



5-7 May 2025  
BolognaFiere, Italy

21<sup>st</sup> international trade show  
for pet food and pet care

Powered by:



www.bolognafiere.it  
www.zoomark.it

Organized by:



Largo Francesco Richini 2/A - 20122 Milano, Italy  
exhibitor@zoomark.it

**ZOOMARK**

**PARTICIPATION FORM - EARLY BIRD FORMULA VALID TILL 30.06.2024**

to be sent to:  
exhibitor@zoomark.it

Company name \_\_\_\_\_

Address \_\_\_\_\_ City and Postcode \_\_\_\_\_

Ph. \_\_\_\_\_ Country \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

VAT Number \_\_\_\_\_ E-mail to send the invoice to\* \_\_\_\_\_

Legal Representative \_\_\_\_\_

\* The invoice will be sent in pdf format to the e-mail address indicated

**CONTACT PERSON FOR THE EXHIBITION** (The contact person will receive all communications regarding the Exhibition)

Name \_\_\_\_\_ Surname \_\_\_\_\_ Job Title \_\_\_\_\_

Ph. \_\_\_\_\_ Personal e-mail \_\_\_\_\_

**INVOICING DATA** (if different from those above mentioned)  
it being understood that the liability of the Exhibitor acting as an agent will be joint and several with the individual to whom the invoice will be issued

Official Company Name \_\_\_\_\_

Address \_\_\_\_\_  
(if different from those above mentioned)

Country \_\_\_\_\_

Administrative Contact Person \_\_\_\_\_

Administrative e-mail \_\_\_\_\_

Ph. \_\_\_\_\_

You are a:

taxable entity/person  professional individual

if you are a taxable entity/person please indicate:

VAT code \_\_\_\_\_

In our country VAT code does not exist

TAX identification no. \_\_\_\_\_

In our country the TAX identification number does not exist

if you are a professional individual, please indicate date and place of birth \_\_\_\_\_

**PRODUCTS**

Pet food  Accessories  Hygiene & beauty products  Veterinary products  Raw materials

Machines and equipment  Packaging  Private label  Specialised literature & services  Other \_\_\_\_\_

**CATEGORY**  Dogs  Cats  Fish & Aquariums  Birds  Small mammals  Herptiles  Other \_\_\_\_\_

**EXHIBITING FEE - EARLY BIRD FORMULA VALID FOR APPLICATIONS FINALISED BY 30.06.2024**

<b>Exhibiting space</b> (5% early bird discount on the exhibiting space rate) Please note that it does not include walls, carpet, furniture	In-line space (area with 1 open side)	€ 200.00 /sqm	-5%	<b>The participation form must be signed and sent back to the Organiser together with the proof of payment of the down payment by 30 June 2024. After that deadline the early bird formula will not be valid anymore.</b> The amount will be deducted from the total exhibiting fee calculated once the exhibiting space is confirmed. <b>The balance is due by 3 February 2025.</b>
	Corner space (area with 2 open sides)	€ 220.00 /sqm	-5%	
	Head space (area with 3 open sides)	€ 230.00 /sqm	-5%	
	Island space (area with 4 open sides)	€ 240.00 /sqm	-5%	
<b>Registration fee</b>	(incl. insurance as per art. 16 of the General conditions, exhibitor badges, car park)	€ 400.00		
<b>Marketing package</b>	(incl. company's description in the catalogue, electronic profile, Pet Vision/New Products Showcase, What's New guide, invitation tickets, VIP cards, wi-fi connection)	€ 500.00		
<b>Services</b>	(incl. 5 kW power connection and consumption, daily stand cleaning as per art. 18 of the General conditions, technical assistance, fire extinguisher, general hall surveillance)	€ 20.00 /sqm		
<b>Registration of represented companies</b>		€ 150.00 each		

Having read the attached General conditions of participation and being fully aware of the contents, we agree to fully comply with them without reserve and hereby apply to take part in the 21<sup>st</sup> Zoomark with an exhibiting space having the following features\*\*:

Length m _____	x width m _____	= sqm _____	with no. _____ open sides	<b>Comments**:</b>  <b>** The exhibiting space features and possible further requests are to be considered merely indicative and not binding for the Organiser.</b>
<b>According to the above we settle the down payment of:</b>				
<b>Registration fee</b>			€ 400.00	
<b>Marketing package</b>			€ 500.00	
<b>Exhibiting space</b>		€ 35.00 x sqm _____	€ _____	
		V.A.T. 22% (if due) _____	<b>TOTAL</b> € _____	

**The down payment is paid by**

Money transfer to BOLOGNAFIERE S.p.A, Bank UniCredit S.p.A. - IBAN Code: IT 88 T 02008 05364 000001770889 - BIC SWIFT Code: UNCRITMMORR.

Money transfer to BOLOGNAFIERE S.p.A, Bank Banco BPM Spa - IBAN Code: IT 38 X 05034 02410 000000022996 - BIC SWIFT Code: BAPPIT21586.

