



fruit attraction

INTERNATIONAL TRADE SHOW FOR THE FRUIT AND VEGETABLE INDUSTRY

20-22
OCT.
2020

MADRID - SPAIN



THE INTERNATIONAL TRADE SHOW FOR FRESH FOOD LOGISTICS,
MOBILITY, IT AND COLD SUPPLY CHAIN MANAGEMENT



INTERNATIONAL HORTICULTURAL TRADE SHOW

EXHIBITOR'S GUIDE

SPECIFIC TRADE SHOW REGULATIONS

Space contracting
How to exhibit?

Ways to participate
and rates

Build-up and
organization

Promotion
and leads

Exhibitors'
Area

Contact us

Exhibitor's Check-list



ORGANIZED BY:



fruitattraction.com

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#FruitAttraction20

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1. Space contracting. How to exhibit?

1.1 EXHIBITOR APPLICATION

Application to exhibit starts by filling in and sending the **Exhibitor Application Form** available online on fruitattraction.com, together with proof of the corresponding **payment**.

Submission of the **Exhibitor Application Form** entails full acceptance of the **General Rules of Participation of IFEMA**, the technical appendices, as well as the **Specific Conditions for this edition**, and any other provisions of a general or specific nature which may be established by the Exhibition Organisers.

The Exhibitor Application Form is not binding until the applicant accepts a proposal of space and location by the Exhibition Organisers. Once a proposal is accepted by the applicant, the exhibitor application becomes an irrevocable commitment.

PRIORITY PERIOD FOR RENOVATION FOR EXHIBITORS AT THE PRIOR EVENT

Exhibitors at Fruit Attraction 2019 **may rebook** the stand allocated for the last event, provided that they confirm their participation in accordance with the established time-periods and terms (sending in the **Exhibitor Application Form** before 25th March 2020), unless there be organizational exceptions that prevent it.

In the event of a request for a **change of location or stand size**, the Exhibition Management will provide the exhibitor, when possible, with space proposals meeting his needs. Priority will be accorded to exhibitors with longer uninterrupted attendance and higher surface area.

NEW EXHIBITORS

The **Application** of New Exhibitors is subject to approval by the Management of Fruit Attraction, which will evaluate together with the applicant whether he operates within one of the sectors served by the event (**see 1.7. Specific Conditions**).

Once the exhibitor Exhibitor Application Form has been approved, the exhibitor shall be offered the best space available that meets his needs.



MANAGEMENT OF APPLICATIONS

(See 1.2. Space allocation)

Applications to exhibit will be dealt with in the following order:

1. Exhibitors at last event submitting their application before 25th March.
2. New applicants submitting their application before 25th March.
3. Applications submitted after 25th March.

The Organizing Committee of Fruit Attraction reserves the right to reject applications to participate as exhibitors submitted by companies, groups or institutional participations from third countries that have not entered into or that have breached valid trade agreements with the EU.

1.2 SPACE ALLOCATION

Priority period to submit exhibitor applications: **WEDNESDAY 25th MARCH 2020**

1.2.1 Applications submitted BEFORE Wednesday 25th March

EXHIBITORS AT LAST EVENT REQUESTING TO REBOOK THE SAME SURFACE AREA AND LOCATION ALLOCATED FOR FRUIT ATTRACTION 2019:

During the month of April you will receive an email confirming the same location and surface area and attaching the corresponding exhibition contract with the account statement and plan of the stand/s, unless there be organizational exceptions that prevent it.

EXHIBITORS AT LAST EVENT REQUESTING A CHANGE IN THE SURFACE AREA AND/OR LOCATION ALLOCATED FOR FRUIT ATTRACTION 2019:

Once the procedure for renewals has been completed, the Exhibition Management will provide you, when possible, with space proposals meeting your needs, always within the exhibition sections that correspond to the company's activity and its main products and services. To do so, applications with the largest surface area will be handled first and priority will be accorded to exhibitors with longer uninterrupted attendance.

After choosing and confirming one of the available spaces, you will receive an email with the exhibition contract, account statement and plan of the stand/s.

APPLICANTS WHO DID NOT EXHIBIT AT FRUIT ATTRACTION 2019:

From April onwards, the Exhibition Management will provide you, when possible, with space proposals meeting your needs, always within the exhibition sections that correspond to the company's activity and its main products and services. Applications requesting the largest surface area will be handled first.

After choosing and confirming one of the available spaces, you will receive an email with the exhibition contract, account statement and plan of the stand/s.

1.2.2 Applications submitted AFTER Wednesday 25th March

Once the allocation procedure for applications received before 25th March has been completed, requests shall be handled on a first-come first-served basis upon receipt of the exhibitor Exhibitor Application Form, along with the corresponding reservation fee.

The Exhibition Management will provide you, when possible, with space proposals meeting your needs, always within the exhibition sections that correspond to the company's activity and its main products and services.

1.3 CONFIRMATION OF SPACE

Once a proposal of space and location is accepted by the applicant, the Exhibitor Application becomes an irrevocable commitment. You will receive from the Exhibition Management the corresponding **exhibition contract** with the account statement and a floor plan showing the location and dimensions of the stand, together with all the information on IFEMA's services, to get the very most out of the attendance to the trade show.

It is essential to settle the payments indicated in the Exhibitor Application Form within the stated periods.

1.4 CANCELLING

Cancellation of participation by the exhibitor terminates the contractual relationship with IFEMA to all effects. Cancellation must be made expressly and in writing to the **Exhibition management team** and it entails the loss of the amounts which the Exhibitor should have paid IFEMA at the time of notification of withdrawal, in accordance with the **payment terms** contained in the Exhibitor Application Form.

Where the waiver is communicated to Event Management within 30 days of the opening of the event, IFEMA may demand full payment for the space hired.

In terms of the services offered in the IFEMA Services Catalogue contracted by the Exhibitor prior to notifying withdrawal, the cancellation charges established in **article 7 of these General Conditions for Admission and Contracts in Fairs organised by IFEMA** shall apply.



1.5 DEADLINES AND PAYMENT CONDITIONS

- **Booking Fees:** Together with the **Exhibitor Application Form** as follows:
 - From 6 to 32m²: € 450*
 - From 32.50 to 64m²: € 750*
 - From 64.50m² onwards: € 1,000*
- **50% space: deadline Friday 11th September 2020 (less booking fee)**
- **100% space + services booked: deadline Friday 11th September 2020**

You may pay through:

- **Bank Transfer to:** IFEMA / FRUIT ATTRACTION 2020

| | | |
|-------------|------------------------------------|--------------------|
| Santander: | IBAN ES64 0049 2222 5115 1000 1900 | SWIFT: BSCHESMM |
| BBVA: | IBAN ES89 0182 2370 4000 1429 1351 | SWIFT: BBVAESMM |
| Bankia: | IBAN ES09 2038 0626 0160 0002 5280 | SWIFT: CAHMESMMXXX |
| Caixa Bank: | IBAN ES93 2100 2220 1102 0020 2452 | SWIFT: CAIXESBBXXX |

Please send a stamped copy to servifema@ifema.es

- **Banker's draft** made out to IFEMA / FRUIT ATTRACTION 2020
- **Credit Card** in secure environment, accessible once the Exhibitor Application Form has been completed. Also through the online exhibitor's area, under the Invoices and Payments or the Booking Services tabs.

As per current regulation cash payments and bearer cheques will not be accepted.

You may download your account statement from the **exhibitors area** and also your invoices, once the payment has been made. Should you need an invoice prior to payment, please request it to servifema@ifema.es



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

1.6 IFEMA GENERAL RULES OF PARTICIPATION IN FAIRS ORGANISED BY IFEMA

1.7 SPECIFIC CONDITIONS OF PARTICIPATION IN FRUIT ATTRACTION 2020

1. Submission of the **Exhibitor Application Form** entails full acceptance of the **General Rules of Participation of IFEMA**, Feria de Madrid, the **Specific Conditions of FRUIT ATTRACTION 2020** in this guide, the technical appendices to the above General Rules available at any time in the website of IFEMA ifema.es, in the Exhibitors' Area and on the website of the event fruitattraction.com.
2. An essential requirement for taking part in the trade show is that the activity of the company or public or private institution is among the sectors served by 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.)

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

FLOWER&GARDEN ATTRACTION



- Flowers
- Plants
- Auxiliary Industry for the flower & plants sector

3. The Organizing Committee of Fruit Attraction reserves the right to **reject** applications to participate as exhibitors submitted by companies, groups or institutional participations from third countries that have not entered into or that have breached valid trade agreements with the EU.
4. Fruit Attraction is arranged into two main areas - **Fresh Produce and Auxiliary Industry** - and some monographic sections. Exhibitors will be located in the exhibition area matching their main company's activity and the offered products or services. In grouped participations of 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).

Flower&Garden Attraction and **Fresh Food Logistics** are events with their own individual identities, character and scope, held during the dates and under the same rules as Fruit Attraction.

5. The **minimum surface area to book** is 16m² (except in the monographic sections Ecorganic Market, Smart Agro and Nuts Hub) and the **maximum surface** requested by individual companies cannot exceed 128m².

The **maximum surface** area to book for Fresh Food Logistics is 32m², necessarily with customised shell scheme stand.

6. The grouping of individual companies is not allowed. Not applicable to associative or institutional grouped companies.
7. In order to facilitate the distribution of the stands within the halls, spaces required shall be multiple of 4.
8. Exhibitors are bound by the participation in the trade fair to contract the **Trade Show Marketing&Communication Package** and the civil liability and multi-fair **insurances** for each allocated stand. Likewise, payment for **minimum electricity consumption** will be requested. For custom designed stands, the company responsible for the stand assembly shall be required to pay to IFEMA, before beginning its tasks, the **build-up charges** corresponding to services rendered during build-up and breakdown at the trade show.
9. The Exhibition Management may alter the allocated stands or **redistribute** the halls for organisational reasons.
10. Notwithstanding being advised by the Exhibition Management of Fruit Attraction if there is a significant move or change in the reserved location, **exhibitors have the obligation of informing themselves on their stand location, exact dimension**, etc. To this end the Exhibition Management will send out links to the hall floor plans which will be periodically updated.
11. Exhibitors who have **not made full payment for the space and services hired will not be allowed to take up the space**, nor the modular stand they might have booked.

