

WORLD DOG SHOW 2020 MADRID

17 – 20 Dec.

www.wdsmadrid2020.com



EXHIBITOR'S GUIDE SPECIFIC RULES OF PARTICIPATION

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1 HOW TO BE AN EXHIBITOR?

- The contracting of space shall be carried out by filling in the ONLINE APPLICATION FORM that is available on the trade fair's web page: wdsmadrid2020.com. Once the final details of your application have been agreed, you will receive the corresponding exhibition contract.
- The reservation shall not be confirmed until the first 50% of the amount corresponding to the space has been paid. If the payment has not been received by the deadline of January 17th 2020, the Exhibition Management can make free use of the stand without any need to provide prior notification.
- Exhibitors waivers shall be governed by the terms set forth in the IFEMA General Conditions of Participation available at wdsmadrid2020.com and ifema.es
- All companies and public or private organizations whose activities are considered included in the sectors object of the same may request their participation in the Fair.
- The signing and submission of the Participation Application Form implies the total acceptance of the IFEMA General Rules on Participation, as well as those specific to WORLD DOG SHOW 2020 and of the provisions that were generically established by the Fair Organization.

2 EXHIBITION DATES AND TIMES

- WORLD DOG SHOW will take place at Feria de Madrid from April 23 to 26, 2020.
- OPENING HOURS: VISITORS From 9:30 a.m. to 8 p.m. During this time the stands must remain open to the visiting public and be properly attended by competent personnel. EXHIBITORS From 8:30 a.m. to 9:30 p.m. The exhibitors will be able to access the enclosure at 8.30 am, at which time the participants in the dog shows have access.
- Exhibitors may remain until 1'30 'minutes after closing time, that is until 9:30 p.m.

3 ALLOCATION OF EXIBITION SPACE

- The space allocation corresponds exclusively to the Fair Management.
- Event Management may alter allocated spaces or make alterations in the layout of the halls for organisational purposes.

4 PARTICIPATION TYPES

A) FREE DESGIN (Only Floor): (Minimum surface 30 Sq.m.)

- 140 € / sq.m. + VAT (1)..... Only Floor from 30-50 sq.m.
- 130 € / sq.m. + VAT (1)..... Only Floor from 50-100 sq.m.
- 115 € / sq.m. + VAT (1)..... Only Floor + over 100 sq.m.

Participation as an exhibitor in the "only Floor Space" modality entails mandatory:

- 55,88 € + VAT (1) Civil Liability insurance
- 53,03 € + VAT (1) "Multifair" insurance
- 4,286 € / sq.m. + VAT (1)..... Minimum consumption of electricity (of 0,13 kw/ sq.m.)
- 180 € + VAT (1) Communication and Marketing (*)

Assembly rights (Including at Turnkey Stand format):

- 2,13 € / sq.m. + VAT (1) = Assembly Rights Fee TYPE A : Un decorated spaces, or covered by a carpet or wooden floor.
- 4,26 € / sq.m. + VAT (1) = Assembly Rights Fee TYPE B: Basic modular stands in aluminium or similar.
- 6,71 € / sq.m. + VAT (1) = Assembly Rights Fee TYPE C: Modular design stands in aluminium, carpentry and other materials.

The company in charge of assembling a stand must pay IFEMA, before assembly starts, the fees for assembly rights corresponding to the services provided during the assembly and dismantling period of the Fair. This payment must be made through "Exhibitors Area":

B) FLOOR + TURNKEY STAND

- **9 sq.m. (Turnkey Stand)**..... 1.440,00 € + VAT (1)
- **12 sq.m. (Turnkey Stand)**..... 1.920,00 € + VAT (1)
- **24 sq.m. (Turnkey Stand)**..... 3.840,00 € + VAT (1)
- **Additional sq.m.** 99,00 € / sq.m. + VAT (1)
- **Communication and Marketing (*)**..... 180,00 € + VAT (1)

(*) **Communication & Marketing** - Both participation types, FREE DESIGN (Only Floor) and Floor + Turnkey Stand, implies the automatic contracting of the Communication & Marketing packet, whose rate is 180 € + VAT (1) . It includes the access to the services and elements as follows: - Presence in catálogo offline - Visitors' Guide - The Trade Show's Interactive Information Points. – WORLD DOG SHOW Social Media - WIFI: 20MB / 5Ghz band / 3 users / technical support - Fair Newsletters - Newsletters - Press News - Discount vouchers

5 EXHIBITOR BADGES AND INVITATIONS TO CLIENTS

Each Exhibitor will receive, at "Exhibitors Area", depending on the assigned surface:

- **EXHIBITOR BADGES:** 2 units per 9 sq.m.
- **INVITATIONS:** 3 units per sq.m.

