

# GLOBAL MBLTY CALL

Sustainable Mobility  
World Congress & Expo

24-26  
Oct  
2023

Recinto Ferial  
ifema.es

## EXHIBITOR GUIDE

Coinciding with:

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# GLOBAL MOBILITY CALL will be held at IFEMA MADRID, from 24 to 26 October 2023

- EXPO – Hall 14.0. The opening hours will be 9.30 am to 7 pm. During these hours, stands must remain open to visitors and be duly attended by competent staff. The exhibitors must access the fair space at 9 am. The exhibitors may remain in the venue for up to 30 minutes after closing time.
- CONGRESS – Main Auditorium and Ágoras Auditorium in Hall 14.0. The congress schedule and the days will be published on the congress website.
- TRAFIC, the International Exhibition for Safe and Sustainable Mobility, will be held within the framework of Global Mobility Call and will be integrated in the same hall. TRAFIC's main exhibition sectors and associations will be integrated into GMC making it the world's only Sustainable Mobility event.

## 1. How to participate in GMC 23 Contracting

Completing the **Online Participation Request Form**. IFEMA MADRID must receive this form in order to participate in GLOBAL MOBILITY CALL.

The submission of the Participation Request requires **full acceptance of the General Participation Regulations of IFEMA MADRID**, the technical annexes, the Specific Regulations for this edition and the provisions that, in general or specific terms, are established by the organisers of the fair.

Once the details of your application have been finalised, you will receive corresponding **Exhibition Contract**. We remind you that it is necessary to make, payments indicated within the established terms.

**Until the payment is made for the space hired and the services requested, no authorisation will be given for the occupation of the space, the participation in the Congress or delivery of the modular stand.**

Participation fees:

30 April 2023 – Deadline for payment of 50% of the space hired.

22 September 2023– Deadline for payment of 100% of the space and services.

PAYMENT METHOD:

You can make payments in the following forms:

- Bank transfer to: IFEMA MADRID/GLOBAL MOBILITY CALL 2023
  - Santander: IBAN ES64 0049 2222 5115 1000 SWIFT: BSCHESMM
  - BBVA: IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM
  - Caixa Bank: IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXES88XXX
- Send copy of payment receipt to **servifema@ifema.es**

Credit Card in secure environment, accessible upon online completion of Participation Request, or Subsequently through the Exhibitors Area online, in the invoices and payments tab or from purchase services.

In accordance with current regulations, no cash payments or cheques made out to cash are accepted.

In the Exhibitors’ Area you will find the status of your participation account and the invoices once the payments are made. If an invoice is required to make a payment, request it from **servifema@ifema.es**

2. Forms of participation and rates

2.1. EXHIBITION SPACE

First, space will be allocated to returning exhibitors from the last edition, provided they confirm their participation within the terms established. Then requests from new participants will be accepted on a first come first served basis.

If the exhibitor withdraws their participation they will lose any sums already paid. If the exhibitor withdraws their participation in the 30 days prior to the inauguration of GLOBAL MOBILITY CALL, they are liable for the full payment of the space, even where this may be occupied by another exhibitor. (See Article 7 of the General Participation Regulations).

2.1.1. FLOOR SPACE ONLY (Minimum 16 sq.m.)

- 9 to 16 sq.m. .... 185 €/sq.m. + VAT (1)
- 16.5 to 53.5 sq.m. .... 180 €/sq.m. + VAT (1)
- 54 to 99.5 sq.m. .... 175 €/sq.m. + VAT (1)
- 100 sq.m. up..... 172 €/sq.m. + VAT (1)

**EXPO**  
**10% EARLY**  
**BIRD DISCOUNT before**  
**30 April 2023**

**A discount of 15% in the price of the surface area for exhibitors at the last three editions of TRAFIC. This discount cannot be combined with the early bird discount.**

IFEMA MADRID offers an integrated stand design service with maximum guarantees, fully adapted to your needs. We'll look after all the planning for your space including design, assembly and dismantling. Request a free quote with no commitment, for a project adapted to your needs by emailing [infodesign@ifema.es](mailto:infodesign@ifema.es)

For "Floor Space Only" option, the following conditions are compulsory:

- Civil Liability Insurance Policy ..... 66.12 €+ VAT (1)
- Multifair Insurance Policy ..... 62.77 €+ VAT (1)
- Minimum electricity 0.13 kw/sq.m. .... 6.88 €/sq.m. + VAT (1)

**Space is allocated at the exclusive discretion of the Management.  
The Management may alter the stands allocated or redistribute the pavilions for organisational reasons.**

Companies who opt for the construction of their own stands must send the Assembly DESIGN to the Fair Service Department of IFEMA MADRID (+34) 91 722 30 00 - [stecnica@ifema.es](mailto:stecnica@ifema.es) for approval before 11 August 2023.

**REGULATIONS FOR ASSEMBLY OF EXTERNALLY DESIGNED STANDS  
(FLOOR ONLY)**

The designs of the stands with respect to the location of the rest of the constructions and decoration and publication elements must respect the general perspective of GLOBAL MOBILITY CALL and visibility of nearby stands.

