



EXHIBITOR'S GUIDE

SPECIFIC RULES OF PARTICIPATION



IFEMA
Feria de
Madrid

Professionals Only


intergift

International Gift & Decoration Fair

Coinciding with  

www.intergift.ifema.es

12 - 16
SEPTEMBER
2018
Feria de Madrid

1 EXHIBITION DATES AND TIMES

INTERGIFT will take place at Feria de Madrid from **September 12 to 16, 2018**.

SCHEDULE:

From **10 a.m. to 8 p.m.** Last day until **6 p.m.**

OPEN TO: Trade Visitors only.

COINCIDING TRADE FAIRS: BISUTEX and MADRIDJOYA.

2 HOW TO BE AN EXHIBITOR?

- 2.1.** The contracting of space shall be carried out by filling in the **ONLINE APPLICATION FORM** that is available on the trade fair's web page: **www.intergift.ifema.es**
- 2.2.** The reservation shall not be confirmed until **the first 50% of the amount** corresponding to the space has been paid. If the payment has not been received before **May 21, 2018**, the Fair Management can make free use of the stand without any need to provide prior notification.
- 2.3.** Exhibition contract sent by the Fair Management with the space allocation shall constitute a commitment that cannot be revoked by the applicant and this shall entail the total acceptance of IFEMA's General Terms and Conditions of Participation, the Specific Terms and Conditions for INTERGIFT and any other provisions that may be generally set forth by the fair organisers.
- 2.4.** Should the contracting company designate another entity as the billing company, the details corresponding to both companies must appear on the Online Application Form and must be signed by both companies.
- 2.5.** Exhibitors who have not made all of the payments corresponding to the contracted space and accompanying services shall not be authorised to occupy the exhibition space and, where appropriate, shall not receive their modular stand.
- 2.6.** Exhibitor waivers shall be governed by the terms set forth in the IFEMA General Terms and Conditions of Participation available at www.intergift.ifema.es

3 ALLOCATION OF EXHIBITION SPACE

- 3.1.** Admission of exhibitors into each of the sector shall be subject to acceptance on the part of the Fair Management.
- 3.2.** The Fair Management reserves the right to change the location of the stands occupied by exhibitors from one edition to another, should this be deemed appropriate due to sector distribution or type of product or image.
- 3.3.** Retail sales shall not be allowed within the trade fair.
- 3.4.** All photographs that are taken by the Official Photographer upon the request of the Fair Management may be used by the trade fair for promotional purposes.

4 PARTICIPATION TYPES

4.1. TYPES

Participants can take part at the fair with 2 stand formats: MODULAR or FREE DESIGN.

All companies that have an exhibition space measuring less than 50 sq.m. shall be obliged to contract one of the modular stand packages.

• **MODULAR**

- **Giftmania and Bazaar Sectors (Halls 6 and 9):** Companies with less than 50 sq.m., the **Basic** modular stand will be automatically billed. However Basic Plus or Premium modular stand can be contracted through the Online Application Form or sending an e-mail to intergift@ifema.es.
- **Decoration Sectors (Halls 3, 5 and 7):** Companies with less than 50 sq.m. shall be obliged to contract the **Premium** Modular Stand which will be automatically billed. This stand can be personalised by requesting an estimate from decoraciongrafica@ifema.es. In the Decoration halls, aluminium modular stands shall be expressly forbidden.

Through the Exhibitors Area you must choose:

- Carpet Colour: before **August 21**.
- Stand lettering: before **August 29**.
- Walls colour (only for Premium Stands): before **August 21**.

BASIC MODULAR STAND

Rate: €25,50/sq.m.



BASIC PLUS MODULAR STAND

Rate: €33,10/sq.m.



PREMIUM MODULAR STAND

Rate: €51,20/sq.m.



+ VAT (1)

Orientative pictures

* You will find further details regarding characteristics of each modular stand package in the fair's web site www.intergift.ifema.es

The stand shall be handed over completely built on Monday, September 10 at 8.30 a.m.

• **FREE DESIGN**

Specific rules for stand setting up:

1. All exhibitors with **exhibition spaces of 50 sq.m. or more** who opt for a free-design stand must send their **stand project** to the IFEMA Exhibition Services Department before **August 5, 2018**. Participants shall not be permitted to proceed with stand setting up without prior presentation and approval of the corresponding project: e-mail: stecnica@ifema.es

2. Blind walls around the perimeter of the stand may not exceed 70% of each side facing the aisle. In order to build longer walls, these must be moved inwards a minimum of 3 metres and shall not exceed 80% of the length of each façade.

