



FITUR PARTNER
ECUADOR

**24-28
Jan
2024**

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Exhibitor's Guide



Official Airline

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1. How to exhibit at FITUR 2024

1.1. FITUR will be taking place from **24-28 January 2024 at IFEMA Madrid.**

Opening hours:

24-26 January: 10 a.m. – 6 p.m.

27 January: 10 a.m. – 8 p.m.

28 January: 10 a.m. – 6 p.m.

1.2. Stand space can be booked by filling in the **online Participation Application form** available at the FITUR's official website **ifema.es/fitur** and paying the **reservation fee**.

Participants that exhibited at FITUR 2023 book their stand space the last edition who send the participation application together with the payment of the reservation fee, before 31 May 2023:

Exhibitors who submit their application for participation by the priority deadline will be able to renew their space and location or request a change. If the exhibitor requests a change of location or surface area, the Event Management will, if possible, offer spaces in response to such requests. Exhibitors must confirm their acceptance in writing to event management by the deadline specified by the show management.

1.3. Once the final details of your application have been agreed, you will receive the corresponding Exhibition Contract. We would like to remind you that the payments indicated in these documents must be made within the stated period.

Participation applications received after 31 May 2023. Exhibitor participation applications will be dealt with in strict order of receipt and payment of the space reservation fee (this last requirement is essential and will determine the date on which the exhibitor's application for participation will be received).

1.4. Once the participation application has been sent in **order to formalise the booking, proof of payment of the space reservation fee or 50%** if the booking is made after 15 September (deadline for payment of the first 50%) **must be sent to Event Management.**

1.5. In the event that the CONTRACTING COMPANY designates another entity as the invoicing company, the details of both must be included in the application form.

Invoicing data cannot be changed after the end of the fair.

1.6. Submitting the application for participation constitutes an irrevocable commitment by the applicant and entails full acceptance of **IFEMA MADRID's General Terms and Conditions of Participation** and the generic provisions established by Organisation of the fair.

1.7. **The Application for Participation of new exhibitors** is subject to the approval of FITUR Management and to the fair's sectorisation criteria. Once the application has been received and accepted, Commercial Management will offer the best available space that suits the exhibitor's needs. Space will be allocated after written acceptance by the exhibitor. The exhibitor will receive the exhibition contract with the account statement and plan of the booth(s). It is essential to make the payments indicated in the contract within the established deadlines.

1.8. CANCELLATION.

The exhibitor's withdrawal from participation in the event shall be grounds for termination of the contractual relationship between IFEMA MADRID and the exhibitor for all purposes. Withdrawal must be communicated in writing to event management and will entail the loss of the amount that the exhibitor should have paid by the notification date, in accordance with the schedule of payment deadlines reflected in the participation application.

Should the withdrawal have been communicated to the Fair Management within the 30 days prior to the event opening, IFEMA MADRID may demand full payment for the space hired.

In the **case of exclusively online participation** via LIVE Connect, once access to the platform has been sent, it is not possible for the exhibitor to withdraw.

In relation to the additional services offered by IFEMA MADRID that the exhibitor had contracted prior to notifying of the withdrawal, the cancellation charges established in **article 7** of the general conditions of admission and contracting in events organised by IFEMA MADRID will apply.

In the event of cancellation of the trade fair due to force majeure, the amounts paid for concepts related to participation in the fair will be refunded, in accordance with article 15 of the **General Terms and Conditions of Participation** in events organised by IFEMA MADRID.

2. Specific terms and conditions of participation

2.1. The submission of the **Participation Application** implies full acceptance of **IFEMA MADRID's General Terms and Conditions of Participation**, the **Specific Rules of FITUR 2024** contained in this guide and the technical appendices to the aforementioned regulations, which are available at all times on the ifema.es IFEMA MADRID website, in the exhibitor information area and on the **ifema.es/fitur** event website.

2.2. In order to be able to take part in the fair, it is absolutely essential that the activity of the company, public or private body, be encompassed within the industries covered by FITUR.

2.3. The minimum contract area is 16 sq.m.

2.4. Participation as an exhibitor with a booth implies the compulsory contracting of:

- Marketing and Communication Pack + LIVE Connect Conecta
- Liability insurance for each assigned booth.
- Multi-fair insurance for each assigned booth.
- Minimum electricity consumption.

In the case of a floor-space-only booth (free-design booth), the company in charge of assembling the booth must pay IFEMA MADRID, before beginning said work, the corresponding **assembly rights fees** for the services it provides during the set-up and dismantling periods of the Fair.

In the event that, as an exhibitor, you wish to pay this fee and have it included in your invoice, you must contract it in the EXPO AREA (ifema.es/fitur).

- 2.5. Fair management may alter the allocated spaces or make changes to the layout of the halls for organisational reasons.
- 2.6. Without prejudice to FITUR management informing exhibitors in the event of relocation or significant alteration of the reserved location, **each exhibitor is obliged to inform themselves of their booth location, its exact dimensions, etc.**
- 2.7. Any exhibitor who has not paid the full fee for the space booked as well as any costs for services requested, shall not be permitted to either occupy the booth space or have the modular booth delivered.
- 2.8. **The exhibitor must not leave their booth unattended** and must remain with the products on display throughout the entire period and opening hours of the exhibition. Non-compliance with this regulation could mean losing the right to preferential renewal of the allocated space.
- 2.9. Exhibitors authorise IFEMA MADRID to reproduce all or part of their booth and the products, services and activities carried out therein.
- 2.10. The exhibitor undertakes to comply with the rules and guidelines for protecting the environment.

- 2.11. **Musical and folk group performances are strictly forbidden during FITUR days for professionals.** No musical instruments may therefore be brought into the premises on these days. They may, however, be held at the exhibitor's booth on Saturday 27 and Sunday 28 January 2024. Failure to comply with this rule will result in a penalty of €300.
- 2.12. It is strictly prohibited to use individual sound systems which are audible beyond the strict boundaries of the booth or which may be a nuisance to visitors or other exhibitors. **The maximum authorised noise level is 60 decibels.** Breaches of this rule will lead to the automatic cut-off of the fair's electrical supply and may lead to the subsequent loss of preferential renewal rights to the allocated space. Additionally, on days for professionals, special care must be taken when distributing promotional items that might cause unnecessary noise.
- 2.13. The carrying out of promotional activities, the distribution and exhibiting of samples, leaflets, pamphlets and all kinds of promotional material shall only be done within each exhibitor's space. In order to avoid conflicts, exhibitors and coexhibitors participating in FITUR may not display any type of advertising on their booths or on the IFEMA MADRID site, in any format (brochures, videos, photographs, symbols, etc.), relating, either directly or indirectly, to territories in which there is a territorial dispute, not resolved at the time of FITUR, with other countries at the fair. Failure to comply with this rule may lead to the withdrawal of the aforementioned advertising by the FITUR Organisers.

