

MAD HORROR

Madrid's Horror Festival: Film, Gaming & Comics

30 Oct - 2 Nov

2026

ifema.es

MAD HORROR

**EXHIBITOR GUIDE AND
SPECIFIC RULES FOR
PARTICIPATION**

 **IFEMA
MADRID**

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1. HOW TO PARTICIPATE. REGULATIONS

MADHORROR

1.1 Dates, Opening hours and venue. Participating sectors

MADHORROR will take place at the IFEMA MADRID Exhibition Centre from **30 October to 2 November 2026, from 10:00 a.m. to 9:30 p.m.**

During these hours, stands must remain open to visitors and be properly attended by qualified staff.

Exhibitors may enter the venue 1 hour before opening and remain up to 30 minutes after closing time.

1.2 What do I need to do to participate?

The participation application process begins by completing, within the established deadline, the online **Participation Application Form** available through the [fair's website](#).

Receipt of this form by IFEMA MADRID is the necessary preliminary step to exhibit at the fair. The application must be accompanied by payment of the corresponding reservation fee.

Any company, public body or private organisation whose activities fall within the sectors covered by the event may apply to participate.

The signing and submission of the Participation Application implies full acceptance of the IFEMA MADRID **General Rules for Participation**, as well as the specific rules of **MADHORROR** and any provisions generally established by the Fair Organisers.

The exhibiting company is the company participating in the fair and in whose name the participation application is submitted.

To apply for participation in the fair, it is a requirement that the activity of the exhibitor, whether a company or a public or private organisation, falls within the sectors covered by the event.

By clicking the submit button, the exhibitor confirms to IFEMA MADRID that it is genuinely interested in participating and in receiving a proposal.

Withdrawal by the exhibitor from participation shall result in the loss of any advance payment made. If withdrawal takes place within the 30 days prior to the opening of the Event, the exhibitor may be required to pay the full amount of the allocated space, even if it is subsequently occupied by another exhibitor. (See General Rules for Participation).

Through the Participation Application platform, if the process is not completed, it is possible to request information and quotations, which shall not constitute a formal request for an offer.

Should the CONTRACTING COMPANY designate another entity as the BILLING COMPANY, the details of both entities must be included in the participation application. Changes to the billing company shall not be authorised once the first invoice has been issued.

1.3 Space contracting and allocation

Acceptance of an exhibitor shall be at the sole discretion of IFEMA MADRID, taking into account the purpose of the fair and the availability of exhibition space.

Space allocation is the exclusive responsibility of Fair Management.

IFEMA MADRID shall submit one or more proposals regarding space/location depending on the participation option and/or the type and size of stand requested.

This proposal constitutes an offer for contracting. Should the applicant accept the offer/quotation in writing, by email or signature, the participation contract will be formalised, constituting a binding and irrevocable commitment on the part of the applicant.

The space shall be allocated following written acceptance by the exhibitor.

The exhibitor shall receive the exhibition contract together with the account statement and floor plan indicating the location and dimensions of the stand(s). From that moment, the exhibitor may access the Expo Zone customer portal to manage participation.

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

The allocation of space shall be carried out by Fair Management, taking into account the overall needs of MADHORROR, sectorisation and image requirements, while endeavouring to accommodate exhibitors' preferences and the affinities between products of a similar style, subject to availability.

Fair Management reserves the right to change, from one edition to another, the location of exhibitors' stands if, for reasons of sectorisation, product category or image, it deems this appropriate.

The reservation shall not be formalised until payment of the first 50% of the contracted space has been received. If payment has not been received before the established deadline, MADHORROR Fair Management may reassign the stand without prior notice.

Participation Fees. VAT not included (10%)

(1) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, this transaction is not subject to Spanish VAT. In the case of companies established within the European Union, the exhibitor shall be responsible for any VAT that may become due in its country of establishment.

1. HOW TO PARTICIPATE

1.4 Participation options and exhibition areas

Exhibitor: The natural or legal person with exhibition space at the Event. The exhibiting company is the company in whose name the participation application is submitted.

1.5 Your exhibition space. Stand types.

TYPES OF SPACE

- ❖ **Space Only:** Minimum area of 25 m².
- ❖ **Modular Stand:** Area of 6 m².
- ❖ **Modular Stand:** Area of 9 m².
- ❖ **Modular Stand:** Area of 12 m².
- ❖ **Modular Stand:** Area of 24 m².

Services Included with the Modular Stand Package

- ❖ Public liability insurance (covering up to €60,000) €72.84 + VAT
- ❖ Multi-Fair insurance (covering up to €50,000) €69.15 + VAT
- ❖ Minimum electricity consumption (0.13 kW/m²) €7.65/m² + VAT
- ❖ Assembly rights

Space Only (minimum 25 m²) – Mandatory Contracting:

- ❖ Public liability insurance (covering up to €60,000) €72.84 + VAT
- ❖ Multi-Fair insurance (covering up to €50,000) €69.15 + VAT
- ❖ Minimum electricity consumption (0.13 kW/m²) €7.65/m² + VAT
- ❖ Assembly rights (service included with modular stands)(*)
 - **Type A €2.77/m²:**
 - **Type B €5.56/m²:** Basic aluminium modular stands
 - **Type C €8.85/m²:** Designer aluminium modular stands, carpentry stands and all other materials



1. HOW TO PARTICIPATE.

MADHORROR

STAND MODULAR



STAND

- Minimum area to be contracted: 6 m²
- Stand open to one or more aisles depending on location
- Aluminium structure

ELECTRICAL POWER AND LIGHTING

- Electrical power: minimum electricity consumption (0.13 kW/m²)
- Electrical installation in accordance with low-voltage regulations, consisting of an electrical panel with residual-current device and circuit breaker, designed to support 130 W/m² and including one 500 W socket outlet
- 1 track spotlight of 40 W for every 4 m²

SIGNAGE

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

If the exhibitor's name field is not completed in EXPO ZONE, the sign will display the Fair Name indicated in the Participation Application.
The exhibitor must indicate the company name to be displayed on the sign **before 8 October 2026.**



EXHIBITOR PARTICIPATION PACK: €70 (Mandatory)

- Inclusion in the exhibitor catalogue
- Mention on social media
- [MADHORROR](#) website

Service Package 25 m² + VAT

- Public Liability Insurance (up to €60,000)
- Multi-Fair Insurance (up to €50,000)
- Minimum electricity consumption (0.13 kW/m²)
- Daily stand cleaning (Type A, once per day)
- Signage

DAILY CLEANING TYPE A

Initial cleaning and daily floor cleaning, including emptying of waste bins. Does not include cleaning of displayed items.

ASSEMBLY PLAN

You may view your assembly plan in EXPO ZONE, including the services provided. You can also monitor the status of the plan and submit observations if changes are required.

