



Exhibitor's Guide

**04-06
Oct
2023**

Recinto Ferial

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1. Dates and times

LIBER Will be held at IFEMA MADRID, from October 4th to 6th, 2023

SCHEDULE: October 4th and 5th from 10 am to 7 pm
Friday, October 6th from **10 am to 5 pm** (*)

HALL: 14

LOCATION: IFEMA MADRID Avda del Partenón nº 5 • 28042 Madrid

OPENING: October 3th, 7 pm followed by the LIBER party in the Hall

LIBER PARTY: October 3th, from 8 to 10 pm. In hall 14
(Exclusive access for accredited exhibitors and co-exhibitors holding exhibitor passes, and holders of invitations to the LIBER Party)

(*) All exhibitors are kindly requested to respect the closing time of their stands and remain in them until **5 pm on October 6th**.

2. Participation application forms

All companies with business included in the sectors covered by the exhibition may apply to participate.

Admission of applications and allocation of spaces will be approved by the Exhibition Department, offering the best possible space and adapting it as far as possible to meet the exhibitors' needs.

The Direction of LIBER shall have the final say in the definitive allocation of stands.

3. Formalisation of participation

Participation will be formalised by completing the online Participation Application Form available on the trade fair's website, together with payment of 50% of the cost of the space: **ifema.es/liber**.

Presentation of the application form entails the complete acceptance of the IFEMA MADRID General Rules for Participation and any provisions, in general, that may be established by the Trade Fair Organisation.

Cancellation by the Exhibitor will be subject to IFEMA MADRID's General Rules of Participation.

Should the EXHIBITOR COMPANY designate another entity for any of the payments related to its participation, it must provide all the necessary invoicing details. Should the designated entity not accept responsibility for said payments in the agreed terms, the EXHIBITOR COMPANY will do so as and when requested by IFEMA MADRID.

4. Participation Modalities and Rates

4.1. BASIC TURNKEY STAND

Rates

- Minimum Stand 6 sq.m..... € 1.750. + VAT (1)
- Minimum Stand 6 sq.m..... Members € 1.636 + VAT (1)
- Rate per additional sq.m:
 - € 260 + VAT/sq.m. (1)
 - € 242 + VAT/sq.m. Members (1)
- Presence Elements of Promotion and Services..... € 300 + VAT (1)
- Presence Promotional Elements and Services for Co-Exhibitors (for companies participating in groupings)..... € 100 + VAT (1)

Include:

- Stand open onto aisles
- Aluminum structure in grey colour
- Melamine panels.
- Every stand is equipped with a storeroom as follows:
 - Less than 9 sq.m: 0,5x 1 with curtain
 - From 9 sq.m upwards: 1x1 with door
- Shelves of 1m.wide with 5 inclined shelves and 1 horizontal shelf every 3sq.m of stand.
- Standard trade fair carpeting in colours Jasper Grey, Process Blue, Black or Billiard Green In case of not choosing it, the colour will be Jasper Grey.
- Furniture including with stand: 1 round table (ME01) and 2 chairs (SI01)

Lighting

- General lighting based on led spotlights in rails at the rate of 1 spotlight every 3 sq.m of stand.
- Electrical switchboard equipped with mangetothermic differential, and with a built-in outlet of 500w, prepared for up to 130w/sq.m.

Lettering

- Sign in standard letters with the name of the exhibitor as well as the stand number placed on the front facing each passageway. Specify through the Exhibitors Area.

Included services

- Minimum electrical power (0,13 Kw/sq.m.).
- Basic Civil Liability and Multi-Fair insurance
- Daily stand cleaning (once a day).



Orientative drawing

(1) Companies registered in Spanish territory (not including the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, Spanish VAT will not apply to this transaction. For European Union companies, the exhibitor will be responsible for any VAT due in country in which they are registered

4.2. BOOK INDUSTRY STAND

Rates

- Minimum Stand 4 sq.m..... € 1.200 + VAT (1)
- Minimum Stand 4 sq.m..... Members € 1.152 + VAT (1)
- Rate per additional sq.m:
 - € 270 + VAT/sq.m. (1)
 - € 249 + VAT/sq.m. Members (1)
- Presence Elements of Promotion and Services..... € 300 + VAT (1)
- Services for Co-Exhibitors (for companies participating in groupings) € 100 + VAT (1)

Include:

- Stand open to one or more aisles
- Aluminium frame structure in grey
- Standard trade fair carpeting in colours Jasper Grey, Process Blue, Black or Billiard Green In case of not choosing it, the colour will be Jasper Grey.
- Furniture: 1 Round table 73cm high and 80 cm of diameter (ME01)
2 Chairs (SI01)

Lighting

- General lighting based on led spotlights in brackets at the rate of 1 spotlight every 4sq.m of stand
- Electrical installation comprising switchboard with differential circuit breaker, and with a built-in outlet of 500w prepared for up to 130w/sq.m.

