



MATELEC
INDUSTRY

25-28
OCTOBER
2016
Madrid - Spain

ORGANISED BY



Exhibitors Guide

Specific Trade Fair
Regulations



CONNECTING MARKETS • MATCHING BUSINESSES • BUILDING RELATIONSHIPS

1. HOW DO I BECOME AN EXHIBITOR IN MATELEC INDUSTRY?

1.1. Space may be booked by sending the **Exhibitor Application Form** which you can find at www.matelecindustry.ifema.es. Next you must send **proof of payment** corresponding to the payment for the deposit to Exhibition Management.

1.2. To participate in the Trade Fair, the business activity of the company, public or private organisation must form part of the sectors represented at MATELEC INDUSTRY. (See breakdown in the Application Form). All applications and the allocation of spaces will be approved by the Event Organisers.

1.3. If the **CONTRACTING COMPANY** designates another entity as the **INVOICING COMPANY**, the details of both companies must be included in the Application Form, which must be signed by both. Payments must be made in accordance with the MATELEC INDUSTRY calendar which appears in the Exhibitors Agenda.

1.4. The signature and presentation of this Application Form constitutes an irrevocable agreement by the applicant and acceptance of IFEMA's General Regulations for Participation, and other general dispositions which may be introduced by the Exhibition Management.

1.5. Once the space is allocated, Exhibition Management will send the EXHIBITION CONTRACT along with a map showing the location of the stand and a cost estimate, as well as any information regarding IFEMA services that can help you make the most of your presence at the Fair.

1.6. If the Exhibitor cancels their participation, the advance amount paid shall not be returned. Should such cancellation be made within the 30 day period prior to the opening of the Exhibition, the exhibitor may be required to make full payment for the space allocated to them, even if said space may later be occupied by another company (See article 7 of General Participation Regulations).

2. PARTICIPATION RATES

DISCOUNTS FOR EXHIBITORS AT THE TRADE FAIR

10% discount for prompt payment**
5% discount exchangeable for services vouchers for products and services***

2.1. Generally the free design stand format is available for this Fair, except for exhibitors booking a space less than 32 m². who must sign up for one of the "All Inclusive" Modular Stand formats.

The maximum hireable area is 150 m².

A) FREE DESIGN STAND RATES (just floor).

Minimum surface area 32 m²

From 32 to 49.5 m ²	€ 129 /m ² +VAT*
From 50 to 100 m ²	€ 127 /m ² +VAT*
From 100.5 to 149.5 m ²	€ 123 /m ² +VAT*
From 150 m ²	€ 119 /m ² +VAT*

B) FLOOR SPACE + MODULAR STAND "ALL-INCLUSIVE" RATE

Obligatory for spaces less than 32 m²

Minimum surface area 16 m²

BASIC	€ 2,990+VAT*
Additional m ²	€ 182 /m ² +VAT*
PREMIUM	€ 3,760+VAT*
Additional m ²	€ 231 /m ² +VAT*

2.2. GENERAL SERVICES

The following are automatically contracted when participating as an Exhibitor:

- Civil Liability Insurance (*): € 52.61 + VAT*
 - "Multifair" Insurance (*): € 49.93 + VAT*
 - Minimum consumption of electrical energy (0.13 Kw/m²) (*): € 3.738 /m² + VAT*
 - Marketing Package: € 215 + VAT*
- (*):Include in Modular "All Inclusive" Stand

Marketing Package is a concept that includes the access to the services and elements that follows:

PROMOTIONAL MATERIALS

Includes the exhibitor company's name and details in:

- **Advance Exhibitors' List:** an updated digital brochure and newsletters which will be sent periodically to all the participants at the Trade Fair (visitors, exhibitors and the Media) and which may be downloaded from www.matelecindustry.ifema.es.
- **Official Online Exhibitors Catalogue** (with advanced search options you can prepare your visit, request meetings, sector category, etc.).
- **Map Visitors' Guide:** distributed free of charge at the Trade Fair, includes location plan, exhibitor list, programme of activities and services offered by IFEMA.
- **The Trade Fair Interactive Information points:** located at different strategic points at the Trade Fair. Accessible to all visitors, who can search for exhibitors and print out individualized location maps.
- **Information boards in halls:** information about the stand and holder in each of the halls.

