

# GUEXT

International Trade Show for Suppliers and Services for the Hospitality Industry

Powering the future of hospitality.

Exhibitor Guide



18-21  
Oct  
2024

Recinto Ferial  
ifema.es

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IFEMA  
MADRID

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# 1. How can I become an exhibitor at GUEXT 2024?

- 1.1. GUEXT, International Exhibition of Suppliers and Services for the Hospitality Sector, will be held at IFEMA MADRID from **18 to 21 October 2024**, from 9.30 am to 6.30 pm.
- 1.2. Spaces can be reserved by completing the **participation application** form available on the fair website **ifema.es/guext**, together with proof of payment of the space reservation fee.
- 1.3. To apply to take part in the fair, it is a requirement that the activity of the company, public or private organisation, is included within the **sectors covered by GUEXT**. The admission of applications, as well as the allocation of spaces, will be approved by the Competition Management. The GUEXT management may decide on the final location of the stands for organisational reasons.
- 1.4. In the event that the CONTRACTING COMPANY designates another entity as the BILLING COMPANY, the details of both must appear in the corresponding section of the application form. Notwithstanding the above, if the designated entity does not make the payments within the established deadlines, the Organiser undertakes to pay them at the simple request of IFEMA MADRID. **Invoicing data cannot be changed after the end of the fair.**

- 1.5. The presentation of the participation application constitutes a non-revocable commitment by the applicant and implies full acceptance of **IFEMA MADRID's General Rules of Participation** and the generic provisions established by the fair organisers.
- 1.6. The **exhibitor's withdrawal** from participation in the event shall be grounds for effective termination of the contractual relationship between IFEMA MADRID and the exhibitor. The cancellation must be communicated in writing to the show management and will entail the loss of the amounts that the exhibitor should have paid by the date of communication, in accordance with the **schedule of payment deadlines** provided in the application for participation.  
If the cancellation takes place within 30 days prior to the opening of the fair, IFEMA MADRID may demand full payment of the space contracted.

**In the event of cancellation of the trade fair due to force majeure**, the sums paid for participation in the trade fair will be refunded, in accordance with Article 15 of the **General Rules of Participation** in events organised by IFEMA MADRID.



## 2. Participation formats and fees

You can participate as an exhibitor by choosing from the different formats available:

- Floor space only (free design stand)
- Floor space + modular GUEXT stand
- Floor space + STARTUP stand
- Floor space + MODULAR GUEXT BASIC stand
- Floor space + MODULAR GUEXT PREMIUM stand

### 2.1. Floor only (free design stand)

Available for surfaces larger than 20 sq.m.

#### Prices per sq.m. floor only for free design stand:

Floor space only from 20 to 64 sq.m. ....	€200/sq.m. + VAT*
Floor space only from 65 to 128 sq.m. ....	€190/sq.m. + VAT*
Floor space only from 129 to 200 sq.m. ....	€180/sq.m. + VAT*
Floor space only over 200 sq.m. ....	€170/sq.m. + VAT*

(\*) For companies registered in Spain (excluding Canary Islands, Ceuta and Melilla): 10%\* VAT not included. For all other companies, this transaction is not subject to Spanish VAT. For European Union companies, the exhibitor is responsible for paying applicable VAT in its country of registration.

Participation as an exhibitor with a freely designed stand does not include the following compulsory elements:

- **Minimum electricity consumption (0,13 kW/sq.m.)**..... €7.43 /sq.m.\*
- **Civil liability insurance (cover up to €60,000)**..... €71.41 + VAT\*
- **Multi-trade insurance (with a coverage up to 50.000 €)**.... 67,79 € +VAT\*
- **GUEXT LIVE Connect + Marketing Pack and Communication + WiFi** ..... €400 + VAT\*
- **Assembly rights**

### 2.1.1. Assembly of free-design stands

All companies are obliged to assemble their stand including at least the middle walls with the hall wall or with other stands.

### • Assembly rights

In cases of free design stands, the exhibitor or company building the stand must pay IFEMA Madrid the corresponding assembly rights fees for the services provided during the assembly and disassembly period before commencing any works.

