

fruit attraction

INTERNATIONAL TRADE SHOW FOR THE FRUIT AND VEGETABLE INDUSTRY

5 – 7
OCT.
2021

MADRID - SPAIN



Contracting
How to exhibit?



Ways to
participate
and rates



Prepare your
participation in
LIVEConnect



Prepare your
in-person
participation



Promotion and
networking



Co-exhibitors



Exhibitors'
Area



Contact us



Exhibitors'
Calendar

EXHIBITOR'S GUIDE

SPECIFIC CONDITIONS OF PARTICIPATION

Access the largest professional social
network for the fruit and vegetable sector

fruit attraction
LIVE  Connect

CONNECT - KNOWLEDGE - EMPOWER - 365D

COINCIDING WITH



ORGANIZED BY



ifema.es/fruitattraction

INDEX

The new hybrid fair model: What is LIVEConnect?

1. Contracting. How to exhibit?.....	6
1.1 Exhibitor application	6
1.2 Allocation of spaces (location of the stand)	7
1.2.1 Applications submitted before Wednesday 28 April 2021	7
1.2.2 Applications submitted after Wednesday 28 April 2021	7
1.3 Confirmation of space	8
1.4 Cancelling	8
1.5 Deadlines and payment	9
1.5.1 Payments corresponding to in-person participation with a stand	9
1.5.2 Payments corresponding to participation as an exhibitor at Fruit Attraction LIVEConnect	9
1.5.3 Method of payment	9
1.5.4 Invoices and account statements	9
1.6 Ifema general rules of participation in fairs Organised by IFEMA	10
1.7 Specific conditions of participation in FRUIT ATTRACTION 2021	10
2. Ways to participate and rates	13
2.1 In-person participation with stand.....	13
2.1.1 BASIC customized shell scheme stand.....	13
2.1.2 PREMIUM customized shell scheme stand.....	16
2.1.3 Custom designed stand.....	19
2.1.3.1 Booking "space only"	19
2.1.3.1 Floor + custom design stand.....	19
Recommendations for the design and construction of free design stands	20
2.1.4 Stands in monographic sections	21
ECORGANIC MARKET, SMART AGRO, NUTS HUB Y BIOTECH	21
FRESH FOOD LOGISTICS	24
2.1.5 Mandatory services with the stand	27
Marketing & communication pack + LIVEConnect	27
Insurances	28
Build-up charges	28
Minimum electricity consumption	28

2.1.6 Additional services	29
2.1.7 Rates for in-person participation with stand	30
2.2 Participation in Fruit Attraction LIVEConnect.....	33
2.2.1 Signing up in LIVEConnect as an exhibiting or co-exhibiting company	33
2.2.2 Subscriptions to LIVEConnect	34
2.2.3 LIVEConnect Rates.....	35
3. Prepare your participation in LIVEConnect	36
3.1 Company registration and access to LIVEConnect (sign-in on the platform)	36
3.2 First access to the tool	36
3.3 Editing the company listing and personal profiles.....	36
3.4 Adding products	37
3.5 Registering company team members.....	37
3.6 Networking	37
3.7 Attend streaming sessions and conferences on LIVEConnect.....	38
3.8 Organise workshops, conferences, demos, product presentation.....	38
3.9 Download the app	38
3.10 Badge scanning and card capture	38
4. Prepare your in-person participation	39
4.1 Exhibition dates and opening hours	39
4.2 Your stand	39
4.2.1 Build-up dates and schedule	39
4.2.2 Hand-over of shell scheme stands.....	39
4.2.3 Entry of merchandise and decoration material.....	39
4.2.4 Merchandise withdrawal, decoration material and stand dismantlin	39
4.2.5 General build-up rules	40
4.2.6 Free design stand build-up	40
4.3. Organization	42
4.3.1 Exhibitor badges	42
4.3.2 Transport discount vouchers.....	42
4.3.3 Visa requests	43
4.3.4 Invitations for professional visitors	43
4.3.5 Trade show activities	44

Innovation Hub and Accelera Awards	44
Foro Innova	44
Factoría Chef	45
Catering to/on stands	45
Book conference rooms	45
Express Meeting Rooms	45
4.3.6 Shipping goods to the venue	45
4.3.7 Daily delivery of merchandise	46
4.3.8 Leftover produce - charity collection	46
4.3.9. Parking spaces for exhibitors	46
4.3.10. Health and safety protocols at IFEMA	47
4.3.11 The venue	48
5. Promotion and networking	50
5.1 List of exhibiting companies	50
5.2 Opportunities for promotion and sponsorship	51
5.3 Networking	53
6. Co-exhibitors	54
6.1 Register co-exhibitors	54
6.2 Access passwords for the exhibitors' area	54
6.3 Co-exhibitor services	55
7. Exhibitors' Area	57
8. Contact us	58
9. Exhibitors' Calendar	61

The new hybrid fair model: What is LIVEConnect?

Fruit Attraction 2021 will be held in person at IFEMA, Feria de Madrid from 5 to 7 October, but throughout the year the professional fruit and vegetable sector community will remain active and connected online through **LIVEConnect**, an innovative technological platform.

Fruit Attraction LIVEConnect is the permanent platform for meetings, relationships, conversations, knowledge and professional contacts. The representativeness of the Fruit Attraction community makes this platform a leading global hub for content and specialist audiences to energize the sector.

The Fruit Attraction LIVEConnect platform groups together content from sectors related to **Fruit Attraction** and **Fresh Food Logistics**.

WHAT ADVANTAGES DOES LIVECONNECT OFFER FOR ITS PARTICIPANTS AND FOR THE FRUIT ATTRACTION EVENT?

- Platform that encourages dissemination, impact, visibility and sector branding.
- Source of sector resources and permanent knowledge on-demand.
- Global scope and penetration of the market beyond visitors to the stand during the event.
- New relationship model and permanent contact between customers and suppliers from all over the world.
- Features of matchmaking, networking and management of appointments between supply and demand to prepare and optimise participation in the in-person event.
- Grouping and aggregation of content and contacts within a single digital ecosystem.
- Deseasonalisation and permanent temporal broadening of commercial connections.
- Optimisation of return on investment.
- Boosting the pull and expectations of the event.



**Fruit Attraction is
much more than a
face-to-face event...**

1. Contracting. How to exhibit?

Fruit Attraction 2021 will be held both in person and online, through **Fruit Attraction LIVEConnect**.

1.1 EXHIBITOR APPLICATION

Both booking an exhibition space and ordering the participation as an exhibitor at LIVEConnect must be performed by submitting the **Exhibitor Application Form**.

Application to exhibit starts by filling in and sending the **Exhibitor Application Form**, available online on ifema.es/fruit-attraction, together with proof of the corresponding payment.

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

Once the definitive details of your **Application in the in-person mode with a stand at the fair** have been decided, and you accept a location and surface area proposed by the Exhibition Management, you will receive the corresponding Exhibition Contract. We would like to remind you that the payments indicated in these documents must be made within the stated period.

The **Exhibitor Application in Fruit Attraction in the online mode** through LIVEConnect is effective from the moment of the confirmation of acceptance of the application by the event organiser. It is essential to settle the corresponding payment.

NEW EXHIBITORS

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

Once the new exhibitor's Application has been approved, the Exhibition Management will offer him the best available space that meets his needs and/or will confirm acceptance as an exhibitor at **Fruit Attraction LIVEConnect** and of the corresponding contract.

MANAGEMENT OF APPLICATIONS FOR PARTICIPATION

(**see point 1.2 Allocation of spaces**)

Exhibitor Applications in the in-person event will be handled in the following order:

1. Exhibitors from the last event and new applicants who submit their Exhibitor Application prior to 28 April.
2. Applications submitted after 28nd April.

In the case of applications for participation in LIVEConnect, they will be dealt with in strict order of receipt with their corresponding payment.

The Fruit Attraction Organising Committee may agree to reject as exhibitors any companies and group or institutional participants from third countries that have not signed or do not comply with the trade agreements in force signed between them and the EU.

DEADLINES AND PAYMENT CONDITIONS

WAYS TO PARTICIPATE AND RATES

1.2 ALLOCATION OF SPACES (LOCATION OF THE STAND)

Priority deadline for submitting the Exhibitor Application: **WEDNESDAY 28 APRIL**.

1.2.1 Applications submitted BEFORE 28 April 2021

SPACE SELECTION MEETINGS

Exhibitors who submit the Application for Participation within the priority period will be able to choose their space in meetings for this purpose. For each exhibition area (Fresh, Auxiliary Industry etc. **(See point 2 of the Specific Rules)**), turns will be established according to objective criteria. Each exhibitor will be able to see hall maps showing the spaces available during their turn to choose between.

The meetings for choosing spaces will be held online, individually during the month of May. The Exhibition Management will inform the exhibitors of the proposed day and time for these meetings.

CRITERIA FOR CHOICE OF SPACES

The criteria for the turns for choosing spaces will be, as in previous editions and in this order (1 being the highest priority), as follows:

- 1. Surface:** the one with the largest requested surface area, organised by range, will choose first.
- 2. Uninterrupted duration of participation in the fair:** within the same surface area in which several exhibitors can enter, by how long they have been participating in the fair.
- 3. Participation as exhibitor** in LIVEConnect 2020.
- 4. Annual subscription in LIVEConnect 2021.**
- 5. If they remain tied in criteria 1, 2, 3 and 4,** the order of choice will be determined by drawing lots.

1.2.2 Applications submitted AFTER Wednesday 28 April 2021

Once the allocation procedure for applications received before 28 April has been completed, requests shall be handled on a first-come first-served basis upon receipt of the Exhibitor Application Form, along with the corresponding reservation fee (this payment being essential and determining the date of application).

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

1.3 CONFIRMATION OF SPACE

Once the definitive details of your application have been decided, you will receive from the Exhibition Management the corresponding **Exhibition Contract** with the account statement and a floor plan showing the location and dimensions of the stand/s, together with all the information on IFEMA's services, to get the very most out of the attendance to the trade show.

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

1.4 CANCELLING

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

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

In the event of **cancellation of the in-person fair due to force majeure** (such as an impossibility of holding the fair due to COVID), the amounts paid for items related to in-person participation are returned, in accordance with **Article 15** of the **General Rules of Participation** in events organised by IFEMA.

Art. 15.- Change of event date, suspension and cancellation

If IFEMA (i) cancels the Event, (ii) cancels an exhibitor's contracted spaces or reduces its surface area due to force majeure, (iii) changes the date of the event or (iv) temporarily or permanently, partially or totally suspends the event, any sums paid will be returned to the exhibitor, without them being entitled to any further compensation in this regard.

In the case of **participation in online mode** through LIVEConnect, once access to the platform has been sent, **withdrawal is no longer possible**.

