



fruit attraction

International Trade Show for the Fruit and Vegetable Industry

**30 Sept
02 Oct
2025**

ifema.es

**Discover the essence
of the Sector.**

**Exhibitor's Guide and
Specific Rules of
Participation**



FEPEX

**IFEMA
MADRID**

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1. HOW TO PARTICIPATE. RULES

1.1. Dates. Opening times and venue. Sectors. Floor plan.

FRUIT ATTRACTION will take place at IFEMA MADRID from **30th September to 2nd October**, from 9:30 a.m. to 7:00 p.m. on Tuesday 30th September and Wednesday 1st October, and from 9:30 a.m. to 4:00 p.m. on Thursday 2nd October.

Exhibitors will be able to enter from 8:00 a.m. and remain there until 8:00 p.m. On the last day, it is mandatory that **their stand is manned until 4:00 p.m. (if they do not comply with the schedule, the event management will apply a penalty of €500).**

The virtual event through the LIVE Connect platform will be open from May 2nd, 2025 to May 15th, 2026.

The trade fair has a professional character.

The occupied halls will be: 3, 4, 5, 6, 7, 8, 9, 10, 12 and 14.

Sectors:

Manufacturing, distribution, marketing and service companies related to the fruit and vegetable sector in the following areas:

FRESH PRODUCE AREA

- Fresh Fruits
- Fresh Vegetables
- Aromatic herbs and spices
- Fresh-cut and pre-prepared convenience food
- Nuts
- Ecorganic Market
- Processed products (frozen, canned, concentrated, dehydrated, etc.)
- Organizations and Associations
- Nurseries

AUXILIARY INDUSTRY AREA

- Seeds
- Fertilizers, agronutrients, phytosanitary products
- Pre-harvest
- Transport and logistics
- Packaging and labeling
- Postharvest
- Ecorganic Market
- Services (consultants, certifying companies, financial entities, TEAs, training, etc.)

FRESH FOOD LOGISTICS AREA

Players in the food chain for controlled cold storage; from storage at origin, logistics and transport to cold solutions for retail, last mile and e-commerce:

- Air conditioning and facilities for conservation and storage
- Refrigerated, isothermal and refrigerated containers
- Processing, handling and packaging systems for fresh food
- Logistics services and operators for the cold chain in food
- Temperature control systems for refrigerated transport
- Refrigerated transport and cold equipment (land, sea, air. Long and short distance)
- Technologies and automation for the cold chain
- Equipment and systems for quality control

- Refrigeration installations, refrigeration equipment and temperature control for retail
- Transportation solutions for food delivery and “food e-commerce”.
- Other services

INNOVA & TECH AREA

Innovation, research and technological development companies: biotechnology and digitalization, which are the two major groups/vectors of transformation towards intelligent and precision agriculture:

- Transformation solutions.
- Sustainability.
- Automation.
- Robotization.
- IOT.
- Biotechnology applied to agrobiolology/plant biotechnology.
- Bioinputs, biological control, genetic improvement tools, biofactory plants, obtaining compounds, development of molecular biology/synthetic biology tools, molecular farming, etc.
- Digitalization
- Innovation agents (research centres, promotion/financing agencies...).
- Startups

1. HOW TO PARTICIPATE. RULES

FRUIT ATTRACTION

Floor plan.



1. HOW TO PARTICIPATE. RULES

1.2. What to do to participate?

Space can be booked by filling **the Online Application Form** available on the trade fair website <https://www.ifema.es/en/fruit-attraction/exhibitors> and sending a copy of the proof of payment of the space reservation fee to customerservice@ifema.es, according to the requested surface area:

- Up to 32 sq.m €450*
- From 32.5 to 64 sq.m €750*
- Over 64 sq.m €1,000*

The reservation fee may be used as compensation for expenses incurred in making the application and proposal and will be applied as part of the total payment for participation.

Exhibitors will participate in exhibition areas that are in line with the participating company's main activity and the products or services offered.

The surface area requested by individual companies must be a multiple of 4 and be between 16 sq.m and 128 sq.m (except in the Innova &Tech area, where you have the option of requesting space of 6 sq.m , 12 sq.m and from 16 sq.m).

Groups of individual companies is not permitted. Not applicable to grouped, associative or institutional participations.

In the event that the CONTRACTING COMPANY designates another entity as the BILLING COMPANY, the details of both must appear in the Application Form. **Changes in the billing company will not be authorized once the first invoice has been issued.**

Submission of the Application Form implies full acceptance of **the General Rules for Participation in Events Organised by IFEMA MADRID**, the technical annexes, the Specific Rules of this edition and the provisions that, of a generic or specific nature, are established by the organisation of the trade fair.

The exhibiting company is the company that will participate in the trade fair, in whose name the application for participation as an exhibitor is completed.

In order to apply to participate in the trade fair, it is a requirement that the exhibitor's activity, whether it is a company, public or private organization, is included within the sectors covered by the event.

By clicking the send request button, the exhibitor confirms to IFEMA MADRID that he or she is seriously interested in participating as such and in receiving a proposal.

It is possible to request information and quotes even if you haven't finished the process of the Application Form, which does not constitute a request for an offer and does not require payment of a reservation fee.

PRIORITY ALLOCATION

Exhibiting companies from 2024 that submit the Application Form together with the payment of the reservation fee before **February 14th, 2025** will be invited to the space allocation meeting. The criteria applied to define the order for choosing a stand are the following:

- Surface: exhibitors with the largest requested surface will choose first, organized by sections.
- Uninterrupted participation the trade fair.
- In equal conditions regarding the above criteria, the order of selection will be drawn at that time.

NEW APPLICATIONS FOR PARTICIPATION

All applications received from non-exhibiting companies in the previous edition, as well as those received from 2024 exhibitors after **February 14, 2025**, will be attended to, once the priority selection of spaces has been completed. Space proposals will be made in strict order of arrival of the Application and the corresponding payment of the reservation fee.

1.3. Booking and allocation of spaces.

The decision to accept an exhibitor will be at the discretion of IFEMA Madrid, taking into account the purpose of the trade fair and the availability of spaces.

IFEMA Madrid will make one or more proposals for surface/location depending on the type of participation and/or type and size of stand requested. This proposal constitutes a contract offer. If the contractor accepts the offer/quote in writing/email/signature or during the meeting to select spaces, they will be formalising the contract for participation in the trade fair, which constitutes a binding commitment that cannot be revoked by the applicant.

The space will be awarded after written acceptance by the exhibitor.

The exhibitor will receive the exhibition contract with the statement of accounts and a plan of the location and dimensions of his/her stand(s) and from that moment on will be able to access the customer portal EXPO ZONE to manage his/her participation.

It is essential to make the payments indicated in the contract within the established deadlines.

(*) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For the rest of the companies, this operation is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for the VAT that, if applicable, is due in their country of establishment.

1. HOW TO PARTICIPATE. RULES

1.4. Types of participation

• **Exhibitor:** is the natural person or legal entity that has a space at the trade fair. The exhibiting company is the one in whose name the application for participation as an exhibitor is completed.

The exhibitor has the option to book:

- In the FRESH PRODUCE area

- a.Space only (to build your own "free design stand" from 32.5 sq.m).
- b.Space + Basic Stand
- c.Space + Premium Stand

NEW

-In the AUXILIARY INDUSTRY area

- a.Space only (to build your own "free design stand" from 32.5 sq.m).
- b.Space + Basic Stand
- c.Space + Premium Stand

NEW

- In the FRESH FOOD LOGISTICS area

- a.Space only (to build your own "free design stand" from 32.5 sq.m).
- b.Space + Basic Stand
- c.Space + Premium Stand

NEW

- In the INNOVA&TECH area

- a.Space only (to build your own "free design stand" from 32.5 sq.m).
- b.Space + Innova&Tech Stand (exclusive to the INNOVA&TECH area)

• **Co-exhibitor:** a natural or legal person who participates in the stand of a main exhibitor, booking directly with him. The main exhibitor must register his co-exhibitors from the EXPO ZONE customer portal and each co-exhibitor must complete an Application Form as a co-exhibitor at the trade fair (see 2.2).

• **Grouped participations:** these are organisations, institutions or associations that request the total square metres for the participation of their represented companies, which will be the exhibitors at the trade fair. Once the square metres have been requested, if they need to reduce their participation, they will have until **30 April** to indicate this and may **not reduce more than 15%** of the total space requested. After this date, the management of the trade fair will not approve any reduction in space, so the grouped participation will assume the total cost of the entire space.

In the grouped participations of the Fresh Produce area, only companies from this area will be authorized to attend, whether they are direct exhibitors or co-exhibitors.

Grouped participations can be of two types:

- With companies registered as direct exhibitors and, therefore, with all the rights of an exhibitor.
- With companies registered as co-exhibitors (see point 2.2).

In the latter case, those participants who have not registered their companies through the EXPO ZONE will be invoiced for their participations if the commercial management verifies during the trade fair that they are participating in their stand.

Grouped participations may only opt for three payment methods:

1. The contracting and/or billing company pays the floor space + mandatory services of all its related companies.
 2. The contracting and/or billing company pays only the amount due for the floor space booked by all related companies.
 3. Each related company pays for its participation in full.
- There cannot be more than one billing company per grouped participation

[SEE RATES](#)

FRUIT ATTRACTION

1. HOW TO PARTICIPATE. RULES

FRUIT ATTRACTION

1.5. Your Exhibitor Plan. LIVE Connect: the digital platform you have access to with your Plan.

Plan Connect

Participation as a main exhibitor at the trade fair requires the purchase of the EXHIBITOR PLAN CONNECT 500€ + VAT (*)

This concept groups the following services:

- Dissemination of participation in the trade fair through inclusion in the list of exhibitors openly accessible on the trade fair website and shared as a link in sector communications.
- Exhibitor presence at the Fruit Attraction LIVE Connect digital event. The digital event extends the duration of the trade fair beyond its duration, provides additional content on the exhibition offer and sector news and is accessible to exhibitors and registered visitors.
- Adding 5 products or services associated with the company profile in LIVE Connect
- Presence during the trade fair in the hall floor plans and exhibitor listings on display.
- Your company will be featured in the printed Visitor's Guide, which is distributed to all participants.
- Access to the IFEMA MADRID customer portal "EXPO ZONE" to manage participation.
- Exhibitor passes according to the contract (see point 2.3)
- Online invitations according to the contract (see point 2.3)
- Discount vouchers on transportation.
- Premium Wi-Fi connection for 3 users throughout the trade fair (these connections will only work with devices that allow connection in the 5 GHz band). The password is enabled for the duration of the trade fair and until the last day of dismantling and is sent by email to the address of the main contact at least 48 hours in advance.

Networking functionalities to generate business opportunities for the person responsible for participation (in Live Connect):

- Searching new contacts among registered visitors and exhibitors
- Communication with contacts (chat and video conference)
- Organizing personal online and face-to-face meetings with contacts
- Preparing company meetings at the stand during the event to optimize time
- Scanning trade visitor passes at the trade fair
- Downloading the contact list with their details

UPGRADES

Exhibitors with a stand and their co-exhibitors have the option of booking the following additional upgrades, which add functionality to the CONNECT plan:

Plan Connect+5

UPGRADE RATE.....€300 + VAT(*) Add 5 people to the company team with networking features.

Plan Impact

UPGRADE FEE2.500€ + VAT (*)

- Visibility of the company profile as a featured exhibitor
- Possibility of including unlimited products.
- Exhibitor team with unlimited users with networking.
- Possibility of offering 2 sessions, workshops or product demonstrations.

What will you find at LIVE Connect?

LIVE Connect is the digital ecosystem **that fosters connections with other professionals**, facilitates the preparation of meetings, offers exclusive content and activities, and generates business opportunities.

Business and networking

Identify leads to generate business and schedule high-value meetings.

Post-event ecosystem

Activity and visibility once the event is over: access and share content and much more.

Positioning

Highlight your company and increase the visibility of your offer.

What can I do from my Exhibitor area in LIVE Connect?