* Companies established in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For other companies this operation is not subject to Spanish VAT. In the case of companies of the European Union, the exhibitor will be responsible for the VAT payable according to the country where the company is registered.

**All exhibitor companies paying 50% of their fee before 31 May 2015 will be eligible for a 10% discount on their final invoice for the space allocated. This is not applicable to services. Likewise, those exhibitor companies contracting any of the "All inclusive" modular packages will be eligible to a discount on the corresponding floor space based on the surface area contracted.

*** Voucher exchangeable for services included in the Service Catalogue equivalent to 5% of the floor space hired (minimum and compulsory services not included).

SERVICES

You can access to the **Exhibitors Area** through www.matelecindustry.ifema.es It will allow exhibitors to:

- **Complete and update your company information** and products for the official trade fair catalogue.
- **Access the "Trade Meeting Point"**: database of Trade Visitors, members of the Trade Meeting Point who can be contacted, sent information, invited to your stand, etc.
- **Meetings Manager**: application for offering and managing appointments and meetings with other exhibitors and visitors during the Trade Fair.
- **Online account statement** relating to your invoices.
- **Online services booking** system.
- **Online budgeting** system.
- **Publish news and new features about your company in the Virtual Press Room.**
- **Exhibitor passes and invitations** for your customers (see point 5).

2.3. PARTICIPATE AS CO-EXHIBITORS

A Co-exhibitor is any company which participates in MATELEC INDUSTRY in the same space as the company which is the title holder of the stand. For access to all the elements included in "Presence in Promotional and Service Elements", each co-exhibitor should complete the Co-exhibitors' Application Form, which implies "Inclusion in Promotional Materials and Services", for a cost of € 215 + VAT*.



3. FREE DESIGN STANDS

3.1. Any exhibitor who chooses a Free Design stand **should send the project and plans including front and side elevation to IFEMA Exhibition Services Management.** Fax (+34) 91 722 51 27 e-mail: stecnica@ifema.es for its approval, before **September 19, 2016.**

3.2. ASSEMBLY RIGHTS

The company undertaking the assembly work should send to IFEMA filled in the "Assembly Authorization" that will be sent to each Exhibitor in the Services Catalogue and pay IFEMA the **corresponding fee for assembly rights** corresponding to services rendered during the Trade Fair assembly and dismantling period: health care service (nursing staff), discount on catering services, inspection of electricity connections, connections and electricity supply during assembly and dismantling, use and maintenance of paint rooms, personalised service for fitters and individual space signage.

Based on the diverse use of installations and services, the fees for assembly rights, for the stand as a whole, including second floors, will be the following:

- **Undecorated spaces, or those covered by carpet or platform:**
Fee Type A € 2.01 /m² + VAT*
- **Modular stands basic of aluminium or similar:**
Fee Type B € 4.02 /m² + VAT*
- **Stands modular built form aluminium, wood or other materials:**
Fee Type C € 6.32 /m² + VAT*

3.3. SPECIFIC ASSEMBLY REGULATIONS FOR FREE DESIGN STANDS

The maximum authorised height of the stands, on the outside perimeter, is 4 metres. The occasional element may be added to the outside up to a maximum height of 6 metres, except in-between neighbouring stands. In no event may the height of 6 metres be exceeded, either by construction or decoration elements. The blind perimeter walls cannot be more than 50% of each façade or aisle. To make longer closures, these should be set back a minimum of 3 metres toward the interior and must not exceed 80% of the length of the facade.

Signs, banners and spotlights may not protrude more than 50 cm. from the allocated space, and from a minimum height of 2.5 metres, nor must they exceed the allowed maximum height of 4 metres on the perimeter. Spotlights must be aimed towards the interior of the stand. In case of any doubt, please contact the IFEMA Trade Fair Services Management.

It is not permitted to store packaging materials inside the hall. For this service, please request information from the trade fair secretary.

These specific regulations complement the **"IFEMA General Participation Regulations"**.

The interpretation and application of the regulations for each particular case is the responsibility of IFEMA, who reserves the right to grant exceptions if it deems necessary, based on the respect of the Event's general outlook and the visibility of neighbouring stands.

