the GDPR, we remind you that you have the right to lodge a complaint with the Privacy Guarantor, in the event that you believe that your rights have been violated under the terms of the GDPR, in the manner indicated on the website of the Privacy Guarantor accessible at www.garanteprivacy.it.

CONSENT TO THE PROCESSING OF PERSONAL DATA

Having read the above information, you expressly consent to the processing of personal data in the manner indicated therein for:

- development of statistical and market studies and research (e.g. sending out customer satisfaction questionnaires);

I agree **I do not agree**

Date and place.....

Signature.....

- fulfilments connected with the profiling activity carried out by BolognaFiere;

I agree **I do not agree**

Date and place.....

Signature.....

- fulfilments connected with the marketing activities carried out by BolognaFiere;

I agree **I do not agree**

Date and place.....

Signature.....

- sending your data to companies and third parties;

I agree **I do not agree**

Date and place.....

Signature.....