



fruit attraction

INTERNATIONAL TRADE SHOW FOR THE FRUIT AND VEGETABLE INDUSTRY

22-24
OCT.
2019

MADRID - SPAIN



EXHIBITOR GUIDE

SPECIFIC TRADE SHOW REGULATIONS

fruitattraction.com



IFEMA, Feria de Madrid
(+34) 91 722 30 00
fruitattraction@ifema.es
#FruitAttraction19

ORGANISED BY:



INDEX

Promotional tools	pag. 1
1. How can I be an exhibitor at Fruit Attraction 2019?	pag. 3
2. Allocation of spaces	pag. 4
3. Participation rates in Fruit Attraction	pag. 5
4. Participation forms in Fruit Attraction	pag. 6
5. Participation rates in Flower&Garden Attraction	pag. 13
6. Participation forms in Flower&Garden Attraction	pag. 14
7. General and compulsory services	pag. 18
8. Additional services	pag. 18
9. Exhibitor badges and invitations to clients	pag. 20
10. Co-exhibitors	pag. 20
11. Other important information for the exhibitor	pag. 21
12. Fruit Attraction Check list	pag. 22
13. Exhibition map	pag. 25
14. Exhibitor calendar	pag. 26
15. Contact us	pag. 28

Promotional tools

How can I make my participation at Fruit Attraction profitable?

BEFORE THE SHOW

- Define the objectives and strategy for your participation at the show.
- Tell the media about your presence at the show.
- Tell your clients base and potential clients about your presence at the show. You can use the customisable Fruit Attraction banner to include your stand number and other information. Include it in your email signature or letterheads. Available in Fruit Attraction website fruitattraction.com
- Promotion your products, services and new features in the Fresh News bulletin.
- Promotion of “star products” on social media: Facebook, Twitter, LinkedIn and Instagram.
- Include your press releases in the press section of the Fruit Attraction website.
- Send Fruit Attraction free invitations to your existing and potential clients.
- Update the permanent exhibitor directory with your contact details and company information in the online catalogue on the website and on the Fruit Attraction app, active throughout the year.
- Arrange meetings with visitors and exhibitors at the show. Through the Exhibitors Area / Management tool / My Agenda.
- Prepare promotional activities to complement your participation as an exhibitor: information for clients, to the market sector, the media, etc.
- Promotional items: use the promotional items available to you at the show: banners, advertising in the exhibitor catalogue, advertising in the visitor guide etc...
- IFEMA services booking: prepare the necessary material for your participation at the show: free-design stand plan, or customisation of your modular stand, preparation of material and leaflets to have on display, staff required, services, catering, decoration, etc.
- Stand signage: Include a text your company is known for: a branded product, product name, etc.
- International Buyers Programme: possibility of inviting your big clients to visit the show with travel and accommodation paid for and handled by the show.
- Professional meeting point: Send the registered professional guests at the meeting point information related to your products and services.



DURING THE SHOW

- **Take part in the FORO INNOVA PROGRAMME:** space to hold approximately 30 people including audio-visual equipment for conferences, talks, technical sessions, presentations, and so on.
- **INNOVATION HUB:** A place to exhibit exhibitors' latest features.
- **SHOWCOOKING:** A 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.
- Possibility of **hiring rooms** for receptions, conferences, press conferences, and so on or other professional activities at the IFEMA Convention and Congress Centre.
- **Promotional items:** use the promotional items available to you at the show such as outdoor advertising on show premises, etc.
- **Generate a good database** of visitors to your stand. Use Meet&Scan available in the oficial Fruit Attraction APP.

AFTER THE SHOW

- Ask the show for a list of your **registered visitors** to monitor who has visited your stand at the show.
- Send **thank-you communications** to the **database** of visitors to your stand.
- Use **social and traditional media** to **communicate** how well the product presented at the show was received.
- **Assess** which **conditions, features** or **improvements** to implement at the next edition of the show



1. How can I be an exhibitor at Fruit Attraction 2019?

1.1. Space may be booked by sending in the on-line **space application form** available at the trade show web site **fruitattraction.com**, together with the reservation fee.

1.2. Spaces required shall be multiple of 4.

Minimum surface area to book is 16m² (except Ecorganic Market, Nuts Hub and Smart Agro) and the maximum surface requested by individual companies cannot exceed 128m². The grouping of individual companies is not allowed. Not applicable to associative or institutional grouped companies.

1.3. Once the space application form has been sent, **please submit to the event organizer proof of payment of the booking fee**, or 50% of the total amount if space is booked after May 31st.

1.4. An **essential requirement** for taking part in the trade show is that the company activity, public or private institution is among the sectors served by FRUIT ATTRACTION

The Organizing Committee of Fruit Attraction reserves the right to reject applications to participate as exhibitors as companies or as part of group or institutional participations, from third countries that have not entered into or that have breached valid trade agreements with the EU:

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
 Other

AUXILIARY INDUSTRY AREA

Seeds
 Fertilisers, agro nutrients, plant protection
 Pre-harvest
 Transport & logistics
 Packaging & labelling
 Post-harvest
 Smart Agro (ICT applied in the horticultural)
 Ecorganic market
 Point of Sale
 Services (Consultancy firms, certification firms, financial institutions, TEA's, training, etc.)

FLOWER&GARDEN ATTRACTION

Flowers
 Plants
 Garden features
 Technology

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).

1.5. If the CONTRACTING ENTITY appoints another company as the INVOICING ENTITY, details of both companies must be stated in the on-line space application form, which also shall be signed by both firms.

1.6. PAYMENT DATES:

- **March 27th:** deadline to send the on-line space application form, together with the reservation fee, which is as follows
 - From 16 to 32 m² 450 €
 - From 32.5 to 64 m² 750 €
 - From 64.5 m² 1,000 €
- **May, 31st:** deadline for payment of the 50% of the space booked, previously deducting the reservation fee.
- **September 13th:** deadline for payment of the 100% of the corresponding contracted space and services.

1.7. The signature and submission of the application is an irrevocable undertaking by the applicant, and also involves the total acceptance of the **General Rules for Participation** established by IFEMA, and in general, of any stipulations set up by the FRUIT ATTRACTION Organization.

1.8. Failure of attendance by an exhibitor entails loss of the reservation fee. If attendance is waived within 30 days prior to the Event, exhibitors may be liable for payment in full of their space, even if the space is subsequently used by another exhibitor.

2. Allocation of spaces

2.1. SPACES APPLICATION FORM SENT BEFORE WEDNESDAY MARCH 27th

WEDNESDAY 27th MARCH: deadline for taking part in the priority meeting for the allocation of spaces. The on-line space application form must be sent along with a copy of the space reservation fee.

FIRST ALLOCATION OF SPACES

THE PRIORITY MEETING FOR THE ALLOCATION OF SPACES WILL TAKE PLACE THE FOLLOWING DAYS:

- Fresh Produce; 8 and 9 of April
- Auxiliary Industry: 10, 11 and 12 of April

CRITERIA FOR THE ALLOCATION OF SPACES

As at previous events, the criteria for the allocation of spaces at this meeting will be as follows in the order shown below (starting with 1):

1. **Surface area:** first choice is given to the largest surface area requested.
2. **Uninterrupted attendance to the show:** if several exhibitors apply for the same space, it will be given to the exhibitor who has the longest participation in the trade show.
3. **Attendance as an exhibitor at the last Trade Show.**
4. **In equal conditions** for criteria 1, 2 and 3 the order of choice will be decided by lots drawn in situ.

The FRUIT ATTRACTION management will inform exhibitors of the development and outcome of this meeting.

2.2. FRUIT ATTRACTION AND FLOWER&GARDEN ATTRACTION APPLICATION FORMS SUBMITTED AFTER 27th MARCH

Application forms submitted by exhibitors after March 27th, will be handled by **strict order of receipt of both the on-line space application form and the corresponding payment** (this latter being mandatory and will determine the date of acceptance of the exhibitor's application). The best space available in FRUIT ATTRACTION will be offered trying, as far as possible, to adapt this offer to the exhibitor's requirements and to the trade show criteria regarding the sector categorization.

2.3. CONFIRMATION OF THE REQUESTED SPACE

In both cases, the FRUIT ATTRACTION management will send the exhibitor an official allocation letter, with a plan showing the location and dimensions of the stand, the account statement, together with all the information on IFEMA's services, to get the very most out of the attendance to the trade show.

NEW 2.4. RIGHT OF PREFERENT RENEWAL IN 2020

In order to give the companies the choice of keeping their space for more than one edition, a new right of preferent renewal space will be set in 2020, available to all exhibitors of the 2019 edition.