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



1.5 DEADLINES AND PAYMENT

1.5.1 Payments corresponding to in-person participation with a stand

- **Booking Fees:** Together with the **Exhibitor Application Form** as follows:
 - From 6 to 32 m²: €450*
 - From 32.50 to 64 m²: €750*
 - From 64.50 m² onwards: €1.000*
- **50% space: deadline Wednesday 16th June 2021**(less booking fee).
- **100% space + services booked: deadline Monday 30 August 2021.**

1.5.2 Payments corresponding to participation as an exhibitor at Fruit Attraction LIVEConnect

To receive access to **LIVEConnect**, full payment of the corresponding amounts must be made at the time of contracting.

1.5.3 Method of payment

You may pay through:

- **Bank Transfer to:** IFEMA / FRUIT ATTRACTION 2021

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

Please send a stamped copy to **servifema@ifema.es**

- **Banker's draft** made out to IFEMA / FRUIT ATTRACTION 2021.
- **Credit Card** in secure environment, accessible once the Exhibitor Application Form has been completed. Also through the online Exhibitor's Area, under the "Invoices and Payments" or the "Booking Services" tabs. As per current regulation cash payments and bearer cheques will not be accepted.

1.5.4 Invoices and account statements

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

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

1.6 IFEMA GENERAL RULES OF PARTICIPATION IN FAIRS ORGANISED BY IFEMA

1.7 SPECIFIC CONDITIONS OF PARTICIPATION IN FRUIT ATTRACTION 2021

1. Submission of the **Exhibitor Application Form** entails full acceptance of the **General Rules of Participation of IFEMA**, Feria de Madrid, the **Specific Conditions of FRUIT ATTRACTION 2021** in this guide, the technical appendices to the above General Rules available at any time in the website of IFEMA www.ifema.es, in the Exhibitors' Area and on the website of the event ifema.es/fruit-attraction.
2. An essential requirement for taking part in the trade show is that the activity of the company or public or private institution is among the sectors served by FRUIT ATTRACTION:

FRESH PRODUCE AREA

- Fresh fruits
- Fresh vegetables
- Herbs and spices
- Fresh cut and catering products
- Nuts Hub
- Ecorganic market
- Processed F&V (Frozen, canned, concentrated, dehydrated, etc)
- Organisms and associations
- Nurseries

AUXILIARY INDUSTRY AREA

- Seeds
- Fertilisers, agro nutrients, plant protection
- Pre-harvest
- Transport & Logistics
- Packaging & labelling
- Post-harvest
- Smart Agro (ICT applied in the horticultural sector)
- Ecorganic market
- Point of sale
- Services (Consultancy firms, certification firms, financial institutions, TEA's, training, etc.)
- Biotech (research and technological development in plant genomics)

FRESH FOOD LOGISTICS

- Climate control solutions and preservation and storage facilities
- Climate controlled, isothermal and refrigerated containers
- Fresh food processing, handling and packaging systems
- Services & logistics operators with cold supply chain for the food industry
- Temperature control systems for cold chain transport
- Refrigerated transport and cold chain equipment (Land, sea and air. Short and long haul)
- Cold technologies & automation
- Quality control equipment and systems
- Cold and chilled facilities and temperature control equipment for retail
- Transport solutions for food-delivery and food e-commerce
- Other related services

3. The Fruit Attraction Organising Committee may agree to **reject** as exhibitors any companies and group or institutional participants from third countries that have not signed or do not comply with the trade agreements in force signed between them and the EU.
4. Fruit Attraction is arranged into two main areas; **Fresh Produce and Auxiliary Industry**, and some monographic sections. Exhibitors will be located in the exhibition area matching their main company's activity and the offered products or services. In grouped participations of the Fresh Produce area, only companies which are directly related to this area are allowed to exhibit in it (exhibitors as well as co-exhibitors).

Fresh Food Logistics is a event with his own individual identity, character and scope, held during the dates and under the same rules as Fruit Attraction.

5. The minimum surface area to book is 16m² (except in the monographic sections Ecorganic Market, Smart Agro, Nuts Hub and Biotech) and the maximum surface requested by individual companies cannot exceed 128m². This does not apply to grouped participations of institutions or associations.
6. The grouping of individual companies is not allowed. Not applicable to associative or institutional grouped companies.
7. In order to facilitate the distribution of the stands within the halls, spaces required shall be multiple of 4.
8. Exhibitors with stand are bound by the participation in the trade fair to contract the **Trade Show Marketing & Communication Package** and the civil liability and multi-fair **insurances** for each allocated stand. Likewise, payment for minimum **electricity consumption** will be requested. For custom designed stands, the company responsible for the **stand assembly** shall be required to pay to IFEMA, before beginning its tasks, the build-up charges corresponding to services rendered during build-up and breakdown at the trade show.
9. The Exhibition Management may alter the allocated stands or redistribute the halls for organisational reasons.
10. Notwithstanding being advised by the Exhibition Management of Fruit Attraction if there is a significant move or change in the reserved location, **exhibitors have the obligation of informing themselves on their stand location, exact dimension**, etc. To this end the Exhibition Management will send out links to the hall floor plans which will be periodically updated.
11. **Exhibitors who have not made full payment for the space and services hired will not be allowed to take up the space**, nor the modular stand they might have booked.
12. Entrance will not be granted to any exhibitor or visitor who cannot provide proof of belonging to any of the **professional bodies participating** at the trade fair, even if they hold an official invitation or badge.
13. **The exhibitor is obliged to man his stand** and remain with his products displayed there for the entire duration and opening hours of the trade show. Non fulfilment of this rule may result in the loss of priority on the booked space for subsequent stagings.
14. **Direct sales of any item on display at the event is strictly forbidden.**
15. Exhibitors grant authorization for total or partial **reproduction of any products on display** which IFEMA may need and/or reproduce in its promotional material.
16. Exhibitors undertake to observe **environmental regulations**. They must therefore comply with environmental

directives.

- 17. Activities which may molest other exhibitors** may not be carried out and noise cannot exceed 60 decibels.
- 18. Any water used for cooking** or processing food or for cleaning items in direct contact with foodstuffs must be obtained from fully hygienic taps. Water from lavatories may not be used.



2. Ways to participate and rates

WAYS TO PARTICIPATE IN FRUIT ATTRACTION

You can participate as an exhibitor:

- In-person with stand
- Online through **Fruit Attraction LIVEConnect**

2.1 IN-PERSON PARTICIPATION WITH STAND

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

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

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

- At monographic sections with their own stand type. These sections are:






- **Ecorganic Market, Smart Agro, Nuts Hub and Biotech**
- **Fresh Food Logistics**

2.1.1 BASIC CUSTOMIZED SHELL SCHEME STAND

Available for surface areas from 16 to 128m².

Technical specifications of the Basic Customized Shell Scheme Stand

- **Space** and stand open to aisles according to its location (see explanatory sketch for a stand open to 2 aisles).
- 3m high painted chipboard **walls** in the colour selected by the exhibiting company (through the **Exhibitors' Area**, **before Tuesday 14th September**) from among the following:

	Green (Pantone 377 U)		White		Orange (Pantone 130 U)
	Maroon (Pantone 187 U)		Black (Pantone Black U)		



*If there is no indication prior to **14th September**, the colour by default will be green*

- Grey aluminum **profiles**.

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

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

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

Leaf Green  Billiard Baize Green  Sienna Orange  Black  Burgundy 

*Exhibitors must specify the selected colour in the **Exhibitors' Area**, before **Tuesday 14th September**, otherwise the colour by default will be green.*

- **Furniture:**

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

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

- **Electrical energy and lighting:**

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

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

*The exhibitor must indicate the lettering in the **Exhibitors' Area** before **Tuesday 14th September**.*

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

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

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



We offer vinyl decoration for the stand walls. Please contact decoraciongrafica@ifema.es for further details on rates and measurements. Also you can access to all the information [here](#).

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

Rates space + BASIC Stand

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

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

- Civil liability (covering up to €60,000) and multi-fair (covering up to €50,000) **insurances**: €56.71* and €53.83* each.
- **Marketing&Communication Pack+ LIVEConnect**: €500*

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

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

*All the shell scheme stands involving an interior decoration with panels, sections, totems, platforms/floorings, trusses, etc., will be required to present their project to the Technical Secretariat before **Tuesday 14 September**. Kindly submit your design to the IFEMA Exhibition Services Management by email to stecnica@ifema.es*

Schell scheme stands will be ready for hand-over from **3rd October** at 8:30 am.

MAKE YOUR OWN BUDGET

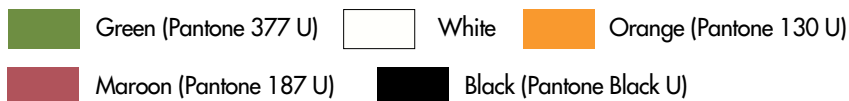
(*) VAT NOT INCLUDED. For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT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

2.1.2 PREMIUM CUSTOMIZED SHELL SCHEME STAND

Available for surface areas from 16 to 128m².

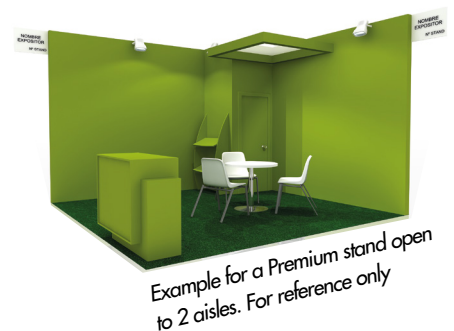
Technical specifications of the Premium Customized Shell Scheme Stand:

- **Space** and stand open to aisles according to its location (see explanatory sketch for a stand open to 2 aisles).
- 3m high painted chipboard **walls** forming a 10 cm wall (Exhibitors must select from the five colours listed below):

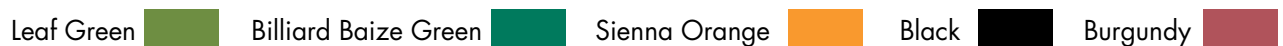


Exhibitors must specify the selected colour in the **Exhibitors' Area**, before **Tuesday 14th September**. If there is no indication by this date, the colour by default will be green.

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



- **Trade fair carpeting** 5 colours to choose:



Exhibitors must specify the selected colour in the **Exhibitors' Area**, before **Tuesday 14th September**; otherwise the colour by default will be green.

- Furniture

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

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

- Electrical energy and lighting:

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

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

*The exhibitor must indicate the lettering in the **Exhibitors' Area** before **Tuesday 14th September**.*

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

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



We offer vinyl decoration for the stand walls.
Please contact decoraciongrafica@ifema.es for further details on rates and measurements.
Also you can access to all the information [here](#).

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

Rates space + PREMIUM stand

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

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

- Civil liability (covering up to €60,000) and multi-fair (covering up to €50,000) **insurances**: €56.71* and €53.83* each. .

