

GROWING TOGETHER


EDITION
24 **expo**
FRANQUICIA
International Franchising Trade Fair

19-21
APRIL
2018

ORGANISED BY



EXHIBITOR GUIDE

SPECIFIC PARTICIPATION RULES

www.expofranquicia.ifema.es



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.expofranquicia.ifema.es, or can be sent to us by e-mail: expofranquicia@ifema.es, 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 EXPOFRANQUICIA.
- 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 EXFRANQUICIA 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

Minimum surface area 12 sq.m.

A_ ONLY FLOOR SPACE: 150.50 €/sq.m + VAT (1)

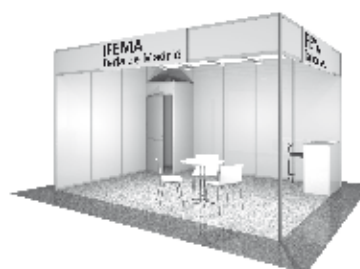
Includes:

- Floor space rental
- Professional invitations in digital format
- 5 exhibitors budget for booths up to 16 sq.m. and 2 more for each additional 16 sq.m. up until a maximum of 12 budgets.

B_ FLOOR SPACE + BASIC Turnkey Stand: 2,740 € +VAT (1) (12 sq.m.) - Additional sq.m. 189.75 € + VAT (1)

Includes:

- Booth opening onto aisle
- Aluminium profile
- Melamine walls
- 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 sq.m. 3 x 1 m.
- 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.
- Cleaning type A.
- Furniture regardless of number of sq.m: 1 round table, 3 chairs, 1 stool.
- 1 car park.
- 1 Visitor badge reader.



BASIC Stand
Design for information purposes only



C_ FLOOR SPACE + WOODEN STAND 2,525.20 € + VAT (1) (12 sq.m.)
- Additional sq.m : 201.75 € + VAT (1)

Includes:

Stand opening onto aisles, depending on location.

- Chipboard panel structure, matte white plastic paint.
- 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 sq.m. 3 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.
- Cleaning type A



WOODEN Stand

Design for information purposes only

LETTERING

Sign with exhibitor's name and booth number on each aisle Wall (standard lettering)

2.2. GENERAL SERVICES

The exhibitor is bound by participating in the Fair to hire:

- Civil Liability Insurance: 53.45€+VAT (1)
- Multifair Insurance: 50.73€+VAT (1)
- Minimum electrical power (0.13kw/sq.m.): 3.8,49€/sq.m.+VAT (1)
- Presence in promotional elements: 215€+VAT (1)

(*) Included in BASIC Turnkey Stand and WOODEN Turnkey Stand.].

2.3. PRESENCE IN PROMOTIONAL ELEMENTS

Access to the following services and tools:

- **Advance List of Exhibitors:** Newsletter sent periodically with updates to all Fair participants (visitors, participants, media, etc. and may be downloaded from www.expofranquicia.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.
- **Information boards in hall:** information about the stand and exhibitor location in hall.

2.4. SERVICES

- **Exhibitor Area:** Access from www.expofranquicia.ifema.es, to the Exhibitor Area allows you to:
 - Fill in and update the details of your company and the products you offer for the Online official Fair Catalogue and the Visitor's Guide.
 - 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.
 - Obtain a partial booth plan.
 - Statement of Account of your Online Invoicing.
 - Booking Online Services.
 - Online Budgeting System.
 - Publish your company's news and developments in the Virtual Press Room and the Official Fair Newsletter.
 - Exhibitor Budget and Professional Invitations for your customers.

2.5. CO-EXHIBITOR

Any company that takes part in Expofranquicia 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 Space Application Form, for a costs (€210 + VAT). (1)



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OTHER DETAILS TO CONSIDER

- Exhibitors who choose the prefabricated stand offered in the Space Application Form will have it ready at **8,30 am, April 17**.
- 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 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.

- Making holes, hammering in nails are not permitted,
- Fixing with adhesive tape which adhesive tape when removed, don't damage the panels is permitted.

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

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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 tecnic@ifema.es for approval, before **13 March 2018**.

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, will be different.

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

Fee A: €2.04/sq.m.+VAT (1)

- Basic aluminium or similar turnkey stands.

