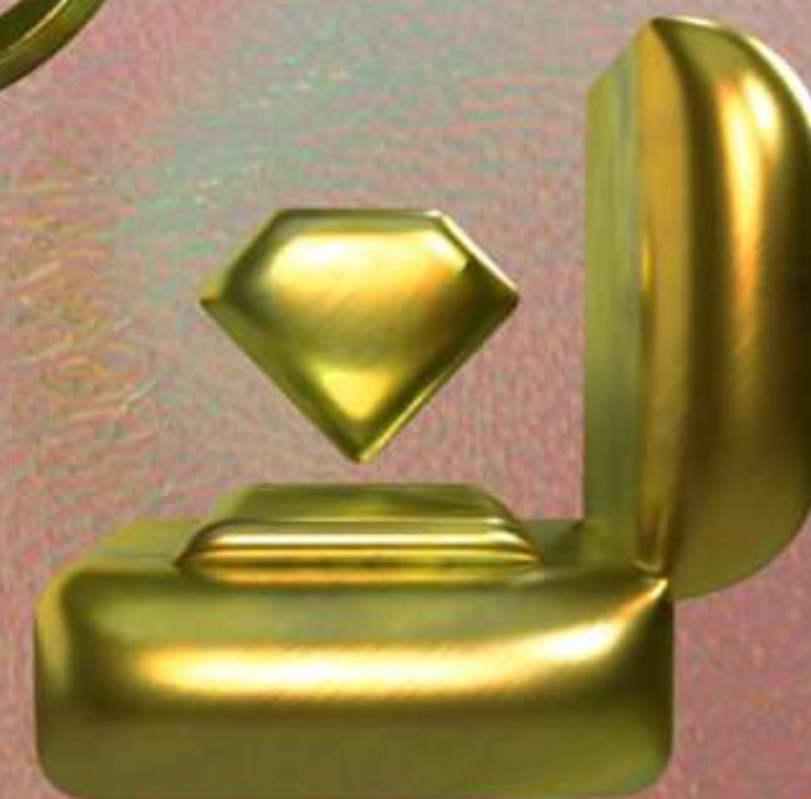


madridjoya

Exhibitor's Guide



**12-15
Sep
2024**

Recinto Ferial
ifema.es

Coincidencia with
intergift
bisutex
MOMAD

**IFEMA
MADRID**

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1. Exhibition dates and times

Madridjoya

Madridjoya will take place at IFEMA MADRID from **Thursday 12 to Sunday 15 september 2024**

Opening hours: From 10 am to 7 pm, and last day until 5 pm.

Hall 1, sector:

-Cash & Carry

Hall 6, sectors:

- Gold jewelry
- Silver jewelry
- Stones and gems
- Packaging
- Machinery
- Related industries

The **Madridjoya LIVE Connect** digital platform will be active from **June 17 to October 14, 2024**.

OPEN TO: Trade visitors only..

COINCIDING TRADE FAIRS: BISUTEX, INTERGIFT y MOMAD.

- BISUTEX - International Fashion Jewellery and Accessories Trade Fair
- INTERGIFT - International Gift & Decoration Fair
- MOMAD - International fashion, footwear and accessories trade show



2. How can I make my participation at Madridjoya profitable

Madridjoya

If you need assistance about your participation in Madridjoya, please do not hesitate to contact us by email at madridjoya@ifema.es

BEFORE THE SHOW

- **Define the objectives** and strategy for your participation at Madridjoya.
 - **Communicate** to the media, clients and potential clients your presence at the trade show.
 - Inform the media about your presence at the show.
 - **Send the Madridjoya free invitations** offered By the fair, to your existing and potential customers through the Exhibitors' Area at ifema.es/en/madridjoya
 - **Promote your news** on social networks.
 - Participate in **promotional activities at Madridjoya**; presentations, catwalk, cocktail parties, etc.
 - Use the promotional elements offered by the fair; banners on the Madridjoya website, advertising in the visitor's guide; sponsorship of spaces, products or services; creativities and filters for social networks; customizable banners to include in your e-signature...
 - **Prepare the necessary material for your participation** in the show in advance: stand project and customisation, material and display product, required staff, services, catering, decoration...
-
- **How can I make my participation at Madridjoya profitable**
 - Use the **Madridjoya LIVE Connect digital platform**:
 - Update your company information and add your products on LIVE Connect.
 - **Contact with the professional community** and schedule meetings at the show through LIVE Connect

DURING THE SHOW

- **Room hire for receptions**, conferences, press conferences or other professional activities at IFEMA MADRID Convention and Congress Centre.
- Use the **promotional items** available to you at the show such as outdoor advertising on show premises.
- Post content on Social Networks and tag Madridjoya to share it.
- Scanned the QR code of visitors to add them to LIVE Connect and **generate a database**.

AFTER THE SHOW

- Send **thank-you communications** to your visitors.
- Communicate the positive reception of your product through social networks and traditional media.
- Assess which **conditions, features or improvements** should your participation have to implement them at the next edition of the show.

3. How to be an exhibitor in Madridjoya

3.1.

The contracting of space shall be carried out by filling in the ONLINE **APPLICATION FORM** that is available on the trade fair's web page: ifema.es/en/madrid-joya

3.2.

Companies from jewellery, gems, stones, watchmaker and related industries may apply to participate in Madridjoya. The final acceptance of participation is reserved to IFEMA MADRID, which may reject applications that are not considered to fall within the sectors and products included in the sectors and products covered By the event and, therefore, are not in line with the aims of the event.

Applications may also be rejected if there is not enough space and/or if they are presented outside the space and/or the presentation of the same outside the established deadlines. IFEMA MADRID will notify applicants in writing of this circumstance to applicants in writing.