Credit card \_\_\_\_\_ no. \_\_\_\_\_ expiring \_\_\_\_\_ / \_\_\_\_\_ CVV no. \_\_\_\_\_

card holder's name \_\_\_\_\_ card holder's signature \_\_\_\_\_

Events Factory Italy S.r.l. avails itself of the invoicing service provided by the parent company BolognaFiere S.p.A. The Exhibitor will receive an invoice on BolognaFiere S.p.A.'s letterhead. By signing the application form, the Exhibitor gives the consent for the use of the aforementioned service by Events Factory Italy S.r.l.

Date \_\_\_\_\_ Company stamp and authorized signature \_\_\_\_\_

Pursuant to and for the purposes of Articles 1341 and 1342 of the Italian Civil Code, the following clauses are specifically approved: Article 4. admission to the exhibition and bringing animals; Article 7. assignment, relocation and rearrangement of the exhibiting space; Article 8. right of withdrawal by the participant and the organiser; Article 9 - force majeure; Article 12. fittings; Article 13. restitution of the exhibiting space and exclusion of liability for goods left unattended; Article 15. surveillance against theft - liability for theft and damage - discharge of liability of BolognaFiere S.p.A. - indemnity clause; Article 16. insurance - exemptions, acceptance and limitation of liability; Article 23. temporary importation and exemption from liability for the work of the forwarding agent; Article 25. exhibition catalogue, exemption of liability of the organiser for catalogue materials and internet services; Article 26. parking lots and release of liability for damage or theft of vehicles; Article 28. postponement, reduction or cancellation of the exhibition; Article 29. general provisions - election of domicile - applicable legislation - and exclusive jurisdiction - time limit for complaints; Article 30. relations with BolognaFiere S.p.A. - assignment of agreement.

Date \_\_\_\_\_ Company stamp and authorized signature \_\_\_\_\_



The insurer shall also handle claims management and settlement procedures at the end of the Exhibition. In any case, the Participant shall include the insurer's waiver of any action of recourse against the exhibitors, BolognaFiere S.p.A. and the Organiser in the supplementary coverage and, should the Participant fail to do so, it shall hold them indemnified and harmless from any action that may be brought against the exhibitors and/or BolognaFiere S.p.A. and/or the Organiser.

Having taken note of the above, the Participant, in any case, (on its own behalf and on behalf of its employees or agents) expressly exempts BolognaFiere S.p.A. and the Organiser from any and all liability for loss or damage that may occur for any reason in the exhibiting space assigned to the Participant, during the course of the Exhibition or during the setting up and dismantling of the exhibiting space, and of anything located therein, and assumes liability for any damage caused to third parties as a result of the management of the exhibiting space or of anything placed in it, and not covered under the terms and conditions indicated above or activated by the same Participant. BolognaFiere S.p.A. and the Organiser decline all liability for any consequential damage, damage to reputation, loss of turnover, etc.. For direct damage as well, the Participant acknowledges and accepts that BolognaFiere S.p.A. and the Organiser limit their liability to the limits and caps provided by the insurance coverages indicated above. The Participant acknowledges and accepts these limitations of liability.

#### 17. RIGHTS OF THE ORGANISER IN CASE OF OMISSION OF THE PAYMENT OF THE EXHIBITING FEE

Without prejudice to the provisions of Articles 5 and 6 above, in the event of omission of the payment, in whole or in part, of the exhibiting fee by the deadline indicated above, the Organiser reserves the right to (i) prevent the Participant from setting up the stand in the days preceding the start of the Exhibition, including by clearing the occupied area, blocking electrical connections and expelling the Participant from the Exhibition Centre, (ii) the right to exclude the Participant from future editions of the Exhibition and/or from any other exhibitions organised by the Organiser.

#### 18. CLEANING

The cleaning service of the exhibiting space, included in the exhibiting fee, will be provided by the Organiser after the closing time to the public of professional operators of the Exhibition. The service includes floor sweeping/carpeting, cleaning of worktops free of clutter, emptying of waste bins only if left on the edge of the exhibiting space.

For locked stands, the Participant is required to hand over a key of the exhibiting space to the service provider's office. Upon specific request customised services can be provided for a fee.

#### 19. EXHIBITOR PASSES AND INVITATION TICKETS

The Organiser will issue to each Participant, for himself and his employees, entry passes to the Exhibition according to the following table:

up to m <sup>2</sup> 16	no. 6
beyond m <sup>2</sup> 16 up to m <sup>2</sup> 32	no. 10
beyond m <sup>2</sup> 32 up to m <sup>2</sup> 50	no. 15
beyond m <sup>2</sup> 50 up to m <sup>2</sup> 100	no. 20
beyond m <sup>2</sup> 100	no. 30

All passes shall be made out in the personal name of the beneficiary.

The Organiser will provide each Participant with 200 codes for invitation tickets for its customers.

#### 20. DAMAGE TO THE PRE-FITTED EXHIBITION SPACES AND RELATED FACILITIES

The Participant is obliged - at the end of the Exhibition - to have the Organiser's managers ascertain the state of use of the pre-fitted stands provided by Henoto S.p.A. after removing the displayed materials. The pre-fitted stands, their structures and any furnishings shall be returned to Henoto S.p.A. in the condition in which they were received. Restoration costs, for any damage caused, shall be borne by the Participant.

