IberPet

Pet Industry International Trade Fair



10-12
Mar
2027

ifema.es



Exhibitor´s guide and specific rules of participation





Promotes:

aedpac
Asociación Española de la Industria y el Comercio del Sector del Animal de Compañía.

AMVAC
Asociación Madrileña de Veterinarios de Animales de Compañía

Collaborates:

ANFAAC
ASOCIACIÓN NACIONAL DE FABRICANTES DE ALIMENTOS PARA ANIMALES DE COMPAÑÍA

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Plataforma Tecnológica Española de Sanidad Animal

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Vet 44

44 | CONGRESO VETMADRID 2027 AMVAC
Medicina y Cirugía en Dermatología y Órganos de los Sentidos

IFEMA MADRID

INDEX

1. HOW TO PARTICIPATE

- 1.1 Dates, schedule, and venue
- 1.2 What do I need to do to participate?
- 1.3 Space allocation and contracting
- 1.4 Participation options
- 1.5 Your Exhibitor Plan. liveconnect: the digital platform that you have access to with your plan.
- 1.6 Stand types
- 1.7 Specific fair regulations
- 1.8 Participation fees
- 1.9 Deadlines and payment methods
- 1.10 Exhibitor calendar
- 1.11 Live Animals

2. MANAGE YOUR PARTICIPATION

- 2.1 Expo Zone. Manage your participation and space. Additional services contracting. E-commerce
- 2.2 Registration of co-exhibitors
- 2.3 Exhibitor passes and invitations. Visas. Vouchers and discounts
- 2.4 Other relevant information
- 2.5 Map
- 2.6 FAQS

3. PROMOTE AND MAXIMIZE YOUR PARTICIPATION

- 3.1 Exhibitor Catalogue
- 3.2 VETERINARY CLASSROOM
- 3.3 Networking
- 3.4 Outdoor advertising

4. SUSTAINABILITY MANAGEMENT AT IFEMA MADRID

5. CONTACT US

1. HOW TO PARTICIPATE

1.1. Dates, Schedule, and Venue. Invited Sectors

IBERPET will take place at the IFEMA MADRID exhibition centre from **10 to 12 March 2027** from **10:00 a.m to 08:00 p.m**. The last day from 10:00 to 19:00 h. Exhibitors will be able to enter the venue from 9.00 h. and leave it before **9:00 p.m.**

The virtual event through the digital platform liveconnect will be open from **12 January to 12 March 2027.**

The character of the fair is "professional".

The pavilion occupied will be Hall 10.

To apply to participate in the fair, it is a requirement that the activity of the company, public or private body, is encompassed within the sectors covered by the fair: related to pets.

1.2. What Do I Need to Do to Participate?

The application to participate begins by completing, within the established deadline, the online Application to Participate form accessible from the **fair's website.**

The submission of the Participation Application Form implies full acceptance of the **General Rules of Participation** in Exhibitions organised by IFEMA MADRID, the technical annexes, the Specific Rules of this edition and any generic or specific provisions established by the fair organisers.

The exhibitor company is the company in whose name the application to participate as an exhibitor is completed.

By clicking on the submit application button, the exhibitor confirms to IFEMA MADRID that he/she is seriously interested in participating and receiving a space proposal.

The decision to accept the exhibitor shall be at the discretion of IFEMA MADRID, taking into account the purpose of the fair and the availability of space.
IFEMA MADRID will make one or more space/location proposals depending on the type of participation and/or type and size of stand requested. This proposal constitutes a contracting offer. If the contracting party accepts the offer/quote in writing/email/signature, the contract for participation in the fair will be formalised.

1.3. Space Allocation and Contracting

FIRST ALLOCATION

Exhibiting companies from the previous edition will have preference when it comes to keeping the same spaces thy had. To do so, they will have to send the Application for Space **before September 20, 2026.**

CONFIRMATION OF SPACE

Once a proposal of location and surface area has been accepted, the Participation Application constitutes a non-revocable commitment on the part of the applicant. Once the final details of their application have been agreed, exhibitors will receive from the Fair Management the corresponding Exhibition Contract with the statement of accounts and plan of location and dimensions of the stand/s, as well as all the information on the services offered by IFEMA MADRID, which will enable them to make the most of their presence at the fair.

CANCELLATION

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

If the Fair Management has been notified of the cancellation within thirty days prior to the opening of the event, IFEMA MADRID may demand full payment of the contracted space.

In relation to the additional services offered by IFEMA MADRID that the exhibitor had contracted prior to the notification of the cancellation, the cancellation charges established in article 7 of the general conditions for admission and contracting at events organised by IFEMA MADRID will be applicable.

In the event of cancellation of the fair due to force majeure, the amounts paid for concepts related to on-site participation will be refunded, in accordance with article 15 of the **General Rules of Participation** in events organised by IFEMA MADRID.

1. HOW TO PARTICIPATE

1.4. Types of participation

- **Exhibitor:** this is the natural or legal person who has a space at the Fair. The exhibitor company is the company in whose name the application to participate as an exhibitor is completed. The exhibitor has the option to contract a modular "turnkey stand" or to contract only the space to build his own "free design stand".

- **Co-exhibitor:** participation in the stand of a regular exhibitor by contracting directly with him.

- **Grouped participations**: these are those organisations, institutions or associations that request the total metres for the participation of their represented companies, which will be the exhibitors at the fair.

There are two types of group participation:

1. With companies registered as direct exhibitors and, therefore, with all the rights of an exhibitor.
2. With companies registered as co-exhibitors.

In this case, those companies that have not registered their companies through ZONA EXPO, and the commercial management verifies during the fair that they are participating in their stand, will be invoiced for their participation.

Grouped participations will only be eligible for three payment methods:

1. The contracting and/or invoicing company pays for the floor + obligatory contracting services of all its related companies.
2. The contracting and/or invoicing company pays only the amount of the contracted land of all related companies.
3. Each related company pays its share. There cannot be more than one invoicing company per grouped participation.



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

EXHIBITOR PLAN CONNECT

Participation as an exhibitor or co-exhibitor at the fair requires the contracting of the **CONECTA EXHIBITOR PLAN**: **€345 + VAT (1)**

This concept includes the following services:

- Dissemination of participation in the fair through inclusion in the list of exhibitors available in open access on the website **ifema.es/iberpet** and shared as a link in sectoral communications.
- Presence as exhibitors in the digital event of the **IBERPET liveconnnect.** The digital event extends the duration of the fair beyond its celebration, provides additional contents of the exhibition offer and sectorial news and is accessible to exhibitors and registered visitors.
- Registration of 20 products or services associated with the company file on the liveconnect digital platform.
- Presence during the fair on the hall plans and exhibitor lists.
- Access to IFEMA MADRID's ZONA EXPO 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).
- Discount vouchers for transport.
- Premium wifi connection for 3 users for the duration of the fair (these connections will only work with devices that allow connection in the 5 GHz band). The password will be enabled for the duration of the fair and until the last day of dismantling and will be sent by email to the holder's address at least 48 hours in advance.

Functionalities for connecting with other users to generate business and networking opportunities (in liveconnect):

- Search for new contacts among registered visitors and exhibitors.
- Communication with contacts (chat and videoconference).
- Preparation of meetings to optimise time at the fair.
- Scanning of visitor passes at the fair.

