bisutex

04-06 Feb 2027

AI GENERATED

Exhibitor´s guide and Specific Rules of Participation

International Fashion Jewellery and Accessories Trade Fair.

Created to stand out.
Designed to leave a mark.



Coinciding with:

INTER GIFT EDITORES TEXTILES HOME&DESIGN DECO GIFTS

MOMAD

IFEMA MADRID

INDEX

1. HOW TO PARTICIPATE. RULES

1. Dates. Schedule and venue. Sectors invited.
2. What do I need to do to participate?
3. Contracting and allocation of spaces.
4. Types of participation.
5. Your Exhibitor Plan.
6. Your space at the fair. Types of stands. Regulations and assembly
7. Participation fees
8. Payment deadlines and methods
9. Specific rules for participation
10. Exhibitor calendar

2. MANAGE YOUR PARTICIPATION

1. Expo Area. Manage your participation and your space.
   Hiring additional services. E-commerce
2. Exhibitor passes and invitations. Visas.
   Vouchers and discounts

3. Liveconnect: the digital platform you have access to with your Plan.
4. Other relevant information.
5. Map of the venue
6. Frequently asked questions

3. PROMOTE AND MONETIZE YOUR PARTICIPATION

1. How to get the most out of my participation
2. Exhibitor Catalog
3. Visitor Guide Map
4. Networking
5. Invitations for your customers and contacts
6. Buyer Program
7. Publish your news and updates. Social media and website
8. Outdoor and digital advertising
9. Sponsorships
10. Special promotional activities
11. Room rental

4. SUSTAINABILITY MANAGEMENT AT IFEMA MADRID

5. CONTACT US

1. HOW TO PARTICIPATE. RULES

1.1 Dates. Schedule and venue. Sectors invited

BISUTEX will take place at the IFEMA MADRID exhibition center from February 04th to Sunday February 06th 2027. From 10:00 to 07:00pm.

Exhibitors may access the venue from 9:00 a.m. to 8:00 p.m.

The virtual event via the LIVE Connect platform will be open from **November 15th to March 15, 2027**

The fair is for professionals only.

Sectors represented:

- Costume jewelry
- Eyewear
- Belts
- Scarves
- Leather goods
- Costa
- Silver
- Watches
- Handbags
- Hair accessories
- Hats
- Umbrellas
- Travel ítems
- Other fashion Accessories

Exhibition Areas:

General: Jewelry, fashion accessories, leather goods, travel items.

- Cash & Carry: Area for wholesalers selling directly to the wholesale market.
- Mini Space: Area for artisans, designers, and emerging companies, subject to admission criteria.

COINCIDENTIAL EXHIBITIONS

- Momad and Intergift

1.2 What do I have to do to participate?

To apply to participate, you must complete the online **Application Form** available at **https://www.ifema.es/bisutex** within the established deadline.

This form will allow us to provide you with comprehensive information and make you a proposal for participation. You can check the reservation and payment deadlines on the form itself and in the Exhibitor Calendar.

The submission of the Participation Application form implies full acceptance of the **General Rules of Participation in Exhibitions organized by IFEMA MADRID**, the technical annexes, the Specific Rules of this edition and the provisions, generic or specific, established by the organization of the fair.

The exhibiting company is the company that will participate in the fair, on whose behalf the Application for Participation as an exhibitor is completed.

The exhibiting company is the company that will participate in the fair, on whose behalf the Application for Participation as an exhibitor is completed.

To apply to participate in the fair, it is a requirement that the activity of the exhibitor, whether a company, public or private organization, falls within the sectors covered by the event.

By clicking on the button to send the application, the exhibitor confirms to IFEMA MADRID that they are seriously interested in participating as such 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 an offer.

FIRST ADJUDICATION

Exhibitors from the previous edition who submit their **Application Form before 31st October, 2026, have priority rights to keep the same space or request any modifications.**

NEWS APPLICATIONS FOR PARTICIPATION

Applications to participate as exhibitors from the previous edition received after **01st November, 2026, and those from new participants will be processed in the order in which the "Application to Participate" is received**.

1.3 Contracting and allocation of spaces

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.

IFEMA Madrid will make one or more proposals for space/location depending on the type of participation and/or type and size of stand requested. This proposal constitutes a contract offer. If the contracting party accepts the offer/quote, they will be formalizing the contract to participate in the fair, which constitutes a binding and irrevocable commitment by the applicant.

Final acceptance of participation is reserved to IFEMA MADRID, which may reject applications that are not considered to be included in the sectors and products covered by the fair and, therefore, do not fit the purposes of the fair. Lack of space and/or submission of the application after the established deadlines may also be grounds for rejection. IFEMA MADRID will notify applicants of this circumstance in writing.

If the EXHIBITING COMPANY designates another entity to make any of the payments related to its participation, it must complete the corresponding section of the Participation Application. In any case, if the entity designated as the billing company does not make the aforementioned payments within the specified deadlines, the EXHIBITOR COMPANY will be responsible for them at the request of IFEMA MADRID.

The space will be allocated after written acceptance by the exhibitor.

The exhibitor will receive the **exhibition contract** with the statement of account and location plan and dimensions of their stand(s) and from that moment on 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.

1. HOW TO PARTICIPATE. RULES

1.4 Types of participation

Exhibitor: is the individual or legal entity that has space at the Event. The exhibiting company is the one in whose name the Application for Participation as an exhibitor is completed.The exhibitor has the option of contracting a modular stand: "Turnkey Stand" or "Mini Stand" or contracting only the space to build their own "free design stand."Exhibitors may contract the organization of fashion shows on the MOMAD catwalk.

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 €450 + VAT (1).

This concept includes the following services:

Promotion of participation in the fair through inclusion in the list of exhibitors, which is openly accessible on the fair's website and shared as a link in industry communications. liveconnect digital event. The digital event extends the duration of the fair beyond its actual dates, provides additional content on t

- Presence as exhibitors at the LIFESTYLE he exhibition offering and industry news, and is accessible to registered exhibitors and visitors.
- Registration of 10 products or services associated with the company profile on the LIVE Connect digital platform.
- Presence during the fair on the hall plans and lists of exhibitors on display.
- 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 3 users (in LiveConnect):

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

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

TYPES OF STANDS

Types of assembly

- **Turnkey stand:** Modular stand with fabric walls on white painted chipboard columns. Minimum surface area to be contracted: 10 m^2.
- **Mini Stand (*):** 8 m^2 with modular stand with chipboard panels painted in matt white plastic, subject to admission criteria**.**
- **Free design stand:** Rental of space only to build your own stand, the assembly plan for which must be approved by IFEMA MADRID, for an area equal to or greater than 25 m^2.

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 (0.13kW/m^2) (*)
- ❖ Assembly fees (only for free-design stands)
  - **Type A:** spaces without decoration, or occupied by carpet or wooden flooring
  - **Type B:** basic modular stands made of aluminum or similar materials
  - **Type C:** designer modular stands made of aluminum, stands made of wood, and other materialsPlan de expositor Conecta (ver apartado 2,4)

(*)Services already included in the Mini Stand.

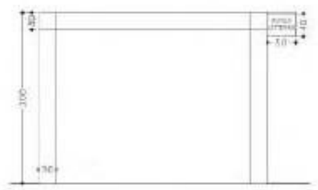
1. HOW TO PARTICIPATE. RULES

TYPES OF STANDS

TURNKEY STAND
Minimum 10 m2







STAND:

- Stand open to aisles.
- Fabric walls on White-painted chipboard columns.

SAHARA-colored TRADE SHOW CARPET.

Beige Sáhara

SIGNAGE

Standardized signage with the exhibitor's name and booth number on each aisle facade.

ELECTRICITY AND LIGHTING:

- One 50W lamp for every linear meter of free space between the exterior columns.
- Lighting based on LED strips located between the fabric walls.
- Electrical panel with differential, circuit breaker, and a built-in 500W power outlet, designed for a power rating of 130W/m2.

