

bisutex

Exhibitor Guide



**12-15
Sep
2024**

Recinto Ferial
ifema.es

Coinciding with:

intergift
madridjoya
MOMAD

 **IFEMA
MADRID**

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Bisutex

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1. Exhibition dates and times

Bisutex

BISUTEX will take place at IFEMA MADRID from **September 12 to 15, 2024**

Opening hours: Hall 4 from 10 a.m to 7 p.m.

The **BISUTEX LIVE Connect** digital platform will be active from **June 17 to Octobre 14 , 2024.**

OPEN TO: Trade visitors only.

COINCIDING TRADE FAIRS: , INTERGIFT, MADRIDJOYA and MOMAD.

- INTERGIFT - International Gift & Decoration Fair
- MADRIDJOYA - International Urban and Trendy Jewellery and Watch Exhibition fair.
- MOMAD - International Fashion, Footwear and Accessories Trade Show



2. How can I make my participation at Bisutex profitable

If you need assistance about your participation in Bisutex, please do not hesitate to contact us by email at bisutex@ifema.es

BEFORE THE SHOW

- **Define the objectives** and strategy for your participation at Bisutex.
- Communicate to the media, clients and potential clients your presence at the trade show.
- Inform the media about your presence at the show.
- **Send the Bisutex free invitations** offered by the fair, to your existing and potential customers through the Exhibitors' Area at ifema.es/bisutex
- **Promote your news** on social networks.
- Participate in **promotional activities at Bisutex**; presentations, catwalk, cocktail parties, etc.
- Use the **promotional elements offered by the fair**; banners on the Bisutex website, advertising in the visitor's guide; sponsorship of spaces, products or services; creativities and filters for social networks; customizable banners to include in your e-signature...
- **Prepare the necessary material for your participation** in the show in advance: stand project and customisation, material and display product, required staff, services, catering, decoration...
- **How can I make my participation at Bisutex profitable**
- Use the **Bisutex LIVE Connect digital platform**:
- Furthermore, a series of RENFE / IBERIA discount vouchers are also available via the [Expo Zone](#).

- Update your company information and add your products on LIVE Connect.

- **Contact with the professional community** and schedule meetings at the show through LIVE Connect

DURING THE SHOW

- **Room hire for receptions**, conferences, press conferences or other professional activities at IFEMA MADRID Convention and Congress Centre.
- Use the **promotional items** available to you at the show such as outdoor advertising on show premises.
- Post content on Social Networks and tag Bisutex to share it.
- Scanned the QR code of visitors to add them to LIVE Connect and **generate a database**.

AFTER THE SHOW

- Send **thank-you communications** to your visitors.
- Communicate the positive reception of your product through social networks and traditional media.
- Assess which **conditions, features or improvements** should your participation have to implement them at the next edition of the show.

Bisutex



3. How to be an exhibitor in Bisutex September 2024

3.1.

The contracting of space shall be carried out by filling in the ONLINE APPLICATION FORM that is available on the trade fair's web page: ifema.es/Bisutex

3.2.

Companies from fashion jewellery and accessories may apply to participate in Bisutex. The final acceptance of participation is reserved to IFEMA MADRID, which may reject applications that are not considered to fall within the sectors and products included in the sectors and products covered by the event and, therefore, are not in line with the aims of the event.

Applications may also be rejected if there is not enough space and/or if they are presented outside the space and/or the presentation of the same outside the established deadlines. IFEMA MADRID will notify applicants in writing of this circumstance to applicants in writing.

3.3.

The reservation shall not be confirmed until the first **50% of the amount** corresponding to the space has been paid. If the payment has not been received by the deadline indicated **June 3, 2024**, the Fair Management can make free use of the stand without any need to provide prior notification.

3.4.

Exhibition contract sent by the Fair Management with the space allocation shall constitute the total acceptance of IFEMA MADRID's General Terms and Conditions of Participation, the Specific Terms and Conditions for Bisutex and any other provisions that may be generally, set forth by the fair organisers. You can look up the current regulation in force at ifema.es/en/support

3.5.

In the event that the applying company designates another entity to make any of the payments related to its participation, it should provide all the necessary billing information. If the entity designated fails to render payment according to the schedules established, the applying company is liable for the payments, to be made upon a simple request by IFEMA MADRID.

3.6.

The allocation of spaces will be carried out by the Fair Management, considering the needs of BISUTEX. Management, taking into account, sectorisation and image, as well as trying to meet the preferences of the companies and the affinities between products of a similar style within the existing availability.

3.7.

Exhibitors who have not made all the payments corresponding to the contracted space and accompanying services shall not be authorized to occupy the exhibition space and, where appropriate, shall not receive their modular stand. The withdrawal of merchandise will not be authorised without having paid in full expenses produced during the fair.

3.8.

Exhibitor waivers shall be governed by the terms set forth in the IFEMA MADRID's General Terms and Conditions of Participation available at ifema.es/en/bisutex

3.9.

It will not be allowed to pick up the exhibition material of your booth until the end of the Fair: 5 p.m. on the last day, Sunday, February 11, 2024



4. Allocation of exhibition space

4.1.

