



22-26

Jan

2025

**Recinto Ferial
Ifema.es**

Exhibitor's Guide



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1.1.

FITUR will take place at IFEMA MADRID from **22 to 26 January 2025** at IFEMA Madrid. Opening hours: 22-24 January: 10.00am to 7.00pm; Saturday 25 January: 10.00am to 8.00pm; 26 January: 10.00am to 6.00pm.

1.2.

Space can be booked by filling in the **on-line Application for Participation** form available on the trade fair website ifema.es/fitur together with the space reservation fee (see point 2.2)

Exhibitors at the last edition (FITUR 2024)

- ✓ **Application for participation received together with payment of the reservation fee, before 12 June 2024.** 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.
- ✓ **Applications for participation received after 12 June 2024.** Exhibitor applications for participation will be dealt with in strict order of receipt and payment of the space reservation fee.

Once the final details of your application have been agreed, you will receive the corresponding Participation Agreement (nomenclature to be approved). We would like to remind you that any payments must be made within the established deadlines (see point 2.2).

New exhibitors

- ✓ **Participation applications received 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 participation application is received).

1.3.

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** (deadline for the first 50% to be paid by, see point 2.2).

1.4.

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

1.5.

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.

1.6.

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 Participation Agreement (nomenclature to be approved) with the statement of accounts and plan of the stand(s). It is essential to make the payments indicated in the contract within the established deadlines.

1.7.

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 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.

You can participate as an exhibitor in the following way:

1. Participation fees

RATEYPE	TARIFA
Floor space only:	€180,50/m ² + VAT
"BASIC" turnkey stand (16m ²): Additional m ² "BASIC" turnkey stand:	€4.238 + VAT €249,50/m ² + VAT
"PREMIUM" turnkey stand (16m ²): Additional m ² "PREMIUM" turnkey stand:	€4.857 + VAT €294€/m ² + VAT
Second Floor:	€90,25 m ² + VAT
Outdoor space:	€90,25/m ² + VAT

At the following links, you will find information about:

- **BASIC turnkey stand**
- **PREMIUM turnkey stand**
- **Floor only** (free-design stand, see assembly guidelines)

PARTICIPATION IMPLIES HIRING THE FOLLOWING GENERAL SERVICES:

- **Liability insurance** (covers up to €60,000):€72.84 + VAT
- **Multi-fair insurance** (covers up to €50,000):€69.15 + VAT
- **Minimum electricity consumption** (0.13 kW/m²):€7.43 + VAT
- **Assembly fees** (included in the "BASIC" and "PREMIUM" turnkey stands):
 - ✓ **Type A:** Spaces that are not decorated or fitted with carpeting or flooring: €2.77/m² + VAT
 - ✓ **Type B:** Basic modular stands made of aluminium or similar materials: €5.56/m² + VAT
 - ✓ **Type C:** Modular stands with aluminium design, carpentry and other materials: €8.75/m² + VAT

- **CONNECT PLAN** (formerly the Marketing and Communication Pack + FITUR Liveconnect): the participation of each exhibitor company implies the automatic contracting of the **CONNECT PLAN: €674 + VAT**. This concept includes presence in the following elements:
 - ✓ Access to FITUR LIVEConnect, the largest professional network for the tourism industry.
 - ✓ Online catalogue of exhibitors. Official list of exhibitors available at ifema.es/en/fitur
 - ✓ Maps in halls. Map with the name of the exhibitor's name and stand number, located at the entrance of each of the halls.
- And the following **services**:
 - ✓ Access to the EXPO ZONE
 - ✓ Exhibitor passes according to contracted space (see 4.1)
 - ✓ Invitations according to contracted space (see point 4.4)
 - ✓ Wi-Fi connection for 3 users for the duration of the fair for stand 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 ZONE, UP TO 1 MONTH BEFORE STARTING ASSEMBLY.

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

INCREASES

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

2. Dates for making payments

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 m²:€450 + VAT
 - ✓ From 50.5 to 100 m²:€751 + VAT
 - ✓ From 100.5 m² upwards:€1,500 + VAT
- **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.

You can pay in the following ways:

- Transfer to: IFEMA MADRID / FITUR 2025.

Santander: IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHEM
 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 2025.
- Credit card in a secure environment, accessible after completing the participation application online, or subsequently in the EXPO ZONE. In accordance with current regulations, payments in cash or bearer cheques are not accepted.

(1) Companies based in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For other companies this operation is not subject to Spanish VAT. For companies based in the European Union, the exhibitor shall be liable to VAT and may, if applicable, claim it back in the country where the company is domiciled.

3. Types of participation

3.1 Basic turnkey stand



INDICATIVE DRAWING. Drilling is not allowed. Nailing or taping is allowed. It shall be adapted to the dimensions of the space allotted.

(1) Companies based in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For other companies this operation is not subject to Spanish VAT. For companies based in the European Union, the exhibitor shall be liable to VAT and may, if applicable, claim it back in the country where the company is domiciled.

GENERAL CHARACTERISTICS:

RATES

"BASIC" turnkey stand (16m2):€4,238 + VAT
 Additional m2 "BASIC" turnkey stand:€249.50/m²+ VAT

MANDATORY CONTRACTING

In addition, participation as an exhibitor implies the obligatory contracting of the CONNECT PLAN (formerly the Marketing and Communication pack): €674 + VAT

TECHNICAL CHARACTERISTICS:

STAND

Stand opening onto one or more aisles, depending on location.
 Grey aluminium structure and melamine panels.

STORAGE ROOM with lockable door approx.:

- For 16 m21x1 m
- For 16.5 to 32 m22x1 m
- For 32.5 m2 or larger3x1 m

EXHIBITION CARPETING

5 colors to choose from in Expo Zone. Jasper Gray by default.

Jasper Grey  Red  Black  Leaf green  Blue 

The exhibitor must indicate the chosen carpet color by **December 30, 2024.**

If no color is indicated, jasper gray will be used by default.

LETTERING:

Standard lettering with name of exhibitor, which is editable in the EXPO ZONE, and stand number. **Maximum 20 characters.** If the exhibitor name field in the EXPO ZONE is not filled in, it will be labelled with the Trade Fair Name on the Participation Application Form.

Important information: You must indicate the name for the labeling, through your EXPO ZONE before **January 5, 2025.**

ELECTRICITY AND LIGHTING:

- Lighting by means of LED spotlights on rails at a rate of one spotlight per 3m² of stand.
- Electrical panel with magnetothermal differential with a built-in 500W socket, suitable for 130W/m2 power.

CLEANING TYPE A:

First cleaning with removal of the plastic covering the carpet, daily cleaning of the floor and collection of the contents of the waste paper bins. Cleaning of the exhibited elements is not included.

SERVICES INCLUDED

- Daily cleaning of the stand (Type A, once a day)
- Assembly rights included in the price.
- Multi-fair and civil liability insurance included in the price.
- Minimum electric power consumption (0.13 Kw /m²)

FURNITURE for every 16 m2 hired (maximum 3 groups):

- 1 DOM Round table (6RL02001), 73 cm in height and 80 cm in diameter
- 4 Madrid chairs (6RL01001)
- 1 Tana reception desk (6RL08003) 100x50x100
- 1 Lima stool (6RL01009)
- 1 Indo coat rack (6RL06001)
- 1 Duero Wastepaper Basket (6RL04003)

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



3.2 Premium turnkey stand



INDICATIVE DRAWING. Drilling is not allowed. Nailing or taping is allowed. It shall be adapted to the dimensions of the space allotted.

(1) Companies based in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For other companies this operation is not subject to Spanish VAT. For companies based in the European Union, the exhibitor shall be liable to VAT and may, if applicable, claim it back in the country where the company is domiciled.

GENERAL CHARACTERISTICS:

RATES

"PREMIUM" turnkey stand (16m2): €4.857 + VAT
 Additional m2 "PREMIUM" turnkey stand:..... €294 m²+ VAT

MANDATORY CONTRACTING

In addition, participation as an exhibitor implies the obligatory contracting of the CONNECT PLAN (formerly the Marketing and Communication pack): €674 + VAT

TECHNICAL CHARACTERISTICS:

STAND

Stand opening onto one or more 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 lockable door approx.:

- For 16 m21x1 m
- For 16.5 to 32 m22x1 m
- For 32.5 m2 or larger3x1 m

EXHIBITION CARPETING

5 colors to choose from in Expo Zone. Jasper Gray by default.