ADDITIONAL SERVICES

Customise your modular stand using our Stand Graphic Decoration service: decoraciongrafica@ifema.es

HOW TO PARTICIPATE? Drilling is not permitted. Nailing is not permitted; only adhesive tape that leaves no residue may be used. It will be adapted to the dimensions of the allocated space.
NOTES: • Any services or modifications requested beyond these specifications shall be at the exhibitor's expense. • Removal or replacement by the exhibitor of any component of the modular stand shall not imply any reduction in cost. • The layout of all stand elements, requested extras and structural components required for stand support will be adapted to the exhibitor's needs whenever technically feasible and provided that the plan with the relevant instructions is received fifteen days before the first official assembly day. Once the stand has been assembled, relocation of elements not previously communicated within the established deadline will be charged. • All materials used, both structural and electrical, are provided on a rental basis and any damage will be charged according to the current rates. • In addition, exhibitors may contract any items included in the IFEMA Service Catalogue. • All modular stands including interior decoration with panels, profiles, totems, raised platforms, truss structures, etc. must upload their project to EXPO ZONE before **11 September**. • Stands will be delivered completed on **28 October from 8:30 a.m.**

1. HOW TO PARTICIPATE

MADHORROR

Regulations and assembly of your space

ASSEMBLY AND DISMANTLING

Once the stand has been assembled, relocation of any elements not communicated within the established deadline will be charged.

All companies will be required to construct a stand that includes, at a minimum, partition walls adjoining the hall wall and neighbouring stands, depending on location.

Delivery of modular stands contracted through IFEMA MADRID will take place on **29 October at 8:30 a.m.**

Occupation of the space and delivery of the modular stand, where applicable, shall not be authorised until full payment has been made for the contracted space and requested services.

Goods and decoration materials may enter on 29 October from 8:30 a.m. to 9:30 p.m. From 7:00 p.m. onwards, access will only be allowed through pedestrian entrances, as the goods-access doors will be closed to allow installation of recyclable carpeting.

Goods and decoration materials may be removed on **2 November from 9:30 p.m. to 11:00 p.m.**

General assembly regulations

For safety reasons, and as a permanent preventive measure due to concurrent activities, **the use of safety helmets, high-visibility vests and safety footwear is mandatory during assembly and dismantling phases in all exhibition areas.**

Passes are not required during assembly, therefore no assembly passes exist. Assembly work may not begin without first completing and submitting to IFEMA MADRID the protocol: [Risk prevention and coordination of activities](#) on the IFEMA MADRID website.

Vehicle Traffic and Parking Regulations During the Event

Inside the exhibition centre it is expressly forbidden to leave vehicles parked in loading and unloading areas. Vehicles may only park in designated areas and must pay the applicable fee where required. Once the event has been opened, circulation of vehicles inside the halls and avenue is prohibited unless expressly authorised by IFEMA MADRID.

Waste and Assembly Materials Management

All companies involved in the assembly and dismantling of stands are directly responsible for managing and removing the waste they generate within the established deadlines. IFEMA MADRID offers waste containers to facilitate sorting and removal and supervises these operations. The exhibitor forfeits all rights to claim for loss or damage to materials remaining in exhibition areas after the deadline and shall bear all removal costs invoiced by IFEMA MADRID according to established rates.

SPECIAL AUTHORISATIONS

At ifema.es you will find additional services, regulations and forms including

- ❖ Catering notification for stands
- ❖ Occupational risk prevention and coordination of business activities
- ❖ Authorisation request for private stand security
- ❖ Authorisation request for Wi-Fi installation
- ❖ Authorisation request for antenna cabling
- ❖ Authorisation request for rigging structures

MORE INFORMATION

1. REGULATIONS AND ASSEMBLY OF YOUR SPACE

MADHORROR

REGULATIONS AND ASSEMBLY OF YOUR SPACE

REGULATIONS AND ASSEMBLY OF YOUR SPACE

All materials used, both structural and electrical, are supplied on a rental basis and any damage will be charged according to current rates.

Once the stand has been assembled, relocation of any elements not communicated within the established deadline will be charged.

Removal or replacement of any modular stand element by the exhibitor does not imply any reduction in cost.

All materials used, both structural and electrical, are provided on a rental basis and any damage will be charged according to the current rates.

The distribution of stand elements, requested extras and structural support components will be adapted to the exhibitor's needs whenever technically feasible **and provided that the plan with the relevant instructions HAS BEEN UPLOADED TO EXPO ZONE 1 month before assembly begins: 26 September 2026.**

CUSTOMISE YOUR STAND WITH US: GRAPHIC DECORATION FOR STANDS / ADDITIONAL SERVICES

Customise your modular stand with your brand image to maximise impact on visitors.

We offer a wide range of graphic materials (vinyl, foam board, Forex, banners, etc.) adaptable to all stand elements (walls, furniture, fascia panels, hanging banners, displays, etc.).

Request information and a quotation. Our specialised team will supervise production and installation. decoraciongrafica@ifema.es

- Delivery of modular stands contracted through IFEMA MADRID will take place on 29 October at 8:30 a.m.
- Goods and decoration materials may enter on 29 October from 8:30 a.m. to 9:30 p.m.
- Goods and decoration materials may be removed on 2 November from 9:30 p.m. to 11:00 p.m.

Once the stand has been assembled, relocation of any elements not communicated within the established deadline will be charged.

To contract services, please use our online channel: [Shop IFEMA MADRID](#).

1. HOW TO PARTICIPATE

MADHORROR

SPACE ONLY

Regulations and assembly

Companies opting for custom-built stands must **UPLOAD THEIR PROJECT TO EXPO ZONE for approval before 26 September 2026.**

If your project includes a rigging structure, you must complete the Application for hanging structures / rigging and submit a specific project before 26 September 2026.

Stand dismantling may take place on 3, 4 and 5 November from 8:30 a.m. to 9:30 p.m.

Assembly Rights

The company responsible for stand assembly must pay IFEMA MADRID, before beginning work, the assembly rights corresponding to services provided during assembly and dismantling.

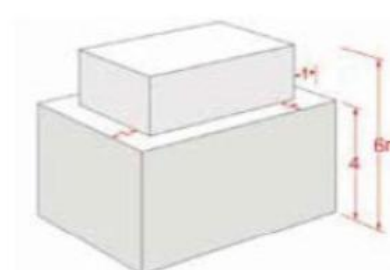
If, as the main exhibitor, you wish to assume payment of these assembly rights and include them on your invoice, they must be contracted through **Expo Zone**.

To improve efficiency and avoid assembly incidents, IFEMA MADRID applies a **late-contracting surcharge to assembly rights**.