Admission of exhibitors into each of the sector shall be subject to acceptance on the part of the Fair Management.

4.2.

The Fair Management reserves the right to change the location of the stands occupied by exhibitors from one edition to another, should this be deemed appropriate due to sector distribution or type of product or image..

4.3.

The columns that remain inside a stand may be used as a visibility point for that stand and a foam, board or tarpaulin type element may be placed on it. The elements may not be glued or fixed directly to the column and are subject to approval by the Technical Secretariat.

4.4.

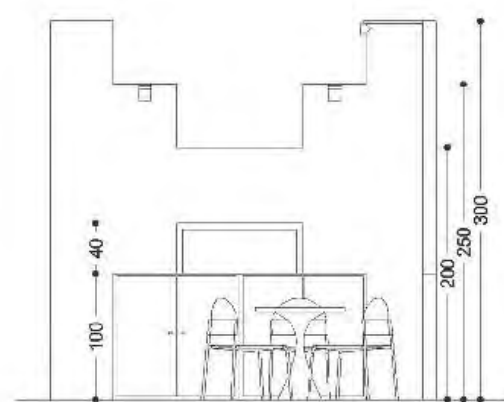
All photographs that are taken by the official photographer upon the request of the Fair Management may be used by the trade fair for promotional purposes.

Bisutex



5. Types of participation

STAND MINI



ORIENTATIVE DRAWING:

- No making holes is permitted
- Nailing or fixing with adhesive tape is permitted..

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

GENERAL CHARACTERISTICS:

RATE FLOOR + STAND :

Stand 8 sq.m.....1.956,95 € + VAT (1)

IT IS NOT ALLOWED ANY DECORATION THAT CHANGE THE STRUCTURAL IMAGE OF THE STAND.

TECHNICAL CHARACTERISTICS:

STAND:

- Stand open to aisles.
- Surface 8 sq.m.
- Chipboard panel structure, matte white plastic paint.

STANDARD TRADE FAIR CARPET

in white colour.



FURNITURE :

Furniture each 8 sq.m:

- 1 table
- 3 chairs
- 1 mobile shelf (per stand)
- 2 low cabinets.



ELECTRICAL POWER AND LIGHTING:

- General lighting based on led spotlights in brackets at the rate of 2 spotlights every 8 sq.m of stand..
- Electrical switchboard equipped with magneto thermic differential, and with a built-in outlet of 500w, prepared for up to 130w/sq.m.

STAND SIGNAGE

Sign in standard letters with the name of the exhibitor as well as the stand number.

INCLUDED SERVICES

- Minimum electrical power (0,13 Kw/sq.m.).
- Basic civil liability and multi-fair insurance.
- Daily stand cleaning (A Type, Once a day).
- Presence in promotional elements.

ADDITIONAL SERVICES

- You can customise your modular stand with our Stand Graphic Decoration service decoraciongrafica@ifema.es
- You can hire services and furniture from the IFEMA MADRID Services Catalogue or find more information in the [Expo Zone](#).

5. Types of participation

TURNKEY STAND PACKAGE



ORIENTATIVE DRAWING:

- No making holes is permitted
- Nailing or fixing with adhesive tape is permitted..

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

GENERAL CHARACTERISTICS:

PREFABRICATED STAND PACKAGE RATES

1 façade	162,30 €/sq.m + VAT (1)
2 façades.....	168,45 €/sq.m + VAT (1)
3 façades.....	176,40 €/sq.m + VAT (1)
4 façades	183,25 €/sq.m + VAT (1)

TECHNICAL CHARACTERISTICS:

STAND:

- Stand open to aisles.
- Canvas walls mounted on wooden columns painted in white colour.

STANDARD TRADE FAIR CARPET in Sahara colour.



STAND SIGNAGE

Sign in standard letters with the name of the exhibitor as well as the stand number, placed on the front facing each passageway

ELECTRICAL POWER AND LIGHTING:

- 1 la.mp of 50w every lineal meter of free space between the external columns.
- General lighting based on strips of led between the canvas walls.
- Electrical switchboard equipped with magneto thermic differential, and with a built-in outlet of 500w, prepared for up to 130w/sq.m.

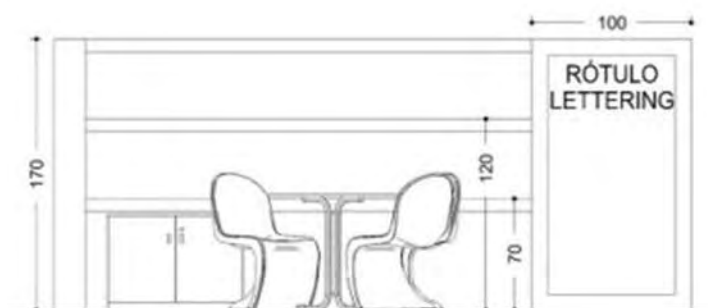
ADDITIONAL SERVICES

- You can customise your modular stand with our Stand Graphic Decoration service decoraciongrafica@ifema.es
- You can hire services and furniture from the IFEMA MADRID Services Catalogue or find more information in the [Expo Zone](#).