Lettering

- Sign in standard letters with the name of the exhibitor as well as the stand number, placed on the front facing each passageway.

Included services

- Minimum electrical power (0,13 Kw/sq.m.)
- Basic Civil Liability and Multi-Fair insurance
- Daily stand cleaning (once a day).

(1) Companies registered in Spanish territory (not including the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, Spanish VAT will not apply to this transaction. For European Union companies, the exhibitor will be responsible for any VAT due in country in which the are registered



Orientative drawing

4.3. STAND MICRO LIBER

A space aimed at small publishers or star ups and entrepreneurs in the book sector entrepreneurs in the book sector.

Consult the event management for the conditions of participation.

4.4. FREE DESIGN STAND. FLOOR ONLY

Optional from 18 sq.m. upwards

Specific rules for free design stand assembly

In order to maintain the concept of an open and accessible fair with maximum visibility for each exhibitor, the maximum visibility for each exhibitor, the specific assembly rules for free-design stands are for free-design stands are as follows.

- All companies will be obliged to set up their stand, including at least the following stand, including at least the middle walls with the wall of the hall or with other stands hall wall or with other stands.
- Companies opting for free-standing construction of their stands must **send the project to the Technical Secretariat of IFEMA MADRID for approval before 1 September 2023: sectecnica@ifema.es**
- The company in charge of the stand assembly work will have to IFEMA MADRID, prior to the start of the work, must pay IFEMA MADRID the corresponding assembly fees (**assembly fee**) to IFEMA MADRID, prior to the start of the work, for the services rendered during the assembly and dismantling period of the Fair.

Free design space, stands with a surface area equal to or greater than 18 sq.m.

• Price

- Floor only..... € 207 /sq.m. + VAT (1)
- Floor only..... Members € 187 /sq.m. + VAT (1)

- Presence of Promotional Elements and Services.....€ 300 + VAT (1)
- Presence Promotional Elements and Services for Co-Exhibitors (for companies participating in groupings)..... € 100 + VAT (1)

Rates assembly permit

- Assembly Fees A..... € 2,52/sq.m.
- Assembly Fees B € 5,05/sq.m.
- Assembly Fees C.....€ 7,94/sq.m.

LIBER provides a complete stand design service, with the maximum guarantee of IFEMA MADRID and totally adapted to your needs. We take responsibility for planning the space, the design, the assembly and the dismantling. Please request a project designed to meet your needs, free of charge, by sending an email to **infodesign@ifema.es** or calling (+91) 722 57 22.

(1) Companies registered in Spanish territory (not including the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, Spanish VAT will not apply to this transaction. For European Union companies, the exhibitor will be responsible for any VAT due in country in which the are registered

5. Terms of payments and discounts

- **50% on renting the stand**
- **50% before September 4th, 2023**

4% prompt payment discount on floorspace rental:

The prompt payment discount will be applied once the application to participate at Liber2021 has been formalised and if full payment of all the floorspace rented is made prior to **July 31th, 2023**.

The 4% discount will only apply to floorspace rental.

PRESENCE IN PROMOTIONAL ELEMENTS AND SERVICES

Being an exhibitor entails the inclusion of the exhibitor company in the promotions, publicity and services that the Trade Fair Organisation offers for the purpose of advertising and promoting the exhibitor and their products/services.

The cost is € 300 + VAT (1)

This includes participation in the digital platform Matchmaking and presence in:

- Official Catalogue of Exhibitors
- Preview of the List of Exhibitors at **liber.es**
- Visitor's Guide
- Floorplan-guides of the Fair pavilion
- Promotion via Social Networks, on-line and off-line Media and Newsletter.
- Presence on the digital platform LIBER LIVEConnect.

SERVICES INCLUDED

Use of the Virtual Press Room to publish press releases or news about the exhibitor company; in addition to other specific services available in the **Exhibitors' Zone (ifema.es/liber)** to consult and manage information about their participation in the fair.

Furthermore, the inclusion of information about the main exhibitor and its co-exhibitors, together with its logo in the Official Catalogue, must comply with the following guidelines:

a) Obligatory insertions: One per stand/space rented, at a cost of € 300 + VAT (1).

b) Additional insertions (Co-exhibitors): Invoiced at cost of € 100 + VAT (1) each.

