



International Trade Show for the Fruit and Vegetable Industry

## Exhibitor's Guide

General information



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

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

LIVE  Connect

Coinciding with



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# 1. How to exhibit at Fruit Attraction 2022

**1.1.** [FRUIT ATTRACTION](#) will take place at IFEMA MADRID from 4-6 October 2022, from 9.30 am - 7 pm Tuesday 4<sup>th</sup> and Wednesday 5<sup>th</sup> October and from 9.30 am - 5 pm on Thursday 6<sup>th</sup> October.

**1.2.** To register please complete the [Online Exhibitor application form](#) and send the corresponding reservation fee, which can both be found on the exhibition website [www.ifema.es/fruitattraction](http://www.ifema.es/fruitattraction).

## Returning exhibitors and new exhibitors that send us their application forms before Monday 11<sup>th</sup> April 2022:

- Exhibitors who return their [application forms](#) in the priority booking period are able to select their space during a space allocation meeting.
- **The first space allocation meeting will take place on Monday 25<sup>th</sup> April.**
- For each exhibition area the running order of space selection will be decided according to set objective criteria which will be communicated in good time.

## Application forms received after 11<sup>th</sup> April 2022:

Application forms received from exhibitors will be processed on a first come first served basis. Receipt of the form and payment of the corresponding reservation fee according to stand size (this last requirement is essential and will determine the exhibitor's registration date).

**1.3.** Once the application form has been returned, **a confirmation of payment must be sent for either the corresponding registration fee or 50% payment for bookings after 30<sup>th</sup> May (50% payment deadline).**

**1.4.** Where the EXHIBITING COMPANY names another company as the INVOICING COMPANY, it is necessary to complete details for both companies in the application form.

**Once the trade fair booking is confirmed, invoicing details cannot be changed.**

**1.5.** Completion of an application form constitutes a binding agreement for the requesting party and therefore total acceptance of the [General Conditions of Participation of IFEMA MADRID](#).

## 1.6. CANCELLATION

Cancellation of participation by the exhibitor is ground for termination of the contractual relationship between IFEMA MADRID and the exhibitor for all purposes. Cancellation must be made in writing to the exhibition management team, and it will mean the loss of any amounts paid or that should have been paid by the cancellation date and in accordance with the [payment terms schedule](#) detailed in the [application form](#).



If the cancellation is communicated to the exhibition management team within the 30 days prior to the show opening, IFEMA MADRID may require full payment of the space contracted.

**In case participation is solely online** through LIVE Connect, and once access to the platform has been given it is not possible for the exhibitor to cancel.

**In the event of cancellation of the onsite event for reasons of force majeure**, amounts paid relating to the onsite event will be returned according to article 15 of the [General Conditions of Participation for events organised by IFEMA MADRID](#).

## 2. Specific conditions of participation

**2.1.** Submission of the [Exhibitor Application Form](#) entails full acceptance of the [General Rules of Participation of IFEMA MADRID](#), the Specific Conditions of participation of FRUIT ATTRACTION 2022 in this guide, the technical appendices to the above General Rules available at any time on the IFEMA MADRID website [www.ifema.es](http://www.ifema.es), in the Exhibitor's Area and on the event website [ifema.es/fruit-attraction](http://ifema.es/fruit-attraction).

**2.2.** An essential requirement for taking part in the trade show is that the activity of the company or public or private institution falls within the remit of FRUIT ATTRACTION:

### - FRESH PRODUCE AREA

- Fresh fruits
- Fresh vegetables
- Herbs and spices
- Fresh cut and catering products
- Nuts Hub
- Ecorganic Market
- Processed F&V (frozen, canned, concentrated, dehydrated, etc.)
- Organisms and associations
- Nurseries



### - AUXILIARY INDUSTRY AREA

- Seeds
- Fertilisers, agro nutrients, plant protection
- Pre-harvest
- Transport & Logistics
- Packaging & labelling
- Post-harvest
- Smart Agro (ICT applied in the horticultural sector)
- Ecorganic Market
- Point of sale
- Services (Consultancy firms, certification firms, financial institutions, TEA's, training, etc.)
- Biotech Attraction (research and technological development in plant genomics)





## - FRESH FOOD LOGISTICS

- Climate control solutions and preservation and storage facilities.
- Climate controlled, isothermal and refrigerated containers.
- Fresh food processing, handling and packaging systems.
- Services & logistics operators with cold supply chain for the food industry.
- Temperature control systems for cold chain transport.
- Refrigerated transport and cold chain equipment (Land, sea, and air. Short and long haul).
- Cold technologies & automation.
- Quality control equipment and systems.
- Cold and chilled facilities and temperature control equipment for retail.
- Transport solutions for food-delivery and food e-commerce.
- Other related services.

### 2.3. **STARTUP'S HUB**

New area dedicated to companies created in the period between 1st January 2021-1<sup>st</sup> September 2022 from both the Fresh Produce and Auxiliary Industry areas.

**2.4.** The Fruit Attraction Organising Committee **may agree to reject** as exhibitors any companies and group or institutional participants from third world countries that have not signed or do not comply with the trade agreements in force signed between them and the EU.

**2.5.** Fruit Attraction is arranged into two main areas: **Fresh Produce and Auxiliary Industry, and some dedicated themed sections.** Exhibitors will be located in the exhibition area matching their main company's activity

and the offered products or services. In group participations in the Fresh Produce area, only companies which are directly related to this area are allowed to exhibit in it (exhibitors as well as co-exhibitors).

**Fresh Food Logistics is an event with its own individual identity, character and scope, held during the dates and with the same regulations as FRUIT ATTRACTION.**

**2.6.** The minimum contractable space is 16 m<sup>2</sup> (except for those stands in dedicated themed areas such as Ecorganic Market, Smart Agro, Nuts Hub, Biotech Attraction, and Startup's Hub) and the maximum contractable space for an individual company can be no larger than 128 m<sup>2</sup>. This rule is not applicable to group stands organised by associations and institutions.

**2.7.** It is not possible to group individual companies together without an affiliation to an association or a society.

**2.8.** To facilitate stand distribution in the halls, space sizes must be requested in multiples of 4 m<sup>2</sup>.

**2.9.** Exhibitors with a stand at the onsite event must contract:

- **Marketing and Communication pack and LIVE Connect Registration.**
- Civil liability insurance for each stand booked.
- Multifair insurance for each stand booked.
- Minimum electricity consumption.