**HEIGHT**

The maximum height of the stands on the perimeter line is 4 metres. Loose pieces can be elevated to a height of 6 metres, except where bordering neighbouring stands. Under no circumstances can a height of 6 metres be exceeded.

**BLIND ENCLOSURES**

The perimeter enclosures bordering the aisle may not exceed 50% of each aisle. To erect longer blind enclosures, these must be set back a minimum of 3 m. towards the interior and not exceed 80% of the length of the façade.

**SIGNAGE**

Signage, banners and spotlights may not protrude more than 50 cm. of the space allocated, and from a minimum height of 2.5 metres may not exceed a maximum height of 4 m along the perimeter. Spotlights must be pointed towards the interior of the stand. If you have, any doubts, please contact the IFEMA MADRID Fair Services Department.



STOCK

It is not permitted to store stock inside the pavilion.  
For this service please contact the GLOBAL MOBILITY CALL secretary office.

APPROVAL OF DESIGN

Companies who decide to design and built their own stand must send its assembly design to the IFEMA MADRID Trade Fair Services Department for approval at least one month before assembly accompanied by floor plans and front and side elevation dimensions.

The interpretation and application of the rules for each particular case is the responsibility of IFEMA MADRID. IFEMA reserves the right to make exceptions if deemed necessary, based on respect for the general perspective of GLOBAL MOBILITY CALL and the visibility of nearby stands.

The other Assembly Regulations will appear in the General Participation Regulations of IFEMA MADRID.

ASSEMBLY FEES

The company responsible for assembly of the stand must pay IFEMA Madrid the corresponding assembly fees for the services provided during the period. The payment of these fees can be booked through the Exhibitors Area.

- TYPE A Fee:  
Spaces with no decoration or decorated with carpet or laminate flooring ..... 2.42 €/sq.m. + VAT (1)
- TYPE B Fee:  
Basic aluminium or similar modular stands..... 5.05 €/sq.m. + VAT (1)
- TYPE C Fee:  
Aluminium design stands, carpentry and other materials .....7.94 €/sq.m. + VAT (1)

(1) Companies based in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included For all other companies, this transaction is exempt from Spanish VAT. In the case of EU companies, the exhibitor shall be responsible for VAT as applicable in their country of residence.

2.1.2. FLOOR + MODULAR STAND

- (Compulsory for stands of less than 16 m<sup>2</sup>)
- 9 to 16 sq.m. .... 312 €/sq.m. + VAT (1)
  - 16,5 to 53.5 sq.m. .... 303 €/sq.m. + VAT (1)
  - 54 to 99.5 sq.m. ....288 €/sq.m. + VAT (1)
  - 100 sq.m. and over .....283 €/sq.m. + VAT (1)

**EXPO**  
**10% EARLY**  
**BIRD DISCOUNT before**  
**30 April 2023**

**A discount of 15% in the price of the surface area for exhibitors at the last three editions of TRAFIC. This discount cannot be combined with the early bird.**

For the “Floor + Modular stand” option, the following conditions are compulsory

- Civil Liability Insurance Policy ..... 66.12 €+ VAT (1)
- Multifair Insurance Policy .....62.77 €+ VAT (1)
- Minimum electricity 0.13 kw/sq.m. .... 6.88 €/sq.m. + VAT (1)

ELEMENTS INCLUDED

- Floor:
  - Fireproof fair carpet.
- Structure:
  - Stand open to aisle(s).
  - White colour panels .
- Signage:
  - Sign with the exhibitor’s name and the stand number.
- Electricity:
  - Electrical fuse box prepared to support power of 130w/sq.m.
  - LED lighting.



GUIDELINE SKETCH

- No drilling or nailing is allowed.
- Gluing is only allowed if the element is removed without damaging the material.
- The stand will be open on 1 or more sides/aisles depending on the location.

- Furniture from 9 to 16 sq.m.: 4 white madrid chairs, 1 dom table, 1 duero white wastebasket.
- Furniture from 16.5 to 53.5 sq.m.: 6 white madrid chairs, 2 dom tables, 1 duero white wastebasket.
- Furniture from 54 to 99.5 sq.m.: 8 white madrid chairs, 2 dom tables, 1 white tan counter, 1 pisa stool, 1 duero white wastebasket.
- Furniture from 100 sq.m.: 8 white madrid chairs, 2 dom tables, 1 white tan counter, 1 pisa stool, 1 duero white wastebasket.

NOTES:

- The exhibitor shall assume the costs of any services or modifications to these specifications.
- The distribution of all the elements that make up the stand, extras requested, as well as the structural elements necessary to support the stand, will be adapted to the needs of the exhibitor, provided that it is technically feasible and the plan with the relevant instructions is received a minimum of fifteen days before the first day of assembly.

2.1.3. FLOOR +MODULAR START-UPS

A space to offer visibility to innovation, entrepreneurship opportunities and corporations.

Only valid for companies participating in this area and applications approved by the Start-up modular stand contest  
6 sq.m. .... 1,150€

(1) Companies based in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included For all other companies, this transaction is exempt from Spanish VAT. In the case of EU companies, the exhibitor shall be responsible for VAT as applicable in their country of residence.

