

ORGANISED BY



# MADRID NOVIAS

International Bridal Fashion  
Exhibition

# MADRID

3 to 6  
May  
2012

Edition  
10<sup>th</sup>

## IFEMA CALL CENTRE

CALL FROM SPAIN  
INFOIFEMA 902 22 15 15  
EXHIBITORS 902 22 16 16  
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Spain  
madridnovias@ifema.es  
C.I.F. Q-2873018-B

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

## WORK AGENDA

<b>Before February 9, 2012</b>	<p>Fill in the online Participation Application Form Send to IFEMA :</p> <ul style="list-style-type: none"> <li>• Participation Application Form</li> <li>• First Payment of 50% of the total amount on the basic of the number of sq.m. applied for in other to take part in the stands elections.</li> </ul>	<p>madridnovias@ifema.es</p> <p>servifema@ifema.es</p>
<b>DEALINE SECOND PAYMENT 50 % Before April 3, 2012</b>	<p>Send to IFEMA :</p> <ul style="list-style-type: none"> <li>• Participation Application Form</li> <li>• Presence in Promotional Elements Form.</li> <li>• Application for advertisement in Catalogue</li> <li>• <u>Total Payment for space and services contracted</u></li> </ul> <p>The reservation will not be considered complete until the proper payment has been made. Should payment not be made by the date indicated, the stand could be assigned by the Fair Direction to other exhibitors without prior notice.</p>	<p>madridnovias@ifema.es</p> <p>servifema@ifema.es</p>
	<ul style="list-style-type: none"> <li>• Press Office questionnaire and photographs should be returned.</li> </ul>	FAX: 91 722 57 93
	<ul style="list-style-type: none"> <li>• Plans for stand assembly, only space (minimum 50 sq.m); Service Orders and Floor plans of improvements of modular stands, should be sent to IFEMA, Exhibition Services Department.</li> </ul>	FAX: 91 722 51 27 e-mail: stecnica@ifema.es
	<ul style="list-style-type: none"> <li>• Professional Invitations received to be sent out to their clients.</li> </ul>	
<b>April 13, 2012</b>	<p>Service Orders:</p> <ul style="list-style-type: none"> <li>• Last day to Contract Sevices without extra charge of 25% Through Servifema Department</li> </ul>	servifema@ifema.es
<b>April 27, 2012</b>	<p>Internet Contracting Services:</p> <ul style="list-style-type: none"> <li>• Last day to Contract Sevices in <a href="http://www.madridnovias.ifema.es">www.madridnovias.ifema.es</a>, through "Exhibitor's Area"</li> <li>• <b>Services contracted by Internet it will be applied 15% discount and without the extra charge of 25% till the first day of the fair assembly.</b></li> </ul>	
<b>April 28 to May 2, 2012</b>	Free Stand Assembly (minimum 50 sq.m.)	
<b>May 2, 2012</b>	<ul style="list-style-type: none"> <li>• Entry of exhibition goods and decoration material of modular stand from 8.30 a.m. to 9.30 p.m.</li> <li>• Entering exhibition goods will not be allowed until the full amount of the contracted space and the expenses pertaining to the requested services has been paid.</li> <li>• Exhibitors collect catalogues at the Exhibition Office</li> </ul>	
<b>May 3 to 6, 2012</b>	<p>Show celebration. Opening hours: 10.00 a.m. to 8.00 p.m. (Last day from 10.00 a.m. to 6.00 p.m.).</p>	
<b>May 6, 2012</b>	Removal of exhibiting goods and decoration material from 6.00 p.m. to 9.30 p.m.	
<b>May 7 and 8, 2012</b>	Dismantling of the stand from 8.30 a.m. to 9.30 p.m.	