

ORGANISED BY:



MADRID

Edition
6th

5-8 October 2010
Tuesday - Friday

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
sici@ifema.es	

PROMOVED BY:



www.sici.ifema.es

EXHIBITOR APPLICATION FORM

SEND TO THE FAX 91 722 58 07 OR TO THE E-MAIL: sici@ifema.es

1 EXHIBITING COMPANY DETAILS

Company _____ VAT Number (C.I.F.) _____
 Trade Name _____
 Address _____
 City _____ Post Code _____ Country _____
 Tel. _____ Fax _____ e-mail _____ web _____
 Person in charge _____ Position _____

BILLING DETAILS (if different from the above)

Company _____ VAT Number (C.I.F.) _____
 Address _____
 City _____ Post Code _____ Country _____
 Tel. _____ Fax _____ e-mail _____ web _____
 Person in charge _____ Position _____

2 SIGN for your stand

3 I HEREBY REQUEST

To contract a key-in-hand stand measuring _____ sq.m., based on the following scale of prices:

- From 12 to 50 sq.m.	€ 180 sq.m. + VAT
- From 51 to 100 sq.m.	€ 170 sq.m. + VAT
- From 101 to 150 sq.m.	€ 160 sq.m. + VAT
- From 151 to 250 sq.m.	€ 150 sq.m. + VAT
- From 250 to 300 sq.m.	€ 140 sq.m. + VAT

The VAT to be applied will be that which is legally in force at the time the service is provided.

Companies who are members of AMC will enjoy a 10% discount (Only floor). The maximum space to be contracted per brand is 300 sq.m.

Product to be Exhibited

- Kitchen Furniture Manufacturers
- Manufacturers of Tables, Chairs and Benches for the Kitchen
- Built-In Electrical Household Appliances
- Sink Manufacturers
- Work-Surface Manufacturers (Natural Stone, Quartz, Graphite and High-Precision Laminated Tops)
- Software
- Kitchen Tap Manufacturers
- Bathroom Furniture Manufacturers

Kitchen Furniture Components and Accessories shall not be accepted for exhibition at the fair.

Being an exhibitor at the fair entails the creation of promotional elements (Official Fair Catalogue, Pre-Catalogue, Web Page, Visitors Guide and Information Points). The cost of these elements per contracting company shall come to € 268 + VAT. (Additional insertions in the catalogue shall cost € 108 + VAT.)

4 METHOD OF PAYMENT

1. Upon signature of the agreement: € 400 under the heading of registration reservation, a deposit that shall be held "on account" with regard to the overall cost of participation at the fair.
2. The balance up to 50% of the overall cost, (discounting the registration reservation deposit) shall be paid before **17th May 2010**.
3. The remaining 50% shall **be paid before 23rd July 2010**.

* By bank transfer:

CAJA DE MADRID IBAN ES09 2038-0626-01-6000025280
 BANESTO IBAN ES72 0030-1518-06-0003975271

CAJA ESPAÑA IBAN ES76 2096-0090-39-3231462104
 BBVA IBAN ES66 0182-5638-81-0014291353

Should the participant opt for a bank transfer, a photocopy must be sent to Servifema to the fax number: (34) 91 722 57 95, or to the e-mail servifema@ifema.es

* BY means of endorsed cheque made out to SICI (SALÓN INTERNACIONAL DE LA COCINA INTEGRAL)

* BY means of credit/debit card over the Internet through the Exhibitor Area. This new service can be accessed both via the Exhibitor Account Statement function and via the Service Contracting function.

No reservation shall be considered confirmed unless it is received together with the corresponding payment and a receipt testifying to said payment.

The applicant hereby declares that he or she is aware of and accepts all of the terms of the Rules of Participation of Exhibitors: the GENERAL RULES ON PARTICIPATION OF IFEMA, SPECIFIC RULES of the FAIR, as well as the Technical Annexes to the above General Rules are available, at any time in the website of IFEMA www.ifema.es in the Exhibitors Area and on the website of each event.

Once you receive the letter assigned the space, cost and location map, this Exhibitor Application form will represent a contract between the Exhibitor and IFEMA.