- Spaces with no decoration or decorated with carpet or laminate flooring. **Rate A:** €2.72/sq.m.\*
- Basic aluminium or similar modular stands. **Rate B:** €5.45/sq.m.\*
- Aluminium design modular stands, carpentry and other materials **Rate C:** €8.58/sq.m.\*

### • Specific set-up rules for free design stands

- **Height:** The maximum height of any element on its perimeter line shall be 4m. To be able to raise or hang any decorative element to a maximum height of 6m, it is necessary to set back 1m inwards around the entire perimeter
- **Occupation of space:** Building elements, decoration and spotlights may not protrude more than 50 cm from the allocated space and from a minimum height of 2.5m.

- **Blind enclosures around the perimeter:** Perimeter enclosures bordering the aisle may not exceed 50% of each aisle façade. To erect longer blind enclosures, these must be set back a minimum of 3m. towards the interior and no greater 80% of the length of the façade.

In order to make your participation easier, we inform you that it is necessary to upload the stand project to the expo area **one month before the start of the event.**

In the event that the project is going to have any element hanging from the pavilion ceiling, we inform you that it is compulsory to contract the hanging points with the fair (see online rates in Expo Zone) and the presentation of an exclusive rigging project to: **inspección.rigging@ifema.es**

Consult the recommendations and updated regulations for free design of stands at **ifema.es/en/support**

(\*) For companies registered in Spain (excluding Canary Islands, Ceuta and Melilla): 10%\* VAT not included. For all other companies, this transaction is not subject to Spanish VAT. For European Union companies, the exhibitor is responsible for paying applicable VAT in its country of registration.

**2.2. GUEXT Basic modular stand**

The minimum contracting surface area is 16 sq.m.

**Technical characteristics of the modular stand:**

- **Aluminium structure** in grey.
- **Walls** in matt white melamine.
- **Warehouse** with door in the following proportions:
  - Up to 16m<sup>2</sup>: 1x1
  - From 16.5m<sup>2</sup> to 32m<sup>2</sup>: 2x1
  - From 32.5m<sup>2</sup>: 3x1
- **Exhibition style carpet.**
- **Furniture**
  - From 16 to 32 sq.m.:
  - 1 Tana counter
  - 1 Lima stool
  - 1 Dom table
  - 4 Madrid chairs
  - 1 Duero white wastepaper basket

For contracted surfaces of 32 sq.m. or more, this furniture will be delivered in duplicate.

- **Electricity and lighting**
  - Lighting by LED spotlights: 1 spotlight every 3 sq.m. of stand.
  - Electrical panel with magneto-thermal differential and plug-in base prepared for a 130w/sq.m. power.
  - Minimum electricity consumption (0.13 Kw/sq.m.).

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

(\*) For companies registered in Spain (excluding Canary Islands, Ceuta and Melilla): 10%\* VAT not included. For all other companies, this transaction is not subject to Spanish VAT. For European Union companies, the exhibitor is responsible for paying applicable VAT in its country of registration.

- **Cleaning type A:** first cleaning with removal of the plastic covering of the carpet and daily cleaning of the floor.

Civil liability insurance (coverage up to €60,000) and multi-fair insurance (cover up to €50,000).

- **One parking space for an exhibitor**

**Rates Floor + MODULAR STAND**

- MODULAR STAND 16 sq.m. .... €4,355 + VAT\*
- Additional sq.m. .... €250/sq.m. + VAT\*

It does not include the following mandatory services:

**GUEXT LIVE Connect + Marketing and Communication Pack + Wi-Fi: €400\***



Orientative sketch



**2.3. GUEXT Premium modular stand**

The minimum contracting surface area is 16 sq.m.

**Technical characteristics of the modular stand:**

- Matt plastic painted **chipboard panel structure.**
- **Warehouse** with door in the following proportions:
  - Up to 16 sq.m.: 1x1
  - From 16.5 to 32 sq.m.: 2x1
  - From 32.5 sq.m.: 3x1
- **Exhibition** style carpet.
- **Furniture**
  - From 16 to 32sq.m.:
  - 1 Tana counter
  - 1 Lima stool
  - 1 Dom table
  - 4 Madrid chairs
  - 1 Duero white wastepaper basket

For contracted surfaces of 32 sq.m. or more, this furniture will be delivered in duplicate.

