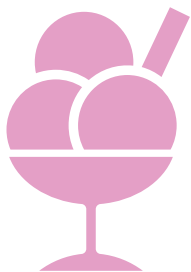




INTER SICOP

INTERNATIONAL BAKERY,
PASTRY, ICE CREAM AND
COFFEE SHOW

EXHIBITORS GUIDE



MADRID **19-21** FEBRUARY **2017**

ORGANISED BY



IFEMA
Feria de
Madrid

1. HOW CAN I BECOME AN EXHIBITOR

1.1. Floor space can be reserved by sending the Application form to Event Management. The Application Form can be completed online at www.intersicop.ifema.es, or can be sent to us by e-mail: intersicop@ifema.es or fax: 91-722 57 88, together with the corresponding payment fee which is needed to secure your booking.

1.2. In order to be able to apply to take part in the Event, it is absolutely essential that your company's activity is encompassed within the sectors dealt with in INTERSICOP. It is not allowed to exhibit second-hand machinery products.

1.3. Should the EXHIBITING COMPANY designate another entity to make any payments relating to their participation, they must provide all the necessary invoicing information. If the designated entity does not make the stated payments within the established payment periods, the EXHIBITING COMPANY must meet the payments upon request by IFEMA.

1.4. The signature and presentation of the Application form implies total acceptance of IFEMA's General Rules of Participation, as well as the specific rules of INTERSICOP and the generally applicable regulations established by the Organisation of the Fair.

1.5. Should the exhibitor decide to cancel their participation they may lose the advance amount paid. If participation is cancelled within 30 days prior to the opening of the Event you may be required to pay the full amount of the space reserved. (See Article 7 of the General Rules of Participation).

1.6. Once the space has been allocated, Event Management will send an Official Place Allocation Letter / Exhibiting Contract by e-mail, with a floor plan of the booth and location map, an account statement, as well as full information about services offered by IFEMA, enabling you to enhance and make the most of your presence at the Fair. The Fair organisers reserve the right to change booth locations with justified reasons.

2. PARTICIPATION FORMS

2.1. CHARGES OF PARTICIPATION

ONLY FLOOR SPACE

16 to 24 sq.m.....	€ 160.00/sq.m + VAT(1)
24,5 to 80 sq.m.....	€ 150.00/sq.m + VAT(1)
80,5 to 150 sq.m.....	€ 140.00/sq.m + VAT (1)
From 150,5sq.m on	€ 130.00/sq.m + VAT(1)

Includes: Floor space rental, professional invitations in digital format and 6 exhibitor badge for booths up to 50 sqm and 1 more for each additional 10sq.m up until a maximum of 30 badges.

TURNKEY BOOTH:

Price: € 3.450 + VAT (1)
Additional sq.m: € 210 + VAT

Include: Floor space rental, 16 sq.m, stand open to aisles (see details below), minimum electrical power, compulsory insurances, basic booth cleaning services, professional invitations in digital format and 6 exhibitor badge

2.2. GENERAL SERVICES

Taking part as an exhibitor automatically includes:

Civil Liability Insurance (*).....	€ 52.61 + VAT (1)
Multifair Insurance (*)	€ 49.93 +VAT (1)
Minimum electrical power (0,13 kw/sq.m) (*)	€ 3.738 sq.m + VAT (1)
Presence in Promotional Elements.....	€ 200 + VAT (1)

(*)Included in "TurnKey booth"

2.3. PRESENCE IN PROMOTIONAL ELEMENTS

Access to the following services and tools:

- Advance List of Exhibitors: Digital leaflet that is periodically updated and sent to all Fair participants (visitors, participants, media, etc. and may be downloaded at www.intersicop.ifema.es).

- Official Online Exhibitors Catalogue: A useful tool for preparing appointments, closing meetings, carrying out advanced searches and finding out about participants' products and services in detail.
- Visitor's Guide: Distributed for free during the Fair, and includes a location map, list of participants, programme of activities and services offered by IFEMA.
- Interactive Information Points at the Fair: Located at various strategic points in the Fair. Can be accessed by all visitors, allowing you to search for participants and print individualised location maps.
- Exhibitor Area: Access from www.intersicop.ifema.es which allows you to:

- Fill in and update the details of your company and the products you offer for the Official Online Catalogue.
- Access to the "Meeting Point": Database of Trade Visitors who are members of the Professional Meeting Point, through which you can contact them, send them information, invitations, etc.
- Meetings Service. Programme that enables you to request and manage appointments and meetings at the fair, with other Professional Meeting Point exhibitors and visitors.
- Partial booth plan.
- Statement of Account of your Online Invoicing.
- Booking Services Online.
- Online Budgeting Tool.
- Publish your company's news and latest developments.
- Exhibitor Budget and Professional Invitations for your customers.