- Update my company profile visible in the web catalogue and in Fruit Attraction LIVE Connect.
- Add my products and services, which will be visible on Fruit Attraction LIVE Connect.
- Register my team members to access the Fruit Attraction LIVE Connect digital event.
- Manage the exhibiting company's schedule and company meetings at my stand at the trade fair.

What can I do at the Fruit Attraction LIVE Connect digital event?

- Search for contacts of interest in the professional network
- Request and accept to be a contact to chat and hold video conferences
- Request and/or accept appointments for professional meetings at my stand at the trade fair or by videoconference.
- Complete my professional profile as a user of the platform and my personal availability schedule for meetings.
- View information about other exhibitors' offerings.
- Check out the activities and conferences, both in person and online, and save the date in your schedule
- Scan trade visitor passes at the trade fair
- Download my list of contacts

(*) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For the rest of the companies, this operation is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for the VAT that, if applicable, is due in their country of establishment.

1. HOW TO PARTICIPATE. RULES

1.6. Your space at the trade fair. Types of stands. Regulations and assembly

STAND TYPES

- **Basic Stand:** Grey aluminium structure and melamine panels.
- **Premium Stand:** Aluminum frame structure and white rigid recycled panel walls covering the structures. **NEW**
- **Innova&Tech Stand:** (exclusive to the Innova&Tech area): Structure of aluminum frames and walls of rigid white recycled panels covering the structures.
- **Free design stand:** Space only. Hiring of space only to build your own stand, the assembly project of which must be approved by IFEMA MADRID. You may also request the construction of your stand with us.

Participation with a stand at the trade fair requires hiring the following general services associated with the stand:

- Civil liability insurance (covers up to €60,000)
- Multi-trade fair insurance (covers up to €50,000)
- Minimum electrical energy consumption (0.13 kW/ sq.m)(*)
- **Assembly fees** (service included in the turnkey stand)(*)
 - **Type A:** spaces without decoration, or occupied by carpet or flooring
 - **Type B:** basic modular stands made of aluminium or similar
 - **Type C:** modular design stands in aluminium, carpentry stands and other materials

Rate surcharge from September 17th.

(*) Services already included in the Basic, Premium and Innova&Tech stands.

• **Exhibitor Plan Connect.**

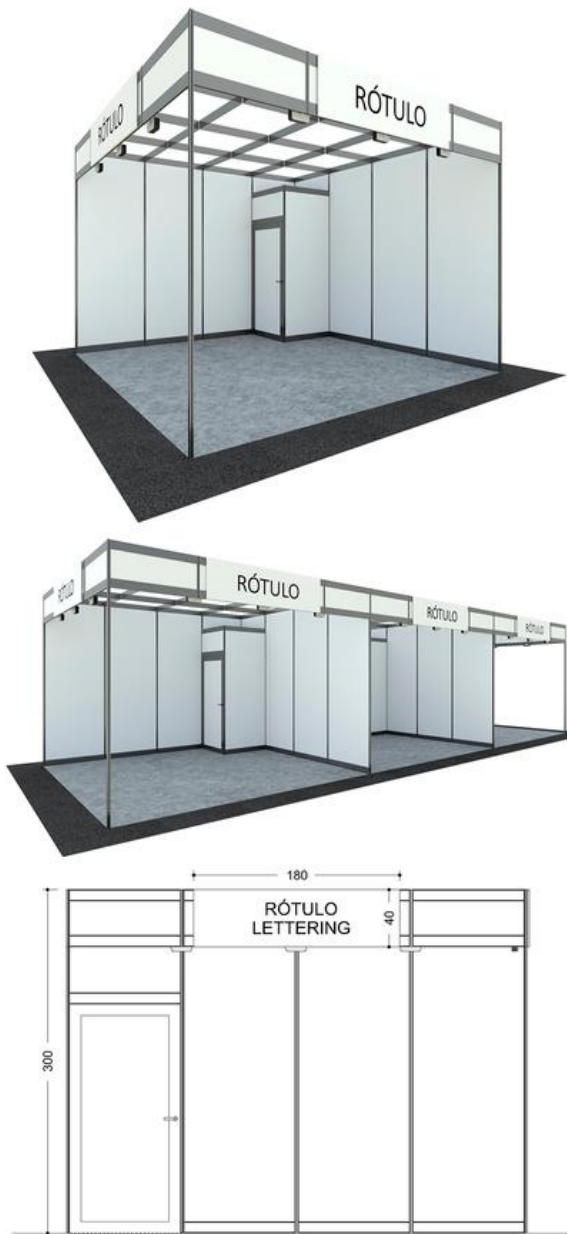
(*) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For the rest of the companies, this operation is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for the VAT that, if applicable, is due in their country of establishment.



1. HOW TO PARTICIPATE. RULES

STAND TYPES

BASIC STAND



STAND

Stand open to one or several aisles depending on location.
Grey aluminium structure and melamine walls.

WAREHOUSE with lockable door in the following proportion:

Up to 16 sq.m.....1x1 m
From 16.5 to 32 sq.m.....2x1 m
From 32.5 sq.m.....3x1 m

CARPET

5 colours to choose from in the EXPO ZONE. The exhibitor must indicate the chosen carpet colour before **14 September 2025**.
If the color is not indicated, leaf green will be used by default.



Any exhibitor who wishes to do so may install perimeter carpet at their stand.

ELECTRICAL POWER AND LIGHTING

- Lighting using LED spotlights (one spotlight for every 3 sq.m)
- Electrical panel with magnetothermic differential with a built-in 500W socket, prepared for a power of 130W/sq.m.
- A socket base

LABELING

Standardized lettering with editable name of exhibitor in EXPO ZONE and stand number. **Maximum 20 characters.**

If the exhibitor name field is not completed in the EXPO ZONE, it will be labeled with the trade fair Name of the Participation Application. The exhibitor must indicate the company name chosen for the label before **September 14, 2025**.

SEE RATES

FURNITURE

From 16 to 32 sq.m

- 1 black DOM table (6RL02003)
- 4 Barcelona chairs. (6RL01019)

From 32.5 sq.m onwards:

- 2 black DOM tables (6RL02003)
- 8 Barcelona chairs (6RL01019)



MANDATORY HIRING

In addition, participation as an exhibitor requires hiring the **EXHIBITOR PLAN CONNECT**: €500 + VAT **and the multi-trade fair insurance and the civil liability insurance.**

SERVICES INCLUDED

- Daily cleaning of the stand (Type A)
- Assembly rights.
- Minimum electrical energy consumption (0.13 Kw/sq.m.).

CLEANING TYPE A:

First cleaning with removal of the plastic covering the carpet and daily cleaning of the floor and collection of the contents of the waste bins. Cleaning of the objects on display is not included.

ASSEMBLY PLAN

You can view your assembly plan in the EXPO ZONE with the location of the warehouse and other services included. In addition, you can track the status of the plan and make comments on it, in case any changes are needed.

ADDITIONAL SERVICES

Customize your stand with our Stand Graphic Decoration service decoraciongrafica@ifema.es

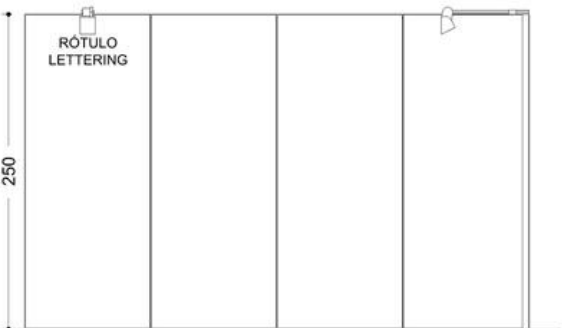
INDICATIVE DRAWING. Drilling and nailing is not permitted. It is permitted to stick with tape, the removal of which does not damage the panels. It shall be adapted to the dimensions of the space allocated.
OBSERVATIONS: • All services or modifications that may be required based on these characteristics will be charged to the exhibitor. • The removal or replacement, by the exhibitor, of any formative element of the modular stand does not imply a reduction in cost. • The distribution of all the elements that make up the stand, the requested extras, as well as the structural elements necessary to support the stand, will be adapted to the needs of the exhibitor, provided that it is technically feasible and the plan with the relevant indications is received fifteen days before the first day of the start of build up. Once the stand has been assembled, changes in the location of all the elements that have not been communicated on the established date will be invoiced. • All the material used, both structural and electrical, is on a rental basis and any deterioration will be invoiced according to the current rate.
• Additionally, any exhibitor can hire elements included in the IFEMA Services Catalogue. • All modular stands that involve interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before **August 26**. • The stands will be delivered ready on **September 28** from 8:30 a.m.

1. HOW TO PARTICIPATE. RULES

STAND TYPES

PREMIUM STAND

NEW



STAND

Stand open to one or more aisles depending on the plan.
Structure: 2.5 m high aluminium frames with white canvas walls.
The change of colour will be invoiced as an extra complement, upon request for an estimate.

WAREHOUSE with lockable door in the following proportion:

From 16 to 24 sq.m.....1x1 m
From 24.5 to 32 sq.m2x1 m
From 32.5 sq.m.....3x1 m

SUSTAINABLE CARPET

5 colours to choose from in the EXPO ZONE. The exhibitor must indicate the chosen carpet colour before **14 September 2025**.
If the color is not indicated, Leaf Green will be used by default.



Any exhibitor who wishes to do so may install perimeter carpet at their stand.

ELECTRICAL POWER AND LIGHTING

- Lighting by means of 25w LED arm spotlights per 4 sq.m.
- Electrical panel with magnetothermic differential with a built-in socket, prepared for a power of 130W/sq.m.
- A double socket base

LABELING

Standardized lettering with editable name of exhibitor in EXPO ZONE and stand number. **Maximum 20 characters.**

If the exhibitor name field is not completed in the EXPO ZONE, it will be labeled with the Exhibitor Name in the Application Form. The exhibitor must indicate the company name chosen for the label before **September 14, 2025**.

SEE RATES

FURNITURE

- From 16 to 32 sq.m
- 1 white DOM table (6RL02003)
 - 3 MADRID chairs. (6RL01019)
 - 1 Tana counter (6RL08003)

- From 32.5 sq.m onwards:
- 2 white DOM tables (6RL02003)
 - 6 MADRID chairs. (6RL01019)
 - 1 Tana counter (6RL08003)



MANDATORY HIRING

In addition, participation as an exhibitor requires hiring the **EXHIBITOR PLAN CONNECT**: €500 + VAT **and the multi-trade fair insurance and the civil liability insurance.**

INCLUDED SERVICES

- Daily cleaning of the stand (Type A).
- Assembly rights.
- Minimum electrical energy consumption (0.13 Kw/sq.m).

CLEANING TYPE A

First cleaning with removal of the plastic covering the carpet and daily cleaning of the floor and collection of the contents of the waste bins. Cleaning of the objects on display is not included.

ASSEMBLY PLAN

You can view your assembly plan in the EXPO ZONE with the location of the warehouse and other services included. In addition, you can track the status of the plan and make comments on it, in case any changes are needed.

ADDITIONAL SERVICES

Customize your stand by contacting standspremium@ifema.es

INDICATIVE DRAWING. Drilling and nailing is not permitted. It is permitted to stick with tape, the removal of which does not damage the panels. It shall be adapted to the dimensions of the space allocated.
OBSERVATIONS: • All services or modifications that may be required based on these characteristics will be charged to the exhibitor. • The removal or replacement, by the exhibitor, of any formative element of the modular stand does not imply a reduction in cost. • The distribution of all the elements that make up the stand, the requested extras, as well as the structural elements necessary to support the stand, will be adapted to the needs of the exhibitor, provided that it is technically feasible and the plan with the relevant indications is received fifteen days before the first day of the start of build up. Once the stand has been assembled, changes in the location of all the elements that have not been communicated on the established date will be invoiced. • All the material used, both structural and electrical, is on a rental basis and any deterioration will be invoiced according to the current rate.
• Additionally, any exhibitor can hire elements included in the IFEMA Services Catalogue. • All modular stands that involve interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before **August 26**. • The stands will be delivered ready on **September 28** from 8:30 a.m.

