



puericultura <sup>madrid</sup>

International Childhood Products  
Trade Show

29 September  
2 October  
2016  
Spain

ORGANISED BY:



IFEMA  
Feria de  
Madrid

www.puericulturamadrid.ifema.es



# EXHIBITORS GUIDE

## AND SPECIFIC PARTICIPATION RULES FOR EXHIBITORS

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# A

# SPECIFIC PARTICIPATION RULES FOR EXHIBITORS

## 1. CONTRACTING AND SPACES

### 1.1. How to become an exhibitor at Puericultura Madrid 2016

Only those companies, institutions or official bodies whose activity is deemed to fall within the sectors covered by the event may apply to participate in the Puericultura Madrid International Childhood Products Trade Show.

The signature and presentation of the Participation Application Form constitutes an irrevocable commitment by the applicant and total acceptance of IFEMA's General Rules of Participation, as well as the Specific Rules of the Fair and the generally applicable regulations established by the Fair Organisers.

### 1.2. Concept

Puericultura Madrid 2016 is being organised in a similar fashion to Puericultura Madrid 2016 in its previous editions: well-defined areas with modular wooden booths that help focus attention on the products and brands.

#### Brands Area

Exhibiting businesses need only organise the decoration and layout of their products. All exhibitors will have the same type of "all inclusive" booth that can be customised according to the established rules, thereby ensuring harmonious and balanced brand displays.

Perfectly integrated meeting, training and product display areas will be set up, creating a unique, business-enhancing atmosphere, with products and brands taking centre place.

Easy and clear

More for less

### 1.3. Allocating the spaces

Exhibitors will be admitted to the sectors subject to acceptance by the Fair Management. The Fair Management reserves the right to change the location of the booths occupied by exhibitors from one edition to the next, for reasons of sectorisation, product or image.

Spaces will be allocated by the Fair Management. The companies which participated in the previous edition will take priority over new candidates, with an effort made to maintain their preferences and affinities between companies with products of a similar style, as indicated above.

The contracted space and status as exhibitor will be firm once payment has been made of the amounts defined in the section entitled "payments due" included in the Accounts Statement, and always within the deadlines established in the contracting documents for the Trade Show.

Admission of exhibitors in the BRANDS AREA, TOYS AREA, FASHION AREA, HYGIENE AND NUTRITION AREA, BABY & MUM EXPERIENCE AREA and the STARTERS AREA is subject to presentation by the applicant company of the collections' catalogue, to be presented and the selection criteria adopted by Fair Management.

The Fashion Area is exclusively available to companies that manufacture children's, baby and maternity clothing, the Toys Area is exclusively available to companies that manufacture pre-school toys and books, and the necessary requirements must be met to form part of the Starters Area.

The booths and areas will be located according to the exhibition areas allocated to each sector.

In order to maintain your priority as a previous exhibitor at PUERICULTURA MADRID 2015, you must submit the Participation Application Form and payment of 30% of the total square metreage requested to the Sales Department **BEFORE 15 May 2016**.

The space allocation procedure for new exhibitors will be governed by the following criteria:

a) After the Participation Application has been received, the Fair Management will then offer the best space available on the site which meets the needs of the exhibitor, as long as the sectorisation criteria of PUERICULTURA MADRID are followed.

b) Groups will be established according to the requested square metres, in brackets according to the different price rates: more than 300, more than 100, 20 sq.m. in the BRANDS AREA; 12 sq.m. in the FASHION AREA and in TOYS AREA, HYGIENE AND NUTRITION AREA, BABY & MUM EXPERIENCE AREA and 6 sq.m. and in the STARTERS AREA.

The space will be allocated after receiving the corresponding payment.

For Application Forms received later than 15 May 2016, the space will be allocated according to the availability of space per sector/ area and the date of the formal application.

In all cases, the management of PUERICULTURA MADRID will give exhibitors an Official Letter of Adjudication, with estimated fees, a map showing the location and a plan of the booth.

