

LOOK

International Professional Beauty Fair.

13-15
Nov
2026

Exhibitor´s Guide and
Specific Rules of
participation



 **IFEMA
MADRID**

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1.1 Dates, Schedule, and Venue. Invited Sectors

Look will take place at the IFEMA MADRID fairgrounds from **13 to 15 November 2026** from 10:00 am. to 8:00 pm. last day from 10:00 am. to 6:30 pm.

Exhibitors will be able to enter the venue from 9:00 am and leave it before 8:30 pm, last day until 00:00 am.

The virtual event via the digital platform will be open from 13 September to 13 February 2027.

The character of the fair is professional.

Sectors convened:

- Aesthetics and Cosmetics
- Hairdressing and Barbering
- Nails and Make-up

1.2 What do I need to do to participate?

The application process begins by completing the online **Participation Request form**, available on the **trade fair's website**, within the established deadline.

This form allows us to provide you with comprehensive information and to present you with a participation proposal. You can check the booking and payment deadlines in the form itself and in the Exhibitor Calendar.

Submitting the Participation Request implies full acceptance of **the General Participation Rules** for events organized by IFEMA Madrid, the technical annexes, the specific rules for this edition, and any general or specific provisions established by the fair organizers.

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

In order to apply to participate in the fair, it is an essential requirement that the activity of the company, public or private entity, is included in the sectors covered by the fair.

By clicking on the send application button, the exhibitor confirms to IFEMA MADRID that he/she is seriously interested in participating in the fair.

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 proposals for space/location depending on the type of participation and/or type and size of stand requested.

1.3 Space Allocation and Contracting

IFEMA MADRID will make one or more proposals regarding space/location based on the participation modality and/or the type and size of the requested stand. This proposal constitutes a contractual offer. Should the applicant accept the offer/quotation in writing, by email or by signature, the participation contract for the trade fair will be deemed formalised. This constitutes a binding and irrevocable commitment by the applicant.

Space will be allocated upon written acceptance by the exhibitor.

The exhibitor will receive the exhibition contract with the statement of accounts and stand plan(s) and will then be able to access the Expo Zone customer portal to manage their participation.

It is essential that all payments specified in the contract are made within the established deadlines.

Space allocation will be carried out by the Exhibition Management, taking into consideration the overall needs of Salón Look, sector layout and image, and endeavouring to meet the preferences of participating companies and the affinities between products of a similar style, within the limits of available space.

The Exhibition Management reserves the right to change the location of stands from one edition to another if, due to reasons of sector layout, product grouping, or overall image, it deems such changes appropriate.

The reservation will not be confirmed until the initial **50% payment for the space** has been received. If this payment is not received by the stated deadline - **14 July 2026** - the Look Exhibition Management reserves the right to reallocate the stand without prior notice.

1. HOW TO PARTICIPATE

1.4 Participation modalities and exhibition areas.

- **Exhibitor:** is the natural or legal person, which has space at the fair. The exhibiting company is the company in whose name the application to participate as an exhibitor is completed.

Exhibitors have the option of hiring:

- In the **AESTHETICS AND COSMETICS** area
 - A. Modular BASIC stand: Minimum surface area 8 sqm.
 - B. FREE DESIGN stand (floor only): Surface area greater than 24 sqm.
- In the **HAIRDRESSING AND BARBERSHOP** area
 - A. Modular BASIC stand: Minimum surface area 8 sqm.
 - B. FREE DESIGN stand (floor only): Surface area greater than 24 sqm.
- In the **NAIL AND MAKE-UP** area
 - A. Modular BASIC stand: Minimum surface area 8 sqm.
 - B. FREE DESIGN stand (floor only): Surface area greater than 24 sqm.



1.5 Your exhibitor plan. The digital platform you have access to with your Plan.

PARTICIPA Exhibitor Plan

Participation as a regular exhibitor at the fair requires the contracting of the **PARTICIPA EXHIBITOR PLAN 285€ + VAT (1)**

The following services are included under this concept:

- Promotion of participation in the fair through inclusion in the publicly accessible list of exhibitors on the fair's website, also shared via sector-specific communications.
- Presence as an exhibitor in then Look Digital Event. The digital event extends the duration of the fair beyond the physical dates, offering additional content related to the exhibitor offering and industry news. It is accessible to registered exhibitors and visitors.
- Upload of up to 10 products or services linked to the company profile on the digital platform.
- Visibility during the fair in hall floorplans and exhibitor lists displayed onsite.
- Access to IFEMA MADRID's Expo Zone portal to manage all aspects of participation.
- Exhibitor passes according to the contracted package (see section 2.2).
- Online invitations in accordance with the contracted package (see section 2.2).
- Discount vouchers for transport.
- Premium Wi-Fi connection for 3 users throughout the fair. (These connections are only compatible with devices that support 5 GHz band networks.) The password will be activated for the duration of the fair and until the last day of dismantling, and will be sent by email to the account holder at least 48 hours in advance.

Features in LOOK liveconnect with PLAN PARTICIPA:

- Update your company's details visible in the web catalogue and on the Look digital platform.
- Add my products and services, which will be visible at the Look digital event.
- Register users from my team so they can access the Look digital event.
- Check the event's programme of activities.

CONECTA Exhibitor Plan

Add networking features to your plan.

UPGRADE PLAN CONNECT RATE... €60 + VAT(*)

Features for connecting with other users to generate business opportunities for three users (on the digital platform):

- Search for new contacts among registered visitors and exhibitors.
- Communication with contacts (chat and video conferencing).
- Organisation of personal online and face-to-face meetings with contacts
- Preparation of company meetings at the trade fair stand to optimise time.
- Scanning of visitor passes at the trade fair.
- Download of the list of contacts with their details.

1. HOW TO PARTICIPATE

1.6 Your Space at the Fair. Stand Types

STAND TYPES

- ❖ **BASIC modular stand:** Aimed at firms and companies exhibiting product samples. Minimum surface area 8 sqm.
- ❖ **FREE DESIGN Stand (floor only):** Aimed at firms and companies that opt for the construction of a stand adapted to their image objectives. Surface area equal to or greater than 24 sqm.

