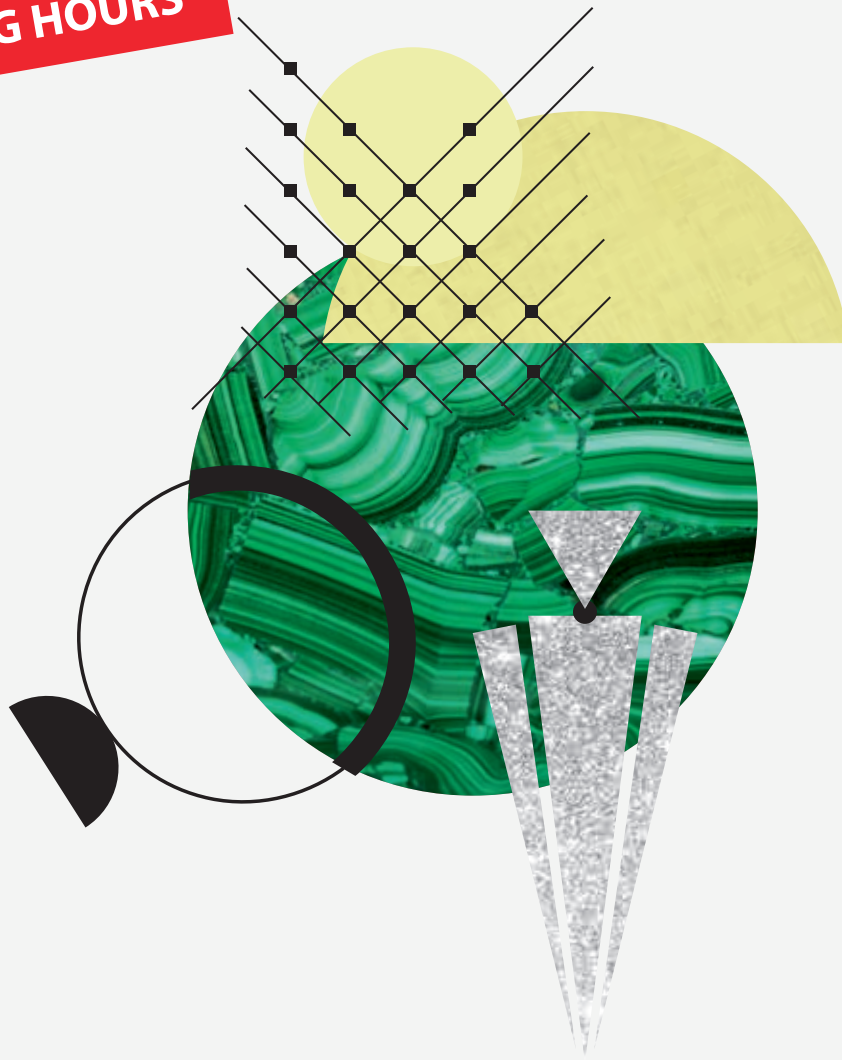


# bisutex

International Fashion Jewellery and Accesories Trade Fair

**NEW DATES  
NEW OPENING HOURS**



## EXHIBITOR'S GUIDE

SPECIFIC RULES OF PARTICIPATION

COINCIDING WITH:

intergift  
madridjoya



**7 - 10 FEB 2019**

[bisutex.ifema.es](http://bisutex.ifema.es)

PROFESSIONALS ONLY

ORGANISED BY



**IFEMA**  
Feria de  
Madrid

**NEW DATES**

## 1 EXHIBITION DATES AND TIMES

BISUTEX will take place at Feria de Madrid from **February 7 to 10, 2019**.

**NEW**

### OPENING HOURS:

From **10 a.m. to 7 p.m.** Last day until **6 p.m.**

OPEN TO: Trade visitors only .

COINCIDING TRADE FAIRS: MADRIDJOYA, INTERGIFT and MOMAD.

## 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: **bisutex.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 by the deadline indicated **November 27, 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 BISUTEX 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 [bisutex.ifema.es](http://bisutex.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 TYPES OF PARTICIPATION

### 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 25 sq.m. shall be obliged to contract, prefabricated stand package.**

#### • MODULAR

There are 3 types of modular stands: PREFABRICATED STAND PACKAGE, ARCHI STAND and MINI STAND.

