

# EXPO SAGRIS

Agriculture and Livestock Exhibition

06-08  
Nov

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

Exhibitor Guide and Specific  
Participation Rules

Collaborate:

ALAS



 **IFEMA  
MADRID**



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# 1. How to be an exhibitor at EXPO SAGRIS2025?

EXPO SAGRIS

## 1.1.

EXPO SAGRIS, Agriculture and Livestock show, will take place at IFEMA MADRID from the 6th to 8th of November 2025, from 10:00 a.m. to 19:00 p.m..

## 1.2.

Exhibition space is contracted by filling in the participation application form available on the trade fair website [ifema.es/exposagris](https://ifema.es/exposagris), together with proof of payment of the space reservation fee (750€ + VAT)(1).

## 1.3.

To apply to take part in the fair, it is a requirement that the activity of the company, public or private organisation, is included within the sectors covered by EXPO SAGRIS. The admission of applications, as well as the allocation of spaces, will be approved by the Competition Management. The PRIVEL management may decide on the final location of the stands for organizational reasons.

## 1.4.

In case the CONTRACTING COMPANY designates another entity as the BILLING COMPANY, the details of both must appear in the corresponding section of the application form. Notwithstanding the above, if the designated entity does not make the payments within the established deadlines, the Organiser undertakes to pay them at the simple request of IFEMA MADRID. Invoicing data cannot be changed after the end of the trade fair.

## 1.5.

The presentation of the participation application constitutes a nonrevocable commitment by the applicant and implies full acceptance of IFEMA MADRID's General Rules of Participation and the generic provisions established by the trade fair organisers.

## 1.6.

The exhibitor's withdrawal from participation in the event shall be grounds for effective termination of the contractual relationship between IFEMA MADRID and the exhibitor. The cancellation must be communicated in writing to the show management and will entail the loss of the amounts that the exhibitor should have paid by the date of communication, in accordance with the schedule of payment deadlines provided in the application for participation.

If the cancellation takes place within 30 days prior to the opening of the fair, IFEMA MADRID may demand full payment of the space contracted.

In the event of cancellation of the trade fair due to force majeure, the sums paid for participation in the trade fair will be refunded, in accordance with Article 15 of the General Rules of Participation in events organised by IFEMA MADRID.

(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, where applicable, is due in their country of establishment.



You can participate as an exhibitor by choosing from the different formats available:

- **Floor space only (free design stand)**
- **Floor space + modular stand EXPO SAGRIS**
- **Space for machinery EXPO SAGRIS**
- **Startups space EXPO SAGRIS**
- **Outdoor space for machinery**

2.1. Floor for free design stands construction only

Participation modality available for surfaces from 20s.q.m. RATE s.q.m floor space only for free design stands: 160 €/s.q.m +IVA (1)

INCLUDES:

- Space rental
- Professional invitations
- Exhibitor passes

All Exhibitors opting for construction under the **Space Only** modality must submit to the Expo Zone the free design Project, floor plan and front and side elevations, for their approval before the **1st of October 2025**.

The stand project must include at least 2.50 s.q.m high median walls with the pavillion wall or with other stands.

Assembly rights

In the case of free design stands, the exhibitor or the company in charge of the stands’ construction work must pay IFEMA MADRID, before starting the work, the corresponding assembly fees for the services provided during the Trade Fair’s assembly and dismantling period:

In order to be more efficient and to be able to provide you with a better service, avoiding incidences in the assembly, from the 27th of October 2025 we will apply the last minute cotracting surcharge to the contracting of the assembly rights, as happens with the rest of our services.

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

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

To contract services, you must go through our online channel, which you can access form tyhe following link: [Commerce](#).

Assembly rights fees

- Spaces without decoration or occupied by carpet or flooring -**TYPE A rate**: 2.77 €/s.q.m + VAT (1)
- Basic modular stands in aluminium or similar -**Type B rate**: 5.56 €/s.q.m + VAT (1)
- Aluminium modular design stands, carpentry stands and other materials - **TYPE C rate**: 8.75 €/s.q.m + VAT (1)
- 25% increase for contracting assembly rights requested 7 days before the start of assembly (27 October 2025).

Mandatory contracting services rates

Being an exhibitor entails the contracting of:

- **Civil Liability Insurance (covers up to 60.000€): .....72,84€+ VAT (1)**
- **Multi-fair insurance (covers up to 50.000€):.....69,15€+ VAT (1)**
- **Minimum energy consumption (0,13kw/s.q.m): .....7,43/s.q.m €+ VAT (1)**
- **EXPO SAGRISLIVEConnect Plan Conecta + WIFI (3 users):...408€+ VAT (1)**

(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, where applicable, is due in their country of establishment.



