



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**



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1. HOW TO PARTICIPATE. RULES

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

1. HOW TO PARTICIPATE. RULES

FRUIT ATTRACTION

Hall layout.



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.

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.

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 sq.m).
- b.Space + Basic Stand
- c.Space + Premium Stand

ALUVISION

-In the AUXILIARY INDUSTRY area

- a.Space only (to build your own "free design stand" from 32 sq.m).
- b.Space + Basic Stand
- c.Space + Premium Stand

ALUVISION

- In the FRESH FOOD LOGISTICS area

- a. Space only (to build your own "free design stand" from 32 sq.m).
- b. Space + Basic Stand
- c. Space + Premium Stand

ALUVISION

- In the INNOVA&TECH area

- a. Space only (to build your own "free design stand" from 32 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 and each co-exhibitor must complete an Application Form as a co-exhibitor at the trade fair (see 2.3).

• **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 **1st April** to indicate this and may **not reduce more than 5%** 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.

The space allocated to companies in a grouped participation may not be less than 12 sq.m

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 2.3).

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

Grouped participations may only opt for two payment methods:

1. The contracting and/or invoicing company only pays for the floor space + mandatory contracting services for all its related companies.
2. Each related company pays for its entire participation.

There cannot be more than one invoicing company per grouped participation.

SEE RATES

FRUIT ATTRACTION



1. HOW TO PARTICIPATE. RULES

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.

1. HOW TO PARTICIPATE. RULES

1.6. Your space at the trade fair. Types of stands.

STAND TYPES

- **Basic Stand:** Structure: 3 m high grey of aluminium and melamine panels.
- **Premium Stand:** Structure: 2.5 m high aluminium frames with white canvas walls.
- **Innova&Tech Stand:** (exclusive to the Innova&Tech area): Structure 2.5 m high 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 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

❖ Exhibitor Plan Connect

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

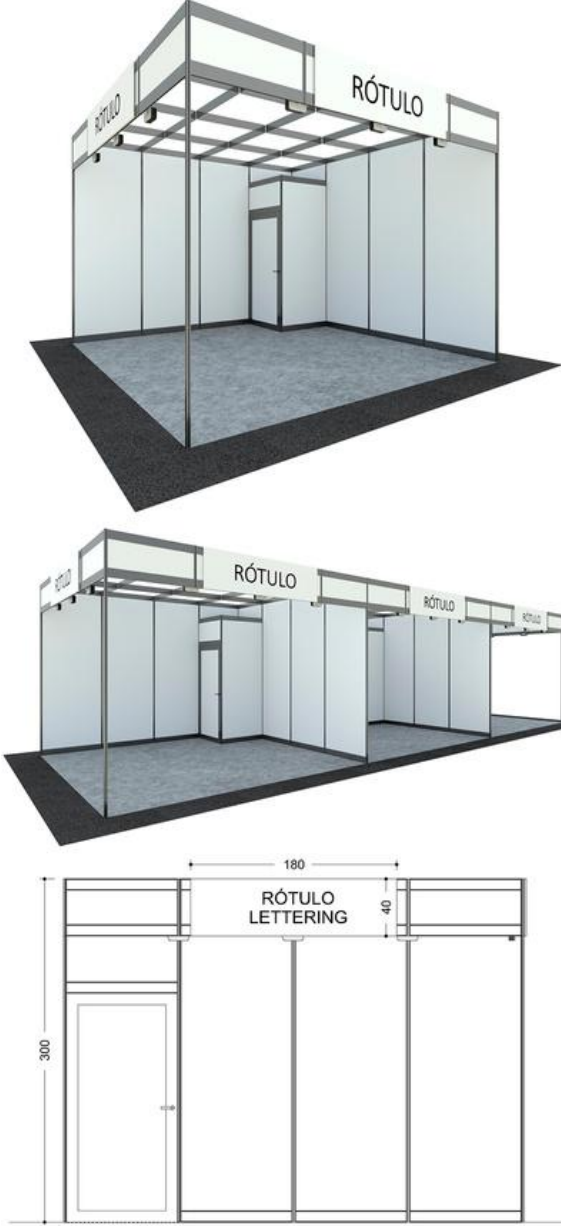
(*) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For the rest of the companies, this operation is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for the VAT that, if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