3. Participation rates in Fruit Attraction

3.1. PARTICIPATION RATES

FLOOR ONLY:

From 32.5 to 64 m ²	€180/m ² + VAT*
Over 64 m ²	€175/m ² + VAT*
Second floor	€80/m ² + VAT*

FLOOR + BASIC CUSTOMIZED MODULAR STAND:

From 16 to 32 m ²	€243/m ² + VAT*
From 32.5 to 64 m ²	€238/m ² + VAT*
Over 64 m ²	€233/m ² + VAT*

FLOOR + PREMIUM CUSTOMIZED MODULAR STAND:

From 16 to 32 m ²	€273/m ² + VAT*
From 32.5 to 64 m ²	€268/m ² + VAT*
Over 64 m ²	€263/m ² + VAT*

FLOOR + ECORGANIC MARKET STAND: **

6 m ²	€1,801 + VAT*
------------------------	---------------

FLOOR + NUTS HUB STAND: **

6 m ²	€1,801 + VAT*
------------------------	---------------

FLOOR + SMART AGRO STAND: **

6 m ²	€1,801 + VAT*
------------------------	---------------

**In these areas it is also possible to take part with a surface area between 16 and 128 m² according to the aforementioned terms.

3.2. RATES FOR COMPULSORY SERVICES

Civil liability insurance (coverage up to €60,000)	€55.05 + VAT*
Multiferia" insurance (coverage up to €50,000)	€52.25 + VAT*
Trade Show Marketing Package: promotional elements and services (both for exhibitors and co-exhibitors)	250 € + VAT*
Minimum power consumption (0,13Kw/m ²) included with the Basic, Premium, Ecorganic market, Nuts Hub and Smart Agro modular stands	€3.965/m ² + VAT*

ASSEMBLY RIGHTS (included with the Basic, Premium, Ecorganic market, Nuts Hub and Smart Agro modular stands):

Spaces without decoration, or occupied by carpeting or wood flooring	Rate TYPE A: €2.10 /m ² + VAT*
Basic modular stands of aluminum or similar	Rate TYPE B: €4.20 /m ² + VAT*
Modular stand in aluminum design, woodworking and other materials	Rate TYPE C: €6.61 /m ² + VAT*

3.3. OPTIONAL SERVICE RATES

BADGES AND INVITATIONS:

Additional exhibitor badges	€20 /PC. + VAT*
Additional invitations	€9 /PC. + VAT*

FURNITURE:

Leaning exhibitor counter - Reference RU	€90 /PC. + VAT*
Stepped exhibitor counter - Reference RV	€90 /PC. + VAT*
Straight exhibitor counter - Reference RW	€90 /PC. + VAT*



FAIR ACTIVITIES:

Foro Innova	€150 + VAT*
Innovation Hub	€150 + VAT*
Showcookings	Free

OTHER SERVICES:

Cleaning type A (already included in the Basic, Premium, Ecorganic market, Nuts Hub and Smart Agro modular stands)	€3.96/m ² + VAT*
Rigging (regulation and form)	Check rates at: www.ifema.es
Water drainage (without connection or sink)	€343.38 + VAT*
Compressed air	€437.50 + VAT*
Parking (1 place for the duration of the fair)	€36.23 + VAT*

You may enquire about other available services via Fruit Attraction web, fruitattraction.com, in the booking services area.

(*) 10% VAT is not included for firms established in Spain (except for the Canaries, Ceuta and Melilla). This operation is not subject to Spanish VAT for the remaining firms. In case of European Union firms, exhibitors will be responsible for paying the applicable VAT applicable according to their country.

4. Participation forms in Fruit Attraction

Participation at the exhibition can be done by choosing one of the following:

4.1 MODULAR STANDS

- 4.1.1. FLOOR + BASIC CUSTOMIZED MODULAR STAND
- 4.1.2. FLOOR + PREMIUM CUSTOMIZED MODULAR STAND
- 4.1.3. FLOOR + ECORGANIC MARKET STAND
- 4.1.4. FLOOR + NUTS HUB STAND
- 4.1.5. FLOOR + SMART AGRO STAND

4.2. ONLY FLOOR - FREE DESIGN STANDS

4.1. MODULAR STANDS

This applies to all contracts for customized modular stands:

- The participation as an exhibitor involves **the compulsory contracting** of the following items:
 - Civil liability (coverage up to € 60,000) and "multifair" insurances (coverage up to €50,000) of €55.05 and €52.25 respectively + VAT*. **Public liability insurance and 'multifair' insurance coverage is charged for each stand assigned, for both individual and group participations.**
 - Trade Show Marketing Package: inclusion in promotional and services material at the price of; €250 + VAT*
- Spaces required shall be multiple of 4.
- **The minimum space** to request is 16m² (except Ecorganic market, Nuts hub and Smart Agro). **The maximum surface area** requested by individual companies cannot exceed 128 m². **Individual companies will not be allowed to group themselves. This is not applicable to grouped, associative or institutional applications.**
- The finished **modular stands** will be delivered on **October 20th from 8.30 a.m. on.**
- All the **modular stands involving an interior decoration with panels, sections, totems, platforms/floorings, trusses, etc., will be required to present their project to the IFEMA Technical Secretariat before Friday, September 13th.** Kindly submit your DESIGN to the IFEMA Exhibition Services Management: or e-mail address: stecnica@ifema.es
- The distribution of all elements included in the stand, any extras requested, as well as the structural elements necessary for supporting the stand, will be adapted, as far as possible, to the exhibitor's requirements, provided that it is technically feasible and an assembly map detailing all the relevant instructions is received fifteen days prior to the beginning of the assembly.
- **Once the stand has been assembled, any changes in the location of any elements not previously communicated within the required deadline will be invoiced.**
- **Withdrawal or replacement by the exhibitor of any components of the modular stand will not entail any reductions in costs.** All structural and electrical materials used are under renting. Any damage on them will be invoiced according to the price in force.
- In addition, any exhibitor may hire items that appear in the IFEMA booking services, available in the Exhibitors Area.

OUTER WALLS HEIGHT

- Any elements placed on the first meter of areas faced to aisle and/or in dividing areas with neighboring exhibitors shall be 1 m. high. Not applicable to individual exhibitors who occupy a complete island in the Fresh Produce Area, nor to exhibitors of the Auxiliary Industry Area. In both cases, they shall follow the blank outer walls norm. In the remaining areas, maximum height of constructions or decorations can be 4 m.

HEIGHT

- **To raise or hang any decorative 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 4 m.
- **Construction, decoration and lighting elements** may not stand out more than 50 cm from the allocated space and from a minimum height of 2.5 m.

BLANK OUTER WALLS:

- **Fresh Produce Area:** 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 3-m recess needs to be included on the inside, and these walls cannot exceed 80% of the total length of each façade.
- **Fresh Produce Area** for companies occupying a complete island individually and **Auxiliary Industry Area.** the blind perimeter walls facing the aisle cannot exceed 50% of each façade facing the aisle. In order to make longer walls, a 3-m recess needs to be included on the inside, and these walls cannot exceed 80% of the total length of each façade.

(*) 10% VAT is not included for firms established in Spain (except for the Canaries, Ceuta and Melilla). This operation is not subject to Spanish VAT for the remaining firms. In case of European Union firms, exhibitors will be responsible for paying the applicable VAT applicable according to their country.

4.1.1. Floor + **FRUIT ATTRACTION Basic** customized modular stand

Outlined below are the technical specifications of the **Basic customized modular stand**.

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

More detailed information is available on pages 1 and 2.

Minimum surface area: 16m². (Requested space shall be a multiple of 4).

FEATURES OF THE BASIC CUSTOMIZED MODULAR STAND (for every 16m²):

- Area and stand opening onto aisles (see explanatory sketch).
- Painted chipboard walls in the colour selected by the exhibiting company from among the following:
 - Green (Pantone 377 U) White Orange (Pantone 130 U)
 - Maroon (Pantone 187 U) Black (Pantone Black U)



Exhibitors must specify the selected colour in the Exhibitors' Area, before Friday 13th September.

- Grey aluminum profiles.
- Storeroom with door according to the following detail:
 - Stands of 16 m²: 1 m²
 - Stands from 16.5 to 32 m²: 2 m²
 - Stands from 32.5 to 48 m²: 3 m²
 - Stands bigger than 48 m²: 4 m²
- Furniture: (doubled for every 16 m² to a maximum of 2 times):
 - Stands from 16 to 32 m²:
 - 1 round black table (90x74 cm). Model DOM – Reference ME03
 - 4 black chairs. Model Barcelona – Reference SIO2
 - Stands from 32.5 m² onwards:
 - 2 round black tables (90x74 cm). Model DOM – Reference ME03
 - 8 black chairs. Model Barcelona – Reference SIO2

Counters are not included. (For information about accessories, see page 5)

- 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 Friday 13th September.