3.3.

The reservation shall not be confirmed until the first **50% of the amount** corresponding to the space has been paid. If the payment has not been received By the deadline indicated **June 3, 2024**, the Fair Management can make free use of the stand without any need to provide prior notification.

3.4.

Exhibition contract sent by the Fair Management with the space allocation shall constitute the total acceptance of IFEMA MADRID's General Terms and Conditions of Participation, the Specific Terms and Conditions for Madridjoya and any other provisions that may be generally, set forth by the fair organisers. You can look up the current regulation in force at ifema.es/en/support

3.5.

In the event that the Applying Company designates another entity to make any of the payments related to its participation, it should provide all the necessary billing information. If the entity designated fails to render payment according to the schedules established, the Applying Company is liable for the payments, to be made upon a simple request by IFEMA MADRID.

3.6.

Exhibitor waivers shall be governed by the terms set forth in the IFEMA MADRID's General Terms and Conditions of Participation available at ifema.es/en/madrid-joya



4. Allocation of exhibition space

Madridjoya

4.1.

The allocation of spaces will be carried out by the Fair Management, considering the needs of the Fair, considering the needs of Madridjoya (sectorisation and image), as well as trying to attend to the preferences of the companies and the affinities between products of similar style within the existing availability at that time.

4.2.

The Fair Management reserves the right to change the location of the stands occupied by exhibitors from one edition to another, should this be deemed appropriate due to sector distribution or type of product or image

4.3.

Exhibitors who have not made all the payments corresponding to the contracted space and accompanying services shall not be authorized to occupy the exhibition space and, where appropriate, shall not receive their modular stand. The withdrawal of merchandise will not be authorized without having paid in full expenses produced during the fair.

4.4.

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

4.5.

For safety reasons, we would like to draw your attention to the fact that the storage of packaging is prohibited at the rear of the halls and on the walls of the halls.

The rest of the assembly regulations are included in the General Rules of Participation, which can be found at ifema.es/en/madrid-joya

4.6.

Pavilion columns remaining inside a stand may be used as a visibility point for that stand, may be used as a point of visibility for that stand. The stand may be fitted with an element such as foam, board or tarpaulin, without being glued or fixed directly to the column and subject to the prior approval of the prior approval of the Technical Secretariat.

4.7.

The collection of exhibition material from your stand will not be allowed until the close of the fair: 5 pm on the last day of the fair: Sunday 15 September 2024.

4.8.

All photos taken by the official photographer at the request of the management may be used by the fair for promotional purposes.

5. Types of participation

TYPES

Participants can take part at the fair with 2 stand formats: SPACE ONLY or SPACE+TURNKEY MODULAR STAND PACKAGES.

All companies that have an exhibition space measuring less than 25 sq.m. shall be obliged to contract one of the turnkey modular stand packages

MODULAR

In this edition, there will be 4 types of modular: CLOSED, PREMIUM OPEN, CASH & CARRY OPEN AND MINI.

The construction of aluminium stands will not be allowed except in the Cash & Carry area.

You may find their features through the [Expo Zone](#).

The modular stands will be delivered on Tuesday 10 September 2024 at 8:30 am.

Through the [Expo Zone](#) you must indicate, before August 29, 2024, the name that must appear on your stand lettering.



5. Types of participation

CLOSED SHELL SCHEME STAND



ORIENTATIVE DRAWING:

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

GENERAL CHARACTERISTICS:

RATE:

Space + Closed Shell Scheme Stand: € 166,35 sq.m. + VAT (1) + Mandatory contracting services (See point 6)

TECHNICAL CHARACTERISTICS:

STAND:

- Closed stand that opens out onto one or more facades depending on location
- Structure with 2,90 m, made with melamine beige and black panels

STANDARD TRADE FAIR CARPET

- Black

STORAGE WITH LOCKABLE WAREHOUSE (measured according to the contracted surface)

PRINCIPAL FACADE with showcases with different measures, that includes door, lock and 3 led spotlights of 30 w

STAND SIGNAGE

Standard font rotulation, placed on methacrylate on façade.

ELECTRICAL POWER AND LIGHTING:

- Lighting by rails of 40 w (one led spotlights, at the rate of 1 per 4 sqm)
- Electrical switchboard with mangetohermic differential, prepare to support 130 w/sqm and with a plug base included. Will be located inside the warehouse.

INCLUDED SERVICES

Daily stand cleaning (Type A, once a day).

ASSEMBLY PLAN

You must send the floor plan of your stand with your specific needs in terms of location and distribution of the display cases, storage and lighting points to the assembly company before **August 23, 2024..**

5. Types of participation

OPEN SHELL SCHEME PREMIUM STAND



ORIENTATIVE DRAWING:

This information is provisional and a draft with the definitive information will be published soon in the [Expo Zone](#).

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

GENERAL CHARACTERISTICS:

RATE:

Space + Open Shell Scheme Premium Stand: € 156,45 sq.m. + VAT (1) + Mandatory contracting services (See point 6)
Cleaning not included

TECHNICAL CHARACTERISTICS:

STAND:

- Open stand that opens out onto one or more facades depending on location
- White canvas walls mounted on wooden columns painted in beige

STANDARD TRADE FAIR CARPET

- Black

CANVA WALLS:

The canvas walls that form the stand measure 30 cm thick, reducing this space from the interior surface of the stand. For the installation of the wall shelves offered in the Exhibitors' Area, it will be necessary to hire painted chipboard panels to replace canvases or fabrics. Likewise, in case of needing a warehouse, you can hire it additionally with the dimensions you need.

