



EXHIBITORS GUIDE

Specific Rules for Participation

www.genera.ifema.es



1 HOW DO I BECOME AN EXHIBITOR GENERA 2018?

1.1. To reserve floor space, send the Application form to Event Management. Applications may be filled out online at www.genera.ifema.es or sent by email: genera@ifema.es or fax: (34) 91 722 57 88.

1.2. To participate in the Trade Fair, the business activity of the company, public or private organization must from part of the sectors represented at GENERA.

1.3. If the CONTRACTING COMPANY appoints another company as the PAYMENT COMPANY, the application must include the particulars of both companies and be signed by both. Payments shall be made according to the GENERA. The PARTICIPATING COMPANY must pay IFEMA upon request in the event of failure by the appointed entity to make the payments on time.

1.4. Signing and submitting on Application constitutes the full acceptance of IFEMA's General Rules of Participation, as well as any general regulations established by the Fair Organisation.

1.5. Cancellation by the exhibitor may result in the loss of any amounts paid in advance. Full payment for space reserved may be required for cancellations within 30 days prior to the start of the Event, even if this space is subsequently occupied by another exhibitor (see article 7 of the General Rules of Participation).

1.6. The Fair organisers reserve the right to change stand locations, with justification.

2 PARTICIPATION RATES

2.1. FREE DESIGN STAND (JUST FLOOR).

Includes: Rental, professional e-invitations and 6 exhibitor passes for stands up to 50 sq.m and 1 additional pass for each 10 sq.m of additional space up to a maximum of 30.

From 16 to 50 sq.m.	138,95 €/sq.m. + VAT
From 50,5 to 100 sq.m.....	132,35 €/sq.m. + VAT
More than 100,5 sq.m.	125,40 €/sq.m. + VAT
Exterior Exhibition	70,10 €/sq.m. + VAT
2nd floor	63,25 €/sq.m. + VAT

2.2. JUST FLOOR + MODULAR STAND A

Technical characteristics:

- Stand opening onto aisles, depending on location.
- Aluminium structure.
- Melamine panels.
- Façade with stand number and sign on each side facing an aisle. Name signs will be in standard lettering.



- Electrical installation consisting of a switchboard with electromagnetic differential and 500W outlet, capable of handling 130 W / sq.m.
- Lighting with several adjustable rail-mounted 300 W halogen spots, at the rate of one spotlight per 4 sq.m. of stand.
- Fireproof exhibition carpeting.

Includes: Rental, Professional e-invitations, 6 exhibitor passes for stands up to 50 sq.m and 1 additional pass for each 10 sq.m of additional space up to a maximum of 30, Cleaning type A and Assembly fees.

From 16 to 50 sq.m.	178,90 €/sq.m. + VAT
From 50,5 to 100 sq.m.....	172,30 €/sq.m. + VAT
More than 100,5 sq.m.	165,35 €/sq.m. + VAT



2.3. JUST FLOOR + MODULAR STAND B

Technical characteristics:

- Stand opening onto aisles, depending on location.
- Aluminium structure.
- Melamine panels.
- Façade with stand number and sign on each side facing an aisle. Name signs will be in standard lettering.
- Storeroom with door in the following proportion:
 - Stands of up to 16 sq.m. 1 x 1 m.
 - Stands from 16,5 to 32 sq.m. 2 x 1 m.
 - Stands from 32,5 sq.m. 3 x 1 m.



- The roof of the stand consists of a 1 x 1 m. grid.
- Electrical installation consisting of a switchboard with electromagnetic differential and 500W outlet, capable of handling 130 W / sq.m.
- Lighting with several adjustable rail-mounted 300 W halogen spots, at the rate of one spotlight per 3 sq.m. of stand.
- Fireproof exhibition carpeting.

Includes: Rental, Professional e-invitations, 6 exhibitor passes for stands up to 50 sq.m and 1 additional pass for each 10 sq.m of additional space up to a maximum of 30, Cleaning type A and Assembly fees.

