

GUEXT

International Trade Show for Suppliers and
Services for the Hospitality Industry

Powering the future
of hospitality.



15-17
Oct
2026

ifema.es

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IFEMA
MADRID

CONTENTS

1. HOW TO PARTICIPATE

- 1.1 Dates. Schedule and venue. Sectors .
- 1.2 What do I need to do to participate?
- 1.3 Booking and allocation of spaces
- 1.4 Participation Options
- 1.5 Your exhibitor plan. Liveconnect: the digital platform you have access to with your Plan.
- 1.6 Participation fees
- 1.7 Terms and methods of payment
- 1.8 Specific rules of the trade fair.
- 1.9 Exhibitor calendar

2. MANAGE YOUR PARTICIPATION

- 2.1 EXPO ZONE. Managing your participation and your space. Hiring additional services. E-commerce.
- 2.2 Passes and invitations. Visas. Transport discount vouchers.
- 2.3 Co-exhibitors registration.
- 2.4 Other relevant information.
- 2.5 Venue floor plan.
- 2.6 Frequently asked questions.

3. PROMOTE AND MAXIMIZE YOUR PARTICIPATION

- 3.1 How to make my participation profitable.
- 3.2 Exhibitor Catalogue
- 3.3 Networking
- 3.4 Invitations for your clients and contacts
- 3.5 Guext Innovation
- 3.6 Outdoor and digital advertising
- 3.7 Room rental

4. SUSTAINABILITY MANAGEMENT AT IFEMA MADRID

5. CONTACT US

1.1 Dates. Opening times and venue. Sectors .

GUEXT International Exhibition of Suppliers and Services for the Hospitality Sector will take place at the IFEMA MADRID exhibition centre **from 15 to 17 October 2026**, from 9:30 a.m. to 6:30 p.m. in hall 12.

Exhibitors may access the venue from 9:00 a.m. and must leave before 7:00 p.m., except on the last day, when they may remain until midnight.

The liveconnect platform will be open with networking features **from 15 September 2026 to 15 December 2026**.

The fair is for professionals only.

To apply for participation, companies, public or private organizations must belong to the sectors covered by the fair:

- Foodservice equipment
- Tableware
- Hospitality, interior & design
- Tech & digital
- Coffee, tea & bakery
- Delivery & Packaging
- Wellness & Gym

1.2 What to do to participate?

To apply to participate, you must complete the online Application Form available on the fair's [website](#) within the established deadline.

This form will allow us to provide you with comprehensive information and make you a proposal for participation. You can check the reservation and payment deadlines on the form itself and in the Exhibitor Calendar.

Submission of the Application Form implies full acceptance of the **General Rules for Participation in Exhibitions**, organised by IFEMA MADRID, the technical annexes, the Specific Rules for this edition and the provisions, whether general or specific, established by the exhibition organisers.

The exhibiting company is the company that will participate in the fair, on whose behalf the application to participate as an exhibitor is completed.

To apply to participate in the fair, it is a requirement that the activity of the exhibitor, whether a company, public or private organisation, falls within the sectors covered by the event.

By clicking on the "send application" button, the exhibitor confirms to IFEMA MADRID that they are seriously interested in participating as such and in receiving a proposal. From the same application form, if the process is not completed, it is possible to request information and quotes, which does not constitute a request for a quote.

If the CONTRACTING COMPANY designates another entity as the INVOICING COMPANY, the details of both must be included in the application form. No changes to the invoicing company will be authorised once the first invoice has been issued.

1.3 Booking and allocation of spaces.

FIRST ALLOCATION

To participate in **GUEXT 2026**, you must submit the completed **Participation Application Form** and pay the indicated reservation fee. Companies that submit this documentation **before 27 March 2026** will participate in **the first allocation process**, which will take place **in the second half of April 2026**, optimizing their chances of selecting a preferred space. We will provide further information regarding the space selection criteria applied during this first allocation.

NEW PARTICIPATION REQUEST

Space request **received after 27 March 2026 will be handled in order they are received**, based on the submission of the Participation Request and the corresponding reservation fee payment (the latter being a requirement that will determine the official request submission date). **This will be processed in the second half of May 2026**.

The allocation of spaces will be carried out by the Event Management, taking into account the needs of GUEXT as a whole, sectorisation and image, as well as attempting to accommodate the preferences of companies and affinities between products of a similar style within the existing availability.

The Event Management reserves the right to change the location of the stands occupied by exhibitors from one edition to another, if it deems it appropriate for reasons of sectorisation, product or image.

1. HOW TO PARTICIPATE

The space will be allocated after acceptance, in writing or during a space selection meeting, by the exhibitor.

The exhibitor will receive the exhibition contract with the statement of account and stand plan(s) and from that moment on will be able to access the EXPO ZONE customer portal to manage their participation.

It is essential to make the payments indicated in the contract within the established deadlines.

1.4 Participation Options

- **Exhibitor:** individual or legal entity that has space at the Event. The exhibiting company is the one in whose name the application to participate as an exhibitor is completed.
- **Co-exhibitor:** participation in the stand of a main exhibitor by contracting directly with them.

The main exhibitor must register their co-exhibitors on the 'EXPO ZONE' customer portal, and each co-exhibitor must complete an application form to participate as a co-exhibitor at the fair.

1.5. Your Exhibitor Plan. Liveconnect: the digital platform you have access to with your Plan.

What will you find on liveconnect?

Liveconnect is the digital ecosystem that fosters connections with other professionals, **facilitates meeting preparation, offers exclusive content and activities, and generates business opportunities.**

Business and networking

Identify leads to generate business and schedule high-value meetings.

Post-fair ecosystem

Activity and visibility after the fair: access and share content, participate in challenges, and much more

Positioning

Highlight your company and increase the visibility of your offering.

What can I do from my Exhibitor area on liveconnect?

- Update my company's details visible in the web catalogue and on GUEXT liveconnect.
- Add my products and services, which will be visible on GUEXT liveconnect.
- Register users from my team so they can access the GUEXT liveconnect digital event.

What can I do at the GUEXT liveconnect digital event?

- Search for contacts of interest in the professional network.
- Request and accept contacts for chatting and holding videoconferences.
- Request and/or accept appointments for professional meetings at my stand at the fair or by videoconference.
- Complete my professional profile as a user of the platform and my availability calendar for meetings.
- View information about what other exhibitors have to offer.
- Check out the activities and conferences, both in person and online, and add them to my calendar.
- Scan visitor passes at the fair. Download my contact list.

Conecta Exhibitor Plan

Participation as a main exhibitor at the fair requires the purchase of the **CONECTA PLAN (Communication and Marketing Pack + liveconnect): €417 + VAT (1)**

This concept includes the following services:

Promotion of participation in the fair through inclusion in the list of exhibitors, which is freely accessible on the ifema.es/guext and shared as a link in sector communications.

- Presence as exhibitors at the GUEXT liveconnect digital event.
- The digital event extends the duration of the fair beyond its actual dates, provides additional content on the exhibition offer and industry news, and is accessible to registered exhibitors and visitors.
- Registration of 60 products or services associated with the company profile on liveconnect.
- Presence during the fair on the hall plans and lists of exhibitors.
- Access to IFEMA MADRID's 'EXPO ZONE' customer portal to manage participation.
- Exhibitor passes according to the contract (see point 2.3)
- Online invitations according to the contract (see point 2.3)
- Transport discount vouchers.
- Premium Wi-Fi connection for 3 users throughout the fair (these connections will only work with devices that all EXPO ZONE in the 5 GHz band).
- The password is enabled for the duration of the fair and until the last day of dismantling and is sent by email to the holder's address at least 48 hours in advance.

Features for connecting with other users to generate business opportunities and networking:

- Search for new contacts among registered visitors and exhibitors.
- Communication with contacts (chat and video conferencing).
- Organisation of personal online and face-to-face meetings with contacts.
- Prepare company meetings at the trade fair stand to optimise time.
- Scan visitor passes at the trade fair.
- Download the list of contacts with their details.

1. HOW TO PARTICIPATE

1.5 Your space at the fair. Types of stands. Regulations and assembly.

Types of stands.