- **Marketing & Communication Pack+ LIVEConnect**: €500*

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

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

*All the shell scheme stands involving an interior decoration with panels, sections, totems, platforms/floorings, trusses, etc., will be required to present their project to the Technical Secretariat before **Tuesday 14 September**. Kindly submit your design to the IFEMA Exhibition Services Management by email to stecnica@ifema.es*

Shell scheme stands will be ready for hand-over from **3rd October** at 8:30 am.

MAKE YOUR OWN BUDGET



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

2.1.3 CUSTOM DESIGNED STAND

2.1.3.1 Booking “space only”

Available for surface areas from 36 to 128 m² and spaces that by configuration have from 32.5 to 35.5m².

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

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

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

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

RATES m² space only to build a free designed stand:

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

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

- **Minimum electricity consumption** (0.13 kW/m²): €4.633/m²*
- **Civil liability** (coverage up to €60,000) and “**multifair**” (coverage up to €50,000) **insurances**: €56.71 * and €53.83* each.
- **Marketing & Communication Pack+LIVEConnect**: €500*.
- **Build up charges**

MAKE YOUR OWN BUDGET

2.1.3.2 Floor + custom design stand

Available for surface areas from 36 to 128 m². and spaces that by configuration have from 32.5 to 35.5m².

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

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

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

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

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

RATES m² space only to build a custom designed stand

From 32.5 to 64m ²	€336/m ² * SEE AVAILABLE OPTIONS
Over 64m ²	€248/m ² * SEE AVAILABLE OPTIONS

DISCOUNT of 5% off the price of the floor if you contract this participation option.

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

- **Minimum electricity consumption** (0.13 kW/m²): €4.633/m²*
- **Civil liability** (coverage up to €60,000) and "multifair" (coverage up to €50,000) **insurances**: €56.71* and €53.83* each.
- **Marketing & Communication Pack+LIVEConnect**: €500*.
- **Build up charges**

MAKE YOUR OWN BUDGET

Recommendations for the design and construction of free design stands

During your participation in Fruit Attraction, your stand will be the equivalent space of your company. At the stand you will receive your customers, hold meetings and gatherings, present your products and services....so you must take into account safety measures established by the authorities as you would in your workplace, with responsibility for the safety of your employees and those who come to visit you.

It is therefore important that you take these recommendations into account when designing this space.

ACCESS

It is recommended to reduce enclosed spaces, or in the case of those that do not have a roof to promote ventilation, since Ifema's pavilions have a considerable height that allows good airing with the ventilation system.

In any case, possible congestion or crossings of people will be prevented if there are distinct and properly signposted entry and exit areas.

ORIENTATION

Depending on the size of your stand, it is advisable to create a conveniently signposted orientation to ensure that the traffic of people inside the stand is performed with the best safety measures, including entrance and exit signage.

The specific management and control of this orientation with regard to possible waits that may arise when attending Fruit Attraction is your responsibility, ensuring the minimum impact on common areas and respect for the safety standards established at the fair, and you must contact IFEMA security personnel for any incident that may arise in this regard (telephone: +34 917225400).

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

CAPACITY

As in the pavilions themselves, the capacity of your stand will be limited according to its surface area. The number of people allowed is one person per 2.5m² usable area. You should eliminate those spaces occupied by furniture or display elements in order to calculate this aspect.

If there are enclosed spaces such as meeting rooms within your stand, these must have their own seating capacity according to their surface area and applicable health and safety measures.

It is your own responsibility to control the capacity of your stand, so we recommend that you instruct the personnel who will be in charge of the stand, along with information on the capacity limit in a visible place.

CUSTOMER SERVICE

Stands for direct attention to the public must allow a mandatory minimum distance and be protected by methacrylate screens.

With respect to the delivery of brochures and catering stands, it will be mandatory to apply the regulations created for this purpose in the participation rules. These aspects should be taken into account when designing your stand.

OTHER MEASURES

It is recommended that you have hydroalcoholic gel dispensing points in your stand.

It is essential to comply with all the regulations contained in the Participation Rules, which can be consulted [here](#).



2.1.4 STANDS IN MONOGRAPHIC SECTIONS

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

A. EORGANIC MARKET, SMART AGRO, NUTS HUB AND BIOTECH

EORGANIC MARKET STAND: for companies with organic products exhibiting in the dedicated area.

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

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

BIOTECH ATTRACTION STAND: available exclusively for companies dedicated to research and technological development in plant genomics, which exhibit in the monographic area dedicated to them (consult specific characteristics and rates).

Features of the Ecorganic Market, Smart Agro & Nuts Hub stands

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

- Furniture:

- 1 white round table. DOM Model - Reference ME01 (80x74 cm)
- 3 white chairs. Madrid model - Reference SI01
- 1 white Sienna stool
- 1 straight counter with door
- 1 exhibition counter

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

- Electricity and lighting:

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

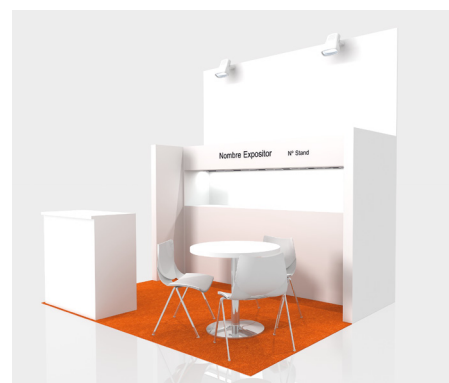


Image is an example.

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

The exhibitor must indicate the lettering in **Exhibitors' Area** before **Tuesday 14th September**.

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

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

RATES space + Monographic areas stand Ecorganic Market, Smart Agro & Nuts Hub

6m² €1,850*

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

- Civil liability (covering up to €60,000) and multi-fair (covering up to €50,000 **insurances**: €56.71* and €53.83* each.
- **Marketing&Communication Pack + LIVEConnect**: €500*



We offer vinyl decoration for the stand walls. Please contact decoraciongrafica@ifema.es for further details on rates and measurements. Also you can access to all the information [here](#).

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

Schell scheme stands will be ready for hand-over from **3rd October** at 8:30 am.

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

MAKE YOUR OWN BUDGET



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

B. FRESH FOOD LOGISTICS



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

In Fresh Food Logistics it is possible to participate under the modality of floor + BASIC customizable modular stand or by contracting only floor to build a FREE DESIGN stand.

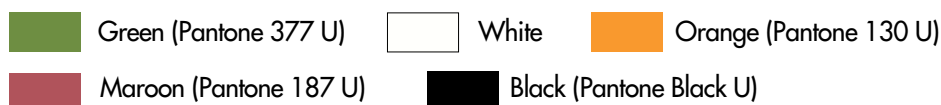
1. Floor booking + BASIC customizable modular stand with 2 options:

1 MODULE: 16m² BASIC shell scheme stand

2 MODULES: 32m² BASIC shell scheme stand

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

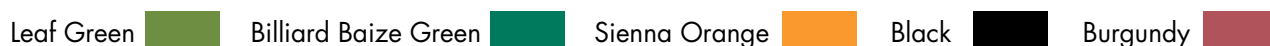
- **Space** and stand open to aisles according to its location (see explanatory sketch for a stand open to 2 aisles).
- 3m high painted chipboard **walls** in the colour selected by the exhibiting company (through the **Exhibitors' Area**, before **Tuesday 14th September**) from among the following:



If there is no indication prior to **Tuesday 14th September**, the colour by default will be white.

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

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



Exhibitors must specify the selected colour in the **Exhibitors' Area**, before **Tuesday 14th September**, otherwise the colour by default will be black.

- Furniture:

- For 16m² stands:
 - 1 round black table (90x74 cm). Model DOM – Reference ME03
 - 4 black chairs. Model Barcelona – Reference SI02
- For 32m² stands:
 - 2 round black tables (90x74 cm). Model DOM – Reference ME03
 - 8 black chairs. Model Barcelona – Reference SI02

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

- Electrical energy and lighting:

- Stand lighting with led spots, at the rate of 1 spot per each 4 m².
- Minimum compulsory electricity consumption (0.13kW/m²).

- Electrical switchboard equipped with magnetothermal differential (prepared for up to a power of 130W/m²).
- 1 Plug of 500 W for 16m² stands and 2 plugs for 32m² stands.

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

*The exhibitor must indicate the lettering in **Exhibitors'Area** before Tuesday 14th September.*

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

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

Rates FRESH FOOD LOGISTICS

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

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

- Civil liability (covering up to €60,000) and multi-fair (covering up to €50,000) **insurances:** €56.71* and €53.83* each.
- **Marketing&Communication Pack+ LIVEConnect:** €500*.

We offer vinyl decoration for the stand walls. Please contact decoraciongrafica@ifema.es for further details on rates and measurements. Also you can access to all the information [here](#).

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

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

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

All the shell scheme stands involving an interior decoration with panels, sections, totems, platforms/floorings, trusses, etc., will be required to present their project to the Technical Secretariat before Tuesday 14th September. Kindly submit your design to the IFEMA Exhibition Services Management by email to stecnica@ifema.es.

Schell scheme stands will be ready for hand-over from **3rd October** at 8:30 am

MAKE YOUR OWN BUDGET

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

2. CUSTOM DESIGNED STAND – BOOKING “SPACE ONLY”:

Available for surface areas from 33 to 128 m².

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

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

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

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

RATES m² space only to build a custom designed stand:

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

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

- **Minimum electricity consumption** (0.13 kW/m²): €4.633/m²*
- **Civil liability** (coverage up to €60,000) and “**multifair**” (coverage up to €50,000) **insurances**: €56.71 * and €53.83 * each.
- **Marketing & Communication Pack+LIVEConnect**: €500*.
- **Build up charges**

MAKE YOUR OWN BUDGET



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

2.1.5 MANDATORY SERVICES WITH THE STAND

Participating as an exhibitor automatically implies ordering mandatory services:

Marketing&Communication Pack + **LIVEConnect**, insurances, build-up charges and minimum electricity consumption.

MARKETING & COMMUNICATION PACK+ LIVEConnect

As an exhibitor in Fruit Attraction or Fresh Food Logistics it is **mandatory to purchase the trade show marketing and communication pack, which also includes basic participation in FRUIT ATTRACTION LIVEConnect during the fair and its preparation (Marketing and Communication Pack+ LIVEConnect).**

With the **LIVEConnect exhibitor sign-in**, the platform for digital visibility and networking with the entire professional community, you will be able to benefit from **branding and visibility features in the sector and receive chats, contact or meeting requests from other participants, which will help you prepare and improve your return from the fair.**

The features included are:

- **Listing of the company in the interactive online official list of exhibiting companies:** official list of exhibitors accessible on the **LIVEConnect platform** and on **ifema.es/fruit-attraction**, which allows exhibitors and visitors to prepare for the fair in advance. The listing of each exhibitor includes contact information, video or image, logo, general information regarding the company, activity, products, documents and links, press releases from the exhibitor and stand at the fair. LIVEConnect participants can perform advanced and alphanumeric searches of exhibiting companies, receive recommendations of company members that may interest them according to their profile, mark companies as favourites, chat or request an appointment by videoconference or at the fair.
- **Access to LIVEConnect for 1 user** as member of the exhibiting company to fill in the company's profile and his personal profile. This user will receive the chats, contact requests and appointment requests made to his profile or that of his company but will not have access to the data of the participants in the LIVEConnect community (Community Network). For this, it is necessary to also purchase a subscription to LIVEConnect.
- Possibility of including **5 products** associated with the company.