**The stand shall be handed over completely built on Tuesday February 5 at 8.30 a.m.**

#### PREFABRICATED STAND PACKAGE



#### ARCHI STAND



#### MINI STAND



Orientative pictures

#### • FREE DESIGN

##### Specific rules for stand setting up:

**1.** All exhibitors with **exhibition spaces of 25 sq.m. or more** who opt for a free-design stand must send their **stand project** to the IFEMA Exhibition Services Department before **December 28, 2018**. Participants shall not be permitted to proceed with stand setting up without prior presentation and approval of the corresponding project: Fax: (34) 91 722 51 27 / e-mail: [stecnica@ifema.es](mailto:stecnica@ifema.es)

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

**3.** 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.

##### Setting up Fees

- Type A: undecorated spaces and fitted with carpeting or platform: €2.10/sq.m. + VAT (1).
  - Type B: basic modular stands made of aluminium or similar: €4.20/sq.m. + VAT (1).
  - Type C: free-design modular stand made of aluminium, wood and other materials: €6.61/sq.m. + VAT (1).
- 4.** The rest of the setting up regulations are included in the General Terms and Conditions of Participation, which are available at [www.bisutex.ifema.es](http://www.bisutex.ifema.es)

## SETTING UP/DISMANTLING AND ENTRY/WITHDRAWAL OF MERCHANDISE

- **Free Design Stand Setting Up:** From February 1 to 6, from 8.30 a.m. to 9.30 p.m.  
Last day: February 6 from 8.30 a.m. to midnight.
- **Modular Stand Delivery:** February 5, from 8.30 a.m.
- **Entry of Merchandise and decoration material:** February 5 and 6, from 8.30 a.m. to 9.30 p.m.
- **Withdrawal of Merchandise and decoration material:** February 10, from 6.30 p.m. till midnight.
- **Free Design Stand Dismantling:** February 11, 12 and 13, from 8.30 a.m. to 9.30 p.m.

## 5 RATES

	ONLY FLOOR Minimum 25 sq.m.	PREFABRICATED STAND PACKAGE	
1 Face	115,6 €/sq.m.	145,1 €/sq.m.	
2 Faces	121,55 €/sq.m.	150,60 €/sq.m.	+ VAT (1)
3 Faces	128 €/sq.m.	157,60 €/sq.m.	
4 Faces	134,4 €/sq.m.	163,90 €/sq.m.	
FLOOR + STAND ARCHI		168,5 €/sq.m.	+ VAT (1)
FLOOR + STAND MINI (8 sq.m.)		1.708,5 €	

### DISCOUNTS FOR PROMPT PAYMENT:

**5% discount on the overall amount corresponding to the space contracted if 100% of the amount corresponding to the ground is paid, before November 27, 2018.**

### Compulsory Services:

1. **Presence in Promotional Activities and Services 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): €55,05 + VAT (1).
3. **Multi-fair Insurance** (coverage of up to €50,000): €52,25 + VAT (1).
4. **Minimum energy consumption:** 0,13KW/sq.m.: €3.965/sq.m. + VAT (1).

## 6 EXHIBITOR BADGES AND FREE INVITATIONS FOR CUSTOMERS

Both exhibitor and trade visitor passes allow access to the trade fair for all days as well as to any of the coinciding trade fairs INTERGIFT, BISUTEX and MOMAD.

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

Each exhibitor is granted a number of free exhibitor badges and trade visitor invitations for their customers, according to the square metres booked:

- **Exhibitor Badges:** one for every 5 sq.m. booked with a minimum allowance of 2 badges and a maximum of 50 per exhibitor.

You may download them from the corresponding menu in the online Exhibitors Area or else pick them up at the counters to this end as of 2 days before the exhibition and during the same.

- **Free Trade Visitor Invitations for your customers:** one for every sq.m. booked with a maximum allowance of 500 free invitations per exhibitor.

Each exhibitor may send electronic trade visitor invitations to his customers from the Exhibitors Area. The invitees will be able to register on line and immediately obtain the free trade visitor pass allowing direct access to the trade fair and so avoiding queuing up.

Each exhibitor will likewise receive paper invitations to distribute among his customers, though these will have to go to the registration counters to redeem the pass.

You may also request **additional and exhibitors badges** electronic or paper **invitations** by email ([bisutex@ifema.es](mailto:bisutex@ifema.es)) before December 10, at a cost of €6 each + VAT (1).