## 2. Participation modalities and fees

EXPO SAGRIS

### Specific Assembly Rules for Free Design Stands

- Height: The maximum height of any element on its perimeter line must be 4m. In order to raise or hang any decorative element to a maximum height of 6m, it is necessary to set back 1m towards the interior around the entire perimeter.
- Occupation of space: Construction elements, decoration and spotlights may not protrude more than 50 cm from the allotted space and from a minimum height of 2.5m.
- Blind enclosures in the perimeter: Blind enclosures on the perimeter may not exceed 50% of each facade facing the corridor. For longer enclosures, these must be set back a minimum of 3m inwards and may not exceed 80% of the length of the facade.
- **In order to make your participation easier, we inform you that it is necessary to upload the stand project to the Expo Zone on month before the start of the event assembly.**
- In the case that the project is to include any element hanging from the ceiling of the pavilion, we inform you that it is mandatory to contract the hanging points with the trade fair (see online rates in the Expo Zone) and submit an exclusive rigging project to: **[inspección.rigging@ifema.es](mailto:inspección.rigging@ifema.es)**
- Check the updated recommendations and regulations for free design stand at **<http://www.ifema.es/soporte>**



(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, where applicable, is due in their country of establishment.



2.2. Modular stand EXPO SAGRIS



**GUIDELINES:** It is not allowed to pierce or nail elements to the stand. It is posible to use adhesive tape or graphics, which are easily removable and do not damage the panels.

(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, where applicable, is due in their country of establishment.

GENERAL CHARACTERISTICS:

RATES

Stand modular basic (16s.q.m): ..... 3.939 € + VAT (1)  
Additional s.q.m ..... 225€/s.q.m + VAT (1)

MANDATORY HIRING

In addition, participation as an exhibitor implies the mandatory contracting of **EXPO SAGRIS LiveConnect Plan Conecta + WIFI (3 users): 408€ + VAT (1)**

TECHNICAL CHARACTERISTICS:

STAND

Grey aluminium structure.  
Walls in matt white melamine.

**WAREHOUSE** with lockable door in the following proportion:

- 16 m<sup>2</sup> ..... 1x1
- From 16,5 to 32 s.q.m ..... 2x1
- From 32,5 s.q.m onwards ..... 3x1

TRADE FAIR CARPET

Grass  Sahara  Default Jasper Grey 

LABELING:

Labeling in standarised letters with the name of the exhibitor editable in the Expo Zone and stand number. **Maximum 20 charcters**. If the field for the name of the exhibitor in the Expo Zone is not completed, the name of the Fair in the Participation Request will be used.

**Important Information:** You must indicate the name for the signage, through the EXPO ZONE **before the 25th of October, 2025**.

ELECTRICAL POWER AND LIGHTING:

- Lighting usign LED track spotlights at a rate of one spotlight for every 3s.q.m of stand.
- Electrical panel with magnetothermic differential with a built-in 500W socket, prepared for 130W/s.q.m.
- Minimum electrical energy consumption (0,13 Kw /s.q.m)

TYPE A CLEANING:

First cleaning with removal of the plastic covering the carpet, daily cleaning of the floor and collection of the contents in the waste bins. Does not include cleaning of the objects on display.

OTHER INCLUDED SERVICES

- Assembly rights.
- Liability insurance (with coverage up to 60.000€) and “multi-fair” (with coverage up to 50.000€).
- A parking spot for the exhibitor.

FURNITURE

- Regardless of the requested surface.
- 1 DOM round table (6RL02001) 73 cm high and 80 cm in diameter.
  - 3 Madrid chairs (6RL01001).
  - 1 Tana reception counter (6RL08003) 100x50x100.
  - 1 Lima Stool (6RL01009).

You can check the measurements of the furniture by entering the code indicated in the Expo Zone Ecommerce.



2.3. EXPO SAGRIS Machinery inside the pavilion

GENERAL CHARACTERISTICS:

RATES

Space for machinery (12s.q.m): ..... 2.424€ + VAT (1)  
Additional s.q.m ..... 185€/s.q.m + VAT (1)

MANDATORY HIRING

In addition, participation as an exhibitor implies the mandatory contracting of **EXPO SAGRIS LiveConnect Plan Conecta + WIFI (3 users): 408€ + VAT (1)**

TECHNICAL CHARACTERISTICS:

- Contracting area from 12s.q.m upwards.

TRADE FAIR CARPET

Jasper Burgundy (by default)  Leaf Green  Jasper Grey 

ELECTRICAL POWER:

- Electrical panel with magnetothermic differential with a built-in 500W socket, prepared for 130W/s.q.m.
- Minimum electrical energy consumption (0,13 Kw /s.q.m).

TYPE A CLEANING:

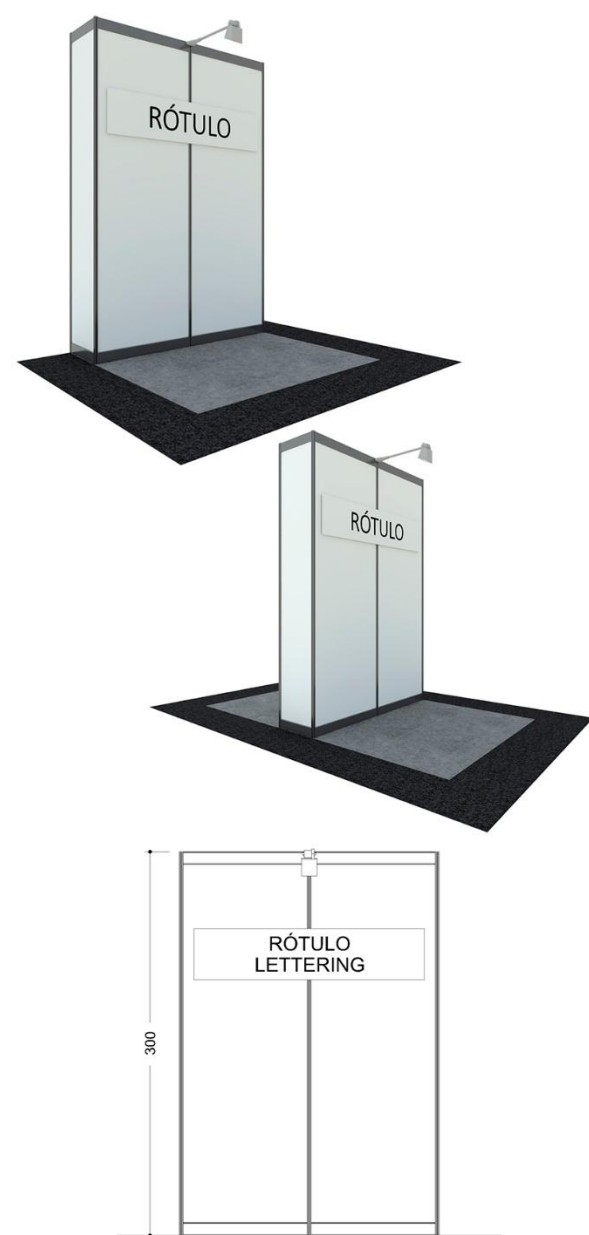
First cleaning with removal of the plastic covering the carpet, daily cleaning of the floor and collection of the contents in the waste bins. Does not include cleaning of the objects on display.

OTHER INCLUDED SERVICES

- Liability insurance (with coverage up to 60.000€) and “multi-fair” (with coverage up to 50.000€).
- A parking spot for the exhibitor.
- Type A assembly rights.

(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, where applicable, is due in their country of establishment.

2.4. Modular Stand Start-Ups



GUIDELINES

- It is not allowed to pierce or nail elements to the stand.
- It is posible to use adhesive tape or graphics, which are easily removable and do not damage the panels.

(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, where applicable, is due in their country of establishment.

GENERAL CHARACTERISTICS:

**SURFACE AREA: 6 s.q.m not expandable**

Space to give visibility to innovation and opportunities for entrepreneurship.  
Stand 6 s.q.m ..... 1.346 € + IVA (1)

**MANDATORY HIRING**

In addition, participation as an exhibitor implies the mandatory contracting of **EXPO SAGRIS LiveConnect Plan Conecta + wifi (1 user): 360€ + VAT (1)**

TECHNICAL CHARACTERISTICS:

**STAND**

- Grey aluminium structure.
- Walls in matt white melamine

**TRADE FAIR CARPET**

Siena 

**FURNITURE**

- 1 DOM round table (6RL02001) 73 cm high and 80 cm in diameter.
- 3 Madrid chairs (6RL01001).
- 1 Tana reception counter (6RL08003) 100x50x100.
- 1 Lima Stool (6RL01009).

You can check the measurements of the furniture by entering the code indicated in the Expo Zone Ecommerce.



**ELECTRICAL POWER AND LIGHTING:**

- Lighting usign LED track spotlights at a rate of one spotlight for every 3s.q.m of stand.
- Electrical panel with magnetothermic differential with a built-in 500W socket, prepared for 130W/s.q.m.
- Minimum electrical energy consumption (0,13 Kw /s.q.m)

**TYPE A CLEANING:**

First cleaning with removal of the plastic covering the carpet, daily cleaning of the floor and collection of the contents in the waste bins. Does not include cleaning of the objects on display.

**LABELING:**

Labeling in standarised letters with the name of the exhibitor editable in the Expo Zone and stand number. **Maximum 20 charcters**. If the field for the name of the exhibitor in the Expo Zone is not completed, the name of the Fair in the Participation Request will be used.

**Important Information:** You must indicate the name for the signage, through the EXPO ZONE **before the 25th of October, 2025**.

**OTHER INCLUDED SERVICES**

- Liability insurance (with coverage up to 60.000€) and “multi-fair” (with coverage up to 50.000€).
- A parking spot for the exhibitor.
- Type A assembly rights.

**STAND STARTUPS CONTRACT TERMS AND CONDITIONS**

- Cada empresa debe Newly created companies, incorporated between November 2020 and November 2025, or those with an average of less than 10 employees for two consecutive years, can participate. Commercial report from the Commercial Register and IAE is required.
- Distributors and companies with brand licenses will not be able to participate.
- Each company must have its own application and space. The permanence as a StartUp is limited to two consecutive editions, after which they will move on to the general exhibition.
- Spanish and foreign companies are accepted.



Participation modalities available for surfaces from 20s.q.m upwards.  
s.q.m RATE for free design floor space only: 90 €/m2 +VAT (1)

2.5. Exterior Space for Machinery

TECHNICAL CHARACTERISTICS:

INCLUDES:

- Space rental
- Professional invitations
- Exhibitor passes

All Exhibitors opting for construction under the **Space Only** modality must submit to the Expo Zone the free design Project, floor plan and front and side elevations, for their approval before the **1st of October 2025**.

The stand Project must include at least 2,50m high median walls with the pavillion wall or with other stands.

