GUITAR SHOW #2027

Guitar Show's 10th anniversary

Togheter with Eufonica

In collaboration with MEI INDIPENDENTI DAL 1995

BOLOGNA FIERE - MAY 14-16, 2027

TECHNICAL REGULATION

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1. PRELIMINARY WARNING

"BolognaFiere" refers to BolognaFiere S.p.A.
"Organizer" refers to Playstudio S.r.l.

2. GENERAL PROVISIONS

2.A - Dates, Venue, and Schedule of the Exhibition

The exhibition will take place from May 14 to May 16, 2027, at the Bologna Exhibition Centre. Opening hours for the public are from 10:00 a.m. to 7:00 p.m. on Friday and Saturday, and from 10:00 a.m. to 6:00 p.m. on Sunday.
On May 14, 2027, Exhibitors will be allowed access to their stands from 7:00 a.m. to 7:30 p.m.
On May 15, 2027, Exhibitors will be allowed access to their stands from 9:30 a.m. to 7:30 p.m.
On May 16, 2027, Exhibitors will be allowed access to their stands from 9:30 a.m. to 10:00 p.m.

2.B - Availability of Stands - Delivery

The stands will be made available to Exhibitors starting at 8:00 a.m. on May 13, 2027, and must be fully completed by 9:45 a.m. on May 14, 2027. The Exhibitor must ensure that the selected stand builder complies with this deadline by including a clause regarding completion times in the contract.

2.C - Access to the Exhibition Area During the Stand Setup Period

PerTo access the Exhibition Center during setup and dismantling phases, the Exhibitor must register according to the procedures outlined by the Organizer during the registration process. The Organizer will provide the agreed-upon entry credentials.

To access the Exhibition Center during the pre-setup and post-dismantling phases not covered in points 2.A and 2.B (e.g., if using their own contractors or third-party suppliers not provided by the Organizer), the Exhibitor must register at http://pass.bolognafiere.it following the instructions provided by BolognaFiere.

Through the PASS portal, the Exhibitor can authorize access to the Exhibition Center for any assigned contractors (e.g., builders, suppliers, couriers) by assigning them a task. Contractors will receive an automated email from the system with credentials to access the PASS portal. Both the Exhibitor (using their account) and the Contractor (using their account) can enter the names of their personnel and the license plates of their vehicles in the PASS portal to print the necessary passes for access to the Exhibition Center during setup and dismantling days.

For further information, refer to Chapter 2 of the Venue Regulations.

Access to the Exhibition Center is strictly prohibited for individuals/vehicles without a pass or entry credentials.

During the stand setup period, access to the Exhibition Centre for both people and vehicles must comply with the following schedule:
Thursday, May 13, 2027: from 8:00 a.m. to 8:00 p.m., with the possibility for stand builders already inside the Exhibition Centre to continue work for one additional hour, until 9:00 p.m.
Friday, May 14, 2027: from 7:00 a.m. until the strict deadline of 9:45 a.m., i.e., 15 minutes before the opening to the public.

On May 14 and 15 from 10:00 a.m. to 7:00 p.m., and on May 16 from 10:00 a.m. to 6:00 p.m., stand construction work will not be permitted. Only activities such as arranging samples, setting up graphics, or other tasks that involve the use of hand tools only will be allowed.

2.D – Removal of Samples and Setups. Return of Stands

Access to the Exhibition Centre for the removal of samples and stand materials will be as follows:
May 16, 2027: from 6:00 p.m. to 10:00 p.m.;
May 17, 2027: from 8:00 a.m. to 12:00 p.m, with the possibility of continuing until 1.00 pm for exhibitors already present in the Exhibition Centre.

No extensions to the setup and/or dismantling schedule will be allowed.

Vehicle access to the areas and pavilions will be regulated in the same manner as for setup work (see Article 2.C).

On May 14 and 15, 2027, from 10:00 a.m. to 7:00 p.m., and on May 16, 2027, from 10:00 a.m. to 6:00 p.m., the removal of materials from the Exhibition Center is prohibited. From 7:00 PM to 10:00 PM on May 11, 2027, only the removal of samples using hand trolleys will be allowed. The clearing of stands, regardless of location, must be completed by 12:00 PM on May 17, 2027.
In the event of failure to comply with the dismantling times or of inaction by the Exhibitor, the removal of whatever remains on the stand will be carried out ex officio, charging the Exhibitor all direct and indirect costs, with a minimum of EUR 700.00 for every 16 sqm of surface area, without prejudice to any greater damage. Materials of an evidently waste nature (packaging, disposable fittings) are sent for disposal; the other goods are transferred to storage at the Exhibitor's expense and risk, without prejudice to the right of retention under Article 23.3 of the General Regulations, and may be disposed of once 15 days have elapsed from the notice sent to the contact details indicated in the form without collection having taken place.