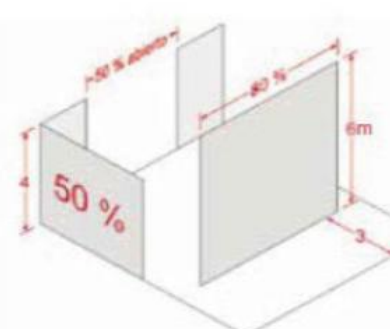
This surcharge increases the price by 25% for contracts made during the seven days prior to assembly, during assembly, the event itself and dismantling.

Assembly rights are applicable to custom-built stands and may be contracted with a 5% discount if ordered up to 30 days before assembly begins.

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



Cerramientos.



SPECIFIC ASSEMBLY RULES FOR CUSTOM-BUILT STANDS

- Assembly of custom-built stands (Space Only) may take place from 23 to 28 October 2026 from 8:30 a.m. to 9:30 p.m.
- All companies will be required to construct a stand that includes, at a minimum, the partition walls adjoining the hall wall or neighbouring stands according to their location
- The exhibitor must identify their space with the corresponding stand number in accordance with the official floor plan and fair contracting documentation.
- The minimum area available for contracting is **25 m²**.

Height

- Maximum authorised height on the perimeter line: 4 m.
- In order to raise or suspend any decorative element up to a maximum height of 6 m, it must be set back 1 m towards the interior along the entire perimeter.
- Construction elements, decorative items and spotlights may not protrude more than 50 cm beyond the allocated space and only from a minimum height of 2.5 m.

Solid Perimeter Enclosures

- Solid perimeter enclosures may not exceed 50% of each aisle-facing frontage.
- In order to create longer enclosures, these must be set back a minimum of 3 m towards the interior and may not exceed 80% of the façade length.

The interpretation and application of these regulations in each particular case shall be the responsibility of IFEMA MADRID, which reserves the right to make exceptions if deemed necessary, based on maintaining the overall perspective of the fair and the visibility of neighbouring stands.

DESIGN YOUR STAND WITH US

In addition to turnkey stands, we offer a comprehensive stand design service, backed by our guarantee and fully adapted to your needs. We take care of planning your space, design, assembly and dismantling. Request, free of charge and with no obligation, a project tailored to your needs by sending an email to:

standbuilding@ifema.es

To contract services, please use our online channel, which you can access through the following link: **Shop IFEMA MADRID**.

Projects that include Rigging must have both projects approved in order for the final approval process to be considered completed. The company responsible for stand assembly work must pay IFEMA MADRID, before commencing such work, the corresponding assembly rights for the services provided during the Fair's assembly and dismantling period

If, as the contracting exhibitor, you wish to assume payment of these assembly rights and have them included on your invoice, you must contract them through EXPO ZONE. They may be contracted with a 5% discount if contracted up to 30 days before the beginning of the fair assembly period.

1. HOW TO PARTICIPATE

1.6 Participation fees

FLOOR ONLY

SPACE ONLY	RATE
From 25m2	70,00 €/m2 + VAT

The contracting of the “Space Only” option requires the mandatory contracting of:

Public Liability Insurance	72,84 €+ VAT
Multi-Fair Insurance	69,15 €+ VAT
Minimum electricity consumption (0.13 kW/m²)	7,65 €/m2+VAT
Exhibitor Participation Pack	70 € + VAT
Assembly Rights	
Type A 2,77 €/M2 :	Spaces without decoration, or occupied by carpet or platform flooring
Type B 5,56 €/M2 :	Basic aluminium modular stands
Type C 8,85 €/M2:	Designer aluminium modular stands, carpentry stands and all other materials

SPACE + TYPE A MODULAR STAND

FLOOR + TYPE A MODULAR STAND	RATE
MODULAR STAND – 6M2	980€ + VAT
MODULAR STAND- 9 M2	1.340€ + VAT
MODULAR STAND – 12M2	1.700€+VAT
MODULAR STAND – 24M2	3.130€+VAT
M2 ADDITIONAL	120€ + VAT

1.7 Payment deadlines and methods

PAYMENT DEADLINES

- ❖ **From July 2026 onwards**
Submission of the online Participation Application together with payment of the first 50% of the contracted exhibition space.
- ❖ **30 September 2026:**
Deadline for payment of 100% of the exhibition space and contracted services.

No authorisation will be granted for occupation of the space, nor will the modular stand be delivered, where applicable, to any exhibitor who has not paid in full for the contracted space and the costs of the requested services.

PAYMENT METHODS

You may make payment using the following methods:

- ❖ **Transfer to: IFEMA MADRID / MADHORROR 2026**

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

- ❖ Certified cheque payable to IFEMA MADRID/ MADHORROR 2026.
- ❖ Credit card through a secure payment environment, accessible upon completion of the online participation application form, or subsequently through Expo Zone. In accordance with current regulations, cash payments and bearer cheques are not accepted.

In Expo Zone you will find your participation account statement and invoices once payments have been made. If you require an invoice in order to make a payment, please request it by email to atecionalcliente@ifema.es

Discounts:

5% DISCOUNT ON SERVICES CONTRACTED THROUGH EXPO ZONE UNTIL 23 SEPTEMBER.

This discount will also apply to services contracted by sending your stand plan to the Technical Secretariat. Mandatory minimum services, outdoor advertising, meeting rooms, stand graphic decoration and fair-specific services such as exhibitor passes, invitations, etc. are not included.

Base price from **24 September to 15 October**, both dates inclusive.

Surcharges:

25% increase for the contracting of services, including assembly rights, from 16 October 2026 onwards.

Contracts made 7 days before the start of fair assembly are subject to a 25% surcharge on the base price of the services included in the Catalogue.

During assembly (also with a 25% surcharge), access to the Exhibitor Zone will remain available for contracting services online during both assembly and the event.

(1) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla); 10% VAT not included. For all other companies, this transaction is not subject to Spanish VAT. In the case of companies established within the European Union, the exhibitor shall be responsible for any VAT that may become due in its country of establishment.

1.8 Specific fair regulations

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

The Fair Management may alter the allocated spaces or make changes to the distribution of the exhibition halls for organisational reasons.

Without prejudice to the Fair Management informing exhibitors in the event of relocation or significant alteration of the reserved location, each exhibitor has the obligation to inform themselves of the location of their stand, its exact dimensions, etc.

The exhibitor is required to attend their stand and remain with the exhibited products throughout the entire duration and opening hours of the event. Failure to comply with this regulation may result in the loss of the preferential right to renew the allocated space.

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

The exhibitor authorises IFEMA MADRID to reproduce, in whole or in part, the products exhibited in its promotional material.

The exhibitor undertakes to comply with environmental protection rules and guidelines.