1. HOW TO PARTICIPATE. RULES

FRUIT ATTRACTION

STAND TYPES

6 sq.m INNOVA&TECH STAND



STAND

Stand open to one or more aisles.
Structure of aluminium frames connected internally at a height of 2.5 m, forming rear sections of 3+1x2.5 m/h.
The walls will be made of white rigid recycled panels covering the rest of the structures.

CARPET

At the SMART AGRO area stands, the carpet will be in jasper grey, and at the BIOTECH area stands, the carpet will be in leaf green.
Any exhibitor who wishes to do so may install perimeter carpet at their stand.

ELECTRICAL POWER AND LIGHTING

- 1.1kw electrical panel
- 2 x 24w arm spotlights
- 2 double sockets
- Minimum electrical energy consumption (0.13 Kw/sq.m)

LABELING

7.5 sq.m of graphic made from recycled rigid panel and recycled canvas printed with silicone cord: 1 unit of 3x2.5m (Back).

FURNITURE

A counter with door, lock and shelf. The front will be vinyl coated with an image provided by the exhibitor.

MANDATORY HIRING

In addition, participation as an exhibitor requires hiring the **EXHIBITOR PLAN CONNECT**: €500 + VAT and the multi-trade fair insurance and the civil liability insurance.

SERVICES INCLUDED

- Daily cleaning of the stand (Type A)
- Assembly rights.
- Minimum electrical energy consumption (0.13 Kw/sq.m.).

CLEANING TYPE A:

First cleaning with removal of the plastic covering the carpet and daily cleaning of the floor and collection of the contents of the waste bins.
Cleaning of the objects on display is not included.

ASSEMBLY PLAN

You can view your assembly plan in the EXPO ZONE with the location of the warehouse and other services included. In addition, you can track the status of the plan and make comments on it, in case any changes are needed.

ADDITIONAL SERVICES

Customize your modular stand by contacting fruit@4foreverything.com

[SEE RATES](#)

INDICATIVE DRAWING. Drilling and nailing is not permitted. It is permitted to stick with tape, the removal of which does not damage the panels. It shall be adapted to the dimensions of the space allocated.

OBSERVATIONS: • All services or modifications that may be required based on these characteristics will be charged to the exhibitor. • The removal or replacement, by the exhibitor, of any formative element of the modular stand does not imply a reduction in cost. • The distribution of all the elements that make up the stand, the requested extras, as well as the structural elements necessary to support the stand, will be adapted to the needs of the exhibitor, provided that it is technically feasible and the plan with the relevant indications is received fifteen days before the first day of the start of build up. Once the stand has been assembled, changes in the location of all the elements that have not been communicated on the established date will be invoiced. • All the material used, both structural and electrical, is on a rental basis and any deterioration will be invoiced according to the current rate.

• Additionally, any exhibitor can hire elements included in the IFEMA Services Catalogue. • All modular stands that involve interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before **August 26**. • The stands will be delivered ready on **September 28** from 8:30 a.m.

1. HOW TO PARTICIPATE. RULES

FRUIT ATTRACTION

STAND TYPES

from 12 sq.m and from 16 sq.m
to 24 sq.m INNOVA&TECH
STAND



STAND

Stand open to one or more aisles.

Structure of internally connected aluminium frames at 2.5 m height.

The walls will be made of white rigid recycled panels covering the rest of the structures.

WAREHOUSE with door, key and 1x1 lock

CARPET

At the stands in the SMART AGRO area, the carpet will be in jasper grey, and at the stands in the BIOTECH area, the carpet will be in leaf green.
Any exhibitor who wishes to do so may install perimeter carpet at their stand.

ELECTRICAL POWER AND LIGHTING

- 1.1kw electrical panel
- 4 x 24w arm spotlights
- 2 double sockets
- Minimum electrical energy consumption (0.13 Kw/sq.m)

LABELING

10 m² of graphics made with recycled canvas with a perimeter silicone cord of the following measurements: 1 unit of 3x2.5m (Rear) and 1 unit of 1x2.5m (Warehouse side or rear).

FURNITURE

- A counter with door, lock and shelf. The front part will be vinyl coated with an image provided by the exhibitor.
- A white table with characteristics equivalent or of superior quality to the Alpes model from Ifema's services catalog.
- 2 white chairs with characteristics equivalent or superior to the Corfu model from Ifema's services catalog.

MANDATORY HIRING

In addition, participation as an exhibitor requires hiring the **EXHIBITOR PLAN CONNECT**: €500 + VAT **and the multi-trade fair insurance and the civil liability insurance.**

SERVICES INCLUDED

- Daily cleaning of the stand (Type A)
- Assembly rights.
- Minimum electrical energy consumption (0.13 Kw/sq.m).

CLEANING TYPE A:

First cleaning with removal of the plastic covering the carpet and daily cleaning of the floor and collection of the contents of the waste bins. Cleaning of the objects on display is not included.

ASSEMBLY PLAN

You can view your assembly plan in the EXPO ZONE with the location of the warehouse and other services included. In addition, you can track the status of the plan and make comments on it, in case any changes are needed.

ADDITIONAL SERVICES

Customize your modular stand by contacting fruit@4foreverything.com

SEE RATES

INDICATIVE DRAWING. Drilling and nailing is not permitted. It is permitted to stick with tape, the removal of which does not damage the panels. It shall be adapted to the dimensions of the space allocated.

OBSERVATIONS: • All services or modifications that may be required based on these characteristics will be charged to the exhibitor. • The removal or replacement, by the exhibitor, of any formative element of the modular stand does not imply a reduction in cost. • The distribution of all the elements that make up the stand, the requested extras, as well as the structural elements necessary to support the stand, will be adapted to the needs of the exhibitor, provided that it is technically feasible and the plan with the relevant indications is received fifteen days before the first day of the start of build up. Once the stand has been assembled, changes in the location of all the elements that have not been communicated on the established date will be invoiced. • All the material used, both structural and electrical, is on a rental basis and any deterioration will be invoiced according to the current rate.

• Additionally, any exhibitor can hire elements included in the IFEMA Services Catalogue. • All modular stands that involve interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before **August 26**. • The stands will be delivered ready on **September 28** from 8:30 a.m.

1. HOW TO PARTICIPATE. RULES

FRUIT ATTRACTION

STAND TYPES

24 sq.m onwards INNOVA&TECH STAND



STAND

Open to hallways depending on location.
Structure of internally connected aluminium frames at 2.5 m height.
Decorative ceiling measuring 4x1m and front and side support each measuring 1x2.5m.
White rigid recycled panel covering the rest of the structures.

WAREHOUSE with door, key and 2x1 lock

CARPET

At the SMART AGRO area stands, the carpet will be in jasper grey, and at the BIOTECH area stands, the carpet will be in leaf green.
Any exhibitor who wishes to do so may install perimeter carpet at their stand

ELECTRICAL POWER AND LIGHTING

- 1.1kw electrical panel
- 6 24w arm spotlights
- 2 LED dichroics recessed in decorative ceiling
- 2 double sockets
- Minimum electrical energy consumption (0.13 Kw/sq.m)

LABELING

Graphic made with canvas printed with silicone cord: 2 units for the warehouse;
3 units (one on front support and 2 on side support).

FURNITURE

- One counter with door, lock and shelf.
- The front part will be vinyl coated with an image provided by the exhibitor.
- 2 white tables with characteristics equivalent or of superior quality to the Alpes model from the Ifema services catalog.
- 4 white chairs with characteristics equivalent or superior to the Corfu model from Ifema's service catalog.

MANDATORY HIRING

In addition, participation as an exhibitor requires hiring the **EXHIBITOR PLAN CONNECT**: €500 + VAT and the **multi-trade fair insurance and the civil liability insurance**.

SERVICES INCLUDED

- Daily cleaning of the stand (Type A)
- Assembly rights.
- Minimum electrical energy consumption (0.13 Kw/sq.m).

CLEANING TYPE A:

First cleaning with removal of the plastic covering the carpet and daily cleaning of the floor and collection of the contents of the waste bins. Cleaning of the objects on display is not included.

ASSEMBLY PLAN

You can view your assembly plan in the EXPO ZONE with the location of the warehouse and other services included. In addition, you can track the status of the plan and make comments on it, in case any changes are needed.

ADDITIONAL SERVICES

Customize your modular stand by contacting fruit@4foreverything.com

SEE RATES

INDICATIVE DRAWING. Drilling and nailing is not permitted. It is permitted to stick with tape, the removal of which does not damage the panels. It shall be adapted to the dimensions of the space allocated.

OBSERVATIONS: • All services or modifications that may be required based on these characteristics will be charged to the exhibitor. • The removal or replacement, by the exhibitor, of any formative element of the modular stand does not imply a reduction in cost. • The distribution of all the elements that make up the stand, the requested extras, as well as the structural elements necessary to support the stand, will be adapted to the needs of the exhibitor, provided that it is technically feasible and the plan with the relevant indications is received fifteen days before the first day of the start of build up. Once the stand has been assembled, changes in the location of all the elements that have not been communicated on the established date will be invoiced. • All the material used, both structural and electrical, is on a rental basis and any deterioration will be invoiced according to the current rate.

• Additionally, any exhibitor can hire elements included in the IFEMA Services Catalogue. • All modular stands that involve interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before **August 26**. • The stands will be delivered ready on **September 28** from 8:30 a.m.

1. HOW TO PARTICIPATE. RULES

FRUIT ATTRACTION

Free design stands. Regulations and assembly

Companies opting for free construction of **their stands must upload their project to their EXPO ZONE** for approval before **August 26, 2025**.

If your project includes a rigging structure, you must send a specific project to rigging@ifema.es before August 26, 2025.

IMPORTANT NOTE: Projects with rigging included must have both projects approved in order to consider the final approval process completed.

Assembly rights

The company in charge of the assembly work of a stand must pay IFEMA MADRID, before starting such work, the assembly fees corresponding to the services rendered during the period of assembly and disassembly of the Fair. In the event that, as the exhibitor, you wish to assume the payment of these assembly fees and have them included in your invoice, you must contract them at the EXPO ZONE.

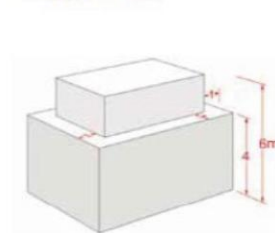
In order to be more efficient and provide a better service, avoiding incidents in the assemblies, IFEMA MADRID has begun to apply a last minute surcharge to **the hiring of assembly rights, as happens with the rest of our services.**

This surcharge increases the price by 25% when the contracting is made during the week prior (7 days before) to the start of the assembly, during the assembly, celebration and disassembly.

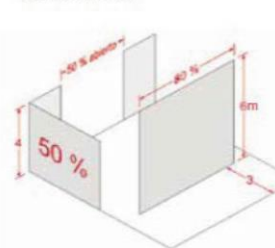
We remind you that the assembly fees apply to free design assemblies and that they can be contracted with a 5% discount if the contracting is made up to 30 days before the beginning of the assembly of the fair.

To contract services, you must go through our online channel, which you can access from the following link: [Commerce](#).

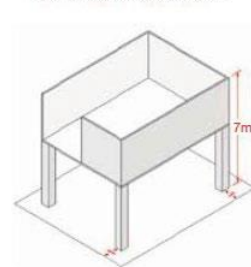
Normativa de alturas.
Máxima ocupación espacial a ocupar con cualquier elemento.



Cerramientos.



Segunda planta.
Máxima ocupación segunda planta.



SPECIFIC ASSEMBLY RULES FOR FREE-DESIGN STANDS

Height

- The maximum height of any element may be 4 m., always respecting the norm of blind enclosures in the perimeter environment. In order to raise or hang any element to a maximum height of 6 m, it is necessary to set back 1 m towards the interior around the perimeter.
- This possibility does not exist in the connection cores between pavilions, nor on the entrance sides of pavilions 9 and 10, where the maximum construction height of any element must be 4 m.
- In Halls 9 and 10 from the last truss of the hall to the cafeteria there is no possibility of rigging. In the middle of Hall 14 below the technical walkway, the maximum rigging height will be 5.5 m. (For more information, please contact sectecnica@ifema.es)

Occupation of space:

The construction elements, decoration and spotlights may not protrude more than 50 cm from the allotted space and from a minimum height of 2.5 m.

