

Sustainable Events Guide



Event Organisers





INTRODUCTION

IFEMA MADRID aims to release a public guide for event organisers who share our commitment to planning sustainable events that minimise our impact on the planet. Our industry involves a lot of movement, preparation, planning, and transportation of people and materials, as well as the creation of temporary structures. As a result, it can have a significant impact on sustainability. To turn that impact into a positive one, we share this guide. It is based on more than four decades of experience in the sector and complements those previously published for exhibitors and visitors.

Before we begin, let's review the consequences of organizing an event without sustainability in mind. What could happen? - Excessive waste generation.

- High consumption of natural resources (energy, water, paper and food)
- Safety risk for participants
- Noise and light pollution
- Negative economic and social legacy...

Are you willing to let all of this happen because of your event and do nothing to minimise it? If not, this is the perfect guide to have for reference.



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Choosing where to host

Event Organisers



CHOOSING WHERE TO HOST YOUR EVENT

Where do I want to hold my event? This is the first question we need to ask ourselves. Here we have to analyse several factors: do I have my own location or not?; am I an event agency and my client wants a specific area?; am I the event organiser and have I already decided where the event will take place?; does the chosen space meet the needs for an event to take place? Where should I organise my event? There are several factors to analyse. Do I have my own location? I represent an event agency and my client has requested a specific area? I am an event organiser and I have already determined the event's location? Does the selected space meet the requirements for appropriate development?

Below we try to answer these questions:

- To ensure the sustainability of your event, consider selecting a venue that is also sustainable. Otherwise, organising the event may become more challenging. To ensure sustainability, it is important to have measures in place. Annex I of this guide lists some of the issues that you should require.
- You may inquire with head office about their sustainability achievements. Some examples of these include the reduction achieved in waste generation in recent years, the percentage of waste recycled in the last year, the reduction in CO2 emissions in recent years, the measurement of the carbon footprint of its facilities, the treatment of surpluses, the donations it has made, whether it has contracted 100% certified renewable energy or self-supply energy facilities, and whether it has certifications based on ISO or similar international standards. If these questions are not answered clearly, the company may not be as sustainable as initially thought.
- It is also important to ensure that the venue is accessible. This includes providing sufficient nearby parking for people with functional diversity, priority attention lockers and counters adapted for people with functional diversity, priority access for people with functional diversity, and clearly defined and communicated accessible routes.
- Finally, we need to consider other aspects related to the space's suitability for our event. These aspects will affect our sustainability:
 - Facility size must meet our needs. Using non-adaptable larger spaces can waste unnecessary energy.
 - Choose a location that is close to most of your attendees.
 - Hotels near the venue are available.
 - The site benefits from good public transport links.
- If your event is held at your own venue and you already have a clear commitment to sustainability, including sustainability management focused on continuous improvement and technical measures in place, you have all the necessary information in advance.



Things to consider when organising your event



THINGS TO CONSIDER WHEN ORGANISING YOUR EVENT

The first step we must take is to demand sustainability throughout the entire creation and planning process.

To achieve this goal, the following three starting points are outlined:

– **Sustainable options for exhibitors.**

To promote sustainability, we should become their allies from the beginning by taking various actions:

- By providing digital marketing and communications, raw material consumption can be reduced.
- Provide attendees with clear instructions on how to manage waste generated during the event.
- Offering sustainable stands involves using recyclable materials such as cardboard, wood, aluminium, melamine, carpet, and vinyl that comply with at least one of these premises.
- The use of recycled materials in the composition of the product reduces the need for virgin raw materials.

- Manufactured with environmental considerations in mind: less water, virgin raw materials, energy, and greenhouse gases are used compared to traditional manufacturing processes.
- The manufacturing facility holds an environmental management certification: ISO 14001, EMAS, etc.
The materials are certified in some way: ECOLABEL, UNE-EN ISO 14025, UNE-EN 15804, FSC, PEFC, etc.

