

SIMO
network

International ICT Services
and Solutions Trade Fair

25 - 27
september
2012

ORGANISED BY:



IFEMA
**Feria de
Madrid**

YOUR MEETING



PARTICIPATION GUIDE

Fair Specific Rules

1 FORMS OF PARTICIPATION AND CONDITIONS

The Fair offers maximum profitability and publicity for the exhibitors. **TAILOR MADE TRADE FAIR**

FORMS OF PARTICIPATION

1.1. Take part with your own stand based on the contracting of a space, thus projecting your image (Only Floor). For spaces over 50 sq.m.

This includes: Space rental, trade invitations in electronic format and 6 participating company passes (1 additional pass for each 10 sq.m. extra, up to a maximum of 30 passes)

Price 135,20 €/sq.m + VAT (1)

1.2. Take part with a modular stand: "all included" and tailored to the client (Turnkey Stand). This is compulsory for spaces measuring up to 50 sq.m. Optional for spaces over 50 sq.m.

This includes: Space rental, equipped SIMO Network stand (see characteristics below), minimum electricity consumption, compulsory insurances, basic stand cleaning services, 1 Internet connection point via cable, trade invitations in electronic format, 6 participating company passes for stands measuring up to 50 sq.m. and 1 additional pass for each 10 sq.m. extra, up to a maximum of 30 passes.

Price 190 €/sq.m + VAT (1)

TURNKEY STAND



1.3. Take part at a collective stand; Maximum benefit from the fair at a minimal cost (Group Participation). A space measuring approximately 6 sq.m. within an area coordinated by an entity of an institutional nature.

This includes: desk, stool, low cabinet, 1 Internet connection via cable (1 Mb), a background panel with lettering and lighting. It also includes compulsory insurances, minimum electricity consumption, basic stand cleaning services, 2 exhibitor passes and inclusion in promotional material.

Price 1.300 € + VAT (1)

COLLECTIVE STAND



1.4. Organiser of a Personalised Forum. For those who wish to organise their own conference programme throughout the fair's three-day duration.

This includes: An auditorium inside the hall where the exhibition area is located, featuring seating for approximately 30 people and publicity via the fair's official conference programme. The auditorium is equipped with 1 projector, a loudspeaker system and an Internet connection via cable (1 Mb). It will be attended by a host/hostess.

Price 10.500 €/sq.m + VAT (1)

1.5. Take part at some FORUM. For brief product presentations and demos. The slots last 30 minutes and take place at an auditorium inside the hall where the exhibition area is located, featuring seating for approximately 30 people and publicity via the fair's official conference programme. The auditorium is equipped with 1 projector, a wireless tie-clip microphone, 1 portable computer featuring an Internet connection via cable (1 Mb). It will be attended by a host/hostess.

Prices: Exhibitors: 30-minute slot, 515 € + VAT (1)

