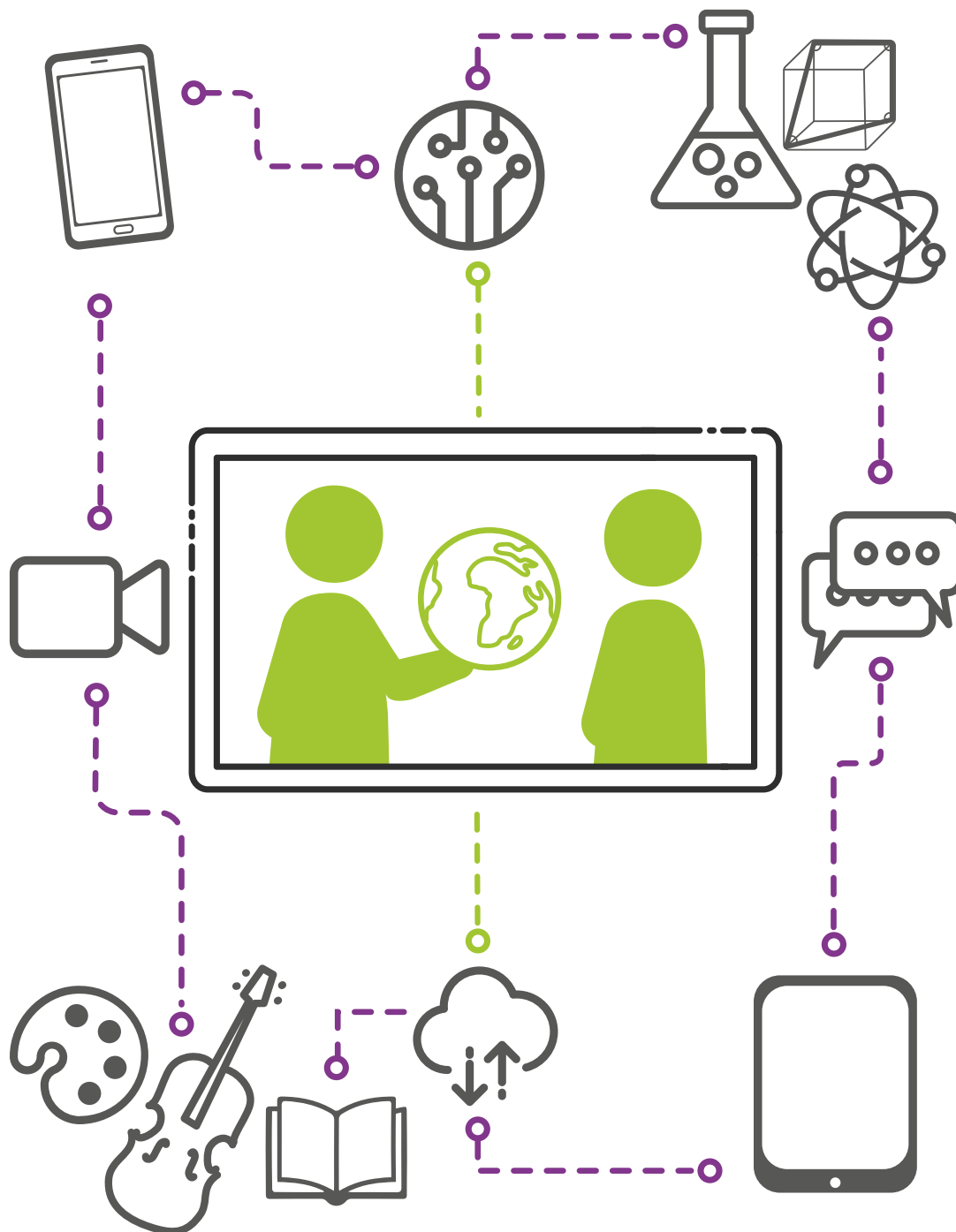


Innovating in education, transforming the world



EXHIBITORS GUIDE

In collaboration with:

EDUCACIÓN 3.0
LÍDER INFORMATIVO EN INNOVACIÓN EDUCATIVA

www.simoeducacion.ifema.es



1 HOW DO I BECOME AN EXHIBITOR SIMO EDUCACION?

- 1.1.** To reserve floor space, send the Application form to Event Management. Applications may be filled out online at www.simoeducacion.ifema.es or sent by email: simoeducacion@ifema.es
- 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 SIMO EDUCACIÓN.
- 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 SIMO EDUCACIÓN. 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. PAYMENT DATES:**
July, 31st: deadline for payment of the 50% of the space booked
October, 12th: deadline for payment of the 100% of the corresponding contracted space and services
- 1.5.** Signing and submitting on Application involves full acceptance of IFEMA's General Rules of Participation, as well as any general regulations established by the Fair Organisation.
- 1.6.** 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).
- 1.7.** The Fair organisers reserve the right to change stand locations, with justification.

2 PARTICIPATION RATES

- 2.1. JUST FLOOR - FREE DESIGN STAND RATE**
 Includes: rental, professional e-invitations and 6 exhibitor passes for stands up to 50 sqm and 1 additional pass for each 10 sqm of additional space up to a maximum of 30.
Price: €144.90/sqm + VAT (1)
- 2.2. MODULAR STAND RATE**
 Includes: Rental, SIMO EDUCACIÓN equipped stand (see point 5 for features), minimum electricity consumption, compulsory insurance, basic stand cleaning, 5-user wifi connection(*), professional e-invitations, 6 exhibitor passes for stands up to 50sqm and 1 additional pass for each 10 sqm of additional space up to a maximum of 30.
Price: €203.65/sqm + VAT (1)



(*) According to the FERIA DE MADRID rules and regulations, **we would like to remind you that the deployment of Wi-Fi networks is expressly forbidden**, whether they are intended for connecting to the internet or for providing other functionalities. The aim of this measure is avoiding interferences.

If you have any related questions or require extra technical information, please feel free to contact the IFEMA Telecommunications Department: telecomunicaciones@ifema.es.

The Wi-Fi service will operate exclusively in the **5 GHz Wi-Fi range**. Please refer to the manuals to **check the compatibility of the devices that will be brought to the event with this technology and ensure that you can connect to Wi-Fi band 5GHz**



3 GENERAL SERVICES

3.1. Participation in SIMO EDUCACIÓN automatically includes:

- 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: € 220 + 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.simoeducacion.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.simoeducacion.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).

4 CO-EXHIBITORS

Companies may register as co-exhibitors (companies taking part in SIMO EDUCACIÓN in the space operated by the main exhibitor). **Co-exhibitor status entails compulsory booking promotional and services material, priced at € 220 + VAT.**

Exhibitors are responsible for registering their co-exhibitor companies in the catalogue before **Friday, 19 October**.

Co-exhibitors will not have access to the exhibitor’s area for renting of services. However, they will get access to the exhibitor’s area once they receive their access codes as long as the main holder of the stand registers them in the catalogue, before Friday, 19 October. From that moment on, co-exhibitors will be able to:

- Get their customized exhibitor badges (2 per each co-exhibitor)
- Professional e-invitations
- Access the meeting point
- Access their data to appear in the catalogue, visitors guide, etc.
- Access the exhibitors calendar

5 FEATURES OF TURNKEY STANDS

SIMO EDUCACIÓN turnkey stands have the following features:

- Stand open on to aisles.
- Aluminium frame structure painted in white colour.
- Storeroom with door as follows:

Stand of up to 16 sqm:.....	1x1m
Stand from 16.5 sqm to 32 sqm:.....	2x1m
Stand of over 32.5 sqm:.....	3x1m
- Fair type fitted carpet.



LIGHTING

- Rail lighting with 300W halogen spotlights, one per 3 sqm of stand.
- Electricity installation consisting of a panel with an electromagnetic circuit breaker and 500W socket base with capacity of up to 130w/sqm.