For custom design stands, the company responsible for stand assembly must pay IFEMA, the build-up charges corresponding to services rendered during build-up and breakdown at the trade show before they can begin building.

- 2.10.** The Exhibition Management team may alter the allocated stands or redistribute the halls for organisational reasons.
- 2.11.** Notwithstanding notification by the Fruit Attraction Exhibition Management team if there is a significant move or change in the reserved location, **it is the exhibitor's responsibility to ensure they have their stand location**, exact dimensions, etc. To this end the Exhibition Management will send out links to the hall floor plans which will be periodically updated.
- 2.12.** Exhibitors who have not made full payment for the space and services contracted will not be allowed to occupy their space, nor the modular stand they have ordered.
- 2.13.** Entrance will not be granted to any exhibitor or visitor who cannot provide proof of belonging to any of the professional entities participating at the trade fair, even if they hold an official invitation or badge.
- 2.14.** **Exhibitors are obliged to occupy their stand** and remain with their products displayed there for the entire duration and opening hours

of the trade show. Non fulfilment of this rule may result in the loss of priority space booking at subsequent events.

- 2.15. Direct sales of any item on display at the event is strictly forbidden.**
- 2.16.** Exhibitors grant authorization for total or partial reproduction of any products on display which IFEMA MADRID may reproduce in its promotional materials.
- 2.17.** Exhibitors agree to respect the rules and directives which protect the environment.
- 2.18.** Activities which may disturb other exhibitors may not be carried out and noise levels must not exceed 60 decibels.
- 2.19.** Any water used for cooking or processing food or for cleaning items in direct contact with foodstuffs must be obtained from taps supplying drinking water. Water from taps in the toilets may not be used.
- 2.20.** PREFERRED RIGHT OF RENEWAL IN 2023 - Exhibitors participating in Fruit Attraction 2022 will have the possibility of renewing their location and surface area in Fruit Attraction 2023, unless prevented by causes and organizational exceptionalities of the event.



### 3. Ways to participate and participation fees

A company can participate in one of the following ways:

#### 3.1. ONSITE WITH A STAND

	SPACE TYPE	SPACE ONLY	SPACE + STAND BASIC	SPACE + STAND PREMIUM	SPACE + STAND ECORGANIC HUB, NUTS HUB, SMART AGRO, BIOTECH ATTRACTION, STARTUP'S HUB
SECTIONS	6 m²				€2,284.00*
	16 m² - 32 m²		€275.00/m²*	€325.00/m²*	
	32,5 m² - 64 m²	€197.00/m²*	€270.00/m²*	€319.00/m²*	
	64,5 m² and over	€191.00/m²*	€265.00/m²*	€314.00/m²*	

Using the following links, you can find out further information about:

- **Basic Modular Stand**
- **Premium Modular Stand**
- **Hub Modular Stand (for Ecorganic Market, Nuts Hub, Smart Agro, Biotech Attraction, Startup's Hub areas)**
- **Stands with customizable design**
- **Space-only stands (for custom-build stands, see building regulations)**

#### IN-PERSON EXHIBITORS WITH A STAND MUST CONTRACT THE FOLLOWING GENERAL SERVICES:

- **Civil Liability Insurance** (cover up to €60,000.00): ..... €60.11\*
- **Multifair Insurance** (cover up to €50,000.00): ..... €57.06\*
- Minimum **electricity consumption** (0.13 kW/m²) ..... €6.255\*
- **Build up fee** (see costs in **custom build stands**)  
Included in price of space + stand Basic, Premium, Ecorganic Market, Nuts Hub, Smart Agro, Biotech Attraction y Startup's Hub.
- **Marketing and Communication Pack + LIVE Connect Registration:**  
each onsite exhibitor or co-exhibitor automatically contracts Marketing and Communication Pack + LIVE Connect (Registration): €500 + VAT.  
**Read more about its functionality here.**

#### SPACE REQUESTED MUST BE A MULTIPLE OF 4 m².

The maximum stand size for individual companies must be no larger than 128 m². It is not possible to group together individual companies. This does not apply to participations in groups, or with associations or institutions.

#### DISCOUNTS:

- **5% CONSUMER BONUS FOR RETURNING EXHIBITORS IN PERSON/ WITH STAND AT FRUIT ATTRACTION (2021)**

(\*) 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.



You will receive a voucher that can be exchanged for any product from our service catalogue (hostesses, counters, chairs, etc.) with a value equivalent to 5% of the contracted floor space (minimum, mandatory services, or build up fees are not included).

- **5% DISCOUNT ON SERVICES CONTRACTED ONLINE UP TO 30 DAYS BEFORE THE START OF BUILD-UP (29 August).**

This discount will also be applicable to the services that are contracted by sending the plan of your stand to the technical secretariat. Mandatory minimum services, outdoor advertising, meeting rooms, graphic decoration of stands or specific trade fair services such as exhibitor passes, forums, etc. are not included.

#### **SURCHARGES:**

- **25% surcharge on services requested 7 days before the start of assembly (20 September).**

### **3.2. ONLINE PARTICIPATION VIA FRUIT ATTRACTION LIVE Connect**

Fruit Attraction LIVE Connect is available 365 days a year for all companies who form part of Fruit Attraction's remit and scope:

- As an exhibitor or co-exhibitor at Fruit Attraction or Fresh Food Logistics, it is mandatory to contract the trade fair's communication and marketing package which includes registration on FRUIT ATTRACTION LIVE Connect to use during the preparation and celebration phases of the event (**Marketing and Communications Pack + LIVE Connect Registration**).

- Those companies who do not want an exhibition stand at the event but who would like to benefit from the visibility, networking, and knowledge the platform offers can participate as online exhibitors through Fruit Attraction LIVE Connect.
- Exhibitors with stands and their co-exhibitors may also subscribe.

#### **LIVE Connect: ways to participate and participation fees**

##### **REGISTRATION**

- **FEE:** registration of exhibitor in LIVE Connect: €500 + VAT\*

- **WHAT IS INCLUDED?**

- **Registration of your company information (onsite exhibitor) or co-exhibitor in the official online interactive list of exhibitors accessible via the LIVE Connect platform** and at **ifema.es/fruit-attraction** which enables exhibitors and visitors to prepare the exhibition in advance.