6 ADDITIONAL SERVICES

- Once the space has been awarded for the exhibition, IFEMA will inform the exhibitor about the additional elements and services offered. These can be purchased through wdsmadrid2020.com in "Exhibitors' Area".

Until November 14, 2020 (30 days before the start of the Assembly): Up to 30 days before the official start of Assembly book services through the Exhibitor's Area with a 15% discount. This discount will also be applicable to the services included for location purposes in the plan of your stand sent to our Technical Secretariat.

Until December 7, 2020: for exhibitors and March 19 for Assemblers: Last day to contract "RIGGINGS" and "Certificates for Structures". These services may be booked until 7 days prior to the beginning of the setup period. From this date on the viability of installation should be inquired by email to tecnic@ifema.es If the services are finally installed, they will be charged with a 25% surcharge. All technical documentation needed for the certificates to be issued must be sent to inspeccion.rigging@ifema.es. For enquiries please contact us at tecnic@ifema.es

December 7, 2020 (7 days prior to the start of Assembly): If you hire services in our Last Minute Service Catalogue, a 25% increase will be applied.

December 14, 2020: Once the Assembly has begun, online services cannot be contracted, it will be done directly at IFEMA "Exhibitors Care Office".

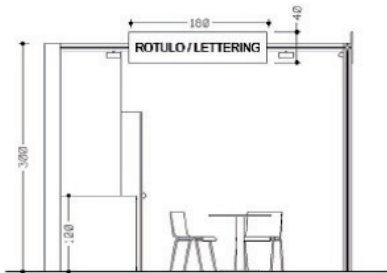
- We offer an Integral Stand Design Service, with the maximum guarantee of IFEMA and totally adapted to your needs. We take over the planning of your space, encompassing design, assembly and disassembly. Write to infodesign@ifema.es for a free quote for your project, with no commitment.
- Advertising Services that will allow you to get the most from your participation in the Fair and the greatest return on investment.
 - Sponsorship of promotional elements with your logo or brand image: accreditation lanyards, other specific elements defined by the company to be delivered to visitors.
 - Banner on the Fair website.
 - External advertising.

Online Booking Services through "Exhibitors Area" will benefit from a 15% discount until March 18, 2020.

(1) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For other companies, this operation is not subject to Spanish VAT. In the case of companies based in the European Union, the exhibitor shall be responsible for any VAT, as applicable, due in the country where they are established.

7 MODULAR STAND DESCRIPTION (Turnkey Stand Package)

STAND DESCRIPTION



Design for information purposes only

- Stand open onto aisles.
- Grey aluminium structure.
- Melamine panels (choose the colour in the exhibitor's zone).
- Painted chipboard walls to choose from white, black, green (pantone 369U), mustard (pantone 7460U, blue (pantone 3005U)
- Warehouse with door in the following proportion::
 - Up to 16 sq.m. 1x1
 - From 16.5 to 32 sq.m. 2x1
 - From 32.5 m2 onwards 3x1
- Furniture regardless of the contracted sq.m.: 1 stool (SI72) and 1 counter (C007).
- Fair type carpet to choose between: jasper gray, red, mauve, ducats blue or green.

LIGHTING

- Lighting by spotlights.
- Electrical installation comprising switchboard with magnetothermic Differential and 500w outlet, able to handle up to 130w/sq.m.

LETTERING

- Sign in standard letters with the name of the exhibitor as well as the stand number placed on the front facing each passageway. Specify through the Exhibitors Area. (maximum 20 letters).

INCLUDED SERVICES

- Civil Liability insurance
- "Multifair" Insurance
- Minimum consumption of electricity (of 0,13 kw / sq.m.)