1. HOW TO PARTICIPATE. RULES

STAND TYPES

BASIC STAND



STAND

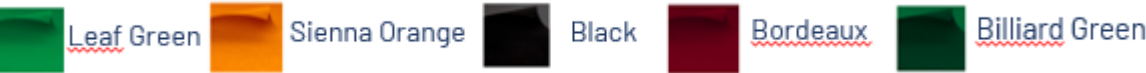
Stand open to one or several aisles depending on location.
Structure 3 m high grey of aluminium and melamine panels
stand ceiling formed of 1x1 m grids.

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 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

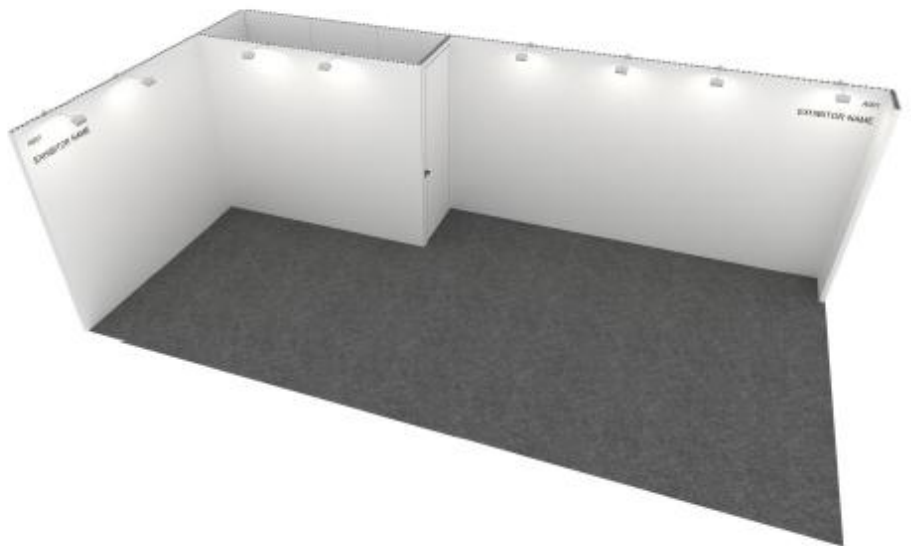
INDICATIVE DRAWING. Drilling and nailing is not permitted. It is permitted to stick with tape, the removal of which does not damage the panels. It shall be adapted to the dimensions of the space allocated.
OBSERVATIONS: • All services or modifications that may be required based on these characteristics 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 30**. • The stands will be delivered ready on **October 4** from 8:30 a.m.

1. HOW TO PARTICIPATE. RULES

FRUIT ATTRACTION

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.

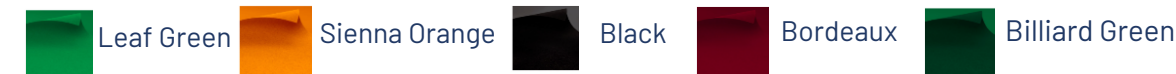
Graphics should be requested through the EXPO ZONE and will be invoiced as an extra cost. For special requests, please contact standspremium@ifema.es

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

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

Submit graphic designs by September 15, 2026.

Please note that installing your own graphics is not permitted.

INDICATIVE DRAWING. No drilling, nailing or sticking is allowed. 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 30**. • The stands will be delivered ready on **October 4** from 8:30 a.m.

1. HOW TO PARTICIPATE. RULES

FRUIT ATTRACTION

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 own graphics.

SEE RATES

INDICATIVE DRAWING. No drilling, nailing or sticking is allowed. 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 30**. • The stands will be delivered ready on **October 4** from 8:30 a.m.

1. HOW TO PARTICIPATE. RULES

FRUIT ATTRACTION

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, 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 own graphics.

SEE RATES

INDICATIVE DRAWING. No drilling, nailing or sticking is allowed. 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 30**. • The stands will be delivered ready on **October 4** from 8:30 a.m.

