



International Trade Show for the Fruit and Vegetable Industry

**08-10  
Oct  
2024**

**Recinto Ferial  
ifema.es**

**Exhibitor's Guide**



**LIVE**  **Connect**  
365D IMPACT · CREATE COMMUNITY · GROW

 **FEPEX**

 **IFEMA  
MADRID**



# INDEX

## 1. How to be an exhibitor in Fruit Attraction 2024

## 2. Ways to participate and participation fees

- 2.1. Rates of participation
- 2.2. On-site participation
- 2.3. Online participation via Fruit Attraction Live Connect
- 2.4. Dates for payments

## 3. Visibility of your participation: opportunities for activities, promotion and sponsorships

## 4. Exhibitor passes, transport discount vouchers, visas and invitations

- 4.1. Exhibitor passes
- 4.2. Exhibitor / stand partner passes
- 4.3. Travel discount vouchers
- 4.4. Visa management
- 4.5. Professional invitations for your clients

## 5. Types of participation

- 5.1. Space + Stand Customisable / Free Design
- 5.2. Space + Stand
- 5.3. Space + Premium Stand
- 5.4. Monographic Area Stands

## 6. Rules

- 6.1. Specific Rules for Participation
- 6.2. Co-exhibitors
- 6.3. Assembly of Stands

## 7. Complementary Services

## 8. Map

## 9. Important Dates

## 10. Contact

## 11. Sustainability Culture Management at IFEMA MADRID



# 1. How to be an exhibitor in Fruit Attraction 2024

## 1.1.

**FRUIT ATTRACTION** will take place at **IFEMA MADRID** from **8 to 10 October 2024**, from 9.30 am to 7.00 pm on Tuesday 8th and Wednesday 9th, and from 9.30 am to 5.00 pm on Thursday 10th October.

## 1.2.

Space can be contracted by filling in the online Participation Application form available on the fair website [ifema.es/fruit-attraction](https://ifema.es/fruit-attraction), together with the space reservation fee. Exhibitors from the previous edition who submit their participation application before 22nd February 2024 will be able to renew their space and location or request a change.

### **Participation applications received after 22nd February 2024.**

Participation applications will be dealt with in strict order of receipt and payment of the space reservation fee (this last requirement is essential and will determine the date on which the exhibitor's participation request is received).

## 1.3.

Once the participation application form has been completed to formalise the contract, proof of payment of the space reservation fee or 50% of the fee must be sent to the Show Management if the contract is made after 3rd June (deadline for payment of the first 50%).

## 1.4.

If the CONTRACTING COMPANY designates another entity as BILLING COMPANY, the details of both must be figured in the application form.

## 1.5.

The presentation of the participation application together with the sending of the contract by the commercial management constitutes a non-revocable commitment by the applicant and implies full acceptance of **IFEMA MADRID's General Rules of Participation** and of the generic provisions established by the Fair Organisers.

## 1.6. CANCELLATION

**The exhibitor's withdrawal from participation in the event shall be grounds for termination of the contractual relationship between IFEMA MADRID and the exhibitor for all purposes. Resignation must be communicated in writing to the show management and will entail the loss of the amounts that the exhibitor should have paid by the date of communication, in accordance with the payment schedule set out in the participation application form.**

If the cancellation has been communicated to the show management within thirty days prior to the opening of the event, IFEMA MADRID may demand full payment of the contracted space.

**In the case of online-only participation** via LIVE Connect, once access to the platform has been submitted, it is not possible for the exhibitor to withdraw from the event.

**In the event of cancellation of the trade fair due to force majeure**, the amounts paid for concepts related to participation in the trade fair will be refunded, in accordance with article 15 of the General Rules for Participation in events organised by IFEMA MADRID.

**Invoicing data cannot be changed after the end of the fair.**

Fruit Attraction



# 2. Rates of participation

Fruit Attraction

## 2.1. RATES OF PARTICIPATION

### Space + stand

- From 16 sq.m to 32 sq.m - €305\*/ sq.m
- From 32,5 sq.m - €300\*/ sq.m

### Space + Premium Stand

- From 16 sq.m to 32 sq.m - €355\*/ sq.m
- From 32,5 sq.m - €348\*/ sq.m

### Only Space

- From 32,5 sq.m upwards - €214\*/sq.m

### Space + Smart Agro & Biotech Stand

- From 6 sq.m: €413,5\*/ sq.m
- From 12 sq.m: €376\*/ sq.m
- From 16 sq.m: €335\*/ sq.m

### Space + Ecorganic Market / Nuts Hub Stand

- From 6 sq.m: €356\*/ sq.m

## 2.2. ON-SITE PARTICIPATION

### THE ON-SITE PARTICIPATION INVOLVES CONTRACTING THE FOLLOWING GENERAL SERVICES:

- **Civil Liability Insurance** (coverage of up to €60,000) for each stand allocated:.....€71,41 \*+ VAT (1)
- **Multi-fair Insurance** (coverage of up to €50,000): .....€67,79\* + VAT (1)
- **Minimum energy consumption:** 0,13KW/sq.m for each stand allocated:.....€7,43\*/sq.m + VAT (1).
- **Assembly fees** (see rates for space only) Included in floor + stand , floor + premium stand, Ecorganic Market, Smart Agro and Biotech Attraction contracts.
- **Communication and marketing pack + registration LIVE Connect - Plan Conecta:** the participation of each exhibitor or co-exhibitor company implies the automatic contracting of the **Communication and marketing pack + registration LIVE Connect - Plan Conecta:€500\*+ VAT.**

### THE SURFACE AREA REQUESTED MUST BE A MULTIPLE OF 4:

The maximum surface to be applied by individual companies may not exceed 128 sq.m. The grouping of individual companies is not permitted. Not applicable to grouped, associative or institutional participations.

### DISCOUNTS :

- **5% consumption bonus for exhibitors with stands from the last edition of Fruit Attraction (2023):** You will have a voucher that can be exchanged for any product from our catalogue of services (hostesses, counters, chairs, etc.) with a value equivalent to 5% of the contracted floor (minimum, compulsory services and assembly fees are not included).
- **5% discount on services contracted online up to 30 days before the start of assembly (3<sup>rd</sup> September):** This discount will also be applicable to services contracted by sending the plan of your stand to the technical secretariat. Not included are the minimum compulsory services, outdoor advertising, meeting rooms, graphic decoration of stands or specific services of the fair such as exhibitor passes, forums, etc.

### RECHARGES :

- **25% increase for those services requested 7 days before the start of the assembly (25<sup>th</sup> September).**

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



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# 2. Rates of participation

## 2.3. ONLINE PARTICIPATION VIA FRUIT ATTRACTION LIVE CONNECT

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

- Participation as an exhibitor and co-exhibitor implies the automatic contracting of a basic participation, a plan conecta in FRUIT ATTRACTION LIVE Connect during the preparation and celebration of the fair (**Marketing and Communication Pack + LIVE Connect registration - Plan Conecta**).
- Those companies in the sector that do not wish to contract a stand at the event but would like to benefit from the platform for visibility, networking and knowledge, can participate as online exhibitors through Fruit Attraction LIVE Connect. Exhibitors with a stand and their co-exhibitors can also sign up for subscription plans.

### LIVE CONNECT: Participation Rates

#### PLAN CONECTA

- **RATE:** Exhibitor registration at LIVE Connect: €500\* + VAT (Rate included in the MARKETING AND COMMUNICATION PACK for on-site exhibitors).
- Registration of the company's file in the official list of exhibiting companies online: official list of exhibitors available on the LIVE Connect platform and at ifema.es/fruit-attraction.
- Access to LIVE Connect for 1 user, member of the exhibiting company, to complete their company profile and personal profiles. These users will receive the contact requests and the chats and appointment requests made to their profiles.
- Possibility of including 5 products associated with the company.
- You will also have the possibility to publish news and novelties, presentations or events at the fair in the Fruit Attraction Fresh News newsletter (visible on the website).

#### SUBSCRIPTIONS:

##### PLAN IMPACTA

- **RATE:..... € 2.500\* + VAT**

Exhibitors with a stand and their co-exhibitors can contract the **Plan Impacta**, which adds the following functionalities to those already included in the registration:

**Visibility of the company's brand with positioning as a featured exhibitor, team and products throughout the contracted year.**

- Possibility to include unlimited products.
- Access for all exhibiting team members with networking options.
- Possibility of offering 2 sessions, conferences or product demonstrations.

##### CONECTA + 5

- **RATE:..... € 300\* + VAT**

This fee includes the addition of 5 more people from the company with networking options.

## 2.4. DATES FOR PAYMENTS

### PAYMENT DEADLINES:

- 22nd February or together with the participation application until 3rd June: date for sending the online participation application and space reservation fee, according to the following guidelines:
  - From 16 to 32 sq.m .....€450\*
  - From 32.5 to 64 sq.m ..... €750\*
  - More than 64 sq.m ..... €1000\*
- 3rd June: deadline for payment of the first 50% of the contracted space, minus the space reservation fee.
- 6th September: deadline for payment of 100% of the contracted space and services.

### Exclusive online participation (Fruit Attraction LIVE Connect):

By submitting the application form and paying 100% in full, companies will gain access to the platform.

Payment can be made in the following ways:

### Transfer to: IFEMA MADRID/ FRUIT ATTRACTION 2024:

- Santander: IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHESMM
- BBVA: IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM
- Caixa Bank: IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESBBXXX

**Please, send a copy of the bank receipt to [servifema@ifema.es](mailto:servifema@ifema.es)**

- Banker's draft made out to IFEMA MADRID/ FRUIT ATTRACTION 2024.
- Credit card in a secure environment, accessible when completing the online application form, or subsequently through the Expo Zone online, in the invoices and payments tab or from contracting services.
- In accordance with current regulations, payments in cash or bearer checks are not accepted.