In addition, the pack includes the presence of the exhibiting company in the following **elements for visibility and branding as well as location at the fair:**

- **Hall layout plan** displays and list of exhibitors in each hall.
- **Giant plans** of the show and list of exhibitors located in different points.
- You will also have the **opportunity to publish news, presentations or events both in the Fruit Attraction Fresh News**, sent out to our professional database with all the news of the show.

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

- **Premium Wifi internet connection** for 3 users for the duration of the event for stand holders (to benefit from this connection, the devices in use have to be compatible with 5 GHz band). You will get 3 passwords, enabled until the last day of dismantling. Those will be sent to the stand holder by mail 48 hours prior to the opening of the show. It also includes technical support for any trouble that may arise.
- **Exhibitor's badges** in accordance with the surface area booked.
- **Electronic invitations** for your customers and potential customers.

Rate: Marketing & Communication Pack + LIVEConnect.....€500*

In the same way, if you have co-exhibitors, for each exhibitor it is necessary to purchase an additional insertion Marketing and Communication Pack (Wi-Fi+ LIVEConnect).

Rate: Additional Insertion Marketing & Communication Pack + LIVEConnect.... €500*

INSURANCES

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

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

Rates:

- Civil liability insurance (coverage up to €60,000)€56.71 *
- "Multifair" liability insurance (coverage up to €50,000)€53.83 *

BUILD-UP CHARGES

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

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

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

- Spaces without decoration or with carpeting or flooring/platformsTYPE A: €2.16 /m²*
- Basic modular stands in aluminum or similar material TYPE B: €4.33/m²*
- Design modular stands in aluminum, of carpentry and other materialsFee TYPE C: €6.81/m²*

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

MINIMUM ELECTRICITY CONSUMPTION

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

Price: €4.633/m²*.

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

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

2.1.6 ADDITIONAL SERVICES

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

- Subscriptions to LIVEConnect

To further enhance the visibility of your company and exponentially increase the return on your participation in leads and contacts, you can subscribe for half-year periods or yearly to LIVEConnect.

A BOOSTER discount of 15% of the value of the floor space will be applied to all companies that subscribe annually to Fruit Attraction LIVEConnect.

- Besides the shell scheme stands, we also offer a complete stand design service which is tailored to your specific requirements with the maximum IFEMA guarantee. We take charge from initial planning and design to build-up and breakdown of the stand. Request a custom design, free of charge and without obligation by e-mailing infodesign@ifema.es.

- In addition, if you would like to customize all elements of your stand we offer you a wide range of graphic materials (vinyl, forex, foam, tarps...) versatile and adaptable to all elements (walls, furniture, façade, banners, displays...) See all the information [here](#) or send an email to decoraciongrafica@ifema.es.

- Furniture and accessories

- Telecommunications and information technology

- Other additional services (hostesses, parking, etc.)

- **Promotion and Advertising:** See these elements [here](#), in the Exhibitors' Area, advertising services, or send a mail to publicidadexterior@ifema.es, or call (+34) 91 722 5380 / 40.

The booking of services is carried out via the **Exhibitors' Area** through ifema.es/fruit-attraction or by sending the floor plan to the Technical Secretariat indicating the location of the elements you would like to order.

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

We remind you that the services booked 7 days before the beginning of build-up (from 22 October) will have 25% surcharge.

New this year, access to the Exhibitor's Area will remain open to book services online during build-up and exhibition. You will be able to order the services you need from your desktop and pay by credit card without visiting the Exhibitor helpdesk counters except for services through ducts which need checking availability at the counters.

MAKE YOUR OWN BUDGET

2.1.7 RATES FOR IN-PERSON PARTICIPATION WITH STAND

VAT not included

2.1.7.1 Surface area and stand rates

FRESH PRODUCE & AUXILIARY INDUSTRY:

SPACE ONLY TO BUILD A CUSTOM DESIGNED STAND:

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

SPACE + BASIC CUSTOMIZED SHELL-SCHEME STAND:

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

SPACE + PREMIUM CUSTOMIZED SHELL-SCHEME STAND:

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

ECORGANIC MARKET, NUTS HUB Y SMART AGRO:

SPACE + ECORGANIC MARKET STAND:

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

SPACE + NUTS HUB STAND:

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

SPACE + SMART AGRO STAND:

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

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

BIOTECH ATTRACTION:

Check conditions

FRESH FOOD LOGISTICS:

1 MODULE (16m ² FRUIT ATTRACTION BASIC CUSTOMIZED SHELL-SCHEME STAND).....	€3,968*
2 MODULES (32m ² FRUIT ATTRACTION BASIC CUSTOMIZED SHELL-SCHEME STAND)....	€7,936*

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

2.1.7.2 Rates of mandatory contracted services for in-person participation with a stand

Civil liability insurance (covering up to €60,000)	€56.71*
"Multifair" insurance (covering up to €50,000)	€53.83*
Marketing & Communication (wifi + LIVEConnect):	€500*

In case you have co-exhibitors, per co-exhibitor:

Additional Marketing & Communication Pack (wifi+ LIVEConnect).....	€500*
--	-------

2.1.7.3 Mandatory services for the option space only to build a custom designed stand

Minimum electricity consumption (0.13kW/m ²).....	€4.633/m ² *
---	-------------------------

Build-up charges

Spaces without decoration, or only with carpeting or wood flooring.....	TYPE A RATE: €2.16/m ² *
Basic modular stands in aluminium or similar	TYPE B RATE: €4.33/m ² *
Modular designed stands in aluminium, carpentry stands and other materials	TYPE C RATE: €6.81/m ² *

Services included in the rates of the shell scheme stands.

2.1.7.4 Rates of optional contracted services for exhibitors with stand

LIVEConnect:

- Semi-annual subscription (July 21 - February 22).....	€1,500*
- Annual subscription (July 21 - June 22)	€2,000*
- Upgrade to Prime- semester	€2,000*

BADGES & INVITATIONS:

Additional exhibitor badges	€20/pc*
Additional trade visitor invitations	€9/pc*

TRADE SHOW ACTIVITIES:

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

Foro Innova	€150*
Foro Innova reservation fee (deposit to be returned after participation)	€270*
Innovation Hub.....	€150*
Factoría Chef	Gratuito
Express meeting Rooms.....	€80*

ADDITIONAL FURNITURE FOR BASIC, PREMIUM & FRESH FOOD LOGISTICS STANDS

Sloping counter - Referencia RU.....	€90/pc*
Stepped counter - Referencia RV.....	€90/pc*
Straight counter - Referencia RW	€90/pc*



OTHER ADDITIONAL SERVICES:

Cleaning type A (Preliminary cleaning + once a day) €3.96/m²*
Already included in the Basic, Premium, Ecorganic market, Nuts Hub, Smart Agro, Fresh Food Logistics and Flower&Garden Attraction stands.

Cleaning type B (Preliminary cleaning + 3 times a day)..... €5.82/m²*

Rigging Check rates at ifema.es

Hydrant and water drainage (without connection or sink).....	€236.80*
Hydrant and water drainage (with connection and sink).....	€418.92*
Compressed air.....	€444.06*
Parking (1 place for the duration of the fair)	€40*

You may enquire about other available services via ifema.es/fruit-attraction (Booking Services or **Exhibitor's area**).



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

2.2 PARTICIPATION IN FRUIT ATTRACTION LIVEConnect

Fruit Attraction LIVEConnect is available 365 days a year for all those companies that belong to the sectors and reference areas of Fruit Attraction:

- Participation as an in-person exhibitor entails the automatic contracting of a basic participation in FRUIT ATTRACTION LIVEConnect during the preparation and celebration of the fair (**Marketing and Communication Pack+ LIVEConnect**).
- Exhibitors with a stand and their co-exhibitors can additionally purchase subscriptions.
- Those **companies in the sector that do not wish to book a stand** at the fair but would like to benefit from the visibility, networking and knowledge platform, can participate as online exhibitors through Fruit Attraction LIVEConnect. For this it is **necessary to book the exhibiting company sign-in and a subscription**.

2.2.1. Signing up in LIVEConnect as an exhibiting or co-exhibiting company

The LIVEConnect exhibiting or co-exhibiting company sign-in includes the following basic features:

- **Listing of the company in the interactive online official list of exhibiting companies:** official list of exhibitors accessible on the **LIVEConnect** platform and on ifema.es/fruit-attraction, which allows exhibitors and visitors to prepare for the fair in advance. The listing of each exhibitor includes contact information, video or image, logo, general information regarding the company, activity, products, documents and links, press releases from the exhibitor and stand at the fair. LIVEConnect participants can perform advanced and alphanumeric searches of exhibiting companies, receive recommendations of company members that may interest them according to their profile, mark companies as favourites, chat or request an appointment by videoconference or at the fair.
- **Access to LIVEConnect for 1 user** as member of the exhibiting company to fill in the company's profile and his personal profile. This user will receive the chats, contact requests and appointment requests made to his profile or that of his company but will not have access to the data of the participants in the LIVEConnect community (Community Network). For this, it is necessary to also purchase a subscription to LIVEConnect.
- Possibility of including **5** products associated with the company .

Rate: €500* + VAT



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

2.2.2. Subscriptions to LIVEConnect

There is the possibility of subscribing to the platform for half-year periods or yearly.

HALF-YEARLY SUBSCRIPTION

Subscription includes:

- Visibility of the **company listing, team and products**, during the contracted half-year.
- Possibility of including **unlimited products**.
- Access for **3 members of the exhibiting team with all networking features, including Community Network** (access to the profiles of the participants in LIVEConnect with the possibility of carrying out advanced searches and receiving suggestions, chatting, requesting contact and organising meetings).
- Possibility of offering **2 sessions**, workshops or product demonstrations.
- Possibility of including up to 2 products in the **Innovation Hub**.
- **Badge scanning and card capture** system.

Rates:

Semi-annual subscription (July 21 - February 22) €1,500* +VAT

ANNUAL SUBSCRIPTION

The annual subscription includes the following basic functionalities:

- Visibility of the **company listing, team and products**, during the contracted period.
- Possibility of including **unlimited products**.
- Access for **3 members of the exhibiting team with all networking features, including Community Network** (access to the profiles of the participants in LIVEConnect with the possibility of carrying out advanced searches and receiving suggestions, chatting, requesting contact and organising meetings).
- Possibility of offering **2 sessions**, workshops or product demonstrations.
- Possibility of including up to 2 products in the **Innovation hub**.
- **Badge scanning and card capture** system.