12. Entrance will not be granted to any exhibitor or visitor who cannot provide proof of belonging to any of the **professional** bodies participating at the trade fair, even if they hold an official invitation or badge.
13. **The exhibitor is obliged to man his stand** and remain with his 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 on the booked space for subsequent stagings.
14. **Direct sales** of any item on display at the event is strictly **forbidden**.
15. Exhibitors grant authorization for total or partial reproduction of any products on display which IFEMA may need and/or reproduce in its promotional material.
16. Exhibitors undertake to observe **environmental regulations**. They must therefore comply with environmental directives.
17. **Activities which may molest other exhibitors may not be carried out** and noise cannot exceed 60 decibels.
18. Any **water used for cooking** or processing food or for cleaning items in direct contact with foodstuffs must be obtained from fully hygienic taps. Water from lavatories may not be used.



2. Ways to participate and rates

WAYS TO PARTICIPATE IN FRUIT ATTRACTION

Exhibitors may book:

- For surface areas from **16 to 32m²**, a **Customized Shell Scheme Stand (Basic or Premium)**.
- For surface areas from **33m²** onwards:

- **Space only to build their own custom designed stand.**
- **Customized Shell Scheme Stand (Basic or Premium).**

(It is advisable to request surface areas multiple of 4 given the shape of the isles)

- At Monographic Areas:

- **Ecorganic Market, Smart Agro and Nuts Hub**
- **Flower&Garden Attraction**
- **Fresh Food Logistics**

2.1 BASIC CUSTOMIZED SHELL SCHEME STAND

Available for surface areas from 16 to 128m².

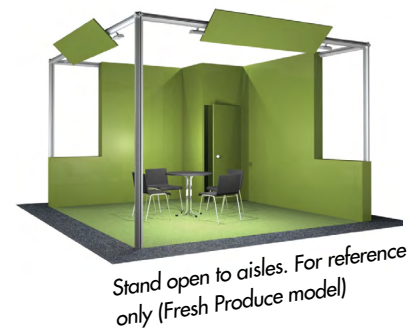
Technical specifications of the Basic Customized Shell Scheme Stand

- Space and stand open to aisles according to its location (see explanatory sketch for a stand open to 2 aisles).
- In the Fresh Produce area, any elements placed on the first meter of areas faced to aisle and/or in dividing areas with neighbouring exhibitors shall be higher than 1m. In the remaining areas, maximum height of constructions or decorations is 4m.
- 3m. high painted chipboard **walls** in the colour selected by the exhibiting company (through the **Exhibitors' Area, before Friday 25th September**) from among the following:








If there is no indication prior to 25th September, the colour by default will be green.

- Grey aluminum **profiles**.
- **Storeroom** with door according to the following detail:
 - 1m² for 16m² stands
 - 2m² for stands from 16.5m² to 32m²
 - 3m² for stands from 32.5m² to 48m²
 - 4m² for stands over 48m²



- **Trade fair carpeting**, 5 colors to choose:

Leaf Green  Billiard Baize Green  Sienna Orange  Black  Burgundy 

Exhibitors must specify the selected colour in the Exhibitors' Area, before Friday 25th September, otherwise the colour by default will be green.

- **Furniture:**

- Stands from 16 to 32m²:
 - 1 round black table (90x74cm). Model DOM – Reference ME03
 - 4 black chairs. Model Barcelona – Reference SI02
- Stands from 32.5m² onwards:
 - 2 round black tables (90x74 cm). Model DOM – Reference ME03
 - 8 black chairs. Model Barcelona – Reference SI02

Counters are not included. (See **additional services**)

- **Electrical energy and lighting:**

- Stand lighting with led spots, at the rate of 1 spot per each 4m².
- Minimum compulsory electricity consumption (0.13kW/m²).
- Electrical switchboard equipped with magnetothermal differential (prepared for up to a power of 130W/m²).
- 1 Plug of 500 W for stands under 32m² and 2 plugs for 32m² stands and over.

- **Lettering** with the exhibitor's name and stand number (maximum 20 characters).

The exhibitor must indicate the lettering in the Exhibitors' Area before Friday 25th September

- **Cleaning type A:** a first initial cleaning with the plastic removal and then a daily floor cleaning.

- **Build up charges** are included in the price.

The elimination, by the exhibitor, of any element of the shell scheme stand shall not mean a reduction in its cost. All material you may use, both structural and electrical, is rented, and therefore, any deterioration in it shall be billed at current rates.



We offer vinyl decoration for the stand walls. Please contact decoraciongrafica@ifema.es for further details on rates and measurements.

Remember that you may request other **additional services**, or employ other **promotional tools** that we make available to you, in order to obtain greater visibility and added value from your participation in the show.

Rates space + BASIC Stand

| | |
|-------------------------------------|------------------------|
| From 16 to 32m ² | € 248/m ² * |
| From 32.5 to 64m ² | € 243/m ² * |
| Over 64m ² | € 238/m ² * |

Exhibitors are also bound by the participation in the trade fair to contract:

- Civil liability (covering up to € 60,000) and multi-fair (covering up to € 50,000) **insurances:** € 55.88 and € 53.03* each.
- **Trade Show Marketing&Communication Package:** € 330*.

We shall try to meet the Exhibitors’ needs adapting the layout of the elements that form the stand, the additional ones as well as the structural ones that are necessary for its support, whenever it is technically possible and the plan is received with the pertinent instructions at the latest fifteen days before the beginning of build-up.

Once the stand has been assembled, changes in the location of any of its elements which have not been duly requested shall be billed.

All the shell scheme stands involving an interior decoration with panels, sections, totems, platforms/floorings, trusses, etc., will be required to present their project to the Technical Secretariat before Friday 25th September. Kindly submit your design to the IFEMA Exhibition Services Management by email to stecnica@ifema.es

*Schell scheme stands will be ready for hand-over from **18th October** at 8:30am.*



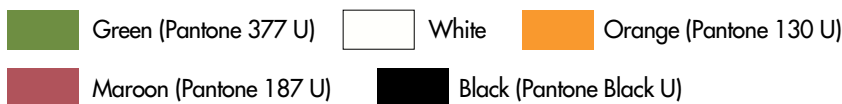
(*) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of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

2.2 PREMIUM CUSTOMIZED SHELL SCHEME STAND

Available for surface areas from 16 to 128m².

Technical specifications of the Premium Customized Shell Scheme Stand:

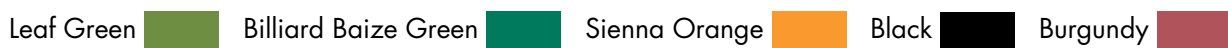
- Space and stand open to aisles according to its location (see explanatory sketch for a stand open to 2 aisles).
- In the Fresh Produce area, the maximum authorized height of any element placed on the first metre of areas faced to aisle or of partition walls with neighbouring exhibitors is 1m. In the remaining partition wall maximum height is 4m.
- 3m. high painted chipboard **walls** forming a 10cm wall (Exhibitors must select from the five colours listed below):



*Exhibitors must specify the selected colour in the **Exhibitors' Area**, before Friday 25th September. If there is no indication by this date, the colour by default will be green..*



- Decorative ceiling on frame with 1.5x1.5 fabric.
- **Storeroom** with door according to the following detail:
 - 1m² for 16m² stands
 - 2m² for stands from 16.5 m² to 32m²
 - 3m² for stands from 32.5 m² to 48m²
 - 4m² for stands over 48m²
- **Trade fair carpeting**, 5 colors to choose:



*Exhibitors must specify the selected colour in the **Exhibitors' Area**, before Friday 25th September; otherwise the colour by default will be green.*

- **Furniture:**

- Stands from 16 to 32m²:
 - 1 counter as per design
 - 1 bookcase with 2 leaning shelves as per design
 - 1 round white table. DOM Model - Reference ME01 (90*74cm)
 - 3 white chairs. Madrid Model - Reference SI01)
- Stands from 32.5m² onwards:
 - 2 counters as per design
 - 2 bookcases with 2 leaning shelves each as per design
 - 2 round white tables DOM Model - Reference ME01 (90*74cm)
 - 6 white chairs. Madrid Model - Reference SI01

- **Electrical energy and lighting:**

- Stand lighting with led spots, at the rate of 1 spot per each 3m².
- Minimum compulsory electricity consumption (0.13kW/m²).
- Electrical switchboard equipped with magnetothermal differential (prepared for up to a power of 130W/m²).
- 1 Plug of 500 W for stands under 32m² and 2 plugs for 32m² stands and over.

- **Lettering** with the exhibitor's name and stand number (maximum 20 characters).

*The exhibitor must indicate the lettering in the **Exhibitors' Area** before Friday 25th September*

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

The elimination, by the exhibitor, of any element of the shell scheme stand shall not mean a reduction in its cost. All material you may use, both structural and electrical, is rented, and therefore, any deterioration in it shall be billed at current rates.



We offer vinyl decoration for the stand walls.
Please contact decoraciongrafica@ifema.es for further details on rates and measurements.

Remember that you may request other **additional services**, or employ other **promotional tools** that we make available to you, in order to obtain greater visibility and added value from your participation in the show.

Rates space + PREMIUM Stand

| | |
|-------------------------------------|------------------------|
| From 16 to 32m ² | € 278/m ² * |
| From 32.5 to 64m ² | € 273/m ² * |
| Over 64m ² | € 268/m ² * |

Exhibitors are also bound by the participation in the trade fair to contract:

- Civil liability (covering up to € 60,000) and multi-fair (covering up to € 50,000) **insurances**: € 55.88 and € 53.03* each.
- **Trade Show Marketing&Communication Package**: € 330*

We shall try to meet the Exhibitors' needs adapting the layout of the elements that form the stand, the additional ones as well as the structural ones that are necessary for its support, whenever it is technically possible and the plan is received with the pertinent instructions at the latest fifteen days before the beginning of build-up.

Once the stand has been assembled, changes in the location of any of its elements which have not been duly requested shall be billed.

All the shell scheme stands involving an interior decoration with panels, sections, totems, platforms/floorings, trusses, etc., will be required to present their project to the Technical Secretariat before Friday 25th September. Kindly submit your design to the IFEMA Exhibition Services Management by email to stecnica@ifema.es

*Schell scheme stands will be ready for hand-over from **18th October** at 8:30 am.*



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

2.3 CUSTOM DESIGNED STAND

Available for surface areas from 33 to 128m²

(It is advisable to request surface areas multiple of 4 given the shape of the isles).

All companies must build a stand which includes as a minimum requirement stand partition walls which separate the stand from the hall perimeter or other stands.

Besides the different types of shell scheme stands, IFEMA offers a comprehensive stand design service with a full guarantee, built totally to your requirements. We take care of everything as soon as you book your space - design, assembly and dismantling. Request your adapted design totally free of charge and without commitment to infodesign@ifema.es.

