

# iberzoo+

PRO-  
PET

Feria Internacional  
para el Profesional del  
Animal de Compañía

The top business platform  
of the Ibero-American market  
for the pet care industry.

## Exhibitor's Guide

LIVE  Connect  
IMPACTA 365D · CREA COMUNIDAD · CRECE

Promueven:

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



Colaboran:



En coincidencia con:



# 13-15 Mar 2024

Recinto Ferial  
ifema.es



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# 1. Event dates and times

IBERZOO PROPET will be an in-person event at IFEMA MADRID.

**TIMES:**

From 10:00 a.m. to 8:00 p.m. The last day will be until 7:00 p.m.

The **IBERZOO PROPET LIVE Connect** digital platform will be active every day of the year.

**TYPE OF EVENT:** Exclusively professional.

# 2. How to be an exhibitor at IBERZOO PROPET 2024

- 2.1. Spaces will be reserved by filling out the ONLINE APPLICATION FORM available on the fair's website at **ifema.es/en/iberzoo-propet**.
- 2.2. The reservation will not be formalised until the **€400 payment corresponding to the reservation fee has been paid**.
- 2.3. The exhibition contract sent by Sales Management with the allocation of your space entails the complete acceptance of the General Rules of Participation of IFEMA MADRID, of the Specific Rules of IBERZOO PROPET and of the provisions that might be generically established by fair management. All current regulations can be consulted at **ifema.es/en/support**.

- 2.4. In the event that the requesting company designates another entity to make any of the payments related to its participation, they must provide all the necessary billing information. If the designated entity does not make the aforementioned payments within the established deadlines, the Requesting Company must pay them at the simple request of IFEMA MADRID.
- 2.5. An exhibitor will not be authorised to occupy a space and the modular stand will not be delivered if that exhibitor has not paid the full amount of both the contracted space and the costs for the requested services. Nor will authorisation to remove goods be given unless the expenses generated during the fair have been paid in full.
- 2.6. The exhibitor's withdrawal will be governed by the provisions set forth in the General Rules of Participation of IFEMA MADRID, which can be found in the "Be an Exhibitor" space of the institutional website at **ifema.es/en** and on the website of the event at **ifema.es/en/iberzoo-propet**.
- 2.7. **No exhibition material may be collected from your stand until after the fair has ended: 7:30 p.m. on the last day of the trade fair event.**
- 2.8. For safety reasons, special mention is made of the prohibition to store packaging in the rear areas and enclosures of the halls. If such areas are used, the surface area will be billed for use as storage according to the general rates per m².

## 2.9. Retail sales are not permitted during the event.

**2.10.** All products coming from non-EU countries must pass through customs procedures. Please note that, as from 1 January 2020, the United Kingdom started being treated as a third country, and therefore all shipments of goods originating in the United Kingdom must be cleared through the corresponding customs procedure.  
**If goods are not cleared through the corresponding customs procedures and if a copy of the documents proving such clearance are not available, any such exhibition goods will not be authorised to enter the fair, and those goods will be removed at the behest of the competent Customs authority.** Likewise, such documentation must remain in the possession of the company's representative at the stand, together with the goods covered by the clearance, so that it is available at all times in case it is requested by Customs or the Tax Authority.

Spanish duties must be paid for materials or goods for distribution or consumption, even if such products have no commercial value (the amount of the taxes could vary, depending on the country). We remind you that exhibiting, selling, consuming or distributing non-EU goods at the fair before having them cleared by customs is absolutely prohibited. This includes promotional materials.  
 In order to avoid unwanted situations and if you have any questions, you can contact our Customs Operator company, DB SCHENKER, either via email at **ifema.madrid@dbschenker.com** or by calling +34 913305177.

## 3. Space allocation

- 3.1.** The admission of exhibitors into the sectors of the trade fair will be subject to acceptance by Event Management.
- 3.2.** Event Management reserves the right to change the location of the stands occupied by exhibitors (from one edition to the next), if it deems it appropriate for reasons related to exhibitor sectorisation, product or image.
- 3.3.** All photos taken by the official photographer at the management's request may be used by the fair for promotion purposes.

4. Participation fees

	16 to 50 m²	50.5 to 150 m²	150.5 to 200 m²	Over 200.5 m²
<b>FLOOR SPACE ONLY</b>	€159/m²	€146/m²	€128/m²	€120/m²
<b>AEDPAC Members:</b> Ignasi Solana (+34) 607 49 69 48 - <a href="mailto:ignasi@aedpac.com">ignasi@aedpac.com</a>				
<b>FLOOR + MODULAR STAND PACK</b>				
<b>IMPULSO PACK</b>				
- 6-m² Impulso Pack. Cannot be expanded; consult conditions	€1,423 + VAT (1)			
<b>BASIC MODULAR PACK</b>				
- 9-m² Basic Modular Pack:	€2,251 + VAT (1)			
- 16-m² Basic Modular Pack:	€3,752 + VAT (1)			
- Additional m² for the Basic Modular Pack:	€214 + VAT (1)			
<b>PLUS MODULAR PACK</b>				
- 9-m² Plus Modular Pack:	€2,607 + VAT (1)			
- 16-m² Plus Modular Pack:	€4,290 + VAT (1)			
- Additional m² for the Plus Modular Pack:	€240 + VAT (1)			
<b>PLUS PET SHOP MODULAR PACK</b>				
- 9-m² Plus Pet Shop Modular Pack:	€2,192 + VAT (1)			
- 16-m² Plus Pet Shop Modular Pack:	€3,743 + VAT (1)			
- Additional m² for the Plus Pet Shop Modular Pack:	€222 + VAT (1)			

(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. In the case of companies based in the European Union, the exhibitor will be responsible for paying any applicable VAT payable in their own country.