MANDATORY SERVICES

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/m^2)
- Conecta exhibitor plan (see section 2.4)

SPACE + TURNKEY STAND RATES

Floor space + modular 1 aisle: 171,55€

Floor space + modular 2 aisles: 178,08€

Floor space + modular 3 aisles: 184,76€

Floor space + modular 4 aisles: 191,45€

All companies with a surface area of less than 25 m2 are required to contract SPACE +MODULAR TURNKEY STAND

ADDITIONAL SERVICES

- You can customize your modular stand with our Stand Graphic Decoration service **decoracciongrafica@ifema.es**
- You can contract services and furniture from the IFEMA MADRID Services Catalog, or find more information in the Expo Zone

The canvas walls that make up the stand are 30 cm thick, which reduces the interior surface area of the stand.

To install the wall shelves offered in the Expo Zone, you will need to hire painted chipboard panels to replace the canvas or fabric. You should also hire panels if you wish to put vinyl on the walls.

GUIDELINE DRAWING. No holes, nails, or glue are permitted. It must be adapted to the dimensions of the space allocated.
COMMENTS: • Any services or modifications desired beyond these specifications will be at the exhibitor's expense. • The removal or replacement by the exhibitor of any component of the modular stand does not imply 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. • In addition, any exhibitor may contract elements listed in the IFEMA Services Catalog. • All modular stands that involve interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before **December 29.** • Stands will be delivered finished on **February 2nd** from 3:30 p.m

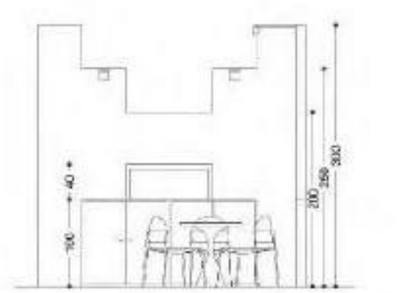
1. HOW TO PARTICIPATE. RULES

TYPES OF STAND

STAND MINI







STAND

- Stand open to aisles.
- Space 8 m2.
- Structure made of chipboard panels painted in matte white plastic.

EXHIBITION CARPET

Black

LIGHTING

- Lighting provided by LED spotlights on arms, with 2 spotlights per stand.
- Electrical panel with residual current device, circuit breaker, and built-in 500W power outlet, rated for 130W/m^2.

SIGNAGE

Standardized signage with exhibitor name and booth number.

SPACE RATE + MINI MODULAR STAND

8 m^2 stand: 1.995,00€ + 450€ (Mandatory Subcription of LiveConnect)

No decoration that alters the image and structure of the stand is permitted.

FURNITURE:

Furniture per 8 m^2 of stand space:

- 1Dom Blanca table (6RL02001)
- 3 Madrid chairs (6RL01001)
- 1mobile shelf (per stand)
- 2 low cabinets.



SERVICES INCLUDED

- Minimum electricity consumption (0.13 kW/m^2).
- Multi-fair insurance and civil liability insurance.
- Daily cleaning of the stand (Type A, once a day).

ADDITIONAL SERVICES

- You can customize your modular stand with our Stand Graphic Decoration service **decoraciongrafica@ifema.es**
- You can hire services and furniture from the IFEMA MADRID Services Catalog, or find more information in the Expo Zone.

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 paid for by the exhibitor. •The removal or replacement by the exhibitor of any component of the modular stand shall not result in 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, as long as it's 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.
• In addition, any exhibitor may contract elements listed in the IFEMA Services Catalog. •All modular stands that involve interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before **December 29** •Stands will be delivered finished on **February 02 nd** from 3:30 p.m

1. HOW TO PARTICIPATE. RULES

SPACE ONLY / FREE DESIGN STAND

All exhibitors with a surface area equal to or **greater than 25m²** who opt for a free design must upload their project to the Expo Zone before **November 29, 2026**. Without the presentation and approval of the project, the stand cannot be assembled**:** **stecnica@ifema.es**

All companies will be required to assemble their stand so that it includes at least the partition walls with the hall wall and with the adjacent stands. The maximum height allowed will be 4 meters.

For safety reasons, we would like to make special mention of the prohibition on storing packaging at the rear and enclosures of the halls, as indicated in the general rules of participation.

Assembly Fees: To be paid by the assembler or exhibitor: The company responsible for assembling free-design stands must pay IFEMA MADRID the corresponding assembly fees for services provided during the assembly and dismantling period of the fair before beginning such work. We recommend that you contract this service through the Ecommerce Zone one week before the start of assembly to avoid surcharges.

Assembly fees

- **Type A fee:** spaces without decoration or occupied by carpet or wooden flooring: €2.80/m² +VAT (1).
- **Rate type B**: basic modular stands made of aluminum or similar materials: €5.62/m² +VAT (1).
- **Rate type C:** modular stands made of aluminum, wood, and other materials: €8.94/m² +VAT (1).

The pavilion columns located inside a stand may be used as a visibility point for that stand, and a foam, board, or canvas element may be placed on them, without being glued or fixed directly to the column and subject to prior approval by the Technical Secretariat.

SPACE RATES

FLOOR ONLY - 1 CORRIDOR	124,55€
FLOOR ONLY - 2 CORRIDORS	131,08€
FLOOR ONLY - 3 CORRIDORS	137,73€
FLOOR ONLY - 4 CORRIDORS	144,45 €

DESIGN YOUR STAND WITH US

You can participate with your own freely designed stand by signing up for the Space Only rate. If you decide to participate with a customized stand exclusively for your company, IFEMA offers a comprehensive stand design service, with our maximum guarantee and fully adapted to your needs. We take care of the planning of your space, the design, the assembly, and the dismantling. You can also participate with your own project.

Request a project tailored to your needs, free of charge and with no obligation, by sending an email to **standbuilding@ifema.es**

I want to know more Design Stands

(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

REGULATIONS AND SETUP OF YOUR SPACE

ASSEMBLY AND DISASSEMBLY

All companies will be required to assemble their stand, which must 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 **January 29 to February 02 2027,** during the following hours:

- ✓ January 29 to 8:30 a.m. to 9:30 p.m.
- ✓ January 30 and 31 from 8:30 a.m. to 7:30 p.m.
- ✓ February 01 and 02, from 8:30 a.m. to 9:30 p.m.

Modular stands contracted with **IFEMA MADRID** will be delivered on **February 02 at 3:30 p.m.**

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

Goods and decorative materials may be brought in on **February 02 from 3:30 p.m. to 9:30 p.m. and on February 03 from 8:30 a.m. to 9:30 p.m. From 7:00 p.m. on February 03**, 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 **February 06 from 7:30 p.m. to midnight. From 7:30 p.m. to 8:30 p.m.**, removal may only take place through the pedestrian doors in order to remove recyclable carpet. After that time, the goods gates will be open until midnight.

The stands may be dismantled **on February 7 and 8, 2026. February 7th from 8:30 a.m. to 7:30 p.m. February 8th from 8:30 from 9:30pm**

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 IFEMA the "Prevention of Occupational Risks and Coordination of Business Activities" available on the IFEMA MADRID website ifema.es – Exhibitors – Participation Rules – Forms (Article 15 of the general rules for participation in events organized by IFEMA MADRID, available on the IFEMA MADRID website ifema.es

Traffic and parking regulations during the event: inside the exhibition grounds, it is expressly prohibited to park vehicles in loading and unloading areas. Vehicles may only be parked in designated areas, paying the corresponding fee where applicable. Once the event has begun, no vehicles are allowed inside the pavilions or on the avenue, unless expressly authorized by IFEMA MADRID (Article 14 of the general provisions of IFEMA MADRID's General Rules of Participation).

Waste management and assembly and exhibition materials: all companies involved in the assembly and dismantling of stands at the fair/event must take direct responsibility for managing the waste they generate and ensuring it is removed within the specified time frame. IFEMA MADRID will offer the possibility of hiring containers to facilitate the sorting and removal of waste and will supervise them (see rates in the Expo Zone Customer Portal, under Service Contracting, in the cleaning and waste containers section).The exhibitor will lose all rights to claim for loss or damage to materials still remaining in the exhibition areas of the hall after the deadline and will bear the costs of their removal, which will be invoiced by IFEMA MADRID in accordance with the established rates (see Article 35 of the general regulations for exhibitor participation in events organized by IFEMA MADRID).

SPECIAL AUTHORIZATIONS

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

Communication for the realization of catering in stands.

