



MADRID  
24 - 26  
October  
2012

**IFEMA CALL CENTRE**

CALLS FROM SPAIN	
EXHIBITORS	902 22 16 16
INTERNACIONAL CALLS	(34) 91 722 30 00
IFEMA	Feria de Madrid 28042 Madrid Spain

C.I.F. Q-2873018-B

CO-ORGANISED BY:



[www.fruitattraction.ifema.es](http://www.fruitattraction.ifema.es)

Fill and send to [fruitattraction@ifema.es](mailto:fruitattraction@ifema.es) - Fax: +34 91 722 58 03

**TAILOR MADE TRADE SHOW;** a sales tool which fits the needs of each exhibitor

**Maximising the profitability** of every exhibitor at the fair is the goal of FRUIT ATTRACTION. Through the concept of the Tailor Made Trade Show, **we organise the participation** of each exhibiting company according to their particular **needs** and reinvest fair resources in **specific activities** adapted to their **business model**.

Please use this document to **define clearly your goals** and needs in relation to your participation in the fair, and FRUIT ATTRACTION management will send you a proposal with specific, personalised **actions and tools** for before, during and after the fair, in order to gain the **greatest possible publicity and profitability** from your participation and multiply your business opportunities.

If you need further information or have any questions, get in touch with the FRUIT ATTRACTION team for it **to give you personal advice**.

**EXHIBITING COMPANY DETAILS**

FIRST NAME \_\_\_\_\_ TAX IDENTIFICATION N. \_\_\_\_\_  
 CONTACT PERSON \_\_\_\_\_ POSITION \_\_\_\_\_  
 EMAIL \_\_\_\_\_ TEL \_\_\_\_\_ FAX \_\_\_\_\_

**EXHIBITING ACTIVITY**

- Producers Area
- Food Industry related to Fruit and Vegetables
- Production and services suppliers
- Distribution, Logistics and Point of sale
- Live Plants and Flowers
- Associations & Organizations
- Trade Press

**AIMS OF YOUR PARTICIPATION**

Indicate from 1 (little interest) a 3 (high interest)

**COMMERCIAL : CUSTOMER & SALES MANAGEMENT**

- Public relations with current clients. Profile \_\_\_\_\_ 1|2|3
- Present new products/services. Type \_\_\_\_\_ 1|2|3
- To increase distributors portfolio 1|2|3
- Products training. Public profile \_\_\_\_\_ 1|2|3
- To increase suppliers portfolio. Profile \_\_\_\_\_ 1|2|3
- To increase sales 1|2|3
- Open up new markets. Indicate markets/country  
 Spanish \_\_\_\_\_ 1|2|3  
 Foreign \_\_\_\_\_ 1|2|3

**IMAGE & COMMUNICATION**

- To strengthen company / brand image 1|2|3
- To present innovations. Define \_\_\_\_\_ 1|2|3
- Events & presentations to clients 1|2|3
- To be in contact with the market 1|2|3
- To be in contact with the press 1|2|3
- To be part of the market tendency 1|2|3

**What do you need from FRUIT ATTRACTION to be the most useful tool for your business?**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Any personal details given by you shall be incorporated into an IFEMA or FEPEX, Spanish Federation of Associations of Producers and Exporters of Fruits, Vegetables, Flowers and Live Plants, C/ Miguel Angel, 13 (28010) Madrid, respectively. On sending us your details, you expressly authorise them to be used to carry out periodic communications, including by e-mail, to inform you of the fair activity - activities, contents 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 said details by writing to IFEMA: Protección de Datos - Exhibitor, apartado de correos 67.067 (28080) de Madrid, or by e-mailing: [protecciondedatos@ifema.es](mailto:protecciondedatos@ifema.es) with reference in both cases "Exhibitor" in the subject, name and ID number of the sender and FEPEX, Spanish Federation of Associations of Producers and Exporters of Fruits, Vegetables, Flowers and Live Plants, C/ Miguel Angel, 13 (28010) Madrid, or email: [fruitattraction@fepep.es](mailto:fruitattraction@fepep.es).