2.4. CO-EXHIBITOR:

Any company that takes part in INTERSICOP by sharing the same space as the authorised booth holder is a Co-exhibitor. To access all the services included in "Presence in Promotional Elements", all co-exhibitors must fill in the Form for Inclusion in the Official Catalogue, which costs (€200 + VAT). (1)

3. FEATURES OF THE TURNKEY BOOTH



Design for information purposes only

OTHER DETAILS TO CONSIDER

- All services or modifications added other than these mentioned will be at the exhibitor's expense.
- An attempt will always be made to adapt the layout of all the elements in the booth, any extras requested, as well as the structural elements necessary for supporting the booth to the exhibitor's needs provided this is technically feasible and the plan including any relevant instructions is received at least 15 days before the start of assembly.
- Once the booth has been set up, changes in location in any elements that have not been communicated by the established date will be invoiced.

THE TURNKEY BOOTH INCLUDES:

- Stand open to one or more corridors, depending on location
- Frame and panels
- Chipboard walls painted in white colour
- Fair design carpeting
- Storeroom with door as follows:

Up to 16 sq.m. _____ 1x1

From 16.5 to 32 sq.m. ____ 2x1

From 32.5 sq.m. upwards _ 3x1

LIGHTING

- Lighting on rails with 300W halogen spotlights, with one spotlight per every 4 sq.m of stand space.

- Electrics consisting of a panel with electromagnetic circuit breaker, capable of holding up to 130W/sq.m, and a 500W socket base capable of holding up to 130w /sq.m.

LETTERING

- Sign with exhibitor's name and booth number on each aisle wall (standard lettering). If this field is not completed the sign will be printed with the Trade Name of your company.

DAILY BOOTH CLEANING

(TYPE A, once a day)

- The removal or replacement by the exhibitor of any element forming the modular booth will not qualify for a reduction in price.
- Any material used, either structural or electrical, shall be subject to rental conditions and any damages shall be invoiced according to the market price.

No making holes is permitted.

Nailing or fixing with adhesive tape is permitted.

In addition, any exhibitor may reserve elements that appear in the Services Catalogue through the "Exhibitors Area".

4. ONLY FLOOR (FREE DESIGN STAND)

4.1. Any exhibitor choosing to build their own Free Design booth must send the design, floor plans and front and side views to the IFEMA Fair Services Department. Fax (34) 91 722 51 27 or e-mail stecnica@ifema.es for approval, before **13 January 2017**.

4.2. ASSEMBLY RIGHTS

The company in charge of setting up and assembling free design booths must pay the Assembly Rights fee, before beginning to assemble the booth. This is to cover services provided during the set-up and dismantling periods of the Fair. These services are: Health Care Service (ATS), reduced prices in Catering Services, Electrical Inspections, Electricity Connection and Supply during the assembly and dismantling, use and maintenance of paint rooms, personalised assistance service for the assembler and customised signs for spaces.

Depending on the different facilities and services used, the fees for Assembly Rights for the whole booth, including a second floor are follows:

- Undecorated spaces, or spaces covered by carpet or wood panel.

Fee A: €2.01/sq.m + VAT (1)

- Basic aluminium or similar turnkey stands.

Fee B: €4.02/sq.m + VAT (1)

- Modular design stand in aluminium, wood and other materials.

Fee C: €6.32/sq.m + VAT (1)

4.3. SPECIFIC SET-UP RULES FOR FREE DESIGN STANDS

- All companies are obliged to set up their booth, which includes at least the walls between their booth and the walls of the hall or other booths, with a minimum height of 2.5 metres.
- Set-up rules for free design stand are included in IFEMA General Rules of Participation in: www.ifema.es

5. EXHIBITOR BUDGETS AND INVITATIONS

In order to ensure the professional nature of the Fair, admission will be controlled by pass check during times of access to the Fair. Exhibitor budgets will be provided for free according to the following criteria: 6 budgets for booths up to 50 sq.m and 1 further passes for every additional 10 sq.m, up to a maximum of 30 budgets.