#### 21. CHARGED ADVERTISING

Outside the allocated exhibiting space, all forms of propaganda, leafleting and advertising may only be carried out through the Organiser and are subject to the payment of the relative fee, plus taxes if due.

#### 22. INTELLECTUAL PROPERTY

Both the products and goods displayed at the Exhibition and the stands that house them cannot be photographed, drawn or otherwise reproduced without the authorisation of the respective exhibitors and the Organiser.

However, the Organiser and the sales and operational secretariat reserve the right to film, reproduce, distribute and authorise in writing the filming, reproduction and distribution of overall and detailed views inside and outside the Exhibition, and also allowing or selling them.

#### 23. TEMPORARY IMPORTATION AND EXEMPTION FROM LIABILITY FOR THE WORK OF THE FORWARDING AGENT

The temporary importation of goods or merchandise of foreign origin for display, such as samples, during the Exhibition shall take place - at the Participant's expense - through the Official Freight Forwarder of BolognaFiere S.p.A., in accordance with the procedures set out in the Technical Regulations of the Exhibition, with the discharge of all liability for the work of the Official Freight Forwarder, also regarding the Organiser.

#### 24. PAID TECHNICAL SERVICES

Upon request of the Participant, and in compliance with the provisions set out in the Exhibition Technical Regulations, BolognaFiere S.p.A. will provide Exhibitors, for a fee, with electricity services of over 5 kW for both lighting and motor power - and water and compressed air services. Furthermore, BolognaFiere S.p.A. reserves the right to activate, contract out or grant exclusivity for any service it deems useful to Exhibitors, establishing the procedures for its operation.

In particular:

- connections and disconnections between the electrical system or the water system built by the exhibitors, and respectively the junction box and the water points, may only be carried out by the firms authorised by BolognaFiere S.p.A., which will ensure compliance with the provisions of the Exhibition Technical Regulations;
- the cleaning service of the stands will be carried out by BolognaFiere S.p.A., using the company authorised for this purpose;
- telephone connections may only be made by the supplier authorised by BolognaFiere S.p.A.;
- for all portage, transport, loading and unloading operations, exhibitors shall use only the Official Forwarding Agent of BolognaFiere S.p.A.;
- only electric vehicles are permitted access to the halls. The Participant acknowledges and accepts that the services (whether managed directly by BolognaFiere S.p.A. or subcontracted, or granted on an exclusive basis) ensure regular performance as part of a normal commitment to such services by individual users, and in any case exempts BolognaFiere S.p.A. from any and all liability for any irregularity in the performance of such services.

#### 25. EXHIBITION CATALOGUE, EXEMPTION OF LIABILITY OF THE ORGANISER FOR CATALOGUE MATERIALS AND INTERNET SERVICES

Exhibitors are responsible for the publication in the exhibition catalogue, in the alphabetical list, of their company name, address and telephone number, as well as a brief listing of the products on display.

The necessary information required for the compilation of the Exhibition catalogue shall be provided by the 'Participant' under its full responsibility using the form available in the digital reserved area. The Organiser reserves the right, without any liability on its part for any omissions or errors, to circulate information, even in summarised or abbreviated form, contained in the Application Form and in the Exhibition catalogue form, on the Exhibitors and on the products and/or services on display, using the means and techniques of communication (printed or other) they consider most appropriate. The data provided are based on applications received and accepted up to 45 days before the opening date of the Exhibition. Exhibitors are given the opportunity to interact directly with the Exhibition's internet portal, create and update their company profile, introduce their products, and enter their data in the search database via dedicated access. The Participant is solely responsible for the content entered in the area reserved to it and for the correct use, also by third parties, of the specific passwords and usernames. By publishing texts, graphics, drawings, images, including those containing registered or non-registered trademarks, models, designs and other materials relating to the business activity carried out and/or the products presented, collectively the "Materials", each Participant grants the Organiser a worldwide, non-exclusive licence, sub-licensable and royalty-free to use the said Materials and the industrial or intellectual property rights connected with and/or deriving from the same, including the rights of vision, use, public exhibition or display, transmission and republication on any media, for the sole purpose of and for the time strictly necessary to enable the Participant's profitable participation in the Exhibition.

The Participant warrants that the Materials comply with the applicable law and do not infringe the rights of third parties, including industrial and intellectual property rights. In the event of a dispute of any kind relating to the Materials published in the Exhibition catalogue, the Organiser reserves the right to remove the Materials in question from the catalogue, without prejudice to the Participant's duty to fully indemnify and hold the Organiser fully harmless from any loss, liability, litigation, direct or indirect damage, cost or expense arising to the Organiser in relation to or in connection with the Materials published in the Exhibition catalogue.

#### 26. PARKING LOTS AND RELEASE OF LIABILITY FOR DAMAGE OR THEFT OF VEHICLES

For safety reasons, the parking areas reserved for exhibitors may only be accessed - until all available spaces have been used up - by cars (all other vehicles such as commercial vehicles, lorries, etc. are therefore excluded) that have the specific pass issued by the Organiser and parking is only permitted in the spaces provided and only during the opening hours of the exhibition centre.