To participate in the trade fair you must purchase the following:

4.1. A Marketing and Communication Pack + LIVE Connect EX CONECTA PACK: €302 + VAT (1), which includes:

- **Premium Wi-Fi with access for 3 users per exhibitor**, with a bandwidth of 20 Mb. Before the fair begins, you will receive an email with your passwords. For any questions, contact our Telecommunications Department at telecomunicaciones@ifema.es.
- Presence in the exhibitors preview.
- Appearance in the hall plans, with information that includes the list of exhibitors and their stand location.
- Access to the 365 community.
- Presence and visibility on the **LIVE Connect digital platform**. The permanent platform for meeting, relations, conversations, knowledge and professional contacts in the pet industry.
  - Exhibitor profile with content (company description, postal address, logo, categorised products, link to the promotional video and link to the catalogue).
  - Standard positioning in the company directory and in searches.
  - Publication of up to 10 products per exhibitor.
  - Access to the platform for the entire exhibitor team.
  - Access to the entire community of visitors. You must fill out and update your company's profile data via the LIVE Connect platform, given that this will be the data published in the online catalogue.



If you hire your stand after the closing date for each of the elements and they cannot be included, you will still be bound to pay for them.

**4.2. Civil Liability Insurance (covers up to €60,000):** €68.17\* + VAT (1)

**4.3. Multi-Fair Insurance (covers up to €50,000):** €64.70\* + VAT (1)

**4.4. Minimum electric power consumption (0.13 kW/m<sup>2</sup>):** €7.09\* / m<sup>2</sup> + VAT (1)

**4.5. Assembly fees for free-design stands to be paid by the assembler or the exhibitor. (See point 6.6) We recommend that you contract this service via the new Expo Zone one week before assembly begins, to avoid surcharges.**

\* These rates are subject to periodic modification, in line with changing costs. The current prices are available when you make a purchase on the institutional website in the new Expo Zone.

(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. In the case of companies based in the European Union, the exhibitor will be responsible for paying any applicable VAT payable in their own country.

## 5. Payment methods

To formalise your participation, payment can be made:

- By bank transfer to: IFEMA MADRID / IBERZOO PROPET 2024

Choose from:

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 **servifema@ifema.es**.

- By certified cheque made out to IFEMA MADRID / IBERZOO PROPET 2024
- By credit card in a secure environment, which you may access once you have finished filling out the online Application Form, or subsequently through the new Expo Zone.

In compliance with the regulations in force, cash payments and bearer cheques are not accepted.

### PAYMENT DEADLINES:

- Upon reserving a stand, a €400 Reservation Fee must be paid.
- Before **1 DECEMBER 2023**: First payment of 50%.
- Before **2 FEBRUARY 2024**: Payment of the remaining 50% and services.

# 6. Participation options

Two stand formats are available for participating in the trade fair: FLOOR SPACE ONLY or FLOOR SPACE + TURNKEY MODULAR STAND.

**All companies that have a surface area of less than 16 m² will be obligated to contract one of the modular stand packages.**

## 6.1. TURNKEY MODULAR STAND

There are 3 types of modular stands: BASIC, PLUS, PLUS PET SHOPS.

**The modular stand will be delivered, completely constructed, on 12 March 2024 at 8:30 a.m.**

\* The features of each modular package can be consulted in your new Expo Zone.

These stands can be customised, for which an estimate can be requested at **[decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)**.

# DESCRIPTIONS OF MODULAR STANDS

## IMPULSO MODULAR STAND

- 6 m<sup>2</sup>, NOT EXPANDABLE

### STAND DESCRIPTION

- A stand that opens to one or several aisles, depending on the location.
- A structure of painted chipboard panels (choose the colour in the Expo Zone).
- Fair carpeting in Sienna orange colour.

### FURNITURE

- Furniture: 2 Madrid chairs (SI01), 1 white DOM table (ME01), 1 TANA reception counter (C007)

### LIGHTING

- General lighting by LED spotlights on rails, with 1 spotlight for every 3 m<sup>2</sup> of stand.
- An electrical panel with a thermal magnetic circuit breaker and a 500-W outlet, prepared for a power of 130 W/m<sup>2</sup>.

### SIGNAGE

- Signage with standardised lettering, including the name of the exhibitor and the stand number on each façade that faces an aisle.

