

1. HOW TO PARTICIPATE. RULES

FRUIT ATTRACTION

1.1. Dates. Opening times and venue. Sectors. Hall layout.

FRUIT ATTRACTION will take place at IFEMA MADRID from **6th to 8th October**, from 9:30 a.m. to 7:00 p.m. Last day until 4 p.m.

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 liveconnect 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.

Exhibitor profile:

Manufacturers, distributors, marketers and service providers related to the fruit and vegetable sector.

FRESH PRODUCE

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

AUXILIARY INDUSTRY

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

FRESH FOOD LOGISTICS

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

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.
- Biofertilizers, 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

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Hall layout.



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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>

This form will enable us to provide you with comprehensive information and make you a proposal for participation. You can check the booking and payment deadlines on the form itself and on the exhibitor calendar, which you will find in [section 1.10](#) of this guide.

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.

APPLICATION FOR PARTICIPATION

Exhibitors from the previous edition (Fruit Attraction 2025) who submit their application to participate before 23 February 2026 will be able to renew their space and location, or request a change of location and/or surface area.

All applications received from companies that did not exhibit at the previous edition, as well as those received from 2025 exhibitors after 23 February 2026, will be dealt with in strict order of receipt.

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, 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.

To confirm your participation, **it is essential that you pay the first 50% upon receipt of the contract.** The remaining payments must be made within the deadlines established in the contract and statement of account.

(*) 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.

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1.5. Your Exhibitor Plan.

Conecta Exhibitor Plan

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 liveconnect 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 liveconnect.
- Presence during the trade fair in the hall layout 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 2.4)
- Online invitations according to the contract (see point 2.4)
- 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 liveconnect):

- 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:

Conecta Exhibitor Plan +5

UPGRADE RATE.....€300 + VAT(*)

Add 5 people to the company team with networking features.

Impacta Exhibitor Plan

UPGRADE FEE2.500€ + VAT (*)

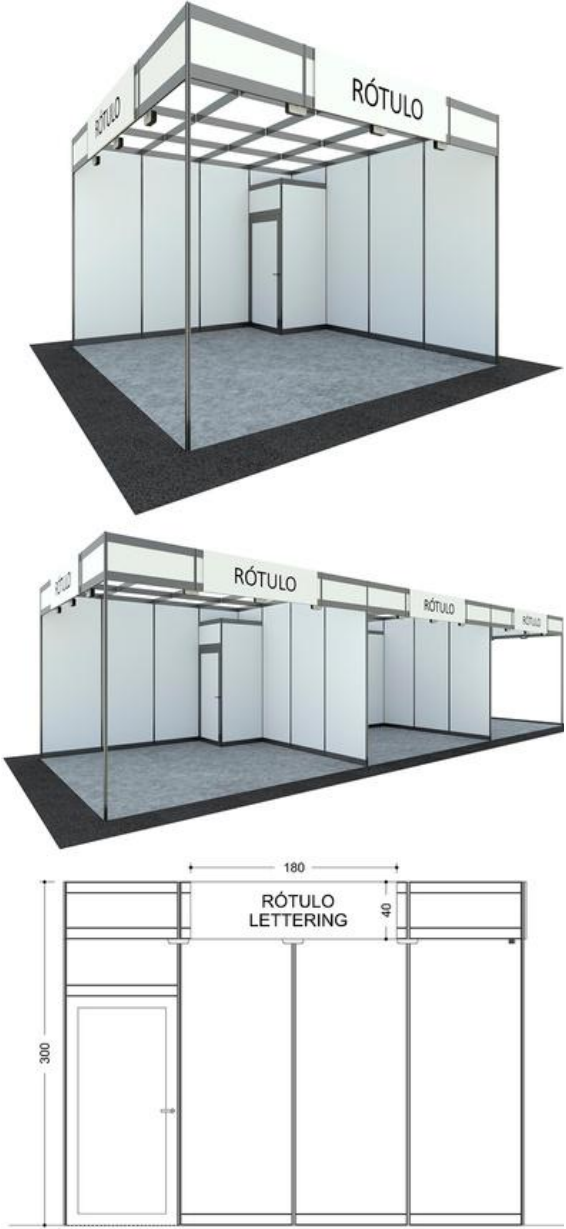
- Visibility of the company profile as a featured exhibitor.
- Possibility of including unlimited products.
- Exhibitor team with unlimited users with networking.
- Possibility of offering 2 sessions, workshops or product demonstrations.