Jasper Grey  Red  Black  Leaf green  Blue 

The exhibitor must indicate the chosen carpet color by **December 30, 2024.**

If no color is indicated, jasper gray will be used by default.

LETTERING:

Standard lettering with name of exhibitor, which is editable in the EXPO ZONE, and stand number. **Maximum 20 characters.** If the exhibitor name field in the EXPO ZONE is not filled in, it will be labelled with the Trade Fair Name on the Participation Application Form.

Important information: You must indicate the name for the labeling, through your EXPO ZONE before **January 5, 2025.**

ELECTRICITY AND LIGHTING:

- Lighting by means of LED spotlights on rails at a rate of one spotlight per 3m² of stand.
- Electrical panel with magnetothermal differential with a built-in 500W socket, suitable for 130W/m² power.

CLEANING TYPE A:

First cleaning with removal of the plastic covering the carpet, daily cleaning of the floor and collection of the contents of the waste paper bins. Cleaning of the exhibited elements is not included.

SERVICES INCLUDED

- Daily cleaning of the stand (Type A, once a day)
- Assembly rights included in the price.
- Multi-fair and civil liability insurance included in the price.
- Minimum electric power consumption (0.13 Kw /m²)

FURNITURE for every 16 m2 hired (maximum 3 groups):

- 1 x 90 cm white Katyn table (6RL02002)
- 4 Corfu chairs (6RL01078)
- 1 Torne reception desk (6RL08002)
- 1 Palermo stool (6RL01062)
- 1 Indo coat rack (6RL06001)
- 1 Duero Wastepaper Basket (6RL04003)

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



3. Types of participation

3.3 Regulations for basic and premium turnkey stands

All modular stands with interior decoration with panels, profiles, totems, platforms, trusses, etc., must UPDATE their project in YOUR EXPO ZONE before 15 December 2024.

The removal or replacement by the exhibitor of any element of the modular stand 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.

The distribution of all the elements that make up the stand, the extras requested, as well as the structural elements necessary for the support of the stand, will be adapted to the needs of the exhibitor, as long as it is technically feasible and the plan with the relevant indications IS UPLOADED TO THE EXPO ZONE no later than 15 days before the first day of the start of assembly.

CUSTOMISE YOUR STAND WITH US

Decoration Stand graphics

Customise your modular stand with your brand image for maximum visitor impact. 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 stand (walls, furniture, fronts, banners, displays, etc.). Request more information and a quote. Our specialised team will monitor the production and installation. decoraciongrafica@ifema.es

Once the stand has been set up, changes in location in any elements that have not been communicated by the established date will be invoiced.

(1) Companies based in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For other companies this operation is not subject to Spanish VAT. For companies based in the European Union, the exhibitor shall be liable to VAT and may, if applicable, claim it back in the country where the company is domiciled.



3.4 Floor only -Free-design stand-

RATES

Floor only: €180,50/m² + VAT
 Second Floor:..... €90,25/m² + VAT
 Outdoor space:..... €90,25/m² + VAT

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

- Liability **insurance** (covers up to €60,000):..... €72.84 + VAT
- Multi-fair **insurance** (covers up to €50,000): €69.15 + VAT
- Minimum **electricity consumption** (0.13 kW/m²): €7.43 + VAT

• Assembly rights

- ✓ **Type A:** Spaces that are not decorated or fitted with carpeting or flooring: €2.77/m² + VAT
- ✓ **Type B:** Basic modular stands made of aluminium or similar materials: €5.56/m² + VAT
- ✓ **Type C:** Modular stands with aluminium design, carpentry and other materials: €8.75/m² + VAT

- - **CONNECT PLAN** (formerly the Marketing and Communication pack + FITUR Liveconnect): €674 + VAT

Companies opting for the free construction of their stands must UPLOAD the project to THEIR EXPO ZONE for approval before 15 December 2024.

DESIGN YOUR STAND WITH US

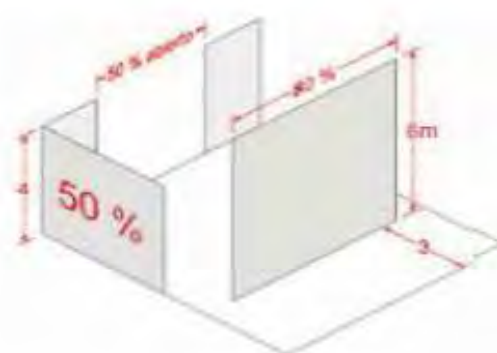
Stand design

In addition to turnkey stands, we offer you a comprehensive stand 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

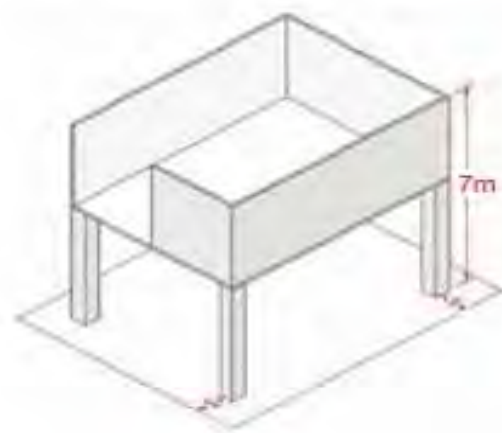
Normativa de alturas.
 Máxima ocupación espacial a ocupar con cualquier elemento.



Cerramientos.



Segunda planta.
 Máxima ocupación segunda planta.



SPECIFIC ASSEMBLY RULES FOR FREE-DESIGN STANDS

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 stand.
- 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 perimeter walls 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.

Second Floor

- The maximum permitted height for two-storey stands is 7 m in the halls.
- The second floor must be set back 1 m within the entire perimeter of the stand.
- 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 stands.

(1) Companies based in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For other companies this operation is not subject to Spanish VAT. For companies based in the European Union, the exhibitor shall be liable to VAT and may, if applicable, claim it back in the country where the company is domiciled.

3.5 General regulations for assembly. Floor only regulations -Free-design stand.

All companies will be obliged to set up their stand, which includes at least the walls between their stand with the hall wall, and with the adjoining stands, 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 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 stands 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 ZONE 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 terms and conditions for exhibitors' participation in events organised by IFEMA MADRID](#)).

ASSEMBLY OF FREE-DESIGN STANDS

Companies opting for the free construction of their stands must **UPLOAD the project to THEIR EXPO ZONE** for approval **before 15 December 2024**.

If your project has a rigging structure, you should submit a specific project to: inspeccion.rigging@ifema.es before 15 December 2024.

The company in charge of assembling a stand 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 ZONE.

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

<https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds>

AISLE STRIP WITHOUT CARPETING

IFEMA MADRID carpets the aisles throughout the fair and, for reasons of sustainability, does so with reusable strips of standard sizes and, as a consequence, leaves a small strip around the edges of the aisle/s bordering the stands without carpeting. These non-carpeted strips are part of the aisle and do not form part of the stands and therefore the exhibitor is not allowed to cover or decorate them. We request the exhibitor's cooperation in respecting this decision; IFEMA MADRID staff will monitor compliance as far as possible, and will demand the removal of any carpeting that invades these carpet-free strips and, if, despite the controls, the strip is invaded, the invaded aisle space will be invoiced to the exhibitor as additional space.