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

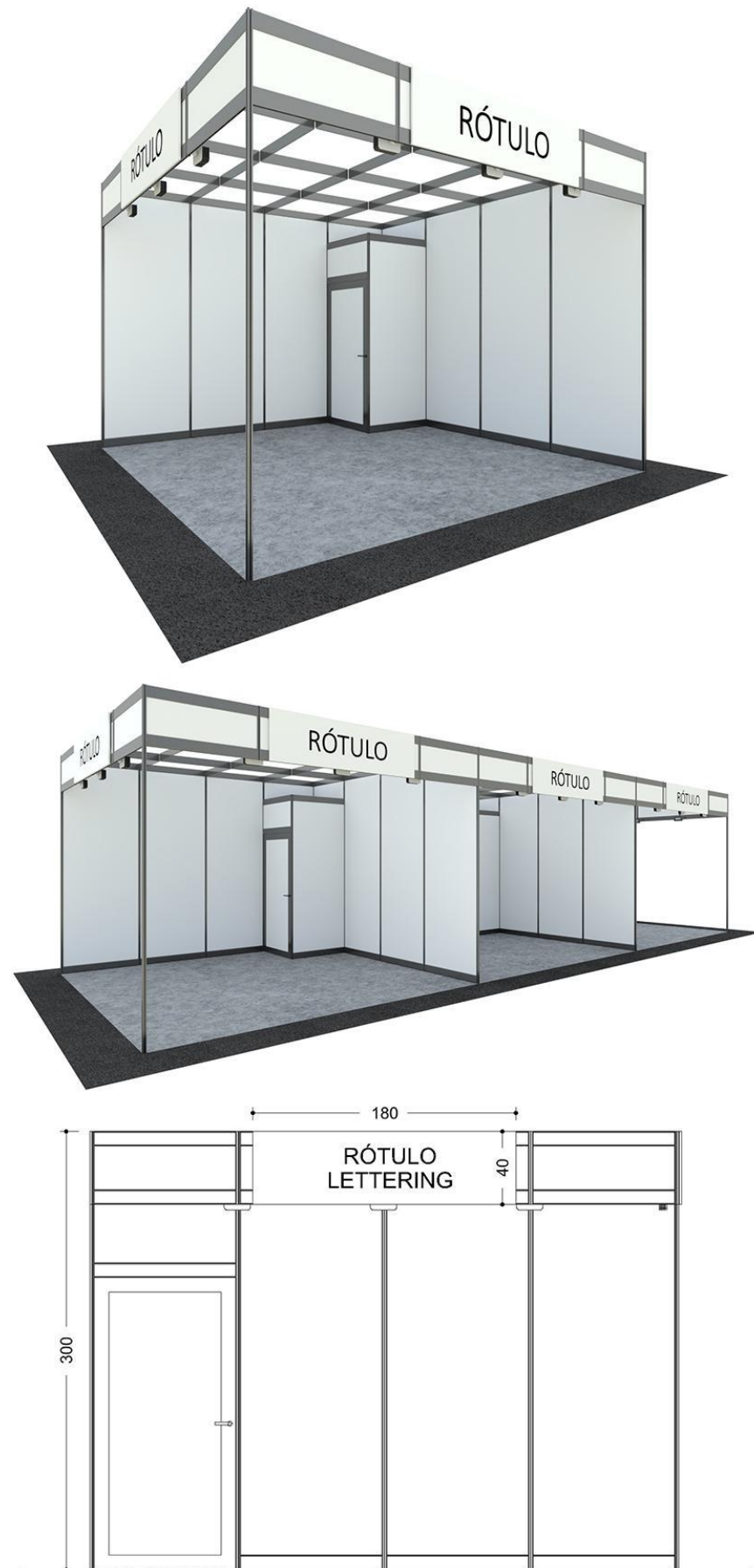
- ❖ Service package (25€ /sqm +VAT)(service included in the modular stands)*:
 - Civil liability insurance (covers up to 60.000€)
 - Multi-fair insurance (covers up to €50,000)
 - Minimum electricity consumption (0.13 kW/sqm)
- ❖ **Assembly fees** (service included in the modular stands)(*):
 - **Type A:** spaces without decoration, or occupied by carpeting or flooring
 - **Type B:** basic modular stands made of aluminium or similar materials
 - **Type C:** modular design stands in aluminium, carpentry stands and other materials.
- ❖ **Participa exhibitor plan.**

(*) Services already included in the BASIC modular stands.



1. HOW TO PARTICIPATE

STAND MODULAR BASIC



STAND

- Stand opening onto one or more aisles, as per the allocation plan.
- Grey aluminium frame with melamine-faced walls.

WAREHOUSE with door in the following proportion:

- Until 16 sqm.....1x1
- From 16,5 to 32 sqm2x1
- From 32.5 sqm:3x1

EXHIBITION CARPETING

- Aesthetics, Cosmetics & Micropigmentation: Navy Blue
- Nails and make-up: Fuchsia ■ Hairdressing and Barbering: Black

ELECTRICAL POWER AND LIGHTING

- Electrical installation in accordance with low-voltage regulations, comprising an electrical distribution board with a residual current device (RCD) and circuit breakers, rated to handle a power load of 130W/m² and featuring a 500W socket outlet
- General lighting provided by LED spotlight towers mounted on tracks, at a rate of one spotlight per 3m² of stand area.

SIGNAGE

Lettering in standardised lettering with name of exhibitor editable in EXPO ZONE and stand number. **Maximum 20 characters.**

If the exhibitor's 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 **1 november 2026.**

FURNITURE

Stand up to 20 sqm:

- 1 White DOM table (6RLO2001)
- 4 Madrid chairs (6RLO1001)

Stand 4 sqm and upwards:

- 2 white DOM tables (6RLO2001)
- 8 Madrid chairs (6RLO1001)

SERVICES INCLUDED:

Plan Participa (former Marketing and Communication pack)

Package of services

- Multi-fair and civil liability insurance.
- Minimum electricity consumption (0.13Kw/sqm).
- Daily cleaning of the stand (Type A, once a day). First cleaning with removal of the plastic covering the carpet and daily cleaning of the floor and collection of the contents of the litter bins. Does not include cleaning of exhibits.

ASSEMBLY PLAN

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

ADDITIONAL SERVICES

Customize your modular stand with our Stand Graphic Decoration service decoraciongrafica@ifema.es



INDICATIVE DRAWING. Drilling or nailing is not permitted. However, you may use adhesive tape, provided that removing it does not damage the panels. It must fit within the dimensions of the allocated space.

REMARKS: - Any services or modifications that the exhibitor may wish to introduce based on these characteristics shall be at the exhibitor's expense. - The elimination or substitution, by the exhibitor, of any formative element of the modular stand does not imply a reduction in the cost. - The distribution of all the elements that make up the stand, the extras requested, as well as the structural elements necessary for the support of the stand, shall be adapted to the needs of the exhibitor, provided that it is technically feasible and that the plan with the relevant indications is received fifteen days before the first day of the start of assembly. Once the stand has been assembled, any changes to the location of all the elements that have not been communicated on the established date will be invoiced. - All the material used, both structural and electrical, is for hire and any deterioration will be invoiced according to the current price list. - In addition, any exhibitor may hire elements listed in the IFEMA MADRID Services Catalogue. - All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the **EXPO ZONE 9 October.** - The finished stands will be delivered on **12 November from 8:30 am.**

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 wall of the hall and with the adjoining stands, depending on their location.

Free design stands can be set up from 9 to 11 November 2026 during the following opening hours:

- ✓ 9th from 8:30 am to 7:30h pm.
- ✓ 10th and 12th from 8:30 am to 9:30h pm.

The delivery of modular stands contracted with IFEMA MADRID will take place on **12 November from 08:30h am.**

Access to the space will not be authorised, nor will the modular stand be delivered to any exhibitor who has not fully paid for the contracted space and requested services.

Goods and decoration material can be brought in on 12 November from 08:30 am to 9:30 p.m. From 7:00 pm onwards, access will only be allowed through the pedestrian doors, as the goods gates will be closed to proceed with the installation of recyclable carpet.

The removal of goods and decoration materials can be carried out on **15 November from 7:00 pm to 00:00 pm.**

From 7:00 pm to 8:00 pm, the removal can only be done through the pedestrian doors to proceed with the removal of the recyclable carpet. After that, the goods gates will be opened until 00:00 pm.

Stand dismantling can take place on 16 and 17 November 2026 from 06:00 am to 00:00 pm.

General assembly regulations

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

During the assembly, it is not necessary to wear passes, so there are no exhibitor passes for assembly workers.