The use of **public address systems** on stands is **strictly prohibited**, including portable loudspeakers, amplified microphones, megaphones, calling systems or any other device designed to project sound externally. This prohibition applies regardless of the volume emitted or the orientation of the equipment.

Failure to comply with this rule shall result in the immediate interruption of the exhibitor's electricity supply by the Fair Management and/or security personnel.

The organisation of **promotional activities**, and the distribution and display of samples, brochures, leaflets and all kinds of promotional material, shall be carried out exclusively within each exhibitor's allocated space.

The organisation of activities requiring the hiring of a temporary **catering service** during the fair shall require completion of the **"Notification Form for Catering Activities at Stands"**, available at ifema.es, which must be sent to: catering@ifema.es

The installation by exhibitors of WIFI access points, whether for INTERNET connection or for the provision of other functionalities, is expressly prohibited. The purpose of this measure is to avoid interference problems, both with access points that exhibitors may independently install and with IFEMA MADRID's access points. Such interference could cause WIFI networks to stop functioning correctly. For further information, please refer to Article 33 of the General Rules for Participation of Exhibitors in Events Organised by IFEMA MADRID.

CANCELLATION

The exhibitor's withdrawal from participation in the Event shall constitute grounds for termination of the contractual relationship between IFEMA MADRID and the Exhibitor for all purposes. The withdrawal must be communicated in writing to the Fair Management and shall result in the loss of any amounts that the exhibitor should have paid as of the date of notification, in accordance with the payment schedule set out in the Participation Application.

If the withdrawal has been communicated to the Fair Management within the thirty days prior to the opening of the event, IFEMA MADRID may require payment in full of the contracted exhibition space.

With regard to the additional services offered by IFEMA MADRID that the exhibitor may have contracted prior to notification of the withdrawal, the cancellation charges established in Article 7 of the General Conditions of Admission and Contracting for events organised by IFEMA MADRID shall apply.

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

These Specific Rules, including the participation and assembly regulations contained in this chapter, are supplemented by **the General Rules for Participation of Exhibitors in Events Organised by IFEMA MADRID**, which all exhibitors, by the mere fact of participating, accept.

1. HOW TO PARTICIPATE

1.9 Exhibitor Calendar

When	What	How	Who Can Assist You
From July 2026 onwards	Online Participation Application	Submission of the ONLINE PARTICIPATION APPLICATION together with payment of 50% of the exhibition space	Fair Management: madhorror@ifema.es IFEMAMADRID Exhibitor Hotline (+34) 91 722 30 00
Until 30 September 2026 (inclusive)	General Rate Payments	Completion of 100% payment for exhibition space rental and contracted services	Guest Services: atencionalcliente@ifema.es IFEMAMADRID Exhibitor Hotline (+34) 91 722 30 00
Until 30 September 2026	Service Contracting If you need to contract additional services, please do so as early as possible. These rates are subject to periodic revision depending on cost developments. Updated prices are available at the time of contracting on the institutional website within the Exhibitor Zone section.	A) With a 5% discount, until 23 September 2026 (inclusive) , you will receive a 5% discount on the base price of the services included in the catalogue. (Mandatory minimum services, outdoor advertising, meeting rooms, Fair payment terminal services, exhibitor passes, etc. are not included.) B) Base price from 24 September to 15 October 2026 (both dates inclusive) C) With a 25% surcharge from 16 October 2026. Services contracted within 7 days prior to the start of fair assembly are subject to a 25% surcharge on the base price of the services included in the Last-Minute Catalogue. D) During assembly (also with a 25% surcharge) , access to the Exhibitor Zone will remain available for online service contracting throughout assembly and the event. You may contract any services you require from a computer and pay by card without having to travel, except for services requiring cable trough installations. For these services, availability must be checked with the Exhibitor Services Office.	Expo Zone atencionalcliente@ifema.es (+34) 91 722 30 00
Until 8 oct 2026 (inclusive)	Press – New Products And Developments	Submission to the Communications Department of the press dossier containing exhibitor companies’ new products and developments	prensa@ifema.es
Until 24 sep 2026 (inclusive)	Submission of Space – Only Project (Floor Only)	Deadline for submission to the Technical Secretariat of custom-built stand construction projects for approval.	atencionalcliente@ifema.es (+34) 91 722 30 00

1. HOW TO PARTICIPATE

When	What	How	Who Can Assist You
Until 5 oct 2026 (inclusive)	Deadline for Submission of Interior Decoration Projects for Type A Modular Stands	Indicate the Stand Signage in EXPO ZONE / Modular Stand	Expo Zone atencionalcliente@ifema.es (+34) 91 722 30 00
Until 28 October	Exhibitor Passes	Print your exhibitor passes from EXPO ZONE During assembly, passes are not required; therefore, there are no assembly passes.	Expo Zone
From 23 to 28 October 2026 From 8:30 a.m. to 9:30 p.m.	Custom-Built Stand Assembly (Floor Only)	Access for assembly personnel or exhibitors, as well as stand assembly or fitting-out work, will not be permitted outside the specified dates and times. All personnel must be properly equipped with safety gear (helmet, high-visibility vest and safety footwear).	atencionalcliente@ifema.es (+34) 91 722 30 00 Hall Manager
From 30 October to 2 November	Celebration of MadHorror 2026	Opening Hours: From 10:00 a.m. to 9:30 p.m.	atencionalcliente@ifema.es (+34) 91 722 30 00 Hall Manager
Tuesday, 2 November 2026 From 9:30 p.m. to 12:00 midnight	Goods Removal	Access to the halls by vans, forklifts, cranes, etc. will not be permitted until one hour after the fair closes. Exhibitors may be allowed to remove any materials that can be carried without the use of mechanical equipment and without opening the loading doors.	atencionalcliente@ifema.es (+34) 91 722 30 00 Hall Manager
From 3 to 5 November From 8:30 a.m. to 9:30 p.m.	Dismantling of Custom-Built Stands	Access for assembly personnel or exhibitors, as well as dismantling work, will not be permitted outside the specified dates and times. The use of a safety helmet, high-visibility vest and safety footwear is mandatory.	atencionalcliente@ifema.es (+34) 91 722 30 00 Hall Manager

2. MANAGE YOUR PARTICIPATION

MADHORROR

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

Access our Expo Zone customer area through the website: www.ifema.es/en/madhorror to manage your company details, contacts, and everything related to your participation. You will be able to access your participation once it has been confirmed using your user account (the email address used to complete the application).

What can I do from Expo Zone?

- Access the details of each participation, floor plans and projects.
- Access the exhibitor calendar.
- View documents of interest.
- Manage exhibitor passes and request visa support letters.
- Access orders, payments, account statements and issued invoices.
- Upload custom-built stand projects.
- Request the distribution of modular stand elements, coat racks or shelves, and add stand signage.
- Access **Shop IFEMA MADRID** to contract services.