- Height: 3 m.
- Services
 - **Electrical energy:** minimum compulsory electricity consumption (0.13 kW/m²). Electrical switchboard equipped with magneto thermal differential (prepared for 130W/m²). 500 W plug for every 16 m² (maximum 2 units). Lighting with 50W led lamps (1 spot per each 4 m²).
 - **Cleaning type A:** a first initial cleaning with the plastic removal and then a daily cleaning.
 - **Build up charges.**
 - **Fascia board** with the exhibitor's name and stand number (maximum 20 characters). The exhibitor must indicate the lettering in Exhibitors' Area before September 13th
 - It is possible to put vinyl all around the stand. **Do not forget to check the exact measurements of the stand in order to adjust your vinyl panels to the exact assembly measurements.** Please contact decoraciongrafica@ifema.es, for further details.

RATES

From 16 to 32 m ²	€ 243/m ² + VAT*
From 32.5 to 64 m ²	€ 238/m ² + VAT*
Over de 64 m ²	€ 233/m ² + VAT*



(*) 10% VAT is not included for firms established in Spain (except for the Canaries, Ceuta and Melilla). This operation is not subject to Spanish VAT for the remaining firms. In case of European Union firms, exhibitors will be responsible for paying the applicable VAT applicable according to their country.

4.1.2. Floor + **FRUIT ATTRACTION** Premium customized modular stand

Outlined below are the technical specifications of the **Premium customized modular stand**.

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

More detailed information is available on pages 1 and 2.

Minimum surface area: 16m². (Requested space shall be a multiple of 4)

FEATURES OF THE PREMIUM CUSTOMIZED MODULAR STAND (for every 16m²):

- Area and stand opening onto aisles (see explanatory sketch).
- Painted chipboard walls forming a 10 cm wall
(Exhibitors must select from the five colours listed below):
 - Green (Pantone 377 U) □ White ■ Orange (Pantone 130 U)
 - Maroon (Pantone 187 U) ■ Black (Pantone Black U)



Exhibitors must specify the selected colour in the Exhibitors' Area, before Friday 13th September.

- Storeroom with door according to the following detail:
 - Stands of 16 m²: 1 m²
 - Stands from 16.5 to 32 m²: 2 m²
 - Stands from 32.5 to 48 m²: 3 m²
 - Stands bigger than 48 m²: 4 m²
- Furniture (doubled for every 16 m² to a maximum of 2 times):
 - Stands from 16 to 32 m²:
 - 1 counter as per design · 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 32.5 m² onwards:
 - 2 counters as per design · 4 leaning shelves as per design · 2 round white tables. DOM Model - Reference ME01 (90*74cm)
 - 6 white chairs. Madrid Model - Reference SI01



- Trade fair carpeting. 5 colours to choose from:
 - Leaf Green ■ Billiard Baize Green ■ Sienna Orange ■ Black ■ Burgundy

Exhibitors must specify the selected colour in the Exhibitors' Area, before Friday 13th September.

- Height: 3 m.
- Decorative ceiling on frame with 1.5x1.5 fabric.
- Services
 - **Electrical energy:** lighting with 50W led lamps (1 spot per each 3 m² of stand). Minimum compulsory electricity consumption (0.13 kW/m²). Technical panel with magneto thermal differential (prepared for 130W/m²). 500 W plug for every 16 m² (maximum 2 units).
 - **Cleaning type A:** a first initial cleaning with plastic removal and then a daily cleaning.
 - **Build up charges.**
 - **Fascia board:** Signage in standard lettering on a banner measuring 50 cm x 40 cm bearing the name of the exhibiting company and the stand number (maximum 20 characters). The exhibitor must indicate the lettering in Exhibitors' Area before September 13th.
 - It is possible to put vinyl all around the stand. Do not forget to check the exact measurements of the stand in order to adjust your vinyl panels to the exact assembly measurements. Please contact decoraciongrafica@ifema.es, for further details.

RATES

From 16 to 32 m ²	€ 273 /m ² + VAT*
From 32,5 to 64 m ²	€ 268 /m ² + VAT*
Over 64 m ²	€ 263 /m ² + VAT*

(*) 10% VAT is not included for firms established in Spain (except for the Canaries, Ceuta and Melilla). This operation is not subject to Spanish VAT for the remaining firms. In case of European Union firms, exhibitors will be responsible for paying the applicable VAT applicable according to their country.

4.1.3. Floor + FRUIT ATTRACTION Ecorganic market stand

Outlined below are the technical specifications of the **Ecorganic market stand**.

Exclusive stands for companies with 100% organic products.

Single surface of 6 m².

In addition, you may take part with a Basic or Premium modular stand from 16 m² to 128 m² or with a free design stand for a surface area bigger than 32 m².

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

More detailed information is available on pages 1 and 2.

FEATURES OF THE ECORGANIC MARKET STAND:

- 6 m² area and stand opening onto aisles.
- 50 cm wide wall consisting of chipboard panels painted white (see explanatory sketch).
- Display with lighting integrated in the wall
- Furniture:
 - 1 white round table. DOM Model - Reference ME01 (90*74 cm)
 - 3 white chairs. Madrid model - Reference SI01
 - 1 white Sienna stool
 - 1 straight counter with door
 - 1 exhibition counter
- Trade fair carpeting Sienna Orange.
- Services
 - **Electrical energy:**
 - 150W halogen 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).
 - **Cleaning type A:** a first initial cleaning with plastic removal and then a daily cleaning.
 - **Build up charges.**
 - **Lettering:** standard lettering with the exhibitor's name and stand number (maximum 20 characters). The exhibitor must indicate the lettering in Exhibitors' Area before September 13th.
 - It is possible to put vinyl all around the stand. Do not forget to check the exact measurements of the stand in order to adjust your vinyl panels to the exact assembly measurements. Please contact: decoraciongrafica@ifema.es for further details.



RATES

6 m² €1,801 + VAT*



(*) 10% VAT is not included for firms established in Spain (except for the Canaries, Ceuta and Melilla). This operation is not subject to Spanish VAT for the remaining firms. In case of European Union firms, exhibitors will be responsible for paying the applicable VAT applicable according to their country.

4.1.4. Floor + FRUIT ATTRACTION Nuts Hub stand

Outlined below are the technical specifications of the **Nuts Hub Stand**.

Exclusive stands for nut companies.

Single surface of 6 m².

In addition, you may take part with a Basic or Premium modular stand from 16 m² to 128 m² or with a free design stand for a surface area bigger than 32 m².

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

More detailed information is available on pages 1 and 2.

FEATURES OF THE NUTS HUB STAND:

- 6 m² area and stand opening onto aisles.
- 50 cm wide wall consisting of chipboard panels painted white (see explanatory sketch).
- Display with lighting integrated in the wall.
- Furniture:
 - 1 white round table. DOM Model - Reference ME01 (90*74 cm)
 - 3 white chairs. Madrid model - Reference SI01
 - 1 white Sienna stool
 - 1 straight counter with door
 - 1 exhibition counter
- Trade fair carpeting Sienna Orange.
- Services
 - **Electrical energy:**
 - 150W halogen 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).
 - **Cleaning type A:** a first initial cleaning with plastic removal and then a daily cleaning.
 - **Build up charges.**
 - **Lettering:** standard lettering with the exhibitor's name and stand number (maximum 20 characters). The exhibitor must indicate the lettering in Exhibitors' Area before September 13th
 - It is possible to put vinyl all around the stand. Do not forget to check the exact measurements of the stand in order to adjust your vinyl panels to the exact assembly measurements. Please contact: decoraciongrafica@ifema.es for further details.



RATES

6 m² €1,801 + VAT*



(*) 10% VAT is not included for firms established in Spain (except for the Canaries, Ceuta and Melilla). This operation is not subject to Spanish VAT for the remaining firms. In case of European Union firms, exhibitors will be responsible for paying the applicable VAT applicable according to their country.

4.1.5. Floor + FRUIT ATTRACTION Smart Agro stand

Outlined below are the technical specifications of the **Smart Agro Stand**.

Exclusive stands for technological solutions companies.

Single surface of 6 m².

In addition, you may take part with a Basic or Premium modular stand from 16 m² to 128 m² or with a free design stand for a surface area bigger than 32 m².

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

More detailed information is available on pages 1 and 2.