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MATELEC INDUSTRY 2016 CELEBRATION:

· From 25 to 28 October from 9.30 a.m. to 6.30 p.m.

ASSEMBLY OF FREE-DESIGN STANDS:

· From 18 to 24 October from 8.30 a.m. to 9.30 p.m.

ENTRY OF GOODS AND DECORATION MATERIAL:

· 23 and 24 October from 8.30 a.m. to 9.30 p.m.

REMOVAL OF GOODS AND DECORATION MATERIALS:

· 28 October from 7 p.m. to midnight

· 29 October from 8.30 a.m. to 9.30 p.m.

STAND DISMANTLING:

· From 29 to 31 October from de 8.30 a.m. to 9.30 p.m.

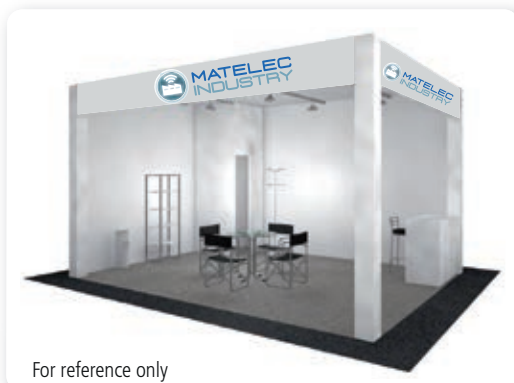
4. "ALL INCLUSIVE" MODULAR STAND

MATELEC INDUSTRY 2016 offers the chance to participate in the simple, effective and profitable format of a **turnkey modular stand**. With this option you can maximise your budget, and optimize time and resources. There are two "all inclusive" Modular Stand options available in this format.

It will be compulsory to book one of the standard modular stands if the size of space hired is less than 32 m².

"PREMIUM" MODULAR STAND

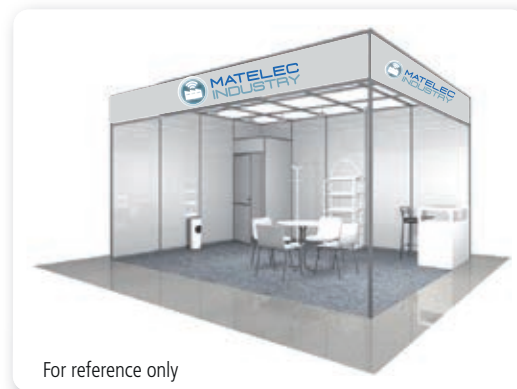
- Painted wooden structure
- Cloth ceiling
- Trade fair style carpeting
- Storeroom (with door) 1x1m
- General lighting
- Electrical panel with magnetothermic switch, designed for a capacity of 30W/m², and a 500W socket
- Signage with standardized lettering with the name of the exhibitor and the stand number (max. 20 characters)
- 1 car park space
- 2 MG Internet connection
- Furniture for every 16 m² (*): 1 crystal round table, 4 office chairs or similar, 1 Torne model Mobiligne Counter, 1 stool, 1 coat-stand, 1 waste paper bin, 1 shelving unit with 4 shelves



For reference only

"BASIC" MODULAR STAND

- Aluminium profile and melamine walls
- 1x1 lattice roof
- Trade fair style carpeting
- Storeroom (with door) 1x1m
- General lighting
- Electrical panel with magnetothermic switch, designed for a capacity of 30W/m², and a 500W socket.
- Signage with standardized lettering with the name of the exhibitor and the stand number (max. 20 characters)
- Furniture for every 16 m² (*): 1 round table, 4 chairs, 1 showcase, 1 stool, 1 coat-stand, 1 waste paper bin, 1 shelving unit with 4 shelves



For reference only

BOTH MODULAR STANDS INCLUDE:

- Minimum electricity consumption (0,13 Kw / m²)
- Assembly Rights
- Obligatory Insurance
- Daily cleaning of stand (Type A. Once daily)

Note: Name on the stand sign must coincide with that used in all other promotional elements (Press Releases, Online Catalogue, Visitors Guide, Newsletter, etc.). If this field is not completed, the Commercial Name details will be added.