3. For security reasons, the storage of any kind of packages in the halls is strictly forbidden.

4. Setting up Fees: The company entrusted with the setting up of free-design stands must pay the corresponding setting up fee to IFEMA prior to the commencement of said works under the heading of services rendered during the trade fair's setting up and dismantling period. Contact tecnic@ifema.es

Setting up Fees

- Type A: undecorated spaces and fitted with carpeting or platform: €2.04/sq.m. + VAT (1).
- Type B: basic modular stands made of aluminium or similar: €4.08/sq.m. + VAT (1).
- Type C: free-design modular stand made of aluminium, wood and other materials: €6.42/sq.m. + VAT (1).

5. The rest of the setting up regulations are included in the General Terms and Conditions of Participation, which are available at www.intergift.ifema.es

5 SETTING UP AND DISMANTLING SCHEDULE

- **Free Design Stand Setting Up:** From September 5 to 10 from 8.30 am to 9.30 pm
Last day: September 11 from 8.30 am to midnight
- **Modular Stand Delivery:** September 10, from 8.30 a.m.
- **Entry of Merchandise and decoration material:** September 10 from 8.30 a.m. to 9.30 p.m.
Last day: September 11, from 8.30 am to midnight
- **Withdrawal of Merchandise and decoration material:** September 16, from 6.30 p.m. to midnight.
- **Free Design Stand Dismantling:** September 17, 18 and 19, from 8.30 a.m. to 9.30 p.m.

6 RATES

6.1. NEW EXHIBITORS

Promotional Rate 30% discount - ONLY FLOOR in any of the rates below.

We consider New Exhibitors, those companies which have not participated in any of the last two editions of the fair.

6.2. FORMER EXHIBITORS

JUST FLOOR

	From 16 to 99.5 sq.m.	From 100 to 200 sq.m.	From 200.5 to 300 sq.m.	From 300.5 to 500 sq.m.	More than 500 sq.m.
1 FAÇADE	102,00 €/sq.m.	95,70 €/sq.m.	85,50 €/sq.m.	81,30 €/sq.m.	75,00 €/sq.m.
2 FAÇADES	107,00 €/sq.m.	100,00 €/sq.m.	88,50 €/sq.m.	84,40 €/sq.m.	78,20 €/sq.m.
3 FAÇADES	112,20 €/sq.m.	105,00 €/sq.m.	93,70 €/sq.m.	88,50 €/sq.m.	83,40 €/sq.m.
4 FAÇADES	116,40 €/sq.m.	110,20 €/sq.m.	97,80 €/sq.m.	92,70 €/sq.m.	86,50 €/sq.m.

+ VAT (1)

All companies that have an exhibition space measuring less than 50 sq.m. shall be obliged to contract one of the modular stand packages.

Compulsory Services:

1. Inclusion in Promotional Elements: €350 + VAT ⁽¹⁾, which encompasses inclusion in the exhibitor preview, the online catalogue, the visitors guide, interactive information points and plans.

You must complete and update your Catalogue details via the Exhibitors Area.

If you contract your stand after the date on which each of these items is closed, which means you cannot be included in them, you will still be obliged to pay the corresponding amount.

2. Third-Party Insurance (coverage of up to €60,000): €53.45+VAT ⁽¹⁾.

3. Multi-fair Insurance (coverage of up to €30,000): €50,73+VAT ⁽¹⁾.

4. Minimum energy consumption: 0.13KW/sq.m.: €3.849/sq.m.+VAT ⁽¹⁾.

6.3. ADVANCED PAYMENT DISCOUNT:

5% discount on the overall amount corresponding to the space contracted if 100% of the amount corresponding to the ground is paid before May 21, 2018.

Not applicable to the rate for new exhibitors.

7 EXHIBITOR BADGES AND FREE INVITATIONS FOR CUSTOMERS

In order to guarantee the trade character of the event, access to the trade fair shall be monitored to ensure the correct reading of the badges.

