



23-26
FEBRUARY
2019

ORGANISED BY



INTERNATIONAL BAKERY, PASTRY, ICE CREAM AND COFFEE SHOW



EXHIBITORS GUIDE

Specific Trade Show Regulation

www.intersicop.ifema.es

IFEMA - Feria de Madrid · 902 22 15 15 · (34) 91 722 30 00 · intersicop@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.intersicop.ifema.es, or can be sent to us by e-mail: **intersicop@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 INTERSICOP. It is not allowed to exhibit second-hand machinery products.
- 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 INTERSICOP 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 OF PARTICIPATION

ONLY FLOOR SPACE

16 to 24 sq.m	€ 165.70/sq.m + VAT (1)
24,5 to 80 sq.m	€ 155.30/sq.m + VAT (1)
80,5 to 150 sq.m	€ 145.00/sq.m + VAT (1)
150,5sq.m to 299,5 sq.m.....	€ 134.60/sq.m + VAT (1)
From 300 sq.m.....	€ 123.80/sq.m + VAT (1)

Includes: Floor space rental, professional invitations in digital format and 6 exhibitor badge for booths up to 50 sqm and 1 more for each additional 10sq.m up until a maximum of 30 badges.

TURNKEY BOOTH

Price: € 3.574 + VAT (1) Additional sq.m: € 217,50 + VAT (1)

Includes: Floor space rental, 16 sq.m, modular stand D, minimum electrical power, compulsory insurances, basic booth cleaning services, professional invitations in digital format and 6 exhibitor badge

Note: 10% discount will be applied for the payment of 100% of the space, before **November 15, 2018**

2.2. GENERAL SERVICES

Taking part as an exhibitor automatically includes:

Civil Liability Insurance (*).....	€ 55.05 + VAT (1)
Multifair Insurance (*).....	€ 52.25 +VAT (1)
Minimum electrical power (0,13 kw/sq.m) (*)	€ 3.965 sq.m + VAT (1)
Presence in Promotional Elements.....	€ 200 + VAT (1)

(*)Included in "TurnKey booth"

(1) Companies based in Spain (excluding the Canaries, 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.

2.3. PRESENCE IN PROMOTIONAL ELEMENTS

Access to the following services and tools:

- **Advance List of Exhibitors:** Newsletter sent periodically updates to all Fair participants (visitors, participants, media, etc. and may be downloaded at www.intersicop.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 halls:** information about the stand and exhibitor location in hall.
- Official App of INTERSICOP.
- **Exhibitor Area:** Access from www.intersicop.ifema.es which allows you to.
 - Fill in and update the details of your company and the products you offer for the Official Online Catalogue.
 - 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.
 - Online Services Booking.
 - 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.

2.4. CO-EXHIBITOR:

Any company that takes part in INTERSICOP 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 Form for Inclusion in the Official Catalogue, which costs (€200 + VAT). (1)

3. FEATURES OF THE TURNKEY BOOTH

THE TURNKEY BOOTH INCLUDES:

- Stand open to one or more corridors, depending on location
- Frame and panels
- Chipboard walls
- Fair design carpeting
- Storeroom with door as follows:

Up to 16 sq.m. _____ 1x1
From 16.5 to 32 sq.m. _____ 2x1
From 32.5 sq.m. upwards ____ 3x1

LIGHTING

- Lighting on rails with 300W halogen spotlights.
- Electrics consisting of a panel with electromagnetic circuit breaker, capable of holding up to 130W/sq.m, and a 500W socket base capable of holding up to 130w /sq.m.



Design for information purposes only



LETTERING

- Sign with exhibitor's name and booth number on each aisle wall (standard lettering). If this field is not completed the sign will be printed with the Trade Name of your company.

DAILY BOOTH CLEANING

(TYPE A, once a day)

OTHER DETAILS TO CONSIDER

- 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.

No making holes is permitted. Nailing or fixing with adhesive tape is permitted.

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

4. ONLY FLOOR (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. e-mail stecnica@ifema.es for approval, before **16 January 2019**.

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 are follows:

- Undecorated spaces, or spaces covered by carpet or wood panel. **Fee A: €2.10/sq.m + VAT (1)**
- Basic aluminium or similar turnkey stands. **Fee B: €4.20/sq.m + VAT (1)**
- Modular design stand in aluminium, wood and other materials. **Fee C: €6.61/sq.m + VAT (1)**

2018 Rates. As soon as the institutional rates are approved for 2019, it will be duly communicated

(1) Companies based in Spain (excluding the Canaries, 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.

4.3. SPECIFIC SET-UP RULES FOR FREE DESIGN 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

5. EXHIBITOR BUDGETS AND INVITATIONS

In order to ensure the professional nature of the Fair, admission will be controlled by pass check during times of access to the Fair. Exhibitor budgets will be provided for free according to the following criteria: 6 budgets for booths up to 50 sq.m and 1 further passes for every additional 10 sq.m, up to a maximum of 30 budgets.

All exhibitors may request additional Exhibitor Passes at a cost of €18,18/budget + VAT (1).

Professional Invitations will be available in the Exhibitors Area.

(1) Companies based in Spain (excluding the Canaries, 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.