OTHER CONSIDERATIONS TO TAKE INTO ACCOUNT:

- All **services or modifications** the exhibitor wishes to make to these basic features shall be at their own expense.
- Efforts will be made **to adapt the distribution of all elements comprising the stand**, any additional parts requested and all the structural elements to support the stand to the exhibitor's needs, whenever technically possible and the plan of the relevant instructions is received at least 15 days before the start of assembly.
- Once the stand has been assembled, **changes in the placement of any element which have not been communicated by the set date** will be invoiced.
- The **elimination or substitution by the exhibitor of any formative element of the modular stand** does not imply a reduction in cost.
- All **material used**, both structural and electrical, is rented, and therefore, any deterioration will be billed at current rates.
- In addition, any exhibitor may book additional elements which appear in the **IFEMA Services Catalogue**.

(*) If a space exceeding 32 m² sq.m. is hired the stand will be fitted out furnished as a 32 m² stand.

MATELEC INDUSTRY 2016 CELEBRATION:

· From 25 to 28 October from 9.30 a.m. to 6.30 p.m.

DELIVERY OF "ALL-INCLUDED" MODULAR STANDS:

· 23 October 8.30 a.m.

ENTRY OF GOODS AND DECORATION MATERIAL:

· 23 and 24 October from 8.30 a.m. to 9.30 p.m.

DISMANTLING AND REMOVAL OF GOODS AND DECORATION MATERIAL:

· 28 October from 7 p.m. to midnight

· 29 October from 8.30 a.m. to 9.30 p.m.



5. EXHIBITOR PASSES AND INVITATIONS FOR YOUR CUSTOMERS

5.1. With the aim of **guaranteeing the professional nature of the exhibition**, passes will be checked on entrance. Each exhibitor will receive, according to the area assigned, a **number of exhibitor passes and customer invitations online** as indicated in the table below, and accessible in the Exhibitor's Area

SPACE	EXHIBITOR PASSES
Until 50 m ²	10
From 51 to 100 m ²	20
From 101 a 149 m ²	30
From 150 m ² over	40

SPACE	CUSTOMER INVITATIONS
Until 32 m ²	300
From 33 to 49.5 m ²	700
From 50 to 100 m ²	1,000
From 100.5 to 199.5 m ²	1,500
From 200 m ² over	2,000

5.2. Each exhibitor may request additional **Exhibitor Passes** at a cost of € 4 unit + VAT*.

5.3. **Invitations for customers will be sent to each exhibitor by e-mail**, with an identification code to be sent to your customers, who should be registered online to obtain the pass for direct access to the Trade Fair. Every exhibitor will be provided with the registered number of visitors to MATELEC INDUSTRY 2016 after the closure of the event.

5.4. NATIONAL AND INTERNATIONAL BUYERS PROGRAMME:

MATELEC INDUSTRY offers Trade Fair exhibitors the possibility of inviting their principal national and international buyers, as well as potential clients. Indicate the contact details of the guest and company and MATELEC INDUSTRY will take charge of issuing the invitation as well as making the travel and accommodation arrangements.

6. IFEMA COMPLEMENTARY SERVICES

6.1. Once the participant's event space has been allocated, you can access the IFEMA Services Catalogue which includes all those **services which can complement your participation at the Trade Fair. These can be booked via www.matelecindustry.ifema.es the "Exhibitors' Area". A 15% discount is applicable for rates on each service booked in this way, including bookings made up to 24 hours before to the start of assembly without incurring the 25% surcharge for last minute bookings. (This does not include minimum compulsory services, outdoor advertising, meeting rooms and trade fair payment terminals and Specific Services for the Trade Fair such as exhibitor passes, etc.).**

6.2. We offer a complete **stand design service**, with the maximum IFEMA guarantee, which is totally adapted to your needs. We take charge from the initial stage of space planning, through the design, assembly and dismantling processes. Please contact us for a free, no-commitment, tailor-made project at infodesign@ifema.es.

6.3. At this year's edition you will find a complete range of new advertising services allowing you to maximise your presence and obtain the best possible results on your investment:

- **Outdoor advertising:** a wide range of supports strategically located and on show to all visitors and exhibitor companies attending the fair.

