

# bisutex

International Fashion Jewellery  
and Accessories Trade Fair.

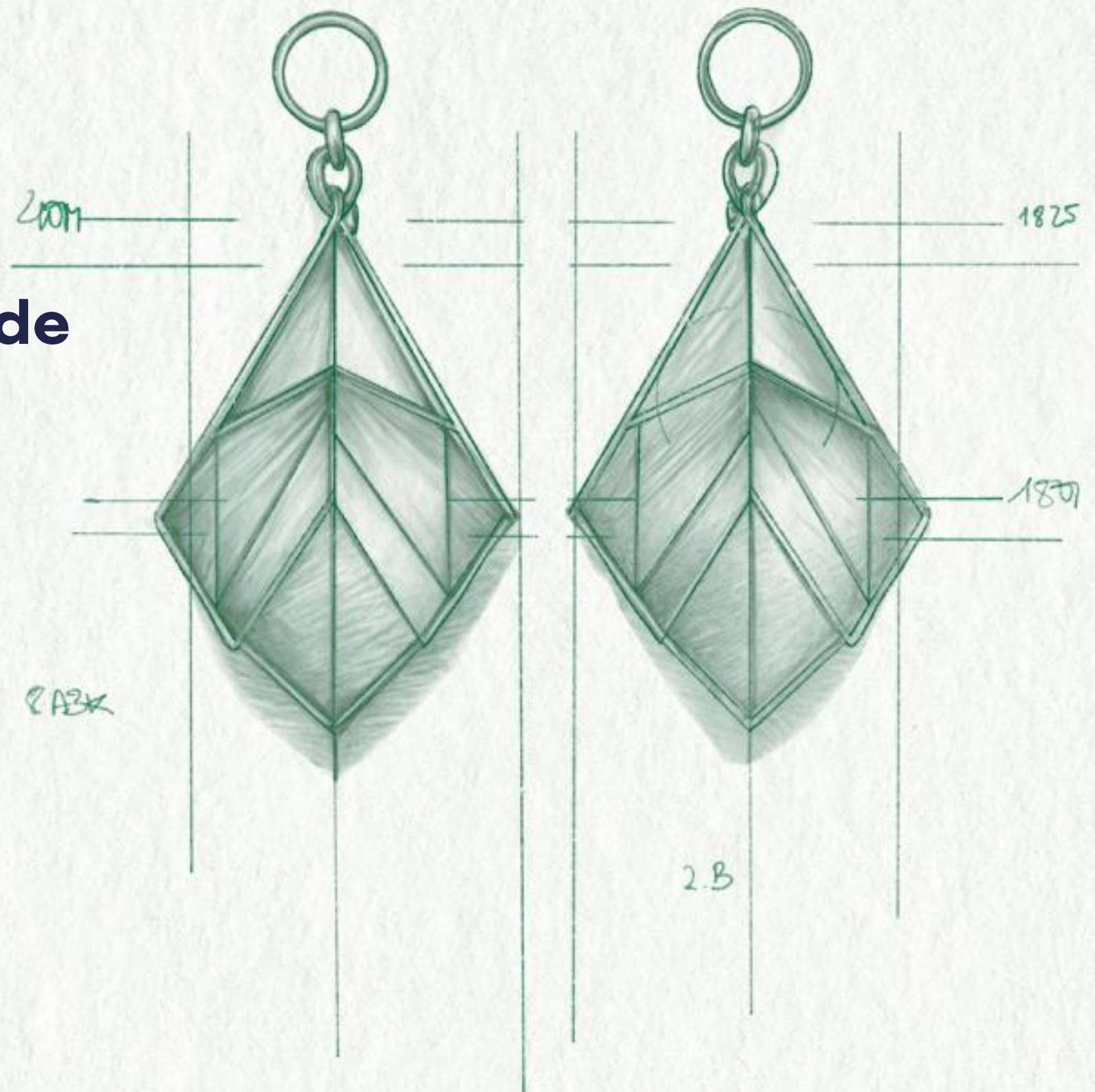
11-13  
Sep  
2025

[ifema.es](http://ifema.es)

Exhibitor's Guide  
and Specific  
Rules of  
Participation

Coinciding with:

intergift  
madridjoya  
MOMAD



**IFEMA  
MADRID**



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# 1. HOW TO PARTICIPATE. REGULATIONS

## 1.1 Dates. Time and place of celebration. Sectors convened

**BISUTEX will take place** at the IFEMA MADRID exhibition center from **Thursday 11 to Saturday 13 September 2025** from 10:00 to 19:00 h.

**No collection of exhibition material will be allowed before 19:00h. on Saturday 13th.**

Exhibitors will be able to access the venue from 9:00 am to 7:30 pm.

The virtual event via the **LIVE Connect** platform will be open from **June 16 to October 10, 2025**.

The character of the fair is professional.

### Sectors convened:

- |                 |                |
|-----------------|----------------|
| Fashion Jewelry | Watches        |
| Eyewear         | Handbags       |
| Belts           | Hair ornaments |
| Scarves         | Hats           |
| Leather Goods   | Travel Goods   |
| Other.          |                |

### Exhibition Areas:

General: costume jewelry, fashion accessories, leather goods, travel items.

Cash & Carry: area for direct wholesale wholesalers.

Mini Space: area for artisans, designers and emerging companies subject to admission criteria.

### OVERLAPPING SHOWS:

INTERGIFT, MOMAD and MADRIDJOYA.

INTERGIFT - International Gift and Decoration Show.

MOMAD - International fashion, footwear and accessories show.

MADRIDJOYA - International Trade Fair for Urban and Trend Jewelry and Watches.

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

The application for participation begins by filling out, within the established deadline, the online **Application for Participation** form accessible from <https://www.ifema.es/bisutex>.

This form will allow us to inform you in the most complete way and make you a proposal of participation. You can check the reservation and payment deadlines in the form itself and in the Exhibitor's 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, in whose name the Exhibitor Participation Application Form is filled out.

In order to apply for participation in the fair, it is a requirement that the exhibitor's activity, whether it is a company, public or private organization, is included within the sectors covered by the fair.

By clicking on the submit application button, the exhibitor confirms to IFEMA MADRID that he/she is seriously interested in participating as an exhibitor and in receiving a proposal.

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

### FIRST AWARD

Exhibitors of the previous edition who submit the **Participation Application before April 25, 2025, have priority right to keep the same space or request any modification.**

### NEW PARTICIPATION REQUESTS

Applications for participation from exhibitors of the previous edition received **after April 25, 2025 and from new participants will be processed on a first-come, first-served basis.**

## 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 space/location proposals depending on the type of participation and/or type and size of stand requested. This proposal constitutes a contracting offer. If the contracting party accepts the offer/estimate, he/she will be formalizing the contract for participation in the fair, which constitutes a binding commitment that cannot be revoked by the applicant.

The final acceptance of participation is reserved to IFEMA MADRID, which may reject those 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 event. Lack of space and/or submission of the application outside the established deadlines may also be grounds for rejection of the application. IFEMA MADRID will notify applicants in writing of this circumstance.

In the event that 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 invoicing company does not make the aforementioned payments within the deadlines indicated, the EXHIBITING COMPANY will pay them at IFEMA MADRID's request.

The space will be allocated upon acceptance, in writing, by the exhibitor.

The exhibitor will receive **the exhibition contract** with **the statement of accounts** and location plan and dimensions of his/her stand/s and from that moment on he/she will be able to access the customer portal **Zona Expo** to manage his/her participation.

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

# 1. HOW TO PARTICIPATE. REGULATIONS

BISUTEX

## 1.4 Participation Modalities

**Exhibitor:** is the natural person or legal entity, which has space at the Fair. The exhibiting company is the one in whose name the Exhibitor Participation Application Form is filled out.

The exhibitor has the option of contracting a modular stand: "Turnkey Stand" or "Mini Stand" or to contract only the space to build its own "free design stand".

Exhibitors will be able to contract the realization of Parades in the MOMAD Catwalk.