- ❖ **FREE DESIGN stand (floor space only):** Aimed at firms and companies that choose to build a stand tailored to their image objectives. Surface area equal to or greater than 16 s.q.m.
- ❖ **Premium Modular Stand:** Aluminium frame structure with rigid white recycled panel walls covering the structures. Minimum surface area 16 s.q.m.
- ❖ **Basic Modular Stand:** Aimed at firms and companies exhibiting product samples. Minimum surface area 16 s.q.m.

Participation with a stand at the fair requires the contracting of the following general services associated with the stand:

- ❖ Civil liability insurance (covering up to €60,000)(*).
- ❖ Multi-fair insurance (covering up to €60,000)(*).
- ❖ Minimum electricity consumption (0.13 kW/sqm)(*).
- ❖ Connect Plan (*).
- ❖ Assembly fees (*).
 - **Type A:** spaces without decoration, or occupied by carpet or wooden flooring.
 - **Type B:** basic modular stands made of aluminium or similar.
 - **Type C:** modular stands made of aluminium, carpentry stands and other materials.

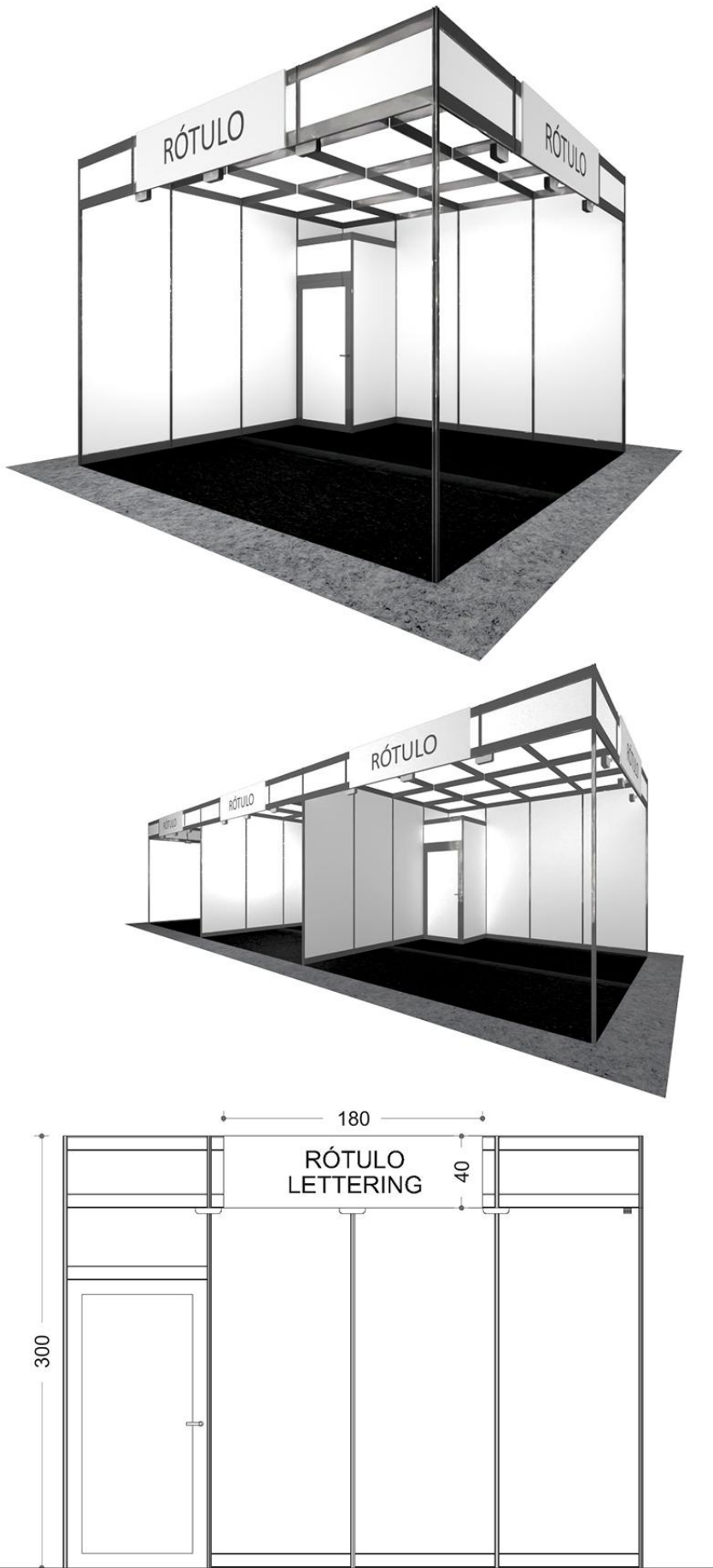
(*) Services already included in the modular stands.



1. HOW TO PARTICIPATE

GUEXT

BASIC MODULAR STAND



STAND

- Minimum space to be contracted 16 s.q.m
- Aimed at firms and companies exhibiting product samples.
- Stand open to one or more aisles depending on location.
- Grey aluminium structure and melamine panels.

STORAGE ROOM with door in the following proportions:

- 16 s.q.m1x1
- From 16,5 to 32 s.q.m2x1
- From 32,5 s.q.m:3x1

EXHIBITION CARPET **Black** exhibition carpet.



ELECTRICITY AND LIGHTING

- General lighting via towers with LED spotlights on rails, at a rate of 1 spotlight per 3 s.q.m of stand space.
- Low-voltage electrical installation consisting of an electrical panel with residual current device and circuit breaker, sized to support a power of 130W/sq m and with a 500W socket.

LETTERING

Standardised lettering with editable exhibitor name and stand number.
Maximum 20 characters.

If the exhibitor name field in EXPO ZONE is not completed, the Fair Name from the Participation Request will be used for the signage. The exhibitor must indicate the company name chosen for the signage **before 11 September 2026.**

MANDATORY CONTRACTING

In addition, participation as an exhibitor implies mandatory contracting:

Connect Plan : 417€ + VAT

Service Package

- Multi-fair insurance and civil liability.
- Minimum electricity consumption (0.13Kw/sqm).
- Daily cleaning of the stand (Type A, once a day).

TYPE A DAILY CLEANING

Initial cleaning with removal of the plastic covering the carpet, daily cleaning of the floor and emptying of waste bins. Does not include cleaning of exhibits.

ASSEMBLY PLAN

You can view your assembly plan in the EXPO ZONE, with the services included. You can also track the status of the plan and make comments on it if you need to make any changes.

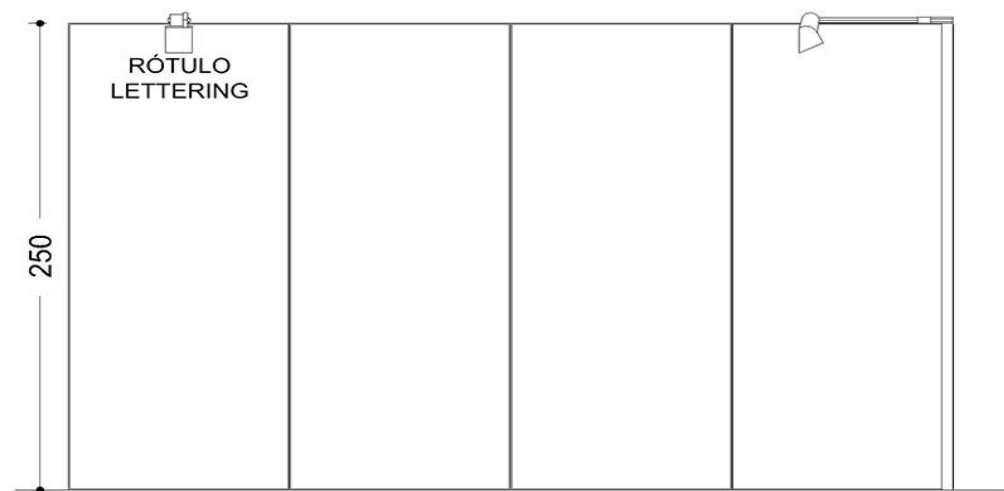
ADDITIONAL SERVICES

Customise your modular stand with our Stand Graphic Decoration service.
decoraciongrafica@ifema.es

ILLUSTRATIVE DRAWING. No holes may be made. Sticking with adhesive tape is permitted but does not damage the panels and does not leave residue . It must be adapted to the dimensions of the space allocated. **COMMENTS:** • All services or modifications to be made to these specifications shall be at the exhibitor's expense. • The removal or replacement by the exhibitor of any component of the modular stand shall not entail a reduction in cost. • The layout of all the elements that make up the stand, any extras requested, and the structural elements needed to support the stand will be adapted to the exhibitor's needs, provided that this is technically feasible and the plan with the relevant instructions is received fifteen days before the first day of assembly. Once the stand has been assembled, any changes to the location of any elements that have not been communicated by the established date will be invoiced. • All materials used, both structural and electrical, are rented and any damage will be invoiced according to the current rates. • In addition, any exhibitor may contract elements listed in the IFEMA Services Catalogue. • All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE **before 11 September**. The stands will be delivered ready-made on **14 October from 8:30 am onwards.**

PREMIUM MODULAR STAND

NEW



STAND

- Stand open to one or more aisles according to the allocation plan.
- Aluminium frames 2.5 metres high with white palboard (pvc) walls.