- Occupational risk prevention and coordination of activities. Application for authorization of private security at stands.
- Application for authorization to install Wi-Fi.
- Application for authorization for antenna cabling.
- Application for authorization to hang structures/rigging

https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds

1. HOW TO PARTICIPATE. RULES

REGULATIONS AND SETUP OF YOUR SPACE

Installation of recyclable carpet in common areas: 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 optimizing the process of installing and removing recyclable exhibition carpet for subsequent reuse and the consequent elimination of protective plastic at source, the times for the entry and exit of goods must be adapted to these processes and will be reflected in the corresponding point. Thank you for your collaboration with our environmental commitment. In order to optimize the process of installing and removing recyclable exhibition carpet for subsequent reuse and the consequent elimination of protective plastic at source, the times for the entry and exit of 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 authorized to cover or decorate them**. We ask for the exhibitor's cooperation in respecting 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 the controls, the strip is encroached upon, the encroached **aisle space will be billed to the exhibitor as space**.

Turnkey stands and mini stands. Regulations and customization.

All modular stands that include interior decoration with panels, profiles, totems, platforms, trusses, etc., **MUST UPDATE their project in THEIR EXPO AREA before January 14 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 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 UPLOADED TO THE EXPO AREA 15days before the start of assembly: September 4, 2026.

September 10: Deadline for modifying the signage for turnkey stands and mini stands through the Expo area.

CUSTOMIZE YOUR STAND WITH US: GRAPHIC DECORATION FOR STANDS

Customize your modular stand with your brand image to make the biggest impact on visitors. We offer a wide range of versatile graphic materials (vinyl, foam, Forex, canvas, etc.) that can be adapted to all elements of your booth (walls, furniture, facades, banners, displays, etc.). Request more information and a quote. Our specialized team will monitor production and installation. **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 from the following link: **Commerce.**



1. HOW TO PARTICIPATE. RULES

Free design stands. Regulations and assembly

Companies that choose to build their own stands must **UPLOAD THEIR DESIGN TO THE EXPO AREA for approval before December 29, 2026**

If your project involves rigging structures, you must complete the Application to hang structures/rigging | IFEMA MADRID before December 29, 2026

Assembly rights

The company responsible for assembling a stand must pay IFEMA MADRID, before beginning said 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 said assembly fees and have them included in your invoice, you must contract this service in the Expo Zone.

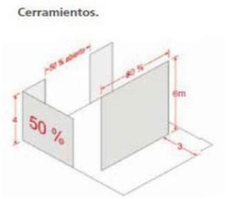
In order to be more efficient and provide you with better service, avoiding incidents during assembly, IFEMA MADRID **has begun to apply a last-minute surcharge to the contracting of assembly rights, as is the case with the rest of our services.**

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, the event, and disassembly.

We remind you that assembly rights apply to free design assemblies and can be contracted with a 5% discount if the contract is made up to 30 days before the start of the fair assembly.







SPECIFIC ASSEMBLY RULES FOR FREESTANDING STANDS

Heigh

- Maximum authorized 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 1m towards the interior along the entire perimeter.
- This option is not available in the connecting areas between pavilions, nor on the sides of the entrances to pavilions 9 and 10.
- 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.

Second floor

- The permitted height for two-story stands in pavilions is 7 m.
- The second floor must be set back 1m around the entire perimeter of the stand.
- In the connecting areas between halls and in the side areas of the entrances to halls 9 and 10, it is not permitted to build a second floor.
- A certificate specifying the dimensions, load capacity, and capacity must be presented, and the exhibitor is solely responsible for complying with the limits established therein.

IFEMA MADRID is responsible for interpreting and applying the regulations in each particular case and reserves the right to make exceptions if it deems necessary, based on respect for the overall perspective of the event and the visibility of neighboring stands.

All exhibitors with a surface area **equal to or greater than 25m2** who opt for a free design must upload their project to the Expo Zone before **December 29, 2026**. Without the presentation and approval of the project, the stand cannot be assembled: **stecnica@ifema.es**

All companies will be required to assemble their stand in such a way that it includes at least the partition walls with the hall wall and with the adjacent stands.

For safety reasons, we would like to make special mention of the prohibition on storing packaging at the rear and enclosures of the halls, as indicated in the general rules of participation.

Assembly fees: To be paid by the assembler or exhibitor: The company responsible for assembling free-design stands must pay IFEMA MADRID, before beginning such work, the corresponding assembly fees for the services provided during the assembly and dismantling period of the fair. We recommend that you contract this service through the Ecommerce Zone one week before the start of assembly to avoid surcharges.

Assembly fees

- **Type A fee:** spaces without decoration or occupied by carpet or wooden flooring: €2.80/m^2 +VAT(1).
- **Type B fee:** basic modular stands made of aluminum or similar: €5.62/m2 +VAT(1).
- **Type C fee:** modular stands made of aluminum, wood, and other materials: €8.94/m2 +VAT(1).

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, assembly, and dismantling. Request a free, no-obligation project tailored to your needs by sending an email to **standbuilding@ifema.es**.

I want to know more **Designer stands**

To contract services, please visit our online channel, which you can access via the following link: **Commerce**.

1. HOW TO PARTICIPATE. RULES

1.7. Participation Fees

TYPE	FEE
Only space open to 1aisle	124,55€/m² +VAT(1)
Only space open to 2 aisle	131,08€/m² +VAT(1)
Only space open to 3 aisle	137,73 €/m² +VAT(1)
Only space open to 4 aisle	144,45€/m2+ VAT(1)
Space +Turnkey booth open to 1aisle	171,55€/m² +VAT(1)
Space +Turnkey booth open to 2 aisle	178,08€/m² +VAT(1)
Space +Turnkey booth open to 3 aisle	184,76€/m² +VAT(1)
Space +Turnkey booth open to 4 aisle	191,45 €/m² +VAT(1)
Mini Stand(8m²)	1.995,00€+ VAT(1)
Type A display case	€ 400,00+ VAT(1)
Type B display case	€ 281,00 +VAT(1)
SERVICES	**FEE**
Civil liability insurance (covers up to €60,000)	€ 74,30+ VAT(1)
Multi-fair insurance (covers up to €50,000)	€70,53 +VAT(1)
Minimum electricity consumption (0.13 kW/m²)	€7,88/m2 +VAT(1)
Assembly rights	
Type A: spaces without decoration, or covered with carpet or wooden flooring	€2,80/m² +VAT(1)
Type B: basic modular stands made of aluminum or similar material	€5,62/m² +VAT(1)
Type C: modular aluminum design stands, woodwork stands, and other materials	€8,94/m² +VAT(1)

CONECTA PLAN (Mandatory Service Package including Marketing& Communication Pack + Live Connect)	€450,00 +VAT(1)
Individual Parade	1.600€/ud. +VAT(1)
Collective Fashion Show 2 brands	800 €/ud. +VAT(1)
Collective Fashion Show 4 brands	600 €/ud. +VAT(1)

1.8. Payment terms and methods

PAYMENT DATES

- **November 15,2026:** deadline for payment of **the first 50% of the contracted space.**
- **December 15, 2026:** deadline for payment of **100% of the contracted space and services.**

A 2,5% discount for early payment will be applied to the rate for the space occupied if you pay 100% of your participation before Nov 15th, 2026.

PAYMENT METHODS

You can pay using the following methods:

- Transfer to: IFEMA MADRID / **BISUTEX FEBRUARY 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 atencionalcliente@ifema.es

- Certified check, made out to **IFEMA MADRID / BISUTEX FEBRUARY 2027.**
- Credit card in a secure environment, accessible after completing the online registration form, or later through the Expo Zone. In accordance with current regulations, cash or bearer checks 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 need an invoice to make a payment, please request it by email at atencionalcliente@ifema.es.

Discounts::

5% DISCOUNT ON SERVICES CONTRACTED THROUGH THE EXPO AREA, UP TO 30 DAYS BEFORE THE START OF ASSEMBLY: until December 27,2026

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

Surcharges:

25% increase for contracting services, including assembly fees, requested 7 days before the start of assembly (January 21, 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. REGULATIONS

1.9. Specific rules of participation

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 surface area for contracting a single space is 25m^2; 10 m2 for turnkey stands and 8 m2 for Mini stands.