The allocated space will not be confirmed until the corresponding payment has been made, which means that if payment has not been received by the indicated date, the booth may be made available to other exhibitors, without any requirement of notification on the part of the Fair Management.

### 1.4. Waiver by the Exhibitor

If an Exhibitor waives their participation in the Fair, this will terminate the contractual relationship between IFEMA and the

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## SPECIFIC PARTICIPATION RULES FOR EXHIBITORS

Exhibitor for all effects, with no right to reimbursement of any payments made to IFEMA at the time of notification.

The waiver must be made expressly in writing to the Fair Management

For the purposes of the previous paragraph, the payments made are those which the Exhibitor should have paid to IFEMA at the time of exercising the waiver, in accordance with the calendar of payment deadlines set out in the Participation Application.

Should the waiver have been communicated to the Fair Management within the 30 days prior to its opening, IFEMA may demand full payment for the space hired.

In relation to the services offered in the IFEMA Services Catalogue which the Exhibitor might have contracted before notification of withdrawal, there will be cancellation charges made as established in Article 7 of the General Conditions for Admission and Contracts in Fairs organised by IFEMA.

### 2. PARTICIPATION PRICES

The exhibition area is configured into areas based on 20 sq.m modules (12 sq.m. in the FASHION AREA and TOYS AREA, HYGIENE AND NUTRITION AREA and BABY & MUM EXPERIENCE and 6 sq.m. in the STARTERS AREA) including basic services, as well as a carefully-designed wooden booth framework that is ideal for easy and attractive customisation and decoration according to the rules established for

Hiring of 20 sq.m. modules (option to add more)

The smallest space that can be hired will be 20 sq.m. in the BRANDS AREA, 12 sq.m. in the FASHION AREA and TOYS HYGIENE and NUTRITION AREA, and BABY & MUM AREA, and 6 sq.m. in the STARTERS AREA

### SIMPLE AND CLEAR

BRAND AREA			SPACE + BOOTH + SERVICES + EXTRAS
AMOUNT PER MODULE 10% VAT	WITHOUT Nº	MODULES AREA	
€ 3.200	1 module	20 sq.m	
€ 3.000	from 2 to 5 modules	of 40 to 100 sq.m	
€ 2.800	from 6 to 15 modules	of 120 to 300 sq.m	
€ 2.600	More than 16 modules	Over 320 sq.m	
€ 2.200	<b>FASHION AREA</b>	12 sq.m	
€ 2.200	<b>TOYS AREA</b>	12 sq.m	
€ 2.000	<b>HYGIENE AND NUTRITION AREA</b>	12 sq.m	
€ 1.020	<b>STARTERS AREA</b>	6 sq.m	

The price of each module includes:

- Floor area.
- Modular wooden framework set-up.
- Carpeting.
- Compulsory insurance.
- Basic electricity consumption.
- Daily cleaning of the booth, but not of the objects on display.
- 1 parking space during the event (regardless of the number of modules hired).
- Exhibitor passes.
- Professional invitations.

Exhibitor status implies "Presence in Promotional Elements", the cost of which is € 200 + VAT for the BRANDS AREA, the FASHION AREA and the TOYS AREA, HYGIENE AND NUTRITION AREA AND BABY & MUM EXPERIENCE and € 100 + VAT in the STARTERS AREA (1)

In the event that an exhibitor hires their booth after the closing date for each one of the items and it is therefore not possible to include them, they will still be required to pay € 200 + VAT (1) or € 100 for the Starters Area.

CO-EXHIBITORS (Companies which will be present with their own product in the booth space of the main exhibitor) will also have to pay € 200 + VAT (1) for this item.

GROUP PARTICIPATION is considered to be participation in which one company or body manages the participation of a group of companies. Participants will be regarded as direct exhibitors and must fill in the corresponding documentation. The definitive acceptance of participation remains the right of the Fair Management.