– **Generation of sustainable standards for exhibitors and visitors:**

Let's set some limits and demonstrate our commitment to our attendees. Additionally, it is helpful to create a brief guide for all participants, reminding them of the significance of their performance and dedication.

– **Plan the sustainability actions to be implemented during the event:**

Although new ideas may arise during the event, it is important to establish goals from the outset. We should be able to commit ourselves in a clear and measurable manner. The Sustainable Development Goals (SDGs) can guide us in setting our primary sustainability objectives.





THINGS TO CONSIDER WHEN ORGANISING YOUR EVENT

In terms of planning the event, it is important to keep a few key concepts in mind from the outset:

- **Accessibility is important at all levels:** If we hire public transport such as buses or vans, it must be accessible for people with functional diversity in addition to ensuring the venue is accessible. You can also:
 - Make your website accessible.
 - Implement actions to ensure that sign language translators are available during the event or trade fair and that the videos are subtitled.
 - Ensure quality control of stands so that all of them have an accessible ramp.
 - The signage will consider the requirements of individuals with autism-based functional diversities and
 - Visual impairments and will adhere to legislation concerning designated spaces in halls and auditoriums for those with reduced mobility, visual and hearing impairments.
- **Virtual attendance** is important to enable remote participation in trade fairs and events, where physical presence may not be possible. It is essential to provide the virtual attendance option. This approach ensures that the event is accessible to all, regardless of any travel-related

issues they may face, such as physical, legal, or economic constraints. Additionally, it minimises the environmental impact of attendees' travel.

- **Planning measures to reduce energy consumption:** Regarding electricity consumption, stands may be required to use LED lighting and regulations can be established to control the turning off of lights at the end of the day's events. However, the venue should be mandated to have LEDs in its infrastructure. As we will discuss further in this document, adhering to timetables is another effective measure to control consumption. Regarding energy consumption for air conditioning, the venue must have temperature control measures in place to ensure legal limits are not exceeded.
- **Planning measures to reduce, reuse, and recycle materials and waste:** By reducing and reusing materials, we can save money and increase efficiency while generating less waste. It is crucial to dedicate a significant portion of the fair/event preparation to planning waste management at each stage. This should be done in a clear and concise manner, leaving no room for improvisation and ensuring that all needs are met. The plan should also be communicated effectively to our attendees.

Here are some thoughts on the subject:

- **Offer and use stands or stand parts** with smaller, easily dismantled, and reusable materials that have reduced quantities, weights, or volumes. Furthermore, use energy-efficient and accessible LED lighting.
- Promote the use of digital advertising as it is recommended to minimise the use of signage such as tarpaulins or vinyl. If necessary, signage can be used, but the focus should be on creating reusable content. The advertising design should also consider individuals with visual, hearing, or autism-related impairments.
- **Print essential merchandising and graphic design material.** If there is surplus material, consider reusing it if it is appropriate. Avoid wasting materials unnecessarily.
- **Furniture** such as shelves, tables, chairs, cupboards, and counters, as well as decorative materials like plants, can be rented and returned during the dismantling phase to be reused by the rental company.
- **Encourage our attendees' sustainable participation by offering rewards or incentives.** Organising prizes, increasing their visibility, and offering discounts on participation are some of the ways to incentivise people to take part in sustainable strategies.



THINGS TO CONSIDER WHEN ORGANISING YOUR EVENT

Recycling the waste generated during the **assembly and dismantling phases** is the next step. The event organiser must ensure that all participants in the event sort the waste they accumulate and manage it in compliance with current recycling legislation.

Also, the site must provide a waste removal service that sorts waste into categories such as carpet, wood, paper/cardboard, and plastic/packaging. This service can be used by the riggers and installation technicians, and it must be ensured that the waste generated by them is correctly sorted and recycled. The headquarters may impose penalties on any riggers and installation technicians who fail to properly sort the waste they generate.