Blind perimeter walls in the perimeter environment

Blind perimeter enclosures may not exceed 50% of each corridor facade. For longer enclosures, they must be set back a minimum of 3 m inward and may not exceed 80% of the length of the facade.

Second floor

- The maximum height allowed for two-storey stands is 7 m in pavilions. These constructions are not allowed in the connection cores, nor on the sides of the pavilions.
- The second floor must be set back 1 m around the perimeter of the stand.
- A final certificate of revision and responsible declaration of supervision of structures included in the general rules of participation must be presented. The certificate or project must specify the dimensions, the load of use and the capacity, being the sole responsibility of the exhibitor the limits established therein.

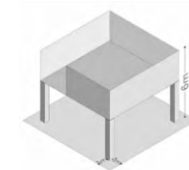
The interpretation and application of the regulations for each particular case is the responsibility of IFEMA MADRID, which reserves the right to make exceptions if deemed necessary, based on respect for the general perspective of the event and the visibility of neighboring stands.

NUMERATION: HIGHLIGHT

In order to make it easier for visitors to quickly and easily find where each exhibitor is located, it is mandatory to mark the space with the booth number, using a PVC: 35 cm (width) x 20 cm (height) with a white background and the number in bold letters, leaving a margin of 2.5 cm on each side. It must be placed on the floor near each aisle on the perimeter of the stand.

Perimeter carpeting

Any exhibitor who so wishes may install perimeter carpeting in his stand.



In the joints between stands belonging to the same group, they may be joined by carpeting and arch without signage (upon request for authorization fruitattraction@ifema.es).

DESING YOUR STAND WITH US

In addition to turnkey stands, we offer you a complete stand design service, with our guarantee and totally adapted to your needs. We take care of the planning of your space, design, assembly and disassembly. Request, free of charge and without obligation, a project tailored to your needs by sending an e-mail to standbuilding@ifema.es

Learn more

[Desing stands](#) | FRUIT ATTRACTION

1. HOW TO PARTICIPATE. RULES

FRUIT ATTRACTION

REGULATIONS AND ASSEMBLY OF YOUR SPACE

BUILD UP AND BREAKDOWN

All companies will be required to set up their stand, which includes at least the dividing walls with the hall wall and with the adjoining stands, depending on their location.

Free design stands may be set up in Halls 5, 6, 7 and 14 from September 22 to 27, 2025; in Halls 3, 9 and 12 from September 23 to 27, 2025; and in Halls 4, 8 and 10 from September 24 to 27, 2025. Opening hours will be from **6:30 a.m. to 9:30 p.m.**

The **modular stands** hired with IFEMA MADRID will be delivered on **September 28th starting at 08:30 a.m.**

Occupation of the space will not be authorized, nor will the modular stand be delivered to the exhibitor who has not paid in full for the contracted space and the costs of the requested services.

The **entry of goods and decoration material** will be possible on **September 28 from 8:30 a.m. to 9:30 p.m. and on September 29 from 8:30 a.m. to 7:00 p.m. From 7:00 p.m. entry will only be possible through the pedestrian doors**, with the merchandise gates being closed in order to proceed with the installation of recyclable carpeting in the corridors.

The **exit of goods and decoration material** will be possible on **October 2 from 4:30 p.m. to 12:00 p.m. and on October 3 from 8:30 a.m. to 3:00 p.m. On October 2 from 4:30 p.m. to 5:30 p.m.**, exits will only be possible through the pedestrian doors to remove recyclable carpeting. From that time on, the merchandise gates will be open until 12:00 midnight.

The **stands may be dismantled on 3, 4 and 5 October**, except in hall 6, where the dismantling days are 3 and 4 October. **On 3 October from 3:00 p.m. to 9:30 p.m. and on 4 and 5 October 2025 from 6:30 a.m. to 9:30 p.m.**

General assembly regulations

For **security** reasons, and as a general and permanent preventive measure due to the presence of activities, it is mandatory to wear a **protective helmet, high visibility vest and safety footwear during build up and breakdown phases of trade fairs and events in all exhibition areas.**

During assembly it is not necessary to carry passes, so there are no assembly passes.

Assembly work may not begin without first completing and sending to IFEMA the **"Occupational Risk Prevention and Coordination of Business Activities" Protocol**, available on the IFEMA MADRID website ifema.es – Exhibitors – Participation Rules – Forms (Article 15 of the General Rules for Participation in Events Organised by IFEMA MADRID available on the IFEMA MADRID website ifema.es

Regulations on vehicle circulation and parking during the event: inside the trade fairgrounds it is expressly forbidden to keep vehicles parked in the loading and unloading areas, so they may only be parked in the areas designated for this purpose, paying the corresponding fee where applicable. Once the event has opened, no vehicle may be driven inside the halls or on the avenue, unless expressly authorised by IFEMA MADRID (article 14 of the General Rules for Participation in Events Organised by IFEMA MADRID

Management of waste and assembly and exhibition materials: all companies involved in the assembly and dismantling of stands at the trade fair/event must manage, as those directly responsible, the waste they generate so that it can be removed within the established deadlines. IFEMA MADRID will offer you the possibility of hiring containers to facilitate the selection and removal of waste and will supervise the same (see rates in the EXPO ZONE Customer Portal, in Hiring Services, section on cleaning and waste containers).

The exhibitor will lose all right to claim for loss or damage to materials that still remain in the exhibition areas of the hall after the deadline and will bear the costs related to their removal, which will be invoiced by IFEMA MADRID in accordance with the established rates (see art. 35 of the General Rules for Participation in Events Organised by IFEMA MADRID).

SPECIAL AUTHORISATIONS

On the website ifema.es, you will find a list of other services, regulations and forms that may be of interest to you:

- Communication for catering at stands.
- Occupational risk prevention and coordination of business activities.
- Request for authorization for private surveillance at stands.
- Request for authorization for the installation of Wi-Fi.
- Request for authorization for antenna wiring.
- Request for authorization to hang structures/rigging.

<https://www.ifema.es/soporte/expositores-ifema-recinto>

1. HOW TO PARTICIPATE. RULES

FRUIT ATTRACTION

REGULATIONS AND ASSEMBLY OF YOUR SPACE

Installation of recyclable carpet in common areas: in line with IFEMA MADRID's commitment to the 2030 SDGs (United Nations Sustainable Development Goals), as indicated in the [Guide to Sustainable Participation in Trade Fairs and Events](#), and with the aim of optimising the process of installing and removing recyclable exhibition carpeting for its subsequent reuse and consequent disposal of the protective plastic at source, the entry and exit times for goods must be adapted to these processes and will be reflected in the corresponding point. Thank you for your collaboration with our environmental commitment.

IFEMA MADRID covers the corridors throughout the trade fair and, for reasons of sustainability, does so with reusable strips of standard measurements, leaving a small strip free of carpet at the edge(s) of the corridor(s) that border the stands. Any exhibitor who wishes to do so may install perimeter carpeting at their stand, the cost of which will be borne by the exhibiting company.

Turnkey stands. Regulations and customization.

All modular stands that involve interior decoration with panels, profiles, totems, platforms, truss, etc., must **update their project in THEIR EXPO ZONE before August 26, 2025.**

The removal or replacement by the exhibitor of any element of the modular stand does not imply a reduction in cost. All the material used, both structural and electrical, is rented and any damage will be invoiced according to the current rate.

The distribution of all the elements that make up the stand, the requested extras, as well as the structural elements necessary to support the stand, will be attempted to be adapted to the exhibitor's needs, as long as it is technically feasible and the plan with the relevant indications is uploaded to ZONA EXPO before August 26, 2025.

CUSTOMIZE YOUR STAND WITH US: GRAPHIC DECORATION FOR STANDS

Customize your modular stand with your brand image to generate maximum impact on visitors. We offer a wide range of graphic materials (vinyl, foam, Forex, canvas, etc.) that are versatile and adaptable to all the elements of your stand (walls, furniture, fronts, banners, displays, etc.). Request more information and a quote. Our specialized team will monitor the production and installation. decoraciongrafica@ifema.es
If you want to contract Premium Stand please contact to standspremium@ifema.es

Once the stand has been assembled, changes in the location of all elements that have not been communicated by the established date will be invoiced.

To hire services, you must do so through our online channel, which you can access from the following link: [Commerce](#).

1. HOW TO PARTICIPATE. RULES

1.7. Participation Fees

TYPE OF SPACE	PRICE
Space only	222€/sq.m + IVA (1)
Space + Basic Stand from 16 to 32 sq.m	317€/sq.m + IVA (1)
Space + Basic Stand from 32.5 sq.m	312€/sq.m + IVA (1)
Space + Premium Stand from 16 to 32 sq.m	386€/sq.m + IVA (1)
Space + Premium Stand from 32.5 sq.m	378€/sq.m + IVA (1)
Space+ Innova&Tech Stand (2) of 6 sq.m	430€/sq.m + IVA (1)
Space+ Innova&Tech Stand (2) of 12 sq.m	391€/sq.m + IVA (1)
Space+ Innova&Tech Stand (2) from 16 sq.m	349€/sq.m + IVA (1)
Outdoor space	111€/sq.m + IVA (1)
Second space	111€/sq.m + IVA (1)
Services	
Civil liability insurance (covers up to €60,000)	72,84€ + IVA (1)
Multi-trade fair insurance (covers up to €50,000)	69,15€ + IVA (1)
Minimum electrical energy consumption (0.13 kW/m²)	7,43€ + IVA (1)
ASSEMBLY RIGHTS	
Type A: spaces without decoration, or occupied by carpet or flooring	2,77€/sq.m + IVA (1)
Type B: basic modular stands made of aluminium or similar	5,56€/sq.m + IVA (1)

Type C: modular design stands in aluminium, carpentry stands and other materials	8,75€/sq.m + IVA (1)
EXHIBITOR PLAN CONNECT	500€ + IVA (1)
Co-exhibitor registration	500€ + IVA (1)
Additional exhibitor passes	20€ VAT included
Innova Forum	280€ + IVA (1)
Innova Forum reservation fee	210€ + IVA (1)
Innovation Hub	160€ + IVA (1)

1.8. Terms and methods of payment

PAYMENT TERMS

When submitting the Participation Application form, the space reservation fee will be paid, according to the requested surface area:

- Up to 32 sq.m :450€ + VAT (1)
- From 32.5 to 64 sq.m :750€ + VAT (1)
- From 64 sq.m :€1,000 + VAT (1)
- **February 14:** deadline to receive the reservation fee for 2024 exhibitors who will participate in the space allocation meeting. The rest of the companies that request space must pay this fee together with the submission of the Participation Application form.
- **May 26:** Deadline for payment of the first 50% of the space booked.
- **August 29:** Deadline for 100% payment for space and services

PAYMENT METHODS

You can make payment in the following ways:

- Transfer to: IFEMA MADRID / FRUIT ATTRACTION 2025

Santander: IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHESMM

BBVA: IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM

Caixa Bank: IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESBBXXX

Please send a copy of the bank receipt to customerservice@ifema.es

- Certified check, made out to IFEMA MADRID/FRUIT ATTRACTION 2025.
- Credit card in a secure environment, accessible after completing the online participation application form, or later through the EXPO ZONE. In accordance with current regulations, cash or bearer's checks are not accepted.

In the EXPO ZONE you will find your statement of accounts for your participation in the trade fair and your invoices, once the payments have been made. If you need an invoice to make a payment, please request it by email to customerservice@ifema.es

Discounts:

3% consumer vouchers for exhibitors from the last edition of Fruit Attraction (2024). They will have a voucher whose amount will be equivalent to 3% of the hired space applicable to the contracting of the following services: electrical connections, water and drainage, compressed air, parking, extra energy, hostesses, plumbing, refrigeration and kitchen, A cleaning, B cleaning, special lines, electrical maintenance, improvements (those that are not under budget), furniture, other cleaning and sanitary services. This amount will remain in their file as an account for their next year participation.