6. 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.intersicop.ifema.es in the “Exhibitors Area” Booking online will give you a 15%* discount on the price of each service until one 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

7. OTHER USEFUL INFORMATION

7.1. Participants and set-up personnel shall only be admitted during the days and times indicated in the Exhibitor Calendar, 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 8.30 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.


7.8. Any exhibitors who wish to do so may take their leftover produce at the event's collection point for delivery to charities.

7.9. All emails and communications you receive from INTERSICOP or the concerned departments have termination [@ifema.es](https://twitter.com/ifema.es)



8. EXHIBITOR 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.



Navigation menu: 1 My account, 2 Documents and Downloads, 3 Budget, 4 My space, 5 Invoices and payments, 6 Booking services, 7 Information for catalogue, 8 My network, 9 Badges & invitations

1 My account

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

- Homepage
- My details
- Modify password

2 Documents and Downloads

Downloads all pdf documents of the fair.

3 Budget

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

- Calculate budget

4 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

5 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

6 Booking services

Make your own budget and book services through the online application.
You can consult and modify your orders.

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

7 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

8 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

9 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



9. INTERSICOP HALL LAYOUT



CAR PARKS

- P P** ORANGE, GREEN, BROWN AND RED
Visitors and passholding exhibitors
- P** BLUE
Passholding exhibitors
- P** YELLOW
Visitors and office visitors
- P** PURPLE
Permanent pass holders
Visitors and passholding exhibitors
- P** GREEN
Disabled

OTHER CAR PARKS

- P A** Club Feria Oro
- P C** Coaches
- P D** Lorries
- P E** Club Feria Press
- P O** Office visitors

PUBLIC TRANSPORT

- Line 112 (EMT)
- Line 122 (EMT)
- Line 828

-  Underground
- Line 8: Station:
Feria de Madrid



10. EXHIBITOR CALENDAR

WHEN	WHAT TO DO	WHERE
From April, 2018 onwards	<ul style="list-style-type: none"> Send IFEMA the "APPLICATION FORM", together with the booking fee for the corresponding space. 	Online application www.intersicop.ifema.es
September 29, 2018	<ul style="list-style-type: none"> Deadline for paying 50% of the allocated space (exhibitors with a confirmed space). 	servifema@ifema.es. Statement of Account available "Exhibitors Area" www.intersicop.ifema.es
November 15, 2018	<ul style="list-style-type: none"> 10% discount for paying 100 % of the floor space, before November 15th. 2018 	servifema@ifema.es Statement of Account available in "Exhibitors Area" www.intersicop.ifema.es
January 16, 2019	<ul style="list-style-type: none"> Deadline for sending free design stand plans. Deadline to contract additional services, furniture, prefabricated booths, parking spaces etc. from the "Exhibitors Area" Booking this area you will have a 15% discount on the prices of each service until one month prior to set-up. Booking any service 1 week prior to set-up will incur an additional last minute cost of 25% 	stecnica@ifema.es "Exhibitors Area" www.intersicop.ifema.es
January 23, 2019	<ul style="list-style-type: none"> Deadline for paying 100% of the allocated space. Deadline for sending Form "Official Catalogue online". Print your Exhibitor Budgets. 	"Exhibitors Area" www.intersicop.ifema.es
ANNOUNCE AND COMMUNICATE YOUR PRESENCE AT THE FAIR		
January and February, 2019	<ul style="list-style-type: none"> Invite your customers to visit your booth. Send the Electronic Invitation by e-mail. 	"Exhibitors Area" www.intersicop.ifema.es
February 1, 2019	<ul style="list-style-type: none"> Deadline to specify the selected colour for the painted chipboard walls of the stand, carpet colour and to indicate the lettering of the stand. 	
ASSEMBLY OF STANDS AND FAIR OPENING TIMES		
February 17-22, 2019	<ul style="list-style-type: none"> Set-up of free design stands from 7.00am to 9.30pm Companies carrying heavy machinery that needs to unloaded with a crane must access the first day assembly. 	
February 21-22, 2019	<ul style="list-style-type: none"> Delivery of modular stands from 8.30am onwards Entry of merchandise and stand decoration form 8.30 am to 9.30pm 	
February 23-26, 2019	<ul style="list-style-type: none"> EVENT OPENING HOURS 	
February 26, 2019	<ul style="list-style-type: none"> Departure of goods and decoration material 	
February 27-28, 2019	<ul style="list-style-type: none"> Dismantling of free design stand 	



CONTACT US

Trade Fair Management	<p>IFEMA</p> <ul style="list-style-type: none"> • Director: María Valcarce • Sales Dept.: Belén Heredero • Coordinator: Candelas Acedos • Fair Secretary's Office: M. Ángeles Llorente 	intersicop@ifema.es	
Servifema (Contracting of Services)	<ul style="list-style-type: none"> • Services invoicing • Payments • Catalogue Orders 	servifema@ifema.es	IFEMA Line Exhibitors
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	(34) 91 722 30 00
Services Area	<ul style="list-style-type: none"> • Services booking and services assistance • Stand design service 	lineaifema.expositor@ifema.es infodesign@ifema.es	
Outdoor Publicity	<ul style="list-style-type: none"> • Contracting of advertising spaces and sponsorable elements within the exhibition centre 	publicidadexterior@ifema.es	(34) 91 722 53 40/08

www.intersicop.ifema.es