Forms of payment may be consulted on the PUERICULTURA MADRID 2016 Participation Application Form. **IFEMA does not accept any cash payments.**

Modules contracted before 15 May 2016, of 2016 will benefit from an early contract discount of 5% on the price of the modules hired. Once a space has been allocated to you, you must make a payment of 30% of the amount corresponding to the modules hired.

Another 2nd payment of 30% (up to 60%) must be paid by 4 July 2016.

The total amount corresponding to the hired space (up to 100% of the total) must be paid by 30 August 2016.

Any space hired after 31 August 2016 must be paid in full.

(1) Companies based in Spain (excluding the Canary Islands, 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.

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## SPECIFIC PARTICIPATION RULES FOR EXHIBITORS

### 3. SERVICES

Once your booth has been allocated, you will be able to access the Exhibitor Area apps available at [www.puericulturamadrid.ifema.es](http://www.puericulturamadrid.ifema.es):

- “Trade Meeting Point”: Database of Trade Visitors who are Meeting Point members.
- “Meeting Diary”: Programme which lets you manage your diary at the fair, accepting appointments and meetings with other exhibitors and visitors to the Trade Meeting Point.
- Online Invoicing Account Statement.
- Access to the plan of the booth.
- Online Budgeting Tool.
- Booking Services Online.
- Catalogue application (Fill in and update your company information as a main exhibitor for the Official Catalogue, and the data of any co-exhibiting companies. Once they are registered, as long as this is done before 10 August 2016, they will be able to access the Exhibitors' Area).
- Request for personalised exhibitor passes, either those corresponding to the square metres or additional passes to be invoiced.
- Possibility of publishing news, new products and presentations in the catalogue entry, in the press section of the website.

This can also be accessed to consult the IFEMA Services Catalogue. Furthermore, you will also be able to contract services from the Exhibitor Area and benefit from a 15% discount any time before 1 day prior to set-up beginning of the Assembly (until September 21, 2016). (This does not include the minimum obligatory services, external advertising, meeting rooms and sales point terminals).

We provide a set of advertising services which will enable you to enhance your participation in the fair and get the most from your investment:

- External advertising: a wide range of strategically located media on the route taken by all visitors and exhibitors going to the Fair Site.

[publicidadexterior@ifema.es](mailto:publicidadexterior@ifema.es) - Tel.: (34) 91 722 53 08/40

**IMPORTANT:** Remember that services contracted by internet Exhibitors Area, from the beginning of the stands assembly (September 21) will have a 25% surcharge). If the contract is through another way this surcharge will be applied 15 days before the stands assembly start (September 6th).

### 4. EXHIBITOR PASSES AND PROFESSIONAL INVITATIONS

Exhibitors can request a certain number of free passes, according to the contracted modules. They will also be sent a number of professional invitations, according to the following table.

MODULES HIRED	EXHIBITOR PASSES	TRADE INVITATIONS
1 module (20 sq.m.)	5	20
2 a 5 modules	20	20 x module
6 a 15 modules	25	20 x module
More than de 16 modules	30	20 x module
FASHION AREA	3	20
HYGIENE AND NUTRITION AREA	3	20
TOYS AREA	3	20
STARTERS AREA	2	20

#### 4.1. Exhibitor Passes

In order to guarantee the professional nature of the trade show, all exhibitor passes will be personalised with the name of the company.

Additional Exhibitor Passes can be requested. They will be invoiced at € 6 + VAT

All passes must be requested through the Exhibitor Area. No passes will be issued unless they are expressly requested.

Exhibitors decide when they want to request Exhibitor Passes and fill in the form in the Exhibitor Area. All the passes requested can be picked up from the day before the fair opens (28 September 2016 from 9.30 am to 7 pm).

(1) Companies based in Spain (excluding the Canary Islands, 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..

