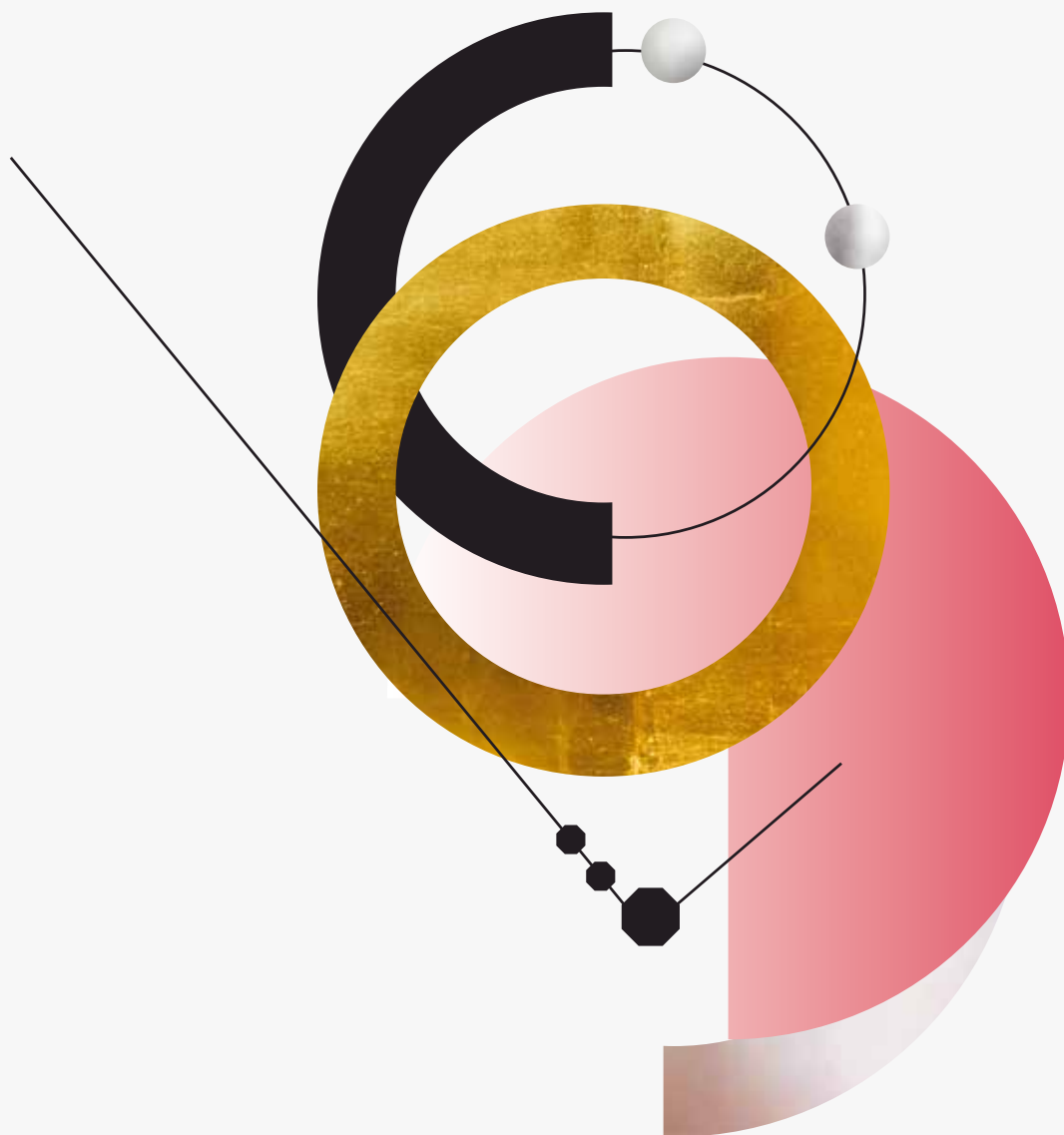


madridjoya

International Urban and Trendy Jewellery and Watch Trade Fair



EXHIBITOR'S GUIDE

SPECIFIC RULES OF PARTICIPATION

IN COINCIDENCE WITH

intergift

bisutex

MO
MAD

12 - 15 SEP 2019

madridjoya.ifema.es

TRADE VISITORS ONLY

ORGANIZED BY



IFEMA
Feria de
Madrid

1 EXHIBITION DATES AND TIMES

MADRIDJOYA will take place at Feria de Madrid from **September 12 to 15, 2019**.

NEW

OPENING TIMES FOR THE LAST DAY:

From 10 a.m. to 7 p.m. Last day until 5 p.m.

OPEN TO: Trade visitors only .

COINCIDING TRADE FAIRS: INTERGIFT, BISUTEX 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: madridjoya.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 of **May 20, 2018**, the Exhibition Management can make free use of the stand without any need to provide prior notification.
- 2.3.** The Exhibition contract sent by the Exhibition 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 MADRIDJOYA 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 shell scheme stand.
- 2.6.** Exhibitor waivers shall be governed by the terms set forth in the IFEMA General Rules of Participation available at madridjoya.ifema.es

3 ALLOCATION OF EXHIBITION SPACE

- 3.1.** Admission of exhibitors into each of the sectors shall be subject to acceptance on the part of the Exhibition Management.
- 3.2.** The Exhibition Management reserves the right to change the location of the stands occupied by exhibitors from one staging 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 Exhibition 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: SHELL SCHEME or CUSTOM DESIGN.