Work on the assembly cannot begin without the prior completion and submission of the **Occupational Risk Regulations and coordination of business activities Protocol** to IFEMA, available on the IFEMA MADRID website: ifema.es – Exhibitors – Participation Rules – Forms (Article 15 of the general participation rules for events organised by IFEMA MADRID).

Regulations on Vehicle Circulation and Parking during the Event: It is strictly prohibited to park vehicles in the loading and unloading areas inside the exhibition grounds, and vehicles may only be parked in designated areas, with the corresponding fee paid if applicable. Once the event has opened, no vehicles are allowed to circulate inside the pavilions or on the avenue, unless expressly authorised by IFEMA MADRID (Article 14 of the general provisions in IFEMA MADRID's General Participation Rules).

Waste and Material Management for Assembly and Exhibition:All companies participating in the assembly and dismantling of stands at the fair/event must manage, as direct responsible parties, the waste they generate for removal within the established deadlines. IFEMA MADRID will provide the option to hire containers to facilitate waste sorting and removal and will oversee this process (see rates on the Client Portal Zona Expo, under Service Contracts, section for cleaning and waste containers).The exhibitor will forfeit any right to claim for losses or damage to materials that remain in the exhibition areas of the pavilion after the deadline, and will bear the costs for their removal, which will be invoiced by IFEMA MADRID according to the established rates (see Article 35 of the general regulations for exhibitors in events organised by IFEMA MADRID).

SPECIAL AUTHORISATIONS

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

- Occupational Risk Prevention and Coordination of Business Activities.
- Catering stands communication
- Authorization request for private security.
- Authorization Request for WIFI installations.
- Authorization request for antenna cable connections.
- Authorization request for rigging structures in halls / Rigging

MORE INFORMATION

TURNKEY STAND REGULATIONS

Installation of Recyclable Carpet in Common Areas: In line with IFEMA MADRID's commitment to the UN's Sustainable Development Goals 2030 (SDGs), as outlined in the **Sustainable Participation Guide for Fairs and Events**, and with the aim of optimising the installation and removal process of recyclable fair carpet for its subsequent reuse and eliminating plastic protectors at the source, the goods entry and exit times must align with these processes and will be reflected in the corresponding section. Thank you for your collaboration in supporting our environmental commitment.

IFEMA MADRID carpets the aisles throughout the fair, and for sustainability reasons, uses reusable strips of standard size, leaving a small strip along the edges of the aisle(s) adjacent to the stands uncovered. These uncovered strips are considered part of the aisle, not the stands, and therefore exhibitors are not authorised to cover or decorate them. We kindly ask for the exhibitor's cooperation in respecting this decision; IFEMA MADRID staff will monitor compliance where possible and will require the removal of any carpet that invades these strips. If, despite the checks, the strip is encroached upon, the invaded aisle space will be charged to the exhibitor as additional space.

MODULAR STANDS. REGULATIONS AND CUSTOMISATION.

All modular stands that include interior decoration with panels, profiles, totems, flooring, trusses, etc., must **MANDATORILY UPDATE their project in their ZONA EXPO before 9 October 2026.**

The removal or replacement of any element of the modular stand by the exhibitor does not imply a reduction in cost. All materials used, both structural and electrical, are rented, and any damage will be invoiced according to the current rates.

The distribution of all elements that make up the stand, any additional items requested, as well as the structural elements necessary for the support of the stand, will be adapted to the exhibitor's needs, provided it is technically feasible and the floorplan with the relevant instructions IS **UPLOADED TO ZONA EXPO 1 month before the start of assembly: 9 October 2026.**

CUSTOMISE YOUR STAND WITH US: GRAPHIC DECORATION FOR STANDS

Customise your modular stand with your brand's image to create maximum impact on visitors. We offer a wide range of graphic materials (vinyls, foam, Forex, banners, etc.) that are versatile and adaptable to all elements of your stand (walls, furniture, fascia, flags, displays, etc.). Request more information and a quote. Our specialised team will oversee the production and installation decoraciongrafica@ifema.es

Once the stand assembly is complete, any changes to the location of elements that have not been communicated by the established deadline will be invoiced.

To hire services, please visit our online channel, accessible through the following link: [E-Commerce](#)

Free design stands. Regulations and assembly

Companies opting for the custom construction of their stands must UPLOAD their project to the ZONA EXPO for approval **before 9 October 2026**.

If your project involves rigging structures, you must complete the application form, [Application to hang structures/rigging | IFEMA MADRID](#), before 9 October 2026.

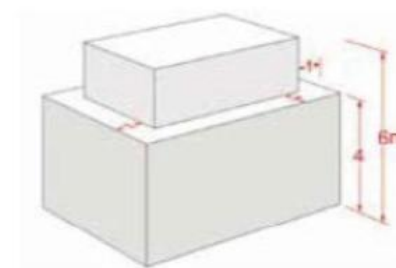
Assembly rights

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 Zone.

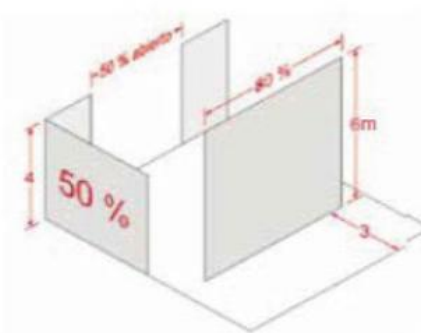
In order to be more efficient and to be able to provide you with a better service, IFEMA MADRID has started to apply a last minute surcharge to the contracting of assembly rights, as is the case with the rest of our services. This surcharge increases the price by **25% when the booking is made during 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.

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



Cerramientos.



SPECIFIC SET-UP RULES FOR FREE-DESIGN STANDS

- All companies are required to construct their stand in such a way that it at least includes the partition walls with the pavilion wall or other stands.
- The exhibitor must mark their space with the corresponding stand number, in accordance with the official floorplan and the fair's contractual documentation.

Height

- Maximum authorised height within the perimeter line. 4 m
- In order to raise or hang any decorative element to a maximum height of 6 m, a 1 m margin must be left within the inside of the perimeter of the whole stand.
- This possibility does not exist in the connecting nuclei between halls, nor on the entrance sides of Halls 9 and 10.
- Building elements, decoration and spotlights may not protrude more than 50 cm from the allotted space and from a minimum height of 2.5 m.

Blind perimeter walls in the perimeter environment

- Blind perimeter walls cannot make up more than 50% of each side facing an aisle.
- Longer walls must be set back at least 3 m from the perimeter and cannot make up more than 80% of the length of the façade.

The interpretation and application of these regulations for each specific case are the responsibility of IFEMA MADRID, which reserves the right to make exceptions if deemed necessary, based on the overall perspective of the event and the visibility of neighbouring stands.

DESIGN YOUR STAND WITH US

In addition to turnkey stands, we offer a comprehensive stand design service tailored to your specific needs, with our full guarantee. We handle everything—from space planning and design to assembly and dismantling. Request a customized project free of charge and without obligation by emailing standbuilding@ifema.es

To hire services, please visit our online channel, accessible through the following link: [E-Commerce](#).