STORAGE ROOM with door in the following proportions:

- 16 s.q.m1x1
- From 16,5 to 32 s.q.m2x1
- From 32 s.q.m3x1

EXHIBITION CARPET Black exhibition carpet.



ELECTRICITY AND LIGHTING

- Electrical installation in accordance with low voltage standards, consisting of an electrical panel with residual current device and circuit breaker, sized to support a power of 130W/s.q.m.
- 1 x 25W LED spotlight per 4s.q.m.
- Single socket outlet.

LETTERING

Standardised lettering with editable exhibitor name and stand number.
Maximum 20 characters.

If the exhibitor name field in EXPO ZONE is not completed, the Fair Name from the Participation Request will be used for the signage. The exhibitor must indicate the company name chosen for the signage **before 11 September 2026.**

MANDATORY CONTRACTING

In addition, participation as an exhibitor implies mandatory contracting:

Connect Plan : 417€ + VAT.

Service Package 25s.q.m + VAT.

- Multi-fair insurance and civil liability.
- Minimum electricity consumption (0.13Kw/sqm).
- Daily cleaning of the stand (Type A, once a day).

TYPE A DAILY CLEANING

Initial cleaning with removal of the plastic covering the carpet, daily cleaning of the floor and emptying of waste bins. Does not include cleaning of exhibits.

ASSEMBLY PLAN

You can view your assembly plan in the EXPO ZONE, with the services included. You can also track the status of the plan and make comments on it if you need to make any changes.

ADDITIONAL SERVICES

Customise your modular stand with our Stand Graphic Decoration service standspremium@ifema.es

ILLUSTRATIVE DRAWING. No holes may be made neither nailing or sticking with adhesive tape. It must be adapted to the dimensions of the space allocated. COMMENTS: • All services or modifications to be made to these specifications shall be at the exhibitor's expense. • The removal or replacement by the exhibitor of any component of the modular stand shall not entail a reduction in cost. • The layout of all the elements that make up the stand, any extras requested, and the structural elements needed to support the stand will be adapted to the exhibitor's needs, provided that this is technically feasible and the plan with the relevant instructions is received fifteen days before the first day of assembly. Once the stand has been assembled, any changes to the location of any elements that have not been communicated by the established date will be invoiced. • All materials used, both structural and electrical, are rented and any damage will be invoiced according to the current rates. • In addition, any exhibitor may contract elements listed in the IFEMA Services Catalogue. • All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE **before 11 September**. The stands will be delivered ready-made on **14 October from 8:30 am onwards.**

1. HOW TO PARTICIPATE

GUEXT

STAND REGULATIONS AND ASSEMBLY

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 to Sustainable Participation in Trade Fairs and Events**, and with the aim of optimising the process of installing and removing recyclable exhibition carpet for subsequent reuse and the consequent elimination of protective plastic at source, the times for the entry and exit of goods must be adapted to these processes and will be reflected in the corresponding point. Thank you for your cooperation with our environmental commitment.

IFEMA MADRID carpets the aisles throughout the fair and, for sustainability reasons, does so with reusable strips of standard sizes, leaving a small strip of carpet free at the edges of the aisle(s) bordering the stands.

These uncarpeted strips form part of the aisle and not the stands, and therefore exhibitors are not authorised to cover or decorate them. We kindly ask exhibitors to cooperate with this decision; IFEMA MADRID staff will monitor compliance as far as possible and will require any carpet that encroaches on these strips to be removed.

If, despite these controls, the strip is encroached upon, the encroached aisle space will be billed to the exhibitor as space.

Modular stands. Regulations and customisation.

All modular stands that include interior decoration with panels, profiles, totems, platforms, trusses, etc., **MUST UPDATE their project in THEIR EXPO ZONE before 11 September 2026.**

The removal or replacement of any element of the modular stand by the exhibitor does not imply a reduction in cost. All materials used, both structural and electrical, are rented and any damage will be invoiced according to the current rate.

The layout of all the elements that make up the stand, any extras requested, as well as the structural elements necessary to support the stand, will be adapted to the exhibitor's needs, provided that this is technically feasible and the plan with the relevant instructions IS UPLOADED TO THE EXPO ZONE one month before the start of assembly: 11 September 2026.

CUSTOMISE YOUR STAND WITH US: GRAPHIC DECORATION FOR STANDS

Customise your modular stand with your brand image to make the maximum impact on visitors. We offer a wide range of versatile graphic materials (vinyl, foam, Forex, canvas, etc.) that can be adapted to all elements of your stand (walls, furniture, front panels, banners, displays, etc.). Request more information and a quote. Our specialised team will monitor production and installation. decoraciongrafica@ifema.es

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

To contract services, please visit our online channel, which you can access via the following link : [E-Commerce](#).

1. HOW TO PARTICIPATE

GUEXT

Freely designed stands. Regulations and assembly

Companies that choose to build their **own stands** must **UPLOAD THEIR DESIGN TO THE EXPO ZONE** for approval before **11 September 2026**.

If your design includes a rigging structure, you must submit the Application for hanging structures / rigging | IFEMA MADRID before 11 September 2026.

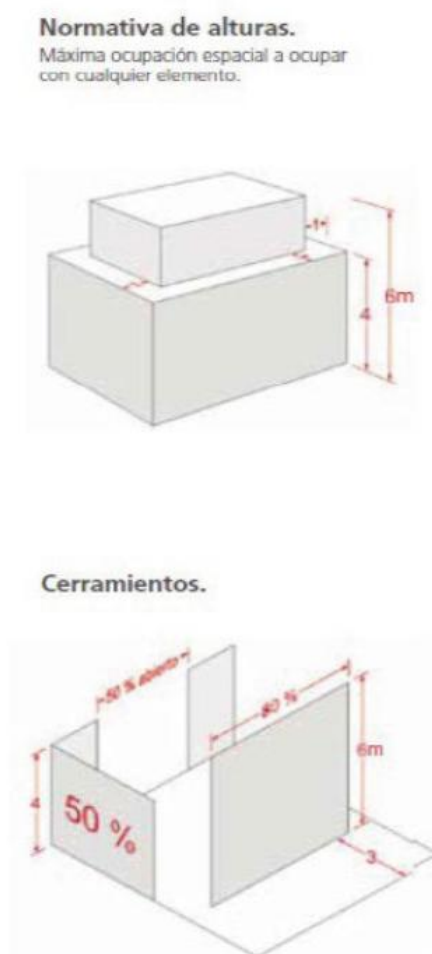
Assembly rights

The company responsible for assembling a stand must pay IFEMA MADRID, before commencing such work, the assembly fees corresponding to the services provided during the assembly and dismantling period of the Fair.

If, as the main exhibitor, you wish to assume payment of these assembly fees and have them included in your invoice, you must contract this service in the EXPO ZONE.

