



[www.anuga-iberica.com](http://www.anuga-iberica.com)

MADRID, 16-18.02.2027



# Where Iberian Flavours Meet Global Opportunities

**Exhibitor Guide and Specific Rules for Participation**



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# 1. HOW TO PARTICIPATE: RULES

ANUGA SELECT IBÉRICA  
MEAT ATTRACTION  
BAKERY & ICE CREAM ATTRACTION

## 1.1 Dates. Schedule and venue. Sectors involved

**Anuga Select Ibérica, together with Meat Attraction and Bakery & Ice Cream Attraction, will take place** at the IFEMA MADRID exhibition centre **from 16 to 18 February 2027**, from 9:30 a.m. to 6:30 p.m. on the 16th and 17th, and on the last day from 9:30 a.m. to 4:00 p.m. in halls 3, 4, 5, 6.

Exhibitors will be able to access the venue from 8:30 a.m. and leave before 7:30 p.m., and on the last day until 4:30 p.m.

The virtual event via the digital platform will be open from 1 September 2026 to September 2028.

The fair is for professional visitors only.

**Sectors covered by Anuga Select Ibérica – Meat Attraction – Bakery & Ice Cream Attraction:**

- Meat sector and auxiliary industry (Meat Attraction)
- Bakery, Pastry, Confectionery, Ice Cream and Horchata (Bakery & Ice Cream Attraction).
- Frozen food
- Fresh and chilled food
- Fine Food (Gourmet and Delicatessen Products)
- Dairy products
- Drinks
- Coffee - Hot beverages
- Auxiliary Industry
- Organic products

## 1.2 What do I need to do to participate?

Space can be reserved by completing the online Participation Request form available on the fair's website [www.ifema.es/en/anuga-select-iberica/exhibitors](http://www.ifema.es/en/anuga-select-iberica/exhibitors) and sending a copy of the proof of payment for the space reservation fee corresponding to the requested area by email to [atencionalcliente@ifema.es](mailto:atencionalcliente@ifema.es), according to the following categories:

- Up to 32 m<sup>2</sup> €1,000\*
- From 32.5 m<sup>2</sup> €1,500\*

The reservation fee may be used to offset the costs incurred in submitting the application and proposal and will be applied as part of the total payment for participation.

The exhibiting company is the company that will participate in the fair, on whose behalf the application to participate as an exhibitor is completed.

In order to apply to participate in the fair, the activity of the exhibitor, whether a company, public or private organisation, must fall within the sectors covered by the fair.

By clicking on the "send application" button, the company confirms to IFEMA MADRID that it is seriously interested in participating as an exhibitor and in receiving a proposal.

From the same application form, if the process is not completed, it is possible to request information and quotes, which does not constitute a request for a bid.

If the CONTRACTING COMPANY designates another entity as the INVOICING COMPANY, the details of both must be included in the application form. No changes to the invoicing company will be authorised once the first invoice has been issued.

Submission of the Application Form implies full acceptance of the **General Rules for Participation in Exhibitions organised by IFEMA MADRID**, the technical annexes, the Specific Rules for this edition and the provisions, whether general or specific, established by the exhibition organisers.

## 1.3 Contracting and allocation of spaces

The decision to accept the company as an exhibitor will be at the discretion of IFEMA MADRID, taking into account the purpose of the fair and the availability of space.

Space can be booked by completing the online Participation Request form available on the website and paying the space reservation fee.

Exhibitors who submit their application to participate within the priority period may either participate in the space allocation selection process or be allocated space directly in order of receipt.

The priority period for space allocation will be until 1 June 2026.

**Participation requests received after 1 June 2026** will be processed in strict order of receipt and payment of the space reservation fee (the latter is an essential requirement and will determine the date of entry of the request to participate as an exhibitor).

The exhibitor will receive the exhibition contract with the statement of account and location plan and dimensions of their stand(s) when it is awarded, and from that moment on they will be able to access the Zona Expo customer portal to manage their participation.

It is essential to make the payments indicated in the contract within the established deadlines.

The allocation of spaces will be carried out by the Exhibition Management, taking into account the needs of ANUGA SELECT IBÉRICA – MEAT ATTRACTION – BAKERY & ICE CREAM ATTRACTION as a whole, sectorisation and image, as well as attempting to accommodate the preferences of companies and affinities between similar products within the existing availability.

(1) Companies established in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, this transaction is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for any VAT that may be payable in their country of establishment.

# 1. HOW TO PARTICIPATE: RULES

ANUGA SELECT IBÉRICA  
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## 1.4 Methods of participation

- **Exhibitor:** a natural or legal person who has space at the Exhibition. The exhibiting company is the one in whose name the application to participate as an exhibitor is completed.

The exhibitor has the option to contract:

- A) Floor space only (to build your own 'free design stand') from 25 sq.m.
- B) Floor space + Basic Stand from 12 sq.m.
- C) Floor space + Premium Stand from 16 sq.m.

- **Co-exhibitor:** natural or legal person participating in the stand of a main exhibitor, contracting directly with them. The main exhibitor must register their co-exhibitors via the ZONA EXPO customer portal, and each co-exhibitor must complete an application form to participate as a co-exhibitor at the fair (see point 2.3).

## 1.5 Your exhibitor plan

### Conecta exhibitor plan

**Participation as a main exhibitor at the fair requires the purchase of the CONECTA EXHIBITOR PLAN for €500 + VAT (1).**

**This concept encompasses the following services:**

Promotion of participation in the fair through inclusion in the list of exhibitors, which is freely accessible on the fair's website and shared as a link in industry communications.

Presence as exhibitors at the digital event of the Anuga Select Ibérica - Meat Attraction - Bakery & Ice Cream Attraction fairs. The digital event extends the duration of the fair beyond its celebration, provides additional content on the exhibition offer and sector news, and is accessible to registered exhibitors and visitors.

Registration of 5 products or services associated with the company file on the digital platform.

Presence during the fair on the pavilion plans and lists of exhibitors. Access to IFEMA MADRID's 'ZONA EXPO' customer portal to manage participation.

Exhibitor passes according to the contract (see point 2.2).

Online invitations according to the contract (see point 2.2).

Transport discount vouchers.

Premium Wi-Fi connection for 3 users throughout the fair (these connections will only work with devices that allow connection in the 5 GHz band). The password is enabled for the duration of the fair and until the last day of dismantling and is sent by email to the holder's address at least 48 hours in advance.

- **Features for connecting with other users to generate business opportunities for three users (on the digital platform):**

- Search for new contacts among registered visitors and exhibitors. Communication with contacts (chat and video conferencing).
- Organisation of personal online and face-to-face meetings with contacts.
- Preparation of company meetings at the trade fair stand to optimise time.
- Scanning of visitor passes at the trade fair.
- Download of the list of contacts with their details.

### UPGRADE

#### Impacts display plan

**UPGRADE FEE: €1,500 + VAT (\*)**

- Visibility of the company profile with positioning as a featured exhibitor.
- Possibility of including unlimited products.
- Exhibitor team with unlimited users with networking.
- Possibility of offering two sessions, conferences, or product demonstrations.

# 1. HOW TO PARTICIPATE: RULES

## 1.6 Your space at the fair. Types of stands. Regulations and assembly

### Types of stands

- ❖ **FREE DESIGN stand (floor space only):** Aimed at firms and companies that choose to build a stand tailored to their image objectives. Surface area equal to or greater than 25 sq.m.
- ❖ **Premium Stand Aluminium** frame structure 2.5 m high with white canvas walls. Minimum surface area 16 sq.m.
- ❖ **Basic Stand:** Structure made of chipboard panels painted in matt white plastic.

### Participation with a stand at the fair requires the contracting of the following general services associated with the stand:

- ❖ Civil liability insurance (covering up to €60,000). (\*)
- ❖ Multi-fair insurance (covering up to €50,000). (\*)
- ❖ Minimum electricity consumption (0.13 kW/sq.m). (\*)
- ❖ Type A cleaning (\*) Connect Plan. Assembly fees (\*).
- ❖ Assembly fees (\*).
  - **Type A:** spaces without decoration, or occupied by carpet or wooden flooring.
  - **Type B:** basic modular stands made of aluminium or similar materials.
  - **Type C:** designer modular stands made of aluminium, stands made of wood and other materials.

Surcharge on assembly fees from 8 January 2027.

(\*) Services already included in modular stands.