2.E - Payment Methods

Payments for participation fees must be made in accordance with the timelines and methods specified in the application form.

3. SETUPS AND PROHIBITIONS

MODULE 0 (Zero)
Module 0 allows Exhibitors to declare the type of setup they intend to create or submit a request for authorization to implement a **Non-Standard Setup.**
Module 0 is integrated into the application form and is a mandatory document for proper registration at the Exhibition. Any Exhibitor planning a **Non-Standard Setup** must submit Module 0, including final and detailed updates, at least 30 days before the start of the event (by 14 April 2027) to the email tecnico_@bolognafiere.it and to the Organizer at backoffice@guitarshow.it.

3.A - Definition of Setup Types and Approval Procedures

Stand setups, regardless of their size, are classified into the following categories:

- PRE-FITTED setups
- STANDARD Setups (including Standard and Plus booths)
- NON-STANDARD Setups

The characteristics of these setup categories are detailed in Chapter 3.1 of the Venue Regulations.

It is mandatory to submit the following documents for approval to the Technical Office - Venue Management of BolognaFiere, via the email address provided in Chapter 3 of the event regulations (tecnico_@bolognafiere.it) and to the Organizer (backoffice@guitarshow.it) at least 30 days before the

start of the event:
1. Module 0
2. Setup Project (for Non-Standard Setups, the project must be stamped and signed by a certified technician)
3. Other Required Documentation (see Module 0)
4. Declaration of Proper Assembly (to be delivered upon completion of work, prior to the start of the event)

For Non-Standard Setups, a static inspection is mandatory and will be carried out exclusively by BolognaFiere. As a result, the Exhibitor will be charged an amount corresponding to the type of setup, as indicated in the specific Module 0 attached to the participation form.
If the aforementioned documents are not submitted by the specified deadline or are submitted late, a fee of €500.00 plus VAT will be charged to the Exhibitor.

3.B - Booth Setup

STANDARD Booths
Standard booths consist of a 70x140 cm table and one chair, with concrete flooring. Electrical connections are available nearby and shared with other exhibitors. The table must remain in the position established by the Organizer and cannot be moved by the exhibitor. Exhibits are permitted exclusively on the surface of the table. On the floor, adjacent to the table, it is possible to place a small combo amplifier for amplified testing (except in Silent areas). Stack amplifiers (head + cabinet) are not allowed. Behind the table, the exhibitor may place a single vertical roll-up with a ground base no wider than 90 cm.

PLUS Booths
Plus booths include a 70x200 cm table and one chair, with concrete flooring. The electrical connection is shared 50% with the adjacent exhibitor. Unlike Standard booths, the table can be freely moved by the exhibitor within the limits of the assigned space, as marked on the floor. Exhibits are allowed both on the table surface and on the floor, provided they remain within the marked boundaries. The exhibitor may personalize the setup with furniture and elements of their own supply, installed at their own care and responsibility, provided that each element has a base no larger than 90 cm and a maximum height of 2 meters. Structures with different dimensions, such as backdrops or larger panels, are not permitted.

For **free areas** and **pre-fitted booths**, the construction characteristics of the setups are outlined in Chapters 3.4 and 3.5 of the Bologna Exhibition Center Regulations.

3.C - Mandatory Forms

Below is the list of mandatory forms related to setups as required by BolognaFiere, along with their respective deadlines.