With the Exhibitor badges a series of RENFE / IBERIA discount vouchers are also available via the Exhibitors Area

Further to the invitations, each exhibitor may send his customers or partners a **Newsletter** with the name of the exhibiting company and the location of his stand at the trade fair, including a **link to the trade visitor registration** so they may benefit from **discounts on the trade visitor pass** acquired at the counters or on the website (€24 if acquired Wednesday to Friday and €30 Saturday or Sunday):

**50%** discount for visitors registered before January 4 : 12€

**25%** discount for visitors registered from January 5 to February 5: 18€

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

## 7 ADVERTISE AND COMMUNICATE YOUR PRESENCE AT THE TRADE FAIR

1. Prepare promotional activities for customers and members of the industry to complement your participation.
2. Send **personalised newsletters**, proposed by the trade fair, with the name of your company and details regarding the location of your stand.
3. Communicate the latest news that you are going to present by publishing your news free of charge on our web site. Through the "press zone".
4. Use the **Promotional Activities\*** provided by the trade fair:
  - Banners
  - Advertising in catalogues, guides, etc.
  - Logos on maps
  - Outdoor showcases
  - Outdoor advertising throughout the exhibition venue.
  - Social Media.
5. **Invite your customers** through the **VIP Card** and the **Hosted Buyers Programme**. Registration deadline: **December 1, 2018**.
6. **Trade Meeting Point:** This tool is located in the Exhibitors Area and can be used to contact the data base of registered trade visitors who signed up. You can make a selection by activity or interest and 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.
7. **Meetings Service:** This service is also located in the Exhibitors Area. With this tool you can answer requests for meetings at the trade fair from visitors and other exhibitors interested in your catalogue entry.
8. **Speaker's Corner:** Contact the Exhibition 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.madridjoya.ifema.es](http://www.madridjoya.ifema.es), at "Exhibitors / Forms and Documentation"

(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.

## 8 EXHIBITOR CHECKLIST

When	What to do	To be sent to
<b>Before November 27</b>	Pay 50% of the space costs due	Receipt of payment to Servifema: E-Mail: <a href="mailto:servifema@ifema.es">servifema@ifema.es</a>
	Pay 100% of the space costs due in order to obtain <b>5% discount</b> on the overall amount corresponding to the contracted space.	
<b>Before December 1</b>	Registration deadline for VIP cards and Hosted Buyers	Exhibition Management E-mail: <a href="mailto:berrendo@ifema.es">berrendo@ifema.es</a>
<b>Before December 10</b>	Request additional badges or invitations	Exhibition Management e-mail: <a href="mailto:bisutex@ifema.es">bisutex@ifema.es</a>
	Send in the optional promotional activities form	
<b>Before December 28</b>	Send in the set-up floor plan for your shell scheme stand.	Technical Secretary's Office: e-mail: <a href="mailto:stecnica@ifema.es">stecnica@ifema.es</a>
	Or send your custom design stand project.	
<b>Before January 4</b>	Pay the full amount of the space and services costs due.	Send receipt of payment to Servifema: E-Mail: <a href="mailto:servifema@ifema.es">servifema@ifema.es</a>
TO BOOK SERVICES		
<b>December 30</b>	<b>Last day to book services with 15% discount</b> only through the Exhibitors Area.	Only through the Exhibitors Area at <a href="http://bisutex.ifema.es">bisutex.ifema.es</a>
<b>January 24 onwards</b>	<b>25% surcharge</b> in all last minute services booked by any means.	Through the Exhibitor's Area or by email to <a href="mailto:servifema@ifema.es">servifema@ifema.es</a>
<b>January 31 onwards</b>	The Exhibitors Area is closed. <b>25% of surcharge</b> in all services booked	Booking shall be carried out directly at the Exhibitor Helpdesk or by email to <a href="mailto:servifema@ifema.es">servifema@ifema.es</a>