- **Sponsoring of promotional elements with your logo or brand image:** exhibitors' lanyard badges, other specific elements specified by you to hand out to visitors.

- **Banner on the Trade Fair website.**

You can consult all this information and more at our website www.matelecindustry.ifema.es; in the Exhibitors Area "Advertising and Promotion Services", or send an e-mail to publicidadexterior@ifema.es, or through the telephone number (+34) 91 722 53 08 / 40.

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7. COMPLEMENTARY SERVICES FOR THE EXHIBITORS

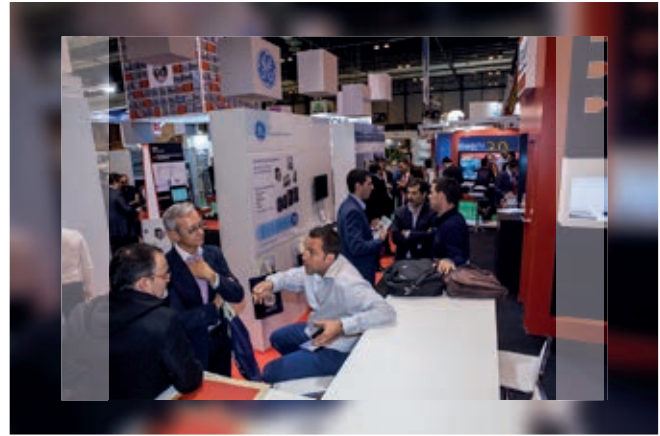
IFEMA personnel are not authorised to receive any merchandise intended for your stand. Please ensure that there is always someone on your stand. If this is not possible we recommend you contact **the partner company for transport, handling and storage goods**.
Tel. (+34) 91 722 52 40 / 5341/ 5334/ 5335.

8. ADVERTISE AND COMMUNICATE YOUR PARTICIPATION AT THE TRADE FAIR

Communication will be key to maximize your investment in MATELEC INDUSTRY 2016:

- **Prepare your complementary promotional exhibitor** activities, customer presentations, to the sector, media, etc.
- **Announce your participation at the Trade Fair to the media, customers, suppliers, employees, about your presence at the Trade Fair.** "Not only is it important to take part but you should also let everyone know you are taking part".
- **Promotional Materials:** use the promotional materials available at the Trade Fair, banners, exhibitor catalogue advertising, outdoor publicity.
- **News,** a digital bulletin to announce the latest trends of all exhibitor companies, the sector and fair. Send us your latest news and innovations and we will send this digital bulletin to your sector.
- **Services File:** prepare the necessary material for your participation at the Trade Fair, free-design project or personalisation of your modular stand, material preparation and show literature, necessary staff, services and catering services, decor, etc.
- **International and Domestic Buyers Programme:** indicate to us the names of your most significant international and domestic buyers and MATELEC INDUSTRY will take care of the travel and accommodation.
- **Personalised Invitations:** send out personalised invitations with your company name and stand number which we will provide you with in digital format. We will later inform you of visitor numbers invited by your company.
- **Trade Meeting Point:** send all trade visitors registered at the Trade Meeting Point information about your products or services.
- **Meeting Service:** arrange appointments with visitors and other exhibitors registered at the Trade meeting Point.

- **Seminars, Presentations, Press Conferences:** If you wish to hold or host any event or product presentation during MATELEC INDUSTRY and you are going to require a room in Feria de Madrid it is necessary to make a prior request to enable the booking procedure. All of these initiatives give significant added value to your participation at MATELEC INDUSTRY.



9.

