

# intergift home&gift

**10-13  
Sep  
2025**

**ifema.es**

Exhibitor's Guide and  
Specific Rules of  
Participation

Coinciding with:

**bisutex**  
**madridjoya**  
**MOMAD**





# INDEX

## 1. HOW TO PARTICIPATE. REGULATIONS

- 1.1 Dates. Timetable and venue Sectors convened
- 1.2 What do I have to do to participate?
- 1.3 Contracting and allocation of spaces
- 1.4 Participation modalities
- 1.5 Your Exhibitor Plan.
- 1.6 Your space at the fair. Types of stands. Regulations and assembly
- 1.7 Participation fees
- 1.8 Deadlines and forms of payment
- 1.9 Specific participation rules
- 1.10 Exhibitor's calendar

## 2. MANAGE YOUR PARTICIPATION

- 2.1 Expo Zone. Manage your participation and your space  
Contracting additional services. E-commerce
- 2.2 LIVE Connect: the digital platform to which you have access  
with your Plan
- 2.3 Exhibitor passes and invitations. Visas. Vouchers and  
discounts
- 2.4 Other Relevant information
- 2.5 Map and access doors
- 2.6 Frequently Asked Questions

## 3. PROMOTE AND MONETIZE YOUR PARTICIPATION

- 3.1 How to monetize my participation
- 3.2 Exhibitor's Catalog
- 3.3 Visitor's Guide Map
- 3.4 Networking
- 3.5 Invitations for your clients and contacts
- 3.6 Buyers Program
- 3.7 Publish your news and novelties. RRSS and WEB
- 3.8 Outdoor and digital advertising
- 3.9 Sponsorships
- 3.10 Special promotional actions
- 3.11 Participation in Speakers' Corner conferences and lectures

## 4. SUSTAINABILITY MANAGEMENT AT IFEMA MADRID

## 5. CONTACT WITH US



# 1. HOW TO PARTICIPATE. REGULATIONS

INTERGIFT

## 1.1 Dates. Time and place of celebration. Sectors convened

**INTERGIFT** will take place at the IFEMA MADRID fairgrounds **from Wednesday 10 to Saturday 13 September 2025** from **10:00 to 19:00 pm**.

Exhibitors will be able to enter the exhibition centre from 8:30 am and leave it until 20:00 pm.

The virtual event via the INTERGIFT **LIVE Connect digital platform** will be open **from 16 June to 10 October 2025**.

The character of the trade fair is **exclusively professional**.

### Sectors covered:

Within the Home area:

- Decoration
- Home Textiles
- Candles and scents
- Crafts /Handmade
- Bazaar -Deco

Within the Gift area:

- Gift ideas
- Games and Toys
- Neo: Designer ítems
- Souvenirs
- Tableware and Houseware
- Pets

## 1.2 What do I have to do to participate?

The application for participation begins by filling out, within the established deadline, the online Application for Participation form accessible from <https://www.ifema.es/intergift>.

This form will allow us to inform you in the most complete way and make you a proposal of participation. You can check the reservation and payment deadlines in the form itself and in the Exhibitor's Calendar.

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

The exhibiting company is the company that will participate in the fair, in whose name the Exhibitor Participation Application Form is filled out.

In order to apply for participation in the fair, it is a requirement that the exhibitor's activity, whether it is a company, public or private organization, is included within the sectors covered by the fair.

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

From the same Application form, if the process is not completed, it is possible to request information and estimates, which does not imply a request for an offer and does not require payment of a reservation fee.

In the event that the exhibiting company designates another entity to make any of the payments relating to its participation, it must complete the corresponding section of the Participation Application Form No changes of invoicing company will be authorised once the first invoice has been issued.

## PARTICIPATION REQUESTS

**Companies that have participated in the previous edition** will have to fill in the Participation Application Form **before 25 April** in order to have priority in the distribution of space in the pavilions.

Applications **received after 25 April 2025** will be dealt with in order of arrival of the 'Participation Application' and according to the sector to which they belong.

## 1.3 Contracting and allocation of spaces.

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

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 **bid/quote in writing/email/signature or during the site selection meeting** contract for participation in the fair, which constitutes a binding commitment that cannot be revoked by the applicant.

The space will be allocated upon acceptance, in writing, by the exhibitor.

The exhibitor will receive the exhibition contract with the statement of accounts and location plan and dimensions of his/her stand/s and from that moment on he/she will be able to access the customer portal Zona Expo to manage his/her participation.

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

## 1.4 Participation Modalities

- **Exhibitor:** is the natural person or legal entity, which has space at the Fair. The exhibiting company is the one in whose name the Exhibitor Participation Application Form is filled out.

Exhibitors have the option of either hiring a turnkey modular stand or hiring just the space to build their own 'free-design stand'.

## 1.5. Your Exhibitor Plan

### Conecta Exhibitor Plan

**Participation as an exhibitor at the fair requires the contracting of the CONECTA EXHIBITOR PLAN 450 € + VAT (1)**

**This concept includes the following services:**

- Diffusion of the participation in the fair through the insertion in the list of exhibitors accessible in open access on the fair website and shared as a link in sectorial communications.
- Presence as exhibitors in the digital event of the fair LIFESTYLE LIVE Connect. The digital event extends the duration of the fair beyond its celebration, provides additional content of the exhibition offer and industry news and is accessible to exhibitors and registered visitors.
- Registration of 10 products or services associated with the company file on the LIVE Connect digital platform.
- Presence during the fair in the pavilion maps and exhibitors' lists.
- Access to IFEMA MADRID's "ZONA EXPO" customer portal to manage participation.
- Exhibitor passes according to the contract (see point 2.2).
- Online invitations according to the contract (see point 2.2).
- Discount vouchers for transportation.

- Premium wifi connection for 3 users during the entire 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 mail to the holder's address at least 48 hours in advance.

**Connection functionalities with other users to generate business opportunities for 3 users (in LIVE Connect):**

- Search for new contacts among registered visitors and exhibitors
- Communication with contacts (chat and videoconference)
- Organization of personal online and face-to-face meetings with contacts
- Preparation of company meetings at the exhibition stand to optimize time
- Scanning of visitor badges at trade fairs
- Downloading of contact list with contact data

## 1.6. Your exhibition space. Types of stands and exhibition areas. Regulations and assembly.

**Areas:**

### Exhibition area HOME

In this area, companies with a surface area of less than 50 m2 will automatically be invoiced for the Premium turnkey modular stand without the possibility of contracting any other type of stand. In these halls, aluminium construction will not be allowed, so there are 2 assembly options:

- **Premium turnkey stand:** Modular stand, structure made of chipboard panels painted in matt white plastic.
- **Free design stand:** Floor only. Contract only for space to build your own stand, whose assembly project must be approved by IFEMA MADRID for spaces larger than 50m2.

## GIFT exhibition area

In this area, companies with a surface area of less than 50m2 will automatically be invoiced for the Premium modular turnkey stand, with the possibility of hiring the Basic modular stand at the Show's discretion, depending on the location of the space, indicating this on the Participation Application Form or by sending an e-mail to [intergift@ifema.es](mailto:intergift@ifema.es). In locations with high visibility, the Basic modular stand, in aluminium, will not be permitted.

- **Basic turnkey stand:** Modular stand, grey aluminium structure and melamine panels.
- **Turnkey stand premium:** Modular stand, structure made of chipboard panels painted in matt white plastic.
- **Free design stand:** Floor only. Hiring of space only to build your own stand, whose assembly project must be approved by IFEMA MADRID for spaces larger than 50m2.

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

- ❖ **Civil liability insurance** (covers up to 60.000€).
- ❖ **Multi-fair insurance** (covers up to 50.000€)
- ❖ **Minimum electricity consumption** (0.13 kW/m<sup>2</sup>)
- ❖ **Assembly fees** (service included in the turnkey stand).
  - **Type A:** spaces without decoration, or occupied by carpet 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**