- **The profile of each exhibitor includes:**

Contact details, video or image, logo, general information of the company, activity, products, documents and links, exhibitor press releases and stand number at the trade fair.

- Participants in LIVE Connect can **carry out advanced and alphanumeric searches**, receive recommendations from staff of exhibitors that may interest them according to their profile, mark companies as favourites, chat or request an appointment by videoconference or in-person at the fair.

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- **Access to LIVE Connect for 1 user**, a member of the exhibiting company, to complete the company profile and your personal profile. This user will receive the chats, contact requests and appointment requests made to the profile or company, but will not have access to the data of the participants in the LIVE Connect community (Community Network). To do this, you must additionally purchase a subscription to LIVE Connect.
- Option to include 5 of the company's products.

**ANNUAL SUBSCRIPTIONS**

- **FEES:**
  - **Standard** Subscription **LIVE Connect**:.....€2,500 + VAT\* (registration included)
  - **Prime** Subscription **LIVE Connect**:.....€4,500 + VAT\* (registration include)

View further information about the subscriptions [here](#).

MAKE YOUR OWN BUDGET

CONTACT

**3.3. PAYMENT DEADLINES:**

**Onsite exhibitor:**

- **11 April:** deadline for submission of the online exhibitor application form and payment of the reservation fee according to the following guidelines:
  - 16 - 32 m<sup>2</sup> .....€450\*
  - 32.5 - 64 m<sup>2</sup> .....€750\*
  - Over 64 m<sup>2</sup> .....€1,000\*
- **30 May:** deadline for payment of first 50% of space costs less the space reservation fee.
- **2 September:** deadline for payment of 100% of space and services contracted.

**Online participation only (Fruit Attraction LIVE Connect):**

By submitting the application form and paying 100% in full you will gain access to the platform.

**Payment** can be made in the following ways:

- Bank transfer to: IFEMA MADRID/FRUIT ATTRACTION 2022  
  
Santander: IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHESMM  
BBVA: IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM  
Caixa Bank: IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESBBXXX

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**Please send a copy of your payment confirmation to [servifema@ifema.es](mailto:servifema@ifema.es)**

- Banker's draft, in the name of IFEMA MADRID/FRUIT ATTRACTION 2022
- Credit card via secure payment, accessible on completion of the online application form, or subsequently via the [exhibitor's area](#) online and the invoices and payments tab or via the services area.

In accordance with current regulations, payments in cash or bearer checks are not allowed.





## 4. Participation visibility: promotion and sponsorship, opportunities, and activities

### TELL YOUR CUSTOMERS AND POTENTIAL CUSTOMERS ABOUT EXHIBITING AT THE TRADE FAIR

Use the banner available on the Fruit Attraction website: [ifema.es/fruitattraction](http://ifema.es/fruitattraction). Include it as part of your e-mail signature or on your letterhead.

### BANNERS ON THE EXHIBITION WEBSITE

View these here, or contact: [publicidadexterior@ifema.es](mailto:publicidadexterior@ifema.es), Tel.: (+34) 91 722 53 08/40.

### PUBLICITY ONSITE IN THE TRADE FAIR CENTRE AND GROUNDS

If exhibiting with a stand, you can also contract a wide range of strategically placed advertisements to welcome visitors and exhibitors to the trade Fair centre.

View the different elements [here](#); in the [Exhibitor's area](#), "publicity services and promotional opportunities" or send an e-mail to [publicidadexterior@ifema.es](mailto:publicidadexterior@ifema.es) or call Tel: (34) 91 722 53 08 / 40.

### SPECIAL ACTIVITIES ONSITE IN THE TRADE FAIR CENTRE AND GROUNDS

IFEMA MADRID offers onsite exhibitors with a stand special marketing actions to optimise the impact of their presence at the trade fair centre. Further information at [www.ifema.es/patrocinios-ifema](http://www.ifema.es/patrocinios-ifema).

### SPONSORSHIP OF FORUMS AND CONFERENCES

Contact the exhibition management team at [fruitattraction@ifema.es](mailto:fruitattraction@ifema.es).

### SEND US YOUR LATEST NEWS TO INCLUDE IN FRUIT ATTRACTION FRESH NEWS AND GIVE YOUR COMPANY GREATER VISIBILITY ON THE FRUIT ATTRACTION WEBSITE AND SOCIAL NETWORKS.

Promote your products, services and latest news on Fruit Attraction Fresh News bulletin which is sent periodically to a broad database of international trade professionals from the fruit and vegetable sector. We also additionally publish the news on the Fruit Attraction website, social networks, etc.

**Make the most of this free publicity tool** to disseminate your company's news to the whole sector in a simple and direct way.

Contact [emorales@ifema.es](mailto:emorales@ifema.es).

You can also promote your "star products" via Social Media: Facebook, Twitter, LinkedIn and Instagram.

Contact [fruitattraction@ifema.es](mailto:fruitattraction@ifema.es).

### SEND YOUR CLIENTS ONLINE INVITATIONS

Send free Fruit Attraction invitations to your existing and new potential customers.



## INFORM VISITORS ABOUT YOUR PRESENTATIONS AND ACTIVITIES AT THE TRADE FAIR

Let your contacts and guests who are visiting your stand know about the activities and presentations you are organising or taking part in.

## PROPOSE GUESTS FOR THE BUYERS PROGRAMME

For onsite exhibitors in the Fresh Produce area: suggest guests for the International Hosted buyers programme, via the form which will be sent to you. You can invite between 2 and 10 international buyers depending on the size of the space allocated.

The corresponding form must be submitted **before 29 July 2022**.

Contact: (+34) 91 722 53 58

[hb2.ifema@ifema.es](mailto:hb2.ifema@ifema.es)

## ROOM HIRE

There are two options:

- **CONFERENCE CENTRE (CENTRO DE CONVENCIONES):** Exhibitors at the event can rent rooms onsite if they would like to prepare a presentation, drinks reception, press conference or product presentation during the trade fair. The reservation must be made in advance. Ask the Conference Centre for a free quote without commitment. Contact: [convenciones@ifema.es](mailto:convenciones@ifema.es), Tel. (+34) 91 722 5072. [Available rooms can be viewed online](#).
- **EXPRESS MEETING ROOMS:** Fruit Attraction has organised express meeting rooms in the exhibition halls for use by exhibitors and visitors: in this way you can meet in a private room nearby without needing to reserve it in advance.