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### 4.2. Trade invitations

Exhibitors can send online trade visitor invitations to their contacts from the Exhibitor Area. These invitations can be exchanged for the corresponding trade visitor passes

Exhibitors will be allocated a number of free online trade visitor invitations according to the contracted modules (see table).

It is absolutely vital that all the Trade Visitors entering the site with a Trade Invitation be accredited as professionals from the childhood product sector at the Registration Desks or online at [www.puericulturamadrid.ifema.es](http://www.puericulturamadrid.ifema.es) in the section for pre-registering Trade Visitors, to avoid queues during the registration process. For accreditation an ID card or passport, and a professional business card or document from the company where the visitor works, must be presented. Otherwise, visitors will not be allowed to enter the site while the fair is being held.

**Free online pre-registration will be available until 28 September 2016.**

We request visitors be aged 16 or over.

We ask that you respect the intended use of the Professional Visitor Passes in order to ensure the professional nature of the show. There will be entrance checks for this purpose.

### 5. PUERICULTURA MADRID 2016 MODULES

See the specifications leaflet. (Brands Area, Toys Area and Fashion Area, Hygiene and Nutrition Area, Baby & Mum Experience) + (Starters Area).

#### IMPORTANT

Once the space has been allotted and we have sent out the floor plan, companies can decide if they want the perimeter of their booth to be open or closed. The perimeter must be constructed according to the specific regulations of the event.

As each company decides whether to enclose the perimeter, the space taken up by the siding and walls (wooden and 30 cm wide) is not discounted from the floor space to be paid. Modules of 12 sq.m (Fashion Area and Toys Area and Mum Experience) and modules abutting an exterior wall will maintain their usable floor area as far as possible. However, PUERICULTURA MADRID will analyse each exhibitor's needs on a case-by-case basis.

The booths in the new STARTERS AREA have different characteristics (see brochure).

Exhibiting companies that wish to customise their booth may customise the interior of the booth and up to 50% of each aisle-facing side on the built-on surface. The panels cannot be painted and the carpeting in the booth cannot be changed. Please contact IFEMA Trade Show Services Management

with any questions ([stecnica@ifema.es](mailto:stecnica@ifema.es) / Fax; 91 722 51 27).

### COMMENTS

All those services and elements it is wished to add on top of these characteristics must be paid for by the exhibitor (for example, storage, shelves, etc.)

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 one month before the first set-up day.

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 elimination by the exhibitor of any element forming the prefabricated booth will not imply 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 current price.

The exhibitor must state the name they wish to use for the sign on the booth. The booth number, based on the official plan for the event, will be shown next to the name on the sign.

Neither decorative element, nor exhibiting product will be able to overcome the maximum height of the walls of the stand (2 meters height). Failing to comply with this rule could mean the loss of preferential renewal rights over the allocated space.

These specific rules accompany those defined on set-up by the General Participation Rules that govern all IFEMA events.

The interpretation and application of the regulations for each individual case is the responsibility of IFEMA, which reserves the right to arbitrate on exceptions, if it deems necessary, on the basis of respect for the general appearance of the Fair and the visibility of neighbouring booths.

### 6. FINAL COMMENTS

The exhibitor is obliged to remain at their booth throughout the opening period and hours of the event, From Thursday 29 to Sunday 2 October during the official opening times of the show to professionals: Thursday 29, Friday 30 and Saturday 1 from 9.30 a.m. to 7 p.m. and Sunday 2 from 9.30 a.m. to 3 p.m. Failing to comply with this rule could mean the loss of preferential renewal rights over the allocated space.

Occupation of the space or delivery, where applicable, of the prefabricated booth will not be authorised to exhibitors who have not paid for the contracted space and services in full, or

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## SPECIFIC PARTICIPATION RULES FOR EXHIBITORS

the fee for Presence in Promotional Elements.

The total settlement of all the expenses accrued during the Fair will be an essential condition for removal of the exhibition material from exhibitors' spaces.