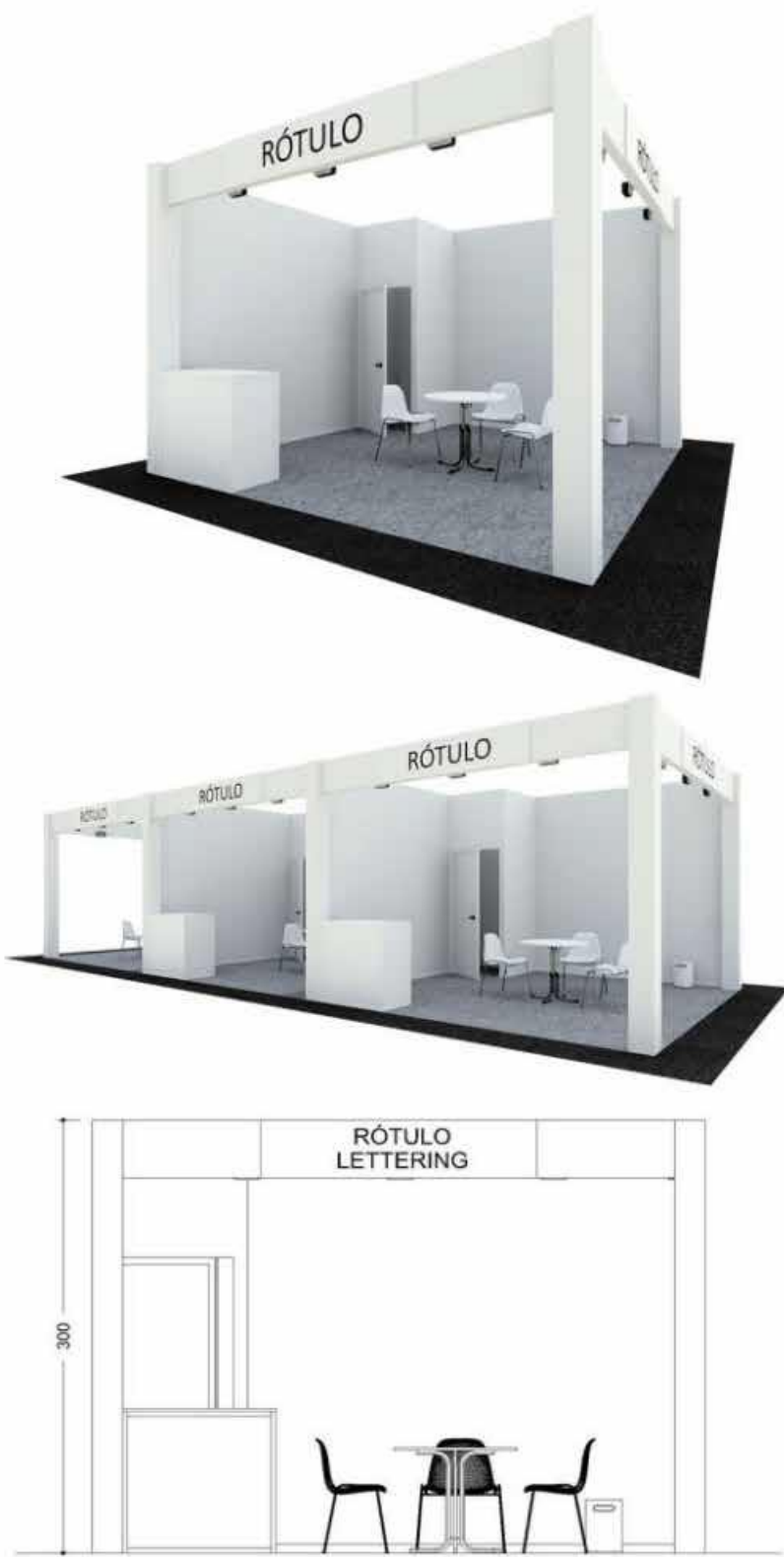


# 1. HOW TO PARTICIPATE. REGULATIONS

INTERGIFT

## STAND TYPES

### PREMIUM TURNKEY STAND



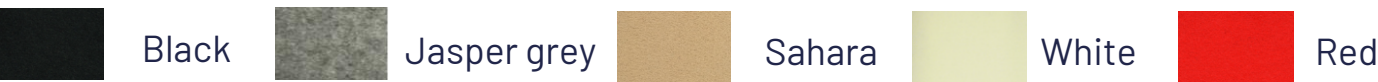
#### STAND:

- Structure of chipboard panels painted in matt white plastic.
- Choose wall colour in the Expo Zone, **before 20 August 2025**, between white, black, grey, red and blue.

#### WAREHOUSE with door in the following proportion:

- Up to 16 m<sup>2</sup>.....1x1
- From 16,5 to 32 m<sup>2</sup> .....2x1
- From 32,5 m<sup>2</sup>: .....3x1

**FAIR-TYPE MOUQUET** to be chosen in the Expo Area before **20 August 2025** from the following colours. The default will be jasper grey.



#### ELECTRIC POWER AND LIGHTING:

- LED track spotlights at a rate of one spotlight every 3 m<sup>2</sup> of stand to be distributed around the perimeter. If you wish to hire extra lighting and/or reticulated ceiling, you can do so through the Ecommerce.
- Electrical panel with differential, circuit breaker and a 500W plug base incorporated, prepared for a power of 130 W/m<sup>2</sup>.
- If you need a specific distribution of the spotlights, please indicate it in the plan that you must upload in your Expo Zone together with the rest of the needs: location of the warehouse, colours, etc.

#### 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 **20 August 2025**.

#### VIEW PRICES

**FURNITURE** (service included in stands of 16 m<sup>2</sup> and over):

- 1 White Dom Table (6RL02001)
- 3 Madrid Chairs (6RL01001)
- 1 Tana Counter 100X50X100 cm (6RL08003)
- 1 Waste Bin Duero white (6RL04003)



#### COMPULSORY CONTRACTING

In addition, participation as an exhibitor implies the obligatory contracting of the PLAN CONECTA (former Marketing and Communication pack).

#### SERVICES INCLUDED

- 1 parking card valid for one car, during assembly, fair and dismantling (to be collected at the fair, at the Exhibitor Service Centre).
- Cleaning of the stand once a day (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. This does not include the cleaning of exhibits.

#### INSTALLATION PLAN

You can view your set-up plan in the EXPO ZONE, with the 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 [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

**DRAWING FOR GUIDANCE.** Drilling holes is not permitted. Nailing or taping is permitted. It shall be adapted to the dimensions 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 the plan with the pertinent 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.

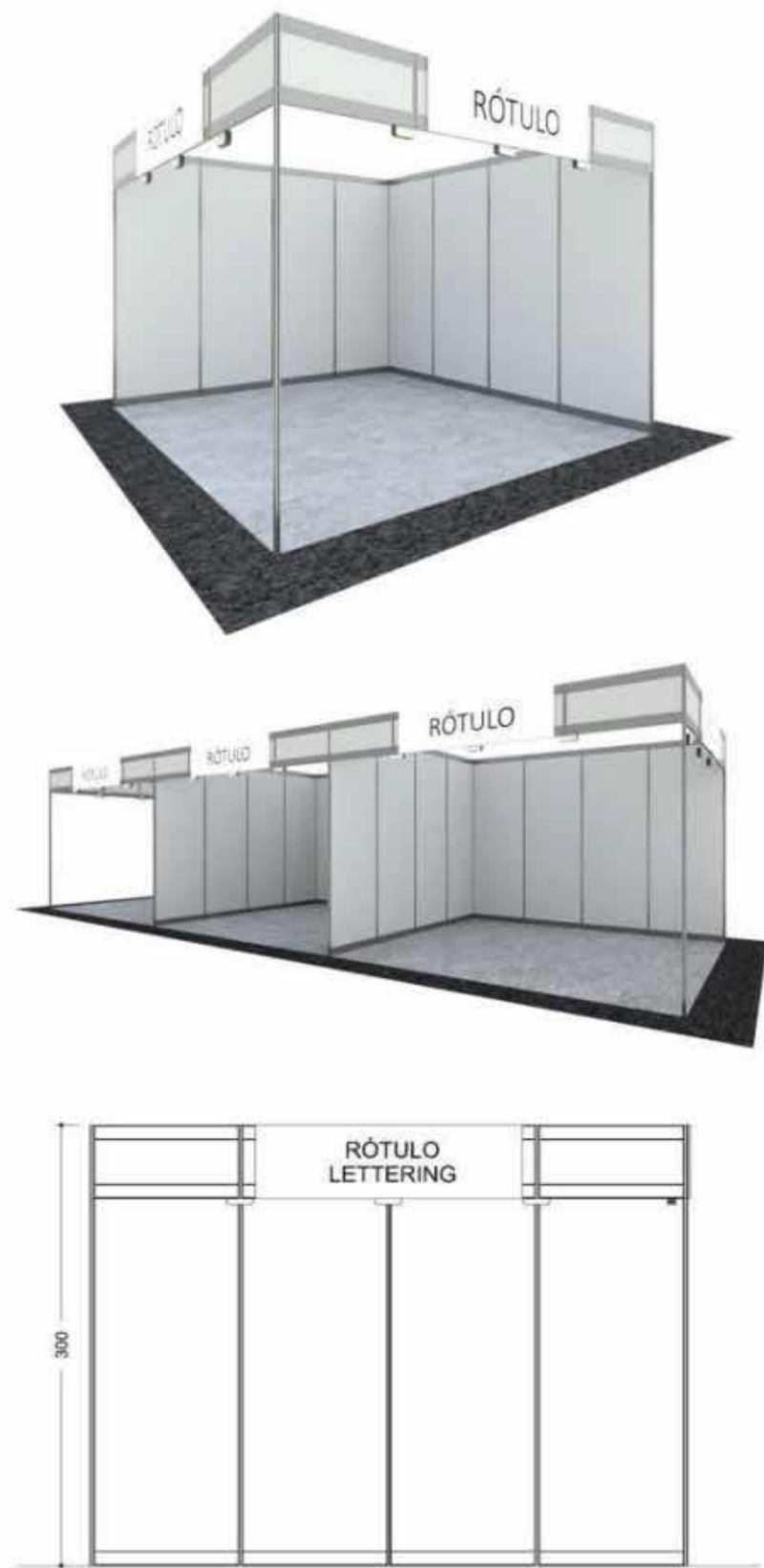
• In addition, any exhibitor can hire elements listed in the IFEMA Services Catalogue. • All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before **4 August**. • The stands will be delivered finished on **8 September 2025** as from the date of the exhibition starting at 8:30 a.m..