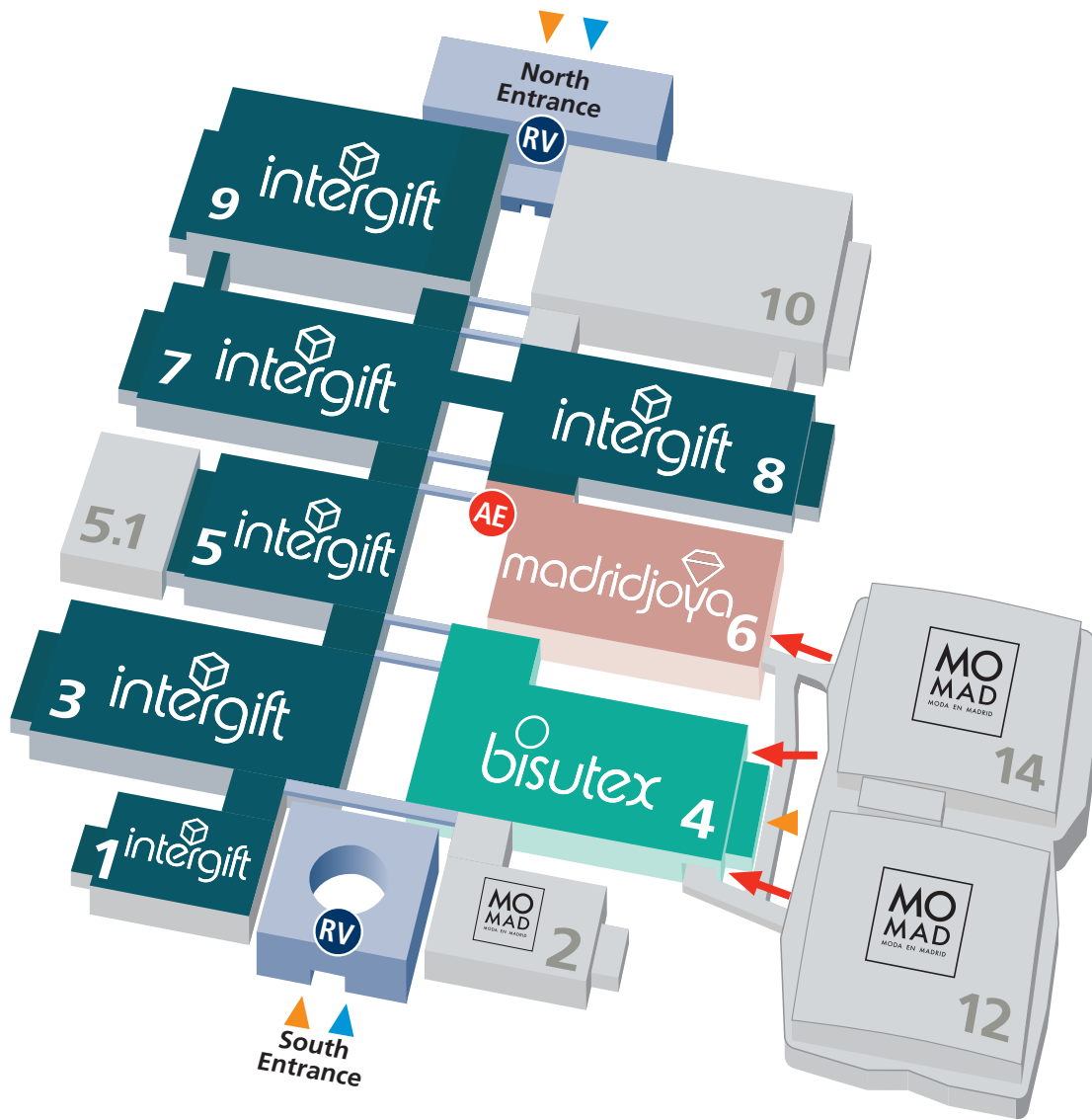
**North Entrance**  
North Convention Centre

