



RULES GOVERNING THE COMPETITION ENTITLED "FRUIT ATTRACTION BEST STAND AWARDS"

1. RULES AND SCOPE OF THE COMPETITION

Institución Ferial de Madrid (hereinafter, the Organiser/IFEMA) with registered office at Avenida del Partenón, 5 (28042) Madrid and Tax Identification Number Q-2873018B. Within the framework of FRUIT ATTRACTION 2025, a competition is being organised called "FRUIT ATTRACTION BEST STAND AWARDS 2025", consisting of awarding prizes to the seven best stand projects in the following four categories:

- Most Original Stand.
- Best Stand Design.
- Visitors' Favourite Stand: There will be four prizes in this category divided into the four main areas of the trade fair:
 - a) Fresh Produce
 - b) Fresh Food Logistics
 - c) Innova&Tech
 - d) Auxiliary Industry
- More Sustainable Stand: it has its own rules and separate entry form. See information on the trade fair's website www.ifema.es/fruitattraction

The entry period will begin on 15 May 2025 and end on 15 September 2025. On 25 September 2025, the candidates will be published to all visitors through the social media channels of Fruit Attraction 2025 IFEMA MADRID and the winners will be announced on 1 October 2025 through the same media. The winner of the Visitors' Favourite Stand will be announced on the social media channels of Fruit Attraction 2025 IFEMA MADRID at the close of the trade fair, on 8 October 2025.

In addition to social media, all winners will be published on the trade fair's website as well as in the Newsletter sent to the trade fair visitor databases and the press release.

The purpose of these Rules is to regulate the participation in the aforementioned Competition.

These Rules will be published on www.ifema.es/fruitattraction and may be modified, in which case entrants will be notified in due time and form.

2. REQUIREMENTS FOR ENTRANTS

Entry is only open to exhibitors of Fruit Attraction 2025 with a free design stand who



have entered using the registration form available at www.ifema.es/fruitattraction before 3.00 pm on 15 September 2025.

The requirements for participation are as follows:

- Entrants must be owners of exhibiting companies, not co-exhibitors, that have a confirmed stand to participate in Fruit Attraction 2025, with a free design space.
- The same entrant may participate in all four categories and may be the winner in all the categories for which he/she submits a project.
- The entrant's personal details provided on the registration form must be truthful and accurate, and IFEMA MADRID will not be held responsible if this is not the case.
- Entrants must be over the age of 18 to participate in the Competition, which can be provided by presenting a National Identity Card (DNI) or a legally equivalent document.
- The entrant's personal details provided on the registration form must be truthful and accurate, and IFEMA MADRID will not be held responsible if this is not the case.
- IFEMA MADRID employees, as well as companies collaborating with or contracted by IFEMA MADRID to carry out this promotion, their employees and direct family members, are not eligible to participate in this Competition.
- Entry in this competition implies full acceptance of these Rules, and therefore any declaration of non-acceptance of these rules will imply the exclusion of the entrant and, as a consequence, IFEMA MADRID will be released from the fulfilment of the obligation contracted with said entrant.

Entrants must prove at the time of registration that they meet the aforementioned requirements.

Registration can be done by filling in the online Registration Form which will be hosted on the Fruit Attraction 2025 website www.ifema.es/fruitattraction with the entrant's details, together with the required documentation (Exhibitor's Panel), which must be saved in pdf format, indicating the name of the company in the title of the pdf file.

3. PROPOSAL AND SUBMISSION REQUIREMENTS

Proposals submitted by entrants must meet the following requirements:

- Exhibitor panel: This is a pdf file. 3Mb maximum size and in A2 Portrait format. If the file is over 3Mb you can upload the Google Drive URL.

The minimum contents of this panel shall be as follows:

- Title of the stand project.



- Summary of the concept/explanatory memorandum: brief description of the project idea.
- Idea and value of the proposal: the aspects that give it originality and its differentiated value proposition, among others. It is important to highlight the innovative components, whether at conceptual, emotional, formal, functional or material level.
- 3D images or representations of the referred project (3D render).

The Proposals submitted must be original to their creators and any ideas, images, contents or any other element incorporated in their presentation must be free to use. The Participants shall be solely responsible for any infringement of any third party rights, exempting and indemnifying the Organisers.

Proposals should be submitted through the trade fair website www.ifema.es/fruitattraction in pdf. format before 15 September 2025 and must contain the Registration form and the Exhibitor Panel.