Professional activities and seminars (exhibitors and co-exhibitors authorised by their host exhibitor only) performed within the Exhibition Centre must be reported to FITUR Management. To organise press conferences, please contact:

Press and Communication Management prensa@ifema.es

For room hire, please check availability: **Conventions and Congresses** convenciones@ifema.es

- 2.14.** To conduct activities that occasionally require hiring a catering service during FITUR, the **“Booth catering notification”** form, available on ifema.es, will need to be completed, and sent to: **catering@ifema.es**
- 2.15.** Contracting any service or the performance of any activity by a co-exhibiting company must be authorised in writing by the main company exhibiting in the booth who will also be responsible for any costs which its co-exhibitors may generate through their participation in the fair if they do not pay for it themselves.
- 2.16.** On days for professionals access is forbidden to visitors who cannot be accredited as belonging to the participating trade groups. This rule affects both exhibitors and visitors, even if they hold the corresponding pass or invitation.

- 2.17.** Exhibitors taking part in FITUR as part of a concession or exchange cannot include co-exhibiting companies in their booths, in accordance with the IFEMA MADRID General Terms and Conditions of Participation.

- 2.18.** **It is expressly forbidden for Exhibitors to install WIFI access points,** whether for connecting to the INTERNET or for providing other functions. The aim of this measure is to prevent problems with interference, affecting both points that the Exhibitor could install independently and IFEMA MADRID’s access points. Said interference could cause the existing WIFI networks to not work properly. For further information, please consult Article 33 of the General Rules for Exhibitor Participation in Fairs Organised by IFEMA MADRID.

- 2.19.** For exceptional cases where materials and items must be brought in or taken out while the fair is in progress, exhibitors must request an individual permit from Exhibition Services Management.

- 2.20.** These Specific Rules are complemented by the General Rules for Exhibitor Participation in Fairs Organised by IFEMA MADRID, which all exhibitors accept by virtue of becoming exhibitors.

3. Participation formats and rates

You can participate as an exhibitor in the following way:

3.1. IN-PERSON PARTICIPATION

SPACE TYPE	RATE
Floor space only:	€173.50/ sq.m. + VAT (1)
“BASIC” turnkey booth (16 sq.m.):	€4,075 + VAT (1)
Additional sq.m. “BASIC” turnkey booth:	€239.60 + VAT (1)
“PREMIUM” turnkey booth (16 sq.m.):	4.670 € + IVA (1)
Additional sq.m. “PREMIUM” turnkey booth:	€282.6/sq.m. + VAT (1)
Second Floor:	€86.75 sq.m. + VAT (1)
Outdoor space:	€86.75/sq.m. + VAT (1)

At the following links, you will find information about:

- **BASIC turnkey booth**
- **PREMIUM turnkey booth**
- **Floor-space only booths** s (free-design booth, see assembly guidelines)

IN-PERSON PARTICIPATION INVOLVES CONTRACTING THE FOLLOWING GENERAL SERVICES:

- Liability **insurance** (covers up to €60,000): €71.41 + VAT (1)
- Multi-fair **insurance** (covers up to €50,000): €67.79 + VAT (1)
- Minimum **electricity consumption** (0.13 kW/sq.m.): €7.430 + VAT (1)
- **Assembly fees** (included in BASIC and PREMIUM turnkey booth contracts):

Type A: Spaces that are not decorated or fitted with carpeting or flooring: €2.72/m2 + VAT

Type B: Basic modular booths made of aluminium or similar materials: €5.45/sq.m. + VAT (1)

Type C: Modular booths with aluminium design, carpentry and other materials: €8.58/sq.m. + VAT (1)

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

• **Communication and marketing pack + LIVEConnect Conecta:** each exhibiting company's participation in the event implies the automatic contracting of the communication and marketing pack + LIVE Connect Conecta: €648 + VAT (1). This concept includes presence in the following promotional items:

- Access to FITUR LIVE Connect, the largest professional network for the tourism industry.
- Online catalogue of exhibitors. Official list of exhibitors available at **ifema.es/fitur**
- Maps in halls. Map with information on the booth and heading at each hall entrance.

And the following services:

- Access to the EXPO AREA
- Passes according to contracted area
- Sending online invitations
- Wi-Fi connection for 3 users for the duration of the fair for booth holders (these connections will only work with devices that allow connection in the 5 GHz band).

DISCOUNTS:

- **5% DISCOUNT ON SERVICES CONTRACTED THROUGH THE EXPO AREA, UP TO 30 DAYS BEFORE STARTING ASSEMBLY.**

This discount will also be applicable to services contracted by sending your booth plan to the technical secretariat. This does not include the minimum obligatory services, external advertising, meeting rooms, graphic decoration of booths or specific fair services such as exhibitor passes, invitations, etc.

INCREASES:

- **25% increase for those services requested 7 days before starting assembly.**

3.2. ONLINE PARTICIPATION THROUGH FITUR LIVE Connect

FITUR LIVE Connect will be available from November, 20, 2023 to February, 29, 2024 for all companies belonging to FITUR's sectors and areas of reference:

- Those companies in the industry that do not wish to hire a booth at the event, but would like to benefit from the platform for visibility, networking and recognition, can participate as online exhibitors through FITUR LIVE Connect.

RATES:

VIRTUAL DESTINATION Exhibitor: €11,000 + VAT (1)

VIRTUAL COMPANY Exhibitor: €3,850 + VAT (1)

Co-exhibitor of VIRTUAL DESTINATION exhibitor: €550.00 + VAT (1)

*Includes:

- Exhibitor registration in LIVE Connect.
- Registration of the company file in the official list of interactive online exhibiting companies: official list of exhibitors available on the LIVE Connect platform and at **ifema.es/fitur**
- Access to LIVEConnect for 1 user, a member of the exhibiting company, to complete your company profile and personal profile. This user will receive contact requests and chats and appointment requests made to their profile.
- Possibility of including 5 products associated with the company.

3.3. PAYMENT DATES:

In-person participation:

- **When submitting the Participation Application Form** the space reservation fee will be paid, according to the following rates:

From 16 to 50 sq.m.: €450 + VAT (1)

From 50.5 to 100 sq.m.: €751 + VAT (1)

From 100.5 sq.m. upwards: €1,500 + VAT (1)

- **15 September:** : deadline for payment of the first 50% of the contracted space, minus the space reservation fee
- **1 December:** : deadline for payment of 100% of the contracted space and services.

