

ORGANISED BY:



MADRID

23 - 25

May

2012

Edition

15

IFEMA CALL CENTRE

CALLS FROM SPAIN	
INFOIFEMA	902 22 15 15
EXPOSITORES / EXHIBITORS	902 22 16 16
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IFEMA	Feria de Madrid 28042 Madrid Spain
genera@ifema.es	
C.I.F. Q-2873018-B	

www.genera.ifema.es

EXHIBITORS PARTICIPATION CONDITIONS

1. BOOKING

1.1. SUBMISSION OF THE EXHIBITOR APPLICATION FORM: IFEMA must receive this form in order to consider potential exhibitors for the show. The application will only be considered with payment of the reservation fee.

In the event that the Exhibitor cancels his Exhibitor Participation, the advance payment shall not be returned. Should cancellation be made within the thirty-day period prior to the opening of the Exhibition, the applicant may be required to make full payment for the space allocated, even if said space may later be occupied by another company.

The presentation of this Application Form constitutes an irrevocable agreement by the applicant and the acceptance of the General Rules on Participation of IFEMA, GENERA's Specific Conditions and other general dispositions which may be introduced by the exhibition organisers.

1.2. FEES FOR EXHIBITION SPACE: The price per square metres depends on the size of the stand.

Size of the stand	Applicable fee
16 - 100 sq.m.	127.30 € / sq.m. + VAT (1)
100,5 - 250 sq.m.....	120.40 € / sq.m. + VAT (1)
Over 250 sq.m.....	114.50 € / sq.m. + VAT (1)

2. COMPLEMENTARY SERVICE

2.1. GENERAL SERVICES: Exhibitors are required to subscribe Civil Liability Insurance and "Multifair" (Fire, Lightning and/or Explosion) Insurance for exhibited goods and own or leased decorative material, with premiums of 52.61 € and 49.93 € respectively minimum supply (0.13 kw /sq.m). They are also required to pay 3.423 € /sq.m. for general power hook-up and supply during the celebration of the Fair and during the goods entry/exit period. Likewise, the exhibitor must pay 130 € + VAT (1) towards inclusion in the promotional material for the fair. Should the exhibitor contract its stand after the deadline for these elements, making it impossible for it to be included, it will equally be obliged to pay the fee of 130 € + 8% VAT.

2.2. OPTIONAL COMPLEMENTARY IFEMA SERVICES.

2.2.1. 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.genera.ifema.es in the "Exhibitor's Area". A 15% discount is applicable for rates on each service booked in this way, including bookings made 48 hours 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.).

2.2.2. 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

2.2.3. 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: exhibitor's 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.
- publicidad exterior@ifema.es Tel: (34) 722 53 08 7 40

2.3. If requested **SERVICES** should be provided within 15 days prior to the commencement of the assembly period of the fair, prices shall be increased by 25%. With the exception of booked through the "Exhibitors' Zone"

2.4. EXHIBITOR PASSES & PROFESSIONAL INVITATIONS: Six passes will be provided per stands of up to 50 sq.m. plus one additional pass for every extra 10 sq.m. up to a maximum of 30 passes. Additional passes can be ordered at a price of 5.15 € + VAT (1) each.

Exhibitors can order invitations at a price of 13.10 € + VAT (1) per package of 250 units.

3. ASSIGNMENT OF EXHIBITION SPACE

3.1. All state-run organisations and private companies related to this sector can request participation in the Exhibition.

3.2. The final decision to accept an application as well as allocation of space corresponds exclusively to the Management of GENERA.

3.3. The Show management reserves the right to change the allocations of stands if there is justifiable cause.

3.4. Exhibitors are obliged to remain with their products in their stand throughout the days and times scheduled for the exhibition.

3.5. Exhibitors can access their stands from 9:30 and may leave after the closing of the Fair until 7:30 p.m.

4. STAND ASSEMBLY, MERCHANDISE ENTRY AND DISMANTLING

4.1. Exhibitors may build their own stand (free design) or contract one of the various modular stands offered by IFEMA in its Services Catalogue.

4.2. Assembly of free design stands may be carried out from 16 to 22 May, 2012 from 8.30 a.m. to 9.30 p.m. Under no circumstances will it be allowed for exhibitors or workers to remain at work in the fairgrounds after these hours.

4.3. Stands chosen in the Services Catalogue will be available to exhibitors at **8:30 a.m. on May 21**. Decoration and further assembly on the inside of stands may be carried out on May 21 and 22 from 8.30 a.m. to 9:30 p.m.

4.4. GOODS AND DECORATION MATERIAL ENTRANCE will be allowed during May 21 and 22 from 8.30 a.m. to 9:30 p.m.

4.5. GOODS AND DECORATION MATERIAL REMOVAL, may be done on May 25 from 7.30 p.m. to midnight and May 26 from 8.30 a.m. to 9:30 p.m.

4.6. DISMANTLING will take place on May, 26 to 27 from 8:30 a.m. till 9:30 p.m.

4.7. Exhibitors will not be allowed to occupy stands if payment has not been made in full for the rental of the space and the services requested.

4.8. Exhibitors will not be allowed to remove exhibiting material if payment has not been made in full for any additional expenses incurred during the exhibition.

5. SPECIFIC RULES FOR ASSEMBLING OF FREE-DESIGN STAND

5.1. FREE DESIGN STAND: Companies opting for free design stands must send their **PROJECT** to IFEMA's Exhibition Services Department (Fax: 34-91 722 51 27 or stecnica@ifema.es) for approval, no later than **April 23, 2012**.

The company undertaking the assembly work should, before starting this work, pay IFEMA the corresponding fee for Assembly Charges, under the heading of services rendered during the period of assembly and dismantling.

5.2. The maximum authorised perimetric **HEIGHT** of stands is 4 m. In order to raise walls or any decorative element higher than 4 m. the stand must be set back 1 m. towards the interior.

In no circumstance can any element or part of the stand measure higher than 6 m. either for reasons of construction or decoration.

5.3. Blind perimetral walls cannot be longer than 50% of each aisle. To do blind walls of a greater length, these must be set back a minimum of 3 m. towards the interior and may not exceed 80% of the length of the side.

5.4. SIGNS, posters, spotlights, and other decorative elements may not project more than 50 cm. beyond the space allocated, at a minimum height of 2.5 metres, nor exceed the maximum height specified in these Exhibition Specific Conditions. Spotlights must be directed toward the interior of the stand. In case of doubt, consult IFEMA's Exhibition Services Department.

5.5. It is not permitted to store **PACKING** inside the halls. For this service, please ask for information at the Exhibition Office.

5.6. These specific conditions are further to the "GENERAL RULES FOR PARTICIPATION OF IFEMA".

IFEMA reserve the right to interpret and apply regulations in each specific case. The Organisation reserves the right to arbitrate exceptions if necessary based on its respect for the overall perspective of the Exhibition and visibility from adjacent stands.

6. ACTIVITIES

6.1. Direct sale is totally forbidden during the exhibition.

6.2. Receptions, press conferences and any other type of professional activity are not allowed without the prior knowledge and written approval of GENERA's Management.

6.3. Noisy demonstrations which may annoy other exhibitors are expressly forbidden. The volume must not exceed 60 decibels.

(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.