For goods to be removed a pass must be issued by SERVIFE-MA, which will be issued only to exhibitors who have met the above requirements.

Should the EXHIBITING COMPANY designate another entity to make any one of the payments relating to their participation, they must provide all 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.

The installation of walkways in booths will only be permitted sound-free in order to maintain the general atmosphere of the event.

Promotional and advertising activities must take place exclusively inside the contracted space. Third parties may not be advertised in the allocated space, unless the authorised company registers them as co-exhibitors at the booth.

Exhibitors who wish to hold a raffle, draw or competition in their space must carry out the administrative procedures set out in Article 11 of the General Rules for Participation of Exhibitors in Fairs organised by IFEMA, and be authorised in advance by the Fair Management.

The rules governing the Cancellation and Suspension of the Trade Show are contained in Article 15 of the General Terms and Conditions of Admission and Hiring at Events Organised by IFEMA included in the General Participation Rules..

It is strictly prohibited to use individual sound systems which are audible beyond the strict boundaries of the booth or which cause a nuisance to visitors or other exhibitors. The maximum authorised noise level is 60 decibels. Breaches of this rule will lead to the automatic cut-off of the fair's electrical supply and may lead to the subsequent loss of preferential renewal rights to the allocated space. Also, special care must be taken with the distribution of promotional elements which might cause unnecessary noise.

The performance of professional activities and seminars (exhibitors and co-exhibitors authorised by their host exhibitor only) within the Fair Site must be reported to the Management of PUERICULTURA MADRID.

To organise press conferences, please contact:  
**Press and Media Department**  
([premsa@ifema.es](mailto:premsa@ifema.es)).

To hire rooms at the Fair Site, please check availability at:  
**Conventions and Congresses**  
([convenciones@ifema.es](mailto:convenciones@ifema.es)).

For the performance of activities requiring the hiring of an occasional catering service during PUERICULTURA MADRID, the form for notification of catering in booths, available at [www.puericulturamadrid.ifema.es](http://www.puericulturamadrid.ifema.es) must be filled in and sent to: [catering@ifema.es](mailto:catering@ifema.es)

Contracting any service or the performance of any activity by a co-exhibiting company must be authorised in writing by the main company exhibiting in the booth, who will also be responsible for any costs which its co-exhibitors may generate through their participation in the fair if they do not pay for it themselves.

**The direct sale of items is strictly prohibited.**

Under no circumstances may live animals be present in booths. IFEMA declines all responsibility for breaches of this rule, without prejudice to adopting the legal measures at its disposal against those responsible.

Access to the Fair is prohibited to visitors who cannot be accredited as belonging to the participating trade groups. This rule affects both exhibitors and visitors, even if they hold the corresponding pass or invitation.

All photos taken by the official photographer at the request of Fair Management may be used by the Show for promotional purposes.

For exceptional cases where materials and items must be brought in or taken out while the Fair is in progress, exhibitors must request an individual permit from Fair Services Management.

Goods and materials for decorating the booths must be brought in on 27 and 28 September 2016 from 8.30 a.m. to 9.30 p.m.

Goods and decorative materials must be taken out on 2 October 2016, from 3.30 p.m. to 9.30 p.m., and 3 October 2016 from 8.30 a.m. to 3 p.m. During this period, exhibitors can remove all the display items from their booths, and this is recommended for security reasons.

All exhibitors are required to remain at their booths with the exhibition material until 3 p.m. on Sunday 2 October. Failure to comply with this rule may lead to admission being refused to the said exhibitor at future editions of PUERICULTURA MADRID.

Exhibitors taking part in PUERICULTURA MADRID 2016 as part of a concession or exchange cannot include co-exhibiting companies in their booths, in accordance with the IFEMA General Rules for Participation.


