Amendment to Your Contract

COMPANY NAME

page 1 of 4



MAPIC DIGITAL PLATFORM - online until December 31st, 2021 MAPIC[®] is a registered trademark of Reed MIDEM - All rights reserved.

MAPIC Italy is the leading retail property event to build the ultimate lifestyle and shopping destinations in Italy. This event is gathering Italian property players, International retailers & restaurant chains, leisure operators and new digital players all together to build a sustainable and profitable retail future in Italy.

This contract should be completed in CAPITAL LETTERS Please return this contract to your local office (see section 10)

The present document amends the MAPIC ITALY 2021 Registration Contract concluded between Reed Expositions France and your company (« Agreement »)

YOUR COMPANY ("The Par	irticipant")						
Legal Company Name	L						
Company Name* as listed in the guide	L						
Address* (Incl. street, house / box number)	L						
City*		Zip Code	e / Postcode*				
State		Country					
Telephone		·····					
Fax	Country Code City Code	Teleph	none Number				
Website	Country Code City Code		none Number				
VAT Number / Tax ID**							
If this information is not supplied	e European Union, please supply your tax ider d, tax may be charged and may not be reimbu l be based on <i>(if applicable)</i>	ursed.		any.			
2 YOUR BILLING ADDRESS (C	Complete only if different from above	2)					
Legal Company Name**							
Billing Contact Name	L						
Address** (Incl. street, house / box number)							
City**			e / Postcode** 📖				
State		Country					
Telephone							
Fax	Country Code City Code	Teleph	none Number				
Website	Country Code City Code	Teleph	none Number				
VAT Number / Tax ID**							
	e European Union, please supply your tax ider d, French VAT will be charged and may not be			any.			
3 YOUR COMPANY CONTAC	CTS						
MAIN CONTACT (Contact d	details of the person who organises the	stand if applicable)		Mr Mrs N			
Surname**							
First Name**	L						
Position**	L						
Work email**	L						
Language in which you wou	uld like us to communicate with you?	English Frenc	h				
* Mandatory. Listed in the MAPIC Italy Guia ** Mandatory. Not listed in the MAPIC Italy	ide ly Guide			Reed MIDEM			
Reed Expositions France, a French joint st	tock company with a capital of 90.000.000 euros, having	g its registered offices at 52 Quai Dion Boutor	n 92800	A member of Reed Exhibitions			

Reed Expositions France, a French joint stock company with a capital of 90,000,000 euros, having its registered offices at 52 Quai Dion Bout Puteaux, France, registered with the Nanterre Companies Registry under n°410 219 364 page 2 of 4



4 ADDITIONAL BOOKING FOR CLIENT'S PARTICIPATION TO MAPIC DIGITAL 2021

Parties agree to add Virtual Corporate Page to their MAPIC ITALY 2021 participation contract

	VIRTUAL CORPORATE PAGE	1 200 €*		Prices including all taxes il are a french customer or french companies without registration number *1 440 €	a VAT	er with a VAT number
	 BOOSTYOUR ONLINE VISIBILITY AND SHOWCASE YOUR PRODUCTS A 1. Market your company profile (your projects, products showcased to 2. Generate new leads & increase your data (inbound leads available of 3. Convert your leads in one click (networking programme). 4. Onboarding training for the digital platform and Customer Success N MAPIC Digital Platform opening late May until 31st December 2021 	the whole industry). In the platform.				
			TOTAL (T	Fax excluded)*	€∟	

5 TOTAL PAYMENT ("participation fee") OF YOUR BOOKING

PLEASE INSERT THE TOTAL AMOUNT INCLUDING VAT, IF APPLICABLE, IN THE "BALANCE DUE" FIELD BELOW.

TOTAL DUE FOR ONLINE SERVICES (incl. VAT)*

BALANCE DUE (incl. VAT)*



ONLINE SERVICES				
+20% FRENCH VAT is OBLIGATORY for:				
> ALL FRENCH CUSTOMERS > EU CUSTOMERS NOT SUBJECT TO VAT > NON-EU CUSTOMERS NOT SUBJECT TO CORPORATE INCOME TAX				
0% VAT for:				
> EU (French customers excluded) AND NON-EU CUSTOMERS WITH A VAT REGISTRATION NUMBER				

Instructions for tax refund will be sent with your invoice.