ASSEMBLY RIGHTS

The exhibitor or the company in charge of the stands’ construction work must pay IFEMA MADRID, before starting the work, the corresponding assembly fees for the services provided during the Trade Fair’s assembly and dismantling period:

In order to be more efficient and to be able to provide you with a better service, avoiding incidences in the assembly, from the 27th of October 2025 we will apply the last minute cotracting surcharge to the contracting of the assembly rights, as happens with the rest of our services.  
The surcharge increases the price by 25% when the booking is made during the week prior (7 days before) to the start of the assembly, during the assembly, celebration and dismantling.  
We would like to remind you that the assembly rights apply to free design stands and that they can be contracted with a 5% discount if the contract is made up to 30 days before the start of the trade fair assembly.  
To contract services, you must go through our online channel, which you can access form tyhe following link: [Commerce](#).

ASSEMBLY FEES

- Spaces without decoration or occupied by carpet or flooring - **TYPE A. Rate:** 2,77 €/s.q.m + VAT (1)
- Basic modular stands in aluminium or similar - **TYPE B. Rate:** 5,56 €/s.q.m + VAT (1)
- Aluminium modular design stands, carpentry stands and other materials - **TYPE C. Rate:** 8,75 €/s.q.m + VAT (1)
- **25% increase for contracting assembly rights requested 7 days before the start of assembly (27 October 2025).**

ASSEMBLY RIGHTS FEES

Being an exhibitor entails the mandatory contracting of:

- Civil Liability Insurance (covers up to 60.000€):.....72,84€+ VAT (1)
- Multi-fair insurance (covers up to 50.000€):.....69,15€+ VAT (1)
- Minimum energy consumption (0,13kw/s.q.m):.....7,43€/s.q.m €+ VAT (1)
- EXPO SAGRIS LIVEConnect Plan Conecta:.....408€+ VAT (1)

(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, where applicable, is due in their country of establishment.



## 2. Participation modalities and fees

EXPO SAGRIS

### 2.6. Important Information

#### Discounts

5% DISCOUNT ON SERVICES CONTRACTED ONLINE UP TO 30 DAYS BEFORE THE START OF ASSEMBLY (OCTOBER 4, 2025)

This discount will also apply to the services that are contracted by sending the plan of your stand to the technical secretariat. Not included are the mandatory minimum services, outdoor advertising, exhibition halls such as exhibitor passes, forums, etc.

#### Surcharges:

**25% increase for contracting assembly rights requested 7 days before the start of assembly (27 October 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, where applicable, is due in their country of establishment.



### 3. EXPO SAGRIS LIVE Connect

EXPO SAGRIS

#### PLAN CONECTA

**EXPO SAGRISLIVE Connect** is the digital platform for meeting, relationships, knowledge, networking and professional contacts that energizes the sector, before, during and after the celebration of EXPO SAGRIS.

##### What's included?

- Registration of the exhibiting company's profile on the official interactive online list of exhibiting companies: official list of exhibitors accessible on the LIVE Connect platform and on the fair's website, which allows exhibitors and visitors to prepare for the fair in advance.
- Access to the professional network and contact visitors and exhibitors of interest, and chat or request an appointment via videoconference or at the fair with your contacts, thus increasing business opportunities.
- Access to LIVE Connect to complete the company profile and register the team: 5 people with networking features (access to the professional network with the option to search and request contact + personal profile visible as members of the exhibiting team to receive contact requests from visitors and other exhibitors).
- Possibility of including 25 products associated with the company.
- Possibility of including two activities (seminars, technical sessions, etc.) through the platform in a pre-recorded format.





## 4. TERMS AND FORMS OF PAYMENT

EXPO SAGRIS

### 4.1. Payment terms

- Space reservation fee: 750 € + VAT (1), together with the Request for participation.
- Before May 6, 2025: First payment of 50%, discounting the reservation fee.
- Before October 9, 2025: Payment of the remaining 50% and services.

### 4.2. Forms of payments

#### Through:

Transfer to: IFEMA MADRID / EXPO SAGRIS 2025

#### To be chosen from:

Santander IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHESMM  
BBVA IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM  
Caixa Bank IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESBBXXX

Send a copy of the bank receipt to [servifema@ifema.es](mailto:servifema@ifema.es)

- Certified check, made out to IFEMA MADRID/PRIVEL 2025. •
- Credit card in a secure environment, accessible after completing the online participation application, or later through the Expo Zone. In accordance with current regulations, cash or bearer's checks are not accepted.
- In the Expo Zone you will find your trade fair participation statement of accounts and invoices after payments have been made.





5.1. Exhibitor passes

Exhibitor passes will be **managed from the EXPO ZONE**, in the Event Access/Exhibitor Passes section.



Each exhibitor is assigned exhibitor passes according to the contracted surface area:

Contracted Surface area	No. of professional passes
16s.q.m .....	6
From 16,50s.q.m to 32s.q.m.....	8
More than 32 s.q.m.....	10
Start Up Exhibitors.....	2

This relationship does not apply to contracts under an exchange regime, which will be subject to the established agreement.

In order to ensure professionalism at the fair, all exhibitor passes will be personalised: they will include the name of the person holding the pass, company and country. To prevent misuse of the passes, identity checks may be carried out at the entrances to EXPO SAGRIS.

In addition, Access controls will be carried out to ensure the profesional nature of the fair during its first three days.

5.2. Professional invitations for clients

The exhibitors will have invitations for their profesional clients depending on the area contracted.

