



International Trade Show for the Fruit and Vegetable Industry

## Exhibitor's Guide

Stand basic



**04-06**  
**Oct**  
**2022**

**Exhibition Centre**  
**ifema.es**

LIVE  Connect

Coinciding with



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# 1. General build up regulations

Basic customisable shell scheme stand.

All companies must build a stand which includes at least stand walls between their stand and the hall wall and neighbouring stands depending on their stand location.

For **security** reasons, and as a general and permanent preventive measure, **it is compulsory to wear a safety helmet, high-vis jacket and safety shoes during the build-up and breakdown phases of the trade fair in all exhibition areas.**

**During build-up it is not necessary to have a pass**, which is why passes for build-up do not exist.

Build up activities cannot begin without completing, signing, and sending the «Prevention of Labour Risks and Business Activity Coordination» available

on the IFEMA MADRID website ifema.es – Exhibitors – Rules of Participation **(Article 15 WORKPLACE SAFETY REGULATIONS - CO-ORDINATION OF BUSINESS ACTIVITIES FROM GENERAL RULES OF PARTICIPATION FOR EXHIBITORS AT TRADE FAIRS ORGANISED BY IFEMA MADRID).**

**Traffic Flow and vehicle parking regulations during the event:** inside the trade fair grounds it is expressly prohibited to park vehicles in the loading and unloading areas. They must be parked in the designated areas and where required; the corresponding fee paid. Once the event has begun, it is not permitted to drive any vehicle inside the halls and the “avenida” without express authorisation from IFEMA MADRID ([article 14 of the general terms in General Rules of Participation at IFEMA MADRID](#)).

## 2. Basic customisable shell scheme stand

Available for exhibition areas of 16 to 128 m<sup>2</sup>.



# 3. Fees

- **Space + Stand BASIC fees**

- 16 to 32 m<sup>2</sup> ..... €275/m<sup>2</sup>\*
- 32.5 to 64 m<sup>2</sup> ..... €270/m<sup>2</sup>\*
- More than 64 m<sup>2</sup> ..... €265/m<sup>2</sup>\*

Additionally, exhibitors **must also contract:**

- Civil Liability Insurance (cover up to €60,000) and Multifair Insurance (cover up to €50,000): €60.11\* and €57.06\* respectively.
- Marketing and Communication Pack + LIVE Connect: €500\*.

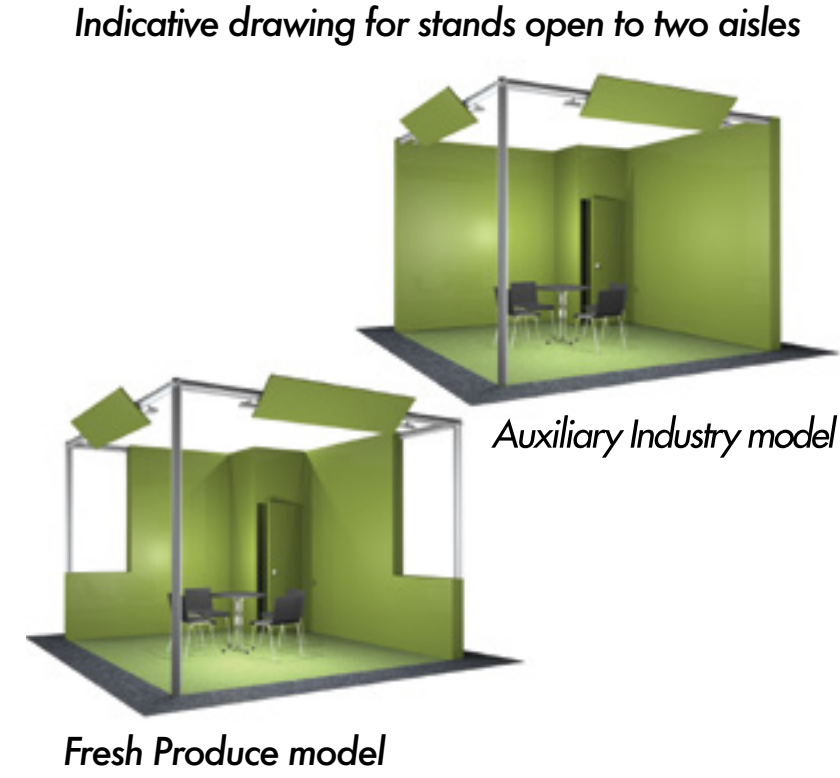


(\*) IVA/VAT NOT INCLUDED. For companies established in the Spanish territory (excluding Canaries, Ceuta, and Melilla): 10% IVA/VAT not included. For the rest of companies this operation is not subject to Spanish IVA/VAT. For European Union companies, the exhibitor will be responsible for paying the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