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

4.1. Exhibitor passes

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



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

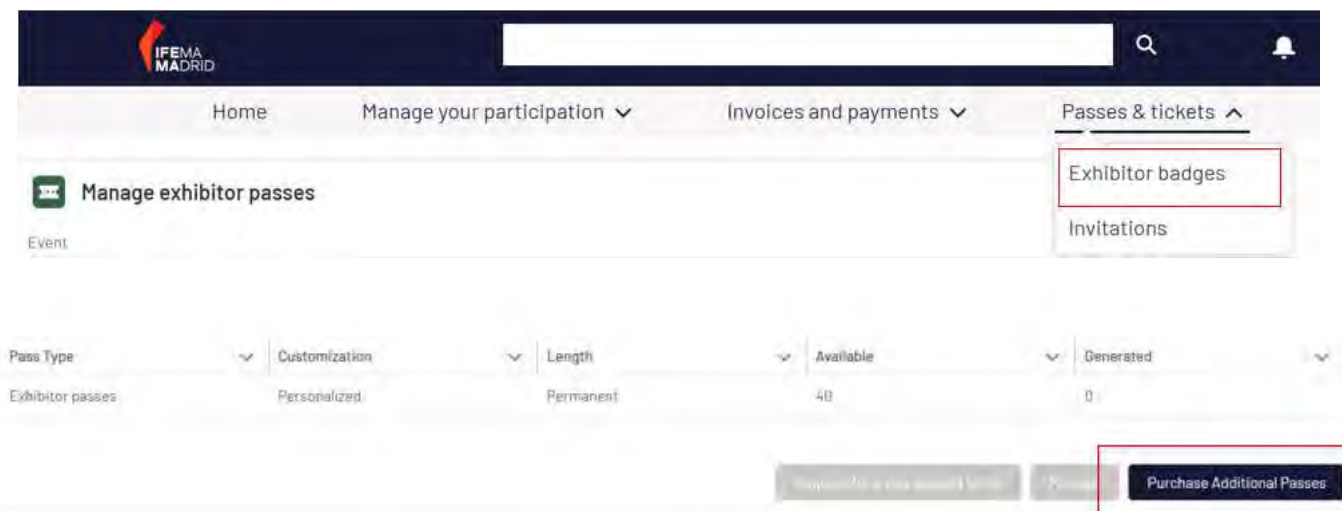
Contracted area	No. of exhibitor passes
Up to 24,5 m ²	7
From 25 to 49,5 m ²	15
From 50 to 99,5 m ²	18
From 100 to 249,5 m ²	28
From 250 to 499,5 m ²	40
From 500 to 999,5 m ²	65
From 1.000 m ²	90

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 co-exhibitor passes will be personalised: they will include the name of the pass holder, company and country. To prevent misuse, identity checks may be carried out at the entrances to FITUR.

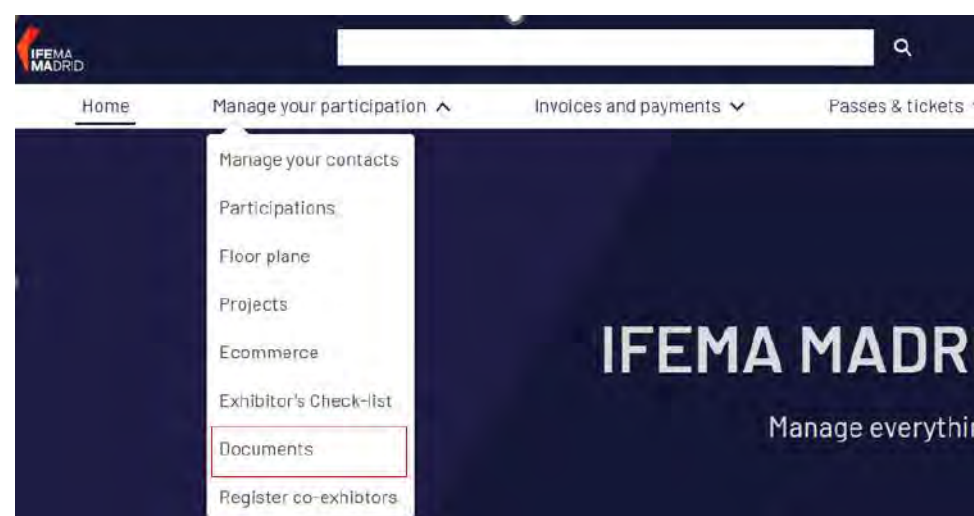
Access controls will be carried out in order to guarantee the professional nature of the fair on the first three days.

Exhibitors may **purchase additional exhibitor passes for 1 day at €19,80 + VAT (1) or permanent passes at €29,80 + VAT (1) via the EXPO ZONE** section Event Access/Exhibitor Passes.



4.2. Transport discount vouchers

Once the exhibitor passes have been requested, the **corresponding transport discount vouchers can be downloaded from the EXPO ZONE** in the section Manage your participation/Documents.

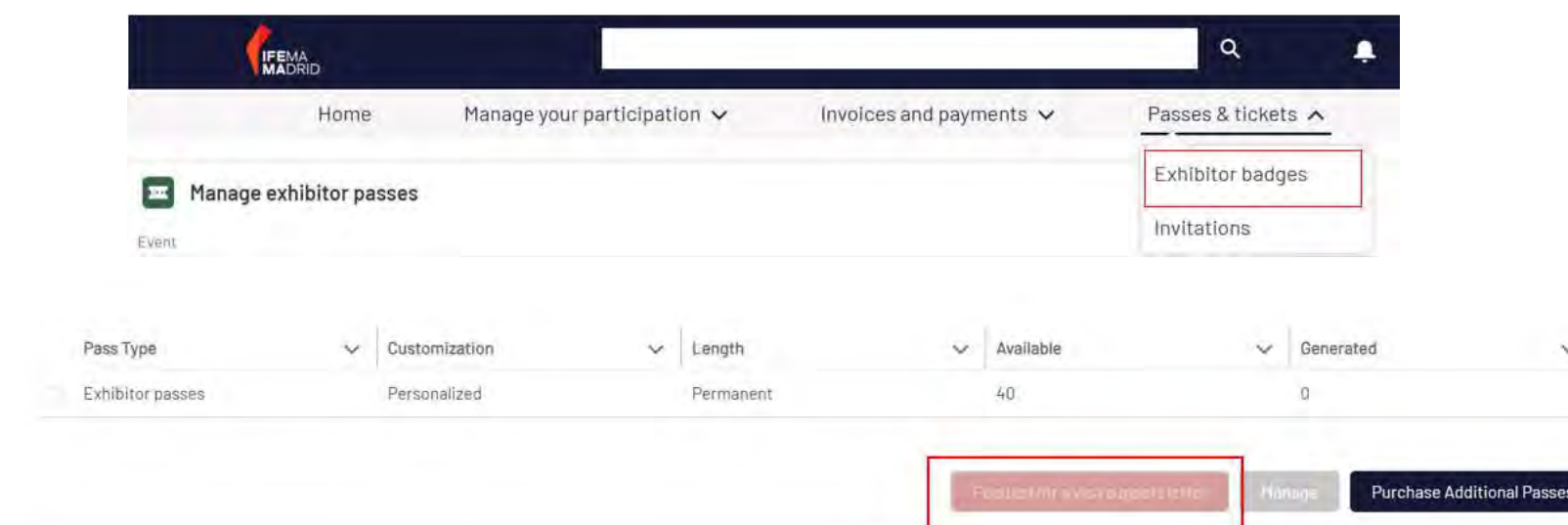


4.3. Visa management

If you require a travel visa, **you can request supporting letters to manage it via the EXPO ZONE**. To do so, **you must first personalise your exhibitor pass** and have **made payment** for your participation in accordance with the payment schedule (see point 2.2).

Once these two requirements have been met, via the EXPO ZONE/Event access/Exhibitor Passes section you will have access to the button Request Visa Support Letter.

Application deadline for visa support letter: **15 December 2024**



4. Pases de expositor, bonos descuento transporte, visados e invitaciones

4.4. Invitations

Each exhibitor will be issued with permanent, one-day and weekend invitations, depending on the area contracted.