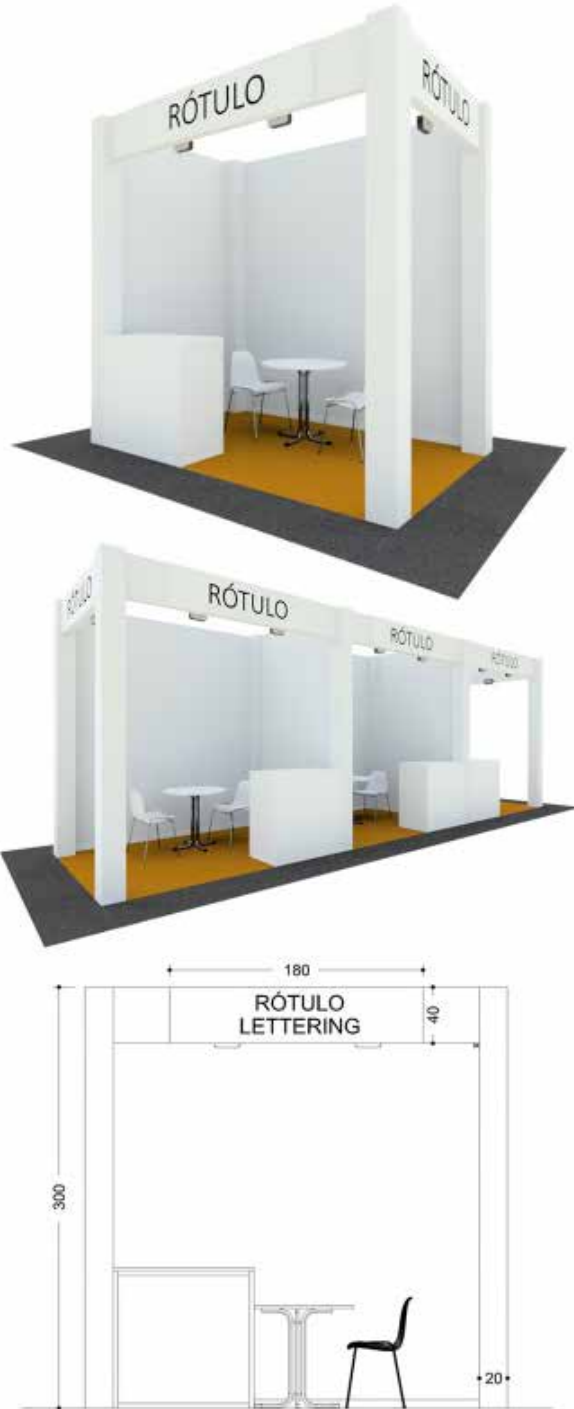
### SERVICES INCLUDED

- Daily cleaning of the stand (Type A. Once a day).
- Minimum electric power consumption (0.13 kW/m<sup>2</sup>).
- Multi-fair Insurance and Civil Liability Insurance.
- Exhibitor parking space.

## \*CONSULT CONDITIONS

## CONTRACTING CONDITIONS

- Recently created companies that were incorporated between **March 2021 and March 2024** may participate, as well as companies that, during two consecutive financial years, had no more than an average of 10 employees during one financial year. (The commercial report of the Companies Registry must be provided).
- Brand Distributor and Licensee companies are not included under the preceding description and therefore may not participate as an IMPULSO company.
- No spaces may be shared. Each company must submit their own Application and must have their own separate space.
- Only products related to veterinary use, fashion, toys, food and/or hygiene may be exhibited.



### DRAWING FOR GUIDANCE PURPOSES

- Holes may not be made.
- Adhesive tape may be used to mount or affix elements.
- An element may be affixed only if no materials will be damaged when the element is removed.
- The stand will remain open on 1 or more sides/aisles, depending on the location.



## BASIC MODULAR

### STAND DESCRIPTION

- A stand that opens to one or several aisles, depending on the location.
- A grey-coloured aluminium structure with melamine walls.
- Storage space with a door, in the following proportions:
  - Stand of up to 16 m<sup>2</sup> .....1x1 m.
  - Stand of 16.5 m<sup>2</sup> to 32 m<sup>2</sup>.....2x1 m.
  - Stand over 32.50 m<sup>2</sup>.....3x1 m.
- Fair carpeting in European blue colour.
- Furniture: 1 white DOM table (ME01), 2 Madrid chairs (SI01), 1 Lima stool (SI72) and 1 TANA reception counter (C007).
- Slatted ceiling.

### LIGHTING

- Lighting with LED spotlights (one spotlight for every 3 m<sup>2</sup>).
- Minimum electric power consumption (0.13 kW/m<sup>2</sup>).
- Electrical panel with a thermal magnetic circuit breaker (power of 130 W/m<sup>2</sup>).
- One 500-W outlet.

### SIGNAGE

- Signage with standardised lettering, including the name and the stand number on each side facing an aisle. You must indicate the name for the sign through your Expo Zone.

### SERVICES INCLUDED

- Daily cleaning of the stand (Type A. Once a day).
- Exhibitor parking. Parking space per event.



### DRAWING FOR GUIDANCE PURPOSES

- Holes may not be made.
- Adhesive tape may be used to mount or affix elements.
- An element may be affixed only if no materials will be damaged when the element is removed.
- The stand will remain open on 1 or more sides/aisles, depending on the location.

## PLUS MODULAR STAND

### STAND DESCRIPTION

- A stand that opens to one or several aisles, depending on the location.
- A structure of chipboard panels painted in matte plastic paint (choice of colours in the Expo Zone).
- Storage space with a door, in the following proportions:
  - Stand of up to 16 m<sup>2</sup>..... 1x1 m
  - Stand of 16.5 m<sup>2</sup> to 32 m<sup>2</sup>..... 2x1 m
  - Stand over 32.50 m<sup>2</sup>..... 3x1 m.
- Fair carpeting in European blue colour.

### FURNITURE

- Furniture independently of the contracted square metres: 2 Corfu chairs (SI75), 1 white Katyn table (ME02), 1 TORNE showcase counter (CO11), 1 Palermo stool (SI53), 1 white Indo coat rack (CO22) and 1 white DUERO waste bin (CO29).