ELECTRICAL POWER AND LIGHTING:

- General lighting based on strips of led between the canvas walls
- One lamp of 50 w every lineal meter of free space between the external columns
- Electrical switchboard equipped with mangetothermic differential, and with a built-in outlet of 500 w, prepared for up to 130 w/sq.m.

STAND SIGNAGE

Sign in standard letter with the name of the exhibitor as well as the stand number, placed on the front facing each corridor

ASSEMBLY PLAN

Your installation plan can be displayed and the status of the plan can be tracked and commented on the status of the plan and make comments on it, in case you need any changes should you need to make any changes, you can do so through the [Expo Zone](#) before **4 August 2024**.

5. Types of participation

CASH & CARRY SHELL SCHEME STAND



ORIENTATIVE DRAWING:

This information is provisional and a draft with the definitive information will be published soon in the [Expo Zone](#)

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

GENERAL CHARACTERISTICS:

RATE:

Space + Stand Cash & Carry:..... € 136,05 sq.m. + VAT (1) + Mandatory contracting services (See point 6)
Cleaning not included

TECHNICAL CHARACTERISTICS:

STAND:

- Open stand that opens out onto one or more facades depending on location
- Aluminium structure and melamine panels with 2,9 m in white color

STORAGE WITH LOCKABLE WAREHOUSE (measured according to the contracted surface)

TRADE FAIR CARPET

■ Grey

ELECTRICAL POWER AND LIGHTING:

- Lighting by rails of 40 w spotlights (one per 3 sq.m)
- Electrical switchboard with mangetothermic differential, prepare to support 130 w/sqm and with a plug base included.

STAND SIGNAGE

Lettering on each aisle side with standardized letter and vinyl adhesive

ASSEMBLY PLAN

Your installation plan can be displayed and the status of the plan can be tracked and commented on the status of the plan and make comments on it, in case you need any changes should you need to make any changes, you can do so through the [Expo Zone](#) before **4 August 2024**.

5. Types of participation

MINI STAND



ORIENTATIVE DRAWING:

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

GENERAL CHARACTERISTICS:

RATE:

Space + Mini Stand:€ 1.891,16 + VAT (1)

Cleaning not included

TECHNICAL CHARACTERISTICS:

STAND:

- Stand opens to facades of 9 sqm
- Chipboard panel structure matte white plastic paint

TRADE FAIR CARPET

White

FURNITURE:

- 3 chairs
- 1 table
- 2 low units
- 1 mobile shelf

ELECTRICAL POWER AND LIGHTING:

- General lighting based on 2 led spotlights per stand.
- Electrical switchboard equipped with magnetothermal differential, and with a built-in outlet of 500 w, prepared for up to 130 w/sq.m.

STAND SIGNAGE

Lettering on each aisle side with standardized letter

ASSEMBLY PLAN

Your installation plan can be displayed and the status of the plan can be tracked and commented on the status of the plan and make comments on it, in case you need any changes should you need to make any changes, you can do so through the [Expo Zone](#) before **4 August 2024**.

INCLUDED SERVICES

- Minimum electrical power
- Basic civil liability and multifair insurance.
- Daily stand cleaning (Type A)
- Communication and Marketing pack + LIVE Connect

5. Types of participation

ONLY FLOOR (Free Design)

Specific rules for stand setting up

RATE: 124,80€/sq.m. + VAT (1)

5.1.

All exhibitors with exhibition **spaces of 25 sq.m.** or more who opt for a free-design stand must upload their project to the **Expo Zone** before, **August 5, 2024**. Participants shall not be permitted to proceed with stand setting up without prior presentation and approval of the corresponding project: sectecnica@ifema.es

5.2.

All companies **must build a stand** which includes as a minimum requirement stand partition walls which separate the stand from the hall perimeter or other stands.

5.3.

The **maximum perimeter height** of any element is 4.00 m. However, the Commercial Management may exceptionally authorise projects with a height of up to 6m. except in party walls with neighbouring stands.

5.4.

Setting up Fees: The company entrusted with the setting up of free-design stands or the exhibitor, must pay the corresponding setting up fee to IFEMA MADRID prior to the commencement of said works under the heading of services rendered during the trade fair's setting up and dismantling period. **We recommend that you contract this service through the Expo Zone one week before the start of the assembly to avoid surcharges. Contact sectecnica@ifema.es**

Setting up Fees:

• TYPE A:

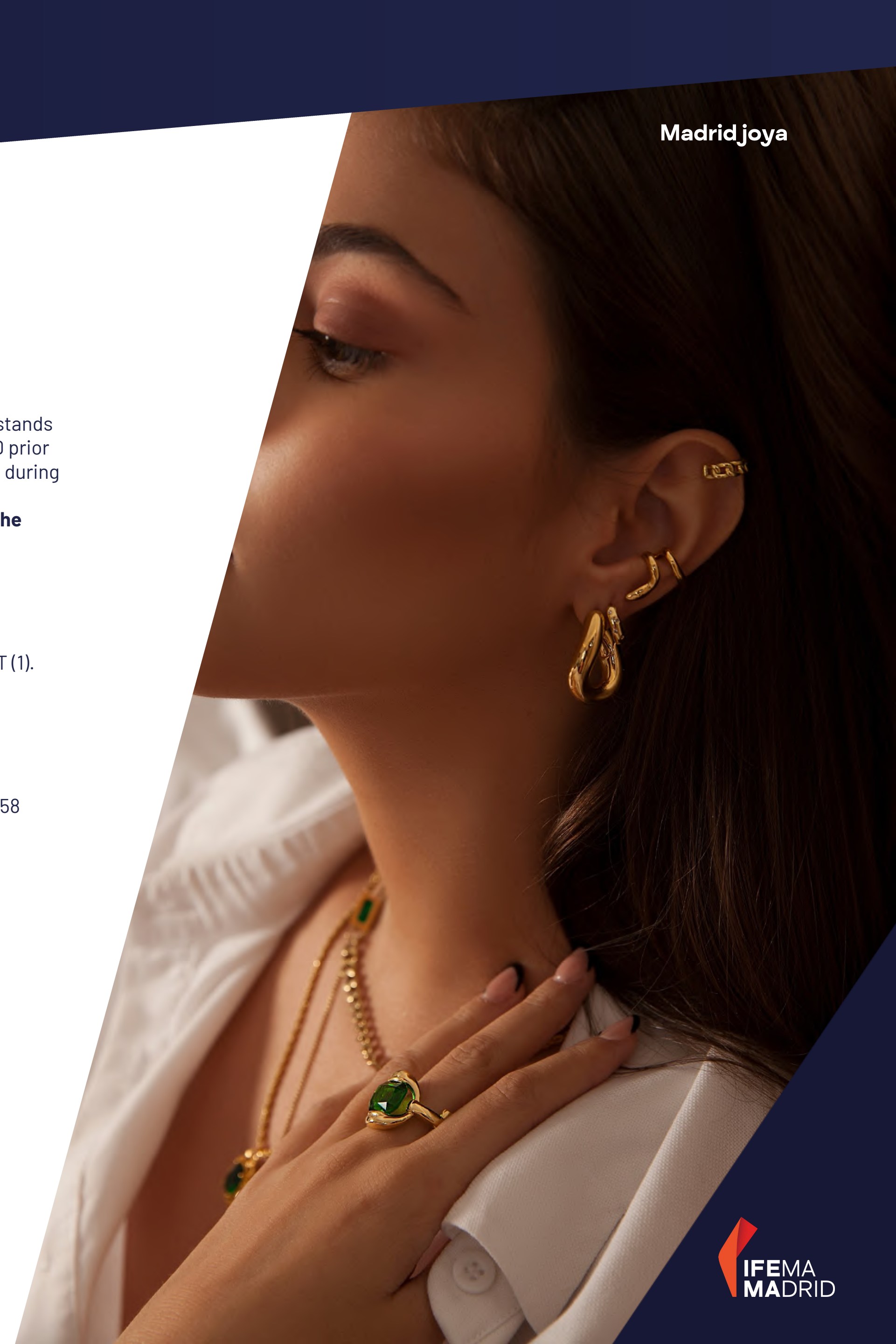
Undecorated spaces and fitted with carpeting or platform: 2,72 €/sq.m + VAT (1).

• TYPE B:

Basic modular stands made of aluminium or similar: 5,45 €/sq.m + VAT (1).

• TYPE C:

Free-design modular stand made of aluminium, wood and other materials: 8,58 €/sq.m + VAT (1).



6. Rates of participation

FLOOR ONLY RATE:

STAND ASSEMBLY	GENERAL RATE
SPACE ONLY	€ 124,80 sq.m. + VAT (1)
CLOSED SHELL SCHEME STAND	€ 166,35 sq.m. + VAT (1)
OPEN SHELL SCHEME PREMIUM STAND	€ 156,45 sq.m. + VAT (1)
CASH & CARRY SHELL SCHEME STAND	€ 136,05 sq.m. + VAT (1)
MINI STAND (space included)	€ 1.891,16 + VAT (1)

EARLY PAYMENT DISCOUNT:

5% discount on the amount corresponding to the floor by paying the full amount of the space before June 3, 2023.

DOUBLE PARTICIPATION DISCOUNT

A 15% discount of the space will be given to those companies that participated in the February 2024 edition of Madrid Plata y más by Madridjoya. Non-accumulative discounts.

General Services: As an exhibitor you will automatically contract:

6.1.

Marketing and Communication Pack LIVE Connect: €450 + VAT (1), which includes:

- **Premium WIFI** with access 3 users per exhibitor (except Mini Stand: 1 user), with a bandwidth of 20Mb. Before the beginning of the fair, you will receive an e-mail with your password. For any questions, contact our Telecommunications Department: telecomunicaciones@ifema.es
- **Presence** in the advance of exhibitors.
- **Plans in pavilion**, with information from the list of exhibitors and location of your stand.
- **Hosted Buyers Programme.**
- **CLUB Cards.**
- **Access to the 365 Community.**
- Presence and Visibility on the **LIVE Connect digital platform.** The platform permanent encounter, relationship, conversations, knowledge and professional contacts of the gift and decoration industry.

Includes:

- Exhibitor profile with content (company description, address postcard, logo, categorized products, link to promotional video and catalogue).
- Access to the entire community of visitors.
- Standard positioning in the directory of companies and searches.
- Publication of up to 10 products per exhibitor.
- Access to the platform for all users of the staff

You should fill in and update your company's profile data through the LIVE Connect Platform, as well as your brands so that we can promote and promote them. This information will be published in the online catalogue, hand guide and hall planners.

If you contract your stand after the date on which each of these items is closed, which means you cannot be included in them, you will still be obliged to pay the corresponding amount.

6.2.

Third-Party Insurance (coverage of up to €60,000): 71,41 € + VAT (1)*

6.3.

Multi-fair Insurance (coverage of up to €50,000): 67,79 € + VAT (1)*

6.4.

Minimum energy consumption: 0,13KW/sq.m: 7,430 €/sq.m + VAT (1).*

6.5.

Build-up charge for custom design stands to be covered by build-up company or exhibitor (See Section 5.4) We recommend hiring this service through the [Expo Zone](#) one week before the start of assembly to avoid surcharges.

*These rates are subject to periodic changes depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the [Expo Zone](#).