In order to be more efficient and provide you with better service, avoiding incidents during set-up, IFEMA MADRID has begun **to apply a last-minute surcharge to the contracting of set-up rights, as is the case with the rest of our services. This surcharge increases the price by 25% when the contract is signed during the week prior (7 days prior) to the start of assembly, during assembly, the event itself and dismantling.**

We remind you that assembly rights apply to free design assemblies and can be contracted with a 5% discount if the contract is made up to 30 days before the start of the fair assembly.



SPECIFIC ASSEMBLY RULES FOR FREELY DESIGNED STANDS

- All companies are required to assemble their stands in such a way that they are connected to the hall walls or other stands at least along their middle walls.
- Exhibitors must mark their space with the corresponding stand number in accordance with the official floor plan and exhibition contract documentation.

Height

- Maximum authorised height along the perimeter: 4 m.
- In order to raise or hang any decorative element at a maximum height of 6 m, it is necessary to set back 1 m towards the interior along the entire perimeter.
- This option is not available in the connection areas between halls.
- Construction elements, decorations and spotlights may not protrude more than 50 cm from the allocated space and from a minimum height of 2.5 m.

Blind enclosures around the perimeter

- Blind perimeter enclosures may not exceed 50% of each aisle façade.
- To create longer enclosures, these must be set back a minimum of 3 m inwards and may not exceed 80% of the length of the façade.

The interpretation and application of the regulations for each particular case is the responsibility of IFEMA MADRID, which reserves the right to arbitrate exceptions if it deems necessary, based on respect for the overall perspective of the event and the visibility of neighbouring stands.

DESIGN YOUR STAND WITH US

In addition to turnkey stands, we offer a comprehensive stand design service, with our guarantee and fully tailored to your needs.

We take care of the planning of your space, the design, the assembly and the dismantling. Request a free, no-obligation project tailored to your needs by sending an email to standbuilding@ifema.es.

To contract services, please visit our online channel, which you can access via the following link **E-Commerce**.

1.6 Participation Fees

TYPE OF SPACE	RATE
Floor only: from 16 to 64,00s.q.m	200€/s.q.m + VAT (1)
Floor only: from 64.5 to 128,00 s.q.m	190€/s.q.m + VAT (1)
Floor only: from 128.5 to 200,00 s.q.m	180€/s.q.m + VAT (1)
Floor only: from 200.5 to 300,00 s.q.m	170€/s.q.m + VAT (1)
Basic Modular Stand 16.00 sqm	4.312,00€ + VAT (1)
Additional sqm turnkey stand	261€/s.q.m + VAT (1)
Premium Modular Turnkey Stand 16.00 sqm	5.470,00€ + VAT (1)
Additional sqm turnkey stand	333€/s.q.m + VAT (1)

MANDATORY SERVICES

SERVICES	RATE
Civil liability insurance (covers up to €60,000)	72,84€+VAT (1)
Multi-fair insurance (covers up to €60,000)	69,15€ + VAT (1)
Minimum electricity consumption (0.13 kW/sq.m)	7,65€ + VAT (1)

RIGHTS OF ASSEMBLY

For Free Design Stands only (Floor space only):

Type A: spaces without decoration, or covered with carpet or wooden flooring	2,77€/s.q.m+ VAT (1)
Type B: basic modular stands made of aluminium or similar material	5,56€/s.q.m+ VAT (1)
Type C: modular aluminium design stands, carpentry stands and other materials	8,85€/s.q.m+ VAT (1)

CONECTA EXHIBITOR PLAN (formerly Marketing and Communication pack + liveconnect)	417,00€ + VAT (1)
Co-exhibitor	417,00€ + VAT (1)
Additional exhibitor passes	5,50€/units. +VAT (1)
GUEXT Innovation	300€ + VAT (1)

1.7 Payment terms and methods

PAYMENT DEADLINES

Reservation fee.

Upon submitting the Participation Application, the space reservation fee shall be paid according to the following brackets:

- From 16 to 50 s.q.m:450€ + VAT (1)
- From 50,5 to 100 s.q.m:..... 750€ + VAT (1)
- From 100,50 s.q.m upwards:1.500€ + VAT (1)

❖ **14 May 2026: deadline for payment of the first 50% of the contracted space.**

❖ **11 September 2026: deadline for payment of 100% of the contracted space and services.**

PAYMENT METHODS

You can pay in the following ways:

❖ Transfer to:IFEMA MADRID / GUEXT 2026

Santander: IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHESMM

BBVA: IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM

Caixa Bank: IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESBBXXX

Send a copy of the bank receipt to atencionalcliente@ifema.es

❖ Certified cheque made payable to IFEMA MADRID / GUEXT 2026.

❖ Credit card in a secure environment, accessible after completing the online application form, or later through the Expo Zone. In accordance with current regulations, cash or bearer cheques are not accepted.

In the Expo Zone, you will find your account status for participation in the fair and your invoices once payments have been made. If you need an invoice to make a payment, please request it by email at atencionalcliente@ifema.es

DISCOUNTS:

5% DISCOUNT ON SERVICES CONTRACTED THROUGH THE EXPO ZONE, UP TO 30 DAYS BEFORE THE START OF ASSEMBLY.

This discount will also apply to services contracted by sending the floor plan of your stand to the technical secretariat. The following are not included: mandatory minimum services, outdoor advertising, meeting rooms, graphic decoration of stands, or specific fair services such as exhibitor passes, invitations, etc.

SURCHARGES:

25% surcharge for contracting services, including assembly fees, requested 7 days before the start of assembly (4 October 2026).

(1) Companies established in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, this transaction is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for any VAT that may be payable in their country of establishment.

1.8 Specific Rules of Participation

The decision to accept the exhibitor will be at the discretion of IFEMA MADRID, taking into account the purpose of the fair and the availability of space.

The minimum area to be contracted is 16 sq.m.

The event management may alter the spaces allocated or make changes to the layout of the halls for organisational reasons.

Notwithstanding the fact that the event management will inform exhibitors in the event of a significant change or alteration to the location reserved, each exhibitor is responsible for finding out the location of their stand, its exact dimensions, etc.

Access is not permitted to any exhibitor or visitor who cannot prove that they belong to the participating professional groups, even if they have the corresponding pass or invitation.

Exhibitors are obliged to attend their stand and remain with the products on display throughout the entire period and opening hours of the event. Failure to comply with this regulation could result in the loss of the right to preferential renewal of the allocated space.

For security reasons, the storage of packaging in the pavilions is strictly prohibited. Exhibitors authorise IFEMA MADRID to reproduce all or part of the products on display in its promotional material. The exhibitor undertakes to comply with the environmental protection rules and guidelines.

Activities that **may disturb other exhibitors are prohibited and may not exceed 60 decibels**. Sound equipment used must be directed towards the interior of the stand at a maximum height of 2 metres above the floor.

Under no circumstances may it be directed towards the exterior, adjacent corridors or neighbouring stands. The use of live music is not permitted, nor are procedures that increase sound levels, such as horns or sirens, etc. Failure to comply with this provision will result in the power supply being cut off, after prior warning by the Event Management and/or security personnel.

Companies that include stages in their stands must set them up facing the widest aisle and indicate their location in the project to be submitted to the Technical Secretariat for approval.

The location and orientation of all audiovisual and/or technical elements must also be marked. Promotional activities, the distribution and display of samples, brochures, leaflets and all kinds of promotional material may only be carried out within each exhibitor's space.

All activities **carried out inside your stands must be communicated to the exhibition for authorisation before 15 September at guext@ifema.es**, indicating the subject Activity and the stand number..

The performance of activities that require the hiring of a one-off **catering service** during the fair will require the completion of the form 'Notification for catering at stands' available at ifema.es, which must be sent to: catering@ifema.es

Exhibitors are expressly prohibited from installing Wi-Fi access points, whether for internet connection or for the presentation of other functionalities. The purpose of this measure is to avoid interference problems, both with access points that may be installed independently by each Exhibitor and with IFEMA MADRID access points. Such interference could cause the existing Wi-Fi networks to malfunction. For further information, please refer to Article 33 of the General Regulations for Exhibitor Participation in Events Organised by IFEMA MADRID.