The management of the fair may alter the assigned spaces or make changes in the distribution of the pavilions for organizational reasons.

Without prejudice to the Management of the fair informing exhibitors in the event of relocation or significant alteration of the reserved location, each exhibitor is obliged to inform himself of the location of his stand, its exact dimensions, etc.

No exhibitor or visitor who cannot be accredited as belonging to the participating professional groups is allowed access, even if they have the corresponding pass or invitation.

The exhibitor is obliged to attend his stand and remain with the products exhibited during the entire period and opening hours of the event. Failure to comply with these regulations could mean the loss of the right to preferential renewal of the space allocated.

The direct sale of any type of articles exhibited at the fair is strictly forbidden, with the exception of the CASH & CARRY area.

The exhibitor authorizes IFEMA MADRID to reproduce, in whole or in part, the products exhibited in its promotional material.

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

Activities that may disturb other exhibitors are prohibited and may not exceed 60 decibels.

Promotional activities, distribution and exhibition of samples, brochures, leaflets, flyers and all kinds of promotional material shall be carried out only within the space of each exhibitor.

Activities requiring the contracting of a catering service during the fair will require the completion of the "Communication form for catering at stands" available at ifema.es, which should be sent to: catering@ifema.es.

It is expressly forbidden for exhibitors to install WIFI access points, either for INTERNET connection or for the presentation of other functionalities. The purpose of this measure is to avoid interference problems, both with the points that may be installed independently by each Exhibitor, as well as the access points of IFEMA MADRID. Such interference could cause the WIFI networks present not to work. For further information, please refer to Article 33 of the General Regulations for Exhibitor Participation in Exhibitions Organized by IFEMA MADRID.

CANCELATION

The Exhibitor's withdrawal from participation in the Show shall be grounds for termination of the contractual relationship between IFEMA MADRID and the Exhibitor for all purposes. The resignation must be communicated to the Show Management in writing addressed to the same and will entail the loss of the amounts that the exhibitor should have paid at the date of communication, according to the schedule of payment deadlines reflected in the Application for Participation.

If the cancellation has been communicated to the Show Management within thirty days prior to the opening of the event, IFEMA MADRID may require the exhibitor to pay the full amount of the contracted space.

In relation to the additional services offered by IFEMA MADRID that the exhibitor had contracted prior to the communication of the cancellation, the cancellation charges established in article 7 of the general conditions of admission and contracting in events organized by IFEMA MADRID will be applicable.

h the event of cancellation of the fair due to force majeure, the amounts paid for concepts related to on-site participation will be refunded, according to article 15 **of the General Rules of Participation** in events organized by IFEMA MADRID.

These Specific Regulations, including the rules of participation and assembly of this chapter, are complemented by the General **Regulations for Exhibitors' Participation in Exhibitions Organized by IFEMA MADRID,** which all exhibitors, by virtue of being exhibitors, accept.

1. HOW TO PARTICIPATE. REGULATIONS

1.10. Exhibitor's Calendar

When	What	How	Who attends you
Until October 31, 2026	Participation application (priority deadline for exhibitors of the previous edition)	Complete the application form to participate in the first space allocation.	Contest management: bisutex@ifema.es Customer service (Exhibitors): (+34) 917223000 atencionalcliente@ifema.es
From November 01st , 2026	Participation application	Continuation of the process for the reception of participation requests.	Contest management: bisutex@ifema.es Customer service (Exhibitors): (+34) 917223000 atencionalcliente@ifema.es
Until November 15, 2026 **Until December 15, 2026**	Payments	• **November 15, 2026**: deadline for payment of the first **50% of the contracted space** • **December 15, 2026**: deadline for payment of **100% of the contracted space and services.** **A 2,5% discount for early payment will be applied to the rate for the space occupied if you pay 100% of your participation before November 15, 2026.**	Servifema: servifema@ifema.es Customer service (Exhibitors): (+34) 917223000 atencionalcliente@ifema.es
Until December 27, 2026	Contracting of services	Services contracted with a 5% discount.	Technical Secretariat Line IFEMA MADRID Exhibitors (+34)917223000 atencionalcliente@ifema.es
Until December 29, 2026	Free design projects and signage	Services contracted with a 5% discount. Deadline for uploading free design projects to the EXPO ZONE. If the project includes hanging elements, you must submit a separate project and send it to rigging@ifema.es.	Line IFEMA MADRID Exhibitors (+34)917223000 atencionalcliente@ifema.es

1. HOW TO PARTICIPATE. REGULATIONS

1.10. Exhibitor's Calendar

When	What	How	Who attends you
Until January 14,2027	Modular booth customization	- Submit the projects of interior decoration of modular stands. - They should consult in ZONA EXPO the project of the modular stand, or upload the same with the stipulated modifications.	Technical Secretariat Line IFEMA MADRID Exhibitors (+34) 917223000 atencionalcliente@ifema.es
From January 21 ,2027	Contracting of services	25% increase on prices for last minute contracting of assembly rights and all other services.	Line IFEMA MADRID Exhibitors (+34) 917223000 atencionalcliente@ifema.es
From January 29 to February, 2027	Stand assembly	- January, 29 from 8:30 a.m. to 9:30 p.m. - January 30 and 31, from 8:30 a.m. to 7:30 p.m. - February 01, from 8:30 a.m. to 9:30 p.m - February 02, from 8:30 to 3:30pm	Pavilion manager
February 02 , 2027	Delivery of modular stands	February 02, starting at 3:30 p.m.	Pavilion manager
February 02 and 03, 2027	Goods receipt	- February 02: From 3:30 p.m. to 9:30 p.m. - February 03 From 8:30 a.m. to 9:30 p.m. (*)Starting at 7:00 p.m. on February 03, 2027, entry will only be possible through the pedestrian doors, as the freight doors will be closed to allow for the installation of recyclable carpet in the aisles.	Pavilion manager
From February 04 to 06, 2027	Celebration of the fair	February 4, 5 and 6 from 10:00 a.m. to 7:00 p.m.	-
February 06, 2027	Goods issue	From 7:30 to 12:00h. From 7:30 p.m. to 8:30 p.m**., exit will only be possible through the pedestrian gates** for the removal of recyclable carpet. After this time, the merchandise gates will be opened until 24:00h.	Pavilion manager
February 07 and 08, 2027	Dismantling of stands	February, 07 from 8:30 a.m. to 7:30 p.m. February, 08 from 8:30 a.m. to 9:30 p.m.	Pavilion manager

2. MANAGE YOUR PARTICIPATION

1. Expo Zone. Manage your participation and your space. Contracting additional services. E-commerce

Access our customer area Expo Zone from the web: https://www.ifema.es/bisutex to manage your company data, your contacts and everything related to your participation. You will be able to access your participation once you have confirmed your participation with your user (the e-mail address you used to fill in the Participation Request).

What can I do from Zona Expo?

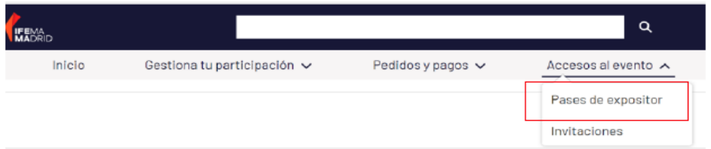
- Access the details of each participation, plans and projects
- Access the exhibitor's calendar.
- View documents of interest.
- Manage exhibitor passes and request visa support letters.
- Download discount vouchers: Renfe, Iberia.
- Send invitations.

*Send Club Cards

- Access orders, payments, account status and invoices issued.
- Upload free design stand projects.
- Request the distribution of elements of modular stands, coat racks or shelves,

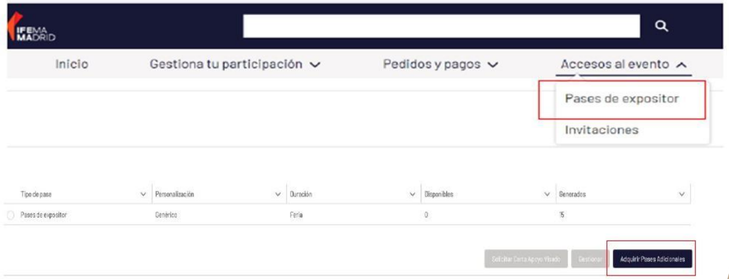
add the sign and choose the color of the carpet.