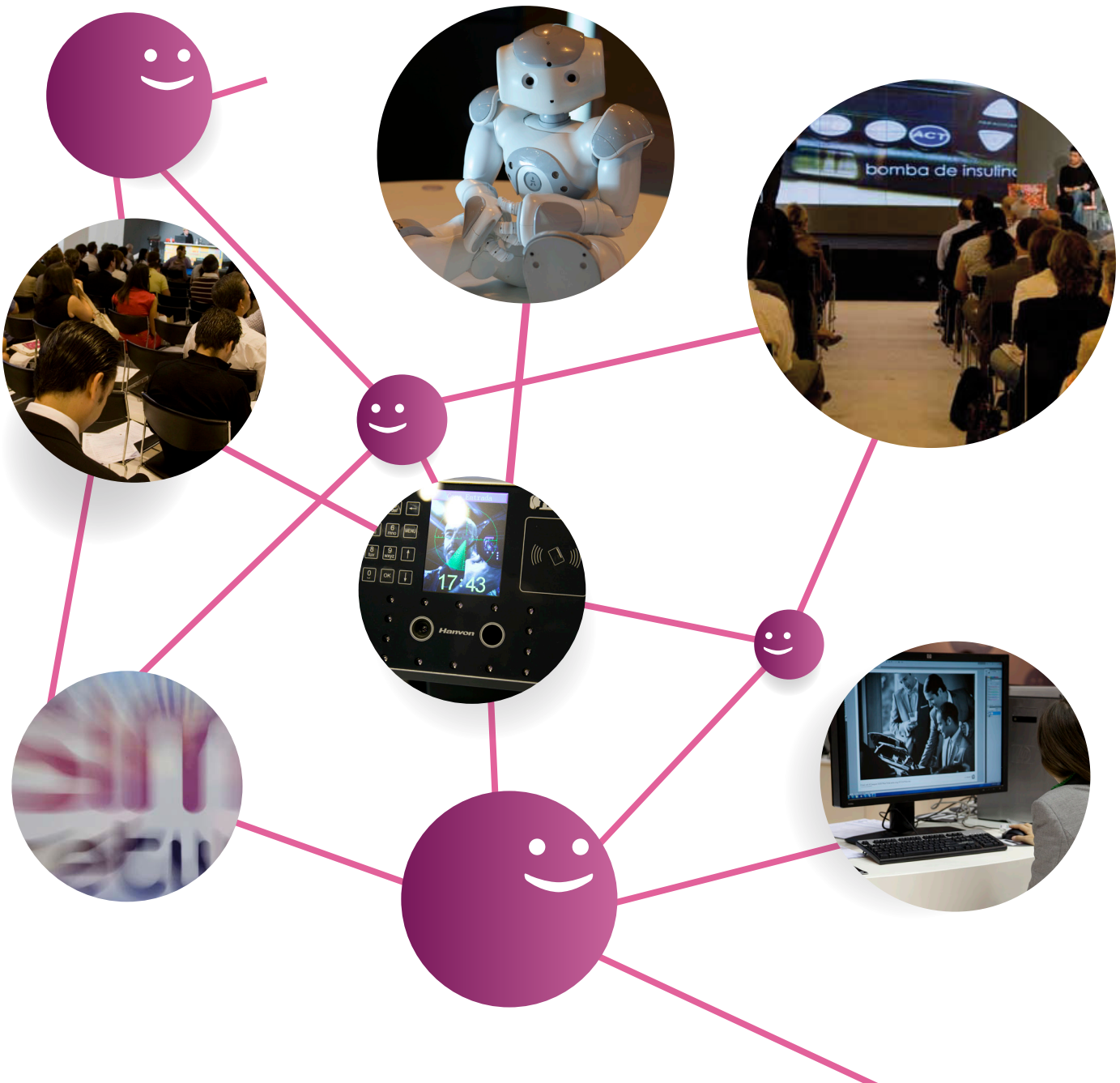
Non-Exhibitors: 30-minute slot, 1.100 € + VAT (1)

1.6. Take part in the START-UP AREA ("VIVERO"). Participation is granted as a prize. Free of charge.

1.7. Organise your own event in a room. Rent according to room. This includes: publicity in the official conference programme.



- 2.1.** Space may be booked by sending the Exhibitor Application Form to the Exhibition Management. You can fill in the Application Form on line in www.simonetwork.es or you can send it by e-mail to simonetwork@ifema.es or by fax in 91 722 57 88.
- 2.2.** To participate in the Trade Fair, the business activity of the company, public or private organisation must form part of the sectors represented at SIMO Network.
- 2.3.** In the event that the Contracting Company designates another entity as the Invoicing Company, the details of both companies must be included in the Application Form, which must be signed by both. Payments must be made in accordance with the SIMO Network calendar which appears in the Exhibitor's Agenda.
- 2.4.** The signature and presentation of this Application Form constitutes an irrevocable agreement by the applicant and acceptance of IFEMA's General Regulations for Participation, and other general dispositions which may be introduced by the Exhibition Management.
- 2.5.** In the event that the Exhibitor cancels their participation, the advance amount paid shall not be returned. Should such cancellation be made within the 30 day period prior to the opening of the Exhibition, the exhibitor may be required to make full payment for the space allocated to them, even if said space may later be occupied by another company (See article 7 of General Participation Regulations).
- 2.6.** Once the space has been allocated, the Event Management will send an Official Allocation Letter / Exhibition Contract by letter or email with a stand location and layout, estimate, and all the information on services offered by IFEMA to help you to expedite and maximise your participation at the Trade Fair



3 GENERAL SERVICES

Participation at SIMO Network entails the automatic contracting of:

A) INCLUSION IN PROMOTIONAL ELEMENTS AND SERVICES

Inclusion in Promotional Elements and Services, whose cost comes to 210 € + VAT (1) is a concept that includes the access to the services and elements that follows