TYPES OF TICKETS VALID FOR ALL DAYS:

- **Professional Invitation**
- **Pre-registration: 50% discount**
€12: Online Registration before August 12
- **Pre-registration: 25% discount**
€18: Online Registration from August 13 to September 11
- **Professional Ticket**
€24: Bought on September Wednesday 12, or Thursday 1.
€30: Bought on September , Friday 14, Saturday 15 or Sunday 16.

Both exhibitors and visitors will be able to gain access to any of the coinciding trade fairs BISUTEX and MADRIDJOYA.

Depending on the surface contracted, each exhibitor shall receive a number of exhibitor badges and invitations for their customers:

- **Exhibitor Badges:** one for each 5 sq.m. (2 badges minimum), up to a maximum of 50 badges per exhibitor. Available through the Exhibitors Area.

NEW

- **Online Free invitation:** one for each sq.m., up to a maximum of 500 invitations per exhibitor will be available at your Exhibitors Area to send them online. For paper invitations send an e-mail to intergift@ifema.es before **May 25**.
- **Pre-Registrations:** Link to the Pre-registration with 50% or 25% discount for your customers. By courier: 300 pre-registrations.
- **Personalised Newsletter** with the name of your exhibiting company and the location of your stand at the trade fair.

You can also request by e-mail (intergift@ifema.es) before **May 25, additional** exhibitor badges or invitations, online or by post at a cost of €6 each +10% VAT (1) through the Exhibitors Area.

Furthermore, a series of RENFE / IBERIA discount vouchers are also available via the Exhibitors Area.

(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.

8 ADVERTISE AND COMMUNICATE YOUR PRESENCE AT THE TRADE FAIR

- Prepare promotional activities to complement your participation; presentations for customers, presentations for members of the industry.
- Send **personalised Newsletters** proposed by the fair, with the name of your company and details regarding the location of your stand.
- **Communicate your latest news** that you are going to present by publishing your news free of charge on our web site through the "press zone".
- Use the **Promotional Elements*** provided by the trade fair:
 - Banners
 - Advertising in catalogues, guides, etc.
 - Logos on maps
 - Outdoor showcases
 - Outdoor advertising throughout the exhibition centre.
 - Social Media.
- **Invite your customers** through the VIP Card and Trade Buyers Programme. Deadline: **May 28, 2018**.
- **The Trade Meeting-Point:** This tool is located in the Exhibitors Area and can be used to make contact with the data base of registered trade visitors. You can send them information regarding your company, including your exact location at the trade fair, your new products and services and any initiatives of interest. The service will be at your disposal until two weeks after the celebration of the fair.
- **Meetings Service:** This service is also located in the Exhibitors Area. With this tool you can arrange meetings at the trade fair with visitors and other exhibitors registered at the Trade Meeting-Point.
- **Speakers Corner:** Contact the Fair Management in order to suggest activities of interest and/or take part in this area.

* All of the Request Forms for Optional Advertising can be found on the trade fair's web page, www.intergift.ifema.es, at "Exhibitors / Forms and Documents"

9 EXHIBITOR SCHEDULE

When	Qué hacer	To be sent to
Before April 16	Fill in the ONLINE APPLICATION FORM via www.intergift.ifema.es	At the end of the Request Form select "SUBMIT" and the form will be received automatically by the Fair Management.
Before May 21	Pay 50% of the ground.	Receipt of payment to Servifema: E-Mail: servifema@ifema.es
	Pay 100% of the ground in order to obtain 5% discount on the overall amount corresponding to the contracted space.	
Before May 25	Request complementary material: additional badges or invitations.	Trade Fair Address: E-mail: intergift@ifema.es
	Form for optional promotional elements.	
Before May 28	VIP card form.	Trade Fair Address: E-mail: berrendo@ifema.es
	Forms for Trade Buyer Programmes.	
Before August 5	Presentation of free-design stand setting up projects.	Technical Secretary's Office: e-mail: stecnica@ifema.es
	Send setting up plan for modular stands.	
Before August 6	Pay the second 50% of the overall amount corresponding to the contracted space.	Receipt of payment to Servifema: E-Mail: servifema@ifema.es
TO BOOK SERVICES		
August 5 (inclusive)	Last day to book services with 15% of discount only through the Exhibitors Area.	Only through the Exhibitors Area at www.intergift.ifema.es
August 29 onwards	25% of surcharge in all last minute services contracted by any way.	Through the Exhibitors Area or sending and e-mail to servifema@ifema.es
September 3 onwards	Exhibitors Area is closed. 25% of surcharge in all services contracted.	The contractings must be carried out directly at the Exhibitor Desk e-mail to servifema@ifema.es