1.7 Participation fees

FLOOR + MODULAR STAND BASIC	RATE
Package 8 sq m	2.895 € + VAT (1)
Package 12 sq m	4.170 € + VAT (1)
Package 16 sq m	5.446 € + VAT (1)
Package 24 sq m	7.851 € + IVA (1)
Package 32 sq m	10.334 € + IVA (1)
Additional sq m (from 32 sq m)	310,5 €/sq m + VAT (1)
ONLY FLOOR	
ONLY FLOOR	RATE
From 24 to 40 sq m	230,3 €/sq m + VAT (1)
From 40.5 to 80 sq m	221,75 €/sq m + VAT (1)
From 80.5 to 120 sq m	214,25 €/sq m + VAT (1)
More than 120.5 sq m	192,8 €/sq m + VAT (1)

COMPULSORY SERVICES

Services already included in the Basic modular stand package

PACKAGE OF SERVICES (Civil Liability Insurance, Multi-fair Insurance, Electricity Consumption)	25 €/sq m + VAT (1)
PLAN PARTICIPA (former Marketing and Communication + Digital Platform pack)	285€ + VAT (1)

ASSEMBLY FEES

Only for Free Design Stands (Floor Only)

Type A: undecorated spaces or covered with carpet or platform.	2,77€/sq m + VAT (1)
Type B: basic modular stands in aluminum or similar	5,56€/sq sqm + VAT (1)
Type C: custom-designed modular stands in aluminum, carpentry, and other materials	8,85€/sq sqm + VAT (1)

1.8 Deadlines and payment

- ❖ **14 July 2026:** deadline for **payment of the first 50%** of the contracted space.
- ❖ **14 October 2026:** deadline **for payment of 100%** of the contracted space and services.

PAYMENT METHODS

You can pay in the following ways:

- ❖ Transfer to: IFEMA MADRID / Look 2026
 - Santander: IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHESMM
 - BBVA: IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM
 - Caixa Bank: IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESBBXXX

Send a copy of the bank receipt to servifema@ifema.es

- ❖ Certified cheque made out to IFEMA MADRID/ LOOK 2026.
- ❖ Credit card in a secure environment, accessible after completing the participation application online, or subsequently in the EXPO ZONE. In accordance with current regulations, payments in cash or bearer cheques are not accepted.

In the Expo Zone you will find your trade fair participation statement of accounts and invoices after payments have been made. If you need an invoice for payment, please request it by email to servifema@ifema.es

Discounts:

5% DISCOUNT ON SERVICES CONTRACTED THROUGH THE EXPO ZONE, 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 contracting services, including assembly fees, requested 7 days before the start of assembly (**1 November 2026**).

(1) Companies based in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For other companies this operation is not subject to Spanish VAT. For companies based in the European Union, the exhibitor shall be liable to VAT and may, if applicable, claim it back in the country where the company is domiciled.

1.9 Specific fair regulations

The decision to accept an exhibitor shall be at the sole discretion of IFEMA MADRID, taking into account the purpose of the trade fair and the availability of space.

The minimum **surface area** available for hire is **8 sqm**.

The Organising Committee reserves the right to alter assigned spaces or make changes to the layout of the halls for organisational reasons.

Without prejudice to the fact that the Organisers will inform exhibitors in the event of a relocation or significant modification of their reserved location, it remains the responsibility of each exhibitor to ascertain the exact location and dimensions of their stand.

Access will not be granted to any exhibitor or visitor who cannot provide proof of affiliation with the relevant professional sectors, even if they hold the appropriate pass or invitation.

Exhibitors are required to attend and man their stands, and to keep their products on display, throughout the entire duration and official opening hours of the event. Failure to comply with this requirement may result in the loss of preferential rights to renew their allocated space.

For safety reasons, the storage of packaging materials within the exhibition halls is strictly prohibited.

The exhibitor authorises IFEMA MADRID to reproduce, either partially or in full, the products on display in its promotional materials.

The exhibitor agrees to comply with all environmental protection rules and guidelines.

The use of sound amplification equipment at stands is strictly prohibited, including portable loudspeakers, amplified microphones, megaphones, public address systems or any other device designed to project sound outdoors. This prohibition applies regardless of the volume emitted or the direction in which the equipment is facing.

Failure to comply with this rule will result in the immediate disconnection of the exhibitor's electricity supply by the event organisers and/or security staff.

All promotional activities, as well as the distribution and display of samples, brochures, leaflets, and all types of promotional material, must be confined strictly to the exhibitor's allocated space.

If catering services are required during the Salon Look event, the exhibitor must fill out the "Notification for catering at stands" form available at ifema.es and send it to catering@ifema.es.

Exhibitors are expressly forbidden from setting up Wi-Fi access points for Internet connections or other functionalities. This measure is to avoid interference with independently installed Wi-Fi points and IFEMA MADRID's access points. Such interference could cause Wi-Fi networks to malfunction. For more information, see Article 33 of the General Regulations for Exhibitor Participation in Events Organized by IFEMA MADRID.

CANCELLATION

The exhibitor's withdrawal from participating in the event will result in the termination of the contractual relationship between IFEMA MADRID and the exhibitor. The withdrawal must be communicated in writing to the Event Management and will result in the loss of any amounts due at the time of notification, in accordance with the payment schedule outlined in the Application form.

If the withdrawal is communicated within 30 days prior to the event's opening, IFEMA MADRID may require full payment for the contracted space.

For additional services offered by IFEMA MADRID that were contracted before the withdrawal notification, the cancellation fees outlined in Article 7 of the general terms of admission and contracting in events organized by IFEMA MADRID will apply.

In the event of fair cancellation due to force majeure, any payments related to in-person participation will be refunded, as per Article 15 of the **General Participation Rules** in events organized by IFEMA MADRID.

These Specific Regulations are complemented by the General Regulations for Exhibitor Participation in Events Organized by IFEMA MADRID, which all exhibitors accept by participating.

1.10. Health and Safety Regulations

1. COSMETIC PRODUCTS

All cosmetic products used in the name of Look Fair must comply with current legislation, particularly the provisions set out in Royal Decree 85/2018 of 23 February, which regulates cosmetic products. It must be ensured that the products are safe under normal or reasonably foreseeable conditions of use and that the stipulated composition and labelling regulations are strictly observed.

IFEMA MADRID declines any responsibility for cosmetic or aesthetic activities, or in general any activity carried out by exhibitors during the Look Fair. These must be conducted in accordance with applicable legislation and under the sole responsibility of the exhibitor, who shall assume full liability for any claim or legal or extrajudicial action that may arise in this regard.

2. TATTOOING, MICROPIGMENTATION AND SKIN PIERCING

All products exhibited and used for tattooing, micropigmentation, or skin piercing on individuals must be duly authorised by the Spanish Agency of Medicines and Medical Devices (AEMPS). All exhibitors engaged in these practices must comply with the provisions of Decree 35/2005, of 10 March, issued by the Governing Council of the Community of Madrid. Furthermore, exhibitors must inform the Fair Management of the type of activity to be carried out when contracting their stand or exhibition space. They are also required to sign an agreement undertaking to return, at the end of the Fair, the bio-sanitary containers provided at the beginning of the event.

3. USE OF LASER EQUIPMENT

All laser-related activities may pose risks not only to the operator but also to other individuals, even at a considerable distance. Therefore, any procedure involving the use of laser devices must be carried out exclusively in clearly marked areas that are enclosed, well-defined, and accessible only to authorised personnel. These areas must not contain mirrors or any flammable or reflective surfaces. Furthermore, all laser equipment used must be certified and approved by the manufacturer.