All exhibitors may request additional Exhibitor Passes at a cost of €18,18/budget + VAT.

Professional Invitations will be available in the Exhibitors Area.

6. ADDITIONAL SERVICES

6.1. Once the space is allocated by Event Management, IFEMA will inform the exhibitor of the additional elements and services they offer. These services can be requested at www.intersicop.ifema.es in the "Exhibitors Area". Booking online will give you a 15%* discount on the price of each service until the day prior to set-up. After this date this online channel will be closed and booking any services will incur an additional last minute cost of 25%.

*This does not include the minimum obligatory services, external advertising, meeting rooms and sales point terminals, and Specific Services for fairs, such as exhibitor passes, etc.

6.2. We are pleased to offer you a Stand Design Service, totally suited to your needs and with IFEMA's highest guarantee. Let us take care right now of planning your space, from the

design process to set-up and dismantling after the fair. Please request a customised design for free and with no obligation by writing to infodesign@ifema.es.

6.3. Advertising Services which will enable you to boost your participation in the Fair and get the maximum benefit from your investment.

- Sponsorship of promotional material with your logo and brand image: Badge or pass lanyards, other specific items determined by the company to give away to visitors.
- Fair website banner
- External advertising

7. OTHER USEFUL INFORMATION

7.1. Participants and set-up personnel shall only be admitted during the days and times indicated in the Exhibitor Calendar, nor is any setting-up or stand assembly permitted outside of these times.

7.2. Any exhibitor who has not paid the full fee for the space booked as well as any costs for services requested, shall not be permitted to either occupy the booth space or have the modular stand delivered.

7.3. The exhibitor is required to stay with the products exhibited on their booth at all times during the Fair opening hours. Non-compliance with this regulation could mean losing the right to preferential renewal of the allocated space.

7.4. Exhibitors may access their stands from 9.30 a.m. onwards and leave them at fair closing time or up until 7.30 p.m.

7.5. It is absolutely forbidden to make direct sales of any type of article exhibited at the Fair.

7.6. Noisy demonstrations that might disturb other exhibitors are forbidden; the maximum noise level is 60 decibels.

7.7. The exhibitor authorises the total or partial reproduction of any products exhibited that IFEMA may possibly need and/ or reproduce in its promotional material.

(1) Companies based in Spain (excluding the Canaries, Ceuta and Melilla): 10% VAT not included.

For other companies this operation is not subject to Spanish VAT.

For companies based in the European Union, the exhibitor shall be liable to VAT and may, if applicable, claim it back in the country where the company is domiciled.

8. EXHIBITOR CALENDAR

WHEN	WHAT TO DO	WHERE
From February 2016 onwards	<ul style="list-style-type: none"> Send IFEMA the "APPLICATION FORM", together with the booking fee for the corresponding space. 	Online application www.intersicop.ifema.es
19 August 2016	<ul style="list-style-type: none"> Deadline for paying 50% of the allocated space (exhibitors with a confirmed space) 	servifema@ifema.es. Statement of Account available in "Exhibitors Area" www.intersicop.ifema.es
29 September 2016	<ul style="list-style-type: none"> Space allocation meeting for exhibiting companies who have sent the Application Form and the corresponding payment of booking fee 	Ifema, Feria de Madrid
31 October 2016	<ul style="list-style-type: none"> 10% discount for paying 100 % of the floor space, before October 31st. 2016 	servifema@ifema.es Statement of Account available in "Exhibitors Area" www.intersicop.ifema.es
12 January 2017	<ul style="list-style-type: none"> Deadline for sending free design stand plans. If you need to book additional services, furniture, prefabricated booths, parking spaces etc. do so via the "Exhibitors Area" and you will obtain a 15% discount on the prices appearing in the Services Catalogue. 	stecnica@ifema.es "Exhibitors Area" www.intersicop.ifema.es
19 January 2017	<ul style="list-style-type: none"> Deadline for paying 100% of the allocated space. Deadline for sending Form "Official Catalogue online". Print your Exhibitor Badgets. 	"Exhibitors Area" www.intersicop.ifema.es
<u>ANNOUNCE AND COMMUNICATE YOUR PRESENCE AT THE FAIR</u>		
January and February 2017	<ul style="list-style-type: none"> Invite your customers to visit your booth. Send the Electronic Invitation by e-mail. 	"Exhibitors Area" www.intersicop.ifema.es
<u>ASSEMBLY OF STANDS AND FAIR OPENING TIMES</u>		
13-18 February 2017	<ul style="list-style-type: none"> Set-up of free design stands from 8.30am to 9.30pm 	Exhibition Services Dept.
17-18 February 2017	<ul style="list-style-type: none"> Delivery of modular stands from 8.30am onwards Arrival of goods and decoration material from 8.30am to 9.30pm 	Exhibition Services Dept.
19-21 February 2017	<ul style="list-style-type: none"> EVENT OPENING HOURS from 10.00 a.m. to 7.00 p.m. 	
21 February 2017	<ul style="list-style-type: none"> Departure of goods and decoration material from 7.30 p.m. to midnight 	Exhibition Services Dept.
22-23 February 2017	<ul style="list-style-type: none"> Dismantling of free design stand from 8.30 a.m. to 9.30 p.m. 	Exhibition Services Dept.