FORM	DESCRIPTION	DEADLINE
FORM B1	Declaration of proper execution of the electrical system and setup (Mandatory for custom areas with personalized setups, subject to verification by the Organizer).	14/05/2027
FORM B2	Declaration of conformity of the electrical system (Mandatory only for custom areas: if the company installing the electrical system is not Italian, this form is not required. Instead, Form B5 must be completed, and the electrical system inspection must be purchased from www.befair.eu).	30/04/2027
FORM B3	Declaration of proper assembly. Mandatory only for	14/05/2027

	free (custom) areas with non-standard setups.	
FORM B4	Declaration of proper installation of stand materials. Mandatory only for free (custom) areas with non-standard setups.	14/05/2027
FORM B5	Declaration of proper installation of the electrical system, applicable only to companies not registered with the Italian Chamber of Commerce. Mandatory only for free (custom) areas with non-standard setups: if the company installing the electrical system is Italian, this form is not required, but Form B2 must be completed.	14/05/2027
FORM H	Mandatory Import Notice for non-EU countries. Required only for free (custom) areas with non-standard setups and non-EU installers.	30/04/2027
FORM M	Information on workplace injury prevention. Mandatory only for free (custom) areas with non-standard setups.	30/04/202
FORM SR	Waste management declaration. Mandatory for waste management during the setup and dismantling phases. BolognaFiere will conduct inspections at the booth.	30/04/2027
FORM 0 (Zero)	Setup declaration (Mandatory for pre-fitted booths and free areas).	30/04/2027
Demonstrations and machinery in operation form	Release for demonstrations, machinery in operation and vehicle display.	30/04/2027

PENALTIES FOR LATE OR MISSING SUBMISSION

The deadlines listed above are non-extendable. In the event of late submission or failure to submit the required documentation, a penalty will be charged to the exhibitor as indicated in the following table:

FORM	DELAY < 24 HOURS	DELAY > 24 HOURS	FAILURE TO SUBMIT
Form B1 e B3	**100 €**	**300 €**	**500 €**
Form B4	**100 €**	**500 €**	**1000 €**
Demonstration Form	**100 €**	**500 €**	**1000 €**
Form B2 e B5	**The electrical connection of the booth's system will not be carried out.**		
Form H e SR	Penalties are outlined within the form itself.		

In the event of serious non-compliance, BolognaFiere reserves the right to partially or fully close the booth. Failure to submit the Demonstration Form, in addition to incurring a penalty, will result in the immediate termination of the demonstration or exhibition.

3.D – Warnings

BolognaFiere reserves the right to require modifications or renovations to setups and systems that do not comply with the aforementioned specifications, following a necessary and prior verification of compliance with such characteristics. Should BolognaFiere identify any deficiency, it may request immediate

adjustment, and the Exhibitor shall be obligated to comply.

All responsibility for the structural integrity and compliance of setup materials with current fire safety regulations lies solely with the Exhibitor, who expressly releases BolognaFiere and the Organizer from any liability for damages resulting from design or construction defects, including dimensions derived from detailed drawings of the occupied areas.

Any work involving alterations to the condition of BolognaFiere's property and movable materials (such as reinforcements, modifications, excavations, drilling into frames, walls, structures, columns, or floors) may only be carried out with prior written authorization from BolognaFiere. These modifications shall be carried out at the participants' own expense, under their responsibility.
This responsibility remains with the Exhibitor for the entire duration of the Exhibition and until the booth is handed back to BolognaFiere.
Before commencing any work, the participant is required to pay the Organizer the amount necessary to restore the property to its original condition, a process that will be managed directly by the Organizer.

4. GENERAL AND TECHNICAL SERVICES

Within the limits of its facilities, BolognaFiere can provide individual stands with electricity, water, and compressed air, as well as connect the stands to telephone and data networks.

4.A - Exhibitor Service Assistance

The Organizer, through its Event Secretariat, is available to Exhibitors to provide all technical details regarding the general services arranged within the Exhibition Center.

For the following services, Exhibitors may contact the Organizer directly:

- Video rental
- Audio system rental
- Green decor rental
- Electrical systems
- Water systems
- Compressed air
- Stand cleaning
- Catering
- Goods handling/freight services
- Shipping
- Telephone and Wi-Fi lines

Please note that transportation, loading/unloading of goods, and handling within the Exhibition Center are exclusively managed by the official logistics service provider of BolognaFiere.
Goods from non-EU countries may be displayed as samples following mandatory notification, including a description of the goods, to the email address **customs@marconiffm.it**

Additional services available within the Exhibition Center include:
- Self-service and bar facilities
- On request, personalized services such as coffee breaks, cocktails, bar services, and/or direct delivery of products to stands.

It is reminded that for **the provision of food and beverages, whether handled directly or by a third-party catering service**, compliance with the procedures outlined in Chapter 4 of the Venue Regulations is required. **The direct sale of food and beverages is prohibited.** Authorization for such activities requires the payment of €500 (charged to the Catering Company) for the management of the necessary checks.