Rate: €2,000* + VAT

HALF-YEARLY UPGRADE TO PRIME EXHIBITOR

You can also book an upgrade per half-year to PRIME exhibitor, which incorporates the following subscription features:

- **Preferential** positioning.
- Access for an **unlimited number of exhibitor** team members.
- Possibility of offering **10 sessions**, workshops or product demonstration.

Rate: €2,000* + VAT

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

2.2.3. LIVEConnect Rates

LIVEConnect exhibitor or co-exhibitor sign-in.....	€500* + VAT
Semi-annual subscription (July 21 - February 22)**	€1,000* + VAT
Annual subscription (July 21 - June 22)**	€2,000* + VAT
Upgrade to Prime- semester**	€2,000* + VAT

**Subscriptions require prior sign-in

Additional user €300* + VAT

There is the option to request the registration of additional users as members of the exhibiting team in any of the subscriptions (already included in the half-yearly upgrade to Prime).

ADDITIONAL VISIBILITY AND BRANDING ELEMENTS:

ELEMENT	RATE	DURATION	MAXIMUM NUMBER OF BOOKINGS
WELCOME AD DISPLAY – SEPTEMBER 2021	€9,000*	1 MONTH	5
WELCOME AD DISPLAY – OCTOBER 2021	€9,000*	1 MONTH	5
WELCOME AD DISPLAY– REST OF THE YEAR	€1,200*	1 MONTH	5
GOLD SPONSOR – SEPTEMBER 2021	€10,000*	1 MONTH	5
GOLD SPONSOR – OCTOBER 2021	€10,000*	1 MONTH	5
GOLD SPONSOR – REST OF THE YEAR	€1,500*	1 MONTH	5
1 SPONSORED DAILY EMAIL OCTOBER	€8,000*	1 DAILY MAIL	6
EXCLUSIVE EMAIL TO THE LIVECONNECT DATABASE 1 WEEK - SEPTEMBER AND OCTOBER	€4,000*	1 EMAIL	1 WEEKLY EMAIL
EXCLUSIVE EMAIL TO THE LIVECONNECT COMMUNITY - 1 MONTH REST OF THE YEAR	€1,000*	1 EMAIL	1 MONTHLY EMAIL

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

3. Prepare your participation in LIVEConnect

3.1 COMPANY REGISTRATION AND ACCESS TO LIVECONNECT (SIGN-IN ON THE PLATFORM)

Once the confirmation of your participation has been received and the corresponding payment has been made, you will be able to access the **Exhibitors' Area** from the website, with your username and password, and review (in the "Data for catalogue" menu) the contact details of your company. You should also ensure you have included the **contact person for the catalogue**, who will be the member of your exhibiting team who receives access to the LIVE Connect platform. Once this is done, we will register the **company listing** in LIVEConnect. Simultaneously, the contact person for the catalogue will receive an **email with access to LIVEConnect** at the indicated email address and their profile will be published on the platform and associated with their company. It is therefore recommended that the email address included for LIVEConnect be that of a sales manager, who will attend to messages and requests for contact or meeting from participants in the professional community and future visitors to the fair who want to prepare their appointments in advance.

Access to LIVEConnect is personal and non-transferable and the email with which the company has registered cannot be modified either in the **Exhibitors' Area** or on the platform (except when there is a justified cause and said change is requested by email at fruitattraction@ifema.es)

3.2 FIRST ACCESS TO THE TOOL

Enter LIVEConnect from the **direct access email**. Remember to use an updated browser (not Microsoft Explorer). You will need to enter a password.

You can now see the main buttons of the platform. Please note that some functionalities (list of exhibitors, sessions etc.) may not be active yet.

You will see that you have **2 profiles**:

- The personal profile, with contact information, position, interests, etc.
- The company profile, which is accessed from the "Exhibitors' Area" with the company listing, the contacts of the entire company, etc.
- From this moment you will be able to access with your email and password from the fair website and from the welcome email. If you download the app, you can have the platform available on your mobile, which is highly recommended during the days on which the fair is held.

3.3 EDITING THE COMPANY LISTING AND PERSONAL PROFILES

All members of the exhibiting team will be able to enter the "Exhibitor Center" drop-down menu on the platform and edit their company listing. In addition to **general information about the company**, they will be able to add a **video** and a **header background, advertisements, products, brands, video demos and documents** such as brochures, certifications, etc. It is highly intuitive, but we will also be on hand to help you if you have any questions.

Complete your personal profile and make it visible so that community participants can request you as a contact, suggest a meeting time or chat with you. Profiles with photos are more attractive.

Remember that **the more company data you fill in and the more products, content and images you upload, the more chances you will have of making contacts.**

3.4 ADDING PRODUCTS

In LIVEConnect searches can be made for companies, people and products. **Be sure to take advantage of the possibility of including name, information and images of your products so that artificial intelligence suggests them to the participants.** Do it from the "Exhibitor Center" on the platform.

3.5 REGISTERING COMPANY TEAM MEMBERS

Companies with a subscription to LIVEConnect will be able to register another 2 members of their team, or as many as they want if they contract PRIME.

To register as **EXHIBITORS SALES FORCE & STAFF** of the company, all additional team members must register through the EXHIBITORS' REGISTRATION. You will receive a link to access the registration with the confirmation of the subscription. Once registered, each team member will receive their own log-in to the platform.

3.6 NETWORKING

Fruit Attraction LIVEConnect will allow you to enrich and add to the network of professional contacts of your commercial team, qualifying leads from all over the world.

REQUEST CONTACT OR MEETINGS WITH PARTICIPANTS IN THE LIVECONNECT COMMUNITY

LIVEConnect gives you the opportunity to search for contacts among its participants. You can use **filters for country, activity, title, products of interest**, etc., for your searches. In addition, artificial intelligence will suggest contacts based on your profile and previous searches. Once the leads have been located, you can chat with them, request contact (sharing email and telephone numbers) or invite them to a meeting at the fair or by videoconference. **Be proactive and take advantage of the opportunity to have a good contact list.**

Available with half-yearly or yearly subscription

ACCEPT CONTACT OR MEETING REQUESTS

At LIVEConnect, as an exhibitor you can receive messages, requests for a meeting at the fair or by video call and contact requests. They can be addressed to the company in general or to a particular member of the team. This way, your entire team will be able to plan your fair appointment schedule well in advance.

LOOK FOR OTHER EXHIBITING COMPANIES WITH WHICH YOU CAN DO BUSINESS

You may find worthwhile partners, distributors or suppliers among them. You can chat with them and request contact or meeting.

DO NOT FORGET TO INVESTIGATE THE PRODUCTS AND SERVICES AND THE NEWS AT FRUIT ATTRACTION

Invite non-commercial profiles from your company (purchasing, research, production, human resources, etc.) and advise them to sign up for as LIVEConnect participants as well. They can attend the sessions and find contacts of interest, such as suppliers or specialists.

3.7 ATTEND STREAMING SESSIONS AND CONFERENCES ON LIVECONNECT

Participants in LIVEConnect will be able to attend countless sessions, demonstrations, conferences, congresses, debates on specific market themes and product categories from the platform. You can schedule the sessions that interest you, both online and in person at the fair. They will be saved in your schedule so that you do not miss the content that most interests you.

3.8 ORGANISE WORKSHOPS, CONFERENCES, DEMOS, PRODUCT PRESENTATION

If you have signed up for a subscription, at LIVEConnect you can organise sessions, product and service presentations, do live cooking demonstrations, propose discussion forums, etc. Choose the topic, the speaker(s), whether the session will be in live or pre-recorded format and propose the day and time. Fill in the form that you receive with confirmation of the subscription and we will contact you to process it. Once confirmed, we will upload them to the platform and they will be accessible to the entire LIVEConnect Community.

3.9 DOWNLOAD THE APP

Download the app (iOS and Android) and enjoy all the functionalities on your mobile, wherever and whenever you want. This is especially recommended during the days on which the fair is being held. You will receive notifications, so you'll have with you the updated schedule with your contacts, meetings, conferences etc.

3.10 BADGE SCANNING AND CARD CAPTURE

Additionally, if you have a subscription to LIVEConnect, the mobile app will be used to scan the passes and business cards of the people who visit your stand and you can download them along with the rest of the contacts.



4. Prepare your in-person participation

4.1 EXHIBITION DATES AND OPENING HOURS

The exhibition will be held from **5 to 7 October 2021** with the following opening hours for trade visitors:

- **Tuesday 5 and Wednesday 6 October: 9.30 am to 7pm.**
- **Thursday 7 October: 9.30 am to 5 pm.**

And exhibitor entrance from 8am and exit by 8pm.

4.2 YOUR STAND

4.2.1 BUILD-UP DATES AND SCHEDULE

Build-up of custom designed stands can be made from October 29th September to 2nd October 2021, from 8.30 a.m. to 9.30 p.m.

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

4.2.2 HAND-OVER OF SHELL SCHEME STANDS

Shell scheme stands will be ready for hand-over from 3rd October at 8:30 am.

4.2.3 ENTRY OF MERCHANDISE AND DECORATION MATERIAL

Entry of merchandise and decoration material is allowed on 3rd and 4th October from 8.30 a.m to 9.30 p.m. On the 4th, from 7 pm onwards, you can only enter through the pedestrian gates, closing the merchandise gates to proceed with the installation of a recyclable carpet.

For **daily entry or merchandise**, please refer to **point 4.3.7**.

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

4.2.4 MERCHANDISE WITHDRAWAL, DECORATION MATERIAL AND STAND DISMANTLING

Merchandise withdrawal and decoration material will take place on **October 7 from 5pm to 6pm only through the pedestrian gates to proceed with the removal of the recyclable carpet. From then onwards, the commercial ports will open until midnight.**

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

Stand dismantling will take place on **October 8, 9 and 10 from 8.30 a.m. to 9.30 p.m.**

INSTALLATION AND REMOVAL OF RECYCLABLE CARPET IN COMMON AREAS

In line with IFEMA MADRID's commitment to SDG 2030 (United Nations Sustainable Development Goals), as indicated in the Guide for Sustainable Participation in Fairs and Events; and in order to optimize the process of installation

and removal of recyclable fair carpet for its subsequent reuse and consequent elimination of protective plastic at source; the times of entry and exit of goods must be adapted to these processes and will be reflected in the corresponding point.

Thank you for your collaboration with our environmental commitment.

REMOVAL OF WASTE AND ASSEMBLY AND DISPLAY MATERIALS

In accordance with current legislation on urban waste, all Exhibitors and companies contracted and/or subcontracted for assembling and dismantling stands must assemble, dismantle and remove the materials used for decoration and display in the periods of time established for this purpose. Once the established time for the removal of goods, decoration and stand dismantling materials has elapsed, all remaining materials in exhibition areas of the halls shall be considered to have been purposefully discarded and IFEMA shall remove them without further notice.