1. HOW TO PARTICIPATE. RULES

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 fruit@4foreverything.com

Send your graphic design before 15 September 2026.

Please note that you are not permitted to install your own graphics.

SEE RATES

INDICATIVE DRAWING. No drilling, nailing or sticking is allowed. 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 30**. • The stands will be delivered ready on **October 4** 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 30, 2026**.

If your project includes a rigging structure, you must complete the application form for hanging structures/rigging at IFEMA MADRID before August 30, 2026.

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.

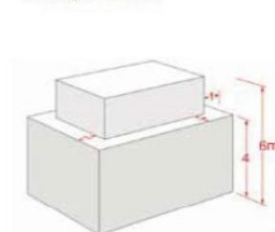
In order to be more efficient and provide a better service, avoiding incidents in the assemblies, IFEMA MADRID has begun to apply a **last minute surcharge to the hiring of assembly rights, as happens with the rest of our services.**

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. **From 23 September 2026.**

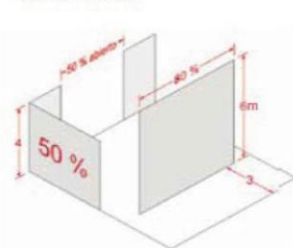
We remind you that the assembly fees apply to free design assemblies and that they can be contracted with a **5% discount** if the contracting is made up to 30 days before the beginning of the assembly of the fair. **Deadline: 30 August 2026.**

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

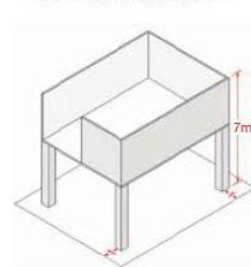
Normativa de alturas.
Máxima ocupación espacial a ocupar con cualquier elemento.



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

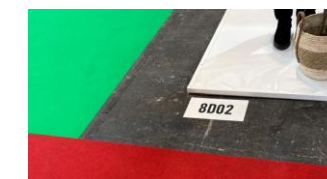
Blind perimeter enclosures may not exceed 50% of each corridor facade. For longer enclosures, they must be set back a minimum of 3 m inward and may not exceed 80% of the length of the facade.

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). It is not allowed in center aisles.

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.

The assembly of free-design stands may take place from 30 September to 3 October 2026. Except in Hall 10, which will exceptionally begin on 29 September. The hours will be from 6:30 a.m. to 9:30 p.m. except on October 3, when it is from 6:30 a.m. to 7:30 p.m.

The **modular stands** hired with IFEMA MADRID will be delivered on **October 4, at 08:30 a.m.**

The occupation of the space will not be authorised, nor will the modular stand be delivered to exhibitors who have not paid in full for the contracted space and the costs of the services requested.

Goods and decorative materials may be brought in on **4 and 5 October from 6:30 a.m. to 9:30 p.m. On October 5, 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 aisles.

Goods and decoration 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 for the removal of recyclable carpet. After that time, the goods gates will be open until midnight.

Stands may be dismantled on **9, 10 and 11 October. Except for pavilions 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.

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/en/support/exhibitors-ifema-fairgrounds>

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 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](#).

1. HOW TO PARTICIPATE. RULES

1.7. Participation Fees

TYPE OF SPACE	PRICE
Space Only from 32 sq.m	229€/sq.m + IVA (1)
Space + Basic Stand from 16 to 32 sq.m	329€/sq.m + IVA (1)
Space + Basic Stand from 32.5 sq.m	324€/sq.m + IVA (1)
Space + Premium Stand from 16 to 32 sq.m	399€/sq.m + IVA (1)
Space + Premium Stand from 32.5 sq.m	391€/sq.m + IVA (1)
Space+ Innova&Tech Stand (2) of 6 sq.m	443€/sq.m + IVA (1)
Space+ Innova&Tech Stand (2) of 12 sq.m	403€/sq.m + IVA (1)
Space+ Innova&Tech Stand (2) from 16 sq.m	361€/sq.m + IVA (1)
Outdoor space	114,5€/sq.m + IVA (1)
Second space	114,5€/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)	7,65€ + 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	8,85€/sq.m + IVA (1)