NO MAKING HOLES OR NAILING IS PERMITTED

FIXING WITH ADHESIVE TAPE WHICH REMOVED DON'T DAMAGE THE PANELS IS PERMITTED

OBSERVATIONS:

- All services or modifications that you wish to add or make, parting from these basic features shall be at your expense.
- We shall try to adapt the layout of the elements that form the stand, the additional ones as well as the structural ones that are necessary for the support of the stand as much as possible to the exhibitor's needs, if it is technically possible and the plan is received with the pertinent instructions at the latest fifteen days before the beginning of the assembling period.
- Once the stand has been assembled, changes in the location of any of the elements previously described, and of which the Management has not been notified, shall be billed.
- The elimination, by the exhibitor, of any element of the prefabricated stand shall not mean a reduction in its cost.
- All material you may use, both structural and electrical, is rented, and therefore, any deterioration in it shall be billed at current rates.

8 FLOOR SPACE ONLY

- All companies must assemble their stands, which includes at least the median walls with the walls of the hall or with other stands with a minimum height of 2.50 metres.
- The other applicable rules are those contained in IFEMA's General Rules of Participation.
- All exhibitors that opt for construction under the FREE DESIGN (Only floor) modality, for surfaces larger than 30 sq.m., must send the PROJECT, floor plan and front and side elevations, to the Exhibition Services Department of IFEMA. mail to stecnica@ifema.es for approval, before March 18, 2020. Tel.: (+34) 91 722 30 00 E-mail: stecnica@ifema.es