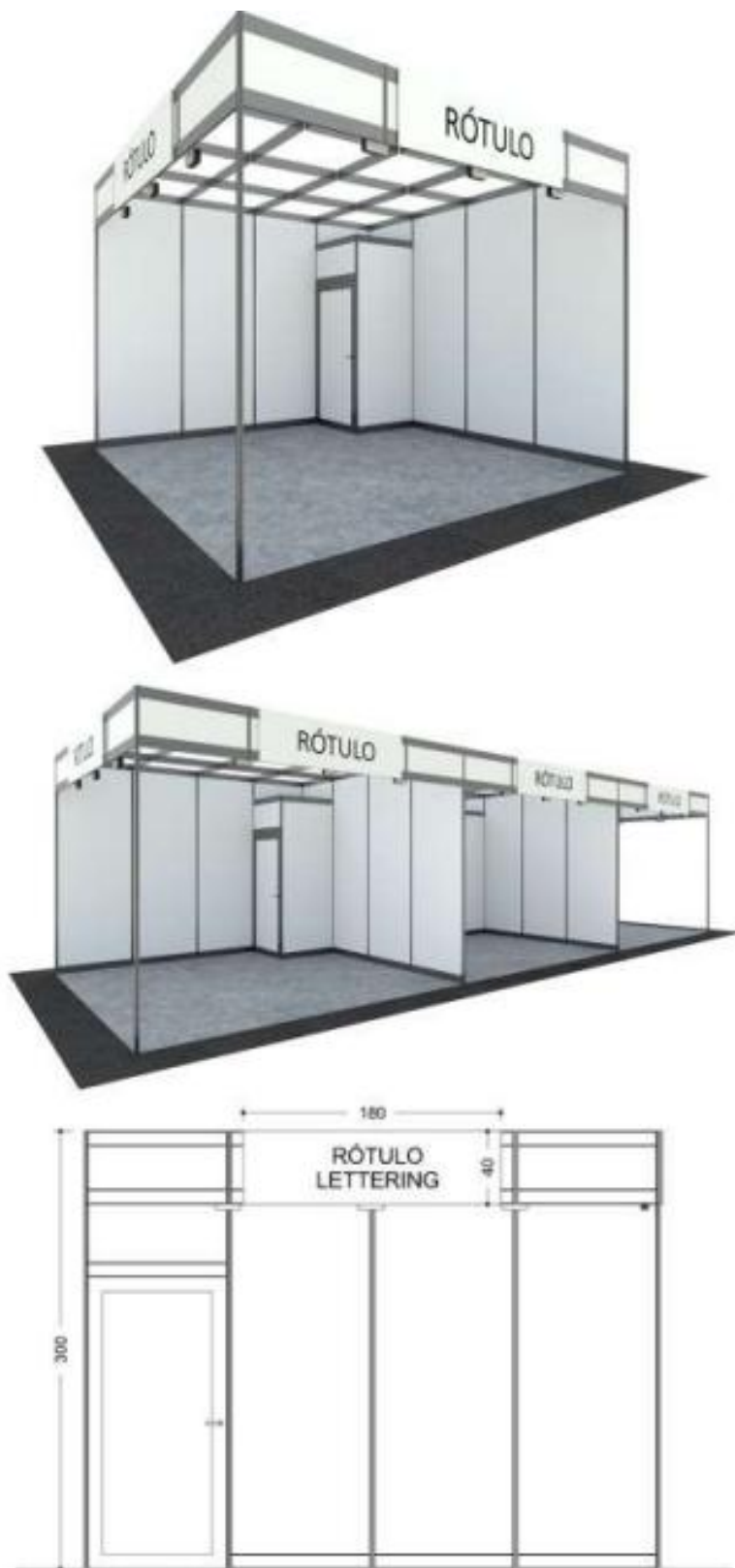
ANUGA SELECT IBÉRICA  
MEAT ATTRACTION  
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# 1. HOW TO PARTICIPATE: BASIC STAND

ANUGA SELECT IBÉRICA  
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## 1.6 Your space at the fair. Types of stands. Regulations and assembly

### BASIC STAND



### STAND

- Minimum space available for hire: 12 sq.m.
- Stand open to one or more aisles depending on location.
- Structure made of chipboard panels painted in matt white plastic.

### STORAGE ROOM with door in the following proportions:

- From 12 to 16 sq.m .....1x1
- From 16.5 to 32 sq.m .....2x1
- From 32.5 sq.m: ..... 3x1

### EXHIBITION CARPET Exhibition carpet in **grey jaspe**.



Grey Jaspe

### ELECTRICITY AND LIGHTING

- Lighting using LED spotlights (one spotlight for every 3 sq.m)
- Electrical installation in accordance with low voltage standards, consisting of an electrical panel with residual current device and circuit breaker, sized to support a power of 130W/sq.m and with a 500W double socket.

### SIGNAGE

Standardised lettering with editable exhibitor name and stand number.  
**Maximum 20 characters.**

If the exhibitor's name field in the EXPO ZONE is not filled in, the Fair Name from the Participation Request will be used for the signage. The exhibitor must indicate the company name chosen for the signage **before 8 January 2027**.

### FURNITURE

#### Modular stand from 12 to 31.5 sq.m:

- 1 Tana counter.1 Lima stool.
- 1 white DOM table (6RL02001).
- 2 Madrid chairs (6RL01001).

For areas contracted from 36m<sup>2</sup> upwards, tables and chairs will be delivered in duplicate.



### MANDATORY CONTRACTING

Furthermore, participation as an exhibitor implies mandatory contracting:

**Conecta Plan:** € 500 + VAT

### DAILY CLEANING TYPE A

Initial cleaning with removal of the plastic covering the carpet, daily cleaning of the floor and emptying of waste bins. Does not include cleaning of displayed objects.

### ASSEMBLY PLAN

You can view your assembly plan in the EXPO ZONE, with the services included. In addition, you can track the status of the plan and make comments on it, should you need to make any changes.

### ADDITIONAL SERVICES

Customise your modular stand with our Stand Graphic Decoration service.  
[decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

**GUIDELINE DRAWING.** No holes may be made. Nailing or taping is permitted. It must be adapted to the dimensions of the space allocated.

**COMMENTS:** • All services or modifications to be made to these specifications shall be at the exhibitor's expense. • The removal or replacement by the exhibitor of any component of the modular stand shall not entail a reduction in cost. • The layout of all the elements that make up the stand, any extras requested, and the structural elements needed to support the stand will be adapted to the exhibitor's needs, provided that this is technically feasible and the plan with the relevant instructions is received fifteen days before the first day of assembly. Once the stand has been assembled, any changes to the location of any elements that have not been communicated by the established date will be invoiced. • All materials used, both structural and electrical, are rented and any damage will be invoiced according to the current rates.

• Additionally, any exhibitor may contract items listed in the IFEMA Services Catalogue. • All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before **8 January 2027**. • Stands will be delivered finished on **15 February 2027 from 8:30 a.m.** onwards.

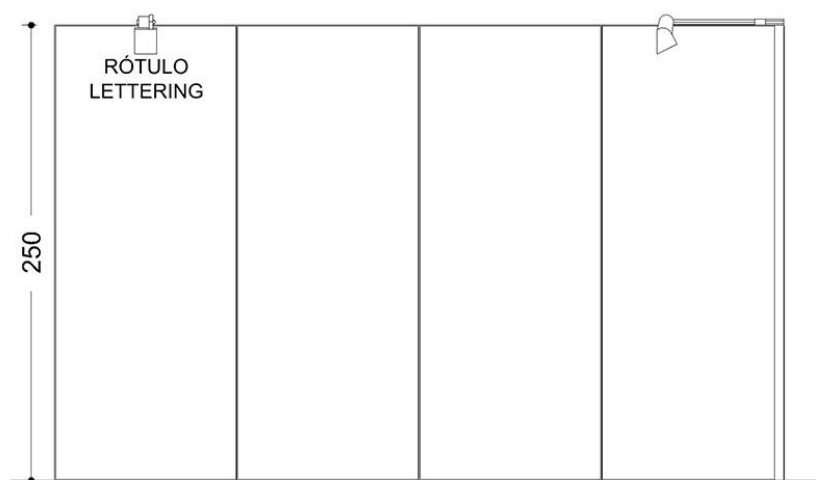
# 1. HOW TO PARTICIPATE: BASIC STAND

ANUGA SELECT IBÉRICA  
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## 1.6 Your space at the fair. Types of stands. Regulations and assembly

PREMIUM STAND

NEW



### STAND

- Minimum contract area 16 sq.m.
- Stand open to one or more aisles according to the allocation plan.
- Aluminium frame structure 2.5 m high with white canvas walls.
- Colour changes will be invoiced as an extra, subject to a prior quote request.

**STORAGE ROOM** with door in the following proportions:

- From 16 to 32 sq.m .....2x1
- From 32.5 sq.m.....3x1

**EXHIBITION CARPET:** Exhibition carpet of your choice. If no colour is specified, grey marbled carpet will be installed.



### ELECTRICITY AND LIGHTING

- Electrical installation in accordance with low voltage standards, consisting of an electrical panel with residual current device and circuit breaker, sized to support a power of 130W/sq.m.
- One 25W LED spotlight per 4 sq.m. Double socket base.

### SIGNING

Standardised lettering with the exhibitor's name, editable in the EXPO ZONE, and stand number. **Maximum 20 characters.**

If the exhibitor's name field in the EXPO ZONE is not filled in, the Fair Name from the Participation Application will be used for the signage. The exhibitor must indicate the company name chosen for the signage before **8 January 2027**.

### FURNITURE

#### Modular stand from 16 to 31.5 sq.m:

- 1 Tana counter.
- 1 Lima stool. 1 white DOM table (6RL02001).
- 2 Madrid chairs (6RL01001).



For areas contracted from 36 sq.m upwards, tables and chairs will be provided in duplicate.

### MANDATORY CONTRACTING

Furthermore, participation as an exhibitor implies mandatory contracting:  
**Conecta Plan:** € 500 + VAT

### DAILY CLEANING TYPE A

Initial cleaning with removal of the plastic covering the carpet, daily cleaning of the floor and emptying of waste bins. Does not include cleaning of displayed objects.

### ASSEMBLY PLAN

You can view your assembly plan in the EXPO ZONE, with the services included. In addition, you can track the status of the plan and make comments on it, should you need to make any changes.

### ADDITIONAL SERVICES

Customise your modular stand with our Stand Graphic Decoration service.  
[decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

**GUIDELINE DRAWING.** No holes may be made. Nailing or taping is permitted. It must be adapted to the dimensions of the space allocated.

**COMMENTS:** • All services or modifications to be made to these specifications shall be at the exhibitor's expense. • The removal or replacement by the exhibitor of any component of the modular stand shall not entail a reduction in cost. • The layout of all the elements that make up the stand, any extras requested, and the structural elements needed to support the stand will be adapted to the exhibitor's needs, provided that this is technically feasible and the plan with the relevant instructions is received fifteen days before the first day of assembly. Once the stand has been assembled, any changes to the location of any elements that have not been communicated by the established date will be invoiced. • All materials used, both structural and electrical, are rented and any damage will be invoiced according to the current rates.

• Additionally, any exhibitor may contract items listed in the IFEMA Services Catalogue. • All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before **8 January 2027**. • Stands will be delivered finished on **15 February 2027 from 8:30 a.m.** onwards.

# 1. HOW TO PARTICIPATE: RULES

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## 1.6 Your space at the fair. Types of stands. Regulations and assembly

### REGULATIONS AND SETTING UP YOUR

#### ASSEMBLY AND DISASSEMBLY

All companies shall be required to assemble their stand, which shall include at least the partition walls with the hall wall and with the adjacent stands, depending on their location.