Remember that you may request other **additional services**, or employ other **promotional tools** that we make available to you, in order to obtain greater visibility and added value from your participation in the show.

RATES m² space only to build a custom designed stand:

| | |
|--------------------------------------|------------------------|
| From 32.5 to 64m ² | € 185/m ² * |
| Over 64m ² | € 180/m ² * |
| Second floor at your own stand | € 80/m ² * |

In addition, exhibitors are bound by the participation in the trade fair to contract:

- **Minimum electricity consumption** (0.13 kW/m²): € 4.286/m²
- **Civil liability** (coverage up to € 60,000) and multifair (coverage up to € 50,000) insurances: € 55.88 and € 53.03 each
- **Trade Show Marketing&Communication Package:** € 330*.
- **Build up charges**

2.4 STANDS IN MONOGRAPHIC AREAS

Fruit Attraction offers the option of exhibiting in monographic areas dedicated to certain sectors. This is only indicated for companies within the sector or exhibiting exclusively products belonging to the corresponding sector.

ECORGANIC MARKET, SMART AGRO AND NUTS HUB

ECORGANIC MARKET STAND: for companies with organic products exhibiting in the devoted area.

SMART AGRO STAND: for companies offering innovative products that apply information technologies to the horticultural industry and exhibiting in the devoted monographic area (apps, drones, software / hardware, IOT, big data, ERPs, tracking, monitoring, automation, prediction, digitalization, robotics, sensors, telematics...).

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

NUTS HUB STAND: for companies offering nuts and exhibiting in the area devoted to the same.

Features of the Ecorganic Market, Smart Agro and Nuts Hub stands:

- 6 m² space + stand open to aisles according to its location.
- 3m. high and 50cm wide **walls** consisting of chipboard panels painted white (see explanatory sketch).
- Stand with lighting integrated in the wall.

- Furniture:

- 1 white round table. DOM Model - Reference ME01 (80*74cm)
- 3 white chairs. Madrid model - Reference SI01
- 1 white Sienna stool
- 1 straight counter with door
- 1 exhibition counter

- **Trade fair carpeting** in Sienna Orange.

- Electricity and lighting:

- Led lighting (2 spots per stand)
- Led-lit display
- Minimum electricity consumption (0.13 kW/m²)
- Electrical panel with magnetothermal differential and socket base (prepared for 130 W/m²).



Image is an example

- **Lettering:** standard lettering with the Exhibitors' name and stand number (maximum 20 characters).

*The exhibitor must indicate the lettering in **Exhibitors' Area** before September 25th.*

- **Cleaning type A:** a first initial cleaning with plastic removal and then a daily cleaning.

- **Build up charges** included.

The elimination by the exhibitor, of any element of the shell scheme stand shall not mean a reduction in its cost. All material you may use, both structural and electrical, is rented, and therefore, any deterioration in it shall be billed at current rates.

Rates space + MONOGRAPHIC AREAS stand

6m² € 1,850*

Exhibitors are also bound by the participation in the trade fair to contract:

- Civil liability (covering up to € 60,000) and multi-fair (covering up to € 50,000) **insurances**: € 55.88 and € 53.03* each.
- **Trade Show Marketing&Communication Package**: € 330*.



We offer vinyl decoration for the stand walls. Please contact decoraciongrafica@ifema.es for further details on rates and measurements.

Remember that you may request other **additional services**, or employ other **promotional tools** that we make available to you, in order to obtain greater visibility and added value from your participation in the show.

Schell scheme stands will be ready for hand-over from **18th October** at 8:30am.

In addition, you may exhibit at the Ecorganic Market, Smat Agro and Nuts Hub areas with a Basic or Premium shell scheme stand from 16m² onwards or with a custom designed stand for a surface area bigger than 32m². In all cases maximum surface area is 128m².



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

FLOWER & GARDEN ATTRACTION

Flower & Garden Attraction matches the flower and plant offer (producers, wholesalers, distributors and their auxiliary industry) with the wholesale (hypermarkets, supermarkets, DIY centres) and retail (garden centres) channels, as well as with wholesalers and importers.

FLOWER & GARDEN ATTRACTION SHELL SCHEME STAND

Available for surface areas from 16m² to 128m² (requested space shall be a multiple of 4).

Features of the FLOWER & GARDEN ATTRACTION shell scheme stand

- Space and stand opening onto aisles according to its location (see explanatory sketch for a stand open to 2 aisles).
- 3m. high painted chipboard walls (Exhibitors must select from the five colours listed below):



*Exhibitors must specify the selected colour in the **Exhibitors' Area**, before Friday 25th September, otherwise the colour by default will be white.*

- **Storeroom** with door according to the following detail:

- 1 m² for 16m² stands
- 2m² for stands from 16.5m² to 32m²
- 3m² for stands from 32.5m² to 48m²
- 4m² for stands over 48m²

- **Trade fair carpeting**, 5 colors to choose from:



Exhibitors must specify the selected colour in the Exhibitors' Area, before Friday 25th September; otherwise the colour by default will be black..

- **Electricity and lighting:**

- Lighting by led spots located above on a general truss.
- Minimum electricity consumption (0.13 kw/m²).
- Electrical panel with circuit breaker (with a power of 130W/m²).
- A socket outlet of 500W per every 16m² (maximum 4 units).

- **Lettering:** standard lettering with the Exhibitors' name and stand number (maximum 20 characters).

*The exhibitor must indicate the lettering in the **Exhibitors' Area** before September 25th*

- **Cleaning type A:** a first initial cleaning with plastic removal and then a daily cleaning.
- **Build up charges** included.



The elimination by the exhibitor, of any element of the shell scheme stand shall not mean a reduction in its cost. All material you may use, both structural and electrical, is rented, and therefore, any deterioration in it shall be billed at current rates.

Rates space + FLOWER & GARDEN ATTRACTION Shell Scheme Stand

From 16m² € 226/m²*

Exhibitors are also bound by the participation in the trade fair to contract:

- Civil liability (covering up to € 60,000) and multi-fair (covering up to € 50,000) **insurances:** € 55.88 and € 53.03* each.
- **Trade Show Marketing&Communication Package:** € 330*.

We offer vinyl decoration for the stand walls. Please contact decoraciongrafica@ifema.es for further details on rates and measurements.

Remember that you may request other **additional services**, or employ other **promotional tools** that we make available to you, in order to obtain greater visibility and added value from your participation in the show.

Schell scheme stands will be ready for hand-over from **18th October** at 8:30am.

We shall try to meet the Exhibitors' needs adapting the layout of the elements that form the stand, the additional ones as well as the structural ones that are necessary for its support, whenever it is technically possible and the plan is received with the pertinent instructions at the latest fifteen days before the beginning of build-up.

Once the stand has been assembled, changes in the location of any of its elements which have not been duly requested shall be billed.

All the shell scheme stands involving an interior decoration with panels, sections, totems, platforms/floorings, trusses, etc., will be required to present their project to the Technical Secretariat before Friday 25th September. Kindly submit your design to the IFEMA Exhibition Services Management by email to stecnica@ifema.es

Schell scheme stands will be ready for hand-over from **18th October** at 8:30am.

In addition, you may exhibit in FLOWER&GARDEN ATTRACTION with a custom designed stand for surface areas from 32 m² to 128 m². In all cases maximum surface area is 128m².

Rates m² space only to build a custom designed stand in FLOWER & GARDEN ATTRACTION:

From 32 to 128 m² € 180/m²*

In addition, exhibitors are bound by the participation in the trade fair to contract:

- **Minimum electricity consumption** (0.13 kW/m²): € 4.286/m²*
- Civil liability (coverage up to € 60,000) and multifair (coverage up to € 50,000) **insurances:** € 55.88 and € 53.03 each.
- **Trade Show Marketing&Communication Package:** € 330*.
- **Build up charges**

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

FRESH FOOD LOGISTICS 

New monographic area devoted to the fresh and frozen food logistics and mobility from origin to retail, preserving the cold chain.

In Fresh Food Logistics you may only exhibit with a customized BASIC shell scheme stand under 2 options:

1 MODULE: 16m² BASIC shell scheme stand

2 MODULES: 32m² BASIC shell scheme stand

Technical specifications of the Basic Customized Shell Scheme Stand – Fresh Food Logistics

- Space and stand open to aisles according to its location (see explanatory sketch for a stand open to 2 aisles).
- 3m. high painted chipboard walls in the colour selected by the exhibiting company (through the Exhibitors' Area, before Friday 25th September) from among the following:



If there is no indication prior to 25th September, the colour by default will be white.



- Grey aluminum **profiles**.
- **Storeroom** with door according to the following detail:
 - 1m² for 16m² stands
 - 2m² for 32m² stands

- **Trade fair carpeting**, 5 colors to choose:



Exhibitors must specify the selected colour in the Exhibitors' Area, before Friday 25th September, otherwise the colour by default will be black.

- **Furniture:**
 - For 16m² stands:
 - 1 round black table (90 x 74cm). Model DOM - Reference ME03
 - 4 black chairs. Model Barcelona – Reference S102
 - For 32m² stands:
 - 2 round black table (90 x 74cm). Model DOM - Reference ME03
 - 8 black chairs. Model Barcelona – Reference S102

Counters are not included. (See additional services).

- **Electrical energy and lighting:**

- Stand lighting with led spots, at the rate of 1 spot per each 4m².
- Minimum compulsory electricity consumption (0.13kW/m²).
- Electrical switchboard equipped with magnetothermal differential (prepared for up to a power of 130W/m²).
- 1 Plug of 500 W for 16m² stands and 2 plugs for 32m² stands.

- **Lettering:** standard lettering with the Exhibitors' name and stand number (maximum 20 characters).

*The exhibitor must indicate the lettering in **Exhibitors'Area** before September 25th*

- **Cleaning type A:** a first initial cleaning with plastic removal and then a daily cleaning.

- **Build up charges** included.

The elimination by the exhibitor, of any element of the shell scheme stand shall not mean a reduction in its cost. All material you may use, both structural and electrical, is rented, and therefore, any deterioration in it shall be billed at current rates.

Rates FRESH FOOD LOGISTICS

| | |
|--|----------|
| 1 MODULE FRESH FOOD LOGISTICS (16m ²) | € 3,968* |
| 2 MODULES FRESH FOOD LOGISTICS (32m ²) | € 7,936* |

Exhibitors are also bound by the participation in the trade fair to contract:

- Civil liability (covering up to € 60,000) and multi-fair (covering up to € 50,000) **insurances:**
€ 55.88 and € 53.03* each.
- **Trade Show Marketing&Communication Package:** € 330*.