2.2 Passes and invitations. Visas. Vouchers and discounts

EXHIBITOR PASSES

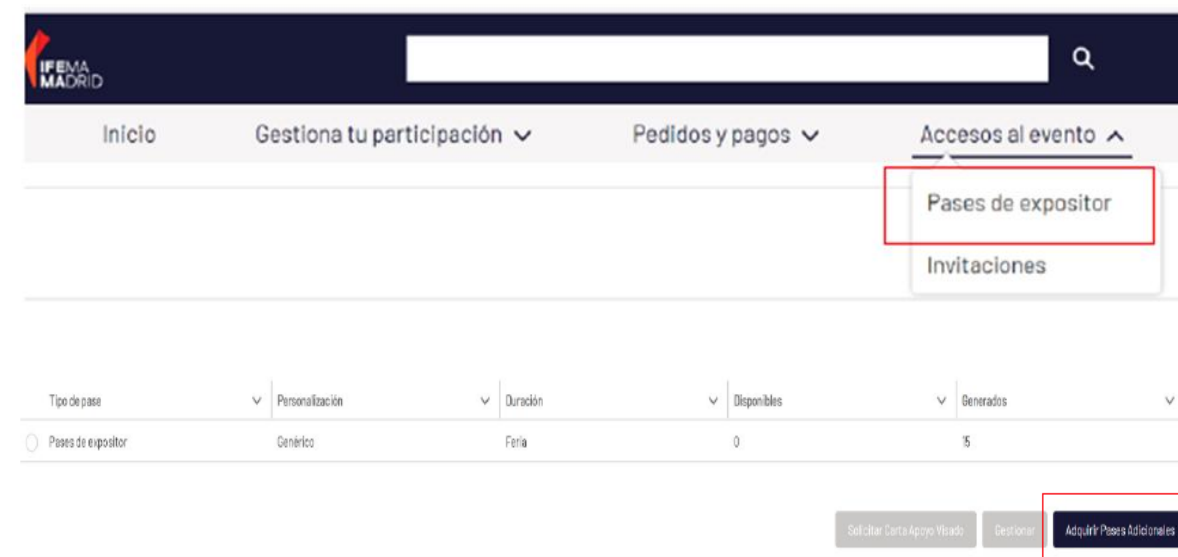
Exhibitor passes will be managed through EXPO ZONE, under the section “Event Access / Exhibitor Passes.”



Each exhibitor will be allocated the corresponding number of passes according to the contracted area: 4 exhibitor passes for every 6 m², up to a maximum of 12 passes.

In order to guarantee the professional nature of the fair, all exhibitor passes will be personalised. To prevent misuse, identity checks may be carried out at the fair entrances.

The exhibitor may request additional exhibitor passes through madhorror@ifema.es



2. MANAGE YOUR PARTICIPATION

ONLINE INVITATIONS

Each exhibitor may purchase professional online invitations to send to their contacts.

Should additional invitations be required, an email must be sent to madhorror@ifema.es, indicating the exact quantity required.

Invitations shall be sent through “EXPO ZONE / Event Access / Invitations / Manage Invitations.”



The following screen will then appear to customise the mailing.

Invitación: Feria - 100.00%

1. Introduce las direcciones de correo a las que quiere enviar la invitación
Añadir listado de emails

Copia y pega los emails en una misma columna

2. Añadir saludo y texto adicional

Escribe aquí

3. Si dispones en tu empresa de un departamento para el cumplimiento del RGPD, añade los datos de contacto (Email: RGPD@tuempresa.es, Teléfono: 987654321, Dirección postal...)

Escribe aquí

Enviar invitaciones

We encourage exhibitors to make proper use of the invitations by sending them exclusively to industry professionals in order to maintain the professional nature of the fair. Access checks may be carried out for this purpose.

Professionals who receive an invitation code must register ONLINE through the MADHORROR website, in the “Get Your Pass” section, and enter the invitation code received in order to obtain free access to the fair. (Invitation codes cannot be redeemed at the registration desks.)

It is absolutely mandatory that all Professional Visitors accessing the venue with a Professional Invitation register as professionals through www.ifema.es/en/madhorr

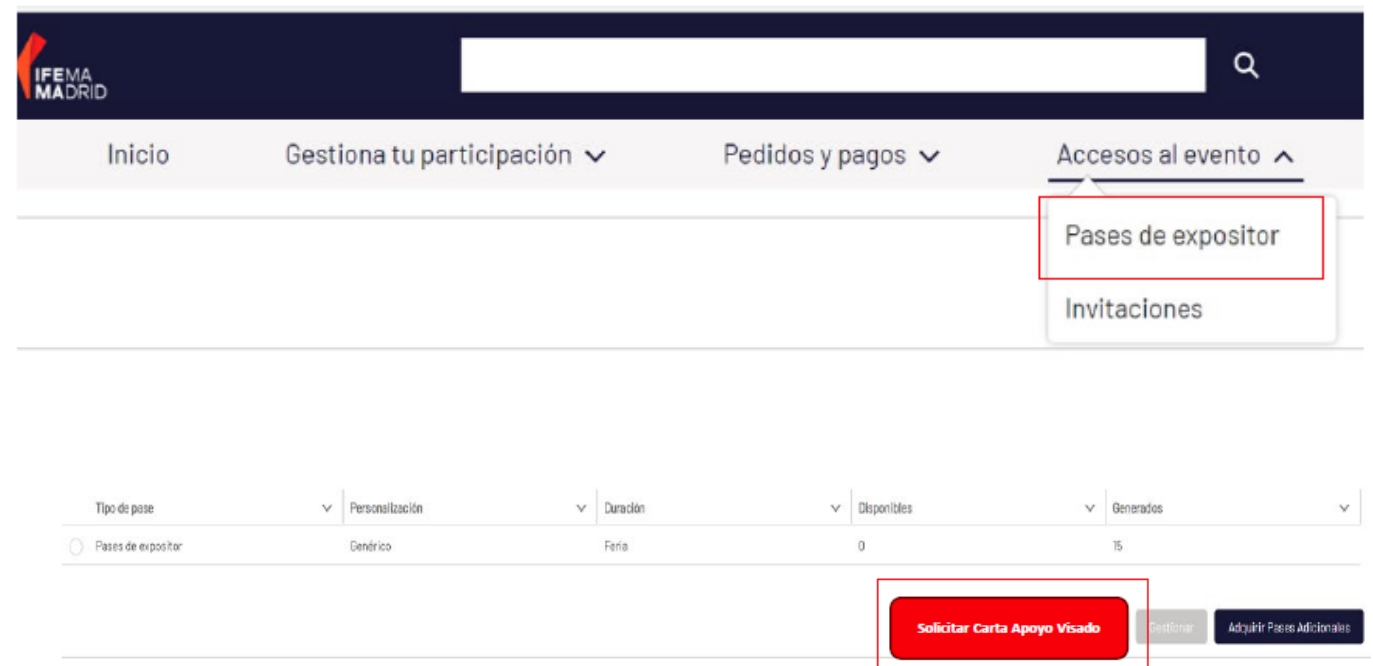
VISA MANAGEMENT

If you require a visa for travel, **you may request support letters through EXPO ZONE** to process your visa application.

