



Terms and Conditions for the Fruit Attraction 2025 Sustainable Stand Award

FRUIT ATTRACTION announces for the first time the FRUIT ATTRACTION 2025 Sustainable Stand Award. This award recognises the most sustainable practices when participating as an exhibitor at the event.

Sustainability in its three aspects (economic, social and environmental) will be taken into account and the entire life cycle of the fair, from its preparation to its conclusion and closure, will be included.

With this, FRUIT ATTRACTION reaffirms its commitment to making the trade fair and congress sector a benchmark in this discipline, promoting the dissemination and knowledge of good practices applicable to all types of events.

Participants:

All companies with a stand at FRUIT ATTRACTION, i.e. direct exhibitors at the fair, may participate in the call.

How to participate:

Direct exhibitors at FRUIT ATTRACTION who wish to participate in this call for entries must complete and send the questionnaire published [HERE](#) and attend, if the Organisation deems it necessary, a verification visit during the fair.

This questionnaire must be completed in all its sections and include the relevant descriptions when citing good practices. Otherwise, the corresponding section will not be assessed.

The deadline for submission of the questionnaire, will be **15 September 2025**.

Jury:

The jury will be made up of representatives of the sector and sustainability specialists.

On behalf of IFEMA MADRID, the FRUIT ATTRACTION Management and the Quality and Sustainability Department will form part of the jury.

The composition of the jury will be made public with the award

decision. **Selection of the winner:**

The Jury will assess the information provided through the form, as well as the impact of the actions, their degree of innovation and the effort in their application. It will also take into account the impulse given to the development of the culture of sustainability within the trade fair and congress sector.

The number of ex aequo nominations that the Jury considers will be awarded, and the prize may also be deserted.

Prize:



The prize consists of an accredited diploma.

Publicity:

The prize will be notified by means of a press release. The prize-winners will be able to make their own complementary communication for which IFEMA will provide them with all the documentation they require.