Exhibitors can send their professional invitations through the Expo Zone.

Professional guests will have to register to attend EXPO SAGRIS free of charge.

Contracted Surface area	No. of profesional passes
16s.q.m .....	200
From 16,50s.q.m to 32s.q.m.....	500
More tan 32 s.q.m.....	700
Start Up Exhibitors.....	100

Each exhibitor may request additional exhibitor passes and electronic invitations by email to [exposagris@ifema.es](mailto:exposagris@ifema.es)

5.3. Co-exhibitors

The exhibiting companies holding the stand can register the co-exhibiting company through the Expo Zone, section “Manage your participation/High co-exhibitors”.

Participation as a co-exhibitor requires the hiring of EXPO SAGRIS LiveConnect PLAN CONECTA whose fee amounts to 408€ VAT (1).

To register, it is essential to enter a correct and unique email for each co-exhibitor and indicate whether the amount of the participation (PLAN CONECTA), will be paid by the titular exhibitor or by the co-exhibitor himself.

Once this process is completed, the co-exhibitor will receive a unique code that must be included in his co-exhibitor participation request:

- If the exhibitor assumes the cost of participation of the co-exhibitor, his/her registration will be confirmed with the sending of the request for participation (essential requirement).
- If the co-exhibitor company assumes the cost of your participation, your registration will be confirmed with the sending of the request for participation and the payment of the corresponding amount.

Each registered co-exhibitor will have at his disposal the elements included in the PLAN CONECTA CO-EXHIBITOR:

- Acces to tyhe digital evento of EXPO SAGRISLiveConnect.
- Presence in the online exhibitor catalog. Visibility in oficial exhibitor list accesible at ifema.es/exposagris
- Access to your own Expo Zone to manage:  
**2 exhibition passes.**  
**Online invitation for your profesional clients.**

Co-exhibitors will not be able to hire services in the Expo Zone

(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, where applicable, is due in their country of establishment.



Once the space has been allocated, you will be able to access the eCommerce (through Zona Expo), which includes the services that can complement your participation in the fair: hostesses, furniture, internet, parking...

To contract services, please visit our online channel, which you can access via the following link: **IFEMA Madrid** (<https://shop.ifema.es/s/?language=es>)

These rates are subject to periodic change based on changing costs. Prices updated at the time of contracting are available on the institutional website in the Exhibitors Area.

Please note that bookings made from 1 week before the start of the fair are subject to a 25% surcharge.

### 6.1. Stand design and construction service.

We offer you a comprehensive stand design service, with the maximum guarantee of IFEMA MADRID and fully adapted to your needs. We take charge from the moment of planning your space, through to the design, assembly and dismantling. Request a free and no-obligation customized project at [infodesign@ifema.es](mailto:infodesign@ifema.es)

### 6.2. Advertising in our spaces

If you exhibit with a stand at a fair, you can also hire a wide range of strategically located stands that are a must for visitors and exhibitors who come to the fairgrounds. See these items in the Expo Zone, "advertising services and promotional items", or send an email to [publicidadexterior@ifema.es](mailto:publicidadexterior@ifema.es) or call (+34) 91 722 53 08 / 40.

### 6.3. Room rental

For exhibitors at the event, there is the possibility of renting rooms in the venue if you wish to organize a conference, reception, press conference or product presentation during the fair. Reservations must be made in advance. Request a quote without any obligation through the Convention Centre: [uanproduccion@ifema.es](mailto:uanproduccion@ifema.es)

### 6.4. Catering and Stands

Exhibitors who are going to offer free catering at their stand must complete the form "Communication for the provision of catering at stands" available on the IFEMA MADRID website and send it with all the requested information to [catering@ifema.es](mailto:catering@ifema.es)



## 7. Other relevant information for the exhibitor

EXPO SAGRIS

### 7.1.

Without prejudice to the fact that EXPO SAGRIS management may inform exhibitors in the event of a move or significant change to the reserved location, each exhibitor is obliged to inform themselves of the location of their stand, its exact dimensions, etc.

### 7.2.

Assemblers or exhibitors will not be allowed access, nor will assembly or stand fitting work be permitted outside the days and times indicated in the exhibitor's calendar.

### 7.3.

Occupation of the space will not be authorized, nor will the modular stand be delivered to the exhibitor who has not paid in full for the contracted space and the costs of the requested services.

### 7.4.

During EXPO SAGRIS, exhibitors will be able to access their stands from 9:00 a.m. and leave them from the close of the fair until 8:00 p.m.

### 7.5.

No exhibitor or visitor who cannot prove that they belong to the participating professional groups will be allowed to participate or access the event, even if they have the corresponding pass or invitation.

### 7.6.

Exhibitors are required to attend their stands and remain with the products on display throughout the entire period and opening hours: November 6 to 8, from 10:00 a.m. to 7:00 p.m. Failure to comply with this regulation could result in the loss of the right to preferential renewal of the allocated space.

### 7.7.

The exhibitor authorizes IFEMA MADRID to reproduce, in whole or in part, the products exhibited that IFEMA MADRID may need and/or reproduce in its promotional material.

### 7.8.

It is not permitted to create storage and collection areas for materials (behind stands, materials, etc.).