To do so, you **must first personalise your exhibitor pass and have completed payment** for your participation in accordance with the payment schedule (see section 1.8).

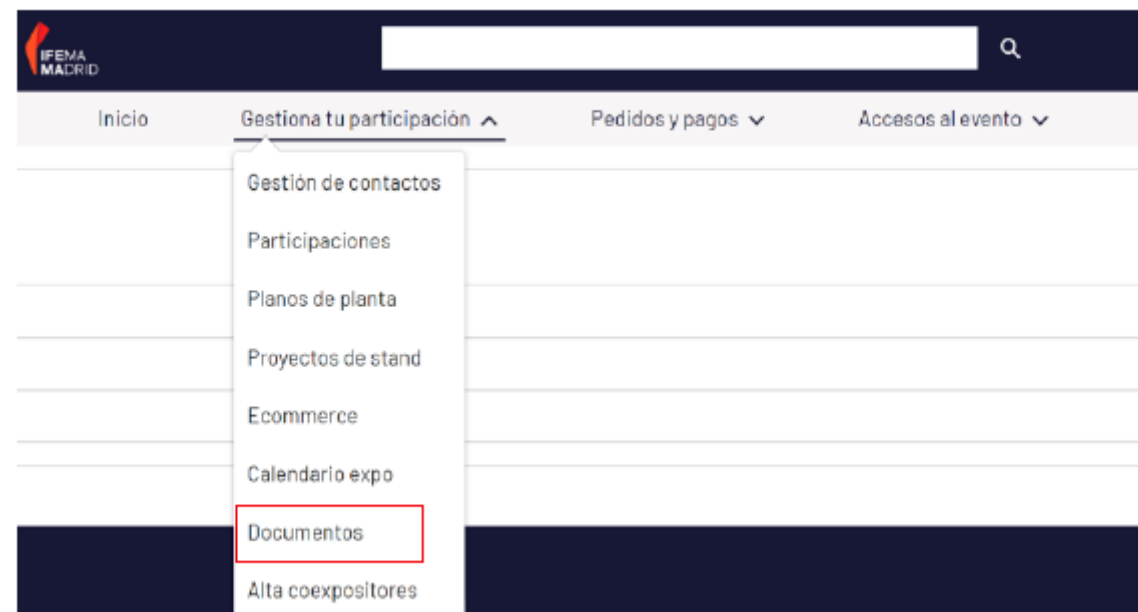
Once these two requirements have been fulfilled, you will have access to the “**Request Visa Support Letter**” button via “**EXPO ZONE / Event Access / Exhibitor Passes.**”

We recommend that you begin the process as early as possible, as the visa



TRANSPORT DISCOUNT VOUCHERS

Once exhibitor passes have been requested, the corresponding **transport discount vouchers may be downloaded from EXPO ZONE**, under “**Manage Your Participation / Documents.**”



2.3 Other relevant information

Shipment of Goods to the Venue. Customs Regulations

IFEMA MADRID staff are not authorised to receive any goods destined for your stand. To send goods to the venue, the exhibitor must indicate the following delivery address:

- ♦ IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid, Spain)
- ♦ MADHORROR Fair
- ♦ Your company name
- ♦ Hall and stand number

Goods must be received by personnel from your company at your stand and must arrive during the periods designated for goods delivery and stand decoration.

Should it not be possible to comply with the above, we recommend contacting the official goods handling and storage company:

Office of DB Schenker at the IFEMA MADRID Exhibition Centre: Hall 7

Telephone: +34 91 330 51 77

ifema.madrid@dbschenker.com

CUSTOMS REGULATIONS

1. All products originating from non-EU countries must undergo customs clearance procedures. Special mention should be made of the fact that, since 1 January 2020, the United Kingdom has been treated as a third country. Therefore, all shipments originating from the United Kingdom must regularise their goods through the corresponding customs procedure.
2. Exhibiting companies must have the details of the customs agent responsible for clearing their goods or, alternatively, a copy of the customs documentation relating to the goods' entry into the European Union.
3. Materials or goods intended for distribution or consumption must pay Spanish duties and taxes, even when they are products with no commercial value (the amount of taxes may vary depending on the country of origin).
4. Any goods subject to a temporary customs regime may not be moved from the stand or removed from the IFEMA MADRID Exhibition Centre until their status has been modified and the corresponding customs procedures have been completed. During this process, such goods may only be stored in the warehouse of the official logistics operator within the Exhibition Centre.
5. It is strictly prohibited to display, sell, consume or distribute non-EU goods at a fair before customs clearance procedures have been completed. This requirement also includes promotional materials.

6. Products transported as hand luggage must be declared at Madrid-Barajas Airport through the RED CHANNEL ("Goods to Declare") and must be regularised with the corresponding customs authority at the airport.

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

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

Partenón Avenue, s/n

West Entrance – Rivera del Sena Street Access

Service Hall, Warehouse

228042 Madrid

To avoid any undesirable situations, and should you have any questions, you may contact our Customs Logistics Operator,