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### 3. Visibility of your participation: opportunities for activities, promotion and sponsorships

1.

#### COMMUNICATE YOUR PARTICIPATION IN THE FAIR TO CUSTOMERS AND POTENTIAL CUSTOMERS

Use the banner available on the Fruit Attraction website: [ifema.es/fruit-attraction](http://ifema.es/fruit-attraction). Include it as part of your email or heading in your letters.

2.

#### BANNERS ON THE FAIR WEBSITE

See these items here or contact : [publicidadexterior@ifema.es](mailto:publicidadexterior@ifema.es) (+34) 91 722 53 08/40.

3.

#### ADVERTISING IN OUR SPACES

If you are exhibiting with a stand at a trade fair, you can also hire a wide range of strategically placed supports that are a must for visitors and exhibitors coming to the fairgrounds.

Consult these elements in the Exhibitor Area, "advertising services and promotional elements", or send an e-mail to [publicidadexterior@ifema.es](mailto:publicidadexterior@ifema.es) or call (+34) 91 722 53 08 / 40.

4.

#### SPECIAL ACTIONS IN OUR SPACES

IFEMA MADRID offers exhibitors with a stand special marketing actions to optimise the impact of their presence at the venue. Find out more at [ifema.es/patrocinos-ifema](http://ifema.es/patrocinos-ifema).

5.

#### SPONSORSHIP OF SEMINARS AND CONFERENCES

Contact the event management at [fruitattraction@ifema.es](mailto:fruitattraction@ifema.es)

6.

#### SEND US YOUR NEWS TO BE INCLUDED IN FRUITATTRACTION FRESH NEWS AND GIVE YOUR COMPANY VISIBILITY ON THE FRUIT ATTRACTION WEBSITE, RRSS, ETC.

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

**Benefit from this free dissemination** tool that will bring your company's news to the entire sector in a simple and direct way.

Contact with [emorales@ifema.es](mailto:emorales@ifema.es)

Also promote your "Star Products" via Social Media: Facebook, Twitter, LinkedIn and Instagram. Contact with [fruitattraction@ifema.es](mailto:fruitattraction@ifema.es)

7.

#### SEND YOUR CUSTOMERS ONLINE INVITATIONS

Send free Fruit Attraction invitations to your customers and potential customers.

8.

#### INFORM VISITORS ABOUT YOUR TRADE FAIR DAYS AND ACTIVITIES

Let your contacts and guests know what will be happening at your stand and what activities and events you are organising or taking part in.

9.

#### PROPOSE GUESTS FOR THE BUYERS' PROGRAMME

For exhibitors in the Fresh Produce area: propose guests for the international buyers/international Hosted Buyers programme, using the corresponding form that we will send you.

Depending on the allocated space, you can invite from 2 to 10 international buyers. You must send the corresponding form before 30th June. Contact: (+34) 91 722 53 58 [hb2.ifema@ifema.es](mailto:hb2.ifema@ifema.es)

10.

#### ROOM HIRE

For the exhibitors of the event, there is the possibility of renting rooms on the site if you wish to prepare a conference, reception, press conference or product presentation during the fair. It is necessary to book in advance.

Please ask for a no-obligation quotation by email: [fruitattraction@ifema.es](mailto:fruitattraction@ifema.es). You can view the venue's rooms in the room navigator available online.

Fruit Attraction



### 3. Visibility of your participation: opportunities for activities, promotion and sponsorships

#### 11. INNOVATION HUB AWARDS

If your company is an exhibitor or co-exhibitor and has launched an innovation on the market after **1st January 2023**, you can submit it to the Innovation Hub Awards, if you have not submitted it to previous awards. These awards for innovation and entrepreneurship in the fruit and vegetable sector are aimed at those exhibitor and co-exhibitor companies that present the best product or service project for the industry, assessing the criteria of innovation, sustainability, applied technology and knowledge.

##### Award modalities:

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

A maximum of 2 products can be presented per exhibiting company.

All the applications submitted and that comply with the rules will be exhibited in the INNOVATION HUB area during the 3 days of the fair.

The cost of registration for the awards and exhibition at the Innovation Hub is €150\* (VAT not included) per product.

Deadline for participation: **4th September**.  
Contact: [fruitattraction@ifema.es](mailto:fruitattraction@ifema.es).

#### 12. FRUIT NEXT FORUM

The event provides interested exhibiting companies with spaces for presentations, conferences and technical seminars. The Fruit Next Forum are equipped with furniture, PA system, projector and screen, and are located inside the pavilions:

- Space for approximately 30 people.
- Reservations available for one hour maximum.
- The cost of each conference at the Forum is €200\* (VAT not included).
- In addition, a prepayment of €270\* (VAT not included) will be required as a reservation fee, which will be refunded at the end of Fruit Attraction provided that the service has been used.
- Deadline for participation: **4th September**.
- Contact: [fruitattraction@ifema.es](mailto:fruitattraction@ifema.es).

#### 13. FACTORÍA CHEF

The brands represented at the fair will have the opportunity to reserve a free space in the Factoría Chef area for a demonstration-presentation or **show cooking to encourage the consumption of fruit and vegetables and to seduce attendees with their tips, tricks and best culinary recipes using their products**. The aim of this show kitchen is to promote the dissemination, innovation and gastronomic interpretation of fruit and vegetable products. Exhibitors will give presentations lasting a maximum of 45 minutes.

-Deadline for participation: **4th September**.

-Contact: [fruitattraction@ifema.es](mailto:fruitattraction@ifema.es)

#### 14. STAND CATERING

Exhibitors who are going to offer, free of charge, food/catering on their stand, must complete the form.

**"Communication for the provision of food service / catering on stands"** available on the IFEMA MADRID website and send it with all the requested details to [catering@ifema.es](mailto:catering@ifema.es)

#### 15. DAILY PRODUCTS REPLACEMENT

It is possible to bring in goods uninterruptedly through the service gates at the back of the halls. We will inform you later about the gates provided for this purpose and the times for the daily replenishment of goods.

#### 16. PARKING OF REFRIGERATED LORRIES

To facilitate the maintenance of produce and the replenishment of the fruit and vegetables on display at the stands, there is an area for the parking of refrigerated lorries, with the possibility of electrical connection.

For further information and prices, please contact IFEMA MADRID's Trade Fair Services Department by e-mail: [sectecnica@ifema.es](mailto:sectecnica@ifema.es)

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Fruit Attraction



# 4. Exhibitor passes, transport discount vouchers, visas and invitations

## 4.1. EXHIBITOR PASSES

You can apply for your exhibitor and co-exhibitor passes in the Expo Zone. An allocation is available depending on the contracted area:

Contracted Area.	Nº of exhibitor passes
From 6 to 15,5 sq.m.....	4
From 16 to 32 sq.m.....	8
From 32,5 to 63,5 sq.m .....	16
From 64 to 128 sq.m.....	24
More than 128 sq.m.....	32

Each co-exhibitor has 2 co-exhibitor passes available.

Passes that have not been generated online can be collected at the accreditation desks at the North and South Gates of the venue from **5<sup>th</sup> October, from 9.00 am to 8.00 pm.**

Additional exhibitor passes can be purchased for €20\*/unit + VAT (\*).

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

Exhibitor badges are exclusively for company personnel who will be present at the stand.

## 4.2. EXHIBITOR / STAND PARTNER PASSES

The collaborator pass is for all the personnel that the exhibitor needs to be on the stand and during the same hours as him, for tasks other than the marketing of his product. Such as: hostesses, fitters, electricians, cleaning staff, miscellaneous services, etc. They are entitled to an amount per contracted area.

Contracted Area	Nº of partner passes
From 16 to 32 sq.m.....	2
From 32,5 to 64 sq.m .....	4
From 64,5 to 128 sq.m.....	8

This group does not include catering staff requested through companies approved by IFEMA MADRID, and whose request is managed directly by emailing [catering@ifema.es](mailto:catering@ifema.es).

## 4.3. TRAVEL DISCOUNT VOUCHERS

Once you have requested your exhibitor passes, you can download the corresponding discount vouchers for transport to the fair from Expo Zone (Bonos Renfe, Bonos Iberia, Avis).

## 4.4. VISA MANAGEMENT

If you require a visa to travel, you must contact us by sending an email to [fruitattraction@ifema.es](mailto:fruitattraction@ifema.es) so that we can activate this option. Once activated by the commercial management, you can manage the letters of support online from **Expo Zone**. It is essential to previously generate your exhibitor pass and be up to date with payment.

## 4.5. PROFESSIONAL INVITATIONS FOR YOUR CLIENTS

Each exhibitor company will have a number of invitation codes available in the Expo Zone, depending on the area contracted, which they can send to their clients so that they can register for free at Fruit Attraction 2024.

Guests must register online to download their trade visitor pass with direct access to the fair.

The visitor's pass is valid for the 3 days of the fair.

Contracted Area	Registrations or uses of each invitation :
From 6 to 15,5 sq.m.....	80
From 16 to 32 sq.m.....	100
From 32,5 to 63,5 sq.m.....	120
From 64 to 128 sq.m.....	150
More than 128 sq.m.....	200

Exhibitors are urged to make good use of the invitations, sending them exclusively to professionals in the sector to guarantee the professionalism of the fair. Access controls may be carried out for this purpose. Minors under 16 years of age are not allowed. Exhibitors will be able to see from the **Expo Zone** (Access to the event, Invitations) the number of invitations exchanged.