From 16 to 50 sq.m.	185,10 €/sq.m. + VAT
From 50,5 to 100 sq.m.....	178,50 €/sq.m. + VAT
More than 100,5 sq.m.	171,50 €/sq.m. + VAT

2.4. JUST FLOOR + MODULAR WOODEN STAND

Technical characteristics:

- Stand opening onto aisles, depending on location.
- Chipboard panel structure.





- Façade with stand number and sign on each side facing an aisle. Name signs will be in standard lettering.
- Storeroom with door in the following proportion:
 - Stands of up to 16 sqm1 x 1 m.
 - Stands from 16,5 to 32 sqm2 x 1 m.
 - Stands from 32,5 sqm3 x 1 m.
- Ceiling of stand covered in white fabric.
- Electrical installation consisting of a switchboard with electromagnetic differential and 500W outlet, capable of handling 130 W / sq.m
- Lighting with several adjustable rail-mounted 300 W halogen spots, at the rate of one spotlight per 3 sq.m. of stand.
- Fireproof exhibition carpeting.

From 16 to 50 sq.m.	197,30 €/sq.m. + VAT
From 50,5 to 100 sq.m.....	190,70 €/sq.m. + VAT
More than 100,5 sq.m.	183,76 €/sq.m. + VAT

Includes: Rental, Profesional e-invitations, 6 exhibitor passes for stands up to 50 sq.m and 1 additional pass for each 10 sq.m of additional space up to a maximum of 30, Cleaning type A and Assembly fees.

3 GENERAL SERVICES

3.1. The exhibitor is bound by participating in the fair to hire:

- **Civil liability insurance** € 53.45 + VAT (1)
- **Multi-Fair insurance** € 50.73 + VAT (1)
- **Minimum consumption of electrical energy (0.13 Kw/sq.m.)** € 3,849/sqm + VAT (1)
- **Inclusion in promotional materials and services** € 136 + VAT (1)

INCLUSION IN PROMOTIONAL MATERIALS AND SERVICES which covers access to the following services and materials:

PROMOTIONAL MATERIALS

- **Advance List of Exhibitors:** newsletter sent periodically with updates to all Fair participants (visitors, participants, media, etc. and downloadable from www.genera-ifema.es).
- **Official online participant catalogue:** a useful tool for scheduling visits and meetings, carrying out advanced searches, finding out about participants' products and services in detail.
- **Visitors' Guide:** distributed free of charge during the Fair and includes a location map, a list of participants, and a programme of activities and services offered by IFEMA.
- **Interactive Information Points at the Fair:** located at a number of strategic points at the Fair. Visitors can access these points, search for participants and print individual location maps.
- **Information boards in halls:** information about the stand and holder in each of the halls.



SERVICES

- **Exhibitor Area:** access from www.genera.ifema.es to the Exhibitor Area allow you to:
 - **Fill out and update details of your company and products for the Online Official Fair Catalogue.**
 - **Access the Professional Meeting Point** database of trade visitors who are members of the Professional Meeting Point. With Professional Meeting Point, you can contact trade visitors, send them information, invitations to your stand, etc.
 - **Access Meeting Manager:** programme that allows you to offer and manage appointments and meetings at the Fair, with other Professional Meeting Point exhibitors and visitors.
 - **Obtain a partial map of your stand.**
 - **See you invoice statement online.**
 - **Book online services.**
 - **Access the Online Budgeting system.**
 - **Publish your company's news and developments** in the Virtual Press Room and the Official Fair Newsletter.
 - **Obtain exhibitor passes and invitations for customers** (see point 6).

3.2. CO-EXHIBITORS: Any company that takes part in GENERA by sharing space with an authorised stand holder is a Co-exhibitor. For access to all elements covered by "Inclusion in Promotional Materials and Services", each co-exhibitor must fill out the Application, which implies "Inclusion in promotional materials", for a cost of € 136 + VAT (1).