Carbon Footprint Measurement, Reduction, and Offsetting: The carbon footprint of each event/trade fair can be calculated and gradually reduced. Part or all our carbon footprint can be offset. This reduces our impact on CO2 emissions.

Watch out! If compensation is deemed necessary, it should only be done through official projects to avoid being the victim of scams or purposeful deception.

At this stage, we must decide to ensure the required measurements.

It is essential that the partners we work with on the project share our concerns and commitment. To achieve this goal, we provide guidelines for our suppliers to follow:

- **Suppliers of materials or products, such as those for promotion, merchandising, packaging, and posters, as well as services like cleaning and assembly:**
 - Regarding environmental concerns, we can request documentation from these suppliers to confirm that the raw materials they use or provide us with have sustainable certifications, such as FSC, PEFC, or similar, and/or are made from recycled materials.
 - Alternatively, we can prioritise companies that manufacture these materials and possess environmental management certificates. Also, consider whether the goods could be transported using low-emission vehicles and calculate routes to optimise distances. Finally, suppliers must be required to reuse packaging for incoming

and outgoing goods and avoid using plastic packaging fillers.

- Regarding social issues, it is possible to outsource certain decorating or gardening work to special employment centres and promote the hiring of local suppliers. This can benefit the local economy and reduce unnecessary transportation.
- When working with restaurant or catering companies that have high sustainability standards, it is important to...
 - Donate excess food to a non-governmental organisation (NGOs) or foundation.
 - Possess a strong and verifiable dedication to food safety, such as certification or equivalent qualifications.
 - Offer locally sourced and organic produce.
 - Prioritise the use of reusable packaging and containers over single-use alternatives. When single-use containers are necessary, ensure they are suitable for food use and manufactured in accordance with environmental criteria.



Assembly



ASSEMBLY

Assembly is a significant period for waste production and consumption, which can become uncontrolled without clear regulations. Additionally, alterations in security levels may occur. The following recommendations aim to ensure our commitment to sustainable development as an organiser:

Generate regulations in this regard:

It is important to minimise potential harm and reduce negative impacts. Equally important is to make it a policy and ensure that all attendees of our event are aware of these measures. It is important that we take responsibility for ensuring that all riggers and installation technicians and suppliers are aware of and comply with the requirement, rather than passing this responsibility onto our exhibitors. The regulations should include the following contents:

Safety

There must be no gaps in safety requirements, including proper documentation for all companies and the use of personal protective equipment. It is important to comply with all regulations regarding working at heights. This includes ensuring that all existing regulations are followed.

Furthermore, it is possible to delimit areas within the assembly and establish precise timetables for the arrival of transports and incoming goods. This reduces the number of people and movements, thereby reducing the risk of danger.

In situations where multiple companies are working in the same space simultaneously, a Coordinator of Preventive Activities should be appointed to organise safety measures for all those present.

Chemical products

Recommend the use of non-hazardous chemicals whenever possible. For example, suggest the use of water-based paint instead of solvent-based paint and natural inks instead of synthetic inks. Flammable chemicals must be prohibited due to the associated risks.

Reference materials

Promoting compliance with precise assembly schedules ensures control of energy consumption for lighting, air conditioning, and other equipment. Additionally, promoting rational use of machinery prevents unnecessary usage.



Waste

In its preparation phase, the organisation has already ensured the use of sustainable materials wherever possible and has committed to avoiding single-use materials. This section should establish a plan for sorting waste correctly, providing riggers and installation technicians with the opportunity to sort waste. Several collection points should be strategically located, clearly identified, and have sufficient collection times.

It is important to provide the option of storing the packaging for later use in material removal, thereby preventing it from becoming waste.

Awareness-raising

Awareness-raising should always be prioritised. It is important to acknowledge that many individuals are using our facilities and may receive our messages. It is the most reliable way to ensure that their conduct is appropriate.