FEATURES OF THE SMART AGRO STAND:

- 6 m² area and stand opening onto aisles.
- 50 cm wide wall consisting of chipboard panels painted white (see explanatory sketch).
- Display with lighting integrated in the wall.
- Furniture:
 - 1 white round table. DOM Model - Reference ME01 (90*74 cm)
 - 3 white chairs. Madrid model - Reference SI01
 - 1 white Sienna stool
 - 1 straight counter with door
 - 1 exhibition counter
- Trade fair carpeting Sienna Orange.
- Services
 - **Electrical energy:**
 - 150W halogen 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).
 - **Cleaning type A:** a first initial cleaning with plastic removal and then a daily cleaning.
 - **Build up charges.**
 - **Lettering:** standard lettering with the exhibitor's name and stand number (maximum 20 characters). The exhibitor must indicate the lettering in Exhibitors'Area before September 13th.
 - It is possible to put vinyl all around the stand. Do not forget to check the exact measurements of the stand in order to adjust your vinyl panels to the exact assembly measurements. Please contact: decoraciongrafica@ifema.es for further details.



For reference only

RATES

6 m²€1,801 + VAT*



(*) Empresas establecidas en el territorio español (excluyendo Canarias, Ceuta y Melilla): 10% de IVA no incluido. Para el resto de empresas esta operación queda no sujeta a IVA español. En caso de empresas de la Unión Europea, el expositor será responsable del IVA que, en su caso, se devengue en su país de establecimiento.

4.2. Only floor - FRUIT ATTRACTION Free design stands

Outlined below are the technical specifications of the **free design stands**.

Remember that you may request other additional services, or employ other tools that we make available to you, in order to obtain greater visibility and added value from your participation in the show. More detailed information is available on pages 1 and 2.

Optional from 32.5 m² onwards..

FEATURES OF FREE DESIGN STANDS

- 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.
- Every exhibitor who chooses a free design stand shall **submit the corresponding DESIGN for approval to IFEMA Exhibition Services Management** (e-mail address: stecnica@ifema.es) **before September 13th, 2019**.
- 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 assembly and dismantling at the trade show.
- 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:

Outer walls height

- Any elements placed on the first meter of areas faced to aisle and/or in dividing areas with neighboring exhibitors shall be 1 m. high (This norm does not apply to companies with an individual space in the Fresh Products Area nor to those companies in the Auxiliary Industry Area; in both cases, they shall follow the Blank Outer Wall norms). In the remaining areas, maximum height of constructions or decorations can be 4 m.

Height:

- To **raise or hang any decorative 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 4 m.
- **Construction, decoration and lighting elements** may not protrude more than 50 cm from the allocated space and from a minimum height of 2.5 m.

Blank outer walls:

- **Fresh Produce Area:** 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 3-m recess needs to be included on the inside, and these walls cannot exceed 80% of the total length of each façade.
- **Fresh Produce Area** for companies occupying a complete island individually and **Auxiliary Industry Area.** the blind perimeter walls facing the aisle cannot exceed 50% of each façade facing the aisle. In order to make longer walls, a 3-m recess needs to be included on the inside, and these walls cannot exceed 80% of the total length of each façade.

RATES

From 32.5 a 64 m ²	180 €/m ² + VAT*
Over de 64 m ²	175 €/m ² + VAT*
Second floor	80 €/m ² + VAT*

IN ADDITION, THE PARTICIPATION AS AN EXHIBITOR INVOLVES THE COMPULSORY CONTRACTING OF THE FOLLOWING ITEMS:

- 3.965 €/m² + VAT* per minimum compulsory electricity consumption (0.13 kW/m²).
- Civil liability (coverage up to € 60,000) and "multifair" Insurances (coverage up to € 50,000) of € 55.05 and € 52.25 respectively + VAT*. Public liability insurance and 'multifair' insurance coverage is charged for each stand assigned, for both individual and group participations.
- Trade Show Marketing Package: inclusion in promotional and services material at the price of € 250 + VAT*.
- Build up charges (see info below).

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 assembly and dismantling 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.
- 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/platforms	Fee TYPE A: 2.10 €/m ² + VAT*
• Basic modular stands in aluminum or similar material	Fee TYPE B: 4.20 €/m ² + VAT*
• Design modular stands in aluminum, of carpentry and other materials	Fee TYPE C: 6.61 €/m ² + VAT*

(*) 10% VAT is not included for firms established in Spain (except for the Canaries, Ceuta and Melilla). This operation is not subject to Spanish VAT for the remaining firms. In case of European Union firms, exhibitors will be responsible for paying the applicable VAT applicable according to their country.

5. Participation rates in Flower&Garden Attraction

5.1. PARTICIPATION RATES

FLOOR ONLY:

From 32 to 128 m² €175/m² + VAT*

FLOOR + BASIC CUSTOMIZED MODULAR STAND:

From 16 to 32 m² €243/m² + VAT*

From 32.5 to 64 m² €238/m² + VAT*

Over 64 m² €233/m² + VAT*

FLOOR + FLOWER&GARDEN ATTRACTION MODULAR STAND:

From 16 m² € 220/m² + VAT*

5.2. RATES FOR COMPULSORY SERVICES

Civil liability insurance (coverage up to €60,000) € 55.05 + VAT*

Multiferia" insurance (coverage up to €50,000) € 52.25 + VAT*

Trade Show Marketing Package: promotional elements and services (both for exhibitors and co-exhibitors) € 250 + VAT*

Minimum power consumption (0,13Kw/m²) included with the Basic and Flower&Garden

Attraction modular stands € 3.965/m² + VAT*

BUILD UP CHARGES (included with the Basic and Flower&Garden Attraction modular stands):

Spaces without decoration, or occupied by carpeting or wood flooring Rate TYPE A: € 2.10 /m² + VAT*

Basic modular stands of aluminum or similar Rate TYPE B: €4.20 /m² + VAT*

Modular stand in aluminum design, woodworking and other materials Rate TYPE C: € 6.61 /m² + VAT*

5.3. OPTIONAL SERVICE RATES

BADGES AND INVITATIONS:

Additional exhibitor badges €20 /PC. + VAT*

Additional invitations €9 /PC. + VAT*

FURNITURE:

Leaning exhibitor counter €90 /PC. + VAT*

Stepped exhibitor counter €90 /PC. + VAT*

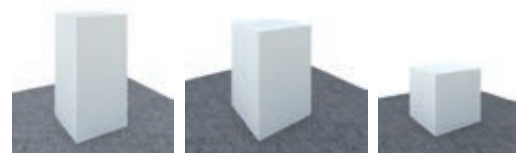
Straight exhibitor counter €90 /PC. + VAT*



Podium 50x50x100 cms. €79.24 /PC. + VAT*

Podium 50x50x75 cms. €73.28 /PC. + VAT*

Podium 50x50x50 cms. €68.33 /PC. + VAT*



OTHER SERVICES:

Cleaning type A (already included in the Basic and Flower&Garden Attraction modular stands € 3.96 /m² + VAT*

Rigging (norms and form) Check rates at: ifema.es

Hydrant and water drainage (without connection or sink) € 233.30 + VAT*

Compressed air € 437.50 + VAT*

Parking (1 place for the duration of the fair) € 36.23 + VAT*

You may enquire about other available services via fruitattraction.com/flower-gardenattraction (Booking Services)

(*) 10% VAT is not included for firms established in Spain (except for the Canaries, Ceuta and Melilla). This operation is not subject to Spanish VAT for the remaining firms. In case of European Union firms, exhibitors will be responsible for paying the applicable VAT applicable according to their country.

6. Participation forms in Flower&Garden Attraction

Participation at the exhibition can be done by choosing one of the following:

6.1 MODULAR STANDS

6.1.1. FLOOR + FLOWER&GARDEN ATTRACTION MODULAR STAND

6.1.2. FLOOR + FLOWER&GARDEN ATTRACTION BASIC CUSTOMIZED MODULAR STAND (Auxiliary Industry)

6.2. ONLY FLOOR - FREE DESIGN STANDS

6.1. MODULAR STANDS

This applies to all contracts for customized modular stands:

- The participation as an exhibitor involves **the compulsory contracting** of the following items:
 - Civil liability (coverage up to € 60,000) and "multifair" insurances (coverage up to €50,000) of €55.05 and €52.25 respectively + VAT*. Public liability insurance and 'multifair' insurance coverage is charged for each stand assigned, for both individual and group participations.
 - Trade Show Marketing Package: inclusion in promotional and services material at the price of; €250 + VAT*.
- **The maximum surface area requested by individual companies cannot exceed 128 m². Individual companies will not be allowed to group themselves. This is not applicable to grouped, associative or institutional applications.**
- The finished **modular stands** will be delivered on **October 20th from 8.30 a.m. on.**
- All the **modular stands involving an interior decoration with panels, sections, totems, platforms/floorings, trusses, etc., will be required to present their project to the IFEMA Technical Secretariat before Friday, September 13th.** Kindly submit your DESIGN to the IFEMA Exhibition Services Management: e-mail address: stecnica@ifema.es
- The distribution of all elements included in the stand, any extras requested, as well as the structural elements necessary for supporting the stand, will be adapted, as far as possible, to the exhibitor's requirements, provided that it is technically feasible and an assembly map detailing all the relevant instructions is received fifteen days prior to the beginning of the assembly.
- **Once the stand has been assembled, any changes in the location of any elements not previously communicated within the required deadline will be invoiced.**
- **Withdrawal or replacement by the exhibitor of any components of the modular stand will not entail any reductions in costs.** All structural and electrical materials used are under renting. Any damage on them will be invoiced according to the price in force.
- In addition, any exhibitor may hire items that appear in the IFEMA booking services, available in the Exhibitors Area.