# 1. HOW TO PARTICIPATE. REGULATIONS

INTERGIFT

## STAND TYPES

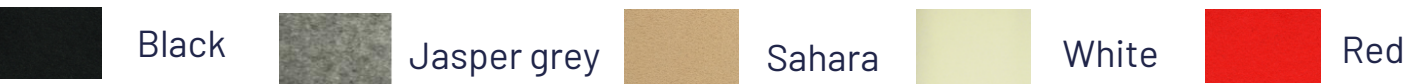
### BASIC TURNKEY STAND



#### STAND:

- Aluminium structure in grey and melamine panels.

**FAIR-TYPE MOUQUET** to be chosen in the Expo Area before **20 August 2025** from the following colours. The default will be jasper grey.



#### ELECTRIC POWER AND LIGHTING:

- LED track spotlights at a rate of one spotlight every 3 m2 of stand to be distributed around the perimeter. If you wish to hire extra lighting and/or reticulated ceiling, you can do so through the Ecommerce.
- Electrical panel with differential, circuit breaker and a 500W plug base incorporated, prepared for a power of 130 W/m2.
- If you need a specific distribution of the spotlights, please indicate it in the plan that you must upload in your Expo Zone together with the rest of the needs: location of the warehouse, colours, etc.

#### 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 20 August 2025.

[VIEW PRICES](#)

#### COMPULSORY CONTRACTING

In addition, participation as an exhibitor implies the obligatory contracting of the [PLAN CONECTA](#) (former Marketing and Communication pack).

#### SERVICES INCLUDED

- Cleaning of the stand once a day (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. This does not include the cleaning of exhibits.

#### INSTALLATION PLAN

You can view your set-up plan in the Expo Zone, with the 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 [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

**DRAWING FOR GUIDANCE.** Drilling holes is not permitted. Nailing or taping is permitted. It shall be adapted to the dimensions 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 the plan with the pertinent 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. • All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before **4 August**. • The stands will be delivered finished on **8 September 2025** as from the date of the exhibition starting at 8:30 a.m.



## REGULATIONS AND ASSEMBLY OF YOUR SPACE

### ASSEMBLY AND DISASSEMBLY

All companies will be obliged to set up their stand, including at least the dividing walls with the pavilion wall and with the adjacent at stands, depending on their location.

**Free design stands** can be **set up from 4 to 7 September 2025** during the following hours:

- ✓ On 4 September, extended hours from 6:00 to 23:30h.
- ✓ From 5 to 7 February from 8:30 am to 10:30 pm.

The **delivery of modular stands** contracted with IFEMA MADRID will take place on **8 September from 8:30 am**.

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 nor will they be handed over the modular stand.

**Goods and decoration material** may be brought in on Monday 8 and Tuesday 9 September from 8.30 am to 22.30 pm, except on the latter day, until midnight. From 19:00h on 9 September, entry will only be possible through the pedestrian gates and the goods gates will be closed for the installation of recyclable carpeting.

The **departure of goods and decoration material** will take place on Saturday 13th September from 19:30h to 24:00 h. From 19:30 to 20:30 h\*.

exit will only be possible through the pedestrian gates for the removal of recyclable carpeting.

Sunday 14th September from 8:30 am to 3:00 pm.

\*Approximate time of departure of goods, which will be subject to the removal of the fair carpeting, scheduled once the fair is over.

**Dismantling of the stands** will take place on Sunday 14th September from 15:00h to 19:30h and Monday 15th and Tuesday 16th September from 8:30h to 21:30h.

## General assembly regulations

For **safety** reasons, and as a general and permanent preventive measure due to the concurrence of activities, **it is mandatory to wear a protective helmet, high visibility vest and safety shoes during the assembly and disassembly phases of fairs and events in all exhibition areas**.

**During assembly, it is not necessary to carry passes**; therefore, there are no assembler's passes.

No assembly work may begin without the prior completion and submission to IFEMA of the Protocol "Prevention and Coordination of Business Activities" Protocol to IFEMA" available on the IFEMA website MADRID ifema.es -Exhibitors -Participation Rules -Forms (Article 15 of the general rules for participation in fairs organized by IFEMA MADRID. available on the IFEMA MADRID website ifema.es -Exhibitors -Participation Rules -Forms (Article 15 of the general rules for participation in fairs organized by IFEMA MADRID. available on the IFEMA MADRID website ifema.es -Exhibitors -Participation Rules -Forms (Article 15 of the general rules for participation in fairs organized by IFEMA MADRID. available on the IFEMA MADRID website).

**Regulations for the circulation and parking of vehicles during the event:** inside the fairgrounds it is expressly forbidden to keep vehicles parked in the loading and unloading areas, so that they may only park in the areas designated for this purpose, paying the corresponding fee if applicable. Once the event has opened, it is not allowed to circulate with any vehicle inside the pavilions and the avenue, unless expressly authorized by IFEMA MADRID (article 14 of the provisions of the regulations).

**Management of waste and assembly and exhibition materials:** all companies participating in the assembly and dismantling of stands at the fair/event must manage, as directly responsible, the waste they generate for their removal within the deadlines set. IFEMA MADRID will make available the possibility of hiring containers to facilitate the selection and removal of waste and will supervise the same (see rates in the Expo Zone Customer Portal, in Contracting Services, section on cleaning and waste containers).

The exhibitor shall lose any right to claim for loss or damage to materials still remaining in the exhibition areas of the pavilion after the deadline and shall bear the costs related to their removal, which will be invoiced by IFEMA MADRID in accordance with the established rates (see art. 35 of the general regulations for exhibitors' participation in events organized by IFEMA MADRID).

### SPECIAL AUTHORIZATIONS

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

Prevention of occupational risks and coordination of business activities.

- ♦ Application for authorisation for private surveillance 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/soporte/expositores-ifema-recinto>



# 1. HOW TO PARTICIPATE. REGULATIONS

**Installation of recyclable carpeting in common areas:** in line with IFEMA MADRID's commitment to the 2030 SDGs (United Nations Sustainable Development Goals), as indicated in the [Guide to Sustainable Participation in Fairs and Events](#), and with the aim of optimising the process of installation and removal of recyclable carpeting for subsequent reuse and consequent elimination of the protective plastic at source, the times of entry and exit of goods must be adapted to these processes and will be reflected in the corresponding point. Thank you for your collaboration with our environmental commitment.

Exhibitors may only occupy the strictly contracted space without the possibility of occupying the perimeter of the stand with their products. Should this occur, this space will be invoiced.

## Turnkey stands. Regulations and customisation.

All modular stands that include interior decoration with panels, profiles, totems, platforms, trusses, etc., are **REQUIRED to UPDATE their project in THEIR EXPO ZONE before 4 August 2025.**

The elimination or substitution, by the exhibitor, of any element of the modular or turnkey 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.

**The distribution of all the elements that make up the stand, the extras requested, as well as the structural elements necessary to support the stand, will be adapted to the exhibitor's needs, provided that it is technically feasible and the plan with the relevant indications IS UPLOADED IN THE EXPO ZONE 15 days before the start of assembly: 20 August 2025.**

## CUSTOMISE YOUR STAND WITH US: GRAPHIC DECORATION FOR STANDS

Customise your modular stand with the image of your brand, to generate maximum impact on visitors. We offer you a wide range of graphic materials (vinyl, foam, Forex, tarpaulins...) versatile and adaptable to all the elements of your stand (walls, furniture, fronts, banners, displays...). Ask for more information and a quote. Our specialised team will monitor the production and installation.

**[decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)**

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.

**To contract services**, you must do so through our online channel, which you can access from the following link: [Commerce](#).





# 1. HOW TO PARTICIPATE. REGULATIONS

INTERGIFT

## Free design stands. Regulations and assembly

Companies opting for free-standing construction of their **stands** must **SUBMIT THEIR EXPO ZONE** the project for approval **before 4 August 2025**.

**If your project includes a rigging structure, you must send a specific project to [rigging@ifema.es](mailto:rigging@ifema.es) before 4 August 2025.**

## Assembly rights

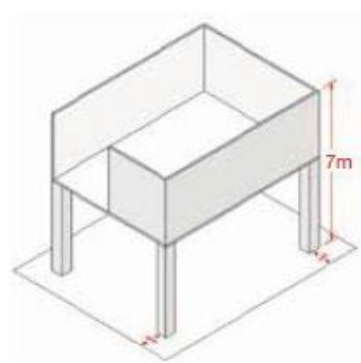
The company responsible for the stand assembly work must pay IFEMA MADRID, before starting the work, the assembly fees corresponding to the services provided during the Fair's assembly and dismantling period. If, as the exhibitor, you wish to pay these assembly fees and have them included in your invoice, you must contract them at the Expo Area.

