

ORGANISED BY



# MADRID NOVIAS

International Bridal Fashion Exhibition

# MADRID

## 3 to 6 May 2012

Edition  
10th

### IFEMA CALL CENTRE

CALL FROM SPAIN	
INFOIFEMA	902 22 15 15
EXHIBITORS	902 22 16 16
INTERNATIONALS CALLS	(34) 91 722 30 00
FAX	(34) 91 722 57 82 / 64
IFEMA	Feria de Madrid 28042 Madrid Spain
madridnovias@ifema.es	
C.I.F. Q-2873018-B	

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

## APPLICATION FOR PARTICIPATION IN THE FASHION SHOWS

**Deadline for Reception of the Applications: April 3 2012**

### 1 DATA ON THE COMPANY

Mr. / Ms.	POSITION		
COMPANY	CIF/NIF (Fiscal Identification Code Number)		
STREET	POSTAL CODE	CITY	PROVINCE
TEL NO.	FAX NO.	E-MAIL ADDRESS	

### 2 CONTRACTING

I wish to arrange for my participation in the Second Edition of the Pasarela Cibeles Madrid Novias/ Bridal Fashion Shows, which will be held in Hall 14.1, with the following brand names:

.....  
.....

### 3 RATES

Dates for celebration of the fashion shows: 3 and 4 May 2012

- Individual Fashion Show ..... 11.200 € + VAT (1)
- Double Fashion Show ..... 6.200 € + VAT (1) (each firm)

This amount should be paid to IFEMA / CIBELES MADRID NOVIAS, the International Bridal Fashion Exhibition, before 3 April 2012 in any of the following forms of payment:

By means of a bank transfer made to the following accounts

<b>CAJA DE MADRID</b>	IBAN ES09 2038-0626-01-6000025280	<b>CAJA ESPAÑA</b>	IBAN ES76 2096-0090-39-3231462104
<b>BANESTO</b>	IBAN ES34 0030-1001-31-0004796271	<b>BBVA</b>	IBAN ES66 0182-5638-81-0014291353

By means of a cheque made payable to IFEMA / CIBELES MADRID NOVIAS

(\* If a bank transfer is made, you should send a copy of the transfer to CIBELES MADRID NOVIAS, Fax (91) 722 57 82/64. or e.mail: madridnovias@ifema.es  
The Applications for Participation will not be considered as definitive and final, until payment is made or the corresponding receipt or payment is received.  
The Designer / Company expressly accepts the conditions and specific regulations which appear on the back of this Application for Participation and which is considered to form an integral part of this Contract between the Company and IFEMA for all effects. In addition, the signatory states that he/she is familiar with and accepts all of IFEMA's General Participation Regulations, which are enclosed with the present Contract.

- (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.

In \_\_\_\_\_, on \_\_\_\_\_ of \_\_\_\_\_ of \_\_\_\_\_ Signature and seal

### Data to be filled out exclusively by CIBELES MADRID NOVIAS / IFEMA:

Assigned fashion show: Day: \_\_\_\_\_ Time: \_\_\_\_\_

Comments: \_\_\_\_\_

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 "Exhibitor" in the subject, name and ID number of the sender.

## SPECIFIC REGULATIONS FOR PARTICIPATION IN THE FASHION SHOWS

### 4 IMPORTANT NOTIFICATION

Pasarela Cibeles Madrid Novias will consist of at most 18 fashion shows. The applications will be studied and evaluated and approved before 3 April by the Trade Fair Management.

### 5 SERVICES INCLUDED IN THE PARTICIPATION FEES

- Artistic Management, Setting up of the Fashion Show, Lighting and Sound.
- 24 models for individual show and 12 models by firm for double shows (The casting cannot be changed unless the designer is willing to assume the costs for an additional model)
- The maximum duration of individual show will be 25 minutes, and 15 minutes for each firm of double show
- Make-up and Hair-dressing
- Seamstresses, Clothing Pressers, Wardrobe Assistants.
- Hostesses for the Fashion Show Hall.
- General security in the Hall.
- Cleaning services.
- Advertising in the press.
- Press Folder.
- Convocation of the general press media.
- Press Office.
- Clipping of news items.
- 200 Invitations.
- Photographs.
- Video.
- Fitting sessions with the models.
- Photo Call session. The Cibeles Madrid Novias – Brides Management will set up a runway at the disposal of the participants in the fashion show for a Photo Call in the backstage area, so that they can conduct their interviews with the press.

### 6 THE PARTICIPATING DESIGNER AND THE COMPANY AGREE TO THE FOLLOWING

- The participants in Pasarela Cibeles Madrid Novias should be exhibitors at the trade fair.
- The designer should furnish the pertinent advice to the stylist from the very beginning regarding the garments to be presented, including the accessories and also the right shoes for the collections.
- Participation and presence of the designers in the fittings, rehearsals and fashion shows.
- Furnishing of the necessary material with sufficient time in advance to prepare the Press Kit: biography, the basic lines of the collection and drawings and designs.
- Preparation of the documentation to be left on the seats at the beginning of the fashion show.
- Preparation of one's own guest list and invitations.
- Preparation of one's own list of invited press, in coordination with the Press Office.
- In order to coordinate the fashion show, the project, the choreography and the sound, you should contact the Coordinator of the Fashion Show directly, who is assigned by the trade fair.
- Send us your logotype for its inclusion on the invitations before April 3, 2012.
- If the designers or the participating firm hires their own models, they should inform the Fashion Show Organizers, 30 days prior to the celebration of the shows.
- It is necessary to follow all of the Organization's instructions carefully as to the times for delivery and removal of the clothing. These schedules will be given to the participants in writing, at least 5 days prior to the celebration of the fashion shows.
- Assign an individual for contact, in order to directly coordinate with the Fashion Show Organizers.
- Make sure that one is up-to-date with all fiscal and labour obligations, for IFEMA -CIBELES MADRID NOVIAS will not be held responsible for any failure on the part of the designers or participants to comply with said obligations in these matters.
- Insure your merchandise against theft, fire, robbery and civil liability, during the shipping and the period during which it remains in IFEMA's installations (the Organization will not be held responsible for the damage or disappearance of any of the garments or merchandise).
- Authorize the Organization to make free use of the names of the designers and the brand names which participate, as well as the photographs and videos taken during the fashion show for their distribution in press and for other promotional purposes.
- The designer or manufacturer formally agree not to use for promotion or advertising, the photos taken of their show, which will be given to them by the Organization, without having first obtained due authorization from the interested parties and having paid, whenever necessary, the corresponding fees.
- In the event that a designer or manufacturer wants to assume the costs of an additional model, he or she should notify the Cibeles Madrid Novias Management of the model's name, so that they can evaluate his or her participation and provide their approval, before April 3, 2012. Once the Pasarela Management gives their approval, the models furnished by the Designer should comply with all the legal requisites for their contracting and pass the IMC tests.
- If the Designer or Manufacturer would like to set up their own Photo Call, he or she could do so inside the dressing room area assigned, but this cannot be done in the common public areas.

### IMPORTANT

- In the venue of MADRID NOVIAS, the International Bridal Fashion Exhibition, no reference of any kind can be made to the sponsors of the designer or manufacturer, except for the graphic material, which is furnished to those attending the show.
- Pasarela Cibeles Madrid Novias could make changes in the dates of celebration. If any modifications were to take place, the designer or manufacturer will be duly informed by the Fair Direction.