We offer vinyl decoration for the stand walls. Please contact decoraciongrafica@ifema.es for further details on rates and measurements.

Remember that you may request other **additional services**, or employ other **promotional tools** that we make available to you, in order to obtain greater visibility and added value from your participation in the show.

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

We shall try to meet the Exhibitors' needs adapting the layout of the elements that form the stand, the additional ones as well as the structural ones that are necessary for its support, whenever it is technically possible and the plan is received with the pertinent instructions at the latest fifteen days before the beginning of build-up.

Once the stand has been assembled, changes in the location of any of its elements which have not been duly requested shall be billed.

All the shell scheme stands involving an interior decoration with panels, sections, totems, platforms/floorings, trusses, etc., will be required to present their project to the Technical Secretariat before Friday 25th September. Kindly submit your design to the IFEMA Exhibition Services Management by email to stecnica@ifema.es

Schell scheme stands will be ready for hand-over from **18th October** at 8.30am.



2.5 MANDATORY SERVICES

Exhibitors are bound by the participation in the trade fair to automatically contract the mandatory services: Trade Show Marketing&Communication Package, insurances, build-up charges and minimum electricity consumption.

TRADE SHOW MARKETING&COMMUNICATION PACKAGE

As exhibitor in Fruit Attraction, **Flower&Garden Attraction** or **Fresh Food Logistics** it is **mandatory to contract the Trade Show Marketing&Communication Package**. This item includes insertion in the following:

- **Official on-line interactive exhibitor catalogue:** official exhibitor list available on fruitattraction.com and its APP, which allows exhibitors and visitors to prepare the show in advance (advanced search, notes, meeting request, etc.). Each listing features contact details, product description, activity, Exhibitors' press releases, and location plan.
- **Visitor guide:** Distributed free of charge at the trade fair. It includes a plan of each hall, the list of exhibitors and the full schedule of all Feria de Madrid activities and services.

- **Interactive trade show information points:** these are located in a number of strategic locations at the trade show. They are accessible to visitors, and have facilities to locate exhibitors and print out customized location plans.
- **Hall layout** plan displays and list of exhibitors in each hall.
- **Giant plans of the show** and list of exhibitors located in different points.
- **Publish news, presentations or events in the Fruit Attraction Fresh News**, sent out to our professional database. It also includes all the news of the show.

You will also have access to the following **services**:

NEW

- **Wifi internet connection** for 3 users for the duration of the event for stand holders (to benefit from this connection, the devices in use have to be compatible with 5 GHz band). You will get 3 passwords, enabled until the last day of dismantling. Those will be sent to the stand holder by mail 48 hours prior to the opening of the show. It also includes technical support for any trouble that may arise.
- **Exhibitors' area:** communication tool with IFEMA to help you organize your participation at the trade show.
- **Access the professional meeting point:** database of professional visitors enabling you to contact them, send information, invite them to your stand, etc.
- **Online invitations** for your clients.

Rate:

Trade Show Marketing&Communication Package..... € 330*

INSURANCES

- Civil liability insurance (coverage up to € 60,000).
- Multifair liability insurance (coverage up to € 50,000, consisting of insurance against fire, lightning and/or explosions in relation to the goods displayed and their own decorative features or hired features).

Civil liability insurance and multifair insurance coverage is charged for each stand assigned, for both individual and group participations.

Rates:

- Civil liability insurance (coverage up to € 60,000) € 55,88*
- Multifair liability insurance (coverage up to € 50,000) € 53,03*

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

BUILD-UP CHARGES

The **company responsible for the assembly** of custom designed stands shall be required to pay to IFEMA, before beginning its tasks, the build-up charges corresponding to services rendered during build-up and breakdown at the trade show: health care service, inspection of electricity wiring, electricity connections and supply during assembly and dismantling, use and maintenance of painting rooms, personalized attention to stand builders and individualized signing of spaces).

Should the exhibitor (main stand-holder) wish to cover this cost and have it included in his invoice, he may order it online through the **Exhibitors' Area**.

Depending on the use of facilities and/or services, build up charges to the full free design stand including second floors, will be as follows:

| | |
|---|---------------------------------|
| Spaces without decoration or with carpeting or flooring/platforms | TYPE A: € 2.13/m ² * |
| Basic modular stands in aluminum or similar material | TYPE B: € 4.26/m ² * |
| Design modular stands in aluminum, of carpentry and other materials | TYPE C: € 6.71/m ² * |

This item is already included in the price of the shell scheme stands.

MINIMUM ELECTRICITY CONSUMPTION

Exhibitors are bound by the participation to contract a minimum compulsory electricity consumption of 0.13 kW per m² for the whole length of the show, and during entry and withdrawal of merchandise.

Price: € 4.286/m²*

This item is already included in the price of the shell scheme stands.



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

2.6 ADDITIONAL SERVICES

IFEMA offers a full range of services to facilitate your participation in FRUIT ATTRACTION:

- We also offer a complete stand design service which is tailored to your specific requirements with the maximum IFEMA guarantee. We take charge from initial planning and design to build-up and breakdown of the stand.

Request a custom design, free of charge and without obligation by e-mailing infodesign@ifema.es

- In addition, if you would like to customize all elements of your stand we offer you a wide range of **graphic materials** (vinyl, forex, foam, tarps...) versatile and adaptable to all elements (walls, furniture, façade, banners, displays...).

For further information, please send an email to graphicdecoration@ifema.es

- **Furniture and Accessories**
- **Telecommunications and information technology**
- **Other complimentary services** (hostesses, parking, etc.)
- **Promotion and Advertising.** Go to fruitattraction.com for further information, in the **Exhibitor Area**, advertising services, or send a mail to outdooradvertising@ifema.es, or call (34) 91 722 5380/40.

The booking of services is carried out via the Exhibitors' Area or the Technical Secretariat by the building plans.

Once you have received the contract confirming your space, you may access the Exhibitors' Area and contract services up to 2 days before build-up starts, benefitting from a **15% discount when booking online additional services up to 30 days before the beginning of build-up**. This also applies to services shown on your stand plan sent to the Technical secretariat. This does not include minimum mandatory services, outdoor advertising, meeting rooms, graphic decoration nor show specific services such as exhibitor badges, forums, etc.

A 5% discount in the form of consumption credit will be applied to exhibitors from the last edition (2019). You will have access to a consumption credit that you may redeem for any product from our services catalogue (hostesses, counters, chairs, etc...) with a value equivalent to 5% of the floor space contracted (minimum services, compulsory services, or build up charges are not included).

We remind you that **the services booked 7 days before the beginning of build-up will have 25% surcharge.**

During build-up booking may only be carried out personally at the Exhibitor helpdesk counters and with direct payment.

2.7 PARTICIPATION RATES

VAT NOT INCLUDED

2.7.1 Participation rates according to modality

FRESH PRODUCE & AUXILIARY INDUSTRY:

SPACE ONLY TO BUILD A CUSTOM DESIGNED STAND:

| | |
|-------------------------------------|----------------------|
| From 32.5 to 64m ² | € 185/m ² |
| Over 64m ² | € 180/m ² |
| Second floor at your own stand..... | € 80/m ² |

SPACE + BASIC CUSTOMIZED SHELL-SCHEME STAND:

| | |
|-------------------------------------|----------------------|
| From 16 to 32m ² | € 248/m ² |
| From 32.5 to 64m ² | € 243/m ² |
| Over 64 m ² | € 238/m ² |

SPACE + PREMIUM CUSTOMIZED SHELL-SCHEME STAND:

| | |
|-------------------------------------|----------------------|
| From 16 to 32m ² | € 278/m ² |
| From 32.5 to 64m ² | € 273/m ² |
| Over 64m ² | € 268/m ² |

ECORGANIC MARKET, NUTS HUB AND SMART AGRO:

SPACE + ECORGANIC MARKET STAND:

| | |
|-----------------------|---------|
| 6m ² | € 1,850 |
|-----------------------|---------|

SPACE + NUTS HUB STAND:

| | |
|-----------------------|---------|
| 6m ² | € 1,850 |
|-----------------------|---------|

SPACE + SMART AGRO STAND:

| | |
|-----------------------|---------|
| 6m ² | € 1,850 |
|-----------------------|---------|

For spaces from 16 to 128 m² in these areas it is also possible to book space only, Basic or Premium stands).

VAT NOT INCLUDED

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

FLOWER & GARDEN ATTRACTION:

SPACE ONLY TO BUILD A CUSTOM DESIGNED STAND:

From 32 to 128m²..... € 180/m²

SPACE + FLOWER & GARDEN ATTRACTION SHELL-SCHEME STAND:

From 16m²..... € 226/m²

FRESH FOOD LOGISTICS:

1 MODULE (16m² FRUIT ATTRACTION BASIC CUSTOMIZED SHELL-SCHEME STAND)..... € 3,968

2 MODULES (32m² FRUIT ATTRACTION BASIC CUSTOMIZED SHELL-SCHEME STAND)..... € 7,936

2.7.2 Mandatory services for all exhibitors

Civil liability insurance (covering up to € 60,000) € 55.88

Multifair insurance (covering up to € 50,000) € 53.03

Trade Show Marketing&Communication Package: € 330 **NEW:** includes premium wifi for 3 users

Co-exhibitor: additional insertion (**Trade Show Marketing&Communication Pack.**) WITH premium-wifi..... € 330

Co-exhibitor: Additional insertion (**Trade Show Marketing&Communication Pack**) WITHOUT premium-wifi..... € 250

2.7.3 MANDATORY SERVICES FOR THE OPTION SPACE ONLY TO BUILD A CUSTOM DESIGNED STAND

Minimum electricity consumption (0.13kW)..... € 4.286/m²

BUILD-UP CHARGES

Spaces without decoration, or only with carpeting or wood flooring..... TYPE A: € 2.13/m²

Basic modular stands in aluminium or similar..... TYPE B: € 4.26/m²

Modular designed stands in aluminium, carpentry stands and other materials..... TYPE C: € 6.71/m²

Services included in the rates of the shell scheme.

