



Important information for exhibitors!

NO EXTERNAL AGENCY IS AUTHORISED TO PROPOSE ADVERTISEMENTS ON CATALOGUES OR GUIDES ON BEHALF OF FIERE DI PARMA. ALL PROMOTIONAL INITIATIVES ARE COORDINATED DIRECTLY BY FIERE DI PARMA

Dear Exhibitors, we would like to inform you that no external agency is authorised to propose and receive advertisements on catalogues and guides on behalf of Fiere di Parma.

All promotional initiatives of this nature are carried out directly by Fiere di Parma Spa.

We are aware that the companies Fairguide - Construct Dataverlag, Expo-Guide, International Fairs Directory with headquarters in Montevideo - Uruguay, Construct Data Verlag Gmbh and Commercial Online Manuals S de RL de CV, have been contacting Exhibitors at various events offering paid advertising space in virtual catalogues that can be consulted on their websites, using the names of Italian fairs and exhibitions, and of exhibitor companies.

Fiere di Parma has never authorised any company to use its trademarks or other data, and is not in any way associated with the activities carried out by these companies.

If you receive a form/contract from these or other companies, we advise you to read all terms and conditions very carefully before completing a purchase.

The above mentioned companies (Fairguide - Construct Dataverlag, Expo-Guide, International Fairs Directory with headquarters in Montevideo - Uruguay, Construct Data Verlag Gmbh and Commercial Online Manuals S de RL de CV) also send forms that look like a request to confirm data for free inclusion in on-line guides.

The form features the name of our fair, but it is in no way associated to our events or their organisation!

If you do not read the form carefully, you may not realize that sending the forms filled out with correct data means signing for paid advertisement. Should you receive such proposals, please pay attention and read the document characteristics carefully to be aware that it is not simply a "data update", but rather a "data update for payment".

Another form you may receive reads ITALIAN REGISTER ON THE INTERNET, where you are asked to check your data in such register, but it has NOTHING to do with the registration or renewal of your internet domain.

In these offer letters the above mentioned companies (Fairguide - Construct Dataverlag, Expo-Guide, International Fairs Directory with headquarters in Montevideo - Uruguay, Construct Data Verlag Gmbh and Commercial Online Manuals S de RL de CV) use the name of Italian and foreign events, including the ones organised and/or hosted by us, and the names of exhibitor companies.

In this respect, we would like to point out that the above mentioned companies have NEVER been authorised by Fiere di Parma to use the name and/or logo of the event owned by Fiere di Parma, nor they have been authorised to use data relating to the exhibitor companies, and they have NEVER been asked to sell advertising space on behalf of Fiere di Parma.

Fiere di Parma has absolutely nothing to do with the activities carried out by the above companies.

The advertisements offered by "Fairguide - Construct Dataverlag", "Expo-Guide", "International Fairs Directory with headquarters in Montevideo - Uruguay", "Construct Data Verlag Gmbh" and "Commercial Online Manuals S de RL de CV", are not part of the promotions offered by Fiere di Parma with our forms (which clearly show the registered data and trademarks of the FIERE DI PARMA events).

For additional information on the actions taken by the Italian

Competition Authority (AGCM), <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.