What will you find on the Digital Platform?

Liveconnect is the digital **ecosystem that fosters connections with other professionals**, facilitates the preparation of meetings, 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**: Post-fair activity and visibility: access and share content, participate in challenges and much more.
- **Positioning**: Highlight your company and increase the visibility of your offer.

What can I do from My Exhibitor area in liveconnect?

- Update my company details visible in the web catalogue and IBERPET liveconnect.
- Add my products and services, which will be visible on IBERPET liveconnect.
- Register users from my team to access the digital event.
- Manage the exhibiting company's agenda and company meetings at my stand at the fair.
- Download the visitor passes scanned by the company at the fair.

What can I do at the virtual trade fair event on liveconnect?

- Search for interesting contacts in the professional network.
- Request and accept to be a contact for chatting and videoconferencing.
- 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 personal availability agenda for meetings.
- View information on what other exhibitors have to offer.
- Consult the activities and conferences both on-site and online and note them in my diary.
- Scan visitor badges at the fair.
- Download my personal contact list.

1. HOW TO PARTICIPATE

1.6. Stand Types

1.6.1. FLOOR ONLY -FREE DESIGN STAND
1.6.2. MODULAR STAND BASIC
1.6.3. MODULAR PLUS STAND
1.6.4. IMPULSO MODULAR STAND

1.6.1. FLOOR ONLY - FREE DESIGN STAND

Floor only. Contract only for space to build your own stand, the assembly project of which must be approved by IFEMA MADRID.

Participation in the fair requires the contracting of the following general services

- Liability insurance (covers up to €60.000)(*)
- Multi-fair insurance (covers up to €50.000)(*)
- Minimum electricity consumption (0.13 kW/sq.m.)(*)
- Assembly fees (service included in the turnkey stand)(*)
  - Type A: spaces without decoration, or occupied by carpeting or flooring.
  - Type B: basic modular stands made of aluminium or similar.
  - Type C: modular design stands in aluminium, carpentry stands and other materials.
- CONECTA EXHIBITOR PLAN.

(*) Services already included in the turnkey Modular Stand.



1. HOW TO PARTICIPATE

1.6.2. MODULAR STAND BASIC







STAND
- Stand open to one or more aisles depending on location.
- Aluminium structure in grey colour and melamine panels.

WAREHOUSE with lockable door in the following proportion:
- Up to 16 sq.m.....1x1 m
- From 16,5 to 32 sq.m. .....2x1 m
- From 32,5 sq.m..... 3x1 m

FAIR-TYPE CARPET
5 colours to be chosen in the EXPO AREA. Exhibitors must indicate the chosen carpet colour by **17 February 2027**. If no colour is indicated, Europe Blue will be used by default.

Grey Jaspe | Red Jaspe | Green Lawn | Blue Europe | Siena

ELECTRICITY AND LIGHTING
- Lighting by means of LED spotlights on rails at a rate of one spotlight every 3 sq.m. of stand.
- Electrical panel with magneto-thermal differential with built-in 500W socket, rated for 130W/sq.m. power.

SIGNAGE
Signage in standardised lettering with name of exhibitor editable in EXPO ZONE and stand number. **Maximum 20 characters.**
If the exhibitor name field is not completed in the EXPO ZONE, it will be labelled with the Trade Fair Name on the Participation Application Form. The exhibitor must indicate the company name chosen for the sign before **17 February 2027.**

OBLIGATORY CONTRACTING
In addition, participation as an exhibitor implies the obligatory contracting of the CONECTA EXHIBITOR PLAN: €345 + VAT (1)

SERVICES INCLUDED
- Daily cleaning of the stand (Type A, once a day).
- Assembly fees included in the price.
- Multi-fair and civil liability insurance included in the price.
- Minimum electricity consumption (0.13 Kw /sq.m.)
- 1 Exhibitor parking space.

CLEANING TYPE A:
First cleaning with removal of the plastic covering the carpet and daily cleaning of the floor and collection of the contents of the bins. Does not include cleaning of exhibits.

ASSEMBLY PLAN
Your assembly plan can be viewed in the EXPO ZONE with the location of the warehouse and other services included. In addition, you can monitor the status of the plan and make comments on it, in case you need to make any changes.

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

FURNITURE:
- 1 DOM round table (6RL02001) 73 cm high and 80 cm in diameter.
- 2 Madrid Chairs (6RL01001)
- 1 Lima Stool (6RL01009)
- 1 Tana Counter (6RL08003)



You can consult the measurements of the furniture by entering the code indicated in the Ecommerce of the Expo Zone.

DRAWING FOR GUIDANCE ONLY. Drilling and nailing is not permitted. It shall be adapted to the measurements of the space allocated.
REMARKS: Exhibitors shall be responsible for any services or modifications that they may wish to introduce based on these characteristics. The elimination or substitution, by the exhibitor, of any training element of the modular stand does not imply a reduction in the cost. The distribution of all the elements that make up the stand, the extras requested, as well as the structural elements necessary for the support of the stand, shall be adapted to the needs of the exhibitor, provided that it is technically feasible and that the plan with the relevant indications is received fifteen days before the first day of the start of assembly. Once the stand has been assembled, any changes to the location of all the elements that have not been communicated on the established date will be invoiced. All the material used, both structural and electrical, is rented and any deterioration will be invoiced according to the current rates. In addition, any exhibitor can hire elements listed in the IFEMA Services Catalogue.

IFEMA MADRID

1. HOW TO PARTICIPATE

1.6.3. MODULAR PLUS STAND FROM 9 SQ.M.







STAND
The minimum surface area for contracting is 9 sq.m.
Structure of modular aluminium frames connected internally at a height of 2.5m made of rigid palboard material (PVC sheets) in white colour
WAREHOUSE with lockable door with code in the following proportion:
- Up to 16 sq.m.....1x1 m
- From 16,5 sq.m. to 32 sq.m.....2x1 m
- Over 32,5 sq.m.....3x1 m

FAIR-TYPE CARPET
5 colours to choose from in the Expo Area. Exhibitors must indicate their chosen carpet colour by **17 February 2027**. If no colour is indicated, Europe Blue will be used by default.

Grey Jaspe | Red Jaspe | Green Lawn | Blue Europe | Siena

ELECTRICAL ENERGY AND LIGHTING
- Electrical panel at a rate of 130w/sq.m.
- 1 led spotlight of 25w x every 4 sq.m.
- Double socket base.

SIGNAGE
Standard lettering with name of exhibitor editable in EXPO ZONE and stand number. **Maximum 20 characters**.
If the exhibitor name field is not completed in the EXPO ZONE, it will be labelled with the Trade Fair Name on the Participation Application Form. The exhibitor must indicate the company name chosen for the sign before **17 February 2027.**

OBLIGATORY CONTRACTING
In addition, participation as an exhibitor implies the obligatory contracting of the CONECTA EXHIBITOR PLAN: 345€ + VAT (1)

SERVICES INCLUDED
- Daily cleaning of the stand (Type A, once a day).
- Assembly fees included in the price.
- Multi-fair and civil liability insurance included in the price.
- Minimum electricity consumption (0.13 Kw /sq.m.).
- 1 Exhibitor parking space

TYPE A CLEANING:
First cleaning with removal of the plastic covering the carpet and daily cleaning of the floor and collection of the contents of the litter bins. Does not include cleaning of exhibits.