**The assembly of free-design stands** may take place **from 10 to 14 February 2027** during the following hours:

- ✓ From 10 to 12 February from 8:30 a.m. to 9:30 p.m.
- ✓ 13 and 14 February from 8:30 a.m. to 7:30 p.m.

Modular **stands contracted** with IFEMA MADRID will be delivered on **15 February from 8:30 a.m. onwards**.

Exhibitors who have not paid in full for the contracted space and the costs of the services requested will not be authorised to occupy the space or, where applicable, will not have their modular stand delivered.

**Goods and decorative materials may be brought in on 15 February 2027 from 8:30 a.m. to 9:30 p.m. From 7:00 p.m. onwards, entry will only be possible through the pedestrian doors**, as the goods gates will be closed to allow for the installation of recyclable carpet.

**Goods and decorative materials may be removed on 18 February 2027 FROM 4:30 PM.** From **7:00 pm to 8:00 pm**, removal may only be carried out through the pedestrian doors in order to remove recyclable carpet. After that time, the goods gates will be open until midnight.

**Stands may be dismantled on 19 and 20 February 2027. On the 19th, from 8:30 a.m. to 9:30 p.m., and on the 20th, until 7:30 p.m.**

### General assembly regulations

For **safety reasons**, and as a general and permanent preventive measure due to the nature of the activities involved, **it is mandatory to wear a protective helmet, high-visibility vest and safety footwear during the assembly and dismantling phases of fairs and events in all exhibition areas**.

**During assembly**, it is not necessary to carry passes, so there are no assembler passes.

Assembly work may not begin without first completing and sending to IFEMA the **“Occupational Risk Prevention and Coordination of Business Activities” Protocol**, available on the IFEMA MADRID website ifema.es – Exhibitors – Participation Rules – Forms (Article 15 of the General Rules for Participation in Events Organised by IFEMA MADRID available on the IFEMA MADRID website ifema.es

**Regulations on vehicle circulation** and parking during the event: inside the trade fairgrounds it is expressly forbidden to keep vehicles parked in the loading and unloading areas, so they may only be parked in the areas designated for this purpose, paying the corresponding fee where applicable. Once the event has opened, no vehicle may be driven inside the halls or on the avenue, unless expressly authorised by IFEMA MADRID (article 14 of the General Rules for Participation in Events Organised by IFEMA MADRID

**Management of waste and assembly and exhibition materials:** all companies involved in the assembly and dismantling of stands at the trade fair/event must manage, as those directly responsible, the waste they generate so that it can be removed within the established deadlines. IFEMA MADRID will offer you the possibility of hiring containers to facilitate the selection and removal of waste and will supervise the same (see rates in the EXPO ZONE Customer Portal, in Hiring Services, section on cleaning and waste containers).

The exhibitor will lose all right to claim for loss or damage to materials that still remain in the exhibition areas of the hall after the deadline and will bear the costs related to their removal, which will be invoiced by IFEMA MADRID in accordance with the established rates (see art. 35 of the General Rules for Participation in Events Organised by IFEMA MADRID).

### SPECIAL AUTHORISATIONS

On the website ifema.es, you will find a list of other services, regulations and forms that may be of interest to you:

- Communication for catering at stands.
- Occupational risk prevention and coordination of business activities.
- Request for authorization for private surveillance at stands.
- Request for authorization for the installation of Wi-Fi.
- Request for authorization for antenna wiring.
- Request for authorization to hang structures/rigging.

### MORE INFORMATION

# 1. HOW TO PARTICIPATE: RULES

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## 1.6 Your space at the fair. Types of stands. Regulations and assembly.

### REGULATIONS AND SETTING UP YOUR SPACE

**Installation of recyclable carpet in common areas:** in line with IFEMA MADRID's commitment to the 2030 SDGs (United Nations Sustainable Development Goals), as indicated in the [Guide to Sustainable Participation in Trade Fairs and Events](#), and with the aim of optimising the process of installing and removing recyclable exhibition carpeting for its subsequent reuse and consequent disposal of the protective plastic at source, the entry and exit times for goods must be adapted to these processes and will be reflected in the corresponding point. Thank you for your collaboration with our environmental commitment.

IFEMA MADRID carpets the aisles throughout the fair and, for sustainability reasons, does so with reusable strips of standard sizes, leaving a small strip at the edges of the aisle(s) bordering the stands free of carpet. These uncarpeted strips **form part of the aisle and not the stands, and therefore exhibitors are not authorised to cover or decorate them.** We kindly ask exhibitors to cooperate with this decision; IFEMA MADRID staff will monitor compliance as far as possible and will require any carpet that encroaches on these strips to be removed. If, despite these controls, the strip is encroached upon, **the encroached aisle space will be billed to the exhibitor as space.**

### Modular stands. Regulations and customisation

All modular stands that include interior decoration with panels, profiles, totems, platforms, trusses, etc., **MUST UPDATE their project in THEIR EXPO ZONE before 8 January 2027.**

The removal or replacement of any element of the modular stand by the exhibitor does not imply a reduction in cost. All materials used, both structural and electrical, are rented and any damage will be invoiced according to the current rate.

The layout of all the elements that make up the stand, any extras requested, and the structural elements necessary to support the stand will be adapted to the exhibitor's needs, provided that this is technically feasible and the plan with the relevant instructions IS UPLOADED TO THE EXPO ZONE one month before the start of assembly: 8 January 2027.

### CUSTOMISE YOUR STAND WITH US: GRAPHIC DECORATION FOR BASIC STANDS

Customize your modular stand with your brand image to generate maximum impact on visitors. We offer a wide range of graphic materials (vinyl, foam, Forex, canvas, etc.) that are versatile and adaptable to all the elements of your stand (walls, furniture, fronts, banners, displays, etc.). Request more information and a quote. Our specialized team will monitor the production and installation. [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

Once the stand has been assembled, any changes to the location of any elements that have not been communicated by the established date will be invoiced.

**To contract services,** you must do so through our online channel, which you can access via the following link:

[E-Commerce](#).

# 1. HOW TO PARTICIPATE: RULES

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## 1.6 Your space at the fair. Types of stands. Regulations and assembly.

### Freely designed stands. Regulations and assembly

Companies that choose to build their own stands must **UPLOAD THEIR DESIGN to the EXPO ZONE** for approval before **8 January 2027**.

If your project includes a rigging structure, you must send a specific project to [rigging@ifema.es](mailto:rigging@ifema.es) before 8 January 2027.

### Assembly rights

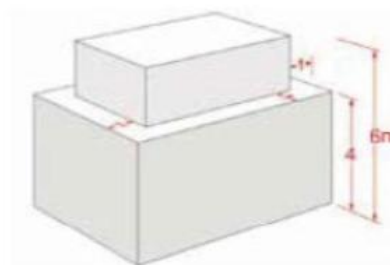
The company responsible for assembling a stand must pay IFEMA MADRID, before commencing such work, the assembly fees corresponding to the services provided during the assembly and dismantling period of the Fair. If, as the main exhibitor, you wish to assume payment of these assembly fees and have them included in your invoice, you must contract this service in the Expo Zone.

In order to be more efficient and provide you with better service, avoiding incidents during set-up, IFEMA MADRID has begun **to apply a last-minute surcharge to the contracting of set-up rights, as is the case with the rest of our services.**

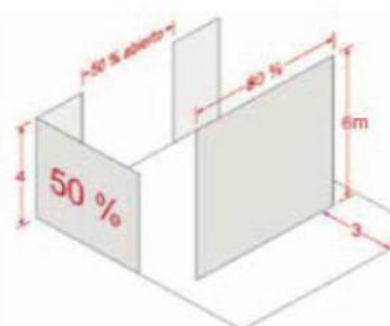
This surcharge increases the price by 25% when the contract is signed during the week prior (7 days prior) to the start of assembly, during assembly, celebration and dismantling.

Please note that assembly fees apply to free-design assemblies and can be contracted with a 5% discount if the contract is signed up to 30 days before the start of the exhibition assembly.

Normativa de alturas.  
Máxima ocupación espacial a ocupar con cualquier elemento.



Cerramientos.



### SPECIFIC ASSEMBLY RULES FOR FREESTANDING STANDS

- All companies will be required to assemble their stand so that it includes at least the middle walls with the hall wall or other stands.
- The exhibitor must mark their space with the corresponding stand number in accordance with the official floor plan and exhibition contract documentation.

#### Height

- Maximum authorised height along the perimeter line: 4 m. In order to raise or hang any decorative element at a maximum height of 6 m, it is necessary to set back 1 m towards the interior along the entire perimeter.
- This option is not available in the connection areas between pavilions.
- Construction elements, decorations and spotlights may not protrude more than 50 cm from the allocated space and from a minimum height of 2.5 m.

#### Blind enclosures around the perimeter

- Blind perimeter enclosures may not exceed 50% of each corridor façade.
- To create longer enclosures, these must be set back a minimum of 3 m towards the interior and may not exceed 80% of the length of the façade.

The interpretation and application of the regulations for each particular case is the responsibility of IFEMA MADRID, which reserves the right to arbitrate exceptions if it deems necessary, based on respect for the overall perspective of the fair and the visibility of neighbouring stands.

### DESIGN YOUR STAND WITH US

In addition to turnkey stands, we offer a comprehensive stand design service, with our guarantee and fully tailored to your needs. We take care of the planning of your space, the design, the assembly and the dismantling. Request a free, no-obligation project tailored to your needs by sending an email to [standbuilding@ifema.es](mailto:standbuilding@ifema.es).

To contract services, please visit our online channel, which you can access via the following link: [E-Commerce](#).