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



# 5. Types of participation

## 5.1. Space + Stand Customisable / Free Design

Fruit Attraction

### SPACE + CUSTOMISABLE STAND

#### SPACE ONLY:

- Space from 32.5 to 128 sq.m. ....€214\*/sq.m
- First floor built on top of the space.....€107\*/sq.m

#### CUSTOMISABLE STAND:

Tailor-made stands adapted to all needs. We adapt our proposals to your image objectives and budget. Proposals for spaces of 36 sq.m, 64 sq.m and 128 sq.m with different prices and designs. Any exhibitor who wishes to do so can install perimeter carpeting on his stand.

#### Price per sq.m of the customisable stand:

- From 36 to 64 sq.m:.....from €207,03\* / sq.m (space not included)
- More than 64 sq.m:.....from €238,23\* / sq.m (space not included)

#### COMPULSORY CONTRACTING :

Participation as an exhibitor implies the compulsory contracting of:

- Minimum energy consumption: 0,13KW/sq.m:.....€7,43\*/sq.m + VAT (1).\*
- Third-Party Insurance (coverage of up to €60,000) and Multi-fair Insurance (coverage of up to €50,000): €71,41\* y €67,79€\* respectively.
- Communication and marketing pack + registration LIVE Connect - Plan Conecta €500\*.
- Assembly fees

**IFEMA MADRID** offers a comprehensive customised stand design service, with our maximum guarantee and fully adapted to your needs. dismantling. Request, free of charge and with no obligation, a project adapted to your needs by sending an email to [infodesign@ifema.es](mailto:infodesign@ifema.es).

Remember that you can request additional services and take advantage of the promotional tools that we put at your service.

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

### SPACE + FREE DESIGN STAND (Specific assembly rules)

#### HEIGHT :

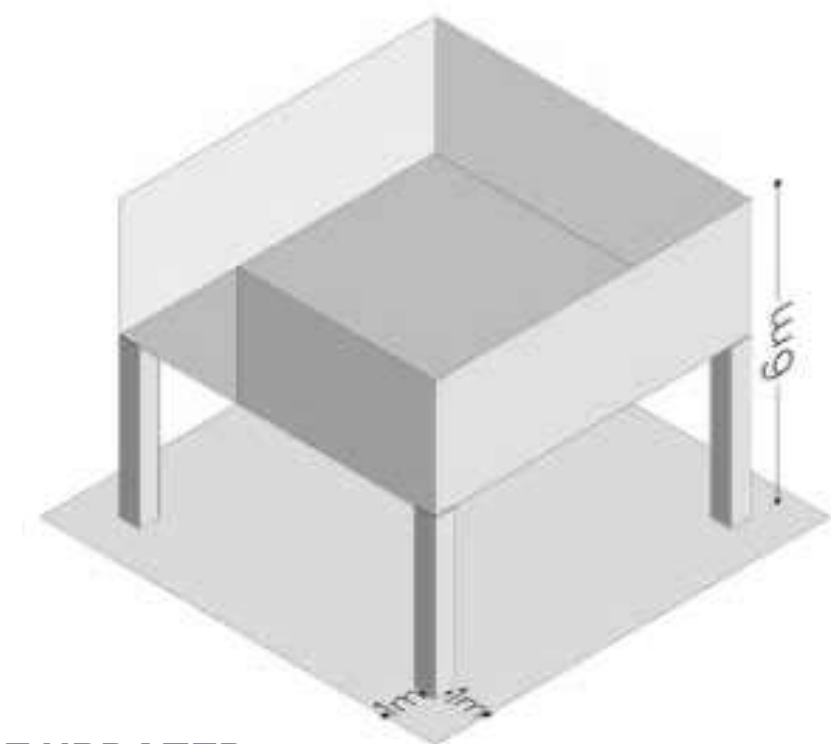
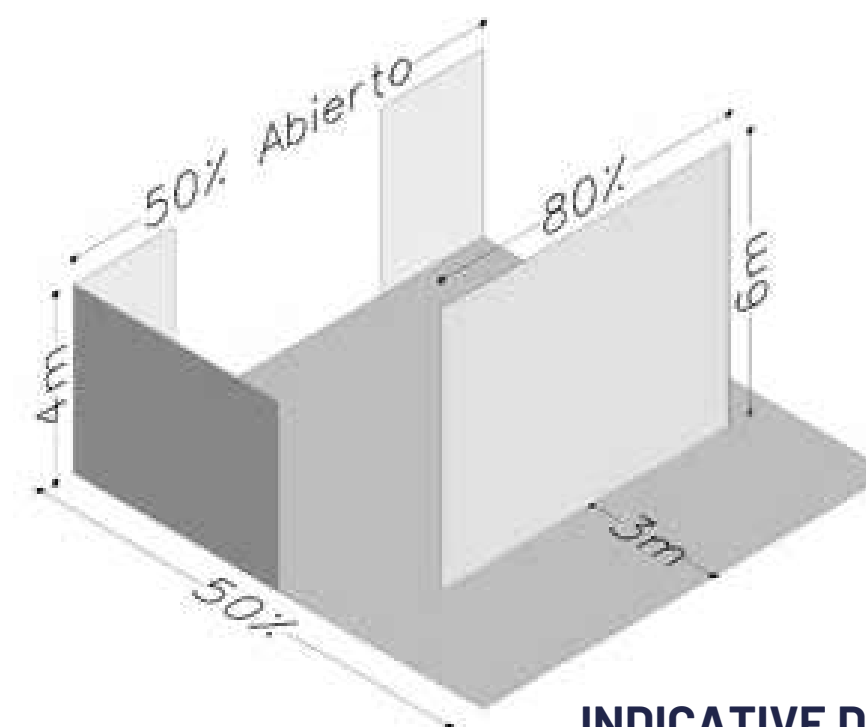
- The maximum height of any element may be 4 m., always respecting the standard for blind enclosures around the perimeter.
- To be able to raise or hang any element to a maximum height of 6 m, it is necessary to set back 1 m towards the interior along the entire perimeter. This possibility does not exist in the connecting modules between halls, nor on the entrance sides of Halls 9 and 10, where the maximum construction height of any element must be 4m.

#### OCCUPATION OF SPACE :

Building elements, decorations and spotlights may not protrude more than 50 cm from the allocated space and from a minimum height of 2.5 m.

#### BLIND ENCLOSURES IN THE PERIMETER ENVIRONMENT :

Blind perimeter enclosures may not exceed 50% of each façade to the corridor. For longer enclosures, these must be set back a minimum of 3 m inwards and may not exceed 80% of the length of the façade.

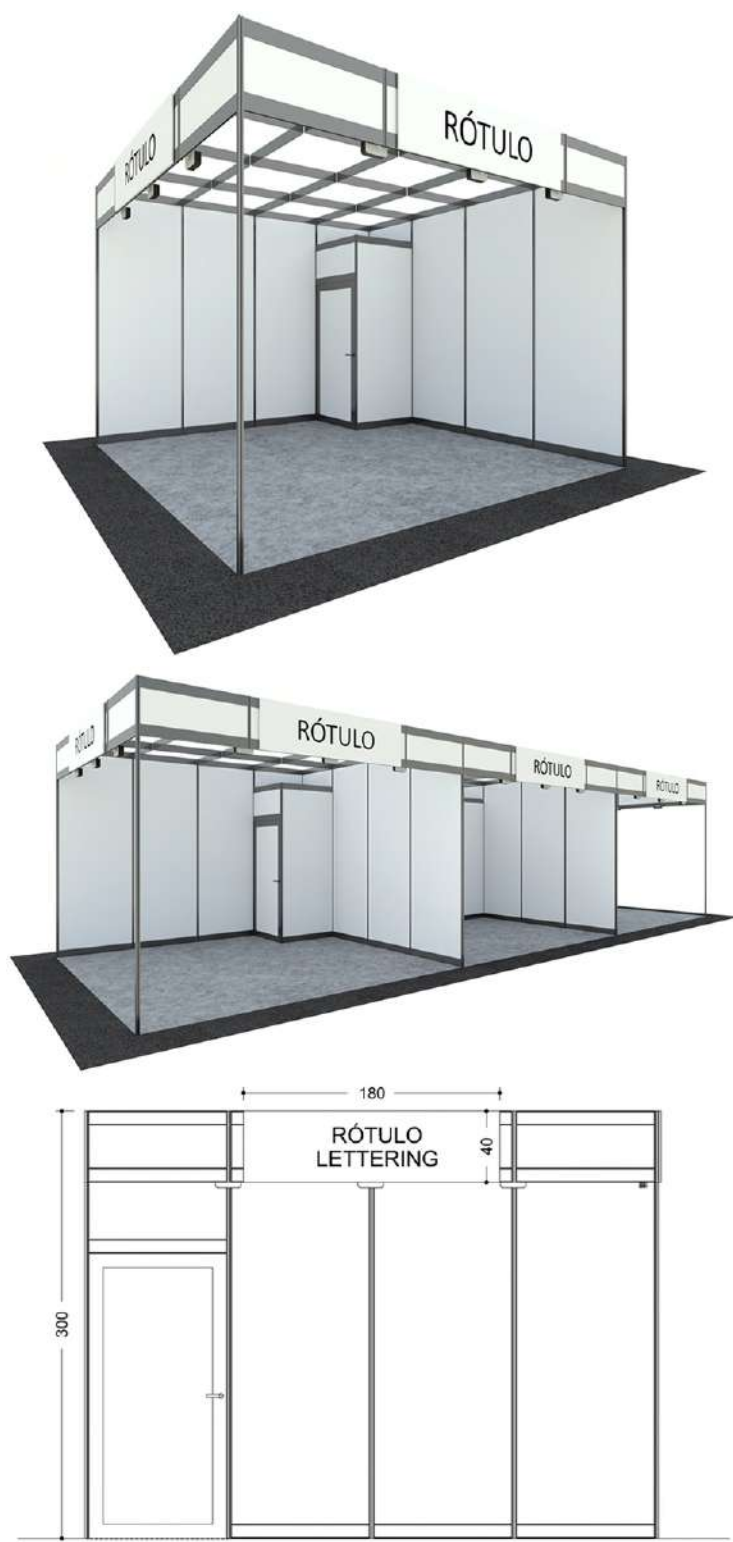


INDICATIVE DRAWING AND SPECIFICATIONS. TO BE UPDATED FOR THE 2024 EDITION.