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

7. Complementary services

Once the space for your participation has been awarded, IFEMA MADRID will send you your User and Password to access your **Expo Zone** from the Madridplata y más By Madridjoya website.

EXPO ZONE: Private online and interactive area for management of your participation in Madridjoya.

ECOMMERCE: Contracting of complementary services as parking, hostesses, furniture, catering...etc.

- **5% discount** on contracting services on an advance until **August 6, 2024**.
- The contracting of services at a base rate may be carried out up to 7 days before the start of the official assembly (**August 28, 2024**).
- **August 29, 2024**, onwards, an **increase of 25%** will be applied on the prices of contracting services in our catalogue.

Do you want to build your stand with us?

For exhibitors who have contracted only floor space or free design

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

Recommendations for the design and construction of free-design stands. Consult the recommendations and updated regulations at ifema.es/soporte

[I WANT TO KNOW MORE](#)

Graphic decoration for stands modular

For exhibitors who want to personalise their stand

The service includes the management of the decoration project of your stand from initial definition to installation

You can customise your modular stand with our Decoration service. Stand Graphics decoraciongrafica@ifema.es

We offer a wide range of materials to install on your stand: foam, vinyl, vinyl, tarpaulins, and other alternatives that fit with different types of formats. We install on walls or on furniture such as counters, showcases or other counters, showcases or others.

You can contract services and furniture from IFEMA's Services Catalogue. MADRID, or find more information in [Expo Zone](#).

Outdoor and Digital Advertising

Advertising projects adapted to your needs

- Various outdoor advertising supports in different areas of the fairground to promote your brand, products or services. to promote your brand, products or services.

Presence in online media

- Possibility of connecting in a unique way with the audience, before, during and after the fair. In addition to communicating your participation and attract professionals

[MORE INFORMATION HERE](#)



8. Payment methods

Madridjoya

To formalize your participation, you can make the payment by:

- Transfer to: IFEMA MADRID / MADRIDJOYA – SEPTEMBER 2024.

To choose between:

Santander IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHEM
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

- Conformed check, issued in the name of IFEMA MADRID / MADRIDJOYA SEPTEMBER 2024
- Credit card in a secure environment, accessible at the end of the online completion of the Application for Participation, or later, through the [Expo Zone](#).
- In accordance with current regulations, cash payments or bearer checks.

8.1. PAYMENT TERMS

- **Before June 3, 2024: First payment of 50%.** In case you pay your participation in full, **100%**, before **3 June 2024** you will benefit of a **5% discount on the price of the floor you will occupy.**
- **Before July 19, 2024:** Payment of the remaining 50%.

9. Days and times of build up, dismantling, entry and withdrawal of merchandise

- 1. Free Design Stand Build Up:**
September 5 and 6, 2024 : 8.30 am to 9.30 pm
September 7 and 8, 2024: 8.30 am to 7.30 pm
September 9th : From 8.30 am to 9.30 pm
- 2. Modular Stand Delivery:**
Tuesday 10 September , at 8:30 am.
- 3. ENTRY OF MERCHANDISE AND DECORATION MATERIAL**
10 and 11 September from 8:30 am to 9:30 pm.
- 4. DEPARTURE OF MERCHANDISE AND DECORATION MATERIAL:**
Sunday 15 September from 5.30 p.m. to midnight.
- 5. DISMANTLING OF FREE DESIGN STANDS**
16 and 17 septembre from 8:30 am to 9:30 pm.



10. Other relevant information and Co-exhibitors

1. Retail sales are not allowed at Madridjoya, except for the Cash&Carry Area, where it is allowed.
2. The installation of catwalks on stands will only be permitted with the prior authorisation from the event.
3. The exhibitor authorises the total or partial reproduction of all or part of the products that IFEMA MADRID may need and/or reproduce in its promotional material.
4. No fitters or exhibitors shall be allowed access to the stands, nor shall they be allowed to carry out assembly work or stand fitting out outside the days and times indicated in the exhibitor's calendar.
5. For safety reasons, and as a general and permanent preventive measure for concurrent activities and permanent preventive measure due to the concurrence of activities, **it is compulsory to wear a protective helmet, high-visibility waistcoat and safety footwear during the set-up and dismantling during the assembly and dismantling phases of fairs** and events in all exhibition areas. This measure affects any person for access, transit, activities or mere presence in the halls or outdoor exhibition areas. Halls or outdoor exhibition areas during set-up and dismantling.
6. Exhibitors will not be authorised to occupy the space and, where applicable, will not be handed over the modular stand to the exhibitor who has not paid in full for the contracted space and the costs of the services requested.
7. For security reasons, we make special mention of the prohibition of storage of packaging in the rear and enclosures of the halls. In case of occupation, this area, used as a warehouse, will be invoiced according to the general rates per sq.m.
8. The exhibitor is obliged to attend and remain with the products exhibited on his stand for the entire period of operation of the fair. On the last day of the fair, the collection of exhibition material will not be permitted until the fair has finished: 5:00 pm. Failure to comply with these regulations could mean the loss of the right to preferential renewal of the space allocated.

9. Noisy demonstrations which may molest other exhibitors may not be carried out, demonstrations cannot exceed 60 decibels.

10. The exhibitor undertakes to comply with environmental protection regulations. It must, therefore, also comply with the environmental protection guidelines. The Guide to Sustainability at trade fairs is published on the Madridjoya website.

11. **All goods from non-EU countries are subject to customs clearance.** We remind you that from 1 January 2020, all shipments originating in the United Kingdom must regularise their goods through the corresponding customs formalities. **A copy of the customs documentation of entry into the European Union** must be always available to be able to present it if customs or the tax receipt requires it.