It is strictly forbidden for commercial vehicles and lorries of any kind to park inside the exhibition centre, even for brief periods. It is also strictly forbidden to park cars outside the permitted spaces and after the closing time of the exhibition centre.

Date \_\_\_\_\_

Company stamp and authorized signature \_\_\_\_\_

Pursuant to and for the purposes of Articles 1341 and 1342 of the Italian Civil Code, the following clauses are specifically approved: Article 4. admission to the exhibition and bringing animals; Article 7. assignment, relocation and rearrangement of the exhibiting space; Article 8. right of withdrawal by the participant and the organiser; Article 9 - force majeure; Article 12. fittings; Article 13. restitution of the exhibiting space and exclusion of liability for goods left unattended; Article 15. surveillance against theft - liability for theft and damage - discharge of liability of BolognaFiere S.p.A. - indemnity clause; Article 16. insurance - exemptions, acceptance and limitation of liability; Article 23. temporary importation and exemption from liability for the work of the forwarding agent; Article 25. exhibition catalogue, exemption of liability of the organiser for catalogue materials and internet services; Article 26. parking lots and release of liability for damage or theft of vehicles; Article 28. postponement, reduction or cancellation of the exhibition; Article 29. general provisions - election of domicile - applicable legislation - and exclusive jurisdiction - time limit for complaints; Article 30. relations with BolognaFiere S.p.A. - assignment of agreement.

Date \_\_\_\_\_

Company stamp and authorized signature \_\_\_\_\_

In case of non-compliance with these provisions, the Organiser and/or BolognaFiere S.p.A. shall be entitled to take steps to have the vehicle forcibly removed from the parking area, or mechanical means may be applied to prevent its use, at the risk and expense of the Participant to whom the pass has been issued and of the vehicle owner, who shall remain jointly and severally liable with the Participant for the relevant expenses. The Organiser and/or BolognaFiere S.p.A. reserve the right to refuse admission to the next edition of the Exhibition to any Participant who has not complied with the prohibitions described above, even via their agents. Each occupant of the vehicles shall hold a valid document for access to the Exhibition Centre. Since the parking areas are not under custody, the Organiser and/or BolognaFiere S.p.A. are exempted from any liability for vehicle custody and shall not be liable for damage or theft of any kind.

#### 27. SPECIAL PROHIBITIONS

In particular, exhibitors are prohibited from:

- any sale with immediate and on-the-spot delivery of the goods to the purchaser;
- even a partial assignment and exchange of the exhibiting space;
- the display of prices;
- any form of advertising outside their own exhibiting space and within the exhibition centre, except as provided for in Art. 21. The distribution of advertising material is only permitted in one's own exhibiting space;
- the display of products in conflict with the product intended for the exhibiting space, as it appears on the participation form;
- the display of signs or samples, even if merely indicative, on behalf of companies not listed on the participation form and not represented;
- the use, for any purpose, of remotely piloted aircraft (APR) within the exhibition grounds. Any exceptions to this shall be requested from the Operations Management of BolognaFiere S.p.A., which reserves the right to assess, within the framework of the provisions of the current regulations, the possibility of use in accordance with procedures to be agreed upon;
- any show or entertainment initiative, of any type, nature and characteristics, even if limited to the exhibiting space or aimed at presenting products without the prior authorisation of the Organiser; it is also the sole responsibility of the Participant to obtain any authorisations from the health and public safety authorities and, in general, from the relevant bodies, for the above-mentioned initiatives, if and insofar as requested and authorised;
- the broadcasting of live and recorded music using music and sound reproduction equipment. Any exceptions may be authorised in writing by the Organiser only on condition that the Participant does not cause a disturbance and has fulfilled the legal obligations for the payment of the relative SIAE and SCF rights;
- the use within the Exhibition Centre of its own forklift trucks and lifting equipment;
- any form of unfair competition between Participants at the Exhibition. To this purpose, the Participant shall accept for the purposes of the Exhibition and to ensure the smooth flow of the Exhibition all initiatives that the Organiser may take to ensure the immediate cessation of any possible unfair competition, or to protect other exhibitors and the Organiser itself.

The prohibitions of a technical nature issued for reasons of safety, hygiene, pollution in general, for persons and property, as well as to prevent tampering with movable and immovable property in the Exhibition Centre, and the relative prescriptions, contained in the Exhibition Technical Regulations, are understood to be part of these general conditions of participation and the Participant undertakes to comply with them strictly. Any exceptions may be issued, exclusively in writing, by the Operations Division of BolognaFiere S.p.A..

In the event of non-compliance with even just one of the prohibitions set out above, or with those referred to in this article, the Organiser may apply the penalties laid down in the Exhibition Technical Regulations and/or terminate the Participation Agreement pursuant to Article 1456 of the Italian Civil Code without the need for a court ruling, but only by simply notifying the Participant in writing at their exhibiting space. This will result in the immediate closure of the exhibiting space and the withdrawal of access documents to the Exhibition Centre, without prejudice to the Organiser's right to forfeit the exhibiting fee paid by the Participant and without prejudice to the Organiser's right to compensation for any greater damages.