# 1. HOW TO PARTICIPATE: RULES

ANUGA SELECT IBÉRICA  
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BAKERY & ICE CREAM ATTRACTION

## 1.7 Participation Fees

FLOOR ONLY	RATE
From 25.5 sq.m	230€/sq.m
FLOORING + BASIC STAND	RATE
12 sq.m	€4000
Additional sq.m	€305
SUELO + STAND PREMIUM	RATE
16 sq.m	€6190
Additional sq.m	€360

## MANDATORY SERVICES

Minimum electricity consumption (0.13 kW/sq.m)(*)	7,88€/sq.m
Civil Liability Insurance (coverage up to€60,000)(*)	€74.30
Multiferia Insurance (coverage up to€50,000)(*)	€70.53
CONECTA EXHIBITOR PLAN	€500 + VAT (1)

## RIGHTS OF ASSEMBLY

For Free Design Stands only (Floor space only):

<b>Tipo A:</b> spaces without decoration, or covered with carpet or wooden flooring	2.80€/sq.m
<b>Tipo B:</b> basic modular stands made of aluminium or similar material	5.62€/sq.m
<b>Tipo C:</b> modular aluminium stands, wooden stands and other materials	8.94€/sq.m

(\*) Services included in Basic and Premium stands.

## 1.8 Payment terms and methods

### PAYMENT DATES

#### RESERVATION FEE

It shall be paid at the time of completing the Participation Application, to be deducted from your participation when the space is assigned to you.

- Up to 32 sq.m..... €1,000(\*)
- From 32.5 sq.m ..... €1,500(\*)

- ❖ **1 August 2026:** deadline for payment of the first **50% of the contracted space.**
- ❖ **11 January 2027:** deadline for payment of **100% of the contracted space and services.**

### PAYMENT METHODS

You can make payment in the following ways:

- ❖ Transfer to: IFEMA MADRID / Anuga Select Ibérica 2027 / Meat Attraction 2027 / Bakery & Ice Cream Attraction 2027
- ❖ Santander: IBAN ES64 0049 2222 5115 1000 1900

SWIFT: BSCHESMM

- ❖ BBVA: IBAN ES89 0182 2370 4000 1429 1351

SWIFT: BBVAESMM

- ❖ Caixa Bank: IBAN ES93 2100 2220 1102 0020 2452

SWIFT: CAIXESBBXXX

- ❖ **Send a copy of the bank receipt to [servifema@ifema.es](mailto:servifema@ifema.es)**
- ❖ Certified cheque made payable to the relevant trade fair: IFEMA MADRID / Anuga Select Ibérica 2027

- ❖ Credit card in a secure environment, accessible upon completion of the online application form, or subsequently through the Expo Zone. In accordance with current regulations, cash or bearer cheques are not accepted.

In the Expo Zone, you will find your account status for participation in the fair and invoices once payments have been made. If you require an invoice to make a payment, please request it by email at [servifema@ifema.es](mailto:servifema@ifema.es).

### DISCOUNTS:

**5% DISCOUNT ON SERVICES CONTRACTED THROUGH THE EXPO ZONE, UP TO 30 DAYS BEFORE THE START OF ASSEMBLY.**

This discount will also apply to services contracted by sending the floor plan of your stand to the technical secretariat. The following are not included: mandatory minimum services, outdoor advertising, meeting rooms, graphic decoration of stands, or specific fair services such as exhibitor passes, invitations, etc.

### SURCHARGES:

**25% surcharge for contracting services, including assembly fees, requested 7 days prior to the start of assembly (3 February 2027).**

(1) Companies established in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, this transaction is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for any VAT that may be payable in their country of establishment.

# 1. HOW TO PARTICIPATE: RULES

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## 1.9 Normas específicas de participación

The decision to accept the exhibitor will be at the discretion of IFEMA MADRID, taking into account the purpose of the fair and the availability of space.

**The minimum area** to be contracted is **12 sq.m.**

The fair management may alter the spaces allocated or make changes to the layout of the halls for organisational reasons.

Notwithstanding the fact that the fair management will inform exhibitors in the event of a significant change or alteration to the reserved location, each exhibitor is responsible for finding out the location of their stand, its exact dimensions, etc. from ZONA EXPO.

Access is not permitted to any exhibitor or visitor who cannot prove that they belong to the participating professional groups, even if they have the corresponding pass or invitation.

**The exhibitor is obliged to attend their stand and remain with the products on display** throughout the entire period and opening hours of the fair. Failure to comply with this regulation could result in the loss of the right to preferential renewal of the allocated space.

For security reasons, the storage of packaging in the pavilions is strictly prohibited.

Exhibitors authorise IFEMA MADRID to reproduce all or part of the products on display in its promotional material.

The exhibitor undertakes to comply with environmental protection rules and guidelines.

**Activities that may disturb other exhibitors are prohibited and may not exceed 60 decibels.** Sound equipment used must be directed towards the interior of the stand at a maximum height of 2 metres above the floor. Under no circumstances may it be directed towards the exterior, adjacent corridors or neighbouring stands. The use of live music is not permitted, nor are procedures that increase noise levels, such as horns or sirens, etc. Failure to comply with this provision will result in the power supply being cut off, after prior warning by the fair management and/or security personnel.

**Companies that include stages** in their stands must set them up facing the widest aisle and indicate their location in the project to be submitted to the Technical Secretariat for approval. The location and orientation of all audiovisual and/or technical elements must also be marked.

**Promotional activities**, the distribution and display of samples, brochures, leaflets and all kinds of promotional material may only be carried out within each exhibitor's space.

**All activities carried out inside your stands must be communicated to the fair** for authorization before 15 January 2027 at [anugaselectiberica@ifema.es](mailto:anugaselectiberica@ifema.es) - [meatattraction@ifema.es](mailto:meatattraction@ifema.es) - [bicattraction@ifema.es](mailto:bicattraction@ifema.es) indicating the subject Activity and the stand number.

The organisation of activities that require the hiring of a one-off catering service during the fair will require the completion of the form 'Notification for catering at stands' available at ifema.es, which must be sent to: [catering@ifema.es](mailto:catering@ifema.es)

Exhibitors are expressly prohibited from installing Wi-Fi access points, whether for connecting to the internet or for presenting other features. The purpose of this measure is to avoid interference problems, both with access points that may be installed independently by each Exhibitor and with IFEMA MADRID access points. Such interference could cause the existing Wi-Fi networks to malfunction. For further information, please refer to Article 33 of the General Regulations for Exhibitor Participation in Events Organised by IFEMA MADRID.

### CANCELLATION

The exhibitor's withdrawal from participation in the fair shall constitute grounds for termination of the contractual relationship between IFEMA MADRID and the Exhibitor for all purposes.

Withdrawal must be communicated to the Fair Management in writing and shall result in the loss of any amounts that the exhibitor should have paid by the date of communication, in accordance with the payment schedule set out in the Application for Participation.

If the withdrawal has been communicated to the fair management within thirty days prior to the opening of the event, IFEMA MADRID may require full payment for the contracted space.

With regard to any additional services offered by IFEMA MADRID that the exhibitor had contracted prior to notification of the withdrawal, the cancellation charges set out in Article 7 of the general conditions of admission and contracting for events organised by IFEMA MADRID shall apply.

**In the event of cancellation of the fair due to force majeure**, the amounts paid for items related to physical participation will be refunded, in accordance with Article 15 of the **General Rules for Participation in Events Organised by IFEMA MADRID**.

These Specific Rules, including the rules on participation and assembly in this chapter, are supplemented by **the General Regulations for Exhibitor Participation in Events Organised by IFEMA MADRID**, which all exhibitors accept by virtue of their participation.

# 1. HOW TO PARTICIPATE: RULES

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## 1.10 Exhibitor schedule

When	What	How	Who is assisting you?
<b>1 August 2026</b>	First payment due date	Pay 50% of the cost of the space, minus the booking fee.	Customer service (Exhibitors): (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
<b>Until 8 January 2027</b>	Free design projects	Those stands that are going to hang structures from the pavilion ceiling must send a separate rigging plan to <a href="mailto:inspeccion.rigging@ifema.es">inspeccion.rigging@ifema.es</a> before the same date.  Deadline for submission of free design projects for approval.	<a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a> (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
<b>Until 11 January 2027</b>	Second payment due date	Deadline for paying 100% of the amount for the space and services contracted.	Customer service (Exhibitors): (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>

# 1. HOW TO PARTICIPATE: RULES

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## 1.10 Exhibitor schedule

When	What	How	Who is assisting you?
<b>Until 30 January 2027</b>	Customisation of Modular Stands	Communicate signage in EXPO ZONE, define warehouse location, contracted services, etc.	<a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a> (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
<b>Until 11 January 2027</b>	Contracting of services with discount	Contracting services with a 5% discount.	Customer service (Exhibitors): (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
<b>From 1 February 2027</b>	Contracting of Services with increase	Contracting of services with a 25% increase.	<a href="mailto:Servifema@ifema.es">Servifema@ifema.es</a> Customer service (Exhibitors): (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
<b>From 10 to 14 February 2027</b>	Free Design stand assemblies	Assembly of Free Design stands during the following hours: 10, 11 and 12 February 2027 from 8:30 a.m. to 9:30 p.m. 13 and 14 February 2027 from 8:30 a.m. to 7:30 p.m. Safety clothing and footwear must be worn.	-
<b>15 February 2027</b>	Delivery of modular stands	The delivery of the modular stands will take place on 15 February 2027 from 8:30 a.m. onwards.	Customer service (Exhibitors): (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>

# 1. HOW TO PARTICIPATE: RULES

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## 1.10 Exhibitor schedule

When	What	How	Who is assisting you?
15 February 2027	Goods receipt	Goods and decorative materials may be delivered on 15 February 2027 between 8:30 a.m. and 9:30 p.m. On the 15th, from 7:00 p.m. onwards, delivery will only be possible through the pedestrian doors, as the goods doors will be closed to allow for the installation of recyclable carpet.	<a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a> (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
From 16 to 18 February 2027	Anuga Select Ibérica Celebration	Anuga Select Ibérica, Meat Attraction and Bakery & Ice Cream Attraction will be held from 16 to 18 February 2027, from 9:30 a.m. to 6:30 p.m. on 16 and 17 February and from 9:30 a.m. to 4:00 p.m. on 18 February.  Exhibitors may enter from 8:30 a.m. and leave until 7:30 p.m. on the first two days, and until 4:30 p.m. on the last day.	<a href="mailto:anugaselectiberica@ifema.es">anugaselectiberica@ifema.es</a> <a href="mailto:meatattraction@ifema.es">meatattraction@ifema.es</a> <a href="mailto:bicattraction@ifema.es">bicattraction@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
18 February 2027	Outgoing goods and decoration materials	The removal of goods and decorative material will take place on 18 February 2027 from 4.30 p.m. to midnight. From 7 p.m. onwards, removal may only be carried out through the pedestrian doors in order to remove recyclable carpet.	-
19 and 20 February 2027	Dismantling of Free Design stands	The stands will be dismantled on 19 and 20 February 2027. On the 19th from 8:30 am to 9:30 pm and on the 20th until 7:30 pm.	-

## 2. MANAGE YOUR PARTICIPATION

### 2.1. Expo Zone. Manage your participation and your space. Hiring additional services. E-commerce.

Access our Zona Expo customer area from the website: [ANUGA SELECT IBÉRICA 2027 | Food and drink trade fair](#) to manage your company's details, your contacts and everything related to your participation. You will be able to access your participation once it has been confirmed with your username (the email address you used to complete the application).