## 1.5. Your Exhibitor Plan".

### Conecta Exhibitor Plan

**Participation as an exhibitor at the fair requires the contracting of the CONECTA EXHIBITOR PLAN 450 € + VAT (1)**

**This concept 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 website and shared as a link in sectorial communications.
- Presence as exhibitors in the digital event of the fair LIFESTYLE LIVE Connect. The digital event extends the duration of the fair beyond its celebration, provides additional content of the exhibition offer and industry news and is accessible to exhibitors and registered visitors.
- Registration of 10 products or services associated with the company file on the LIVE Connect digital platform.
- Presence during the fair in the pavilion maps and exhibitors' lists.
- 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).
- Discount vouchers for transportation.

- Registration of 10 products or services associated with the company file in LIVE Connect.
- Presence during the fair in the pavilion floor plans and exhibitor lists.
- Access to IFEMA MADRID's "ZONA EXPO" customer portal to manage participation.
- Exhibitor passes according to the contract (see point 2.3).
- Online invitations according to the contract (see point 2.3).
- Discount vouchers for transportation.
- Premium wifi connection for 3 users during the entire fair (these connections will only work with devices that allow connection in the 5 GHz band). The password will be enabled for the duration of the fair and until the last day of dismantling and will be sent by mail to the holder's address at least 48 hours in advance.

### • **Connection functionalities with other users to generate business opportunities for 3 users (in LIVE Connect):**

- Search for new contacts among registered visitors and exhibitors
- Communication with contacts (chat and videoconference)
- Organization of personal online and face-to-face meetings with contacts
- Preparation of company meetings at the exhibition stand to optimize time
- Scanning of visitor badges at trade fairs
- Downloading of contact list with contact data

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

### STAND TYPES

#### Types of assembly

- **Stand llave en mano:** Modular stand with fabric walls on white painted chipboard columns.  
Minimum surface to be hired : 10 m2.
- **Stand Mini (\*):** 8 m2 with modular stand with structure of chipboard panels painted in white matte plastic, subject to admission criteria.
- **Stand de diseño libre:** Contracting only space to build your own stand, whose assembly project must be approved by IFEMA MADRID, for a **surface area equal to or larger than 25 m2.**

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

- ❖ Liability insurance (covers up to €60,000)(\*)
- ❖ Multi-fair insurance (covers up to €50,000)(\*)
- ❖ Minimum electricity consumption (0.13 kW/m<sup>2</sup>)(\*)
- ❖ Set-up fee (only for free design stands)
  - **Type A:** spaces without decoration, or occupied by carpeting or flooring
  - **Type B:** basic modular stands made of aluminum or similar materials
  - **Type C:** modular aluminum design stands, carpentry stands and other materials.
- ❖ **Conecta Exhibitor Plan (see section 2.4).**
- ❖ (\*) Services already included in the Mini Stand.



# 1. HOW TO PARTICIPATE. REGULATIONS

BISUTEX

## STAND TYPES

### TURNKEY BOOTH Minimum 10 m2



### STAND:

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

**FAIR TYPE MOQUETA SAHARA** color.



### SIGNAGE

Standardized lettering with exhibitor's name and stand number on each aisle façade.

### ELECTRIC POWER AND LIGHTING:

- 1 50w lamp for each linear meter of free space between exterior columns.
- Lighting based on LED strips located between the fabric walls.
- Electrical panel with differential, circuit breaker and a built-in 500W socket, prepared for a power of 130W/m2.

### OBLIGATORY SERVICES

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

Civil liability insurance (covers up to 60.000€).

Multi-fair insurance (covers up to 50.000€)

Minimum electricity consumption (0.13 kW/m<sup>2</sup>)

Conecta Exhibitor Plan (see section 2.4)

### RATES SPACE + TURNKEY STAND

Floor + modular 1 aisle: 146,85 €.

Floor + modular 2 aisles: 152,85 € 152,85

Floor + modular 3 aisles: 158,85 € 158,85

Floor + modular 4 aisles: 164,85 €.

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

### ADDITIONAL SERVICES

- You can customize your modular stand with our service of Graphic Decoration of Stands **decoraciongrafica@ifema.es**
- You can hire services and furniture from the IFEMA MADRID Services Catalogue, or find more information at Zona Expo.

**The canvas walls that form the stand are 30cm thick, subtracting this space from the interior surface of the stand.**

**For the installation of the wall shelves offered at Zona Expo it will be necessary to hire painted chipboard panels to replace the tarpaulins or fabrics.**

**DRAWING AS A GUIDE.** No drilling, nailing or gluing is allowed. It shall be adapted to the dimensions of the space allotted.

**REMARKS:** All services or modifications to be introduced from these characteristics shall be at the exhibitor's expense. - The elimination or substitution, by the exhibitor, of any formative element of the modular stand does not imply a reduction in the cost. - The distribution of all the elements that make up the stand, the extras requested, as well as the structural elements necessary for the support of the stand, will be adapted to the needs of the exhibitor, as long as it is technically feasible and the plan with the pertinent indications is received fifteen days before the first day of the beginning of the assembly. Once the stand has been assembled, any changes in the location of all the elements that have not been communicated on the established date will be invoiced. - All the material used, both structural and electrical, is rented and any deterioration will be invoiced according to the current rates.

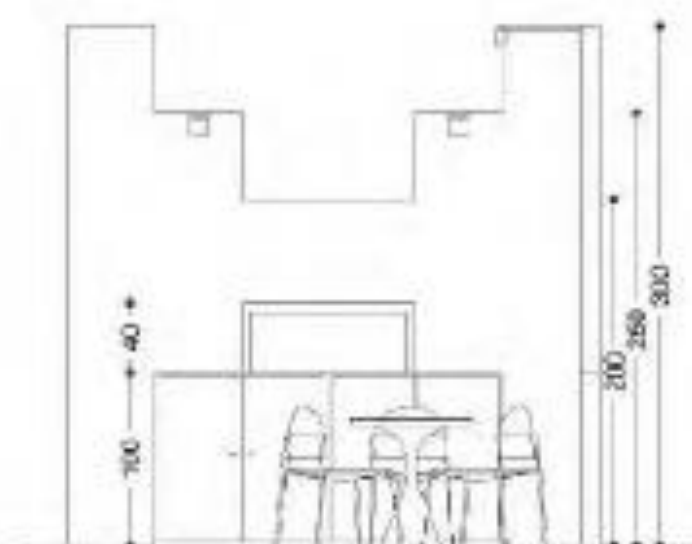
- In addition, any exhibitor may hire elements listed in the IFEMA Services Catalogue. - All modular stands involving interior decoration with panels, profiles, totems, platforms, truss, etc., must upload their project to the EXPO ZONE before **August 7**. - The finished stands will be delivered on **September 7** from 8:30 a.m. onwards.

# 1. HOW TO PARTICIPATE. REGULATIONS

BISUTEX

## STAND TYPES

### STAND MINI



### STAND

- Stand open to aisles.
- Space 8 m<sup>2</sup>.
- Structure of chipboard panels painted in white matte plastic.

### EXHIBITION TYPE CARPETING

White 

### AND LIGHTING

- Lighting using LED spotlights on arms, with 2 spotlights for every 8 m<sup>2</sup> of the stand.
- Electrical panel with a differential circuit breaker, thermal-magnetic breaker, and a 500W socket included, prepared for a power capacity of 130W/m<sup>2</sup>.

### SIGNAGE

Standardized lettering with exhibitor's name and booth number.

### SPACE RATE + MINI MODULAR STAND

Stand of 8 m<sup>2</sup> : 1.886,40 €.

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

### FURNITURE :

Furniture for each 8 m<sup>2</sup> of stand:

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



### SERVICES INCLUDED

- Minimum electricity consumption (0.13 Kw/m<sup>2</sup>).
- Multi-fair 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](mailto:decoraciongrafica@ifema.es)
- You can hire services and furniture from the IFEMA MADRID Services Catalogue, or find more information at Zona Expo.

**DRAWING AS A GUIDE.** Drilling is not allowed. Nailing or taping is allowed. It shall be adapted to the dimensions of the space allocated.