#### 28. POSTPONEMENT, REDUCTION OR CANCELLATION OF THE EXHIBITION

The Organiser shall have the discretionary and unquestionable right to make changes to the dates of the Exhibition, without the Participant being entitled for this reason to withdraw from or in any way terminate the Agreement and to be released from its obligations under the Agreement, including payment obligations, and any obligation for compensation or indemnity by the Organiser being excluded.

The Organiser can reduce the duration of the Exhibition or remove some of its sectors, without being obliged to pay any indemnity, penalty or compensation. In case of reduction of the duration of the Exhibition or deletion of some of its sectors, the Participant shall not have the right to withdraw from or otherwise terminate the Agreement and shall not be released from its obligations thereunder, including payment obligations. In case of cancellation of the Exhibition due to Force Majeure, the exhibiting fee paid by the Participant shall be retained by the Organiser as a down payment on the higher amount due by the Participant for participation in the immediately following edition of the Exhibition, it being excluded any obligation for compensation or indemnity by the Organiser.

Should the dates of the Exhibition be changed, the duration of the Exhibition be shortened, certain sectors of the Exhibition be removed or the Exhibition be cancelled, the Organiser shall inform the Exhibiting Company of the aforementioned changes by sending a written communication, by email or other suitable means, at least 45 days prior to the original starting date of the Exhibition, except in the case of a Force Majeure, in which case the communication shall be sent promptly.

#### 29. GENERAL PROVISIONS - ELECTION OF DOMICILE - APPLICABLE LEGISLATION - AND EXCLUSIVE JURISDICTION - TIME LIMIT FOR COMPLAINTS

With regard to BolognaFiere S.p.A., the Participant is obliged to comply with any regulations that may be issued by the Public Safety Authorities and those responsible for fire prevention, accident prevention and surveillance of the premises open to the public.

The Participant and third parties operating on its behalf in the Exhibition Centre shall use staff with an employment relationship, whether subordinate or self-employed, that complies with current legal requirements (in terms of social security, insurance, taxation, etc.). The Participant elects their domicile, for all legal purposes, at the registered office of BolognaFiere S.p.A., and acknowledges and accepts the exclusive jurisdiction of the Court of Bologna for any dispute arising out of, deriving from or connected with the interpretation and/or execution of this Agreement. The relationship between the Organiser, BolognaFiere S.p.A., the Participant and any third parties is governed exclusively by Italian law. In case of disputes with foreign Participants arising from the English translation of these General Conditions, the Italian version of the General Conditions shall prevail and apply.

Any claims relating to the organisation and implementation of the Exhibition shall be notified immediately in writing to the Organiser and in any case within 7 (seven) days from the end of the Exhibition under penalty of forfeiture. Subsequent complaints may not be the subject of a dispute with the Organiser.

#### 30. RELATIONS WITH BOLOGNAFIERE S.p.A. - ASSIGNMENT OF AGREEMENT

The Participant acknowledges and accepts that the Exhibition will be held in the BolognaFiere S.p.A. exhibition centre, and shall comply with - and shall procure that its employees and collaborators will comply with - the regulatory provisions issued by BolognaFiere S.p.A., which shall therefore be entitled - in the event of non-compliance with these obligations, with any of its own regulatory provisions and with any law - to intervene directly, also acting with its own staff on duty in the exhibition centre. The Participant declares to have read the Code of Ethics of BolognaFiere S.p.A., available on the website [www.bolognafiere.it](http://www.bolognafiere.it), to share and fully accept its contents, aware of the possible consequences and sanctions deriving from the breach of the principles and rules set forth therein.

The Participant is prohibited from assigning this Agreement, and the rights and obligations arising from it, to any third party without the express written consent of the Organiser. The latter shall have the right to assign or delegate all or part of this Agreement and the rights and obligations arising from it to any of the Organiser's affiliated or subsidiary companies, controlled or controlling companies or associated companies and this without the need for authorisation by the Participant.

#### 31. PERSONAL DATA PROCESSING

The Organiser undertakes to process the personal data of the Participant, also referring to its employees and collaborators, as well as to any members of its group, in compliance with the provisions of Regulation (EU) 2016/679, the guidelines and provisions of the Data Protection Authority and other competent Authorities, as well as any other applicable legislation on the subject. The aforementioned personal data will be used for the following purposes: (i) the establishment and performance of the Agreement and the execution of any pre-contractual measures requested by the Participant; (ii) the management of payments and related invoicing activities; (iii) the fulfilment of regulatory, fiscal and administrative requirements instrumental to and/or in any way connected with the Agreement and/or pre-contractual measures iv) the fulfilment of further legal and/or regulatory obligations to which the Organiser is subject or to requests from the Authorities or other competent Institutions (including the safety, health and hygiene obligations required for the participation in the Exhibition). Personal data will also be processed, subject to the granting of express and separate consent, for the purpose of carrying out studies and statistical and market research, as well as for sending promotional and commercial communications relating to the services and products offered by the Organiser, its business partners and the companies of the BolognaFiere Group.