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.**

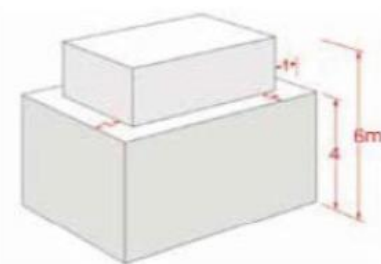
This surcharge increases the price by 25% when the booking is made during the week prior (7 days before) to the start of the assembly, during the assembly, celebration and dismantling.

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

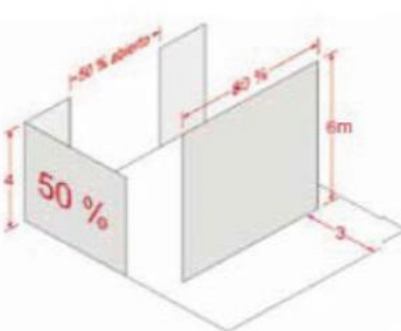
Segunda planta.  
Máxima ocupación segunda planta.



Normativa de alturas.  
Máxima ocupación espacial a ocupar con cualquier elemento.



Cerramientos.



## SPECIFIC ASSEMBLY RULES FOR FREE-DESIGN STANDS

### Height

- Maximum authorised height in perimeter line: 4 m.
- In order to be able 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.
- Building elements, decorations and spotlights may not protrude more than 50 cm beyond the allotted 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 façade to the corridor.
- For longer enclosures, these must be set back a minimum of 3 m inwards and may not exceed 80% of the length of the frontage.

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.

Exceptionally, the Commercial Management may authorise the construction of free-design stands for companies with less than 50m2 that provide a special design that differentiates them from the modular design, subject to presentation of the corresponding project through the Expo Zone.

The pavilion columns that remain inside a stand may be used to place a foam, board or canvas type element on it, without being glued or fixed directly to the column and with the prior approval of the Technical Secretariat management.

## DESIGN YOUR STAND WITH US

In addition to turnkey stands, we offer you a comprehensive stand design service, with our guarantee and fully adapted to your needs. We take care of the planning of your space, the design, assembly and dismantling. Request, free of charge and without obligation, a project adapted to your needs by sending an email to [infodesign@ifema.es](mailto:infodesign@ifema.es)

### I want to know more

[Design Stands | INTERGIFT](#)

**To contract services**, you must go through our online channel, which you can access from the following link: [Commerce](#).



1.7. Participation Fees

SPACE	From to 16 a 99,5 m2	From to 100 a 200 m2	From to 200,5 a 300 m2
1 Hallway	102,90 €/m2 + VAT (1)	96,50 €/m2 + VAT (1)	86,20 €/m2 + VAT (1)
2 Hallways	107,90 €/m2 + VAT (1)	100,90 €/m2 + VAT (1)	89,30 €/m2 + VAT (1)
3 Hallways	113,18 €/m2 + VAT (1)	106 €/m2 + VAT (1)	94,60 €/m2 + VAT (1)
4 Hallways	117,48 €/m2 + VAT (1)	111,20 €/m2 + VAT (1)	98,65 €/m2 + VAT (1)

	De 300,5 a 500 m2	Más de 500 m2
1 Hallway	82,05 €/m2 + VAT (1)	75,70 €/m2 + VAT (1)
2 Hallways	85,14 €/m2 + VAT (1)	78,87 €/m2 + VAT (1)
3 Hallways	89,30 €/m2 + VAT (1)	84,17 €/m2 + VAT (1)
4 Hallways	93,63 €/m2 + VAT (1)	87,18 €/m2 + VAT (1)

SERVICES		PRICES
Liability insurance (covers up to €60,000)		72,84€ + VAT (1)
Multi-trade insurance (covers up to €50,000)		69,15€ + VAT (1)
Minimum electricity consumption (0,13 kW/m <sup>2</sup> )		7,43€ + VAT (1)
Rights of assembly		
Type A: spaces without decoration, or occupied by carpeting or flooring		2,77€/m <sup>2</sup> + VAT (1)
Type B:basic modular stands made of aluminium or similar		5,56€/m <sup>2</sup> + VAT (1)
Type C:modular design stands in aluminium, carpentry stands and other materials		8,75€/m <sup>2</sup> + VAT (1)
Turnkey modular stands	PREMIUM	58,40€/m2+VAT
	BASIC	29,03€/m2+VAT
CONECTA PLAN (former Marketing and Communication pack + LIVE Connect)		450€ + VAT (1)

1.8. Payment terms and methods

DATES FOR MAKING PAYMENTS

- **16 June 2025:** deadline for the payment of the first **50%** of the contracted space, which means the formalisation of your participation.
- **21 July 2025:** deadline for payment of **100%** of the contracted space and services.

PAYMENT METHODS

You can pay in the following ways:

Transfer to: IFEMA MADRID / INTERGIFT SEPT 2025

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

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](mailto:servifema@ifema.es)

- ❖ Cheque made out to IFEMA MADRID/ INTERGIFT SEPT 2025.
- ❖ 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 bearer cheques are not accepted.

In ZONA EXPO you will find your trade fair participation statement and invoices, once payments have been made. If you need an invoice to make a payment, please ask for it by mail to [servifema@ifema.es](mailto:servifema@ifema.es)

DISCOUNTS:

DOUBLE PARTICIPATION DISCOUNT

15% discount on the corresponding floor fee for exhibitors who participated in the last edition in February 2025 and renew their participation for September 2025.

NEW EXHIBITOR DISCOUNT

10% discount on the floor-only rate applicable to you. The following website. New exhibitors will be all those companies that have not participated in any of the have not participated in any of the last 2 editions.

DISCOUNT FOR EARLY PAYMENT

A 5% discount on the total amount of the contracted m2 fee if 100% of the space is paid for **before 16 June 2025**.

**SERVICE VOUCHER** of 5% of the value of the floor space up to a maximum of 1.000 € per exhibitor: This voucher will be applicable for furniture, signage, parking, signage, paid internet service and outdoor advertising, contracted by the exhibitor advertising, contracted by the exhibitor through the E-Commerce portal. It will be reflected in your statement of accounts once the services have been contracted. Assembly fees are not included.

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

This discount will also be applicable to services contracted by sending the plan of your stand to the technical secretariat. Not included are the minimum compulsory services of outdoor advertising, meeting rooms, graphic decoration of stands or specific services of the fair such as exhibitor passes, invitations...

SURCHARGES:

**25% increase** for the contracting of services, including **assembly fees, requested 7 days before the start of assembly (28 August 2025)**.

(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.



## 1.9. Specific rules for participation

The decision to accept the exhibitor will be at the discretion of IFEMA Madrid, taking into account the purpose of the fair and the availability of space. The minimum surface area for contracting is 16m<sup>2</sup>, the Show Management reserves the right to change, from one edition to another, the location of the stands occupied by exhibitors, if for reasons of sectorisation, product or image, it deems it appropriate.

Without prejudice to the Management of the fair 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. No exhibitor or visitor who cannot be accredited as belonging to the participating professional groups is allowed access, even if they have the corresponding pass or invitation.

Exhibitors are obliged to attend to their stand and remain with the products on display throughout the entire period and opening hours of the event, and will therefore not be allowed to collect the exhibition material from their stand until the fair closes, especially on the last day, Saturday 13 September 2025, until 19:00h. Failure to comply with these regulations could mean 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 displayed in their promotional material. The exhibitor undertakes to respect the rules and guidelines for the protection of the environment. Activities that may disturb other exhibitors are prohibited, and may not exceed 60 decibels.

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

The carrying out of activities that require the contracting of a specific catering service during the fair will require the completion of the 'Communication form for catering at stands' available at ifema.es and which should be sent to: [catering@ifema.es](mailto: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 aim 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.

## CANCELLATION

The Exhibitor's withdrawal from participation in the Show shall be grounds for termination of the contractual relationship between IFEMA MADRID and the Exhibitor for all purposes. Resignation must be communicated to the Show Management in writing to [intergift@ifema.es](mailto:intergift@ifema.es) and at a general level will entail the loss of the amounts that the exhibitor should have paid at the date of notification, in accordance with the calendar of payment deadlines set out in the Participation Application Form.

If the Show 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 communication 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 for Participation** in fairs organised by IFEMA MADRID.

These Specific Regulations, including the participation and assembly regulations in this chapter, are complemented by the **General Regulations for Exhibitor Participation in Exhibitions Organised by IFEMA MADRID**, which all exhibitors, by virtue of being exhibitors, accept.