The canvas walls that make up the stand are 30 cm thick, which subtracts this space from the stand's interior surface. thickness, subtracting this space from the interior surface of the stand. For the installation of the wall shelves offered in the [Expo Zone](#), it will be necessary to hire Exhibitors, it will be necessary to hire painted chipboard panels to replace the tarpaulins. painted chipboard panels to replace the tarpaulins or fabrics.

5. Types of participation

STAND ARCHI



ORIENTATIVE DRAWING:

- No making holes is permitted
- Nailing or fixing with adhesive tape is permitted..

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

GENERAL CHARACTERISTICS:

RATES:

Sq.m.....188,55 € + VAT (1)

TECHNICAL CHARACTERISTICS:

STAND:

- Stand open to aisles.
- Agglomerate walls in white colour.

FAIR-TYPE FITTED CARPET.

Trade fair type **WHITE**



FURNITURE :

Shelves supplied at the rate of 1m/l for each 1 sq.m. of stand. The shelves will be placed at 0.70 and 1.20 m. of height.

Furniture each 16 sq.m. of stand:

- 1 table
- 3 chairs
- 1 low cabinet.



ELECTRICAL POWER AND LIGHTING:

- General lighting based on strips of leds at the rate of 1lm for each m/l of shelf and in each row of shelves.
- Electrical switchboard equipped with magneto thermic differential, and with a built-in outlet of 500w, prepared for up to 130w/sq.m.

STAND SIGNAGE

Sign with the exhibitor's **logo** and stand number on each aisle façade, with a **maximum size of approximately 80 x 50 cm**. For its production and installation it is necessary to send it, in high quality format, to sectecnica@ifema.es indicating in the **Subject: LOGO STAND** (Company name and Stand number). At least one month before the beginning of the assembly, in case of not obtaining an answer, your name will be installed at the fair.

ADDITIONAL SERVICES

- You can customise your modular stand with our Stand Graphic Decoration service decoraciongrafica@ifema.es
- You can hire services and furniture from the IFEMA MADRID Services Catalogue or find more information in the [Expo Zone](#).

5. Types of participation

TYPES

Participants can take part at the fair with 2 stand formats: SPACE ONLY and SHELL SCHEME STAND.

All companies that have an exhibition space measuring less than 25 sq.m. shall be obliged to contract, prefabricated stand package.

- **MODULAR**

There are 3 types of modular stands: CLOSED, OPEN and MINI (You may find their features in the [Expo Zone](#)).

The stand shall be handed over completely built on Tuesday September 10, 2024, at 8:30 a.m.

These stands can be personalised by requesting an estimate from decoraciongrafica@ifema.es

Through the [Expo Zone](#) you must indicate, before August 28, 2024, the name that must appear on your stand signage.

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

- **ONLY FLOOR (Free Design)**

Specific rules for stand setting up

5.1.

All exhibitors with **exhibition spaces of 25 sq.m.** or more who opt for a free-design, must upload their project in the [Expo Zone](#) before **August 5, 2024**. Participants shall not be permitted to proceed with stand setting up without prior presentation and approval of the corresponding project: sectecnica@ifema.es

5.2.

All companies must build a stand which includes as a minimum requirement stand partition walls which separate the stand from the hall perimeter or other stands.

5.3.

For safety reasons, we would like to draw your attention to the ban on the storage of packaging at the back of the halls and on the enclosures of the halls, as stated in the general rules of participation.

5.4.

Build-up fees: The Company entrusted with the build-up of custom design stands must pay the corresponding build-up charge to IFEMA MADRID prior to the commencement of said works to cover services rendered during the trade fair's build-up and breakdown periods. **Contact sectecnica@ifema.es**. We recommend you order this service through the Ecommerce Zone one week before the start of assembly to avoid surcharges.

Build-up Fees

- **Type A:**

Undecorated spaces and fitted with carpeting or platform: €2.72/sq.m + VAT (1).

- **TYPE B:**

Basic modular stands made of aluminum or similar: €5.45/sq.m. + VAT (1).

- **Type C:**

Free-design modular stand made of aluminum, wood and other materials: €8.58/sq.m. + VAT (1).

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6. Rates of participation

	ONLY FLOOR Minimun 25 sq.m	PREFABRICATED STAND PACKAGE
1 Façade	128,10€/sq.m + VAT (1)	162,30€/sq.m + VAT (1)
2 Façades	134,65€/sq.m + VAT (1)	168,45€/sq.m + VAT (1)
3 Façades	141,95€/sq.m + VAT (1)	176,40€/sq.m + VAT (1)
4 Façades	148,95€/sq.m + VAT (1)	183,25€/sq.m + VAT (1)
FLOOR + STAND ARCHI		188,55€/sq.m + VAT (1)
FLOOR + STAND MINI (8 sq.m)		1956,95€/sq.m + VAT (1)

EARLY PAYMENT DISCOUNT

A 5% discount will be applied on the rate of the sq.m. contracted, if 100% of the overall space is paid before June 3, 2023

General Services: As on exhibitor you will automatically contract:

6.1.