Exclusive online participation (FITUR LIVE Connect):

On submission of the application, 100% payment, in order to give companies access to the platform.

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

You can pay in the following ways:

- Transfer to: IFEMA MADRID / FITUR 2024.

Santander: IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHEMM

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

- Certified cheque made out to IFEMA MADRID/FITUR 2024.
- Credit card in a secure environment, accessible after completing the participation application online, or subsequently in the Expo Area.

In accordance with current regulations, payments in cash or bearer cheques are not accepted.

4. Assembly

4.1. GENERAL ASSEMBLY REGULATIONS

All companies will be obliged to set up their booth, which includes at least the walls between their booth with the hall wall, and with the adjoining booths, depending on their location.

For **safety** reasons, and as a general and permanent preventive measure due to overlapping activities, **wearing protective helmets, high visibility vests and safety footwear is compulsory during the assembly and dismantling phases of fairs and events in all exhibition areas.**

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

No assembly work may begin without the prior completion and submission to IFEMA MADRID of the "Prevention of Labour Risks and Business Activity Coordination" Protocol available on the IFEMA MADRID website, ifema.es - Exhibitors - Terms and Conditions of Participation - Forms (Article 15 of the General Terms and Conditions of Participation in events organised by IFEMA MADRID).

Traffic and vehicle parking rules during the event: Inside the premises of the fair, it is expressly forbidden to keep vehicles parked in loading and unloading areas. Vehicles may only be parked in the areas so designated, paying the corresponding fee, where appropriate. Once the event has begun, no vehicle may be driven inside the halls or on the avenue, unless expressly authorised by IFEMA MADRID (Article 14 of the general provisions of the **IFEMA MADRID General Terms and Conditions of Participation**).

Installation of recyclable carpeting in common areas: in line with IFEMA MADRID's commitment to the 2030 SDGs (The United Nations' Sustainable Development Goals), as indicated in the Guide to Sustainable Participation in Fairs and Events, and with the aim of optimising 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 merchandise must be adapted to these processes and will be reflected in the corresponding point. Thank you for supporting our environmental commitment.

Management of assembly and exhibition waste and materials: all companies participating in the assembly and dismantling of booths at the fair/event must manage, as those directly responsible, the waste they generate so that it can be removed within the established deadlines. IFEMA MADRID will provide you with the possibility of hiring containers to facilitate the selection and removal of waste and will supervise them (see rates in the Expo Area Customer Portal, in Hiring Services, section on cleaning and waste containers).

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

ASSEMBLY OF FREE-DESIGN BOOTHS

Companies opting for free construction of their booths must upload the project to the IFEMA MADRID EXPO ZONE for approval, before 17 December Contact **sectecnica@ifema.es**. If your project has a rigging structure, you must submit a specific project as well and send it before 17 December to **inspeccion.rigging@ifema.es**

The company in charge of assembling a booth must pay IFEMA MADRID, before beginning said work, the corresponding assembly rights for the services it provides during the assembly and dismantling periods of the Fair. In the event that you, as an exhibitor, wish to pay for these assembly rights and have them included in your invoice, you must contract them in the Expo Area.

SPECIAL AUTHORISATIONS

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

- Catering in booths notification.
- Prevention of labour risks and business activity coordination.
- Request for authorisation for private surveillance of booths.
- Authorisation request for Wi-Fi Installation.
- Authorisation request for antenna cable connections.
- Authorisation request for rigging structures.

ifema.es/soporte/expositores-ifema-recinto

CARPETLESS AISLE STRIPS

IFEMA MADRID carpets the aisles throughout the fair with reusable strips of standard dimensions for sustainability reasons. Consequently, a small carpetless strip is left along the edges of the aisles bordering the booths. These non-carpeted strips are part of the aisle and not the booths, so exhibitors are not authorized to cover or decorate them. We kindly request the cooperation of exhibitors in respecting this decision. IFEMA MADRID staff will monitor compliance to the extent possible and will demand the removal of any carpeting that encroaches on these strips. If, despite controls, a strip is found to be invaded, the invaded aisle space will be invoiced to the exhibitor at the full space rental rate.

4.2. "BASIC" TURNKEY BOOTH

RATES

"BASIC" turnkey booth (16sq.m.): €4,075 + VAT (1)

Additional sq.m. "BASIC" turnkey booth: €239.60 + VAT (1)

In addition, participation as an exhibitor implies the obligatory contracting of the Communication and Marketing Pack + LIVE Connect Conecta: €648 + VAT (1)

TECHNICAL CHARACTERISTICS OF THE "BASIC" TURNKEY BOOTH

- Booth opening onto one or two aisles, depending on location.
- Grey aluminium structure and melamine panels.
- **Storage room** with door approx.:

For 16 sq.m.....	1x1 m
For 16.5 to 32 sq.m.	2x1 m
For 32.5 sq.m. or larger	3x1 m
- **Exhibition carpeting** 4 colours to choose from, red, black, leaf green, blue. Jasper grey by default.

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



DESIGN IS FOR ORIENTATION ONLY

- No making of holes or nailing is permitted
- Fixing/gluing is allowed only if the element may be removed without damaging the materials
- The stand will be open to 1 or more sides/aisles depending on the location

• **Furniture** for every 16 sq.m. hired (maximum 3 groups):

- 1 Round table (ME01), 73 cm in height and 80 cm in diameter.
- 4 Chairs (SI01).
- 1 100x50x100 Reception desk (C007).
- 1 Stool (SI 72).
- 1 Coat rack (C023)
- 1 Duero Wastepaper Basket (C029).

• **Electricity and lighting:**

- Lighting by means of LED spotlights on rails at a rate of one spotlight per 3sq.m. of booth.
- Electrical panel with magnetothermal differential with a built-in 500W socket, suitable for 130W/sq.m. power.

- Sign with standardised lettering featuring exhibitor's name and booth number. Maximum 20 characters.
- **Cleaning type A:** first cleaning with removal of the plastic covering of the carpeting and daily cleaning of the floor.
- **Assembly rights** included in the price
- **Multi-fair and liability insurance** included in the price

The exhibitor must indicate the chosen carpet colour and name for the sign via their EXPO AREA before 2 January 2024.
If no colour is indicated, the default colour is jasper grey.