**• Electricity and lighting:**

- Lighting with LED spotlights: 1 spotlight every 3 sq.m. of stand.
- Electrical panel with built-in earth leakage circuit breaker and a plug socket prepared for a power of 130 w/ sq.m.
- Minimum electricity consumption (0.13 Kw/ sq.m.).

- **Standardised** lettering with exhibitor's name and stand number. Maximum 20 characters.

(\*) For companies registered in Spain (excluding Canary Islands, Ceuta and Melilla): 10%\* VAT not included. For all other companies, this transaction is not subject to Spanish VAT. For European Union companies, the exhibitor is responsible for paying applicable VAT in its country of registration.

- **Cleaning type A:** first cleaning with removal of the plastic covering of the carpet and daily cleaning of the floor.

Civil liability insurance (coverage up to €60,000) and multi-fair insurance (cover up to €50,000).

**• One parking space for exhibitor**

**Rates:**

- MODULAR STAND 16 sq.m. .... € 4,771 + VAT\*
- Additional sq.m..... €276/m2 + VAT\*



Orientative sketch

**2.4. Stand Start up**

The single contract area is 6 sq.m.

**Technical characteristics of the modular stand:**

- **Aluminium structure** in grey.
- **Walls** in matt white melamine.
- **Furniture**
  - 1 Dom table
  - 2 Madrid chairs
- **Electricity and lighting:**
  - LED spot lighting.
  - Electrical panel with magnetothermic steering lock including outlet prepared for a 130w/sq.m. power.
  - Minimum electricity consumption (0.13 Kw/sq.m.).
- **Standardised lettering with exhibitor's name and stand number. Maximum 20 characters.**
- **Cleaning type A:** first cleaning with removal of the plastic covering of the carpet and daily cleaning of the floor.
- Civil liability insurance (coverage up to €60,000) and multi-fair insurance (cover up to €50,000). €4,320 + VAT\*
- One parking space for exhibitor

**Startup stand rates**

- STAND 6 sq.m..... €1,490 + VAT\*

It does not include the following mandatory services:

- **GUEXT LIVE Connect + Marketing and Communication Pack + wifi:**  
€400\*

(\* ) For companies registered in Spain (excluding Canary Islands, Ceuta and Melilla): 10%\* VAT not included. For all other companies, this transaction is not subject to Spanish VAT. For European Union companies, the exhibitor is responsible for paying applicable VAT in its country of registration.



Orientative sketch



**Discounts:**

- **5% DISCOUNT ON SERVICES CONTRACTED ONLINE UP TO 30 DAYS BEFORE THE START OF THE ASSEMBLY (18th September).**

This discount is also applicable to services contracted by sending your stand plan to the technical secretariat. Mandatory minimum services, outdoor advertising, fair rooms, pass of stands and Specific Services such as exhibitor passes, etc. are NOT included.

- **Surcharges:**  
**25% increase for those services requested 7 days before the start of the assembly (11 October).**

### 3. GUEXT LIVE Connect

GUEXT LIVE Connect is the digital platform for meetings, relationships, knowledge, networking and professional contacts that drives the sector before, during and after GUEXT.

**What's included?**

- **Registration of the exhibiting company's file in the online interactive exhibitors' official list:** official list of exhibitors accessible on the LIVE Connect platform and on the trade fair website, which allows exhibitors and visitors to prepare for the trade fair in advance.
- **Access to the professional network** and contact visitors and exhibitors of your interest, and chat or request an appointment by videoconference or at the fair to your contacts, thus increasing business opportunities.



- Access to LIVE Connect to complete the company profile and register the team: **5 persons with networking functionalities** (access to the professional network with search and contact request option + personal profile visible as members of the exhibitor team to receive contact requests from visitors and other exhibitors).
- Possibility of including **25 products** associated with the company.
- Possibility to include **two activities** (seminars, technical conferences) through the platform in a pre-recorded format.

## 4. Exhibitor passes, invitations and co-exhibitors

### 4.1. Exhibitor passes

In order to guarantee the professional nature of the fair, access controls will be carried out to validate the correct reading of passes during access to the fair. Each Exhibitor will receive a number of exhibitor passes and electronic invitations for his customers, depending on the area allocated.