OUTER WALLS HEIGHT

- Any elements placed on the first meter of areas faced to aisle and/or in dividing areas with neighboring exhibitors shall be 1 m. high (not applicable to exhibitors of the Auxiliary Area). In the remaining areas, maximum height of constructions or decorations can be 4 m.

HEIGHT

- To raise or hang any decorative 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 4 m.
- **Construction, decoration and lighting elements** may not stand out more than 50 cm from the allocated space and from a minimum height of 2.5 m.

BLANK OUTER WALLS

- Blind perimeter side walls may be erected from the first metre inside the booth and may not exceed 50% of each wall faced to aisle. Longer walls must be set back a minimum of 3 metres towards the interior and must not exceed 80% of the total length of each façade.



(*) 10% VAT is not included for firms established in Spain (except for the Canaries, Ceuta and Melilla). This operation is not subject to Spanish VAT for the remaining firms. In case of European Union firms, exhibitors will be responsible for paying the applicable VAT applicable according to their country.

6.1.1. Floor + Flower&Garden Attraction modular stand

Minimum surface area: 16m². (Requested space shall be a multiple of 4)

FEATURES OF THE FLOWER&GARDEN ATTRACTION MODULAR STAND (for every 16 m²):

- Area and stand opening onto aisles (see explanatory sketch).
- Painted chipboard walls (Exhibitors must select from the five colours listed below):
 - Green (Pantone 377 U) White Orange (Pantone 130 U)
 - Maroon (Pantone 187 U) Black (Pantone Black U)

Exhibitors must specify the selected colour in the Exhibitors' Area, before Friday 13th September.

- Storeroom with door according to the following detail:
 - Stands of 16 m²: 1 m²
 - Stands from 16.5 to 32 m²: 2 m²
 - Stands from 32.5 to 48 m²: 3 m²
 - Stands bigger than 48 m²: 4 m²



For reference only

- Trade fair carpeting 5 colours to choose from:
 - Leaf Green Billiard Baize Green Sienna Orange Black Burgundy

Exhibitors must specify the selected colour in the Exhibitors' Area, before Friday 13th September.

- Height: 3 m.
- Services
 - **Electrical energy:** Minimum electricity consumption (0.13 kw/m²). Electrical panel with circuit breaker (with a power of 130W/m²). A socket outlet of 500W per every 16m² (maximum 4 units). Lighting with 400W metal halide lamps located above on a general truss.
 - **Cleaning type A:** a first initial cleaning with plastic removal and then a daily cleaning.
 - **Build up charges.**
 - **Lettering:** standardised lettering, located on the wall of the stand, with the exhibitor's name and stand number. Maximum 20 characters. The exhibitor must show the name of their sign via their Exhibitor Area before Friday 13th September
 - It is possible to put vinyl all around the stand. Do not forget to check the exact measurements of the stand in order to adjust your vinyl panels to the exact assembly measurements. Please contact decoraciongrafica@ifema.es, for further details.

FLOOR + FLOWER&GARDEN ATTRACTION STAND RATES

From 16 m² € 220 /m² + VAT*



(*) 10% VAT is not included for firms established in Spain (except for the Canaries, Ceuta and Melilla). This operation is not subject to Spanish VAT for the remaining firms. In case of European Union firms, exhibitors will be responsible for paying the applicable VAT applicable according to their country.

6.1.2. Floor + Flower&Garden Attraction Basic customized modular stand (Auxiliary Industry)

Outlined below are the technical specifications of the **Basic modular customisable stand**.

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

More detailed information is available on pages 1 and 2.

Minimum surface area: 16m². (Requested space shall be a multiple of 4).

FEATURES OF THE BASIC CUSTOMIZED MODULAR STAND (for every 16 m²):

- Area and stand opening onto aisles (see explanatory sketch).
- Painted chipboard walls in the colour selected by the exhibiting company from among the following:
 - Green (Pantone 377 U) White Orange (Pantone 130 U)
 - Maroon (Pantone 187 U) Black (Pantone Black U)



For reference only

Exhibitors must specify the selected colour in the Exhibitors' Area, before Friday 13th September.

- Grey aluminum profiles.
- Storeroom with door according to the following detail:
 - Stands of 16 m²: 1 m²
 - Stands from 16.5 to 32 m²: 2 m²
 - Stands from 32.5 to 48 m²: 3 m²
 - Stands bigger than 48 m²: 4 m²
- Furniture: (doubled for every 16 m² to a maximum of 2 times):
 - Stands from 16 to 32 m²:
 - 1 round black table (90x74 cm). Model DOM – Reference ME03
 - 4 black chairs. Model Barcelona – Reference SIO2
 - Stands from 32.5 m² onwards:
 - 2 round black tables (90x74 cm). Model DOM – Reference ME03
 - 8 black chairs. Model Barcelona – Reference SIO2

Counters are not included. (For information about accessories, see page 13)

- 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 Friday 13th September.

- Height: 3 m.
- Services
 - **Electrical energy:** minimum compulsory electricity consumption (0.13kW/m²). Electrical switchboard equipped with magnetothermal differential (prepared for up to a power of 130W/m²). Plug of 500 W for every 16m² (máximum 4 units). Lighting with rail mounted 300W halogen spots, at the rate of 1 spot per each 4m².
 - **Cleaning type A:** a first initial cleaning with plastic removal and then a daily cleaning.
 - **Build up charges.**
 - **Fascia board** with the exhibitor's name and stand number (maximum 20 characters). The exhibitor must indicate the lettering in the Exhibitors' Area before September 13th
 - It is possible to put vinyl all around the stand. **Do not forget to check the exact measurements of the stand in order to adjust your vinyl panels to the exact assembly measurements.** Please contact decoraciongrafica@ifema.es, for further details.

FLOOR + BASIC STAND RATES

From 16 to 32 m ²	€ 243/m ² + VAT*
From 32.5 to 64 m ²	€ 238/m ² + VAT*
Over de 64 m ²	€ 233/m ² + VAT*

(*) 10% VAT is not included for firms established in Spain (except for the Canaries, Ceuta and Melilla). This operation is not subject to Spanish VAT for the remaining firms. In case of European Union firms, exhibitors will be responsible for paying the applicable VAT applicable according to their country.

6.2. ONLY FLOOR - FREE DESIGN STAND FLOWER&GARDEN ATTRACTION

Outlined below are the technical specifications of the free design stands.

Remember that you may request other additional services, or employ other tools that we make available to you, in order to obtain greater visibility and added value from your participation in the show. More detailed information is available on pages 1 and 2.

Optional from 32 m² onwards.

FEATURES OF FREE DESIGN STANDS

- All companies must assemble their stand, which must include at least the walls adjoining the hall walls or the walls of other stands depending on their location.
- Every exhibitor who chooses a free design stand shall **submit the corresponding DESIGN for approval to IFEMA Exhibition Services Management** (e-mail address: stecnica@ifema.es) **before September 13th, 2019**.
- 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 assembly and dismantling at the trade show.
- 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:

Outer walls height:

- Any elements placed on the first meter of areas faced to aisle and/or in dividing areas with neighboring exhibitors shall be 1 m. high (not applicable to exhibitors of the Auxiliary Area). In the remaining areas, maximum height of constructions or decorations can be 4 m.

Height:

- To **raise or hang any decorative 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 4 m.
- **Construction, decoration and lighting elements** may not protrude more than 50 cm from the allocated space and from a minimum height of 2.5 m.

Blank outer 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.