EXHIBITOR PLAN CONNECT	500€ + IVA (1)
Co-exhibitor registration	500€ + IVA (1)
Additional exhibitor passes	20€ + IVA (1)
Additional professional invitations	9€ + IVA (1)
Forums	280€ + IVA (1)
Innova Forum reservation fee	210€ + IVA (1)
Innovation Hub	160€ + IVA (1)
Factory Chef reservation fee	210€ + IVA (1)

1.8. Terms and methods of payment

PAYMENT TERMS

Once you have received the exhibition contract with the floor plan and your account statement, you must pay the first 50% of the space to confirm your participation.

- **13 April:** deadline for payment of the first 50% of the contracted space.
- **17 August:** deadline for payment of 100% of the contracted space and services.

Once the deadline has expired, if 100% of the participation fee has not been paid, the fair management reserves the right to unilaterally cancel the participation.

PAYMENT METHODS

You can make payment in the following ways:

- ❖ Transfer to: IFEMA MADRID / FRUIT ATTRACTION 2026

Santander: IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHESTM
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 2026.
- ❖ 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:

5% discount on services hired online up to 30 days before the assembly starts (30 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 23, 2026**), 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 16 sq.m.

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.

The exhibitor is obliged to attend their stand and remain with the products on display throughout the entire period and opening hours of the event. **The event management may apply a financial penalty of €500 for failure to comply with the schedule.**

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 liveconnect, 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 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
Until June 30, 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

1. HOW TO PARTICIPATE. RULES

FRUIT ATTRACTION

1.10. Calendar

When	What	How	Who attends to you?
Until 30 August 2026	Free design projects and complete the Application Form to hang structures/rigging I IFEMA MADRID	Deadline for uploading free design projects to the EXPO AREA. If your project includes hanging elements, you must submit a separate project, complete the following form, and wait for approval: Request to hang structures/rigging. Your stand project will only be approved once the rigging project (if applicable) has been approved.	Technical Secretariat stecnica@ifema.es Customer Service: (+34) 917223000 customerservice@ifema.es
Until 30 August 2026	Customisation of Basic and Premium modular stands	Submit interior decoration designs for modular stands. Please consult the modular stand design in the EXPO AREA or upload your own design with the necessary modifications. For Aluvision Premium stands, please contact standspremium@ifema.es to customise your stand.	Customer Service: (+34) 917223000 customerservice@ifema.es
Until September 2, 2026	Activities for exhibitors	Complete the forms for: FORUMS INNOVATION HUB FACTORIA CHEF THE BEST STAND AWARDS	Exhibition Management: fruitattraction@ifema.es
Until September 15, 2026	Choosing carpet colors and lettering	Choose carpet (Basic Stand, Premium Stand) through the EXPO ZONE. Communicate the lettering through the EXPO ZONE (Basic Stand, Premium Stand and Innova&Tech Stand)	Technical Secretariat stecnica@ifema.es Customer Service: (+34) 917223000 customerservice@ifema.es
From September 23, 2026	Hiring of services	25% increase on prices for last-minute service contracts, including assembly fees	Customer Service: (+34) 917223000 customerservice@ifema.es
From 30 September to 3 October 2026	Stand build up	Halls 3, 4, 5, 6, 7, 8, 9, 12 and 14: from 30 September to 3 October. Hall 10: from 29 September to 3 October. Opening hours: 6.30 a.m. to 9.30 p.m. Except on 3 October, which will be from 06:30 a.m. to 7:30 p.m.	

1. HOW TO PARTICIPATE. RULES

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

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 and Iberia.
- 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. Liveconnect: The digital platform you have access to with your plan

What will you find at liveconnect?

Liveconnect 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 liveconnect?

