

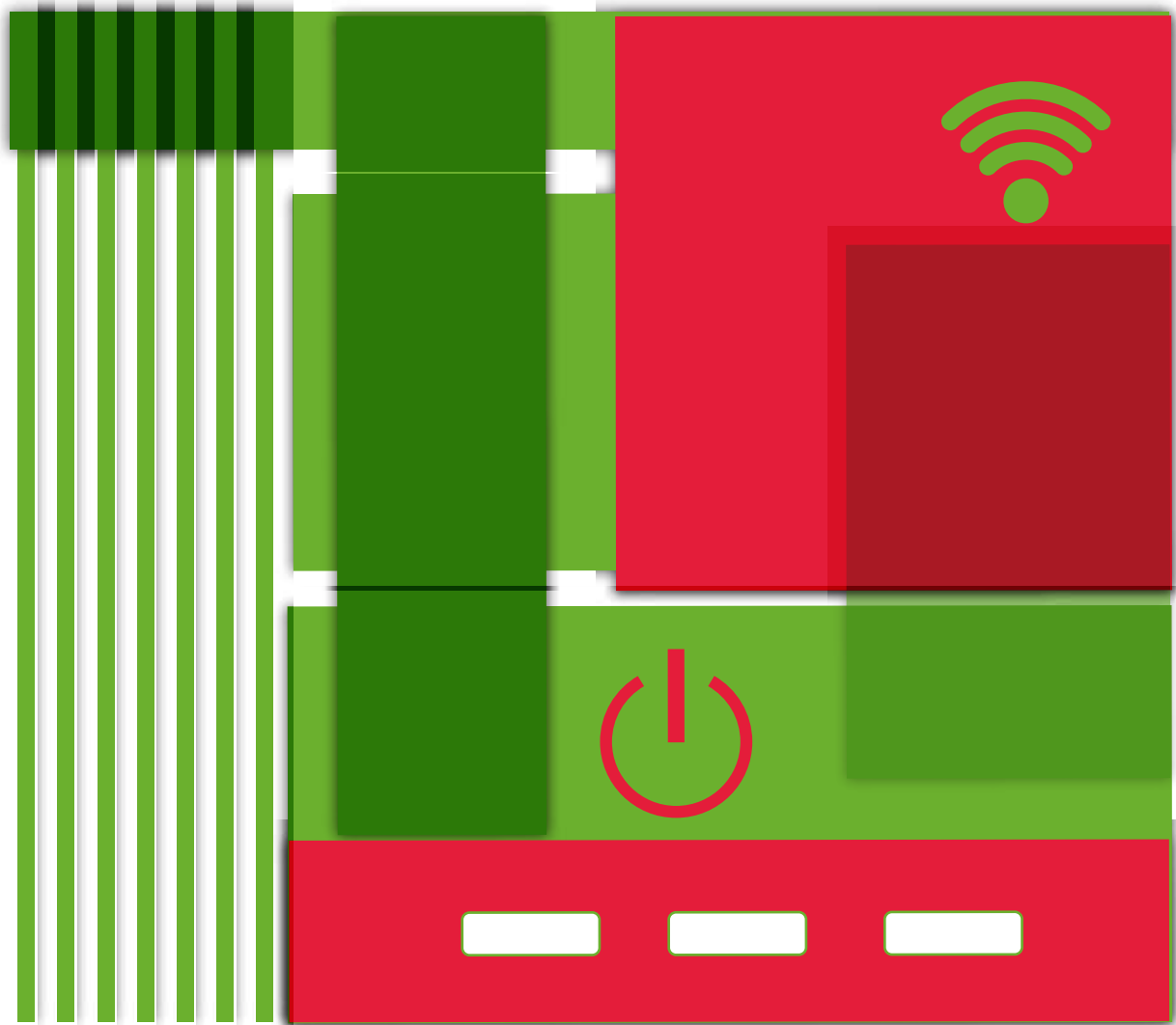
International Doors and Automatics Exhibition

21-23
FEBRUARY
2018

ORGANISED BY



IFEMA
Feria de
Madrid



Open opportunities, close deals

EXHIBITOR GUIDE

SPECIFIC PARTICIPATION RULES

www.smartdoors.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.smartdoors.ifema.es, or can be sent to us by e-mail: smartdoors@ifema.es.
- 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 **SMART DOORS**.
- 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 **SMART DOORS** and the generally applicable regulations established by the Organisation of the Fair.
- 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** 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. RATES

Minimum surface area 16 sq.m

A. ONLY FLOOR SPACE: 122.60€/sq.m + VAT (1)

Includes:

- Floor space rental.
- Professional invitations in digital format.
- 3 exhibitor badge for each 10 sq.m up to a maximum of 30 badges.

B. FLOOR SPACE + TURKEY STAND:

2,892.40€ (16 sq.m.) + VAT (1)

Additional sq.m.: 163.95€/sq.m. + VAT (1)

Includes:

- Stand open to one or more corridors, depending on location.
- Aluminium frame structure in grey colour.
- Chipboard panel walls (choose the colour in exhibitor's area).
- Storeroom with door as follows:
 - Up to 16 sq.m. 1x1
 - From 16,50 to 32 sq.m. 2x1
 - 32,5 sq.m. or more 3x1
- Electrical installation consisting of a switchboard with electromagnetic differential and 500W outlet, capable of handling 130W/sq.m.
- Lighting with several adjustable rail-mounted 300W halogen spots, at the rate of one spotlight per 4 sq.m. of stand.
- Cleaning type A.
- Sign in standardized letter with Exhibitor's Name and Stand Number on each side facing an aisle (maximum 20 characters).
- Professional Invitations in digital format.
- 3 exhibitor badge for each 10 sq.m up to a maximum of 30 badges.