### LIGHTING

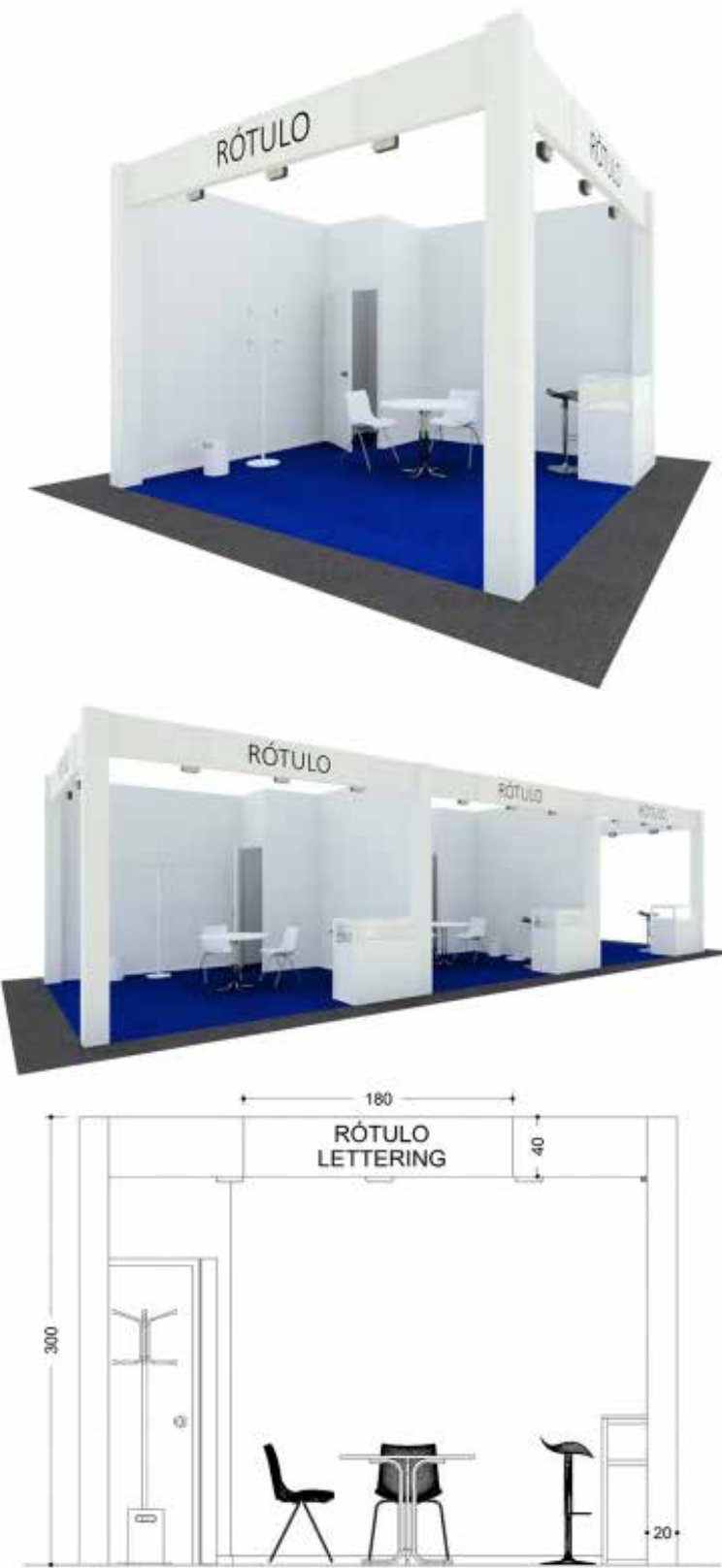
- General lighting by LED spotlights on rails, with 1 spotlight for every 3 m<sup>2</sup> of stand.
- An electrical panel with a thermal magnetic circuit breaker and a 500-W outlet, prepared for a power of 130 W/m<sup>2</sup>.

### SIGNAGE

- Signage with standardised lettering, including the name of the exhibitor and the stand number on each façade that faces an aisle.

### SERVICES INCLUDED

- Daily cleaning of the stand (Type A. Once a day).
- Minimum electric power consumption (0.13 kW/m<sup>2</sup>).
- Multi-Fair Insurance and Civil Liability Insurance.
- Exhibitor parking space



### DRAWING FOR GUIDANCE PURPOSES

- Holes may not be made.
- Adhesive tape may be used to mount or affix elements.
- An element may be affixed only if no materials will be damaged when the element is removed.
- The stand will remain open on 1 or more sides/aisles, depending on the location.

## PLUS PET SHOPS MODULAR STAND

### STAND DESCRIPTION

- A stand that opens to one or several aisles, depending on the location.
- A structure of chipboard panels painted in matte plastic paint (choice of colours in the Expo Zone).
- Storage space with a door, in the following proportions:
  - Stand of up to 16 m<sup>2</sup>..... 1x1 m
  - Stand of 16.5 m<sup>2</sup> to 32 m<sup>2</sup>..... 2x1 m
  - Stand over 32.50 m<sup>2</sup>..... 3x1 m.
- Fair carpeting in European blue colour.

### LIGHTING

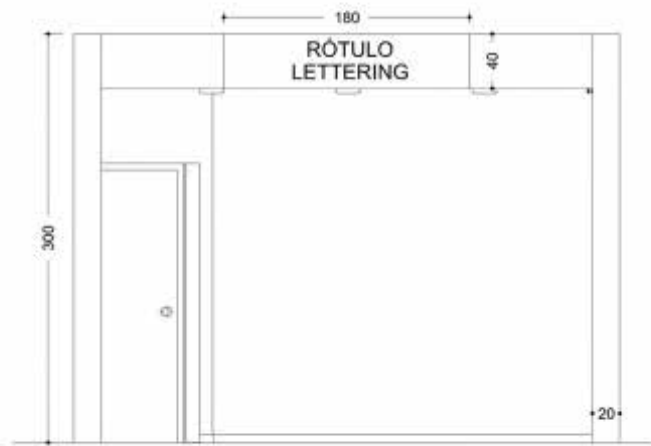
- General lighting by LED spotlights on rails, with 1 spotlight for every 3 m<sup>2</sup> of stand.
- An electrical panel with a thermal magnetic circuit breaker and a 500-W outlet, prepared for a power of 130 W/m<sup>2</sup>.

### SIGNAGE

- Signage with standardised lettering, including the name of the exhibitor and the stand number on each façade that faces an aisle.

### SERVICES INCLUDED

- Daily cleaning of the stand (Type A. Once a day).
- Minimum electric power consumption (0.13 kW/m<sup>2</sup>).
- Multi-fair Insurance and Civil Liability Insurance.
- Exhibitor parking space.



### DRAWING FOR GUIDANCE PURPOSES

- Holes may not be made.
- Adhesive tape may be used to mount or affix elements.
- An element may be affixed only if no materials will be damaged when the element is removed.
- The stand will remain open on 1 or more sides/aisles, depending on the location.