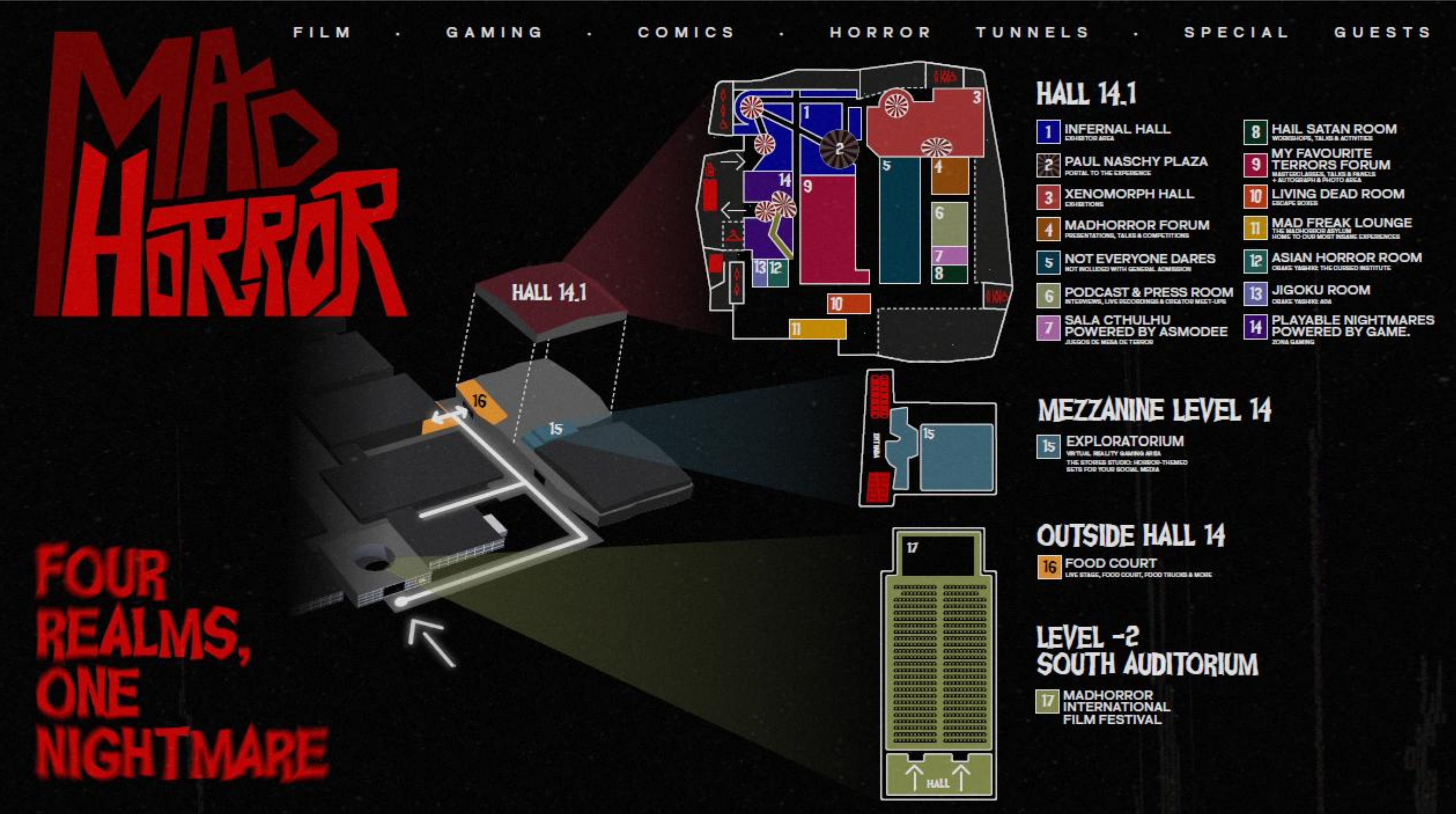
DB SCHENKER: (+34) 91 330 51 77

E-mail: ifema.madrid@dbschenker.com

2. MANAGE YOUR PARTICIPATION

MADHORROR

2.4 Venue plan



2.5 Frequently asked questions

Question	Answer
Where can I find the IFEMA MADRID General Rules for Participation to which my participation is subject?	In addition to the Exhibitor Guide, your participation in MADHORROR is subject to the General rules for participation , which you should be familiar with and which can be accessed through the IFEMA MADRID website (www.ifema.es/en) as well as through the following link: General rules for participation in events organised by IFEMA MADRID .
Can I contract a catering service or serve my own food and beverages at the stand?	Yes. Exhibitors wishing to provide a complimentary catering/restaurant service at their stand may do so either by arranging the service through IFEMA MADRID approved catering companies (See list HERE) or through other catering service providers. In the latter case, it is essential to complete the “Notification for Catering/Restaurant Services at Stands” form, available in the exhibitors' area of the institutional website, and send it, together with the information requested therein, to catering@ifema.es for the appropriate purposes.. Should this notification not be submitted to IFEMA MADRID, the Exhibitor will not be permitted to provide this service at the stand. The exhibitor assumes liability towards third parties for any claims arising from the aforementioned catering service, releasing IFEMA MADRID from any responsibility in this regard.
Can I access the venue with vehicles for assembly and dismantling, or for loading and unloading goods?	Access to IFEMA MADRID and the interior of the exhibition halls shall be through the entrances and during the days and times indicated in this Exhibitor Guide. Access to the interior of the halls shall be permitted exclusively for the unloading of materials. Vehicles may not remain parked inside the halls or in adjacent areas. Please note that, for occupational safety reasons, parking in front of goods-access doors is strictly prohibited. IFEMA MADRID assumes no responsibility for the surveillance of vehicles while they remain on the Feria de Madrid premises. There is a truck parking area and a passenger vehicle parking area, both of which may be used upon payment of the corresponding fees, where applicable. See rates
Can I have a vehicle displayed inside my stand?	Vehicles with internal combustion engines displayed as exhibits must have their fuel tanks loaded with only the minimum amount of fuel strictly necessary to enter the allocated space and to leave it upon completion of the event.

2. MANAGE YOUR PARTICIPATION

Question	Answer
Can I send goods to my booth?	IFEMA MADRID staff are not authorized to receive goods for your stand. To send goods to the venue, exhibitors must indicate the following delivery address: IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain). MadHorror Fair. Name of your company. Hall and stand number. Goods must be received by your company's staff at your stand and must arrive during the days designated for goods delivery and decoration. If this is not possible, we recommend that you contact the goods management partner company: DB Schenker office at the IFEMA MADRID Exhibition Center: Hall 7, (+91) 330 51 77 ifema.madrid@dbschenker.com
What procedure do I have to follow to hang structures in the pavilions/rigging?	Exhibiting companies may hang elements from the roofs of the halls by following the procedure set out in the “Regulations for hanging structures in Halls” and completing the “Application for authorization to hang structures/ Rigging” form and sending it to and by filling out the “Application for authorization to hang structures / Rigging” form and sending it to Shop IFEMA MADRID.
Can I hold raffles and prize draws at the stand?	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 of July 3, 2001 of the Community of Madrid. You have all the information in the following form https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas
How do I request a visa support letter?	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. In order to be able to request the letters, you must be up to date with your payments according to the payment schedule.
Who should I contact to book a room?	By accessing the Shop IFEMA MADRID, available within Expo Zone, or through the link https://shop.ifema.es/s/?language=en_GB

2. MANAGE YOUR PARTICIPATION

Question	Answer
How to use the EXPO ZONE?	The next video shows a tutorial on the use of the EXPO ZONE
What are the benefits of my Expo Zone?	It is used to manage the participation of each exhibiting company in Madhorrer. • Registration of contacts that will 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, account status and invoices issued. • Upload free design stand projects and distribution of modular stand elements. • Add signage and choose carpet color for exhibitors with modular stands. • Access to e-commerce for the contracting of services.