**REMARKS:** All services or modifications to be introduced from these characteristics shall be at the exhibitor's expense. - The elimination or substitution, by the exhibitor, of any training element of the modular stand does not imply a reduction in the cost. - The distribution of all the elements that make up the stand, the extras requested, as well as the structural elements necessary for the support of the stand, will be adapted to the needs of the exhibitor, as long as it is technically feasible and the plan with the pertinent indications is received fifteen days before the first day of the beginning of the assembly. Once the stand has been assembled, any changes in the location of all the elements that have not been communicated on the established date will be invoiced. - All the material used, both structural and electrical, is rented and any deterioration will be invoiced according to the current rates.

- In addition, any exhibitor may hire elements listed in the IFEMA Services Catalogue. - All modular stands involving interior decoration with panels, profiles, totems, platforms, truss, etc., must upload their project to the EXPO ZONE before **August 7**. - The finished stands will be delivered on **September 7** from 8 a.m. onwards:

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## SPACE ONLY / FREE DESIGN BOOTH

All exhibitors with **a surface area equal to or greater than 25m<sup>2</sup>** and who opt for free design, must upload their project in the Expo Zone before **August 5, 2025**. Without the presentation and approval of the project, will not be possible to proceed with the assembly of the stand: **stecnica@ifema.es**

All companies will be obliged to set up their stand including at least the dividing walls with the wall of the pavilion and the adjoining stands. **The maximum height allowed will be 4 meters.**

**For safety reasons, we make special mention of the prohibition of storing packaging in the back and enclosures of the pavilions, as indicated in the general rules of participation.**

**Assembly Fees:** To be paid by the assembler or exhibitor: The company in charge of the assembly work of the free design stands must pay IFEMA MADRID, before starting such work, the corresponding assembly fees for the services rendered during the period of assembly and disassembly of the fair. We recommend that you contract this service through the Ecommerce Zone one week before the start of the assembly to avoid surcharges.

### Set-up fee rates

- **Rate type A:** spaces without decoration or occupied by carpeting or flooring: 2.77 €/m<sup>2</sup> + VAT (1).
- **Rate type B:** basic modular stands made of aluminum or similar: 5.56 €/m<sup>2</sup> + VAT (1).
- **Rate type C:** modular design stands in aluminum, carpentry and other similar materials: 5.56 €/m<sup>2</sup> + VAT (1).

The pavilion columns that remain inside a stand may be used as a visibility point for that stand, with the possibility of placing a foam, board or canvas type element on it, without being glued or fixed directly to the column and under prior approval of the Technical Secretariat management.

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

## SPACE RATES

FLOOR ONLY - 1 AISLE	113 €/M2
FLOOR ONLY - 2 AISLES	119 €/M2
FLOOR ONLY - 3 AISLES	125 €/M2
FLOOR ONLY - 4 AISLES	131 €/M2

## DESIGN YOUR BOOTH WITH US

You can participate with your own free-design stand by contracting the Solo Espacio rate. If you decide to participate with a customized and exclusive stand 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, design, assembly and disassembly. You can also participate with your own project.

Request, free of charge and without obligation, a project adapted to your needs by sending an email to [infodesign@ifema.es](mailto:infodesign@ifema.es).

**I want to know more** [Design Stands](#)



# 1. HOW TO PARTICIPATE. REGULATIONS

BISUTEX

## REGULATIONS AND ASSEMBLY OF YOUR SPACE

### ASSEMBLY AND DISASSEMBLY

All companies will be obliged to set up their booth, including at least the dividing walls with the pavilion wall and with the adjacent booths, depending on their location.

The **assembly of the free design stands** may be carried out from **September 5 to 9, 2025** in the following schedule:

- ✓ September 5 from 8:30 am to 9:30 pm.
- ✓ September 6 to 7 from 8:30 am to 7:30 pm.
- ✓ September 8th from 8:30 am to 9:30 pm.
- ✓ September 9 from 8:30 am to 2:30 pm.

The **delivery of modular stands** contracted with IFEMA MADRID will take place on **September 9 from 3:30 pm.**

Exhibitors who have not paid in full for the space contracted and the costs of the services requested will not be authorized to occupy the space nor will they be handed over the modular stand.

The **entry of merchandise and decoration** material may take place on **September 9th from 15:30 to 21:30 h. and September 10th from 8:30 to 21:30 h. From 7:00 p.m. on September 10, entry will only be possible through the pedestrian gates**, closing the goods gates to proceed with the installation of recyclable carpeting.

The exit of goods and decoration material may take place on September 13 from 7:30 p.m. to 12:00 midnight. From 7:30 p.m. to 8:30 p.m., exit will only be possible through the pedestrian gates to proceed with the removal of recyclable carpeting. After this time, the merchandise gates will be opened until 24:00h.

**Stands** may be dismantled on **September 14 and 15, 2025. On September 14 from 8:30 am to 7:30 pm and on September 15 from 8:30 am to 9:30 pm.**

## General assembly regulations

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

**During assembly, it is not necessary to carry passes;** therefore, there are no assembler's passes.

No assembly work may begin without the prior completion and submission to IFEMA of the Protocol "[Prevention of Occupational Risks and Coordination of Business Activities](#)" available on the IFEMA website MADRID ifema.es -Exhibitors -Participation Rules -Forms (Article 15 of the general rules for participation in fairs organized by IFEMA MADRID. available on the IFEMA MADRID website ifema.es -Exhibitors -Participation Rules -Forms (Article 15 of the general rules for participation in fairs organized by IFEMA MADRID. available on the IFEMA MADRID website ifema.es -Exhibitors -Participation Rules -Forms (Article 15 of the general rules for participation in fairs organized by IFEMA MADRID. available on the IFEMA MADRID website).

**Regulations for the circulation and parking of vehicles during the event:** inside the fairgrounds it is expressly forbidden to keep vehicles parked in the loading and unloading areas, so that they may only park in the areas designated for this purpose, paying the corresponding fee if applicable. Once the event has opened, it is not allowed to circulate with any vehicle inside the pavilions and the avenue, unless expressly authorized by IFEMA MADRID (article 14 of the provisions of the regulations).

**Management of waste and assembly and exhibition materials:** all companies participating in the assembly and dismantling of stands at the fair/event must manage, as directly responsible, the waste they generate for their removal within the deadlines set. IFEMA MADRID will make available the possibility of hiring containers to facilitate the selection and removal of waste and will supervise the same (see rates in the Expo Zone Customer Portal, in Contracting Services, section on cleaning and waste containers).

The exhibitor shall lose any right to claim for loss or damage to materials still remaining in the exhibition areas of the pavilion after the deadline and shall bear the costs related to their removal, which will be invoiced by IFEMA MADRID in accordance with the established rates (see art. 35 of the general regulations for exhibitors' 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 business activities.

Application for authorization of private security guards at stands.

Authorization request for wifi installation.

Authorization request for antenna cabling.

Request for authorization to hang structures/rigging.

<https://www.ifema.es/soporte/expositores-ifema-recinto>



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## REGULATIONS AND ASSEMBLY OF YOUR SPACE

**Installation of recyclable carpeting in common areas:** in line with IFEMA MADRID's commitment to the 2030 SDGs (United Nations Sustainable Development Goals), as indicated in the [Guide for Sustainable Participation in Fairs and Events](#), and with the aim of optimizing the process of installation and removal of recyclable carpeting for subsequent reuse and consequent elimination of the protective plastic at source, the times of 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, and in order to optimize the process of installation and removal of recyclable carpeting for later reuse and consequent elimination of the protective plastic at source, the schedules of 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 reasons of sustainability, does so with reusable strips of standard sizes and, as a result, leaving a small strip of carpet free on the edge(s) of the aisle(s) bordering the stands. These non-carpeted strips **are part of the aisle and not of the stands and therefore the exhibitor is not authorized to cover or decorate them.** We request the exhibitor's cooperation in respecting this decision; IFEMA MADRID staff will monitor compliance as far as possible, and will demand the removal of any carpeting that invades these strips and, if, despite the controls, the strip is invaded, **the invaded aisle space will be invoiced to the exhibitor as space.**

**All companies with a surface area of less than 25m2 will be obliged to contract FLOOR + MODULAR STAND TURNKEY.**

## Turnkey Stands and Mini Stands. Standards and customization.

All modular booths that include interior decoration with panels, profiles, totems, platforms, truss, etc., are **REQUIRED** to **UPDATE their project in THEIR EXPO ZONE before August 5, 2025.**

The elimination or substitution, by the exhibitor, of any element of the modular stand does not imply a reduction in cost. All the material used, both structural and electrical, is rented and any deterioration will be invoiced according to the current rates.