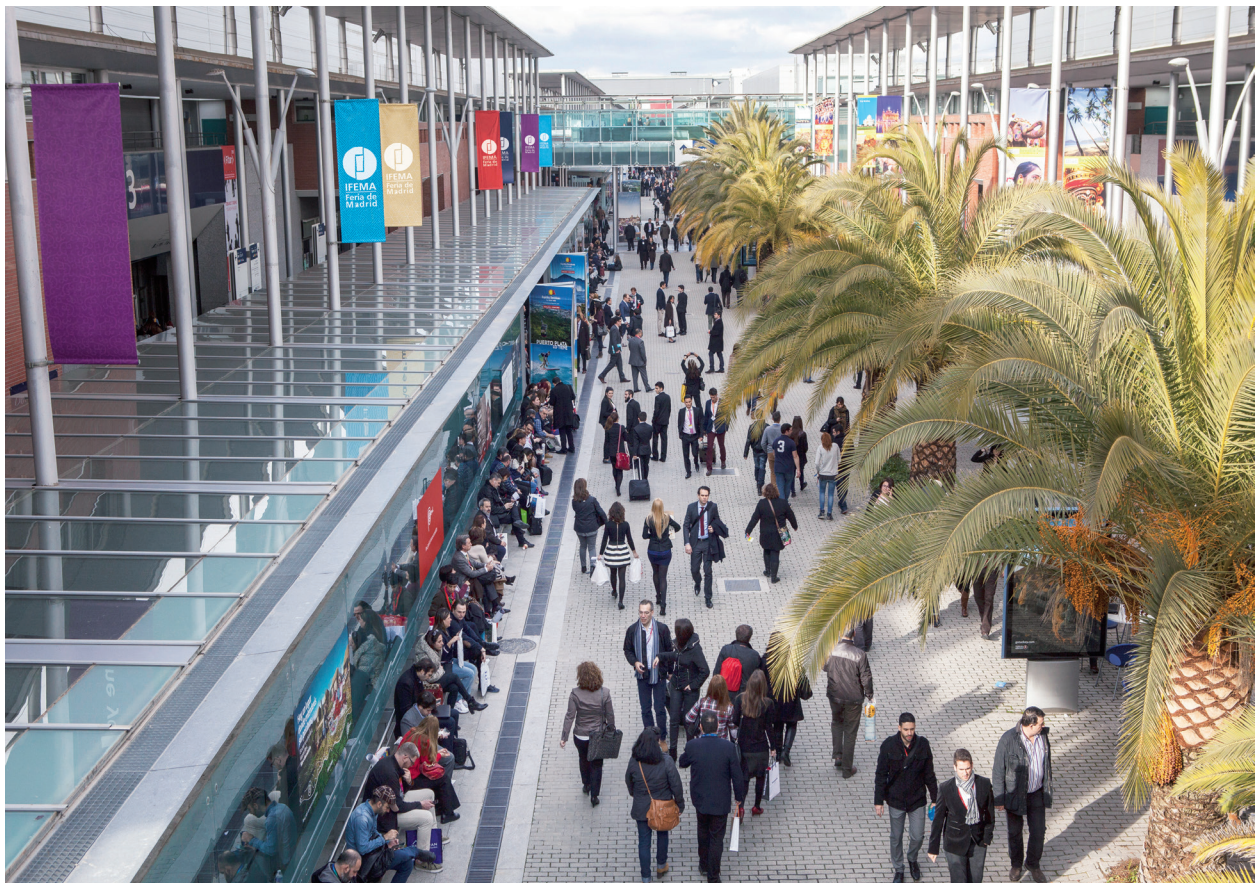
9 SAFETY AND LABOUR RISK REGULATION – COORDINATION OF BUSINESS ACTIVITIES

Minimum instructions regarding individual protection equipment (IPE) during setup and dismantle periods of trade fairs and events.

Effective immediately, as a preventative measure, generally-speaking, and due to the concurrence of activities, the obligation to wear protective helmets, high-visibility vests and security footwear during setup and dismantle periods of trade fairs and exhibition areas, has been established.

In no case will access to the halls be allowed without the aforementioned individual protection equipment; this instruction affects any person accessing, passing through, working or merely being present, in exhibition halls or outdoor exhibition areas during setup and dismantle periods.

This instruction sets forth minimal conditions and does not exempt the use of other protective gear that may be required for the execution of specific tasks to be carried out during the above-mentioned setup and dismantle periods.



10 EXHIBITION MAP



Ref.: 052017

GPS: 40° 27' 51" N / 3° 37' 0" W

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> INFOIFEMA BUSINESS CENTRE Meeting point Exhibitor assistance Trade visitor registration Press accreditations Exhibitor access to exhibition halls Tickets for general public Pay here for your parking Automatic Teller Machine BusFeria stop Medical centre Police Public transport | <p>CAR PARKS</p> <ul style="list-style-type: none"> ORANGE, GREEN, BROWN AND RED
Visitors and passholding exhibitors BLUE
Passholding exhibitors YELLOW
Visitors and office visitors PURPLE
Permanent pass holders
Visitors and passholding exhibitors GREEN
People with disabilities | <p>OTHER CAR PARKS</p> <ul style="list-style-type: none"> Club Feria Oro Coaches Lorries Club Feria Press Office visitors Bicycles Area |
|---|--|--|

11 EXHIBITOR'S AGENDA

DATE	SUBJECT	WHAT TO DO	WHERE
From October 2019	Online "Space Application Form"	Submit the online "Space Application Form"	wdsmadrid2020info@ifema.es wdsmadrid2020.com
Formalización reserva	Payment	Pay 50% of the space costs due	"Exhibitors Area" by using your username and password Tel.: +34-91 722 30 00
November 1, 2020	Payment	Deadline to pay 100% of the space costs due.	wdsmadrid2020info@ifema.es wdsmadrid2020.com
Until November 14, 2020	Projects	(FREE DESIGN/Only Floor): For exhibitors who have chosen "only floor/free design", deadline for sending the stand decoration project by email to stecnica@ifema.es TURNKEY STAND: Send is the set-up floor plan for our shell scheme stand	Exhibition Service Management stecnica@ifema.es
Until November 14, 2020	Booking Services with discount	Last day to book services with 15% discount only thorough the "Exhibitors Area"	"Exhibitors Area" by using your username and password Tel.: +34-91 722 30 00
November 15, 2020	Catalogue	Deadline to fill in your "Catalogue data / Visitor's Guide" only through Exhibitors Area	
December 7, 2020	Booking Services with surcharge	Booking Services made 1 week before the Assembly of the Fair will have a 25% surcharge.	"Exhibitors Area" by using your username and password
December 13, 2020	Turnkey Stand	Deadline to communicate the lettering with the exhibitor's name (modular stands)	
From December 14 to 15, 2020	Free-design stand Assembly	From 8:30 a.m. to 9:30 p.m.	
Until December 15, 2020	Invitations and Exhibitor Badges	<ul style="list-style-type: none"> • Submit the electronic invitations to your clients. • Print your Exhibitor Badges. 	
December 16, 2020	Delivery of Turnkey Stands	<ul style="list-style-type: none"> • Delivery of Turnkey Stands from 8:30 a.m. • Arrival of goods and decoration material from 8:30 a.m. to 9:30 p.m. 	
From December 17 to 20, 2020	Celebration	From April 23 (Thursday) to April 26 (Sunday). Schedule from 9:30 a.m. to 8 p.m.	
December 20, 2020	Removal of goods and decoration material	April 26 (Sunday) from 8:30 p.m. to midnight.	
December 21 and 23, 2020	Dismantling	Dismantling of "FREE DESIGN / Only Floor" stands from 8:30 a.m. to 9:30 p.m.	