ASSEMBLY PLAN
Your assembly plan can be viewed in the EXPO ZONE with the location of the warehouse and other services included. In addition, you can monitor the status of the plan and make comments on it, in case you need to make any changes.

ADDITIONAL SERVICES
Customise your stand by contacting **standspremium@ifema.es**

FURNITURE: Furniture independent of the sq.m. contracted:
- 3 Corfu chairs (6RL01078)
- 1 white Katyn table (6RL02002)
- 1 TORNE showcase counter (6RL08002)
- 1 PALERMO stool (6RL01062)
- 1 white DUERO wastepaper basket (6RL04003)



You can consult the measurements of the furniture by entering the code indicated in the Ecommerce of the Expo Zone.

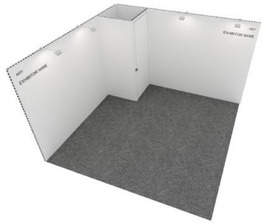
DRAWING FOR GUIDANCE ONLY. No drilling, nailing or gluing is permitted. It shall be adapted to the measurements of the space allocated.
REMARKS: Exhibitors shall be responsible for any services or modifications that they may wish to introduce based on these characteristics. The elimination or substitution, by the exhibitor, of any training element of the modular stand does not imply a reduction in the cost. The distribution of all the elements that make up the stand, the extras requested, as well as the structural elements necessary for the support of the stand, shall be adapted to the needs of the exhibitor, provided that it is technically feasible and that the plan with the relevant indications is received fifteen days before the first day of the start of assembly. Once the stand has been assembled, any changes to the location of all the elements that have not been communicated on the established date will be invoiced. All the material used, both structural and electrical, is rented and any deterioration will be invoiced according to the current rates. In addition, any exhibitor can hire elements listed in the IFEMA Services Catalogue.

IFEMA MADRID

1. HOW TO PARTICIPATE

1.6.4. IMPULSO MODULAR STAND (sq.m. 6)







STAND
- Sq.m. 6. Structure of modular aluminium frames connected internally at a height of 2.5 m made of rigid palboard material (PVC sheets) in white colour.

FAIR-TYPE CARPET
Fair-type carpet in Siena colour by default.

Siena

ELECTRICAL ENERGY AND LIGHTING
- Lighting by means of LED spotlights on rails at a rate of one spotlight every 3 sq.m. of stand.
- Electrical panel with magneto-thermal differential with built-in 500W socket, rated for 130W/sq.m. power.

SIGNAGE
Signage in standardised lettering with name of exhibitor editable in EXPO ZONE and stand number. **Maximum 20 characters.** If the exhibitor name field is not completed in the EXPO ZONE, it will be labelled with the Trade Fair Name on the Participation Application Form. The exhibitor must indicate the company name chosen for the sign before **17 February 2027.**

OBLIGATORY CONTRACTING
In addition, participation as an exhibitor implies the obligatory contracting of the PLAN CONECTA: 345€ + VAT (1)

SERVICES INCLUDED
- Daily cleaning of the stand (Type A, once a day).
- Multi-fair and civil liability insurance included in the price.
- Minimum electricity consumption (0,13 Kw / sq.m.).
- 1 Exhibitor parking space.

TYPE A CLEANING:
First cleaning with removal of the plastic covering the carpet and daily cleaning of the floor and collection of the contents of the litter bins. It does not include the cleaning of the exhibits.

ASSEMBLY PLAN
Your assembly plan can be viewed in the EXPO ZONE with the location of the warehouse and other services included. You can also monitor the status of the plan and make comments on it in case you need to make any changes.

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

FURNITURE:
- 1 DOM round table (6RL02001) 73 cm high and 80 cm in diameter.
- 2 Madrid Chairs (6RL01001)
- 1 Lima Stool (6RL01009)
- 1 Tana Counter (6RL08003)

You can consult the measurements of the furniture by entering the code indicated in the Ecommerce of the Expo Zone.






DRAWING FOR GUIDANCE ONLY. No drilling, nailing or gluing is permitted..It shall be adapted to the measurements of the space allocated.
REMARKS: Exhibitors shall be responsible for any services or modifications that they may wish to introduce based on these characteristics. The elimination or substitution, by the exhibitor, of any training element of the modular stand does not imply a reduction in the cost. The distribution of all the elements that make up the stand, the extras requested, as well as the structural elements necessary for the support of the stand, shall be adapted to the needs of the exhibitor, provided that it is technically feasible and that the plan with the relevant indications is received fifteen days before the first day of the start of assembly. Once the stand has been assembled, any changes to the location of all the elements that have not been communicated on the established date will be invoiced. All the material used, both structural and electrical, is rented and any deterioration will be invoiced according to the current rates. In addition, any exhibitor can hire elements listed in the IFEMA Services Catalogue.

IFEMA MADRID

1. HOW TO PARTICIPATE

1.7. Specific rules for participation

MODULAR STANDS

The distribution of all the elements that make up the stand, the requested extras, as well as the structural elements necessary for the support of the stand, will be adapted to the needs of the exhibitor, as long as it is technically feasible and the plan with the pertinent indications IS UPLOADED IN THE EXPO ZONE one month before the beginning of the assembly: **February 5, 2027.**

The elimination or substitution, by the exhibitor, of any element of the modular stand does not imply a reduction in cost. All the material used, both structural and electrical, is rented and any deterioration will be invoiced according to the current rates.

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

CUSTOMIZE YOUR STAND WITH US: GRAPHIC DECORATION FOR STANDS

Customize your modular stand with the image of your brand, to generate maximum impact on visitors. We offer you a wide range of graphic materials (vinyls, foam, phorex, tarpaulins...) versatile and adaptable to all the elements of your stand (walls, furniture, fronts, banners, displays...) Ask for more information and budget.

Our specialized team will follow up the production and installation **decoraciongrafica@ifema.es**



1. HOW TO PARTICIPATE

FREE DESIGN STANDS

SPECIFIC RULES FOR FREE-DESIGN STAND ASSEMBLY

The minimum contract area is 16 sq.m.



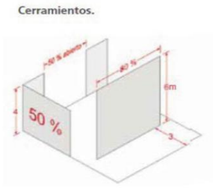
Height

- Maximum authorised height in perimeter line: 4 m.
- In order to raise or hang any decorative element to a maximum height of 6 m, it is necessary to set back 1 m inwards around the entire perimeter.
- This possibility does not exist in the connecting cores between halls, nor on the entrance sides of Hall 10.
- Construction elements, decoration and spotlights may not protrude more than 50 cm from the allocated space and from a minimum height of 2.5 m.



Blind enclosures in the perimeter environment

- Blind perimeter enclosures may not exceed 70% of each corridor façade.
- For longer enclosures, these must be set back a minimum of 3 m inwards and may not exceed 80% of the length of the front.