10 MAP

Hall 3
HIGH-END DECOR

Hall 5
HIGH-END DECOR
TEXTILE

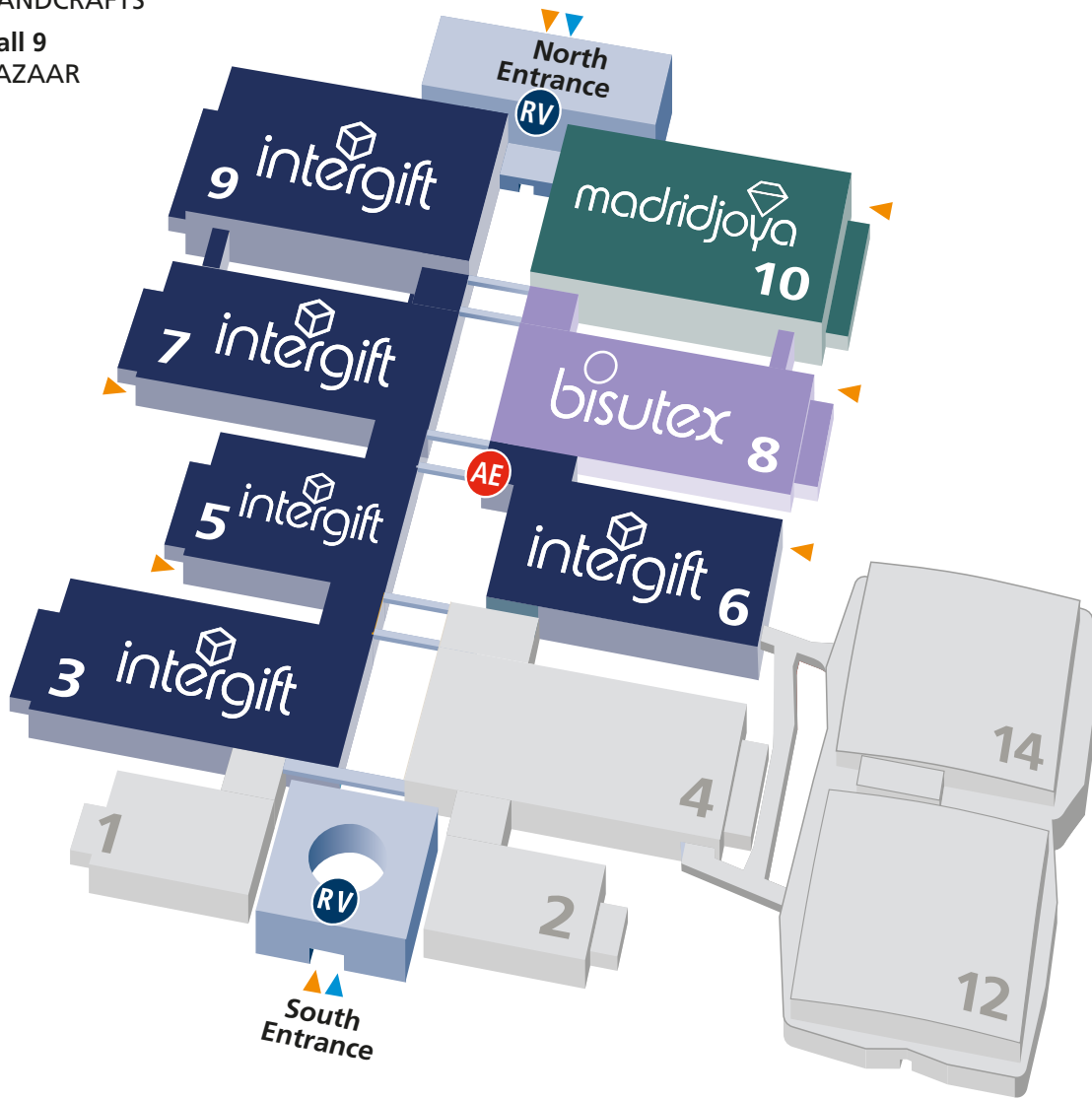
Hall 6
GIFTMANIA

Hall 7
DECO, NEO AND
HANDCRAFTS

Hall 9
BAZAAR

North Entrance
North Convention Centre

- RV** Trade Visitor Registration
- AE** Exhibition Secretariat
- ▶** Trade Visitors Access
- ▶** Exhibitors Access