- **CO-EXHIBITORS:** A Co-exhibitor is any company which participates in SIMO Network in the same space as the company which is the title holder of the stand. For access to all the elements included in "Presence in Promotional and Service Elements", each co-exhibitor should complete the "Catalogue Entry", the price being 210€ + VAT (1).
- **Advance Exhibitors' List:** An updated Digital Brochure and Newsletters which will be sent periodically to all the participants at the Trade Fair (visitors, exhibitors and the Media and which may be downloaded from www.simonetwork.es).
- **Official Online Exhibitors Catalogue:** An effective tool for preparing visits, organising meetings, advanced searches, learning about exhibitors' products and services in detail.
- **Visitors' Guide:** Distributed free of charge at the Trade Fair, includes location plan, exhibitor list, programme of activities and services offered by IFEMA.
- **The Trade Fair's Interactive Information Points:** Located at different strategic points at the Trade Fair. Accessible to all visitors, who can search for exhibitors and print out individualized location maps.
- **Exhibitors's Area:** You can access to the Exhibitors's Area through www.simonetwork.es, It will allow exhibitors to:
 - Complete and update your company information and products for the Official Trade Fair Catalogue.
 - Access the "Trade Meeting Point": A Database of Trade Visitors, members of the Trade Meeting Point who can be contacted, sent information, invited to your stand, etc.
 - Meetings Manager: Application for offering and managing appointments and meetings with other exhibitors and visitors during the Trade Fair.
 - Partial plan of the stand.
 - Online account statement relating to your invoices.
 - Online services booking system.
 - Online budgeting system.
 - Publish news and new features about your company in the Virtual Press Room and in SIMO Network NEWS.
 - Exhibitor passes and invitations for your customers (see point 6).

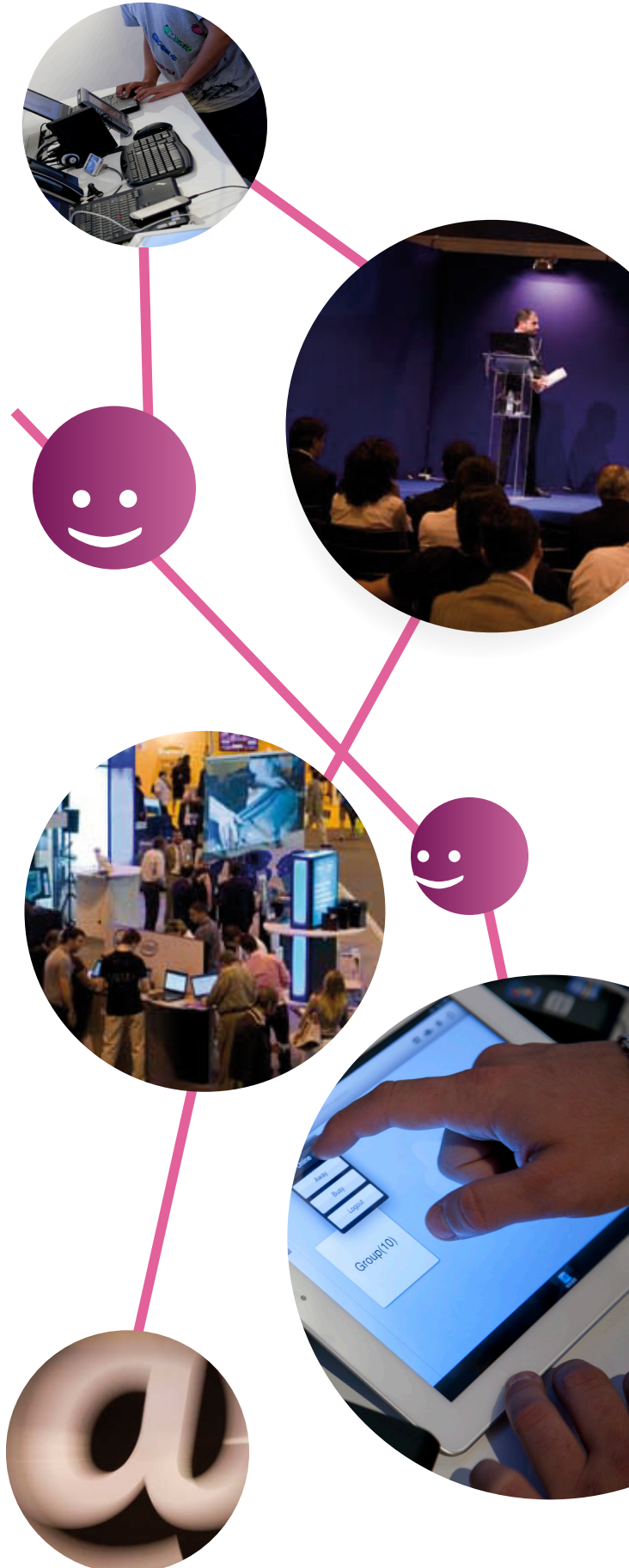
B) If participation is based on a stand, the following are also contracted automatically:

- COMPULSORY INSURANCE

- Civil Liability Insurance 52,61 € + VAT (1)
- "Multi-Fair" Insurance" 49,93 € + VAT (1)

- MINIMUM ENERGY CONSUMPTION

3.003 €/sq.m. for the general connection and minimum supply of electricity of 0.13 KW/sq.m. throughout the course of the fair and during merchandise entry and exit periods.



4 CHARACTERISTICS OF THE TURNKEY STAND TAILORED TO THE CLIENT

The SIMO Network modular stand has the following characteristics:

- Stand open to passageways.
- Painted in white wooden structure.
- The passageway sides will feature walls that are 0.50 m long at the ends and 1 m long in the middle, featuring a maximum gap of 4 m.
- Storeroom with a door, based on the following ratios:
 - Stand measuring up to 25 sq.m.:..... 1x1m
 - Stand measuring between 25.5 sq.m. to 50 sq.m.:... 2x1m
 - Stand measuring more than 50.5 sq.m.:..... 3x1m
- Fair-type carpeting in dark grey.

Lighting

- Lighting by means of rails of 300 W halogen spotlights based on a ratio of 1 spotlight for each 3 sq.m. of stand.
- The electrical installation consists of a panel featuring a magneto-thermal differential and 500 W plug socket that can withstand a power level of 130W/sq.m.

Lettering

- Lettering on the outside featuring the name of the exhibitor on each passage-facing side.
- Banderole on the outside featuring the company's logo and the stand n°.

OTHER CONSIDERATIONS TO TAKE INTO ACCOUNT

The modular stands shall be handed over entirely finished on September 23, at 8.30 a.m.

All and any services or changes that exhibitors may wish to introduce over and above the characteristics described above shall be at the exhibitor's own expense.

The layout of all the elements that make up the stand, as well as the extras that are requested and the structural aspects necessary for maintaining the stand, shall be adapted to the exhibitor's needs, provided that this is technically feasible and that a plan with the corresponding indications is received some fifteen days before the stand assembly period begins.

Once the stand has been assembled, any changes to the layout of the elements that make up the stand that have not been notified by the date established for this purpose, shall be invoiced.

No cost reduction shall be applied should the exhibitor choose to eliminate or replace any element that makes up the stand.

All materials used, whether structural or electrical, are provided on a rental basis and any deterioration of same shall be invoiced in accordance with the current rate.

In addition, any exhibitor can contract any of the elements that appear in the IFEMA Services Catalogue.

5 OPTIONAL FREE-DESIGN STANDS

5.1. Participants who have opted for a free-design stand must send their DRAFT PROJECT for the stand to the IFEMA Fair Services Department for its approval before August 27, 2012

Fax (34) 91 722 51 27
e-mail stecnica@ifema.es

5.2. BUILD UP CHARGES

The company undertaking the assembly work should, before commencing this work, pay IFEMA the corresponding fee for Assembly Charges, under the heading of services rendered during the period of assembly and dismantling: health assistance service (nursing staff), reduced fees in the services of restoration, inspection of electrical installations, cleaning of common areas, electricity connections and supply during assembly and dismantling, use and maintenance of toilets and paint rooms and personalised care service for stand fitters and individualised signalling of spaces.

- Undecorated spaces or spaces covered with carpeting or platforms.

Type A: 2,01 €/sq.m + VAT

- Basic modular stands made of aluminium or similar materials.

Tarifa B: 4,02 €/sq.m + VAT

- Designed modular stands made of aluminium, wood and other materials.