First floor

- The permitted height for two-storey stands is 7 m in halls.
- The first floor must be set back 1 m around the perimeter of the stand.
- The construction of a second storey is not permitted in the connecting cores between halls and in the side entrance areas to Hall 10.
- Exhibitors must present a certificate specifying the dimensions, usage load and seating capacity, and it is the sole responsibility of the exhibitor to comply with the limits established therein.

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

Companies opting for free-standing construction of their stands must SUBMIT THEIR EXPO ZONE the project for approval before **5 February 2027.**

If your project has a rigging structure, you must send duy filled the form Application for hanging structures / rigging | IFEMA MADRID, before **5 February 2027**

IMPORTANT: Projects that include rigging must have both projects approved in order for the final approval process to be considered complete.

The company responsible for the stand assembly work must pay IFEMA MADRID**, before starting the work**, the assembly fees corresponding to the services provided during the Fair's assembly and dismantling period. If, as the exhibitor, you wish to pay these assembly fees and have them included in your invoice, you must contract them at the EXPO ZONE. They can be contracted with a 5% discount if the contract is made up to 30 days before the start of the fair assembly. To contract services, you must go through our online channel, which you can access from the following link: **Commerce**.

In order to be more efficient and to be able to provide you with a better service, IFEMA MADRID has started to apply a last minute surcharge to the contracting of assembly rights, as is the case with the rest of our services.

This surcharge increases the price by 25% when the contract is made during the week prior (7 days before) to the start of the assembly, during the assembly, celebration and dismantling.

DESIGN YOUR STAND WITH US

In addition to turnkey stands, we offer you a comprehensive stand design service, with our guarantee and totally adapted to your needs. We take care of the planning of your space, the design, assembly and dismantling. Request, free of charge and with no obligation, a project adapted to your needs by sending an email to **standbuilding@ifema.es**

1. HOW TO PARTICIPATE

ASSEMBLY AND DISASSEMBLY

Free design stand: the stand may be set up **from 5 to 8 March 2027**, with the following timetable:

- 5th March from 8.30 am to 9.30 pm.
- 6th and 7th March (weekend) from 6.30 am to 7.30 pm.
- 8th March from 8.30 a.m. to 9:30 p.m.

Modular Stands contracted with IFEMA MADRID: delivery on 09 March from 8:30 am.

Entry of goods and decoration material:

On 09 March from 6:30 a.m. to 9:30 p.m. From 7:00 p.m. on 09 March, entry will only be possible through the pedestrian gates, closing the goods gates to proceed with the installation of recyclable carpeting.

Exhibitors who have not paid in full for the space contracted and the costs of the services requested will not be authorised to occupy the space and, where applicable, will not be handed over the modular stand.

Removal of goods and decoration material: 12 March from 6:00 p.m. to midnight. From 8.30 p.m. to 9.30 p.m. only through pedestrian gates to remove recyclable carpeting, then gates open until midnight.

Dismantling of the stands: may take place on 13 and 11 March from 8.30 a.m. to 7.30 p.m.

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

Without prejudice to the IBERPET 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.

Exhibitors who have not paid in full for the space contracted and the costs of the services requested will not be authorised to occupy the space and, where applicable, will not be handed over the modular stand.

No exhibitor or visitor who cannot be accredited as belonging to the participating professional groups will be allowed access, 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 these regulations may result in the loss of the right to preferential renewal of the space allocated.

The direct sale of any type of articles exhibited at the fair is strictly forbidden.

Exhibitors authorise IFEMA MADRID to reproduce all or part of the products exhibited in its promotional material.

The exhibitor undertakes to respect the rules and guidelines for the protection of the environment.



1.7 Specific rules for participation

Activities that may disturb other exhibitors are prohibited and may not exceed 60 decibels.

Promotional activities, the distribution and exhibition of samples, leaflets, brochures, flyers and all kinds of promotional material will only be carried out within the space of each exhibitor.

Activities requiring the contracting of a catering service during IBERZOO PROPET will require the completion of the form "'Communication for the provision of catering services at stands'" available at ifema.es and which should be sent to: **catering@ifema.es**

Exhibitors are expressly prohibited from installing WIFI access points, whether for connection to the INTERNET or for the presentation of other functions. The purpose of this measure is to avoid interference problems, both with the points that may be installed independently by each Exhibitor, and with IFEMA MADRID's access points. Such interference could cause the WIFI networks present to malfunction. For further information, please consult Article 33 of the General Regulations for Exhibitor Participation in Exhibitions Organised by IFEMA MADRID.

These Specific Regulations are complemented by the General Regulations for Exhibitors' Participation in Exhibitions Organised by IFEMA MADRID, which all exhibitors, by virtue of being exhibitors, accept.

SPECIAL AUTHORISATIONS

On the ifema.es website, you will find a list of other services, regulations and forms that may be of interest to you:

- Communication for the provision of catering at stands.
- Occupational risk prevention and coordination of business activities.
- Application for authorisation for private security guards at stands.
- Application for authorisation to install wifi.
- Application for authorisation for antenna cabling.
- Application for authorisation to hang structures/rigging.

https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds

1. HOW TO PARTICIPATE

1.8 Participation Fees

TYPES OF SPACE	
FLOOR SPACE ONLY	**FEE**
From 16,00 to 50,00 sq.m	€177 /sq.m. + VAT (1)
From 50,50 to 150,00 sq.m.	€164 /sq.m. + VAT (1)
From 150,50 to 200,00 sq.m.	€143 /sq.m.+ VAT (1)
More than 200,00 sq.m.	€135 /sq.m.+ VAT (1)
MODULAR BASIC STAND	**FEE**
9,00 sq.m.	€2.499 + VAT (1)
16,00 sq.m.	€4.170,54 + VAT (1)
Additional sq.m.	€241 /sq.m.+ VAT (1)
MODULAR PLUS STAND	**FEE**
9,00 sq.m.	€3.018 + VAT (1)
16,00 sq.m.	€4.836 + VAT (1)
Additional sq.m.	€273 /sq.m. + VAT (1)
IMPULSO MODULAR STAND	**FEE**
6,00 sq.m. (Impulse pack)	€1.923 + VAT (1)

SERVICES	FEE
Liability insurance (covers up to €60,000)	€74,30 + VAT (1)
Multi-trade insurance (covers up to €50,000)	€70,53 + VAT (1)
Minimum electricity consumption (0,13 kW/sq.m.)	€7,88 + VAT (1)

Assembly rights	
Type A: spaces with no decoration, or occupied by carpeting or flooring	€2,80/sq.m. + VAT (1)
Type B: basic modular stands in aluminium or similar	€5,62 /sq.m. + VAT (1)
Type C: modular design stands in aluminium, carpentry stands and other materials.	€8,94 /sq.m. + VAT (1)

PLAN CONECTA	€345 + VAT (1)
Co-exhibitor high rate	€345 + VAT (1)

1.9 Payment terms and methods

Surcharges:

25% increase for contracting services, including set-up fees, requested from 25 February 2027

PAYMENT DEADLINES

- **BEFORE 5 DECEMBER:** secure your space with the first 50% of the payment.
- **5 FEBRUARY 2027:** deadline for payment of 100% of the contracted space and services.