6 TERMS OF PAYMENT

Full payment must be made upon signature of the participation contract Details of how to pay can be found on section 9.

7 COVID-19 EXCEPTIONAL CONDITIONS

Online services conditions :

The Participant is informed that the cancellation of the Physical Event may not necessarily lead to the cancellation of the Online Services covered by the present participation contract; should the Organiser be able to provide these services, the Participant would remain liable for payment of the corresponding fees.



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COMPANY NAME



8 DECLARATION OF AGREEMENT

General - The undersigned acknowledges, agrees and warrants on behalf of his/her organisation that:

- he/she is duly authorised to execute and perform this Contract.
- he/she has received all necessary information from the show organizer in order to sign this Contract.
- he/she has read and will comply with the General Tradeshow Rules («Rules») https://www.reedmidem.com/en/rules.html
- its signature herein is the manifestation of the Participant's acceptance of the Organiser offer by which the contract is formed.

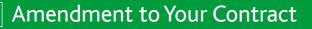
Privacy and Data Policy - The undersigned warrants that he/she has duly informed his/her organisation's appropriate personnel or representatives individual that personal data is (i) being processed subject to Article "Privacy and Data Policy" of the Rules and the Organiser's Privacy Policy (https://privacy.reedexpo.com/en-gb.html) for the purpose of carrying out its contractual obligations and promoting its activity ; (ii) made accessible to all tradeshow's participants that may be located in countries or territories outside of the European Economic Area even where such country or territory may not provide a sufficient level of protection equivalent to that within the European Economic Area. He/she has duly informed his/her organisation's appropriate personnel or representatives of their right to access, obtain, correct and oppose the use of their personal data by writing to privacy center (privacy.reedexpo.com/en-gb/privacy-centre.html).

Surname**	
First Name**	
Position**	

X Stamp	X Signature (COMPULSORY)	X Date (COMPULSORY)

THIS CONTRACT IS FINAL AND BINDING





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9 WAYS TO PAY

PAYMENT BY BANK TRANSFER

This bank order must be made with the following indications to our account in EUR: "Payment at no costs for the beneficiary" together with the legal company name, name of event and invoice number.

Please send us a copy of the wire transfer to treasuryparis@reedmidem.com to facilitate the identification of your payment.

Bank code	Agency code	Account number	Control	Banking domiciliation	Swift code / BIC	Account owner	EU VAT Number
30066	10947	00010005001	79	C.I.C SAINT AUGUSTIN GCE SUD		REED EXPOSITION FRANCE SAS ETABLISSEMENT BOULOGNE	
IBAN International Bank Account Number FR76 3006 6109 4700 0100 0500 179				CMCIFRPP	BILLANCOURT IMMEUBLE ILEO 27 QUAI ALPHONSE LE GALLO 92100 BOULOGNE BILLANCOURT	FR 91 662 003 557	

PAYMENT BY CREDIT CARD		
FOR	SECURITY REASONS, DO NOT SEND ANY ENTIRE FILL OUT THE 4 FIRST AND 4 LAST In the contrary, this page will be automatically dele	DIGIT ONLY
O VISA/MASTERCARD	O AMERICAN EXPRESS	
Card number 4 first 4 last	Expiry Date	€ Amount (COMPULSORY)
Signature of the card holder (CC Please send a request to get the proc - Reed Midem Paris: <u>treasur</u> - Reed Exhibitions Ltd: <u>treas</u> - Reed Midem North Americ	edure to : yparis@reedmidem.com	X Date (COMPULSORY)

10 PLEASE RETURN ALL PAGES OF THIS COMPLETED CONTRACT TO YOUR CONTACT

Reed MIDEM Paris Headquarter

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> Tel.: +33 (0)1 79 71 99 00 Fax: +33 (0)1 79 71 90 90



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