



International Trade Show for the Fruit and Vegetable Industry

Exhibitor's Guide
Free design stand



**04-06
Oct
2022**

Exhibition Centre
ifema.es

LIVE  Connect

Coinciding with



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1. General build up regulations

Space only stands (custom build stands) and space only stands + customised design stands).

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 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**).

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 ([article 14 of the general terms in **General Rules of Participation at IFEMA**](#)).



2. Space only stand and space only with customisable stand design

Available for spaces between 32.5 a 128 m².

There are two types of free design stand build-up:

- **Space only.**
- **Space + customised design stand:** IFEMA offers a complete customised stand construction service with our maximum guarantee and fully adapted to your needs. We will manage your space, the design, build-up and breakdown. Ask for a free and non-binding quote for a project planned to your requirements by sending us an e-mail to: infodesign@ifema.es. Available for 36 m², 64 m² and 128 m² fixed prices and designs.

FEES:

- **SPACE ONLY:**
 - Stands from 32.5 a 64 m² €197/m²*
 - Stands of more than 64 m² €191/m²*
 - Second floor constructed above the space €80/m²*
- **SPACE + CUSTOMISABLE FREE DESIGN STAND**
 - Stands from 32.5 to 64 m² construction from 194€ + VAT (space and minimum compulsory services not included). [See available options.](#)
 - Stands from 64.5 to 128 m² construction from 209€ + VAT (space and mandatory minimum services not included). [See available options.](#)

ADDITIONAL COMPULSORY FEES:

- 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*.
- Minimum electricity consumption (0.13 kW/m²): €6.633/m².
- Build-up fee.

It is recommended that you request space sizes in multiples of 4 m² to allow for the configuration of island sites.

IFEMA MADRID offers a comprehensive customized stand design service, with our maximum guarantee and fully adapted to your needs. We take care of the planning of your space, design, assembly and disassembly. Request, free of charge and without obligation, a project tailored to your needs by sending an email to infodesign@ifema.es.

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.

MAKE YOUR BUDGET

CONTACT

Discount of 5% on space costs if you select the space + customizable free design stand (discount available until august 29th).

(*) 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.

3. Project

Companies who opt to build their own free design stand must send their Project to the IFEMA Technical Secretariat for approval before **Monday 29 August 2022**. E-mail: stecnica@ifema.es.



4. Build up fees

Build-up fees depend on the different use of facilities and services and **prices** are for the whole stand including second floors as follows:

- Undecorated space occupied by only a carpet or flooring **Fee TYPE A: €2.29/m²**
- Basic Shell scheme stands aluminium or similar **Fee TYPE B: €4.59/m²**
- Shell scheme stands in aluminium, wood or any other material **Fee TYPE C: €7.22/m²**

The company in charge of stand construction must pay the correct build-up fee to IFEMA corresponding to the services provided during build-up and breakdown. (Health care service (ATS), inspection of electrical installations, connection and supply of electricity during build up and breakdown, use and maintenance of paint rooms, personalized service of stand builder helpline and attention to the assembler and individually marked spaces).

If the main stand holder would like to pay the build-up fees and would like to receive the invoice, they can order it via the [Exhibitors' Area](#).

This amount is already included in the price of Fruit Attraction shell scheme stands.

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5. Specific regulations for free design stands

These standards are intended to keep the fair concept open and accessible and offer maximum visibility for each exhibitor.