We should not restrict ourselves to merely identifying and recalling the pertinent aspects that we have just discussed. To ensure effective communication with our customers, it is crucial to plan a well-structured and coherent campaign.

It is important to provide the option of storing the packaging for later use in material removal, there by preventing it from becoming waste.

Finally, raising awareness is more effective when incentivised. Therefore, bonuses could be offered to hauliers who use low-emission vehicles, or to clients who have taken steps to ensure their participation is sustainable.

Our staff, who serve our customers during these days, must be the main standard bearers for the cause of sustainability.



DELIVERY OF MATERIALS

Delivery of Materials

Event Organisers



DELIVERY OF MATERIALS

Goods receipt is a crucial moment for sustainability. Although the assembly period may be perceived as a time mounting temporary demountable structure generate significant waste, there are several conditions that make this stage noteworthy:

- Prior planning of the goods to be exhibited is essential to avoid returning any items after setting up the stand, which would result in unnecessary journeys.
- Firstly, these periods of time are typically shorter, so it is important to plan accordingly.
- As the opening time is approaching, any issues that arise will require an immediate solution. However, it is important to ensure that these solutions are consistent with maintaining sustainable behavioural criteria.

This should remind us to remain vigilant, which should not be challenging since many of the recommendations were implemented during the assembly period:

- **To minimise waiting times and avoid bottlenecks**, entry schedules have to be well organised.

- Facilitate **waste sorting**.

Two reminders are important to raise awareness among our attendees:

- Prior planning of the goods to be exhibited is essential to avoid returning any items after setting up the stand, which would result in unnecessary journeys.
- It is important to save and take care of packaging so that it can be used for the removal of parts. It is important for the organisation to provide a suitable space or access to a service for this purpose.

Finally, one aspect we must not forget: **safety**. The fact that personal protection measures are not as strict as during assembly, such as not requiring a helmet, or that no construction work is being carried out on site, does not mean that we should lower our guard or forget the requirement to ensure a safe environment in a space where many people are present.





During the event

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DURING THE EVENT

We have now reached the most significant moment - the event itself. This is when the doors open and our attendees come together in a designated space with the primary objective of conducting business, exchanging knowledge, and catching up... How can we ensure that sustainability is not neglected in favour of more pressing concerns?

By making it easy for them, no doubt:

Communication

Effective communication will be crucial in the coming months, therefore we must remain vigilant:

- It is important to clearly communicate our commitments to sustainability in a way that encourages our customers to join us.
- Messages that are considered relevant should not be limited, but they should be launched in an orderly and coherent manner, specifying the objective in each case.
- We will now present our sustainability initiatives, both before and during the event. If possible, we will include data on the success of these initiatives at the close of the event. Let's help our attendees make theirs known.
- During the event, we encourage our attendees to provide feedback and report any issues they may encounter.

This will allow us to promptly address and resolve any concerns. We value open communication with our customers and appreciate their input.

- When leaving the venue, exhibiting companies must remember to switch off the lights on their stands.

Safety

As far as safety is concerned, it is necessary to maintain the same rigour as in the previous stages. This is especially true when the attendance is higher.

Waste

More important than ever. The concentration of people increases, leading to a corresponding increase in individual waste generation. A clear and logical structure is essential for effective sorting.

- All information should be transferred to a digital model, with minimal reliance on plans or passes.

Timetables

Timetables should be strictly adhered to avoid over-consumption.



REMOVAL

Removal

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REMOVAL

After the event, the removal of goods as well as the dismantling are points to consider so that our event makes a difference in terms of sustainability.

Safety

During this time, there is a significant movement of people and materials. Therefore, safety measures must be taken to the highest level. As we pointed out at the time of receiving the goods, the fact that the regulations are less stringent than during assembly should not lead us to relax our vigilance.