4.3. “PREMIUM” TURNKEY BOOTH

RATES

“PREMIUM” turnkey booth (16 sq.m.): €4,670 + VAT (1)

Additional sq.m. “PREMIUM” turnkey booth: €282.60 + VAT (1)

In addition, participation as an exhibitor implies the obligatory contracting of the Communication and Marketing Pack + LIVE Connect Conecta: €648 + VAT (1)

TECHNICAL FEATURES OF THE “PREMIUM” TURNKEY BOOTH

- Booth opening onto one or two aisles, depending on location.
- 3 m high walls made of chipboard painted in 3 colours of your choice: Black, grey, white (default).

- **Storage room** with door approx.:

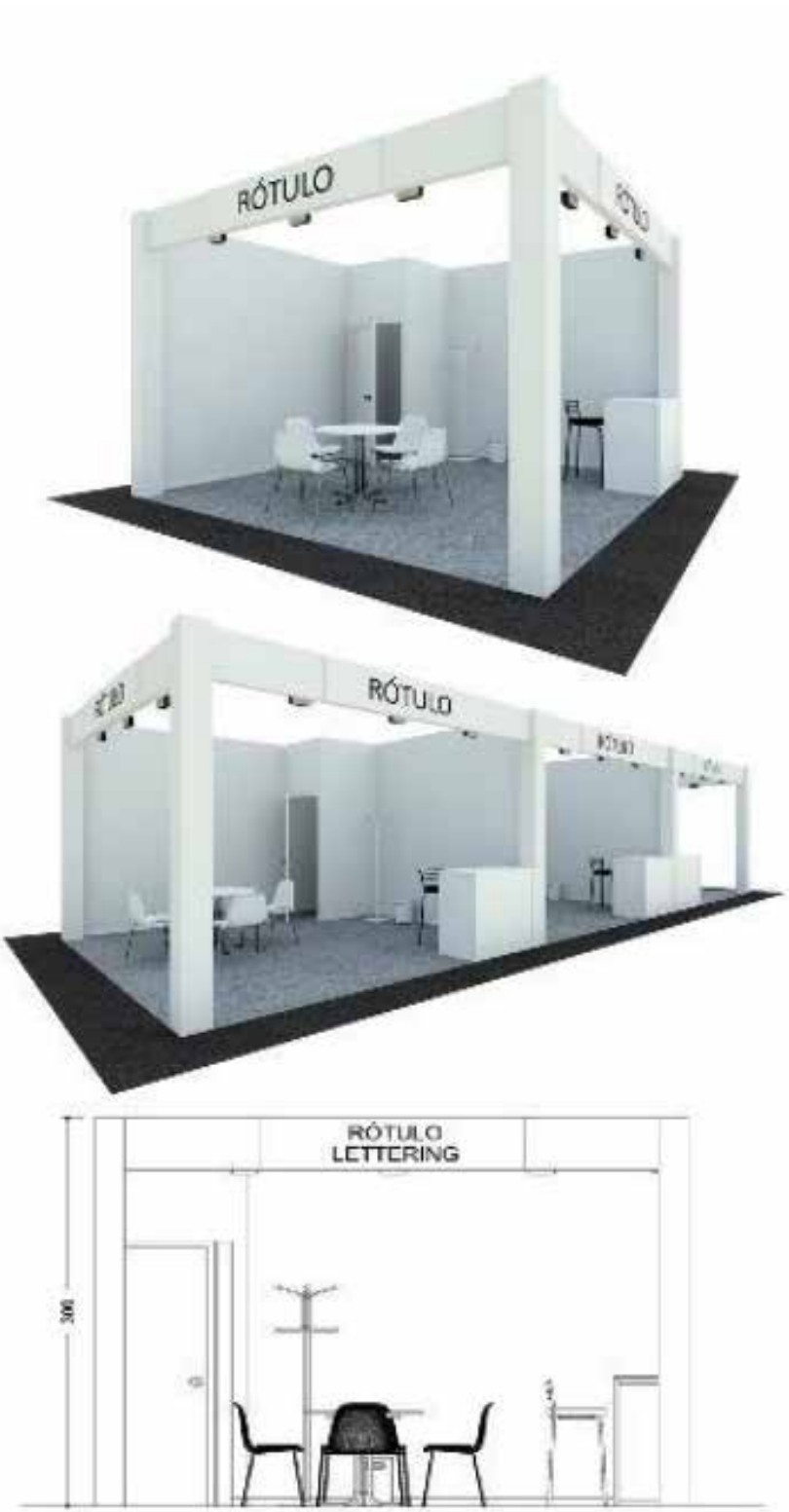
For 16 sq.m.....1x1 m

For 16.5 to 32 sq.m. 2x1 m

For 32.5 sq.m. or larger3x1 m

- **Exhibition carpeting** 5 colours to choose from: JASPER GREY (DEFAULT)/RED/BLACK/LEAF GREEN/BLUE

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



DESIGN IS FOR ORIENTATION ONLY

- No making of holes or nailing is permitted
- Fixing/gluing is allowed only if the element may be removed without damaging the materials
- The stand will be open to 1 or more sides/aisles depending on the location

• **Furniture** for every 16 sq.m. hired (maximum 3 groups):

- 1 90 cm KATYN WHITE table (ME02).
- 4 CORFU chairs (SI75).
- 1 TORNE WHITE reception desk (CO11).
- 1 PALERMO stool (SI 53).
- 1 INDO WHITE coat rack (CO22)
- 1 DUERO WHITE wastepaper basket (CO29).

• **Electricity and lighting:**

- Lighting by means of LED spotlights on rails at a rate of one spotlight per 3 sq.m. of booth.
- Electrical panel with magnetothermal differential with a built-in 500W socket, suitable for 130W/sq.m. power.

- Sign with standardised **lettering** featuring exhibitor's name and booth number. Maximum 20 characters.

- **Cleaning type A:** first cleaning with removal of the plastic covering of the carpeting and daily cleaning of the floor.

- **Assembly rights** included in the price

- **Multi-fair and liability insurance** included in the price

The exhibitor must indicate the chosen colour of the walls, carpet and name for the sign through their EXPO AREA before 2 January 2024
If no colour is indicated, the default colour is jasper grey.

4.4. REGULATIONS FOR TURNKEY BOOTHS (BASIC AND PREMIUM)

All modular booths involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must submit their project to the technical secretariat before 2 January 2024. Send the DRAFT to the IFEMA MADRID Exhibition Services Management. **sectecnica@ifema.es**

The removal or replacement by the exhibitor of any element of the modular booth will not qualify for a reduction in price. Any material used, either structural or electrical, shall be subject to rental conditions and any damages shall be invoiced according to the market price.