### 7.9.

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

### 7.10.

Water used for cooking, food preparation, or cleaning objects that come into direct contact with food must be obtained from properly hygienic taps. It is prohibited to draw water from toilets.

### 7.11.

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

### 7.12.

Hand-to-hand distribution of advertising material is strictly prohibited both inside and outside the pavilion, unless expressly authorized by the fair management.

### 7.13.

Transport discount vouchers: Once you have requested your exhibitor passes, you can download the corresponding discount vouchers for transport to the fair from the Expo Zone (Iberia, Renfe, and Iryo vouchers).

### 7.14.

#### Visas

If your company's staff or your co-exhibitors' staff need a visa to attend the fair, they can apply for one through Zona Expo at the EXPO SAGRIS secretariat.



### 7.15.

As a general preventive measure, due to the nature of the activities involved, it is mandatory to wear a protective helmet, high-visibility vest, and safety footwear during the days of assembly and dismantling of the fair in all exhibition areas. Access will not be permitted without the aforementioned equipment.

### 7.16.

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

### 7.17.

It is strictly forbidden to occupy space at the fair outside the contracted stand. Failure to comply with this regulation will result in the space occupied outside the stand being invoiced.

### 7.18.

**Direct sale to the public of certain packaged and non-perishable products** during the event.

#### Authorized products

- Authorization for direct sale may be requested for:
- Pre-packaged and correctly labeled products. Products with cultural or regional identity value (e.g., honey, cured meats, preserves, legumes, books, rural textiles, natural cosmetics, etc.).
- Products that do not require handling or preparation on site.
- The sale of fresh cut products, cooked foods, alcoholic beverages, or products not authorized by health authorities is excluded.

#### Authorization procedure

Interested exhibitors must give prior notice of their intention to sell directly, specifying:

- Type of products for sale
- Origin and labeling/identification of the person responsible
- This request must be sent to the organization **before October 15**, for evaluation and possible authorization by IFEMA and in compliance with current regulations.

#### Legal requirements and liability

- All products must comply with current **legislation on labeling, traceability, food safety, and consumption** (Regulation (EU) No. 1169/2011, Law 17/2011 on Food Safety and Nutrition, regional regulations of Madrid).
- The authorized exhibitor shall **be fully liable to the end consumer for the products sold**, including tax, health, quality, and after-sales service obligations.
- The sale of products without the express written authorization of the organization shall not be permitted.
- The exhibitor must authorize the release of the goods sold by issuing and delivering the corresponding document to the purchaser.



## 8. Make your participation profitable in #EXPOSAGRIS

EXPO SAGRIS

If you need advice about participating in EXPO SAGRIS, please do not hesitate to contact us by email at [exposagris@ifema.es](mailto:exposagris@ifema.es)

### PRE-EXHIBITION

- **Define the objectives** and strategies for your participation in EXPO SAGRIS.
- Let the media, customers, and potential customers know that you'll be at the exhib.
- **Send the free invitations** offered by the fair to your customers and potential customers through your Expo Zone.
- **Share the news** that EXPO SAGRIS will be presenting on your social media and tag #EXPOSAGRIS.
- Participate in **promotional activities at EXPO SAGRIS**; presentations, cocktail parties, etc.
- Use the **promotional elements** offered by the exhibition: banners on the EXPO SAGRIS website, advertising in the visitor's guide, sponsorship of spaces, products, or services, creative content and filters for social media, customizable banners to include in your email signature, etc. Ask EXPO SAGRIS for more information, [exposagris@ifema.es](mailto:exposagris@ifema.es)
- **Prepare in advance the necessary materials for your participation** in the exhibition: design and customization of your stand, materials and products to be exhibited, necessary personnel, services, catering, decoration, etc.
- Use the **EXPO SAGRIS LIVE Connect digital platform PLAN CONECTA**:
  - Update your company information and add your products on LIVE Connect.
  - **Contact the professional community** and schedule meetings at the exhibition through LIVE Connect.

### DURING THE EXHIBITION

- **Rent rooms** for receptions, conferences, press conferences, or other professional activities.
- **Use the promotional** elements available at the fair, such as outdoor advertising at the fairgrounds and display cases at the entrance to the pavilions.
- Scan visitors' QR codes to add them as contacts in LIVE Connect and **generate a database**.
- Post content on social media and tag EXPO SAGRIS to share it.

### POST-EXHIBITION

- **Request a list of** visitors who have accessed the fair with their invitation from EXPO SAGRIS.
- **Send thank-you messages** to the database of visitors who have visited your stand.
- **Organize meetings with professionals** who showed interest in your products.
- **Communicate the positive reception of the product** presented at the fair through social media and other media outlets.
- Assess what **conditions, characteristics, or improvements** your participation in the next fair should have.
- Follow up with your contacts at **EXPO SAGRIS LIVE Connect, Plan Conecta**. You can continue chatting with them or hold videoconference meetings.





## 9.1. Expo Zone

Access our Expo Zone customer area from the website: <https://www.ifema.es/exposagris> to manage your company's data, your contacts, and everything related to your participation. You will be able to access your participation once it has been confirmed with your username (the email address you used to complete the application).