Marketing and Communication Pack LIVE Connect: €450 + VAT (1), which includes:

- Premium WIFI with access 3 users per exhibitor (except mini stand and Stand Textile Editors: 1 user), with a bandwidth of 20Mb. Before the beginning of the fair, you will receive an e-mail with your password. For any questions, contact our Telecommunications Department telecomunicaciones@ifema.es
- Presence in the advance of exhibitors.
- Plans in the entrance of the hall, with information from the list of exhibitors and location of your stand.
- Hosted Buyers Programme: national and international
- Access to the entire community of visitors.

Includes:

- Exhibitor profile with content (company description, address postcard, Logo, categorized products, link to promotional video and link to catalogues).
- Standard positioning in the directory of companies and searches.
- Publication of up to 10 products per exhibitor.
- Access to the platform for all the exhibitor's staff.
- Access to the Community 365.

You should fill in and update your company's profile data through the LIVE Connect platform, as it will be the data which will be published in the online catalogue.

If you contract your stand after the date on which each of these items is closed, which means you cannot be included in them, you will still be obliged to pay the corresponding amount.

6.2.

Third-Party Insurance (coverage of up to €60,000): 71,41 € + VAT (1)

6.3.

Multi-fair Insurance (coverage of up to €50,000): 67,79 € + VAT (1)

6.4.

Minimum energy consumption: 0,13KW/sq.m.: €7,430/sq.m. + VAT (1). These rates are subject to periodic changes depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Ecommerce.

6.5.

Assembly fees for free-design stands to be paid by the assembler or exhibitor. (See point 5.4) We recommend you contract this service through the Expo Zone one week prior to the start of the to avoid surcharges.

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.



7. Complementary services

Bisutex

Once the space for your participation has been awarded, IFEMA MADRID will send you your User and Password to access your **Expo Zone** from the BISUTEX website.

EXPO ZONE: Private online and interactive area for management of your participation in BISUTEX

Contracting services online through the **ECommerce** will be operational until the start of assembly (**August 30, 2024**):

5% discount on contracting services on an advance until **August 6, 2024**.

The contracting of services at a base rate may be carried out up to 7 days before the start of the official assembly (**August 29, 2024**).

August 30, 2024, onwards, an increase of **25%** will be applied on the prices of contracting services in our catalogue.

Do you want to build your stand with us?

For exhibitors who have contracted only floor space or free design

Comprehensive stand design service: In addition to modular stands, IFEMA MADRID offers a **comprehensive service**, with our maximum guarantee and fully adapted to your needs. We take care of the planning of your space, the design, assembly and dismantling. Request, free of charge and without obligation, a project adapted to your needs by sending an email to infodesign@ifema.es

Recommendations for the design and construction of free-design stands. Consult the recommendations and updated regulations at ifema.es/soporte

I WANT TO KNOW MORE

Graphic decoration for stands modular

For exhibitors who want to personalise their stand

The service includes the management of the decoration project of your stand from initial definition to installation

You can customise your modular stand with our Decoration service. Stand Graphics decoraciongrafica@ifema.es

We offer a wide range of materials to install on your stand: foam, vinyl, vinyl, tarpaulins, and other alternatives that fit with different types of formats. We install on walls or on furniture such as counters, showcases or other counters, showcases or others.

You can contract services and furniture from IFEMA's Services Catalogue or find more information in [Expo Zone](#).

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 segmentations in the market.

MORE INFORMATION HERE



8. Payment methods

Bisutex

To formalize your participation, you can make the payment by:

- Transfer to: IFEMA MADRID / BISUTEX SEPTEMBER 2024.

To choose between:

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

- Conformed check, issued in the name of IFEMA MADRID / BISUTEX SEPTEMBER 2024
- Credit card in a secure environment, accessible at the end of the online completion of the Application for Participation, or later, through the [Expo Zone](#).
- In accordance with current regulations, cash payments or bearer checks.

8.1. PAYMENT TERMS

- **Before June 3, 2023:** First payment of 50%.
- **Before July 19, 2024:** Payment of the remaining 50% and services. In case you pay your participation in full, 100%, before **June 3** you will benefit of a **5% discount on the price of the floor you will occupy**.



9. Days and times of Build up, dismantling, entry and withdrawal of merchandise

Bisutex

1. FREE DESIGN STAND BUILD UP:

September 5 and 6 2024 : From 8.30 a.m to 9.30 p.m
September 7 and 8, 2024 : From 8.30 a.m to 7.30 p.m
September 9, 2024: From 8.30 a.m to 9.30 p.m

2. MODULAR STAND DELIVERY

Tuesday september 10 at 8:30 a.m.

3. ENTRY OF MERCHANDISE AND DECORATION MATERIAL

February 10 – 11 from 8:30 a.m to 9:30 p.m. From 7:00 p.m on 7 February, entry will only be possible through the pedestrian gates by closing the goods gates in order to proceed with the installation of recyclable carpeting.