# 5.2. Space + Stand

## MODULAR STAND



Exhibitors must indicate the chosen carpet colour and name for the signage through their Expo Zone before 3<sup>rd</sup> September. If no colour is indicated before 3<sup>rd</sup> September, the default colour will be leaf green.

All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the Expo Zone before 11 September.

## GENERAL CHARACTERISTICS:

### SURFACE :

Available for surface areas from 16 to 128 sq.m.:

- From 16 to 32 sq.m.....€305\*/sq.m
- From 32,5 sq.m .....€300\*/sq.m

### COMPULSORY CONTRACTING:

In addition, participation as an exhibitor implies the compulsory contracting of:

- Third-Party Insurance (coverage of up to €60,000) and Multi-fair Insurance (coverage of up to €50,000): €71,41\* y €67,79\* respectively.
- Pack Marketing y Comunicación + LIVE Connect – Plan Conecta: €500\*.

## TECHNICAL CHARACTERISTICS:

### STAND:

- Stand open to one or more aisles.
- Grey aluminium frame and melamine panels.

### WAREHOUSE with door at a rate of:

- From 16 sq.m.....1x1m
- From 16 to 32 sq.m .....2x1m
- From 32,5 sq.m onwards .....3x1m

### Trade Fair Carpet 5 colours to choose from (leaf green by default):

- Leaf Green
- Sienna Orange
- Black
- Bordeaux
- Billiard Green

Any exhibitor who wishes to do so can install perimeter carpeting on his stand.

### ELECTRICAL POWER AND LIGHTING :

- Display lighting using LED spotlights (one spotlight for every 3 sq.m).
- Electrical panel with magneto-thermal differential with a 500W socket outlet incorporated, prepared for a power of 130W/sq.m.
- One socket outlet

### Stand Signage:

In standard font with exhibitor's name and stand number. **Maximum 20 characters.**

### FURNITURE with door at the rate of:

- From 16 to 32 sq.m
  - 1 table DOM black (6RL02003)
  - 4 chairs Barcelona. (6RL01019)
- From 32,5 sq.m onwards:
  - 2 table DOM black (6RL02003)
  - 8 chairs Barcelona. (6RL01019)



### CLEANING TYPE A:

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

### ASSEMBLY FEES :

Included in the price.

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

**The distribution of all the elements that make up the stand,** the extras requested, as well as the structural elements necessary for the support of the stand, shall be adapted to the needs of the exhibitor, if it is technically feasible and that the plan with the pertinent indications is received no later than fifteen days before the first day of the start of assembly.

Once the stand has been set up, any changes to the location of all the elements that have not been communicated by the established date will be invoiced.

Remember that you can request **additional services** and take advantage of the **promotional tools** that we put at your service.

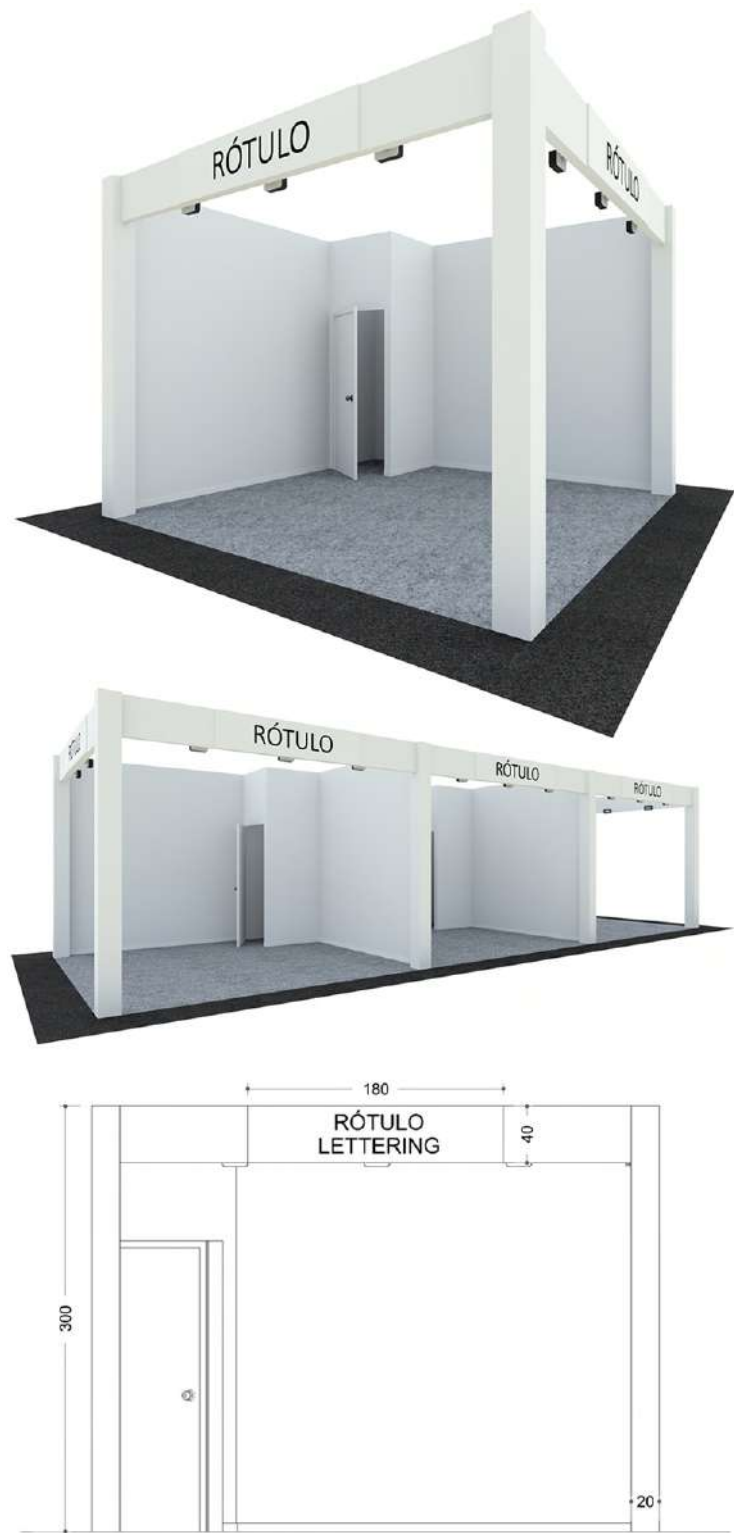
**The modular stands will be delivered finished on 6<sup>th</sup> and 7<sup>th</sup> October from 8.30 am.**

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



# 5.3. Space + Premium Stand

## PREMIUM STAND



### INDICATIVE DRAWING AND SPECIFICATIONS. TO BE UPDATED FOR THE 2024 EDITION.

Exhibitors must indicate the chosen carpet colour and name for the signage through their Expo Zone before 3<sup>rd</sup> September. If no colour is indicated before 3<sup>rd</sup> September, the default colour will be leaf green.

All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the Expo Zone before 11 September.

## GENERAL CHARACTERISTICS:

### SURFACE :

Available for surface areas from 16 to 128 sq.m. :

- From 16 to 32 sq.m.....€355\*/sq.m
- From 32,5 sq.m .....€348\*/sq.m

### COMPULSORY CONTRACTING:

In addition, participation as an exhibitor implies the compulsory contracting of:

- **Third-Party Insurance (coverage of up to €60,000) and Multi-fair Insurance (coverage of up to €50,000):** €71,41\* y €67,79€\* respectively.
- **Pack Marketing y Comunicación + LIVE Connect – Plan Conecta:** €500\*.

## TECHNICAL CHARACTERISTICS:

### STAND:

- Stand open to one or more aisles.
- 3m high walls in chipboard painted in a choice of 5 colours:  

Leaf Green

Sienna Orange

Black

Bordeaux

White

### WAREHOUSE with door at a rate of:

- From 16 sq.m.....1x1m
- From 16 to 32 sq.m .....2x1m
- From 32,5 sq.m onwards .....3x1m

### Trade Fair Carpet 5 colours to choose from (leaf green by default):

- Leaf Green

Sienna Orange

Black

Bordeaux

Billiard Green

Any exhibitor who wishes to do so can install perimeter carpeting on his stand.

### ELECTRICAL POWER AND LIGHTING :

- Display lighting using LED spotlights (one spotlight for every 3 sq.m).
- Electrical panel with magneto-thermal differential with a 500W socket outlet incorporated, prepared for a power of 130W/sq.m.
- One socket outlet

### FURNITURE with door at the rate of:

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



- **From 32,5 sq.m onwards:**

- 2 table DOM black (6RL02003)
- 6 chairs Barcelona. (6RL01019)
- 1 counter Tana (6RL08003)



### STAND SIGNAGE:

In standard lettering with exhibitor's name and stand number. **Maximum 20 characters.**

### CLEANING TYPE A:

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

### ASSEMBLY FEES:

Included in the price.

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

**The distribution of all the elements that make up the stand,** the extras requested, as well as the structural elements necessary for the support of the stand, **shall be adapted to the needs of the exhibitor,** if it is technically feasible and that the plan with the pertinent indications is received no later than fifteen days before the first day of the start of assembly.