6.2. FLOOR SPACE ONLY (Free Design)

Specific rules regarding stand assembly

- 6.2.1.** All exhibitors with a **surface area equal to or greater than 16 m<sup>2</sup>** and opt for the free design must send their **stand design** to the Trade Fair Services Department of IFEMA MADRID before **9 February 2024**. If the design is not submitted and approved, the stand may not be assembled: **sectecnica@ifema.es**.
- 6.2.2.** All companies will be bound to **assemble their stands**, which must include at least partition walls that separate it from the wall of the hall and the adjoining stands.
- 6.2.3.** Blind perimeter enclosures may not represent more than 70% of each side facing an aisle. To make longer enclosures, they must be set back at least 3 metres towards the interior, and may not exceed 80% of the façade length.  
However, Sales Management may exceptionally authorise designs with larger enclosures, if it is deemed that they do represent a detriment to adjoining and adjacent exhibitors, subject to submitting the corresponding design to the Trade Fair Services Department.
- 6.2.4.** **The maximum perimeter height is 4 metres**, although an occasional element of up to 6 metres in height is allowed, except on partition walls with neighbouring stands.  
However, Sales Management may exceptionally authorise designs with a height of up to 5 metres along the perimeter for reasons of stand design and/or image, subject to submitting the corresponding design to the Trade Fair Services Department.  
All desired elements may be elevated to the maximum height of 6 metres by setting them back at least 1 metre.

**6.2.5.** For safety reasons, the storage of any type of packaging in the halls is absolutely prohibited.

**6.2.6. Assembly Fees to be paid by the assembler or exhibitor:** The company responsible for assembling free-design stands must, before starting the work, pay the assembly fees to IFEMA MADRID for the services rendered during the fair's assembly and dismantling periods.  
**We recommend that you contract this service through the new Expo Zone one week before assembly begins, to avoid surcharges.**  
Contact **sectecnica@ifema.es**

**Assembly fee rates:**

- **Type A rate:**  
Spaces without decoration or occupied by carpet or wooden flooring:  
€2.52 / m<sup>2</sup> \*+ VAT (1).
- **Type B rate:**  
Basic modular aluminium stands or similar: €5.05 / m<sup>2</sup> \*+ VAT (1).
- **Type C rate:**  
Designer modular stands made of aluminium, wood and other materials:  
€7.94 / m<sup>2</sup> \*+ VAT (1).

\* These rates are subject to periodic modification, in line with changing costs. The current prices are available when you make a purchase on the institutional website in the new Expo Zone.

(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. In the case of companies based in the European Union, the exhibitor will be responsible for paying any applicable VAT payable in their own country.

**6.2.7. Additional services:** Once the space for your participation has been allotted, IFEMA MADRID will send your Username and Password to you to log into your Exhibitor Zone from the IBERZOO PROPET website.

**NEW EXPO ZONE:** A private and interactive online area for managing your participation in IBERZOO PROPET.

**NEW ECOMMERCE:** Contracting of additional services such as parking, hosts and hostesses, furniture, catering, etc.

Contracting of online services through the New ECOMMERCE space will be operational until assembly begins (8 March 2024):

- **5% discount** on the contracting of services in advance, **until 9 February 2024.**
- Services may be contracted at the base rate until 7 days before official assembly begins (1 March 2024).
- As from **1 March 2024, a 25% increase** will be applied to the prices for contracting the services in our catalogue.

**6.2.8. Comprehensive stand design service:** In addition to modular stands, IFEMA MADRID offers a comprehensive stand design service, with our maximum guarantee and entirely tailored to your needs. We take care of the planning of your space, including design, assembly and dismantling. Request a project adapted to your needs, free of charge and without obligation, by sending an email to **infodesign@ifema.es**

## 7. Recommendations for designing and building free-design stands

See the latest recommendations and regulations at [ifema.es/en/support](https://ifema.es/en/support)

## 8. Assembly/dismantling and entry/exit of goods

- **Assembly of free-design stands:**  
8, 9 and 10 March until 7:30 p.m., and 11 March until 9:30 p.m.
- **Delivery of modular stands:** 12 March at 8:30 a.m.
- **Entry of goods and decorative materials:**  
12 March, from 8.30 a.m. to midnight.  
After 7:00 p.m., only the pedestrian doors may be used to access the premises, while the goods gates will be closed in order to install recyclable carpeting.
- **Removal of goods and decorative materials:**  
15 March from 7:30 p.m. to midnight.
- **Disassembly of free-design stands:**  
16 and 17 March from 8.30 a.m. to 7:30 p.m.

## 9. Exhibitor passes and customer invitations

**9.1.** Exhibitor passes and professional visitor passes allow access to the trade fair every day when the event is being held.

To assure the professional nature of the fair, controls will be in place to validate the correct reading of passes when entering the fair. Only professional visitors will be allowed to enter.

**9.2. Exhibitor Passes: Passes must be downloaded from the Expo Zone.**

You may request additional exhibitor passes by sending an email to **bzpropet@ifema.es**.

**9.3 Free invitations for your customers:**

- **Online professional invitations:** 3,000 invitations per exhibitor, to be sent through the Expo Zone. Professionals who receive these invitations must register online using the code received, and they will then obtain their free pass for direct access to the fair, thus avoiding unnecessary queues.

**9.4. Discount vouchers for RENFE (trains) and IBERIA (flights)** will be available through the New Expo Zone.

(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. In the case of companies based in the European Union, the exhibitor will be responsible for paying any applicable VAT payable in their own country.



## 10. Live animals

- If you are going to have live animals at your stand, you must notify the event of the number and species of such animals, and you must fill out the document that Iberzoo+Propet will send to you.
- FISHKEEPING – If you have live animals at your stand, as well as notifying the event of and filling out the documents that Iberzoo+Propet will send to you, it is IMPORTANT that the electrical installation of any aquariums be separate from the stand's general lighting system.

## 11. Advertise and announce your presence in the New Expo Zone

Before the fair, prepare supplementary promotional activities related to your participation in order to enhance and get the most out of your investment.

- 10.1.** Arrange for the fair to send a customised communication to your customers via email, including your company's name and access to online registration.
- 10.2.** Insert the fair's **digital stamp** on your website, in your email signature, in advertising and in other documentation that you send to your customers. This creative option is available in the New Expo Zone.
- 10.3.** Use the social media creative spots that we place at your disposal for publicising your presence at the fair, where you can indicate your company name and stand number. These elements will be available in your Exhibitor Zone, under the documents and downloads section.

