



Important Notice for Exhibitors

NO EXTERNAL AGENCY IS AUTHORIZED TO OFFER ADVERTISING IN CATALOGUES OR GUIDES ON BEHALF OF FIERE DI PARMA. ALL PROMOTIONAL INITIATIVES ARE MANAGED EXCLUSIVELY BY FIERE DI PARMA.

Dear Exhibitor,
We would like to draw your attention to the fact that no external agency has been authorized to offer or receive advertising requests in catalogues or guides under the name of Fiere di Parma.

All promotional initiatives of this nature are handled directly and exclusively by Fiere di Parma S.p.A.

We have been made aware that companies such as, but not limited to, **Fairguide – Construct Data Verlag, Expo-Guide, International Fairs Directory (Montevideo, Uruguay), Construct Data Verlag GmbH, and Commercial Online Manuals S. de R.L. de C.V.**, are contacting exhibitors from various trade shows offering paid advertisements in online directories accessible through their websites. These solicitations are often presented under the names of well-known trade fairs or participating companies, including those organized or hosted by Fiere di Parma.

Please note that **Fiere di Parma has never authorized any of these companies to use its trademarks or data**, and has no involvement whatsoever in their business practices.

Should you receive forms or contracts from any of the aforementioned organizations, or others of similar nature, we strongly urge you to read all terms and conditions thoroughly before signing.

These companies may also send forms that appear to be simple data confirmation requests for free online listings. However, **a closer reading will reveal that submitting these forms constitutes acceptance of a paid advertising contract.**

We advise all our exhibitors to exercise extreme caution and fully understand that these offers are not simply for “data verification” but are instead binding agreements for paid services.

Another misleading form circulating is labeled "**Registro Italiano in Internet**", which invites you to verify your data. Please be aware that **this has no connection whatsoever with your domain name registration or renewal.**

In these misleading communications, the above-mentioned companies frequently use the names of well-known trade fairs, including events organized and/or hosted by Fiere di Parma, as well as the names of exhibiting companies.

We want to clearly state that **Fiere di Parma has never authorized these companies to use the name or logo of any of our events, nor to access or use data concerning our exhibitors.** Furthermore, they have never been appointed to collect advertising on our behalf.

Fiere di Parma disassociates itself entirely from the activities carried out by these companies.



The advertising proposals made by these companies are **not part of any official promotional offer by Fiere di Parma** and are not included in our official forms, which clearly display the registered logos and branding of our events.

For more information and updates on actions taken by the Italian Competition Authority (AGCM), please visit: <http://www.agcm.it/>

Construct Data – Fairguide – Event & Fair Guide – Expo Guide – International Fairs Directory (Inter-Fairs.com) – Mulpor etc.

Their names may differ but their purpose is very similar: a scam perpetrated against exhibitors using misleading directory services. Current activities include mailing deceptive contracts to our exhibitors for listings in directories. However, these listings are far from being free-of-charge: in fact, the unfortunate company who inadvertently signs such an agreement in good faith is confronted with a three-year non-retractable contract and subsequent invoice. The cost details are always well hidden in very small print and there are no clear benefits from such a listing. To add insult to injury, these organisations are often linked to debt-collecting companies who are happy to pressure unsuspecting companies into paying through dubious means.

It is very easy to sign up: their form often resembles an organiser's free catalogue listing service, inviting exhibitors to complete the form for an entry in an online directory. However, these publications have no connection whatsoever with exhibition organisers or any of their events, and we strongly remind UFI members, exhibitors and the entire exhibition community to be most vigilant. Such illicit practices can cause extreme damage and harm to the reputation of our industry, and we therefore advise exhibition organisers to inform their exhibitors before they are deceived by such fraudulent, unprofessional practices.