START UPS

Business founded by entrepreneurs looking for contacts to sell their technology solution.

Elements included:

- Floor + modular stand with furniture 6 sq.m.
- Furniture:
  - 3 white chairs.
  - 1 white table.
  - 1 white wardrobe.



GUIDELINE SKETCH

- No drilling or nailing is allowed.
- Gluing is only allowed if the element is removed without damaging the material.
- The stand will be open on 1 or more sides/aisles depending on the location.



NOTES:

- The exhibitor shall assume the costs of any services or modifications to these specifications.
- The distribution of all the elements that make up the stand, extras requested, as well as the structural elements necessary to support the stand, will be adapted to the needs of the exhibitor, provided that it is technically feasible and the plan with the relevant instructions is received a minimum of fifteen days before the first day of assembly.

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

- The removal on the part of the exhibitor of any element of the prefabricated stand does not imply any reduction in cost.
- All the equipment used, both structural and electrical, is hired and any damage will be invoiced at current rates.

2.2. GLOBAL MOBILITY CALL CONGRESS: ALLIED PARTNERS

Allied Partners will participate in the congress programme and in the exhibition.

- **GLOBAL PARTNER** (includes space, floor only 110 sq.m.) **90,000 € + VAT (1)**
- **MAIN ITINERARY PARTNER** (includes space, floor only 110 sq.m.)..... **75,000 € + VAT (1)**
- **CONNECTED PARTNER** (includes space 25 sq.m. + modular stand)..... **36,000 € + VAT (1)**

2.3. PARTICIPATION FEES

	Global Partner	Main Itinerary Partner	Connected Partner	Thematic Area	Business Forum Host Company	Speakers Corner Participant	Exhibitor
Auditorium	1 slot						
Agora	2 participants	3 slots	1 slot				
Workshop	1 participant	1 participant	1 participant				
Mesa Zona Vip	Yes	Under Request					
Networking post-slot	Yes	Yes	Yes				
Acceso Zona Vip							
Foro de Área Temática/Speakers Corner	1 slot	1 slot	20´				
Streaming in platform	Yes	Yes	Yes		Yes		
Passes and invitations							
Exhibitor Pass	10	10	10	10	10	5	Per sq.m.
VIP Pass	10	8	3	3	3		
Expo Invit	600	600	400	Per sq.m.	400	100	Per sq.m.
Congress Invit	100	200	100	75			
Exclusive Invit	15	12	5	5			

	Global Partner	Main Itinerary Partner	Connected Partner	Área Temática	Business Forum Host Company	Speakers Corner Participant	Exhibitor
Communication tools							
Logo on website, LC, newsletter and at event	1st level	2nd level	3rd level	3rd level			
Live Connect	Yes	Yes	Yes	Yes	Limited	Limited	Yes
Digital Signature	Yes	Yes	Yes	Yes			Yes
Banner	Yes	Yes	Yes	Yes			Yes
Social Media Creativity	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Dissemination of Speaker Video	Yes	Yes	Yes	Yes			
Creativity for Speaker	Yes	Yes					



## 2.4. MEDIA AND PRESS FOR GLOBAL MOBILITY CALL PARTNERS

### 2.4.1. Global Partner

Media pack including:

Creation and dissemination of an **advertorial**, coordinating content to include (text, declarations, images, videos, infographics...) between the partner media area and the IFEMA MADRID press and media office.

This advertorial will be disseminated to targeted journalist contacts, the official Global Mobility Call website and the trade fair's social media profiles.

**Media toolkit for social media**, personalised with the image of the partner and/or speaker, including adaptations for the different social channels.

**Publications of own press release**, on the participation of the partner in the trade fair, on the Global Mobility Call official website.

**Publication of 4 monographic posts** before the event is held on all the social media channels of the Global Mobility Call, in Spanish and English.

**Dissemination of a knowledge pill of the speaker in video format** on trade fair's official channels, provided by the partner.

### 2.4.2. Main Itinerary Partner

Media pack including:

**Dissemination of own press release**, provided by the partner, to targeted journalists.

**Media toolkit for social media**, personalised with the image of the partner and/or speaker, including adaptations for the different social channels.

**Publications of own press release**, on the participation of the partner in the trade fair, on the Global Mobility Call official website.

**Publication of 2 monographic posts** before the event is held on all the social media channels of the Global Mobility Call, in Spanish and English.

**Dissemination of a knowledge pill of the speaker in video format** on trade fair's official channels, provided by the partner.

### 2.4.3. Connected Partner

Media pack including:

**Media toolkit for social media**, personalised With the image of the partner and/or speaker, including adaptations for the different social channels.

**Publications of own press release**, on the participation of the partner in the trade fair, on the Global Mobility Call official website.

**Publication of 1 monographic post** before the event is held on all the social media channels of the Global Mobility Call, in Spanish and English.

**Dissemination of a knowledge pill of the speaker in video format** on trade fair's official channels, provided by the partner.