Tarifa C: 6,32 €/sq.m + VAT.

5.3. SPECIFIC REGULATIONS REGARDING THE ASSEMBLY OF FREE-DESIGN STANDS

- The maximum height permitted for the perimeters of free-design stands at SIMO Network 2012 is 4 metres.
- In order to raise walls or any other decorative element to a maximum height of 6 metres, it is necessary to move back 1 metre towards the interior of the stand along the stand's entire perimeter.
- The rest of the regulations are contained in IFEMA's General Participation Rules.

(1) VAT (8%) will be charged to companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla) For the rest of companies this operation is not subject to Spanish VAT (For European Union Companies the liability for the payment of VAT is reversed to the Exhibitor in his own country).

6 EXHIBITOR PASSES AND INVITATIONS FOR CLIENTS

With a view to guaranteeing the trade character of the fair, access controls shall be carried out in order to check the correct reading of passes during fair entry procedures.

Exhibitor passes shall be provided free of charge, in according with the following criteria: 6 passes for stands measuring up to 50 sq.m. and 1 additional pass for each 10 sq.m. extra, up to a maximum total of 30 passes.

Additional passes can be requested at a price of 6€ each + VAT.

Visitor invitations shall be sent to each exhibitor by e-mail, personalised with the name of the participating company so that they can be sent to clients, who must register online in order to obtain their Direct Access Pass for the fair.

These shall also be available in the Exhibitor Area for downloading

7 COMPLEMENTARY SERVICES

7.1. Once the exhibition space has been adjudicated, participants can gain access to the IFEMA Services Catalogue, which includes all the services designed to complement their participation at the fair. These services can be contracted through the Exhibitor Area on the web page, www.simonetwork.es. By using this channel, participants will enjoy a 15% on the price of each service. Furthermore, they can contract services up to one day prior to the commencement of the assembly period without having to pay the 25% surcharge for services contracted at the last minute. (This does not apply to compulsory minimum services, exterior advertising, meeting rooms, fair payment terminals and specific fair services such as exhibitor passes, etc)..

7.2. We offer participants an integral stand design service, featuring maximum IFEMA guarantees and a service totally adapted to their

needs. We handle the entire process, starting with the planning of the exhibition space and including the design, assembly and dismantling of the stand.

7.3. At this edition you will find a serie of Advertising Services and sponsorable elements that enable you to boost your participation at the fair and make the very most of your participation:

- Sponsorship of promotional elements with your logo and brand image: accreditation hangers and other specific materials that may be suggested by you and that can be handed to visitors.
- Balloons and other inflatable elements that can help to personalise the appeal of your exhibition space.
- A banner on the fair web page.
- Exterior advertising at the Exhibition Center.

8 OTHER INFORMATION OF INTEREST

- 8.1.** Access shall not be permitted to assembly workers or exhibitors outside the days and the times indicated in the Exhibitor Diary, whilst stand assembly or conditioning work shall be prohibited outside these same days and times.
- 8.2.** Exhibitors who have not made all of the payments corresponding to the contracted space and contracted services shall not be authorised to occupy the exhibition space and, where appropriate, shall not receive their modular stand.
- 8.3.** Exhibitors are required to attend and remain with the products they are exhibiting at their stand throughout the entire operation period of the Fair. Non-fulfilment of this point shall entail the loss of the exhibitor's preferential renewal right regarding the adjudicated space.
- 8.4.** Exhibitors may gain access to their stands as of 9.30 a.m. and they shall leave their stands throughout the period that elapses between the closure of the fair and 7.30 p.m.
- 8.5.** The direct sale of any type of good or article exhibited at the stand shall be entirely prohibited at the fair.
- 8.6.** Noisy demonstrations that may disturb other exhibitors shall also be prohibited, with permitted noise levels being no higher than 60 decibels.
- 8.7.** Exhibitors authorise IFEMA to create partial or complete reproductions of the products exhibited at the fair for its promotional materials.

IMPORTANT DATES

- **Assembly of "Free Design" Stands:**
September 20 to 24 from 8.30 a.m. to 9.30 p.m.
- **Delivery Hand-over of Turnkey Stand:**
September 23 from 8.30 a.m.
- **Entry of merchandise and decoration material:**
September 23 and 24 from 8.30 a.m. to 9.30 p.m.
- **Dates and Schedules for SIMO Network 2012:**
September 25 - 27 from 10.a.m. to 7 p.m.
- **Exit of merchandise and decoration material:**
September 27 from 7:30 p.m. to a 9:30 p.m.
- **Dismantling of Free-Design Stands:**
September 27 and 28 from 8:30 a.m. to 9:30 p.m.