The Exhibitor shall not only lose all further rights to claim damages or loss of said materials but shall also bear all costs related to their removal, said service being based on the total assigned square meters and invoiced at the official rates as indicated in IFEMA's RATE SHEET. If the stand is not dismantled within the established period, the Exhibitor shall pay IFEMA the cost of this service, in accordance with the estimate provided by IFEMA, depending on the work to be carried out (**art. 35 of the GENERAL RULES FOR THE PARTICIPATION OF EXHIBITORS IN FAIRS ORGANISED BY IFEMA**).

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

4.2.5 GENERAL BUILD-UP RULES

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

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

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

All companies involved in work or activities in the contracted space for the Exhibitor shall duly complete, sign and submit to IFEMA the form "Prevention of Labour Risks and Business

Activity Coordination" available on the **IFEMA** website ifema.es – Exhibitors – Rules of Participation -Forms . Assembly work shall not begin until this Protocol has been fulfilled

(**ARTICLE 15 OF THE GENERAL RULES OF PARTICIPATION AT IFEMA, WORKPLACE SAFETY REGULATIONS AND COORDINATION OF BUSINESS ACTIVITIES**).

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

4.2.6 FREE DESIGN STAND BUILD-UP

PROJECT

Companies that opt for a custom-design stand must send their project to IFEMA's Technical Secretariat for approval, no later than Monday 30th August 2021 to **stecnica@ifema.es**.

BUILD-UP CHARGES

Prior to commencing work, the stand-builder should pay IFEMA the corresponding **build-up charge** to cover services rendered during build-up and breakdown.

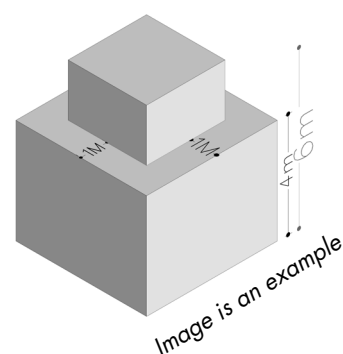
Should the exhibitor (main stand-holder) wish to cover this cost and have it included in his invoice, he may order it online through the **Exhibitors' Area**.

SPECIFIC BUILD-UP RULES FOR FREE DESIGN STANDS

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

• Height

- The maximum height of construction of any item on the perimeter must be of 4m.
- To raise or hang any element to a maximum height of 6 m, these must be brought back 1 m over the entire perimeter. This possibility does not exist neither in stands located in connecting areas among halls, nor in the side entries of halls 9 and 10, in which the maximum height of construction of any item must be of 4m.

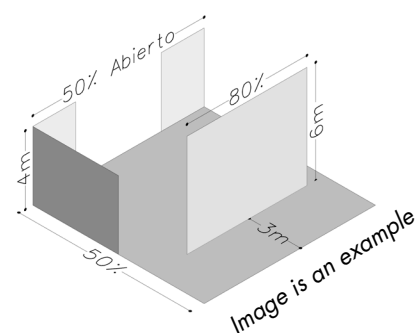


• Space occupation

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

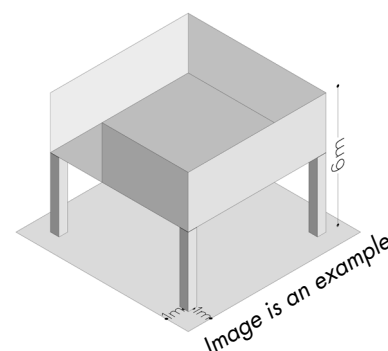
• Blind Perimeter Walls

- Blind perimeter walls can be built from the first interior metre of the stand, and cannot exceed 50% of each façade facing the aisle. In order to make longer walls, a 3m recess needs to be included on the inside, and these walls cannot exceed 80% of the total length of each façade.



• Second Floor

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



SPECIAL AUTHORIZATIONS

You will find on ifema.es/fruit-attraction and ifema.es a list of other services, rules and documents that can be of interest to you:

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

4.3 ORGANIZATION

4.3.1. EXHIBITOR BADGES

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

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

Each co-exhibitor will be granted 2 badges

Deadline to download your online badges: October 2, 2021.

If you haven't issued your online exhibitor's badges, you can always pick them up at the registration desks located on the North and South entrance of the fairgrounds, starting October 3rd, from 9 a.m. to 8 p.m.

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

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

4.3.2 TRANSPORT DISCOUNT VOUCHERS

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

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

4.3.3 VISA REQUESTS

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

4.3.4 INVITATIONS FOR PROFESSIONAL VISITORS

- Each exhibiting company will receive the exclusive and personalised invitation code by email, which they can forward to their customers or guests so that they can register for free online in LIVEConnect and FRUIT ATTRACTION 2021, download their professional visitor pass with direct access to the fair and visit their stand.
- The visitor badge allows them to enter the show two consecutive days. It can be validated for the third day, as long as visitors go the registration desks located at the North and South entrance of the fairgrounds, and show their ID.
- Invitations are not available on the Exhibitors' Area.
- Invitations allow a maximum number of registered visitors, according to the booked surface:

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

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

People under 16 years of age are not allowed

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

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

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

4.3.5 TRADE SHOW ACTIVITIES

INNOVATION HUB AWARDS

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

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

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

Interested parties must duly upload all product details besides pictures and/or videos in the Innovation Hub section in the LIVEConnect platform.

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

Deadline: Monday 30th August

Contact: fruitattraction@ifema.es

FORO INNOVA

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

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

Deadline: Monday 30th August

Contact: fruitattraction@ifema.es



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

FACTORIA CHEF- SHOWCOOKING

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

Deadline: Monday 30th August

Contact: fruitattraction@ifema.es

CATERING TO/ON STANDS

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

Further details: **article 9.- catering/food activities. General Rules for the Participation of Exhibitors in Fairs Organised by Ifema.**

The COVID restrictions and regulations that may apply to the catering industry at the time the event is held will likewise be complied with.

BOOK CONFERENCE ROOMS

For the exhibitors of the event, there is the possibility of **renting rooms** on the premises if you want to prepare any conference, reception, press conference or product presentation during the fair. It is necessary the forecast of the reserve with time. Request a budget without any kind of commitment through the Conventions Centre.

Contact: convenciones@ifema.es, tel. +34 91 722 5072

You can see online the **list of rooms** available at the venue.

EXPRESS MEETING ROOMS

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

4.3.6 SHIPPING GOODS TO THE VENUE

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

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

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

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

4.3.7 DAILY DELIVERY OF MERCHANDISE

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

Traffic and parking of vehicles during the Event

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

4.3.8 LEFTOVER PRODUCE - CHARITY COLLECTION

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

4.3.9 PARKING SPACES FOR EXHIBITORS

Exhibitors may acquire parking access cards for all the duration of the trade show through the Exhibitors' area at the price of €40* (VAT not included).

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

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

4.3.10 HEALTH AND SAFETY PROTOCOLS AT IFEMA

1. IFEMA has prepared its Contingency Plan for the safety of all participants, including action protocols for the following:

- Activity
- IFEMA personnel
- Cleaning and disinfection
- Communication
- Continuity plan

Also published on its website – www.ifema.es - the regulations applicable to exhibitors, visitors and external operators, which must be complied with.

2. All the processes implemented by IFEMA have different certifications that guarantee their suitability to create a safe space for the holding of fairs and events:

- Certification for Covid-19 AENOR
- Madrid Guarantee Seal
- Safe Travel stamp guide WTTC (World Travel & Tourism Council)

3. Exhibitors and visitors must respect the mandatory security measures:

- Permanent use of mask
- Safety distance
- Frequent hand washing
- Use of hydroalcoholic gel
- Respecting capacity

IFEMA also incorporates other **measures aimed at increasing this level of safety:**

- Temperature control at the entries to the enclosure
- Conveniently signposted interior routes.
- Methacrylate partitions at service stations
- Credit card payment
- E-tickets

4. IFEMA makes the guide of [recommendations for the design and construction of free design](#) stand available to exhibitors and assemblers, providing guidelines to adapt a stand to health indications.

5. All catering services will be carried out in strict compliance with the measures established by law for catering establishments:

Catering will be provided at tables that accommodate a maximum of four people, respecting the established safety distance of 1.5 m and the occupants must remain seated. Food distribution will be performed by the personnel in charge. Bar service is not permitted, nor is the organization of cocktail-type events associated with the fair activity.

6. IFEMA cuenta con un **medical service preparado para atender cualquier detección que pueda producirse, en las condiciones óptimas de seguridad, tanto para el afectado como para el resto de asistentes.**

4.3.11 THE VENUE

HALL LAYOUT



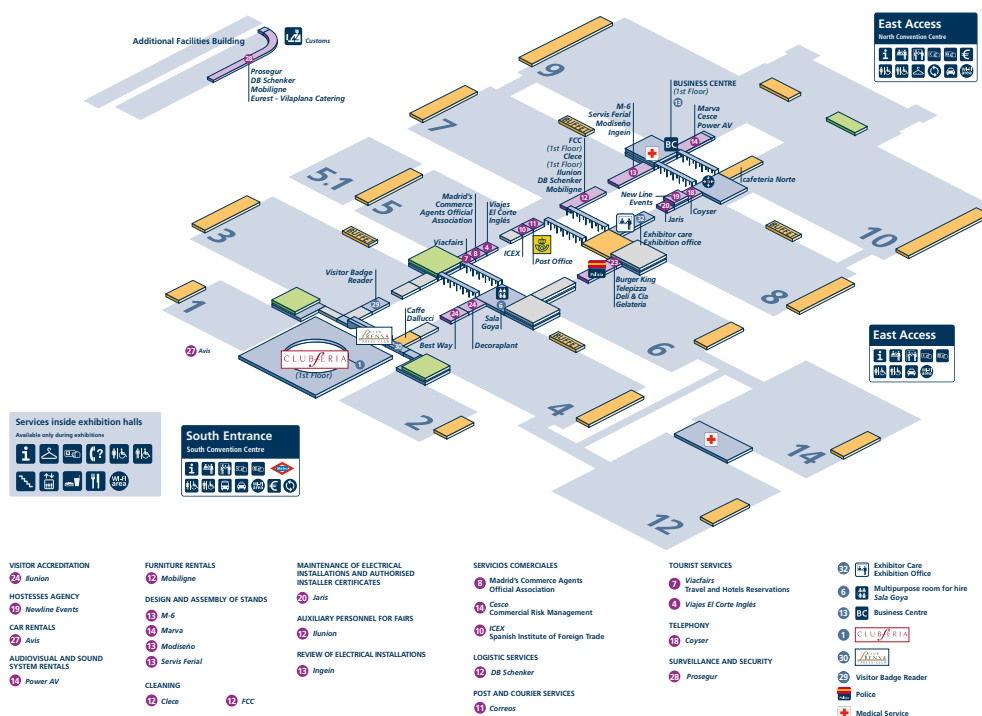
ACCESSES



TRANSPORTS



SERVICES



5. Promotion and networking

5.1 LIST OF EXHIBITING COMPANIES AT LIVEConnect AND ifema.es/fruit-attraction

The list of exhibitors is an **essential element of visibility and brand awareness for your company**. The information it contains is provided not only to registered visitors to the fair, but to the entire database of the sector community and to any interested persons who consult the fair's website. With the features offered by artificial intelligence, it is also very easy to perform advanced searches using filters or alphanumeric terms.