ONLY FLOOR RATES

From 32.5 to 128 m² € 175 /m² + VAT*

IN ADDITION, THE PARTICIPATION AS AN EXHIBITOR INVOLVES THE COMPULSORY CONTRACTING OF THE FOLLOWING ITEMS:

- € 3.965 /m² + VAT* per minimum compulsory electricity consumption (0.13 kW/m²).
- Civil liability (coverage up to € 60,000) and "multifair" Insurances (coverage up to € 50,000) of € 55.05 and € 52.25 respectively + VAT*. Civil liability insurance and 'multifair' insurance coverage is charged for each stand assigned, for both individual and group participations.
- Trade Show Marketing Package: inclusion in promotional and services material at the price of € 250 + VAT*.
- Assembly rights (see info below).

ASSEMBLY RIGHTS:

- The company responsible for assembly of free design stands shall be required to pay to IFEMA, before beginning its tasks, the assembly rights fees corresponding to services rendered during assembly and dismantling at the trade show: health care service, reduced rates at the catering services, 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.
- Depending on the use of facilities and/or services, **assembly rights fees** to the full free design stand including second floors, will be as follows
 - Spaces without decoration or with carpeting or flooring/platforms Fee TYPE A: € 2.10 /m² + VAT*
 - Basic modular stands in aluminum or similar material Fee TYPE B: € 4.20 /m² + VAT*
 - Design modular stands in aluminum, of carpentry and other materials Fee TYPE C: € 6.61 /m² + VAT*

(*) 10% VAT is not included for firms established in Spain (except for the Canaries, Ceuta and Melilla). This operation is not subject to Spanish VAT for the remaining firms. In case of European Union firms, exhibitors will be responsible for paying the applicable VAT applicable according to their country.

7. General and compulsory services

Participation as an exhibitor implies automatic purchase of:

7.1. INSURANCES

Civil liability (coverage up to € 60,000) and "multifair" liability (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, the premiums for which are 55.05 € y 52.25 € respectively + VAT* . Civil liability insurance and 'multifair' **insurance coverage is charged for each stand assigned, for both individual and group participations.**

7.2. ELECTRICITY

Minimum electricity consumption for general hook-up and supply of minimum power (0.13 kw/m²) during the celebration of the event and the merchandise delivery and dispatch periods is 3.965 €/m²+ VAT* .

7.3. TRADE SHOW MARKETING PACKAGE: PROMOTIONAL AND SERVICES MATERIAL priced at 250 € + VAT. *

This includes the exhibitor's name and details in the following:

- **Initial exhibitor listing:** regularly updated list of exhibitors, available on the Trade Show web (www.fruitattraction.com), and sent via Fruit Attraction Fresh News to a large database of professionals operating in the sector.
- **Official on-line interactive exhibitor catalogue:** an innovative format enabling you to prepare your visit to the trade fair (advanced search, notes etc.).
- **Visitors' Guide:** this includes a plan of each hall, the list of exhibitors and the full schedule of all Feria de Madrid activities and services. It is available free of charge at the trade show.
- **Interactive trade show information points:** these are located in a number of strategic locations at the trade show. They are accessible to visitors, and have facilities to locate exhibitors and print out customized location plans.
- **Map and list of exhibitors in each hall.**
- **Fruit Attraction official APP.**

8. Additional services

8.1. Once space has been assigned, exhibitors will be able to access the **IFEMA booking services (exhibitors area)**, which includes all services that can complement their participation at the trade show: hostesses, furniture...

Exhibitors will be able to contract these services until the day before the starting date of assembly through the exhibitor's area available on fruitattraction.com.

8.2. EXHIBITORS AREA: accessible at fruitattraction.com which allows you to carry out the following operations:

- **Fill in and update your company's data** in the official trade show catalogue.
- **Access the professional meeting point:** database of professional visitors enabling you to contact them, send information, invite them to your stand, etc.
- **Meetings manager:** a program that can be used to offer and arrange meetings with exhibitors and visitors at the fair's professional meeting point.
- **Account statement** of on-line billing.
- **Invoices** of payments made.
- **On-line services booking.**
- **On-line budgeting** system.
- **Publication of your company's news** and developments in the virtual press room and in FRUIT ATTRACTION News (a digital newsletter sent periodically to all exhibitors, visitors and media to convey exhibitor and trade show news).
- Exhibitor **badges** (see point 9).
- Exhibitor's **calendar.**
- **Customisation of modular stands** (choice of wall and carpet colours, the stand's sign, etc.)
- The **booking of services** is carried out via the Exhibitors' Area or the Technical Secretariat by the building plans.

(*) 10% VAT is not included for firms established in Spain (except for the Canaries, Ceuta and Melilla). This operation is not subject to Spanish VAT for the remaining firms. In case of European Union firms, exhibitors will be responsible for paying the applicable VAT applicable according to their country.

- **Up to 30 days before the commencement of the assembly (16th September 2019):**
If services are booked via the Exhibitors' Area a **15% discount** will be applied. This discount will also be applicable to the positioning services included in the plan of your stand sent to the technical secretariat up to 30 days before the commencement of the assembly. This does NOT include minimum compulsory services, external advertising, meeting rooms, graphic decoration of the stands, and specific show services such as exhibitor passes, etc.
- **The booking of services, base rate, may be carried out up to 7 days before the commencement of the assembly (8th October 2019).**
- **As of 7 days before the commencement of the assembly (9th October 2019):**
If you book services from our last-minute booking services catalogue a 25% surcharge will be applied to all prices.
- **15th October 2019:**
Last day for the booking of services on-line via the Exhibitors' Area.
- **A 5% discount in the form of consumption vouchers will be applied to exhibitors from the last edition (2018):**
You will be given a voucher that you may redeem for any product from our services catalogue (hostesses, counters, chairs, etc...) with a value equivalent to 5% of the floor space contracted (minimum services, compulsory services, or build up charges are not included).

8.3. OTHER SERVICES OF INTEREST

8.3.1. We offer you a **comprehensive stand design** service with a full guarantee by IFEMA, 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.

8.3.2. You will find a range of **advertising services** that will allow you to enhance your participation at the show and get the maximum return on your investment:

- **Outdoor advertising:** a wide range of media strategically located to catch the eye of all visitors and exhibitors who come to the exhibition.
- **Sponsorship of promotional items with your logo or brand image:** accreditation pendants, other specific elements defined by your firm to be delivered to visitors.
- **Banner on the trade fair webpage.**

See all these items on fruitattraction.com; 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.

You will find on fruitattraction.com a list of other services, rules and documents that can be of interest to you:

- Communication for catering in stands.
- Labor 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.

8.4. DAILY MERCHANDISE ENTRANCE

8.4.1. 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. or e-mail address: stecnica@ifema.es. The service will be invoiced at the current price.

8.4.2. **Receipt of goods at Feria de Madrid.** The following details shall always be indicated in the delivery address: FRUIT ATTRACTION, your company name, hall and stand number.

8.4.3. Exhibitors will be able to access their stands from 8 am daily, and leave them from show closure until 8 pm.

Important Note: Feria de Madrid staff is not authorized to receive any merchandise to be delivered to your stand. Therefore, make sure that there is always someone at your stand. If it is not possible, we recommend you to contact the collaborating company in charge of cargo management: call (+34) 91 748 0750 / Ext: 207 and 218; ifema.onsite.logistics@dbschenkercom

9. Exhibitor badges and invitations to clients

9.1. In order to ensure the professional nature of the trade show, access controls will be in place to process and validate the badges when entering the trade show. As per assigned space, each exhibitor will receive a number of exhibitor badges and invitations to clients. Detail of this information is as follows, and is also available in the Exhibitors Area:

EXHIBITOR	EXHIBITOR BADGES	INVITATIONS FOR YOUR CLIENTS
From 6 to 15.5 m ²	4	80
From 16 to 32 m ²	8	100
From 32,5 to 63,5 m ²	16	120
From 64 to 126 m ²	24	150
More than 126 m ²	32	200

9.2. Each exhibitor will be able to request **additional exhibitor badges** at the price of € 20/unit + VAT*, as well as **invitations to clients** at a price of € 9/unit + VAT*.

9.3. Invitations for visitors will be sent to each exhibitor by e-mail, in a customized format with the name of the exhibitor, for distribution to customers. The exhibitor's customers shall register on-line to get the direct entry badge. Visitors will be able to choose between a 1 day pass or a permanent one.

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

The right use of invitations is requested in order to ensure the highest level of professionalism at the show. Minors and professionals from other sectors should not attend.

10. Co-exhibitors

Companies may register as co-exhibitors (companies taking part in FRUIT ATTRACTION in the space operated by the main exhibitor).

Co-exhibitor status entails compulsory booking of the items in Trade Show Marketing Package: promotional and services material, priced at € 250 + VAT*.

Exhibitors are responsible for registering their co-exhibitor companies in the catalogue before **Friday, 13th September**.