#### What can I do from the Expo Zone?

- Access details of each participation, plans and projects.
- Access the exhibitor's calendar.
- View documents of interest.
- Manage exhibitor passes and request visa support letters.
- Download discount vouchers: Renfe and Iberia.
- Send invitations.
- Access orders, payments, account status and invoices issued.
- Upload free design stand projects.
- Request the distribution of modular stand elements, coat racks or shelves, add the sign and choose the colour of the carpet.
- Access e-commerce to contract services.

### 2.2 Liveconnect: the digital platform you have access to with your plan

Liveconnect is the digital ecosystem that **fosters connections with other professionals**, facilitates meeting preparation, offers exclusive content and activities, and generates business opportunities.

#### Business and networking

Identify leads to generate business and schedule high-value meetings.

#### Post-fair ecosystem

Activity and visibility after the fair: access and share content, participate in challenges, and much more.

#### Positioning

Make your company stand out and increase the visibility of your offering.

#### What can I do from the MY COMPANY area in Liveconnect?

- Update my company's details visible in the web catalog and on Anuga Select Ibérica's digital platforms.
- Add my products and services, which will be visible at Anuga Select Ibérica's digital events.
- Register users from my team so they can access Anuga Select Ibérica's digital events.
- Manage the exhibiting company's schedule and the company's meetings at my stand at the fair.
- Download visitor passes scanned by the company at the trade fair.

#### What can I do at the virtual trade fair event on Liveconnect?

- Search for contacts of interest in the professional network
- Request and accept to be a contact for chatting and video conferencing.
- Request and/or accept appointments for professional meetings at my booth at the fair or via videoconference.
- Complete my professional profile as a user of the platform and my personal availability calendar for meetings.
- View information about what other exhibitors have to offer.
- Check out both in-person and online activities and conferences and add them to my calendar.
- Scan visitor passes at the fair.
- Download my contact list.

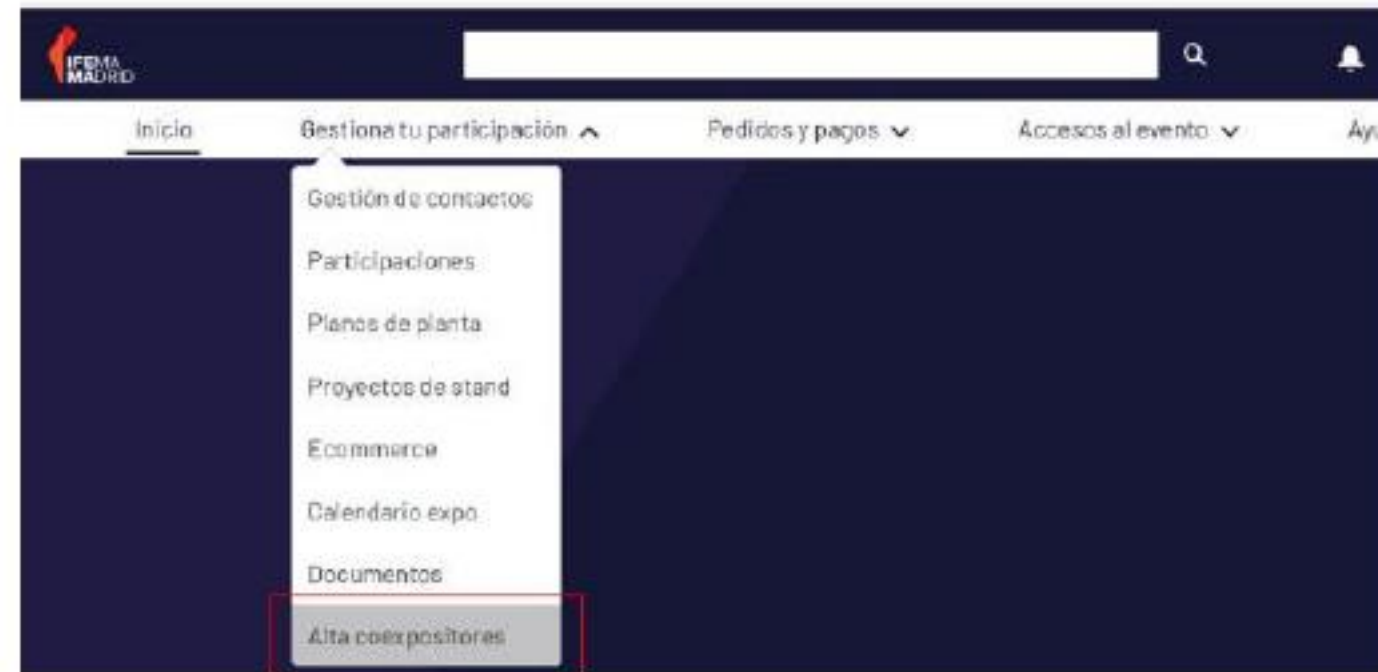
ANUGA SELECT IBÉRICA  
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# 2. MANAGE YOUR PARTICIPATION

## 2.3 CO-EXHIBITORS registration

The registration of co-exhibitors must be carried out by the main exhibitor from the EXPO ZONE, under the section “Manage your participation/Register co-exhibitors.”



To register, it is essential to enter a correct and unique email address for each co-exhibitor.

The co-exhibitor will receive a unique code that must be included in **their application to participate.**

Once this process is complete, the main exhibitor must pay the registration fee for the co-exhibitor. If you want the co-exhibitor to **pay the fee themselves and they have not done so, the main exhibitor will be automatically billed 15 days before the start of the fair.**

**Registration as a co-exhibitor will only be confirmed once the application and proof of payment have been sent (both requirements are essential).**

### Co-exhibitor registration fee ..... € 500 + VAT (1)

The status of co-exhibitor includes benefits listed in the CO-EXHIBITOR CONECTA PLAN:

- Access to Anuga Select Ibérica Liveconnect
- Presence in the online exhibitor catalog.
- Access to your own EXPO ZONE
- 2 exhibitor passes
- WIFI

## 2.4 Passes and invitations. Visas, vouchers, and discounts

### EXHIBITOR PASSES

Exhibitor passes will be managed from the EXPO ZONE, in the section “Access to the event/Exhibitor passes’.

“Each Exhibitor will receive, depending on the space allocated, a number of exhibitor passes and electronic invitations for their customers.

Extra exhibitor passes €10 + VAT each.

### Contracted space No. of exhibitor passes

From 12 to 32 sq.m.....	6
From 32.5 to 64 sq.m.....	12
From 64.5 to 128 sq.m.....	24
Over 128 sq.m.....	32



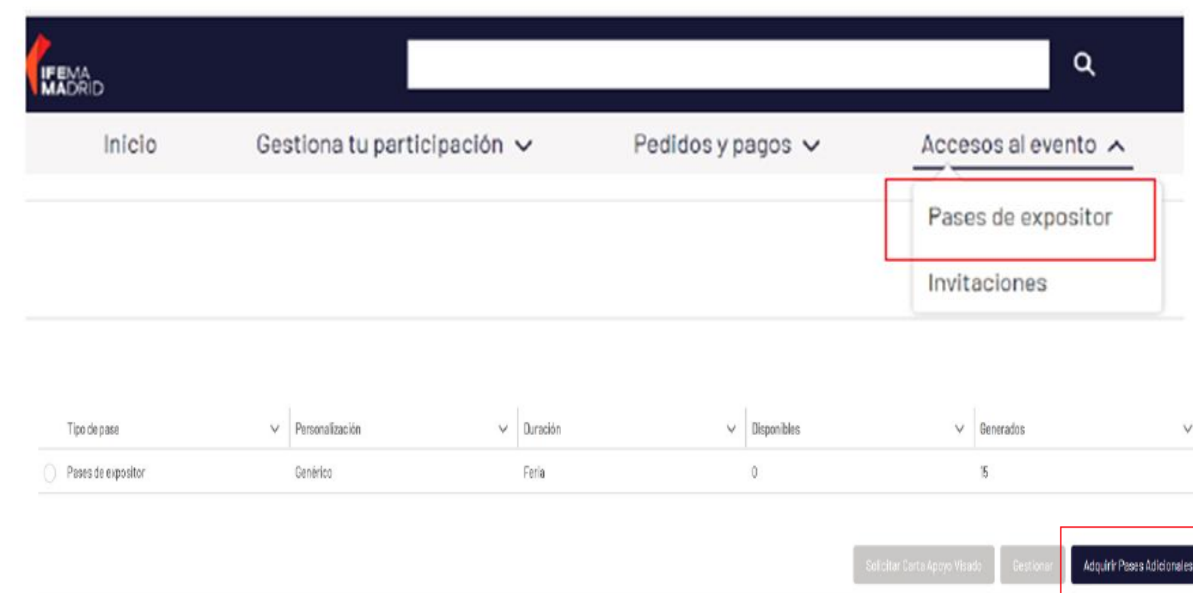
ANUGA SELECT IBÉRICA  
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## 2. MANAGE YOUR PARTICIPATION

In order to ensure professionalism at the fair, all exhibitor passes will be personalized. To prevent misuse, identity checks may be carried out at the fair entrances.