**The distribution of all the elements that make up the stand, the extras requested, as well as the structural elements necessary for the support of the stand, will be adapted to the needs of the exhibitor, as long as it is technically feasible and the plan with the pertinent indications IS UPLOADED IN THE EXPO ZONE 15 days before the beginning of the assembly: August 21, 2025.**

**27 de agosto : Fecha límite para modificar el rótulo de los stands llave en mano y stands Mini a través de la zona Expo.**

## PERSONALICE SU STAND CON NOSOTROS: DECORACIÓN GRÁFICA PARA STANDS

**August 27th : Deadline to modify the signage of turnkey and Mini stands through the Expo zone.**

## CUSTOMIZE YOUR BOOTH WITH US: GRAPHIC DECORATION FOR BOOTHS

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

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

**To contract services**, you must do it through our online channel, which you can access from the following link: [Commerce](#)





# 1. HOW TO PARTICIPATE. REGULATIONS

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## Free design stands. Regulations and assembly

Companies opting for free construction of their **booths must SUBMIT THEIR EXPO ZONE** the project for approval **before August 5, 2025**.

**If your project includes a rigging structure, you must send a specific project to [rigging@ifema.es](mailto:rigging@ifema.es) before August 5, 2025.**

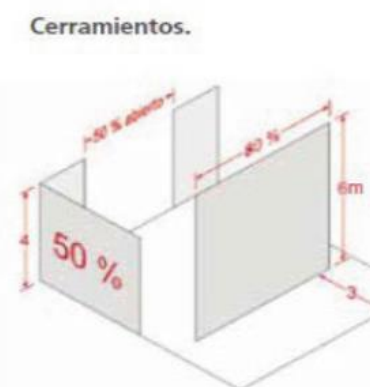
## Assembly rights

The company in charge of the assembly work of a stand must pay IFEMA MADRID, before starting such work, the assembly fees corresponding to the services rendered during the period of assembly and dismantling of the Fair. In the event that, as the exhibitor, you wish to assume the payment of these assembly fees and have them included in your invoice, you must contract them at the Expo Zone.

In order to be more efficient and provide a better service, avoiding incidents in the assemblies, IFEMA MADRID has begun to apply **a last minute surcharge to the hiring of assembly rights, as happens with the rest of our services.**

This surcharge increases the price by 25% when the contracting is made during the week prior (7 days before) to the start of the assembly, during the assembly, celebration and disassembly.

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



## SPECIFIC ASSEMBLY RULES FOR FREE-DESIGN STANDS

### Height

- Maximum authorized height in perimeter line: 4 m.
- To be able to raise or hang any decorative element at a maximum height of 6 m, it is necessary to set back 1 m inwards around the entire perimeter.
- This possibility does not exist in the connecting cores between halls, nor on the entrance sides of Halls 9 and 10.
- Building elements, decorations and spotlights may not protrude more than 50 cm from the allocated space and from a minimum height of 2.5 m.

### Blind enclosures in the perimeter environment

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

### Second floor

- The permitted height for two-story stands in pavilions is 7m.
- The second floor must be set back 1 m around the entire perimeter of the stand.
- In the connecting cores between halls and in the side entrance areas to Halls 9 and 10, the construction of a second floor is not permitted.
- Exhibitors must present a certificate specifying the dimensions, the load of use and the capacity, being the sole responsibility of the exhibitor to comply with the limits established therein.

The interpretation and application of the regulations for each particular case is the responsibility of IFEMA MADRID, which reserves the right to make exceptions if deemed necessary, based on respect for the general perspective of the event and the visibility of neighboring stands.

All exhibitors with a **surface area equal to or greater than 25m2** and who opt for free design, must upload their project in the Expo Zone before **August 5, 2025**. Without the presentation and approval of the project, it will not be possible to proceed with the assembly of the stand: [stecnica@ifema.es](mailto:stecnica@ifema.es)

All companies will be obliged to set up their stand including at least the dividing walls with the pavilion wall and with the adjacent stands.

**For safety reasons, we make special mention of the prohibition of storing packaging in the back and enclosures of the pavilions, as indicated in the general rules of participation.**

**Assembly Fees:** To be paid by the assembler or exhibitor: The company in charge of the assembly work of the free design stands must pay IFEMA MADRID, before starting such work, the corresponding assembly fees for the services rendered during the period of assembly and disassembly of the fair. We recommend

We recommend that you contract this service through the Ecommerce Zone one week before the start of the assembly to avoid surcharges.

### Installation fee rates

- **Rate type A:** spaces without decoration or occupied by carpet or dais: 2.77 €/m2 + VAT (1).

- **Rate type B:** basic modular stands in aluminum or similar: 5.56 €/m2 + VAT (1).

- **Rate type C:** modular design stands in aluminum, carpentry and other materials: 8.75 €/m2 + VAT (1).

## DISEÑE SU STAND CON NOSOTROS

In addition to turnkey stands, we offer you a complete stand design service, with our guarantee and totally adapted to your needs. We take care of the planning of your space, design, assembly and disassembly. Request, free of charge and without obligation, a project tailored to your needs by sending an email to [infodesign@ifema.es](mailto:infodesign@ifema.es).

**I want to know more** [Desing stand](#)

**To contract services**, you must go through our online channel, which you can access from the following link: **Commerce**.





1.7. Participation Fees

TYPE	RATE
Single space open to 1 aisle	113,00€/m2 + IVA (1)
Single space open to 2 aisle	119,00€/m2 + IVA (1)
Single space open to 3 aisle	125,00€/m2 + IVA (1)
Single space open to 4 aisle	131,00€/m2 + IVA (1)
Space + Turnkey stand open to 1 aisle	146,85€/m2 + IVA (1)
Space + Turnkey stand open to 2 aisles	152,85€/m2 + IVA (1)
Space + Turnkey stand open to 3 aisles	158,85€/m2 + IVA (1)
Space + Turnkey stand open to 4 aisles	164,85€/m2 + IVA (1)
Stand Mini (8 m2)	1.886,40 € + IVA (1)
Type A showcase	400,00 € + IVA (1)
Type B showcase	281,00 € + IVA (1)

SERVICES	RATE
Liability insurance (covers up to 60.000€)	72,84€ + IVA (1)
Multiferia insurance (covers up to 50.000€)	69,15€ + IVA (1)
Minimum electrical energy consumption (0.13 kW/m²)	7,43€/m2 + IVA (1)
<b>Assembly rights</b>	
<b>Type A:</b> spaces with no decoration, or occupied by carpeting or flooring	2,77€/m² + IVA (1)
<b>Type B:</b> basic aluminum modular stands or similar.	5,56€/m² + IVA (1)
<b>Type C:</b> modular aluminum design stands, carpentry stands and other materials.	8,75€/m² + IVA (1)

<b>CONNECTA PLAN</b> (former Marketing and Communication Pack + LIVE Connect)	450,00€ + IVA (!)
Individual Parade	1.600€/ud. +IVA (1)
Collective Parade 2 firms	800 €/ud. +IVA (1)
Collective Parade 4 firms	600 €/ud. +IVA (1)

1.8. Terms and forms of payment

PAYMENT DATES

- **June 16, 2025:** deadline for payment **of the first 50% of the contracted space,**
- **July 21, 2025:** deadline for payment of **100% of the contracted space and services..**

**A 5% early payment discount will be applied to the fee for the space occupied if 100% of your participation is paid before June 16, 2025.**

PAYMENT METHODS

- Payment can be made in the following ways:
- ❖ Transfer to: IFEMA MADRID / BISUTEX SEPTEMBER 2025  
Santander: IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHESTM  
BBVA: IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM  
Caixa Bank: IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESBBXXX
  - ❖ Send a copy of the bank receipt to [servifema@ifema.es](mailto:servifema@ifema.es)  
Certified check made out to IFEMA MADRID / BISUTEX SEPTEMBER 2025.
  - ❖ Credit card in a secure environment, accessible at the end of the online completion of the participation application form, or later through Zona Expo. In accordance with current regulations, payments in cash or bearer checks are not accepted.