CONFIRMATION OF SPACE

Once a proposal for location and surface area has been accepted, the Application for Participation constitutes an irrevocable commitment by the applicant. Once the final details of the application have been agreed, the exhibitor will receive the corresponding Exhibition Contract from the Exhibition Management, including the statement of account and location plan and dimensions of the stand(s), as well as all the information on the services offered by IFEMA MADRID, which will enable them to maximise the profitability of their presence at the fair. It is essential to make the payments indicated in the application form within the established deadlines.

CANCELLATION

The exhibitor's withdrawal from participation in the Exhibition shall constitute grounds for termination of the contractual relationship between IFEMA MADRID and the Exhibitor for all purposes. The withdrawal must be communicated to the Exhibition Management in writing and will result in the loss of any amounts that the exhibitor should have paid by the date of communication, in accordance with the payment schedule set out in the Application Form.

If the withdrawal has been communicated to the Exhibition Management within thirty days prior to the opening of the event, IFEMA MADRID may require full payment for the space contracted.

With regard to any additional services offered by IFEMA MADRID that the exhibitor had contracted prior to notification of the withdrawal, the cancellation charges set out in Article 7 of the general conditions of admission and contracting for events organised by IFEMA MADRID shall apply.

In the event of cancellation of the fair due to force majeure, the amounts paid for items related to physical participation will be refunded, in accordance with Article 15 of the General Rules for Participation in Events Organised by IFEMA MADRID. **These Specific Rules**, including the rules on participation and assembly in this chapter, are supplemented by the General Regulations for Exhibitor Participation in Events Organised by IFEMA MADRID, which all exhibitors accept by virtue of their participation.

1. HOW TO PARTICIPATE

GUEXT

1.9. Exhibitor schedule

When	That	How	Who is assisting you?
Until 14 May 2026	First payment due date	Pay 50% of the cost of the space, minus the booking fee	(+34)917223000 atencionalcliente@ifema.es
Until 11 September 2026	Free design projects	Stands that will hang structures from the pavilion ceiling must submit <u>application for hanging structures / rigging</u> IFEMA MADRID before the same date Deadline for submitting free design plans for approval	(+34)917223000 atencionalcliente@ifema.es
Until 11 September 2026	Second payment due date	Deadline for paying 100% of the amount for the space and services contracted	(+34)917223000 atencionalcliente@ifema.es

1. HOW TO PARTICIPATE

GUEXT

1.9. Exhibitor schedule

When	That	How	Who is assisting you?
Until 18 September 2026	Contracting of services	Contracting services with a 5% discount	(+34) 917223000 atencionalcliente@ifema.es
Until 30 September 2026	Customisation of Modular Stands	Communicate signage in EXPO ZONE, define warehouse location, contracted services, etc.	(+34) 917223000 atencionalcliente@ifema.es
From 4 October 2026	Contracting of Services	Contracting of Services with a 25% increase	(+34) 917223000 atencionalcliente@ifema.es
From 11 to 13 October 2026	Free Design stand assemblies	Assembly of Free Design stands during the following hours: 11 and 12 October from 8:30 a.m. to 7:30 p.m. 13 October from 8:30 a.m. to 9:30 p.m. Safety clothing and footwear must be worn.	(+34) 917223000 atencionalcliente@ifema.es
14 October 2026	Delivery of modular stands	The modular stands will be delivered on 14 October from 8:30 a.m. onwards.	(+34) 917223000 atencionalcliente@ifema.es

1. HOW TO PARTICIPATE

GUEXT

1.9. Exhibitor schedule

When	That	How	Who is assisting you?
14 October 2026	Goods receipt	The delivery of goods and decoration materials will take place on 14 October from 8:30 a.m. to 9:30 p.m. On the 14th, from 7:00 p.m. onwards, delivery will only be possible through the pedestrian doors, closing the goods gates to proceed with the installation of recyclable carpet.	(+34) 917223000 atencionalcliente@ifema.es
From 15 to 17 October 2026	GUEXT 2026 Celebration	GUEXT will be held from 15 to 17 October 2026, from 9:30 a.m. to 6:30 p.m. Exhibitors may enter from 8:30 a.m. and must leave by 7:30 p.m.	guext@ifema.es (+34) 91 722 30 00 atencionalcliente@ifema.es
17 October 2026	Departure of goods and decorative materials	The removal of goods and decorative materials will take place on 17 October from 7:30 p.m. until midnight.	(+34) 917223000 atencionalcliente@ifema.es
18th and 19th October 2026	Dismantling of Free Design stands	The stands will be dismantled on 18 and 19 October from 8:30 a.m. to 9:30 p.m	(+34) 917223000 atencionalcliente@ifema.es

2.1. EXPO ZONE. Manage your participation and your space. Hire additional services. E-commerce.

Access our EXPO ZONE customer area from the website: www.ifema.es/guext to manage your company's details, your contacts and everything related to your participation. You will be able to access your participation once it has been confirmed with your username (the EXPO ZONE that you have used to complete the application).

What can I do from EXPO ZONE?

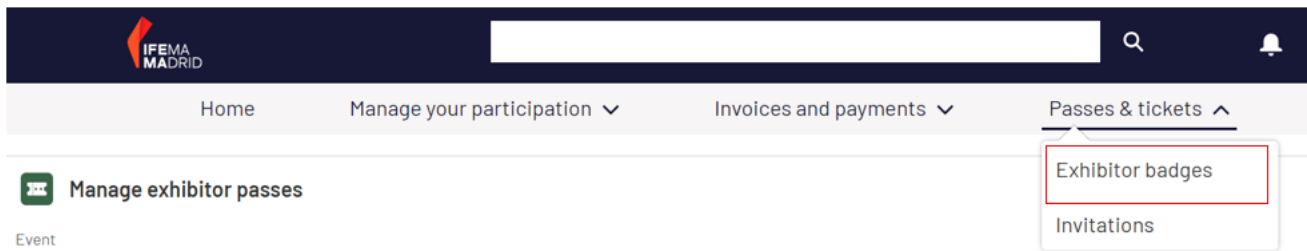
- Access the details of each participation, plans and projects
- Access the exhibitor's calendar.
- View documents of interest.
- Manage exhibitor passes and request visa support letters.
- Download discount vouchers for transport: Renfe and Iberia.
- Send invitations.
- Register co-exhibitors.
- Access orders, payments, account statements and issued invoices.
- Upload free design stand projects.
- Request the distribution of modular stand elements, coat racks or shelves, add the lettering and choose the colour of the carpet.
- Access e-commerce to hire services.

2.2. Passes and invitations. Visas, vouchers and discounts.

EXHIBITOR PASSES

Exhibitor passes will be managed from the EXPO ZONE, in the section 'Access to the event/Exhibitor passes'.

Each Exhibitor will receive, depending on the space allocated, a number of exhibitor passes and electronic invitations for their customers.



Contracted surface area Number of exhibitor passes

- From 16 to 32 s.q.m.....6
- From 32,5 to 64s.q.m.....12
- From 64,5 to 128 s.q.m.....24
- Over 128 s.q.m32

In order to ensure professionalism at the trade fair, all exhibitor passes will be personalised: they will include the name of the person holding the pass, company and country. To prevent misuse of the passes, identity checks may be carried out at the entrances to the trade fair.

The exhibitor may purchase additional exhibitor passes (€13/unit + VAT) through the EXPO ZONE.

2.3. Co-Exhibitor registration

The registration of co-exhibitors must be carried out by the main exhibitor from the EXPO ZONE, under the section 'Manage your participation/Register co-exhibitors'.

To register, it is essential to enter a correct and unique email address for each co-exhibitor and indicate whether the participation fee (CONECTA PLAN) will be paid by the main exhibitor or by the co-exhibitor themselves.

Co-exhibitor status implies the mandatory purchase of the elements included in the CONECTA PLAN (Marketing and Communication Pack + liveconnect):

Registration fee per co-exhibitor 417€ + VAT (1)

Once this process is complete, the co-exhibitor will receive a unique code that must be included in their application form.

*If the exhibitor assumes the cost of the co-exhibitor's participation, their registration will be confirmed upon submission of the application form (mandatory requirement).

*If the co-exhibiting company assumes the cost of their participation, their registration will be confirmed upon submission of the participation application and payment of the corresponding amount.