<b>Contracted area</b>	<b>No. of exhibitor passes</b>
From 16 to 32 sq.m. ....	8
From 32.5 to 64 sq.m. ....	16
From 64.5 to 128 sq.m.....	24
More than 128 sq.m.....	32

### 4.2. Professional invitations for clients

Professional invitations are managed through the Expo Zone. Guests will need to be registered to download their free trade fair pass. Invitations admit a maximum number of registrations depending on the contracted surface area:

<b>Contracted area</b>	<b>No. of invitations</b>
Up to 32 sq.m. ....	100
From 32.5 to 64 sq.m. ....	150
From 64.5 to 128 sq.m.....	200
More than 128 sq.m.....	300

Each exhibitor may request additional exhibitor badges and e-invitations by email from **guext@ifema.es**

### 4.3. Co-exhibitors

The exhibiting company of the stand must notify and register the co-exhibitor company through the Expo Zone. Co-exhibitor status implies the compulsory contracting of the elements included in the Communication and Marketing elements and LIVEConnect, the price of which is €600 + VAT (\*). Co-exhibitors will not have access to the Expo Zone for the contracting of services.

(\*) For companies registered in Spain (excluding Canary Islands, Ceuta and Melilla): 10%\* VAT not included. For all other companies, this transaction is not subject to Spanish VAT. For European Union companies, the exhibitor is responsible for paying applicable VAT in its country of registration.

**Deadline for generating online: 16 october 2024.**

## 5. Complementary services

Once the space has been allocated, you will be able to access the **eCommerce (through Zona Expo)**, which includes services that can complement your participation in the fair: hostesses, furniture, internet, parking, etc.

**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.

**Please note that there is a 25% surcharge for bookings made more than 1 week before the start of the fair.**

### 5.1. Stand design and construction service.

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)

### 5.2. Advertising in our spaces

If you are exhibiting with a trade fair stand, you can also hire a wide range of strategically placed stands that are a must for visitors and exhibitors coming to the fairgrounds. See these items in the Expo Zone, "advertising services and promotional items", or send an e-mail to [publicidadexterior@ifema.es](mailto:publicidadexterior@ifema.es) or call (+34) 91 722 53 08 / 40.

### 5.3. Room hire

For the exhibitors of the event, there is the possibility of renting rooms on the site if you wish to prepare a conference, reception, press conference or product presentation during the fair. It is necessary to book in advance. Request a free quotation

[convenciones@ifema.es](mailto:convenciones@ifema.es), (+34) 91 722 5072. You can view the venue's rooms in the room navigator available online.

### 5.4. Catering in Stands

Exhibitors who will be offering free catering on their stand must complete the form below

**"Communication for the provision of catering/catering at stands"** available on the **IFEMA MADRID** website and send it with all the requested data to [catering@ifema.es](mailto:catering@ifema.es)

## 6. Other important information for exhibitors

- 6.1.** Without prejudice to the GUEXT management informing exhibitors in the event of relocation or significant alteration of the reserved location, **each exhibitor is obliged to inform himself of the location of his stand, its exact dimensions, etc.**
- 6.2.** **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.**
- 6.3.** **Exhibitors** will be able to access their stands from 8.30 am and leave them from the close of the fair until 7.30 pm.
- 6.4.** No exhibitor or visitor who cannot be accredited as belonging to the participating professional groups will be allowed to participate or have access to the exhibition, even if they have the corresponding pass or invitation.
- 6.5.** The exhibiting company is obliged to cover the stand and remain with the products on display during the entire period and opening hours, forfeiting the right to preferential renewal of the space allocated.



- 6.6.** The **direct sale** of any kind of articles exhibited at the fair is strictly **forbidden**.
- 6.7.** Exhibitors authorise IFEMA MADRID to reproduce all or part of the products displayed in its promotional material.
- 6.8.** The exhibitor undertakes to comply with the rules and guidelines for the protection of the environment.
- 6.9.** Activities that may disturb other exhibitors are prohibited and may not exceed 60 decibels.
- 6.10. Transport card discounts**  
Once the exhibitor passes have been requested, you can download the corresponding discount vouchers for transportation to the fair from the Expo Area (Renfe, Iberia, Avis discounts).