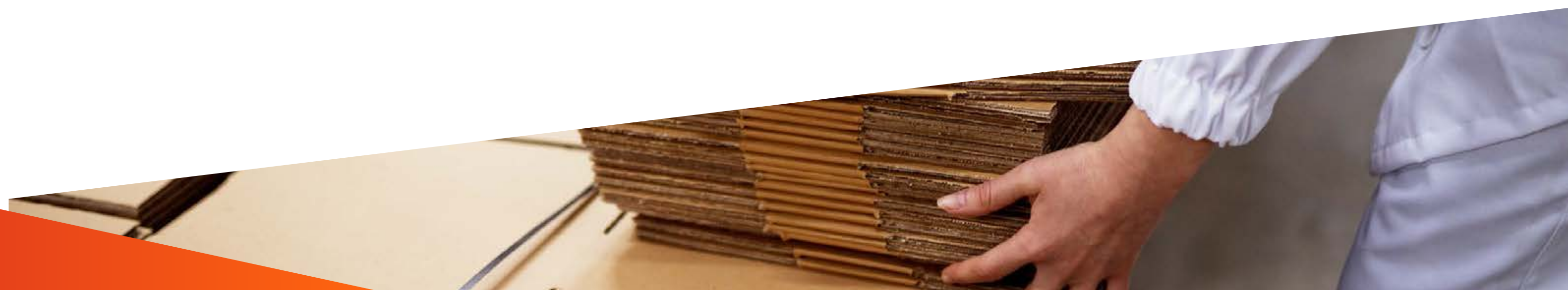
Packaging

Our exhibitors will have their packaging available for reuse in the outgoing goods if we have followed the recommendations in the previous stages.

To go one step further, the organiser could offer a packaging service using sustainable materials through a logistics company. It is important to consider the selection of KMO suppliers when awarding contracts.

Transport

It is important to have a rational timetable. This allows traffic to flow and avoids waiting times for collection vehicles. Similarly, for those trade fairs/events where the nature of the event and the behaviour of the exhibited product does not allow for a significant return of material, exhibitors will be encouraged to use shared transport alternatives.





REMOVAL

Reference materials

Again, to avoid unnecessary and uncontrolled consumption, timetables are a key factor. Prior and repeated notification of these rules is essential to ensure that participating companies have made their arrangements in this regard and will be able to comply with them.

Waste

The importance of sorting waste for proper recycling must be emphasised by the organisation. Given the urgency of meeting deadlines during busy and time sensitive periods, these issues need to be reiterated.

We therefore recommend that communication and the number of clean points be increased and made more accessible to all those currently working in the pavilion.

Surplus/ Promotional material:

It is very important to remember that a fair/event will produce a large amount of surplus, both in terms of food and other items, mainly promotional (pens, notebooks, etc.). Managing an organisation's own surplus is relatively straightforward. It just requires foresight. It is a more complex matter to encourage the exhibiting companies to treat their products in an appropriate manner.

For this, organisational co-operation can be crucial (many companies are not present on the ground and those that do not have the right contacts to be able to organise this work). One option would be to centralise the collection from the organisation by organising a drop-off point for surplus material from participants, informing them in advance of the location and the material to be collected. These areas would be coordinated by NGOs. They would be the recipients of the products.



Dismantling

Event Organisers



DISMANTLING

The presence of different companies and people in the same space comes to an end at this stage. But we must not let our guard down in this final phase of the process. Aspects that have been relevant throughout the process will continue to be relevant here as well.

Safety

Dismantling is, if possible, more complex than assembling when it comes to safety. Structures are dismantled without the necessary order of construction, and space is easily taken up by structural debris and rubble, making transit difficult. It is essential to communicate the need to comply with safety regulations. It is also essential to ensure compliance.

In situations where multiple companies are working in the same space simultaneously, a Coordinator of Preventive Activities should be appointed to organise safety measures for all those present.

Waste

It is important to oblige assemblers to take back their waste, as in the previous stages. An effective option may be to penalise exhibitors who fail to do so.

