

intergift

International Gift & Decoration Fair



EXHIBITOR'S GUIDE

SPECIFIC RULES OF PARTICIPATION

6 - 10 FEB 2019

intergift.ifema.es

PROFESSIONAL ONLY

IN COINCIDENCE WITH

bisutex
madridjoya



ORGANISED BY



IFEMA
Feria de
Madrid

1 EXHIBITION DATES AND TIMES

INTERGIFT will take place at Feria de Madrid from **February 6 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: BISUTEX, MADRIDJOYA 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: **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 **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 INTERGIFT and any other provisions that may be generally set forth by the fair organisers.
- 2.4.** In the event that the Applying Company designates another entity to make any of the payments related to its participation, it should provide all the necessary billing information. If the entity designated fails to render payment according to the schedules established, the Applying Company is liable for the payments, to be made upon a simple request by IFEMA
- 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 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 8 and 9):** For 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 **January 16.**
- Stand lettering: before **January 24.**
- Walls colour (only for Premium Stands): before **January 16.**

BASIC MODULAR STAND

Rate: €26,20/sq.m.



BASIC PLUS MODULAR STAND

Rate: €34,10/sq.m.



PREMIUM MODULAR STAND

Rate: €52,70/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, February 4 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 **December 28, 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 stecnica@ifema.es

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).

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 January 31 to February 4 from 8.30 am to 9.30 pm
Last day: February 5 from 8.30 am to midnight
- **Modular Stand Delivery:** February 4, from 8.30 a.m.
- **Entry of Merchandise and decoration material:** February 4 from 8.30 a.m. to 9.30 p.m.
Last day: February 5, from 8.30 am to midnight
- **Withdrawal of Merchandise and decoration material:** February 10, from 6.30 p.m. to midnight.
- **Free Design Stand Dismantling:** February 11, 12 and 13, 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	105,00 €/sq.m.	98,60 €/sq.m.	88,00 €/sq.m.	83,70 €/sq.m.	77,25 €/sq.m.	
2 FAÇADES	110,20 €/sq.m.	103,00 €/sq.m.	91,15 €/sq.m.	86,90 €/sq.m.	80,50 €/sq.m.	+ VAT (1)
3 FAÇADES	115,50 €/sq.m.	108,15 €/sq.m.	96,50 €/sq.m.	91,15 €/sq.m.	85,90 €/sq.m.	
4 FAÇADES	119,90 €/sq.m.	113,50 €/sq.m.	100,70 €/sq.m.	95,50 €/sq.m.	89,00 €/sq.m.	

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. Presence in Promotional Elements: €350 + VAT ⁽¹⁾, which encompasses inclusion in the exhibitor preview, the online catalogue, the visitors guide, activities and services, 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⁾.

6.3. 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 November 27, 2018.

Not applicable to the rate for new exhibitors.

7 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 5m² 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** electronic or paper **invitations and exhibitor's badges** by email (intergift@ifema.es) before May 25, 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, Thursday or 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 / IBERIA discount vouchers are also available via the Exhibitors Area.

8 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, at "Exhibitors / Forms and Documentation"*

(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.