4. CRITERIA FOR SELECTING THE WINNERS

The winners of this competition will be chosen through the evaluation of their proposals by a Panel of Judges, which will be made up of prestigious professionals from the fruit and vegetable industry, the trade fair sector, architecture, interior design and experts in marketing and communication. The composition of the Panel of Judges, which will be made up of between five and seven members, will be made public 15 days before the opening of the Fruit Attraction 2025 trade fair to be held at IFEMA MADRID from 30 September to 2 October 2025. This panel of judges will select the winners of the categories MOST ORIGINAL STAND and BEST STAND DESIGN. The MOST SUSTAINABLE STAND will be chosen by an independent panel of judges indicated in the rules of this category and the winners of the VISITORS' FAVOURITE STAND will be chosen by public vote via a QR code that IFEMA MADRID will only provide to exhibitors who have entered one of the above categories.

The Panel of Judges meeting to evaluate the projects and choose the winners will take place on 30 September 2025 at IFEMA MADRID.

The proposals submitted will be evaluated if the Panel of Judges has previously verified that the requirements for participation in this Competition have been met. In the event the participation requirements have not been fulfilled, proposals will not be evaluated.

The criteria for the evaluation of the proposals accepted shall be as follows:

1. **Most original stand:** creativity and/or innovation in the spatial and/or construction proposal of the stand will be assessed. Visual impact, "wow" factor.
2. **Best stand design:** the quality of the design, efficient space distribution, functionality, innovation in product display, quality of materials and construction details will be assessed. Successful brand communication and communication/merchandising elements. Overall coherence.

3. **Visitors' Favourite Stand:** The visitors will vote for their favourite stand based on their own criteria during the trade fair, via a QR code that IFEMA MADRID will only provide to exhibitors who have entered one of the above categories. The design panels of the participating stands will be published on social media in the days leading up to the trade fair so that the public can familiarise themselves with them. There will be four prizes in this category divided into the four main areas of the trade fair: Fresh Produce, Auxiliary Industry, Fresh Food Logistics and Innova&Tech.

In this regard, all entrants in the Competition consent to the use of their personal data for the purpose of carrying out this competition and, where appropriate, the disclosure of their name and surname on the social media channels of FRUIT ATTRACTION 2025 in the event of winning an award. Entrants' personal data will be processed in accordance with the ninth (9) condition on data protection of these competition rules.

The Panel of Judges will determine the winner in accordance with the established criteria: one winner per category, except in the category of the Visitors' Favourite Stand, where there will be four winners, one for each main area of the trade fair: Fresh Produce, Auxiliary Industry, Fresh Food Logistics and Innova&Tech, which will be notified as foreseen in the following section, and their decision will be final.

5. CONDITIONS GOVERNING THE AWARD OF PRIZES

The prizes in this competition will consist of a diploma for each winner, which will be awarded during the trade fair, and media coverage through FRUIT ATTRACTION 2025 communication campaigns, publication on the trade fair website, as well as content on social media channels, a Newsletter sent to visitor databases and a FRUIT ATTRACTION 2025 press release. In addition, a surprise gift will be given to each winner.

IFEMA MADRID reserves the right to exchange the prize for another of similar characteristics and equal value without prior notice to the winner.

IFEMA MADRID will contact the winners and, where applicable, the people who have been chosen as substitutes, via the telephone number provided on the registration form, or directly at their trade fair stand. If they cannot be reached by these two means, an email will be sent to the contact person provided on the registration form. The winners will be published on the FRUIT ATTRACTION 2025 Social Media channels, the trade fair website and in a Press Release. In turn, their personal data will be requested, as well as a copy of their identification documents, in order to formalise the prize award process.

If the winner cannot be located within a maximum period of 48 hours after the announcement, does not accept the prize or has not complied with any of the rules, IFEMA MADRID reserves the right to decide whether the prize is declared invalid or to choose a new winner/substitute by means of the same process used in the initial Competition.

In the event that no participation in the Competition is correct due to failure to comply with the rules of entry indicated, IFEMA MADRID reserves the right to decide that the prize will not be awarded. IFEMA MADRID will not be held responsible for any problems arising from the delivery of packages, relegating this responsibility to the courier company. Once



the prize has been sent, IFEMA MADRID shall not be liable in any way for the possible loss or deterioration of the prize by the courier service or for any malfunction of the same, and the winner shall be obliged to claim the commercial warranty to the manufacturer of the device. To this end, the winner must provide IFEMA MADRID, within 72 hours of being requested to do so, with all the personal and tax details requested, as well as a photocopy of their National Identity Card (DNI), so that IFEMA MADRID can pay the withholding tax, otherwise the prize will be deemed invalid. In addition, the National Identity Card (DNI) will be used to facilitate the identification of the winner and to verify data such as age and place of residence.

If it becomes evident that any of the participants do not comply with the requirements set out in the Rules, or the data provided for participation are not valid, their participation will be considered null and void and they will be automatically excluded from the competition, losing all rights to the prizes awarded under this competition.

The prize awarded is personal and non-transferable, not subject to change, alteration or compensation at the request of the Entrants, and cannot be exchanged for any other product or cash equivalent.

