

ORGANISED BY



MADRID

22 - 26
February
2012

Edition
20

IFEMA CALL CENTRE

CALLS FROM SPAIN	
INFOIFEMA	902 22 15 15
EXHIBITORS	902 22 16 16
INTERNATIONAL CALLS	(34) 91 722 30 00
FAX	(34) 91 722 58 04
IFEMA	Feria de Madrid 28042 Madrid Spain
aula@ifema.es	
C.I.F. Q-2873018-B	

www.aula.ifema.es

THE EXHIBITOR'S CALENDAR

<p>DEADLINES</p> <p>December 12, 2011 January 20, 2012</p>	<p><u>Contract and payment</u></p> <ul style="list-style-type: none"> • Payment of 1st. 50 % of requested space/stand • Order for complementary services • Receiving of free design stand projects (EXHIBITION SERVICES MANAGEMENT) • Complete the payment of 100 % ordered space/stand
<p>January 9, 2012 February 21, 2012 February 22 to 26, 2012</p>	<p><u>Exhibitor Badges, Catalogue and AULA celebration</u></p> <p>Inclusion of details at the magazine Delivery of exhibitor badges From 9.30 a.m. to 7.30 p.m. AULA celebration: Time 10 a.m. to 7 p.m. Sunday from 10 a.m. to 2 p.m.</p>
<p>February 18 to 21, 2012</p>	<p><u>Assembly of the stand</u></p> <p>Time: 8.30 a.m. to 9.30 p.m.</p>
<p>February 21, 2012</p>	<p><u>Entry of merchandise and decoration material for the stand</u></p> <p>Time: 8.30 a.m. to 9.30 p.m.</p>
<p>February 21, 2012</p>	<p><u>Delivery of the "prefabricated stand package"</u></p> <p>From: 8.30. a.m.</p>
<p>February 26, 2012</p>	<p><u>Withdrawal of merchandise and decorations materials of the stand</u></p> <p>From 2.30 p.m. to 9.30 p.m.</p>
<p>February 27 and 28, 2012</p>	<p><u>Stand dismantling</u></p> <p>From 8.30 a.m. to 9.30 p.m.</p>

CONTACT OF INTEREST

AULA Management	<ul style="list-style-type: none"> • Management: MARÍA JOSÉ SÁNCHEZ • Sales Manager: MARIA ARISTE • Secretary: OLGA BERRENDO • Tel.: (34) 91 722 53 59 • Fax: (34) 91 722 58 04 aula@ifema.es • www.aula.ifema.es
Servifema	<p>Services invoicing, Payments, Catalogue Orders.</p> <p>Telephone: Spain Linea IFEMA 902 22 16 16 Abroad (34) 91 722 30 00</p> <p>Fax: (34) 91 722 57 95</p> <p>e-mail: servifema@ifema.es</p>
Services Area	<p>* Services booking and services assistance</p> <p>Telephone: Spain Linea IFEMA 902 22 16 16 Abroad (34) 91 722 30 00</p> <p>e-mail: lineaifema.expositor@ifema.es</p> <p>* Stand design service</p> <p>Telephone: Spain Linea IFEMA 902 22 16 16 Abroad (34) 91 722 30 00</p> <p>e-mail: infodesign@ifema.es</p>
Exhibition Services Management / Technical Department	<ul style="list-style-type: none"> • Tel.: 902 22 16 16 • Fax: (34) 91 722 51 27 • tecnica@ifema.es
Press Office	<ul style="list-style-type: none"> • Tel.: (34) 91 722 50 95 • Fax: (34) 91 722 57 93
Organized by	<ul style="list-style-type: none"> • IFEMA - FERIA DE MADRID. 28042 MADRID



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1. DATES AND OPENING HOURS

- 1.1 AULA 2012. International Educational Opportunities Exhibition, will be held in Feria de Madrid, from February 22 - 26, 2012.
- 1.2 The exhibition will remain open to public from 10 a.m. to 7 p.m. from Wednesday to Saturday and from 10 a.m. to 2 p.m. on Sunday.
- 1.3 During these hours, the stands shall remain open to the visitors and duly attended by competent staff.

2. EXHIBITORS

- 2.1 All public and private companies related to this sector may request participation in the Fair.
- 2.2 The admission of applications, as well as space allotment, will be decided exclusively by the Fair Management.
- 2.3 It is forbidden to share the space with any company without the previous permission of the Fair Management.
- 2.4 Exhibitors may enter into the hall 30 minutes before the opening time and may remain 30 minutes after the closing time.

3. BOOKING

- 3.1 In order to register, the exhibitor must fill in the Application Form, duly filled in together with the corresponding booking payment.
- 3.2 The presentation of the Application Form constitutes an irrevocable agreement by the applicant and implies acceptance of the General Rules of IFEMA, as well as the Specific Conditions of Participation for AULA and other dispositions which may be established by the Fair Organization.
- 3.3 In the event that the EXHIBITING COMPANY designates another entity to make any of the payments involving its participation, it must supply all of the invoicing information necessary. If the designated entity fails to take responsibility for the aforementioned payments by the foreseen deadlines, the EXHIBITING COMPANY shall be responsible for them upon first request by IFEMA.
- 3.4 The minimum space to hire is 16 sq.m.