An attempt will always be made to adapt the layout of all the elements in the booth, any extras requested, as well as the structural elements necessary for supporting the booth to the exhibitor's needs provided this is technically feasible and the plan including any relevant instructions is received at least 15 days before the first set-up day.

CUSTOMISE YOUR BOOTH WITH US

Decoration Booth graphics

Customise your modular booth with your brand image to make a real impact on visitors. We offer you a wide range of graphic materials (vinyl, foam, Forex, tarpaulins, etc.) that are versatile and adaptable to all the elements of your booth (walls, furniture, fronts, banners, displays, etc.). Request more information and a quote. Our specialised team will monitor the production and installation. **decoraciongrafica@ifema.es**

4.5. FLOOR SPACE ONLY (FREE DESIGN BOOTH)

RATES

Floor space only:..... €173.50/ sq.m. + VAT (1)

Second Floor: €86.75 sq.m. + VAT (1)

Outdoor space:€86.75/ sq.m. + VAT (1)

Additionally, taking part as an exhibitor involves the mandatory contracting of:

- Liability insurance (covers up to €60,000): €71.41 + VAT (1)
- Multi-fair insurance (covers up to €50,000): €67.79 + VAT (1)
- Minimum electricity consumption (0.13 kW/m2): €7.430 + VAT (1)
- Assembly rights
- Communication and marketing pack +
LIVE Connect Conecta: €648 + VAT (1)

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

Companies opting for free construction of their booths must upload the project to the IFEMA MADRID EXPO ZONE for approval, before 17 December 2023 Contact **sectecnica@ifema.es**

DESIGN YOUR BOOTH WITH US

Booth design

In addition to turnkey booths, we offer you a comprehensive booth design service, with our guarantee and totally tailored to your needs. We take care of space planning, design, assembly and dismantling. Request a free, no-obligation project tailored to your needs by sending an e-mail to **infodesign@ifema.es**

SPECIFIC ASSEMBLY RULES FOR FREE DESIGN BOOTHS

Height

Maximum authorised height within the perimeter line. 4 m
 In order to raise or hang any decorative element to a maximum height of 6 m, a 1 m margin must be left within the inside of the perimeter of the whole booth.
 This possibility does not exist in the connecting nuclei between halls, nor on the entrance sides of Halls 9 and 10.
 Building elements, decoration and spotlights may not protrude more than 50 cm from the allotted space and from a minimum height of 2.5 m.

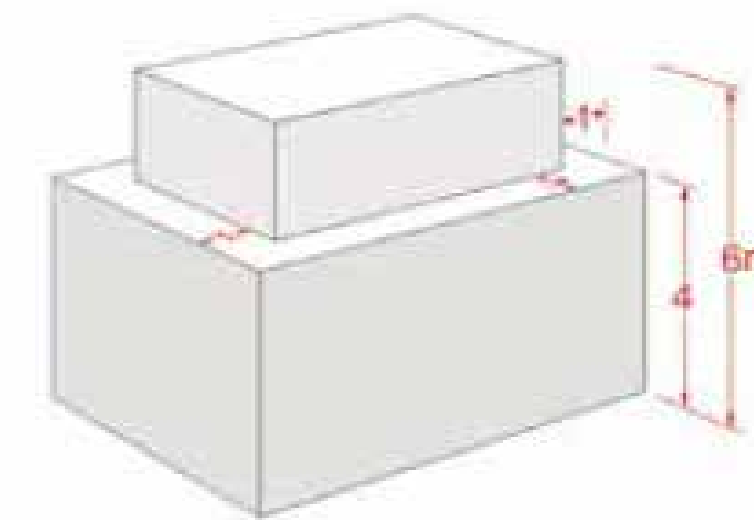
Blind enclosures in the perimeter environment

Blind perimeter walls cannot make up more than 50 % of each side facing an aisle.

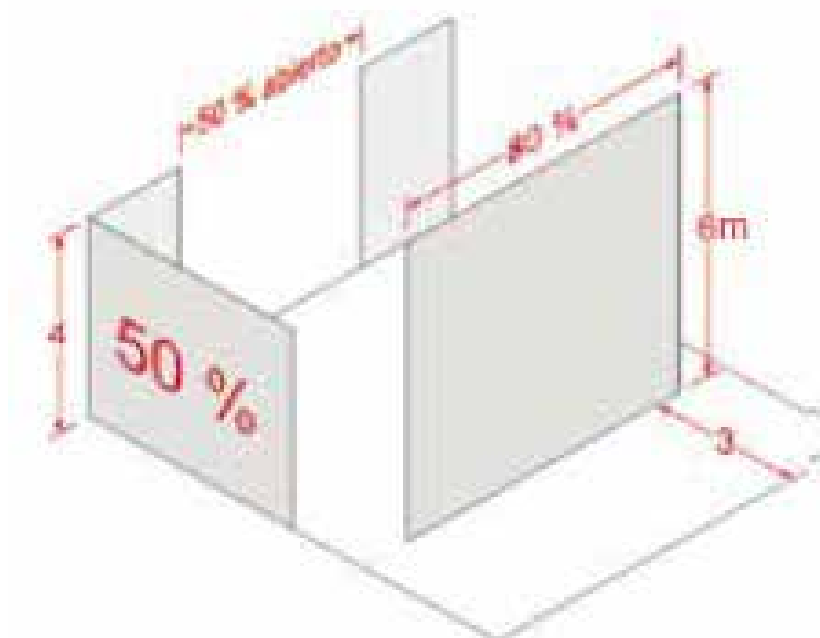
Longer walls must be set back at least 3 m from the perimeter and cannot make up more than 80% of the length of the façade.

Normativa de alturas.

Máxima ocupación espacial a ocupar con cualquier elemento.



Cerramientos.



Second Floor

The maximum permitted height for two-storey booths is 7 m in the halls.

The second floor must be set back 1 m within the entire perimeter of the booth.

It is not permitted to build a second floor in the connecting nuclei between the halls and in the side entrance areas to Halls 9 and 10.

A certificate or a project with its corresponding project management, and signed by a competent technician, must be submitted. This documentation must be endorsed by the corresponding professional association. The certificate or design plan must specify the dimensions, the service load and the capacity, with the exhibitor being completely responsible for complying with the limits set out in the latter.