(*) 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.

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STAND TYPES

BASIC STAND



STAND

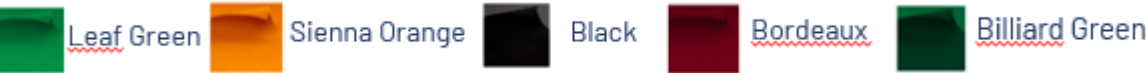
Stand open to one or several aisles depending on location.
Structure 3 m high grey of aluminium and melamine panels
stand ceiling formed of 1x1 m grids.

WAREHOUSE with lockable door in the following proportion:

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

CARPET

5 colours to choose from in the EXPO ZONE. The exhibitor must indicate the chosen carpet colour before **15 September 2026**.
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's 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 15, 2026**.

[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:

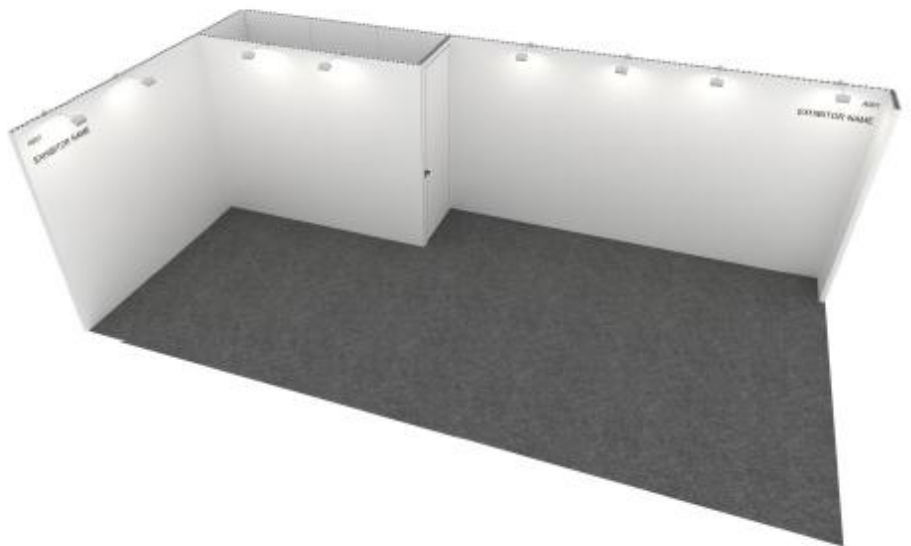
First cleaning with removal of the plastic covering the carpet and daily cleaning

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STAND TYPES

PREMIUM STAND



STAND

Stand open to one or more aisles depending on the plan.
Structure: 2.5 m high aluminium frames with white **canvas fabric walls**.
It is possible to increase the height to 3 meters by requesting a quote directly to standspremium@ifema.es.

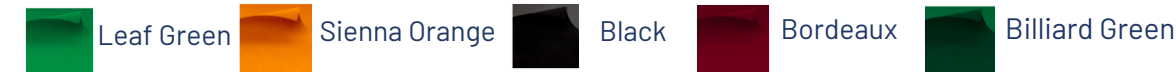
Graphics should be requested through the EXPO ZONE and will be invoiced as an extra cost. For special requests, please contact standspremium@ifema.es

WAREHOUSE with lockable door in the following proportion:

Up to 16 sq.m.....1x1
From 16,5 to 32 sq.m2x1
From 32,5 sq.m.....3x1

SUSTANAIBLE CARPET

5 colours to choose through the EXPO ZONE. The exhibitor must indicate the chosen carpet colour before **15 September 2026**.
If the colour 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's name field is not completed in the EXPO ZONE, it will be labeled with the Exhibitor Name registered in the Application Form. The exhibitor must indicate the company name chosen for the label before **September 15, 2026**.

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

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STAND TYPES

INNOVA&TECH STAND 6 sq.m



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
- 1 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 Akita with door. 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

Send your graphic design before 15 September 2026.