- Maximum occupancy: 1 hour
- Maximum capacity: 6 people
- Fees: €100/h (VAT not included)

## INNOVATION HUB AWARDS

If your company is an exhibitor or co-exhibitor, and you have launched an innovation into the market in the period between 1 January 2021 and 30 September 2022, it can be submitted for the Innovation Hub Awards, as long as it has not been presented at for previous awards. These **awards for Innovation and entrepreneurship in the horticultural (fruit and vegetable) sector** are for those exhibitors or co-exhibitors who present the best product or Service project for the industry meeting the innovation, sustainability, applied technology and knowledge criteria.

### - Award Categories:

- FRESH PRODUCE
- INDUSTRIA AUXILIAR
- SUSTAINABILITY AND COMMITMENT

- Each exhibiting company can present a maximum of two products.
- All entrants who fulfil the criteria will present their products in the INNOVATION HUB area (innovative products area) during the 3 days the trade fair is open as well as on the LIVE Connect platform.
- The entry fee for inclusion in the awards and Innovation Hub exhibition is €150 (excluding VAT) per product.
- Participation deadline: Monday 29 August 2022.
- Contact: [fruitattraction@ifema.es](mailto:fruitattraction@ifema.es).

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## FORO INNOVA (INNOVATION FORUM)

The event offers onsite exhibiting companies' **space to organise presentations, conferences and technical seminars**. The Foro Innova areas are equipped with furniture, audio equipment, projector and screen and are situated in the halls:

- Capacity for approx. 30 people.
- Maximum reservation time one hour.
- Each conference in the Foro Innova costs €150 (excluding VAT). A deposit of €270 (excluding VAT) must be paid in advance on reservation which will be reimbursed at the end of Fruit Attraction after the area has been used.
- Participation deadline: **29 August 2022**.
- Contact: [fruitattraction@ifema.es](mailto:fruitattraction@ifema.es).

## FACTORÍA CHEF

Brands represented at the trade Fair have the chance to reserve a free space in the Factoría Chef area to carry out a **demonstration/presentation or "showcooking" (live cookery demonstration) to encourage consumption of fruits and vegetables** and enticing visitors to learn their tips, tricks and best recipes using their products.

The objective of this cooking area is dissemination of information, innovation and gastronomic interpretation of fruit and vegetable products. Exhibitors can offer presentation up to a maximum duration of 45 minutes.

- Participation deadline: **29 August 2022**.
- Contact: [fruitattraction@ifema.es](mailto:fruitattraction@ifema.es).

## CATERING ON YOUR STAND

Exhibitors who would like to offer free food/catering on their stand must complete the «**Food service/stand catering notification form**» which is available on IFEMA MADRID's website and supply all information requested and send it to [catering@ifema.es](mailto:catering@ifema.es).

## DAILY PRODUCT REPLACEMENT

It is possible to bring product onsite through the service doors situated at the back of the halls. Further information about the service doors in use and their operating times for daily product replenishment will be sent to you nearer the time.

## PARKING OF REFRIGERATED LORRIES

To facilitate product storage and replenishment of fruit and vegetables during the exhibition, there is a parking zone for refrigerated lorries which can connect to an electricity supply. For further information and prices contact the IFEMA MADRID Exhibition Services Management Team: [stecnica@ifema.es](mailto:stecnica@ifema.es).

## CHARITY COLLECTION

Exhibitors who wish to can donate their products to local charities at designated collection points onsite.

## MAKE YOUR COMPANY STAND OUT IN THE FRUIT ATTRACTION LIVE Connect COMMUNITY.

Exhibitors can contract adverts and other opportunities to generate visibility and brand awareness in the LIVE Connect platform:

### Additional visual promotional and branding too:

- Welcome ad display
- Gold sponsor
- Sponsored daily e-mail during the month of October
- Email marketing

Learn more about the options and further detail on **LIVE Connect**.

For more information about this service, you can also contact *Esther Morales* ([emorales@ifema.es](mailto:emorales@ifema.es))

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# 5. Exhibitor passes, travel discounts, visas and invitations

## 5.1. EXHIBITOR PASSES

Exhibitor and co-exhibitor passes can be ordered via the [Exhibitor's area](#). A number of free passes are included, and the number corresponds to the size of your contracted space:

Space contracted	Nº of exhibitor passes
6 - 15.5 m <sup>2</sup> .....	4
16 - 32 m <sup>2</sup> .....	8
32.5 - 63.5 m <sup>2</sup> .....	16
64 - 126 m <sup>2</sup> .....	24
Over 126 m <sup>2</sup> .....	32

Each co-exhibitor is entitled to 2 co-exhibitor passes.

### Deadline for generating online passes: 1 October 2022.

Passes that have not been generated online can be collected from the registration counters in the North and South Entrances onsite from **2 October, from 9 am to 8 pm**.

Additional passes can be purchased at €20\* per pass.

**There are no build-up passes as passes are not required during build up.**

## 5.2. TRAVEL DISCOUNT VOUCHERS

After exhibitor passes have been generated, discount vouchers for travel to the exhibition can be downloaded from the [Exhibitor's Area \(Renfe, Iberia and Avis vouchers\)](#).

## 5.3. VISA REQUESTS

If a visa is required to travel, it can be requested online and the necessary documents to generate the visa submitted via the [Exhibitor's area](#). To request one, an exhibitor pass must be generated first. Plan yourself ahead of time as the visa deadline request is usually 30 days before travelling.

## 5.4. PROFESSIONAL INVITATIONS FOR CUSTOMERS

- Each exhibitor will receive an exclusive and personalised code by e-mail which they can forward to their customers or invitees so that they can register at FRUIT ATTRACTION 2022 for free and visit their exhibition stand.
- Invitees must register online to download their professional visitor pass to allow them to access the trade fair.
- The visitors pass allows access for two consecutive days and can be extended free of charge for the third day at the registration counters in the North and South Entrances onsite following accreditation.
- The invitation Service is **not available** via the **Exhibitor's Area**.

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- Invitation codes admit a maximum number of registered visitors according to the exhibition space contracted:

Space contracted	Registrations or users per invitation
6 - 15.5 m <sup>2</sup> .....	80
16 - 32 m <sup>2</sup> .....	100
32.5 - 63.5 m <sup>2</sup> .....	120
64 - 126 m <sup>2</sup> .....	150
More than 126 m <sup>2</sup> .....	200

We ask exhibitors to make good use of the invitations, sending them exclusively to trade visitors from the sector to maintain the professional nature of the trade fair. Spot checks may be carried out to ensure this is maintained.