Each registered co-exhibitor will have access to the elements included in the CO-EXHIBITOR CONNECT PLAN:

- Access to GUEXT liveconnect.
- Presence in the online exhibitor catalogue.
- Visibility in the official list of exhibitors accessible at ifema.es/guext
- Access to their own EXPO ZONE.2
- Exhibitor Passes.
- Online invitations.

(1) Companies established in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, this transaction is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for any VAT that may be payable in their country of establishment.

2. MANAGE YOUR PARTICIPATION

GUEXT

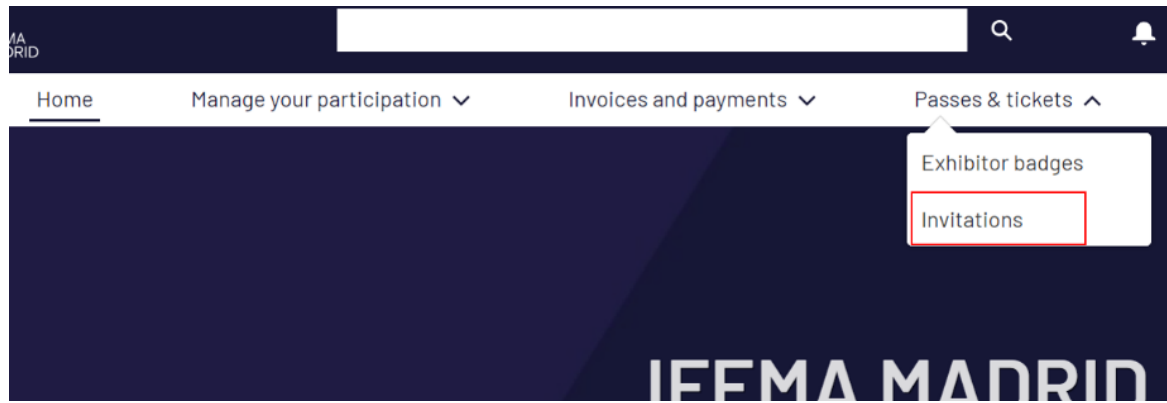
ONLINE INVITATIONS

Each exhibitor will have professional online invitations to send to their contacts.

If you require additional invitations, please send an email to guext@ifema.es , indicating the exact number required.

Online registration will be open until 17 October 2026.

Invitations will be sent via ‘EXPO ZONE/Event access/Invitations/Manage invitations’.



Each exhibitor may request additional exhibitor passes and electronic invitations by email at guext@ifema.es .

The following screen will then appear to customise the sending:

We urge exhibitors to make good use of invitations, sending them exclusively to professionals in the sector to ensure the professionalism of the fair. Access controls may be carried out for this purpose.

Professionals who receive the invitation code must register ONLINE via the GUEXT website ifema.es/guext, in the ‘Get your pass’ section, and enter the invitation code received to obtain their free pass to access the fair. (Invitation codes cannot be exchanged at the counter).

It will be absolutely necessary for all Professional Visitors who are going to access the venue with a Professional Invitation to be accredited as Professionals, through ifema.es/Guext .

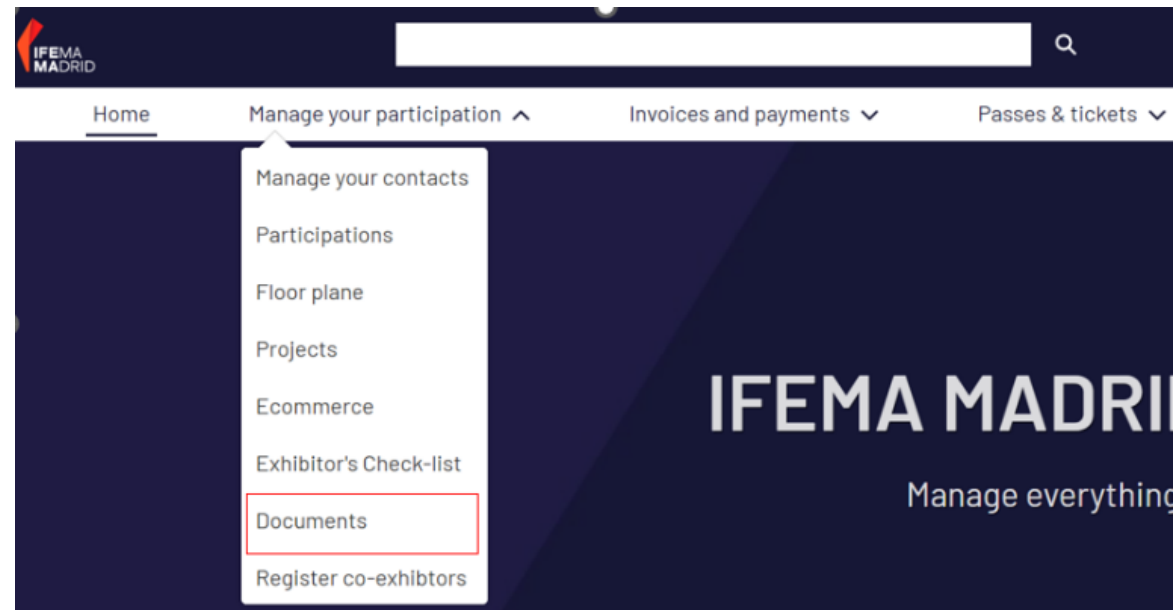
VISA MANAGEMENT

If you require a visa to travel, please contact us by sending an email to guext@ifema.es so that we can activate this option for you. Once activated by the sales department, you can manage your letters of support online from the EXPO ZONE. It is essential that you generate your exhibitor pass in advance and that your payments are up to date. (See point 1.8)

We advise you to start the process as soon as possible, as the deadline for visa applications is usually at least 60 days before travelling.

TRANSPORT DISCOUNT VOUCHERS

Once exhibitor passes have been requested, the corresponding transport discount vouchers can be downloaded from the EXPO ZONE, in the ‘Manage your participation/Documents’ section (Renfe vouchers, Iberia vouchers).



2.4 Other relevant information

IFEMA MADRID staff are not authorised to receive any merchandise destined for their stand. To send merchandise to the site, exhibitors must indicate the following in the delivery address:

IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain)

- GUEXT Fair.
- Name of your company.
- Hall and stand number.

The merchandise must be received by your company's staff at your stand and arrive during the days designated for merchandise entry and decoration.

If it is not possible to comply with the above, we recommend that you contact the collaborating merchandise management company (handling and storage):

DSV: es.sha.ifema.madrid@dsv.com

CUSTOMS REGULATIONS

1. All products originating from non-EU countries must pass through customs procedures, with special mention that, as of 1 January 2020, the United Kingdom is now treated as a third country, meaning that all shipments originating in the United Kingdom must have their goods cleared through the corresponding customs procedures.
2. Exhibiting companies must have the details of the customs agent who handles the clearance of their goods or, failing that, a copy of the customs documentation for entry into the European Union.
3. Material or merchandise for distribution or consumption must pay Spanish taxes, even if they are products without commercial value (the amount of taxes may vary depending on the country).
4. All merchandise subject to a temporary regime must not be moved from the stand or leave the IFEMA MADRID site until its situation has been modified and customs formalities have been processed. During these formalities, it may only be stored in the warehouse of the official logistics agent within the Exhibition Site.
5. It is strictly forbidden to display, sell, consume or distribute non-EU goods at a trade fair before the goods have been cleared through customs. This includes promotional material.

6. Products transported as hand luggage must be declared at Barajas Airport in the RED CHANNEL ("Something to declare") and the merchandise must be regularized with the corresponding authority at the airport.

7. Merchandise that has not passed customs control and is on display will be confiscated by the customs authorities operating in the trade fairgrounds until the appropriate documents are presented.

8. Any truck arriving at IFEMA MADRID covered by a transit consigned to IFEMA MADRID must go to the warehouse of the official Logistics Operator, for the regularization of the transported merchandise, located at:

Avenida Partenón s/n West Entrance – access via Calle Rivera del Sena
Services Pavilion, Building 228042 Madrid

In order to avoid undesirable situations, and for any questions you may have, please contact our Customs Logistics Operator.