5% discount on services hired online up to 30 days before the assembly starts (24 August). This discount will also apply to services hired by sending the plan of your stand to the technical secretary. The minimum mandatory services are not included, nor outdoor advertising, meeting rooms, graphic decoration of stands or specific services of the trade fair such as exhibitor passes, invitations, etc.

Surcharges:

25% increase for services requested 7 days before the assembly starts (September 17, 2025), including assembly rights.

1. Companies established in Spanish territory(excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For the rest of companies, this transaction is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for any VAT that may be due in their country of establishment.
2. Exclusive stands in the innova&Tech area

1. HOW TO PARTICIPATE. RULES

1.9. Specific rules for participation

The Organising Committee of FRUIT ATTRACTION may decide not to admit as exhibitors companies and grouped or institutional participations from third countries that have not signed or do not comply with the trade agreements in force signed between them and the EU.

Exhibitors will participate in exhibition areas that are in line with the participating company's main activity and the products or services offered.

The grouping of individual companies without any associative or corporate link is not permitted.

The decision to accept the exhibitor will be at the discretion of IFEMA Madrid, taking into account the purpose of the trade fair and the availability of spaces.

The minimum surface area to be rented is 16m².

The management of the event may alter the spaces assigned or make changes to the distribution of the halls for organizational reasons.

Without prejudice to the fact that the trade fair Management informs exhibitors in the event of a move or significant change to the reserved location, each exhibitor is obliged to inform themselves of the location of their stand, its exact dimensions, etc., the information of which will be available in the EXPO ZONE.

Occupation of the space will be authorized and the modular stand will be delivered to the exhibitor who has paid in full for the booked space and the costs of the requested services.

Access is not permitted to any exhibitor or visitor who cannot prove they belong to the participating professional groups, even if they have the corresponding pass or invitation.

Exhibitors are required to man their stands and remain with the products on display throughout the entire period and opening hours of the event. **FAILURE TO COMPLY WITH THIS REGULATION WILL RESULT IN A PENALTY OF €500.**

Direct sales of any type of items displayed at the trade fair are strictly prohibited.

The exhibitor authorizes IFEMA MADRID to reproduce, in whole or in part, the products displayed in its promotional material.

The exhibitor undertakes to comply with the rules and guidelines for environmental protection.

Activities that may disturb other exhibitors are prohibited and may not exceed 60 decibels.

Promotional activities, distribution and display of samples, brochures, leaflets and all kinds of promotional material will only be carried out within the space of each exhibitor.

Carrying out activities that require the hiring of a one-time catering service during the trade fair will require the completion of the "Communication for catering at stands" form available at ifema.es and which must be sent to: catering@ifema.es

Exhibitors are expressly prohibited from installing WIFI access points, whether for connection to the INTERNET or for the presentation of other functions. The aim of this measure is to avoid interference problems, both with the points that each Exhibitor may install independently, as well as with IFEMA MADRID's access points. Such interference could cause the WIFI networks present to not function. For more information, please consult article 33 of the General Rules for Participation in Events Organised by IFEMA MADRID

Water used for cooking, treating food or cleaning objects that come into direct contact with food must be obtained from adequately hygienic taps. It is prohibited to draw water from toilets.

The surveillance and security of the personal belongings of each stand is, therefore, the exclusive responsibility of each Exhibitor, before, during and after the celebration of the Event.

CHANGES IN PARTICIPATION

Once a space has been allocated to a company, if a change is requested in terms of the dimensions of the space, it may involve a change of location.

CANCELLATION

The exhibitor's withdrawal from participation in the Event shall be grounds for the termination of the contractual relationship between IFEMA MADRID and the Exhibitor for all purposes. The withdrawal must be communicated to the Event Management in writing and shall entail the loss of the amounts that the exhibitor should have paid on the date of communication, in accordance with the payment deadline schedule reflected in the Participation Application Form.

If the cancellation has been communicated to the Event Management within thirty days prior to the opening of the event, IFEMA MADRID may require full payment for the hired space.

In relation to the additional services offered by IFEMA MADRID that the exhibitor had hired prior to the communication of the cancellation, the cancellation charges established in article 7 of the General Rules for Participation in Events Organised by IFEMA MADRID will apply.

In the case of participation in exclusively virtual (online mode) through LIVE Connect, once the access to the platform has been sent, the exhibitor cannot withdraw.

In the event of cancellation of the trade fair due to force majeure, the amounts paid for concepts related to in-person participation will be refunded, according to article 15 of the General Rules for Participation in Events Organised by IFEMA MADRID

These Specific Rules, including the participation and assembly regulations of this chapter, are complemented by the **General Rules for Participation in Events Organised by IFEMA MADRID**, which all exhibitors, by the fact of being such, accept.

1. HOW TO PARTICIPATE. RULES

FRUIT ATTRACTION

1.10. Calendar

When	What	How	Who attends to you?
Until February 14, 2025	Application Form (priority deadline for selection of space for exhibitors of the 2024 edition)	Complete the online Application Form and send proof of payment of the reservation fee to customerservice@ifema.es to participate in the priority allocation of space.	Exhibition Management: fruitattraction@ifema.es Customer Service: (+34) 917223000 customerservice@ifema.es
From February 14, 2025	Application Form	<ul style="list-style-type: none"> - Continue with the process of receiving applications for participation from exhibitors of the 2024 edition and new companies. - Space offers from the second half of April 2025, allocation and sending of Participation Contracts 	Exhibition Management: fruitattraction@ifema.es Customer Service: (+34) 917223000 customerservice@ifema.es
Until May 26, 2025 Until August 29, 2025	Payments	<ul style="list-style-type: none"> - Until May 26, 2025: 50% of the space amount off the reservation fee paid. - Until August 29, 2025: 100% of the amount of the contracted space and services. 	Servifema: Customer Service: (+34) 917223000 customerservice@ifema.es
Until June 23, 2025	International Buyer Program	International Hosted Buyers Program (for exhibitors in the Fresh Produce area).	Send the corresponding form (+34) 91 722 53 58 / hb2.ifema@ifema.es
Until August 24, 2025	Hiring of services	Hiring services with a 5% discount	Customer Service: (+34) 917223000 customerservice@ifema.es
Until August 26, 2025	Free design projects	<p>Deadline for uploading free design projects to the EXPO ZONE. If the project includes hanging elements, an independent project must be submitted and sent to rigging@ifema.es</p> <p>The project will only be approved when the rigging project is approved.</p>	Technical Secretariat Customer Service: (+34) 917223000 customerservice@ifema.es

1. HOW TO PARTICIPATE. RULES

FRUIT ATTRACTION

1.10. Calendar

When	What	How	Who attends to you?
Until August 26, 2025	Customization of modular stands	<ul style="list-style-type: none"> - Present interior decoration projects for modular stands. -You must consult the modular stand project in the EXPO ZONE, or upload it with the stipulated modifications. 	Technical Secretariat Customer Service: (+34) 917223000 customerservice@ifema.es
Until August 26, 2025	Customization of Premium Stand	You must consult the modular stand project in the EXPO ZONE.	standspremium@ifema.es
Until August 27, 2025	Activities for exhibitors	Complete the forms for: FRUIT NEXT INNOVATION HUB FACTORIA CHEF	Exhibition Management: fruitattraction@ifema.es
Until September 14, 2025	Choosing carpet colors and lettering	Choose carpet (Basic Stand, Premium Stand) in the EXPO ZONE. Communicate the lettering in the EXPO ZONE (Basic Stand , Premium Stand, Innova&Tech Stand)	Technical Secretariat Customer Service: (+34) 91 722 30 00 customerservice@ifema.es
From September 17, 2025	Hiring of services	25% increase in prices for assembly fees and other services hired last minute.	Customer Service: (+34) 917223000 customerservice@ifema.es
From September 24 to 27, 2025	Stand build up	September 22 to 27: halls 5, 6, 7 and 14 September 23 to 27: halls 3, 9 and 12 From September 24 to 27: halls 4, 8 and 10 Opening hours from 06:30 a.m. to 21:30 p.m.	Technical Secretariat Customer Service: (+34) 91 722 30 00 customerservice@ifema.es

1. HOW TO PARTICIPATE. RULES

1.10. Calendar

When	What	How	Who attends to you?
September 28, 2025	Delivery of modular stands	From 08:30 h.	Hall Manager
September 28-29, 2025	Entry of goods	- September 28th from 8:30 a.m. to 9:30 p.m. - September 29th from 8:30 a.m. to 7:00 p.m. From 7:00 p.m. onwards, entry will only be allowed through the pedestrian doors, with the merchandise gates being closed in order to proceed with the installation of recyclable carpeting in the corridors.	Hall Manager
September 30, October 1 and 2, 2025	Celebration of the trade fair	September 30 and October 1: Open to trade visitors from 9:30 a.m. to 7 p.m. October 2: Open to trade visitors from 9:30 a.m. to 4:00 p.m. Exhibitors can enter from 8 a.m. and leave until 8 p.m.	-
October 2-3, 2025	Exit of goods	On October 2nd from 4:30 p.m. to 5:30 p.m., exits will only be allowed through the pedestrian doors to proceed with the removal of recyclable carpet. October 2nd from 4:30 p.m. to 12:00 p.m. October 3rd from 8:30 a.m. to 3:00 p.m.	Hall Manager
October 3, 4 and 5, 2025	Stand dismantling	October 3rd from 3:00 p.m. to 9:30 p.m. October 4 and 5 from 6:30 a.m. to 9:30 p.m. In hall 6 dismantling will take place on the 3rd and 4th.	Hall Manager

2. MANAGE YOUR PARTICIPATION

2.1. EXPO ZONE. Manage your participation and your space. Hiring additional services. E-commerce

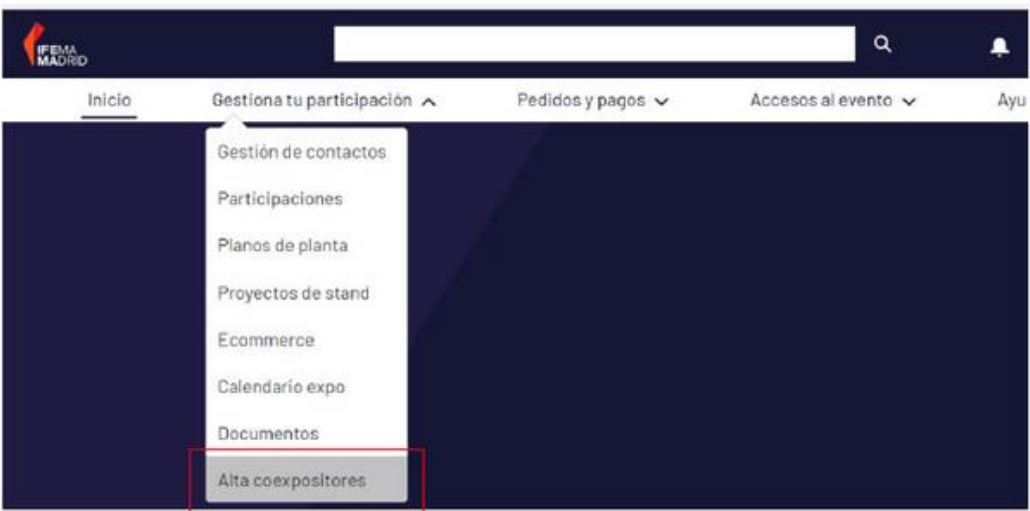
Access our EXPO ZONE customer area from the website: www.ifema.es/fruit-attraction to manage your company's data, your contacts and everything related to your participation. You will be able to access your participation once it has been confirmed and your contract sent. Access with your username (email with which you completed the application form).

What can I do from the EXPO ZONE?