EXHIBITORS AGENDA

SUBJECT	DATE	CONTACT
• Application form	From September 2015	www.matelecindustry.ifema.es
• First priority deadline for allocation of spaces	1 April	matelec@ifema.es
• Meeting for preferential allocations	19 and 20 April	matelec@ifema.es
• Insertion of details into the online exhibitor catalogue	May	Exhibitors Area
• Beginning of communication of all the innovations at MATELEC INDUSTRY	May	Exhibitors Area
• Promotional materials and advertising available	May	publicidadexterior@ifema.es
• Deadline for early payment discount (50% space booked)	31 May	servifema@ifema.es
• Online invitations for your customers	June	matelec@ifema.es
• Domestic and international buyers programme	June	marisa.vazquez@ifema.es
• Prepare visas for your employees or clients if necessary	June	Exhibitors Area
• Participate in conferences, training, etc.	June	matelec@ifema.es
• Deadline for payment (50% space booked)	1 July	servifema@ifema.es
• Professional meeting point	July	Exhibitors Area
• Booking of additional services	July	Exhibitors Area
• Free design project	Deadline 18 September	stecnica@ifema.es
• Payment of 100% of participation	Deadline 23 September	servifema@ifema.es
• Assembly of free design stands	From 19 to 24 October	
• Delivery of turnkey modular stands	23 October	
• Entry of Goods	23 and 24 October	
• MATELEC INDUSTRY	From 25 to 28 October From 9.30 a.m. to 6.30 p.m.	
• Dismantling and removal of goods	28 and 29 October	
• Disassembly of stands	From 29 to 31 October	

GET IN TOUCH

Exhibition Management	IFEMA <ul style="list-style-type: none"> • Director: Raúl Calleja · (+34) 91 722 57 39 · 667 807 848 · raul.calleja@ifema.es • Commercial Manager: Santiago Díez · (+34) 91 722 58 49 – (+34) 627 37 02 27 · santiago.diez@ifema.es • Secretariat: Yolanda Cruz (+34) 91 722 51 31 · yolanda.cruz@ifema.es • Events, activities and visitors: matelec@ifema.es • Advertising & Marketing: Esther Morales · (+34) 91 722 52 35 · esther.morales@ifema.es 	Línea IFEMA Exhibitors Calls from Spain 902 22 15 15 Internacional (+34) 91 722 30 00
Call Center Exhibitor Area	<ul style="list-style-type: none"> • International calls: (+34) 91 722 30 00 • Email for exhibitors: linearifema.expositor@ifema.es • Email for visitors: visit.registro@ifema.es • Generic email: linearifema@ifema.es 	
Technical Secretariat (Exhibition Services Department)	<ul style="list-style-type: none"> • Telephone: (+34) 91 722 30 00 • Fax: (+34) 91 722 51 27 • Email: tecnica@ifema.es 	
Servifema	<ul style="list-style-type: none"> • Telephone: (+34) 91 722 30 00 • Fax: (+34) 91 722 57 95 • Email: servifema@ifema.es 	
International Guest Programme	<ul style="list-style-type: none"> • Marisa Vázquez • Telephone: (+34) 91 722 57 60 • Email: marisa.vazquez@ifema.es 	

Press Office	Director: Raúl Díez Chief Press Officer & Media Relations: Marta Cacho Head of Press: Jesús González International Press: Elena Valera Press Secretariat: Pilar Serrano	<ul style="list-style-type: none"> • Media relations • Press information on trade fairs and exhibitions organised by IFEMA • Institutional press information • Press passes for trade fairs and exhibitions 	Jesús González Tel.: (+34) 91 722 50 95 jesusg@ifema.es
Convention Centre	<ul style="list-style-type: none"> • Space rental for meetings and conventions in the exhibition centre, during the exhibitions and at other times • Coordination of non-exhibition related activities 		Tel.: (+34) 91 722 50 72 Fax: (+34) 91 722 57 89 convenciones@ifema.es
External Relations (Protocol)	<ul style="list-style-type: none"> • Institutional visits • Guided visits 	<ul style="list-style-type: none"> • Protocol for all events • Institutional relations 	Tel.: (+34) 91 722 50 82 Fax: (+34) 91 722 58 01 infoifema@ifema.es
Security and Self-Protection	<ul style="list-style-type: none"> • General security • Access to the exhibition centre • Parking 		Tel.: (+34) 91 722 50 65 Fax: (+34) 91 722 57 81 dsinternos@ifema.es
Medical Service	<ul style="list-style-type: none"> • Emergency medical service • Medical care for exhibitors and visitors during the exhibitions, stand assembly and stand dismantling 		Tel.: (+34) 91 722 54 00
Outdoor Advertising	<ul style="list-style-type: none"> • Booking outdoor advertising space at the venue 		Tel.: (+34) 91 722 53 40/08 Fax: (+34) 91 722 53 09 publicidadexterior@ifema.es