Once the stand has been set up, any changes to the location of all the elements that have not been communicated by the established date will be invoiced.

Remember that you can request **additional services** and take advantage of the **promotional tools** that we put at your service.

**The modular stands will be delivered finished on 6<sup>th</sup> and 7<sup>th</sup> October from 8.30 am.**

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



# 5.4. Monographic Area Stands

## Monographic Areas

Fruit Attraction offers the possibility of participating in monographic areas dedicated to specific sectors, for companies in the sector or those exhibiting exclusively products from the corresponding area.

The monographic areas of Fruit Attraction 2024 are the following:

- **ECORGANIC MARKET/NUTS HUB:** aimed at companies marketing organic products.
- **SMART AGRO:** available for companies offering innovative products that apply information technologies to the fruit and vegetable sector (apps, drones, software / hardware, IOT, Big Data, ERPs, tracking, monitoring, automation, prediction, digitalisation, robotics, sensorisation, telematics, field notebooks...).
- **BIOTECH ATTRACTION:** available for companies dedicated to research and technological development in plant genomics.

## Rates

- **Space + Organic Market Stand/Stand Nuts Hub**  
6 sq.m .....€356\*/ sq.m

Ecorganic Market/ Nuts Hub exhibitors requesting space of 16 sq.m or more can choose to contract any of the participation modalities, Space + Stand, Space + Premium Space or Floor + Customisable Stand / Free Design from 32.5 sq.m.

- **Space + Stand Biotech Attraction / Space + Stand Smart Agro**  
6 sq.m.....€413,5\*/ sq.m  
12 sq.m .....€376 €/ sq.m  
From 16 sq.m.....€335 €/ sq.m

Biotech and Smart Agro exhibitors, as well as exhibitors from the general areas,, can apply for space only from 32.5 sq.m upwards.

- In addition, participation as an exhibitor implies the compulsory contracting of:
- Third-Party Insurance (coverage of up to €60,000) and Multi-fair Insurance (coverage of up to €50,000): €71,41\* y €67,79\* respectively.
  - Communication and marketing pack + registration LIVE Connect - Plan Conecta €500\*.

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

## General assembly regulations

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

For **safety** reasons, and as a general and permanent preventive measure due to the concurrence of activities, the wearing of protective helmets, high visibility waistcoats and safety footwear is compulsory during the assembly and dismantling phases of fairs and events in all exhibition areas.

**During assembly it is not necessary to carry passes**, so there are no fitter's passes.

No assembly work may begin without the prior completion and submission to IFEMA of the Protocol "Prevention of Occupational Risks and Coordination of Business Activities" available on the IFEMA MADRID website ifema.es - Exhibitors - Rules of Participation - Forms

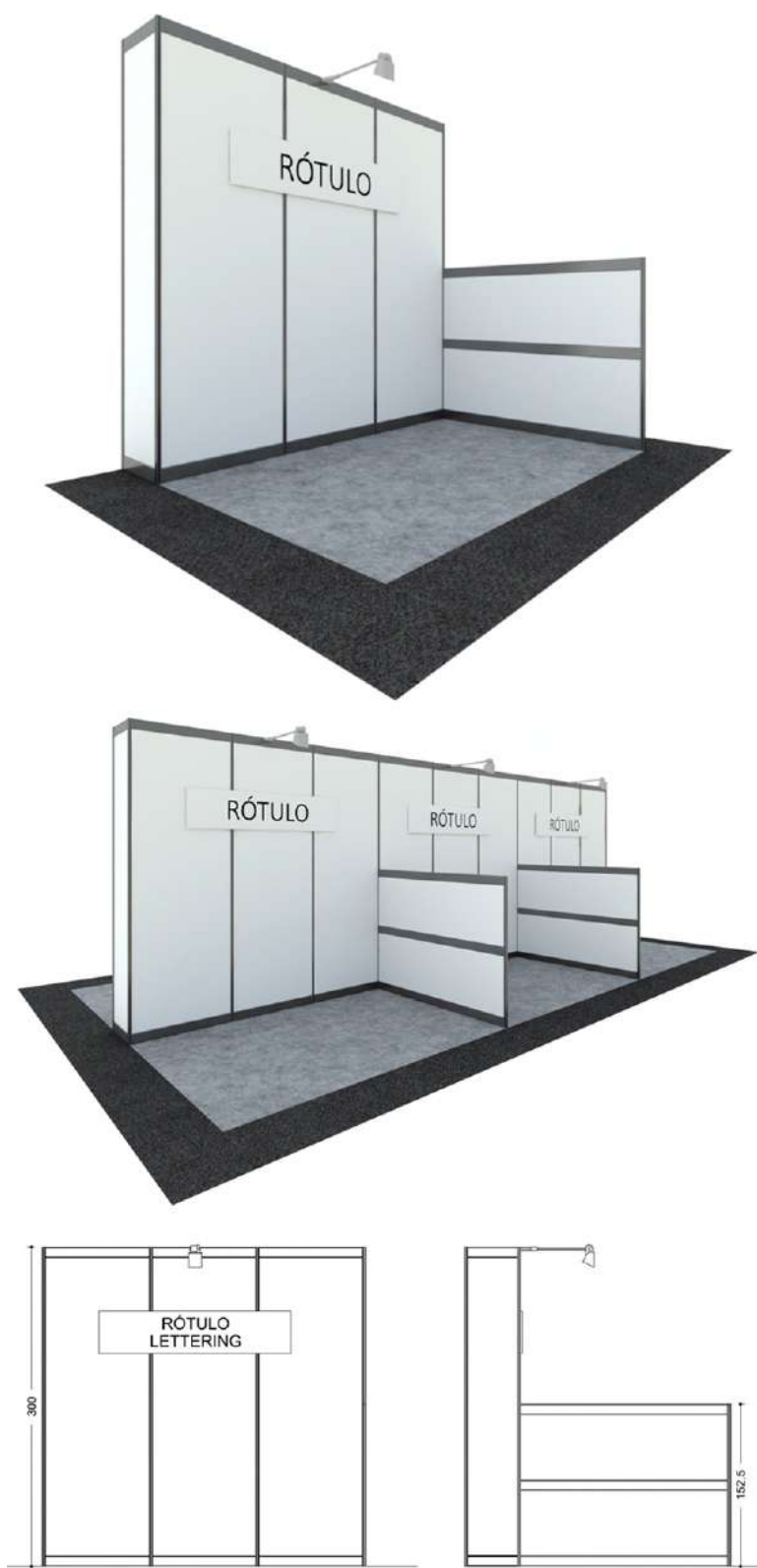
(Article 15 of the **REGULATIONS ON OCCUPATIONAL SAFETY AND COORDINATION OF BUSINESS ACTIVITIES of the GENERAL RULES FOR EXHIBITORS' PARTICIPATION IN EVENTS ORGANISED BY IFEMA MADRID**).



# 5.4. Monographic Area Stands

Fruit Attraction

## ECORGANIC MARKET/NUTS HUB (6 sq.m)



### GENERAL CHARACTERISTICS:

#### SURFACE:

Available from **6 sq.m**.....€356\*/sq.m

Ecorganic Market/ Nuts Hub exhibitors requesting space of 16 metres or more can choose to contract any of the participation modalities, Space + Stand, Space + Premium Stand or Space + Customisable Stand / Free Design from 32.5 sq.m.

### TECHNICAL CHARACTERISTICS:

#### STAND:

- Stand open to one or more aisles.
- 3m high wall made of aluminium structures and melamine panels or similar.

#### TRADE FAIR CARPET:

 Sienna Orange

Any exhibitor who wishes to do so can install perimeter carpeting on his stand.

#### ELECTRICAL POWER AND LIGHTING :

- Lighting by LED spotlights (2 spotlights per stand)
- Minimum electricity consumption (0.13 kW/ sq.m.)
- Electrical switchboard with circuit breaker and socket outlet (prepared with a power of 130W/ sq.m.)

#### FURNITURE :

- 1 stool Lima Black (6RL01009)
- 1 counter Tana (6RL08003)



Possibility of hiring a white table Dom (6RL02001) and three white Madrid chairs (6RL01001) from: **€43,70**



#### STAND SIGNAGE:

By means of standardised lettering placed on the front of the stand, on a sign measuring approximately 180 x 40 cm. on each side facing the aisle, with the name of the exhibitor and the stand number. The name for the lettering must be indicated before 3<sup>rd</sup> September through your Expo Zone.

#### TYPE A CLEANING:

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

#### ASSEMBLY FEES:

Included in the price.

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

Remember that you can request **additional services** and take advantage of the **promotional tools** that we put at your service.

**The finished modular stands will be delivered on 6<sup>th</sup> and 7<sup>th</sup> October.**

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



# 5.4. Monographic Area Stands

Fruit Attraction

## INNOVA & TECH

### BIOTECH ATTRACTION and SMART AGRO (6 sq.m)



### GENERAL CHARACTERISTICS:

#### SURFACE :

Available from 6 sq.m.....€413,5/ sq.m

Innova & Tech (Biotech and Smart Agro) exhibitors, as well as exhibitors from the general areas, can apply for only space from 32.5 sq.m upwards.

### TECHNICAL CHARACTERISTICS:

#### STAND:

- Stand open to one or more aisles.
- 2.5 m high, internally connected aluminium frame structure, forming 1.5x2.5 m/h rear panels.
- White rigid recycled panel covering rest of structures.

#### TYPE A CLEANING:

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

#### TRADE FAIR CARPET

Any exhibitor who wishes to do so can install perimeter carpeting on his stand.

