



LEGAL TERMS AND CONDITIONS FOR BEST STAND AWARD – SUSTAINABLE CATEGORY

1. LEGAL TERMS AND PURPOSE OF THE CONTEST

The Madrid Trade Fair Institution (hereinafter, the Organizer/IFEMA), with registered office at Avenida del Partenón, 5 (28042) Madrid, and Tax Identification Number Q-2873018B, within the framework of FRUIT ATTRACTION, organizes a Contest entitled BEST SUSTAINABLE STAND AWARD, consisting of the recognition of the most sustainable practices carried out by exhibitors in their participation in the trade fair, taking into account sustainability from three perspectives (economic, social and environmental), and considering the entire life cycle of the trade fair, from its preparation to its conclusion and closing.].

The period for submitting applications to participate shall commence on May 11, 2026 and shall end on September 2, 2026. The winners shall be announced on October 8, 2026.

These Legal Terms and Conditions are intended to regulate participation in the aforementioned Contest.

These Legal Terms and Conditions shall be published at [*www.ifema.es/fruitattraction](http://www.ifema.es/fruitattraction) and may be amended and, should this occur, such amendments shall be duly notified to the participants in due time and form.

2. PARTICIPANT ELIGIBILITY REQUIREMENTS

Only those interested parties who have registered prior to 3:00 p.m. on 2 September 2026 may participate.

The requirements to be eligible to participate are as follows:

- Be a direct exhibitor, not co-exhibitor, with a confirmed stand to participate in Fruit Attraction 2026, with a free-design space. For the purposes of this agreement, the assigned stand number shall be deemed the confirmed stand.
- The personal data with which participants complete the registration form must be truthful and accurate, and IFEMA MADRID shall not be held liable otherwise.
- Employees of IFEMA MADRID, as well as collaborating companies or contractors hired by IFEMA MADRID for the execution of this promotion, their employees and direct family members, may not participate in the present Competition.
- Participation in this Competition implies full acceptance of these Legal Terms and Conditions; therefore, any declaration expressing non-acceptance thereof shall



result in the exclusion of the participant and, as a consequence thereof, IFEMA MADRID shall be released from compliance with any obligation undertaken with such participant.

Participants must evidence, at the time of registration, that they meet the aforementioned requirements. Such compliance shall be evidenced by the submission of the corresponding documentation within the online registration form which will include the company name, contact person and assigned stand number as evidence that they are the holders of a confirmed stand at Fruit Attraction 2026.

Registration shall be carried out by completing the online Registration Form, which will be available on the Fruit Attraction website www.ifema.es/fruitattraction, with the participant's details.

3. REQUIREMENTS OF THE PROPOSALS AND SUBMISSION

The proposals submitted by the participants must meet certain essential criteria set out in the application form in order to assess the level of sustainability with which the company has developed its participation and reflected it in its stand, thereby enabling the evaluation and selection of the winner. This assessment shall be carried out in relation to the purpose of the competition, which is to select the best sustainable stand across three dimensions: economic, social and environmental.

The Proposals submitted must be original works of their authors and the authors must have free disposal of all ideas, images, content or any other elements included in their submission. Participants shall be solely responsible for any potential infringement of third-party rights, and the Organizing Entity shall be held harmless and indemnified.

The Proposals shall be submitted through the trade fair website www.ifema.es/fruitattraction prior to 2 September 2026.

On the trade fair website, under the "Best Stand Award" section, participants must select the Sustainable category, complete the required fields with the exhibitor company's details and answer all the questions in the form that is automatically displayed and which is specific to applying for the sustainable category.

4. CRITERIA FOR THE SELECTION OF WINNERS

The selection of the winners of the present Competition shall be carried out through the assessment of their proposals by a Jury, which shall be composed of [representatives of the sector and sustainability specialists. On behalf of IFEMA, the Jury shall include members of the Trade Fair Management and the Quality, Sustainability and Compliance Department.



The composition of the Jury, which shall consist of between three and five members, shall be made public 15 days prior to the opening of the Fruit Attraction 2026 trade fair, which shall be held at IFEMA MADRID from 6 to 8 October 2026. This Jury shall select the winner and the two runners-up in the category THE MOST SUSTAINABLE STAND.

The proposals submitted shall be evaluated only after the Jury has verified compliance with the participation requirements of the present Competition. In the event that the participation requirements are not met, the proposals shall not be evaluated.

The evaluation criteria for the admitted proposals shall be the following:

The criteria are duly indicated and defined in the form to be completed by the participant, which shall be available on the Fruit Attraction website www.ifema.es/fruitattraction. All such criteria refer to essential aspects for assessing the degree of sustainability with which the company has developed its participation and reflected it in its stand, including: selection of materials, their use and recycling, consideration of accessibility, contribution to staff training, waste management, control of consumption, coordination of assembly and dismantling times, mobility during the days of the trade fair, etc. In all cases, the level of commitment and the innovativeness of the solutions adopted shall be assessed.

