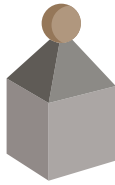




# PIEDRA

INTERNATIONAL NATURAL STONE FAIR



# MADRID

8 - 11

May

## 2012

**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 07
IFEMA	Feria de Madrid 28042 Madrid Spain

[pedra@ifema.es](mailto:pedra@ifema.es)

C.I.F. Q-2873018-B

[www.piedra.ifema.es](http://www.piedra.ifema.es)
**SPECIFIC RULES OF PARTICIPATION FOR EXHIBITORS**
**1. DATES AND TIME SCHEDULE.**

- 1.1. **PIEDRA 2012** will be held at IFEMA's Feria de Madrid from Tuesday, May 8 to Friday, May 11, 2012.
- 1.2. The official opening will take place on May 8 at the hour and under the presidency that the Organization will determine. The exhibition will remain open during those days from 10 a.m. to 7 p.m.

**2. EXHIBITORS.**

- 2.1. All state-run organizations and private companies related to this sector can request participation in the Exhibition.
- 2.2. The final decision to accept an application corresponds exclusively to the Management of **PIEDRA**.
- 2.3. The show management will be able to change the locations of stands if there is a cause that justifies it.
- 2.4. Exhibitors must remain with their products in their stand throughout the days and times scheduled for the exhibition.
- 2.5. Exhibitors may have access to their stands from 9.00 a.m. to 10 a.m. and may leave after the closing of the Fair from 7 p.m. to 7.30 p.m.

**3. BOOKING.**

- 3.1. Registration is done by sending the Application Form duly filled in to **PIEDRA** Management, together with first payment.
- 3.2. The signature and presentation of this Application Form constitutes an irrevocable agreement by the applicant and the acceptance of the General Rules on Participation of **IFEMA** as well as the Specific Rules of **PIEDRA** and other general dispositions which may be established by the exhibition organization.
- 3.3. In the event that the exhibitor cancels his participation, the advance amount paid shall not be returned. Should such cancellation be made within the thirty-day period prior to the opening of the exhibition, he may be required to make full payment for the space allocated to him, even if that space may later be occupied by another company.
- 3.4. **OPTIONAL COMPLEMENTARY IFEMA SERVICES.**
  - 3.4.1. 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.piedra.ifema.es](http://www.piedra.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.).
  - 3.4.2. 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](mailto:infodesign@ifema.es)
  - 3.4.3. Also we offer a complete range of 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](mailto:outdooradvertising@ifema.es)

- 3.5. 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**.

**4. STAND ASSEMBLY, MERCHANDISE ENTRY / EXIT AND DISMANTLING.**

- 4.1. The assembly of free design stands may be done from May 1 to 7 from 8:30 a.m. to 9:30 p.m.
- 4.2. Exhibitors who choose any of the prefabricated stands offered in the Service Catalogue will have it ready at 8.30 a.m. on May 6. Decoration and inside assembly of stands may be done May 6 and 7, from 8.30 am to 9.30 p.m.
- 4.3. **GOODS AND DECORATION MATERIAL ENTRANCE** will be allowed on May 6 and 7 from 8.30 a.m. to 9.30 p.m.
- 4.4. **GOODS AND DECORATION MATERIAL REMOVAL** may be done on May 11 from 7.30 p.m. till 10 p.m. and May 12 from 8.30 a.m. till 9.30 p.m.
- 4.5. **DISMANTLING:** will take place on May 12, 13 and 14 from 8.30 a.m. till 9.30 p.m.
- 4.6. Occupation of exhibition space will not be allowed to those exhibitors who have not paid the total amount for the rental of the space and the services required.
- 4.7. Withdrawal of the exhibiting material will not be allowed to those exhibitors who have not paid the additional expenses incurred during exhibition.
- 4.8. No packing can be put in storage inside the halls.

**5. FREE DESIGN STANDS BUILDING UP REGULATIONS.**

- 5.1. All Exhibitors who choose a free design stand must send a project to IFEMA'S Exhibition Services Management one month before the celebration of the fair (April 2). Fax: (34) 91 722 51 27. E.mail: [stecnica@ifema.es](mailto:stecnica@ifema.es)
- 5.2. Build up rules are included in **GENERAL RULES OF PARTICIPATION FOR EXHIBITORS AT EVENTS ORGANISED BY IFEMA**.
- 5.3. **ASSEMBLY CHARGES:** The company undertaking the assembly work should, before commencing this work, pay IFEMA the corresponding fee for Assembly Charges, under the heading of services rendered during the period of assembly and dismantling.

6. **ENTRANCE OR EXIT OF EXHIBITING MATERIAL DURING THE FAIR.** The entrance or withdrawal of exhibiting material, must be done from 9.00 a.m. to 10 a.m. and from 7 p.m. to 7.30 p.m., with an authorization given by the Exhibition Services Management.

**7. ACTIVITIES.**

- 7.1. Direct sale is totally forbidden during exhibition.
- 7.2. Receptions, press conferences and any other type of professional activity shall not be done without the knowledge and written approval of Management.
- 7.3. Noisy demonstrations which may annoy other exhibitors are forbidden. Maximum noise level is 60 db.