DSV: email: es.sha.ifema.madrid@dsv.com

GUEXT

GUEXT



2. MANAGE YOUR PARTICIPATION

GUEXT

2.6. FAQ's

Question	Answer
ACCESS DURING BUILD UP AND BREAKDOWN Can I access the premises with vehicles for build up or break down or loading and unloading of goods?	Access to IFEMA MADRID and the interior of the halls will be through the doors and on the days and times indicated in this Exhibitor's Guide. Access to the interior of the halls will be exclusively for unloading materials. Vehicles may not be parked inside the halls or in the adjacent areas. We remind you that, for reasons of occupational safety, it is strictly forbidden to park in front of the goods entry gates. IFEMA MADRID is not responsible for the surveillance of vehicles while they remain at Feria de Madrid. There is a truck parking lot and a car parking lot, which can be used by paying the corresponding fees. <u>SEE RATES</u>
PARKING How to book parking space at IFEMA?	Exhibiting companies will be able to book parking spaces through the e-commerce section within the EXPO ZONE or through the link https://shop.ifema.es Once the booking has been made, the parking passes can be collected from the first day of assembly onwards, at the exhibitor services desk, located on the central boulevard between halls 6 and 8.
CATERING Application for authorisation to provide catering services at an exhibition	Where catering forms a key part of the exhibition activity at the stand and is free of charge to visitors, the Exhibitor may provide such services provided they request authorisation from IFEMA MADRID via email at catering@ifema.es and obtain express approval for this activity. Please refer to section 9 of the <u>General Rules for Participation in Events organised by IFEMA MADRID for full details.</u>
CATERING Can I hire a catering service or serve my own food and drinks at the stand?	Yes. Exhibitors who are going to offer a free catering service at their stand can do so either by submitting their request to the catering companies approved by IFEMA MADRID (See the list <u>HERE</u>) or through other catering service providers. In this case, it is essential to complete the form "Notification for the provision of catering/catering at stands" available in the exhibitors' area of the institutional website and send it, with the information requested therein, to <u>catering@ifema.es</u> for their information and appropriate effects. If the aforementioned communication is not made to IFEMA MADRID, the Exhibitor will not be able to offer this service at its stand. The exhibitor assumes liability to third parties for claims arising from the aforementioned catering service, exonerating IFEMA MADRID from any liability in this regard.

2. MANAGE YOUR PARTICIPATION

GUEXT

2.6. FAQ's

Question	Answer
HIRING SERVICES Where can I hire the services for my stand?	Access to the E-commerce through the EXPO ZONE or through the link https://shop.ifema.es
Liveconnect What are the benefits of my Liveconnect?	In my company's exhibitor area at liveconnect: • Update the company details visible in the catalogue and Guext liveconnect • Showcase your offer of products and services. • Manage the company's appointment schedule for professional meetings at the stand. • Add other team members with access to liveconnect. At the trade fair in liveconnect: • Complete my personal profile on the platform and my meeting availability schedule. • Search for contacts of interest on the professional network and request and accept to be a contact to chat and hold video conferences. • Scan trade visitor passes at the trade fair. • View information about other exhibitors' offerings. • Consult the activities with the possibility of scheduling them and viewing the available digital content.
GOODS Can I send merchandise to my booth?	IFEMA MADRID staff are not authorised to receive merchandise for your stand. To send merchandise to the venue, exhibitors must indicate the following delivery address: IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain). Guext. Name of your company.Hall and stand number. The merchandise must be received by your company's staff at your stand and arrive during the days designated for merchandise entry and decoration. If it is not possible to comply with the above, we recommend that you contact the collaborating merchandise management company: DSV: es.sha.ifema.madrid@dsv.com

2. MANAGE YOUR PARTICIPATION

GUEXT

2.6. FAQ's

Question	Answer
TYPES OF PARTICIPATION What is the difference between the floor space only option and the Basic or Premium stand option?	The floor space only option includes only the hire of the space and the mandatory elements (insurance, minimum electricity consumption and PLAN CONECTA), and it is the exhibitor who must create a free-design stand or hire one through the stand design service offered by IFEMA MADRID. Basic and Premium stands will be delivered assembled on 14 October . The Basic stand is made of aluminum and melamine panels, while the Premium stand consists of modular frames with a height of 2.5m. See description in pages 6 & 7.
BUILD UP AND BREAKDOWN Are assembler passes required during build-up/breakdown?	No. The requirements to be able to access during assembly and dismantling are to pay 100% of your participation, have submitted and approved the project, have paid the assembly fees, and have completed the occupational risk protocol.
REGULATIONS Where can I consult the IFEMA MADRID General Participation Rules to which my participation is subject?	In addition to the Exhibitor's Guide, your participation in GUEXT is subject to the General Rules for Participation in Events Organised by IFEMA MADRID, which you must be aware of and which you can access from the IFEMA MADRID website (www.ifema.es) or from the following link .
REGULATIONS Is it mandatory to man the stand at all times?	Yes, exhibitors are required to attend to their stands and remain with the products on display throughout the entire duration and opening hours of the event.
REGULATIONS FOR EXHIBITORS Regulations and support for exhibitors at the trade fairgrounds	Regulations for exhibitors at fairs organized by Ifema IFEMA MADRID
REGULATIONS FOR ASSEMBLERS Regulations and support for assemblers at the trade fairgrounds	https://www.ifema.es/en/support/assemblers-colaborators-fairgrounds

2. MANAGE YOUR PARTICIPATION

GUEXT

2.6. FAQ's

Question	Answer
RIGGING What procedure should I follow to hang structures in the halls/rigging?	Exhibiting companies may hang items from the pavilion roofs following the procedure set out in the 'Regulations for hanging structures in pavilions' and completing the 'Application for authorisation to hang structures/rigging' form and sending it to rigging@ifema.es
ROOMS Who do I have to contact to book a room?	Exhibitors who need to hire a room should contact: guext@ifema.es
Mandatory insurance What coverage do I have as an exhibitor with the included insurance?	You can consult the coverage of the mandatory insurance in the exhibitor support area of IFEMA MADRID
VISAS How do I apply for a visa support invitation letter?	Visa support letters are processed through the EXPO ZONE. To do so, you must first personalize your exhibitor passes. Once you have processed your exhibitor passes, you can request invitation letters and download them to your computer. In order to request the letters, it is essential to be up to date with payments according to the payment schedule. SEE VISAS
WIFI How do I access the WIFI network as an exhibitor?	As an exhibitor, included with your PLAN CONNECT, you will receive a WiFi connection for 3 users for the duration of the trade fair and for the exclusive use of stand holders. It is essential that your devices allow connection in the 5 GHz band. The access codes will be sent in the days prior to the start of the trade fair. You can contract additional WiFi access from the e-commerce site within the EXPO ZONE or through the link https://shop.ifema.es

2. MANAGE YOUR PARTICIPATION

GUEXT

2.6. FAQ's

Question	Answer
EXPO ZONE How to use the EXPO ZONE?	The following video shows a tutorial on how to use the EXPO ZONE
EXPO ZONE What are the benefits of my EXPO ZONE?	It is used to manage the participation of each exhibiting company in Guext • Registration of contacts who will access the EXPO ZONE and management of access permissions • Access the exhibitor's calendar. • View documents of interest. • Manage exhibitor passes, request visa support letters and send invitations. • Register co-exhibitors. • Access to payments, account status and invoices issued. • Upload free design stand projects and distribution of modular stand elements. • Add the lettering and choose carpet colour for modular stand exhibitors. • Access e-commerce to contract services.
VEHICLES Can I have a vehicle inside my stand?	Vehicles with combustion engines, used as exhibits must have their fuel tanks filled only with the minimum amount of fuel strictly necessary to access the allocated space and to leave it once the event has concluded.
INVOICES How can I request my invoices?	Invoices are not generated automatically. They must be requested directly from the IFEMA MADRID Billing Department (atencionalcliente@ifema.es), indicating the fair in which you are exhibiting and the items to be included. Once generated, they will be available in your EXPO ZONE.
STAND DESIGN & DECORATION Can I decorate and/or build my stand with IFEMA MADRID?	Yes, IFEMA Madrid offers two main services: • Graphic decoration for stands: Customise your modular stand with your brand image to create maximum impact on visitors. There is a wide range of versatile graphic materials adaptable to walls, furniture, fascia panels, banners, etc. You can request information and a quote at decoraciongrafica@ifema.es. If you have a Premium Modular Stand, please contact standspremium@ifema.es. • Stand design: This consists of a comprehensive stand design service fully adapted to your needs, from space planning and design to assembly and dismantling. You can request information and a quote at standbuilding@ifema.es.