To this effect, all participants in the Competition consent to the use of their personal data for the purpose of carrying out this Competition and, where applicable, to the disclosure of their first and last names on the FRUIT ATTRACTION social media channels in the event that they are awarded the prize. The participants' personal data shall be processed in accordance with Clause Nine (9) on data protection of these Legal Terms and Conditions.

The Jury shall, in accordance with the established criteria, determine the winner and the two runners-up, who shall receive notification as provided for in the following section, and its decision shall be final and unappealable.

5. PRIZE AND DELIVERY CONDITIONS

The prize of the present Competition consists of a trophy and media exposure through Fruit Attraction's communication campaigns, publication on the trade fair's website, as well as content on social media, a newsletter sent to our visitor database and a press release. In addition, the winner shall be presented with a surprise gift.

IFEMA MADRID reserves the right to replace the prize with another of similar characteristics and equal value, without prior notice to the winner.

IFEMA MADRID shall contact the winners, and where applicable, the individuals designated as alternates, by means of the telephone number provided through the registration form, or directly at their stand at the trade fair. If the winner cannot be reached through either of these means, an email shall be sent to the contact person indicated in the registration form. The winners shall be published on the social media networks, the trade fair's website and the FRUIT ATTRACTION 2026 press release. Likewise, personal data as well as a copy of the winner's identification documents shall be requested for the purpose of formalizing the management of prize delivery.



IF the winner cannot be contacted within a maximum period of 24 hours, does not accept the prize or has breached any of the provisions set out in these Legal Terms and Conditions, IFEMA MADRID [] reserves the right to decide whether the prize shall be declared void or to select a new winner through the same procedure used in the initial Competition.

In the event that no participation in the Competition is valid due to failure to comply with the participation conditions indicated, IFEMA MADRID reserves the right to declare the prize void. IFEMA MADRID shall not be liable for any issues, where applicable, relating to shipment packages, assigning such responsibility to the courier company. Once the prize has been dispatched, IFEMA MADRID shall not be liable in any way for the possible loss or deterioration thereof by the courier service, nor for any malfunction thereof, and the winner shall be required to pursue the commercial warranty with the manufacturer of the device. For this purpose, the winner shall provide IFEMA MADRID, within a maximum period of 72 hours from the time they are requested to do so, with all personal and tax data requested, as well as a photocopy of their National Identity Document (DNI), in order for IFEMA MADRID to be able to carry out the payment of the corresponding withholding. Failure to do so shall be deemed a waiver of the prize. Furthermore, the DNI shall serve to facilitate the identification of the winner and to verify data such as age and place of residence.

If it is evidenced that any of the participants does not meet the requirements set forth in these Terms, or that the data provided for participation are not valid, their participation shall be deemed null and void and they shall be automatically excluded from the Competition, forfeiting any rights over the prizes awarded under this Competition.

The prize awarded is personal and non-transferable and may not be exchanged, altered or compensated at the request of the Participants, nor may it be redeemed for any other product or for its cash value.

A period of 15 (FIFTEEN) calendar days from the date of award of the prize is established for submitting any substantiated claim.

6. DISCLAIMER OF LIABILITY

By way of example, but not limitation, the Organizer shall not be liable for any possible losses, thefts, delays, or any other circumstance attributable to third parties that may affect the development of the Competition, nor shall it be liable for the use made by the participant of the prize obtained through this Competition.

The Organization shall not assume liability in cases of force majeure or unforeseeable circumstances that may prevent the holding of the Competition or the total or partial enjoyment of the prize. In the event that the Competition cannot be carried out due to detected fraud, technical errors, or any other reason beyond the control of the Organization that affects the normal development of the Competition, the Organizer likewise reserves the right to cancel, modify or suspend it, with such decision being published on the participation website.



IFEMA MADRID shall not assume any liability whatsoever in the event that the proposal infringes in any manner the rights of third parties in the field of intellectual property, industrial property or any other kind, or in respect of any dispute and/or litigation arising from such infringements.

7. INTELLECTUAL AND INDUSTRIAL PROPERTY RIGHTS

The participants in each application shall guarantee, under their sole and exclusive responsibility, compliance with the obligations and liabilities set forth in Royal Legislative Decree 1/1996, of 12 April, approving the consolidated text of the Intellectual Property Law. Accordingly, the participants in the application release the Prize Organization from any liability arising from the infringement of intellectual and industrial property rights and/or image rights that may be affected, assuming all costs and consequences of any claim which, in the field of intellectual and industrial property and/or image rights, may arise as a result of submission to this Competition, during or even after the end of their participation therein.