4. DEPARTURE OF MERCHANDISE AND DECORATION MATERIAL

September 15 from 5:30 p.m. to 12:00 p.m. From 5:30 p.m. to 6:30 p.m., exit will only be possible through the pedestrian doors for the removal of recyclable carpeting.

*Approximate time of departure of goods, which will be subject to the removal of the fairground carpet planned for of the fair carpeting at the end of the fair.

5. DISMANTLING OF FREE DESIGN STANDS

September 16 and 17 from 8:30 a.m to 9:30 p.m.



10. Map

Bisutex



-  Taxi
-  Línea 8
Feria de Madrid station
-  Renfe
Nuevos Ministerios station
-  Líneas 73, 112, 122 (EMT)
Línea 828
-  Pay parking

GPS: 40° 27' 53,95" N / 3° 37' 0,00" W

11. Advertise and communicate your presence at the fair

Exhibitor passes and invitations

11.1.

Exhibitor Badges and trade visitor passes allowed Access to the trade fair for all days as well as to any of the coinciding trade fairs MOMAD, MADRIDPLATA Y MÁS BY MADRIDJOYA and INTERGIFT.

To protect the professional nature of the event, only trade visitors are allowed access and spot checks can be carried out to ensure badges are read correctly on entry to the trade fair.

11.2

Exhibitor Badges: one for every 5 sq.m. booked with a minimum allowance of 2 badges and a maximum of 50 per exhibitor. You should download them through the [Expo Zone](#) before **September 12, 2024**.

You may also request additional, exhibitor's badges by email bisutex@ifema.es

11.3.

Invitations for your customers:

- **Paper free invitations:** 1 invitation per sq.m. up to a maximum of 500 invitations per exhibitor.
- **Online professional invitations:** 500 invitations per exhibitor, to be send through the [Expo Zone](#). The professionals who receive these invitations must register online including the code received and they will get their free badge to access directly to the fair, avoiding unnecessary queues
- Ticket with 50% discount: Each exhibitor will receive a newsletter with the link to the online registration, which you can forward to all your costumers.
- **CLUB cards:** they include direct access to the trade fair for the holder and one accompanying person , and one day of free parking.

Depending on the area contracted, each exhibitor will be entitled the following number of Club Cards for its buyers:

- Less than 30 sq.m.: 10 guests
- From 30 to 50 sq.m.: 20 guests
- From 50.5 to 100 sq.m.: 35 guests
- More than 100 sq.m.: 50 guests

Exhibitors must send from the [Expo Zone](#) these invitations to their clients, which will not be confirmed, until they have already registered. Once registered they will receive confirmation and information to register a companion. A few weeks before the fair, they will receive the card by post.

- **National and international buyers' progra.mme. Please send the corresponding file by e-mail to Ana Belén Cisneros (hb.ifema@ifema.es) before June 3 , 2024.**
- National buyers:
 - Less than 25 sq.m: 3 guests
 - From 25 to 100 sq.m: 5 guests
 - More than 100 sq.m: 7 guests
- Foreing buyers:
 - Less than de 25 sq.m : 2 guests
 - From 25 to 100 sq.m : 4 guests
 - More than de 100 sq.m: 6 guests

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11. Advertise and communicate your presence at the fair

Prepare promotional activities complementary to your participation prior to the fair to enhance and get the most out of your investment.

12.5.

Send to your clients personalized communication that the fair sends to you by email with you company name and access to the online Registration

12.6.

Use the creativities of Social Networks that we put at your willingness to publicize your presence at the fair indicating your name company and stand number. You will have these items in your [Expo Zone](#).

12.7.

Use sponsored promotional elements with your logo and image of brand: accreditation lanyards, other specific elements defined by your company to deliver to visitors: bisutex@ifema.es

12.8.

Hire the show cases with high visibility, located in the hall entrance bisutex@ifema.es

12.9.

Hire other **advertising services and promotional elements**: a wide range of strategically located supports and forced passage for visitors and exhibitors who come to the fairgrounds. Contact with publicidad@ifema.es or by phone (+34) 91 722 53 08/40.

12.10.

Hire other **optional online promotional Elements and Services** to increase the visibility of your brand, before, during and after the event, before August 12, 2024:

- Banners
- Advertising on the platform
- Sponsored Newsletter

12.11.

Communicate the novelties that you will present at the fair to our Press Department: psantos@ifema.es and to our Social Networks Agency Annie Bonnie: ifema@anniebonnie.com
In addition, we invite you to follow us on social networks and to share our content to boost their own social networks. The official hashtag is **#bisutex2024**

12.12.

Invite your customers by sending them:

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

12.13.

Use the **Hosted Buyers Program** for both nationals as for foreigners, sending the corresponding file to hb.ifema@ifema.es, to the attention of Ana Belén Cisneros, with your customer proposals and the Data Transfer form signed, before **June 3, 2024**.

12.14.

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

12.15.