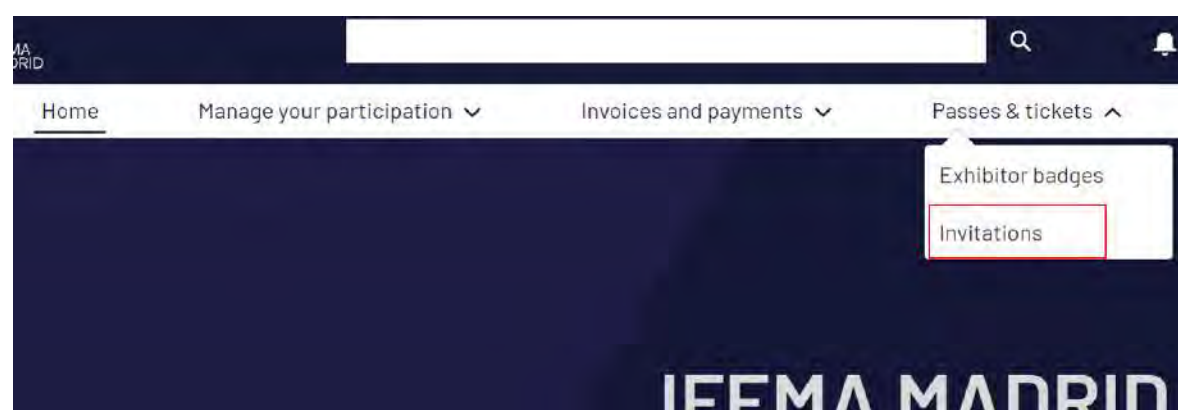
SURFACE AREA	TRADE INVITATIONS		PUBLIC WEEKEND INVITATIONS
	PERMANENT	1 DAY	
Up to 24,5 m ²	15	10	25
From 25 to 99,5 m ²	30	20	50
From 100 to 249,5 m ²	45	30	75
From 250 to 499,5 m ²	60	40	100
From 500 to 999,5 m ²	75	50	125
From 1.000 m ²	90	60	150

Exhibitors may purchase additional invitations by sending an email to the event requesting the exact number and type of invitations required:

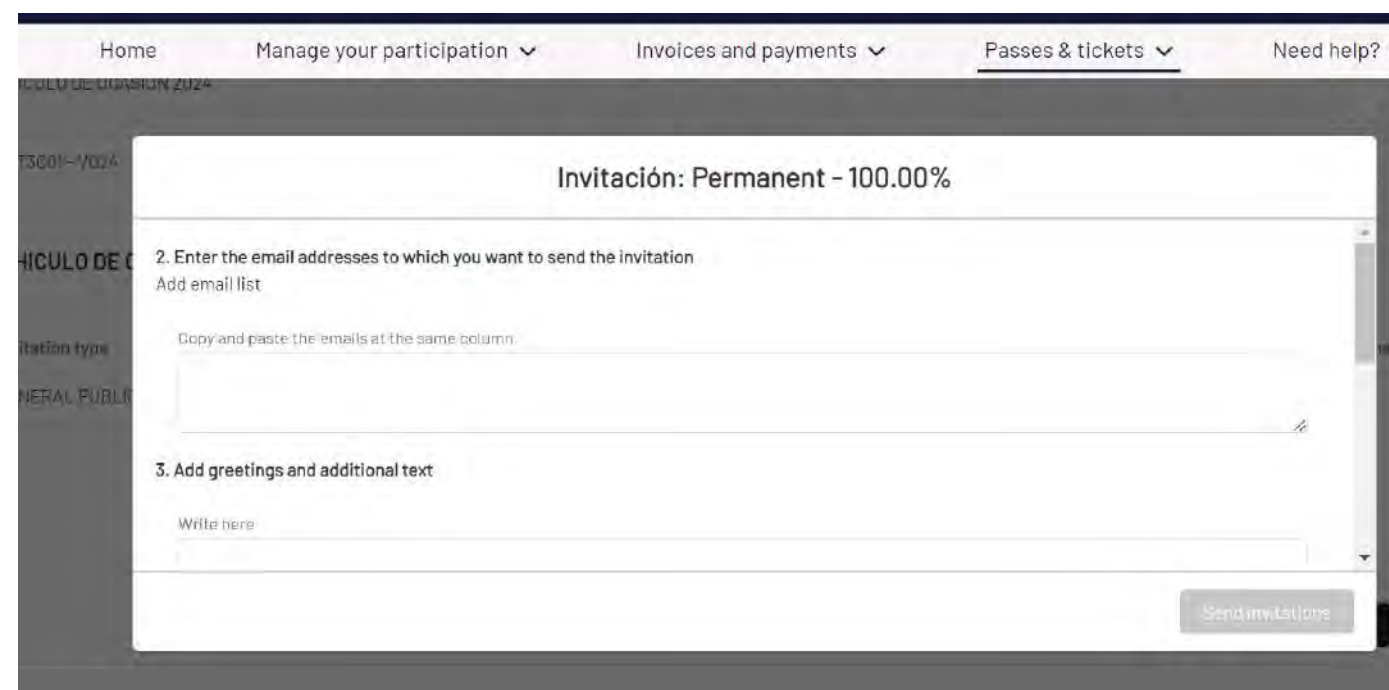
TYPE OF INVITATION	RATE
Trade 1 day.....	€10 + VAT (1)
Permanent trade.....	€17,90 + VAT (1)
Weekend public	€5+ VAT (1)

No refunds will be given for any additional invitations purchased.

Invitations will be sent via the EXPO ZONE/Event access/Invitations/Manage invitations. Once the type of invitation to be issued has been selected (permanent, 1 day or weekend public) the Manage Invitations button will appear.



Once this button is clicked, the following screen will appear for you to customise the sending:



Those who receive the **invitation code must register ONLINE** through the FITUR website ifema.es/fitur in the section Purchase your pass/Buy your ticket, depending on whether the invitation is for trade visitors or the general public respectively, and entering the invitation code received to obtain their free pass to access the fair. (Invitation codes cannot be redeemed at the reception desk.)

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

(1) Companies based in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For other companies this operation is not subject to Spanish VAT. For companies based in the European Union, the exhibitor shall be liable to VAT and may, if applicable, claim it back in the country where the company is domiciled.



5. Specific terms and conditions of participation

5.1. Specific terms and conditions of participation

5.1.1 The submission of the Participation Application implies full acceptance of IFEMA MADRID's [General terms and conditions of Participation](#), the Specific rules of FITUR 2025 contained in this guide and the technical annexes to the aforementioned regulations, which are available at all times on the IFEMA MADRID website, ifema.es, in the [exhibitor information area](#) and on the event website ifema.es/fitur.

5.1.2. Certification. 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.

5.1.3. The **minimum** bookable area is **16m²**.

5.1.4. Participation as an exhibitor with a stand implies the compulsory contracting of:

- ✓ CONNECT PLAN (formerly the Marketing and Communication Pack + FITUR Liveconnect)
- ✓ Liability insurance for each assigned stand.
- ✓ Multi-fair insurance for each assigned stand.
- ✓ Minimum electricity consumption.

In the case of booking a floor-space-only stand (free-design stand), the company in charge of assembling the stand 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 Trade Fair (see point 2).

In the event that, as an exhibitor, you wish to assume the payment of this fee and have it included in your invoice, you must book it in your EXPO ZONE.

5.1.5. Fair management may alter the allocated spaces or make changes to the layout of the halls for organisational reasons.

5.1.6. 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 stand location, its exact dimensions, etc.

5.1.7. 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 stand space or have the modular stand delivered.

5.1.8. The exhibitor must not leave their stand 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.

5.1.9. Exhibitors authorise IFEMA MADRID to reproduce all or part of their stand and the products, services and activities carried out therein.

5.1.10 The direct sale of goods is strictly forbidden.

5.1.11. The exhibitor undertakes to comply with the rules and guidelines for protecting the environment.

5.1.12. Musical and folk group performances are strictly forbidden during the trade visitor-only days of FITUR. No musical instruments may therefore be brought into the premises on these days. They may, however, be held at the exhibitor's stand on Saturday 25 and Sunday 26 January 2025.

5.1.13. It is strictly prohibited to use individual sound systems which are audible beyond the strict boundaries of the stand 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.



5. Normas específicas de participación

5.1.14. 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 co-exhibitors participating in FITUR may not display any type of advertising on their stands 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 premsa@ifema.es

For room rental, please check availability: uanproduccion@ifema.es

5.1.15. Activities requiring the booking of a one-off catering service during FITUR will require the completion of the "Communication form for catering on stands" available at ifema.es, which should be sent to: catering@ifema.es

5.1.16. 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 stand 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.

5.1.17. 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.