VAT NOT INCLUDED

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

2.7.4 Additional services

BADGES & INVITATIONS:

| | |
|--|----------|
| Additional exhibitor badges | € 20/pc. |
| Additional trade visitor invitations | € 9/pc. |

TRADE SHOW ACTIVITIES:

| | |
|---|-------|
| Foro Innova | € 150 |
| Foro Innova reservation fee (deposit to be returned after participation)..... | € 270 |
| Innovation Hub..... | € 150 |
| Factoria Chef | Free |
| Express meeting Rooms..... | € 80 |

ADDITIONAL FURNITURE FOR BASIC, PREMIUM & FRESH FOOD LOGISTICS STANDS

| | |
|---------------------------------|----------|
| Sloping counter – Ref. RU | € 90/pc. |
| Stepped counter – Ref. RV | € 90/pc. |
| Straight counter – Ref. RW..... | € 90/pc. |

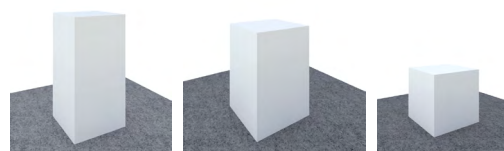


ADDITIONAL FURNITURE FOR FLOWER & GARDEN ATTRACTION STANDS

| | |
|------------------------|----------|
| Sloping counter | € 90/pc. |
| Stepped counter | € 90/pc. |
| Straight counter | € 90/pc. |



| | |
|--------------------------------------|-------------|
| Podium 50x50x100 cms (in wood) | € 86.52/pc. |
| Podium 50x50x75 cms (in wood) | € 80.01/pc. |
| Podium 50x50x50 cms (in wood) | € 74.60/pc. |



OTHER ADDITIONAL SERVICES:

| | |
|---|-----------------------|
| Cleaning type A: (Preliminary cleaing + once a day) | € 3.96/m ² |
|---|-----------------------|

Already included in the Basic, Premium, Ecorganic market, Nuts Hub, Smart Agro, Fresh Food Logistics and Flower&Garden Attraction stands.

| | |
|--|-----------------------|
| Cleaning type B: (Preliminary cleaning + 3 times a day)..... | € 5.82/m ² |
|--|-----------------------|

| | |
|---------------|---|
| Rigging | Check rates at ifema.es |
|---------------|---|

| | |
|---|----------|
| Hydrant and water drainage (without connection or sink) | € 236.80 |
|---|----------|

| | |
|---|----------|
| Hydrant and water drainage (with connection and sink) | € 418.92 |
|---|----------|

| | |
|----------------------|----------|
| Compressed air | € 444.06 |
|----------------------|----------|

| | |
|--|---------|
| Parking (1 place for the duration of the fair) | € 40.00 |
|--|---------|

You may enquire about other available services via fruitattraction.com (Booking Services or [Exhibitor area](#)).

VAT NOT INCLUDED

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

3. Build-up

3.1 BUILD-UP DATES AND SCHEDULE

Build-up of free design stand can be made from October 14th to 19th, 2020, from 8.30a.m. to 9.30p.m., except in hall 9, where build-up will start on October 15th.

Exhibitors who have not made full payment for the space and services hired will not be allowed to take up the space, nor will any modular stands be allocated to them.

3.2 HAND-OVER OF SHELL SCHEME STANDS

Shell scheme stands will be ready for hand-over from 18th October at 8:30am.

3.3 ENTRY OF MERCHANDISE AND DECORATION MATERIAL

Entry of merchandise and decoration material is allowed from October 18th at 8.30a.m until October 19th, at 9.30p.m.

For **daily entry or merchandise**, please refer to point 4.10.

Neither exhibitors nor assembly workers will have access to the stands outside the timetables stated in the Exhibitor Calendar, nor may any assembly or other work be carried out on stands outside these periods.

3.4 WITHDRAWAL OF MERCHANDISE AND DECORATION MATERIAL AND STAND DISMANTLING

Withdrawal of merchandise and decoration material will take place on October 22nd, from 5.30 p.m. to midnight.

During this period, exhibitors must withdraw from their stand all exhibited material.

Stand dismantling will take place on October 23rd, 24th and 25th from 8.30a.m. to 9.30p.m., except on hall 6, where dismantling will take place on October 23rd from 8a.m. until October 24th at 8a.m.

REMOVAL OF WASTE OF ASSEMBLY AND DISPLAY MATERIALS

All Exhibitors and companies contracted and/or subcontracted for assembling and dismantling stands are liable for the removal of the waste of assembly and display materials in the periods of time established for this purpose. IFEMA offers containers to facilitate the segregation and removal and will survey the same. (See rates at **Exhibitors Area**, Booking Services, waste containers)

The Exhibitor will lose any right to claim for loss or damage of materials that remain in the halls after the deadline and the expenses related to their withdrawal will be payable by the Exhibitor, who will be invoiced by IFEMA according to the rates established. (see **Art. 35 of the General rules for the participation of exhibitors in fairs organised by IFEMA**)

IFEMA is committed to the SDG 2030 (United Nations Sustainable Development Goals) and is certified ISO 20121 for sustainable events.

3.5 GENERAL BUILD-UP RULES

All companies are required to assemble their stands, which includes at least **the dividing wall** between that of the hall and the stand or between stands.

For safety **reasons**, it will be mandatory to keep the safety helmet, high visibility vest and safety shoes on throughout any assembly and disassembly during trade shows and events in all the exhibition areas.

Badges for assembly staff are not necessary during build-up.

All companies involved in work or activities in the contracted space for the Exhibitor shall duly complete, sign and submit to IFEMA the form "Prevention of Labour Risks and Business Activity Coordination" available on the IFEMA website ifema.es – Exhibitors – Rules of Participation and send it to stecnica@ifema.es. Assembly work shall not begin until this Protocol has been fulfilled ([ARTICLE 15 OF THE GENERAL RULES OF PARTICIPATION AT IFEMA, WORKPLACE SAFETY REGULATIONS AND COORDINATION OF BUSINESS ACTIVITIES](#)).

Traffic and parking of vehicles during the Event: inside the fair site it is strictly prohibited to park vehicles in the loading and unloading areas. Vehicles may be parked in designated parking spaces only, with payment of the relevant fee where appropriate. When the Fair has started, no vehicles are allowed to be driven in the halls and aisle unless expressly authorised by IFEMA ([ARTICLE 14 OF THE GENERAL RULES OF PARTICIPATION AT IFEMA, TRAFFIC AND PARKING OF VEHICLES DURING THE EVENT](#)).

3.6 BUILD-UP OF CUSTOM DESIGNED STANDS

PROJECT

Companies that opt for a custom-design stand must send their project to IFEMA's Technical Secretariat for approval, no later than 11th September 2020: stecnica@ifema.es.

BUILD-UP CHARGES

Prior to commencing work, the stand-builder should pay IFEMA the corresponding **build-up charge** to cover services rendered during build-up and breakdown. Should the exhibitor (main stand-holder) wish to cover this cost and have it included in his invoice, he may order it online through the **Exhibitors' Area**.

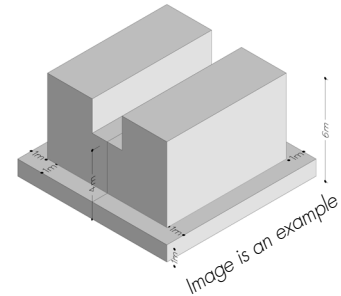
SPECIFIC BUILD-UP RULES FOR CUSTOM DESIGNED STANDS

With the goal of maintaining the concept of an open, accessible and of maximum visibility trade fair for each exhibitor, the specific assembly rules for free design stands are as follows:

• Height

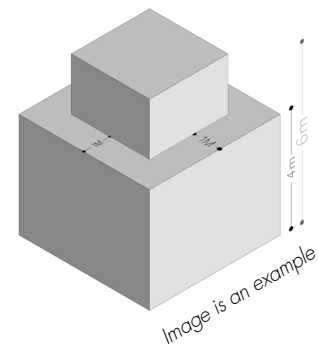
- For **Fresh Produce Area exhibitors:**

- The maximum authorized height of any element placed on the first metre of areas faced to aisle or of partition walls with neighbouring exhibitors is 1m. In the remaining partition wall maximum height is 4m.
- All decorative elements, which may reach or hang from a maximum height of 6m, must be inset a minimum of 1m inwards from all stand perimeters. This is not possible on connecting aisles between halls, nor on either side of the entrances to halls 9 and 10, where the maximum height is 4m.



- For **Fresh Produce Area for companies occupying a complete island individually, Auxiliary Industry Area and Flower&Garden Exhibitors:**

- The maximum authorized height at the perimeter edge of stands is 4m.
- To raise or hang any decorative element to a maximum height of 6m., these must be inset 1m. inwards from all stand perimeters. This possibility does not exist neither in stands located in connecting areas among halls, nor in the side entries of halls 9 and 10, in which the maximum height of construction of any item must be of 4m.



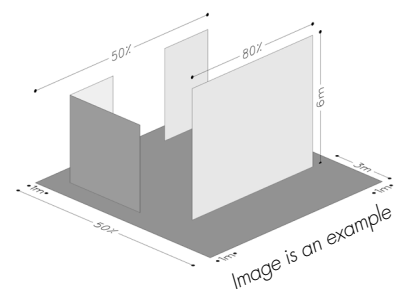
• Space occupation

No spotlight, construction or decorative element may project over 50cm beyond the space allocated, at a minimum height of 2.5m.

• Blind Perimeter Walls

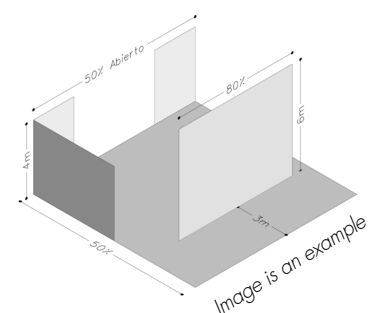
- For **Fresh Produce Area exhibitors:**

- Blind perimeter walls can be built from the first interior metre of the stand, and cannot exceed 50% of each façade facing the aisle. In order to make longer walls, these must be set back a minimum of 3m. towards the interior and may not exceed 80% of the total length of each façade.



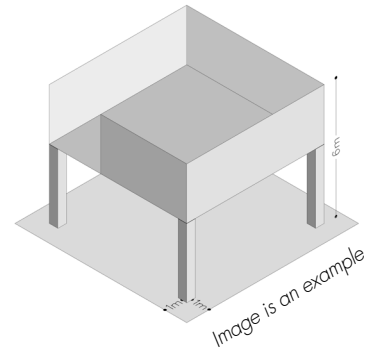
- For **Fresh Produce Area for companies occupying a complete island individually, Auxiliary Industry Area and Flower&Garden Exhibitors:**

- Blind perimeter walls cannot exceed 50% of each façade facing the aisle. In order to make longer walls, these must be set back a minimum of 3m. towards the interior and may not exceed 80% of the total length of each façade.