The provision of personal data is necessary for the performance of the Agreement and any refusal would result in the impossibility to execute the Agreement itself, as well as to fulfil legal and regulatory obligations. Failure to grant or withdrawal of consent will result in the impossibility to perform the further purposes indicated above.

The data may be communicated, for the above-mentioned purposes, to third parties providing services of various kinds on behalf of the Organiser, as well as to companies in the BolognaFiere Group.

Further information on the processing of personal data is available on the Exhibition's website. To exercise the rights provided for in Articles 15 et seq. of the GDPR, including the right to lodge a complaint with the Supervisory Authority, the Participant may contact the certified PEC email [eventsfactoryitalsrl@legalmail.it](mailto:eventsfactoryitalsrl@legalmail.it) or [info@eventsfactoryitaly.it](mailto:info@eventsfactoryitaly.it).



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BolognaFiere, Italy

21<sup>st</sup> international trade show  
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Organized by:



Largo Francesco Richini 2/A - 20122 Milano, Italy  
exhibitor@zoomark.it

**Privacy policy on the processing of personal data pursuant to art. 13 of Regulation (EU) no. 2016/679 and consent to the processing of personal data for the purposes indicated therein**

**to be sent to: exhibitor@zoomark.it**

Our company, hereinafter the "Company", guarantees security, confidentiality and protection on of the data its possesses in all business processes.

The present Privacy Policy describes how we process and manage your personal data collected through our site WWW.ZOOMARK.IT ("Website"), excluding third party sites that are not pertaining to our Company, which can only be consulted through external links. As per article 13 of Regulation (EU) 2016/679 (also named "GDPR"), we inform you that your personal data, voluntarily given, and collected using the Website and related services, will be processed in compliance with applicable rules on personal data protection and principle of confidentiality which inspired our Company.

Before browsing the Website and/or providing your personal data, please read this the Privacy Policy and any other information provided before logging into particular services or protected area in other sections of the Website.

For any other information on your data processing, please feel free to contact us at the certified e-mail address eventsfactory-italy@legalmail.it or at the e-mail address info@eventsfactoryitaly.it

**1. CATEGORIES OF PROCESSED DATA**

While interacting with the Website and using the related services, we collect the following types of data.

Necessary information for using the Website

• **BROWSING DATA:** The computer systems and software procedures used to operate the Website acquire, during their normal operation, some personal data whose transmission is implicit in the use of internet communication protocols. These information are not collected to be associated with identified subjects, but processing those data with others held by third parties, we could identify you. This category of data includes:

- IP addresses of the computers or devices you may use to connect to the Website;
- addresses in the URI (Uniform Resource Identifier) notation of the requested resources;
- the time of the request, the method used to submit the request to the server;
- the size of the file obtained in response;
- the http response code of the server;
- other parameters relating to your browser and/or operating system.

We use these data for the purposes of obtaining anonymous statistical information on the use of the Website and checking its correct functioning. Such data, necessary for the Website's use, at the moment, do not persist for more than the time necessary for the Website's use, unless any need to ascertain criminal offenses by the Judicial Authorities.

Data that has been voluntarily provided to us

In addition to personal data already acquired by Events Factory Italy S.r.l. in order to establish contractual relationship, we could collect the following types of data

• **Registration data:** registration to the reserved area of the Website involves the acquisition of personal data which shall be used to activate your authentication credentials and to access to our services, will be collected the following types of data:

- Personal information (such as: name and surname);
- Contact data (such as: telephone, mobile, e-mail/certified mail, residential or domicile address);
- Professional Position data;
- IP address.

• **Bank and payment data:** (such as: data related to credit card and/or any other payment method used on the Website, details of the bank account necessary to buy products and services available on Website, as well as to manage the Buyer Program.

• **Image (photo):** in order to access to B2Match Platform, a personal picture is required to complete the user's profile. Furthermore, during the Company's events, video footage (including voice registration) and / or photographs are taken by us and/or by photographers and/or videomakers authorized by us. Such material will be used for publication on the Website, on our related websites / landing pages and social profiles (i.e. Twitter, Facebook, Youtube, etc.) and on brochures, catalogues, flyers and other printed material that promote the Company's events and for the realization of promotional videos of the said events. In the event that, however, the aforementioned images portray you in a recognizable way, Events Factory Italy S.r.l. may publish such images upon your specific consent to be released on site to our official photographer and/or videomaker. By giving us your consent, you expressly waive any financial compensation for using your image. You can request at any time to obscure the face portrayed in the images published online, without prejudice to the lawfulness of the processing realized up to the date of observation.

• **Other information:** you may also provide us with further information when, for example, filling in a form (i.e. participation to specific services) or sending a request of assistance or information through the sections "CONTACT" of the Website.

Subscription to the Newsletter

SUBSCRIPTION TO THE NEWSLETTER involves the acquisition of personal data (such as: name, surname, e-mail, nationality) necessary for sending what is requested.