These Specific Rules are complemented by the General Rules for Participation of Exhibitors in Fairs organised by IFEMA, which all exhibitors accept by virtue of becoming exhibitors.

# B

## EXHIBITORS AREA

If you were an exhibitor in the previous edition, we remind you that to access the Exhibitors' Area you will need to enter the username and password you had in that edition. If you have forgotten the username or password you can ask for help in the Exhibitors' Area.

If you are taking part for the first time, once you have accepted a proposed space and a booth has been allocated to you, you will be sent a username and password to enter the Exhibitors' Area.



① My account   ② Budget   ③ My space   ④ Invoices and payments   ⑤ Booking services   ⑥ Information for catalogue   ⑦ My network   ⑧ Badges & invitations

### ① My account

Update your company's contact information at IFEMA database.  
Modify the access password.

- Homepage
- My details
- Modify password

### ② Budget

Calculate on-line your own budget for participation -quickly, easily and comfortably.

- Calculate budget

### ③ My space

Draw up your request to participate at the Trade Fair and use this tool to view and download the detailed plan of your stand once it is awarded.

- Exhibitor application form
- Stand plan

### ④ Invoices and payments

All the commercial and contractual documents related to your participation at the Trade Fair are just a click away: "On-line Account Statement and Invoices".

- Account statement
- Pay with your credit card in secure environment

### ⑤ Booking services

Make your own budget and book services through the online application. You will benefit from a 15% discount.  
You can consult and modify your orders.

- Services catalogue
- Calculate budget
- Pay with your credit card in secure environment

### ⑥ Information for catalogue

Enter and update your contact details for the Trade Fair Catalogue, as well as the details of your co-exhibiting companies. Remember that this will enable the trade visitor to locate you at the Fair, offering essential details about your company, the products and services you are presenting at the event... thereby facilitating a business meeting.

- Access catalogue

### ⑦ My network

Access the Trade Meeting Point.  
Manage your appointments diary for the exhibition.  
Publish your news in your catalogue file and at the press room.  
Send invitations to your trade contacts.

- Meeting point
- Manage my appointments
- Publish my news diary
- Send invitations

### ⑧ Badges & invitations

This tool will facilitate your attendance at the fair, as well as that of your guests.  
Request your exhibitor passes and, if necessary, the support letters for any visa applications.  
You can deliver electronic invitations to your network of contacts, this facilitating their access to the fair.

- Exhibitor's badges
- Visa Invitation Letters
- Send invitations

# C

## CONTACT YOUR CLIENTS AND POTENTIAL CLIENTS IN ADVANCE

- Tell your group of clients about your presence at **PUERICULTURA MADRID**. Announce in advance the **PRODUCTS, SERVICES AND NEW ITEMS** you will present at the event.
- Send Trade Invitations for visits to the fair.
- Organise your Appointments Diary in advance:
  - With trade visitors through the Trade Meeting Point. Enter the **PUERICULTURA MADRID** website Exhibitors' Area with your username and password and go to My Contacts Network.
  - With other exhibitors. You can create appointments through the exhibitors' catalogue. Enter the **PUERICULTURA MADRID** website Exhibitors' Area with your username and password and go to My Contacts Network.