• Second floor at your own stand (Double Decker Stand)

- The maximum height allowed for double-decker stands is 6m. inside the halls.
- The second floor should be inset a minimum of 1m. inwards.
- In the connecting aisles between halls, or either side of the entrances to halls 9 and 10, double-decker stands are not permitted.
- A certificate or project must be presented with full contact details and signed by the technical expert. These documents must also be endorsed by the corresponding College. The certificate or project must specify the dimensions, use restrictions and capacity applicable, with the Exhibitor being solely responsible for the fulfilment of any limits that are established in this respect.
- The interpretation and application of regulations in each specific case will be conducted by IFEMA. The Organisation reserves the right to arbitrate exceptions if necessary based on the overall look of the Exhibition and the visibility of neighbouring stands.



SPECIAL AUTHORIZATIONS

You will find on fruitattraction.com and ifema.es a list of other services, rules and documents that can be of interest to you:

- Communication for catering in stands.
- Labour risk prevention and co-ordination of business activities.
- Authorization request of private security in stands.
- Authorization request to install Wi-Fi.
- Authorization request to antenna wiring.
- Authorization request to hang structures/rigging.



4. Organization

4.1 DATES AND OPENING HOURS

The exhibition will take place from October 20th to 22nd, 2020, with the following opening hours:

- Tuesday, October 20th and Wednesday, October 21st, from 9.30 a.m. to 7 p.m.

NEW - Thursday, October 22nd, from 9.30 a.m. to 5 p.m.

Exhibitors may enter daily from 8.00a.m and exit by 8.00p.m.

4.2 CO-EXHIBITORS

4.2.1 Registering co-exhibitors

Companies may register as co-exhibitors other companies taking part in FRUIT ATTRACTION in the space operated by the main exhibitor. Exhibitors must register their co-exhibitors as “additional insertion” in the catalogue menu in the **Exhibitor Area**.

In grouped participations of 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).

4.2.2 Access passwords for the Exhibitors’ area

Co-exhibitors will get access to the **Exhibitors’ area** once they receive their access codes, as long as the main stand holder registers them in the catalogue before September 11th. They must include for that purpose their co-exhibitors’ email.

4.2.3 Co-exhibitor services

Co-exhibitor status entails compulsory booking of the items in Trade Show Marketing&Communication Package:

Rates:

Additional insertion (Trade Show Marketing&Communication Package) WITH premium wifi € 330*

Additional insertion (Trade Show Marketing&Communication Package) WITHOUT premium wifi € 250*

Co-exhibitors will then be able to:

- Access their catalogue insertion.
- Obtain their customized exhibitor badges (2 per each co-exhibitor).
- Access the meeting point.
- Access their meetings diary and answer meeting requests.

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

4.3 EXHIBITOR BADGES

You can request your exhibitor and co-exhibitor badges on the Exhibitors' Area. As per assigned space, the number of exhibitors' badges you're entitled to is as follows:

| Reserved space | Nº of exhibitor badges |
|---------------------------------------|------------------------|
| From 6 to 15.5m ² | 4 |
| From 16 to 32m ² | 8 |
| From 32.5 to 63.5m ² | 16 |
| From 64 to 126m ² | 24 |
| Over 126m ² | 32 |

Each co-exhibitor will have access to 2 badges.

Deadline to issue your online badges: October 17th, 2020.

If you haven't issued your online Exhibitors' badges, you can always pick them up at the registration desks located on the North and South entrance of the fairgrounds, on October 18th and 19th, from 9 a.m. to 8 p.m.

Exhibitors will be able to request additional exhibitor badges at the price of € 20/unit + VAT*.

Badges for assembly staff are not necessary during build-up period.

4.4 TRANSPORT DISCOUNT VOUCHERS

Once the Exhibitors' badges issued, you can download the transport discount vouchers available on the **Exhibitor Area**.

4.5 VISA REQUESTS

If you need a visa, you can request, through the **Exhibitor Area**, the necessary letters of invitation. You must first issue your exhibitor badge. Plan yourself in advance, since deadlines to request the visas may take over 30 days.

4.6 HOSPITALITY SERVICE QUIRÓNSALUD

International exhibitors at Fruit Attraction 2020, as well as the international hosted buyers may benefit from the health care service **Hospitality Quirónsalud**, which offers you benefits such as free emergency service at the Ruber Juan Bravo hospital, and multilingual and priority assistance.

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

4.7 TRADE VISITOR INVITATIONS

- Each exhibitor will receive by email the exclusive and personal invitation code, for distribution to their customers and clients.
- The Exhibitors' customers shall register on-line to get their direct and free entry badge.
- The visitor badge allows them to enter the show two consecutive days. It can be validated for the third day, as long as visitors go the registration desks located at the North and South entrance of the fairgrounds, and show their ID.
- Invitations are not available on the **Exhibitor Area**.
- Invitations allow a maximum number of registered visitors, according to the booked surface:

| Reserved space | Total number of possible uses |
|---------------------------------------|-------------------------------|
| From 6 to 15.5m ² | 80 |
| From 16 to 32m ² | 100 |
| From 32.5 to 63.5m ² | 120 |
| From 64 to 126m ² | 150 |
| Over 126m ² | 200 |

The right use of invitations is requested in order to ensure the highest level of professionalism at the show. Controls could be made in that sense.

People under 16 years of age are not allowed.

Upon request of each exhibitor, information detailing the number of registered visitors per their corresponding invitation could be sent.

Each exhibitor will be able to request additional invitations to clients at a price of € 9*/unit.



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

4.8 TRADE SHOW ACTIVITIES

INNOVATION HUB AND ACCELERA AWARDS

If you are exhibiting or co-exhibiting and you have launched any innovation into the market from 1st January 2019 to 31st September 2020, you may submit it to the Accelera Awards, provided you have not already done so at the previous ones. **Only a maximum of two applications per company will be allowed.**

The **ACCELERA AWARDS** to innovation and entrepreneurship in the horticultural industry are bestowed each year on those exhibiting or co-exhibiting companies that present the best product or service project for the industry, assessing the criteria of innovation, sustainability, applied technology and knowledge. There are 2 categories: FRESH PRODUCE and F&V INDUSTRY.

All the entries submitted that meet the requirements will exhibit their products in the **INNOVATION HUB** (exhibition of innovative products) during the 3 days of the event.

Interested parties must duly forward the form which will be sent to all the exhibiting companies.

The **price for registration** and exhibition at the Innovation Hub is € 150 per product.

In order to win the economic prize, candidacies must be defended before the ACCELERA AWARDS jury.

In addition to the monetary prize, the winners and all the finalists will enjoy the corresponding industry publicity campaign.

Deadline: Friday September 11th.

Contact: fruitattraction@ifema.es

FORO INNOVA

The event offers interested exhibiting companies **a forum for conferences, talks, technical sessions or presentations.** The Innova Forums are located inside the halls, fitted with furniture, a public address system, a projector and a screen and they **hold approximately 30 people.** Slots last for an hour, so each presentation may last 30 to 45 minutes. They are offered to exhibitors depending on availability.

At a cost of € 150* per conference. In order to guarantee its use and booking, a prior payment of € 270* must be made, which will be refunded upon finalization of Fruit Attraction, provided this service has been used.

Deadline: Friday September 11th.

Contact: fruitattraction@ifema.es

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

FACTORÍA CHEF

Free space for the promotion, innovation and gastronomical interpretation of your fruit and vegetable products to show off the quality, variety and versatility of your products. It is a stage with a kitchen, where brands represented at the show can participate simply and free of charge to encourage the consumption of fruit and vegetables and entice the public with tips, tricks and the best recipes for your products. Presentations by exhibitors last maximum 45 minutes.

Deadline: Friday September 11th.

Contact: fruitattraction@ifema.es

CATERING TO/ON STANDS

Exhibitors intending to offer free catering/food at their stand, must fill in the form "Catering in Stands Communication" available on the [IFEMA website](http://ifema.es) "[ifema.es – Exhibitors – Rules of participation – Forms](http://ifema.es)" and submit it with all the requested data to catering@ifema.es for information and appropriate purposes.

Further details: [article 9.- catering/food activities. General rules for the participation of exhibitors in fairs organised by IFEMA.](#)

BOOKING CONFERENCE ROOMS

Exhibitors may book conference rooms if they wish to prepare a press conference, product presentation, throughout the course of the trade show. Reservations shall be made in advance.

Contact the Convention centre: convenciones@ifema.es, Tel. +34 91 722 5072.

You can see online the [list of rooms](#) available at the venue.

EXPRESS MEETING ROOMS

Fruit Attraction offers the opportunity of renting small meeting rooms (6 pax) onsite. You can rent the EXPRESS MEETING ROOMS directly during the exhibition, for a maximum period of 50 minutes and at a cost of € 80*. This service enables exhibitors and visitors to book directly onsite a private meeting room so prior reservation is not admitted.

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

4.9 SHIPPING GOODS TO THE VENUE

The IFEMA staff is not authorized to receive any merchandise to be delivered to your stand.

If you wish to **send goods to the venue**, the following details shall always be indicated in the delivery address: IFEMA-Feria de Madrid (Avda. del Partenón, 5. 28042 Madrid. España), FRUIT ATTRACTION, your company name, hall and stand number.

The goods must arrive during the days set aside for entry of merchandise and decoration material and there must be someone at your stand for it to be delivered.

If this is not possible, we recommend you to contact the collaborating company in charge of handling and storage:

DBSchenker

Tel.: (+34) 91 748 0750 / exts. 207 y 218

ifema.onsite.logistics@dbschenker.com

4.10 DAILY DELIVERY OF MERCHANDISE

- Exhibitors are allowed to enter merchandise daily on October 20th and 21st from 8 a.m. to 8 p.m. and from 8 a.m. to 5 p.m on 22nd. The daily entry of merchandise is allowed but will have to be performed through the Exhibitors' ENTRANCES, located at the end of each hall. Merchandise should be brought by in hand or by manual carts, and be secured. No other modes of transportation are allowed within the halls during those days.
- Gates 1-D/2- C/3-C / 4-C / 5-E / 6-E / 7-C / 8-C / 9-G / 10-G will be opened daily from 8 a.m. to 9.30 a.m. and from 1.30 p.m. to 2 p.m. for replacement of bulky bigger merchandise. Merchandise should be brought in by hand or by manual carts, and be secured. No other modes of transportation are allowed within the halls during those days.
- The security personnel will make sure that the entry of merchandise is done without disturbing the regular celebration of the exhibition. We request exhibitors to follow the instructions of the Security personnel at all moments.
- An area to park refrigerated trucks has been enabled, with the possibility of electricity connection in order to facilitate the maintenance of the products and the refitting of fruits and vegetables exhibited in the stands. In case you need this service you must request it to the exhibition services management of IFEMA. e-mail address: stecnica@ifema.es. The service will be invoiced at the current Price.