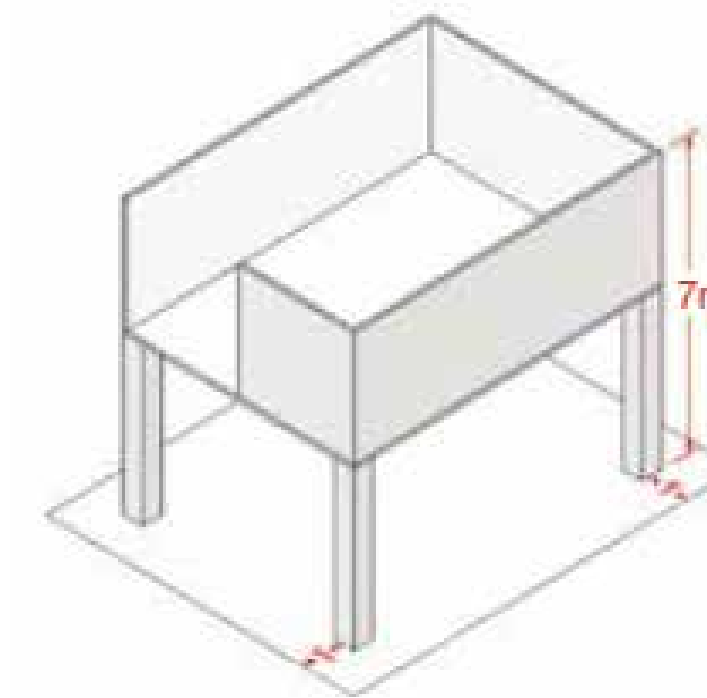
The interpretation and application of the regulations for each individual case is the responsibility of IFEMA MADRID, which reserves the right to arbitrate on exceptions, if it deems necessary, on the basis of respect for the general appearance of the Fair and the visibility of neighbouring booths.

SPECIAL AUTHORISATIONS

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

- Catering in booths notification.
- Prevention of labour risks and business activity coordination.
- Request for authorisation for private surveillance of booths.
- Authorisation request for Wi-Fi Installation.
- Authorisation request for antenna cable connections.
- Authorisation request for rigging structures.

Segunda planta.
Máxima ocupación segunda planta.



5. Organisation

5.1. ASSEMBLY DATES AND TIMES

Free-design booths can be **set up** from 17 to 22 January 2024 at the following times:

- From 17 to 19 January and on 22 January from 8:30 a.m. to 9:30 p.m.
- 20 and 21 January from 8:30 a.m. to 7:30 p.m.

Any exhibitor who has not paid the full fee for the space booked as well as any costs for services requested, shall not be permitted to either occupy the booth space or have the modular booth delivered.

The **delivery of turnkey booths** contracted with IFEMA MADRID will take place on 23 January from 8:30 a.m. onwards

Merchandise and decoration material can be brought on 23 January from 8.30 a.m. to 9.30 p.m. From 7.00 p.m. onwards, entry will only be possible through the pedestrian gates, as the merchandise entrances will be closed to proceed with the installation of recyclable carpeting.

For **incidents with Exhibitor Passes**, registration desks will be set up at the South Entrance and North Entrance from the 22 to 28 January from 9:30 a.m. to 7:00 p.m. Only issues related to Exhibitor and Co-Exhibitor Passes will be dealt with.

Celebration of FITUR 2023

- From 24 to 26 January exclusively for Trade Visitors: from 10:00 a.m. to 7:00 p.m.
- 27 and 28 January Trade Visitors and General Public: opening hours, 27 January from 10:00 a.m. to 8:00 p.m. and 28 January from 10:00 a.m. to 6:00 p.m.

Exhibitors may enter the premises from 8.30 a.m. and leave one hour after closing time.

Merchandise and decorative material may be **removed** on 28 January from 6:30 p.m. to 12:00 a.m. From 6:30 p.m. to 7:30 p.m., only the pedestrian gates may be used for the removal of recyclable carpeting.

Dismantling of booths may take place on the following dates:

- 29 and 30 January from 8.30 a.m. to 9.30 p.m. and 31 January from 8.30 a.m. to 3 p.m.

In the event that exhibitors require different schedules for setup/dismantling, merchandise entry/exit, they should contact the Fair Services Department at **stecnica@ifema.es**. The Fair Services Department will assess the feasibility of the request, and if it can be accommodated, they will provide information on the procedure and associated costs.

5.2 SHIPMENT OF MERCHANDISE TO THE PREMISES

IFEMA MADRID staff are not authorised to receive any merchandise sent to your booth.

In order to send merchandise to the venue, the exhibitor must indicate the delivery address:

IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain)
 FITUR Fair
 Name of your company
 Hall and booth number.

The merchandise must be received by your company's staff at your booth and arrive on the days set aside for incoming merchandise and decoration. In the event that it is not possible to comply with the above, we recommend that you contact the merchandise management partner company (handling and warehousing):

DB Schenker office at the IFEMA Trade Fair Centre MADRID:
 Hall 7, 91 330 51 77 **ifema.madrid@dbschenker.com**

5.3 CUSTOMS REGULATIONS

We remind you that all products coming from non-EU countries must go through customs procedures, with special mention to the fact that, since 1 January 2020, the United Kingdom has been treated as a third country, so all shipments originating in the United Kingdom must regularise their merchandise through the corresponding customs procedure.

If the goods are not regularised through the corresponding customs procedures and a copy of the supporting documents accrediting the regularisation is not available, the entry of exhibition merchandise into the fair will not be authorised and the merchandise will be withdrawn at the request of the competent Customs authority. Likewise, this documentation must remain in the possession of the company's representative at the booth, together with the merchandise covered by the declaration, in order to be available at all times in the event that it is required by Customs or Tax authorities.

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

We also remind you that it is strictly forbidden to exhibit, sell, consume or distribute non-EU merchandise at a fair before the merchandise has been regularised. This mention includes promotional material.

In order to avoid unwanted situations, and for any questions you may have, please contact our Customs Broker, DB SCHENKER (+34) 91 330 51 77, **ifema.madrid@dbschenker.com**

6. Exhibitor passes, transport discount vouchers, visas and invitations

6.1. EXHIBITOR PASSES

You can apply for your exhibitor and co-exhibitor passes in the Expo Area. An allocation is available depending on the area contracted:

Contracted area	No. of exhibitor passes
Up to 24.5 sq.m.	7
From 25 to 49.5 sq.m.	15
From 50 to 99.5 sq.m.	18
From 100 to 249.5 sq.m.	28
From 250 to 499.5 sq.m.	40
From 500 to 999.5 sq.m.	65
From 1.000 sq.m.....	90

This relationship does not apply in the case of exchange contracts, where it will be in accordance with the established agreement

In order to ensure the professional nature of the fair, all exhibitor and coexhibitor passes will be personalised: they will include the name of the pass holder, ID or passport, company and country.