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

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

- **E-commerce:** Hiring services and decorative elements for your stand, such as coat racks, shelves, hostesses, catering, parking, furniture, etc.
  - Up to 30 days before the start of assembly (**October 4, 2025**): if you contract services through the Expo Zone, a 5% discount will be applied. This discount will also apply to services included for location on the floor plan of your stand sent to the Technical Secretariat up to 30 days before the start of assembly. Mandatory minimum services, outdoor advertising, meeting rooms, graphic decoration of stands, and specific trade fair services such as exhibitor passes, etc. are not included.

These rates are subject to periodic modification depending on cost developments. The prices available at the time of booking are listed on the institutional website in the Expo Zone section.

- The contracting of services, at the base rate, may be done up to 7 days before the start of the official assembly (**October 27, 2025**).
- A 25% surcharge will be applied to the prices of services contracted in our last-minute services catalog as of **October 27, 2025**.





# 10. Sustainability Culture Management at IFEMA MADRID

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

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

## ISO STANDARDS CERTIFIED BY IFEMA MADRID:

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

## ACTIONS TAKEN AT IFEMA MADRID TO REDUCE GAS EMMISIONS 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/nosotros/calidad-sostenibilidad](https://ifema.es/nosotros/calidad-sostenibilidad)



EXPO SAGRIS







# 12. Exhibitor calendar

When	What	How	Who is taking care of you?
From February 2025	Application for participation	<ul style="list-style-type: none"><li>The deadline for completing applications to participate as exhibitors at EXPO SAGRIS 2025 is now open.</li><li>Interested parties must complete the online application form, pay the reservation fee of €750 (+VAT) and send a copy of the payment receipt to the email address: <a href="mailto:servifema@ifema.es">servifema@ifema.es</a></li></ul>	Customer Service (Exhibitors): (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Before May 6, 2025	Payments	<ul style="list-style-type: none"><li>PAYMENT FIRST 50% of the space cost minus the reservation fee.</li><li>Send proof of payment to <a href="mailto:servifema@ifema.es">servifema@ifema.es</a></li></ul>	<a href="mailto:servifema@ifema.es">servifema@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Until October 4, 2025	Deadline for contracting additional services	<ul style="list-style-type: none"><li>Deadline for contracting additional services, furniture, parking, etc. through Ecommerce with a <b>5% discount</b> on the prices listed in the Services Catalog. These rates are subject to periodic modification depending on cost developments. Updated prices are available at the time of contracting on the institutional website in the Expo Zone section.</li><li>Deadline for indicating the distribution of services in modular stands (storage, sockets, spotlights, etc.) in the EXPO ZONE.</li></ul>	<a href="mailto:sectecnica@ifema.es">sectecnica@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Before October 9, 2025	Payments	<ul style="list-style-type: none"><li>Deadline for 100% of the amount of the space and contracted services</li><li>Send proof of payment to <a href="mailto:servifema@ifema.es">servifema@ifema.es</a></li></ul>	<a href="mailto:servifema@ifema.es">servifema@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>





# 12. Exhibitor calendar

When	What	How	Who is taking care of you?
Before October 18, 2025	Choosing carpet color	<ul style="list-style-type: none"><li>• Last day to choose the color of the carpet for the modular stand or machinery space. In the Expo Zone.</li></ul>	Customer Service (Exhibitors): (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Before October 25, 2025	Sign for your booth	<ul style="list-style-type: none"><li>• Deadline for completing the signage for your modular stand in the Expo Area.</li></ul>	
From October 27, 2025	Hiring of services	<ul style="list-style-type: none"><li>• Contracting of services in Ecommerce in the Expo Zone, <b>with a 25% increase.</b></li></ul>	<a href="mailto:servifema@ifema.es">servifema@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
October 30, 2025	Submission of free design stand projects	<ul style="list-style-type: none"><li>• Deadline for uploading the detailed floor plan and elevation of the stand to the Expo Zone or sending it to the Technical Secretariat department of IFEMA MADRID, <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>.</li><li>• Those stands that are going to hang structures from the pavilion ceiling must send a separate rigging project to <a href="mailto:inspeccion.rigging@ifema.es">inspeccion.rigging@ifema.es</a> before this date.</li></ul>	Customer Service (Exhibitors): (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
From November 3, 2025	Hiring of services	<ul style="list-style-type: none"><li>• From this date onwards, services can be contracted online through Servifema, either by sending an email to <a href="mailto:servifema@ifema.es">servifema@ifema.es</a> or directly at the Exhibitor Service Desk, located on the central avenue between halls 6 and 8.</li></ul>	<a href="mailto:servifema@ifema.es">servifema@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>