- Access the details of each participation, plans and projects
- Access the exhibitor's calendar.
- View documents of interest.
- Manage exhibitor passes and request visa support letters.
- Download discount vouchers for transport: Renfe, Iberia, Iryo.
- Send invitations.
- Register co-exhibitors.
- Access orders, payments, account statements and issued invoices.
- Upload free design stand projects.
- Request the distribution of modular stand elements, coat racks or shelves, add the lettering and choose the colour of the carpet.
- Access e-commerce to hire services.

2.2. CO-EXHIBITORS registration

The registration of co-exhibitors must be carried out by the main stand holder from the EXPO ZONE, in the "Manage your participation/Registration of co-exhibitors" section.



To register, it is essential to enter a correct and unique email address for each co-exhibitor and for the main stand holder to pay the participation fee (CO-EXHIBITOR PLAN CONNECT).

The status of co-exhibitor requires booking the elements included in the PLAN CONNECT:

Co-exhibitor registration fee €500 + VAT (1)

Once this process is complete, the co-exhibitor will receive a unique code that must be included in their co-exhibitor application, **the registration of which is confirmed by sending said application (an essential requirement).**

Each registered co-exhibitor will have at their disposal the elements included in the **CO-EXHIBITOR PLAN CONNECT**:

- Access to FRUIT ATTRACTION LIVE Connect.
- Presence in the online exhibitors catalogue. Visibility in the official list of exhibitors accessible at ifema.es/fruit-attraction
- Access to their own EXPO ZONE.
- 2 Exhibitor Passes.
- Premium Wifi for 3 users
- Presence in the printed visitor guide

(1) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For the rest of companies, this operation is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for any VAT that may be due in their country of establishment.

2. MANAGE YOUR PARTICIPATION

2.3. Passes and invitations. Visas. Transport discount vouchers.

EXHIBITOR PASSES

Exhibitor passes will be managed from the EXPO ZONE, in the “Event access/Exhibitor passes” section.



Each exhibitor will be assigned the passes corresponding to the surface area booked:

Surface area.	No. of exhibitor passes
From 6 to 15.5 sq.m	4
From 16 to 32 sq.m	8
From 32.5 to 63.5 sq.m	16
From 64 to 128 sq.m	24
Over 128 sq.m	32

In order to ensure professionalism at the trade fair, all exhibitor passes will be personalised: they will include the name of the person holding the pass, company and country. To prevent misuse of the passes, identity checks may be carried out at the entrances to the trade fair.

Passes that have not been generated online can be collected at the accreditation counters at the North and South Gates of the venue, as well as at the entrances to halls 12 and 14 and the East Gate of the venue, from 9:00 a.m. to 8:00 p.m. on September 28.

The exhibitor may purchase additional exhibitor passes (€20/unit, VAT included) through the EXPO ZONE.

A screenshot of the EXPO ZONE interface. It shows a filter section with 'Tipo de pase' (Type of pass) set to 'Pases de expositor' and 'Personalización' (Personalization) set to 'Genérico'. There are also buttons for 'Actualizar Pases de expositor' and 'Actualizar Pases de invitación'.

During build up it is not necessary to carry passes, so there are no assembly passes.

Exhibitor passes are exclusive for company staff who will be present at the stand.

CO-EXHIBITOR PASSES

Each co-exhibitor must manage his **2 co-exhibitor passes** from the **EXPO ZONE**.



COLLABORATOR PASS/STAND

The collaborator pass is for all personnel that the exhibitor requires to be at the stand and at the same time as him, for tasks other than the marketing of his product. Such as: hostess, installer, electrician, cleaning staff, various services, etc. They are entitled to an amount for the surface area booked.

surface area	No. of collaborator passes
From 16 to 32 sq.m	2
From 32.5 to 64 sq.m	4
From 64.5 to 128 sq.m	8

This group does not include catering staff requested through companies approved by IFEMA MADRID, and whose request is managed directly by email at catering@ifema.es.



2. MANAGE YOUR PARTICIPATION

ONLINE INVITATIONS

Each exhibiting company will have an INVITATION CODE available in the EXPO ZONE, with a number of uses depending on the booked surface area, which they can send to their clients so they can register for free at Fruit Attraction 2025.

Professionals who receive the invitation code must register ONLINE through the FRUIT ATTRACTION website, ifema.es/fruit-attraction, in the “Get your pass” section and enter the invitation code received to obtain their free pass to access the trade fair. (Invitation codes cannot be redeemed at the counter).

The visitor pass is valid for the 3 days of the trade fair, as long as they access through the “Permanent Pass”.

Surface area	Number of uses of each invitation code:
From 6 to 15.5 sq.m	80
From 16 to 32 sq.m	100
From 32.5 to 63.5 sq.m	120
From 64 to 128 sq.m	150
Over 128 sq.m	200

Invitations will be sent through “EXPO ZONE/Event access/Invitations/Manage invitations”.



The following screen will then appear to customize the shipment:

A screenshot of a web form titled 'Invitación: Feria - 100.00%'. It contains three numbered steps: 1. 'Introduzca las direcciones de correo a las que quiere enviar la invitación' with a text area for email addresses; 2. 'Añadir saludo y texto adicional' with a text area for a message; 3. 'Si dispones en tu empresa de un departamento para el cumplimiento del RGPD, añada los datos de contacto' with a text area for contact information. A 'Enviar invitaciones' button is at the bottom right.

We call on exhibitors to make good use of invitations, sending them exclusively to professionals in the sector to ensure the professionalism of the trade fair. Access controls may be carried out for this purpose. Minors under 16 years of age are not allowed. Exhibitors will be able to see the number of invitations redeemed from the EXPO ZONE (Event access, Invitations).

VISA REQUEST

If you require a visa to travel, you must contact us by sending an email to fruitattraction@ifema.es so that we can activate this option for you. Once activated by the Exhibition Management, you may download support letters for your visa request from the EXPO ZONE. It is essential to generate your exhibitor pass in advance and be up to date with payments. (See point 1.8)

We recommend that you begin the process as soon as possible, as the visa application deadline is usually at least 30 days before travelling.

A screenshot of the IFEMA MADRID website. The navigation bar includes 'Inicio', 'Gestiona tu participación', 'Pedidos y pagos', and 'Accesos al evento'. The 'Accesos al evento' dropdown menu is open, showing options like 'Pases de expositor' and 'Invitaciones'. The 'Pases de expositor' option is highlighted with a red box. Below the menu, there are filters for 'Tipo de pase', 'Personalización', 'Duración', 'Disponibles', and 'Generados'. A 'Solicitar Carta Apoyo Visado' button is highlighted with a red box.

If you have any problems when managing them, please contact customerservice@ifema.es

TRAVEL DISCOUNT VOUCHERS

Once the exhibitor passes have been requested, **the corresponding transport discount vouchers can be downloaded from the EXPO ZONE**, in the “Manage your participation/Documents” section (Renfe vouchers, Iberia vouchers, Iryo vouchers)

A screenshot of the IFEMA MADRID website. The navigation bar includes 'Inicio', 'Gestiona tu participación', 'Pedidos y pagos', and 'Accesos al evento'. The 'Gestiona tu participación' dropdown menu is open, showing options like 'Gestión de contactos', 'Participaciones', 'Planes de planta', 'Proyectos de stand', 'Ecommerce', 'Calendario expo', 'Documentos', and 'Alta coexpositores'. The 'Documentos' option is highlighted with a red box.

2. MANAGE YOUR PARTICIPATION

FRUIT ATTRACTION

2.4. Other relevant information

SHIPMENT OF GOODS TO THE PREMISES

IFEMA MADRID staff are not authorised to receive any merchandise destined for their stand. To send merchandise to the site, exhibitors must indicate the following in the delivery address:

IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain)

- FRUIT ATTRACTION
- Name of your company.
- Hall and stand number.

The merchandise must be received by your company's staff at your stand and arrive during the days designated for merchandise entry and decoration.

If it is not possible to comply with the above, we recommend that you contact the collaborating merchandise management company (handling and storage):

DB Schenker Office at IFEMA MADRID Exhibition Centre: Hall 7
Telephone: +34 91 330 51 77
ifema.madrid@dbschenker.com

CUSTOMS REGULATIONS

1.All products from non-EU countries must go through customs procedures, with special mention being made of the fact that, since 1st January 2020, the United Kingdom has been treated as a third country, so all shipments originating in the United Kingdom must regularise their merchandise through the corresponding customs procedure.

1.Exhibiting companies must have the details of the customs agent who clears their goods or, failing that, a copy of the customs documentation for entry into the European Union.

3. Material or merchandise for distribution or consumption must pay Spanish taxes, even if they are products without commercial value (the amount of taxes may vary depending on the country).

4. All merchandise subject to a temporary regime must not be moved from the stand or leave the IFEMA MADRID site until its situation has been modified and customs formalities have been processed. During these formalities, it may only be stored in the warehouse of the official logistics agent within the Exhibition Site.

5. It is strictly forbidden to display, sell, consume or distribute non-EU goods at a trade fair before the goods have been cleared through customs. This includes promotional material.

6. Products transported as hand luggage must be declared at Barajas Airport in the RED CHANNEL ("Something to declare") and the merchandise must be regularized with the corresponding authority at the airport.

7. Merchandise that has not passed customs control and is on display will be confiscated by the customs authorities operating in the trade fairgrounds until the appropriate documents are presented.

8. Any truck arriving at IFEMA MADRID covered by a transit consigned to IFEMA MADRID must go to the warehouse of the official Logistics Operator, for the regularization of the transported merchandise, located at:

Avenida del Partenón s/n
West Entrance – access to Calle Ribera del Sena
Service Hall, building 2
28042 Madrid

In order to avoid unwanted situations, and for any questions that may arise, you can contact our Customs Logistics Operator, DB SCHENKER: (+34) 91 330 51 77; email: ifema.madrid@dbschenker.com

CATERING AND STAND

Exhibitors who intend to offer free catering at their stand must complete the form.

"Communication for the realization of restoration/catering in stands" Available on the IFEMA MADRID website and send it with all the requested data to catering@ifema.es

DAILY REPLACEMENT OF GOODS

It is possible to introduce merchandise continuously through the service doors, located at the back of the halls. We will duly inform you of the gates enabled for this purpose and the times for the daily replenishment of merchandise.

REFRIGERATED TRUCK PARKING

In order to facilitate product maintenance and replenishment of the fruit and vegetable stands on display, there is an area for parking refrigerated trucks, with the possibility of electrical connections.

Request more information and rates from the IFEMA MADRID trade fair Services Department at: sectecnica@ifema.es

ROOM RENTALS

For exhibitors at the event, there is the possibility of renting rooms in the venue if you wish to organize a conference, reception, press conference or product presentation during the trade fair. Reservations must be made in advance.