The material or goods for distribution or consumption must pay Spanish taxes, even if they are products with no commercial value (depending on the country, the amount of taxes may vary).

We would also like to remind you that it is strictly forbidden to exhibit, sell, consume or distribute non-EU goods at a fair before the goods have been regularized..

If you have any doubts, please contact our Customs Broker, DB SCHENKER: ifema.madrid@dbschenker.com or (+34) 913305177

12. Co-exhibitors

Companies may register as co-exhibitors (companies participating in Madridjoya in the same space as the company owning the stand).

The condition of co-exhibitor implies the obligatory contracting of the elements included in the Marketing, Communication and LIVE Connect Package, the price of which is **450€ + VAT (1)**.

Exhibitors must send the list of co-exhibitors to the following email address: **madridjoya@ifema.es with the subject: COEXHIBITORS.**

They will have access to the Madridjoya LIVE Connect digital platform and 2 exhibitor passes.

11. Advertise and communicate your presence at the fair

Madrid Joya

Exhibitor passes and invitations

11.1.

Exhibitor Badges and trade visitor passes allowed Access to the trade fair for all days as well as to any of the coinciding trade fairs BISUTEX, INTERGIFT and MOMAD.

To protect the professional nature of the event, only trade visitors are allowed access and spot checks can be carried out to ensure badges are read correctly on entry to the trade fair..

11.2

Nominative Exhibitor Badges: Two for every 5 sq.m. booked with a minimum allowance of 2 badges and a maximum of 50 per exhibitor. You should download them through the [Expo Zone](#) before **September 11, 2024**. You may also request additional, exhibitor's badges by email madridjoya@ifema.es

11.3.

Invitations for your customers:

• **Paper free invitations:** 1 invitation per sq.m. up to a maximum of 500 invitations per exhibitor.

• **Online professional invitations:** 500 invitations per exhibitor, to be send through the [Expo Zone](#). The professionals who receive these invitations must register online including the code received and they will get their free badge to access directly to the fair, avoiding unnecessary queues

• **CLUB cards:** they include direct access to the trade fair for the holder and one accompanying person , and one day of free parking. Depending on the area contracted, each exhibitor will be entitled the following number of Club Cards for its buyers:

- Less than 30 sq.m.: 10 guests
- From 30 to 50 sq.m.: 20 guests
- From 50.5 to 100 sq.m.: 35 guests
- More than 100 sq.m.: 50 guests

Exhibitors must send from the [Expo Zone](#) these invitations to their clients, which will not be confirmed, until they have already registered. Once registered they will receive confirmation and information to register a companion. A few weeks before the fair, they will receive the card by post.

• **National and international buyers' programme. Please send the corresponding file by e-mail to Ana Belén Cisneros (hb.ifema@ifema.es) before 3 June 2023.**

- National buyers:
 - Less than 25 sq.m: 3 guests
 - From 25 to 100 sq.m: 5 guests
 - More than 100 sq.m: 7 guests
- Foreign buyers:
 - Less than de 25 sq.m : 2 guests
 - From 25 to 100 sq.m : 4 guests
 - More than de 100 sq.m: 6 guests

11.4.

Furthermore, a series of RENFE / IBERIA discount vouchers are also available via the [Expo Zone](#).

11. Advertise and communicate your presence at the fair

Madridjoya

Prepare promotional activities complementary to your participation prior to the fair to enhance and get the most out of your investment.

11.5.

Send to your clients personalized communication that the fair sends to you by email with you company name and access to the online Registration

11.6.

Use the **creativities of Social Networks** that we put at your willingness to publicize your presence at the fair indicating your name company name and stand number. You will have these items in your Expo Zone.

11.7.

Use **sponsored promotional elements** with your logo and image of brand: accreditation lanyards, other specific elements defined by your company to deliver to visitors: madridjoya@ifema.es

11.8.

Hire the show cases with high visibility, located in the hall entrance: madridjoya@ifema.es

11.9.

For other **Advertising Services and Promotional Elements** at the venue, please contact publicidadexterior@ifema.es or call (+34) 91 722 53 08/40.

11.10.

Hire other **optional online promotional Elements and Services** to increase the visibility of your brand, before, during and after the event, before 8 January 2024:

- Banners
- Advertising on the platform
- Sponsored Newsletter

11.11.

Communicate the novelties that you will present at the fair to our Press Department: psantos@ifema.es and to our Social Networks Agency Annie Bonnie: ifema@anniebonnie.com , and Responsible Press Teresa Medina : temedina@ifema.es

In addition, we invite you to follow us on social networks and to share our content to boost their own social networks. The official hashtag is

#SumandoTendencias
#Madridjoya

11.12.

Participate in conferences: contact: madridjoya@ifema.es to propose activities of interest and/or participate in this space.

11.13.

On the IFEMA MADRID website ifema.es, exhibitors section, you will find a list of other services, regulations and documents that may be of your interest:

- Regulations and conditions for catering at stands.
- Occupational risk prevention and coordination of business activities.
- Application for authorization of private surveillance in stands.
- Application for authorization to hang structures/rigging



12. Map



Coinciding with:
INTERGIFT, BISUTEX Y MOMAD

GPS: 40° 27' 53,95" N / 3° 37' 0,00" W

13. Calendar

When	What?	What to do...?
June 3, 2024	HOSTED BUYERS PROGRAMME	Registration deadline for sending the Hosted Buyers proposals Hosted Buyers Send the information to hb.ifema@ifema.es
June 3, 2024	PAYMENT	Deadline to pay the 50% of the space costs due to book your booth. Send the proof of payment to Servifema: servifema@ifema.es Early payment for 5% discount will be applied on the rate of the sq.m. contracted, if 100% of the overall space is paid before June 3, 2024 .
June 10, 2024	ONLINE CATALOGUE	Fill in and update your company's profile data through the LIFESTYLE LIVE Connect digital platform.
July 19, 2024	PAYMENT	Deadline to pay the remaining amount of the contracted space and services and to send proof of payment to Servifema: servifema@ifema.es
August 4, 2024	PROJECTS	Deadline to upload the free design project to the Expo Zone in the "Design Project"
August 6, 2024	CONTRACTING OF SERVICES	Last day to contract services with 5% discount . Through the Ecommerce Zone at ifema.es/madrid-joya or by sending an e-mail to servifema@ifema.es . These rates are subject to change periodically depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Ecommerce Zone.