Participants in the **LIVEConnect** platform (exhibitors, visitors, speakers and media) will also see suggestions of exhibiting companies, staff or products from them according to their interests (artificial intelligence) and previous searches (machine learning). All this, together with the options for chat and contact request and appointment, exponentially increases business meetings and the capture of leads and contacts.

From your company listing, tanto los visitantes inscritos como otros expositores podrán:

- Find your stand number
- Request an appointment with you

5.2 OPPORTUNITIES FOR PROMOTION AND SPONSORSHIP

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

ALLOW YOUR COMPANY TO SHINE BEFORE THE SECTOR COMMUNITY AT FRUIT ATTRACTION LIVECONNECT.

As an exhibitor, you can purchase advertisements, as well as visibility and brand awareness spaces on the platform:

ELEMENT	RATE	DURATION	MAXIMUM NUMBER OF BOOKINGS
WELCOME AD DISPLAY – SEPTEMBER 2021	€9,000*	1 MONTH	5
WELCOME AD DISPLAY – OCTOBER 2021	€9,000*	1 MONTH	5
WELCOME AD DISPLAY– REST OF THE YEAR	€1,200*	1 MONTH	5
GOLD SPONSOR – SEPTEMBER 2021	€10,000*	1 MONTH	5
GOLD SPONSOR – OCTOBER 2021	€10,000*	1 MONTH	5
GOLD SPONSOR – REST OF THE YEAR	€1,500*	1 MONTH	5
1 SPONSORED DAILY EMAIL OCTOBER	€8,000*	1 DAILY EMAIL	6
EXCLUSIVE EMAIL TO THE LIVECONNECT DATABASE 1 WEEK - SEPTEMBER AND OCTOBER	€4,000*	1 EMAIL	1 WEEKLY EMAIL
EXCLUSIVE EMAIL TO THE LIVECONNECT COMMUNITY - 1 MONTH REST OF THE YEAR	€1,000*	1 EMAIL	1 MONTHLY EMAIL



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

• **Welcome ad display:**

- **Web:** Vertical welcome banner in the platform home/ front page.
- **App:** Flash Banner appearing full screen after the event's image when entering the app, for a duration of 5" before opening the main menu.
- **Size:** 1080 x 1920 - PNG or JPEG maximum 1 MB.



• **Gold Sponsor:**

- Horizontal banner with link either to the exhibiting company's profile or to an external URL
- 1080 x 360 pixels and 300kb.
- Permanent and preferential visualization in the platform's home page.

• **Sponsorship of daily email during the month of October:**

- A daily email with relevant information and notifications on events and news will be forwarded to the entire FRUIT ATTRACTION LIVEConnect COMMUNITY.
- Including company's or product's logo and linking to the exhibiting company's profile or to an external URL.

• **Email marketing:**

- Exclusive email to the Fruit Attraction LIVEConnect database with customized content by the contracting company.

**For further information on this service contact Esther Morales (esther.morales@ifema.es) or Beatriz Berruga (beatriz.berruga@ifema.es)*

ANNOUNCE CLIENTS AND PROSPECTS YOUR PRESENCE AT THE EXHIBITION

Use the banner available on the Fruit attraction website: ifema.es/fruit-attraction. Use it in your mails or letter heads.

OUTDOOR ADVERTISING AT THE VENUE

If you are exhibiting with stand, you may benefit from a wide range of media strategically located to catch the eye of all visitors and exhibitors who come to the exhibition.

See all these items [here](#); in the **Exhibitors' Area**, "advertising services and promotional items", send an e-mail to publicidadexterior@ifema.es or call (+34) 91 722 53 08 / 40.

OTHER MARKETING TOOLS

IFEMA offers exhibitors with stand other marketing tools to optimize the impact of your presence at the Fairground. Further information on www.ifema.es/patrocinios-ifema

BANNERS ON THE TRADE FAIR WEBPAGE

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

SPONSORING MEETINGS AND CONFERENCES

Contact the Exhibition Management at fruitattraction@ifema.es

SEND US YOUR NEWS AND RELEASES SO THAT WE MAY INCLUDE THEM IN THE FRUIT ATTRACTION FRESH NEWS BULLETIN, WEBSITE AND SOCIAL MEDIA.

Promote your products, services and novelties through the Fruit Attraction Fresh News bulletin sent on a regular basis to a wide database of international trade professionals in the F&V sector. Your press releases will also be broadcasted through the Fruit Attraction Fresh News and our social media.

Benefit from free dissemination of your company news, easily and directly to the entire sector.

Contact beatriz.berruga@ifema.es

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

Contact Roberto Fanjul: rfanjul@anniebonnie.com

SEND OUT INVITATIONS TO YOUR CUSTOMERS

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

DO TELL VISITORS ABOUT YOUR CONFERENCES AND ACTIVITIES AT THE SHOW

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

5.3 NETWORKING

REQUEST CONTACT OR MEETINGS WITH PARTICIPANTS IN THE LIVECONNECT COMMUNITY

LIVEConnect gives you the opportunity to seek contacts among participants in the Community. You can use filters for country, activity, title, products of interest, etc., for your searches. In addition, artificial intelligence will suggest contacts based on your profile and previous searches. Once the leads have been located, you can chat with them, request contact (sharing email and telephone) or invite them to a meeting at the fair or by videoconference. Be proactive and take advantage of the chance to build a good contact list.

Available with half-yearly or yearly subscription.

ACCEPT CONTACT OR MEETING REQUESTS

At LIVEConnect, as an exhibitor you can receive messages, requests for a meeting at the fair or by video call and contact requests. They can be addressed to the company in general or to a particular member of the team. This way, your entire team will be able to plan your fair appointment schedule well in advance.

ORGANISE SESSIONS

If you have purchased a subscription, you can achieve impact and engagement by participating in the CONGRESS & SEMINARS PROGRAMME, organising one or more sessions (maximum 2 with the standard subscription and 10 if you contract prime) either live or in pre-recorded format. To do this, you need to fill in the form that you will receive with the subscription confirmation.

PROPOSE BUYERS FOR THE HOSTED BUYERS PROGRAMME

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

To do so please send the corresponding form before **31 July**.

Contact: (+34) 91 722 53 58

hb2.ifema@ifema.es

6. CO-EXHIBITORS

6.1 REGISTER CO-EXHIBITORS

Exhibitors holding a stand may register companies as co-exhibitors participating in the event exhibiting within the same space. To do this, they need to be registered as "Additional Insertions in the Catalogue" from the corresponding catalogue menu in the online **Exhibitors' Area** and they will benefit from the branding and visibility. In addition to the contact information, it is essential to include the information, title and email address of the person who will receive the user and password to the Exhibitors' Area and access to the LIVEConnect platform.

Every additional insertion or registration of each co-exhibitor entails the purchase of an **additional insertion Marketing and Communication Pack (Wi-Fi + LIVEConnect)**

In grouped participations of the Fresh Produce area, only companies which are directly related to this area are allowed to exhibit in it (exhibitors as well as co-exhibitors).

6.2 ACCESS PASSWORDS FOR THE EXHIBITORS' AREA

Co-exhibitors will get access to the **Exhibitor's Area** once they receive their access codes, as long as the main holder of the stand registers them in the catalogue **before August 30th**. They must include for that purpose the contact name and email of their co-exhibitor for LIVEConnect.



6.3 CO-EXHIBITOR SERVICES

Services included in the status of co-exhibitor with the purchase of an additional insertion:

The features included in the company registration in LIVEConnect:

- **Listing of the company as co-exhibitor linked to the main stand holder** in the interactive online official list of exhibiting companies: official list of exhibitors accessible on the LIVEConnect platform and on ifema.es/fruit-attraction, which allows exhibitors and visitors to prepare for the fair in advance. The listing of each exhibitor includes contact information, video or image, logo, general information regarding the company, activity, products, documents and links, press releases from the exhibitor and stand at the fair. LIVEConnect participants can perform advanced and alphanumeric searches of exhibiting companies, receive recommendations of company members that may interest them according to their profile, mark companies as favourites, chat or request an appointment by videoconference or at the fair.
- **Access to LIVEConnect for 1 user** as member of the co-exhibiting company to fill in the company's profile and his personal profile. This user will receive the chats, contact requests and appointment requests made to his profile or that of his company but will not have access to the data of the participants in the LIVEConnect community (Community Network). For this, it is necessary to also purchase a subscription to LIVEConnect.
- Possibility of including **5 products** associated with the company.

And also:

- **Electronic invitations** for your customers and prospects.

In case of in-person participation by the main exhibitor, the pack also includes:

- The presence of the exhibiting company in the following elements for visibility and branding as well as location at the fair:
 - **Hall layout plan** displays and list of exhibitors in each hall.
 - **Giant plans** of the show and list of exhibitors located in different points.

And the following **services**:

- **2 co-exhibitor badges Premium.**
- **Wifi internet connection** for 3 users for the duration of the event (to benefit from this connection, the devices in use have to be compatible with 5 GHz band). You will get 3 passwords, enabled until the last day of dismantling. Those will be sent to the stand holder by mail 48 hours prior to the opening of the show. It also includes technical support for any trouble that may arise.

Rate: Additional insertion Marketing & Communication Pack + LIVEConnect.... €500*

Co-exhibitors will be able to access the **Exhibitor's Area** once they receive the passcodes, provided their main stand holder has signed the up for the catalogue before 30th August. They may then:

- Purchase additional services from the **Exhibitors' Area**.
- Download their nominative co-exhibitor badges (2 per each co-exhibitor).

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

Once the co-exhibiting company has been registered by its main stand holder and the payment of the additional insertion has been made, the contact person from the co-exhibiting company will receive access to LIVEConnect.

Access to LIVEConnect is personal and non-transferable and the email with which the company has registered cannot be modified (except with a justified reason and requesting it by email to fruitattraction@ifema.es).



7. Exhibitors' Area

The **EXHIBITORS' AREA** is the communication channel with IFEMA, accessible from ifema.es/fruit-attraction.

In the **Exhibitors' Area**, you can:

- Budget for and purchase additional services.
- Access your statement of accounts and invoices issued.
- Edit the details of your company and contact persons.
- Access the Data for Catalogue menu.
- Request your exhibitor passes if you are participating in person.
- Download the updated plan of your stand if you are participating with stand.