#### ASSEMBLY FEES:

Included in the price.

#### ELECTRICAL POWER AND LIGHTING :

- 1.1kw electrical panel
- 2 x 25w spotlights
- 2 double sockets
- Minimum power consumption (0,13 Kw/ sq.m)

#### FURNITURE:

- 1 white counter with doors and graphics on the front (6RL20012)



#### STAND SIGNAGE:

7,5 sq.m of graphics made of recycled rigid panel and recycled canvas printed with silicone cord: 1 unit of 3x2.5m (Rear).



# 5.4. Monographic Area Stands

INNOVA & TECH  
BIOTECH ATTRACTION and SMART AGRO  
(From 12 sq.m to < of 24 sq.m)



GENERAL CHARACTERISTICS:

SURFACE :

Surface of 12 sq.m.....€376\*/sq.m

Surface of 16 sq.m to < of 24 sq.m.....€335\*/sq.m

Innova & Tech (Biotech and Smart Agro) exhibitors, as well as exhibitors from the general areas, can apply for only space from 32.5 sq.m upwards.

TECHNICAL CHARACTERISTICS:

STAND:

- Stand open to one or more aisles..
- 2.5 m high, internally connected aluminium frame structure, forming 3+1x2.5 m/h rear frames.
- White rigid recycled panel covering rest of structures.

WAREHOUSE with door at a rate of:

- From 12 sq.m.....1x1m

TRADE FAIR CARPET

Any exhibitor who wishes to do so can install perimeter carpeting on his stand.

ELECTRICAL ENERGY AND LIGHTING:

- 1.1kw electrical panel
- 4 x 25w spotlights
- 2 double sockets
- Minimum electricity consumption (0,13 Kw/ sq m)

FURNITURE:

- 1 white counter with doors and graphics on the front (6RL20012)
- 1 white Dom table (6RL02001)
- 2 Madrid chairs (6RL01001)



STAND SIGNAGE:

10 sq.m. of graphics made of recycled tarpaulins with perimeter silicone cord of the following sizes: 1 unit of 3x2.5m (Rear) and 1 unit of 1x2.5m (Side warehouse or rear).

CLEANING TYPE A :

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

ASSEMBLY RIGHTS :

Included in the price.

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



# 5.4. Monographic Area Stands

Fruit Attraction

## INNOVA & TECH

BIOTECH ATTRACTION and SMART AGRO (From 24 sq.m)



### GENERAL CHARACTERISTICS:

#### SURFACE:

From 24 sq.m.....€335\*/ sq.m

Innova & Tech (Biotech and Smart Agro) exhibitors, as well as exhibitors from the general areas, can apply for only space from 32.5 sq.m upwards.

### TECHNICAL CHARACTERISTICS:

#### STAND:

- Open to aisles depending on location.
- 2.5 m high, internally connected aluminium frame structure.
- Decorative ceiling 4x1m and front and side support each of 1x2,5m.
- White rigid recycled panel covering rest of structures.

**WAREHOUSE** with door, key and lock at a rate of :

- From 24 sq.m.....2x1m

#### TRADE FAIR CARPET

Any exhibitor who wishes to do so can install perimeter carpeting on his stand.

#### ELECTRICAL POWE AND LIGHTING:

- 1.1kw electrical panel
- 6 arm spotlights of 25w
- 2 recessed LED dichroic decorative ceiling lights
- 2 double sockets
- Minimum electricity consumption (0,13 Kw/ sq.m)

#### FURNITURE:

- 1 white counter with doors and graphics on the front (6RL20012)
- 2 white Dom tables (6RL02001)
- 4 Madrid chairs (6RL01001)



#### STAND SIGNAGE:

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

#### CLEANING TYPE A:

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

#### ASSEMBLY FEES:

Included in the price.

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



## 6.1. SPECIFIC RULES FOR PARTICIPATION

**6.1.1.** The completion of the Participation Application Form together with the sending of the Contract by the commercial management implies full acceptance of the **IFEMA MADRID General Participation Regulations and the FRUIT ATTRACTION 2024 Specific Regulations** contained in this guide and the technical annexes to the regulations, which are always available on the **IFEMA MADRID** website, ifema.es, in the exhibitor information area and on the event website **ifema.es/fruit-attraction**.

**6.1.2.** To apply to participate in the fair, it is essential that the activity of the company, public or private organisation, falls within the sectors covered by FRUIT ATTRACTION:

### • FRESH PRODUCE AREA

- Fresh fruit
- Fresh vegetables
- Herbs and spices
- Fresh-cut and pre-prepared convenience food
- Ecorganic Market
- Processed products (frozen, canned, concentrated, dehydrated...)
- Organisations and Associations
- Nurseries

### • AUXILIARY INDUSTRY AREA

- Seeds
- Fertilisers, agronutrients, phytosanitary products
- Pre-harvest
- Transport and logistics
- Packaging and labelling
- Post-harvest
- Ecorganic Market
- Point of sale
- Services (consultancy, certification, financial entities, ETT's, training...)

### • FRESH FOOD LOGISTICS AREA

- Air conditioning and installations for conservation and storage.
- Refrigerated, isothermal and refrigerated containers.
- Processing, handling and packaging systems for fresh food.
- Services and logistics operators for the food cold chain.
- Temperature control systems for refrigerated transport.
- Refrigerated transport and refrigerated equipment (land, sea, air, long and short distance).
- Technologies and automation for the food cold chain.
- Equipment and systems for quality control.
- Refrigeration installations, refrigeration equipment and temperature control for retail.
- Transport solutions for food-delivery and food e-commerce.
- Other services.

### • INNOVA & TECH AREA

- Smart Agro (ICT applied to the fruit and vegetable sector)
- Biotech Attraction (research and technological development in plant genomics)
- Startups

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

**6.1.4.** FRUIT ATTRACTION is divided into three main areas: **Fresh Produce, Auxiliary Industry and Fresh Food Logistics, and into monographic exhibition areas.**

Exhibitors will participate in the exhibition areas according to the main activity of the participating company and the products or services offered. In the grouped participations in the Fresh Produce area, only companies from this area will be allowed to participate, whether they are direct exhibitors or co-exhibitors.

**6.1.5.** The minimum surface area for contracting is 16 sq.m. (with the exception of special stands in the monographic areas Ecorganic Market, Smart Agro, and Biotech Attraction) and the maximum surface area to be requested by individual companies cannot exceed 128 sq.m.. This does not apply to grouped, associative or institutional participations. Those participations that need to reduce their participation will have until 15<sup>th</sup> May to do so and will not be able to reduce more than 15% of the space. After this date, the fair management will not approve any reduction of space, assuming the participation of that space as their own.

**6.1.6.** The grouping of individual companies without any associative or corporate links is not permitted.

**6.1.7.** In order to facilitate the distribution of stands in the halls, the spaces requested must be multiples of 4.

**6.1.8.** Participation as an exhibitor with a stand implies the compulsory contracting of:

- **Marketing and Communication Pack + LIVE Connect registration - Plan Conecta.**
- Civil Liability Insurance for each assigned stand.
- Multi-fair insurance for each stand assigned.
- Minimum electricity consumption.

In the case of only space contracting, the company responsible for the stand assembly work must pay IFEMA MADRID, prior to the start of the work, the **corresponding assembly fees (ASSEMBLY FEE)** for services rendered during the Fair's assembly and dismantling period.

**6.1.9.** The show management may alter the allocated spaces or make changes to the layout of the halls for organisational reasons.

**6.1.10.** Without prejudice to the FRUIT ATTRACTION management informing exhibitors in the event of relocation or significant alteration of the reserved location, **each exhibitor must inform himself of the location of his stand, its exact dimensions, etc.**, information on which will be available in the Expo Area.

**6.1.11.** Only those exhibitors who have paid in full for the space contracted and the costs of the services requested shall be authorised to occupy the space and, where applicable, the modular stand shall not be handed over.

**6.1.12.** Only exhibitors or visitors who can be accredited as belonging to the participating professional groups, even if they have the corresponding pass or invitation, will be allowed to participate or have access to the exhibition.

**6.1.13. Exhibitors are obliged** to man their stand and remain with the products on display throughout the entire period and opening hours of the event. Failure to comply with these regulations may result in the loss of the right to preferential renewal of the space allocated.



**6.1.14.** The **direct sale of any kind of articles exhibited** at the fair is strictly forbidden.

**6.1.15.** The exhibitor authorises IFEMA MADRID to reproduce all or part of the products displayed in its promotional material.

**6.1.16.** The exhibitor undertakes to comply with the rules and guidelines for the protection of the environment.

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

**6.1.18.** Water used for cooking, treating food or cleaning objects that come into direct contact with food must be obtained from properly sanitised taps. Drawing water from toilets is prohibited.

**6.1.19.** PREFERENTIAL RIGHT OF RENEWAL IN 2024  
Exhibitors participating in Fruit Attraction 2023 will have the possibility of renewing their location and surface area at Fruit Attraction 2024 unless prevented by exceptional organisational reasons and exceptionalities of the event.

6.2. CO-EXHIBITORS

6.2.1. REGISTERING CO-EXHIBITORS

Exhibitors owning a stand will be able to register companies as co-exhibitors participating in the event and exhibiting within their own space.

To do so, they will have to register them as "Additional catalogue insertions" from the corresponding catalogue menu of **Expo Zone** online and they will benefit from the branding and visibility.

Once the co-exhibitor has been registered, the exhibitor must complete the Participation Application Form to confirm their participation.

Each additional insertion or registration of each co-exhibitor implies the contracting of an additional insertion Marketing and **Communication Pack (WIFI + LIVE Connect registration - Plan Conecta) for an amount of €500\*+ VAT.**

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

6.2.2. ACCESS TO THE EXPO ZONE

The co-exhibiting company will be able to access the Expo Zone with the e-mail address registered in the Participation Application Form.