Social Network

Events Factory Italy S.r.l. does not control nor supervise over the social media platforms to which you provided your personal data, nor uses some of the possible interactions with such platforms (e.g. "like" on Facebook) to carry out direct marketing or profiling activities. Any question or request related processing of your personal data by social media platforms shall be addressed to the latter.

Cookies

Information on the use of cookies and related technologies by Events Factory Italy S.r.l. are available on the Company's "Cookie Policy".

**2. PURPOSE AND LEGAL BASIS OF PROCESSING OF PERSONAL DATA**

You can use the services provided by Events Factory Italy S.r.l. after registration on the Website. Your telephone/mobile number, e-mail address and the other kind of electronic communications you indicated upon your registration to the Website, can be used to render the requested services and to send the related communications. Personal data collected by Events Factory Italy S.r.l. shall be used for the following purposes and legal basis:.

**A. To offer you services, execute precontractual measures you have requested and perform the contract**

In order to offer services, execute pre-contractual measures you have requested and/or necessary to subscribe the contract, as well as to perform the contract that is already in force, we will use your personal data for the following purposes:

- To allow access to and browsing of the Website;
- To reply to messages and requests received through the contact address of the Website;
- To manage the registration process to the Website;
- To manage your profile in order to allow you the access to our services, in accordance with the modalities stated from time to time;
- To perform contractual undertakings regarding your participation, as an Exhibitor, in a trade show or event organized by Events Factory Italy S.r.l.;
- To perform contractual undertakings regarding the purchase of ticket for access, as a Visitor, to the events organized by Events Factory Italy S.r.l.;
- To perform contractual undertakings regarding sponsorship activities;
- To perform contractual undertakings regarding Buyers' participation to the dedicated incentives' program ("Buyer Program");
- as an Exhibitor or Buyer adhering to the Buyer Program, to use the services offered by B2Match Platform;
- to attend seminars, free of charge or paid, organized by Events Factory Italy S.r.l. during its events;
- to attend to paid eventual competitions organized by Events Factory Italy S.r.l.;
- to manage payments related to above listed contractual undertakings and/or related to the use of the provided services, as well as the linked invoicing.

**B. To fulfill to our legal obligations**

- To comply with regulatory, tax and administrative requirements instrumental and/or related to the performance of contractual undertakings and/or of pre-contractual measures as requested, as well as the performance of offered services;
- To fulfill the obligations regarding safety, health and hygiene in the context of the events, in compliance with the applicable law;
- To fulfill our legal or regulatory obligations or the requests issued by Authorities and other Institutions.

**C. To pursue our legitimate interests**

- manage, protect and improve the Website's functionality;
- send communications related to your relationship with us and the services you have requested, also according to the professional category you indicated upon the registration to the Website;
- send you commercial communications regarding Events Factory Italy S.r.l.'s services and products similar to those which you have availed yourself of, unless you disagree;
- ascertain, exercise or defend our rights and / or those of other companies belonging to the BolognaFiere Group in Court.

**D. Processing for which consent is required**

- To perform statistic studies and researches, as well as market researches;
- To send you, free of charge, THE Newsletter and other promotional and commercial communication regarding the services or goods offered by Events Factory Italy S.r.l. and its commercial partners, as well as by companies of the BolognaFiere Group, with traditional methods of contact (e.g. letter mail) or automated systems of contact (e.g., e-mail, MMS, SMS), from Italy or abroad (included non-European Countries). Consent shall be revoked at any time, without prejudice to the lawfulness of the processing carried out prior to said withdrawal.

**3. MANNER OF DATA PROCESSING**

Personal Data processing will be carried on through adequate electronic and/or telematic means, with logic strictly related to the above purposes and in order to grant security and confidentiality of data. Specific security measures are observed in order to prevent loss of your data, illicit or incorrect and non authorized access to such data.

Personal data processing related to digital services offered on the Website is made only by duly authorized technical staff, or by any subject instructed to carry out occasional maintenance operations. Such processing is also made by subjects, operating as independent Data Controller or Data Processor, which provide IT management and maintenance services and technical assistance related to the provided services.

Such processing is made at Events Factory Italy S.r.l. All data are stored on the server of BolognaFiere S.p.A. located in Viale Della Fiera 20, Bologna, Italy. The Website is managed with the assistance by suppliers of development services, assistance services and IT maintenance services, which act also as data processors.

**4. PROVISION OF PERSONAL DATA AND CONSEQUENCES IN CASE OF LACK OF PROVISION**

The provision of personal data for the purposes indicated in the letters A., B. and C. of the above point 2) is not mandatory; lack of, partial or incorrect provision of data, will determine the impossibility to register on the Platform, to perform contractual undertakings or pre-contractual measures and to allow you the use of the related services as well as the fulfillment of legal and regulatory obligations. We also inform you that lack or withdrawal of consent for the purposes of the letter D of the above point 2), will result in the inability to perform statistic studies and researches, as well as market researches, and send you the Newsletter and other promotional or commercial communication.