On the other hand, it is recommended that we, as organisers, have thought about what to do with the waste we produce (putting up temporary demountable structures, carpets, etc.). Reuse will be the best option, so we need to have the foresight to ensure that collection is done in a way that causes the least damage to the material.

The alternative is recycling if this is not possible.

Reference materials

Once again, we would like to remind you of the importance of timetable setting and adherence to timetables to have control over consumption.



Conference and **Exhibition** Features



CONFERENCE AND EXHIBITION FEATURES

When it comes to sustainability in the organisation of events, there are certain issues that are cross-cutting. This means that they need to be considered at different points in the organisation of an event or trade fair.

Catering and Refreshments

The first thing: Find out what rules apply to catering at the venue.

Products and Foodstuffs

We are responsible for ensuring that the caterers or catering companies we have in place are safe businesses and do not cause food poisoning.

In order to do this, we need to check that these businesses are complying with food safety legislation. A simple way to be sure is to ask for recognised certifications (e.g. company certified to ISO 22000 or equivalent, supplier audited by a specialist food safety consultancy, etc.).

We invite you to follow these recommendations for the proper management of such an issue:

- Communicate the proportionality of catered food to the number of guests. This will help to avoid unnecessary food surpluses.
- Consider food allergies and intolerances.
- Offer organic products and/or products from local producers and/or products from fair trade organisations. These products must be clearly identifiable.
- Finally, vegan products will be available to cater for people who like to follow a plant-based diet.

Packaging

Regarding packaging and containers, including cups, jars, bags, cutlery, napkins, tablecloths, plates, bottles, and single-use coffee/sauces/sauces, as well as any other single-use packaging.

To increase the sustainability of this service, the following actions should be taken:

- All packaging and containers used must be appropriate for food use.
We will prioritise the use of bulk dispensers or
- beverage jugs.

- Reusable materials such as glass and textiles will be prioritised over single-use materials. If necessary, the following requirements must also be met:
 - The manufacturing process must adhere to specific environmental criteria, such as FSC, PEFC, the use of recycled materials, or environmental management and product certifications.
 - It would be advantageous if the packaging used has voluntary quality and food safety certifications, such as IFS PACsecure, BRC Packaging, ISO 22000 or similar.



Transport And Sustainable Mobility

Transportation is a crucial aspect for all individuals involved in the organisation of the event, including visitors, suppliers, employees, and exhibitors.

The event is characterised by a constant movement of participants and customers. To encourage sustainable mobility choices and reduce the impact on transport, it is essential to offer alternatives.

Some possible ideas are:

- Promote the use of public transport, provide clear and concise information on how to reach the venue before and during the event. This information should be included in all notes and communicated directly to individuals.
- Encourage carpooling, particularly among employees of the same company, is recommended. Consider contacting one of the existing applications to facilitate the crossover.
- Implementing an incentive plan, such as discounts, gifts, or prizes, for employees who choose to use sustainable mobility alternatives, including public transport, for their daily commutes, is recommended.

- As much as possible, make sure that electric charging units are available in car parks to facilitate the use of electric vehicles.
- Establish agreements with local accommodation and transportation companies, such as buses, carpooling services, and low-emission vehicles, to facilitate the transfer of employees and clients.
- If possible, to facilitate the transfer of participants and avoid the use of private transport, provide a shuttle bus service from the main hotels where participants are staying.

Awareness-raising

The didactic component is very important when it comes to raising awareness. This is achieved mainly through realities, i.e. data.

To ensure that all stakeholders are involved in the sustainability measures taken by the event organisation, it is essential to develop effective and visible communication throughout all stages of the event. It is important to identify the intended recipient of each communication and use the appropriate channels for each.

The fair/event could have a positive impact by providing participants with information on the sustainability performance of the event and involving them in the results.