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

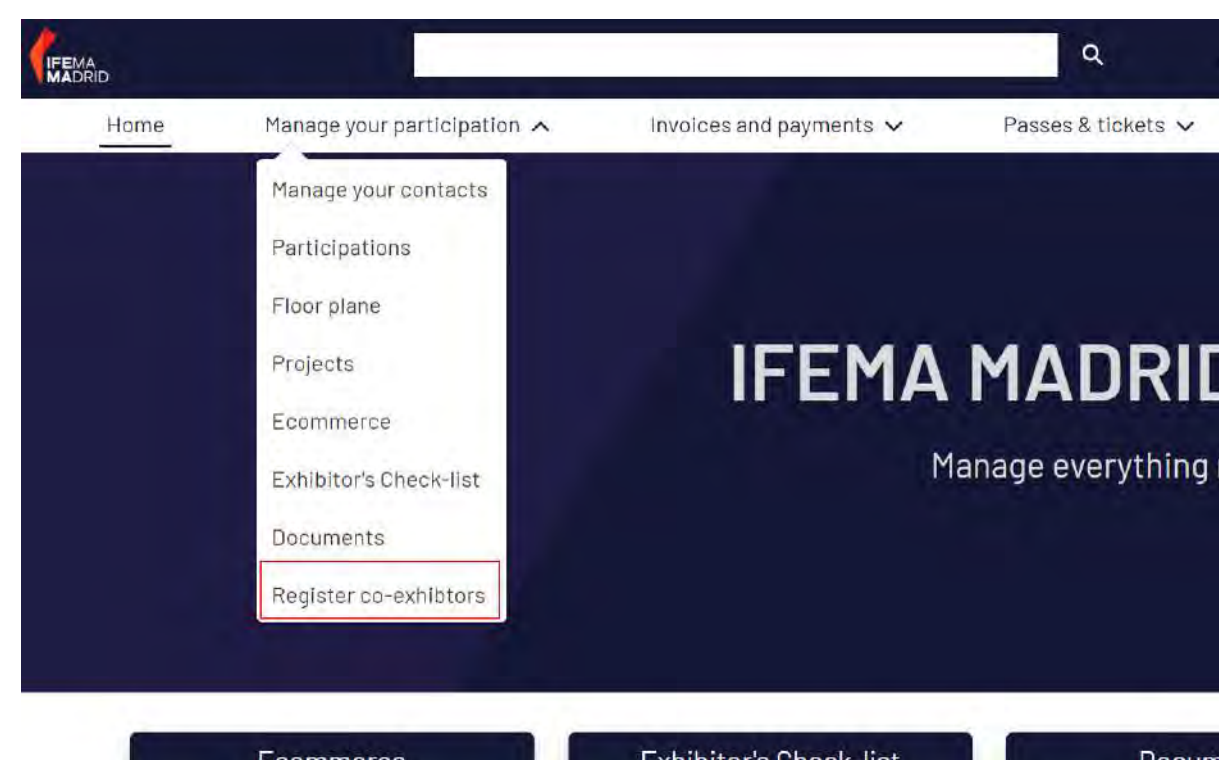
5.1.19. It is expressly forbidden for Exhibitors to install WI-FI access points, whether for connecting to the INTERNET or for providing other functions. The aim of this measure is to prevent problems with interference, affecting both points that the Exhibitor could install independently and IFEMA MADRID's access points. Said interference could cause the existing WI-FI 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](#).

5.1.20. For exceptional cases where materials and items must be brought in or taken out while the trade fair is in progress, exhibitors must request an individual permit from Exhibition Services Management: (stecnica@ifema.es)

5.1.21. These Specific Rules are complemented by the Terms and Conditions of Participation of Exhibitors in Events Organised by IFEMA MADRID, which all exhibitors accept by virtue of becoming exhibitors.

5.2. Co-exhibitor registrations

The registration of co-exhibitors must be done by the exhibitor from the EXPO ZONE section Manage your participation/Register co-exhibitors.



To register, it is essential to enter a correct and unique e-mail address for each co-exhibitor and to indicate whether the participation fee will be paid by the exhibitor or by the co-exhibitor.

Co-exhibitor registration fee.....€80/company (1)
Registration fee over 50 co-exhibitors€4.000 (1)

Once this process has been completed, the co-exhibitor will receive a unique code to be included in their application form*.

***If the exhibitor assumes the cost of participation of the co-exhibitor, their registration will be confirmed by sending the participation application form (mandatory requirement).**

***If the co-exhibiting company assumes their own cost of participation, their registration will be confirmed by sending the participation application form and paying the corresponding amount.**

Each registered co-exhibitor will benefit from:

CO-EXHIBITOR CONNECT PLAN which includes:

- Access to FITUR LIVEConnect, the largest professional network for the tourism industry.
- Presence in the online exhibitor catalogue. Visibility in the official list of exhibitors accessible at: ifema.es/fitur
- Access to their own EXPO ZONE.
- 2 Exhibitor passes.

The co-exhibitor must manage their 2 exhibitor passes in the EXPO ZONE, in the section Event Access/Exhibitor Passes.

The co-exhibitor will be able to purchase additional exhibitor passes at the SOUTH Entrance reception desk at the IFEMA MADRID trade fair centre.



(1) Companies based in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For other companies this operation is not subject to Spanish VAT. For companies based in the European Union, the exhibitor shall be liable to VAT and may, if applicable, claim it back in the country where the company is domiciled.

1. SET-UP DATES AND TIMES

Free-design stands can be **set up** from 15 to 20 January 2025 at the following times:

- ✓ From 15 to 17 January and on 20 January from 8.30am to 9.30pm.
- ✓ 18 and 19 January from 8.30am to 7.30pm.

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 stand space or have the modular stand delivered.

The **delivery of modular stands** booked with IFEMA MADRID will take place on **21 January from 8.30am**.

Delivery of incoming merchandise and decoration material can be carried out on **21 January from 8.30am to 9.30pm. From 7.00pm onwards, entry will only be possible through the pedestrian gates**, as the goods 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 20 to 26 January from 9.30am to 7.00pm. Only issues related to Exhibitor and Co-Exhibitor Passes will be dealt with.

Celebration of FITUR 2025

- ✓ From 22 to 24 January Trade Visitors only: from 10.00am to 7.00pm.
- ✓ 25 and 26 January Trade Visitors and General Public: opening hours, 25 January from 10.00am to 8.00pm and 26 January from 10.00am to 6.00pm.

Exhibitors may enter the premises from 8.00am and leave one hour after closing time.

Goods and decoration material may be removed on 26 January from 6.30pm to 0.00am. From 6.30pm to 7.30pm **exit will only be possible through the pedestrian gates** in order to proceed with the removal of recyclable carpeting.

Dismantling of stands may take place on the following dates:

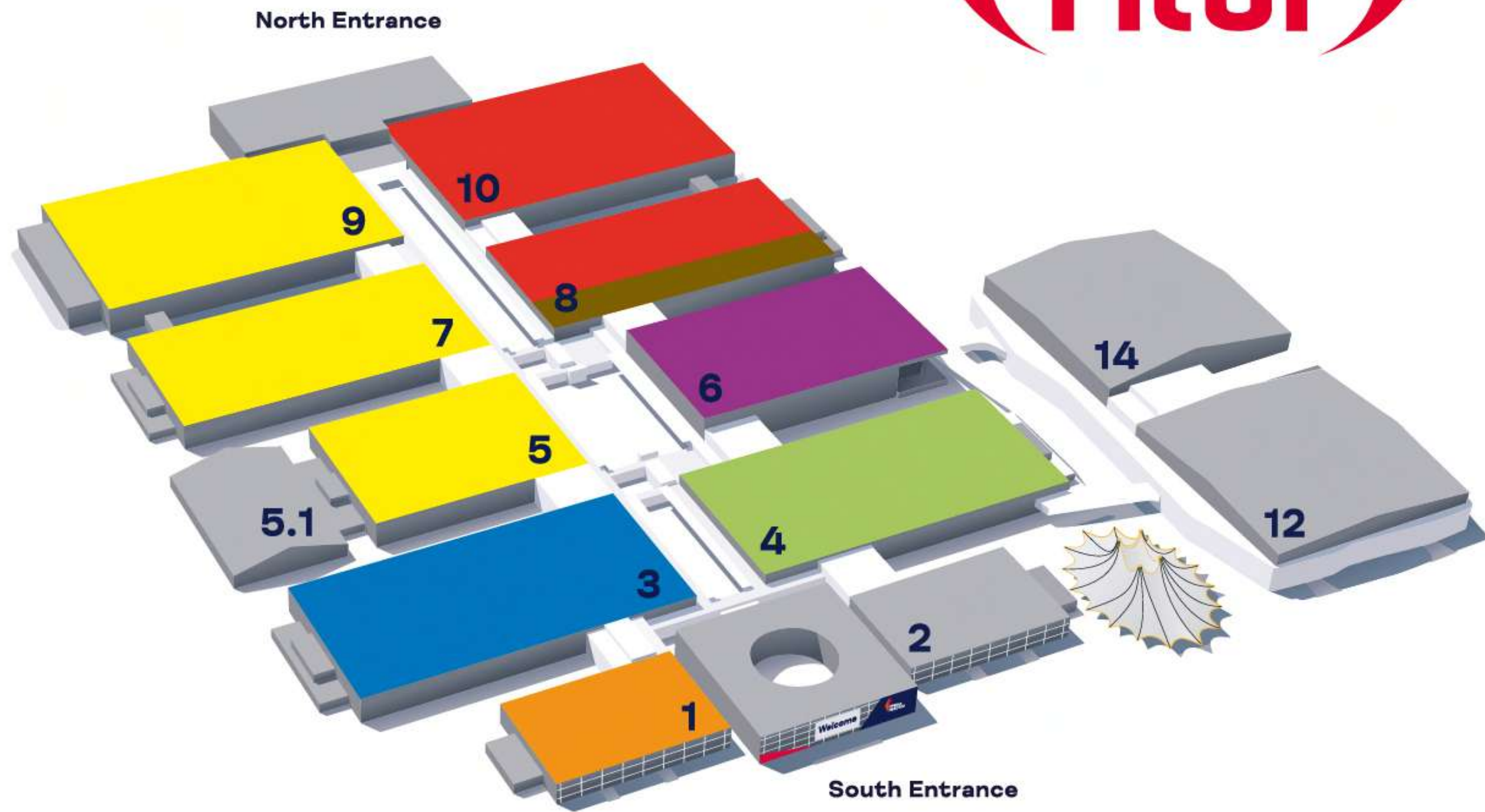
- ✓ 27 and 28 January from 8.00am to 9.30pm
- ✓ 29 January from 8.30am to 3.00pm halls 1, 3, 5, 7 and 9 and from 8.30am to 9.30pm halls 4, 6, 8 and 10.