6.2.3. SERVICES TO THE CO-EXHIBITOR

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

**-Registration of the company's file as a co exhibitor associated with the exhibitor** in the online interactive exhibitor list: exhibitor list accessible on the LIVE Connect platform and at **ifema.es/fruit-attraction**, which allows exhibitors and visitors to prepare for the fair in advance.

Each co-exhibitor's profile includes contact details, video or image, logo, general information about the company, activity, products, documents and links, exhibitor's press releases and stand at the fair. LIVE Connect participants can perform advanced and alphanumeric searches, receive recommendations of exhibiting companies that may interest them according to their perfil, mark companies as favourites, chat or request an appointment by videoconference or at the fair.

**- Access to LIVE Connect for 1 user**, member of the co-exhibiting company, to complete your company profile and your personal profile. This user will receive the chats, contact requests and appointment requests made to his or her profile or that of his or her company.

**- Possibility of including 5 products associated with the company.**

**- The presence of the co-exhibiting company in the following elements of visibility and branding and location at trade fairs:**

- **Hall planners:** floor plan with the list of hall exhibitors and their stands located at the entrance of each hall.
- **Giant floor plans:** of the fair with the list of exhibitors located in different parts of the exhibition centre.

**- Two co-exhibitor passes.**

**- Premium WI-FI connection for 3 users:** during the entire fair (these connections will only work with devices that allow connection in the 5 GHz band). 3 passwords that are enabled for the entire fair until the last day of dismantling and are sent by email to the co-exhibitor's address at least 48 hours in advance. The service includes technical support to deal with any incident.

**Additional insertion fee Marketing and Communication Pack + LIVE Connect registration - Plan Conecta €500\*.**

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

6.3. STAND ASSEMBLY

6.3.1. CONTRACTING ONLY SPACE, SPACE + STAND and SPACE + STAND PREMIUM

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

For **safety** reasons, and as a general and permanent preventive measure due to the concurrence of activities, **the wearing of protective helmets, high visibility waistcoats and safety footwear is compulsory during the assembly and dismantling phases of fairs and events in all exhibition areas.**

**During assembly**, it is not necessary to carry passes, so there are no fitter's passes.

No assembly work may begin without the prior completion and submission to IFEMA of the Protocol "Prevention of Occupational Risks and Coordination of Business Activities" available on the IFEMA MADRID website **ifema.es** - Exhibitors - Rules of Participation - Forms (Article 15 of the general rules for participation in events organised by IFEMA MADRID).

**REGULATIONS ON OCCUPATIONAL SAFETY- COORDINATION OF BUSINESS ACTIVITIES of the GENERAL REGULATIONS FOR THE PARTICIPATION OF EXHIBITORS IN EVENTS ORGANISED BY IFEMA MADRID).**

**Regulations for vehicle circulation and parking during the event:** it is expressly forbidden to keep vehicles parked inside the exhibition centre in the loading and unloading areas, so that they may only be parked in the areas set aside for this purpose, on payment of the corresponding fee, where applicable. Once the event has opened, it is not permitted to drive any vehicle inside the halls and the avenue, unless expressly authorised by **IFEMA MADRID (article 14 of the general provisions of the IFEMA MADRID General Rules of Participation)**

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



# 7. Complementary Services

Once the space for your participation has been allocated, you will be able to access the **Expo Zone** with the email address you have included in your **Participation Application**.

**EXPO ZONE:** Private online and interactive area to manage your participation in Fruit Attraction..

## Do you want to build your stand with us?

**For exhibitors who have contracted space only:**

Comprehensive stand design service: IFEMA MADRID offers, in addition to modular stands modular stands a comprehensive service, with our maximum guarantee and fully adapted to your needs. fully adapted to your needs. We take care of the planning of your space, the design, assembly and dismantling. Request, free of charge and with no obligation, a project adapted to your needs needs by sending an email to [infodesign@ifema.es](mailto:infodesign@ifema.es)

Recommendations for the design and construction of free-design stands. Consult the recommendations and updated regulations at [ifema.es/soporte](http://ifema.es/soporte)

**I WANT TO KNOW MORE**

## Outdoor and Digital Advertising

**Advertising projects adapted to your needs**

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

**MORE INFORMATION HERE**

## Graphic decoration for modular stands

**For exhibitors who want to customise their stand**

The service includes the management of your stand decoration project from the initial definition to the installation.

You can customise your modular stand with our Stand Graphic Decoration service [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

We offer a wide range of materials to install on your stand: foam, phorex, vinyl, canvas, and other alternatives that fit with different types of formats. We install on walls or on furniture such as counters, showcases or others.

You can hire services and furniture from the IFEMA MADRID Services Catalogue or find more information at Expo Zone.

## Sponsorships

**FRUIT ATTRACTION** proposes a series of promotional actions and sponsorships that will provide additional visibility and will enable the development of high-impact actions for the professional, national and international public visiting the fair:

- Invited Region; Innovation Hub, Chef Factory, WIFI Network, Rest Areas, Business Centre, Forums, etc.

**CONSULT POSSIBLE SPONSORSHIPS** ([patrocinios@ifema.es](mailto:patrocinios@ifema.es))

Fruit Attraction





8. Map





## 9. Important Dates

Fruit Attraction

When	What	How	Who attends to you
Until February 22nd	Application to participate (Priority deadline for exhibitors at Fruit Attraction 2023)	<ul style="list-style-type: none"> <li>Send the application form for exhibitors to Fruit Attraction 2023, to confirm the renewal of their space and surface area or to request a change.</li> <li>Complete the application online and send a copy of the payment of the space reservation fee and/or the amounts corresponding to participation in LIVE Connect to <a href="mailto:servifema@ifema.es">servifema@ifema.es</a>.</li> </ul>	<p>Exhibition Management <b><a href="mailto:fruitattraction@ifema.es">fruitattraction@ifema.es</a></b> Customer Service (Exhibitors): (+34) 91 722 30 00 <b><a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></b></p>
From February 23rd	Application to participate	<ul style="list-style-type: none"> <li>Continuation of the process of receiving participation applications for exhibitors at Fruit Attraction 2023 and new exhibitors.</li> <li>Offers, space confirmation and sending of contracts.</li> </ul>	<p>Exhibition Management: <b><a href="mailto:fruitattraction@ifema.es">fruitattraction@ifema.es</a></b> Customer Service (Exhibitors): (+34) 91 722 30 00 <b><a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></b></p>
3rd June 6th September	Payments	<ul style="list-style-type: none"> <li>3<sup>rd</sup> June - 50% of the amount of the space minus the reservation fee.</li> <li>6<sup>th</sup> September - 100% of the amount of the space and services contracted.</li> </ul>	<p>Servifema: <b><a href="mailto:servifema@ifema.es">servifema@ifema.es</a></b> Customer Service (Exhibitors): (+34) 91 722 30 00 <b><a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></b></p>
Until 30th June	Guest Programme	<ul style="list-style-type: none"> <li>International Hosted Buyers Programme (for Fresh Produce exhibitors).</li> <li>Please send the relevant form</li> </ul>	<p>(+34) 91 722 53 58 <b><a href="mailto:hb2.ifema@ifema.es">hb2.ifema@ifema.es</a></b></p>



# 9. Important Dates

When	What	How	Who attends to you
Until 3rd September	Free design projects	<ul style="list-style-type: none"><li>• Deadline for uploading free design projects to the Expo Zone. If the project includes hanging elements, a separate project must be submitted and sent to <a href="mailto:inspeccion.rigging@ifema.es">inspeccion.rigging@ifema.es</a></li></ul>	Technical Secretariat IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
	Customisation of modular stands	<ul style="list-style-type: none"><li>• Present the interior decoration projects for modular stands.</li><li>• Choose wall colours (Premium Stand) and carpeting (Space + Stand and Space + Premium Stand) in the Expo Zone.</li><li>• Communicate the signage in the Expo Zone (Space + stand, Premium, Ecorganicmarket).</li><li>• You will have to consult in the Expo Zone the project of the modular stand or upload the same with the stipulated modifications before <b>11<sup>th</sup> September</b>.</li></ul>	Technical Secretariat IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
	Contracting of services	<ul style="list-style-type: none"><li>• 5% discount on services.</li></ul>	IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>



# 9. Important Dates

When	What	How	Who attends to you
Until 4th September	Exhibitor activities	<ul style="list-style-type: none"><li>• Fill in the forms for:</li><li>• FRUIT NEXT</li><li>• INNOVATION HUB</li><li>• FACTORIA CHEF</li></ul>	Exhibition Management: <a href="mailto:fruitattraction@ifema.es">fruitattraction@ifema.es</a>
From 25th September	Contracting of services	<ul style="list-style-type: none"><li>• Contracting of services with a 25% increase</li></ul>	IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
From 2nd to 5th October	Stand assembly	<ul style="list-style-type: none"><li>• Days 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> from 8.30 am to 9.30 pm</li><li>• Day 5<sup>th</sup> from 8.30 am to 7.30 pm.</li></ul>	
6th and 7th October	Delivery of modular stands	<ul style="list-style-type: none"><li>• From 8.30 am to 9.30 pm.</li></ul>	
	Goods receipt	<ul style="list-style-type: none"><li>• From 8.30 am to 9.30 pm.</li><li>• From 19:00 hours onwards, entry will only be possible through the pedestrian gates, closing the goods gates to proceed with the installation of recyclable carpeting.</li></ul>	
Tuesday 8th, Wednesday 9th and Thursday 10th	Celebration of the fair	<ul style="list-style-type: none"><li>• 8<sup>th</sup> and 9<sup>th</sup> October: Opening to trade visitors from 9.30 am to 7.00 pm.</li><li>• 10<sup>th</sup> October: Opening to trade visitors from 9.30 am to 5.00 pm.</li><li>• Exhibitor entrance from 8.00 am and exit until 8.00 pm.</li></ul>	
10th and 11th October	Goods issue	<ul style="list-style-type: none"><li>• 10<sup>th</sup> October from 6.30 pm to 12 midnight. From 18:30 to 19:30 it will only be possible to exit through the pedestrian gates to remove recyclable carpet.</li><li>• 11<sup>th</sup> October from 8.30 am to 3.00 pm.</li></ul>	
11th and 12th October	Dismantling of stands	<ul style="list-style-type: none"><li>• 11th October from 3.00 pm to 9.30 pm</li><li>• 12th October from 8.30 am to 7.30 pm</li></ul>	