Request a quote without any obligation by email: fruitattraction@ifema.es

MORE INFORMATION

2. MANAGE YOUR PARTICIPATION

2.5. FREQUENTLY ASKED QUESTIONS

Question	Answer
<p>ACCESS DURING BUILD UP AND BREAKDOWN Can I access the premises with vehicles for build up or break down or loading and unloading of goods?</p>	<p>Access to IFEMA MADRID and the interior of the halls will be through the doors and on the days and times indicated in this Exhibitor's Guide. Access to the interior of the halls will be exclusively for unloading materials. Vehicles may not be parked inside the halls or in the adjacent areas.</p> <p>We remind you that, for reasons of occupational safety, it is strictly forbidden to park in front of the goods entry gates.</p> <p>IFEMA MADRID is not responsible for the surveillance of vehicles while they remain at Feria de Madrid.</p> <p>There is a truck parking lot and a car parking lot, which can be used by paying the corresponding fees. SEE RATES</p>
<p>PARKING How to book parking space at IFEMA?</p>	<p>Exhibiting companies will be able to book parking spaces through the e-commerce section within the EXPO ZONE or through the link https://shop.ifema.es</p> <p>Once the booking has been made, the parking passes can be collected from 24 September (first day of assembly), at the exhibitor services desk, located on the central boulevard between halls 6 and 8, or at the exhibitor service office on the first floor of hall 12.</p>
<p>REFRIGERATED TRUCKS Can refrigerated trucks be left near the hall to replenish products during the trade fair?</p>	<p>Yes. Please contact the Technical Secretariat (sectecnica@ifema.es). The places available outside the halls are limited and are assigned strictly on a first come-first served basis, using the corresponding form.</p>
<p>CATERING Can I hire a catering service or serve my own food and drinks at the stand?</p>	<p>Yes. Exhibitors who are going to offer a free catering service at their stand can do so either by submitting their request to the catering companies approved by IFEMA MADRID (See the list HERE) or through other catering service providers. In this case, it is essential to complete the form "Notification for the provision of catering/catering at stands" available in the exhibitors' area of the institutional website and send it, with the information requested therein, to catering@ifema.es for their information and appropriate effects.</p> <p>If the aforementioned communication is not made to IFEMA MADRID, the Exhibitor will not be able to offer this service at its stand.</p> <p>The exhibitor assumes liability to third parties for claims arising from the aforementioned catering service, exonerating IFEMA MADRID from any liability in this regard.</p>
<p>HIRING SERVICES Where can I hire the services for my stand?</p>	<p>Access to the E-commerce through the EXPO ZONE or through the link https://shop.ifema.es</p>

2. MANAGE YOUR PARTICIPATION

2.5. FREQUENTLY ASKED QUESTIONS

Question	Answer
DECORATION Can I decorate and/or set up my stand with IFEMA?	<p>Yes, IFEMA MADRID offers two main services:</p> <p>Graphic decoration for stands: Customize your Basic stand with your brand image, generating maximum impact on visitors. There is a wide range of versatile graphic materials that can be adapted to walls, furniture, façades, banners, etc. You can request information and a quote at decoraciongrafica@ifema.es .If you want Premium Stand please contact to standspremium@ifema.es</p> <p>Stand design: This is a comprehensive stand design service that is fully adapted to your needs. From planning your space, design, assembly and disassembly. You can request information and a quote at standbuilding@ifema.es</p>
BILLING How can I request my invoices?	<p>Invoices are not generated by default. You must request them directly from the IFEMA MADRID billing department Servifema (customerservice@ifema.es) indicating the trade fair at which you are exhibiting and the items to be included in the invoice. Once it has been generated, it will be available in your EXPO ZONE.</p>
AFTER-WORK EVENTS Can I extend the trade fair day by holding a fun after-work event at my stand after the trade fair closes?	<p>Holding a fun after-work event outside exhibition hours is subject to prior authorisation. They may only be held on 30 September and 1 October, at the closing time of the trade fair (7:00 p.m.) and upon submitting the corresponding form and paying the corresponding fee. It is essential to send the authorisation request to fruitattraction@ifema.es</p>
EXHIBITOR PLAN CONNECT What does the EXHIBITOR PLAN CONNECT include?	<p>This concept, which is required as part of the exhibitor participation, groups the following services:</p> <ul style="list-style-type: none">• Dissemination of participation in the trade fair through inclusion in the list of exhibitors openly accessible on the trade fair website and shared in communications.• Presence during the trade fair in the hall floor plans and lists of exhibitors on display.• Presence as exhibitors at the digital event of the Fruit Attraction LIVE Connect trade fair with 5 products or services associated with the company profile• Access to the IFEMA MADRID “EXPO ZONE” customer portal to manage participation.• Exhibitor passes according to the contract (see point 2.3)• Online invitations according to the contract (see point 2.3) and delivery service through the EXPO ZONE• Discount vouchers on transportation.• Premium Wi-Fi connection for 3 users throughout the trade fair (5 GHz devices). Access codes will be sent in the days prior to the start of the trade fair.• Access to Fruit Attraction LIVE Connect for the main contact of the participation with networking functionalities to generate business opportunities.• Your company will appear in the printed Visitor Guide, which is distributed to all participants

2.5. FREQUENTLY ASKED QUESTIONS

Question	Answer
LIVE Connect What are the benefits of my LIVE Connect?	<p>In my company's exhibitor area at LIVE Connect:</p> <ul style="list-style-type: none">• Update the company details visible in the catalogue and Fruit Attraction LIVE Connect.• Showcase your offer of products and services.• Manage the company's appointment schedule for professional meetings at the stand.• Add other team members with access to LIVE Connect. <p>At the trade fair in LIVE Connect:</p> <ul style="list-style-type: none">• Complete my personal profile on the platform and my meeting availability schedule.• Search for contacts of interest on the professional network and request and accept to be a contact to chat and hold video conferences.• Scan trade visitor passes at the trade fair.• View information about other exhibitors' offerings.• Consult the activities with the possibility of scheduling them and viewing the available digital content.
GOODS Can I send merchandise to my booth?	<p>IFEMA MADRID staff are not authorised to receive merchandise for your stand. To send merchandise to the venue, exhibitors must indicate the following delivery address: IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain). Fruit Attraction. Name of your company. Hall and stand number.</p> <p>The merchandise must be received by your company's staff at your stand and arrive during the days designated for merchandise entry and decoration. If it is not possible to comply with the above, we recommend that you contact the collaborating merchandise management company: DB Schenker Office at IFEMA MADRID Exhibition Centre: Hall 7, (+91) 330 51 77 ifema.madrid@dbschenker.com</p>
GOODS Can I replenish merchandise daily during the trade fair?	<p>Yes, from 8:00 a.m. through the exhibitors' entrance to the halls.</p>

2.5. FREQUENTLY ASKED QUESTIONS

Question	Answer
TYPES OF PARTICIPATION What is the difference between the floor space only option and the Basic or Premium stand option?	The space-only option includes booking only the space and the mandatory elements (insurance, minimum electricity consumption and PLAN CONNECT), and it is the exhibitor who has to create a freely designed stand or contract it through the stand design service offered by IFEMA MADRID. Basic and Premium stands will be delivered assembled from 28 September. See description in section 1.6.
BUILD UP AND BREAKDOWN Are assembler passes required during build-up/breakdown?	No. The requirements to be able to access during assembly and dismantling are to pay 100% of your participation, have submitted and approved the project, have paid the assembly fees, and have completed the occupational risk protocol.
REGULATIONS Where can I consult the IFEMA MADRID General Participation Rules to which my participation is subject?	In addition to the Exhibitor's Guide, your participation in FRUIT ATTRACTION is subject to the General Rules for Participation in Events Organised by IFEMA MADRID, which you must be aware of and which you can access from the IFEMA MADRID website (www.ifema.es) or from the following link .
REGULATIONS Is it mandatory to man the stand at all times?	Yes, exhibitors are required to attend to their stands and remain with the products on display throughout the entire duration and opening hours of the event.
REGULATIONS FOR EXHIBITORS Regulations and support for exhibitors at the trade fairgrounds	Regulations for exhibitors at fairs organized by Ifema IFEMA MADRID
REGULATIONS FOR ASSEMBLERS Regulations and support for assemblers at the trade fairgrounds	https://www.ifema.es/en/support/assemblers-colaborators-fairgrounds

2. MANAGE YOUR PARTICIPATION

2.5. FREQUENTLY ASKED QUESTIONS

Question	Answer
RIGGING What procedure should I follow to hang structures in the halls/rigging?	Exhibiting companies may hang elements from the roofs of the halls following the procedure set out in the "Regulations for hanging structures in halls" and completing the form "Request for authorization to hang structures/Rigging" and sending it to rigging@ifema.es
ROOMS Who do I have to contact to book a room?	Exhibitors who need to hire a room should contact: fruitattraction@ifema.es
Mandatory insurance What coverage do I have as an exhibitor with the included insurance?	You can consult the coverage of the mandatory insurance in the exhibitor support area of IFEMA MADRID
VISAS How do I apply for a visa support invitation letter?	Visa support letters are processed through the EXPO ZONE. To do so, you must first personalize your exhibitor passes. Once you have processed your exhibitor passes, you can request invitation letters and download them to your computer. In order to request the letters, it is essential to be up to date with payments according to the payment schedule. SEE VISAS
WIFI How do I access the WIFI network as an exhibitor?	As an exhibitor, included with your PLAN CONNECT, you will receive a WiFi connection for 3 users for the duration of the trade fair and for the exclusive use of stand holders. It is essential that your devices allow connection in the 5 GHz band. The access codes will be sent in the days prior to the start of the trade fair. You can contract additional WiFi access from the e-commerce site within the EXPO ZONE or through the link https://shop.ifema.es

2.5. FREQUENTLY ASKED QUESTIONS

Question	Answer
EXPO ZONE How to use the EXPO ZONE?	The following video shows a tutorial on how to use the EXPO ZONE
EXPO ZONE What are the benefits of my EXPO ZONE?	<p>It is used to manage the participation of each exhibiting company in Fruit Attraction</p> <ul style="list-style-type: none">• Registration of contacts who will access the EXPO ZONE and management of access permissions• Access the exhibitor's calendar.• View documents of interest.• Manage exhibitor passes, request visa support letters and send invitations.• Register co-exhibitors.• Access to payments, account status and invoices issued.• Upload free design stand projects and distribution of modular stand elements.• Add the lettering and choose carpet colour for modular stand exhibitors.• Access e-commerce to contract services.

3. PROMOTE AND MAKE YOUR PARTICIPATION PROFITABLE

FRUIT ATTRACTION

3.1 How to make my participation profitable

Inform clients and potential clients of your participation in the trade fair, using the electronic signature available on the Fruit Attraction website: ifema.es/fruit-attraction.

Include it as part of your email signature or header in your letters.

3.2 Exhibitor Catalogue.

Enter and update your contact information, the products or services presented and the information you consider relevant to give the greatest visibility to your company and obtain the greatest return on your participation.

The trade fair catalogue, or list of exhibiting and co-exhibiting companies, is a key promotional and networking tool. It provides visitors and other exhibiting companies with basic information to prepare the trade fair and makes it easier for them to find and contact you before, during and after the event.

All the digital environment and communication of your participation is channeled through LIVE Connect.

Make the most of the platform that IFEMA offers you to communicate your participation, schedule appointments, showcase your products and contact your target audience.

Advertising on the LIVE Connect platform:

- Welcome ad display: 800 px x 600 px. PNG, JPEG – €8,800 (VAT included), months September/October / €1,320 (VAT included) in any month of the rest of the year. This ad appears on the entire home page.
- Sidebar ad (Gold Sponsor): 320 px x 500 px. PNG, JPEG – €11,000 (VAT included). The sidebar ad lives on the platform below the widget. It remains permanently.
- Bottom ad (Silver Sponsor): 1024 px x 180 px. PNG, JPEG – €9,900 (VAT included). Floating ad at the bottom of the home page.
- Daily news sponsored three days of trade fair – €8,800 (VAT included)
- Exclusive BBDD LiveConnect email – €4,400 (VAT included)

3.3 Visitors Guide

Fruit Attraction will have a printed guide to make it easier for professionals to visit the trade fair. This is a highly sought-after element that will help you achieve great brand visibility, as it will be accessible to all visitors at the information points and will have a print run of 25,000 units.

Exhibitors can hire the following promotional items (Contact fruitattraction@ifema.es):

- Back cover: €6,000 + VAT (*)
- Inside Cover: €3,000 + VAT (*)
- Inside page: €2,000 + VAT (*)
- Half page: 1,500 € + VAT (*)

3.4. Networking

Enrich your network with new leads.

LIVE Connect gives you the opportunity to search for contacts among participants. You can use filters for country, activity, position, products of interest, etc. to perform searches. Once you have located potential clients, you can request contact with them (sharing data such as email and phone number). Once they have accepted you, you can chat with them or invite them to a face-to-face meeting at the trade fair or by video conference at the event on LIVE Connect.

Be proactive and take advantage of the opportunity to build a good list of contacts.

Other users can request meetings by directing their request to the company in general (without prior acceptance of contact) or to a specific team member (prior contact). In this way, the entire team can schedule their appointments at the trade fair in advance.

3.5. Invitations for your clients and contacts

IFEMA provides you with invitations to the trade fair so that you can promote your participation efficiently. Don't forget to use this useful tool that we have at your disposal in your EXPO ZONE.