Date _____ Signature _____

SPECIFIC REGULATIONS REGARDING EXHIBITOR PARTICIPATION

1.- FAIR DATES AND TIMES

SICI shall take place at Feria de Madrid between Tuesday 5th and Friday 8th October 2010.

The fair shall be open from 10.00 a.m. to 7.00 p.m.

2. - EXHIBITORS

- 2.1. - All companies whose activities are encompassed by the sectors covered by the Fair can apply for participation at same.
- 2.2. - The admission of applications, as well as the allocation of space, shall be approved by the Organising Committee and ratified by the Fair Management.
- 2.3. - The Fair Management at the INTERNATIONAL INTEGRAL KITCHEN EXHIBITION reserves the right to make the final decision regarding the final location of the stands.
- 2.4. - Exhibitors shall be obliged to remain with the products exhibited at their stand at all times and on all days throughout the duration of the Fair.
- 2.5. - Exhibitors may gain access to their stands starting at 9.30 a.m. and must leave their stands when the fair closes at 7.30 p.m.

3. - CONTRACTING

- 3.1. - Contracting shall be carried out by sending the Exhibitor Application Form to the Fair Management. All of the sections of this form must be duly completed and the form must be accompanied by a receipt corresponding to the payment of the stand reservation payment.
- 3.2. - The signature and dispatch of the Exhibitor Application Form constitutes a non-revocable commitment on the part of the applicant and entails complete acceptance of the **General Conditions Regarding Admission and Contracting at Fairs Organised by IFEMA** and the Specific Regulations for the INTERNATIONAL INTEGRAL KITCHEN EXHIBITION, as well as any provisions that may be generally established by the organisers of the fair.
- 3.3. - Once the first payment has been received corresponding to the exhibition space and the space itself has been adjudicated, SERVIFEMA shall send the exhibitor the IFEMA Services Catalogue, whose forms must be returned to IFEMA before 27th August 2010. IFEMA shall not guarantee the provision of those services that are requested after this deadline has passed. This consultation and contracting Catalogue is also available at www.sici.ifema.es in the "Exhibitors Area", **obtaining a 10% discount.** Services requested 15 days prior to the assembly of SICI shall bear a 25% surcharge.
- 3.4. - Should the exhibitor subsequently decide not to participate at the fair, said exhibitor shall lose the amount paid in advance. Should the exhibitor cancel his participation within thirty days prior to the opening of the fair, the fair organisers may demand full payment corresponding to the space in question, even though this space may subsequently be occupied by another exhibitor.
- 3.5. - Should the EXHIBITING COMPANY designate another body to make any of the payments corresponding to its participation, all of the necessary billing details must be furnished. Should the designated body fail to assume responsibility for the aforementioned payments within the time-periods established, the EXHIBITING COMPANY shall pay said amounts following a simple request on the part of IFEMA.

4. - GENERAL RATE for SICI:

This includes Key in Hand Stand:

- Rental of space throughout the exhibition and throughout the assembly and disassembly process at the fair.
- General lighting and air-conditioning/heating within the Halls.
- Cleaning of shared areas.
- General security surveillance both inside and outside the Halls throughout the course of the fair.
- Use of the General Services at the Exhibition Centre.
- Promotional material:

Stands Area	Exhibitor Passes	VIP INVITATIONS	OFFICIAL CATALOGUE
Up to 60 sq.m.	15 passes maximum	3 VIP invitations	1 fair catalogue
From 61 to 200 sq.m.	25 passes maximum	5 VIP invitations	1 fair catalogue
As of 200 sq.m.	45 passes maximum	10 VIP invitations	2 fair catalogues

- Invitations for members of the trade (3 invitations per sq.m.).
- Key - in - hand stand construction.
- Electricity consumption of 130 W/sq.m.
- Compulsory multi-fair insurance featuring coverage of up to € 18,000
- Compulsory civil liability insurance featuring coverage of up to € 30,000
- Daily cleaning service for the stand, except for exhibited items.