On the IFEMA MADRID website ifema.es/regulation_and_support, you will find a list of other services, regulations and documents that may be of your interest:

- Regulations and conditions for catering at stands.
- Occupational risk prevention and coordination of business activities.
- Application for authorization of private surveillance in stands.
- Application for authorization to hang structures/rigging

Bisutex



12. Other relevant information and Co-exhibitors

1. Retail sales are not allowed in BISUTEX.
2. The installation of catwalks in stands will be allowed only upon authorization of the fair.
3. Exhibitors grant authorization for total or partial reproduction of any products on display which IFEMA MADRID may need and/or reproduce in its promotional material.
4. Neither exhibitors nor assembly workers will have access to the stands outside the timetables stated in the exhibitor calendar, nor may any assembly or other work be carried out on stands outside these periods.
5. For safety reasons, and as a general and permanent preventive measure due to the concurrence of activities, the wearing of protective helmets, high visibility waistcoats and safety footwear is compulsory during the assembly and dismantling phases of fairs and events in all exhibition areas. This measure affects any person accessing, passing through, carrying out activities or simply being present in pavilions or outdoor exhibition areas during assembly and dismantling tasks.
6. Exhibitors who have not made full payment of the space and services hired, will not be allowed to take up the space, nor will any modular stands be allocated to them.
7. Exhibitors must manage their stands and remain at their stands with their products displayed there during the show. Failure to comply with this regulation may entail the loss of entitlement to preferential renewal of the space allocated.

8. Noisy demonstrations which may molest other exhibitors may not be carried out, demonstrations cannot exceed 60 decibels.

9. The exhibitor undertakes to comply with environmental protection regulations. It must, therefore, also comply with the environmental protection guidelines. The Guide to Sustainability at trade fairs is published on the Bisutex website..

10. **All goods from non-EU countries are subject to customs formalities.**

Since January 1, 2020, the United Kingdom has been treated as a third country, so all shipments originating in the United Kingdom must also regularize their merchandise through the corresponding customs procedure.

If the merchandise is not regularized through the corresponding customs procedures and a **copy of the accrediting documents supporting the regularization is not available**, the entry of exhibition merchandise to the fair will not be authorized and said merchandise will be withdrawn at the request of the competent Customs authority. Likewise, this documentation must remain in the possession of the company's representative at the stand, together with the merchandise covered by the declaration, in order to be available at all times in the event that Customs or the Tax Authorities require it.

The material or merchandise 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). We also remind you that it is strictly forbidden to exhibit, sell, consume or distribute non-EU merchandise at a fair, before having regularized the merchandise. This includes promotional material.

In order to avoid unwanted situations, and for any doubt that may arise, we indicate that you can contact our company Customs Operator, DB SCHENKER, by e-mail: ifema.madrid@dbschenker.com or by phone +34 913305177.



12. Other relevant information and Co-exhibitors

11 Companies may register as co-exhibitors (companies participating in Bisutex in the same space as the company owning the stand).

The condition of co-exhibitor implies the obligatory contracting of the elements included in the Marketing, Communication and LIVE Connect Package, the price of which is **450€ + VAT (1)**.

Exhibitors must send the list of co-exhibitors to the following email address: **bistutex@ifema.es with the subject: COEXHIBITORS.**

They will have access to the Bisutex LIVE Connect digital platform and 2 exhibitor passes.

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

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13. Calendar

Bisutex

When		What to do...?
June 3, 2024	HOSTED BUYERS PROGRAMME	Registration deadline for sending the Hosted Buyers proposals Hosted Buyers Send the information to hb.ifema@ifema.es
June 3, 2024	PAYMENT	<p>Deadline to pay the 50% of the space costs due to book your booth. Send the proof of payment to Servifema: servifema@ifema.es</p> <p>Early payment for 5% discount will be applied on the rate of the sq.m. contracted, if 100% of the overall space is paid before June 3, 2024.</p>
June 10, 2024	ONLINE CATALOGUE	Fill in and update your company's profile data through the LIFESTYLE LIVE Connect digital platform.
July 19, 2024	PAYMENT	Deadline to pay the remaining amount of the contracted space and services and to send proof of payment to Servifema: servifema@ifema.es
August 5, 2024	CONTRACTING OF SERVICES	<p>Last day to contract services with 5% discount. Through the Ecommerce Zone at ifema.es/bisutex or by sending an e-mail to servifema@ifema.es.</p> <p>These rates are subject to change periodically depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Ecommerce Zone.</p>
	PROJECTS	Deadline for submission to the Technical Secretariat: sectecnica@ifema.es Solo stand projects Floor (Free Design)