For more information:

Marta Cacho, Communication and Press Director IFEMA MADRID  
mcacho@ifema.es

Pablo López, Press Global Mobility Call  
plopez@ifema.es

2.5. MARKETING AND COMMUNICATION PACKAGE + LIVE CONNECT

Compulsory for all formats\* ..... 495 €+ VAT (1)

\*Incluido en los paquetes de patrocinios (Global, Itinerary y Connected partners) y Startups.

- LIVE Connect Access – Digital networking and innovation platform.
- Information points at event at strategic locations. Accessible to visitors, with possibility of searching for exhibitors and printing of personalised location map.
- GLOBAL MOBILITY CALL Newsletters.
- Global Newsletters.
- GLOBAL MOBILITY CALL Press Archive.
- WIFI: 20MB / 5Ghz bandwidth /3 users/ technical support.
- Renfe e Iberia discount cards.

In the event that the exhibitor contracts his stand after the closing date of each of the elements, and it is impossible to included them, there is a charge of 495 € + VAT (1).

(1) Companies based in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included For all other companies, this transaction is exempt from Spanish VAT. In the case of EU companies, the exhibitor shall be responsible for VAT as applicable in their country of residence.

3. 3. Other regulations for participation in GMC 2023

• SAFETY REGULATIONS FOR ACCESS TO PAVILIONS DURING ASSEMBLY AND DISMANTLING.

For safety reasons, and as a general and permanent preventive measure due to the activities carried out concurrently, it is compulsory to wear a protective hard hat, a high visibility vest and safety footwear during the assembly and dismantling phases of fairs and events in all exhibition areas.

This measure, already in force, applies to all persons for access, transit, activities or mere presence in pavilions or outdoor exhibition areas during assembly and dismantling.

All IFEMA MADRID operational personnel with continuously present in pavilions and also the areas that access them on an ad hoc basis, must use personal protective equipment if the pavilion is being assembled or disassembled.

This regulation applies to assemblers, exhibitors, organizers, transporters, etc., who, in the event they do not have the necessary technical equipment, can acquire what they need from the Exhibitor Service department located on the Avenue between pavilion 6 and 8 of IFEMA MADRID.

• **KEEPING AISLES AND OTHER SPACES CLEAR STOCK.**

Aisles, as evacuation routes, must remain clear and practicable at all times, including during assembly and dismantling.

All material must remain within the limits of the assembly areas or stands, leaving aisles and other common areas completely free. Cleaning services will remove any object deposited in these areas, without the right to claim damages.

During GLOBAL MOBILITY CALL, no samples, packaging or items in general may be placed in the aisles and other common areas, nor may they be placed in the empty spaces created in the back areas of enclosures.

There is a collection, storage and delivery service for stock and packaging, provided by IFEMA MADRID's partner company for this service, in accordance with current rates.

• **REMOVAL OF WASTE GENERATED.**

The General Participation Regulations of IFEMA MADRID specify:

Article 35. "Removal of waste and assembly and dismantling materials. Pursuant to applicable legislation on urban waste, all Exhibitors, as well as the companies contracted and/or subcontracted to assemble and/or dismantle stands, are obliged to assemble, dismantle and remove the assembly, decoration and exhibition materials used, within the time periods established for this purpose.

Once the deadlines established for the removal of stock and decoration material have elapsed, as well as those specifically established for stand dismantling, all materials still remaining in the exhibition areas of the pavilion will be considered waste materials and will be removed by IFEMA MADRID, with the Exhibitor forfeiting any and all costs related to the dismantling of the stand, which shall be invoiced by IFEMA MADRID in accordance with the rates established in the Fee Schedule (100€/sq.m.), for the total of the square meters awarded.

In the event of failure to dismantle the stand within the established period, the Exhibitor shall pay IFEMA MADRID the cost of this service in accordance with the estimate provided by IFEMA MADRID based on the work to be carried out.

IFEMA MADRID shall use all the human and technical resources at its disposal to find any abandoned materials and shall apply the aforementioned article, during both assembly and dismantling.

IFEMA MADRID shall hire the necessary containers.



• **SPECIFIC REGULATIONS FOR ELECTRICAL INSTALLATIONS.**

In line with IFEMA MADRID's commitment to the 2030 SDGs (United Nations Sustainable Development Goals), as indicated in the Guide for sustainable participation in fairs and events, and in order to optimise the installation and removal of recyclable trade fair carpeting for subsequent reuse and the disposal of protective plastic at source, the timetables for incoming and outgoing goods must be adapted to these processes and will be as follows:

• **INSTALLATION OF RECYCLABLE CARPET IN COMMON AREAS.**

In line with IFEMA MADRID's commitment to the 2030 SDGs (United Nations Sustainable Development Goals), as indicated in the Guide for sustainable participation in fairs and events, and in order to optimise the installation and removal of recyclable trade fair carpeting for subsequent reuse and the disposal of protective plastic at source, the timetables for incoming and outgoing goods must be adapted to these processes and will be as follows:

- INCOMING STOCK AND DECORATION MATERIAL

October 10 and 11 from 8:30 to 21:30 h. On October 11 from 7 p.m. onwards, etc. will not be allowed. Goods can only through the pedestrian gates, as the cargo gates will be closed for installation of recyclable carpeting.