Minors under 16 years of age are not allowed on the premises.

At the exhibitor's request, the exhibition management team will send the number of actual registered visitors who have used their invitation code. Exhibitors can buy more invitations at a cost of €9\* each.



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## 6. Co-exhibitors

### 6.1. REGISTRATION OF CO-EXHIBITORS

The main standholder can register companies as co-exhibitors at the event who participate at the event exhibiting in the same space. Co-exhibitors are registered as “additional insertions in the catalogue” via the corresponding catalogue menu in the [Exhibitor's Area](#) online and they will benefit from both visibility and branding.

In addition to contact information, it is essential to include the data, title and email of the person who will receive the log-in details to the [Exhibitor's Area](#) and access to the LIVE Connect platform.

Each additional insertion or activation of each co-exhibitor requires an additional **Marketing y Communications Pack (wifi+ Registration LIVE Connect)** which costs €500 + VAT.

For group participations in the Fresh Produce area, only companies from this sector can exhibit as direct exhibitors or co-exhibitors.

### 6.2. LOG-IN DETAILS FOR THE EXHIBITOR'S AREA

The co-exhibitor will receive an e-mail with their log-in details to access the [Exhibitor's Area](#).

To ensure co-exhibitors receive their username and password to access the Exhibitors Area on time, the main standholder must register them before 19 September and fill in the contact person and email fields to register their participation.

### 6.3. CO-EXHIBITOR SERVICES

Services included for a co-exhibitor when they contract an additional insertion:

- **Activation of the co-exhibitor's company profile as a co-exhibitor** associated with the main exhibitor listed in the official online interactive list of exhibitors which is accessible on the LIVE Connect platform and at [ifema.es/fruitattraction](http://ifema.es/fruitattraction), which allows exhibitors and visitors to prepare the trade fair in advance.

Each co-exhibitor's profile includes contact details, video or image, logo, general company information, activity, products, documents and links, exhibitor press releases, stand number at the trade fair. Participants in LIVE Connect can carry out advanced and alphanumeric searches, receive recommendations from staff of exhibitors that may interest them according to their profile, mark companies as favourites, chat or request an appointment by videoconference or in-person at the trade fair.

- **Access to LIVE Connect** for 1 user, a member of the exhibiting company, to complete the profile of your company and your personal profile. This user will receive the chats, contact requests and appointment requests made to his profile or that of his company, but will not have access to the data of the participants in the LIVE Connect community (Community Network). To do this, you must additionally purchase a subscription to LIVE Connect.
- Option to **include 5 of the company's products**.

(\*) 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.



- **Inclusion of the co-exhibitor in the following visuals, branding and signage at the trade fair:**
  - **Hall plans:** hall plan showing the list of exhibitors in the hall and their stands situated at the entrance to each hall.
  - **Giant plans** of the trade Fair with lists of exhibitors situated in different areas of the trade fair grounds.
  - **2 co-exhibitor passes.**
  - **Wi-Fi Premium connection for 3 users** for the duration of the trade Fair (the connections are only compatible with devices that can use the 5 GHz band). You will get 3 passwords, enabled until the last day of breakdown which will be sent to the stand holder by e-mail 48 hours prior to the opening of the show. It also includes technical support should the need arise.

Co-exhibitors can access the [Exhibitor's Area](#) as soon as they receive their log-in details, providing the main exhibitor has entered their details into the catalogue before 19 September. From that point, they can obtain their co-exhibitor passes (2 for each co-exhibitor).

**Cost of additional insertion Marketing and Communications package and LIVE Connect Registration** ..... **€500\* + VAT**



(\*) 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.



## 7. Exhibitor's Area

The **Exhibitor's Area** is IFEMA's communication channel accessible at [ifema.es/fruit-attraction](https://ifema.es/fruit-attraction).

Via the **Exhibitor's Area**, you can:

- Create a budget and contract additional services (furniture and stand accessories telecommunications and IT, cleaning, coat hangers, water and drainage, stand furniture and accessories; telecommunications and computing; cleaning, hanging points).
- Access to your account statement, invoices received and request invoices.
- Edit your company details and contact person.
- Access and update your catalogue details.
- Request exhibitor passes if exhibiting onsite.
- Download an updated plan of your stand if you are exhibiting in-person.

### TO ACCESS THE EXHIBITOR'S AREA

The **EXHIBITOR'S AREA** can be accessed using the USERNAME AND PASSWORD that will be received by e-mail once your participation (onsite or LIVE Connect) has been confirmed by the Exhibition Management Team. Returning exhibitors will only receive the username, new exhibitors will receive both username and password.

If you do not remember or do not receive your password, contact the Customer Helpline (tel: (+34) 91 722 3000) to reset your password or ask to reset it in the **Exhibitor's Area**.





# 8. 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) pro-moted by the United Nations, which we have incorporated into our strate-gic 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 manage-ment of the waste they/their assemblers generate.

## Carpet recycling:

IFEMA MADRID recycles 100% of the carpeting used in aisles and communal areas. To do so it is essential to begin removing it before take-down starts, which means that it has to be laid in strips instead of covering the entire sur-face 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](https://ifema.es/en/about-us/quality-sustainability)**





# 9. Exhibition plan





# 10. Exhibitor calendar

Date	Issue	Description	Contact
Until Monday, April 11 <sup>th</sup>	Exhibitor application form (priority deadline)	<ul style="list-style-type: none"><li>• Sending the Exhibitor Application within this period to choose space with priority in the space allocation meetings.</li><li>• Submit the form and send a copy of payment of the space reservation fee and/or the corresponding amounts for participation in LIVE Connect to <a href="mailto:servifema@ifema.es">servifema@ifema.es</a>.</li></ul>	Exhibition Management: <a href="mailto:fruitattraction@ifema.es">fruitattraction@ifema.es</a> <a href="mailto:freshfoodlogistics@ifema.es">freshfoodlogistics@ifema.es</a> IFEMA MADRID Customer service: (+34) 91 722 30 00 <a href="mailto:customerservice@ifema.es">customerservice@ifema.es</a>
From Monday, April 11 <sup>th</sup> onward	Exhibitor application form	<ul style="list-style-type: none"><li>• Continuation of the reception process of exhibitor's applications, offers and stand confirmation for those companies which haven't sent their request before the priority deadline.</li><li>• Submit the form and send a copy of payment of the space reservation fee and/or the corresponding amounts for participation in LIVE Connect to <a href="mailto:servifema@ifema.es">servifema@ifema.es</a>.</li></ul>	Exhibition Management: <a href="mailto:fruitattraction@ifema.es">fruitattraction@ifema.es</a> <a href="mailto:freshfoodlogistics@ifema.es">freshfoodlogistics@ifema.es</a> IFEMA MADRID Customer service: Tel.: (+34) 91 722 30 00 <a href="mailto:customerservice@ifema.es">customerservice@ifema.es</a>