# 1. HOW TO PARTICIPATE. REGULATIONS

1.10. Calendar

When	What	How	Who attends to you
Until 25 April, 2025	Participation application form (priority deadline for exhibitors of previous editions)	Fill in the online application form	Competition management: <a href="mailto:intergift@ifema.es">intergift@ifema.es</a> Customer service (Exhibitors): (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
From 25 April, 2025	Application to participate	- Continuation of the process of receiving requests to participate. - Offers of space from that date onwards, award and dispatch of Participation Contracts.	Competition management: <a href="mailto:intergift@ifema.es">intergift@ifema.es</a> Customer service (Exhibitors): (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Until 16 June 2025  Until 21 July 2025	Payments	- Until 16 June 2025: 50% of the amount of the space. <b>Early payment discount of 5%</b> on the total amount of the contracted m2 rate if 100% of the space is paid before this date. - Until 21 July 2025: 100% of the amount of the space and services contracted.	Servifema: <a href="mailto:servifema@ifema.es">servifema@ifema.es</a> Customer service (Exhibitors): (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Until 4 August 2025	Free design projects	Deadline for uploading free design projects to the EXPO ZONE. If the project includes hanging elements, a separate project must be submitted and sent to <a href="mailto:rigging@ifema.es">rigging@ifema.es</a>	Technical Secretary IFEMA MADRID Line Exhibitors (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
	Procurement of services	Services contracted with a 5% discount.	
Until 20 August 2025	Customisation of modular stands	- Present the interior decoration projects for modular stands. - Choose carpet and wall colour for premium stand and only carpet for basic stand in ZONA EXPO. - Communicate the signage in ZONA EXPO. - They will have to consult the modular stand project in ZONA EXPO, or upload the same with the stipulated modifications.	Technical Secretary IFEMA MADRID Line Exhibitors (+34) 917223000 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>





# 1. HOW TO PARTICIPATE. REGULATIONS

INTERGIFT

## 1.10. Calendar

When	What	How	Who attends to you
From 28 August 2025	Contracting services	25% increase on prices for last minute contracting of assembly rights and all other services.	Línea IFEMA MADRID Exhibitors (+34) 917223000 atencionalcliente@ifema.es
From 4 to 7 September 2025	Stand assembly	- 4 September, extended hours from 6:00 to 23:30h. - From 5 to 7 September, from 8:30 to 22:30h	-
8 September 2025	Delivery of modular stands	From 8:30 a.m.	Ward Manager
8 and 9 September 2025	Goods receipt	- 8th September from 8:30 to 22:30 h. - 9th September from 8:30 to 24:00 h.	Ward Manager
From 10 to 13 September 2025	Fair celebration	Opening hours from 10:00 to 19:00 h.	-
13 and 14 September 2025	Goods issue	- 13th September from 19:30 to 24:00h. From 19:30 to 20:30h, exit will only be possible through the pedestrian gates to remove recyclable carpeting. - 14th September from 8:30 to 15:00h.	Ward Manager
14,15 and 16 September 2025	Dismantling of stands	- 14th September from 15:00 to 19:30 h. - 15th and 16th from 8:30 to 21:30 h.	Ward Manager



### 2.1. Expo Zone. Manage your participation and your space. Contracting additional services. E-commerce

Access our customer area Zona Expo from the web:

<https://www.ifema.es/en/intergift> to manage your company data, your contacts and everything related to your participation. You will be able to access your participation once you have confirmed your participation with your username (the e-mail address you used to fill in the application form).

#### What can I do from Zona Expo?

- Access to the details of each participation, plans and projects.
- Access the exhibitor's calendar.- View documents of interest.
- Manage exhibitor passes and request visa support letters.
- View documents of interest.
- Manage exhibitor passes and request visa support letters.
- Download discount vouchers: Renfe, Iberia, Iryo.- Send invitations and Club Cards.
- Access orders, payments, account status and invoices issued.
- Upload free design stand projects.
- Request the distribution of elements of modular stands, location and distribution of the warehouse, add the sign and choose the color of the carpet and walls in premium stand.
- Access to e-commerce for contracting services.

### 2.2. LIVE Connect: The digital platform you have access to with your Plan

**LIVE Connect** 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-show ecosystem

Post-show activity and visibility: access and share content and stay in touch with industry professionals.

#### Positioning

Highlight your company and increase the visibility of your offer.

#### What can I do from my Exhibitor area in LIVE Connect?

- Update my company's data visible in the web catalog and on the platform.
- Add my products and services, which will be visible on the platform.
- Register users from my team to access the digital event on the platform.
- Manage the agenda of the exhibiting company and the company's meetings in my stand at the fair.

#### What can I do at the digital event?

- Search for contacts of interest 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 about the offer of other exhibitors.
- Consult the activities and conferences, both on-site and online, and note them in my agenda.
- Scan visitor badges at the fair.
- Download my contact list



# 2. MANAGE YOUR PARTICIPATION

INTERGIFT

## 2.3. Exhibitor passes, transport discount vouchers, visas, invitations and buyer programme

### EXHIBITOR PASSES

Exhibitor passes will be managed from ZONA EXPO, in the section ‘Access to the event/Exhibitor passes’.



Each exhibitor will be allocated the passes corresponding to the contracted surface area, one exhibitor pass for every 5 m2 contracted with a minimum of 2 passes and a maximum limit of 50 passes per exhibitor.

Exhibitors may request **additional exhibitor passes free of charge by sending an email to [intergift@ifema.es](mailto:intergift@ifema.es).**

### PROFESSIONAL INVITATIONS

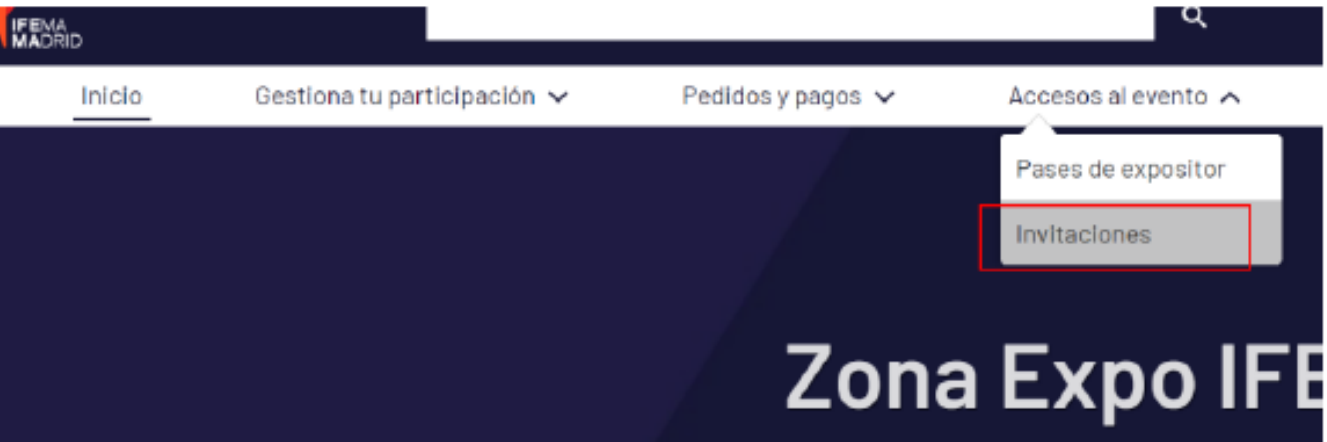
- Free online professional invitations: there are 500 per exhibitor and they can be sent both from the Expo area and through the newsletter you will receive. Professional clients who receive these invitations must register online, with a different email address for each registration, including the code received to obtain their free pass and access the fair directly, avoiding unnecessary queues.

- CLUB cards: include direct access to the fair for the holder and a companion and one free day of parking.and a companion and one day's free parking. Depending on thesurface area contracted, each exhibitor will have the following number of Club Cards for their buyers:
  - Less than 30 m2: 10 guests
  - From 30 to 50 m2: 20 guests
  - From 50.5 to 100 m2: 35 guests
  - More than 100 m2: 50 guests

If you need additional invitations, please send an email to: [intergift@ifema.es](mailto:intergift@ifema.es), indicating the exact number of guests.

Online registration will be open until September 13, 2025.

Free professional invitations and Club Cards will be sent through “EXPO ZONE / Event access / Invitations / Manage invitations”.



The following screen will then appear to customize the shipment:

A screenshot of the IFEMA MADRID website's 'Invitación: Feria - 100.00%' form. The form has three main sections: 1. 'Introduzca las direcciones de correo a las que quiere enviar la invitación' with a text area for email addresses. 2. 'Añadir saludo y texto adicional' with a text area for a message. 3. 'Si dispones en tu empresa de un departamento para el cumplimiento del RGPD, añade los datos de contacto' with a text area for contact information. There is an 'Enviar invitaciones' button at the bottom right.

In addition, we offer all exhibitors the possibility of using **professional paper invitations**, at a rate of 1 per m2 up to a maximum of 500 per exhibitor, which they will receive by courier. This type of invitation also requires the visitor to complete the online registration process, with a promotional code.

We appeal to exhibitors to make good use of the invitations, sending them exclusively to professionals of the sector to guarantee the professionalism of the fair. Access controls may be carried out for this purpose. Professionals who receive the invitation code must register ONLINE through the INTERGIFT website, [ifema.es/intergift](http://ifema.es/intergift), in the section “Purchase your pass” and enter the invitation code received to obtain their free pass to access the fair. (Invitation codes cannot be redeemed at the counter).