Participation in the present Competition is carried out by each Participant on a voluntary basis and does not imply the assignment of rights, nor the granting of any licences for the use of intellectual and industrial property rights, know-how, trade secrets, or similar rights existing prior to participation or generated outside the Competition, including those relating to the participation/proposal submitted.

The Organization reserves the right to disseminate, free of charge with respect to the Participant, the resolution of this call and the personal data of the winning Participant through internal and external media. The Participant accepts that they are not authorized to use the trademarks and logos of IFEMA MADRID [and the organizer] outside the scope permitted in these Legal Terms and Conditions.

The Participant accepts that they are not authorized or granted any right to use the trademarks and logos of the trade fair or event within which the present Competition is held, nor those of IFEMA MADRID, outside the uses permitted under these Legal Terms and Conditions.

The Prize Organization reserves the right to limit, in whole or in part, access to the prize by the applicant should it suspect or have actual knowledge that the participation of the interested party fails to comply with the provisions set out in this section.

8. ASSIGNMENT OF IMAGE RIGHTS

Pursuant to the provisions of Organic Law 1/1982, of 5 May, on the civil protection of the right to honour, personal and family privacy and one's own image (hereinafter, Organic Law 1/1982), the Participant authorizes the Organization to process their image obtained as a result of their participation in the Competition, whether at the time of submission of



their application, during the course of the public event, the selection of finalists, or if they are declared the winner, and authorizes the capture, reproduction and dissemination of their image through information, dissemination, communication and promotional channels, always in connection with the event in which they are participating, using all technical means and media currently known or those that may be developed in the future, with the sole limitation being any use that may infringe honour under the terms provided for in Organic Law 1/1982, without any time limit or geographical limitation, and without receiving any consideration whatsoever.

9. DATA PROTECTION

In compliance with the provisions set forth in the General Data Protection Regulation (GDPR), the personal data used in the present Competition, or that may be provided in the future for the purpose of participation therein, may be processed by IFEMA MADRID for the purpose of managing the relationship between the parties arising from the holding of the Competition BEST SUSTAINABLE STAND AWARD FRUIT ATTRACTION 2026, and for no additional purpose other than those indicated in these Legal Terms and Conditions.

IFEMA MADRID shall not disclose such personal data to third parties that may be obtained, unless such disclosure is necessary for the execution or management of the object of the contract, ensuring compliance with the applicable regulations in force. IFEMA MADRID shall not transfer personal data to third parties unless there is a legal obligation to do so.

In the event that, for the provision of the service, it is essential to communicate personal data for which IFEMA MADRID is responsible from Spanish territory to recipients established in countries outside the European Economic Area, it shall be mandatory to provide appropriate safeguards, such as the execution of the standard data protection contractual clauses adopted by the European Commission. Updated texts may be found on the website of the Spanish Data Protection Agency (AEPD): Guarantees for transfers of personal data to third countries or international organisations | AEPD.

Data subjects may exercise their rights of access, rectification, erasure, restriction of processing, objection and data portability under the terms established in the applicable data protection regulations. Such rights may be exercised by sending a written request to the addresses of the parties indicated in the heading, including the reference "EXERCISE OF RIGHTS". Likewise, they may seek the protection of the Spanish Data Protection Agency (AEPD) and consult the privacy and security policy of the Parties.

In accordance with the regulations in force on the protection of personal data, the processing of the personal data provided through the Competition registration form shall be governed by the provisions set out below:

9.1 Data Controllers

IFEMA MADRID – Feria de Madrid (Q2873018B).
Data Protection Officer contact: protecciondedatos@ifema.es



9.2 Purposes of Processing:

To manage the participation of contestants in the Competition and to publish the winner.

Where express consent has been given for commercial communications, IFEMA MADRID may periodically send such communications by electronic or equivalent means (such as telephone, SMS or instant messaging) to inform recipients of IFEMA MADRID's activities, content and services, as well as content from its sponsors and third companies related to the trade fairs.

9.3 Legal Basis for Processing

The Participant gives explicit consent to participate in the Competition through the submission of [whatever is submitted] and thereby accepts these Legal Terms and Conditions, and at the same time declares that they understand that their personal data shall be processed solely for the purpose of managing such participation.

Furthermore, the Participant undertakes to notify the data controllers of any modification to their personal data so that such data remain updated at all times and free from errors. Likewise, the Participant declares that the data provided are accurate and truthful.