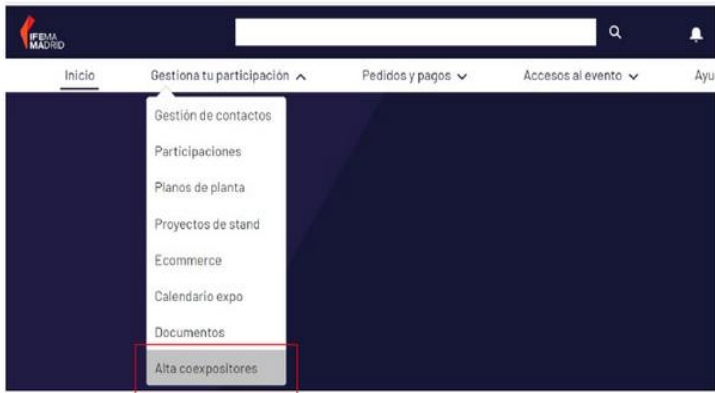
- Update my company profile visible in the web catalogue and in Fruit Attraction liveconnect.
- Add my products and services, which will be visible on Fruit Attraction liveconnect.
- Register my team members to access the Fruit Attraction liveconnect digital event.
- Manage the exhibiting company's schedule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

What can I do at the Fruit Attraction liveconnect 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

2.3. 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 the co-exhibitors, it is essential that the main company enter a correct and unique email address for each co-exhibitor. The co-exhibitor will receive a unique code that must be included in their application form.

Once this process is complete, the main exhibitor must pay the co-exhibitor's registration fee. If they select the option for the co-exhibitor to pay the fee and they have not made the payment 15 days before the fair, the main exhibitor will be automatically invoiced.

Registration as a co-exhibitor will only be confirmed upon receipt of the application form and proof of payment (both requirements are essential).

Registration fee per co-exhibitor €500 + VAT (1)

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

- Access to FRUIT ATTRACTION liveconnect.
- 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

Grouped participations are required to register their Participating companies.

(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

2.4. Exhibitor/co-exhibitor passes, collaborator passes, invitations, visas, and 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 October 4.

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



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**.



VISA MANAGEMENT

If you require a visa to travel, please contact us by sending an email to fruitattraction@ifema.es so that we can activate this option for you. Once activated by the sales department, you can manage your letters of support online from the EXPO AREA. It is essential that you generate your exhibitor pass in advance and that your payments are up to date. (See point 1.8)

We advise you to start the process as soon as possible, as the deadline for visa applications is usually at least 60 days before travelling.



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

EXHIBITOR/STAND COLLABORATOR PASS

The collaborator pass is for all personnel that the exhibitor requires to be at the stand and at the same time as the exhibitor, for tasks other than the marketing of their product. Such as: hostesses, installers, electricians, cleaning staff, various services, etc. They are entitled to a certain amount per contracted area.

Contracted area	Number of passes per contributor:
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, whose requests are handled directly by email at catering@ifema.es

2. MANAGE YOUR PARTICIPATION

TRANSPORT DISCOUNT VOUCHERS

Once 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).



ONLINE INVITATIONS

NEW

Each exhibiting company will have available in the EXPO ZONE as many INVITATION CODES as the number of invitations corresponding to them based on the space they have contracted. They can send these to their customers in a personalised manner so that they can register for free at Fruit Attraction 2026.

Professionals who receive the invitation code must register ONLINE via 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 fair. (Invitation codes cannot be exchanged at the counter). The visitor pass is valid for the 3 days of the fair, provided that they access the fair 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 via 'EXPO AREA/Event access/Invitations/Manage invitations'.



The following screen will then appear to customise the shipment:

A screenshot of the invitation customization form. It shows a progress bar at the top indicating 'Invitación: Feria - 100.00%'. The form has three steps: 1. 'Introduzca las direcciones de correo a las que quiere enviar la invitación' (Add email addresses), 2. 'Añadir saludo y texto adicional' (Add greeting and additional text), and 3. 'Si dispones en tu empresa de un departamento para el cumplimiento del RGPD, añade los datos de contacto' (If you have a department for GDPR compliance, add contact data). Each step has a text input field. An 'Enviar invitaciones' button is at the bottom right.