**6.11. Visas**

If the staff of your company or of your co-exhibiting companies need a visa to attend the fair, you can apply for it at the GUEXT secretary's office in Zona Expo.

For safety reasons, and as a general preventive measure, due to the activities carried out simultaneously, **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.**

## 7. Promote your participation in the fair

- 7.1.** Use the banner available on the GUEXT website: **ifema.es/guext** and include it in your communications as part of your e-mail or letterhead.
- 7.2.** Send us your **news** to include in the official fair communication channels: website, newsletter and social networks to give the maximum dissemination of your participation in the fair.
- 7.3. Send** free GUEXT **online invitations** to your customers and prospects.

- 7.4. Organise** trade fair **days and activities** and inform trade visitors. Let your contacts and guests know what will be happening at your stand and what activities and events you are organising or participating in.
- 7.5.** Inform the **media** of your presence at the fair.
- 7.6. Communicate your news** to the media, other exhibitors and trade visitors by publishing your news free of charge.

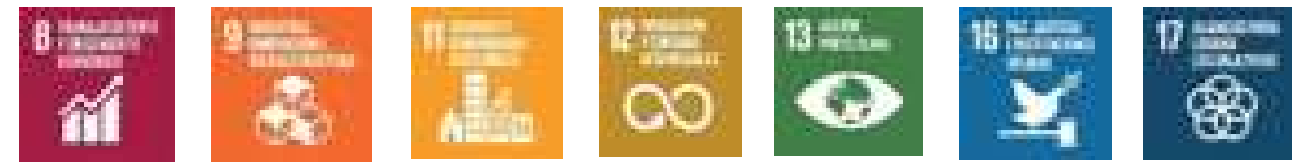
## 8. Expo Zone

ZONA EXPO is the communication channel with IFEMA MADRID, accessible from **ifema.es/guext**. Access to the **EXPO AREA** is by USERNAME AND PASSWORD that you will receive by e-mail once the Management of the event confirm your participation (in person or LIVE Connect). From the **Expo 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 contacts.
- Access your catalogue and update your data.
- Request your exhibitor badges if you are participating in person.
- Download the updated floor plan of your stand.

## 9. Sustainability Culture Management at IFEMA MADRID

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 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:**