- Access to e-commerce for the contracting of services.



Each exhibitor will be assigned the passes that correspond to the contracted area 1 exhibitor pass for every 5 m2 contracted with a minimum of 2 passes and a maximum limit of 50 exhibitor passes.

Exhibitors may contract additional exhibitor passes by sending an email to bisutex@ifema.es





2.2 Exhibitor passes, transport discount vouchers, visas and invitations

EXHIBITOR PASSES

Exhibitor passes will be managed from ZONA EXPO, in the section "Access to the event/Exhibitor passes".

2. MANAGE YOUR PARTICIPATION

Liveconnect: the digital platform you have access to with your Plan.

What will you find in liveconnect?

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

Business and networking
Identify leads to generate business and schedule high-value meetings.
Post-show ecosystem
Activity and visibility after the show: access and share content, participate
in challenges and much more.

What can I do from my liveconnect Exhibitor area?

- Update my company data visible in the web catalog and in BISUTEX liveconnect.
- Add my products and services, which will be visible in BISUTEX liveconnect.
- Register users from my team to access the digital event BISUTEX liveconnect.
- Manage the exhibiting company's agenda and company meetings at my stand at the fair.

What can I do at the BISUTEX **liveconnect digital event?**

- Search for contacts of interest in the professional network
- Request and accept to be a contact to chat and hold videoconferences
- Request and/or accept appointments for professional meetings at my stand at the fair or by videoconference.
- Complete my professional profile as a user of the platform and my personal availability agenda for meetings.
- Visualize information about the offer of other exhibitors.
- Consult the activities and conferences both in person and online and note them in the agenda
- Scan visitor passes at the fair
- Download my contact list.

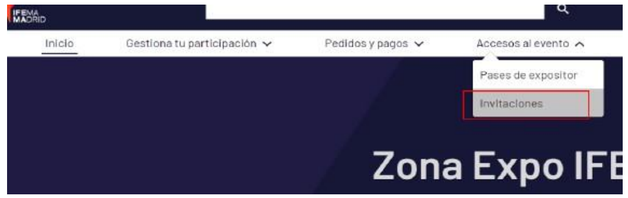
PROFESSIONAL INVITATIONS

Professional invitations online free of charge: 500 per exhibitor. Professionals to whom exhibitors send these invitations will have to register on-line including the code received and will obtain their free pass to access the fair directly, avoiding unnecessary queues. Each exhibitor will also receive a newsletter with the link to the online registration, which they can send to all their customers.

If you need additional free invitations, please send an email to:
bisutex@ifema.es, indicating the exact quantity.

The online registration will be open until **February 06,2027.** to the

Invitations will be sent through "EXPO ZONE/Access event/Invitations/Manage invitations".



The following screen will then appear to customize the shipment:



We appeal to exhibitors to make good use of the invitations, sending them exclusively to professionals of the sector in order to guarantee the professionalism of the fair. Access controls may be carried out for this purpose.

Professionals who receive the invitation code must register ONLINE through the website **https://www.ifema.es/bisutex** in the "Purchase your pass" section and enter the invitation code received to obtain their free pass to access the fair. (Invitation codes cannot be redeemed over the counter).

It will be absolutely necessary that all Professional Visitors who are going to access the fairgrounds with a Professional Invitation, be accredited as Professionals, through **https://www.ifema.es/bisutex.**

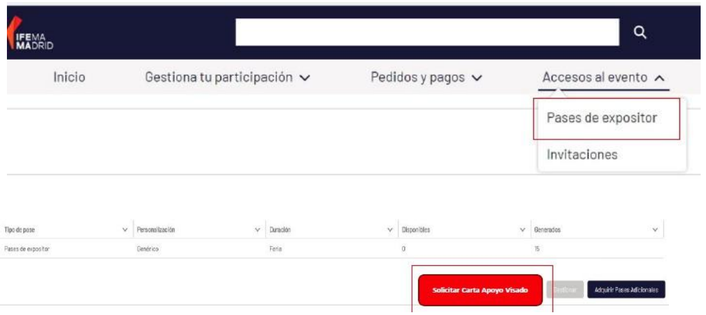
2. MANAGE YOUR PARTICIPATION

VISA MANAGEMENT

If you require a visa to travel, you can request from ZONA EXPO, the letters of support to manage it. To do so, **you must first customize the exhibitor pass** and have **formalized the payment** of your participation following the payment schedule (see point 1.8).

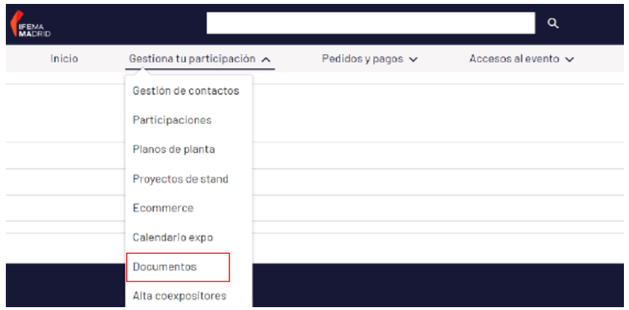
Once these two requirements are fulfilled, from "EXPO ZONE/Event Access/Exhibitor Passes" you will have access to the "Request visa support letter" button.

We advise you to start the process as soon as possible since the deadline for visa application is usually at least 30 days before traveling.



TRANSPORT DISCOUNT VOUCHERS

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



CLUB Cards: include direct access to the fair for the holder and one accompanying person and one day's free parking. Depending on the contracted surface area, each exhibitor will receive the following number of Club Cards for their buyers

- Less than 30 m2: 10 guests
- From 30 to 50 m2: 20 guests
- From 50.5 to 100 m2: 35 guests
- More than 100 m2: 50 guests

Exhibitors must send these invitations from the Expo Zone to their clients, which will not be confirmed until they have registered. Once registered, they will receive confirmation and information on how to register an accompanying person. Likewise, in the weeks prior to the fair, they will receive the card by post.

NATIONAL AND INTERNATIONAL BUYERS PROGRAM

The National and International Buyers Program offers exhibitors to invite their clients according to the contracted surface:

National buyers:

- Under 15m2 : 1guest
- From 15.5 to 50 m2 : 2 guests
- From 50.5 to 100 m2 : 3 guests
- Over 100 m2 : 4 guests

International buyers :

- From 25.5 to 50 m2 : 2 guests
- From 50.5 to 100 m2 : 3 guests
- Over 100 m2 : 5 guests

PROGRAM CLOSING DATE: DECEMBER 11, 2026

Other relevant information

Shipment of goods to the site

IFEMA MADRID staff is not authorized to receive any goods destined for your stand. To send goods to the venue the exhibitor must indicate in the delivery address:

- IFEMA MADRID(Avda. del Partenón, 5. 28042 Madrid. Spain)
- Feria Bisutex
- Name of your company.
- Pavilion and stand number.

The goods must be received by your company's staff at your stand and arrive during the days set aside for the entry of goods and decoration.

In case it is not possible to comply with the above, we recommend you to contact our partner company for goods management (handling and warehousing):
Oficina de DSV en Recinto Ferial de IFEMA MADRID: Pabellón 7
Teléfono: 34 91330 5178

es.sha.ifema.madrid@dsv.com

CUSTOMS REGULATIONS

1. All products coming from non-EU countries must go through customs procedures, with special mention to the fact that since January 1, 2020, the United Kingdom has been treated as a third country, so all shipments originating in the United Kingdom must regularize their merchandise through the corresponding customs procedure.
2. Exhibiting companies must have the details of the customs agent who carries out the clearance of their goods or, failing that, a copy of the customs documentation of entry into the European Union.

3. The material or goods for distribution or consumption must pay Spanish taxes, even if they are products with no commercial value (depending on the country, the amount of taxes may vary).

4. All goods subject to a temporary regime must not be moved from the stand or leave the IFEMA MADRID Exhibition Center until their situation has changed and customs formalities have been completed. It may only be deposited during these procedures in the warehouse of the official logistics agent within the Fairgrounds.

It is strictly forbidden to exhibit, sell, consume or distribute non-Community merchandise at a trade fair before the customs procedures have been completed. This includes promotional material.