(1) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, this operation is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for the VAT which, where applicable, is due in their country of establishment.

You can pay in the following ways:

- Transfer to: IFEMA MADRID / IBERPET 2027

  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
- Check made out to IFEMA MADRID/IBERPET 2027.
- Credit card in a secure environment, accessible at the end of the online application form, or later through Zona Expo. In accordance with current regulations, payments in cash or cheques to bearer are not accepted.

In **Expo Zone** you will find your **Account Statement** and invoices, once payments have been made. If you need an invoice to make a payment, please request it by mail to **atencionalcliente@ifema.es**

1. HOW TO PARTICIPATE

1.10. Exhibitor calendar

When	What	How	Who attends to you
Until 20th September, 2026	Space Application Form (priority deadline for exhibitors of IBERZOO PROPET 2026)	Fill in the online application form to participate in the first space allocation	Event management: iberpet@ifema.es Customer Service (Exhibitors): (+34) 91 722 30 00 atencionalcliente@ifema.es
From 20th September, 2026	Application for participation	Continuation of the process of receiving participation applications	Event management:iberpet@ifema.es Customer service (Exhibitors): (+34) 91 722 30 00 atencionalcliente@ifema.es
Until 4 December, 2026	Payments	Pay 50% of the amount of the space upon receipt of the space allocation	Servifema: atencionalcliente@ifema.es Customer service (Exhibitors): (+34) 91 722 30 00 atencionalcliente@ifema.es
8 January, 2027	Speaker Corner	To book an activity at Speaker Corner AULA VETERINARIA	Event management:iberpet@ifema.es Customer service (Exhibitors): (+34) 91 722 30 00 atencionalcliente@ifema.es
Until 4 February, 2027	Customisation of modular stands	Modifications to the partial plan of the stand (location of walls, coat racks, shelves, furniture, etc.) must also be made through Zona Expo prior to the start of assembly.	Technical Secretariat IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 - atencionalcliente@ifema.es
Until 5 February, 2027	Contracting of services	Services contracted with a 5% discount	Technical Secretariat IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 - atencionalcliente@ifema.es
Until 5 February, 2027	Free design projects	Deadline for uploading free design projects to the EXPO ZONE. If your project has a rigging structure, you must send duy filled the form Application for hanging structures / rigging | IFEMA MADRID,	Technical Secretariat IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 atencionalcliente@ifema.es
Until 8 February, 2027	Payments	Deadline to pay the last payment of 100% of the contracted space	Servifema: atencionalcliente@ifema.es Customer service (Exhibitors): (+34) 91 722 30 00 atencionalcliente@ifema.es

1. HOW TO PARTICIPATE

1.10. Exhibitor calendar

When	What	How	Who at tends yo you
Until February 11 2027	Free design projects	Deadline for uploading free design projects to the EXPO ZONE. If the project includes hanging elements, you have to submit a separate project and send it to **rigging@ifema.es**	Technical Secretariat IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 atencionalcliente@ifema.es
Until February 17, 2027	Carpet color	**Choice of carpet color** through ZONA EXPO (2 weeks before the beginning of the installation)	Technical Secretariat IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 atencionalcliente@ifema.es
Until February 17, 2027	Stand signage	**Complete the stand signage** through ZONA EXPO (1 week before the beginning of the assembly)	Technical Secretariat IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 atencionalcliente@ifema.es
From February 25, 2027	Contracting of services	**25% increase** on prices for last minute contracting of assembly rights and all other services	IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 atencionalcliente@ifema.es
From March 5 to 8, 2027	Stand assembly	March 5: from **8:30 a.m. to 9:30 p.m.** March 6 & 7: from **6:30 am to 9:30 pm**. March 8 : from **6:30 am to 9:30 pm.**	Hall manager
March 9, 2027	Delivery Modular stands Entry of goods and decoration material	Delivery modular stands:9 March **from 6:30 am to 9:30 pm.** Entry of goods and decoration material: 9 March **from 6:30 am to 9:30 pm.** From 19:00 h on 09 March, entry will only be possible through the pedestrian gates**,** closing the goods gates to proceed with the installation of recyclable carpeting	Hall manager
From March 10 to 12, 2027	Celebration of the fair	Schedule from **10:00 am to 8:00 pm.** The last day (March 12) from **10:00 h. to 7:00 pm.**	
March 12, 2027	Exit of goods	From 7:30 p.m. to 12:00 p.m., **exit will only be possible through the pedestrian gates** for the removal of recyclable carpeting. After this time, the merchandise gates will be opened until midnight	Hall manager
March 13 and 14, 2027	Dismantling of stands	Hours from **8:30 am to 7:30 pm.**	Hall manager

1. HOW TO PARTICIPATE

1.11. Live Animals

- In case of having a live animal in their stand, exhibitors must notify the number and species of the animal, as well as fill in the document that IBERPET will send them.
- **AQUAROPHILIA** - In case of having live animals in your stand, in addition to notifying and completing the documents that will be sent to you by IBERPET, it is IMPORTANT that the electrical installation of your aquariums is independent of the general lighting of the stand.



2. MANAGE YOUR PARTICIPATION

2.1. Expo Zone. Manage your participation and space. Additional services contracting. E-commerce

Access our customer area Expo Zone from the website: **www.ifema.es/iberpet** to manage your company details, contacts, and everything related to your participation. You will be able to access your participation details once it is confirmed with the user account (email used to complete the application).

This **video** shows a tutorial on how to use the EXPO AREA.

What can I do in Zona Expo?

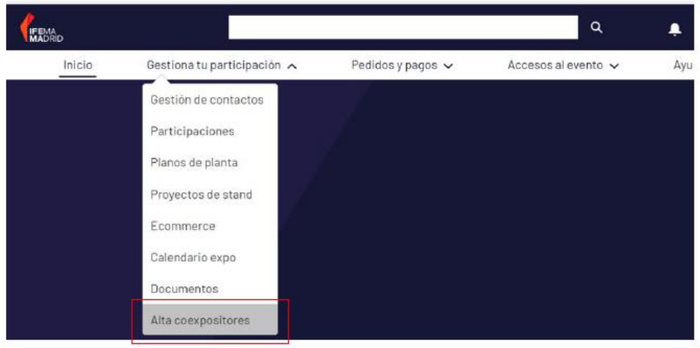
- Access details of each participation, floor plans, and projects.
- Access the exhibitor´s calendar.
- View documents of interest.
- Manage exhibitor passes and request visa support letters.
- Download discount vouchers: Renfe and Iberia.
- Send invitations.
- Register co-exhibitors.
- Access orders,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

(1) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies this operation is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for the VAT which, if applicable, is due in their country of establishment.

2.2. Registration of CO-EXHIBITORS

The registration of co-exhibitors must be done by the exhibitor from the EXPO ZONE, section "Manage your participation/Attach co-exhibitors".

The r
ZONE



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

The condition of co-exhibitor implies the obligatory contracting of the elements included in the CONECTA:

Registration fee per co-exhibitor ..... €345,00 + VAT (1)

Once this process has been completed, the co-exhibitor will receive a unique code to be included in his/her participation application*.