3. PROMOTE AND MAXIMIZE YOUR PARTICIPATION

GUEXT

3.1. How to make my participation profitable

If you need advice about participating in GUEXT, please do not hesitate to contact us at guext@ifema.es

3.2. Exhibitor Catalogue

Enter and update your contact information, the products or services presented and the information you consider relevant to give the greatest visibility to your company and obtain the greatest return on your participation.

The trade fair catalogue, or list of exhibiting and co-exhibiting companies, is a key promotional and networking tool. It provides visitors and other exhibiting companies with basic information to prepare the trade fair and makes it easier for them to find and contact you before, during and after the event.

All the digital environment and communication of your participation is channeled through liveconnect.

Make the most of the platform that IFEMA offers you to communicate your participation, schedule appointments, showcase your products and contact your target audience.

3.3. Networking

Enrich your network with new leads .

Liveconnect gives you the opportunity to search for contacts among participants. You can use filters for country, activity, position, products of interest, etc. to perform searches. Once you have located potential clients, you can request contact with them (sharing data such as email and phone number). Once they have accepted you, you can chat with them or invite them to a face-to-face meeting at the trade fair or by video conference at the event on liveconnect.

Be proactive and take advantage of the opportunity to build a good list of contacts.

Other users can request meetings by directing their request to the company in general (without prior acceptance of contact) or to a specific team member (prior contact). In this way, the entire team can schedule their appointments at the trade fair in advance.

3.4. Invitations for your customers and contacts

IFEMA provides you with invitations to the trade fair so that you can promote your participation efficiently. Don't forget to use this useful tool that we have at your disposal in your EXPO ZONE.

3.5. GUEXT Innovation

GUEXT Innovation is an initiative that aims to promote research, development and innovation in the hospitality sector, and especially the ways in which these activities can contribute to the development of new products and services. COMPANIES EXHIBITING AT GUEXT may request that their new products presented at the Fair be included in GUEXT Innovation. An expert jury will select and include in the gallery those products that stand out for their novelty, under the terms and conditions established in this call for entries.

Fee per product/service registered: €300 + VAT

3.6. Outdoor and digital advertising

Advertising projects tailored to your needs:

- Promote your brand before, during and after the event.
- Attract new customers through the best B2B segmentation on the market.

Further information here: [Advertising | IFEMA MADRID](#)

Please also consult the advertising options offered by the GUEXT digital platform.

3.7. Room hire

For exhibitors at the event, there is the possibility of renting rooms on the premises if you wish to organise a conference, reception, press conference or product presentation during the fair. Advance booking is required.

Request a quote:

(+34)917223000
uanproduccion@ifema.es

4. SUSTAINABILITY CULTURE MANAGEMENT AT IFEMA MADRID

GUEST

At IFEMA MADRID we are not only fully committed to sustainability per se, but also to achieving the sustainable development goals (hereinafter SDGs) promoted by the United Nations, which we have incorporated into our strategic corporate management policy and culture

IFEMA MADRID's sustainability policy is mainly focused on the following SDGs: 8, 9, 11, 12, 13, 16 and 17.

IFEMA MADRID'S sustainability policy is mainly based on the following SDGs: Nos. 8, 9, 11, 12, 13, 16 and 17.

ISO Standards certified by IFEMA MADRID:

- ISO 9001: Quality Management,
- ISO 20121: Event Sustainability Management.
- ISO 14001: Environmental Management,
- ISO 50001: Energy Management,
- ISO 22320: Emergencies Management.

ACTIONS TAKEN AT IFEMA MADRID TO REDUCE GAS EMISSIONS AND BE MORE ENERGY EFFICIENT:

- 100% certified electrical energy of renewable origin.
- Geothermal installation in Puerta Sur building.
- Low consumption lighting in our halls and on our modular stands.
- Controlling the temperature of our air-conditioning / HVAC systems.

IFEMA MADRID is in possession of "calculo" (I calculate) and "reduzco" (I reduce) stamps in Carbon Footprint Scopes 1 and 2.

WASTE MANAGEMENT:

- The exhibitor/assembler is the generator of the waste and shall therefore be responsible for its removal and management. How the waste generated by the exhibitor is managed is explained in article 35 of the General Rules of Participation.

- We offer our exhibitors a service that includes the removal and management of the waste they/their assemblers generate. (check our fees in Exhibitors' Area).

Carpet recycling:

IFEMA MADRID recycles 100% of the carpeting used in aisles and communal areas. To do so it has been essential to change our assembly and disassembly process, that affects the entry and removal of goods (check the corresponding item) . Furthermore, means that it has to be laid in strips instead of covering the entire surface area as was previously the case. This means we can guarantee its conversion into a new raw material for the subsequent manufacture of other products.

SUSTAINABLE MOBILITY:

IFEMA MADRID offers access to public transport close to its facilities (metro and bus), parking for electric cars with 100% renewable electricity charge points, as well as a parking area for bicycles and scooters

GUIDE TO SUSTAINABLE PARTICIPATION IN TRADE FAIRS/EVENTS:

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

ifema.es/en/about-us/quality-sustainability



Departament	Ask me about	Contact		
Commercial Department	- Hiring space - General issues of participation in the trade fair - Exhibitor passes - Trade visitor invitations - Activities and forums at the trade fair	Director	Maria Valcarce	guext@ifema.es (+34) 91 722 30 00 atencionalcliente@ifema.es
		Commercial Manager	M. Cruz Martín	
		Commercial Area	Clara Martín	
		Secretaría Certamen	M. Ángeles Llorente Macarena Ferrer	
IFEMA MADRID Customer Service	- Hiring of services - EXPO ZONE - Visitor Information	(+34) 91 722 30 00 <u>atencionalcliente@ifema.es</u>		
Technical Secretariat (Trade Fair Services Department)	- Technical support for exhibitors and stand builders. - Review of stand assembly projects. - Solutions to technical problems during the trade fair. - Customization of modular stands. - Coordination of stand catering. - Rigging	(+34) 91 722 30 00 <u>atencionalcliente@ifema.es</u> <u>catering@ifema.es</u>		
Graphic decoration	Hiring of graphic materials to customize your stand	Stand modular basic: (+34) 91 722 30 00 <u>decoraciongrafica@ifema.es</u> Stand modular premium: <u>standpremium@ifema.es</u>		
Full service stand design	Design and assembly of free design stands	(+34) 91 722 30 00 <u>standbuilding@ifema.es</u>		

Departament	Ask me about	Contact
Outdoor Advertising	Hiring of advertising media at the fairgrounds	(+34) 91 722 53 40/08 publicidadexterior@ifema.es
Communication and Marketing Management	Media relations	Director: Raúl Díez Head of Press: Alejandra Elorza International Press: Elena Valera Press Secretaria: Pilar Serrano (+34) 629 64 49 68 aelorza@ifema.es
Planning and Control Management	- Rental of the different meeting and convention spaces at the fairgrounds, both during and outside the fairs. - Coordination of extra-fair activities	(+34) 91 722 30 00 uanproduccion@ifema.es
Institutional Relations (Protocol)	- Institutional visits - Guided tours - Protocol for all Events - Institutional relations	(+34) 91 722 30 00 infoifema@ifema.es
Safety and Self-Protection Management	- General security and parking - Access to the Fairgrounds	(+34) 91 722 50 65 dseguridad@ifema.es
Medical Service and Security Emergencies	- Medical emergency - Health care for exhibitors and visitors during the celebration of fairs, set-up and dismantling.	(+34) 91 722 54 00

Thanks