Exhibitors may request additional exhibitor passes through [anugaselectiberica@ifema.es](mailto:anugaselectiberica@ifema.es) [meatattraction@ifema.es](mailto:meatattraction@ifema.es) - [bicattraction@ifema.es](mailto:bicattraction@ifema.es)



### ONLINE INVITATIONS

Each exhibitor will have online professional invitations to send to their contacts.

If you need additional invitations, please send an email to: [anugaselectiberica@ifema.es](mailto:anugaselectiberica@ifema.es) - [meatattraction@ifema.es](mailto:meatattraction@ifema.es) - [bicattraction@ifema.es](mailto:bicattraction@ifema.es) indicando cantidad exacta.

Online registration will be open from 1 September, 2026.

Invitations will be sent via "EXPO ZONE/Event access/Invitations/Manage invitations."

Contracted area	Number of invitations
Up to 32 sq.m .....	100
From 32.5 to 64 sq.m.....	120
From 64.5 to 128 sq.m.....	150
Over 128 sq.m .....	200



The following screen will then appear to customize the shipment:

Invitación: Feria - 100.00%

- Introduzca las direcciones de correo a las que quiere enviar la invitación  
Añadir listado de emails  
Copia y pega los emails en una misma columna
- Añadir saludo y texto adicional  
Escribe aquí
- Si dispones en tu empresa de un departamento para el cumplimiento del RGPD, añade los datos de contacto (Email: RGPD@tuempresa.es, Teléfono: 987654321, Dirección postal...)  
Escribe aquí

Enviar Invitaciones

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## 2. MANAGE YOUR PARTICIPATION

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We ask exhibitors to make good use of invitations, sending them exclusively to professionals in the sector to ensure the professionalism of the fair. Access controls may be carried out for this purpose. No one under the age of 16 will be admitted. Exhibitors can see the number of invitations redeemed in the Expo Zone (Event Access, Invitations).

### VISA MANAGEMENT

If you require a visa to travel, **you can request letters of support from ZONA EXPO** to help you obtain one. To do so, you must first personalize your exhibitor pass and have formalized payment for your participation in accordance with the payment schedule (see point 1.8).

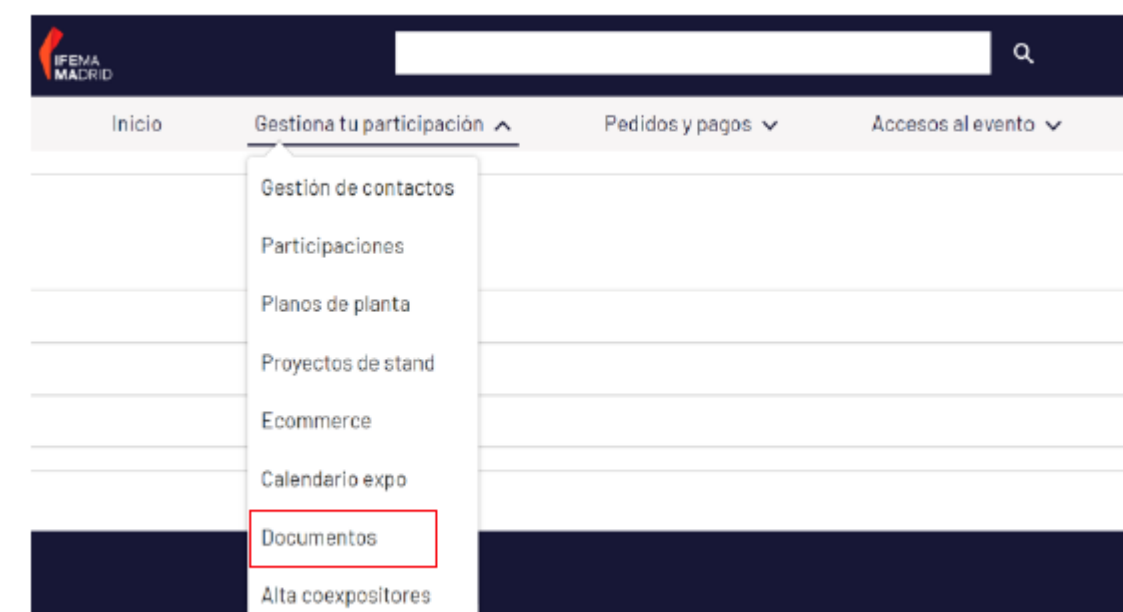
Once these two requirements have been met, you will be able to access the "Request visa support letter" button from "EXPO ZONE/Event access/Exhibitor passes."

We advise you to start the process as soon as possible, as the deadline for visa applications is usually at least **30 days before travel**.



### DISCOUNT VOUCHERS FOR TRANSPORTATION

Once exhibitor passes have been requested, the corresponding transport **discount vouchers can be downloaded from the EXPO ZONE**, in the "Manage your participation/Documents" section.



### 2.5 Other relevant information

#### Shipping goods to the venue. Customs regulations.

**IFEMA MADRID staff are not authorized to receive any goods intended for your stand.** To send goods to the venue, exhibitors must indicate the following in the delivery address:

- IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain).
- ANUGA SELECT IBÉRICA / MEAT ATTRACTION / BAKERY & ICE CREAM ATTRACTION trade fair.
- Name of your company.Hall and stand number.

The merchandise must be received by your company's staff at your stand and arrive during the days designated for merchandise delivery and decoration.

If this is not possible, we recommend that you contact the goods handling and storage partner company:

DB Schenker office at the IFEMA MADRID Exhibition Center: Hall 7

Telephone: +34 91 330 51 77 [ifema.madrid@dbschenker.com](mailto:ifema.madrid@dbschenker.com)

## 2. MANAGE YOUR PARTICIPATION

### CUSTOMS REGULATIONS

1. All products from non-EU countries must go through customs procedures, with special mention being made of the fact that, since 1st January 2020, the United Kingdom has been treated as a third country, so all shipments originating in the United Kingdom must regularise their merchandise through the corresponding customs procedure.
2. Exhibiting companies must have the details of the customs agent who clears their goods or, failing that, a copy of the customs documentation for entry into the European Union.
3. Material or merchandise for distribution or consumption must pay Spanish taxes, even if they are products without commercial value (the amount of taxes may vary depending on the country).
4. All merchandise subject to a temporary regime must not be moved from the stand or leave the IFEMA MADRID site until its situation has been modified and customs formalities have been processed. During these formalities, it may only be stored in the warehouse of the official logistics agent within the Exhibition Site.
5. It is strictly forbidden to display, sell, consume or distribute non-EU goods at a trade fair before the goods have been cleared through customs. This includes promotional material.

6. Products transported as hand luggage must be declared at Barajas Airport in the RED CHANNEL ("Something to declare") and the merchandise must be regularized with the corresponding authority at the airport.

7. Merchandise that has not passed customs control and is on display will be confiscated by the customs authorities operating in the trade fairgrounds until the appropriate documents are presented.

8. Any truck arriving at IFEMA MADRID covered by a transit consigned to IFEMA MADRID must go to the warehouse of the official Logistics Operator, for the regularization of the transported merchandise, located at:

Avenida del Partenón s/n  
West Entrance – access to Calle Ribera del Sena  
Service Hall, building 2  
28042 Madrid

**In order to avoid unwanted situations, and for any questions that may arise, you can contact our Customs Logistics Operator, DB SCHENKER:**

**(+34) 91 330 51 77; email: [ifema.madrid@dbschenker.com](mailto:ifema.madrid@dbschenker.com)**

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# 2. MANAGE YOUR PARTICIPATION

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## 2.6. Floor plan of the venue



## 2. MANAGE YOUR PARTICIPATION

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### 2.7. FREQUENTLY ASKED QUESTIONS

Question	Answer
<b>Where can I consult the IFEMAMADRID General Participation Rules to which my participation is subject? Where can I consult the IFEMA</b>	In addition to the Exhibitor's Guide, your participation in Anuga Select Ibérica is subject to IFEMA MADRID's General Participation Rules, which you should be aware of and which you can access on the IFEMA MADRID website ( <a href="http://www.ifema.es">www.ifema.es</a> ) or via the following link <a href="#">IFEMA MADRID General Participation Rules</a> .
<b>Can I hire a catering service or serve my own food and drinks at the booth?</b>	<p>Yes. Exhibitors who intend to offer a free catering service at their stand may do so by submitting their request to IFEMA MADRID's approved catering companies. (See the list <a href="#">HERE</a>) or through other catering service providers. In this case, it is essential to complete the form "Notification for the provision of catering/catering at stands" available in the exhibitors' area of the institutional website and send it, with the information requested therein, to <a href="mailto:catering@ifema.es">catering@ifema.es</a> for their information and appropriate effects.</p> <p>If IFEMA MADRID is not notified, the Exhibitor will not be able to offer this service at its stand.</p> <p>The Exhibitor assumes responsibility towards third parties for any claims arising from the aforementioned catering service, exempting IFEMA MADRID from any liability in this regard.</p>
<b>Can I access the venue with vehicles for assembly and disassembly or loading and unloading of goods?</b>	<p>Access to IFEMA MADRID and inside the pavilions will be through the gates and on the days and at the times indicated in this Exhibitor's Guide.</p> <p>Access to the interior of the pavilions will be exclusively for the purpose of unloading materials. Vehicles may not remain parked inside the pavilions or in the adjacent areas.</p> <p>We remind you that, for occupational safety reasons, parking in front of the goods entrance gates is strictly prohibited. IFEMA MADRID is not responsible for the security of vehicles while they are at Feria de Madrid.</p> <p>There is a car park for lorries and another for cars, which may be used by paying the corresponding fees, where applicable. <a href="#">Check rates</a></p>
<b>Can I have a vehicle inside my stand?</b>	Vehicles with combustion engines used for exhibition purposes must have their fuel tanks filled with the minimum amount of fuel necessary to access the allocated space and leave it when finished.