2. DELIVERY OF MERCHANDISE TO THE TRADE FAIR CENTRE. CUSTOMS REGULATIONS

1. 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 from the United Kingdom must regularise their merchandise through the corresponding customs procedure.
2. Exhibiting companies must have the details of the customs agent clearing their goods or, failing this, a copy of the customs documentation for entry into the European Union.
3. The material or merchandise for distribution or consumption is subject to Spanish taxes, even if they are products with no commercial value (depending on the country, the amount of taxes may vary).
4. All goods subject to a temporary regime must not be moved from the stand or leave the IFEMA MADRID trade fair centre until their situation has changed and customs formalities have been completed. It may only be deposited during these formalities in the warehouse of the official logistics agent within the trade fair centre.
5. It is strictly forbidden to sell or distribute non-Community goods at a trade fair before customs clearance has been completed.
6. Products transported as hand luggage must be declared at Barajas Airport in the RED CHANNEL ("Something to declare") and the goods must be cleared with the corresponding authority at the airport.

7. Goods that have not passed customs control and are on display will be confiscated by the customs authorities operating at the Trade Fair Centre until the appropriate documents are presented.
8. Any lorry arriving at IFEMA MADRID under a transit consigned to IFEMA MADRID, must go to the warehouse of the official Logistics Operator, for the regularisation of the transported goods, located at:
Avenida Partenón sn
Entrada Oeste - access on Calle Rivera del Sena
Pabellón de servicios nave 2
28042 Madrid

7. Map



HALL 1

AFRICA

HALL 3

THE AMERICAS

HALL 5

SPAIN

HALL 7

SPAIN

HALL 9

SPAIN

(Fitur) (Fitur)
(LGBT+) (4all)

HALL 4

EUROPE

(Fitur) (Fitur)
(Sports) (Cruises)

HALL 6

ASIA-PACIFIC
MIDDLE EAST

HALL 8

COMPANIES TRAVEL TECHNOLOGY

(FiturNext)
OBSERVATORY

HALL 10

COMPANIES

(Fitur) (Fitur)
(Woman) (Lingua)

(Fitur) (Fitur) (Fitur) (Fitur)
(Talent) (TechY) (Know-how & Export) (Screen)

8. Complementary services of IFEMA MADRID

Do you want to build your stand with us?

For exhibitors who have contracted floor space or free design only

Comprehensive stand design service: IFEMA MADRID offers not only modular stands but also a modular stands a comprehensive service, with our maximum guarantee and fully adapted to your needs. fully adapted to your needs. We take care of the planning of your space, design, assembly and dismantling. Request, free of charge and with no obligation, a project adapted to your needs by sending an email to infodesign@ifema.es

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

I WANT TO KNOW MORE

Graphic decoration for stands modular

For exhibitors who want to personalise their stand

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

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

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

You can contract services and furniture from IFEMA's Services Catalogue. MADRID, or find more information in Expo Zone.

Outdoor and Digital Advertising

Advertising projects adapted to your needs

- Various outdoor advertising supports in different areas of the fairground to promote your brand, products or services. to promote your brand, products or services.

Presence in online media

- Possibility of connecting in a unique way with the audience, before, during and after the fair. In addition to communicating your participation and attract professionals

MORE INFORMATION

Other services of interest

On the fair website ifema.es/fitur you will find a list of other services, regulations and documents that may be of interest to you

- Communication for catering at stands.
- Occupational risk prevention and coordination of business activities.
- Application for authorisation for private security at stands.
- Application for authorisation to install wifi.
- Application for authorisation for antenna cabling.
- Application for authorisation to hang structures/ rigging.



8. Complementary services of IFEMA MADRID

Fitur

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

8. Complementary services of IFEMA MADRID

Fitur

		Phone	Email
Organize and decorate your space			
Cleaning and waste containers	Audiovisuals and sustainability are primary concerns for IFEMA MADRID. To this end, we provide exhibitors and assemblers with various types of cleaning services and a complete waste management system that complies with all environmental and health and safety standards and regulations	(+34) 91 722 30 00	atencionalcliente@ifema.es
Audiovisuals	We have the best 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.	(+34) 91 722 30 00	atencionalcliente@ifema.es
Driverless cherrypickers and lifters	If you need to unload merchandise or use special machinery to display your product, we have a wide range of driverless cherrypickers, forklifts and lifters to complete any task.	(+34) 91 722 30 00	carretillasdealquiler@ifema.es
Last Minute Contracting			
E-commerce: Last minute Services Catalogue	Now, during the assembly and celebration you can also hire online the services you need. Without the need to go anywhere, just with your access codes	(+34) 91 722 30 00	atencionalcliente@ifema.es

9. Important dates

When	What	How	Who attends to you
Until 12 June 2024	Application for participation (Priority deadline for Fitur 2024 exhibitors)	<ul style="list-style-type: none"> • Sending the application form for exhibitors to Fitur 2024, to confirm the renewal of their space, and surface area or to request a change. • Filling in the application form online and send a copy of the space reservation payment to: servifema@ifema.es 	Event management: fiturexpositor@ifema.es Customer Service (Exhibitors): (+34) 91 722 30 00 atencionalcliente@ifema.es
From 12 June 2024	Application for participation	<ul style="list-style-type: none"> • Continuation of the process of receiving applications for participation for Fitur 2024 exhibitors. • Offers, confirmation of space and sending of contracts 	Event management: fiturexpositor@ifema.es Customer Service (Exhibitors): (+34) 91 722 30 00 atencionalcliente@ifema.es
Until 15 September 2024 Until 1 December 2024	Payments	<ul style="list-style-type: none"> • Until 15 September 2024 - 50% of the amount of the space minus the reservation fee. • Until 1 December - 100% of the amount of the space and services booked. 	Servifema: servifema@ifema.es Customer Service (Exhibitors): (+34) 91 722 30 00 atencionalcliente@ifema.es