***If the exhibitor assumes the cost of participation of the co-exhibitor, his registration will be confirmed with the sending of the participation application (essential requirement).**

***If the co-exhibiting company assumes the cost of its participation, its registration will be confirmed with the sending of the participation application and the payment of the corresponding amount.**

Each registered co-exhibitor will have at its disposal the elements included in the CONECTA COEXHIBITOR PLAN:

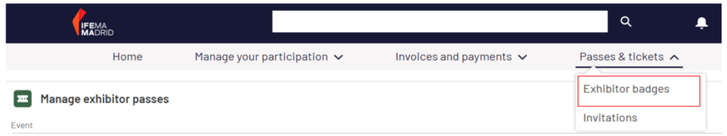
- Access to IBERPET Digital Platform.
- Presence in the online exhibitors' catalog. Visibility in the official list of exhibitors accessible at **ifema.es/en/iberpet**
- Access to your own EXPO ZONE.
- 2 Exhibitor Passes.
- Online invitations.

2. MANAGE YOUR PARTICIPATION

2.3. Exhibitor/co-exhibitor passes, transport discount vouchers, visas and invitations

EXHIBITOR PASSES

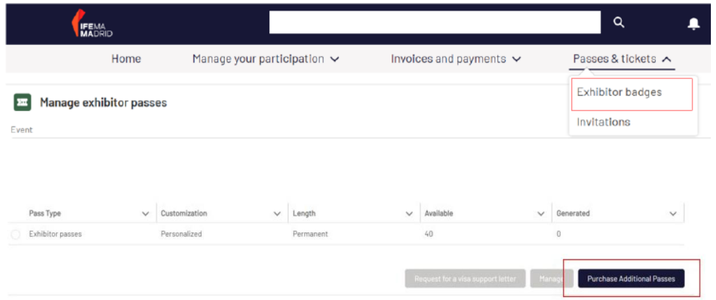
Exhibitor passes will be managed from the EXPO ZONE, in the section "Event Access/Exhibitor Passes".



Each exhibitor will be allocated the passes that correspond to him according to his contracted surface area:

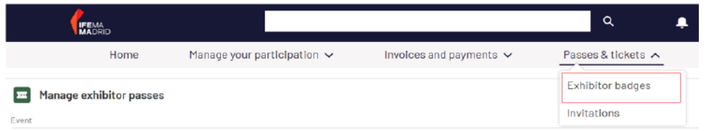
- **Up to 50 sq.m. .....10 exhibitor passes**
- **From 50,5 to 150 sq.m.....20 exhibitor passes**
- **From 150,5 to 200 sq.m.....30 exhibitor passes**
- **More than 200 sq.m.....40 exhibitor passes**

In order to ensure professionalism at the fair, all exhibitor badges will be personalized: they will include the name of the badge holder, company and country. In order to avoid misuse, identity controls will be carried out at the accesses to IBERPET.



CO-EXHIBITOR PASSES

The co-exhibitor must manage his/her **2 exhibitor passes** and online invitations from **ZONA EXPO**.





2. MANAGE YOUR PARTICIPATION

ONLINE INVITATIONS

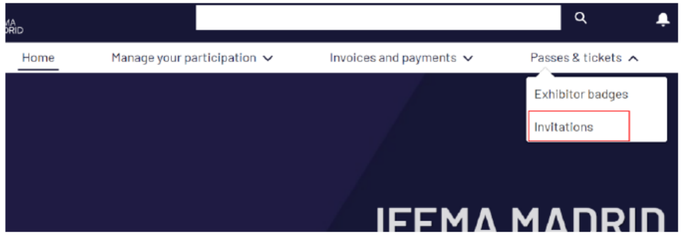
Each exhibiting company will have an INVITATION CODE available in the EXPO ZONE with a number of uses according to the surface area contracted (**1,000**) that can be sent to their clients so that they can register for free in IIBERPET.

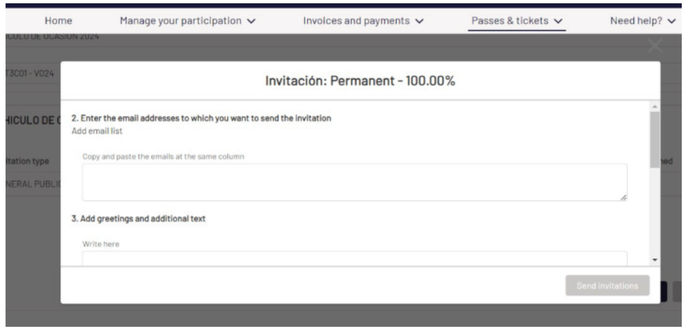
Professionals who receive the invitation code must register ONLINE through the IBERZOO PROPET website, **ifema.es/en/iberpet**, in order to obtain their free pass to access the fair. (Invitation codes cannot be redeemed over the counter).

The visitor's pass is valid for the 3 days of the fair.

Invitations will be sent through 'ZONA EXPO/Access to the event/Invitations/Manage invitations'.

Then, the following screen will appear to customise the sending of invitations:





Exhibitors are urged to make good use of the invitations, sending them exclusively to professionals in the sector in order to guarantee the professionalism of the fair. Access controls may be carried out for this purpose.

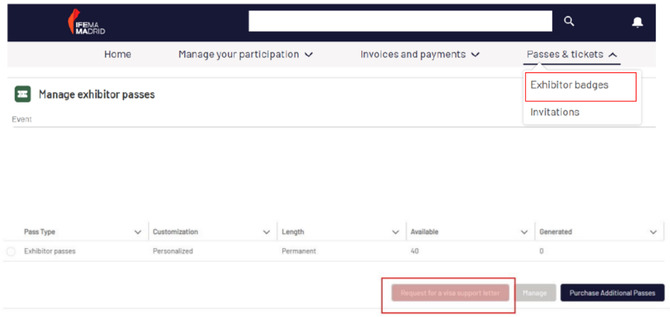
It will be absolutely necessary for all Professional Visitors who are going to enter the fair with a Professional Invitation, to be accredited as Professionals, through **https://www.ifema.es/iberpet**

VISA MANAGEMENT

If you require a travel visa**, you can request supporting letters to manage it via the EXPO ZONE.** To do so, **you must first personalise your exhibitor pass** and **have made payment** for your participation in accordance with the payment schedule (see point 1.8).

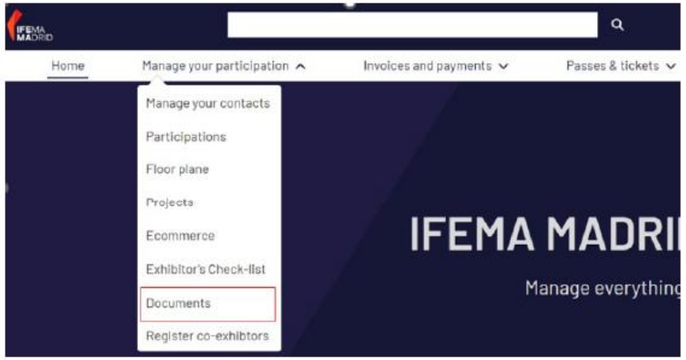
Once these two requirements have been met, via the EXPO ZONE/Event access/Exhibitor Passes section you will have access to the button Request Visa Support Letter.