4. GENERAL RATE

- 4.1 The official rate for AULA '12 is 132 € / sq.m. + VAT (1) (only floor): The exhibitor is obligated to subscribe Civil Liability and Fire, Lighting and/or Explosion Multifair insurances for exhibited goods and own or leased decorative material, with premiums of 52,61 € and 49,93 € respectively. They are also required to pay 3,423 € / sq.m. for general power hook-up and minimum supply (0,13kw/sq.m.) during the celebration of the Fair and during the goods entry/exit period.
- 4.2 The "prefabricated stand package" rate for a of 16 sq.m. stand is 3.275 € + VAT (1). The "prefabricated stand package" includes:

- 16 sq.m. of stand space
- Stand with aluminium structure and panels
- Lighting spots
- Commercial name in each front facing a corridor. (No more than 20 letters).
- Electrical Installation and one plug.
- Storeroom with door.
- The following furniture: one round table, two chairs, one counter & one stool (regardless the sq.m. contracted)
- Stand Fair Carpeting
- Minimum energy consumption. (0.13 kw/sq.m.)
- Daily stand cleaning, A type.
- Compulsory insurances.
- One car parking (regardless the sq.m. contracted).
- Advertisement in the official Catalogue-Magazine AULA. (See attached 5.1.)

Each additional sq.m. will costs 175 € + VAT (1). (This rate do not include extra furniture or parking).

4.3 Promotional Material free of charge:

- 250 individual invitations
- 50 group invitations (1 teacher + 30 students)
- 1 official Catalogue-Magazine.
- 1 identification cards for exhibitors per 3 sq.m.

- 4.4 Visitors entrance fee (one person): 3 € VAT included.
Group entrance fee (1 teacher + 30 students) 30 € VAT included.

5. AULA 2012 PROMOTIONAL ELEMENTS

- 5.1 The fact of being an exhibitor entails each company to have its data in the different promotional elements (Official Catalogue, Web site, Precatalogue, Halls Information desks...) at the price of 243 € + VAT (1).
This cost is already included in the prefabricated stand package. The official catalogue will be prepared with the information provided by filling the Promotional Elements Entries or from data entered and / or modified on line by you in the fair web "Exhibitors Area"

6. STANDS ASSEMBLY, FITTING OUT AND DISMANTLING

- 6.1 The assembly of free design stands can be done from February 18 to 21, 2012 from 8,30 a.m to 9,30 p.m. Under no circumstances will be allowed, for both exhibitors and workers, to remain or work in the fairgrounds after these hour.
- 6.2 The exhibitor who has chosen the stand package will have it delivered at 8.30 a.m. on February 21, 2012.
- 6.3 The entry of merchandise and decoration material for stand will be allowed February 21 from 8.30 a.m. to 9.30 p.m.
- 6.4 OPTIONAL COMPLEMENTARY IFEMA SERVICE
 - 6.4.1. Once the space has been assigned, you will receive the IFEMA Services Catalogue, which includes services to complement your participation at the trade show. These can be booked via www.aula.ifema.es in the "Exhibitors' Area". A 15% discount is applicable for rates on each service booked in this way, including bookings made up to the day prior to the start of assembly without incurring the 25% surcharge for last minute bookings. (This does not include minimum compulsory services, outdoor advertising, meeting rooms and trade fair payment terminals and Specific Services for the trade show such as exhibitor passes, etc.).
 - 6.4.2 We offer a complete stand design service, with the maximum IFEMA guarantee, which is totally adapted to your needs. We take charge from the initial stage of space planning, through the design, assembly and dismantling processes. **Request, free of charge and without obligation, a project tailored to infodesign@ifema.es**
 - 6.4.3. Also we offer a complete range of new advertising services allowing you to maximise your presence and obtain the best possible results on your investment:
 - Sponsoring of promotional elements with your logo or brand image: exhibitors' lanyard badges, other specific elements specified by you to hand out to visitors.
 - Balloons and inflatable items to personalise your space to the maximum.
 - Banner on the trade show website outdooradvertising@ifema.es.

- 6.5 Time shedule for the withdrawal of stand decoration material and merchandise: from 2.30 p.m. to 9.30 p.m. on February 26.
- 6.6 Time schedule for dismantling of stands will be on February 27 and 28, from 8.30 a.m. to 9.30 p.m.
- 6.7 The occupation of the space, or the delivery of the package stand, will not be authorized unless the exhibitor has paid off the total rental space and the expenses of requested services.
- 6.8 The total payment of the remaining expenses occurred during the celebration of the exhibition is an indispensable condition for the withdrawal of the material from the stand.
- 6.9 Noisy demonstrations that annoy other Exhibitors are forbidden. The maximum noise level is 60 decibels, measured at the stand limits.

7. CONDITIONS FOR FREE DESIGN STANDS

- 7.1 The exhibitor who has opted for a free design stand, must send its project, for approval by the Exhibition Services Department,
 - Deadline: January 20, 2012
 - (Fax: 34 91 722 51 27 • e-mail: stecnica@ifema.es)
- 7.2 The assembly rules will be those content in the IFEMA General Rules of Participation.

8. ENTRY/EXIT OF MERCHANDISE DURING THE FAIR

- 8.1 The Exhibition Services Department may issue, if requested by the exhibitor, a permit for entry/exit of merchandise during the Fair. The entry will be allowed from 9:30 a.m. to 10 a.m. and the exit from 7 p.m. to 7.30 p.m. daily.

- (1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 8% 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.