Access controls will be carried out in order to guarantee the professional nature of the fair on its first three days.

Additional exhibitor or co-exhibitor passes can be ordered for 1 day €19.10 + VAT (1) or a permanent pass €28.70 + VAT (1)

All the passes must be requested through the Expo Area.

Each registered co-exhibitor is entitled to 2 additional free passes.

Each co-exhibitor's 2 passes can be personalized through the application in the Expo Area, both by the holder and the co-exhibitor.

Exhibitor and co-exhibitor passes can only be generated and downloaded online in the Expo Area.

In order to supervise and control passes and prevent their misuse, identity checks will be carried out at the entrances to FITUR.

IMPORTANT

Co-exhibitors register fee €80/company (1)
More than 50 co-exhibitors..... €4.000 (1)

Deadline for generating online passes: 22 January 2024

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

6.2. DISCOUNT VOUCHERS FOR TRANSPORT

Once you have applied for your exhibitor passes, you can download the corresponding discount vouchers for transport to the fair in the Expo Area.

6.3. VISA MANAGEMENT

If you require a visa to travel, you can request support letters online in the Expo Area. To do so, you must first create your exhibitor pass. **Deadline: 15 December 2023**

6.4. INVITATIONS

Exhibitors can send online trade visitor invitations to their contacts in the Expo Area. With these invitations you can register online and get your free pass for direct access to the fair.

It will be absolutely necessary for all trade visitors accessing the venue with a professional invitation to be accredited online as industry professionals at **ifema.es/fitur**

On the first three days of the fair, which are intended for professionals, children under the age of 18 are not allowed to enter.

Exhibitors can send online general public invitations to their contacts in the Expo Area. With these invitations you can register online and get your free pass for direct access to the fair.

Each exhibitor will be provided with the following invitations depending on the surface area contracted:

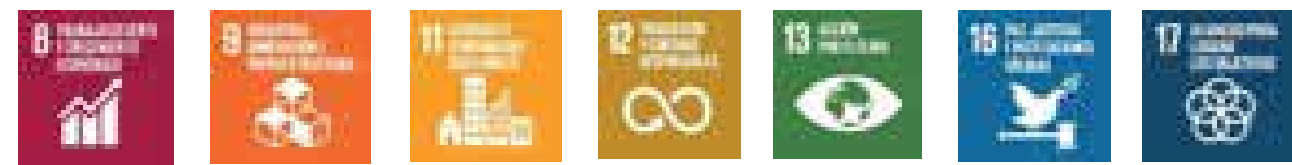
SURFACE AREA CONTRACTED	VISITOR INVITATIONS ONLINE PROFESSIONALS		GENERAL PUBLIC INVITATIONS WEEKEND
	Passes one day	Passes permanent	
Up to 24.5 sq.m.	15	10	25
From 25 to 49.5 sq.m.	30	20	50
From 50 to 99.5 sq.m.	30	20	50
From 100 to 249.5 sq.m.	45	30	75
From 250 to 499.5 sq.m.	60	40	100
From 500 to 999.5 sq.m.	75	50	125
From 1.000 sq.m.	90	60	150

Each exhibitor may additionally purchase professional invitations, both for one day: €9.60 + VAT (1) and permanent ones: €17.20 + VAT (1), as well as general public invitations at the price of €4.80 + VAT (1)

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

6. 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 based on the following SDGs: Nos. 8, 9, 11, 12, 13, 16 and 17.

ISO Standards certified by IFEMA MADRID:

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

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

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

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

WASTE MANAGEMENT:

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

Carpet recycling:

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

SUSTAINABLE MOBILITY:

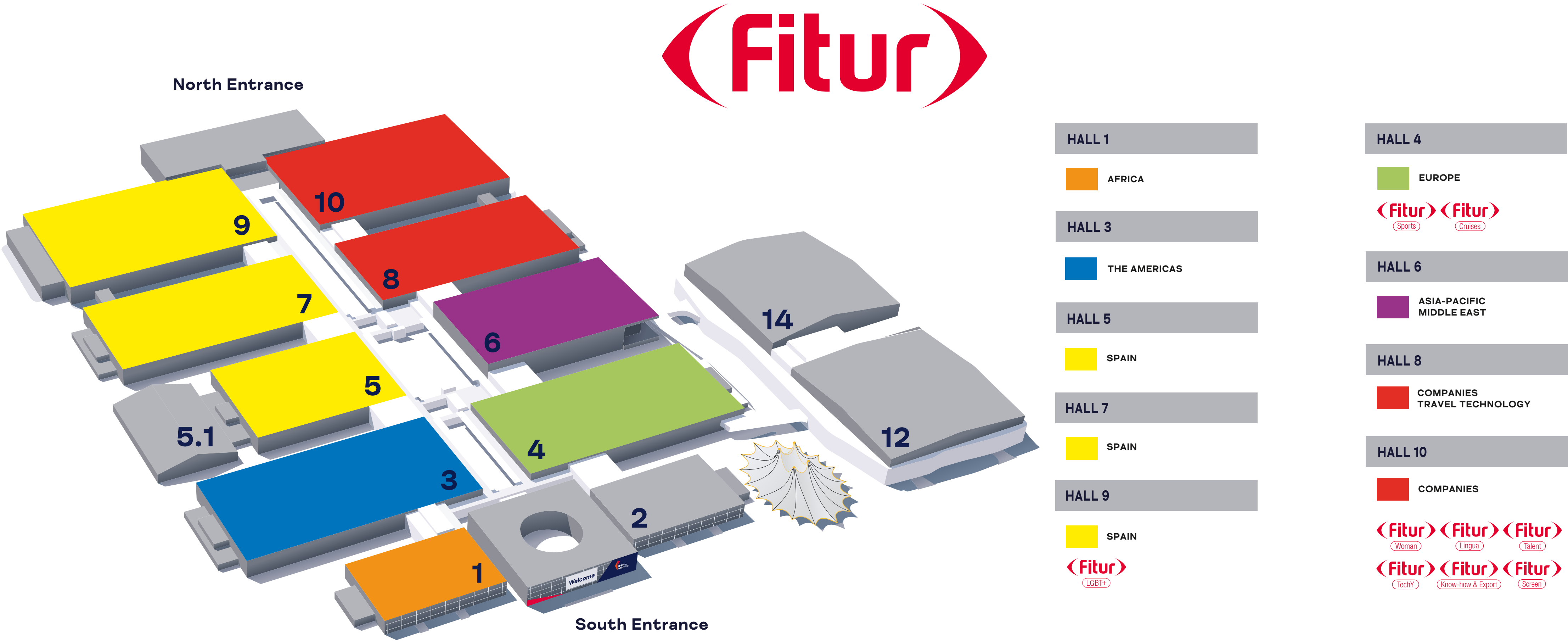
IFEMA MADRID offers: access to public transport close to its facilities (metro and bus), parking for electric cars with 100% renewable electricity charge points, as well as a parking area for bicycles and scooters.