- Height

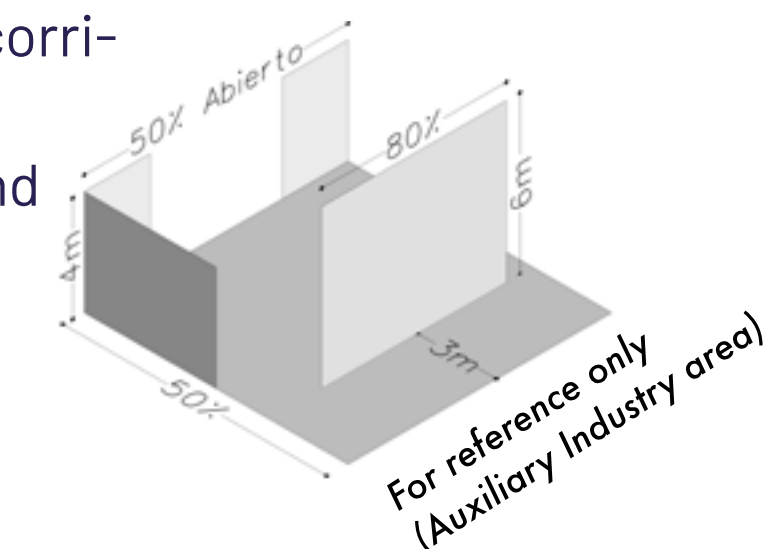
- The maximum height of any element within the first metre of the aisle and between adjoining exhibitors must be 1 m. This standard does not apply to individual exhibitors of the Fresh Produce Area occupying an entire island or to exhibitors of the Auxiliary Industry area; in both cases, the rule of avoiding walls that do not allow visibility onto the stand on perimeter aisles must be respected. For the rest of the construction or decoration, the maximum height is 4 m.
- To raise or hang any element to a maximum height of 6m, it must be set back 1m inwards from the perimeter. Ceiling suspension is not possible in the connecting aisles between pavilions, nor in the entrance sides of halls 9 and 10, where the maximum construction height of any element must be 4 m.

- Space occupation

- Construction and decoration elements or spotlights may not protrude more than 50 cm from the space allocated and from a minimum height of 2.5 m.

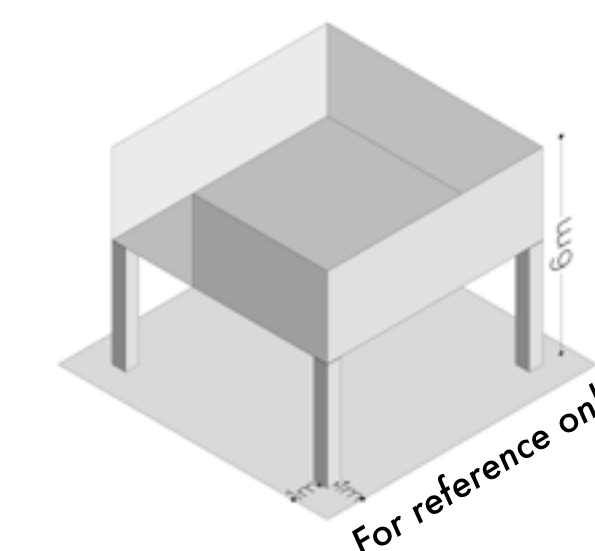
- Walls

- Must not be enclosed more than 50% on each corridor. If larger enclosed walls are required, these can be set back towards the interior of the stand and may not exceed 80% of the length of the wall.



- Second floor

- The maximum height of stands with 2 floors within a hall is 6 m.
- The second floor must be set back by 1 m from the stand perimeter.
- In the connecting aisles between halls and the entrance sides of halls 9 and 10, it is not possible to construct a second floor.
- A certificate or project plan from your construction management team, signed by a qualified technician endorsed by an accredited school. The certificate or project must specify the dimensions, the load of use and the capacity, as their limits are the sole responsibility of the exhibitor.



- The interpretation and application of the regulations is at IFEMA's discretion, and they reserve the right to allow exceptions if they deem it necessary, for respect of the general perspective of the event and the visibility of neighbouring stands.

SPECIAL AUTHORISATIONS

On the websites ifema.es/fruit-attraction and ifema.es a list of other services regulations and forms can be found which may be of interest:

- Notification of stand catering.
- Prevention of Safety Risks and Co-ordination of Business Activities.
- Application for authorisation of private security guards.
- Application to install Wi-Fi.
- Application to install an antenna cable.
- Application for authorisation of ceiling suspensions/rigging.



Feel the inspiration.

Av. del Partenón. 5
Madrid, Spain

ifema.es