(1) Companies registered in Spanish territory (not including the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, Spanish VAT will not apply to this transaction. For European Union companies, the exhibitor will be responsible for any VAT

6. Cancellation policy

6.1. Exhibitor waiver

The decision by the Exhibitor to cancel their participation in the Exhibition shall constitute grounds for termination of the contractual relationship between IFEMA MADRID and the Exhibitor for all intents and purposes, implying the loss of amounts accrued by IFEMA MADRID as of notice of such cancellation. The cancellation must be made expressly and in writing to the Direction of the Exhibition and shall entail loss of all amounts the exhibitor should have paid by the date of communication, in accordance with the payment periods established in the Participation Application Form. Should the cancellation have been communicated to the Direction of IFEMA MADRID within the thirty days prior to the opening of the event, IFEMA MADRID may demand full payment for the floorspace rented. The cancellation charges established in article 7 of the general terms of admission and contracting of events organised by IFEMA MADRID shall be applicable to any additional services offered by IFEMA MADRID that the Exhibitor may have subscribed to prior to communicating the cancellation.

7. Promotional material

Each exhibitor will receive:

- Exhibitor passes according to square metres rented:

Stands up to 50 sq.m.	10 passes
Stands of 50.5 to 100 sq.m.	25 passes
Stands over sq.m.	40 passes

- Free digital Professional Invitations.

8. Assembly, entry of goods and dismantling

ASSEMBLY: 29 September, from 8:30 am to 9:30 pm. 30 September and 1 October, from 8:30 am to 7:30 pm.

September and 1 October, from 8,30 am to 7,30 pm, on 2 October, from 8,30 am to 9,30 pm and on 3 October, from 8,30 am to 3 pm
8,30 am to 9,30 pm and on 3 October, from 8,30 am to 3:00 pm.

DELIVERY OF STANDS

Modular "LIBER Basic" and "Services for the Book Industry", October 2th at 3 pm.

ENTRY OF GOODS AND DECORATION MATERIAL

2 October from 3 pm to 9,30 pm.

From 7 p.m onwards, entry will only be possible through the pedestrian gates. Pedestrian gates, closing the goods gates to proceed with the installation of recyclable carpeting.

installation of recyclable carpeting.

3rd October from 8:30 am to 3:00 pm.

ENTRY OF GOODS DURING THE FAIR

The applicant exhibitor will be given a permit, issued by the Direction of Fair Services, for the entry/removal of these materials and objects during the course of the Fair. These materials and objects may be brought in and out of the fair daily from 9.30 to 10 am and from 7 to 7.30 pm.

REMOVAL OF GOODS AND DECORATION MATERIAL

6 October from 5,30 pm to 12mid-night.

From 7 to 8pm, exit will only be possible through the pedestrian doors to remove recyclable carpet pedestrian gates for the removal of recyclable carpeting. From that time onwards the merchandise gates will be open until midnigh

DISMANTLING:

October 7th, from 8.30 am to 9.30 pm.

Occupation of the space will not be authorised and the prefabricated stand will not be delivered to the exhibitor if they have not paid the full amount of the space rented and the costs of the services requested. Payment in full of the expenses incurred in the course of the event will be a fundamental condition for withdrawal of the exhibition material from their space.

9. Complementary services

CATALOGUE OF SERVICES

Once the space has been allocated, the exhibitor may contract additional services. Services hired online carry a 15% discount up to one month prior to the date that assembly begins.

One month prior to the date that assembly begins, such services will carry a surcharge of 25%.

ADVERTISING SERVICES

Set of services that will enable exhibitors to optimise their participation in the fair and obtain the maximum return on their investment. Consult available options by emailing publicidadexterior@ifema.es or calling (+34) 91 722 53 08 / 40.

10. LIBER Live Connect, creating business.

LIBER offers a new digital platform?

LIBER offers a new digital platform:

LIBER LIVE Connect will stay

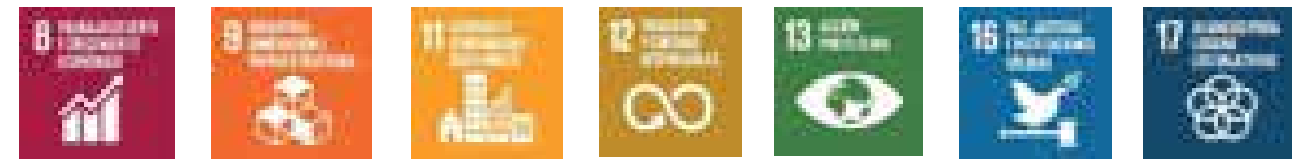
connected 365 days a year. Our goal: to create a stronger and more solid Community, capable of promoting and strengthening a market with great growth opportunities.