9. Important dates

When	What	How	Who attends to you
Until 15 December 2024	Free-design projects	Deadline for uploading free-design projects to the EXPO ZONE. If the project has hanging elements they need be submitted in a separate project and sent to: inspeccion.rigging@ifema.es	Technical Office IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 atencionalcliente@ifema.es
	Customisation of modular stands	<ul style="list-style-type: none"> • Present projects for interior decoration of modular stands. • Choose wall colours (Premium Stand) and carpeting (Flooring + Basic Stand and Flooring + Premium stand) in the EXPO ZONE. • Notify signage in the EXPO ZONE. • The modular stand project must be notified in the EXPO ZONE, or uploaded with the stipulated modifications. 	Technical Office IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 atencionalcliente@ifema.es
Until 16 December 2024	Booking services	Services booked with a 5% discount.	IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 atencionalcliente@ifema.es
From 7 January 2025	Booking services	Booking services with a 25% increase	IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 atencionalcliente@ifema.es
From 15 to 20 January 2025	Stand set-up	<ul style="list-style-type: none"> • From 15 to 17 January and on 20 January from 8.30am to 9.30pm. • 18 and 19 January from 8.30am to 7.30pm. 	-

9. Important dates

When	What	How	Who attends to you
21 January 2025	Delivery of modular stands	<ul style="list-style-type: none"> • From 8.30am • The incoming merchandise and decoration material may take place on 21 January 	Hall manager
	Incoming merchandise	<ul style="list-style-type: none"> • From 8.30am to 9.30pm • From 7pm onwards, entry will only be possible through the pedestrian gates, as the goods entrances will be closed in order to proceed with the installation of recyclable carpeting. 	Hall manager
From 22 to 26 January 2025	Days of the trade fair	<ul style="list-style-type: none"> • From 22 to 24 January Trade Visitors only: from 10.00am to 7.00pm. • 25 and 26 January Trade Visitors and General Public: opening hours, 25 January from 10.00am to 8.00pm and 26 January from 10.00am to 6.00pm. 	-
26 January 2025	Outgoing merchandise	From 6.30pm to 0.00am. From 6.30pm to 7.30pm, exit will only be possible through the pedestrian gates in order to proceed with the removal of recyclable carpeting.	Hall manager
From 27 to 29 January 2025	Dismantling of stands	<ul style="list-style-type: none"> • 27 and 28 January from 8.00am to 9.30pm • 29 January from 8.30am to 3.00pm in halls 1, 3, 5, 7 and 9. • 29 January from 8.30am to 9.30pm in halls 4, 6, 8 and 10. 	Hall manager

10. Sustainability Culture Management at IFEMA MADRID

Veteco

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

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

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

ISO Standards certified by IFEMA MADRID:

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

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

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

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

WASTE MANAGEMENT:

• The exhibitor/assembler is the generator of the waste and shall therefore be responsible for its removal and management. How the waste generated by the exhibitor is managed is explained in article 35 of the General Rules of Participation.

• We offer our exhibitors a service that includes the removal and management of the waste they/their assemblers generate. (check our fees in Exhibitors' Area).

Carpet recycling:

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

SUSTAINABLE MOBILITY:

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

GUIDE TO SUSTAINABLE PARTICIPATION IN TRADE FAIRS/EVENTS:

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

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



Question	Answer
<p>Where can I consult the IFEMA MADRID General Rules of Participation to which my participation is subject?</p>	<p>In addition to the Exhibitor's Guide, participation in Fitur is subject to IFEMA MADRID's General Rules of Participation, which you should be informed about and which you can access on the IFEMA MADRID website (www.ifema.es) and via the following link IFEMA MADRID General Rules of Participation.</p>
<p>Can I hire a catering service or serve my own food and beverages at the stand?</p>	<p>Yes. Exhibitors who are going to offer a catering service at their stand (free of charge), can do so either by submitting their application with the approved catering companies at IFEMA MADRID (See the list HERE) or through other catering service providers, in which case it is essential to fill in the form "Notification for the provision of catering services on stands" available in the exhibitors' area of the institutional website and send it, with the information requested therein, to: catering@ifema.es for its information and appropriate ends.</p> <p>If IFEMA MADRID has not been notified, the Exhibitor will not be able to offer this service on their stand. The Exhibitor assumes responsibility for third-party complaints that are caused by said catering service, and expressly exempts IFEMA from any liability in this regard.</p>
<p>Can I access the trade fair centre with vehicles for assembly and disassembly or loading and unloading of goods?</p>	<p>Access to IFEMA MADRID and to the inside of the halls will be done through the doors and on the days and times stated in this Exhibitor's Guide. The inside of pavilions will only be accessed to unload materials. Vehicles will not be able to park inside the halls or in the adjacent areas. We would like to remind you that, for safety reasons, it is strictly forbidden to park directly in front of the goods entrance.</p> <p>IFEMA MADRID takes no responsibility for the surveillance of vehicles while they are on the grounds of Feria de Madrid.</p> <p>There is a car park for trucks and another for private cars, which can be used by paying, where appropriate, the corresponding fees. Check rates</p>
<p>Can I have a vehicle on my stand?</p>	<p>Vehicles with a combustion engine used as part of an exhibition display must have a tank filled with the minimum fuel required to access the allocated space and be able to leave it at the end of the exhibition.</p>

Question	Answer
<p>Can I send goods to my booth?</p>	<p>IFEMA MADRID staff are not authorised to receive merchandise for your stand. 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 Trade Fair Name of your company. Hall and stand number.</p> <p>The merchandise must be received by your company's staff at your stand and arrive on the days set aside for incoming merchandise and decoration. If it is not possible to comply with the above, we recommend that you contact your freight forwarding partner: DB Schenker office at the IFEMA Trade Fair Centre MADRID: Hall 7, (+91) 330 51 77 ifema.madrid@dbschenker.com</p>
<p>Can I have musical or folklore performances at FITUR?</p>	<p>Musical and folk group performances are strictly forbidden during the days FITUR is open to trade only. Musical performances may only take place on stands on Saturday 25 and Sunday 26 January 2025.</p> <p>It is strictly prohibited to use individual sound systems which are audible beyond the strict boundaries of the stand or which may be a nuisance to visitors or other exhibitors. The maximum authorised noise level is 60 decibels.</p>
<p>What procedure do I have to follow to hang structures in the halls/rigging?</p>	<p>Exhibiting companies may hang elements from the ceiling of the halls following the procedure shown in the "Regulations for hanging structures in Halls" and by completing the form "Application for authorisation for hanging structures/rigging" and sending it to: inspección.rigging@ifema.es</p>
<p>Can I hold prize draws and raffles at the stand?</p>	<p>Raffles, prize draws, and random combination games are forms of gambling as set out in articles 3.2 and defined in article 15 of Law 6/2001 of 3 July on gambling in the Community of Madrid.</p> <p>All the information is available in the following form: https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas</p>
<p>How do I apply for a visa support letter?</p>	<p>Visa support letters are managed through the EXPO ZONE. To do so, you first have to personalise your exhibitor passes. Once you have managed your exhibitor passes, you can request your support letters and download them to your computer.</p> <p>It is essential to be up to date with payments according to the payment schedule in order to be able to apply for the letters.</p>

Question	Answer
<p>What kind of passes and invitations are available at Fitur?</p>	<p>Exhibitor Passes: are allocated according to the m2 booked. They can be personalised at the EXPO ZONE and additional permanent and one-day passes can also be purchased.</p> <p>Invitations: are allocated according to the m2 booked. Each exhibitor will be able to send online trade-only and general public invitations to their contacts through the EXPO ZONE. With these invitations they can register online and get their free passes for direct access to the fair.</p>
<p>Where can I book the services for my stand?</p>	<p>Either through the e-commerce section inside the EXPO ZONE or via the link: https://shop.ifema.es</p>
<p>Who do I contact to book a room?</p>	<p>Exhibitors who need to book a room should contact with: uanproduccion@ifema.es</p>
<p>What does the CONNECT PLAN (formerly the Marketing and Communication Pack + FITUR LiveConnect) include?</p>	<p>This mandatory concept includes the following promotional elements:</p> <ul style="list-style-type: none"> • Access to FITUR LIVE Connect. • Presence in the exhibitors' catalogue available on the official website of the event. • Presence on the plans located at the entrance to each of the halls. <p>And the following services:</p> <ul style="list-style-type: none"> • Access to the EXPO ZONE. • Exhibitor passes according to the stand area booked. • Invitations and delivery service through the EXPO ZONE. • Wi-Fi connection for 3 users during the entire trade fair for stand holders (Devices that allow 5GHz network capability). Access codes will be sent out during the lead up to the event.