We ask exhibitors to make good use of invitations, sending them exclusively to professionals in the sector to ensure the professionalism of the fair. Access controls may be carried out for this purpose. Children under 16 are not permitted. Exhibitors can see the number of invitations redeemed in the EXPO AREA (Event access, Invitations).

Exhibitors may purchase additional invitations (€9/unit + VAT) by sending an email to fruitattraction@ifema.es

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.

2. 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
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>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.</p>
PARKING How to book parking space at IFEMA?	<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/s/?language=en_GB 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>
REFRIGERATED TRUCKS Can refrigerated trucks be left near the hall to replenish products during the trade fair?	<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>
CATERING Can I hire a catering service or serve my own food and drinks at the stand?	<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 https://www.ifema.es/en/services/catering 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>
HIRING SERVICES Where can I hire the services for my stand?	<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 layout and lists of exhibitors on display.• Presence as exhibitors at the digital event of the Fruit Attraction liveconnect 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 liveconnect 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
Liveconnect What are the benefits of my Liveconnect?	<p>In my company's exhibitor area at liveconnect:</p> <ul style="list-style-type: none">• Update the company details visible in the catalogue and Fruit Attraction liveconnect• 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 liveconnect. <p>At the trade fair in liveconnect:</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. Some of the halls are open in two time slots per day. You will receive detailed information at a later date.</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 floor space only option includes only the hire of the space and the mandatory elements (insurance, minimum electricity consumption and PLAN CONECTA), and it is the exhibitor who must create a free-design stand or hire one through the stand design service offered by IFEMA MADRID. Basic, Premium or Innova&Tech stands will be delivered assembled from 4 October onwards. 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

2.5. FREQUENTLY ASKED QUESTIONS

Question	Answer
RIGGING What procedure should I follow to hang structures in the halls/rigging?	Exhibiting companies may hang items from the pavilion roofs following the procedure set out in the ‘Regulations for hanging structures in pavilions’ and completing the ‘Application for authorisation to hang structures/rigging’ form 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/s/?language=en_GB

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: <https://www.ifema.es/en/fruit-attraction/exhibitors/signature>. Include it as part of your email signature or header in your letters.

3.2 Exhibitors 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 liveconnect.

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 liveconnect 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 Visitor's 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: €6,500 + VAT (*)
- Inside Cover: €3,500 + VAT (*)
- Inside back cover: €3,500 + VAT (*)
- Inside Double Page: €4,500 + VAT (*)
- Inside page: €2,500 + VAT (*)
- Half page vertical/horizontal: €1,500 + VAT (*)
- Logos on the map: €1,000 + VAT (*)

3.4. Networking

Enrich your network with new leads.

Liveconnect 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 liveconnect.

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. Hosted Buyers 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 30**.
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 emorales@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; Forums; WIFI Network; Buyer's Lounge; Rest Areas; Business Center; etc.

CONSULT POSSIBLE SPONSORSHIPS: sponsorships@ifema.es

3.10. Special promotional actions

OUTDOOR ADVERTISING ON THE VENUE PREMISES: 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.

ORGANIC TOUR, is one of the leading companies featured in Fruit Attraction's tour of organic products and solutions, which will have greater visibility in the halls, visitor guide and liveconnect. Contact: fruitattraction@ifema.es

3.11. Conferences, demonstrations and awards

INNOVATION HUB AWARDS

If your company is an exhibitor or co-exhibitor and has launched an innovation on the market after 1 September 2025, 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: **September 2**.
Contact: fruitattraction@ifema.es

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 liveconnect 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: **September 2**
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: **September 2**
Contact: fruitattraction@ifema.es

A deposit of €210* + VAT will be required to secure your place, which will be refunded at the end of the fair if the activity has taken place.

BEST STAND AWARDS

The Best Stand Awards are a competition organised by Fruit Attraction that aims to recognise and reward exhibitors who stand out for the visual quality, originality, design and sustainability of their exhibition space during the fair. The stands are evaluated by a distinguished professional jury and by the visitors.

Only Fruit Attraction exhibitors with freely designed stands who have correctly registered using the official form available on the fair's website before the registration deadline are eligible to participate.