**RV** Trade Visitor Registration

**AE** Exhibition Secretariat

**▶** Trade Visitors Access

**▶** Exhibitors Access



**South Entrance**  
South Convention Centre

Department	Ask me about...	Contact
<b>Exhibition Management</b> Managing Director: María José Sánchez Commercial Manager: Isabel Neira Secretariat: M. Paz Irizar	<ul style="list-style-type: none"> <li>• Space allocation.</li> <li>• General issues about participation in the Trade Fair.</li> <li>• Exhibitor badges</li> <li>• Trade visitor and public invitations purchase.</li> </ul>	<ul style="list-style-type: none"> <li>• Calls from Spain: 902 22 15 15</li> <li>• International Calls: (34) 91 722 30 00</li> <li>• bisutex@ifema.es</li> </ul>
<b>Servifema</b> Invoicing and service booking	<ul style="list-style-type: none"> <li>• Service booking.</li> </ul>	<ul style="list-style-type: none"> <li>• Calls from Spain: 902 22 15 15</li> <li>• International Calls: (34) 91 722 30 00</li> <li>• lineaifema.expositor@ifema.es</li> </ul>
	<ul style="list-style-type: none"> <li>• Service invoicing.</li> <li>• Payments.</li> </ul>	<ul style="list-style-type: none"> <li>• Calls from Spain: 902 22 15 15</li> <li>• International Calls: (34) 91 722 30 00</li> <li>• servifema@ifema.es</li> </ul>
<b>Technical Department</b> Exhibition services Department	<ul style="list-style-type: none"> <li>• Technical support for exhibitors and stand builders.</li> <li>• Stand assembly project approval.</li> <li>• Solutions to the technical problems during the Exhibition.</li> </ul>	<ul style="list-style-type: none"> <li>• Calls from Spain: 902 22 16 16</li> <li>• International Calls: (34) 91 722 30 00</li> <li>• stecnica@ifema.es</li> </ul>
<b>Communication and Marketing office</b> Director: Raúl Díez IFEMA Press Manager: Marta Cacho INTERGIFT Press Manager: Iciar Martínez de Lecea International Press: Elena Valera Press Secretariat: Guadalupe Madueño	<ul style="list-style-type: none"> <li>• Relations with the media.</li> <li>• Press information about fairs and shows organised by IFEMA.</li> <li>• Institutional press information.</li> <li>• Press badges for fairs and shows.</li> </ul>	<ul style="list-style-type: none"> <li>• Tel.: (34) 91 722 58 23</li> <li>• prensa@ifema.es</li> </ul>
<b>Convention and Congresses</b>	<ul style="list-style-type: none"> <li>• Space rental for meetings and conventions in the exhibition centre, be it during the exhibitions or not.</li> <li>• Coordination of not-exhibition-related activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Tel.: (34) 91 722 50 72</li> <li>• convenciones@ifema.es</li> </ul>
<b>External Affairs</b> Protocol	<ul style="list-style-type: none"> <li>• Institutional visits.</li> <li>• Guided visits.</li> <li>• Protocol for all events.</li> <li>• Institutional relations.</li> </ul>	<ul style="list-style-type: none"> <li>• Tel.: (34) 91 722 50 82</li> <li>• infoifema@ifema.es</li> </ul>
<b>Security and Self-Protection Services</b>	<ul style="list-style-type: none"> <li>• General security.</li> <li>• Accesses to the Exhibition Centre.</li> <li>• Parking.</li> </ul>	<ul style="list-style-type: none"> <li>• Tel.: (34) 91 722 50 65</li> <li>• dsinternos@ifema.es</li> </ul>
<b>Medical Service and Security Emergencies</b>	<ul style="list-style-type: none"> <li>• Security and medical emergencies.</li> <li>• Medical attention for exhibitors and visitors during the exhibition, stand assembly and stand dismantling.</li> </ul>	<ul style="list-style-type: none"> <li>• Tel.: (34) 91 722 54 00</li> <li>• Tel.: (34) 91 722 50 65</li> </ul>
<b>Outdoor Advertising</b>	<ul style="list-style-type: none"> <li>• Booking outdoor advertising at the venue.</li> </ul>	<ul style="list-style-type: none"> <li>• Tel.: (34) 91 722 53 40 / 08</li> <li>• publicidadexterior@ifema.es</li> </ul>
<b>Telecommunications</b>	<ul style="list-style-type: none"> <li>• Information prior to ordering telephone and fax lines, ISDN lines, broadband connections by cable, wireless or other connections.</li> <li>• Technical advise and customized data networks configurations.</li> </ul>	<ul style="list-style-type: none"> <li>• telecomunicaciones@ifema.es</li> </ul>
<b>Company in Charge of the Official Catalogue</b>	<ul style="list-style-type: none"> <li>• Catalogue details.</li> <li>• Advertising on Catalogue, BISUTEX layout plan, Visitors Guide, Web.</li> </ul>	<ul style="list-style-type: none"> <li>• Publicat S.L.</li> <li>• Contact: Oscar Tobía</li> <li>• Tel. (+34) 91 4712833</li> <li>• publicat@publicat.es</li> </ul>

**bisutex.ifema.es**