Traffic and parking of vehicles during the Event

Inside the fair site it is strictly prohibited to park vehicles in the loading and unloading areas. Vehicles may be parked in designated parking spaces only, with payment of the relevant fee where appropriate. When the Fair has started, no vehicles are allowed to be driven in the halls and aisle unless expressly authorised by IFEMA. ([Article 14.-General rules for the participation of exhibitors in fairs organised by ifema](#)).

4.11 LEFTOVER PRODUCE - CHARITY COLLECTION

Any exhibitors who wish to do so may take their leftover produce at the event's collection points for delivery to charities.

4.12 PARKING SPACES FOR EXHIBITORS

Exhibitors may acquire parking access cards for all the duration of the trade show through the Exhibitors area at the price of € 40*.

It is likewise possible to acquire parking access cards for your clients.

4.13 THE VENUE

HALL LAYOUT



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

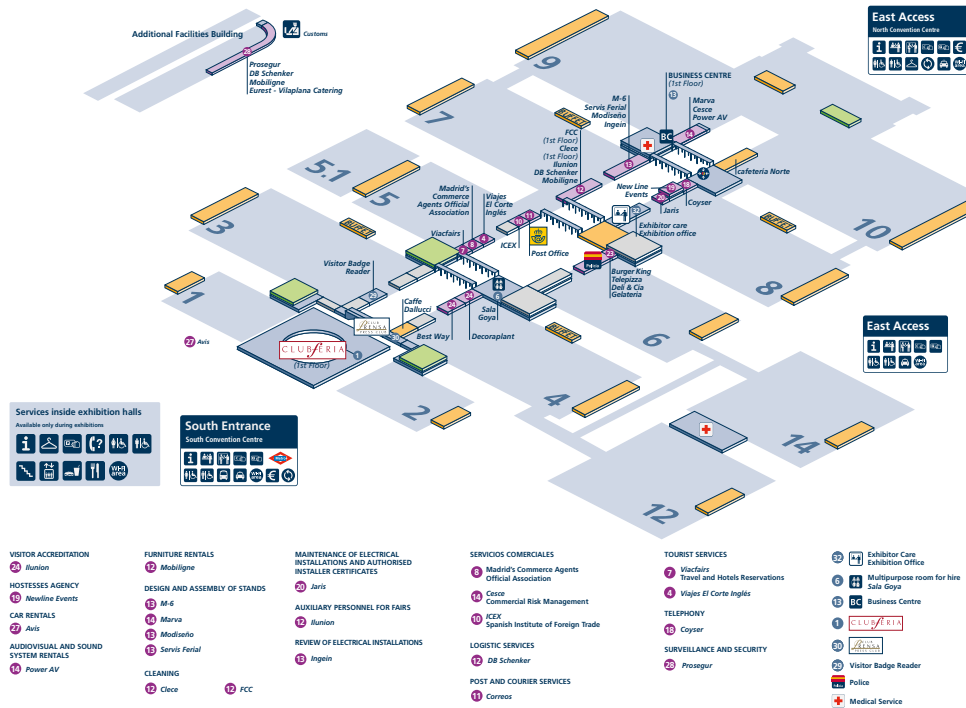
ACCESSES



TRANSPORTS



SERVICES



PH: 003517

5. Promotion and contacts

5.1 EXHIBITOR LIST

The exhibitor list (or catalogue) is an essential promotional and networking tool. It provides trade visitors and other exhibiting companies with the basic information on your company and products/services to prepare their visit and organise meetings.

Enter and update your company's contact details as well as those of your co-exhibitors in the online catalogue.

I EXHIBITED IN 2019

If you exhibited in 2019, you will be able to validate or modify your catalogue data on the menu "information for catalogue" in the **Exhibitor area**.

You'll also find the data of your co-exhibitors that you can validate, modify or erase.

I AM A NEW EXHIBITOR

If it's your first time at the show, or didn't exhibit in 2019, we invite you to complete and update your data for the catalogue. This is available on the **Exhibitor area**, in the menu "information for catalogue".

The catalogue entry for each exhibitor and co-exhibitor includes the following details:

Postal address, country, website, email, hall and stand number, company profile, sectors, activities, products and brands.

Through the Exhibitors' catalogue entry it is also possible for exhibitors as well as for visitors to:

- Search for the Exhibitors' stand in the exhibition floorplan.
- Request a meeting with you. Do not forget to fill in the email for them to get in touch with you.

5.2 PROMOTION AND SPONSORSHIP OPPORTUNITIES

Besides the Exhibitor List, IFEMA offers exhibitors at Fruit Attraction a range of advertising and sponsorship services that will allow you to enhance your participation at the show and get the maximum return on your investment:

Announce clients and prospects your presence at the exhibition

Use the banner we will send you and include your stand number and other relevant data (available on the Fruit attraction website: fruitattraction.com). Use it in your mails or letter heads.

Outdoor advertising at the venue

You may benefit from a wide range of media strategically located to catch the eye of all visitors and exhibitors who come to the exhibition.

See all these items on fruitattraction.com; in the **exhibitors area**, "advertising services and promotional items", send an e-mail to outdooradvertising@ifema.es or call (34) 91 722 53 08 / 40.

Other marketing tools

IFEMA offers its clients other marketing tools to optimize the impact of your presence at the Fairground. Get in touch with: publicidadexterior@ifema.es for further information or call (+34) 91 722 53 08/40.

Advertising in the catalogue

Contact the company in charge of the official Fruit Attraction Exhibitor catalogue

Banners on the trade fair webpage

Contact: outdooradvertising@ifema.es Tel: (+34) 91 722 53 08/40

Sponsoring meetings and conferences

Contact the Exhibition Management at fruitattraction@ifema.es

Publish your news

Request the press department to publish and share your news with the media, trade visitors and other exhibitors on the Fruit Attraction website. Your products, services and novelties will be promoted through the Fruit Attraction Fresh News, sent on a regular basis to a wide range of Spanish and international visitors.

Contact iciar.martinez@ifema.es

Spread your news too through our social media: Facebook, Twitter, LinkedIn e Instagram.

Send out invitations to your customers.

You may send the free Fruit Attraction trade visitor invitations to your customers and prospects.

Do tell visitors about your conferences and activities at the show

Tell your prospects and guests what will be going on at your stand, and the activities and conferences you organize.

5.3 SEARCH CONTACTS AND ORGANIZE MEETINGS

Propose buyers for the Hosted Buyers Programme

For Fresh Produce area exhibitors only: Propose buyers for the International Hosted Buyers Programme.

To do so please send the corresponding form to hb2.ifema@ifema.es or call (+34) 91 722 53 58

Request meetings with other exhibitors

From the Exhibitors catalogue available on fruitattraction.com, you can carry out searches and request appointments with other exhibitors by clicking on the appointment tab on their catalogue entry.

Connect with visitors: Trade Meeting Point

Contact trade visitors who have registered for the Trade Meeting Point and invite them to visit your stand: Enter the **Exhibitors Area** on the website and select the "Meeting Point" application on the "My Network menu". You can carry out searches according to activity, interest, country or name and you can send e-mails to a selection of trade visitors or individual messages to each trade visitor.

Manage your Appointment Diary

Access your Meetings Diary to manage appointment requests from other exhibitors and trade visitors.

6. Exhibitor area

The **EXHIBITOR AREA** is the online communication channel with IFEMA, available on fruitattraction.com.

Access to the Exhibitor area

Access to the **Exhibitor area** is done so with a username and a password.

- **If you were a previous exhibitor at any of the IFEMA events**, we remind you that to access the Exhibitors' Area, you need to enter the username and password that you used last. If you have forgotten your codes, help is available on the Exhibitors' Area or calling +34 91 722 30 00 (902 22 15 15 if you are calling from Spain), or you can request new codes on the Exhibitor area.
- **If you are a first time exhibitor**, once a proposed space has been accepted and you have been allocated a stand, we will send you a username and password to enable you to access the Exhibitors' Area.
- **The data that appears in the Exhibitor area is confidential**. It's your responsibility to avoid improper use by third parties. IFEMA declines any responsibility on this matter.
- **If the contracting company appoints another company as the invoicing entity**, the latter will also receive to his mail a username and password. In this case, the invoicing entity will be the only one able to request services on the Exhibitor area, and will receive all invoices. The contracting company will be able to see the requested services by the invoicing entity, and will have access to other services for exhibitors on the Exhibitor area.

Once the space allocated, they will be able to access the exhibitor area from fruitattraction.com.