Fee B: €4.08/sq.m.+VAT (1)

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

Fee C: €6.42/sq.m.+VAT (1)

4.3. SPECIFIC SET-UP RULES FOR FREE DESIGN STANDS

- The maximum height of any elements must be 4m. There may be an isolated element on the perimeter up to 6m height, except in party walls, with neighboring 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



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EXHIBITOR BUDGETS AND INVITATIONS

In order to ensure the professional nature of the Fair, admission will be controlled by pass checks during times of access to the Fair. Exhibitor budgets will be provided for free according to the following criteria: 5 budgets for booths up to 16 sq.m and 2 further passes for every additional sq.m, up to a maximum of 12 budgets.

All exhibitors may request additional Exhibitor Passes at a cost of 3€/budgets + VAT (1).

Professional Invitations may be personalized with the name of the participating company and sent to customers from the "Exhibitors Area. Customer must register online to receive a pass with direct access to the Fair.

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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.expofranquicia.ifema.es in the "Exhibitors Area". **Booking online will give you a 15%* discount on the price of each service until 1 month prior to set-up. Booking any services 1 week prior to set-up 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.

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OTHER USEFUL INFORMATION

7.1. Participants and set-up personnel shall only be admitted during the days and times indicated in the IMPORTANT DATES 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.

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IMPORTANT DATES

| WHEN? | WHAT TO DO? | WHERE? |
|---------------------------------|---|---|
| From September 14, 2017 onwards | <ul style="list-style-type: none"> Send IFEMA the "APPLICATION FORM", together with the booking fee for the corresponding space. | Online application www.expofranquicia.ifema.es |
| January 18, 2018 | <ul style="list-style-type: none"> Deadline for paying 50% of the allocated space. (exhibitors with a confirmed space). | servifema@ifema.es (exhibitors with a confirmed space) Statement of Account available in "Exhibitors Area" www.expofranquicia.ifema.es |
| March 13, 2018 | <ul style="list-style-type: none"> Deadline for sending free design stand plans. Deadline for contracting services or improvements to the booth. | stecnica@ifema.es servifema@ifema.es |
| March 18, 2018 | <ul style="list-style-type: none"> Deadline for paying 100% of the allocated space. Deadline for sending Form "Official Visitor's Guide". Deadline for sending Form "Application to take part in the Foro Madrid Franquicia Commercial Presentations". Print your Exhibitor's Badgets. | "Exhibitors Area" www.expofranquicia.ifema.es |
| | ANNOUNCE AND COMMUNICATE YOUR PRESENCE AT THE FAIR | |
| March and April 2018 | <ul style="list-style-type: none"> Invite your customers to visit your booth. Send the Electronic Invitation by e-mail. Use and check the Meetings Services and the Meeting Point. | "Exhibitors Area" www.expofranquicia.ifema.es |
| March 14, 2018 | <ul style="list-style-type: none"> Deadline to contract additional services, furniture, prefabricated booths, parking spaces etc. from the "Exhibitors Area" (you will obtain a 15% discount on the prices appearing in the Services Catalogue.) | "Exhibitors Area" www.expofranquicia.ifema.es |
| | ASSEMBLY OF STANDS AND FAIR OPENING TIMES | |
| April 14 to 18, 2018 | Set-up of free design stands from 8.30 a.m. to 9.30 p.m. | Exhibition Services Dept. |
| April 17, 2018 | <ul style="list-style-type: none"> Delivery of modular stands from 8.30 a.m. onwards | Exhibition Services Dept. |
| April 17-18, 2018 | <ul style="list-style-type: none"> Entry of merchandise and decoration material from 8.30 a.m. to 9.30 p.m. | Exhibition Services Dept. |
| April 19-21, 2018 | <ul style="list-style-type: none"> EVENT OPENING HOURS from 10 a.m. to 7 p.m. | |
| April 21, 2018 | <ul style="list-style-type: none"> Withdrawal of merchandise and decoration material from 8.30 a.m. to 9.30 p.m. | Exhibition Services Dept. |
| April 22-23, 2018 | <ul style="list-style-type: none"> Dismantling of free design stand from 8.30 a.m. to 9.30 p.m. | Exhibition Services Dept. |

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CONTACT US

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| Trade Fair Management | <ul style="list-style-type: none"> Director: María Valcarce Commercial Manager: Belén Heredero Coordinator: Candelas Acedos Fair Secretary's Office: María Bustos | expofranquicia@ifema.es | IFEMA Line Exhibitors From Spain: 902 22 15 15 International: (+34) 91 722 30 00 |
| Servifema (Contracting of Services) | <ul style="list-style-type: none"> Contracting of Services Services Invoicing. Payments Catalogue Orders | 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 | stecnica@ifema.es | |