In the Expo Zone you will find your statement of accounts 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 mail to [servifema@ifema.es](mailto:servifema@ifema.es)

Discounts:

**5% DISCOUNT ON SERVICES CONTRACTED THROUGH THE EXPO ZONE, UP TO 30 DAYS BEFORE START OF ASSEMBLY: until August 5, 2025.**

This discount will also be applicable to services contracted by sending the 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... are not included.

Surcharges:

**25% increase for contracting services, including assembly fees, requested 7 days before the start of assembly (August 29, 2025).**

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



# 1. HOW TO PARTICIPATE. REGULATIONS

BISUTEX

## 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<sup>2</sup>; 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.

El expositor autoriza a IFEMA MADRID la eventual reproducción total o parcial de los productos expuestos en su material promocional.

El expositor se compromete a respetar las reglas y directrices de protección del medio ambiente.

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](mailto: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.

**In 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 April 25, 2025	Participation application (priority deadline for exhibitors of the previous edition)	Complete the application form to participate in the first space allocation.	Contest management: <a href="mailto:bisutex@ifema.es">bisutex@ifema.es</a> Customer service (Exhibitors): (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
As of April 25, 2025	Participation application	Continuation of the process for the reception of participation requests.	Contest management: <a href="mailto:bisutex@ifema.es">bisutex@ifema.es</a> Customer service (Exhibitors): (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Until June 16, 2025  Until July 21, 2025	Payments	<ul style="list-style-type: none"><li>• <b>June 16 , 2025:</b> deadline for payment of the first <b>50% of the contracted space</b></li><li>• <b>July 21, 2025:</b> deadline for payment of <b>100% of the contracted space and services.</b></li></ul> <b>A 5% early payment discount will be applied to the rate of the space occupied if 100% of your participation is paid before June 16, 2025.</b>	Servifema: <a href="mailto:servifema@ifema.es">servifema@ifema.es</a> Customer service (Exhibitors): (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Until August 5, 2025	Free design projects	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 <a href="mailto:rigging@ifema.es">rigging@ifema.es</a> .	Technical Secretariat Line IFEMA MADRID Exhibitors (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Until August 5, 2025	Contracting of services	Services contracted with a 5% discount.	Line IFEMA MADRID Exhibitors (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Until August 27, 2025	Signage	Communicate the signage through Zona expo of your booth signage	Technical Secretariat Line IFEMA MADRID Exhibitors (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>



# 1. HOW TO PARTICIPATE. REGULATIONS

1.10. Exhibitor's Calendar

When	What	How	Who attends you
As of August 29, 2025	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
Until August 30, 2025	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
September 5 to 9, 2025	Stand assembly	- September 5 from 8:30 am to 9:30 pm. - September 6 and 7 from 8:30 to 19:30 h. - September 8 from 8:30 to 21:30 h. - September 9 from 8:30 a.m. to 2:30 p.m.	-
September 9 to 10, 2025	Delivery of modular stands	September 9, starting at 3:30 p.m.	Pavilion manager
	Goods receipt	- September 9 from 15:30 to 21:30 h. - September 10 from 8:30 a.m. to 9:30 p.m. (*) - (*) From 7:00 p.m. on September 10, entry will only be possible through the pedestrian doors, closing the goods gates to proceed with the installation of recyclable carpeting in aisles.	Pavilion manager
September 11 to 13, 2025	Celebration of the fair	Hours from 10:00 a.m. to 7:00 p.m.	-
September 13, 2025	Goods issue	From 19:30 to 24:00h. From 7:30 p.m. to 8:30 p.m., <b>exit will only be possible through the pedestrian gates</b> for the removal of recyclable carpet. After this time, the merchandise gates will be opened until 24:00h.	Pavilion manager
September 14 to 15, 2025	Dismantling of stands	On September 14 from 8:30 to 19:30 h. On September 15 from 8:30 to 21:30 h.	Pavilion manager



# 2. MANAGE YOUR PARTICIPATION

BISUTEX

## 2.1 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).

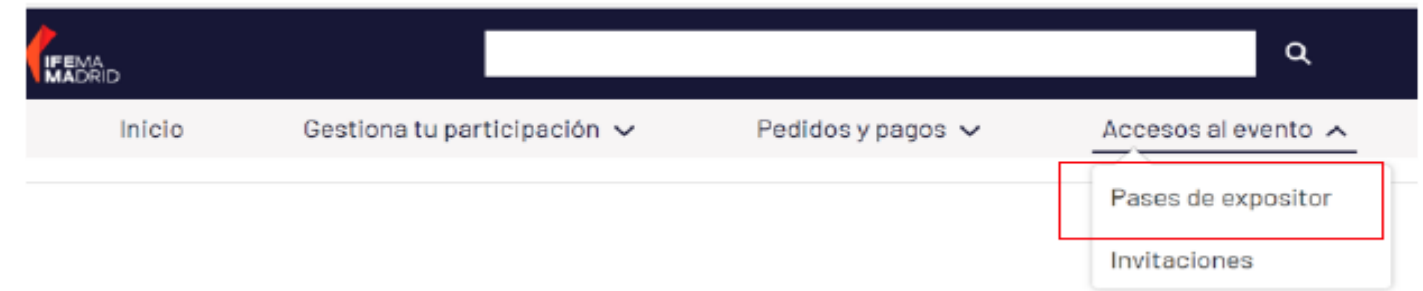
### What can I do from Zona Expo?

- 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, Iryo.
- 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.