## 2. MANAGE YOUR PARTICIPATION

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Question	Answer
<b>Can I send goods to my stand?</b>	<p>IFEMA MADRID staff are not authorised to receive goods for your stand. To send goods to the venue, exhibitors must indicate the following on the delivery address: IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain). Anuga Select Ibérica Fair. Your company name. Hall and stand number.</p> <p>Goods must be received by your company's staff at your stand and must arrive during the days designated for goods delivery and decoration. If this is not possible, we recommend that you contact the goods management partner company: DB Schenker office at the IFEMA MADRID Exhibition Centre: Hall 7, (+91) 330 51 77 <a href="mailto:ifema.madrid@dbschenker.com">ifema.madrid@dbschenker.com</a></p>
<b>What procedure should I follow to hang structures in the pavilions/rigging?</b>	<p>Exhibiting companies may hang items from the pavilion roofs following the procedure set out in the 'Regulations for hanging structures in pavilions' y and completing the "Application for authorisation to hang structures/rigging" form and sending it to <a href="mailto:rigging@ifema.es">rigging@ifema.es</a></p>
<b>Can I hold prize draws and raffles at the stand?</b>	<p>Raffles, tombolas and random combinations are forms of gambling provided for in Article 3.2 and defined in Article 15 of Law 6/2001 of 3 July on gambling in the Community of Madrid.</p> <p>You can find all the information in the following form <a href="https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas">https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas</a></p>
<b>How do I request a visa support letter?</b>	<p>Visa support letters are managed through the Expo Zone. To do this, you must first personalise your exhibitor passes.</p> <p>Once you have managed your exhibitor passes, you can request the invitation letters and download them to your computer. In order to request the letters, you must be up to date with your payments according to the payment schedule.</p>
<b>Where can I hire services for my stand?</b>	<p>By accessing the E-commerce section located within the Expo Zone or via the link <a href="https://shop.ifema.es">https://shop.ifema.es</a></p>
<b>Who should I contact to hire a room?</b>	<p>Exhibitors who need to hire a room should contact: <a href="mailto:uanproduccion@ifema.es">uanproduccion@ifema.es</a></p>

## 2. MANAGE YOUR PARTICIPATION

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BAKERY & ICE CREAM ATTRACTION

Question	Answer
<b>What does the CONECTA PLAN include?</b>	<p>This mandatory contract concept includes the following services:</p> <ul style="list-style-type: none"><li>• Promotion of participation in the fair through inclusion in the list of exhibitors, which is freely accessible on the fair's website and shared in communications</li><li>• Presence during the fair on the hall plans and lists of exhibitors on display</li><li>• Presence as exhibitors at the Anuga Select Ibérica digital event with 5 products or services associated with the company profile</li><li>• Access to IFEMA MADRID's 'ZONA EXPO' customer portal to manage participation</li><li>• Exhibitor passes according to the contract (see point 2.2)</li><li>• Online invitations according to the contract (see point 2.2) and delivery service through the EXPO ZONE</li><li>• Transport discount vouchers</li><li>• Premium Wi-Fi connection for 3 users throughout the fair (5 GHz devices). Access codes will be sent in the days prior to the start of the fair</li><li>• Access to the digital platforms of ANUGA SELECT IBÉRICA - MEAT ATTRACTION - BAKERY &amp; ICE CREAM ATTRACTION for 3 users with connection features to generate business opportunities</li></ul>
<b>How to use the EXPO ZONE?</b>	<p><b>The following video</b> shows a tutorial on how to use the EXPO ZONE.</p>
<b>What are the benefits of my Expo Zone?</b>	<p>Used to manage the participation of each exhibiting company at Anuga Select Ibérica:</p> <ul style="list-style-type: none"><li>• Register contacts who will access the Expo Zone and manage access permits</li><li>• Access the exhibitor calendar</li><li>• View documents of interest</li><li>• Manage exhibitor passes, request visa support letters and send invitations</li><li>• Access payments, account status and invoices issued</li><li>• Upload free design stand projects and distribution of modular stand elements</li><li>• Add signage for exhibitors with modular stands</li><li>• Access e-commerce for contracting services</li></ul>

## 2. MANAGE YOUR PARTICIPATION

ANUGA SELECT IBÉRICA  
MEAT ATTRACTION  
BAKERY & ICE CREAM ATTRACTION

Question	Answer
<b>What are the benefits of the digital platform of Anuga Select Ibérica – Meat Attraction – Bakery &amp; Ice Cream Attraction?</b>	<p><b>In my company's exhibition area on the digital platform:</b></p> <ul style="list-style-type: none"><li>• Update the company's details visible in the Anuga Select Ibérica – Meat Attraction – Bakery &amp; Ice Cream Attraction catalogue and digital event.</li><li>• Showcase the range of products and services.</li><li>• Manage the company's schedule of appointments for professional meetings at the stand.</li><li>• Register other team members with access to the digital platform.</li></ul> <p><b>At the digital event:</b></p> <ul style="list-style-type: none"><li>• Complete my personal profile on the platform and my availability schedule for meetings.</li><li>• Search for contacts of interest in the professional network and request and accept contacts for chatting and video conferencing.</li><li>• Scan professional visitor passes at the fair.</li><li>• View information about other exhibitors' offerings.</li><li>• Check activities with the option to schedule them and view available digital content.</li></ul>
<b>How can I request my invoices?</b>	<p>Invoices are not generated by default. You must request them directly from the IFEMA MADRID invoicing department (<a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>) indicating the trade fair in which you are exhibiting and the items to be included in the invoice. Once it has been generated, it will be available in your Expo Zone.</p>
<b>What is the difference between the floor-only option and the modular stand option?</b>	<p>The floor space only option includes only the hire of the space and the mandatory elements (insurance, minimum electricity consumption and CONECTA EXHIBITOR PLAN), and it is the exhibitor who must create a free-design stand or hire one through the stand design service offered by IFEMA MADRID.</p> <p>Modular stands are delivered assembled. See description in section 1.6.</p>

## 2. MANAGE YOUR PARTICIPATION

ANUGA SELECT IBÉRICA  
MEAT ATTRACTION  
BAKERY & ICE CREAM ATTRACTION

Question	Answer
<b>Can I decorate and/or set up my stand with IFEMA MADRID?</b>	<p>Yes, IFEMA MADRID offers two main services:</p> <p>Graphic decoration for stands: Customize your Basic stand with your brand image, generating maximum impact on visitors. There is a wide range of versatile graphic materials that can be adapted to walls, furniture, façades, banners, etc. You can request information and a quote at <a href="mailto:decoraciongrafica@ifema.es">decoraciongrafica@ifema.es</a>. If you want Premium Stand please contact to <a href="mailto:standspremium@ifema.es">standspremium@ifema.es</a></p> <p>Stand design: This is a comprehensive stand design service that is fully adapted to your needs. From planning your space, design, assembly and disassembly. You can request information and a quote at <a href="mailto:standbuilding@ifema.es">standbuilding@ifema.es</a></p>
<b>Is it compulsory to be present at the stand at all times?</b>	<p>Yes, exhibitors are required to attend their stands and remain with the products on display throughout the entire period and opening hours of the fair.</p>
<b>Are fitter passes required during the assembly/disassembly of the fair?</b>	<p>No. The requirements for entry are to pay 100% of your participation fee, have your project submitted and approved, have paid the assembly fees, and have completed the occupational risk protocol.</p>
<b>How to book parking at IFEMA MADRID?</b>	<p>Exhibiting companies may reserve parking spaces from the e-commerce site located within the Expo Zone or via the link: <a href="https://shop.ifema.es">https://shop.ifema.es</a></p>

## 2. MANAGE YOUR PARTICIPATION

ANUGA SELECT IBÉRICA  
MEAT ATTRACTION  
BAKERY & ICE CREAM ATTRACTION

Question	Answer
<b>What coverage do I have as an exhibitor with the insurance included?</b>	You can consult the coverage of the mandatory insurance in <a href="#">the exhibitor support area of IFEMA MADRID</a>
<b>How do I access the Wi-Fi network as an exhibitor?</b>	As an exhibitor, you will receive WIFI connection for 3 users throughout the fair for the exclusive use of stand holders as part of the CONECTA PLAN. It is essential that devices allow connection in the 5 GHz band. Access codes will be sent in the days leading up to the start of the fair. You can purchase additional Wi-Fi access from the e-commerce site located within the Expo Zone or via the link <a href="https://shop.ifema.es">https://shop.ifema.es</a>
<b>Regulations and support for exhibitors at the exhibition centre</b>	<a href="https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds">https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds</a>
<b>Regulations and support for assemblers at the exhibition centre</b>	<a href="https://www.ifema.es/en/support/assemblers-colaborators-fairgrounds">https://www.ifema.es/en/support/assemblers-colaborators-fairgrounds</a>

# 3. PROMOTE AND MAXIMISE THE RETURN ON YOUR INVESTMENT

ANUGA SELECT IBÉRICA  
MEAT ATTRACTION  
BAKERY & ICE CREAM ATTRACTION

## 3.1. How to make my participation profitable

If you require advice regarding your participation in Anuga Select Ibérica, please do not hesitate to contact us by email at [anugaselectiberica@ifema.es](mailto:anugaselectiberica@ifema.es) - [meatattraction@ifema.es](mailto:meatattraction@ifema.es) - [bicattraction@ifema.es](mailto:bicattraction@ifema.es)

## 3.2. Exhibitor Catalogue

The fair catalogue, or list of exhibiting companies, is an indispensable promotional and networking tool. It provides visitors and other exhibiting companies with basic information to prepare for the fair and makes it easier for them to find and contact you before, during and after the event.