Question	Answer
<p>How to use the EXPO ZONE?</p>	<p>The following video shows a tutorial on the use of the EXPO ZONE https://youtu.be/14ujh4uPKTA</p>
<p>What are the features of my EXPO ZONE?</p>	<p>Participation in Fitur is carried out through two independent applications: EXPO ZONE: It is used to manage the participation of each exhibiting company at Fitur</p> <ul style="list-style-type: none"> • Manage the contacts who will access the EXPO ZONE. • Access the exhibitor's calendar. • Visualise documents of interest. • Arrange exhibitor passes, request visa support letters and send invitations. • Register co-exhibitors. • Access payments, statement of accounts and invoices issued. • Upload free design stand projects. • Add signage and choose the colour of the carpeting for modular stands. • Access the e-commerce section for booking services.
<p>What are the features of my LIVEConnect?</p>	<p>Participation in Fitur is carried out through two independent applications: LIVE Connect: A digital platform that facilitates connections with other professionals and exhibitors</p> <ul style="list-style-type: none"> • Update the company details that are visible in the catalogue. • Show the range of products and services on offer. • Schedule appointments for professional meetings. • Sign up other team members with access to Live Connect. • Complete your professional profile on the platform. • Search for contacts of interest. • Consult the activities (both face-to-face and online conferences) • Display information on what other exhibitors are offering.

Question	Answer
<p>How can I request my invoices?</p>	<p>Invoices are not generated by default. You must request them directly from the IFEMA MADRID invoicing department (servifema@ifema.es) indicating the event at which you are exhibiting and the items to be included in the invoice. Once it has been generated, it will be available in your EXPO ZONE.</p>
<p>What is the difference between floor only, basic stand and premium stand?</p>	<p>The floor-only system only includes the booking of the stand space and the mandatory elements (insurance, minimum electricity consumption, assembly fee and Communication and Marketing Pack + LC), and it is down to the exhibitor to create a free-design stand or hire it through the stand design service offered by IFEMA MADRID.</p> <p>The modular stands available (Premium and Basic) are delivered assembled. The basic stand structure is made of aluminum and melamine panels, while the premium stand is made of painted chipboard and has superior furniture, which gives it a more aesthetic appearance. You can see the detailed characteristics on page 5 and 6 under point 3.</p>
<p>Can I decorate and/or set up my stand with IFEMA?</p>	<p>Yes, IFEMA MADRID offers two main services:</p> <p>Graphic decoration for stands: Customise your modular stand with your brand image for maximum visitor impact. There is a wide range of versatile graphic materials adaptable to walls, furniture, front, banners... You can request information and a quote at: decoraciongrafica@ifema.es</p> <p>Stand design: this consists of a comprehensive stand design service fully adapted to your needs. From the planning of your space, design, assembly and disassembly. You can request information and a quote at: infodesign@ifema.es</p>
<p>Is it compulsory to be present on the stand over the weekend?</p>	<p>Yes, exhibitors must not leave their stand unattended and must remain with the products on display throughout the entire period and opening hours of the event.</p>
<p>Are assembler's passes necessary during the set-up of the trade fair?</p>	<p>No. The requirements to be allowed to enter and set up are: to have paid 100% of your participation, to have the project presented and approved, to have paid the assembly fees, and to have completed the occupational risk protocol.</p>

Question	Answer
<p>How can I book parking at IFEMA?</p>	<p>Exhibiting companies will be able to book parking spaces through the e-commerce section inside the EXPO ZONE or via the link https://shop.ifema.es Once the contract has been signed, parking badges can be collected from two days prior to the start of the fair at the exhibitor services desk, located in the central boulevard between halls 6 and 8.</p>
<p>What coverage do I have as an exhibitor with the insurance included in the basic and premium packs?</p>	<p>You can check the coverage of the compulsory insurance policies at the IFEMA MADRID exhibitor support area.</p>
<p>How can I access the WI-FI network as an exhibitor?</p>	<p>As an exhibitor you will receive as part of the CONNECT PLAN a Wi-Fi connection for 3 users during the entire trade fair for the exclusive use of stand holders. Devices that allow 5GHz network capability are required. Access codes will be sent out during the lead up to the event.</p> <p>Additional Wi-Fi access can be booked through the e-commerce section inside the EXPO ZONE or via the link https://shop.ifema.es</p>
<p>Regulations and support for exhibitors at the trade fair centre</p>	<p>https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds</p>
<p>Regulations and support for fitters at the trade fair centre:</p>	<p>https://www.ifema.es/en/support/assemblers-colaborators-fairgrounds</p>

12. Contact us

Fitur

Department	Ask me about	Contact						
Address of the event	<ul style="list-style-type: none"> Contracting space General topics of participation in the fair Exhibitor passes Trade visitor invitations Activities and forums at the fair 	<table border="1"> <tr> <td>Director</td> <td>María Valcarce</td> </tr> <tr> <td>Commercial Managers</td> <td> National and Company: David Solar International: <ul style="list-style-type: none"> Ángela Lozano: Europe and the Americas José Sánchez: Africa, Asia-Pacific, Middle East and Travel Technology FITUR LIVE Connect: Ainhoa de la Cruz </td> </tr> <tr> <td>Commercial Area</td> <td>Ana Isabel Prieto Ana Sánchez Macarena Ferrer</td> </tr> </table>	Director	María Valcarce	Commercial Managers	National and Company: David Solar International: <ul style="list-style-type: none"> Ángela Lozano: Europe and the Americas José Sánchez: Africa, Asia-Pacific, Middle East and Travel Technology FITUR LIVE Connect: Ainhoa de la Cruz	Commercial Area	Ana Isabel Prieto Ana Sánchez Macarena Ferrer
		Director	María Valcarce					
		Commercial Managers	National and Company: David Solar International: <ul style="list-style-type: none"> Ángela Lozano: Europe and the Americas José Sánchez: Africa, Asia-Pacific, Middle East and Travel Technology FITUR LIVE Connect: Ainhoa de la Cruz					
Commercial Area	Ana Isabel Prieto Ana Sánchez Macarena Ferrer							
(+34) 91 722 30 00 futurexpositor@ifema.es								
IFEMA MADRID Customer Service	<ul style="list-style-type: none"> Hiring of services Expo Zone Visitor information 	(+34) 91 722 30 00 atencionalcliente@ifema.es						
Technical Secretariat (Trade Fair Services Department)	<ul style="list-style-type: none"> Technical support to exhibitors and assemblers Review of stand assembly projects Solutions to technical problems during the exhibition activity Customization of modular stands 	(+34) 91 722 30 00 stecnica@ifema.es						
Graphic decoration	Hiring of graphic materials to customize your booth	(+34) 91 722 30 00 decoraciongrafica@ifema.es						
Full service stand design	Design and assembly of free design stands	(+34) 91 722 30 00 infodesign@ifema.es						

12. Contact us

Fitur

Department	Ask me about	Contact
Outdoor Advertising	Hiring of advertising media at the fairgrounds	(+34) 91 722 53 40/08 publicidadexterior@ifema.es
Communication and Marketing Management	Media relations	<div style="display: flex; justify-content: space-between;"> <div> <p>Director: Raúl Diez Communications Director: Marta Cacho Press Officer: Alejandra Elorza International Press: Elena Valera Press Secretary: Pilar Serrano</p> </div> <div> <p>(+34) 91 722 50 93 aelorza@ifema.es</p> </div> </div>
Planning and Control Management	<ul style="list-style-type: none"> Rental of the different meeting and convention spaces at the fairgrounds, both during and outside the fairs. Coordination of extra-fair activities 	(+34) 91 722 30 00 uanproduccion@ifema.es
Institutional Relations (Protocol)	<ul style="list-style-type: none"> Institutional visits Guided tours Protocol for all Events Institutional relations 	(+34) 91 722 30 00 infoifema@ifema.es
Safety and Self-Protection Management	<ul style="list-style-type: none"> General security and parking Access to the Fairgrounds Coordination for stand catering 	(+34) 91 722 50 65 dseguridad@ifema.es catering@ifema.es
Medical Service and Security Emergencies	<ul style="list-style-type: none"> Medical emergency Health care for exhibitors and visitors during the celebration of fairs, set-up and dismantling. 	(+34) 91 722 54 00

Thank you