- MERCHANDISING AND DECORATION MATERIAL REMOVAL

26 October: 7 p.m. to 11.30 p.m. From 7 p.m. to 8 p.m., access to the halls for vans, trolleys, cranes, etc. will not be allowed. Exit through the pedestrian gates only, as the cargo gates will remain closed for the removal of recyclable carpeting.

-DISMANTLING OF FREE DESIGN STANDS

27 October: 8:30am to 9.30 p.m.

28 October: 8.30a.m. to 7.30 p.m.

Thank you for collaborating with us on our commitment to the environment!

• **SHIPPING OF GOODS TO THE VENUE.**

IFEMA MADRID staff are not authorized to receive any goods for any stand.

In order to send goods to the venue, the exhibitor must indicate in the delivery address:

IFEMA MADRID

Avda. del Partenón, 5. 28042 Madrid. Spain)

GLOBAL MOBILITY CALL, the name of your company, your building and the stand number.

Materials must arrive on the days allocated for incoming materials and decoration and there must be a person assigned to the stand to receive them.

4. Organisation

You can download your exhibitor passes, VIP passes and invitations through the EXPO ZONE.

4.1. EXHIBITOR PASS

These Exhibitor Passes give access to the exhibition area. An allocation of passes is available according to the type of participation and the surface area hired:

ALLIED PARTNERS

GLOBAL PARTNER	10
MAIN ITINERARY PARTNER	10
CONNECTED PARTNER	10

GMC EXPO\*

Stands of 101 sq.m. up	10
Stands of 54 to 100 sq.m.	8
Stands of 22.5 to 53.5 sq.m.	5
Stands of 6 to 22 sq.m.	4

If you require further passes in addition to those assigned as per participation format, they are available at a cost of 5 € each. Request by email to [globalmobilitycall@ifema.es](mailto:globalmobilitycall@ifema.es)

\*Exhibitor passes per contracted area will not be cumulative with those of allied partners.

4.2. VIP PASSES

These passes grant access to the exhibition area, VIP area and Congress. The assignment of these passes is exclusively reserved for the following participation levels:

GLOBAL PARTNER	10
MAIN ITINERARY PARTNER	8
CONNECTED PARTNER	3

4.3. PROFESSIONAL INVITATIONS FOR CLIENTS

4.3.1. Invitations to Exhibition Area

These invitations grant access to client o the **Exhibition Area** for the three days of the congress. An allocation of passes is available according to the type of participation and the surface area hired:

Stands of 6 to 22 sq.m.	150
Stands of 22.5 to 53.5 sq.m. and Connected Partner	400
Stands of 54 to 100 sq.m. and Main Itinerary Partner	600
Stands of 101 sq.m. up and Global Partner	600

4.3.2. Congress Invitations

These invitations will give your clients access to the **Exhibition Area and the Congress Area** during the three days of the event. The assignment of these passes is exclusively reserved for the following participation levels:

GLOBAL PARTNER	100
MAIN ITINERARY PARTNER	200
CONNECTED PARTNER	100

4.3.2. Executive Invitations

These invitations will give your clients access to the **Exhibition Area, Congress Area and VIP LOUNGE** during the three days of the event. The assignment of these passes is exclusively reserved for the following participation levels:

GLOBAL PARTNER	15
MAIN ITINERARY PARTNER	12
CONNECTED PARTNER	5

4.4. ACCESS TO EXHIBITORS' AREA

From the Exhibitors' Area you can:

- Access quotes and hire complementary services (furniture and stand extras; telecommunications and IT; cleaning, hanging points, water and drainage, assembly fee, hostesses, parking, etc.).
- Access your account statement, issued invoices and request invoices.
- Edit your company data and contact persons.
- Access your catalogue and update your data.
- Request your exhibitor passes.
- Send invitations.
- Download the updated floor plan of your booth if you participate in person.

ACCESS TO EXHIBITORS' AREA

Access to the EXHIBITORS' AREA is by USERNAME AND PASSWORD that you will receive by e-mail once the Department of the event confirms your participation (in person or LIVE Connect). If you are an exhibitor from a previous event, you will only receive your user name; and if you are a new exhibitor, you will receive your user name and password.

If you can't remember or don't receive your password, please contact Customer Service (telephone +34 91 722 3000).

CONTRACTING SERVICES

- Once the space has been awarded, you will have access to the IFEMA MADRID Services Catalogue, which includes the services that may complement your participation. These can be contracted through **ifema.es/global-mobility-call**
- Until September 20, 2023: if you contract services through the EXHIBITOR'S AREA, a 5% discount will be applied. These rates are subject to change periodically depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Exhibitor Zone area.  
This discount will also be applicable to the services included for your location in the plan of your stand sent to the Technical Secretariat up to 30 days before the beginning of the assembly. mandatory minimum services, outdoor advertising, meeting rooms, graphic decoration of stands and Specific Services such as exhibitor passes, etc. are NOT included.
- From September 20 to October 11, hiring services without discounts or surcharges.
- From October 12 (7 days before the start of the assembly): if you hire services in our Last Minute Services Catalogue, a 25% increase on the prices will be applied.
- Access to the Exhibitors' Area will be maintained for the online contracting of services during the set-up and during the event itself. You can contract the services you need from a computer and pay by credit card, without having to travel, with the exception of those that require gutter service. For these, it will be necessary to check availability at the Exhibitor Service Office.