- Enter and update your contact details, the products or services you offer and any other information you consider relevant to give your company maximum visibility and get the most out of your participation.
- All the digital communication and environment surrounding your participation is channeled through the digital platforms of Anuga Select Ibérica – Meat Attraction – Bakery & Ice Cream Attraction.
- Take full advantage of the platform offered by IFEMA MADRID to communicate your participation, schedule appointments, showcase your products and connect with your target audience.

## 3.3. Networking

Enrich your contact list.

The digital platforms of Anuga Select Ibérica – Meat Attraction – Bakery & Ice Cream Attraction give you the opportunity to search for contacts among their participants. You can use filters such as country, activity, position, products of interest, etc. to perform searches. Once you have located potential customers, you can request contact details (such as email and telephone number). Once they have accepted, you can chat with them or invite them to a face-to-face meeting at the trade fair or via videoconference at the digital events of Anuga Select Ibérica – Meat Attraction – Bakery & Ice Cream Attraction.

Be proactive and take advantage of the opportunity to build up a good list of contacts.

Other users can request meetings by sending their request either to the company in general (without prior acceptance of the contact) or to a specific team member (after prior contact). This way, the whole team can plan their schedule of appointments at the trade fair well in advance.

## 3.4. Invitations for your customers and contacts

IFEMA MADRID provides you with invitations to the fair so that you can promote your participation efficiently. Be sure to use this useful tool that we make available to you in your Expo Zone.

## 3.5. Buyers Programme

You must send the corresponding form to [anugaselectiberica@ifema.es](mailto:anugaselectiberica@ifema.es) - [meatattraction@ifema.es](mailto:meatattraction@ifema.es) - [bicattraction@ifema.es](mailto:bicattraction@ifema.es)

## 3.6. Outdoor and digital advertising

Advertising projects tailored to your needs:

- Promote your brand before, during and after the event.
- Attract new customers through the best B2B segmentation on the market.

[More info here](#)

Please also consult the advertising options offered by the digital platforms of Anuga Select Ibérica – Meat Attraction – Bakery & Ice Cream Attraction.

## 3.7. Sponsorships

You have a wide range of promotional activities and sponsorships available that will give you additional visibility and allow you to develop high-impact activities for the national and international professional audience visiting the fair: Forums, Activities, Conferences, Wi-Fi Network, Rest Areas, etc.

Consult [anugaselectiberica@ifema.es](mailto:anugaselectiberica@ifema.es) - [meatattraction@ifema.es](mailto:meatattraction@ifema.es) - [bicattraction@ifema.es](mailto:bicattraction@ifema.es)

## 3.8. Conferences, demonstrations and seminars at trade fairs.

Organise your own conferences, demonstrations or seminars during Anuga Select Ibérica.

Find out more about renting rooms, auditoriums and other spaces at [anugaselectiberica@ifema.es](mailto:anugaselectiberica@ifema.es) - [meatattraction@ifema.es](mailto:meatattraction@ifema.es) - [bicattraction@ifema.es](mailto:bicattraction@ifema.es)

## 3.9. Room Rental

For exhibitors at the event, there is the possibility of renting rooms on the premises if you wish to organise a conference, reception, press conference or product presentation during the fair. Advance booking is required. Request a quote:

(+34)91 722 30 00

[uanproduccion@ifema.es](mailto:uanproduccion@ifema.es).

# 4. SUSTAINABILITY MANAGEMENT AT IFEMA MADRID

**At IFEMA MADRID we are fully committed to sustainability and to achieving the United Nations Sustainable Development Goals (SDGs) by integrating them into our strategic business management and our culture.**

IFEMA MADRID's sustainability policy is mainly projected on the following SDGs: nº 8, 9, 11, 12, 13, 16 and 17.

## **ISO REGULATIONS CERTIFIED BY IFEMA MADRID:**

- ISO 9001: Quality Management.
- ISO 20121: Event Sustainability Management.
- ISO 14001: Environmental Management.
- ISO 50001: Energy Management.
- ISO 22320: Emergency Management.

## **ACTIONS AT IFEMA MADRID TO REDUCE GAS EMISSIONS AND BE MORE EFFICIENT:**

- Electric energy from 100% certified renewable sources
- Geothermal installation in Puerta Sur building
- Low-consumption lighting in halls and in our modular stands.
- Temperature control in air conditioning systems.

IFEMA MADRID has the “calculate” and “reduce” seals in scopes 1 and 2 of the Carbon Footprint.

## **WASTE MANAGEMENT:**

- The exhibitor/assembler is the producer of the waste generated and will therefore be responsible for its removal and management. The management of waste generated by the exhibitor is covered in article 35 of the General Rules for Participation in Events Organised by IFEMA MADRID
- We offer a service to exhibitors that includes the removal and management of waste generated by the exhibitor/assembler.

## **CARPET RECYCLING:**

IFEMA MADRID recycles 100% of the carpet used in corridors and common areas. To do this, it is essential to start removing it before the dismantling begins, which means distributing it in strips, instead of covering the entire space as before.

This allows us to guarantee its transformation into new raw material for the subsequent manufacture of other products.

## **SUSTAINABLE MOBILITY:**

IFEMA MADRID has: access to public transport close to the facilities (metro and bus), parking for electric cars with 100% renewable electricity supply, as well as a parking area for bicycles and scooters.

## **GUIDE TO SUSTAINABLE PARTICIPATION IN trade fairS/EVENTS:**

IFEMA MADRID has published the Sustainable Participation Guide for exhibitors at trade fairs on its website. We recommend that you read it before beginning to prepare your participation: [ifema.es/nosotros/calidad-sostenibilidad](http://ifema.es/nosotros/calidad-sostenibilidad)



# 5. CONTACT US

ANUGA SELECT IBÉRICA  
MEAT ATTRACTION  
BAKERY & ICE CREAM ATTRACTION

Department	Ask me about	Contact		
<p><b>Exhibition Management</b></p>	<ul style="list-style-type: none"> <li>• Space hire</li> <li>• General topics regarding participation in the fair</li> <li>• Exhibitor passes</li> <li>• Trade visitor invitations</li> <li>• Activities and forums at the fair</li> </ul>	<b>Director</b>	María José Sánchez	(+34) 619 71 31 14 <a href="mailto:mjs@ifema.es">mjs@ifema.es</a>
		<b>Sales Area</b>	Ruth García	(+34) 689 21 07 99 <a href="mailto:ruthg@ifema.es">ruthg@ifema.es</a>
			José Luis del Corral	(+34) 689 49 89 40 <a href="mailto:jldelcorral@ifema.es">jldelcorral@ifema.es</a>
			Ainhoa Olaguibel	(+34) 682 39 22 27 <a href="mailto:aolaguibel@ifema.es">aolaguibel@ifema.es</a>
			Diego Díaz	+34 666 468 674 <a href="mailto:d.diaz@koelnmesse.es">d.diaz@koelnmesse.es</a>
			María Canino	+34 694 429 347 <a href="mailto:m.canino@koelnmesse.es">m.canino@koelnmesse.es</a>
			Sonia Córcoles	(+34) 638 42 57 17 <a href="mailto:corcoles@ifema.es">corcoles@ifema.es</a>

# 5. CONTACT US

ANUGA SELECT IBÉRICA  
 MEAT ATTRACTION  
 BAKERY & ICE CREAM ATTRACTION

Department	Ask me about	Contact
<b>IFEMA MADRID Customer Service</b>	<ul style="list-style-type: none"> <li>Contracting services</li> <li>Expo Zone</li> <li>Visitor information</li> </ul>	(+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
<b>Technical Secretariat (Event Production Department)</b>	<ul style="list-style-type: none"> <li>Technical support for exhibitors and stand builders</li> <li>Review of stand assembly projects</li> <li>Solutions to technical problems during the trade fair</li> <li>Customisation of modular stands</li> <li>Coordination of stand catering</li> </ul>	(+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a> <a href="mailto:catering@ifema.es">catering@ifema.es</a>
<b>Graphic decoration</b>	Procurement of graphic materials to customise your stand	(+34) 91 722 30 00 <a href="mailto:decoraciongrafica@ifema.es">decoraciongrafica@ifema.es</a> (Basic Stands) <a href="mailto:standspremium@ifema.es">standspremium@ifema.es</a> (Premium Stands )

# 5. CONTACT US

ANUGA SELECT IBÉRICA  
MEAT ATTRACTION  
BAKERY & ICE CREAM ATTRACTION

Department	Ask me about	Contact
<b>Servicio integral diseño de stands</b>	Comprehensive stand design service	(+34) 91 722 30 00 <a href="mailto:standbuilding@ifema.es">standbuilding@ifema.es</a>
<b>Outdoor Advertising</b>	Hiring advertising media at the exhibition centre	(+34) 91 722 53 40/08 <a href="mailto:publicidadexterior@ifema.es">publicidadexterior@ifema.es</a>
<b>Communication and Marketing Department</b>	Media relations	<b>Director:</b> Raúl Díez <b>Head of Press:</b> Pablo López <b>International Press:</b> Elena Valera <b>Press Office:</b> Pilar Serrano <span style="float: right;">(+34) 699 16 93 38 <a href="mailto:plopez@ifema.es">plopez@ifema.es</a></span>
<b>Planning and Control Department</b>	Rental of the various meeting and convention spaces at the exhibition centre, both during and outside of trade fairs Coordination of extra-fair activities	(+34) 91 722 30 00 <a href="mailto:uanproduccion@ifema.es">uanproduccion@ifema.es</a>
<b>Institutional Relations (Protocol)</b>	Institutional visits Guided tours Protocol for all events Institutional relations	(+34) 91 722 30 00 <a href="mailto:infoifema@ifema.es">infoifema@ifema.es</a>
<b>Safety and Self-Protection Department</b>	General security and car parks Access to the Exhibition Centre	(+34) 91 722 50 65 <a href="mailto:dseguridad@ifema.es">dseguridad@ifema.es</a>
<b>Medical Service and Security Emergencies</b>	Medical emergencies Healthcare for exhibitors and visitors during trade fairs, set-up and dismantling	(+34) 91 722 54 00

Thank you