IFEMA MADRID undertakes to process personal data at all times in a strictly confidential manner and in accordance with the purposes provided for in this clause, and to adopt the necessary technical and organizational measures to ensure data security and prevent alteration, loss, unauthorized processing or access, taking into account the state of the technology, the nature of the stored data and the risks to which they are exposed, all in compliance with the provisions of the Regulation.

Likewise, IFEMA MADRID may use the name and image of the participants in advertising or communications, whether written or electronic, made through any means of dissemination, relating to the Competition and its results, which it develops or carries out to publicize such results. Participants may withdraw their consent for these purposes at any time.

9.4 Retention of Personal Data

Participants' personal data shall be retained for the time necessary to manage the Competition. Once the Competition has ended, such data shall be deleted from IFEMA MADRID's databases, where applicable.

The personal data of the winners of this Competition, where the value of the prize exceeds a legally established threshold, shall be retained for the purpose of complying with the legal obligations arising from the awarding of prizes exceeding a certain value (personal income tax declaration, communication to official bodies, etc.).

9.5 Recipients

Participants' data shall not be disclosed to third parties, except where required by law or by request of an administrative and/or judicial authority. However, Participants are expressly informed that it may be necessary to transfer essential data for the evaluation of the Proposals and the awarding decision to the Jury and, where applicable, to any collaborating entities identified in these Legal Terms and Conditions.



9.6 Rights of Data Subjects

Likewise, by submitting the application, the Participant is informed that they may exercise their rights of access, rectification, erasure, cancellation, objection, restriction of processing and data portability under the terms specified in data protection legislation, by sending a communication to the following addresses, indicating as subject [*"NAME OF THE COMPETITION – NAME OF THE EVENT"], to Avda. del Partenón, 5 (28042) Madrid, or by email to protecciondedatos@ifema.es.

Participants may request the protection of the Spanish Data Protection Agency through its website www.aepd.es.

10. TAX REGIME

Where applicable, when required by the nature of the prize, and as a condition for the prize to be awarded, the winner shall be required to sign a prize acceptance letter authorizing IFEMA MADRID to carry out, on their behalf, the corresponding tax withholding or payment on account as required by the applicable legal provisions in force.

For this purpose, the winner shall provide IFEMA MADRID, within a maximum period of 24 hours from the time they are requested to do so, with all personal and tax data requested, as well as a photocopy of their National Identity Document (DNI), in order for the Organizer to be able to carry out such withholding. Failure to do so shall be deemed a waiver of the prize. Furthermore, the DNI shall serve for the proper identification of all participants.

11. OTHER CONDITIONS

IFEMA MADRID shall not be liable for any unauthorized use by third parties of the videos, images or content that may be submitted by participants. In particular, IFEMA MADRID is released from any liability arising from the improper use of the products exhibited or presented by third parties through copying, manipulation, redistribution or any other means, in undesired environments or through unlawful links.

Likewise, IFEMA MADRID shall not be liable for any malfunction of the Internet, Facebook, social media networks or the services on which its website is hosted.

IFEMA MADRID shall not be liable for any incidents affecting the social media platforms used for the Competition that may impact its development and/or the awarding of the prize.

The Organization reserves the right not to carry out the Competition if, by the stated start date, participation exceeding 5 companies has not been registered.



12. INTERPRETATION AND AMENDMENT OF THE GENERAL TERMS AND CONDITIONS AND CANCELLATION OF THE COMPETITION

IFEMA MADRID is empowered to interpret and resolve any doubts that may arise with regard to these Legal Terms and Conditions and reserves the right to amend or extend them, provided that such amendments do not prejudice or undermine the rights of the participants in the Competition. Any such amendments shall be duly notified to participants via www.ifema.es/fruitattraction, and upon such notification, the amendments introduced shall be deemed accepted by the participants.

IFEMA MADRID also reserves the right to make any changes whatsoever and to cancel this Competition without stating any cause.

13. PUBLICITY, APPLICABLE LAW AND COMPETENT JURISDICTION

These Legal Terms and Conditions are deposited and published at www.ifema.es/fruitattraction with the appropriate guarantees of publicity.

These Terms and Conditions are governed by Spanish law. Any claim relating thereto must be submitted in writing to Avenida del Partenón, 5 (28042) Madrid. In the event of any dispute regarding the application or interpretation of these Terms and Conditions, and failing an amicable settlement, any litigation shall be subject to the jurisdiction and competence of the Courts and Tribunals of Madrid.

14. FINAL PROVISIONS

Participation in the present Competition implies the unconditional acceptance of and compliance with these Legal Terms and Conditions; therefore, any statement expressing non-acceptance thereof shall result in the exclusion of the participant.

Any inquiries should be addressed to:

fruitattraction@ifema.es

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IFEMA MADRID

Madrid, on April 28th, 2026