# D

## ACCESS AND PARKING





# E

## EXHIBITOR CALENDAR

WHEN	WHAT TO DO	
<b>Before 15 May, 2016</b>	Fill in the online Participation Application at <a href="http://www.puericulturamadrid.ifema.es">www.puericulturamadrid.ifema.es</a> to get a 5% discount on the contracted modules and maintain your priority as an exhibitor at PUERICULTURA MADRID 2015. Pay the first instalment according to the contracted modules	
<b>9 May</b>	1st space allocation session.	
<b>23 May</b>	Last day for proposing clients for the Guest Buyers programme	
<b>4 July</b>	Last day to fulfil 2nd payment (30%) to regularize 60%.	
<b>15 August</b>	Reception of information and orders for advertising. The Fair Management does not guarantee inclusion in the official catalogue if received after this date, although this payment will still be required.	
<b>Before 30 August</b>	Fill in the online Participation Application at <a href="http://www.puericulturamadrid.ifema.es">www.puericulturamadrid.ifema.es</a> in order to be an exhibitor. Pay the remaining instalment (40%) according to the contracted modules. Pay 100% of the contracted modules for new contracts.	
<b>21 August</b>	Final date for sending the IFEMA Fair Services Department the booth assembly plan with utilities marked, and assembly plan for modular booths. Send the Servifema Department the forms for contracting services or improvements to the booth.	
<b>15 August</b>	Send information and photographs to the IFEMA Press Department and publish your news in the Exhibitors' Area at <a href="http://www.puericulturamadrid.ifema.es">www.puericulturamadrid.ifema.es</a>	
<b>6 September</b>	Last day to contract services without the 25% surcharge contracting them directly from the Servifema Department	
<b>15 September</b>	Request online Trade Invitations if desired.	
<b>18 September</b>	Last day for contracting in Puericultura Madrid 2016	
<b>18 September</b>	Request any additional Exhibitor Passes, to be invoiced at € 6 + VAT (1) each	
<b>21 September</b>	Last day to contract Services from <b>Exhibitors Area</b> with a 15% discount and without charge of 25% on Services	
<b>28 September</b>	Last day to pre-register and get a free pass <a href="http://www.puericulturamadrid.ifema.es">www.puericulturamadrid.ifema.es</a>	
<b>27 and 28 September, 2016</b>	<b>29 September - 2 October, 2016</b>	<b>2 - 3 October, 2016</b>
Delivery of modular booth	Puericultura Madrid 2016 will be open: • Thursday 29, Friday 30 September and Saturday 1 October: <b>9.30 a.m. to 7 p.m.</b>  • Sunday 2 October: <b>9 a.m. to 3 p.m.</b>	Removal of goods and decorative materials: 2 October: <b>3.30 p.m. to 9.30 p.m.</b> 3 October: <b>8.30 a.m. to 3 p.m.</b>
Bringing goods and decorative materials in to the booths: <b>8.30 a.m. to 9.30 p.m.</b>	Opening times for exhibitors: <b>9.00 a.m. to 8 p.m.</b>	
<b>IMPORTANT:</b> To get the permit to bring in goods, you must have paid the full price for the booth and services.	Exhibitors who request it can have a special permit to bring goods and materials in and out from <b>9.00 a.m. to 9.30 a.m.</b> on the days the Fair is open.	
Pick up Exhibitor Passes Wednesday 28 September <b>9.30 a.m. to 7.00 p.m.</b>		