## 2.2 Exhibitor passes, transport discount vouchers, visas and invitations

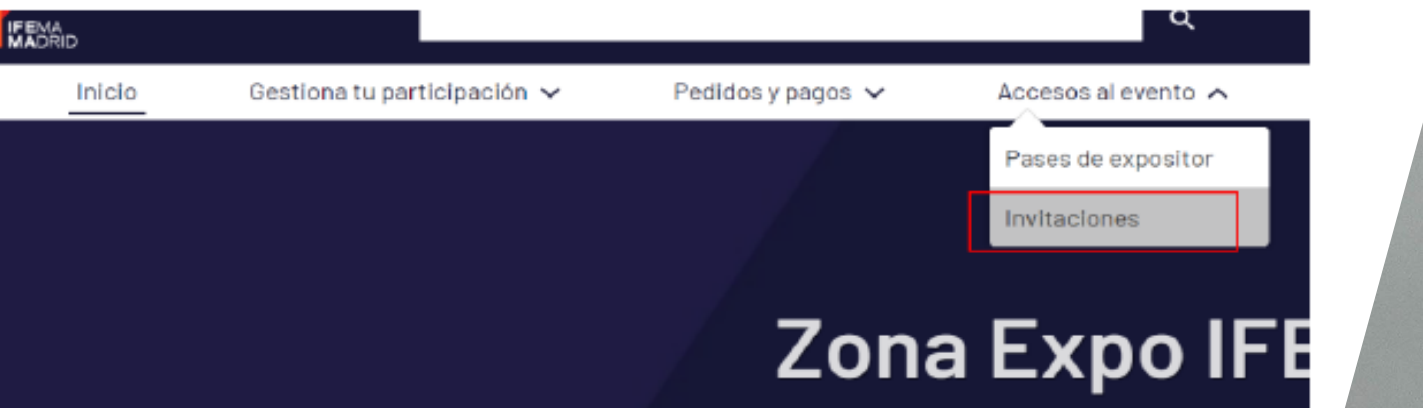
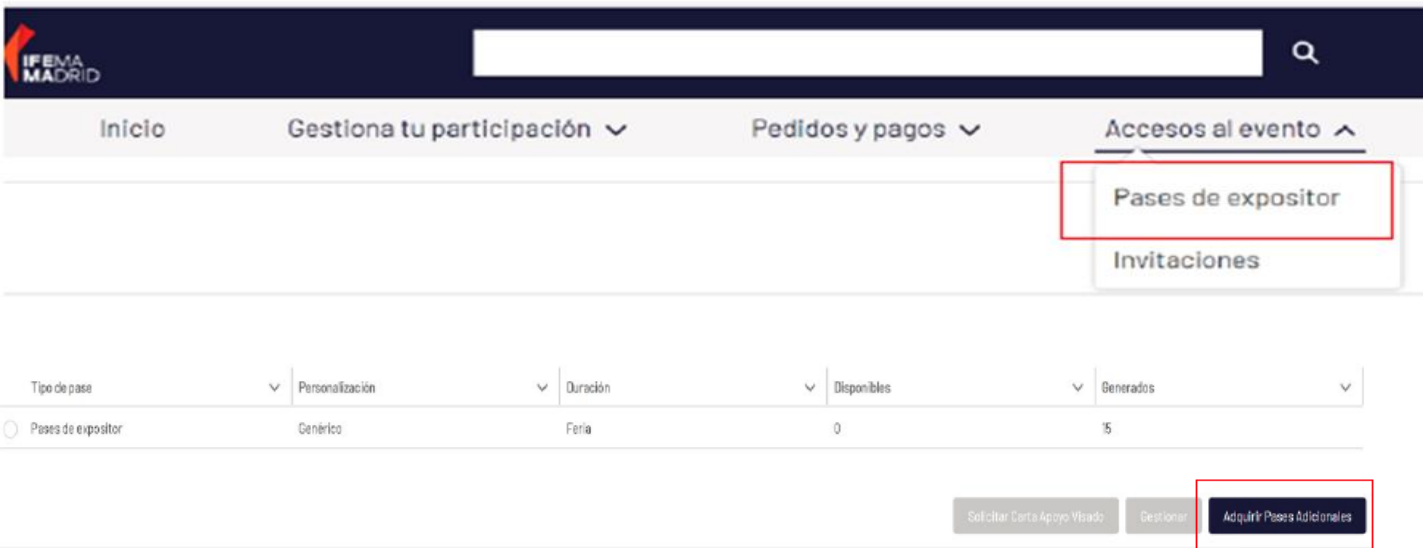
### EXHIBITOR PASSES

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



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](mailto:bisutex@ifema.es)





# 2. MANAGE YOUR PARTICIPATION

**LIVE Connect: the digital platform you have access to with your Plan.**

### What will you find in LIVE Connect?

LIVE CONNECT 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 LIVE Connect Exhibitor area?

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

#### What can I do at the BISUTEX LIVE Connect 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 paper invitations: Each exhibitor will receive 1 per m2 up to a maximum of 500 per exhibitor.

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](mailto:bisutex@ifema.es), indicating the exact quantity.

The online registration will be open until September 13, 2025.

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

The following screen will then appear to customize the shipment:

Invitación: Feria - 100.00%

1. Introduzca las direcciones de correo a las que quiere enviar la invitación  
Añadir listado de emails

Copia y pega los emails en una misma columna

2. Añadir saludo y texto adicional

Escribe aquí

3. Si dispones en tu empresa de un departamento para el cumplimiento del RGPD, añade los datos de contacto (Email: RGPD@tuempresa.es, Teléfono: 987654321, Dirección postal...)

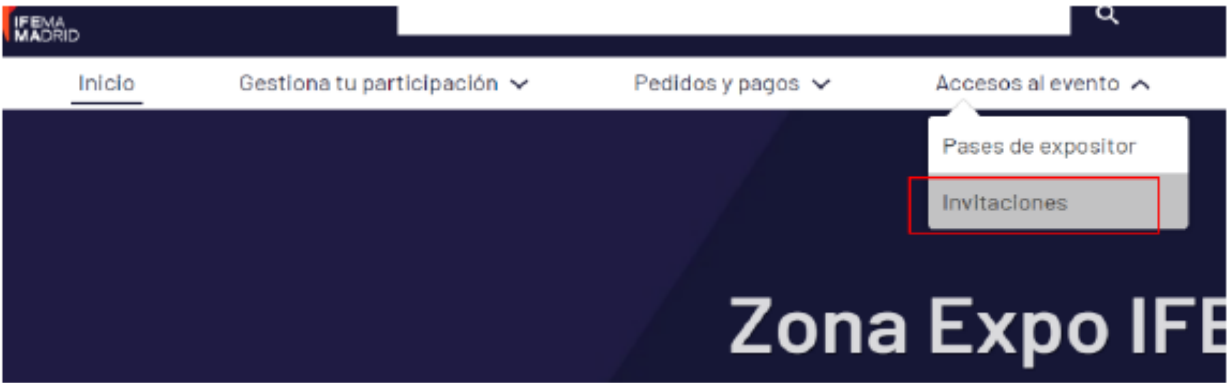
Escribe aquí

Enviar invitaciones

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>.