Please note that it is not permitted to install your

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STAND TYPES

INNOVA&TECH STAND from 12 sq.m and from 16 sq.m to 23,5 sq.m



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 numeric keypad lock on the door. Storage room dimensions:
12 sq.m.....1x1
From 16 to 23.5 sq.m2x1

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
- 1 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 Akita with door. The front part will be vinyl coated with an image provided by the exhibitor.
- A white table Zuchon.
- 2 white chairs Whippet.

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

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FRUIT ATTRACTION

STAND TYPES

INNOVA&TECH STAND from 24 sq.m



STAND

Open to hallways depending on location.
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.

Decorative ceiling measuring 4x1m and front and side support each measuring 1x2.5m.

WAREHOUSE with a numeric keypad lock on the door. Storage room dimensions: 2x1

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

LABELING

17.5 m² of graphics made with recycled canvas with a perimeter silicone cord of the following measurements: 2 units for the warehouse; 3 units (one on front support and 2 on side support).

FURNITURE

- One white counter Akita with door. The front part will be vinyl coated with an image provided by the exhibitor.
- 2 white tables Zuchon.
- 4 white chairs Whippet.

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

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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 30, 2026.**

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 30, 2026.

CUSTOMIZE YOUR STAND WITH US: GRAPHIC DECORATION FOR STANDS

Customize **your Basic 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](#).

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1.10. Calendar

When	What	How	Who attends to you?
Until February 23, 2026	Application Form (Priority deadline for renewing space for exhibitors at the 2025 edition)	Fill in the Application Form www.ifema.es/fruit-attraction	Exhibition Management: fruitattraction@ifema.es Customer Service: (+34) 917223000 customerservice@ifema.es
From February 23, 2026	Submission of participation requests for non-exhibiting companies in 2025	Application process continues for 2025 exhibitors and for new companies	Exhibition Management: fruitattraction@ifema.es Customer Service: (+34) 917223000 customerservice@ifema.es
Until April 13, 2026 Until August 17, 2026	Payments	Until 13 April 2026: 50% of the cost of the space Until 17 August 2026: 100% of the cost of the space and services contracted. Once the deadline has been expired, if 100% of the participation has not been paid, the fair management reserves the right to unilaterally cancel the participation.	Servifema: Customer Service: (+34) 917223000 customerservice@ifema.es
May 31, 2026	International Buyers 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 30, 2026	Hiring of services	Hiring services with a 5% discount	Customer Service: (+34) 917223000 customerservice@ifema.es

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1.10. Calendar

When	What	How	Who attends to you?
October 4, 2026	Delivery of modular stands	From 08:30 a.m.	Hall Manager
October 4-5, 2026	Entry of goods	Goods and decorative materials may be brought in on 4 and 5 October from 6:30 a.m. to 9:30 p.m. On 5 October, from 7:00 p.m. onwards, entry will only be possible through the pedestrian doors, as the goods gates will be closed to allow for the installation of recyclable carpet in the corridors.	Hall Manager
From 6 to 8 October 2026	Celebration of the trade fair	6 and 7 October: Open to trade visitors from 9:30 a.m. to 7:00 p.m. 8 October: Open to trade visitors from 9:30 a.m. to 4:00 p.m. Exhibitors may enter from 8:00 a.m. and must leave by 8:00 p.m.	-
October 8-9, 2026	Exit of goods	Goods and decorative materials may be removed on 8 October from 4:30 p.m. to midnight and on 9 October from 6:30 a.m. to 3:00 p.m. On 8 October from 4:30 p.m. to 5:30 p.m., goods may only be removed through the pedestrian doors in order to remove recyclable carpet. After that time, the goods gates will be open until midnight.	Hall Manager
Halls 12 and 14: 9 and 10 October 2026 Remaining halls: 9, 10 and 11 October 2026	Stand dismantling	The stands may be dismantled on 9, 10 and 11 October. Except for halls 12 and 14, which will be dismantled on 9 and 10 October. On 9 October from 3:00 p.m. to 9:30 p.m. and on 10 and 11 October from 6:30 a.m. to 7:30 p.m.	Hall Manager