Co-exhibitors will not have access to the exhibitor's area for booking of services. However, they 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 Friday, 13th September. From that moment on, co-exhibitors will be able to:

- Get their customized exhibitor badges (2 per each co-exhibitor).
- Access the meeting point.
- Access their data to appear in the catalogue, visitors guide, etc.
- Access the exhibitors calendar.

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).



(*) 10% VAT is not included for firms established in Spain (except for the Canaries, Ceuta and Melilla). This operation is not subject to Spanish VAT for the remaining firms. In case of European Union firms, exhibitors will be responsible for paying the applicable VAT applicable according to their country.

11. Other important information for the exhibitor

- 11.1.** 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.
- NEW 11.2.** 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.
- 11.3.** 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.
- 11.4.** Exhibitors must manage their stands and remain at their stands with their products displayed there for the entire duration of the trade show; Tuesday October 22nd, Wednesday 23rd and Thursday October 24th from 9.30 am. to 7 pm. Failure to comply with this regulation may entail loss of entitlement to preferential renewal of the space allocated.
- 11.5.** Exhibitors will have access to their stands as of 8 am, and must leave them between closure of the event and 8 pm.
- 11.6.** Direct sales of any item on display at the event is strictly forbidden.
- 11.7.** IFEMA's Convention and Congress Centre enables exhibitors at the event to hire rooms for receptions, conferences, pressconferences, etc. or any other professional events at the trade show. To request a quote email: convenciones@ifema.es.
- 11.8.** Noisy demonstrations which may molest other exhibitors may not be carried out, demonstrations cannot exceed 60 decibels.
- 11.9.** Exhibitors grant authorization for total or partial reproduction of any products on display which IFEMA may need and/or reproduce in its promotional material.
- 11.10.** Exhibitors undertake to observe environmental regulations. They must therefore comply with environmental directives.
- 11.11.** 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.
- 11.12.** Any exhibitors who wish to do so may take their leftover produce at the event's collection point for delivery to charities.
- 11.13.** Visa: if staff at your company or coexhibitor staff need an official visa to attend the event, you can request a letter of invitation through the Exhibitors Area of Fruit Attraction confirming their attendance.



12. Fruit Attraction Check list

12.1. Account Statement

You will find it at the Exhibitors' Area

12.2. Announce my presence at the exhibition

Send News to publish on the Fresh News to fruitattraction@ifema.es
Use the Banner that we send you
Send invitations to your customers
Publish your News at Fruit Attraction web

12.3. Application form to participate at Fruit Attraction.

On fruitattraction.com

12.4. Assembly and dismantling of free design stands

Assembly: From October 16 to 21, from 8.30 am to 9.30 pm.
Dismantling: From October 25 and 26, from 8.30 am to 9.30 pm.

12.5. Badges for assembly staff

Not necessary

12.6. Booking of services for the stand

Via Exhibitors' Area/ Booking Services or on the stand floor plan at the technical department, Technical Secretariat: stecnica@ifema.es
Deadline to book online: Tuesday, October 15th.

12.7. Budgets

You can make a budget of participation to evaluate your possible participation in the show without any commitment in fruitattraction.com

12.8. Catalogue and promotional items (trade show marketing package)

Compulsory contracting for exhibitors and co-exhibitors .Rate: €250 + VAT*
+ info: In this exhibitor guide - point 7.3
To be filled in the Exhibitors' Area
Deadline: Friday, 13th September

12.9. Catering at the stands

+ info: in the Exhibitors' Area / Booking Services

12.10. Co-exhibitors

It involves compulsory booking of the items included in the Trade Show Marketing Package: promotional items and services.

Rate: €250 + VAT*, per co-exhibitor

Deadline: Friday, 13 September

+ info: In this exhibitor guide - point 10

12.11. Daily entry of merchandise

Exhibitors are allowed to enter merchandise daily during the celebration of the exhibition. More information at fruitattraction@ifema.es

12.12. Discounts and benefits

Up to 30 days before the commencement of the assembly (Monday, September 16th):

· If services for the stand are contracted via the Exhibitors' Area a 15% discount will be applied. This discount will also be applicable to the positioning services included in the plan of your stand sent to the technical secretariat up to 30 days before the commencement of the assembly. This does NOT include minimum compulsory services, external advertising, meeting rooms, graphic decoration of the stands, and specific fair services such as exhibitor passes, etc.

A 5% consumption vouchers will be applied to exhibitors from the last edition (2018). You will be given a voucher that you may redeem for any product from our services catalogue (hostesses, counters, chairs, etc....) with a value equivalent to 5% of the floor space contracted (minimum services, compulsory services, or assembly rights are not included).

(*) 10% VAT is not included for firms established in Spain (except for the Canaries, Ceuta and Melilla). This operation is not subject to Spanish VAT for the remaining firms. In case of European Union firms, exhibitors will be responsible for paying the applicable VAT according to their country.

12.13. E-mails from Fruit Attraction or IFEMA

Make sure to enable all e-mails and online communications you receive from Fruit Attraction or the concerned departments. They all have @ifema.es domain name.

12.14. Entry and withdrawal of goods

Entry of goods: 20 and 21 October, from 8.30 am to 9.30 pm
 Withdrawal of goods: 24 October, from 7.30 pm to midnight
 25 October, from 8.30 am to noon.

12.15. Exhibitor badges

Available on the Exhibitors area as follows:

- From 6 to 15.5 m²4
- From 16 to 32 m²8
- From 32.5 to 63.5 m²16
- From 64 to 126 m²24
- More than 126 m²32

Additional badges available with an extra charge of € 20 + VAT* per badge.

12.16. Exhibitor's Area

Available once Fruit Attraction confirms your stand, you will receive via email the username and password.

At the Exhibitors area, you can:

- Check your account status
- Make your own budget
- Correct or modify your data
- Rent services
- Update your catalogue data
- See the layout of the stand
- See the exhibitor calendar
- Manage your exhibitor badges
- Publish your news
- Access the professional meeting point
- Confirm or correct your information for the catalogue, visitors guide, etc.
- Manage your meeting agenda
- Choose the colour of the carpeting and walls (Basic or Premium modular stands)

12.17. Free design stands

Check the specific rules of assembly in the exhibitor guide (point 4.2)

Send the project of your stand assembly to the technical department, Technical Secretariat (stecnica@ifema.es).

Deadline: Friday, 13th September

12.18. Fruit Attraction Activities.

Showcookings, Innovation Hub and Foro Innova.

Deadline to register: Friday, 13th September

Contact: fruitattraction@ifema.es

+ info: fruitattraction.com

12.19. Halls layout

In the mail with the exhibition contract you have links to the layout of the halls and its distribution. Keep this link. We update it promptly.

Check the venue layout of access to the exhibition at fruitattraction.com

12.20. Invitations for your customers

We will send you a document with the invitations, with the link to the free registration of visitors .

You can send the invitations as often as needed. The maximum number of people who can register with your code is as follows:

- From 6 to 15.5 m²80
- From 16 to 32 m²100
- From 32.5 to 63.5 m²120
- From 64 to 126 m²150
- More than 126 m²200

Additional invitations available with an extra charge of € 9 + VAT* per invitation.

(*) 10% VAT is not included for firms established in Spain (except for the Canaries, Ceuta and Melilla). This operation is not subject to Spanish VAT for the remaining firms. In case of European Union firms, exhibitors will be responsible for paying the applicable VAT applicable according to their country.

12.21. Invoicing

Once the payments are made invoices will be accessible in your exhibitor area.
If you need an invoice to do the payments, request it to Servifema, Servifema@ifema.es

12.22. Modular Stands

Check the specific rules in the exhibitor guide (point 4.1)

12.23. Parking badges

They can be booked in the Exhibitors area / Booking services.
You can pick up the distinctive parking badges two days before the start of the show at the exhibitors service desk located at the entrance of hall 8.

12.24. Participation rates

Check this information in the exhibitor guide (point 3)

12.25. Payments

Together with the space application form the booking fee is requested as follows:

- From 16 a 32 m²..... € 450
- From 32,5 a 64 m²..... € 750
- 64 m² onwards € 1,000

31 May 1: 50% of the total amount minus the booking fee

13 September: 100% of the total space and services contracted.

12.26. Refrigerators trucks

Get in touch with the technical department for further information. Secretaría técnica: stecnica@ifema.es

12.27. Rooms reservation

If you need to reserve a room, contact the Convention Center: convenciones@ifema.es

12.28. Surcharge

As of 7 days before the commencement of the assembly (9 October):

If you contract services from our last-minute booking services a 25% surcharge will be applied to all prices.

12.29. Trade Show Days

From October, Tuesday 22nd to Thursday 24th. From 9.30am a 7pm.