4.5. TRANSPORT CARD DISCOUNTS:

Once the exhibitor passes have been requested, you can download the corresponding discount vouchers for transportation to the fair from the Exhibitors' Area (Renfe, Iberia, Avis discounts).



## 5. How to Promote your Participation

### 5.1. PRESS AND COMMUNICATION

IFEMA MADRID offers you all its communication and promotion channels to expand your company visibility and get the most out of your presence at GLOBAL MOBILITY CALL:

- **Social media** Give your brand visibility and communicate and promote your products, services and news through our social media channels. Follow us on Twitter, LinkedIn, Facebook and Instagram, tag us and share your presence at the event using the hashtag **#GlobalMC**
- **Start spreading the news online:** Publish your press releases directly on the website, announcing your presence at Global Mobility Call. Communicate and promote your products through **globalmobilitycall@ifema.es**
- Global Mobility Call News, a newsletter sent periodically to a large database of national and international industry professionals, as well as specialized press. You can submit content to **globalmobilitycall@ifema.es**

LiveConnect Global Mobility Call Community - publish and interact in the Global Mobility Call digital platform community to reach audiences of interest.

Take advantage of these free broadcasting tools to bring news to people in a simple and direct way!

### 5.2. ADVERTISING IN THE VENUE

IFEMA MADRID offers you the possibility of hiring services to increase your impact and presence at the fair, both online and offline, under budget. You can contact **publicidad@ifema.es** to receive a dossier of the options available rates and procedures for hiring services.

### 5.3. LIVE CONNECT. ADVERTISING OPTIONS

LIVE Connect is the permanent platform for meetings, relationships, conversations, knowledge and professional contacts. The representativeness of the GLOBAL MOBILITY CALL community makes this platform a global leader in content and specialized audiences to energize the sector.

#### WHAT ADVANTAGES DOES LIVE Connect OFFER ITS PARTICIPANTS AND TO GLOBAL MOBILITY CALL

- Platform that generates dissemination, impact, notoriety and sectoral branding.
- A source of sectoral resources and permanent on-demand knowledge.
- Global scope and market penetration beyond the in-person visitors to the stand during the event.
- New model of relationship and permanent contact between clients and suppliers all over the world.
- Matchmaking, networking and appointment management functionalities between supply and demand to prepare and optimize participation in the on-site event.
- Grouping and aggregation of content and contacts under a single digital ecosystem.
- De-seasonalization and permanent temporal amplitude of business connections.
- Optimization of ROI.
- Reinforces the convening capacity and expectations of the event.

## 6. Health and Safety Protocol

The regulations in force at the time of the fair will be applied.

## 7. Sustainability Management

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



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

ISO standards held by IFEMA MADRID:

- ISO 9001: quality management.
- ISO 20121: event sustainability management.
- ISO 14001: environmental management.
- ISO 50001: energy management.
- ISO 22320: emergency management.

**ACTIONS TAKEN BY IFEMA MADRID TO REDUCE GAS EMISSIONS AND BECOME MORE ENERGY EFFICIENT:**

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

IFEMA MADRID holds the Calculo (I Measure) and Reduzco (I Reduce) seals in scopes 1 and 2 of the Carbon Footprint.

### WASTE MANAGEMENT:

- The exhibitor/assembler is the producer of the waste generated and shall be responsible for waste removal and management. The management of waste generated by the exhibitor is included in Article 35 of the General Participation Regulations.
- We offer a service to exhibitors that includes the removal and management of waste generated by the exhibitor/assembler.

### RECYCLING OF CARPET:

IFEMA MADRID recycles 100% of the carpet used in corridors and common areas. To do this, it is essential to begin removal before dismantling begins, which implies a distribution by strips, instead of covering the entire space as before. This way, we can guarantee transformation into new raw material for the subsequent manufacture of other products.