13. Calendar

When		What to do...?
August 7, 2024	MODULARS STANDS	Last day to upload changes to the Expo Zone where you can track the status of the project and provide feedback.
August 28, 2024	STAND SIGNANGE	Fill in the stand signage of your stand on the Expo Zone .
August 30, 2024	CONTRACTING OF SERVICES	From this date onwards, 25% increase on the base rate for last minute services. services. Through Ecommerce Zone or send an email to servifema@ifema.es
September 5 to 9, 2024	ASSEMBLY OF STANDS FREE DESIGN	September 5 and 6: Assembly from 8.30 a.m. to 9.30 p.m. September 7 and 8: Assembly from 8.30 a.m. to 7.30 p.m. September 9: Assembly from 8.30 a.m. to 9.30 p.m.
September 10, 2024	MODULARS STANDS	Delivery of modular stands at 8:30 a.m.
September 10 to 11, 2024	ENTRY OF MERCHANDISE	Admission from 8:30 a.m to 9:30 p.m. From 7 p.m. on 7 February, entry will only be possible through the pedestrian gates. the entrance through the pedestrian gates, closing the goods gates to proceed with the installation of recyclable carpeting.
September 15, 2024	EXIT OF MERCHANDISE	Departure time from 5:30 p.m. to 12:00 a.m. From 5:30 p.m. to 6:30 p.m., exit will only be possible through the pedestrian gates to remove recyclable carpet.
September 16 to 17, 2024	DISMANTLING OF FREE-DESIGN STANDS	Dismantling from 8:30a.m to 9:30p.m.

14. IFEMA MADRID Services

Bisutex

Promote your brand		Contact
Advertising at the venue and in digital channel	Boost the presence of your brand and products at the trade fair. Our Advertising team will advise you on the best physical and digital supports to generate the greatest impact.	(+34) 91 722 53 40 (+34) 91 722 53 08 publicidad@ifema.es
Graphic decoration for stand	Customize your modular stand with your brand image. Our team of Advisors will help you define what best suits your stand and will follow up on production and installation. You will have everything ready for when you arrive	(+34) 91 722 57 22 decoraciongrafica@ifema.es
Stand design and construction	Do you need a spectacular stand design adapted to your budget? Our partner companies have extensive experience in the exhibition sector and IFEMA MADRID guarantees the quality of their designs and assemblies. Contact us without commitment	(+34) 91 722 57 22 infodesing@ifema.es
Organize and decorate your space		Contact
Furniture	Make your space a place of work and relationship with your clients. Tables, offices, sofas, counters, everything adapted to your style and budget	(+34) 91 722 30 00 atencionalcliente@ifema.es
Cold and kitchen equipment	Solutions for food preservation and hospitality for all the activities you want to organize in your stand	(+34) 91 722 30 00 equiposdefriococina@ifema.es
Telecommunications and IT	We have the latest technology in equipment and connectivity to cover all communication needs.	(+34) 91 722 30 00 telecomunicaciones@ifema.es

14. IFEMA MADRID Services

Bisutex

Organize and decorate your space		Contact
Support staff	We offer you from support staff to help you in the assembly to hostesses during celebration, who will help you to attend your customers in different languages and with the utmost professionalism.	(+34) 91 722 30 00 atencionalcliente@ifema.es
Cleaning and waste containers	Audiovisuals and sustainability are primary concerns for IFEMA MADRID. To this end, we provide exhibitors and assemblers with various types of cleaning services and a complete waste management system that complies with all environmental and health and safety standards and regulations	(+34) 91 722 30 00 atencionalcliente@ifema.es
Audiovisuals	We have the best equip.ment for multimedia presentations, sound and translation in stands and rooms.	(+34) 91 722 30 00 atencionalcliente@ifema.es
Booking Conditions		Contact
Transport and storage	Sending, receiving and storing the merchandise you need for your participation is very easy at IFEMA MADRID. We offer a complete or partial service, national or international, always adapted to your needs.	(+34) 91 722 30 00 atencionalcliente@ifema.es
Driverless cherrypickers and lifters	If you need to unload merchandise or use special machinery to display your product, we have a wide range of driverless cherrypickers, forklifts and lifters to complete any task.	(+34) 91 722 30 00 carretillasdealquiler@ifema.es
Booking Conditions		Contact
E-commerce: Last minute Services Catalogue	Now, during the assembly and celebration you can also hire online the services you need. Without the need to go anywhere, just with your access codes	(+34) 91 722 30 00 atencionalcliente@ifema.es

Department	Ask me about...	Contact
<p>Exhibition Management</p> <p>Managing Director: Julia González Commercial Manager: Mónica Sanchez Secretary: M. Paz Irizar</p>	<ul style="list-style-type: none"> • Space allocation. • General issues about participation in the Trade Fair. • Exhibitor badges • Trade visitor and public invitations purchase. 	<p>(+34) 91 722 30 00 bisutex@ifema.es</p>
<p>Billing and contracting of services</p>	<ul style="list-style-type: none"> • Service booking. 	<p>(+34) 91 722 30 00 atencionalcliente@ifema.es</p>
<p>Servifema</p>	<ul style="list-style-type: none"> • Service invoicing. • Payments. 	<p>(+34) 91 722 30 00 servifema@ifema.es</p>
<p>Exhibition Services Department Technical Department</p>	<ul style="list-style-type: none"> • Technical support for exhibitors and stand builders. • Stand assembly project approval. • Solutions to the technical problems during the Exhibition. 	<p>(+34) 91 722 30 00 atencionalcliente@ifema.es</p>