Date	Issue	Description	Contact
<ul style="list-style-type: none"> <li>• <b>Wednesday, May 30<sup>th</sup></b></li> <li>• <b>Friday, September 2<sup>nd</sup></b></li> </ul>	Payments	<ul style="list-style-type: none"> <li>• When completing the application form – space reservation fee and/or amounts corresponding to participation in LIVE Connect.</li> <li>• May 30<sup>th</sup> – 50% amounts due for the space less the reservation fee.</li> <li>• September 2<sup>nd</sup> – 100% amounts due for the space plus services booked.</li> </ul>	Servifema (payments and invoices): <a href="mailto:servifema@ifema.es">servifema@ifema.es</a> IFEMA MADRID Customer service: Tel.: (+34) 91 722 30 00 <a href="mailto:customerservice@ifema.es">customerservice@ifema.es</a>
<b>From Tuesday, April 25<sup>th</sup> onward</b>	Allocation of spaces	Priority allocation space deadline, for applications received prior to April 11 <sup>th</sup> .	Exhibition Management: <a href="mailto:fruitattraction@ifema.es">fruitattraction@ifema.es</a> <a href="mailto:freshfoodlogistics@ifema.es">freshfoodlogistics@ifema.es</a> IFEMA MADRID Customer service: Tel.: (+34) 91 722 30 00 <a href="mailto:customerservice@ifema.es">customerservice@ifema.es</a>
<b>Until July 31<sup>st</sup></b>	Hosted buyers programme	<ul style="list-style-type: none"> <li>• International Hosted Buyers program (exclusive for exhibitors at the Fresh Produce area).</li> <li>• Send in the appropriate document.</li> </ul>	Contact: (+34) 91 722 53 58 <a href="mailto:hb2.ifema@ifema.es">hb2.ifema@ifema.es</a>



Date	Issue	Description	Contact
Until August 29 <sup>th</sup>	List of exhibitors in LIVE Connect and <b>ifema.es/fruit-attraction</b>	<ul style="list-style-type: none"> <li>• Deadline for registration or updating data on the company and its co-exhibitors in the list of exhibitors in LIVE Connect.</li> <li>• Update the the company profile directly in LIVE Connect.</li> </ul>	IFEMA MADRID Customer service: Tel.: (+34) 91 722 30 00 <a href="mailto:customerservice@ifema.es">customerservice@ifema.es</a>
	Exhibitors' activities:	<ul style="list-style-type: none"> <li>• Submit the forms for:</li> <li>• FORO INNOVA</li> <li>• INNOVATION HUB</li> <li>• FACTORIA CHEF</li> </ul>	Exhibition Management: <a href="mailto:fruitattraction@ifema.es">fruitattraction@ifema.es</a> <a href="mailto:freshfoodlogistics@ifema.es">freshfoodlogistics@ifema.es</a>
	Custom designed stands projects	Deadline to submit free design projects to the Technical Secretariat for approval.	Technical secretariat <a href="mailto:stecnica@ifema.es">stecnica@ifema.es</a>
	Customize your Shell scheme stand	<ul style="list-style-type: none"> <li>• Deadline to submit custom modular stands interior decoration projects.</li> <li>• Deadline to communicate through the <b>Exhibitor's Area</b> the colours of the carpet and walls (Basic and Premium stands).</li> <li>• Deadline to communicate through the Exhibitor's Area the lettering of the stand (Basic, Premium, Ecorganic Market, Nuts Hub, Smart Agro, Biotech Attraction, Startup's Hub and Fresh Food Logistics).</li> </ul>	IFEMA MADRID Customer service: Tel.: (+34) 91 722 30 00 <a href="mailto:customerservice@ifema.es">customerservice@ifema.es</a>

Date	Issue	Description	Contact
Until August 29 <sup>th</sup>	Services booking	<ul style="list-style-type: none"> <li>• Services booking with a 5% discount.</li> </ul>	IFEMA MADRID Customer service: Tel.: (+34) 91 722 30 00 <a href="mailto:customerservice@ifema.es">customerservice@ifema.es</a>
From September 20 <sup>th</sup> onward	Services booking	<ul style="list-style-type: none"> <li>• Services booking with a 25% surcharge.</li> </ul>	IFEMA MADRID Customer service: Tel.: (+34) 91 722 30 00 <a href="mailto:customerservice@ifema.es">customerservice@ifema.es</a>
From September 28 <sup>th</sup> to October 3 <sup>rd</sup>	Stand build-up	From September 28 <sup>th</sup> to October 3 <sup>rd</sup> , from 8.30 am to 9.30 pm. Except on the 1 <sup>st</sup> and 2 <sup>nd</sup> of October, which schedule will be from 8.30 am to 7.30 pm.	
From October 2 <sup>nd</sup> to October 3 <sup>rd</sup>	Entry of goods	October 2 <sup>nd</sup> from 8.30 am to 7.30 pm and October 3 <sup>rd</sup> , from 8.30 am to 9.30 pm.	
Tuesday 4 <sup>th</sup> , Wednesday 5 <sup>th</sup> and Thursday 6 <sup>th</sup> October	Exhibition dates	<ul style="list-style-type: none"> <li>• Tuesday 4<sup>th</sup> and Wednesday 5<sup>th</sup> October: Trade visitors from 9.30 am to 7 pm.</li> <li>• Thursday 6<sup>th</sup> October: Trade visitors from 9.30 am to 5 pm.</li> <li>• Exhibitors: Daily from 8 am to 8 pm.</li> </ul>	
October 6 <sup>th</sup>	Goods withdrawal	Withdrawal of merchandise and decoration material will take place on October 6 <sup>th</sup> , from 6 pm to midnight.	
From October 7 <sup>th</sup> to October 9 <sup>th</sup>	Stand breakdown	Stand dismantling will take place on October 7 <sup>th</sup> from 8.30 am to 9.30 pm and on October 8 <sup>th</sup> and 9 <sup>th</sup> , from 8.30 am to 7.30 pm.	