# F

## CONTACT US

DEPARTAMENT	ASK ME ABOUT...	
<b>Fair Management</b> <ul style="list-style-type: none"> <li>• Director: Lola González</li> <li>• Commercial Manager: Marta Ariste</li> <li>• Co-ordinator: Isabel Alcantara</li> <li>• Secretary: Patricia de Carlos, Ana Tello</li> <li>• Foro / Galería / Hosted Buyers Program contact person: Ana Tello</li> </ul>	<ul style="list-style-type: none"> <li>• Blogger &amp; bloggers' day</li> <li>• Guest Buyers programme</li> <li>• Brand area, fashion area, hygiene and nutrition area, baby &amp; mum experience area, toys area and starters area.</li> <li>• The gallery</li> <li>• Retail forum</li> <li>• Corner de Tendencias</li> <li>• Ifema plus</li> <li>• Networking area</li> <li>• Consultory Box</li> <li>• Trend forum</li> <li>• Focus: mediterranean area</li> <li>• Sales representatives</li> <li>• Shop windows that inspirates</li> <li>• Spaces of meeting</li> <li>• Support and protection to the infancy</li> </ul>	<ul style="list-style-type: none"> <li>• Puericultura Madrid Fashion Show</li> <li>• Innovative Toy Area</li> </ul>
		<b>CONTACT</b> Tel. Spain: 902 22 15 15 Fax: (34) 91 722 58 04 puericulturamadrid@ifema.es puericulturamadrid.visitantes@ifema.es compradorespuericultura@ifema.es puericulturamadrid.e-tiendas@ifema.es
<b>Servifema</b> (Invoicing and Contracting Services)	<ul style="list-style-type: none"> <li>• Contracting services.</li> <li>• Invoicing services</li> <li>• Payment collection</li> <li>• Acquiring Fair Catalogues.</li> </ul>	Tel. Spain: 902 22 15 15 Tel. Internacional: (34) 91 722 30 00 lineaifema.expositor@ifema.es
<b>Technical Office</b> (Fair Services Department)	<ul style="list-style-type: none"> <li>• Technical support for exhibitors and booth assemblers.</li> <li>• Review of booth assembly plans.</li> <li>• Solutions to technical problems during the fair</li> </ul>	Tel. Spain: 902 22 15 15 Tel. Internacional: (34) 91 722 30 00 Fax: (34) 91 722 51 27 stecnica@ifema.es
<b>Dirección de Comunicación y Marketing</b> <ul style="list-style-type: none"> <li>• Director: Raúl Díez</li> <li>• Head of IFEMA Press Department: Marta Cacho</li> <li>• Head of Press for PUERICULTURA MADRID: Nuria de Miguel</li> <li>• International Press: Elena Valera</li> </ul>	<ul style="list-style-type: none"> <li>• Media relations.</li> <li>• Press information on fairs and shows organised by IFEMA.</li> <li>• Institutional press information.</li> <li>• Press passes for fairs and shows.</li> </ul>	Tel.: (34) 91 722 50 98 Fax: (34) 91 722 57 93 prensa@ifema.es
<b>Conference Centre</b>	<ul style="list-style-type: none"> <li>• Hire of the various meeting and convention spaces on the trade fair site during and outside fairs</li> <li>• Coordination of non-official trade fair activities</li> </ul>	Tel.: (34) 91 722 50 72 Fax: (34) 91 722 57 89 convenciones@ifema.es
<b>External Relations (Protocol)</b>	<ul style="list-style-type: none"> <li>• Institutional visits</li> <li>• Guided tours</li> <li>• Protocol for all events.</li> <li>• Institutional relations.</li> </ul>	Tel.: (34) 91 722 50 82 Fax: (34) 91 722 58 01 infoifema@ifema.es
<b>Internal Services and Security</b>	<ul style="list-style-type: none"> <li>• General security</li> <li>• Entrances to the trade fair site</li> <li>• Car parks</li> </ul>	Tel.: (34) 91 722 50 65 Fax: (34) 91 722 57 81 dsinternos@ifema.es
<b>External Advertising</b>	<ul style="list-style-type: none"> <li>• Contracting advertising media on the trade fair site</li> </ul>	Tel.: (34) 91 722 53 40/08 Fax: (34) 91 722 53 09 publicidadexterior@ifema.es
<b>Telecommunications</b>	<ul style="list-style-type: none"> <li>• Medical care for exhibitors and visitors during fairs, assembly and dismantling phases.</li> <li>• Preliminary information for contracting telephone and fax lines, RDSI lines, cable broadband, Wi-Fi or other connections.</li> <li>• Technical advice and configuration.</li> </ul>	Tel.: (34) 91 722 54 00 Tel.: (34) 91 722 50 65 telecomunicaciones@ifema.es
<b>Medical Services and Emergencies</b>	<ul style="list-style-type: none"> <li>• Emergencies (security or medical).</li> <li>• Medical care for exhibitors and visitors during fairs, assembly and dismantling phases.</li> </ul>	Tel.: (34) 91 722 54 00 Tel.: (34) 91 722 50 65