Categories: Most Original Stand, Best Designed Stand, Most Sustainable Stand and Visitors' Favourite Stand.

The awards offer visibility and public recognition both inside and outside the fair, through various channels:

- Official certificate of recognition presented during the fair.
- Publicity on Fruit Attraction's social media channels.
- Publication on the official Fruit Attraction website.
- Inclusion in the newsletter sent to the visitor database.
- Press releases featuring the winners to increase the media visibility of the award-winning exhibitor.

Deadline for participation: **September 2**
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

FRUIT ATTRACTION

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	María José Sánchez	(+34)619 713 114 mjs@ifema.es
		Commercial Managers	Fresh Produce: Spain <ul style="list-style-type: none">•Asela González: Halls 3, 5, 7 and 9	(+34)619 423 488 aselagh@ifema.es
			Fresh Produce: International Fresh Produce: 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 Fresh Food Logistics <ul style="list-style-type: none">• Natividad López: Halls 4, 5 and 6	(+34)676 180 191 nlopez@ifema.es
			Auxiliary Industry <ul style="list-style-type: none">• Olga Berrendo: Halls 3, 6, 7, 8, 9, 10 and 14	(+34)681 106 189 berrendo@ifema.es
		Commercial Area	Laura Francos	(+34)618 990 125 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 customerservice@ifema.es		

5. Contact us

Department	Ask me about	Contact	
Technical Secretariat (Trade Fair Services Management)	<ul style="list-style-type: none">• Technical support for exhibitors and stand builders.• Review of stand assembly projects.• Solutions to technical problems during the trade fair.• Customization of modular stands.• Coordination of stand catering.• Rigging	(+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 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 for all events• Institutional relations	(+34)91 722 30 00 infoifema@ifema.es
Directorate for Security and Self-Protection	<ul style="list-style-type: none">• General security and parking• Access to the trade fair Park	(+34)91 722 50 65 dseguridad@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

Department	Contact
INTERNATIONAL DELEGATIONS	Algerie Mohamed Bouzembrak Omnicrea (+213) 540990884 algerie@ifema.es
	Benelux (Belgium, Netherlands and Luxembourg) Ton Willemse Intraservice bv (+31) 180 32 13 46 benelux@ifema.es
	Benin, Burkina Faso, Ivory Coast, Guinea, Mali, Senegal y Togo Katia Martínez How2Go Consultoría de Internacionalización (+34) 665925204 (+212) 623807448 kmartinez@h2gconsulting.com
	Brazil Cesar Gomes leTeam (+55) 11963776768 brasil@ifema.es
	Chile Osvaldo Cabrera Osvaldo Cabrera y Cia. Ltda. (+56) 9 95350861 chile@ifema.es
	China, South Korea, Hong Kong, Japan, Taiwan Susana Fernández Pérez Madrid Outsourcing Solutions Co Limited (+86) 2152585 004/5 ifema.china@madridinternational.cn
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	Denmark, Finland, Norway and Sweden Maribel Álvarez How2Go Consultoría de Internacionalización (+46) 850108435 nordic@ifema.es

5. Contact us

Department	Contact
INTERNATIONAL REPRESENTATIONS	France and Monaco Caroline Jorro le Team (+33)6136028 france@ifema.es
	Germany, Switzerland and Austria Jose Antonio Rodriguez Priego IFEMA MADRID Deutsche Vertretung (+49)162 295 17 51 dach@ifema.es
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	India Rajiv Malhotra Lotus Exhibition and Marketing (+911)244031793 india@ifema.es
	Italy and San Marino Giorgio La Ferla Paralleli Trade Fairs srl (+39)366 3596779 ifema@paralleli.eu
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	Mexico Saïd Nacif le Team (+52) 5540997534 mexico@ifema.es

5. Contact us

Department	Contact
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	Portugal Nuno Almeida NFA, Lda. (+351)213 86 85 17/8 portugal@ifema.es
	Saudi Arabia, Bahraim, UAE, Kuwait, Oman and Qatar Christianna Bouman Fresh Arabian (+30)6987252367 gulf@ifema.es
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Thank you