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

7. Goods that have not passed customs control and are on display will be confiscated by the customs authorities operating at the Fairgrounds until the appropriate documents are presented.

Any truck arriving at IFEMA MADRID under a transit consigned to IFEMA MADRID, must go to the warehouse of the official Logistics Operator, for the regularization of the goods transported, located at:

Avenida Partenón s/n

Entrada Oeste – acceso calle Rivera del Sena

Pabellón de servicios nave 2

28042 Madrid

In order to avoid unwanted situations, and for any questions that may arise, you can contact our Customs Logistics Operator, DSV : (+34) 91 330 51 78; email: es.sha.ifema.madrid@dsv.com

CATERING AT THE STAND

Los expositores que vayan a ofrecer, con carácter gratuito, restauración/catering en su stand, deberán cumplimentar el formulario.
<comunicación para la realización de restauración/catering en stands>
Disponible en la web de IFEMA MADRID y remitirlo con todos los datos solicitados a catering@ifema.es

PARKING CATERING / REFRIGERATED TRUCKS

There is a parking area for catering vehicles and refrigerated trucks, with the possibility of electrical connection. You can hire it through the **eCommerce**

DAILY REPLENISHMENT OF GOODS

There is the possibility of introducing goods in an interrupted way through the service doors, located at the back of the pavilions. Later on we will inform you about the patterns enabled for this purpose and the schedules for the daily replenishment of goods.

ROOM RENTAL

For the exhibitors of the event, there is the possibility of renting rooms at the venue if you wish to prepare a conference, reception, press conference or product presentation during the fair. It is necessary to make a reservation in advance. Request an estimate without any kind of commitment via email **uanproduccion@ifema.es**

MORE INFORMATION

2. MANAGE YOUR PARTICIPATION

2.5 Site plan



2. MANAGE YOUR PARTICIPATION

2.6 Frequently Questions

Question	Answer
Where can I consult the IFEMA MADRID General Rules of Participation to which my participation is subject?	In addition to the Exhibitor's Guide, participation in BISUTEX is subject to IFEMA MADRID's General Rules of Participation, which you should be informed about and which you can access on the IFEMA MADRID website (www.ifema.es) and via the following link IFEMA MADRID General Rules of Participation.
Can I hire a catering service or serve my own food and beverages at the stand?	Yes. Exhibitors who are going to offer a catering service at their stand (free of charge), can do so either by submitting their application with the approved catering companies at IFEMA MADRID (See the list HERE) or through other catering service providers, in which case it is essential to fill in the form "Notification for the provision of catering services on stands" available in the exhibitors' area of the institutional website and send it, with the information requested therein, to: catering@ifema.es for its information and appropriate ends. If IFEMA MADRID has not been not notified, the Exhibitor will not be able to offer this service on their stand. The Exhibitor assumes responsibility for third-party complaints that are caused by said catering service and expressly exempts IFEMA from any liability in this regard.
Can I access the trade fair centre with vehicles for assembly and disassembly or loading and unloading of goods?	Access to IFEMA MADRID and to the inside of the halls will be done through the doors and on the days and times stated in this Exhibitor's Guide. The inside of pavilions will only be accessed to unload materials. Vehicles will not be able to park inside the halls or in the adjacent areas. We would like to remind you that, for safety reasons, it is strictly forbidden to park directly in front of the goods entrance. IFEMA MADRID takes no responsibility for the surveillance of vehicles while they are on the grounds of Feria de Madrid. There is a car park for trucks and another for private cars, which can be used by paying, where appropriate, the corresponding fees. Check rates
Can I have a vehicle on my stand?	Vehicles with a combustion engine used as part of an exhibition display must have a tank filled with the minimum fuel required to access the allocated space and be able to leave it at the end of the exhibition.

2. MANAGE YOUR PARTICIPATION

2.6 Frequently Questions

Question	Answer
Can I send merchandise to my booth?	IFEMA MADRID staff is not authorized to receive goods for your stand. To send goods to the venue, the exhibitor must indicate the following delivery address: IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid, Spain). **BISUTEX** Fair. Your company name. Hall and stand number. The goods must be received by your company staff at your stand and should arrive during the designated days for goods delivery and decoration. If it is not possible to meet these requirements, we recommend contacting the goods management partner company: Oficina de DSV en Recinto Ferial de IFEMA MADRID: Pabellón 7 Phone number: 34 91330 5178 es.sha.ifema.madrid@dsv.com
What procedure do I have to follow to hang structures on the pavilions/rigging?	Exhibiting companies may hang elements from the ceiling of the halls following the procedure shown in the "Regulations for hanging structures in Halls" and by completing the form "Application for authorisation for hanging structures/rigging" and sending it to: rigging@ifema.es
Can I hold prize draws and raffles at the stand?	Raffles, prize draws, and random combination games are forms of gambling as set out in articles 3.2 and defined in article 15 of Law 6/2001 of 3 July on gambling in the Community of Madrid. All the information is available in the following form: https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas
How do I apply for a visa support letter?	Visa support letters are managed through the EXPO ZONE. To do so, you first have to personalise your exhibitor passes. Once you have managed your exhibitor passes, you can request your support letters and download them to your computer. It is essential to be up to date with payments according to the payment schedule in order to be able to apply for the letters.
Where can I hire the services of my booth?	Accessing the E-commerce found within the EXPO ZONE or through the link: https://shop.ifema.es
Who should I contact to hire a room?	Incumbent exhibitors who need to hire a room should contact: uanproduccion@ifema.es

2. MANAGE YOUR PARTICIPATION

2.6 Frequently Questions

Question	Answer
What does the CONECTA PLAN include?	This concept of compulsory contracting includes the following services: - Dissemination of the participation in the fair through the insertion in the list of exhibitors accessible in open access on the fair's website and shared in communications. - Presence during the celebration of the fair in the pavilion plans and exhibitors' lists. - Presence as exhibitors in the digital event of the fair BISUTEX liveconnect with 10 products or services associated with the company file - Access to the customer portal "ZONA EXPO" of IFEMA MADRID to manage participation. - Exhibitor passes according to the contract (see point 2.3) - Online invitations according to the contract (see point 2.3) and delivery service through ZONA EXPO - Discount vouchers for transport. - Premium wifi connection for 3 users during the entire fair (5GHz devices). Access keys will be sent the days prior to the start of the fair. - Access to **BISUTEX** liveconnect for 3 users with connection functionalities to generate business opportunities.
How to use the EXPO ZONE?	In the **Next vídeo** a tutorial on how to use the EXPO ZONE is shown.
What are the benefits of my Expo Zone?	It is used to manage the participation of each exhibiting company in BISUTEX • Registration of contacts that will access the Expo Zone and management of access permissions • Access to the exhibitor's calendar. • View documents of interest. • Manage exhibitor's passes, request visa support letters and send invitations. • Register co-exhibitors. • Access to payments, statement of accounts and invoices issued. • Upload free design booth projects and distribution of modular booth elements. • Add the sign and choose the color of the carpet for exhibitors with modular booths. • Access to e-commerce for the contracting of services.