A period of 15 calendar days (FIFTEEN DAYS) from the date of the awarding of the prize is established in order to make any claim or complaint.

6. LIABILITY DISCLAIMER

By way of illustration only, and not by way of limitation, the Organiser is not responsible for any loss, theft, delay or any other circumstance attributable to third parties that may affect the normal course of this competition, nor is the Organiser responsible for the use made by the entrant with respect to the prize obtained from this competition.

The Organiser does not assume responsibility in cases of force majeure or fortuitous events that could prevent the competition from taking place or the total or partial enjoyment of the prize. In the event that this competition could not be carried out, either due to fraud detected in it, technical errors, or any other reason that is not under the control of the Organiser and affecting the normal development of the competition, the Organiser reserves the right to cancel, modify, or suspend the same, including it on the website of participation.

IFEMA MADRID will not assume any responsibility in the event that the proposal breaches in any way the rights of third parties in terms of intellectual, industrial or any other type of property, or if any dispute and/or litigation arising as a result of these violations

7. INTELLECTUAL AND INDUSTRIAL PROPERTY RIGHTS

The participants of each entry shall guarantee, under their sole responsibility, compliance with the obligations and responsibilities of Royal Legislative Decree 1/1996, of 12 April, approving the revised text of the Intellectual Property Law. Therefore, the participants of

the entry release the Competition Organisers from any responsibility derived from the infringement of intellectual and industrial property rights and/or image that could be affected, assuming all the costs and consequences of any claim in the field of intellectual and industrial property and/or image that could be derived from the entry to this competition during and even after the end of their participation in the same.

Participation in this Competition is made by each Entrant on a voluntary basis and does not imply any transfer of rights or licence to use the intellectual and industrial property rights, know-how, industrial secrets or similar rights existing prior to their participation or generated outside of the same, as well as the participation/proposal submitted.

The Organisers reserve the right to disseminate, free of charge to the Entrant, the results of this competition and the personal details of the winning Entrant in internal and external media. The Entrant accepts that he/she is not authorised to use the IFEMA MADRID trademarks and logos other than those permitted in these Rules.

The Entrant accepts that he/she is not authorised or entitled to use the trademarks and logos of the trade fair or event in which this competition takes place, or of IFEMA MADRID, other than those permitted in these Rules.

The Organisers of the competition reserve the right to limit, in whole or in part, access to the prize by the candidate in the event of suspicion or actual knowledge that the participation of the interested party does not comply with the rules stated in this section.

8. TRANSFER 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 Entrant authorises the Organisers to process his/her image obtained as a result of his/her participation in the Competition, whether during his/her submission to the competition, during the public event, selection of finalists, or if he/she is proclaimed the winner. Additionally, the entrant authorises the Organisers to capture, reproduce and disseminate his/her image via the channels of information, dissemination, communication and promotion, provided that they are linked to the event in which he/she is participating, using all the technical means and media currently known and those that may be developed in the future, with the sole limitation of any use that breaches their honour in the terms set out in Organic Law 1/1982, without time or geographical limitation and without receiving any compensation whatsoever.

9. DATA PROTECTION

In compliance with the provisions of the General Data Protection Regulation (GDPR), the personal data used in this Competition, or which may be provided in the future for participation, may be processed by IFEMA MADRID for the purpose of managing the relationship between the parties arising from the "FRUIT ATTRACTION BEST STAND AWARDS 2025" Competition and for no other purpose other than those stated in these legal terms and conditions.



IFEMA MADRID will not communicate the aforementioned personal data that may be obtained to third parties, unless such communication is necessary for the execution or management of the purpose of the contract, guaranteeing compliance with current regulations. IFEMA MADRID will not disclose personal data to third parties unless there is a legal obligation to do so.

The owners of personal data may exercise their rights of access, rectification, erasure, restriction of processing, objection and portability under the terms established in the applicable data protection regulations. These rights may be exercised by writing to the addresses of the parties set out in the heading including the reference "EXERCISE OF RIGHTS". They may also seek the protection of the Spanish Data Protection Agency (AEPD) and consult the Parties' privacy and security policy.

In accordance with current legislation on personal data protection, the processing of personal data provided to us through the Competition entry form will be governed by the following provisions:

9.1 Data controllers

IFEMA MADRID - Feria de Madrid (Q2873018B). Contact details of the Data Protection Officer: protecciondedatos@ifema.es

9.2 Purposes of the processing:

Management of the participation of the contestants in the competition and publication of the winner.

If you have given your express consent for commercial communications, IFEMA MADRID may periodically send them to you by electronic or equivalent means (such as telephone, SMS or instant messaging) to inform you of the activities, content and services provided by IFEMA MADRID, in addition to content from its sponsors and third party companies related to the trade fairs.

9.3 Legal basis for processing

The Entrant gives his/her explicit consent to participate in the Competition by submitting the [whatever is submitted] and therefore accepts these terms and conditions, and in turn declares to understand that his/her personal data will be processed for the sole purpose of managing this participation.