Demonstrations involving lasers, intense pulsed light (IPL), or other systems that may cause inconvenience to other exhibitors or visitors are strictly prohibited. All professionals involved in laser-related activities must meet the requirements set out in Royal Decree 881/2011 of 24 June, which establishes the qualification of Advanced Technician in Integral Aesthetics and Well-being and defines its core curriculum.

4. NAIL PRODUCTS

All nail products displayed, sold, or used for demonstration purposes by exhibitors in the nail sector must comply with applicable health and safety standards. In particular, they must conform to Regulation (EC) No. 1223/2009 of the European Parliament and of the Council of 30 November 2009 on cosmetic products.

These Specific Regulations are supplementary to the General Regulations for Exhibitor Participation in Events Organised by IFEMA MADRID, which all exhibitors accept by virtue of their participation.

5. AESTHETIC EQUIPMENT COMPANIES

All exhibitors and companies participating in Look must comply with the relevant European regulations.

It is required that all devices, equipment, and products exhibited or promoted at Look meet the applicable safety, performance, and quality standards. Exhibitors must provide documentation demonstrating compliance with these regulations, including certificates of conformity issued by the appropriate regulatory authorities, or self-declarations of conformity by the manufacturer.

Failure to comply with European regulations or to present the required documentation will result in the rejection of the application for participation.

1. HOW TO PARTICIPATE

Look

1.11. Exhibitor calendar

When	What	How	Who is assisting you
Until 14 July 2026	Payments	Pay 50% of the amount of the space.	Customer service (Exhibitors): (+34) 917223000 atencionalcliente@ifema.es
Until 9 October 2026	Free design projects	Deadline for uploading free design projects to the EXPO ZONE. If the project involves hanging elements, you must submit a separate project application by completing the form 'Request for authorisation to hang structures/rigging'	Customer service (Exhibitors): (+34) 917223000 or stecnica@ifema.es
Until 9 October 2026	Customisation of modular stands	Please consult ZONA EXPO for the project of the modular stand, or upload the same with the stipulated modifications. Send the projects for the interior decoration of the modular stands.	Customer service (Exhibitors): (+34) 917223000 stecnica@ifema.es
Until 9 October 2026	Booking services	Services contracted with a 5% discount.	Customer service (Exhibitors): (+34) 917223000 atencionalcliente@ifema.es
Until 14 October 2026	Payments	Deadline to pay 100% of the amount of the space and services contracted.	Customer service (Exhibitors): (+34) 917223000 atencionalcliente@ifema.es

1. HOW TO PARTICIPATE

Look

1.11. Exhibitor calendar

When	What	How	Who is assisting you
Until 1 November 2026	Modular Stands signage	Communicate the signage in the EXPO ZONE before 1 November 2026.	Customer service (Exhibitors): (+34) 917223000 stecnica@ifema.es
From 1 November 2026	Procurement of services	25% increase on prices for last minute hiring of assembly rights and all other services.	Customer service (Exhibitors): (+34) 917223000 atencionalcliente@ifema.es
From 9 to 11 November 2026	Stand assembly	9th November from 8:30 am to 7:30 pm. 10 th and 11th November from 8:30 am to 9:30 pm.	Hall manager
12 November 2026	Delivery of modular stands	From 8:30 am. onwards.	Hall manager
	Incoming merchandise	From 8:30 am to 9:30 pm*. *From 7:00 pm. onwards, entry will only be possible through the pedestrian doors, closing the goods gates to proceed with the installation of recyclable carpeting in the aisles.	Hall manager
From 13 to 15 November 2026	Days of the trade fair	13th and 14th November from 10:00 am. to 8:00 pm. 15 November from 10:00 am. to 6:30 pm.	Hall manager
15 November 2026	Outgoing merchandise	From 7:00pm. to 00:00 pm.*. *From 7:00 pm. to 8:30 pm. you will only be able to exit through the pedestrian gates to remove recyclable carpet. After this time, the goods gates will be open until 00:00 pm.	Hall manager
16 November 2026	Dismantling of stands	Opening hours: 6 am to midnight.	Hall manager

2. MANAGE YOUR PARTICIPATION

Look

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

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

What can I do in Zona Expo?

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

2.2. Exhibitor passes and invitations. Visas. Vouchers and discounts

EXHIBITOR PASSES

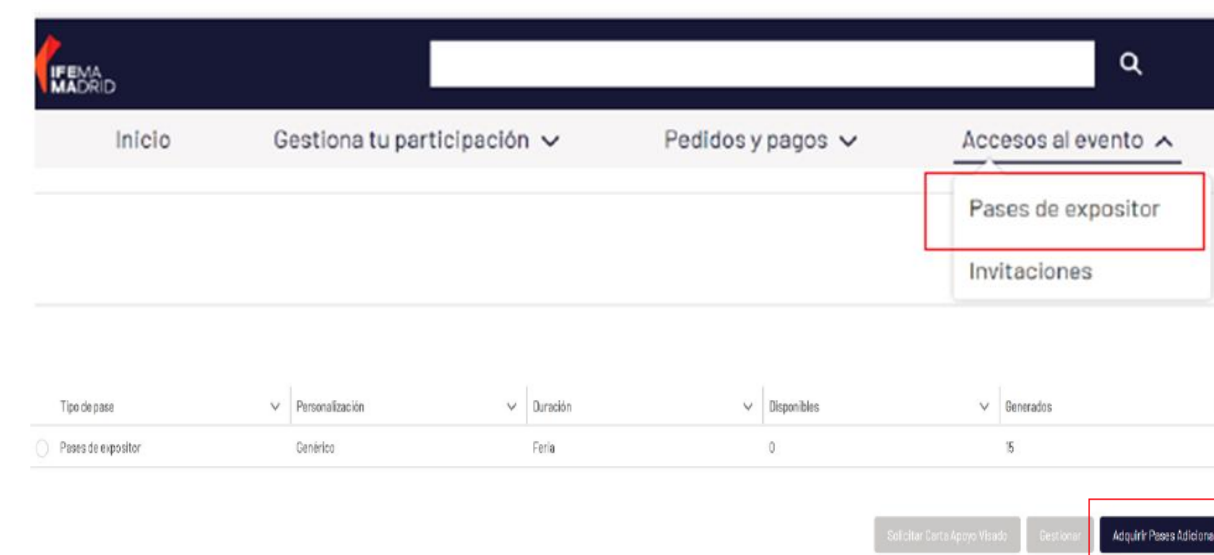
Exhibitor passes will be managed from the **EXPO ZONE**, in the section "Event Access/Exhibitor Passes".



Each exhibitor will be allocated the passes corresponding to the contracted surface area, 2 exhibitor passes for every 4 sqm up to a maximum of 50.

In order to guarantee professionalism at the fair, all exhibitor badges will be personalized. In order to prevent misuse, identity checks may be carried out at the entrances to the fair.