GUIDE TO SUSTAINABLE PARTICIPATION IN TRADE FAIRS/EVENTS:

IFEMA MADRID has published its Guide to Sustainable Participation in Trade Fairs for exhibitors on its website. We recommend you read it before starting to prepare your participation:

ifema.es/en/about-us/quality-sustainability

8. Fair map



9. IFEMA MADRID Services ifema.es/servicios-expositor

Promote your brand		Telephone	Email
Advertising at the venue and in digital channel	Boost the presence of your brand and products at the trade fair. Our Advertising team will advise you on the best physical and digital supports to generate the greatest impact.	(+34) 91 722 53 40 (+34) 91 722 53 08	publicidadexterior@ifema.es
Graphic decoration for stand	Customize your modular stand with your brand image. Our team of Advisors will help you define what best suits your stand and will follow up on production and installation. You will have everything ready for when you arrive.	(+34) 91 722 57 22	decoraciongrafica@ifema.es
Stand design and construction	Do you need a spectacular stand design adapted to your budget? Our partner companies have extensive experience in the exhibition sector and IFEMA MADRID guarantees the quality of their designs and assemblies. Contact us without commitment.	(+34) 91 722 57 22	infodesign@ifema.es
Organize and decorate your space			
Furniture	Make your space a place of work and relationship with your clients. Tables, offices, sofas, counters, everything adapted to your style and budget.	(+34) 91 722 30 00	atencionalcliente@ifema.es
Plants and floral arrangement	We rent plants, flowers, and we design projects adapted to your stand. We take care of their maintenance during the trade fair.	(+34) 91 722 30 00	plantas@ifema.es

Organize and decorate your space

Cold and kitchen equipment

Solutions for food preservation and hospitality for all the activities you want to organize in your stand.

Telephone

(+34) 91 722 30 00

Email

equiposdefrioycocina@ifema.es

Telecommunications and IT

We have the latest technology in equipment and connectivity to cover all communication needs.

(+34) 91 722 30 00

telecomunicaciones@ifema.es

Support staff

We offer you from support staff to help you in the assembly to hostesses during celebration, who will help you to attend your customers in different languages and with the utmost professionalism.

(+34) 91 722 30 00

atencionalcliente@ifema.es

Cleaning and waste containers

Health assurance and sustainability are primary concerns for IFEMA MADRID. To this end, we provide exhibitors and assemblers with various types of cleaning services and a complete waste management system that complies with all environmental and health and safety standards and regulations.

(+34) 91 722 30 00

atencionalcliente@ifema.es

Audiovisuals

We have the best equipment for multimedia presentations, sound and translation in stands and rooms.

(+34) 91 722 30 00

atencionalcliente@ifema.es

Booking Conditions

Transport and storage

Sending, receiving and storing the merchandise you need for your participation is very easy at IFEMA MADRID. We offer a complete or partial service, national or international, always adapted to your needs.

Telephone

(+34) 91 722 30 00

Email

atencionalcliente@ifema.es

Driverless cherrypickers and lifters

If you need to unload merchandise or use special machinery to display your product, we have a wide range of driverless cherrypickers, forklifts and lifters to complete any task.

(+34) 91 722 30 00

carretillasdealquiler@ifema.es

Booking Conditions

Last minute Services Catalogue

NEW!!
Now, during the assembly and celebration you can also hire online the services you need. Without the need to go anywhere, just with your access codes.

atencionalcliente@ifema.es

10. Contact us

Department

Event management

Director: María Valcarce

Sales Managers:

- **National:** David Solar
 - **International:** Ángela Lozano – Europe and America
José Sánchez – Africa, Asia/Pacific,
Middle East and Travel Technology
 - **FITUR LIVE Connect:** Ainhoa de la Cruz
- Secretary:** Ana Isabel Prieto
Ana Sánchez
Macarena Ferrer

Ask me about...

- Contracting space
- General matters about participating in the fair
- Exhibitor badges
- Invitations
- Fair activities and forums

Contact

(+34) 91 722 30 00
fiturexpositor@ifema.es

IFEMA MADRID customer service

- Additional Services
- Exhibitors’ Area
- Visitor information

(+34) 91 722 30 00
atencionalcliente@ifema.es

Technical administration

- Technical support for exhibitors and assemblers
- Reviewing stand assembly projects
- Customisation of modular stands

(+34) 91 722 30 00
sectecnica@ifema.es

Department	Ask me about...	Contact
Graphic decoration	<ul style="list-style-type: none"> • Contracting graphic materials to personalise your stand 	(+34) 91 722 30 00 decoraciongrafica@ifema.es
Comprehensive stand-design service	<ul style="list-style-type: none"> • Designing and assembling custom-designed stands 	(+34) 91 722 30 00 infodesign@ifema.es
Advertising	<ul style="list-style-type: none"> • Contracting advertising media within the fairgrounds 	(+34) 91 722 30 00 publicidadexterior@ifema.es
Communications and Marketing Office Director: Raúl Díez Director of Communications: Marta Cacho Press Officer: Ana Uruñuela International Press: Elena Valera Assistant: Pilar Serrano	<ul style="list-style-type: none"> • Media relations 	(+34) 91 722 50 93 anau@ifema.es
Conventions and Congresses	<ul style="list-style-type: none"> • Contracting various spaces for meetings and conventions within the fairgrounds. 	(+34) 91 722 30 00 convenciones@ifema.es
Telecommunications	<ul style="list-style-type: none"> • Technical assistance with phone lines, Wi-Fi etc. 	(+34) 722 30 00 telecomunicaciones@ifema.es
Security and safety	<ul style="list-style-type: none"> • Security, access and parking • Communications for stand catering 	(+34) 91 722 50 65 dsinternos@ifema.es catering@ifema.es

Up Date: 27/10/2023

Feel the Inspiration

Av. del Partenón, 5
Madrid, Spain

ifema.es