3.6. Buyer Program

Exclusive for exhibitors in the FRESH PRODUCE area. Propose Guests for the international Hosted Buyers programme, using the corresponding form that we will send you.

Depending on the surface area allocated, you may invite from 2 to 10 international buyers.

You must submit the corresponding form before **June 23**.
Contact: (+34) 91 722 53 58 / hb2.ifema@ifema.es

3.7. Publish your news and updates. Social media and the web

Promote your products, services and news through the Fruit Attraction Fresh News newsletter, which is sent periodically to a wide database of professionals in the fruit and vegetable sector at an international level. We also disseminate this news on the Fruit Attraction website, social networks, etc.

Take advantage of this free dissemination tool, which will allow you to easily and directly share your company's news with the entire sector.

Contact emoraes@ifema.es

Also spread the word about your products via social media: Facebook, Twitter, LinkedIn and Instagram.

3.8. Outdoor and digital advertising

Advertising projects tailored to your needs

- Promote your brand before, during and after the event
- Attract new customers through the best B2B segmentations on the market.

More information here: [Advertising | IFEMA MADRID](#)

Check out these elements on the website of your trade fair; in the EXPO ZONE "services advertising and promotional items", or send an e-mail to publicidad@ifema.es or by phone (34) 91 722 53 08 / 40.

(*) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For the rest of the companies, this operation is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for the VAT that, if applicable, is due in their country of establishment.

3. PROMOTE AND MAKE YOUR PARTICIPATION PROFITABLE

3.9. Sponsorships

FRUIT ATTRACTION proposes a series of promotional actions and sponsorships that will provide additional visibility and allow for the development of high-impact actions for the , domestic and international trade that visits the trade fair:

Guest Region; Innovation Hub; Chef Factory; Fruit Forum; Fruit Next; WIFI Network; Buyer's Lounge; Rest Areas; Business Center; etc.

CONSULT POSSIBLE SPONSORSHIPS: sponsorships@ifema.es

3.10. Special promotional actions

IFEMA offers its clients special marketing actions to optimise the impact of their presence at the venue.

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

3.11. Conferences, demonstrations and seminars at the trade fair.

INNOVATION HUB AWARDS

If your company is an exhibitor or co-exhibitor and has launched an innovation on the market after 1 January 2024, you can submit it to the Innovation Hub Awards, provided that you have not submitted it to previous awards. These awards for Innovation and entrepreneurship in the fruit and vegetable sector are aimed at those exhibiting and co-exhibiting companies that present the best product or service project for the industry, assessing the criteria of innovation, sustainability, applied technology and knowledge.

Types of awards:

- FRESH PRODUCE
- AUXILIARY INDUSTRY
- SUSTAINABILITY AND COMMITMENT ACTIONS.

A maximum of 2 products may be submitted per exhibiting company.

All applications submitted and that meet the requirements will be displayed in the INNOVATION HUB area during the 3 days of the trade fair.

The cost of registration for the awards and exhibition at the Innovation Hub is €160* (VAT not included) per product. Deadline for participation: **August 27**. Contact: fruitattraction@ifema.es

FRUIT NEXT FORUMS

The event provides exhibiting companies interested in holding presentations, conferences or technical seminars.

The Fruit Next Forums are equipped with furniture, a sound system, a projector and a screen, and are located within the halls:

Spaces for approximately 45 or 50 people and another space with a slightly larger capacity of 75 or 80 people.

50 minute reservations available (a full hour is blocked, with 10 minutes for preparation)

The cost of each conference at the Forum is €280* (VAT not included)

An advance payment of €210* (VAT not included) will also be required as a reservation, which will be refunded at the end of Fruit Attraction provided the service has been used.

The presentations will be recorded and streamed on YouTube and then uploaded to the LIVE Connect platform.

There is an option to publish a video to broadcast before and after the presentation, approximately 30 seconds long, in FHD 1920 x 1080, for a price of €500* + VAT.

Deadline for participation: **August 27**
Contact: fruitattraction@ifema.es

FACTORIA CHEF (show cooking)

The brands represented at the trade fair will have the opportunity to reserve a free space in the Factoría Chef space to give a demonstration-presentation or show cooking to encourage the consumption of fruit and vegetables and seduce attendees with their advice, tricks and best culinary recipes using their products. This kitchen-stage aims to promote, innovate and interpret the gastronomy of fruit and vegetable products. In it, exhibitors offer presentations lasting a maximum of 45 minutes.

Deadline for participation: **August 27**
Contact: fruitattraction@ifema.es

(*) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For the rest of the companies, this operation is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for the VAT that, if applicable, is due in their country of establishment.

4. SUSTAINABILITY MANAGEMENT AT IFEMA MADRID

At IFEMA MADRID we are fully committed to sustainability and to achieving the United Nations Sustainable Development Goals (SDGs) by integrating them into our strategic business management and our culture.

IFEMA MADRID's sustainability policy is mainly projected on the following SDGs: nº 8, 9, 11, 12, 13, 16 and 17.

ISO REGULATIONS CERTIFIED BY IFEMA MADRID:

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

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

- Electric energy from 100% certified renewable sources
- Geothermal installation in Puerta Sur building
- Low-consumption lighting in halls and in our modular stands.
- Temperature control in air conditioning systems.

IFEMA MADRID has the “calculate” and “reduce” seals in scopes 1 and 2 of the Carbon Footprint.

WASTE MANAGEMENT:

- The exhibitor/assembler is the producer of the waste generated and will therefore be responsible for its removal and management. The management of waste generated by the exhibitor is covered in article 35 of the General Rules for Participation in Events Organised by IFEMA MADRID
- We offer a service to exhibitors that includes the removal and management of waste generated by the exhibitor/assembler.

CARPET RECYCLING:

IFEMA MADRID recycles 100% of the carpet used in corridors and common areas. To do this, it is essential to start removing it before the dismantling begins, which means distributing it in strips, instead of covering the entire space as before.

This allows us to guarantee its transformation into new raw material for the subsequent manufacture of other products.

SUSTAINABLE MOBILITY:

IFEMA MADRID has: access to public transport close to the facilities (metro and bus), parking for electric cars with 100% renewable electricity supply, as well as a parking area for bicycles and scooters.

GUIDE TO SUSTAINABLE PARTICIPATION IN trade fairS/EVENTS:

IFEMA MADRID has published the Sustainable Participation Guide for exhibitors at trade fairs on its website. We recommend that you read it before beginning to prepare your participation: ifema.es/nosotros/calidad-sostenibilidad



FRUIT ATTRACTION

5. Contact us

Department	Ask me about	Contact		
Exhibition Management	<ul style="list-style-type: none">•Hiring space•General issues of participation in the trade fair•Exhibitor passes•Trade Visitor Invitations•Activities and forums at the trade fair	Director	Maria Jose Sanchez	(+34)619 713 114 mjs@ifema.es
		Commercial Managers	Fresh Produce: Spain <ul style="list-style-type: none">•Asela Gonzalez: Halls 3,5,7,9	(+34)619 42 3 4 88 aselagh@ifema.es
			Fresh Produce: International . America , Africa & Asia <ul style="list-style-type: none">• Ana de Quadros: Halls 8, 10, 12 and 14	(+34)627 372 887 adequadros@ifema.es
			Fresh Produce Europe, Innova&Tech and Fresh Food Logistics <ul style="list-style-type: none">• Natividad Lopez: Halls 4, 5 and 6	(+34)676 18 0 191 nlopez@ifema.es
			Auxiliary Industry <ul style="list-style-type: none">• Olga Berrendo: Halls 3, 6, 7, 8, 9, 10 and 14	(+34)681 10 61 89 berrendo@ifema.es
		Commercial Area	Laura Francos	(+34)618 99 0 125 lfrancos@ifema.es
Marketing and Advertising	<ul style="list-style-type: none">• Promote your products, services and news through the Fruit Attraction Fresh newsletter and news dissemination on the Fruit Attraction website and social media.	Esther Morales		(+34)689 278 764 emorales@ifema.es
IFEMA MADRID Customer Service	<ul style="list-style-type: none">• Hiring of services• EXPO ZONE• Information for visitors	(+34)91722 30 00 <u>customerservice@ifema.es</u>		

5. Contact us

FRUIT ATTRACTION

Department	Ask me about	Contact
Technical Secretariat (Trade Fair Services Management)	<ul style="list-style-type: none">• Technical support services for exhibitors and assemblers.• Review of stand assembly projects.• Solutions to technical problems during trade fair activity• Customization of modular stands	(+34)91722 30 00 stecnica@ifema.es
Graphic decoration	Hiring graphic materials to personalize your stand	(+34)91722 30 00 decoraciongrafica@ifema.es standspremium@ifema.es
Full service stand design	Design and assembly of free design stands	(+34)91722 30 00 standbuilding@ifema.es
Outdoor Advertising	Hiring advertising media at the trade fairgrounds	(+34)91722 53 40/08 publicidadexterior@ifema.es
Communication and Marketing Department	Media Relations	Director: Raúl Díez Head of Press: Iciar Martínez de Lecea International Press: Elena Valera Press Secretary: Pilar Serrano (+34)91722 50 93 iciarm@ifema.es

5. Contact us

Department	Ask me about	Contact
Institutional Relations (Protocol)	<ul style="list-style-type: none">• Institutional visits• Guided tours• Protocol of all events• Institutional relations	(+34)91 722 30 00 Protocolo@ifema.es
Directorate for Security and Self-Protection	<ul style="list-style-type: none">• General security and parking• Access to the trade fair Park• Coordination for catering stands	(+34)91 722 50 65 dseguridad@ifema.es catering@ifema.es
Medical Service and Security Emergencies	<ul style="list-style-type: none">• -Medical emergency• Health care for exhibitors and visitors during trade fairs, assembly and dismantling.	(+34)91 722 54 00

5. Contact us

Department	Contact
INTERNATIONAL REPRESENTATIONS	Germany, Switzerland and Austria Jose Antonio Rodriguez Priego IFEMA MADRID Deutsche Vertretung
	(+49)162 295 17 51 dach@ifema.es
	Benelux (Belgium, Netherlands and Luxembourg) Ton Willemse Intraservice bv
	(+31)180 32 13 46 benelux@ifema.es
	Brazil Marcelo Vitali How2Go Consultoria de Internacionalizacion
	(+55)11941684218 brasil@ifema.es
	Chile Osvaldo Cabrera Osvaldo Cabrera y Cia. Ltda.
	(+56)9 95350861 chile@ifema.es
	China, South Korea, Hong Kong, Japan, Singapore, Taiwan Susana Fernández Pérez Madrid Outsourcing Solutions Co Limited
	(+86)2152585 004/5 ifema.china@madridinternational.cn
	Colombia, Ecuador and Peru Pamina González How2Go Consultoria de Internacionalizacion
	(+57)300 267 0793 colombia@ifema.es peru@ifema.es
	Italy and San Marino Giorgio La Ferla Paralleli Trade Fairs srl
	(+39)366 3596779 ifema@paralleli.eu

5. Contact us

Department	Contact
INTERNATIONAL REPRESENTATIONS	Mexico Ayin Decer How2Go Consultoria de Internacionalizacion (+52) 771 795 4811 mexico@ifema.es
	North Africa (Morocco, Algeria, Tunisia and Egypt) Ricardo Illera How2Go Consultoria de Internacionalizacion (+212)623 807 448 n.afrique@ifema.es
	Portugal Nuno Almeida NFA, Lda. (+351)213 86 85 17/8 portugal@ifema.es
	United Kingdom, Ireland Louisa Criscenti-Brown Elsie B Sales & Marketing (+44)0 7971 280870 ukireland@ifema.es
	France Julie Ricard COCEF - Chambre Officielle de Commerce d'Espagne en France (+33)142613310(+33)665725137 france@ifema.es
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	India Mukesh Arora Pioneer Exhibitions and Conventions Management Pvt Ltd. (+91)9967357443 mukesh@pecmp.co.in

Thank you