ACCESS TO THE EXHIBITORS' AREA

Access to the **EXHIBITORS' AREA** is done so with a USERNAME AND A PASSWORD.

- **If you were a previous exhibitor at any of the IFEMA events**, in-person, hybrid or online (like Fruit Attraction LIVEConnect 2020), we remind you that to access the Exhibitors' Area, you need to enter the username and password that you used last. If you have forgotten your codes, help is available on the Exhibitors' Area or calling +34 91 722 30 00, or you can request new codes on the Exhibitor's Area. Some features will be available once your stand has been allocated or your participation confirmed.
- **If you are participating for the first time as an exhibitor::**
 - **If you are doing so with a stand:** Once you receive the participation contract confirming your stand, you will be sent a username and password to enter the Exhibitors' Area.
 - **If you are participating online through LIVEConnect** you will receive a username and password to enter the exhibitors' area once you have received confirmation of your participation in LIVEConnect.
- **The data that appears in the Exhibitor area is confidential.** It's your responsibility to avoid improper use by third parties. IFEMA declines any responsibility on this matter.
- **If the contracting company appoints another company as the invoicing entity**, the latter will also receive to his mail a username and password. In this case, the invoicing entity will be the only one able to request services on the Exhibitors' Area and will receive all invoices. The contracting company will be able to see the requested services by the invoicing entity and will have access to other services for exhibitors on the Exhibitors' Area.



8. Contact us

DEPARTMENT	ASK ME ABOUT	CONTACT		
SHOW MANAGEMENT	<ul style="list-style-type: none"> - Space Booking - General matters on your participation at the show. - Exhibitor badges - Trade visitors invitations. - Activities and forum at the exhibition 	Director	Raúl Calleja	(+34) 91 722 57 39 (+34) 667 80 78 48 raul.calleja@ifema.es
		Sales manager	Fresh Produce Area: María Martínez de Velasco	(+34) 91 722 51 71 (+34) 687 40 49 73 mariamv@ifema.es
			Auxiliary Industry Area: Lourdes Sierra	(+34) 91 722 51 65 (+34) 669 35 78 90 lourdes.sierra@ifema.es
			Auxiliary Industry Area: Rocío Gámez	(+34) 91 722 53 72 (+34) 699 30 59 60 rgamez@ifema.es
			Smart Agro, Biotech y Smart Water & Energy Fresh Food Logistics: Santiago Díez	(+34) 91 722 57 45 (+34) 627 67 47 53 sdiez@ifema.es
		Secretariat	Asela González	(+34) 91 722 58 45 asela.gonzalez@ifema.es
			Laura Francos	(+34) 91 722 51 80 lfrancos@ifema.es
		Marketing and advertising	Esther Morales Beatriz Berruga	(+34) 91 722 52 35 (+34) 91 722 52 74 esther.morales@ifema.es beatriz.berruga@ifema.es
		Conferences and activities	Candelas Acedos	(+34) 91 722 53 43 (+34) 667 80 16 23 candelas@ifema.es
CALL CENTER Línea IFEMA	<ul style="list-style-type: none"> - Services Booking - Exhibitor area - Information to visitors 	<ul style="list-style-type: none"> - Tel.: (+34) 91 722 30 00 - Exhibitors email: customerservice@ifema.es - Visitors email: customerservice@ifema.es - General email: customerservice@ifema.es 		
FEPEX Coorganizer		Director: José María Pozancos Secretary General: José María Zalbidea Communication: Begoña Jimenez		Tel.: (+34) 91 319 10 50 fruitattraction@fepe.es
Servifema	<ul style="list-style-type: none"> - Invoices and payments - Services booking 	<ul style="list-style-type: none"> - Tel.: (+34) 91 722 30 00 - servifema@ifema.es 		
Technical secretariat	<ul style="list-style-type: none"> - Technical support to exhibitors and constructors - Stand design supervision - Shell scheme stands personalization - Parking for refrigerated-trucks 	<ul style="list-style-type: none"> - Tel.: (+34) 91 722 30 00 - stecnica@ifema.es 		

DEPARTMENT	ASK ME ABOUT	CONTACT	
Graphic decoration	Graphic decoration for your stand	- Tel.: (+34) 91 722 30 00 - decoraciografica@ifema.es	
Stand design	Design and construction of free design stands.	- Tel.: (+34) 91 722 30 00 - infodesign@ifema.es	
Advertising services	Advertising at the fairground	- (+34) 91 722 53 40 - (+34) 91 722 53 08 - publicidadexterior@ifema.es	
Communication management	<ul style="list-style-type: none"> - Contact with the communication media. - Press information about Fairs and shows organized by IFEMA. - Institutional press information - Press badges - Publication of the exhibitors 'news - Social media 	Communication and marketing manager: Raúl Díez Communication manager: Marta Cacho Head of press: Iciar Martínez de Lecea International press: Elena Valera Press secretariat: Pilar Serrano	(+34) 91 722 51 77 iciar.martinez@ifema.es
		Fruit Attraction Fresh News: José Manuel Alvarez	(+34) 646 65 28 46 jmalvarez@telefonica.net
		Social media: Annie Bonnie Agency. Irene Timón	ifema@anniebonnie.com (+34) 91 621 66 11 (+34) 647 411 719
Convention centre	<ul style="list-style-type: none"> - Space rental for meetings and conventions in the exhibition centre, during the exhibitions and at other times - Coordination of nonexhibition related activities 	convenciones@ifema.es (+34) 91 722 50 72	
International relations and institutional management	Coordination of the hosted buyers program	Ana Belén Cisneros	(+34) 91 722 53 58 hb2ifema@ifema.es
External relations (protocol)	<ul style="list-style-type: none"> - Institutional visits - Guided visits - Protocol for all events - Institutional relations 	(+34) 91 722 50 82 infoifema@ifema.es	
Telecommunications	Technical support for wifi, telephone, etc.	telecomunicaciones@ifema.es	
Safety and security management	<ul style="list-style-type: none"> - Security, Access and parkings. - Communication for catering in stands 	(+34) 91 722 50 65 dsinternos@ifema.es	catering@ifema.es

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

9. Exhibitor Calendar

DATE	ISSUE	DESCRIPTION	CONTACT
· Until Wednesday 28 April	Exhibitor Application Form (Priority deadline)	<ul style="list-style-type: none"> · Sending the Exhibitor Application within this period to choose space with priority in the space allocation meetings. · Submit the form and send a copy of payment of the space reservation fee and/or the corresponding amounts for participation in LIVEConnect to servifema@ifema.es. 	Exhibition Management: fruitattraction@ifema.es ; fgattraction@ifema.es ; freshfoodlogistics@ifema.es IFEMA Call Centre: Tel.: (+34) 91 722 30 00
· Wednesday 28 April · Wednesday 16 June · Monday 30 August	Payments	<ul style="list-style-type: none"> · Wednesday 28 April or when completing the application form – space reservation fee and/or amounts corresponding to participation in LIVEConnect · Wednesday 16 June – 50% amounts due for the space less the reservation fee · Monday 30 August – 100% amounts due for the space plus services booked. 	Servifema (payments and invoices): servifema@ifema.es IFEMA Call Centre: Tel.: (+34) 91 722 30 00
· May 2021	Space allocation	<ul style="list-style-type: none"> · Priority allocation space deadline, for applications received prior to 28 April 	Exhibition Management: fruitattraction@ifema.es fgattraction@ifema.es freshfoodlogistics@ifema.es IFEMA Call Centre: Tel.: (+34) 91 722 30 00
· From 23 April 2021	Exhibitor applications	<ul style="list-style-type: none"> · Allocation of spaces of those applications received after the priority deadline. · Fill in and send your online Exhibitor Application Form, pay the corresponding reservation fee and the amounts due for the participation in LIVEConnect and send proof of payment to servifema@ifema.es. 	Exhibition Management: fruitattraction@ifema.es fgattraction@ifema.es freshfoodlogistics@ifema.es IFEMA Call Centre: Tel.: (+34) 91 722 30 00
· From 1 June to 31 July	Hosted Buyers Programme	<ul style="list-style-type: none"> · International Hosted Buyers program (exclusive for exhibitors at the Fresh Produce area) · Send in the appropriate document. 	Contact: (+34) 91 722 53 58 hb2.ifema@ifema.es
· Until 30 August 2021	List of exhibitors in LIVEConnect and ifema.es/fruit-attraction	<ul style="list-style-type: none"> · Deadline for registration or updating data on the company and its co-exhibitors in the list of exhibitors in LIVEConnect. · Register online including contact email through the Catalogue menú in the Exhibitor's Area Then update the company profile directly in LIVEConnect 	IFEMA Call Centre: Tel.: (+34) 91 722 30 00
	Exhibitors activities:	<ul style="list-style-type: none"> · Submit the forms for: · FORO INNOVA · INNOVATION HUB · FACTORIA CHEF 	Exhibition Management: fruitattraction@ifema.es fgattraction@ifema.es freshfoodlogistics@ifema.es

DATE	ISSUE	DESCRIPTION	CONTACT
· Until 14 September	Custom designed stand projects	· Deadline to submit free design projects to the Technical Secretariat for approval.	Technical secretariat stecnica@ifema.es Exhibitor call center: Tel.: (+34) 91 722 30 00
	Customize your Shell scheme stand	· Deadline to submit custom modular stands interior decoration projects. · Deadline to communicate through the Exhibitor’s Area the colours of the carpet and walls (Basic and Premium stands) · Deadline to communicate through the Exhibitor’s Area the lettering of the stand (Basic, Premium, Ecorganic market, Nuts Hub, Smart Agro, Biotech and Fresh Food Logistics).	
· Until 29 August	Services booking	· Services booking with a15% discount.	IFEMA Call Centre: Tel.: (+34) 91 722 30 00 customerservice@ifema.es
· From 30 August until 22 September		· Services booking.	
· From 22 September until beginning of build-up		· Services booking with a 25% surcharge.	
· 29 September to 2 October	Stand build-up	· 29 September to 2 October from 8.30 am to 9.30 pm.	
· 3 to 4 October	Entry of goods	· 3 and 4 October from 8.30a.m. to 9.30 a.m.	
· Tuesday 5 to Thursday 7 October	Exhibition dates	· Tuesday 5 th and Wednesday 6 th October: Trade visitors from 9.30a.m. to 7.00p.m. · Thursday 7 th October: Trade visitors from 9.30a.m. to 5.00p.m. · Exhibitors: Daily from 8.00a.m. to 8.00p.m.	
· 7 October	Withdrawal of merchandise	· Withdrawal of merchandise and decoration material will take place on October 7 th , from 5.30 p.m. to midnight.	
· 8 to 10 October	Stand breakdown	· Stand dismantling will take place on October 8 th , 9 th and 10 th from 8.30 a.m. to 9.30p.m.	