In promoting these actions, we also have an obligation to be accountable. This is a way of reminding ourselves that we mean business. The most effective way to persuade is through leading by example.



Concluding Remarks



CONCLUDING REMARKS

Considering sustainability when planning an event is essential to minimise its negative impact on society and the environment.

Although this guide contains many suggestions, the strategy is to progressively apply those that are possible depending on the type of event and, above all, to increase the number of sustainable actions each time to see improvements in terms of sustainability.

It is important to involve all stakeholders, including customers, employees, and suppliers, as this will not only make it easier to achieve results but also spread our commitment and multiply our impact.

IFEMA MADRID presents this guide on sustainability in event organisation. We are available to answer any questions you may have on the topic.





Annex I



Annex I

1. Regarding the management of the venue/conference centre:

It must have clear commitments to sustainable development including:

- The safety of people working in and visiting the venue/congress centre.
- The safety of the people working in and visiting the site/congress hall.
- Transparency in management.
- Innovation and entrepreneurship actions and
- Social actions.

Example of commitment to sustainable development verified by an independent third party:

- Implementation and certification by an accredited body of national or international norms or standards related to the sustainable management of events, environmental management, energy efficiency, safety and quality of the service provided. Examples of the most important standards: ISO 20121, ISO 50001, ISO 14001, EMAS, ISO 22320, ISO 45001, universal accessibility standards, etc.
- Compliance regulations published and updated.

- Sustainability Plans published and updated.
- Those fairs organised by the congress centre itself should promote social actions, environmental innovation and/or entrepreneurship within their programme of activities.

2. Regarding energy consumption:

- Electricity from 100% certified renewable energy sources. meeting rooms,
- Electricity from 100% certified renewable sources.
- Renewable energy production facilities installed: solar panels, geothermal energy, etc. Control of the temperature of the facilities during the event, so that it does not exceed 21 degrees Celsius in winter and does not fall below 26 degrees Celsius in summer.
- The stands offered by the venue/congress hall have built-in LED lighting.

3. Regarding water consumption, the following measures can be implemented:

- Electronic faucets and with water spigots installed in all taps.
- Dual flush toilets
- Dry urinals
- Regenerated water for irrigation,
- Drip irrigation systems.



ANNEX I

4. Regarding paper consumption at the venue/congress centre:

- Paper from sustainable forests (FSC, PEFC, etc.).
- Prioritise online ticket management.
- Use materials made from Recycled elements such as tickets and wristbands should be recyclable at the end of their useful life.

5. Regarding paper consumption at the venue/congress centre:

it should be reused as much as possible and its composition should allow for recycling.

6. Regarding sustainable mobility, the venue/congress centre shall:

- Public transportation is available close to the facilities.
- It has parking for electric cars with 100% renewable electricity supply.
- Parking for bicycles/scooters available.

- It has internal transport (bus or similar) that uses alternative energies (electric, gas, biodiesel, hybrids, etc.).
- It offers discounts with passenger transport companies (planes, trains, subways, buses, etc.) for exhibitors and visitors.
- It also promotes the use of nearby accommodation.
- Encourages the use of low-emission private and public transportation options, such as carpooling and buses, to travel to the event.

7. Regarding the management of the waste venue/conference centre:

- Provide clear information on waste management rules in this regard (e.g. signage, public address system, written rules, etc.).
- It offers a service that includes the segregation of the waste generated and its management until it is recycled.

- During the event, bins will be available near the exhibition area for segregated waste disposal (paper-cardboard, packaging, glass, organic waste, other waste, etc.).

8. Accessibility:

- Sufficient parking spaces will be available.
- Wheelchairs will be available.
- Facilities are accessible (signposted accessible route, priority attention, sufficient places for people with reduced mobility and people with visual and hearing disabilities in auditoriums and forums, signage, subtitled videos, accessible website, etc.).

Feel the Inspiration

IFEMA MADRID
Av. del Partenón, 5
Madrid. España

ifema.es