The Organizer acts as the single channel for collecting orders; for services reserved exclusively to BolognaFiere or its official suppliers (goods handling and portering, rigging to structures, catering), provision takes place through them, the request channel remaining unchanged.

Rigging of structures to roofs and buildings, where technically permitted in the halls of the event according to the Exhibition Centre Regulations, is carried out exclusively by BolognaFiere, upon request to be submitted through the Organizer.

4.B - Service Responsibility

BolognaFiere oversees but does not directly provide the services and, therefore, declines any personal responsibility for their execution.
Any complaints must be submitted in writing directly to the email address **vendite@bolognafiere.it**

5. SPECIAL SERVICES

5.A - Entry Passes for Exhibitors and Vehicle Parking Permits

Exhibitors will be provided with entry passes free of charge, in quantities determined by the size of the reserved exhibition space and as specified in the participation form.

Additionally, for safety reasons, vehicles are strictly prohibited from parking inside the Exhibition Centre during its closing hours. Exhibitors will also be issued **a free parking permit, regardless of the booth's size**. This permit grants the right to park in the designated parking areas provided by BolognaFiere, subject to availability. Exhibitors are responsible for the proper use of these documents and for the behavior of those who use them.

During public opening hours, access by minors is permitted. Minors under 18 entering the Exhibition Centre with an Exhibitor must be constantly accompanied by a responsible adult; the prohibition on access by minors during the set-up and dismantling phases provided for by the Exhibition Centre Regulations remains unaffected.

5.B - Sound Transmission and Copyright Payments

Exhibitors using sound systems, where authorized, must ensure that they do not disturb other Exhibitors or visitors, paying particular attention to noise pollution regulations (maximum legal limits). Exhibitors are required, at their own cost and responsibility, to comply with current laws on copyright (authors and publishers) and related rights (producers and performers), handling the relevant formalities with the appropriate organizations if their activities during the exhibition fall under such regulations.
The same applies to the distribution of audio, video, or multimedia supports containing copyrighted works or parts thereof, for which additional requirements may apply, such as the validation of the supports, in addition to fulfilling copyright obligations.

The Sound Policy set out in Article 18 of the General Regulations of Participation and in the related supplementary Document remains in any case unaffected and prevails over this provision.

5.C - Activities in Exhibition Booths

Exhibitors must refrain at all times from using common areas outside their booth to display promotional materials. BolognaFiere reserves the right to remove such materials from common areas and/or charge for the additional space used. Failure to comply with this rule may result in the closure of the Exhibitor's booth.

5.D - Online Catalogue and Floor Plan

The official catalogue is produced in the format determined by the Organizer, including exclusively digital, and contains the information provided by the Exhibitors. The list of Exhibitors and their location are made available in the forms determined by the Organizer, including through digital media, updated as at 15 days

before the opening date.

6. OVERSIGHT POWERS AND INTERVENTION RIGHTS OF BOLOGNAFIERE

BolognaFiere ensures compliance with its regulatory provisions and the general terms and conditions of participation contracts. All individuals entering the Exhibition Centre are required to adhere to the instructions and directives issued by BolognaFiere, which may be communicated through signage, written notices, public announcements, service personnel, or any other means. It should be noted that public announcements and instructions given by service personnel take precedence over other notices.

Exhibitors are reminded that failure to comply with the rules or violations of prohibitions may result in the immediate closure of the booth by BolognaFiere officials or agents, or the confiscation of entry passes and vehicle permits. In such cases, the Exhibitor shall have no right to any form of reimbursement.

Exhibitors must comply with the Event Emergency Plan prepared by BolognaFiere, available through the accreditation portal pass.bolognafiere.it.

In the event of conflict between these Technical Regulations and the General Regulations of Participation, the latter prevail, without prejudice to the safety requirements issued by BolognaFiere, which prevail over any other provision.

7. AMENDMENTS TO THIS REGULATION

Any legislative or regulatory provision that modifies the rules set forth in this regulation shall automatically and immediately apply, even if the regulation has not been formally updated or amended to reflect such changes.
Furthermore, BolognaFiere and the Organizer reserve the right to adopt at any time the measures they deem most appropriate, which the Exhibitor must immediately comply with, concerning fire prevention, workplace health and safety, accident and damage prevention, and the safety of participants and visitors.
These additional measures may be communicated to Exhibitors by any means and will take precedence over previously adopted general provisions.

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