13. Calendar

When	What	What to do...?
August 4, 2024	MODULARS STANDS	<ul style="list-style-type: none"> Last day to upload the Premium, Mini and Cash&Carry modular stand project to the Expo Zone with your needs. Last day to send madridjoya@modiseno.com the needs of the closed modular stand.
Before August 29, 2024	MODULARS STANDS	<ul style="list-style-type: none"> Last day to indicate the sign of the stand through the Expo Zone.
August 30 , 2024	CONTRACTING OF SERVICES	From this date onwards, 25% increase on the base rate for last minute services. services. Through Zona Ecommerce or send an email to servifema@ifema.es
September 5 to 10, 2024	ASSEMBLY OF STANDS FREE DESIGN	September 5 and 6, 2024 : 8.30 am to 9.30 pm September 7 and 8, 2024: 8.30 am to 7.30 pm September 9th : From 8.30 am to 9.30 pm
September 10 to 11, 2024	MODULARS STANDS	Tuesday 10 September , at 8:30 am.
	ENTRY OF MERCHANDISE	Tuesday 10 and 11 September From 8:30 am to 9:30 pm.
September 15, 2024	EXIT OF MERCHANDISE	Sunday 15 September from 5.30 p.m. to midnight.
September 16 to 17, 2024	DISMANTLING OF FREE-DESIGN STANDS	16 and 17 September from 8:30 am to 9:30 pm.

14. IFEMA MADRID Services

Madridjoya

Promote your brand		Contact
Advertising at the venue and in digital channel	Boost the presence of your brand and products at the trade fair. Our Advertising team will advise you on the best physical and digital supports to generate the greatest impact.	(+34) 91 722 53 40 (+34) 91 722 53 08 publicidadexterior@ifema.es
Graphic decoration for stand	Customize your modular stand with your brand image. Our team of Advisors will help you define what best suits your stand and will follow up on production and installation. You will have everything ready for when you arrive	(+34) 91 722 57 22 decoraciongrafica@ifema.es
Stand design and construction	Do you need a spectacular stand design adapted to your budget? Our partner companies have extensive experience in the exhibition sector and IFEMA MADRID guarantees the quality of their designs and assemblies. Contact us without commitment	(+34) 91 722 57 22 infodesing@ifema.es
Organize and decorate your space		Contact
Furniture	Make your space a place of work and relationship with your clients. Tables, offices, sofas, counters, everything adapted to your style and budget	(+34) 91 722 30 00 atencionalcliente@ifema.es
Cold and kitchen equipment	Solutions for food preservation and hospitality for all the activities you want to organize in your stand	(+34) 91 722 30 00 equiposdefrioycocina@ifema.es
Telecommunications and IT	We have the latest technology in equipment and connectivity to cover all communication needs.	(+34) 91 722 30 00 telecomunicaciones@ifema.es

14. IFEMA MADRID Services

Organize and decorate your space		Contact
Support staff	We offer you from support staff to help you in the assembly to hostesses during celebration, who will help you to attend your customers in different languages and with the utmost professionalism.	(+34) 91 722 30 00 atencionalcliente@ifema.es
Cleaning and waste containers	Audiovisuals and sustainability are primary concerns for IFEMA MADRID. To this end, we provide exhibitors and assemblers with various types of cleaning services and a complete waste management system that complies with all environmental and health and safety standards and regulations	(+34) 91 722 30 00 atencionalcliente@ifema.es
Audiovisuals	We have the best equipment for multimedia presentations, sound and translation in stands and rooms.	(+34) 91 722 30 00 atencionalcliente@ifema.es
Support services and logistics		Contact
Transport and storage	Sending, receiving and storing the merchandise you need for your participation is very easy at IFEMA MADRID. We offer a complete or partial service, national or international, always adapted to your needs.	(+34) 91 722 30 00 atencionalcliente@ifema.es
Driverless cherrypickers and lifters	If you need to unload merchandise or use special machinery to display your product, we have a wide range of driverless cherrypickers, forklifts and lifters to complete any task.	(+34) 91 722 30 00 carretilasdealquiler@ifema.es
Booking Conditions		Contact
E-commerce: Last minute Services Catalogue	Now, during the assembly and celebration you can also hire online the services you need. Without the need to go anywhere, just with your access codes	(+34) 91 722 30 00 atencionalcliente@ifema.es

15. Contact us

Department	Ask me about...	Contact
<p>Exhibition Management</p> <p>Managing Director: Julia González Commercial Manager: Belén Heredero Secretariat: María José Romanillos</p>	<ul style="list-style-type: none"> • Space allocation. • General issues about participation in the Trade Fair. • Exhibitor badges • Trade visitor and public invitations purchase. 	<p>(+34) 91 722 30 00 madridjoya@ifema.es</p>
<p>Billing and contracting of services</p>	<ul style="list-style-type: none"> • Service booking. 	<p>(+34) 91 722 30 00 atencionalcliente@ifema.es</p>
<p>Servifema</p>	<ul style="list-style-type: none"> • Service invoicing. • Payments. 	<p>(+34) 91 722 30 00 servifema@ifema.es</p>
<p>Exhibition Services Department Technical Department</p>	<ul style="list-style-type: none"> • Technical support for exhibitors and stand builders. • Stand assembly project approval. • Solutions to the technical problems during the Exhibition. 	<p>(+34) 91 722 30 00 atencionalcliente@ifema.es</p>