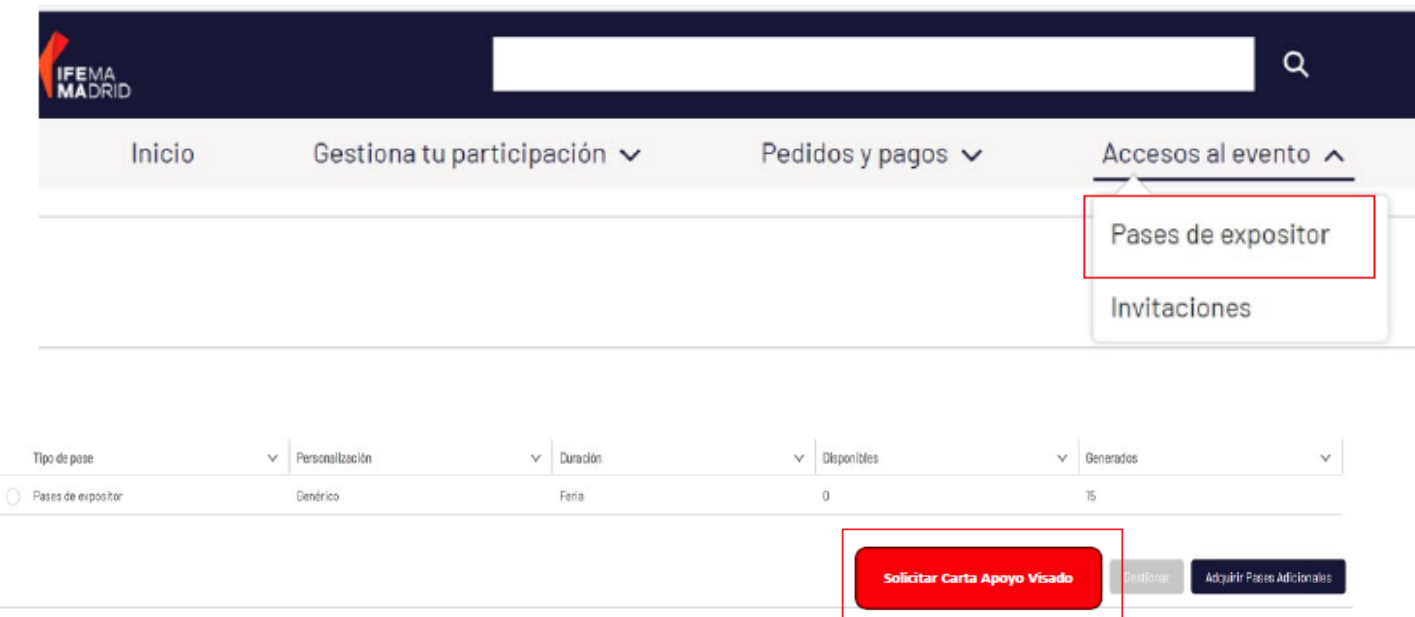
# 2. MANAGE YOUR PARTICIPATION

## 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).

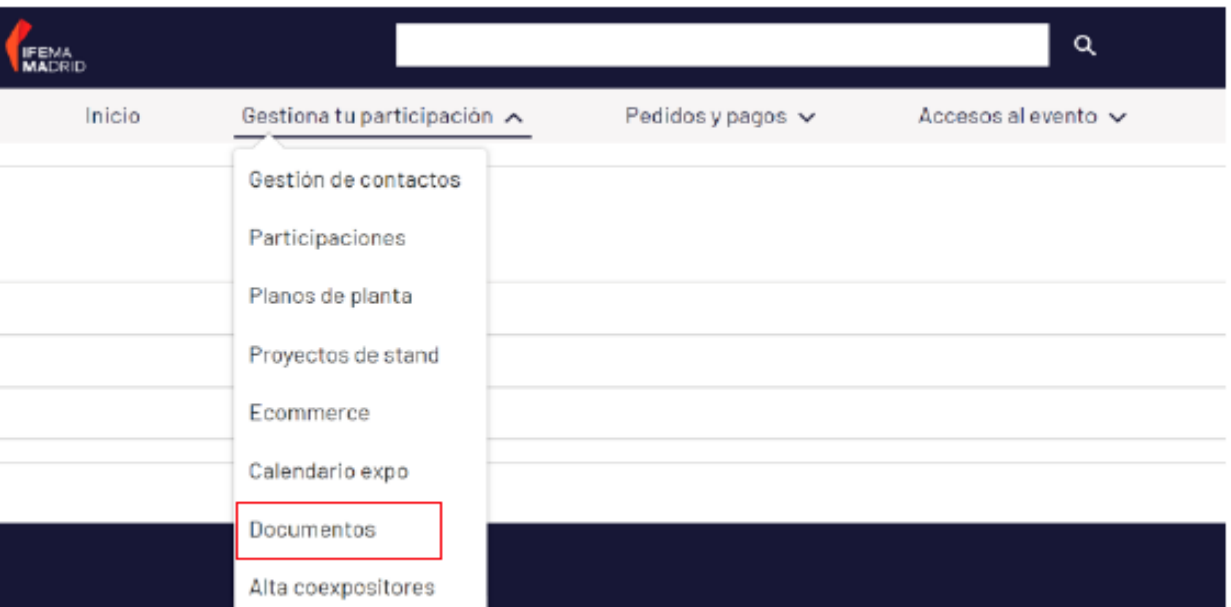
Once these two requirements are fulfilled, from “EXPO ZONE/Event Access/Exhibitor Passes” you will have access to the “Request visa support letter” button.

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 15 m2 : 1 guest
- 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: JUNE 13, 2025**



## 2. MANAGE YOUR PARTICIPATION

BISUTEX

### 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):

DB Schenker office at IFEMA MADRID: Pavilion 7

Phone: +34 91 330 51 77

[ifema.madrid@dbschenker.com](mailto:ifema.madrid@dbschenker.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, DB SCHENKER: (+34) 91 330 51 77; email: [ifema.madrid@dbschenker.com](mailto:ifema.madrid@dbschenker.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](mailto: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](mailto:uanproduccion@ifema.es)

[MORE INFORMATION](#)



# 2. MANAGE YOUR PARTICIPATION

BISUTEX

## 2.5 Site plan





## 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 ( <a href="http://www.ifema.es">www.ifema.es</a> ) and via the following link <a href="#">IFEMA MADRID General Rules of Participation</a> .
Can I hire a catering service or serve my own food and beverages at the stand?	<p>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 <a href="#">HERE</a>) 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: <a href="mailto:catering@ifema.es">catering@ifema.es</a> for its information and appropriate ends.</p> <p>If IFEMA MADRID has not been 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.</p>
Can I access the trade fair centre with vehicles for assembly and disassembly or loading and unloading of goods?	<p>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.</p> <p>IFEMA MADRID takes no responsibility for the surveillance of vehicles while they are on the grounds of Feria de Madrid.</p> <p>There is a car park for trucks and another for private cars, which can be used by paying, where appropriate, the corresponding fees. <a href="#">Check rates</a></p>
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.



2.6 Frequently Questions

Question	Answer
Can I send merchandise to my booth?	<p>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). <b>BISUTEX</b> Fair. Your company name. Hall and stand number.</p> <p>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: DB Schenker Office at the IFEMA MADRID Exhibition, Center: Hall 7, (+91) 330 51 77 <a href="mailto:ifema.madrid@dbschenker.com">ifema.madrid@dbschenker.com</a></p>
What procedure do I have to follow to hang structures on the pavilions/rigging?	<p>Exhibiting companies may hang elements from the ceiling of the halls following the procedure shown in the "<a href="#">Regulations for hanging structures in Halls</a>" and by completing the form "Application for authorisation for hanging structures/rigging" and sending it to: <a href="mailto:inspección.rigging@ifema.es">inspección.rigging@ifema.es</a></p>
Can I hold prize draws and raffles at the stand?	<p>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.</p> <p>All the information is available in the following form: <a href="https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas">https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas</a></p>
How do I apply for a visa support letter?	<p>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.</p> <p>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.</p>
Where can I hire the services of my booth?	<p>Accessing the E-commerce found within the <a href="#">EXPO ZONE</a> or through the link: <a href="https://shop.ifema.es">https://shop.ifema.es</a></p>
Who should I contact to hire a room?	<p>Incumbent exhibitors who need to hire a room should contact: <a href="mailto:uanproduccion@ifema.es">uanproduccion@ifema.es</a></p>



## 2.6 Frequently Questions

Question	Answer
What does the CONECTA PLAN include?	<p>This concept of compulsory contracting includes the following services:</p> <ul style="list-style-type: none"><li>- 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.</li><li>- Presence during the celebration of the fair in the pavilion plans and exhibitors' lists.</li><li>- Presence as exhibitors in the digital event of the fair BISUTEX LIVE Connect with 10 products or services associated with the company file</li><li>- Access to the customer portal "ZONA EXPO" of IFEMA MADRID to manage participation.</li><li>- Exhibitor passes according to the contract (see point 2.3)</li><li>- Online invitations according to the contract (see point 2.3) and delivery service through ZONA EXPO</li><li>- Discount vouchers for transport.</li><li>- Premium wifi connection for 3 users during the entire fair (5 GHz devices). Access keys will be sent the days prior to the start of the fair.</li><li>- Access to <b>BISUTEX</b> LIVE Connect for 3 users with connection functionalities to generate business opportunities.</li></ul>
How to use the EXPO ZONE?	<p>In the <b>Next video</b> a tutorial on how to use the EXPO ZONE is shown.</p>
What are the benefits of my Expo Zone?	<p>It is used to manage the participation of each exhibiting company in BISUTEX</p> <ul style="list-style-type: none"><li>• Registration of contacts that will access the Expo Zone and management of access permissions</li><li>• Access to the exhibitor's calendar.</li><li>• View documents of interest.</li><li>• Manage exhibitor's passes, request visa support letters and send invitations.</li><li>• Register co-exhibitors.</li><li>• Access to payments, statement of accounts and invoices issued.</li><li>• Upload free design booth projects and distribution of modular booth elements.</li><li>• Add the sign and choose the color of the carpet for exhibitors with modular booths.</li><li>• Access to e-commerce for the contracting of services.</li></ul>



2.6 Frequently Questions

Question	Answer
What are the utilities of my LIVE Connect?	<p><b>In the exhibitor area of my company in LIVE Connect:</b></p> <ul style="list-style-type: none"><li>• Update the company data visible in the catalog and BISUTEX LIVEConnect.</li><li>• Display the offer of products and services.</li><li>• Manage the company's appointment schedule for professional meetings at the stand.</li><li>• Register other team members with access to LIVE Connect.</li></ul> <p><b>At the fair in LIVE Connect:</b></p> <ul style="list-style-type: none"><li>• Complete my personal profile on the platform and my agenda of availability for meetings.</li><li>• Search for contacts of interest in the professional network and request and agree to be a contact for chat and videoconferences.</li><li>• Scan professional visitor passes at the fair.</li><li>• View information about the offer of other exhibitors.</li><li>• Consult the activities with the possibility of scheduling them and viewing the digital content available.</li></ul>
How can I request my invoices?	<p>Invoices are not generated by default. You must request them directly to the IFEMA MADRID invoicing department (<a href="mailto:servifema@ifema.es">servifema@ifema.es</a>) 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.</p>
What is the difference between the space only option and the turnkey modular booth option?	<p>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.</p> <p>Modular stands are delivered assembled. See description in section 1.6</p>