12 CONTACT US

Exhibition Management	IFEMA <ul style="list-style-type: none"> • Managing Director: Asier Labarga • Commercial Manager: Mercedes Monasterio • Coordinator: Beatriz Ferrándiz • (+34) 91 722 58 26 • beatriz.ferrandiz@ifema.es • Secretariat: Yolanda Rodríguez • (+34) 91 722 52 42 • wdsmadrid2020info@ifema.es 	
Call Center Exhibitors Area	<ul style="list-style-type: none"> • Calls from Spain: 902 22 15 15 • Internacional Calls: (+34) 91 722 30 00 • Exhibitors e-mail: lineaifema.expositor@ifema.es • Visitors e-mail: visit.registro@ifema.es • E-mail: lineaifema@ifema.es 	Línea IFEMA Exhibitors Calls from Spain: 902 22 15 15 International Calls: (+34) 91 722 30 00
Technical Department <small>(Exhibition services Department)</small>	<ul style="list-style-type: none"> • Telephone: (+34) 91 722 30 00 • E-mail: stecnica@ifema.es 	
Servifema	<ul style="list-style-type: none"> • Telephone: (+34) 91 722 30 00 • E-mail: servifema@ifema.es 	
Communication and Marketing office	Director: Raúl Díez Press Director: Marta Cacho Press: Jesús González <ul style="list-style-type: none"> • Relations with the media. • Press information about fairs and shows organised by IFEMA. • Institutional press information. • Press badges for fairs and shows. 	Jesús González Tel.: (+34) 91 722 50 95 ndm@ifema.es
Convention and Congresses	<ul style="list-style-type: none"> • Space rental for meetings and conventions in the exhibition centre, be it during the exhibitions or not. • Coordination of not-exhibition-related activities. 	Tel.: (+34) 91 722 50 72 convenciones@ifema.es
External Affairs <small>(Protocol)</small>	<ul style="list-style-type: none"> • Institutional visits. • Guided visits. • Protocol for all events. • Institutional relations. 	Tel.: (+34) 91 722 50 82 infoifema@ifema.es
Security and Self-Protection Services	<ul style="list-style-type: none"> • General security. • Accesses to the Exhibition Centre. • Parking. 	Tel.: (+34) 91 722 50 65 dseguridad@ifema.es
Medical Service and Security Emergencies	<ul style="list-style-type: none"> • Security and medical emergencies. • Medical attention for exhibitors and visitors during the exhibition, stand assembly and stand dismantling. 	Tel.: (+34) 91 722 54 00
Outdoor Advertising	<ul style="list-style-type: none"> • Booking outdoor advertising at the venue. 	Tel.: (+34) 91 722 53 40/08 publicidadexterior@ifema.es

13 ACCESS



Public Transport to Feria de Madrid



EMT Bus

Line 73

DIEGO DE LEÓN-FERIA DE MADRID

Line 112

MAR DE CRISTAL-FERIA DE MADRID-Bº AEROPUERTO

Line 122

AVENIDA DE AMÉRICA-FERIA DE MADRID



Suburban Bus

Line 828

UNIVERSIDAD AUTÓNOMA-ALCOBENDAS-FERIA DE MADRID-MADRID (CANILLEJAS)



Underground

Line 8

Station

FERIA DE MADRID



Railway Station



Airport Adolfo Suárez Madrid-Barajas