# 11. Contact us

Department	Ask me about	Contact		
Show management	Space Booking <ul style="list-style-type: none"><li>• General matters on your participation at the show</li><li>• Exhibitor badges</li><li>• Trade visitors invitations</li><li>• Activites and forum at the exhibition</li></ul>	Director	María José Sánchez	(+34) 619 71 31 14 <a href="mailto:mjs@ifema.es">mjs@ifema.es</a>
		Sales manager	Fresh Produce Area: María Martínez de Velasco	(+34) 687 40 49 73 <a href="mailto:mariamv@ifema.es">mariamv@ifema.es</a>
			Auxiliary Industry Area: Olga Berrendo	(+34) 681 10 61 89 <a href="mailto:berrendo@ifema.es">berrendo@ifema.es</a>
			Smart Agro, Biotech Attraction, Startup's and Fresh Food Logistics: Natividad López	(+34) 676 18 01 91 <a href="mailto:nlopez@ifema.es">nlopez@ifema.es</a>
		Secretariat	Asela González	(+34) 619 42 34 88 <a href="mailto:aselagh@ifema.es">aselagh@ifema.es</a>
			Laura Francos	(+34) 618 99 01 25 <a href="mailto:lfrancos@ifema.es">lfrancos@ifema.es</a>
		Marketing and advertising	Esther Morales	(+34) 689 27 87 64 <a href="mailto:esther.morales@ifema.es">esther.morales@ifema.es</a>

Department	Ask me about	Contact
		<div>Conferences and activities</div> <div>Olga Berrendo</div> <div>(+34) 681 10 61 89 <a href="mailto:berrendo@ifema.es">berrendo@ifema.es</a></div>
CUSTOMER SERVICE	<ul style="list-style-type: none"> <li>• Servicios Booking</li> <li>• Exhibitor area</li> <li>• Information to visitors</li> </ul>	<ul style="list-style-type: none"> <li>• Calls: (+34) 91 722 30 00</li> <li>• Exhibitors email: <a href="mailto:customerservice@ifema.es">customerservice@ifema.es</a></li> <li>• Visitors email: <a href="mailto:customerservice@ifema.es">customerservice@ifema.es</a></li> <li>• General email: <a href="mailto:customerservice@ifema.es">customerservice@ifema.es</a></li> </ul>
FEPEX Coorganizer		<div>Director: José María Pozancos</div> <div>Secretary General: José María Zalbidea</div> <div>Communication: Begoña Jiménez</div> <div>Tel.: (+34) 91 319 10 50 <a href="mailto:fruitattraction@fepe.es">fruitattraction@fepe.es</a></div>
Servifema	Invoices and payments	<ul style="list-style-type: none"> <li>• Calls: (+34) 91 722 30 00</li> <li>• <a href="mailto:servifema@ifema.es">servifema@ifema.es</a></li> </ul>
Technical secretariat	<ul style="list-style-type: none"> <li>• Technical support to exhibitors and constructors</li> <li>• Stand design supervision</li> <li>• Shell scheme stands personalization</li> <li>• Parking for refrigerated trucks</li> </ul>	<ul style="list-style-type: none"> <li>• Calls: (+34) 91 722 30 00</li> <li>• <a href="mailto:stecnica@ifema.es">stecnica@ifema.es</a></li> </ul>



Department	Ask me about	Contact	
Graphic decoration	Graphic decoration for your stand	<ul style="list-style-type: none"><li>• Calls: (+34) 91 722 30 00</li><li>• <a href="mailto:decoraciongrafica@ifema.es">decoraciongrafica@ifema.es</a></li></ul>	
Stand design	Design and construction of free design stands	<ul style="list-style-type: none"><li>• Calls: (+34) 91 722 30 00</li><li>• <a href="mailto:infodesign@ifema.es">infodesign@ifema.es</a></li></ul>	
Advertising services	Advertising at the fairground	<ul style="list-style-type: none"><li>• Calls: (+34) 91 722 53 40 (+34) 91 722 53 08</li><li>• <a href="mailto:publicidadexterior@ifema.es">publicidadexterior@ifema.es</a></li></ul>	
Communication management	<ul style="list-style-type: none"><li>• Contact with the communication media.</li><li>• Press information about Fairs and shows organized by IFEMA.</li><li>• Institutional press information</li><li>• Press badges</li><li>• Publication of the exhibitors' news</li><li>• Social media</li></ul>	Communication and marketing manager: Raúl Díez Communication manager: Marta Cacho Head of press: Iciar Martínez de Lecea International press: Elena Valera Press secretariat: Pilar Serrano	(+34) 91 722 51 77 <a href="mailto:iciar.martinez@ifema.es">iciar.martinez@ifema.es</a>
		Fruit Attraction Fresh News	<a href="mailto:fruitattraction@ifema.es">fruitattraction@ifema.es</a>
		Social Media	<a href="mailto:fruitattraction@ifema.es">fruitattraction@ifema.es</a>

Department	Ask me about	Contact	
Convention centre	<ul style="list-style-type: none"> <li>• Space rental for meetings and conventions in the exhibition centre, during the exhibitions and at other times</li> <li>• Coordination of nonexhibition related activities</li> </ul>		(+34) 91 722 50 72 <a href="mailto:convenciones@ifema.es">convenciones@ifema.es</a>
International relations and institutional management	Coordination of the hosted buyers program	Ana Belén Cisneros	(+34) 91 722 53 58 <a href="mailto:hb2.ifema@ifema.es">hb2.ifema@ifema.es</a>
External relations (protocol)	Institutional visits <ul style="list-style-type: none"> <li>• Guided visits</li> <li>• Protocol for all events</li> <li>• Institutional relations</li> </ul>		(+34) 91 722 50 82 <a href="mailto:infoifema@ifema.es">infoifema@ifema.es</a>
Telecommunications	Technical support for wifi, telephone, etc.		<a href="mailto:telecomunicaciones@ifema.es">telecomunicaciones@ifema.es</a>
Safety and security management	<ul style="list-style-type: none"> <li>• Security, Access and parkings.</li> <li>• Communication for catering in stands</li> </ul>		(+34) 91 722 50 65 <a href="mailto:dsinternos@ifema.es">dsinternos@ifema.es</a> <a href="mailto:catering@ifema.es">catering@ifema.es</a>