4 FREE DESIGN STAND

4.1. Any Exhibitor choosing to build their own Free Design stand must send the design, floor plans and front and side views to the IFEMA Fair Services Office

Fax (34) 91 722 51 27 or e-mail to stecnica@ifema.es for approval by 6th May 2018.

4.2. ASSEMBLY RIGHTS

The company in charge of assembling free design stands must pay IFEMA the related assembly rights fees to cover services provided during the Fair assembly and dismantling periods. These services include: Health Care Service (ATS), reduced prices in Catering Services, Electrical Inspections, cleaning of common areas, Electricity Connections 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 entire stand, including any second floors, areas follows:

- Undecorated spaces, or spaces covered by carpet or wood panel: **Rate A: € 2,04/sq.m. + VAT.(1)**
- Basic aluminium or similar turnkey stands: **Rate B: € 4,08/sq.m. + VAT.(1)**
- Modular design stand in aluminium, wood and other materials: **Rate C: € 6,42/m² + VAT.(1)**

4.3. SPECIFIC ASSEMBLY RULES FOR FREE DESIGN STANDS

- The **maximum height** permitted for free design stands at GENERA 2018 is **4m at the stand perimeter**.
- To raise walls or decorative elements up to a maximum height of 6m, a margin of 1m from the outside all along the stand perimeter is required.
- Any other rules are contained in the IFEMA General Rules of Participation.



5 OTHER CONSIDERATIONS

Exhibitors who choose any of the prefabricated stands offered in the Service Orders Catalogue will have it ready at **8.30 a.m. on June 11th**.

Any additional services or modifications to the aforementioned features will be made at the exhibitor's expense.

Attempts will be made to adapt the layout of all stand elements, any extras required and structural elements supporting the stand to the exhibitor's needs where technically feasible and provided the plan with instructions is received at least 15 days before the start of assembly.

Once the stand is assembled, changes in location of any elements not notified by the date stipulated will be charged. Removal or replacement by the exhibitor of any element of the turnkey stand does not imply a price reduction.

All structural or electrical material used is subject to rental terms and damages thereof are charged at market rates. Any exhibitor may also rent elements appearing in the IFEMA Services Catalogue.

6 EXHIBITOR PASSES AND INVITATIONS

In order to ensure the professional nature of the Fair, admission will be controlled by pass checks. Exhibitor passes will be provided free of charge under the following terms: 6 passes for stands of up to 50 sq.m. and 1 pass for each 10 sqm of addition space up to one maximum of 30.

Each exhibitor may request additional **Exhibitor Passes at a cost of € 5.40/pass + VAT (1)**

Invitations for Visitors may be personalised with the name of the participating company and sent to customers from the "Exhibitor Area". Customers must register online to receive a pass with direct access to the Fair.

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10%* VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation. *The VAT to be applied will be that which is legally in force at the time the service is provided.

7 COMPLEMENTARY SERVICES

7.1. Once the space is allocated for the Event, IFEMA will inform the exhibitor of the additional elements and services available. These services can be booked at www.genera.ifema.es under "Exhibitor Area". A 15% discount will be applied on the price for complementary services of trade fair participants whose booking is made through the Exhibitor's Area of GENERA website, up to 1 month before assembly. Any services booked 1 week prior to assembly, will entail a last minute booking, surcharge of 25%. This online channel will be closed one day before assembly. (This does not include the minimum obligatory services, external advertising, meeting rooms and fair payment terminal, or Specific Services for the the fairs, such as exhibitor passes, etc.).



7.2. We offer you an Comprehensive Stand Design Service, fully suited to your needs and backed by IFEMA's highest guarantee. This covers planning of the space, design, assembly and dismantling. Send a request for a free quote for a tailored project to infodesign@ifema.es.

