



fruit attraction

International Trade Show for the Fruit and Vegetable Industry

**06-08
Oct
2026**

ifema.es



**Where the essence
of the sector connects
with the world.**

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



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

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>

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.