Department	Ask me about	Contact
Direction of the competition	<ul style="list-style-type: none"><li>Space allocation</li><li>General topics of trade fair participation</li><li>Exhibitor passes</li><li>Trade visitor invitations</li><li>Trade fair activities and forums</li></ul>	<p>(+34) 619 71 31 14 <a href="mailto:mjs@ifema.es">mjs@ifema.es</a></p> <p>(+34) 619 42 34 88 <a href="mailto:aselagh@ifema.es">aselagh@ifema.es</a> +34 627 37 28 87 <a href="mailto:adequadros@ifema.es">adequadros@ifema.es</a></p> <p>(+34) 681 10 61 89 <a href="mailto:berrendo@ifema.es">berrendo@ifema.es</a></p> <p>(+34) 676 18 01 91 <a href="mailto:nlopez@ifema.es">nlopez@ifema.es</a></p>
Director: <ul style="list-style-type: none"><li>M<sup>a</sup> José Sánchez</li></ul>		
Commercial Managers		
<ul style="list-style-type: none"><li><b>Fresh Produce Area:</b> Asela González:Halls 3,5,7,9 Ana de Quadros: Halls 2, 4, 8, 10</li></ul>		
<ul style="list-style-type: none"><li><b>Auxiliary Industry Area:</b> Olga Berrendo</li></ul>		
<ul style="list-style-type: none"><li><b>Fresh Food Logistics Area and Innova &amp; Tech Area:</b> Natividad López:Halls 6</li></ul>		



Department	Ask me about	Contact
Secretariat	<ul style="list-style-type: none"><li>• Space allocation</li><li>• General topics of trade fair participation</li><li>• Exhibitor passes</li><li>• Trade visitor invitations</li><li>• Trade fair activities and forums</li></ul>	
Laura Francos		(+34) 618 99 01 25 <a href="mailto:lfrancos@ifema.es">lfrancos@ifema.es</a>
Marketing and Advertising		
Esther Morales		(+34) 689 27 87 64 <a href="mailto:emorales@ifema.es">emorales@ifema.es</a>



# 10. Contact

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Department	Ask me about	Contact
Billing, Service Contracting and Customer Service	<ul style="list-style-type: none"><li>• Services Booking.</li><li>• Exhibitor passes.</li><li>• Professional visitor invitations.</li></ul>	(+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Servifema	<ul style="list-style-type: none"><li>• Billing of services.</li><li>• Payments.</li></ul>	(+34) 91 722 30 00 <a href="mailto:servifema@ifema.es">servifema@ifema.es</a>
Trade Fair Services Department Technical Secretariat	<ul style="list-style-type: none"><li>• Technical support work for exhibitors and assemblers.</li><li>• Review of stand assembly projects.</li><li>• Solutions to technical problems during trade fair activities.</li></ul>	(+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Conventions and congresses	<ul style="list-style-type: none"><li>• Rental of the different meeting and convention spaces at the fairgrounds, both during and outside the fairs.</li><li>• Coordination of extra-fair activities.</li></ul>	(+34) 91 722 30 00 <a href="mailto:convenciones@ifema.es">convenciones@ifema.es</a>
Institutional Relations and Protocol	<ul style="list-style-type: none"><li>• Institutional visits.</li><li>• Guided tours.</li><li>• Protocol for all events.</li><li>• Institutional relations.</li></ul>	(+34) 91 722 30 00 <a href="mailto:relacionesinstitucionales@ifema.es">relacionesinstitucionales@ifema.es</a>



# 10. Contact

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Department	Ask me about	Contact
Security and self-protection	<ul style="list-style-type: none"><li>• General security.</li><li>• Access to the Exhibition Centre.</li><li>• Car parks.</li></ul>	(+34) 91 722 30 00 <a href="mailto:dseguridad@ifema.es">dseguridad@ifema.es</a>
Medical Service and Security Emergencies	<ul style="list-style-type: none"><li>• Emergencies (security and medical).</li><li>• Health care for exhibitors and visitors during trade fairs, set-up and dismantling..</li></ul>	(+34) 91 722 30 00
Outdoor Advertising	<ul style="list-style-type: none"><li>• Booking of advertising media on the fairgrounds.</li></ul>	(+34) 91 722 30 00 <a href="mailto:publicidadexterior@ifema.es">publicidadexterior@ifema.es</a>
Telecommunications	<ul style="list-style-type: none"><li>• Information prior to contracting telephone and fax lines, ISDN lines, broadband connections by cable, WI-FI or others.</li><li>• Technical advice and configuration.</li></ul>	<a href="mailto:telecomunicaciones@ifema.es">telecomunicaciones@ifema.es</a>



Department	Contact
International Representations	<div>José Antonio Rodríguez Priego IFEMA MADRID, Deutsche Vertretung</div> <div>Germany, Switzerland and Austria</div> <div>(+49) 162 295 17 51 <a href="mailto:dach@ifema.es">dach@ifema.es</a></div>
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	<div>Osvaldo Cabrera Osvaldo Cabrera y Cía Ltda</div> <div>Chile</div> <div>(+56) 9 95350861 <a href="mailto:chile@ifema.es">chile@ifema.es</a></div>
	<div>Susana Fernández Pérez Madrid Outsourcing Solutions Co Limited</div> <div>China, South Korea, Hong Kong, Japan, Singapore, Taiwan, South Korea</div> <div>(+86) 21 525 85 004/5 <a href="mailto:ifema.china@madridinternational.cn">ifema.china@madridinternational.cn</a></div>
	<div>Pamina González How2Go Consultoría de Internacionalización</div> <div>Colombia, Ecuador and Peru</div> <div>(+57) 300 267 0793 <a href="mailto:colombia@ifema.es">colombia@ifema.es</a> <a href="mailto:peru@ifema.es">peru@ifema.es</a></div>



Department	Contact		
International Representations	Giorgio La Ferla Paralleli Trade Fairs srl	Italy and San Marino	(+39) 366 3596779 <a href="mailto:fiere@paralleli.eu">fiere@paralleli.eu</a> <a href="mailto:la.ferla@paralleli.eu">la.ferla@paralleli.eu</a>
	Lloyd de Villamor How2Go Consultoría de Internacionalización	Mexico	(+52 1) 55 91 89 01 01 <a href="mailto:mexico@ifema.es">mexico@ifema.es</a>
	Ricardo Illera How2Go Consultoría de Internacionalización	North Africa (Morocco, Algeria, Tunisia and Egypt)	(+212) 623 807 448 <a href="mailto:n.afrique@ifema.es">n.afrique@ifema.es</a>
	Nuno Almeida NFA, Lda.	Portugal	(+351) 213 86 85 17/8 <a href="mailto:portugal@ifema.es">portugal@ifema.es</a>
	Louisa Criscenti-Brown Elsie B Sales & Marketing	United Kingdom, Ireland	(+44) 0 7971 280870 <a href="mailto:ukireland@ifema.es">ukireland@ifema.es</a>



Department	Contact		
International Representations	Julie Ricard	France	(+33) 142613310 (+33) 665725137 <a href="mailto:france@ifema.es">france@ifema.es</a>
	Konstantina Bouman GHB BEHEER BV	Greece, Albania, Bulgaria, Cyprus, Serbia	(+31) 624 797659 <a href="mailto:konstantinagiannoutsou@yahoo.com">konstantinagiannoutsou@yahoo.com</a>
	Mukesh Arora SAARC	India	(+91) 9967357443 <a href="mailto:mukesh.arora@wisitex.in">mukesh.arora@wisitex.in</a>



# 11. Sustainability Culture Management at IFEMA MADRID

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

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

## **ISO STANDARDS CERTIFIED BY IFEMA MADRID:**

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

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

- Electricity from 100% certified renewable sources.
- Installation of geothermal energy in the Puerta Sur building.
- Low consumption lighting in pavilions and in our modular stands.
- Temperature control in air conditioning systems..

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

## **WASTE MANAGEMENT:**

- The exhibitor/assembler is the producer of the waste he/she generates and shall therefore be responsible for its removal and management. The management of waste generated by the exhibitor is set out in article 35 of the General Participation Regulations.
- We offer a service to exhibitors that includes the removal and management of waste generated by the exhibitor/assembler.

## **CARPET RECYCLING:**

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

In this way, we can guarantee its transformation into new raw material for the subsequent manufacture of other products.

## **SUSTAINABLE MOBILITY:**

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

## **GUIDE TO SUSTAINABLE PARTICIPATION IN FAIRS/EVENTS:**

IFEMA MADRID has published on its website the Guide to Sustainable Participation in Trade Fairs for exhibitors. We recommend that you read it before starting to prepare your participation: [ifema.es/nosotros/quality-sustainability](https://ifema.es/nosotros/quality-sustainability)



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# Thanks