Department	Ask me about...	Contact
<p>Communication and Marketing office</p> <p>Director: Raúl Díez IFEMA MADRID Press Manager: Marta Cacho Responsible for press: Teresa Medina International Press: Helena Valera</p>	<ul style="list-style-type: none"> • Relations with the media. • Press information about fairs and shows organised by IFEMA MADRID. • Institutional press information. • Press badges for fairs and shows. 	<p>(+34) 91 722 30 00 prensa@ifema.es temedina@ifema.es</p>
<p>Convention and Congresses</p>	<ul style="list-style-type: none"> • Space rental for meetings and conventions in the exhibition centre, be it during the exhibitions or not. • Coordination of not-exhibition-related activities. 	<p>(+34) 91 722 30 00 convenciones@ifema.es</p>
<p>Institutional Relations</p>	<ul style="list-style-type: none"> • Institutional visits. • Guided visits. • Protocol for all events. • Institutional relations. 	<p>(+34) 91 722 30 00 atencionalcliente@ifema.es</p>
<p>Security and Self-Protection Services</p>	<ul style="list-style-type: none"> • General security. • Accesses to the Exhibition Centre. • Parking. 	<p>(+34) 91 722 30 00 dseguridad@ifema.es</p>

Department	Ask me about...	Contact
<p>Medical Service and Security Emergencies</p>	<ul style="list-style-type: none"> • Security and medical emergencies. • Medical attention for exhibitors and visitors during the exhibition, stand assembly and stand dismantling. 	<p>(+34) 91 722 30 00</p>
<p>Outdoor Advertising</p>	<ul style="list-style-type: none"> • Booking outdoor advertising at the venue. 	<p>(+34) 91 722 30 00 publicidad@ifema.es</p>
<p>Telecommunications</p>	<ul style="list-style-type: none"> • Information prior to ordering telephone and fax lines, ISDN lines, broadband connections by cable, wireless or other connections. • Technical advice and customized data networks configurations.. 	<p>telecomunicaciones@ifema.es</p>

16. Sustainability Culture 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.

IFEMA MADRID'S sustainability policy is mainly based on the following SDGs: Nos. 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



Bisutex

17. Bisutex Live Connect

Bisutex LIVE Connect, is the first community and professional social network of the Lifestyle sector, specialized in the fashion, decoration, gift, fashion jewelry, accessories and jewelry sectors.

The platform will be active from **June 17 to October 14, 2024**.

What are the advantages of Bisutex LIVE Connect?

Bisutex LIVE Connect offers the entire professional community of the Lifestyle sector. A space for networking and promotion where you can generate contacts and business opportunities.

- To present and learn about the full range of products, trends and novelties of each exhibitor.
- Increase business contacts.
- Participants (visitors, buyers and exhibitors) at LIVE Connect can make searches for products and people and mark them as favorites. In addition, they can contact each other through an appointment management service, video calls, live chats, mailings; and schedule face-to-face or virtual meetings.
- Organize, participate and/or attend sessions, lectures, presentations and sectorial round tables.
- Updating your product range and extending the marketing time of the season.
- Present your value proposition and improve your brand positioning. The platform allows you to include information about your company, videos, links, product catalogues, etc.
- It offers the opportunity to hire advertising packages designed to get more customers and reinforce your brand.

Participation in Bisutex LIVE Connect

Your participation as an exhibitor at the fair includes your company in the digital platform **Bisutex LIVE Connect**, through which, as a great novelty in this edition, you will be able to **contact the community of visitors, exhibitors and speakers**. Included in the **Marketing, Communication and LIVE Connect Pack: €450 + VAT (1)**.

(1) Companies established in the Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. In the case of companies of the European Union, the exhibitor will be responsible for the VAT, which in its case, is accrued in its country of establishment.

Once we have received confirmation of your participation in Bisutex February 2024 and the corresponding payment has been made, we will register your profile on the platform and the contact person will receive a welcome email and access to the email address indicated and your profile will be published on the platform, associated with your company.

Remember to use an updated browser. Subsequently, you will have to enter a password.

From this moment on, you will be able to access with your e-mail and password from the website ifema.es/bisutex and from the welcome email you will receive in your e-mail.

The e-mail with which you have registered for LIVE Connect is personal and non-transferable. If you need it, you can request it by email to bisutex@ifema.es

SERVICES INCLUDED	PACK INCLUDED IN PARTICIPATION
Access to all the Community of exhibitors registered	✓
Access to all the Community of visitors and buyers registered	✓
Organization of sessions, within the Conferences and Activities Program (one before the fair and the other one after the fair)	✗
Manage your program and agenda of conferences and activities	✓

SERVICES INCLUDED	PACK INCLUDED IN PARTICIPATION
Exhibitor registration in the official list of online exhibitors available on the LIVE Connect platform and at ifema.es/Momad.	✓
Visibility of your company profile, including contact information, video or image, logo, general company information, activity, products, trade show booth, documents and links	✓
Access for members of the exhibiting company and manager of the company file.	✓
Access for staff users of the exhibiting company.	
Product or service registration in the search engine	10
Chat & eCall Service	✓
Register as an exhibitor in the platform	✗
Unlimited invitations for clients	✓

Thank you