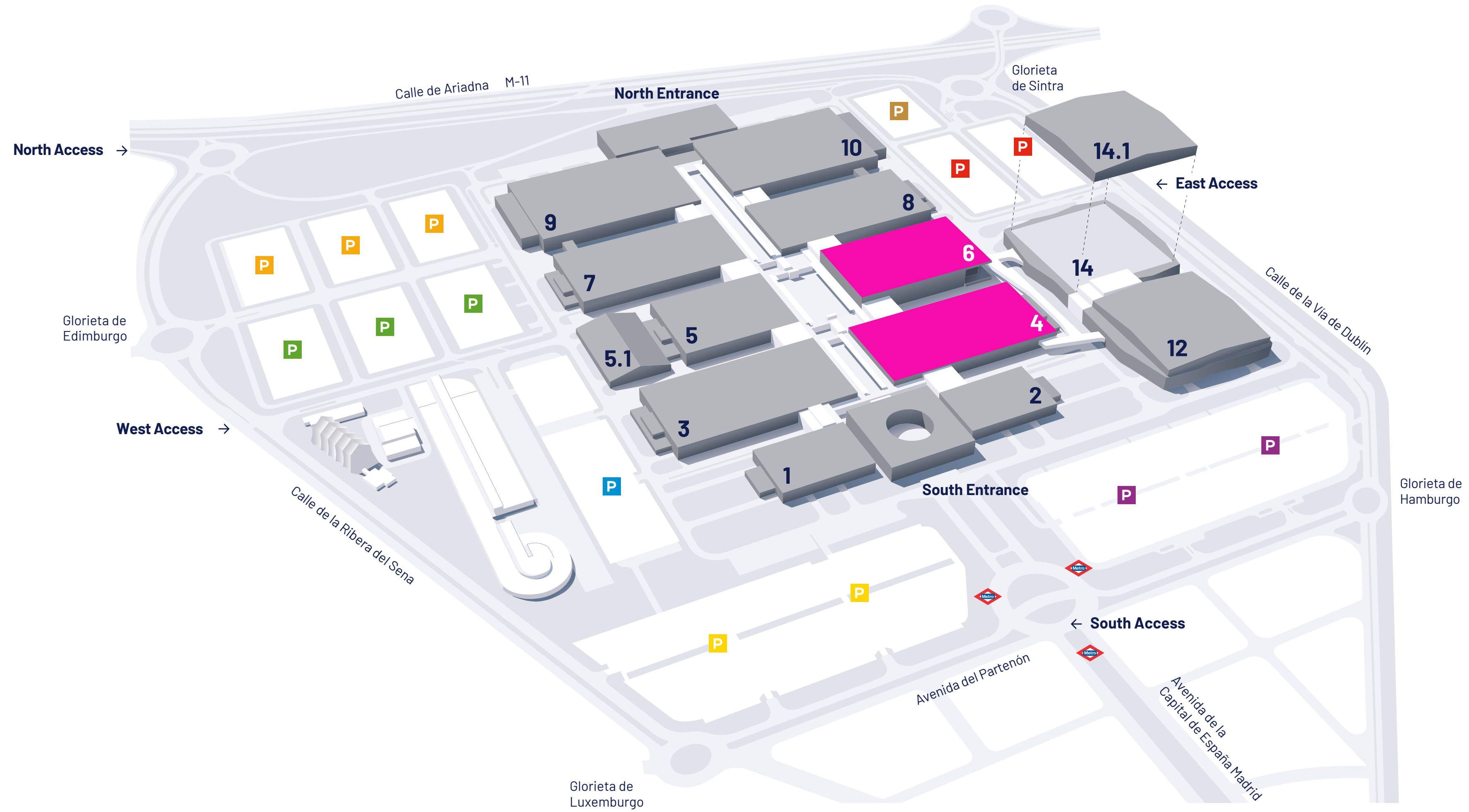
IFEMA MADRID offers: access to public transport close to its facilities (metro and bus), parking for electric cars with 100% renewable electricity charge points, as well as a parking area for bicycles and scooters.

**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](https://ifema.es/en/about-us/quality-sustainability)**

# 10. Trade fair plan





## 11. Exhibitor's calendar

When	What	How	Who can help
<b>17 May 2024</b>	First payment	50% of the space minus the reservation fee.	servifema@ifema.es (+34) 91 722 30 00 atencionalcliente@ifema.es
<b>13 September 2023</b>	Free-design stand projects	Those stands that are going to be hung on structures of the pavilion roof, they should send a separate rigging project to <a href="mailto:inspeccion.rigging@ifema.es">inspeccion.rigging@ifema.es</a> before the same date. Deadline for uploading the stand project to the Expo Zone.	stecnica@ifema.es (+34) 91 722 30 00 atencionalcliente@ifema.es
<b>14 September 2024</b>	Second payment due	100% of the price of space and services hired.	servifema@ifema.es (+34) 91 722 30 00 atencionalcliente@ifema.es

When	What	How	Who can help
Until 18 September 2024	Contracting services	Contracting of services with a 5% discount.	(+34) 91 722 30 00 atencionalcliente@ifema.es
Until 30 September 2024	Customisation of modular stands	Communicate the signage in the Expo Zone, definition of warehouse location, contracted services, etc.	stecnica@ifema.es (+34) 91 722 30 00 atencionalcliente@ifema.es
As of 11 October 2024	Contracting services	Contracting of services with a 25% increase.	servifema@ifema.es (+34) 91 722 30 00 atencionalcliente@ifema.es
From 13 to 16 October 2024	Assembly of Free Design Stands	<p>Assembly of Free Design Stands during the following timetable:            13 October 8.30 to 19.30.            14, 15, 16 October 8.30 to 11.30.</p> <p>The use of safety clothing and footwear is compulsory.</p>	
16 October 2024	Delivery of modular stands	The delivery of the modular stands will take place on 16 October from 8.30 a.m.	servifema@ifema.es (+34) 91 722 30 00 atencionalcliente@ifema.es