It will be absolutely necessary for all Professional Visitors who are going to access the venue with a Professional Invitation, to be accredited as Professionals, through [ifema.es/intergift/entradas](http://ifema.es/intergift/entradas)

(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. MANAGE YOUR PARTICIPATION

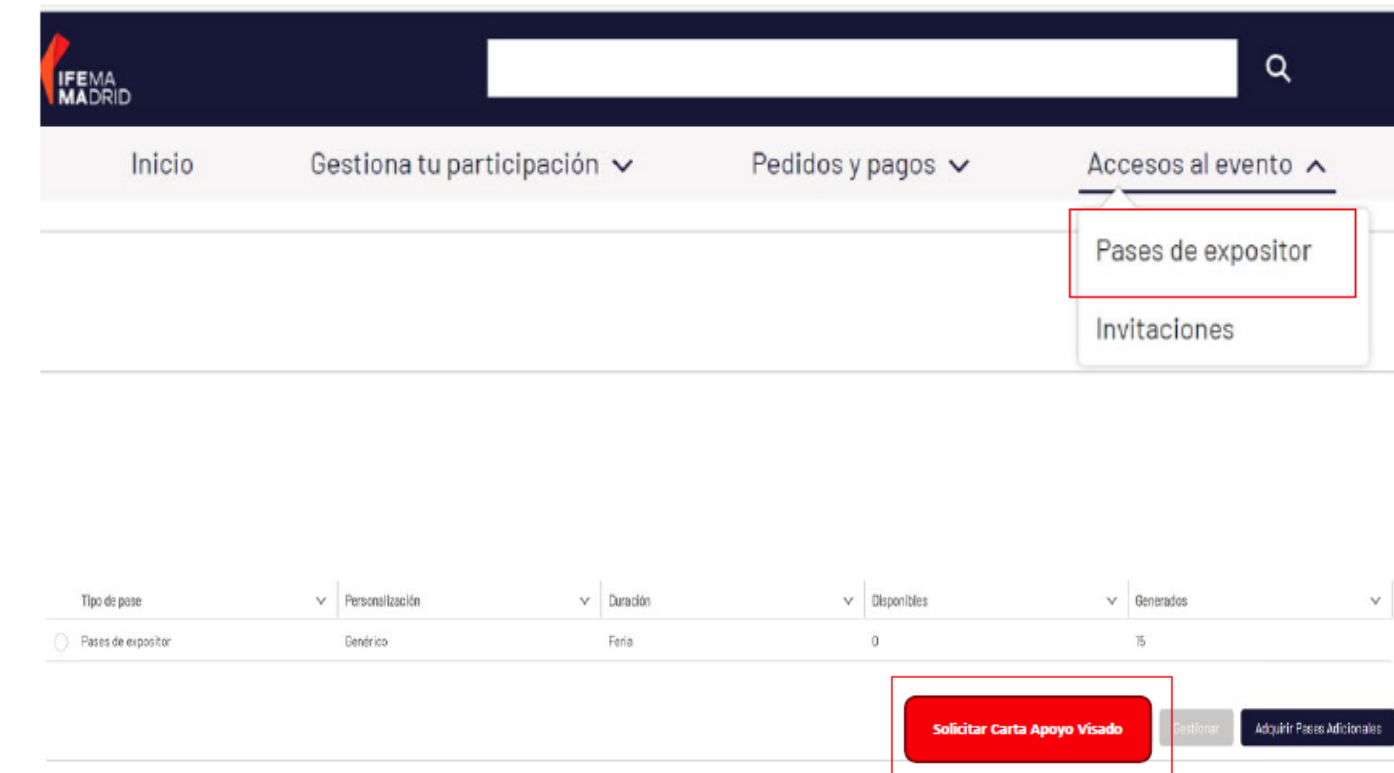
INTERGIFT

## VISA MANAGEMENT

If you require a visa to travel, you **can request letters of support from ZONA EXPO** to arrange it. **To do so, you must first personalise your exhibitor pass and have formalised payment** for your participation in accordance with the payment schedule (see point 1.7).

Once these two requirements have been met, from 'EXPO ZONE/Access to the event/Exhibitor passes' you will have access to the 'Request visa support letter' button.

We advise you to start the formalities as soon as possible, as the deadline for visa applications is usually at least 30 days before travelling.



## DISCOUNT VOUCHERS FOR TRANSPORT

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





## 2. MANAGE YOUR PARTICIPATION

INTERGIFT

### 2.4 Other relevant information

#### Shipment of goods to the site

**IFEMA MADRID staff is not authorized to receive any goods destined for your stand.** To send goods to the venue the exhibitor must indicate in the delivery address:

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

The goods must be received by your company's staff at your stand and arrive during the days set aside for the entry of goods and decoration.

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

DB Schenker office at IFEMA MADRID: Pavilion 7

Phone: +34 91 330 51 77

[ifema.madrid@dbschenker.com](mailto:ifema.madrid@dbschenker.com)

#### CUSTOMS REGULATIONS

1. All products coming from non-EU countries must go through customs procedures, with special mention to the fact that since January 1, 2020, the United Kingdom has been treated as a third country, so all shipments originating in the United Kingdom must regularize their merchandise through the corresponding customs procedure.
2. Exhibiting companies must have the details of the customs agent who carries out the clearance of their goods or, failing that, a copy of the customs documentation of entry into the European Union.

3. The 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 Center until their situation has changed and customs formalities have been completed. It may only be deposited during these procedures in the warehouse of the official logistics agent within the Fairgrounds.

5. It is strictly forbidden to exhibit, sell, consume or distribute non-Community merchandise at a trade fair before the customs procedures have been completed. This includes promotional material.

6. Products that are transported as hand luggage must be declared at Barajas Airport in the RED CHANNEL ("Something to declare") and must regularize the merchandise 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 Fairgrounds until the appropriate documents are presented.

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

*Avenida Partenón s/n*

*Entrada Oeste - acceso calle Rivera del Sena*

*Pabellón de servicios nave 2*

*28042 Madrid*

**In order to avoid unwanted situations, and for any questions that may arise, you can contact our Customs Logistics Operator, DB SCHENKER: (+34) 91 330 51 77; email: [ifema.madrid@dbschenker.com](mailto:ifema.madrid@dbschenker.com)**

#### CATERING AT THE STAND

Los expositores que vayan a ofrecer, con carácter gratuito, restauración/catering en su stand, deberán cumplimentar el formulario.

[<comunicación para la realización de restauración/catering en stands>](#)

Disponible en la web de IFEMA MADRID y remitirlo con todos los datos solicitados a [catering@ifema.es](mailto:catering@ifema.es)

#### PARKING CATERING / REFRIGERATED TRUCKS

There is a parking area for catering vehicles and refrigerated trucks, with the possibility of electrical connection. You can hire it through the **eCommerce**

#### DAILY REPLENISHMENT OF GOODS

There is the possibility of introducing goods in an interrupted way through the service doors, located at the back of the pavilions. Later on we will inform you about the patterns enabled for this purpose and the schedules for the daily replenishment of goods.

#### ROOM RENTAL

For the exhibitors of the event, there is the possibility of renting rooms at the venue if you wish to prepare a conference, reception, press conference or product presentation during the fair. It is necessary to make a reservation in advance. Request an estimate without any kind of commitment via email [uanproduccion@ifema.es](mailto:uanproduccion@ifema.es)

[MORE INFORMATION](#)



# 2. MANAGE YOUR PARTICIPATION

INTERGIFT

## 2.5. Site plan





2.6. FREQUENT QUESTIONS

Ask	Reply
<p><b>REGULATIONS</b></p> <p>Where can I consult the IFEMA MADRID General Rules of Participation to which my participation is subject?</p>	<p>In addition to the Exhibitor's Guide, your participation in INTERGIFT is subject to the IFEMA MADRID General Rules of Participation, about which you should be informed and which you can access from the IFEMA MADRID website (<a href="http://www.ifema.es">www.ifema.es</a>) and from the following link <a href="#">IFEMA MADRID General Rules of Participation</a>.</p>
<p><b>REGULATIONS</b></p> <p>Can I hold raffles and drawings at the stand?</p>	<p>Raffles, and random combinations constitute gambling modalities provided for in articles 3.2 and defined in article 15 of Law 6/2001 of July 3, 2001 on gambling in the Community of Madrid.</p> <p>You have all the information in the following form <a href="https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas">https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas</a></p>
<p><b>REGULATIONS</b></p> <p>Is it mandatory to attend the stand at all times?</p>	<p>Yes, the exhibitor is obliged to attend its stand and remain with the products exhibited during the entire period and opening hours of the event, especially on the last day, Saturday, September 13, 2025, until 19:00h. Failure to comply with these regulations could mean the loss of the right to preferential renewal of the space allocated.</p>
<p><b>REGULATIONS</b></p> <p>Regulations and support for assemblers at the fairgrounds</p>	<p><a href="https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds">https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds</a></p>
<p><b>PARTICIPATION MODALITIES</b></p> <p>What is the difference between the floor only option and the turnkey modular stand option?</p>	<p>The floor-only modality includes only the contracting of the space and the compulsory elements (insurance, minimum electricity consumption and the CONECTA EXHIBITOR PLAN), and it is the exhibitor who has to create a free-design stand or contract it through the stand design service offered by IFEMA MADRID.</p> <p>Modular stands are delivered assembled. See description in section 1.5.</p>