7.3. Advertising Services, raising your profile at the Fair and enabling you to maximum return on investment.

- Sponsorship of promotional material with your logo or brand image: lanyard credentials, other specific items defined by the company to be given to visitors.
- Fair website banner.

8 OTHER INFORMATION OF YOUR INTEREST

8.1. Access by assemblers or participants, assembly or fitting out of stands is not permitted outside the days and times indicated in the IMPORTANT DATES.

8.2. Any exhibitor who has not paid the full fee for the space rented and the costs of any services booked will not be permitted to occupy the space. If the exhibitor has rented a modular stand, it will not be delivered.

8.3. Exhibitors must to leave the products exhibited in their stand unattended at any time while the Fair in operating. Failure to comply with this rule could lead to the loss of the right to preferential renewal of allocated space.

8.4. Exhibitors can access their stands from 9:30 am and may leave them anytime after the fair closes until 7:30 pm.

8.5. The direct sale of any article exhibited at the Fair is expressly prohibited.

8.6. Noisy demonstrations that both other exhibitors are forbidden. The maximum noise level is 60 decibels.

8.7. The exhibitor autorises the full or partial reproduction of any products exhibited that IFEMA may need and/or reproduce in its promotional material.

IMPORTANT DATES

- Deadline for payment of first 50% 12th January, 2018
- Deadline for payment of 100% 13th May, 2018
- Assembly of "Free Design" stands: 7th - 12th June 2018, from 8.30 a.m. to 9.30 p.m.
- Delivery of Turnkey Modular Stands: 11th June 2018, at 8.30 a.m.
- Delivery of merchandise and decoration material: 11th and 12th June 2018, from 8.30 a.m. to 9.30 p.m.
- GENERA 2018 opening times: 13th and 15th June 2018, from 10 a.m. to 7 p.m.
- Dispatch of merchandise and decoration materials: 15th June 2018, from 7.30 p.m. to midnight
16th June 2018, from 8.30 a.m. to 9.30 p.m.
- Dismantling of free design stands: 16th and 17th June 2018, from 8.30 a.m. to 9.30 p.m.

CONTACT US

Trade Fair Management	IFEMA <ul style="list-style-type: none"> • Director: María Valcarce • Sales Dept.: Marta Hernández • Coordinator: Ainhoa de la Cruz • Fair Secretary's Office: Ana Agulló 	Fax: (34) 91 722 57 88 genera@ifema.es	IFEMA Line Exhibitors From Spain 902 22 16 16 International (34) 91 722 30 00
Servifema (Contracting of Services)	<ul style="list-style-type: none"> • Services invoicing • Payments • Catalogue Orders 	Fax: (34) 91 722 57 95 servifema@ifema.es	
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 	Fax: (34) 91 722 51 27 stecnica@ifema.es	
Services Area	<ul style="list-style-type: none"> • Services booking and services assistance • Stand design service 	lineaifema.expositor@ifema.es nfodesign@ifema.es	
Outdoor Publicity	<ul style="list-style-type: none"> • Contracting of advertising spaces and sponsorable elements within the exhibition centre 	Fax: (34) 91 722 53 09 publicidadexterior@ifema.es	Desde España 91 722 53 40/08
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 	Tel.: (34) 91 722 50 90 anau@ifema.es
Convention Centre	<ul style="list-style-type: none"> • Management of specific needs in the Conference Rooms 		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 • Protocol for all events • Institutional relations 		Tel.: (34) 91 722 50 82 Fax: (34) 91 722 58 01infoifema@ifema.es
Security and Self-protection	<ul style="list-style-type: none"> • General security • Access to the exhibition centre • Car-parks 		Tel.: (34) 91 722 50 65 Fax: (34) 91 722 57 81 dsinternos@ifema.es
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. 		Tel.: (34) 91 722 54 00

www.genera.ifema.es

IFEMA CALL CENTRE

INTERNATIONAL CALLS (34) 91 722 30 00

FAX (34) 91 722 57 88

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