5. - ASSEMBLY AND DISASSEMBLY DATES AND TIMES

- 5.1.- Exhibitors shall receive their entirely completed key-in-hand stand at 8.30 a.m. on 26th September.
- 5.2. - The entry of merchandise and decorative material to the stands shall take place on 26th and 27th September between 8.30 a.m. and 9.30 p.m.
- 5.3. - The exit of merchandise and decorative material shall take place on 1st October between 7.30 p.m. and 9.30 p.m. and on 2nd October between 8.30 a.m. and 9.30 p.m.
- 5.4. - Exhibitors may request permission from the Fair Services Department in relation to the entry/exit of objects and materials throughout the course of the fair. The entry/exit of these objects and materials shall take place daily between 9.30 a.m. and 10.00 a.m. and between 7.30 p.m. and 8.00 p.m., respectively.

6.- ACTIVITIES

- 6.1.-The sale of any kind of item exhibited at the stand is strictly prohibited. Should this provision fail to be fulfilled, the exhibitor shall automatically lose his rights regarding participation at future editions.
- 6.2.- No receptions, conferences, press conferences, colloquiums, poster campaigns or any other trade or public activities may be carried out within the fairground without the prior knowledge and written approval of the Management Team at THE INTERNATIONAL INTEGRAL KITCHEN EXHIBITION
- 6.3.- The maximum level of noise permitted shall be 60 decibels. In this respect, it shall be strictly forbidden to set up any kind of sound system that projects beyond the hearing-range limits of the stand. Sound systems shall only be permitted that do not disturb other exhibitors and visitors.

7.- FINAL PROVISIONS

- 7.1. -Exhibitors shall not be authorised to occupy their space and their key-in-hand stand shall not be handed over if they have failed to pay the entire amount corresponding to the space that has been contracted and the cost of the services requested.
- 7.2.-The total payment of additional costs incurred by the exhibitor throughout the staging of the fair shall be an indispensable condition for the withdrawal of material (furniture, items and installations) from the corresponding exhibition space.
- 7.3.-It shall be prohibited to place furniture in the passageways and other public areas.
- 7.4. - All matters relating to the contracting of services should be addressed to:

SERVIFEMA

Feria de Madrid
28042 MADRID
Tel: 902 22 16 16 • Fax: 34 - 91 722 57 95

All other correspondence and documentation relating to the fair should be addressed to the Fair Management:

SICI -INTERNATIONAL INTEGRAL KITCHEN EXHIBITION

Feria de Madrid - Despacho 213 - 2º Planta
28042 MADRID
Tel.: 91 722 53 30 • Fax: 34 - 91 722 58 07

THE "EXHIBITORS AREA" ON THE INTERNET/SERVICES:

This consists of a series of services for exhibitors, to which users can gain access via the fair's web page. IFEMA facilitates access to the "Exhibitors Area" by means of a user name and password.

. If you have taken part at the fair before, you will already have a user name and password (contact LINEAIFEMA at 902 22 16 16 if you have not kept this information).

. If you have not taken part at the fair before, IFEMA shall send you a user name and password once your stand has been adjudicated.

. If the details corresponding to the EXHIBITING COMPANY and the BILLING COMPANY are different, both must sign the form entitled "Multiple Access to the Exhibitors Area" in order to gain access to the options entitled "Contracting Services" and "Consulting Balance of Account".

The information offered via the "Exhibitors Area" and the access codes are confidential. The undersigned shall be responsible for ensuring that improper use is not made of these details by third parties. IFEMA shall not accept any responsibility in this respect.

The personal information you provide will enter into an IFEMA computer file domiciled at Feria de Madrid, 28042 Madrid, in order to process your participation in the exhibition. By sending us your information you expressly authorise its use in periodic communications, including electronic ones, with the purpose of informing you of exhibitions and their activities, content and services. Moreover, you authorise the sending of your information, on the undertaking of confidentiality, to those companies which help IFEMA to organise fairs by rendering secondary services, with the exclusive purpose of forwarding you information about these services and attending to your orders. You may exercise your right to access, amend, challenge and cancel your personal details by writing to IFEMA: Protección de Datos: apartado de correos 67.067, 28080 Madrid, or by e-mailing: protecciondedatos@ifema.es with reference in both cases "Expositor" in the subject, name and ID number of the sender.