2.6. FREQUENT QUESTIONS

Ask	Reply
<p><b>MERCHANDISE</b></p> <p>Can I send merchandise to my stand?</p>	<p>IFEMA MADRID staff is not authorized to receive goods from your stand. To send goods to the venue, the exhibitor must indicate in the delivery address: IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain). INTERGIFT Fair. Name of your company. Pavilion and stand number.</p> <p>The merchandise must be received by your company's personnel at your stand and arrive during the days set aside for the entry of merchandise and decoration. In case it is not possible to comply with the above, we recommend you contact the collaborating merchandise management company: DB Schenker Office at IFEMA Trade Fair Center MADRID: Hall 7, (+91) 330 51 77. <a href="mailto:ifema.madrid@dbschenker.com">ifema.madrid@dbschenker.com</a></p>
<p><b>ACCESS FOR ASSEMBLY AND DISASSEMBLY</b></p> <p>Can I access the site with vehicles for assembly and disassembly or loading and unloading of goods?</p>	<p>Access to IFEMA MADRID and inside the halls will be through the doors and on the days and times indicated in this Exhibitor's Guide. Access to the inside of the halls will be exclusively for unloading materials. Vehicles may not remain parked inside the halls or in adjacent areas.</p> <p>We remind you that, for occupational safety reasons, it is strictly forbidden to park in front of the goods entrance gates.</p> <p>IFEMA MADRID is not responsible for the surveillance of vehicles while at Feria de Madrid.</p> <p>There is a parking area for trucks and another for cars, which may be used by paying, if applicable, the corresponding fees. Consult rates. . <a href="#">Check rates</a></p>
<p><b>ASSEMBLY</b></p> <p>Are assembler's passes necessary during the assembly/disassembly of the fair?</p>	<p>No. The requirements to be allowed to ride are to pay 100% of your participation, to have presented and approved the project, to have paid the assembly fees, and to have completed the occupational risk protocol.</p>
<p><b>RIGGING</b></p> <p>What procedure do I have to follow to hang structures in the halls/rigging?</p>	<p>Exhibiting companies may hang elements from the roofs of the halls according to the procedure described in the <a href="#">"Regulations for hanging structures in Halls"</a> and filling in the form <a href="#">"Application for authorization to hang structures/ Rigging"</a> and send it to <a href="mailto:rigging@ifema.es">rigging@ifema.es</a></p>
<p><b>BILLING</b></p> <p>How can I request my invoices?</p>	<p>Invoices are not generated by default. You must request them directly to the IFEMA MADRID invoicing department (<a href="mailto:servifema@ifema.es">servifema@ifema.es</a>) indicating the fair where you are exhibiting and the concepts to be included in the invoice. Once it has been generated, it will be available in your Expo Zone.</p>
<p><b>CONTRACTING SERVICES</b></p> <p>Where can I hire the services of my stand?</p>	<p>Accessing the E-commerce inside the Expo Zone or through the following link <a href="https://shop.ifema.es">https://shop.ifema.es</a></p>



2.6. FREQUENT QUESTIONS

Ask	Reply
<p><b>EXPO ZONE</b></p> <p>How to use the EXPO ZONE?</p>	<p>The <a href="#">following video</a> shows a tutorial on the use of the EXPO ZONE</p>
<p><b>EXPO ZONE</b></p> <p>What are the utilities of my Expo Zone?</p>	<p>It is used to manage the participation of each exhibiting company in INTERGIFT.</p> <ul style="list-style-type: none"><li>• Registration of contacts that will access the Expo Zone and management of access permissions.</li><li>• Access to the exhibitor's calendar.</li><li>• View documents of interest.</li><li>• Manage exhibitor passes, request visa support letters and send invitations.</li><li>• Access to payments, account status and invoices issued.</li><li>• Upload free design stand projects and distribution of modular stand elements.</li><li>• Add signage and choose carpet color for exhibitors with modular stands.</li><li>• Access to e-commerce for the contracting of services.</li></ul>
<p><b>LIVE CONNECT</b></p> <p>What does the CONECTA PLAN include?</p>	<p>This concept of compulsory contracting includes the following services:</p> <ul style="list-style-type: none"><li>• Diffusion of participation in the fair through insertion in the list of exhibitors accessible in open access on the fair's website and shared in communications.</li><li>• Presence during the celebration of the fair in the pavilion plans and exhibitors' lists.</li><li>• Presence as exhibitors in the digital event of the fair INTERGIFT LIVE Connect with 10 products or services associated with the company file.</li><li>• Access to IFEMA MADRID's "ZONA EXPO" customer portal to manage participation.</li><li>• Exhibitor passes according to the contract (see point 2.2).</li><li>• Online invitations according to the contract (see point 2.2) and delivery service through the EXPO ZONE as well as Club Cards and Buyers Program.</li><li>• Discount vouchers on transportation.</li><li>• Premium wifi connection for 3 users during the entire fair (5 GHz devices). Access codes will be sent the days prior to the start of the fair.</li><li>• Access to INTERGIFT LIVE Connect for 3 users with connection functionalities to generate business opportunities.</li></ul>



2.6. FREQUENT QUESTIONS

Ask	Reply
<p><b>LIVE CONNECT</b></p> <p>What are the utilities of my LIVE Connect?</p>	<p><b>In my company's exhibitor area in LIVE Connect:</b></p> <ul style="list-style-type: none"><li>• Update the company data visible in the catalog and INTERGIFT LIVEConnect.</li><li>• Display the offer of products and services.</li><li>• Manage the company's appointment schedule for professional meetings at the stand.</li><li>• Register other team members with access to LIVE Connect.</li></ul> <p><b>At the trade show in LIVE Connect:</b></p> <ul style="list-style-type: none"><li>• Complete my personal profile on the platform and my agenda of availability for meetings.</li><li>• Search for contacts of interest in the professional network and request and agree to be a contact for chatting and videoconferencing.</li><li>• Scan professional visitor passes at the fair.</li><li>• View information about the offer of other exhibitors.</li><li>• Consult the activities with the possibility of scheduling them and viewing the digital content available.</li></ul>
<p><b>CATERING</b></p> <p>Can I hire a catering service or serve my own food and beverages at the stand?</p>	<p>Yes, exhibitors who are going to offer, free of charge, a catering service at their stand, may do so either by submitting their request with the catering companies approved by IFEMA MADRID (<a href="#">Consult HERE the list</a>) or through other catering service providers. In this case, it is essential to fill in the form "<a href="#">Notification for the provision of catering services on stands</a>" available in the exhibitors' area of the institutional website and send it, with the information requested therein, to <a href="mailto:catering@ifema.es">catering@ifema.es</a> for its knowledge and appropriate effects.</p> <p>In case of failure to make the above-mentioned communication to IFEMA MADRID, the Exhibitor will not be able to offer this service in its stand.</p> <p>The Exhibitor assumes liability to third parties for claims arising from the aforementioned catering service, exonerating IFEMA MADRID from any liability in this regard.</p>
<p><b>AFTERWORK PARTY</b></p> <p>Can I extend the exhibition day by having a fun after-work party at my stand after the closing of the fair?</p>	<p>The celebration of a recreational afterwork outside exhibition hours is subject to prior authorization. They can only be held at the close of the fair (7pm) until 9pm.</p> <p>It is essential to send the authorization request to <a href="mailto:intergift@ifema.es">intergift@ifema.es</a></p>



2.6. FREQUENT QUESTIONS

Ask	Reply
<p><b>STAND DECORATION</b></p> <p>Can I decorate and/or set up my stand with IFEMA?</p>	<p>Yes, IFEMA MADRID offers two main services:</p> <p><u>Graphic decoration for stands</u>: Customize your modular stand with the image of your brand generating maximum impact on visitors. There is a wide range of versatile graphic materials adaptable to walls, furniture, fronts, banners, etc. You can request information and a quote at <a href="mailto:decoraciongrafica@ifema.es">decoraciongrafica@ifema.es</a></p> <p><u>Stand design</u>: consists of an integral service of stand design totally adapted to your needs. From the planning of your space, design, assembly and disassembly. You can request information and budget at <a href="mailto:infodesign@ifema.es">infodesign@ifema.es</a></p>
<p><b>VISAS</b></p> <p>How do I request the visa support invitation letter?</p>	<p>Visa support letters are handled through the Expo Zone. To do so, you must first customize your exhibitor passes. Once the exhibitor passes have been processed, you will be able to request the invitation letters and download them to your computer.</p> <p>In order to be able to request the letters, you must be up to date with your payments according to the payment schedule.</p>
<p><b>COMPULSORY INSURANCE</b></p> <p>What coverage do I have as an exhibitor with the insurance included?</p>	<p>You can consult the coverage of the compulsory insurance policies in the <a href="#">IFEMA MADRID exhibitor support area</a>.</p>
<p><b>WIFI</b></p> <p>How do I access the WIFI network as an exhibitor?</p>	<p>As an exhibitor you will receive as part of the CONECTA PLAN wifi connection for 3 users during the entire fair for exclusive use by stand holders. It is essential that the devices that allow connection in the 5 GHz band. Access keys will be sent the days before the start of the fair. You can contract additional wifi access from the e-commerce located within the Expo Zone or through the link <a href="https://shop.ifema.es">https://shop.ifema.es</a></p>
<p><b>PARKING</b></p> <p>How to hire parking at IFEMA?</p>	<p>Exhibiting companies may contract parking spaces from e-commerce located within the Expo Zone or through the link <a href="https://shop.ifema.es">https://shop.ifema.es</a></p> <p>Once the contract has been made, parking badges can be picked up from September 4 (first day of assembly) at the exhibitor service desk, located in the central boulevard between pavilions 6 and 8.</p>