TURKEY STAND
Design for information purposes only

2.2. GENERAL SERVICES

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

- **Civil Liability Insurance (*)**: 53.45€ + VAT (1)
- **Multi-fair Insurance (*)**: 50.73€ + VAT (1)
- **Minimum consumption of electrical power (0.13 Kw/sq.m.) (*)**: 3.849€/sq.m. + VAT (1)
- **Presence in promotional elements (*)**: 165€ + VAT (1)

(*) Included in TURKEY 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.smartdoors.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 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 hall**: information about the stand and holder in each of the halls.

2.4. SERVICES

- **Exhibitor Area**: Access from www.smartdoors.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 SMART DOORS 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 (€165 + VAT). (1).



OTHER DETAILS TO CONSIDER

- Exhibitors who choose **the prefabricated stand** offered in the Space Application Form **will have it ready at 8.30 a.m., February 19th**.
- 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.
- In addition, any exhibitor may reserve elements that appear in the Services Catalogue through the "Exhibitors Area".

4 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 **16 January 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 stand.
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 ASSEMBLY RULES FOR FREE DESIGN STANDS

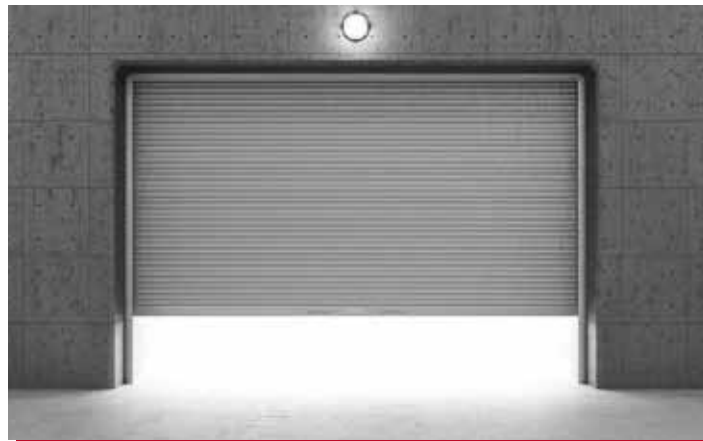
- The maximum height permitted for free design stands at SMART DOORS 2018 is **4m at the stand perimeter**.
- To raise walls or decorative elements up to a maximum height of 6m, a margin of 1m from the outside all along the stand perimeter is required.
- Any other rules are contained in the **IFEMA General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

5 EXHIBITOR BUDGETS AND INVITATIONS

In order to ensure the professional nature of the Fair, admission will be controlled by pass checks. Exhibitor budgets will be provided for free according to the following criteria: 3 budgets for each 10 sq.m. up to a maximum of 30 badges.

Each exhibitors may request additional Exhibitor Passes at a cost of 3€/badgets + 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.smartdoors.ifema.es in the "Exhibitors Area". Booking online will give you a 15%* discount on the price of each service until January, 16, 2018. One week before to set-up 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.

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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.

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT is 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.

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IMPORTANT DATES

WHEN?	WHAT TO DO?	WHERE?
From October 2, 2017 onwards	<ul style="list-style-type: none"> Send IFEMA the "APPLICATION FORM". 	Online application www.smartdoors.ifema.es
November 10, 2017	<ul style="list-style-type: none"> Deadline for sending Application Form for the first allocated spaces. 	Online application www.smartdoors.ifema.es
November 20, 2017	<ul style="list-style-type: none"> Deadline for paying 50% of the allocated space. 	servifema@ifema.es Statement of Account available in "Exhibitors Area" www.smartdoors.ifema.es
November 27, 2017	<ul style="list-style-type: none"> First space allocation round. 	Trade Fair Management www.smartdoors.ifema.es
January 16, 2018	<ul style="list-style-type: none"> Deadline for sending free design stand plans. 	stecnica@ifema.es
January 16, 2018	<ul style="list-style-type: none"> Deadline for paying 100% of the allocated space. 	servifema@ifema.es - "Exhibitors Area" www.smartdoors.ifema.es
	ANNOUNCE AND COMMUNICATE YOUR PRESENCE AT THE FAIR	
December 2017 and January 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.smartdoors.ifema.es
16 Febrero 2018	<ul style="list-style-type: none"> Deadline to contract additional services, furniture, prefabricated booths, parking spaces etc. from the "Exhibitors Area". 	"Exhibitors Area" www.smartdoors.ifema.es
	ASSEMBLY OF STANDS AND FAIR OPENING TIMES	
February 17-20, 2018	Set-up of free design stands from 8.30 a.m. to 9.30 p.m.	Exhibition Services Dept.
February 19, 2018	<ul style="list-style-type: none"> Delivery of modular stands from 8.30 a.m. onwards 	Exhibition Services Dept.
February 19-20, 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.
February 21-23, 2018	<ul style="list-style-type: none"> EVENT OPENING HOURS from 10.00 a.m. to 7.00 p.m. 	
February 23, 2018	<ul style="list-style-type: none"> Withdrawal of merchandise and decoration material from 7.30 p.m. to midnight. 	Exhibition Services Dept.
February 24-25, 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

Trade Fair Management	<ul style="list-style-type: none"> Director: María Valcarce Coordinator: Ainhoa de la Cruz Fair Secretary's Office: Ana Agulló 	smartdoors@ifema.es	Linea IFEMA 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. 	servifema@ifema.es	
Technical Secretary's Office	<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	