2. MANAGE YOUR PARTICIPATION

Ask	Reply
How can I request my invoices?	Invoices are not generated by default. You must request them directly to the IFEMA MADRID invoicing department (atecionalcliente@ifema.es) 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.
What is the difference between the floor only option and the turnkey basic modular booth option?	The floor Only option includes only the rental of the exhibition space and the mandatory services (insurance and minimum electricity consumption). The exhibitor is responsible for building a custom-designed stand or contracting one through the stand design service offered by IFEMA MADRID. Modular stands are delivered fully assembled. Please refer to Section 1.6 for a detailed description.

Ask	Reply
Can I decorate and/or set up my stand with IFEMA?	Yes, IFEMA MADRID offers two main services: Graphic decoration for stands: 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... You can request information and a quote at decoraciongrafica@ifema.es. Stand design: 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 quotation at standbuilding@ifema.es.
Is it mandatory to attend the booth at all times?	Yes, the exhibitor is obliged to attend its stand and remain with the products exhibited during the entire period and opening hours of the show.
Are rigger's passes required during the assembly/disassembly of the fair?	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.
How can I book parking at IFEMA MADRID?	Exhibiting companies may book parking spaces through the Shop IFEMA MADRID, available within Expo Zone, or through the corresponding online link.

Ask	Reply
What coverage do I have as an exhibitor with the insurance included?	You can consult the coverage of the compulsory insurance policies in the IFEMA MADRID exhibitor support area .
How do I access the WIFI network as an exhibitor?	As an exhibitor you will receive as part of the CONECTA PLAN Wi-Fi connection for 3 users during the entire fair for exclusive use by booth 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 Wi-Fi access from the e-commerce located inside the Expo Zone or through the link https://shop.ifema.es/s/?language=en_GB
Regulations and support for exhibitors at the fairgrounds	https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds

3. PROMOTE AND MAXIMIZE YOUR PARTICIPATION

MADHORROR

3.1 How to maximise your participation

If you require advice regarding your participation in MADHORROR, please do not hesitate to contact us at madhorror@ifema.es

3.2 Exhibitor Catalogue

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

- Enter and update your contact details, the products or services you are presenting, and any information you consider relevant in order to maximise your company's visibility and achieve the greatest return on your participation.
- The entire digital environment and communication relating to your participation are managed through the MADHORROR digital platform.
- Make the most of the platform offered by IFEMA MADRID to communicate your participation, schedule meetings, showcase your products and connect with your target audience.

3.3 Networking

Enhance your contact database.

The MADHORROR digital platform provides you with the opportunity to search for contacts among its participants. You may use filters such as country, business activity, job title, products of interest, etc., to perform searches. Once potential clients have been identified, you may request contact with them (sharing details such as email address and telephone number). Once they have accepted, you will be able to chat with them or invite them to an in-person meeting at the fair or to a video conference through the MADHORROR digital event.

Be proactive and take advantage of the opportunity to build a valuable contact list.

Other users may request meetings either by sending their request to the company in general (without prior acceptance of contact) or to a specific team member (following prior contact). This allows the entire team to organise and schedule their fair meeting agenda well in advance.

3.4 Invitations for your clients and contacts

IFEMA MADRID provides you with fair access invitations so that you can promote your participation effectively. Make sure to take advantage of this useful tool available in your Expo Zone.

3.5 Outdoor and digital advertising

Advertising projects tailored to your needs.

- Promote your brand before, during and after the event.
- Attract new clients through the best B2B targeting opportunities on the market.

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

Also explore the advertising opportunities available through the MADHORROR digital platform.

3.6 Sponsorship opportunities

You have access to a wide range of promotional actions and sponsorship opportunities that will provide outstanding additional visibility and enable you to carry out high-impact initiatives aimed at the national and international professional audience attending the fair:

Forums, Activities, Congresses, WIFI Network, Rest Areas, etc.

Contact: atencionalcliente@ifema.es

3.7 Room Rental

Event exhibitors have the option of renting rooms within the venue if they wish to organise a conference, reception, press conference or product presentation during the fair. Advance booking is required.

For more information about the rental of meeting rooms, auditoriums and other spaces, please contact madhorror@ifema.es

MORE INFORMATION

4. SUSTAINABILITY MANAGEMENT AT IFEMA MADRID

MADHORROR

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. (check our fees in Exhibitors' Area).

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: [Quality and sustainability | IFEMA MADRID](#)



Departament	Ask Me About	Contact		
Fair	• Space booking • General matters relating to participation in the fair • Exhibitor passes • Professional visitor invitations • Activities and forums at the fair	Director	Gonzalo Cabrera	(+34) 91 722 30 00 <u>madhorror@ifema.es</u>
		Comercial Department	Mercedes Monasterio	
IFEMA MADRID Guest Service	• Contracting services • Expo Zone • Visitor information	(+34) 91 722 30 00 <u>atencionalcliente@ifema.es</u>		
Technical Secretariat	• Technical support for exhibitors and stand builders • Review of stand assembly projects • Solutions to technical issues during the event • Customisation of modular stands • Coordination of stand catering services	(+34) 91 722 30 00 <u>dproduccion@ifema.es</u> <u>catering@ifema.es</u>		
Graphic Decoration	Contracting graphic materials to customise your stand.	(+34) 91 722 30 00 <u>decoraciongrafica@ifema.es</u>		
Comprehensive Stand Design Service	Design and construction of custom-built stands	(+34) 91 722 30 00 <u>standbuilding@ifema.es</u>		

5. CONTACT US

MADHORROR

Departament	Ask me About	Contact
Outdoor Advertising	Contracting advertising media within the exhibition centre	(+34) 91 722 53 40/08 publicidadexterior@ifema.es
Communications and Marketing Department	Media Relations	Director: Raúl Díez Press Officer: Iciar Martínez de Lecea International Press: Elena Valera Press Secretary: Gema Ramírez (+34) 91 722 30 00 iciarm@ifema.es
Planning and Control Department	- Rental of the different meeting and convention spaces within the exhibition centre, both during fairs and outside fair periods. - Coordination of non-fair activities	(+34) 91 722 30 00 uanproduccion@ifema.es
Institutional Relations (Protocol)	- Institutional visits - Guided tours - Protocol for all events - Institutional relations	(+34) 91 722 30 00 infoifema@ifema.es
Security and Self-Protection Department	- General security and parking - Access to the Exhibition Centre	(+34) 91 722 50 65 dseguridad@ifema.es
Medical Service and Security Emergencies	- Medical emergencies - Medical assistance for exhibitors and visitors during fairs, assembly and dismantling periods	(+34) 91 722 54 00

Thanks