THE EXHIBITOR'S DIARY

WHAT TO DO?	MAY	JUNE	JULY	AUGUST	SEPTEMBER	WHO INFORMS YOU?	TOOL
CONTRACTING AND PAYMENTS							
Participation Request: 1 JUNIO Priority response period in order to take part in the first space allocation round. Send in the Participation Request, accompanied by the reservation payment receipt or proof of payment of 50% of the corresponding amount.						Fair Management	Fill online the Application Form and payment of quota.
OBJECTIVES REGARDING YOUR PARTICIPATION: Begin planning your objectives (see Participation Request Form). Contact sales and communication reps; brand and company image positioning; development of new channels and products; contact with the media, etc.						Contact the Fair Management and receive advice regarding your preparations for taking part at the fair.	Following your space allocation, you can gain access to the "Exhibitor Area" with your access details
First Space Allocation Round: 11 JUNE						Fair Management	
Exhibitor Area: Exhibitors whose space has been allocated to them will receive their access details for the "Exhibitor Area" and the Services Catalogue, which contain all of the services they can contract at the fair.						IFEMA Line	This facility will be activated from the moment the allocation process is completed, enabling exhibitors to produce estimates, contract services and advertising elements, view balances of account, etc.
IFEMA Services Catalogue: Prepare the material required for your participation at the fair: the project for your free-design stand or personalisation of your modular stand; preparation of material and literature to be exhibited; planning of staff required; services; catering; decoration, etc. Free-design stand.						IFEMA Line	Estimates and contracting of services can be carried out via the "Exhibitor Area" or by submitting the corresponding forms from the IFEMA Services Catalogue. Request a project adapted to your needs free of charge and without any commitment at: infodesign@ifema.es
1 JUNE Deadline for payment of first 50%.						IFEMA Line	Consult your updated balance of account in the Exhibitor Area.
2 JULY. Deadline for sending in the "Request for Promotional Material" and the "Request for Authorisation to Stage Shows or Demonstrations at the Stand".							
Online Exhibitor Catalogue: Inclusion of exhibitor details for the Fair Catalogue and online publications. Catalogue accessible via the web and updated on a periodic basis. Deadline: Deadline: August 31.						www.simonetwork.ifema.es	The tool for managing Catalogue details for your company and co-exhibitors is available in the Exhibitor Area
31 AUGUST Payment of 100% of the space contracted at SIMO Network.						IFEMA Line	Consult your updated balance of account in the Exhibitor Area.
ANNOUNCE AND COMMUNICATE YOUR PRESENCE AT THE FAIR							
Prepare promotional activities to complement your participation as an exhibitor; presentations for clients, for members of the industry, for the media, etc.						Fair Management	
Communicate your presence at the fair to the media.						Press Department	
Promotional Elements: Use the promotional elements available at the fair; banners, exterior advertising at the exhibition centre ...						External Advertising	publicidadexterior@ifema.es
Communicate the new features that you are going to present at the fair to the media, to other exhibitors and to trade visitors by publishing your news items free of charge.						Press Department	In my NetWork / Publish you News at Exhibitors Area
Personalised Invitations: Send your Personalised Invitations featuring the name of your company and your stand number. We shall send these invitations to you in digital format.						Fair Management	
Visas: If the staff at your company or at your co-exhibiting companies requires visas in order to attend the fair, you can process these documents by requesting a letter from the Fair Management at SIMO Network confirming your participation						Fair Management	These are also accessible via the Exhibitor Area.
The Trade Meeting-Point: Send all of the professionals who have registered at the Trade Meeting-Point information relating to your products and services.						Fair Management	In my NetWork / My Meeting Point via the Exhibitors Area
Meetings Services: Arrange appointments with visitors and other exhibitors who have registered for the Trade Meeting-Point.							In my NetWork / My Meeting Point via the Exhibitors Area
ASSEMBLY OF STANDS AND FAIR TIMES							
Projects for the Interior Decoration of Modular Stands 27 AUGUST Project for Free-Design Stands: Submission of projects, deadline 27 AUGUST						Technical Secretary's Office-Fair Services Dept.	
Contracting of additional services: hostesses, furniture, catering, etc. By contracting services through the Exhibitor Area you will enjoy a 15% discount on the price. Remember that services contracted after the period of 15 days prior to the commencement of the fair assembly period feature a surcharge of 25%. Contract your services as soon as possible.						IFEMA Line	
Assembly of Free-Design Stands: From September 20 to September 24 from 8.30 a.m. to 9.30 p.m.						Technical Secretary's Office-Fair Services Dept.	Before embarking on the assembly of your Free-Design Stand, your project must be approved by the Technical Secretary's Office and the corresponding Assembly Rights fee must be paid.
Hand-over of Modular Stands: September 23 at 8.30 a.m.						Technical Secretary's Office-Fair Services Dept.	
Entry of merchandise and decoration material: September 23 and 24 from 8,30 a.m. to 9,30 p.m.						Technical Secretary's Office-Fair Services Dept.	
SIMO Network: 25 - 27 SEPTEMBER Opening hours: from 10.00 a.m. to 7.00 p.m.							
Exit of merchandise and decoration material: September 27 from 7.30 p.m. to 9.30 p.m.							
Dismantling of Free-Design Stands: 27 and 28 September from 8.30 a.m. to 9.30 p.m.							