7. Contact us

| DEPARTMENT | ASK ME ABOUT | CONTACT | | |
|-----------------------------------|---|---|---|---|
| SHOW MANAGEMENT | <ul style="list-style-type: none"> - Space Booking - General matters on your participation at the show. - Exhibitor badges - Trade visitors invitations. - Activites and forum at the exhibition | Director | Raúl Calleja | (+34) 91 722 57 39 (+34) 667 80 78 48 raul.calleja@ifema.es |
| | | Sales manager | Fresh Produce Area: María Martínez de Velasco | (+34) 91 722 51 71 (+34) 687 40 49 73 mariamv@ifema.es |
| | | | Auxiliary Industry Area Flower & Garden Attraction: Lourdes Sierra | (+34) 91 722 51 65 (+34) 669 35 78 90 lourdes.sierra@ifema.es |
| | | | Fresh Food Logistics: Marta Hernández | (+34) 91 722 57 70 (+34) 627 37 02 26 martah@ifema.es |
| | | Secretariat | Asela González | (+34) 91 722 58 45 asela.gonzalez@ifema.es |
| | | | Laura Francos | (+34) 91 722 5180 lfrancos@ifema.es |
| | | Marketing and advertising | Esther Morales Beatriz Berruga | (+34) 91 722 52 35 esther.morales@ifema.es beatriz.berruga@ifema.es |
| Conferences and activities | Candelas Acedos | (+34) 91 722 5343 (+34) 667 801623 candelas@ifema.es | | |
| CALL CENTER Línea IFEMA | <ul style="list-style-type: none"> - Servicios Booking - Exhibitor area - Information to visitors | <ul style="list-style-type: none"> • Calls from Spain: 902 22 15 15 • International calls: (+34) 91 722 30 00 • Exhibitors email: lineaifema.expositor@ifema.es • Visitors email : visit.registro@ifema.es • General email: lineaifema@ifema.es | | |
| FEPEX Coorganizer | | Director: José María Pozancos Secretary General: José María Zalbidea Communication: Begoña Jimenez | Tel.: (34) 91 319 10 50 fruitattraction@fepex.es | |
| Servifema | <ul style="list-style-type: none"> - Invoices and payments - Services booking | Calls from Spain: 902 22 15 15 International calls: (+34) 91 722 30 00 servifema@ifema.es | | |
| Technical secretariat | <ul style="list-style-type: none"> - Technical support to exhibitors and constructors - Stand design supervision - Shell scheme stands personalization - Parking for refrigerated trucks | Calls from Spain: 902 22 15 15 International calls: (+34) 91 722 30 00 stecnica@ifema.es | | |

| DEPARTMENT | ASK ME ABOUT | CONTACT | |
|--|--|--|---|
| Graphic decoration | Graphic decoration for your stand. | Calls from Spain: 902 22 15 15 International calls: (+34) 91 722 30 00 decoraciografica@ifema.es | |
| Stand design | Design and construction of free design stands. | Calls from Spain: 902 22 15 15 International calls: (+34) 91 722 30 00 infodesign@ifema.es | |
| Advertising services | Advertising at the fairground | (34) 91 722 53 40 (34) 91 722 53 08 publicidadexterior@ifema.es | |
| Communication management | <ul style="list-style-type: none"> - Contact with the communication media. - Press information about Fairs and shows organized by IFEMA. - Institutional press information - Press badges - Publication of the exhibitors 'news - Social media | Communication and marketing manager: Raúl Díez Communication manager: Marta Cacho Head of press: Icíar Martínez de Lecea International press: Elena Valera Press secretariat: Pilar Serrano | (34) 91 722 51 77 iciar.martinez@ifema.es |
| | | Fruit Attraction Fresh News: José Manuel Alvarez | 646 65 28 46 jmalvarez@telefonica.net |
| | | Social media: Agencia Annie Bonnie. Irene Timón | ifema@anniebonnie.com (34) 91 621 66 11 (34) 647 411 719 |
| Catalogue | <ul style="list-style-type: none"> - Online catalogue data and visitor guide - Advertising on the online catalogue and visitor guide | To be announced | |
| Convention centre | <ul style="list-style-type: none"> - Space rental for meetings and conventions in the exhibition centre, during the exhibitions and at other times - Coordination of non-exhibition related activities | convenciones@ifema.es (+34) 91 722 50 72 | |
| International relations and institutional management | Coordination of the hosted buyers program. | Ana Belén Cisneros | (+34) 91 722 53 58 hb2.ifema@ifema.es |
| External relations (protocol) | <ul style="list-style-type: none"> - Institutional visits - Guided visits - Protocol for all events - Institutional relations | (34) 91 722 50 82 infoifema@ifema.es | |
| Telecommunications | Technical support for wifi, telephone, etc. | telecomunicaciones@ifema.es | |
| Safety and security management | <ul style="list-style-type: none"> - Security, Access and parkings. - Communication for catering in stands | (+34) 91 722 50 65 dsinternos@ifema.es | catering@ifema.es |

| DEPARTMENT | ASK ME ABOUT | CONTACT | |
|-------------------------|--|--|---|
| Foreign representatives | BENELUX (BELGIUM, THE NETHERLANDS, LUXEMBURG) | Intraservice bv Ton Willemse | (31) 180 32 13 46 info@intraservice.nl |
| | BRAZIL | Expotrade Mercedes Blázquez | (55) 11 981316735 brazil@ifema.es |
| | CHILE | Oswaldo Cabrera y Cía Ltda Oswaldo Cabrera | (56) 9 95350861 ifemachile@portocs.cl |
| | CHINA, SOUTH KOREA, HONG KONG, JAPAN, SINGAPUR, TAIWAN | Madrid Outsourcing Solutions Co Limited Susana Fernández Pérez | (86) 21 525 85 004/5 ifema.china@madridinternational.cn |
| | COLOMBIA | How2Go International consulting Darío Cerrato Quintero | (57) 317 262 8013 ifemacolombia@h2gconsulting.com |
| | FRANCE | OTSA Sibylle Courtois | (33) 156951736 (33) 614876147 Sibylle.Courtois@otsa.net |
| | GERMANY, AUSTRIA, SWITZERLAND | IFEMA Ansprechpartner in Deutschland José Antonio Rodríguez Priego | (49) 69 74 30 88 88 ifema@messe-madrid.de |
| | GREECE, ALBANIA, BULGARIA, CYPRUS, SERBIA | GHB BEHEER BV Konstantina Bouman | (31) 624 797659 konstantinagiannoutsou@yahoo.com |
| | INDIA | SAARC Mukesh Arora | (91) 9967357443 mukesh.arora@wisitex.in |
| | ITALIA AND SAN MARINO | Paralleli Trade Fairs srl Giorgio La Ferla | (39) 02 58110007 ifema@paralleli.eu |
| | MEXICO | TRADENEX Patricia Moreno | (32) 485 517 266 patricia.moreno@tradenex.eu |
| | NORTH AFRICA (MOROCCO, ARGELIA AND TUNISIA) | How2Go International consulting Hanane Zaoudi | (212) 648 543 606 ifemamaroc@h2gconsulting.com |
| | PERU | How2Go International consulting Luis Guzmán | (51) 977 80 57 22 ifemaperu@h2gconsulting.com |
| | PORTUGAL | NFA, Lda. Nuno Almeida | (351) 213 86 85 17/8 info@ifema.pt |
| | TURKEY | MERIDYEN INTERNATIONAL FAIR Yusuf KIRDAR | (90) 0212 210 50 50 - ext 1244 ykirdar@meridyenfair.com |
| UNITED KINGDOM, IRELAND | Elsie B Sales & Marketing Louisa Criscenti-Brown | (44) 0 7971 280870 louisa@elsieb.com.uk | |

8. Exhibitor Calendar

| DATE | ISSUE | TOPIC | CONTACT |
|--|--|--|--|
| · Until March 25 th | Exhibitor Application Form (Priority deadline) | Fill in and send your online Exhibitor Application Form together with proof of payment of the reservation to servifema@ifema.es | Show management: fruitattraction@ifema.es ; fgattraction@ifema.es ; freshfoodlogistics@ifema.es Exhibitor call center: Call from Spain: 902 22 15 15 International calls: (34) 91 722 30 00 |
| · March 25 th · September 11 th | Payments | · March 25 th – Space reservation fee · September 11 th – 50% of the total space, less reservation fee. · September 11 th – 100% of the total space and the services booked. | Servifema: servifema@ifema.es Exhibitor call center: Calls from Spain: 902 22 15 15 International calls: (34) 91 722 30 00 |
| · April - May 2020 | Allocation space | Priority allocation space deadline, for applications received prior to March 25 th . | Show management: fruitattraction@ifema.es fgattraction@ifema.es freshfoodlogistics@ifema.es Exhibitor call center: Calls from Spain: 902 22 15 15 International calls: (34) 91 722 30 00 |
| · From March 26 th , 2020 | Exhibitor Application Form | Allocation of spaces of those applications received after the priority deadline. Fill in and send your online Exhibitor Application Form, pay the corresponding reservation fee and send proof of payment to servifema@ifema.es | Show management: fruitattraction@ifema.es fgattraction@ifema.es freshfoodlogistics@ifema.es Exhibitor call center: Calls from Spain: 902 22 15 15 International calls: (34) 91 722 30 00 |
| · Until September 23 rd | Guest program | International Hosted Buyers program (exclusive for exhibitors at the Fresh Produce area) Send in the appropriate document. | Contact: (+34) 91 722 53 58 hb2.ifema@ifema.es |
| · Until September 11 th , 2020 | Custom designed projects | Deadline to submission and approval of free design projects. · Exhibitors activities: · FORO INNOVA · INNOVATION HUB · FACTORIA CHEF Insertion in the official catalog of the fair. | Technical secretariat tecnica@ifema.es Exhibitor call center: Calls from Spain: 902 22 15 15 international calls: (34) 91 722 30 00 |
| | Catalogue | Deadline for completion of data of the main stand holder and co-exhibitors for the catalogue, visitor guide, etc. | Online at the exhibitor area |

| DATE | ISSUE | TOPIC | CONTACT |
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| · Until September 25 th , 2020 | Personalization of hell scheme stands. | <ul style="list-style-type: none"> - Deadline to submit custom modular stands interior decoration projects. - Deadline to communicate the colours of the carpet and walls (Basic and Premium stands) - Deadline to communicate the lettering of the stand (Basic, Premium, Ecorganic market, Nuts Hub and Smart Agro stands). | <p>SERVIFEMA servifema@ifema.es</p> <p>Exhibitor call center: Calls from Spain: 902 22 15 15</p> <p>International calls: (34) 91 722 30 00</p> |
| · Until September 14 th | Services Booking | Services booking with a 15% discount. | |
| · From September 15 th to October 6 th | | Services booking. | |
| · From October 7 th until the beginning of build-up | | Services booking with a 25% surcharge | |
| · From October 14 th to 19 th | Build up for stands | Build up for free design stands: From October 14 th to 19 th , from 8.30a.m. to 9.30a.m., except on hall 9, where build-up will start on October 15 th , with the same schedule. | |
| · From October 18 th to 19 th | Entry of goods | From October 18 th , 2020 at 8.30a.m. to October 19 th , 2020 at 9.30p.m. | |
| · From October 20 th to 22 th , 2020 | Celebration of Fruit Attraction | <ul style="list-style-type: none"> · October 20th and 21th : Trade visitors from 9.30a.m. to 7.00p.m. NEW · October 22th : Trade visitors from 9.30a.m. to 5.00p.m. · Exhibitors: Daily from 8.00a.m. to 8.00p.m. | |
| · October 22 th | Merchandise withdrawal | Withdrawal of merchandise and decoration material will take place on October 22 nd , from 5.30p.m. to midnight. | |
| · From October 23 th to 25 th | Stand dismantling | Stand dismantling will take place on October 23 rd , 24 th and 25 th from 8.30 a.m. to 9.30p.m. | |