## 2.6 Frequently Questions

Question	Answer
Can I decorate and/or set up my stand with IFEMA?	<p>Yes, IFEMA MADRID offers two main services:</p> <p>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 <a href="mailto:decoraciongrafica@ifema.es">decoraciongrafica@ifema.es</a></p> <p>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 <a href="mailto:infodesign@ifema.es">infodesign@ifema.es</a></p>
Is it mandatory to attend the booth at all times?	<p>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.</p>
Are rigger's passes required during the assembly/disassembly of the fair?	<p>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.</p>
How to hire parking at IFEMA?	<p>Exhibiting companies will be able to contract parking spaces from e-commerce, which is located inside the Expo Zone or through the link <a href="https://shop.ifema.es">https://shop.ifema.es</a></p> <p>Once the contract has been made, parking badges can be picked up from <b>September 5</b> (first day of assembly) at the exhibitor service desk, located in the central boulevard between pavilions 6 and 8.</p>

# 2. MANAGE YOUR PARTICIPATION

Bisutex

## 2.6 Frequently Questions

Question	Answer
What coverage do I have as an exhibitor with the insurance included?	You can consult the coverage of the compulsory insurance policies in the <a href="#">IFEMA MADRID exhibitor support area</a> .
How can I access the WI-FI network as an exhibitor?	<p>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.</p> <p>Additional Wi-Fi access can be booked through the e-commerce section inside the <a href="#">EXPO ZONE</a> or via the link <a href="https://shop.ifema.es">https://shop.ifema.es</a></p>
Regulations and support for exhibitors at the trade fair centre	<a href="https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds">https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds</a>
Regulations and support for fitters at the trade fair centre:	<a href="https://www.ifema.es/en/support/assemblers-colaborators-fairgrounds">https://www.ifema.es/en/support/assemblers-colaborators-fairgrounds</a>



# 3. PROMOTE AND MONETIZE YOUR PARTICIPATION

BISUTEX

## 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](mailto:bisutex@ifema.es)

Hire outdoor showcases with high visibility, located at the entrance of the pavilions: [bisutex@ifema.es](mailto:bisutex@ifema.es)

Hire other Advertising Services and Promotional Elements by contacting [publicidad@ifema.es](mailto: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 August 12, 2025:

- 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](mailto:ifema@anniebonnie.com)) and/or our Press Department, Pablo Santos ([psantos@ifema.es](mailto:psantos@ifema.es))

In addition, we invite you to follow us on social networks and share our content to dynamize your

Invite your clients by sending them:

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

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

On the IFEMA MADRID website [ifema.es/support](http://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](mailto:hb.ifema@ifema.es)) **before June 10, 2025.**

**Depending on the contracted surface, the following correspond:**

- Domestic buyers :

- Up to 15 m2 : 1 guest
- 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

BISUTEX

## 3.2. Exhibitors' Catalog.

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

- Enter and update your contact details, the products or services presented and the information you consider relevant to give the highest visibility to your company and get the highest return on your participation.
- The entire environment and digital communication of your participation is channeled through Live Connect.
- Take full advantage of the platform offered by IFEMA to communicate your participation, schedule appointments, showcase your products and contact your target audience.

## Visitor's Guide Plan

Bisutex produces a Visitor's Guide Plan that is distributed free of charge at information points.

## 3.4. Networking

Enhance your contact list. LIVE Connect 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 LIVE Connect 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](mailto:hb.ifema@ifema.es)) before **June 13, 2025**.

## 3.7. Publish Your News and Updates. Social Media and Website

Promote Your Products, Services, and News for Free Showcase your products, services, and latest updates through the **BISUTEX News** bulletin, which is regularly sent to a large database of industry professionals in the jewelry and accessories sector worldwide. Additionally, we share this news on the fair's website and social media channels.

Contact: [psantos@ifema.es](mailto:psantos@ifema.es)

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

## 3.8. 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 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 opportunities that will 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 SPONSORSHIP OPTIONS: [patrocinios@ifema.es](mailto:patrocinios@ifema.es)

## 3.10. Special Promotional Actions

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

Contact: [publicidadexterior@ifema.es](mailto:publicidadexterior@ifema.es) Tel: (+34) 91 722 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) 91 722 30 00

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

[Link to Room Navigator](#)



# 4. SUSTAINABILITY MANAGEMENT AT IFEMA MADRID

BISUTEX

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](https://ifema.es/en/about-us/quality-sustainability)





# 5. CONTACT US

BISUTEX

Departamento	Pregúnteme sobre	Contacto		
Address evento	<ul style="list-style-type: none"><li>• Space Rental</li><li>• General topics of participation in the fair</li><li>• Exhibitor passes</li><li>• Professional visitor invitations</li><li>• Activities and forums at the fair</li></ul>	Director	Julia González	<div>(+34) 91 7223000</div> <div><b>bisutex@ifema.es</b></div>
		Comercial Manager	Mónica Sánchez	
		Comercial area	M. Paz Irizar	
Customer Service IFEMA MADRID	<ul style="list-style-type: none"><li>• Service Hiring</li><li>• Expo Area</li><li>• Visitor Information</li></ul>	<div>(+34) 91 722 30 00</div> <div><b><u>atencionalcliente@ifema.es</u></b></div>		
Technical Secretariat(Fair Services Department)	<ul style="list-style-type: none"><li>• Technical support tasks for exhibitors and contractors</li><li>• Review of stand construction projects</li><li>• Solutions to technical problems during the fair</li><li>• Customization of modular stands</li><li>• Coordination for stand catering services</li></ul>	<div>(+34) 91 722 30 00</div> <div><b><u>stecnica@ifema.es</u></b></div>		
Graphic Decoration	Hiring of graphic materials to personalize your stand	<div>(+34) 91 722 30 00</div> <div><b><u>decoraciongrafica@ifema.es</u></b></div>		
Comprehensive stand design service	Design and construction of custom-designed stands	<div>(+34) 91 722 30 00</div> <div><b><u>infodesign@ifema.es</u></b></div>		



# 5. CONTACT US

BISUTEX

Departamento	Pregúnteme sobre	Contacto
Outdoor Advertising	Hiring of advertising displays at the exhibition venue	(+34) 91 722 53 40/08 <a href="mailto:publicidadexterior@ifema.es">publicidadexterior@ifema.es</a>
Communication and Marketing Department	Media Relations	<div><div><b>Director:</b> Raúl Diez <b>Head of Press:</b> Pablo Santos <b>International Press:</b> Elena Valera <b>Press Secretary:</b> Beatriz Sánchez-Heredero</div><div>(+34) 648 16 29 18 <a href="mailto:psantos@ifema.es">psantos@ifema.es</a></div></div>
Planning and Control Department	<ul style="list-style-type: none"><li>- Rental of various meeting and convention spaces at the exhibition venue, both during and outside of the fairs.</li><li>- Coordination of off-fair activities.</li></ul>	(+34) 91 722 30 00 <a href="mailto:uanproduccion@ifema.es">uanproduccion@ifema.es</a>
Institutional Relations (Protocol)	<ul style="list-style-type: none"><li>- Institutional visits</li><li>- Guided tours</li><li>- Protocol for all events</li><li>- Institutional relations</li></ul>	(+34) 91 722 30 00 <a href="mailto:infoifema@ifema.es">infoifema@ifema.es</a>
Security and Self-Protection Department	<ul style="list-style-type: none"><li>- General security and parking</li><li>- Access to the Exhibition Park</li></ul>	(+34) 91 722 50 65 <a href="mailto:dseguridad@ifema.es">dseguridad@ifema.es</a>
Medical Service and Security Emergencies	<ul style="list-style-type: none"><li>- Medical emergency</li><li>- Healthcare for exhibitors and visitors during the fairs, setup, and dismantling</li></ul>	(+34) 91 722 54 00



Thank you