2. MANAGE YOUR PARTICIPATION

2.6 Frequently Questions

Question	Answer
What are the utilities of my liveconnect?	**In the exhibitor area of my company in liveconnect:** • Update the company data visible in the catalog and BISUTEX liveconnect. • Display the offer of products and services. • Manage the company's appointment schedule for professional meetings at the stand. • Register other team members with access to liveconnect. **At the fair in liveconnect:** • Complete my personal profile on the platform and my agenda of availability for meetings. • Search for contacts of interest in the professional network and request and agree to be a contact for chat and videoconferences. • Scan professional visitor passes at the fair. • View information about the offer of other exhibitors. • Consult the activities with the possibility of scheduling them and viewing the digital content available.
How can I request my invoices?	Invoices are not generated by default. You must request them directly to the IFEMA MADRID invoicing department (servifema@ifema.es) indicating the fair where you are exhibiting and the concepts to be included in the invoice. Once it has been generated, it will be available in your Expo Zone.
What is the difference between the space only option and the turnkey modular booth option?	The space-only modality includes only the contracting of the space and the compulsory elements (insurance, minimum electricity consumption and CONECTA EXHIBITOR PLAN, and it is the exhibitor who has to create a free-design stand or contract it through the stand design service offered by IFEMA MADRID. Modular stands are delivered assembled. See description in section 1.6

2. MANAGE YOUR PARTICIPATION

2.6 Frequently Questions

Question	Answer
Can I decorate and/or set up my stand with IFEMA?	Yes, IFEMA MADRID offers two main services: Graphic decoration for stands: Customize your modular stand with your brand image, generating maximum impact on visitors. There is a wide range of versatile graphic materials adaptable to walls, furniture, fronts, banners... You can request information and a quote at decoraciongrafica@ifema.es Stand design: consists of a comprehensive stand design service fully adapted to your needs. From the planning of your space, design, assembly and disassembly. You can request information and budget at standbuilding@ifema.es
Is it mandatory to attend the booth at all times?	Yes, the exhibitor is obliged to attend its stand and remain with the products exhibited during the entire period and opening hours of the show.
Are rigger's passes required during the assembly/disassembly of the fair?	No. The requirements to be able to ride are to have paid 100% of your participation, to have presented and approved the project, to have paid the assembly fees, and to have completed the occupational risk protocol.
How to hire parking at IFEMA?	Exhibiting companies will be able to contract parking spaces from e-commerce, which is located inside the Expo Zone or through the link https://shop.ifema.es Once the contract has been made, parking badges can be picked up from **January 29th (first day of assembly)** at the exhibitor service desk, located in the central boulevard between pavilions 6 and 8.

2. MANAGE YOUR PARTICIPATION

2.6 Frequently Questions

Question	Answer
What coverage do Ihave as an exhibitor with the insurance included?	You can consult the coverage of the compulsory insurance policies in the IFEMA MADRID exhibitor support area.
How can Iaccess the Wi-FInetwork as an exhibitor?	As an exhibitor you will receive as part of the CONNECT PLAN a Wi-Fi connection for 3 users during the entire trade fair for the exclusive use of stand holders. Devices that allow 5GHz network capability are required. Access codes will be sent out during the lead up to the event. Additional Wi-Fi access can be booked through the e-commerce section inside the EXPO ZONE or via the link https://shop.ifema.es
Regulations and support for exhibitors at the trade fair centre	https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds
Regulations and support for fitters at the trade fair centre:	https://www.ifema.es/en/support/assemblers-colaborators-fairgrounds

3. PROMOTE AND MONETIZE YOUR PARTICIPATION

3.1 How to monetize my participation

Prepare complementary promotional activities to your participation prior to the
fair to enhance and get the most out of your investment.
Send your customers the personalized communication sent by the fair by e-mail, with your company name and access to online registration.

Use the social media creativities that we provide to advertise your presence at the fair indicating your company name and booth number. These elements will be available in the Expo Zone.

Use promotional elements sponsored with your logo or brand image: badge lanyards, other specific elements defined by your company to hand out to visitors: bisutex@ifema.es

Hire outdoor showcases with high visibility, located at the entrance of the pavilions: **bisutex@ifema.es**

Hire other Advertising Services and Promotional Elements by contacting **publicidad@ifema.es** or by phone (+34) 91 722 53 08/40.

Contract other optional Promotional Elements and Services focused on increasing the visibility of your brand, before, during and after the event, before January 13, 2027.

- Banners
- Advertising on the platform
- Sponsored newsletters

Communicate the news you will present at the fair to our Social Media Agency, Annie Bonnie (ifema@anniebonnie.com) and/or our Press Department, Pablo López (plopez@ifema.es) and Selva Dalila (sdalila@ifema.es) In addition, we invite you to follow us on social networks and share our content to dynamize your own social media channels. The official hashtags is #bisutex2027

Invite your clients by sending
them:

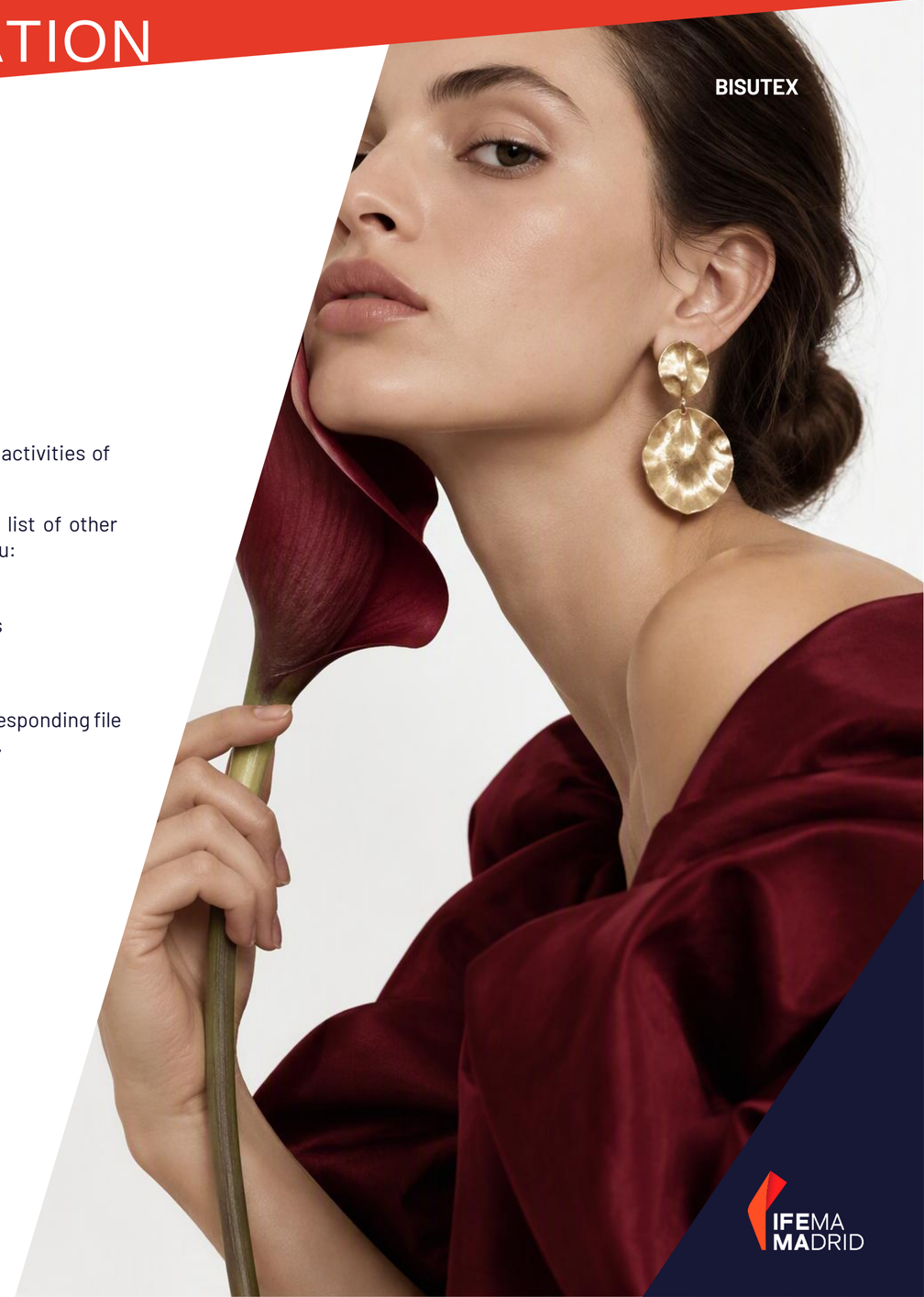
- **Free professional invitations**
- **Club Cards**
- **Personalized communications**

Image and Catwalk Forum: contact **bisutex@ifema.es** to propose activities of interest and/or participate in this space.

On the IFEMA MADRID website **ifema.es/support**, you will find a list of other services, regulations and documents that may be of interest to you:
Regulations and conditions for catering at stands.
Occupational risk prevention and coordination of business
activities. Application for authorization of private security guards
at stands.
Request for authorization to hang structures/rigging.