South Entrance
South Convention Centre

Department	Ask me about...	Contact
Exhibition Management Managing Director: María José Sánchez Commercial Manager: Valentina Brambilla, Isabel Neira, Ana de Quadros and Asier Labarga Secretariat: Maribel Moreno and Nuria Rogel	<ul style="list-style-type: none"> • Space allocation. • General issues about participation in the Trade Fair. • Exhibitor badges • Trade visitor and public invitations purchase. 	<ul style="list-style-type: none"> • Calls from Spain: 902 22 15 15 • International Calls: (34) 91 722 30 00 • intergift@ifema.es
Servifema Invoicing and service booking	<ul style="list-style-type: none"> • Service booking. 	<ul style="list-style-type: none"> • Calls from Spain: 902 22 15 15 • International Calls: (34) 91 722 30 00 • lineaifema.expositor@ifema.es
	<ul style="list-style-type: none"> • Service invoicing. • Payments. 	<ul style="list-style-type: none"> • Calls from Spain: 902 22 15 15 • International Calls: (34) 91 722 30 00 • servifema@ifema.es
Technical Department Exhibition services Department	<ul style="list-style-type: none"> • Technical support for exhibitors and stand builders. • Stand assembly project approval. • Solutions to the technical problems during the Exhibition. 	<ul style="list-style-type: none"> • Calls from Spain: 902 22 16 16 • International Calls: (34) 91 722 30 00 • stecnica@ifema.es
Communication and Marketing office Director: Raúl Díez IFEMA Press Manager: Marta Cacho INTERGIFT Press: Iciar Martínez de Lecea International Press: Elena Valera Press Secretariat: Guadalupe Madueño	<ul style="list-style-type: none"> • Relations with the media. • Press information about fairs and shows organised by IFEMA. • Institutional press information. • Press badges for fairs and shows. 	<ul style="list-style-type: none"> • Tel.: (34) 91 722 58 23 • prensa@ifema.es
Convention and Congresses	<ul style="list-style-type: none"> • Space rental for meetings and conventions in the exhibition centre, be it during the exhibitions or not. • Coordination of not-exhibition-related activities. 	<ul style="list-style-type: none"> • Tel.: (34) 91 722 50 72 • convenciones@ifema.es
External Affairs Protocol	<ul style="list-style-type: none"> • Institutional visits. • Guided visits. • Protocol for all events. • Institutional relations. 	<ul style="list-style-type: none"> • Tel.: (34) 91 722 50 82 • infoifema@ifema.es
Security and Self-Protection Services	<ul style="list-style-type: none"> • General security. • Accesses to the Exhibition Centre. • Parking. 	<ul style="list-style-type: none"> • Tel.: (34) 91 722 50 65 • dsinternos@ifema.es
Medical Service and Security Emergencies	<ul style="list-style-type: none"> • Security and medical emergencies. • Medical attention for exhibitors and visitors during the exhibition, stand assembly and stand dismantling. 	<ul style="list-style-type: none"> • Tel.: (34) 91 722 54 00 • Tel.: (34) 91 722 50 65
Outdoor Advertising	<ul style="list-style-type: none"> • Booking outdoor advertising at the venue. 	<ul style="list-style-type: none"> • Tel.: (34) 91 722 53 40 / 08 • publicidadexterior@ifema.es
Telecommunications	<ul style="list-style-type: none"> • Information prior to ordering telephone and fax lines, ISDN lines, broadband connections by cable, wireless or other connections. • Technical advise and customized data networks configurations. 	<ul style="list-style-type: none"> • telecomunicaciones@ifema.es
Company in Charge of the Official Catalogue	<ul style="list-style-type: none"> • Catalogue details. • Advertising on Catalogue, INTERGIFT layout plan, Visitors Guide, Web. 	TPI Contact: Luis González <ul style="list-style-type: none"> • Tel.: (34) 91 339 60 61 • luis.gonzalez@grupotpi.es