All companies that have an exhibition space measuring less than 25 sq.m. shall be obliged to contract a shell scheme stand package.

• SHELL SCHEME

There are 3 types of modular stands: CLOSED, OPEN and MINI (You may find their features in the web site).

OPEN STAND



CLOSED STAND



MINI STAND



Orientative pictures

The stand shall be handed over completely built on Wednesday September 11 at 8.30 a.m.

• CUSTOM DESIGN

Specific rules for stand build-up:

1. All exhibitors with **exhibition spaces of 25 sq.m. or over** who opt for a custom design stand must send their **stand project** to the IFEMA Exhibition Services Department before **August 4, 2019**. 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
2. **For security reasons, the storage of packages of any kind in the halls is strictly forbidden.**

3. Build-up charge: The Company entrusted with the build-up of custom design stands must pay the corresponding build-up charge to IFEMA prior to the commencement of said works to cover services rendered during the trade fair's build-up and breakdown periods. Contact stecnica@ifema.es

Build-up charge:

- Type A: undecorated spaces and spaces fitted with carpeting or platform: €2.10/sq.m. + VAT (1).
 - Type B: basic shell scheme stands made of aluminium or similar: €4.20/sq.m. + VAT (1).
 - Type C: custom design stands made of aluminium, wood and other materials: €6.61/sq.m. + VAT (1).
4. The rest of the build-up regulations are included in the General Rules of Participation, which are available at www.madridjoya.ifema.es

5 BUILD-UP AND BREAKDOWN SCHEDULE

- **Build-up of custom design stands:** September 5 to 10 from 8.30 a.m. to 9.30 p.m.
- **Shell scheme stand hand-over:** September 11, from 8.30 a.m.
- **Entry of merchandise and decoration material:** September 11 from 8.30 a.m. to 9.30 p.m.
- **Withdrawal of merchandise and decoration material:** September 15 from 5.30 p.m. to midnight.
- **Dismantling of custom design stands:** September 16, 17 and 18 from 8.30 p.m. to 9.30 p.m.

6 RATES

STAND ASSEMBLY	RATES
SPACE ONLY	112.60 €/sq.m.
CLOSED SHELL SCHEME STAND	148.70 €/sq.m. + VAT (1)
OPEN SHELL SCHEME STAND	121.60 €/sq.m.
MINI STAND (space included)	1,690 €

PROMPT PAYMENT DISCOUNT:

5% discount on the overall amount corresponding to the space contracted if 100% of space costs due are paid before May 20, 2019.

The exhibitor is bound by participation in the fair to hire:

- 1. Presence in Promotional Activities and Services:** €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 book your stand after the date on which any of these items is closed, which means you cannot be included in them, you will still be obliged to pay the corresponding amount.

- 2. Civil Liability Insurance** (coverage of up to €60,000): €55.05+ VAT (1).
- 3. Multi-fair Insurance** (coverage of up to €30,000): €52.25 + VAT (1).
- 4. Minimum energy consumption:** 0.16KW/sq.m.: €4.880/sq.m. + VAT (1).
- 5. Build-up charge for custom design stands** to be covered by build-up company or exhibitor

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 m2 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** by email (madridjoya@ifema.es) before May 24.

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 Thursday to Friday and €30 Saturday or Sunday):

50% discount for visitors registered before August 11: 12€

25% discount for visitors registered from August 12 to September 11: 18€

Each exhibitor will additionally receive 300 **trade visitor registration flyers** which he may send out by post to his trade database to encourage them to register for the trade fair and obtain the same discounts.

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 **CLUB Card** and the **Hosted Buyers Programme**. Registration deadline: **May 27, 2019**.
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, 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 May 20	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 May 24	Request additional badges or invitations	Exhibition Management e-mail: madridjoya@ifema.es
	Send in the optional promotional activities form	
Before May 27	Registration deadline for CLUB cards and Hosted Buyers	Exhibition Management e-mail: berrendo@ifema.es
Before August 4	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 August 5	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		
August 5	Last day to book services with 15% discount only through the Exhibitors Area.	Only through the Exhibitors Area at madridjoya.ifema.es
August 29 onwards	25% surcharge in all last minute services booked by any means.	Through the Exhibitor's Area or by email to servifema@ifema.es
September 5 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

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 Managers: Natalia García Secretariat: Maribel Moreno	<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 • madridjoya@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 • line@ifema.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 MADRIDJOYA Press: Iciar Martínez de Lecea International Press: Elena Valera	<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, MADRIDJOYA layout plan, Visitors Guide, Web. 	<ul style="list-style-type: none"> • Publicat S.L . • Contact: Oscar Tobía • Tel. (+34) 91 4712833 • publicat@publicat.es