We recommend start the process as soon as possible, as the deadline for visa applications is usually at least 30 days before travelling.



TRANSPORT DISCOUNT VOUCHERS

Once the exhibitor passes have been requested, the **corresponding transport discount vouchers can be downloaded from the EXPO ZONE** in the section Manage your participation/Documents.



2.4 Other relevant information

Shipment of goods to the site. Customs regulations.

IFEMA MADRID staff are not authorised to receive any goods intended for your stand. In order to send goods to the site, exhibitors must specify the following on the delivery address:

- IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain)
- IBERPET Fair.
- Name of your company.
- Hall and stand number.

The goods must be received by your company's staff at your stand and must arrive during the days designated for the entry of goods and decorative material.

If it is not possible to comply with the above, we recommend you to contact our partner company for goods management (handling and storage):

Office DSV at Recinto Ferial IFEMA MADRID: Hall 7

Tel.: +34 91 330 51 77

es.sha.ifema.madrid@dsv.com

CUSTOMS REGULATIONS

1. All products coming from non-EU countries must go through customs formalities, with special mention to the fact that, as of 01 January 2020, the United Kingdom became treated as a third country, so that all shipments originating in the United Kingdom must regularise their goods through the corresponding customs formalities.

2. Exhibiting companies must have the details of the customs agent who carries out the clearance of their goods or, failing this, a copy of the customs documentation for entry into the European Union.

3. Material or goods for distribution or consumption must pay Spanish taxes, even if they are products with no commercial value (depending on the country, the amount of taxes may vary).

4. All goods subject to a temporary regime must not be moved from the stand or leave the IFEMA MADRID Exhibition Centre until their situation has changed and customs formalities have been completed. They may only be deposited in the official logistics agent's warehouse within the Exhibition Centre during these procedures.

5. It is strictly forbidden to exhibit, sell, consume or distribute non-Community goods at a trade fair before the customs procedures have been completed. 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 goods must be cleared with the corresponding authority at the airport.

7. Goods that have not passed customs control and are on display will be confiscated by the customs authorities operating at the Exhibition Centre until the appropriate documents are presented.

8. Any lorry arriving at IFEMA MADRID under a transit consigned to IFEMA MADRID, must go to the official Logistics Operator's warehouse, for the regularisation of the transported goods, located at:

Avenida Partenón s/n

Entrada Oeste – access on calle Ribera del Sena

Pabellón de servicios nave 2

28042 Madrid (Spain)

In order to avoid undesired incidents, and for any questions you may have, please contact our Customs Operator, DSV: (+34) 91 330 51 77 - email: es.sha.ifema.madrid@dsv.com

2. MANAGE YOUR PARTICIPATION

2.5. Map



2.6. FAQ's

Question	Answer
Where can I consult the IFEMA MADRID General Rules of Participation to which my participation is subject?	In addition to the Exhibitor's Guide, participation in IBERPET is subject to IFEMA MADRID's General Rules of Participation, which you should be informed about and which you can access on the IFEMA MADRID website (www.ifema.es) and via the following link IFEMA MADRID General Rules of Participation.
Can I hire a catering service or serve my own food and beverages at the stand?	Yes. Exhibitors who are going to offer a catering service at their stand (free of charge), can do so either by submitting their application with the approved catering companies at IFEMA MADRID (See the list HERE) or through other catering service providers, in which case it is essential to fill in the form "Notification for the provision of catering services on stands" available in the exhibitors' area of the institutional website and send it, with the information requested therein, to: catering@ifema.es for its information and appropriate ends. If IFEMA MADRID has not been notified, the Exhibitor will not be able to offer this service on their stand. The Exhibitor assumes responsibility for third-party complaints that are caused by said catering service, and expressly exempts IFEMA MADRID from any liability in this regard. Parking for catering vehicles and refrigerated trucks: There is a parking area for catering vehicles and refrigerated trucks, with the possibility of electrical connection. This can be booked via **eCommerce**.
Can I access the trade fair centre with vehicles for assembly and disassembly or loading and unloading of goods?	Access to IFEMA MADRID and to the inside of the halls will be done through the doors and on the days and times stated in this Exhibitor's Guide. The inside of pavilions will only be accessed to unload materials. Vehicles will not be able to park inside the halls or in the adjacent areas. We would like to remind you that, for safety reasons, it is strictly forbidden to park directly in front of the goods entrance. IFEMA MADRID takes no responsibility for the surveillance of vehicles while they are on the grounds of Feria de Madrid. There is a car park for trucks and another for private cars, which can be used by paying, where appropriate, the corresponding fees. Check rates
Can I have a vehicle on my stand?	Vehicles with a combustion engine used as part of an exhibition display must have a tank filled with the minimum fuel required to access the allocated space and be able to leave it at the end of the exhibition.

2. MANAGE YOUR PARTICIPATION

2.6. FAQ's

Question	Answer
Can I send goods to my stand?	IFEMA MADRID staff are not authorised to receive merchandise for your stand. In order to send merchandise to the venue, the exhibitor must indicate the delivery address: IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain). IBERPET Trade Fair Name of your company. Hall and stand number. The merchandise must be received by your company's staff at your stand and arrive on the days set aside for incoming merchandise and decoration. If it is not possible to comply with the above, we recommend that you contact your freight forwarding partner: DSV office at the IFEMA Trade Fair Centre MADRID: Hall 7, (+91) 330 51 77 - **es.sha.ifema.madrid@dsv.com**
What procedure do I have to follow to hang structures in the halls/rigging?	Exhibiting companies may hang elements from the ceiling of the halls following the procedure shown in the "Regulations for hanging structures in Halls" and by completing the form "Application for authorisation for hanging structures/rigging" and sending it to: rigging@ifema.es
How do I apply for a visa support letter?	Visa support letters are managed through the EXPO ZONE. To do so, you first have to personalise your exhibitor passes. Once you have managed your exhibitor passes, you can request your support letters and download them to your computer. It is essential to be up to date with payments according to the payment schedule in order to be able to apply for the letters
Where can I book the services for my stand?	Either through the e-commerce section inside the EXPO ZONE or via the link https://shop.ifema.es
Who do I contact to book a room?	Exhibitors who need to book a room should contact with: uanproduccion@ifema.es

2. MANAGE YOUR PARTICIPATION

2.6. FAQ's

Question	Answer
What does the CONECTA EXHIBITOR PLAN include?	This compulsory contracting concept includes the following elements: • Presence in the exhibitors' catalogue available on the official website of the event. • Presence on the floor plans located in each of the halls. • Access to the IBERPET liveconnect digital event for the entire exhibiting team with networking functionalities to generate business opportunities. And the following services: • Access to the EXPO ZONE. • Exhibitor passes according to the surface area contracted. • Invitations and delivery service through the EXPO ZONE. • Wifi connection for 3 users throughout the fair for stand holders (Devices that allow connection in the 5 GHz band). Access codes will be sent the days before the start of the fair.
How to use the EXPO ZONE?	The following **video** shows a tutorial on the use of the EXPO ZONE
What are the features of my EXPO ZONE?	It is used to manage the participation of each exhibiting company in IBERPET • Registration of contacts who are going to 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, statement of accounts and invoices issued. • Upload free design stand projects and distribution of modular stand elements. • Add the sign and choose the colour of the carpet for exhibitors with modular stands. • Access to e-commerce for contracting services. • Access liveconnect for catalogue management and networking