### SUSTAINABLE MOBILITY:

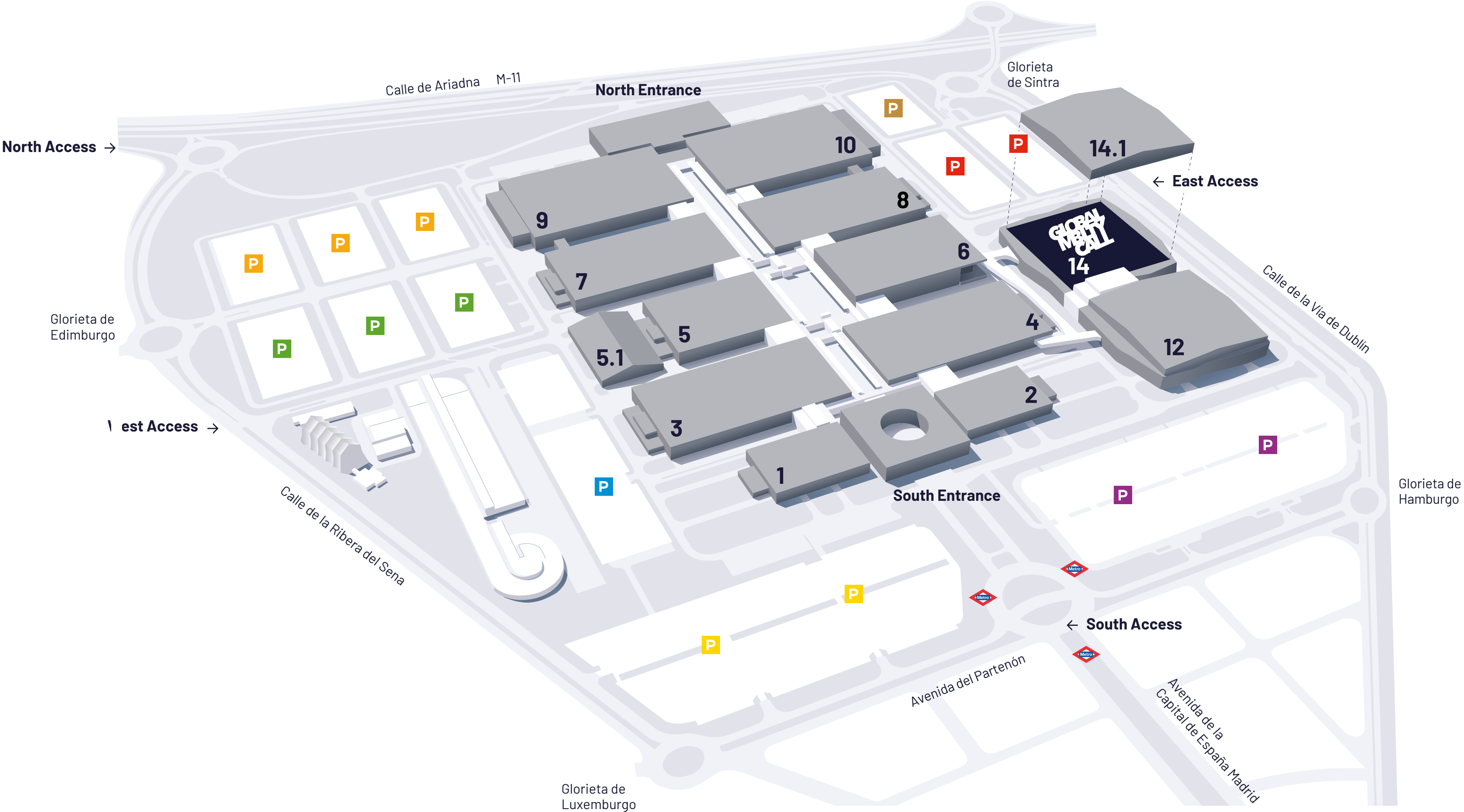
IFEMA MADRID has public transport access close to the facilities (metro and bus), parking for electric cars with 100% renewable electricity supply, as well as a parking area for bicycles and scooters.

### GUIDE FOR SUSTAINABLE PARTICIPATION IN FAIRS/EVENTS:

IFEMA MADRID has published the Guide to Sustainable Participation in Trade Fairs for exhibitors on its website. We recommend you read it before starting the preparation of your participation:

**[ifema.es/nosotros/calidad-sostenibilidad](https://ifema.es/nosotros/calidad-sostenibilidad)**

8. Plan





9. Exhibitor Calendar

Date	Subject	What to do	Contact
From October 2022	Space Application Form	Send the online application form together with the proof of payment of the space reservation fee at the exhibition.	globalmobilitycall@ifema.es
From January 2023	Communication and Promotion	Exhibition companies send press news to the Communication Management Department.	prensa@lfema.es
April 30, 2023	Payments	Deadline for payment of 50% exhibition space rate.	Exhibitor's Area servifema@lfema.es
		Deadline for the 10% early bird discount.	Exhibitor's Area servifema@ifema.es
September 19, 2023	Projects and floor maps	Deadline for sending the STAND BUILDING stecnica@ifema.es PROJECT to the Exhibition Services Management. If the project has rigging, an independent one must be sent to inspeccion.rigging@ifema.es before that date.	stecnica@ifema.es
Until September 20	Booking Services	Deadline for hiring additional services with 5% discount. These rates are subject to periodic changes depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Exhibitors' Area.	Exhibitor's Area atencionalcliente@ifema.es servifema@lfema.es