Exhibitors may request additional exhibitor passes through salonlook@ifema.es



2. MANAGE YOUR PARTICIPATION

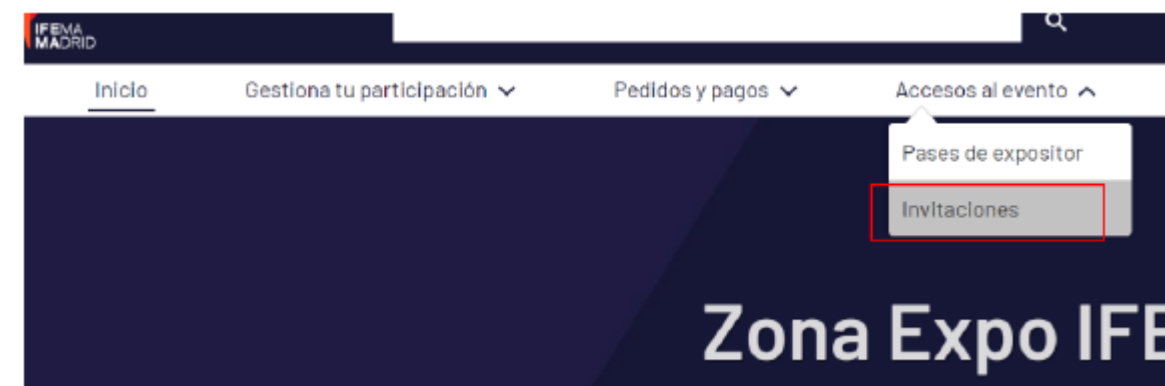
ON-LINE INVITATIONS

Each exhibitor will be provided with professional online invitations to send to their contacts.

If additional invitations are required, please send an email to: salonlook@ifema.es, indicating the exact number of invitations.

Online registration will be open until 15 November 2026.

Invitations will be sent via 'EXPO ZONE/Access to the event/Invitations/Manage invitations'.



You will then be presented with the following screen to customise your shipment:

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

Those who receive the **invitation code must register ONLINE through** the Salon Look website, ifema.es/salonlook in the section Purchase your pass, and entering the invitation code received to obtain their free pass to access the fair. (Invitation codes cannot be redeemed at the reception desk.

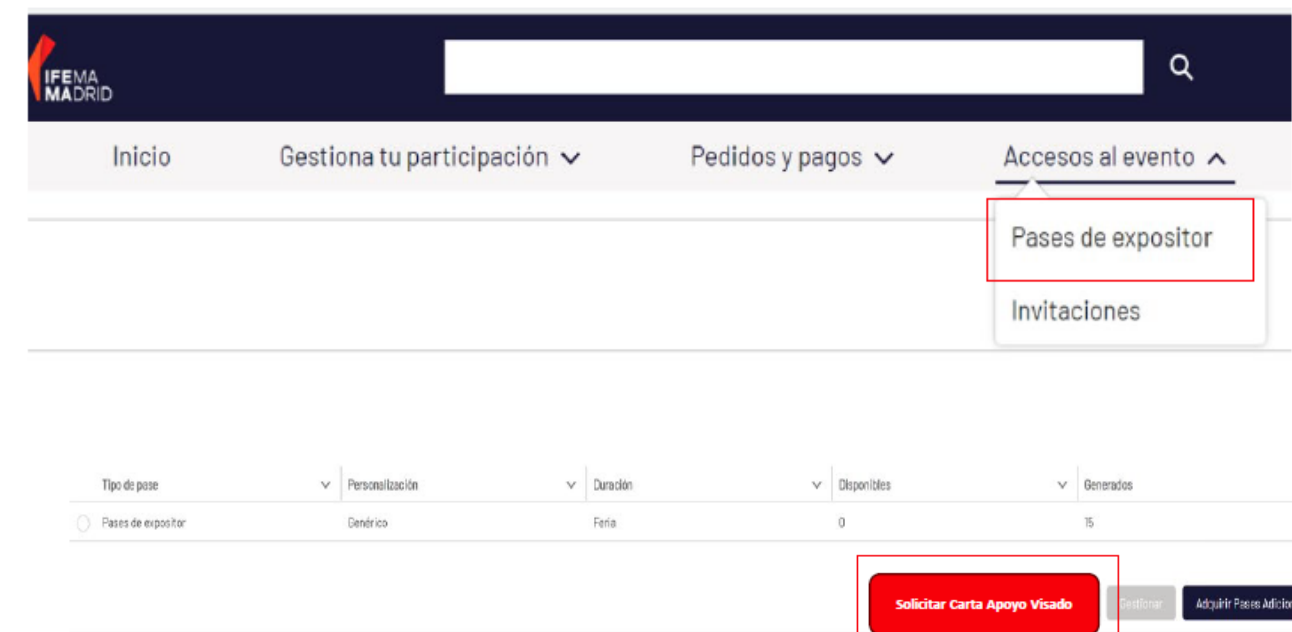
It will be strictly required for all trade visitors who are going to enter the venue with a trade visitor invitation to be accredited as trade visitors through ifema.es/salonlook

VISA MANAGEMENT

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

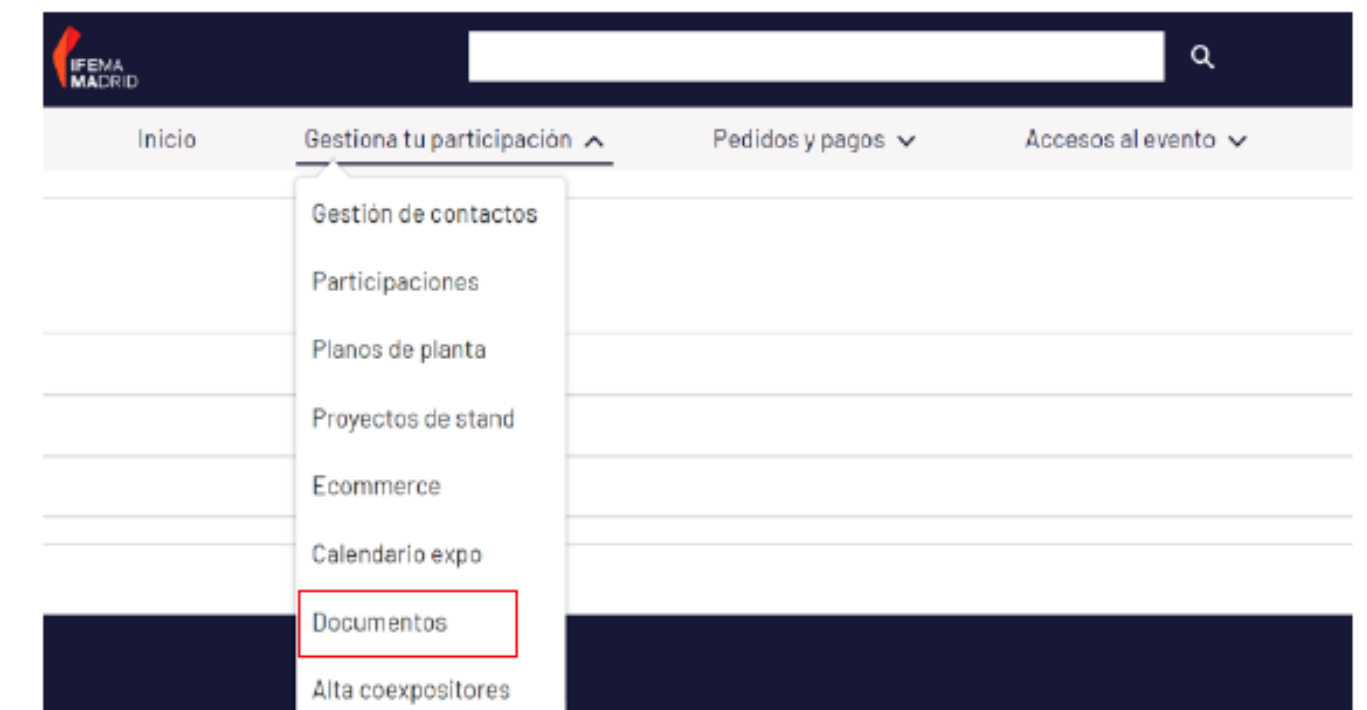
Once these two requirements have been met, via the EXPO ZONE/Event access/Exhibitor Passes section you will have access to the button Request Visa Support Letter.