# 12. Exhibitor calendar

When	What	How	Who is taking care of you?
From November 3 to 4, 2025	Assembly of free design stands	<ul style="list-style-type: none"><li>• Assembly of Free Design stands in the pavilion from 8:30 a.m. to 9:30 p.m.</li><li>• Stand assembly in halls 4-6: November 4 only, from 8:30 a.m. to 9:30 p.m.</li><li>• The use of a helmet, vest, and safety footwear is mandatory.</li></ul>	<p><a href="mailto:exposagris@ifema.es">exposagris@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></p>
November 5, 2025	Receipt of godos and delivery of modular stands	<ul style="list-style-type: none"><li>• From 8:30 a.m. to 9:30 p.m. Starting at 7 p.m., the vehicle access gates will be closed to install the pavilion's recyclable carpet, so goods can only be brought in through the pedestrian doors until 9:30 p.m.</li></ul>	<p><a href="mailto:exposagris@ifema.es">exposagris@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></p>
From November 6 to 8, 2025	Celebrating EXPO SAGRIS	<ul style="list-style-type: none"><li>• EXPO SAGRIS will be held from November 6 to 8, 2025, from 10:00 a.m. to 7:00 p.m.</li><li>• Exhibitors may enter from 9:00 a.m. and leave until 8:00 p.m.</li></ul>	<p><a href="mailto:exposagris@ifema.es">exposagris@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></p>
November 8 and 9, 2025	Departure of godos and decoration material	<ul style="list-style-type: none"><li>• November 8 from 7:30 p.m. to midnight. (From 7:30 p.m. to 8:30 p.m., exit will only be possible through the pedestrian doors in order to remove recyclable carpet).</li><li>• November 9 from 8:30 a.m. to 3:00 p.m.</li><li>• During this period, exhibitors must remove all material displayed on their stands.</li></ul>	<p><a href="mailto:exposagris@ifema.es">exposagris@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></p>
November 9 and 10, 2025	Dismantling of free design stands	<ul style="list-style-type: none"><li>• The stands will be dismantled on November 9 from 3:00 p.m. to 7:30 p.m. and on November 10 from 8:30 a.m. to 9:30 p.m.</li></ul>	<p><a href="mailto:exposagris@ifema.es">exposagris@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></p>



Department	Ask me about	Contact	
Direction of the contest	<ul style="list-style-type: none"><li>Hiring space.</li><li>General topics for participation in the fair.</li><li>Exhibitor passes.</li><li>Professional Visitor Invitations.</li><li>Activities and forums at the fair.</li></ul>	Director of Business Development and Innovation at IFEMA MADRID.	Lola González
		Commercial Manager	Mercedes Ferrero <a href="mailto:mferrero@ifema.es">mferrero@ifema.es</a> (+34) 627 27 71 48 <a href="mailto:exposagris@ifema.es">exposagris@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Call Center IFEMA Line	<ul style="list-style-type: none"><li>Hiring of services.</li><li>Expo Zone.</li><li>Information for visitors.</li></ul>	( +34 ) 91 722 30 00 <a href="mailto:atencionexpositor@ifema.es">atencionexpositor@ifema.es</a>	
Servifema	<ul style="list-style-type: none"><li>Billing and payments.</li></ul>	( +34 ) 91 722 30 00 <a href="mailto:servifema@ifema.es">servifema@ifema.es</a>	
Technical Secretariat	<ul style="list-style-type: none"><li>Technical support to exhibitors and assemblers.</li><li>Review of stand assembly projects.</li><li>Customization of modular stands.</li></ul>	( +34 ) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>	



Department	Ask me about	Contact	
Communications department	<ul style="list-style-type: none"><li>Relations with the media.</li><li>Press information on trade fairs and exhibitions organised by IFEMA MADRID.</li><li>Institutional press information.</li><li>Press accreditation for fairs and exhibitions.</li><li>Dissemination of exhibitor news.</li><li>Social networks.</li></ul>	Press Chief	Alejandra Elorza <a href="mailto:aelorza@ifema.es">aelorza@ifema.es</a>
		Press Office	Pilar Serrano <a href="mailto:pilars@ifema.es">pilars@ifema.es</a>
Graphic Decoration Department	<ul style="list-style-type: none"><li>Hiring graphic materials to personalize your stand.</li></ul>	<p>(+34) 91 722 30 00</p> <p><a href="mailto:decoraciongrafica@ifema.es">decoraciongrafica@ifema.es</a></p>	
Comprehensive stand design service	<ul style="list-style-type: none"><li>Design and assembly of free design stands.</li></ul>	<p>(+34) 91 722 30 00</p> <p><a href="mailto:infodesign@ifema.es">infodesign@ifema.es</a></p>	
Outdoor Advertising	<ul style="list-style-type: none"><li>Hiring of adevertising media at the fair grounds.</li></ul>	<p>(+34) 91 722 30 00</p> <p><a href="mailto:publicidadexterior@ifema.es">publicidadexterior@ifema.es</a></p>	



Department	Ask me about	Contact
Conventions and Congresses	<ul style="list-style-type: none"><li>Rental of the different meeting and convention spaces at the fairgrounds, both during and outside the fairs.</li><li>Coordination of extra-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 of all events.</li><li>Institutional relations.</li></ul>	(+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Telecommunications	<ul style="list-style-type: none"><li>Technical advice on telephone lines, Wi-Fi, etc.</li></ul>	<a href="mailto:telecomunicaciones@ifema.es">telecomunicaciones@ifema.es</a>
Security and Self-Protection	<ul style="list-style-type: none"><li>Security, Access and parking.</li><li>Communication to carry out catering at the stand.</li></ul>	(+34) 91 722 30 00 <a href="mailto:dsinternos@ifema.es">dsinternos@ifema.es</a> <a href="mailto:catering@ifema.es">catering@ifema.es</a>
Servicio Médico y Emergencias de Seguridad	<ul style="list-style-type: none"><li>Medical emergency.</li><li>Healthcare for exhibitors and visitors during trade fairs, set-up and dismantling.</li></ul>	(+34) 91 722 30 00



Thank you