Furthermore, the Entrant undertakes to inform those responsible of any changes to his/her personal data in order to ensure that they are always up to date and free of errors. The Entrant also declares that the data provided by him/her are accurate and truthful.

IFEMA MADRID undertakes to always process your personal data as absolutely confidential and in accordance with the purposes set out in this clause. It will adopt the technical and organisational measures necessary to guarantee the security of your data and prevent alteration, loss, unauthorised processing or access, taking into account the state of technology, the nature of the data stored and the risks to which they are exposed, all in compliance with that which is set out in the Regulation.



Likewise, IFEMA MADRID may use the name and image of the entrants in advertising or communications, both written and electronic, by any means of dissemination, regarding the Competition and its results, which it creates and undertakes in order to publicise the competition results. Entrants may withdraw their consent for these purposes at any time.

9.4 Storage of personal data

Entrant' personal data will be stored for the time deemed necessary to manage the Competition. Once completed, the data will be deleted from IFEMA MADRID's databases, if it has been produced. If you have given your consent to receive commercial communications, your data will be retained until your consent is revoked.

In the event that the value of the prize exceeds a legally determined value, the data belonging to the winners of this Competition will be kept for the purpose of complying with the legal obligations deriving from the awarding of prizes exceeding a certain value (income tax declaration, communication to official bodies, etc.).

9.5 Recipients

Entrants' data will not be communicated to third parties, unless legally obliged to do so or required by an administrative and/or judicial authority. However, Entrants are expressly informed that it may be necessary to provide the Panel of Judges and, where appropriate, possible collaborating entities identified in these terms and conditions, with data that are essential for the evaluation of the Proposals and the award decision.

9.6 Rights of interested parties

Likewise, with the submission of the application the Entrant is informed that he/she may exercise his/her rights of access, rectification, suppression, cancellation, opposition, limitation of processing and portability in the terms specified in the data protection legislation, by sending a communication to the following addresses, with the subject [*NAME OF THE COMPETITION- NAME OF THE EVENT], to Avda. del Partenón, 5 (28042) de Madrid, or by email to protecciondedatos@ifema.es.

You can request the protection of the Spanish Data Protection Agency through its website www.aepd.es.

10. TAX SYSTEM

Where appropriate, when required by the nature of the prize, as a condition for the prize to be awarded, the winner must sign a letter of acceptance of the prize, authorising IFEMA MADRID to make the corresponding withholding or payment on account on their behalf, as required by the applicable legal provisions.

To this end, the winner must provide IFEMA MADRID, within a maximum period of 24 hours of being requested to do so, with all the personal and tax details requested, as well as a photocopy of their National Identity Card (DNI), so that the organiser can make the payment of this withholding, otherwise it will be understood that they renounce the prize.



In addition, the National Identity Card (DNI) will be used for the correct identification of all participants.

11. OTHER CONDITIONS

IFEMA MADRID accepts no responsibility for any unauthorised use by third parties of the videos, images or content that may be submitted by entrants. In particular, IFEMA MADRID accepts no responsibility arising from the inappropriate use of the products displayed or presented by third parties by way of copying, manipulation, redistribution or any other form, in undesired environments or illicit links.

Likewise, IFEMA MADRID accepts no responsibility for the malfunctioning of the Internet, Facebook, social media channels or the services on which its website is hosted.

IFEMA MADRID accepts no responsibility for any possible incidents on the social media platforms used for the Competition that may affect the running of the Competition and the awarding of the prize..

The Organisers reserve the right not to proceed with the Competition if fewer than 15 companies have registered to take part by the start date indicated.

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

IFEMA MADRID has the authority to clarify and address any uncertainties arising from these Rules and retains the right to modify or add to them , as long as it does not harm the Competition entrants; notifying them in all cases via www.ifema.es/fruitattraction. Upon notification, entrants shall be deemed to have accepted the modifications made.

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

13. PUBLICITY, APPLICABLE LAW AND COMPETENT JURISDICTION

These Rules are deposited and published on www.ifema.es/fruitattraction with the due guarantees of publicity.

These Rules are subject to the Spanish law. Any related complaints should be addressed in writing to Avenida del Partenón, 5 (28042) Madrid. In the event of any dispute in the application or interpretation of these rules and in the absence of an amicable agreement, any dispute shall be subject to the jurisdiction and competence of the Judges and Courts of Madrid.

14. FINAL PROVISIONS



Participation in this Competition implies unconditional acceptance of and compliance with these Terms and Conditions, and any declaration of non-acceptance will imply the exclusion of the entrant.

Any questions or information should be addressed to:

Email: fruitattraction@ifema.es

Tel: 91 722 30 00

IFEMA MADRID

Madrid 21 April 2024