SIGNAGE

- Sign in standardized letter with Exhibitors Name, logo and stand number on each side facing an aisle (maximum 20 characters).
- If this field is not completed in Exhibitor's Zone, on our website, the sign will be printed with the Trade Name of your company indicated on the Space Application Form.

OTHER CONSIDERATIONS

Completed modular stands will be delivered by 8:30 a.m. on November 11. 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 FREE DESIGN STAND

6.1. 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 **October 8, 2018**.

6.2. 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, maintenance 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, are as follows:

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

Fee A: € 2.04/sqm + VAT (1)

- Basic aluminium or similar turnkey stands.

Fee B: € 4.08/sqm + VAT (1)

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

Fee C: € 6.42/sqm + VAT (1)

6.3. SPECIFIC ASSEMBLY RULES FOR FREE DESIGN STANDS

- **The maximum height** permitted for free design stands at SIMO EDUCACIÓN 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.

7 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 50m² 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 € 6/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.



8 ADDITIONAL SERVICES

8.1. 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.simoeducacion.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 SIMO EDUCACION website, up to 30 days before assembly. Any services booked 7 days 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.).

8.2. 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.

8.3. 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.

9 OTHER USEFUL INFORMATION

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

9.2. 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.

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

9.4. Exhibitors can access their stands from 9:00 am and may leave them anytime after the fair closes until 7:30 pm.

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

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

9.7. 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%**
July 31, 2018
- **Deadline for payment of 100%**
October 12, 2018
- **Assembly of "Free Design" stands:**
November 8-12, 2018, 8:30 am to 9:30 pm
- **Delivery of Turnkey Modular Stands:**
November 11, 2018, at 8:30 am.
- **Delivery of merchandise and decoration material:**
November 11-12, 2018, 2017, 8:30 am to 9:30 pm.
- **SIMO EDUCACIÓN 2017 opening times:**
November 13-15, 2018, from 10 am to 7 pm.
- **Dispatch of merchandise and decoration materials:**
November 15, 2018, 7:30 pm to 9:30 pm.
- **Dismantling of free design stands:**
November 16-17, 2018, from 8:30 am to 9:30 pm.

10 CONTACT US

Trade Fair Management	<p>IFEMA</p> <ul style="list-style-type: none"> • Director: María Valcarce • Sales Dept.: M. Cruz Martín • Communication and Marketing: Francisco Martín de León • Fair Secretary's Office: M. Ángeles Llorente 	simoeducacion@ifema.es	<p>IFEMA Line Exhibitors From Spain 902 22 16 16 International (34) 91 722 30 00</p>
Servifema (Contracting of Services)	<ul style="list-style-type: none"> • 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	
Services Area	<ul style="list-style-type: none"> • Services booking and services assistance • Stand design service 	<p>lineaifema.expositor@ifema.es</p> <p>infodesign@ifema.es</p>	
Outdoor Publicity	<ul style="list-style-type: none"> • Contracting of advertising spaces and sponsorable elements within the exhibition centre 	publicidadexterior@ifema.es	<p>Tel.: (34) 91 722 53 40</p> <p>Tel.: (34) 91 722 53 08</p>
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 	<p>Tel.: (34) 91 722 50 90</p> <p>anau@ifema.es</p>
Convention Centre	<ul style="list-style-type: none"> • Management of specific needs in the conference rooms 		<p>Tel.: (34) 91 722 50 72</p> <p>convenciones@ifema.es</p>
External Relations (Protocol)	<ul style="list-style-type: none"> • Institutional visits • Guided visits 	<ul style="list-style-type: none"> • Protocol for all events • Institutional relations 	<p>Tel.: (34) 91 722 50 82</p> <p>infoifema@ifema.es</p>
Security and Self-protection	<ul style="list-style-type: none"> • General security • Access to the exhibition centre • Car-parks 		<p>Tel.: (34) 91 722 50 65</p> <p>dsinternos@ifema.es</p>
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. 		<p>Tel.: (34) 91 722 54 00</p> <p>Tel.: (34) 91 722 50 65</p> <p>dsinternos@ifema.es</p>

www.simoeducacion.ifema.es