**10.4.** Use **sponsored promotional elements** with your logo and brand image: badge lanyards and other specific items that your company wants to hand out to visitors ([ibzpropet@ifema.es](mailto:ibzpropet@ifema.es)).

**10.5.** Contract other **advertising services and promotional elements**: a wide range of supporting materials, strategically positioned where visitors and exhibitors have to walk by when going to the Recinto Ferial. Contact [publicidadexterior@ifema.es](mailto:publicidadexterior@ifema.es) or call (+34) 91 722 53 08/40.

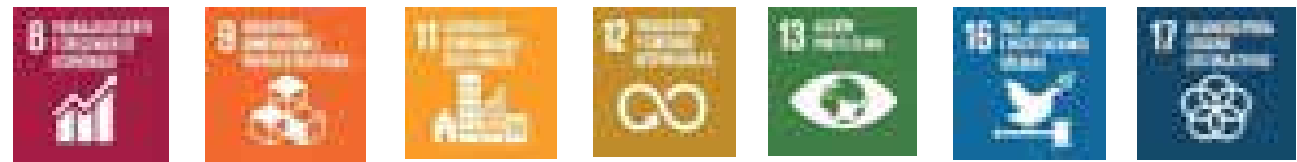
**10.6. Let our Press Department** know about the novelties and innovations you'll be presenting at the fair via email at [temedina@ifema.es](mailto:temedina@ifema.es), and also inform our Social Media Agency, Annie Bonnie: [ifema@anniebonnie.com](mailto:ifema@anniebonnie.com)

**10.7.** On the website of IFEMA MADRID at [ifema.es/en](http://ifema.es/en), in the exhibitors section, you'll find a list of other services, regulations and documents that might be of interest:

- Regulations and conditions for catering at stands.
- Prevention of occupational risks and coordination of business activities.
- Request for authorisation to have private surveillance at stands.
- Request for authorisation to hang structures/rigging.

# 12. 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)**

# 13. Schedule

Dates		What to do
December 2023	LIVE Connect	Starting on that date, update the information about your company on the LIVE Connect platform.
01 December 2023	PAYMENTS	The deadline for paying 50% of the floor space amount in order to reserve your space. Send the proof of payment to Servifema at <b>servifema@ifema.es</b>
02 February 2024	PAYMENTS	The deadline for paying the remaining amount of the contracted space and services. Send the receipt to Servifema at <b>servifema@ifema.es</b>
09 February 2024	CONTRACTING OF SERVICES	<p>The last day for contracting services with a <b>5% discount</b> via the New ECOMMERCE space at <b>ifema.es/en/iberzoo-propet</b> or by sending an email to Servifema: <b>servifema@ifema.es</b>.</p> <p><b>These rates are subject to periodic modification, in line with changes in costs. The current prices are available when you contract a service through the New ECOMMERCE space on the institutional website.</b></p>
09 February 2024	DESIGNS	The deadline for sending the floor space-only stand design (Free Design) to the Technical Secretariat at <b>sectecnica@ifema</b> .
February 2024	VISITOR REGISTRATION	The last day for visitors to register online and obtain their pass with a <b>50% discount</b> : €15 + administrative fees.



Dates

What to do

23 February 2024	MODULAR STANDS	<ul style="list-style-type: none"><li>• Last day for sending the following to the Technical Secretariat at sectecnica@ifema.es: Plan with confirmation of assembly of modular stands: location, storage, outlets, lighting points, etc.</li><li>• Last day for confirming the following through the New Expo Zone:<ul style="list-style-type: none"><li>- Stand signage.</li><li>- Choice of carpet colour.</li><li>- Choice of wall colour (only the Premium Modular Stand)</li></ul></li></ul>
Starting on 1 March 2024	CONTRACTING OF SERVICES	Starting on that date, a <b>25% increase</b> will be applied to the base rate for the contracting of last-minute services via the New ECOMMERCE at <b>ifema.es/en/iberzoo-propet</b> or by sending an email to Servifema: <b>servifema@ifema.es</b> .
From 8 to 11 March 2024	ASSEMBLY OF FREE-DESIGN STANDS	8, 9 and 10 March until 7:30 p.m., and 11 March until 9:30 p.m.
12 March 2024	MODULAR STANDS	Modular stands are delivered to exhibitors beginning at 8:30 a.m.
12 March 2024	ENTRY OF GOODS	12 March, from 8.30 a.m. to midnight. After 7:00 p.m., only the pedestrian doors may be used to access the premises, while the goods gates will be closed in order to install recyclable carpeting.
15 March 2024	REMOVAL OF GOODS	From 7:30 p.m. to midnight
16 and 17 March 2024	DISMANTLING OF FREE-DESIGN STANDS	From 8:30 a.m. to 7:30 p.m.

# 14. IFEMA MADRID Services   ifema.es/servicios-expositor

## Promote your brand

		Telephone	Email
<b>Advertising at the venue and in digital channel</b>	Boost the presence of your brand and products at the trade fair. Our Advertising team will advise you on the best physical and digital supports to generate the greatest impact.	(+34) 91 722 53 40 (+34) 91 722 53 08	publicidadexterior@ifema.es
<b>Graphic decoration for stand</b>	Customize your modular stand with your brand image. Our team of Advisors will help you define what best suits your stand and will follow up on production and installation. You will have everything ready for when you arrive.	(+34) 91 722 57 22	decoraciongrafica@ifema.es
<b>Stand design and construction</b>	Do you need a spectacular stand design adapted to your budget? Our partner companies have extensive experience in the exhibition sector and IFEMA MADRID guarantees the quality of their designs and assemblies. Contact us without commitment.	(+34) 91 722 57 22	infodesing@ifema.es

## Organize and decorate your space

<b>Furniture</b>	Make your space a place of work and relationship with your clients. Tables, offices, sofas, counters, everything adapted to your style and budget.	(+34) 91 722 30 00	lineaifema.expositor@ifema.es
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Organize and decorate your space