Department	Ask me about...	Contact
<p>Communication and Marketing office Director: Raúl Díez IFEMA MADRID Press Manager: Marta Cacho Responsible Press: Teresa Medina International Press: Helena Valera</p>	<ul style="list-style-type: none"> • Relations with the media. • Press information about fairs and shows organised by IFEMA MADRID. • Institutional press information. • Press badges for fairs and shows. 	<p>(+34) 91 722 30 00 temedina@ifema.es prensa@ifema.es</p>
<p>Convention and Congresses</p>	<ul style="list-style-type: none"> • Space rental for meetings and conventions in the exhibition centre, be it during the exhibitions or not. • Coordination of not-exhibition-related activities. 	<p>(+34) 91 722 30 00 convenciones@ifema.es</p>
<p>Institutional Relations</p>	<ul style="list-style-type: none"> • Institutional visits. • Guided visits. • Protocol for all events. • Institutional relations. 	<p>(+34) 91 722 30 00 atencionalcliente@ifema.es</p>
<p>Security and Self-Protection Services</p>	<ul style="list-style-type: none"> • General security. • Accesses to the Exhibition Centre. • Parking. 	<p>(+34) 91 722 30 00 dseguridad@ifema.es</p>

15. Contact us

Department	Ask me about...	Contact
Medical Service and Security Emergencies	<ul style="list-style-type: none">• Security and medical emergencies.• Medical attention for exhibitors and visitors during the exhibition, stand assembly and stand dismantling.	(+34) 91 722 30 00
Outdoor Advertising	<ul style="list-style-type: none">• Booking outdoor advertising at the venue.	(+34) 91 722 30 00 publicidadexterior@ifema.es
Telecommunications	<ul style="list-style-type: none">• Information prior to ordering telephone and fax lines, ISDN lines, broadband connections by cable, wireless or other connections.• Technical advice and customized data networks configurations.	telecomunicaciones@ifema.es

16. Sustainability Culture Management at IFEMA MADRID

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

IFEMA MADRID's sustainability policy is mainly 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



Madrid joya

17. Madridjoya LIVE Connect

Madridjoya

Madridjoya LIVE Connect, is the first community and professional social network of the Lifestyle sector, specialized in the fashion, decoration, gift, fashion jewelry, accessories and jewelry sectors.

The platform will be active from **June 17 to October 14 2024**.

What are the advantages of Madridjoya LIVE Connect?

Madridjoya LIVE Connect offers the entire professional community of the Lifestyle sector. A space for networking and promotion where you can generate contacts and business opportunities.

- To present and learn about the full range of products, trends and novelties of each exhibitor.
- Increase business contacts.
- Participants (visitors, buyers and exhibitors) at LIVE Connect can make searches for products and people and mark them as favorites. In addition, they can contact each other through an appointment management service, video calls, live chats, mailings; and schedule face-to-face or virtual meetings.
- Organize, participate and/or attend sessions, lectures, presentations and sectorial round tables.
- Updating your product range and extending the marketing time of the season.
- Present your value proposition and improve your brand positioning. The platform allows you to include information about your company, videos, links, product catalogues, etc.
- It offers the opportunity to hire advertising packages designed to get more customers and reinforce your brand.

Participation Madridjoya LIVE Connect

Your participation as an exhibitor at the fair includes your company in the digital platform **Madridjoya LIVE Connect**, through which, as a great novelty in this edition, you will be able to **contact the community of visitors, exhibitors and speakers**. Included in the Marketing, Communication and LIVE Connect **Pack: €450 + VAT (1)**.

1) Companies established in the Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. In the case of companies of the European Union, the exhibitor will be responsible for the VAT, which in its case, is accrued in its country of establishment.

Once we have received confirmation of your participation in **Madridjoya September 2024** and the corresponding payment has been made, we will register your profile on the platform and the contact person will receive a welcome email and access to the email address indicated and your profile will be published on the platform, associated with your company.

Remember to use an updated browser. Afterwards, you will need to enter a password.

From this moment on, you will be able to access with your email and password from the web **ifema.es/madrid-joya** and from the welcome e-mail you will receive in your e-mail.

The e-mail with which you have registered in LIVE Connect is personal and non-transferable and cannot be modified from the platform. If you need it, you can request it by email to **madridjoya@ifema.es**

SERVICES INCLUDED	PACK INCLUDED IN PARTICIPATION
Exhibitor registration in the official list of online exhibitors available on the LIVE Connect platform and at ifema.es/	✓
Visibility of your company profile, including contact information, video or image, logo, general company information, activity, products, trade show booth, documents and links	✓
Access for members of the exhibiting company and manager of the company file.	✓
Access for staff users of the exhibiting company.	
Product or service registration in the search engine	10
Chat & eCall Service	✓
Register as an exhibitor in the platform	✗
Unlimited invitations for clients	✓

SERVICES INCLUDED	PACK INCLUDED IN PARTICIPATION
Access to all the Community of exhibitors registered	✓
Access to all the Community of visitors and buyers registered	✓
Organization of sessions, within the Conferences and Activities Program (one before the fair and the other one after the fair)	✗
Manage your program and agenda of conferences and activities	✓

Thank you