2.6. FAQ's

Question	Answer
What are the benefits of my liveconnect?	**In My Company's area on the digital platform:** • Update the company details visible in the IBERPET catalogue and digital event. • Display my range of products and services. • Manage the company's appointment schedule for professional meetings at the stand. • Register other team members with access to the digital platform. • Download visitor passes scanned by the company at the fair. **At the digital event:** • Complete my personal profile on the platform and my availability schedule for meetings. • Search for contacts of interest in the professional network and request and accept contacts for chatting and video conferencing. • Scan professional visitor passes at the fair. • View information about other exhibitors' offerings. • Consult activities with the possibility of scheduling them and viewing the available digital content. • Download my personal contact list.
How can I request my invoices?	Invoices are not generated by default. You must request them directly from the IFEMA MADRID invoicing department (atencionalcliente@ifema.es) indicating the event at which you are exhibiting and the items to be included in the invoice. Once it has been generated, it will be available in your EXPO ZONE.
What is the difference between the floor only option and the turnkey modular stand option?	• **Floor only mode**: it is the exhibitor who has to create a free design stand and submit it for approval by the IBERPET Technical Secretariat or contract it through the stand design service offered by IFEMA MADRID, build a stand with us. This modality only includes the contracting of the space and the elements that must be contracted (insurance, minimum electricity consumption) • **Modular stand**: delivered assembled. The structure of the stand is made of aluminium and the panels are made of melamine. See description in section 1.6. The Conecta Exhibitor Plan must be contracted, regardless of the type of assembly (floor only or modular)
Can I decorate and/or set up my stand with IFEMA?	Yes, IFEMA MADRID offers two main services: **Graphic decoration** for stands: Customise your modular stand with your brand image for maximum visitor impact. There is a wide range of versatile graphic materials adaptable to walls, furniture, front, banners... You can request information and a quote at: **decoraciongrafica@ifema.es** **Stand design**: this consists of a comprehensive stand design service fully adapted to your needs. From the planning of your space, design, assembly and disassembly. You can request information and a quote at: **infodesign@ifema.es**

2. MANAGE YOUR PARTICIPATION

2.6. FAQ's

Question	Answer
Is it compulsory to attend the stand at all times?	Yes, exhibitors must not leave their stand unattended and must remain with the products on display throughout the entire period and opening hours of the event.
Are assembler's passes necessary during the set-up of the trade fair?	No. The requirements to be allowed to enter and set up are: to have paid 100% of your participation, to have the project presented and approved, to have paid the assembly fees, and to have completed the occupational risk protocol.
How can I book parking at IFEMA?	Exhibitor companies can hire parking spaces from the e-commerce section of the Expo Zone or via the link https://shop.ifema.es Once the parking space has been hired, parking badges can be collected from March 6 (first day of assembly) at the exhibitor service desk, located on the central boulevard between Halls 6 and 8.
What coverage do I have as an exhibitor with the insurance included?	You can check the coverage of the compulsory insurance policies at the IFEMA MADRID exhibitor support area.
How can I access the WI-FI network as an exhibitor?	As an exhibitor you will receive as part of the CONNECT PLAN a Wi-Fi connection for 3 users during the entire trade fair for the exclusive use of stand holders. Devices that allow 5GHz network capability are required. Access codes will be sent out during the lead up to the event. Additional Wi-Fi access can be booked through the e-commerce section inside the EXPO ZONE or via the link https://shop.ifema.es
Regulations and support for exhibitors at the trade fair centre	https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds
Regulations and support for stand builder at the trade fair centre	https://www.ifema.es/en/support/assemblers-colaborators-fairgrounds

3. PROMOTE AND MAXIMIZE YOUR PARTICIPATION

3.1 Exhibitor catalogue

The fair's catalogue, or list of exhibiting and co-exhibiting companies, is an essential tool for promotion and networking. It provides visitors and other exhibitors with the basic information needed to prepare for the fair and helps them find and contact you before, during, and after the event.

- Enter and update your contact details, the products or services presented, and any relevant information to give your company maximum visibility and ensure you get the most return from your participation.
- All the digital environment and communication for your participation is channeled through digital platform.
- Make the most of the platform offered by IFEMA to promote your participation, schedule appointments, showcase your products, and connect with your target audience.

3.2. IBERPET CLASSROOM

IBERPET offers all exhibitors a space dedicated to presentations, talks or demonstrations with the aim of disseminating knowledge, professional networking and brand visibility within the event.

The form will be sent to you by email.

3.3. Networking

Enrich your contact list.

The DIGITAL PLATFORM gives you the opportunity to search for contacts among its participants. You can use filters by country, activity, position, products of interest, etc., to perform searches. Once you have located potential clients, you can chat with them, request contact (sharing email and telephone) or invite them to a meeting at the fair.

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

The meeting request can be addressed to the company in general or to a member of the team in particular. In this way, the whole team will be able to schedule their agenda of appointments at the fair well in advance.

3.4 Outdoor and digital advertising

Advertising projects adapted to your needs

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

More information here: Advertising | IFEMA MADRID

You can consult these elements on the website of your trade fair; in the exhibitors' area, 'advertising services and promotional elements', or send an e-mail to **publicidad@ifema.es** or call (+ 34) 91 722 53 08 /40



4. 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 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" (Ireduce) 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





5. CONTACT US

Department	Ask me about	Contact		
Commercial Department	• Space booking • General topics for trade fair participation • Exhibitor passes • Trade visitor invitations • Trade fair activities and forums	**Director**	Félix Pérez-Fajardo	(+34) 91 722 30 00 **Iberpet@ifema.es**
		Commercial Manager	Ana Agulló	
		Commercial Area	Encarna López	
IFEMA MADRID Customer Service	• Booking of services • EXPO ZONE • Visitor Information	(+34) 91 722 30 00 **atencionalcliente@ifema.es**		
Technical Secretariat (Trade Fair Services Department)	• Technical support to exhibitors and assemblers • Review of stand assembly projects • Solutions to technical problems during the exhibition activity • Customization of modular stands • Coordination for stand catering	(+34) 91 722 30 00 **atencionalcliente@ifema.es** **catering@ifema.es**		
Graphic decoration	Hiring of graphic materials to customize your stand	(+34) 91 722 30 00 **decoraciongrafica@ifema.es**		
Full service stand design	Design and assembly of free-design stands	(+34) 91 722 30 00 **infodesign@ifema.es**		

5. CONTACT US

Department	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 Diez **Press Officer**: Selva Dalila **International Press:** Elena Valera **Press Secretary:** Beatriz Sánchez-Heredero Tlf.: (34) 652 52 91 80 Email: sdalila@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 **relacionesinstitucionales@ifema.es**
Safety and Self-Protection Management	• General security and parking • Access to the Fairgrounds	(+34) 91 722 30 00 **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 Space on the first floor between Halls 7 and 9

Thank you!