# 4. Technical specification of basic customisable modular stand:

- **Space** and stand open to aisles as allocated (see sample sketch for a two-side open stand).
- 3 m high painted chipboard walls in a colour chosen by the exhibitor from the selection below ordered via the [Exhibitors' Area online](#), before 13 September:



Green  Maroon  White  Black  Orange 

**If a colour is not chosen before Tuesday 13 September, the default colour is green.**

- **Aluminium struts/framework** in grey.
- **Storeroom** with door – size according to stand size:
  - 1 m<sup>2</sup> for stands of 16 m<sup>2</sup>
  - 2 m<sup>2</sup> for stands of 16.5 m<sup>2</sup> to 32 m<sup>2</sup>
  - 3 m<sup>2</sup> for stands of 32.5 m<sup>2</sup> to 48 m<sup>2</sup>
  - 4 m<sup>2</sup> for stands larger than 48 m<sup>2</sup>
- **Trade fair carpet** from a choice of 5 colour:

Leaf green  Billiard Baize Green  Siena Orange   
 Black  Burgundy 

**Exhibitors must select their carpet colour via the [Exhibitors' Area](#) before Tuesday 13 September. If a colour is not selected before Tuesday 13 September, the default colour will be green.**

- **Furniture:**
  - Stands 16 – 32 m<sup>2</sup>:
    - 1 round black table (90 x 74 cm). Model DOM – Reference ME03
    - 4 black chairs. Model Barcelona – Reference SI02
  - Stands 32.5 m<sup>2</sup> and over:
    - 2 round black tables (90 x 74 cm). Model DOM – Reference ME03
    - 8 black chairs. Model Barcelona – Reference SI02

Counters are not included ([See additional services](#)).

- **Electricity and Lighting:**
  - Stand lighting with led spots (1 spot for every 4 m<sup>2</sup>).
  - Minimum electricity consumption deposit (0.13 kW/m<sup>2</sup>).
  - Electrical switchboard equipped with magnetothermal differential (up to a 130W/m<sup>2</sup> of power).
  - 1 x 500W socket for stands under 32 m<sup>2</sup> and 2 sockets 32 m<sup>2</sup> stands and over.
- **Fascia board** with the exhibitor's name and stand number in standard lettering (maximum 20 characters).

The exhibitor must confirm the name for the fascia board via the exhibitor's area before Tuesday 13 September.

- **Cleaning type A:** initial cleaning with the plastic removal and then daily floor cleaning.
- **Build-up fees** are included in the price.

MAKE YOUR BUDGET

CONTACT

We offer vinyl decoration for stand walls. See vinyl **decoration pricing and measurements here** or contact [decoraciongrafica@IFEMA MADRID.es](mailto:decoraciongrafica@IFEMA MADRID.es).



Removal by the exhibitor of any element of the shell scheme stand does not reduce the cost. All materials used, both structural and electrical, are rented, and therefore, any damages shall be billed at current rates.

Remember that you can order [additional services](#) or use the **promotional tools** available to obtain greater visibility and added value from your participation in the show.

We will make every effort to build the basic stand layout with requested extras according to the needs of the exhibitor providing it is structurally sound, technically possible and if the plan is received at least 15 days before the first day of build-up.

Once the stand has been built, any changes which have not been previously requested shall be billed to the client.

All shell scheme stands involving an interior decoration with panels, sections, totems, platforms/floorings, trusses, etc., must send their stand drawings and project plans Technical Secretariat before **Tuesday 13 September**. Please submit your project to the IFEMA MADRID Exhibition Services Management Team by email to [stecnica@IFEMA MADRID.es](mailto:stecnica@IFEMA MADRID.es).

Schell scheme stands will be ready for hand-over from 2 October at 8.30 am.

# Feel the inspiration.

Av. del Partenón. 5  
Madrid, Spain

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