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



TRANSPORT DISCOUNT VOUCHERS

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



2.3 Other relevant information

DELIVERY OF MERCHANDISE TO THE TRADE FAIR CENTRE. CUSTOMS REGULATIONS

IFEMA MADRID staff are not authorised to receive any goods intended for your booth.

In order to send goods to the site, exhibitors must specify the following on the delivery address:

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

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

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

DSV Office at Recinto Ferial de IFEMA MADRID: Hall 7

Teléfono: +34 91 330 51 77

es.sha.ifema.madrid@dsv.com

CUSTOM REGULATION

1. All products coming from non-EU countries must go through customs procedures, with special mention to the fact that, since 1 January 2020, the United Kingdom has been treated as a third country, so all shipments originating from the United Kingdom must regularise their merchandise through the corresponding customs procedure.

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

3. The material or merchandise for distribution or consumption is subject to 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 trade fair centre until their situation has changed and customs formalities have been completed. It may only be deposited during these formalities in the warehouse of the official logistics agent within the trade fair centre.

5. It is strictly forbidden to sell or distribute non-Community goods at a trade fair before customs clearance has been completed.

6. Products transported as hand luggage must be declared at Barajas Airport in the RED CHANNEL ("Something to declare") and the goods must be cleared with the corresponding authority at the airport.

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

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

Avenida Partenón s/n

Entrada Oeste - access on Calle Rivera del Sena

Pabellón de servicios nave 2

28042 Madrid

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

2. MANAGE YOUR PARTICIPATION

Look

2.4. Map



2.6. FAQ's

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

2. MANAGE YOUR PARTICIPATION

Look

2.6. FAQ's

Question	Answer
Can I send goods to my booth?	<p>IFEMA MADRID staff are not authorised to receive merchandise for your stand. In order to send merchandise to the venue, the exhibitor must indicate the delivery address: IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain). Look Trade Fair Name of your company. Hall and stand number.</p> <p>The merchandise must be received by your company's staff at your stand and arrive on the days set aside for incoming merchandise and decoration. If it is not possible to comply with the above, we recommend that you contact your freight forwarding partner: DSV office at the IFEMA Trade Fair Centre MADRID: Hall 7, (+91) 330 51 77-es.sha.ifema.madrid@dsv.com</p>
What procedure do I have to follow to hang structures in the halls/rigging?	<p>Exhibiting companies may hang elements from the ceiling of the halls following the procedure shown in the "Regulations for hanging structures in Halls" and by completing the form "Application for authorisation for hanging structures/rigging".</p>
Can I hold prize draws and raffles at the stand?	<p>Raffles, prize draws, and random combination games are forms of gambling as set out in articles 3.2 and defined in article 15 of Law 6/2001 of 3 July on gambling in the Community of Madrid.</p> <p>All the information is available in the following form: https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas</p>
How do I apply for a visa support letter?	<p>Visa support letters are managed through the EXPO ZONE. To do so, you first have to personalise your exhibitor passes. Once you have managed your exhibitor passes, you can request your support letters and download them to your computer.</p> <p>It is essential to be up to date with payments according to the payment schedule in order to be able to apply for the letters.</p>
Where can I book the services for my stand?	<p>Either through the e-commerce section inside the EXPO ZONE or via the link: https://shop.ifema.es</p>
Who do I contact to book a room?	<p>Exhibitors who need to book a room should contact with: uanproduccion@ifema.es</p>

Question	Answer
What does the PARTICIPA PLAN include?	<p>This compulsory contracting concept includes the following services:</p> <ul style="list-style-type: none">• Dissemination of the participation in the fair through insertion in the list of exhibitors accessible in open access on the fair's website and shared in communications.• Presence during the fair on the hall plans and lists of exhibitors on display.• Presence as exhibitors in the digital event of the Salón Look trade fair with 10 products or services associated with the company file.• Access to IFEMA MADRID's 'ZONA EXPO' customer portal to manage participation.• Exhibitor passes according to the contract (see point 2.3).• Online invitations according to the contract (see point 2.3) and delivery service through the EXPO ZONE.• Discount vouchers for transport.• Premium wifi connection for 3 users during the whole fair (5 GHz devices). Access codes will be sent the days prior to the start of the fair.
How to use the EXPO ZONE?	<p>The following video shows a tutorial on the use of the EXPO ZONE</p>
What are the features of my EXPO ZONE?	<p>It is used to manage the participation of each exhibiting company at Look</p> <ul style="list-style-type: none">• Registration of contacts who are going to access the Expo Zone and management of access permissions.• Access to the exhibitor's calendar.• View documents of interest.• Manage exhibitor passes, request visa support letters and send invitations.• Access to payments, statement of accounts and invoices issued.• Upload free design stand projects and distribution of modular stand elements.• Add signage for exhibitors with modular stands.• Access to e-commerce for contracting services

Question	Answer
What are the features of the Look digital platform?	<p>In the exhibitor area of my company on the digital platform:</p> <ul style="list-style-type: none">• Update the company data visible in the catalogue and digital event of Salón Look.• Display the range of products and services on offer.• Manage the company's appointment schedule for professional meetings at the stand. (Only with the CONECTA Exhibitor Plan).• Register other team members with access to the digital platform. <p>At the digital event:</p> <ul style="list-style-type: none">• Complete my personal profile on the platform and my agenda of availability for meetings.• Search for contacts of interest in the professional network and request and accept to be a contact for chat and videoconferences. (Only with the CONECTA Exhibitor Plan.)• Scan professional badges at the trade fair. (Only with the CONECTA Exhibitor Plan).• View information on what other exhibitors have to offer.• Consult the activities with the possibility of scheduling them and viewing the digital content available.
How can I request my invoices?	<p>Invoices are not generated by default. You must request them directly from the IFEMA MADRID invoicing department (servifema@ifema.es) indicating the event at which you are exhibiting and the items to be included in the invoice. Once it has been generated, it will be available in your Expo Zone.</p>
What is the difference between the floor only option and the modular stand option?	<p>The floor-only modality only includes the contracting of the space and the compulsory elements (insurance, minimum electricity consumption and the PARTICIPA 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>The modular stands are delivered assembled. See description in section 1.6</p>

2. MANAGE YOUR PARTICIPATION

Look

2.6. FAQ's

Question	Answer
Can I decorate and/or set up my stand with IFEMA MADRID?	<p>Yes, IFEMA MADRID offers two main services:</p> <p>Graphic decoration for stands: Customise your modular stand with your brand image for maximum visitor impact. There is a wide range of versatile graphic materials adaptable to walls, furniture, front, banners... You can request information and a quote at: decoraciongrafica@ifema.es.</p> <p>Stand design: this consists of a comprehensive stand design service fully adapted to your needs. From the planning of your space, design, assembly and disassembly. You can request information and a quote at: standbuilding@ifema.es</p>
Is it compulsory to attend the booth at all times?	<p>Yes, exhibitors must not leave their stand unattended and must remain with the products on display throughout the entire period and opening hours of the event.</p>
Are assembler's passes necessary during the set-up of the trade fair?	<p>No. The requirements to be allowed to enter and set up are: to have paid 100% of your participation, to have the project presented and approved, to have paid the assembly fees, and to have completed the occupational risk protocol.</p>
How can I book parking at IFEMA MADRID?	<p>Exhibiting companies will be able to book parking spaces through the e-commerce section inside the EXPO ZONE or via the link https://shop.ifema.es.</p>