Department	Ask me about	Contact	
Foreign representatives	ALBANIA	GHB BEHEER BV Konstantina Bouman	(+31) 624 797659 <a href="mailto:konstantinagiannoutsou@yahoo.com">konstantinagiannoutsou@yahoo.com</a>
	ARGELIA	How2Go International consulting Dalila Riadi	(+212) 661 209 194 <a href="mailto:ifemamaroc@h2gconsulting.com">ifemamaroc@h2gconsulting.com</a> <a href="mailto:driadi@h2gconsulting.com">driadi@h2gconsulting.com</a>
	AUSTRIA	IFEMA Ansprechpartner in Deutschland José Antonio Rodríguez Priego	(+49) 162 295 17 51 <a href="mailto:ifema@messe-madrid.de">ifema@messe-madrid.de</a> <a href="mailto:ifema@gmx.de">ifema@gmx.de</a>
	BELGIUM	Intraservice bv Ton Willemse	(+31) 624 89 66 82 <a href="mailto:info@intraservice.nl">info@intraservice.nl</a>
	BRAZIL	How2Go International consulting Jordi Solé	(+55 11) 98756 0063 <a href="mailto:brazil@ifema.es">brazil@ifema.es</a> <a href="mailto:ifemabrasil@h2gconsulting.com">ifemabrasil@h2gconsulting.com</a> <a href="mailto:jsole@h2gconsulting.com">jsole@h2gconsulting.com</a>
	BULGARIA	GHB BEHEER BV Konstantina Bouman	(+31) 624 797659 <a href="mailto:konstantinagiannoutsou@yahoo.com">konstantinagiannoutsou@yahoo.com</a>
	CHILE	Cía Ltda Osvaldo Cabrera Osvaldo Cabrera	(+56) 9 95350861 <a href="mailto:ifemachile@portocs.cl">ifemachile@portocs.cl</a>
	CHINA	Madrid Outsourcing Solutions Co Limited Susana Fernández Pérez	(+86) 189 303 161 25 <a href="mailto:ifema.china@madridinternational.cn">ifema.china@madridinternational.cn</a>

Department	Ask me about	Contact	
Foreign representatives	COLOMBIA	How2Go International consulting Pamina González	(+57) 300 267 0793 <a href="mailto:ifemacolombia@h2gconsulting.com">ifemacolombia@h2gconsulting.com</a> <a href="mailto:pgonzalez@h2gconsulting.com">pgonzalez@h2gconsulting.com</a>
	CYPRUS	GHB BEHEER BV Konstantina Bouman	(+31) 624 797659 <a href="mailto:konstantinagiannoutsou@yahoo.com">konstantinagiannoutsou@yahoo.com</a>
	FRANCE	OTSA Sibylle Courtois	(+33) 156951736 (+33) 614876147 <a href="mailto:Sibylle.Courtois@otsa.net">Sibylle.Courtois@otsa.net</a>
	GERMANY	IFEMA Ansprechpartner in Deutschland José Antonio Rodríguez Priego	(+49) 162 295 17 51 <a href="mailto:ifema@messe-madrid.de">ifema@messe-madrid.de</a> <a href="mailto:ifema@gmx.de">ifema@gmx.de</a>
	GREECE	GHB BEHEER BV Konstantina Bouman	(+31) 624 797659 <a href="mailto:konstantinagiannoutsou@yahoo.com">konstantinagiannoutsou@yahoo.com</a>
	HONG KONG	Madrid Outsourcing Solutions Co Limited Susana Fernández Pérez	(+86) 189 303 161 25 <a href="mailto:ifema.china@madridinternational.cn">ifema.china@madridinternational.cn</a>
	INDIA	SAARC Mukesh Arora	(+91) 9967357443 <a href="mailto:mukesh.arora@wisitex.in">mukesh.arora@wisitex.in</a>
	IRELAND	Elsie B Sales & Marketing Louisa Criscenti-Brown	(+44) 0 7971 280870 <a href="mailto:louisa@elsieb.com.uk">louisa@elsieb.com.uk</a>



Department	Ask me about	Contact	
Foreign representatives	ITALIA	Paralleli Trade Fairs srl Giorgio La Ferla	(+39) 366 3596779 <a href="mailto:fiere@paralleli.eu">fiere@paralleli.eu</a> <a href="mailto:la.ferla@paralleli.eu">la.ferla@paralleli.eu</a>
	JAPAN	Madrid Outsourcing Solutions Co Limited Susana Fernández Pérez	(+86) 189 303 161 25 <a href="mailto:ifema.china@madridinternational.cn">ifema.china@madridinternational.cn</a>
	LUXEMBURG	Intraservice bv Ton Willemse	(+31) 624 89 66 82 <a href="mailto:info@intraservice.nl">info@intraservice.nl</a>
	MEXICO	TRADENEX Patricia Moreno	(+32) 485 517 266 <a href="mailto:patricia.moreno@tradenex.eu">patricia.moreno@tradenex.eu</a>
	MOROCCO	How2Go International consulting Ricardo Illera	(+212) 623 807 448 <a href="mailto:ifemamaroc@h2gconsulting.com">ifemamaroc@h2gconsulting.com</a> <a href="mailto:ibartolome@h2gconsulting.com">ibartolome@h2gconsulting.com</a>
	PERÚ	How2Go International consulting Pamina González	(+57) 300 267 0793 <a href="mailto:ifemacolombia@h2gconsulting.com">ifemacolombia@h2gconsulting.com</a> <a href="mailto:pgonzalez@h2gconsulting.com">pgonzalez@h2gconsulting.com</a>
	PORTUGAL	NFA, Lda. Nuno Almeida	(+351) 91 87 47 524 <a href="mailto:info@ifema.pt">info@ifema.pt</a>
	SAN MARINO	Paralleli Trade Fairs srl Giorgio La Ferla	(+39) 366 3596779 <a href="mailto:fiere@paralleli.eu">fiere@paralleli.eu</a> <a href="mailto:la.ferla@paralleli.eu">la.ferla@paralleli.eu</a>

Department	Ask me about	Contact	
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