The tools created to achieve these goals are:

- **Sector News:** With information on the news of the different sectors present at the fair.
- **Web Catalog:** We present a new catalog of participating companies where you will find.
 - **Relevant information from the different exhibitors.**
 - **Contact form where visitors and exhibiting companies can communicate and generate business.**

11. 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

12. Exhibitors' calendar

When	What to do	Send to
Rental of floorspace/stand	Participation Application Form online + payment of 50% of the space/stand	liber@ifema.es
Before July 1st	Form for Catalogue Insertion and other promotional elements Complete information on the platform LIBER LIVE Connect	liber@ifema.es
Before July 31th	4% prompt payment discount on floorspace when 100% of the same is paid	servifema@ifema.es
Before August 28th	15% discount off services hired online	A través de Zona Expo ifema.es/liber More information in: lineaifema.expositor@ifema.es
Before September 1st	Closing date for the presentation of plans for free-design stands and modular stands	sectecnica@ifema.es
From September 22th to October 6th	25% surcharge on services hired	servifema@ifema.es
From 29th September to 3rd October (see timetables in point 8 ASSEMBLY)	Assembly of free-design stands	

When	What to do	Send to
October 2th, 3 pm.	Delivery of modular stands	Hall 14
October 2th, 3 pm to 9.30 pm. October 3th from 8:30 am to 3 pm.	2 October from 3 pm to 9,30 pm. From 7 p.m onwards, entry will only be possible through the pedestrian gates. pedestrian gates, closing the goods gates to proceed with the installation of recyclable carpeting. installation of recyclable carpeting. 3rd October from 8:30 am to 3:00 pm.	
October 3th at 7 pm.	<ul style="list-style-type: none"> • Opening: 7 pm • Liber Party: from 8 to 10 pm 	South Auditorium Hall 14
October 4th to 5th, 10 am to 7 pm October 6th, until 5 pm.	Fair celebration	
October 4th to 6th, 9.30am to 7.30 pm.	Exhibitors' opening times	Hall 14
October 6th, 5.30 pm to 12 mid-night	6 October from 5,30 pm to 12mid-night. From 7 to 8pm, exit will only be possible through the pedestrian doors to remove recyclable carpet. pedestrian gates for the removal of recyclable carpeting. From that time onwards the merchandise gates will be open until midnight.	
October 7th, 8.30 am to 9.30 pm.	Dismantling of stands	

13. IFEMA MADRID Services ifema.es/servicios-expositor

Promote your brand

		Telephone	Email
Advertising at the venue and in digital channel	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
Graphic decoration for stand	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
Stand design and construction	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

Furniture	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

14. Map



15. Contact us

Fair Management

IFEMA

- **Director:** Ana Rodríguez
- **Sales manager:** Pilar Heredero
(+34) 683 62 76 06 • pilarhe@ifema.es
- **Secretary:** Ana Agulló
(+34) 620 68 15 32 • aagullo@ifema.es

(+34) 91 722 30 00

Services bookings Servifema

- Services bookings
- Services billing
- Payments

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

Technical Secretary's Office (Fair Services Management)

- sectecnica@ifema.es

(+34) 91 722 30 00

Servifema

- servifema@ifema.es

(+34) 91 722 30 00

Communication and Marketing Management

- **Director:** Raúl Díez
- **Press and Media Relations Officer:** Marta Cacho
- **Press Officer:** Teresa Medina

- Media Relations
- Press information on trade fairs and exhibitions organised by IFEMA MADRID
- Institutional press information
- Press accreditations for trade fairs and exhibitions

Teresa Medina
679 45 12 59
temedina@ifema.es

Conventions and Congresses	• Management of specific requirements for rooms		(+34) 91 722 50 72 convenciones@ifema.es
Institutional Relations (Protocol)	• Institutional Visits • Guided tours	• Protocol for all events • Institutional relations	(+34) 91 722 50 82 infoifema@ifema.es
Security and Self-protection	• General security • Access to Fair Site • Parking		(+34) 91 722 50 65 dseguridad@ifema.es
Medical Service	• Medical emergencies • Medical attention for exhibitors and visitors during opening hours, set-up and dismantling.		(+34) 91 722 54 00
Publicidad Exterior	• Contratación de soportes publicitarios en el recinto ferial		(+34) 91 722 53 40/08 publicidadexterior@ifema.es

Up date 12/04/2023

Feel the inspiration

Av. del Partenón, 5
Madrid, Spain

ifema.es