		Telephone	Email
Plants and floral arrangements	We rent plants, flowers, and we design projects adapted to your stand. We take care of their maintenance during the trade fair.	(+34) 91 722 30 00	plantas@ifema.es
Cold and kitchen equipment	Solutions for food preservation and hospitality for all the activities you want to organize in your stand.	(+34) 91 722 30 00	equiposdefrioycocina@ifema.es
Telecommunications and IT	We have the latest technology in equipment and connectivity to cover all communication needs.	(+34) 91 722 30 00	telecomunicaciones@ifema.es
Support staff	We offer you from support staff to help you in the assembly to hostesses during celebration, who will help you to attend your customers in different languages and with the utmost professionalism.	(+34) 91 722 57 22	lineaifema.expositor@ifema.es
Cleaning and waste containers	Health assurance and sustainability are primary concerns for IFEMA MADRID. To this end, we provide exhibitors and assemblers with various types of cleaning services and a complete waste management system that complies with all environmental and health and safety standards and regulations.	(+34) 91 722 57 22	lineaifema.expositor@ifema.es
Audiovisuals	We have the best equipment for multimedia presentations, sound and translation in stands and rooms.	(+34) 91 722 57 22	lineaifema.expositor@ifema.es



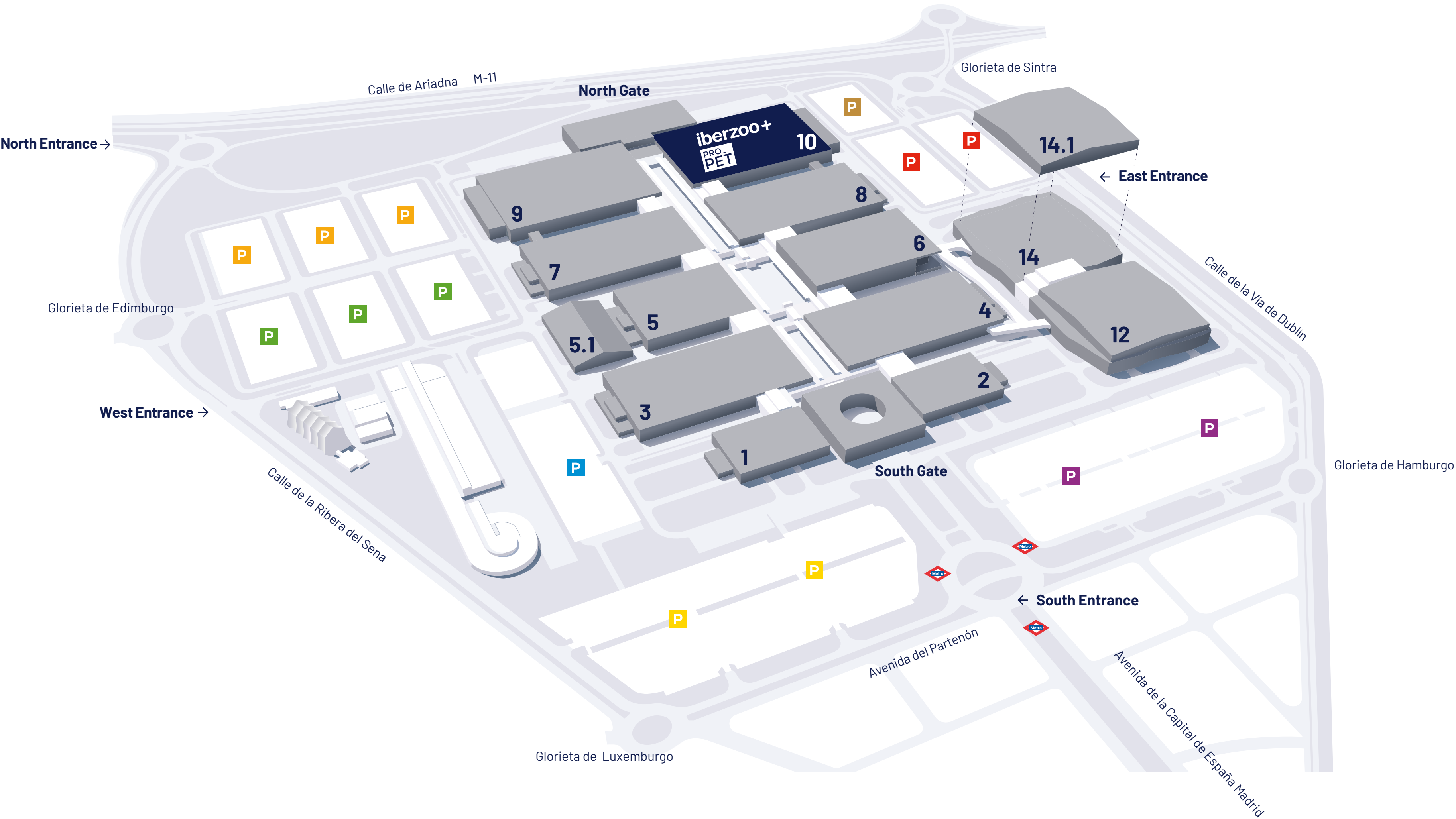
Support services and logistics

		Telephone	Email
Transport and storage	Sending, receiving and storing the merchandise you need for your participation is very easy at IFEMA MADRID. We offer a complete or partial service, national or international, always adapted to your needs.	(+34) 91 722 30 00	lineaifema.expositor@ifema.es
Driverless cherrypickers and lifters	If you need to unload merchandise or use special machinery to display your product, we have a wide range of driverless cherrypickers, forklifts and lifters to complete any task.	(+34) 91 722 30 00	carretillasdealquiler@ifema.es

Booking Conditions

Last minute Services Catalogue	Now, during the assembly and celebration you can also hire online the services you need. Without the need to go anywhere, just with your access codes.	(+34) 91 722 30 00	lineaifema.expositor@ifema.es
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15. Map