2. MANAGE YOUR PARTICIPATION

Look

2.6. FAQ's

Question	Answer
What coverage do I have as an exhibitor with the insurance included?	You can check the coverage of the compulsory insurance policies at the IFEMA MADRID exhibitor support area .
How can I access the WI-FI network as an exhibitor?	As an exhibitor you will receive as part of the PARTICIPA PLAN a Wi-Fi connection for 3 users during the entire trade fair for the exclusive use of stand holders. Devices that allow 5GHz network capability are required. Access codes will be sent out during the lead up to the event. Additional Wi-Fi access can be booked through the e-commerce section inside the EXPO ZONE or via the link https://shop.ifema.es
Regulations and support for exhibitors at the trade fair centre	https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds
Regulations and support for fitters at the trade fair centre	https://www.ifema.es/en/support/assemblers-colaborators-fairgrounds

3. PROMOTE AND MAXIMIZE YOUR PARTICIPATION

Look

3.1. How to make your participation more profitable

If you need guidance on how to make the most of your participation at Look, please don't hesitate to contact us at salonlook@ifema.es.

3.2. Exhibitor Catalogue

The trade fair catalogue—or list of exhibiting companies—is an essential promotional and networking tool. It provides visitors and other exhibitors with the key information they need to prepare for the event, and it helps them find and contact you before, during, and after the fair.

Make sure to enter and regularly update your contact details, the products or services you will be showcasing, and any relevant information that can increase your company's visibility and ensure you get the highest return on your participation.

All aspects of your digital presence and communication are managed through the Look digital platform.

Take full advantage of the tools IFEMA MADRID offers to promote your presence, schedule meetings, showcase your products, and connect with your target audience.

3.3. Networking

Expand Your Contact Network.

The Look digital platform allows you to search for potential business contacts among participants. You can apply filters such as country, industry, job title, or product interests to refine your search. Once you identify potential clients, you can request to connect by sharing your contact details (email, phone number). Once accepted, you can start chatting with them or invite them to an in-person meeting at the fair, or a video meeting via the Look digital event.

Be proactive and take advantage of this opportunity to build a strong contact list.

Other users can also request meetings—either directed to your company in general (without prior contact approval) or to a specific team member (after connecting). This allows your entire team to plan their meeting schedule at the fair well in advance.

3.4. Invitations for your clients and contacts

IFEMA MADRID provides you with access invitations to the fair to efficiently promote your participation. Don't miss out on this useful tool, which is available to you in your Expo Zone.

3.5. Outdoor and Digital Advertising

Promote your brand before, during, and after the event. Attract new clients through the most effective B2B market segmentation strategies.

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

Additionally, we invite you to explore the advertising opportunities available through the Look digital platform.

3.6. Sponsorship

There is a wide range of promotional activities and sponsorships available that will provide additional visibility and will enable the development of high-impact actions for the national and international professional public visiting the fair: Forums, Activities, Congresses, WIFI Network, Rest Areas, etc.

Contact salonlook@ifema.es

3.7. Conferences, demonstrations and workshops

Organise your own conferences, demonstrations or workshops during Look.

For more information on the rental of rooms, auditoriums and other spaces, please contact salonlook@ifema.es

3.8. Room rental

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

(+34)91 722 30 00

uanproduccion@ifema.es

[Meeting rooms and workspaces | IFEMA MADRID](#)

4. SUSTAINABILITY CUTURE MANAGEMENT AT IFEMA MADRID

Look

At IFEMA MADRID we are not only fully committed to sustainability per se, but also to achieving the sustainable development goals (hereinafter SDGs) promoted by the United Nations, which we have incorporated into our strategic corporate management policy and culture

IFEMA MADRID's sustainability policy is mainly focused on the following SDGs: 8, 9, 11, 12, 13, 16 and 17.

IFEMA MADRID'S sustainability policy is mainly based on the following SDGs: Nos. 8, 9, 11, 12, 13, 16 and 17.

ISO Standards certified by IFEMA MADRID:

- ISO 9001: Quality Management,
- ISO 20121: Event Sustainability Management.
- ISO 14001: Environmental Management,
- ISO 50001: Energy Management,
- ISO 22320: Emergencies Management.

ACTIONS TAKEN AT IFEMA MADRID TO REDUCE GAS EMISSIONS AND BE MORE ENERGY EFFICIENT:

- 100% certified electrical energy of renewable origin.
- Geothermal installation in Puerta Sur building.
- Low consumption lighting in our halls and on our modular stands.
- Controlling the temperature of our air-conditioning / HVAC systems.

IFEMA MADRID is in possession of "calculo" (I calculate) and "reduzco" (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



5. CONTACT US

Look

Department	Ask me about	Contact		
Commercial Department	<ul style="list-style-type: none"> Contracting space General topics of participation in the fair Exhibitor passes Trade visitor invitations Activities and forums at the Fair. 	Director	Julia González	(+34) 91 722 30 00 salonlook@ifema.es
		Commercial Area	Lucía Gamero Isabel Herrero	
IFEMA MADRID Customer Service	<ul style="list-style-type: none"> Hiring of services Expo Zone Visitor information 	(+34) 91 722 30 00 atencionalcliente@ifema.es		
Technical Secretariat (Trade Fair Services Department)	<ul style="list-style-type: none"> Technical support to exhibitors and assemblers Review of stand assembly projects Solutions to technical problems during the exhibition activity Customization of modular stands Coordination for stand catering 	(+34) 91 722 30 00 stecnica@ifema.es catering@ifema.es		
Graphic decoration	Hiring of graphic materials to customize your booth	(+34) 91 722 30 00 decoraciongrafica@ifema.es		
Full service stand design	Design and assembly of free design stands	(+34) 91 722 30 00 standbuilding@ifema.es		

5. CONTACT US

Look

Department	Ask me about	Contact
Outdoor Advertising	Hiring of advertising media at the fairgrounds	(+34)91 722 53 40/08 publicidadexterior@ifema.es
Communication and Marketing Management	Media relations	<div style="display: flex; justify-content: space-between;"> <div> Director: Raúl Diez Press Officer: Selva Dalila International Press: Elena Valera Press Secretariat: Gema Ramirez </div> <div> (+34)91 722 30 00 sdalila@ifema.es </div> </div>
Planning and Control Management	<ul style="list-style-type: none"> Rental of the different meeting and convention spaces at the fairgrounds, both during and outside the fairs. Coordination of extra-fair activities 	(+34)91 722 30 00 uanproduccion@ifema.es
Institutional Relations (Protocol)	<ul style="list-style-type: none"> Institutional visits Guided tours Protocol for all Events Institutional relations 	(+34)91 722 30 00 infoifema@ifema.es
Safety and SelfProtection Management	<ul style="list-style-type: none"> General security and parking Access to the Fairground 	(+34)91 722 50 65 dseguridad@ifema.es
Medical Service and Security Emergencies	<ul style="list-style-type: none"> Medical emergency Health care for exhibitors and visitors during the celebration of fairs, set-up and dismantling. 	(+34)91 722 54 00

Thank you