**5. RECIPIENTS OF PERSONAL DATA**

We can communicate your data to the following recipients:

- Subsidiary and/or affiliated companies of the BolognaFiere Group
- entities having commercial or contractual relationship with Events Factory Italy S.r.l. or entities providing goods or services functional to manage the contractual relationship with Events Factory Italy S.r.l. or the provided services;
- entities performing statistic and marketing researches, as well as suppliers of services regarding the management and performance of events;
- entities managing and/or maintaining the Website and the related services, as well as electronic and telematic tools used by our Company, hosting service provider;
- entities in charge of the management of the payment system used on the Website, as well as ticket office managers;
- Insurances;
- entities who provide, on our behalf, various type of services (e.g. tax consultant, auditing firm),
- freelance professionals or professional firms in charge of defending our Company in litigation and/or administrative proceeding by virtue of the aforementioned relationship, and debt collection companies;
- Public Security Authority, Judicial Authority or any other entities and Authorities in order to comply with applicable law, orders or regulations.

In any case, your personal data will not be disseminated.

**6. TRANSFERS OF PERSONAL DATA ABROAD**

Your personal data may be transferred abroad, in compliance with applicable law, also to non-EU Member States, for fulfilling obligations imposed by law, regulations and European legislation, as well as to perform the purposes as set out in the above point 2. Transfer to non EU-Member States, save as the cases granted by Adequacy Decision of the European Commission, is done in a way to ensure appropriate safeguards as per article 46, 47 and 49 of GDPR.

**7. DURATION PERIOD OF PROCESSING**

Your personal data will be processed for a period of time no longer than that necessary for the purposes for which they were collected, or subsequently processed, pursuant to legal obligations. Specifically:

- personal data will be retained only for the performance of the contractual relationship in force with Events Factory Italy S.r.l. and of the services provided and, after their expiration, only for the time necessary to ensure the fulfillment of all legal obligations.
- Invoices and any other accounting document will be stored for the entire duration of the relationship in force with Events Factory Italy S.r.l. and, later, for ten years from the date of the last registration;
- Identifying data regarding your credit card and/or any other payment system available on our Website will not be stored, not even temporarily, on our systems.
- data used for sending the Newsletter or other promotional and commercial communication will be processed until you communicate to us your withdrawal of consent in the manners made available from time to time. In the absence of revocation of your consent, the data acquired for the aforementioned purposes may be kept for a period of time no longer than that necessary for the purposes for which they were collected, or subsequently processed, pursuant to legal obligations.

**8. RIGHT ON PERSONAL DATA PROCESSING**

We inform you that, at any time, regarding your data processing, you will exercise the rights guaranteed under article 15- 22 of GDPR.

In particular, you have the following rights:

- **Right of access:** you have the right to obtain any information on your data processing or the confirmation that we process your personal data. You can also request copy of your personal data by e-mail and check which data we have processed.
- **Right to rectification:** you have the right to have your personal data rectified if the information are incorrect, including the right to modify personal data not complete.
- **Right to erasure:** you have the right to have your personal data deleted (so called "Right to be forgotten").
- **Right to restriction:** you have the right to obtain from us restriction on your personal data processing when provided by applicable law.
- **Right to data portability:** you have the right to receive your personal data in a structured, commonly used and machine-readable format and the right to transmit those data to another controller.
- **Right to object:** you have the right to object, on ground relating to your particular situation, to the processing of your personal data, save as our legitimate interests.
- **Withdrawal of consent:** if the processing is based on your consent, you can withdraw it at any time, however, without prejudice to the lawfulness of the processing carried out before said withdrawal.

You have also the right to lodge a complaint to the competent Supervisory Authority when you consider that our processing of your personal data infringes data protection provisions, without prejudice to any other administrative or judicial remedy.

Any requests advanced for the exercise of your rights mentioned above must be forwarded to the following addresses: certified e-mail address eventsfactoryitaly@legalmail.it or e-mail address info@eventsfactoryitaly.it; all requests will be given adequate reply without any delay, within 30 (thirty) days of the receipt of the request, save for any grace periods in compliance with the law.

**9. DATA CONTROLLER**

The Data Controller is Events Factory Italy S.r.l., in the person of its legal representative pro tempore, with registered office in Milano, Largo Francesco Richini 2/A.

The present information will be updated. Events Factory Italy S.r.l. invites the user to visit this page periodically, for information on personal data collected by Events Factory Italy S.r.l.

Last updated date: 28/07/2023.

**STAY UP TO DATE ON OUR NEWS**

I agree to receive promotional communication from Events Factory Italy S.r.l. on services and products of Events Factory Italy S.r.l. and of the companies of the BolognaFiere Group.

I consent  I do not consent

Date \_\_\_\_\_ Company stamp and authorized signature \_\_\_\_\_

**RECEIVE UPDATES FROM OUR PARTNERS**

I agree to receive promotional communications from BolognaFiere Group and the commercial partners of Events Factory Italy S.r.l. about their services and products.

I consent  I do not consent

Date \_\_\_\_\_ Company stamp and authorized signature \_\_\_\_\_

**HELP US TO KNOW YOU BETTER**

I want my personal data to be used to perform statistic studies and researches, as well as market researches.

I consent  I do not consent

Date \_\_\_\_\_ Company stamp and authorized signature \_\_\_\_\_