9 EXHIBITOR CHECKLIST

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

10 LAYOUT

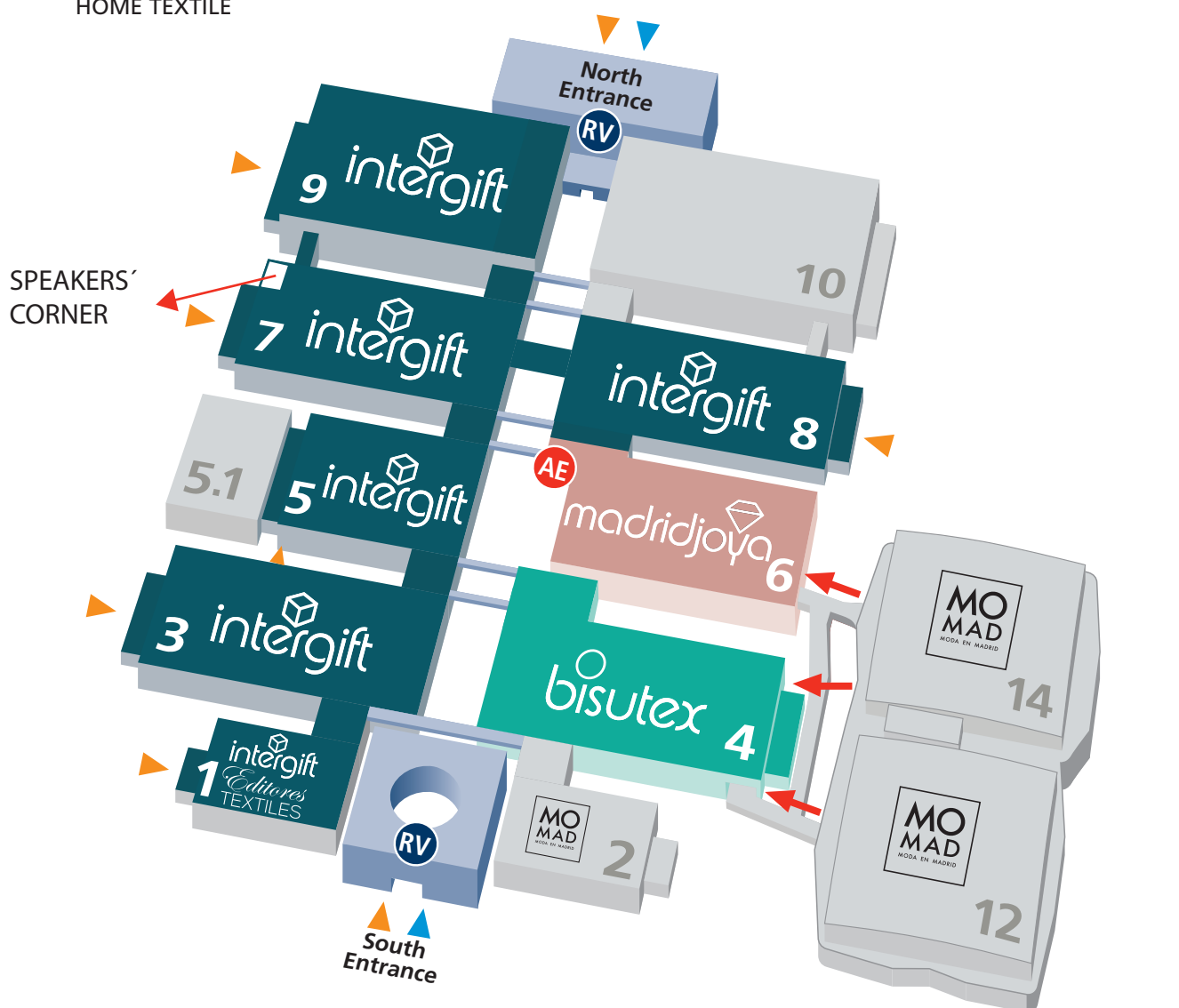
intergift

SECTORS

- | | |
|--|--------------------------------------|
| 1 SIGNATURE FABRICS
INTERIOR DESIGN
SOLUTIONS | 7 DECO, NEO AND
HANDCRAFTS |
| 3 HIGH-END DECOR | 8 GIFTMANIA |
| 5 HIGH-END
DECORATION
HOME TEXTILE | 9 BAZAAR |

4 bisutex

6 madridjoya



 Line 8: Feria de Madrid

 Trade Visitor Registration

 Trade Visitors Access

 Exhibition Secretariat

 Exhibitors Access

Department	Ask me about...	Contact
Exhibition Management Managing Director: María José Sánchez Commercial Manager: Valentina Brambilla, Isabel Neira and Natalia García 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 • tecnica@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. 	<ul style="list-style-type: none"> • Publicat S.L . • Contact: Oscar Tobía • Tel. (+34) 91 4712833 • publicat@publicat.es