When	What	How	Who can help
16 and 17 October 2024	Goods receipt	The entry of goods and decoration material will take place on <b>16 and 17 October</b> from 8.30 a.m. to 9.30 p.m. On the 17th, from <b>7 p.m. on, entry will only be possible through the pedestrian gates</b> , closing the goods gates to proceed with the installation of recyclable carpeting.	stecnica@ifema.es (+34) 91 722 30 00 atencionalcliente@ifema.es
From 18 to 21 October 2024	Celebration of GUEXT 2024	Guext will be held from <b>18 to 21 October 2024</b> , from 9.30 to 18.30.  Exhibitors will be admitted from 8.30 a.m. until 7.30 p.m.	guext@ifema.es (+34) 91 722 30 00 atencionalcliente@ifema.es
21 and 22 October 2024	Incoming stock and decoration material	The departure of goods and decoration material will take place on 21 October from 7.30 p.m. to 00.00. 22 October from 8.30 a.m. to 3 p.m. During this period, exhibitors must remove all the exhibited material from their stands.	
22 and 23 October 2024	Dismantling of free design stands	Dismantling of the stands will take place on 22 and 23 October from 8.30 a.m. to 9.30 p.m.	



# 12. Contact us

## Department

## Ask me about

## Contact

### Contest Management

- Contracting space
- General topics of participation in the fair
- Exhibitor passes
- Professional visitor invitations
- Activities and forums at the fair

### Director

Lola González

guext@ifema.es  
(+34) 91 722 30 00

### Commercial Manager

Santiago Diez

sdiez@ifema.es  
(+34) 651 87 63 31

### Marketing and Advertising

Beatriz Berruga

bberruga@ifema.es  
(+34) 639 33 10 53

### CALL CENTER IFEMA Line

- Contracting services
- Exhibitors' area
- Visitor information

(+34) 91 722 30 00  
atencionexpositor@ifema.es  
atencionalcliente@ifema.es  
atencionalcliente@ifema.es

### Servifema

Invoicing and payments

(+34) 91 722 30 00  
servifema@ifema.es

### Technical secretariat

- Technical support for exhibitors and fitters
- Review of stand assembly projects
- Customisation of modular stands
- Rental space for refrigerated trucks

(+34) 91 722 30 00  
stecnica@ifema.es

**Department**

**Communication directorate**

**Ask me about**

- Media communication relations.
- Press information on trade fairs and shows organised by IFEMA MADRID.
- Institutional press information.
- Press accreditations for trade fairs and exhibitions.
- Dissemination of exhibitors' novelties.
- Social media.

**Contact**

Communication Director  
of IFEMA MADRID:  
Marta Cacho  
Press Officer:  
Pablo Santos  
psantos@ifema.es  
Press Secretariat:  
Beatriz Sánchez Heredero  
beatriz@ifema.es

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**Graphic Decoration**

Hiring of graphic materials to personalise your stand

(+34) 91 722 30 00  
decoraciongrafica@ifema.es

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**Full service stand design**

Design and assembly of free-design stands

(+34) 91 722 30 00  
infodesign@ifema.es

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**Outdoor Advertising**

Hiring of advertising media on the fairgrounds

(+34) 91 722 53 40  
(+34) 91 722 53 08  
publicidadexterior@ifema.es

**Department**

**Ask me about**

**Contact**

**Conventions and congresses**

- Rental of the various meeting and convention venues of the fairgrounds, both during and outside the fairs
- Coordination of extra-territorial activities

(+34) 91 722 50 72  
convenciones@ifema.es

**External Relations  
(Protocol)**

- Institutional visits
- Guided tours
- Protocol for all events
- Institutional relations

(+34) 91 722 50 82  
infoifema@ifema.es

**Telecommunications**

Technical advice on telephone lines, WiFi, etc.

telecomunicaciones@ifema.es

**Security and Self-protection**

- Security, access and parking
- For stand catering

(+34) 91 722 50 65  
dsinternos@ifema.es  
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# Feel the inspiration

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