# 16. Contact us

Department	Ask me about...	Contact
<b>Event Management</b>  <b>Director:</b> Lola González <b>Sales Manager:</b> Beatriz Pérez-Frade <b>Commercial Technician:</b> Virginia Montouto	<ul style="list-style-type: none"><li>• Space reservation.</li><li>• General matters related to participation in a fair.</li><li>• Exhibitor passes.</li><li>• Invitations for professional visitors.</li></ul>	(+34) 91 722 30 00 ibzpropet@ifema.es
<b>Servifema</b>	<ul style="list-style-type: none"><li>• Contracting of services.</li></ul>	(+34) 91 722 30 00 atencionalcliente@ifema.es
	<ul style="list-style-type: none"><li>• Billing of services.</li><li>• Receipt of payments.</li></ul>	(+34) 91 722 30 00 servifema@ifema.es
<b>Trade Fair Services Department</b>  <b>Technical Secretariat</b>	<ul style="list-style-type: none"><li>• Technical support tasks for exhibitors and installers.</li><li>• Review of stand assembly plans.</li><li>• Solutions to technical problems during trade fair activities.</li></ul>	(+34) 91 722 30 00 sectecnica@ifema.es
<b>Communications and Marketing Management</b>  <b>Director:</b> Raúl Díez <b>Press Officer of IFEMA MADRID:</b> Marta Cacho <b>Press Officer:</b> Teresa Medina <b>International Press:</b> Helena Valera	<ul style="list-style-type: none"><li>• Media relations.</li><li>• Press information on fairs and exhibitions organised by IFEMA MADRID.</li><li>• Institutional press information.</li><li>• Press badges for fairs and exhibitions.</li></ul>	(+34) 91 722 30 00 prensa@ifema.es temedina@ifema.es



Department	Ask me about...	Contact
Conventions and Congresses Division	<ul style="list-style-type: none"><li>• Rental of various meeting and convention spaces of the Recinto Ferial, both during and outside of trade fairs.</li><li>• Coordination of non-trade fair activities.</li></ul>	(+34) 91 722 30 00 convenciones@ifema.es
Institutional Relations Division	<ul style="list-style-type: none"><li>• Institutional visits.</li><li>• Guided visits.</li><li>• Protocol for all events.</li><li>• Institutional relations.</li></ul>	(+34) 91 722 30 00 atencionalcliente@ifema.es
Security and Self-Protection Division	<ul style="list-style-type: none"><li>• General security.</li><li>• Entrances to the Fair Venue.</li><li>• Parking areas.</li></ul>	(+34) 91 722 30 00 dseguridad@ifema.es
Medical Service and Safety Emergencies	<ul style="list-style-type: none"><li>• Emergencies (safety and medical).</li><li>• Medical care for exhibitors and visitors while fairs are being held and during assembly and dismantling.</li></ul>	(+34) 91 722 30 00
Outdoor Advertising	<ul style="list-style-type: none"><li>• Contratación de soportes publicitarios en el recinto ferial.</li></ul>	(+34) 91 722 30 00 publicidadexterior@ifema.es
Telecommunications	<ul style="list-style-type: none"><li>• Information prior to leasing phone and fax line, ISDN lines, broadband connections via cable, Wi-Fi or others.</li><li>• Technical advice and configuration.</li></ul>	telecomunicaciones@ifema.es

## 17. IBERZOO PROPET LIVE Connect participation manual

IBERZOO PROPET LIVE Connect is the first professional community and social network of the pet professionals sector. The platform offers the possibility of participating exclusively through this digital media or in a hybrid manner.

### What advantages does IBERZOO PROPET LIVE Connect offer?

- **IBERZOO PROPET LIVE Connect** places the entire **professional community of the sector** within your reach. A space for networking and promotion, where you can generate business contacts and opportunities.
- You can present and learn about the entire offer of products, trends and novelties of every exhibitor.
- You can expand your commercial contacts.
- Participants (visitors, buyers and exhibitors) on LIVE Connect can conduct searches of products and persons and mark them as favourites. Moreover, participants will be able to contact each other through the appointment management service, video calls, direct chats and mailings, as well as set up in-person or virtual meetings.
- You can organise, participate in and/or attend meetings, talks, speeches and round tables of the sector.

- You can update your range of products, thus deseasonalizing your sales and extending the sales period.
- You can present your value proposal and improve the positioning of your brand. The platform lets you include information about your business, as well as videos, product catalogues, etc.
- It offers the opportunity to contract advertising packages designed to attract more customers and strengthen your brand.

## 18. Registration as a company and access to LIVE Connect

After having received confirmation of your participation in **IBERZOO PROPET 2024** and having made the corresponding payment, we will register your profile on the platform, **and your contact person will receive a welcome email** and access at the indicated email address. The profile associated with your company will also be published on the platform.

Remember to use an updated browser. Subsequently, you must enter a password.

As from this moment, you will be able to sign in from the website **ifema.es/en/iberzoo-propet** using your email and password and from the welcome email that you will receive.

The email address that has been used to register in LIVE Connect is personal and non-transferable, and it cannot be modified from the platform. If you need to, you can request it via email at **ibzpropet@ifema.es**

INCLUDED SERVICES	PACK INCLUDED IN PARTICIPATION
Registration as an exhibitor in the official online list of exhibitors, accessible on the LIVE Connect platform and at <b>ifema.es/en/iberzoo-propet</b>	✓
Visibility of your company profile, including contact data, video or image, logo, general company information, activity, products, stand at the fair, documents and links.	✓
Access for 1 member user of the exhibitor company and company profile manager.	✓
Access by staff users of the exhibitor company.	✓
Registration of products or services in the advanced search engine	10
Chat & eCall Service	✓
Unlimited invitations for customers	✓

INCLUDED SERVICES	PACK INCLUDED IN PARTICIPATION
Access to the entire 365	✓
CommunityAccess to the entire community of visitors and buyers	✓
Attendance at and access to all Workshops and Activities	✓

Up Date 02/10/2023



# Feel the Inspiration

Av. del Partenón, 5  
Madrid, Spain

**[ifema.es/en](https://ifema.es/en)**