CONTACT US

Trade Fair Management	IFEMA Director: María Valcarce Sales Dept.: M. Cruz Martín Coordination: María García de Tuñón Communication and Marketing: Ainhoa de la Cruz Fair Secretary's Office: M. Angeles Llorente		Fax: (34) 91 722 57 88 simonetwork@ifema.es
Servifema (Contracting of Services)	<ul style="list-style-type: none"> • Services invoicing • Payments • Catalogue Orders 	IFEMA Line Exhibitors From Spain 902 22 16 16 International (34) 91 722 30 00	Fax: (34) 91 722 57 95 servifema@ifema.es
Technical Secretary's Office (Management of Fair Services)	<ul style="list-style-type: none"> • Technical support for exhibitors • Review of stand assembly projects • Resolution of technical problems that arise during fair activity 		Fax: (34) 91 722 51 27 stecnica@ifema.es
Services Area	<ul style="list-style-type: none"> • Services booking and services assistance • Stand design service 	line@ifema.expositor@ifema.es infodesign@ifema.es	
Outdoor Publicity	<ul style="list-style-type: none"> • Contracting of advertising spaces and sponsorable elements within the exhibition centre 	Fax: (34) 91 722 53 09 publicidadexterior@ifema.es	From Spain 91 722 53 40/08
Press and Communication Office	<ul style="list-style-type: none"> • Director: Raúl Díez • Head of Press and Media Relations: Marta Cacho • Head of Press: Ana Uruñuela • International Press: Helena Valera • Press Secretary: Guadalupe Madueño 	<ul style="list-style-type: none"> • Relations with the media • Press information regarding fairs and events organised by IFEMA • Press information for institutions • Press accreditations for fairs and events 	Tel.: (34) 91 722 50 90 Fax: (34) 91 722 57 93 anau@ifema.es
Convention Centre	<ul style="list-style-type: none"> • Management of specific needs in the Conference Rooms • Contact: Beatriz Samarán 		Tel.: (34) 91 722 50 72 Fax: (34) 91 722 57 89 convenciones@ifema.es
External Relations (Protocol)	<ul style="list-style-type: none"> • Institutional visits • Guided visits 	<ul style="list-style-type: none"> • Protocol for all events • Institutional relations 	Tel.: (34) 91 722 50 82 Fax: (34) 91 722 58 01 infoifema@ifema.es
Security and Internal Services	<ul style="list-style-type: none"> • General security • Access to the exhibition centre • Car-parks 		Tel.: (34) 91 722 50 65 Fax: (34) 91 722 57 81 dsinternos@ifema.es
Medical Department	<ul style="list-style-type: none"> • Medical emergencies • Medical attention for exhibitors and visitors during the staging of fairs and during assembly and dismantling periods. 		Tel.: (34) 91 722 54 00

www.simonetwork.es

IFEMA CALL CENTRE

INTERNATIONAL CALLS (34) 91 722 30 00

FAX (34) 91 722 57 88

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28042 Madrid
Spain

simonetwork@ifema.es