13. Exhibition Map

- RV Trade Visitor Registration
- ▶ Trade Visitor Registration
- AE Exhibitor Care
- ▶ Exhibitor Access

OPENING HOURS:

22, 23 and 24 October from 9.30 am to 7 pm



GEOGRAPHIC COORDINATES: 40° 27' 53.95" N / 3° 37' 0.00" W

fruitattraction.com



IFEMA - Feria de Madrid

+ 34 91 722 30 00

fruitattraction@ifema.es

14. Exhibitor calendar

DATE	SUBJECT	DESCRIPTION	CONTACT
Until Friday 27th March	Application Form	Date to participate in the priority meeting of choice of space, sending the on-line space application form and copy of the booking fee.	Management: fruitattraction@ifema.es fgattraction@ifema.es
Friday 27th March	Payments	<ul style="list-style-type: none"> • Deadline to participate in the priority meeting of choice of spaces, sending the on-line application form and copy of the booking fee. 	Servifema: servifema@ifema.es
Wednesday 31st May		<ul style="list-style-type: none"> • Deadline for the first 50% fo the rental space, minus the booking fee. 	
Friday 13th September		<ul style="list-style-type: none"> • Deadline for the payment of the 100% of the space and the services contracted. 	
8th, 9th, 10th, 11th and 12th, April	Allocation of spaces	Meeting for the allocation of spaces.	Management: fruitattraction@ifema.es
Tuesday 31st July	Buyers program	Deadline to confirm the guests of the foreign buyers program.	Management: hb2.ifema@ifema.es fruitattraction@ifema.es
Friday 13th September	Projects	<ul style="list-style-type: none"> • Deadline to submit custom modular stands interior decoration projects. • Deadline to submission and approval of free design projects. 	Technical Secretariat: stecnica@ifema.es
		<ul style="list-style-type: none"> • Deadline to communicate the colours of the carpet and walls (Basic and Premium stands) • Deadline to communicate the lettering of the stand (Basic, Premium, Ecorganic market, Nuts Hub and Smart Agro stands). 	Exhibitors area
Friday 13th September	Exhibitors activities	<ul style="list-style-type: none"> • FORO INNOVA: deadline to confirm participation in the Foro Innova (optional) • INNOVATION HUB: deadline to confirm participation in Pasarela Innova (optional) • SHOWCOOKINGS: deadline to confirm your participation in Showcookings (optional) 	Management: fruitattraction@ifema.es
Friday 13th September	Catalogue	Deadline for completion of data for the catalogue, visitor guide, etc.	Exhibitors area

DATE	SUBJECT	DESCRIPTION	CONTACT
Monday 16th September	Booking service	<ul style="list-style-type: none"> • Deadline for contracting services via the Exhibitors' Area and obtaining a 15% discount on the price of each service. Discount that is also applicable to the positioning services included in the plan of your stand sent to the technical secretariat. (This does NOT include minimum compulsory services, external advertising, meeting rooms, graphic decoration of the stands, and specific show services such as exhibitor passes, etc.). 	Exhibitors area
Wednesday, 9th October	Booking services	<ul style="list-style-type: none"> • If you contract services from our last-minute services catalogue a 25% surcharge will be applied to all prices. 	
Tuesday, 15th October	Booking services	<ul style="list-style-type: none"> • Last day for the contracting of services on-line via the Exhibitors' Area. 	
From 16th to 21st October	Assembly	Assembly of free design stands from 8.30 am to 9.30 pm	
20th October	Modular stands	Delivery of modular stands. From 8.30 am onwards	
20th and 21st October	Entry of goods	Entry of goods. Entry of goods and decoration material. From 8.30 am to 9.30 pm	
22nd, 23rd and 24th October	Trade Show	From 9:30 am to 7 pm	
24th and 25th October	Withdrawal of goods	Withdrawal of goods and decoration material. From 7.30 pm to midnight on Thursday 24th From 8.30 am until noon on Friday 25th	
25th and 26th October	Dismantling	Dismantling of free design stands. From 8.30 am to 9.30 pm.	



15. Contact us

MANAGEMENT FRUIT ATTRACTION

- Director: **Raúl Calleja** · (+34) 91 722 57 39 · (+34) 667807848 · raul.calleja@ifema.es
- Commercial Manager Fresh Produce Area: **María Martínez de Velasco** · (+34) 91 722 51 71 · (+34) 687 404 973 · mariamv@ifema.es
- Commercial Manager Auxiliary Ind. Area: **Lourdes Sierra** · (+34) 91 722 51 65 (+34) 669 357 890 · lourdes.sierra@ifema
- Commercial Manager Flower&Garden Attraction: **Almudena de Castro** · (+34) 91 722 57 01 (+34) 627 371 323 · castro@ifema.es
- Secretariat:
Asela González · (+34) 91 722 58 45 · asela.gonzalez@ifema.es
Laura Francos · (+34) 91 722 5180 · lfrancos@ifema.es
- Marketing and advertising:
Esther Morales · (+34) 91 722 52 35 · esther.morales@ifema.es

Call Center Exhibitor area

- International calls: (+34) 91 722 30 00
- Email address for exhibitors: line@ifema.expositor@ifema.es
- Email address for visitors: visit.registro@ifema.es
- General email: line@ifema@ifema.es

FRUIT ATTRACTION THE FOREIGN REPRESENTATIVES

EUROPE

- **Germany, Austria and Switzerland:** José Antonio Rodríguez Priego · (+49) 69 74 30 88 88 · ifema@messe-madrid.de
- **Benelux:** Ton Willemse · (+31) 180321346 · info@intraservice.nl
- **France:** Julie Ricard · (+33) 142613310 · ifema@cocef.com
- **Italy and San Marino:** Giorgio La Ferla · (+39) 0258110007 · (+39) 3663596779 · la.ferla@paralleli.eu
- **Portugal:** Nuno Almeida · (+351) 213868517/8 · info@nfa.pt
- **United Kingdom and Ireland:** Louisa Criscenti-Brown · (+44) 0 7971280870 · louisa@elsieb.co.uk

LATIN AMERICA

- **Brazil:** Mercedes Blázquez · (+55) 113181-5591 · braziloffice@madridinternational.com
- **Chile:** Osvaldo Cabrera · (+56) 995350861 · ifemachile@portocs.cl
- **Colombia:** Ignacio Bartolomé · (+57)15084094 / en España (+34) 911868901 · ifemacolombia@h2gconsulting.com
- **México:** Eric Rios Sánchez · (+52)5552805991 · ifema@futuver.com.mx

ASIA

- **China, Hong Kong, Singapore and Taiwan:** Susana Fernández Pérez · (+86) 2152585004/5 · ifema.china@madridinternational.cn

MENA

- **Egypt, Tunisia, Algeria, Saudi Arabia, United Arab Emirates and Iran:**
Dalia Kabeel · (+20) 225245187 / 88 · dalia.kabeel@konzept-egypt.com

Technical Secretariat

(Management of exhibition services)

- International calls (+34) 91 722 30 00
- Email: stecnica@ifema.es

Servifema

- International calls (+34) 91 722 30 00
- Email: servifema@ifema.es

International buyers program

- **Marisa Vázquez** • Phone: (+34) 91 72 57 60 • Email: hb2ifema@ifema.es
- **Ana Belén Cisneros** • Phone: (+34) 91 72 53 58 • Email: hb2ifema@ifema.es

IFEMA call centre Exhibitors

International calls
(+34) 91 722 30 00

FEPEX

(Coorganizer)

Director: **José María Pozancos** Phone: (+34) 91 319 10 50
 General Secretariat: **José María Zalbidea**
 Comunicación: **Begoña Jimenez** fruitattraction@fepex.es

Press Office

Director: Raúl Díez • Media relations
Chief Press Officer & • Press information on trade fairs and exhibitions
Media Relations: Marta Cacho organised by IFEMA
Head of Press: Icíar Martínez • Institutional press information
International Press: Elena Valera • Press passes for trade fairs and exhibitions
Press Secretariat: Pilar Serrano

Icíar Martínez
 Phone: (34) 91 722 51 77
 iciar.martinez@ifema.es

Convention Centre

- Space rental for meetings and conventions in the exhibition centre, during the exhibitions and at other times
- Coordination of non-exhibition related activities

convenciones@ifema.es

External Relations (Protocol)

- Institutional visits
- Guided visits
- Protocol for all events
- Institutional relations

Phone: (34) 91 722 50 82
 infoifema@ifema.es

Outdoor Advertising

- Booking outdoor advertising space at the venue

Phone: (34) 91 722 53 40/08
 publicidadexterior@ifema.es