Date	Subject	What to do	Contact
September 22, 2023	Payments	Deadline for payment of 100% exhibition space rate.	Exhibitors Area - servifema@ifema.es
Until October 4, 2023	Floor Map and Project	Deadline for hiring additional services with 5% discount. These rates are subject to periodic changes depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Exhibitors's Area.	stecnica@ifema.es
	Shell scheme stands	Deadline for indicating the name of the stand at the sign board.	Exhibitors Area Contratación de Servicios
October 12, 2023	Booking services	Hiring additional services have a surcharge of 25%.	Exhibitors Area atencionalcliente@ifema.es servifema@ifema.es
From 19 to 21 October, 2023*	Stands assembly	Free Design stand assembly: from 8:30 am to 9:30 pm. Except October 21 which be 8:30 am to 7:30 pm.	stecnica@ifema.es
23 October 2023	Modular stand	From 8.30 a.m. hand over of shell scheme stands.	atencionalcliente@ifema.es (+34) 91 722 30 00 stecnica@ifema.es
22 and 23 October 2023(**)	Entry of Goods & Decoration Material	October 22 and 23 from 8.30 a.m. until 9.30 p.m. October 23 from 7 p.m. on the access to the pavilions of vans, wheelbarrows, etc. will not be allowed. The loading gates will be closed and the only access to the halls will be through pedestrian doors, to proceed with the installation of recyclable carpet.	atencionalcliente@ifema.es (+34) 91 722 30 00

\*Except Saturday 21 October

\*\* 21 and 22 October from 8.30 a.m. to 9.30 p.m.,  
October 23 from 7 p.m.

Date	Subject	What to do	Contact
October 2 to 26, 2023*	Celebration	GLOBAL MOBILITY CALL Celebration. Opening hours from 9.30 a.m. until 7 p.m. Exhibitors access from 9 a.m. until 7.30 p.m.	atencionalcliente@ifema.es (+34) 91 722 30 00
October 26, 2023**	Merchandise and decoration material removal.	October 26 from 7 p.m. to 11.30 p.m. from 7 p.m. to 8 p.m. access of all vehicles to the halls will be forbidden, only pedestrian doors will be opened, loading gates will be closed to proceed with the recyclable carpet deinstallation.	atencionalcliente@ifema.es (+34) 91 722 30 00
October 27 and 28, 2023***	Dismantling of free desing stands.	October 27 from 8.30 p.m. until 9.30 p.m. October 28 from 8.30 a.m. until 7.30 p.m.	atencionalcliente@ifema.es (+34) 91 722 30 00 stecnica@ifema.es

\* From 9.30 a.m. to 7 p.m. Exhibitors 9 a.m. and 7.30 p.m.  
\*\* 14 September: 7 p.m. - 11.30 p.m. From 7 p.m. to 8 p.m.  
\*\*\* 15 September: From 8.30 a.m. to to 9.30 p.m.  
16 September from 8.30 a.m. to 7.30 p.m.



10. Contact us

GLOBAL MOBILITY CALL MANAGEMENT AT IFEMA MADRID	<ul style="list-style-type: none"><li>• <b>Director:</b> David Moneo</li><li>• <b>Commercial Manager:</b> Félix Pérez Fajardo</li><li>• <b>Commercial Manager:</b> Javier Sanz de Andino</li><li>• <b>Commercial Manager:</b> María García de Tuñón</li><li>• <b>Marketing and Communication:</b> Vicente Toldos</li></ul>	globalmobilitycall@ifema.es (+34) 91 722 30 00
Call Center	<ul style="list-style-type: none"><li>• Exhibitors and visitors.</li><li>• Hiring services</li></ul>	atencionalcliente@ifema.es (+34) 91 722 30 00
Servifema	<ul style="list-style-type: none"><li>• Hiring servicies.</li><li>• Invoicing.</li><li>• Payments.</li></ul>	servifema@ifema.es (+34) 91 722 30 00
Exhibition Service Management	<ul style="list-style-type: none"><li>• Technical Secretariat.</li><li>• Technical support to exhibitors.</li><li>• Supervision of stand decoration projects.</li><li>• Technical solutions totechnical problems during celebration.</li></ul>	stecnica@ifema.es (+34) 91 722 30 00
Communication and Marketing Management	<ul style="list-style-type: none"><li>• <b>Manager:</b> Raúl Díez</li><li>• <b>Press and media relationship manager:</b> Marta Cacho</li><li>• <b>Press:</b> Pablo López</li></ul>	plopez@ifema.es (+34) 91 722 30 00
Congress and Conventions Management	<ul style="list-style-type: none"><li>• Hiring meeting and convention spaces at the premises during the event or out of the dates of the event.</li></ul>	convenciones@ifema.es (+34) 91 722 50 72

<b>Institutional Relations (Protocol)</b>	<ul style="list-style-type: none"><li>• Institutional visits and relations.</li><li>• Guided visits.</li><li>• Protocol for all events.</li><li>• Institutional relations.</li><li>• Coordination of the hosted buyers program.</li></ul>	relacionesinstitucionales@ifema.es (+34) 91 722 50 14
<b>Security and Self-protection Management</b>	<ul style="list-style-type: none"><li>• Parking.</li><li>• General security.</li><li>• Access to the premises</li></ul>	dseguridad@ifema.es (+34) 91 722 50 65
<b>Medical Service</b>	<ul style="list-style-type: none"><li>• Health attention to exhibitors and visitors during event mantling, celebration and dismantling.</li></ul>	(+34) 91 722 54 00

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# Feel the Inspiration

Av. del Partenón, 5  
Madrid, Spain

**ifema.es**