Invited buyers program, both national and foreign, sending the corresponding file to **Ana Belén Cisneros (hb.ifema@ifema.es) before December 11, 2026.**
Depending on the contracted surface, the following correspond:

- Domestic buyers :
  - Up to 15m2 : 1guest
  - From 15.5, to 50 m2 : 2 guests
  - From 50.5 to 100 m2 3 guests
  - More than 100 m2 : 4 guests
- International buyers :
  - From 25.5 to 50 m2 : 2 guests
  - From 50.5 to 100 m2 : 3 guests
  - More than 100 m2 : 5 guests



3. PROMOTE AND MONETIZE YOUR PARTICIPATION

3.2. Exhibitors' Catalog.

The trade fair catalog, or list of exhibiting and co-exhibiting companies, isanindispensable promotionalandnetworkingtool. Itprovidesvisitors andotherexhibitingcompanieswith basicinformation topreparefortheirandmakesiteasierforthemtofindandcontactyou before, duringandaftertheevent.

- Enterandupdateyourcontactdetails,theproducts orservicespresentedandthe
- informationyouconsiderrelevanttogivethehighestvisibilitytoyourcompa nyand getthehighestreturnonyourparticipation.
- The entire environment anddigitalcommunicationofyourparticipation ischanneled throughliveconnect.

  Takefulladvantageoftheplatformofferedby IFEMAtocommunicateyour participation,scheduleappointments, showcaseyourproductsandcontactyour targetaudience.

Visitor's Guide Plan

BisutexproducesaVisitor'sGuide
Planthatisdistributedfreeofchargeatinformation points.

3.4. Networking

Enhance your contact list. liveconnect offers you the opportunity to search for contacts among its participants. You can use filters such as country, activity, position, products of interest, etc., to perform searches. Once you have identified potential clients, you can request contact (sharing details such as email and phone number). Once they accept your request, you will be able to chat with them or invite them to an in-person meeting at the trade fair or a video conference during the liveconnect event.

Be proactive and take advantage of the opportunity to build a strong contact list.

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

3.5. Invitations for Your Clients and Contacts

IFEMA provides you with access invitations to the trade fair so you can efficiently promote your participation. Be sure to use this useful tool, which is available to you in your Expo Zone.

3.6.Buyers Program

The Hosted Buyers Program includes both national and international guests invited by exhibitors. The corresponding file must be sent to Ana Belén Cisneros (hb.ifema@ifema.es) before **December 11, 2026.**

3.7.Publish YourNewsand Updates. SocialMediaand Website

Promote Your Products, Services, and News for FreeShowcaseyourproducts, services, and latestupdatesthroughthe**BISUTEXNews**bulletin,whichisregularlysenttoalargedata base of industry professionals in the jewelry and accessories sector worldwide. Additionally, we sharethisnewsonthefair'swebsiteandsocialmediachannels.

Contact: **psantos@ifema.es**

You can also promote your "star products" via social media on Facebook, Twitter, LinkedIn, and Instagram.Contact: **bisutex@ifema.es**

3.8. Outdoorand DigitalAdvertising

Advertisingprojectstailoredtoyour needs

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

More information here: Advertising |IFEMA MADRID

Also, check out the advertising options offered by the LIVE Connect platform.

3.9.Sponsorships

You have a wide range of promotional and sponsorship opportunitiesthatwill provide outstanding additional visibility and allow you to carry out high-impact actions for the national and international professional audience attending the fair.INQUIRE ABOUT SPONSORSHIPOPTIONS:**patrocinios@ifema.es**

3.10. SpecialPromotional Actions

IFEMA offers its clients special marketing actions to optimize the impact of their presence at the venue.

Contact: publicidadexterior@ifema es Tel: (+34)91722 53 08/40

3.11. Room Rental

For event exhibitors, there is the option to rent rooms at the venue if you wish to organize a seminar, reception, press conference, or product presentation during the fair. Early reservation is required. Request a quote:

(+34)91722 30 00

uanproduccion@ifema.es

Link to Room Navigator

4. SUSTAINABILITY MANAGEMENT AT IFEMA MADRID

At IFEMA MADRID we are not only fully committed to sustainability per se, but also, to achieving the sustainable development goals (hereinafter SDGs) promoted by the United Nations, which we have incorporated into our strategic corporate management policy and culture.

IFEMA MADRID's sustainability policy is mainly focused on the following SDGs: 8, 9, 11, 12, 13, 16 and 17.

ISO Standards certified by IFEMA MADRID:

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

ACTIONS TAKEN AT IFEMA MADRID TO REDUCE GAS EMISSIONS AND BE MORE ENERGY EFFICIENT:

- 100% certified electrical energy of renewable origin.
- Geothermal installation in Puerta Sur building.
- Low consumption lighting in our halls and on our modular stands.
- Controlling the temperature of our air-conditioning / HVAC systems.

IFEMA MADRID is in possession of "calculo" (I calculate) and "reduzco" (I reduce) stamps in Carbon Footprint Scopes 1 and 2.

WASTE MANAGEMENT:

- The exhibitor/assembler is the generator of the waste and shall therefore be responsible for its removal and management. How the waste generated by the exhibitor is managed is explained in article 35 of the General Rules of Participation.
- We offer our exhibitors a service that includes the removal and management of the waste they/their assemblers generate. (check our fees in Exhibitors' Area).

CARPET RECYCLING:

IFEMA MADRID recycles 100% of the carpeting used in aisles and communal areas. To do so it has been essential to change our assembly and disassembly process, that affects the entry and removal of goods (check the corresponding item). Furthermore, means that it has to be laid in strips instead of covering the entire surface area as was previously the case. This means we can guarantee its conversion into a new raw material for the subsequent manufacture of other products.

SUSTAINABLE MOBILITY:

IFEMA MADRID offers access to public transport close to its facilities (metro and bus), parking for electric cars with 100% renewable electricity charge points, as well as a parking area for bicycles and scooters.

GUIDE TO SUSTAINABLE PARTICIPATION IN TRADE FAIRS/EVENTS:

IFEMA MADRID has published its Guide to Sustainable Participation in Trade Fairs for exhibitors on its website. We recommend you read it before starting to prepare your participation: ifema.es/en/about-us/quality-sustainability





5. CONTACT WITH US

Department	Ask about	Contact		
Address of the event	• Space rental • General topics related to participation in the fair • Exhibitor passes • Trade visitor invitations • Activities and forums at the fair	**Director**	Julia González	(+34)917223000 bisutex@ifema.es
		Commercial Manager	Mónica Sánchez	
		Commercial area	Lizbeth Rizo	
IFEMA MADRID Customer Service	• Hiring services	(+34)91722 30 00 atencionalcliente@ifema.es		
Technical Secretariat (Trade Fair Services Department)	• Technical support for exhibitors and stand builders. Review of stand assembly projects. Solutions to technical problems during the trade fair. Customization of modular stands. Coordination of stand catering.	(+34)91722 30 00 stecnica@ifema.es		
Graphic decoration	Contracting graphic materials to customize your booth	(+34)91722 30 00 decoraciongrafica@ifema.es		
Comprehensive stand design service	Design and assembly of custom-designed stands	(+34)91722 30 00 standbuilding@ifema.es		

5. CONTACT US

Department	Ask about	Contact
Outdoor Advertising	Hiring advertising media at the fairgrounds	(+34)91722 53 40/08 publicidadexterior@ifema.es
Communications and Marketing Department	Media relations	**Director**: Raúl Diez **Jefe de Prensa:** Pablo López **Prensa**: Selva Dalila **Prensa Internacional:** Elena Valera **Secretaría Prensa:** Beatriz Sánchez-Heredero (+34) 648 162 918 plopez@ifema.es sdalila@ifema.es
Planning and Control Department	- Rental of the various meeting and convention spaces at the exhibition center, both during and outside of trade fairs. - Coordination of extracurricular activities	(+34)91722 30 00 uanproduccion@ifema.es
Institutional Relations (Protocol)	- Institutional visits - Guided tours - Protocol for all events - International relationship	(+34)91722 30 00 infoifema@ifema.es
Safety and Self-Protection Department	- General security and parking facilities - Access to the Exhibition Center	(+34)91722 30 00 dseguridad@ifema.es
Medical and Security Emergency Services	- Medical emergencies - Healthcare for exhibitors and visitors during trade fairs, set-up, and dismantling.	(+34)91722 54 00

Thanks