CONTACT US

Trade Fair Management	<p>IFEMA</p> <ul style="list-style-type: none"> • Director: María Valcarce • Sales Dept.: Belén Heredero • Coordinator: Candelas Acedos • Fair Secretary's Office: M. Ángeles Llorente 	<p>intersicop@ifema.es Fax: (34) 91 722 57 88</p>	<p>IFEMA Line Exhibitors From Spain 902 22 16 16 International (34) 91 722 30 00</p>
Servifema (Contracting of Services)	<ul style="list-style-type: none"> • Services invoicing • Payments • Catalogue Orders 	<p>Fax: (34) 91 722 57 95 servifema@ifema.es</p>	
Technical Secretary's Office (Management of Fair Services)	<ul style="list-style-type: none"> • Technical support for exhibitors • Review of stand assembly projects • Resolution of technical problems that arise during fair activity 	<p>sectecnica@ifema.es Fax: (34) 91 722 51 27</p>	
Services Area	<ul style="list-style-type: none"> • Services booking and services assistance • Stand design service 	<p>lineaifema.expositor@ifema.es infodesign@ifema.es</p>	
Outdoor Publicity	<ul style="list-style-type: none"> • Contracting of advertising spaces and sponsorable elements within the exhibition centre 	<p>Fax: (34) 91 722 53 09 publicidadexterior@ifema.es</p>	<p>From Spain 91 722 53 40/08</p>
Communication and Marketing Management	<ul style="list-style-type: none"> • Director: Raúl Díez • Head of Press and Media Relations: Marta Cacho • Head of Press: Ana Uruñuela • International Press: Helena Valera • Press Secretary: Guadalupe Madueño 	<ul style="list-style-type: none"> • Relations with the media • Press information regarding fairs and events organised by IFEMA • Press information for institutions • Press accreditations for fairs and events 	<p>Tel.: (34) 91 722 50 90 Fax: (34) 91 722 57 93 anau@ifema.es</p>
Convention Centre	<ul style="list-style-type: none"> • Management of specific needs in the Conference Rooms 		<p>Tel.: (34) 91 722 50 72 Fax: (34) 91 722 57 89 convenciones@ifema.es</p>
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 	<p>Tel.: (34) 91 722 50 82 Fax: (34) 91 722 58 01 infoifema@ifema.es</p>
Security and Self-protection	<ul style="list-style-type: none"> • General security • Access to the exhibition centre • Car-parks 		<p>Tel.: (34) 91 722 50 65 Fax: (34) 91 722 57 81 dsinternos@ifema.es</p>
Medical Department	<ul style="list-style-type: none"> • Medical emergencies • Medical attention for exhibitors and visitors during the staging of fairs and during assembly and dismantling periods. 		<p>Tel.: (34) 91 722 54 00</p>

www.intersicop.ifema.es

IFEMA CALL CENTRE

INTERNATIONAL CALLS (34) 91 722 30 00

FAX (34) 91 722 57 88

IFEMA Feria de Madrid
Avda. del Partenón, 5
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