# 3. PROMOTE AND MONETIZE YOUR PARTICIPATION

## 3.1 How to make my participation profitable

- Prepare complementary promotional activities to your participation prior to the fair in order to maximize and get the most out of your investment.
- Send your clients the personalized communication sent by the fair by e-mail, with your company name and access to on-line registration.
- Use the social media creativities that we provide to advertise your presence at the fair indicating your company name and stand number. These elements will be available in the Expo Zone.
- Use sponsored promotional elements with your logo or brand image: badge lanyards, other specific elements defined by your company to hand out to visitors: [intergift@ifema.es](mailto:intergift@ifema.es).
- Hire outdoor display cases with high visibility, located at the entrance of the pavilions: [intergift@ifema.es](mailto:intergift@ifema.es)
- Contract other Advertising Services and Promotional Elements by contacting [publicidad@ifema.es](mailto:publicidad@ifema.es) or by phone (+34) 91 722 53 08/40.
- Contract other optional Promotional Elements and Services focused on increasing the visibility of your brand, before, during and after the event, before August 12, 2025:
  - Banners
  - Advertising on the platform
  - Sponsored newsletters

In addition, we invite you to follow us on social networks and share our content to dynamize your own social networks. The official hashtag is #intergift2025.

Invite your customers by sending them:

- Free professional invitations online and on paper
- Club cards
- Personalized communications

## 3.2. Exhibitors' catalog

The trade show catalog, or list of exhibiting companies, is an indispensable promotional and networking tool. It provides visitors and other exhibiting companies with basic information to prepare for the show and makes it easier for them to find and contact you before, during and after the event.

- Enter and update your contact details, the products or services presented and the information you consider relevant to give the highest visibility to your company and get the highest return on your participation.
- The entire environment and digital communication of your participation is channeled through Live Connect.
- Take full advantage of the platform offered by IFEMA to communicate your participation, schedule appointments, showcase your products and contact your target audience.

## 3.3. Flat visitors' guide

Intergift produces a visitors' map-guide that is distributed free of charge at the information points in each pavilion.

## 3.4. Networking

Enrich your contact list.

LIVE Connect gives you the opportunity to search for contacts among your participants. You can use filters by country, activity, position, products of interest, etc., to perform searches. Once you have located potential customers, you can ask them to contact you (by sharing information such as email and telephone number). Once you have been accepted, you can chat with them or invite them to a face-to-face meeting at a trade show or by videoconference at the LIVE Connect event.

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

Other users can request meetings by addressing their request either to the company in general (without prior acceptance of the contact) or to a particular team member (prior contact). In this way, the whole team will be able to schedule their schedule of appointments at the fair well in advance.

## 3.5. Invitations for your clients and contacts.

IFEMA provides you with invitations to the fair to promote your participation efficiently. Be sure to use this useful tool that we make available to you from your EXPO ZONE..

INTERGIFT



# 3. PROMOTE AND MONETIZE YOUR PARTICIPATION

INTERGIFT

## 3.6. Buyer program

To participate in the program, it is necessary to fill in the form that you will receive by email, with the proposals of your best buyers according to the m2 contracted. They must send it before **June 13, 2025**, to Ifema's International Department [hb.ifema@ifema.es](mailto:hb.ifema@ifema.es).

- National buyers:

- From 25 to 49.5 m2: 1 guest.
- From 50 to 100 m2: 3 guests
- From 100.5 to 300 m2: 5 guests
- Over 300.5 m2: 7 guests

- International buyers:

- From 25 to 49.5 m2: 1 guest
- From 50 to 100 m2: 2 guests
- From 100,5 to 300 m2: 4 guests
- Over 300.5 m2: 6 guests

## 3.7. Publish your news and novelties in SM and WEB.

Promote your products, services and news for free through the news section on the website and on our social media profiles at the fair. Contact our Social Media Agency, Annie Bonnie ([ifema@anniebonnie.com](mailto:ifema@anniebonnie.com)) and/or our Press Department, Pablo Santos ([psantos@ifema.es](mailto:psantos@ifema.es)).

## Outdoor and digital advertising

Advertising projects tailored to your needs:

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

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

See also the advertising options offered by the LIVE Connect platform.

## 3.9. Sponsorships

You have a wide range of promotional actions and sponsorships that will provide additional visibility and will allow you to develop high-impact actions for the national and international professional public visiting the fair:

CONSULT POSSIBLE SPONSORSHIPS : [patrocinios@ifema.es](mailto:patrocinios@ifema.es)

## 3.10. Special promotion actions

IFEMA offers its clients special marketing actions to optimize the impact of their presence at the venue.

Contact us: [publicidadexterior@ifema.es](mailto:publicidadexterior@ifema.es) Tel.: (+34) 91 722 53 08/40

## 3.11. Participation in Speaker'Corner conferences and lectures

Participates in presentations to propose activities of interest to the sector and visitors. Present novelties and outstanding projects.

Contact with: [uanproduccion@ifema.es](mailto:uanproduccion@ifema.es) ; (+34) 91 722 30 00





# 4. SUSTAINABILITY MANAGEMENT AT IFEMA MADRID

INTERGIFT

**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.

## 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.

## CARPET RECYCLING:

IFEMA MADRID recycles 100% of the carpet used in corridors and common areas. To do this, it is essential to start removing it before dismantling begins, which implies a distribution by strips, instead of covering the entire space as before.

In this way, we can guarantee its transformation into 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)





Department	Ask me about	Contact		
Event address	<ul style="list-style-type: none"><li>Space Rental</li><li>General topics of participation in the fair</li><li>Exhibitor passes</li><li>Professional visitor invitations</li><li>Activities and forums at the fair</li></ul>	Director	Julia González	<div>(+34) 91 7223000</div> <div><a href="mailto:intergift@ifema.es">intergift@ifema.es</a></div>
		Comercial Manager	Natalia García- <i>Área Home</i>	
			David Llorente - <i>Área Gift</i>	
		Comercial area	Maribel Moreno	
Customer Service IFEMA MADRID	<ul style="list-style-type: none"><li>Service Hiring</li><li>Expo Area</li><li>Visitor Information</li></ul>	<div>(+34) 91 722 30 00</div> <div><a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></div>		
Technical Secretariat (Fair Services Department)	<ul style="list-style-type: none"><li>Technical support tasks for exhibitors and contractors</li><li>Review of stand construction projects</li><li>Solutions to technical problems during the fair</li><li>Customization of modular stands</li><li>Coordination for stand catering services</li></ul>	<div>(+34) 91 722 30 00</div> <div><a href="mailto:stecnica@ifema.es">stecnica@ifema.es</a></div>		
Graphic Decoration	<ul style="list-style-type: none"><li>Hiring of graphic materials to personalize your stand</li></ul>	<div>(+34) 91 722 30 00</div> <div><a href="mailto:decoraciongrafica@ifema.es">decoraciongrafica@ifema.es</a></div>		
Comprehensive stand design service	Design and construction of custom-designed stands	<div>(+34) 91 722 30 00</div> <div><a href="mailto:infodesign@ifema.es">infodesign@ifema.es</a></div>		



# 5. CONTACT WITH US

INTERGIFT

Department	Ask me about	Contact
Outdoor Advertising	Hiring of advertising displays at the exhibition venue	(+34)91 722 53 40/08 <a href="mailto:publicidadexterior@ifema.es">publicidadexterior@ifema.es</a>
Communication and Marketing Department	Media Relations	<div><div><b>Director:</b> Raúl Diez <b>Head of Press:</b> Pablo Santos <b>International Press:</b> Elena Valera <b>Press Secretary:</b> Beatriz Sánchez-Heredero</div><div>(+34) 648 16 29 18 <a href="mailto:psantos@ifema.es">psantos@ifema.es</a></div></div>
Planning and Control Department	<ul style="list-style-type: none"><li>- Rental of various meeting and convention spaces at the exhibition venue, both during and outside of the fairs.</li><li>- Coordination of off-fair activities.</li></ul>	(+34)91 722 30 00 <a href="mailto:uanproduccion@ifema.es">uanproduccion@ifema.es</a>
Institutional Relations (Protocol)	<ul style="list-style-type: none"><li>- Institutional visits</li><li>- Guided tours</li><li>- Protocol for all events</li><li>- Institutional relations</li></ul>	(+34)91 722 30 00 <a href="mailto:infoifema@ifema.es">infoifema@ifema.es</a>
Security and Self-Protection Department	<ul style="list-style-type: none"><li>- General security and parking</li><li>- Access to the Exhibition Park</li></ul>	(+34)91 722 50 65 <a href="mailto:dseguridad@ifema.es">dseguridad@ifema.es</a>
Medical Service and Security Emergencies	<ul style="list-style-type: none"><li>- Medical emergency</li><li>- Healthcare for exhibitors and visitors during the fairs, setup, and dismantling</li></ul>	(+34)91 722 54 00



Thank you

