

madridjoya

International Urban and
Trendy Jewellery
and Watch Exhibition Fair.

Exhibitor's Guide

Professional

Coinciding with:

intergift

bisutex

MOMAD



14-17
Sep
2023

Recinto Ferial
ifema.es

 IFEMA
MADRID

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1. Exhibition dates and times

MADRIDJOYA will take place at IFEMA MADRID from **September 14 to 17, 2023**.

NEW DISTRIBUTION: Hall 6 and Hall 1 (Cash & Carry)

OPENING TIMES: From 10 a.m. to 7 p.m. Last day until 5 p.m.

The digital platform **Madridjoya LIVE Connect** will be active from **June 1 to November 30, 2023**

OPEN TO: Trade visitors only.

COINCIDING TRADE FAIRS: INTERGIFT, BISUTEX and MOMAD.

2. How to be an exhibitor in Madridjoya September 2023

- 2.1.** 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
- 2.2.** 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 **July 1, 2023**, the Fair Management can make free use of the stand without any need to provide prior notification.
- 2.3.** The Exhibition contract sent by the Exhibition 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 organizers. You can look up the current regulation in force at ifema.es/en/support

- 2.4.** 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.
- 2.5.** Exhibitors who have not made all of 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 is not authorised without having paid in full expenses produced during the fair.
- 2.6.** 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
- 2.7.** **It will not be allowed to pick up the exhibition material of your booth until the end of the fair: 5 p.m. on the last day, Sunday, September 17.**
- 2.8.** 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.
- 2.9.** Retail sales are not allowed in the trade fair.
- 2.10.** All products coming out of the European Community must pass the Customs Procedure in Spain. We would like to make a special mention to all the shipments coming from the UK, as starting the 1st of January of 2020, all these shipments must follow the Customs Procedure due to Brexit.
If the goods are not regularised through the corresponding customs formalities and a copy of the supporting documents supporting the regularisation is not available, the entry of exhibition goods to the fair will not be authorised and the goods will be withdrawn at the request of the competent customs authority.

This documentation must be held by the company’s representative at the booth, together with the goods you exhibit, as it might be required at any time by the Spanish Administration or the Customs Guard. The material or merchandise for distribution or consumption must pay Spanish taxes, even they have noncommercial value (depending on the country of origin the amount will be different). We also remind you that it is strictly forbidden to exhibit, sell, consume or distribute non-EU goods at a fair before the goods have been regularised. This includes promotional material. To avoid unwanted situations, and for any doubt you might have, please contact our company Customs Operator, DB Schenker by email: HYPERLINK ifema.madrid@dbschenker.com or by phone at +34 913305177.

3. Allocation of exhibition space

- 3.1. Admission of exhibitors into each of the sector shall be subject to acceptance on the part of the Fair Management.
- 3.2. 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.
- 3.3. All photographs that are taken by the official photographer upon the request of the Fair Management may be used by the trade fair for promotional purposes.

4. Rates of participation

STAND ASSEMBLY	GENERAL RATE
SPACE ONLY	€ 118,86/sq.m. + VAT (1)
CLOSED SHELL SCHEME STAND	€ 158,43/sq.m. + VAT (1)
OPEN SHELL SCHEME PREMIUM STAND	€ 149/sq.m. + VAT (1)
CASH & CARRY SHELL SCHEME STAND	€ 129,57/sq.m. + VAT (1)
MINI STAND (space included)	€ 1.801,12 + VAT (1)

EARLY PAYMENT DISCOUNT: 5% discount on the amount corresponding to the floor by paying the full amount of the space before 1 July 2023.

General Services: As an exhibitor you will automatically contract:

- 4.1. **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.
 - 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 it will be the data which will be published in the online catalogue.

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.

4.2. Third-Party Insurance (coverage of up to €60,000): €66,12* + VAT (1).

4.3. Multi-fair Insurance (coverage of up to €50,000): €62,77* + VAT (1).

4.4. Minimum energy consumption: 0,16KW/sq.m.: €8,467/sq.m.* + VAT (1).

4.5. Build-up charge for custom design stands to be covered by build-up company or exhibitor. (See section 6 Types of Participation).

* We recommend hiring this service through the new 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 new 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.

5. Payments Methods

To formalize your participation you can make the payment by:

- Transfer to: IFEMA MADRID / MADRIDJOYA SEPTEMBER 2023
To choose between:

Santander IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHEM

BBVA IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESM

Caixa Bank IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESB

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

- Conformed check, issued in the name of IFEMA MADRID / MADRIDJOYA SEPTEMBER 2023
- Credit card in a secure environment, accessible at the end of the online completion of the Application for Participation, or later, through the new Expo Zone.
- In accordance with current regulations, cash payments or bearer checks.

5.1. PAYMENT TERMS

- Before **July 1, 2023**: First payment of 50%.
- Before **July 28, 2023**: Payment of the remaining 50% and services. In case you pay your participation in full, **100%, before 1st July** you will benefit of a **5% discount on the price of the floor you will occupy.**

6. Types of participation

TYPES

Participants can take part at the fair with 2 stand formats: SPACE ONLY and SHELL SCHEME STAND.

All companies that have an exhibition space measuring less than 25 sq.m. shall be obliged to contract, prefabricated stand package.

• 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 new Expo Zone.

These stands can be personalised by requesting an estimate from decoraciongrafica@ifema.es

Through the the new Expo Zone you must indicate, before September 1, 2023, the name that must appear on your stand lettering.

• **TYPES OF MODULAR STANDS**

- **CLOSED STAND ASSEMBLY**

- 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
- Includes lockable warehouse storage (measured according to the contracted surface)
- Principal facade with showcases with different measures, that includes dor, lock and 3 led spotlights of 30 w
- Lighting by rails of 40 w (one led spotlights, at the rate of 1 per 4 sqm)
- Electrical switchboard with mangetothermic differential, prepare to support 130 w/sqm and with a plug base included.
- Standard font rotulation, placed on methacrylate on facade
- Standard trade fair carpet in black colour

The stands shall be handed over completely built on Wednesday, September 13, 2023 at 8.30 a.m.



CLOSED Stand Assembly
Indicative pictures

- OPEN SHELL SCHEME PREMIUM STAND

- Open stand that opens out onto one or more facades depending on location
- White canvas walls mounted on wooden columns painted in beige
- 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.
- Sign in standard letter with the name of the exhibitor as well as the stand number, placed on the front facing each corridor
- Standard trade fair carpet in black colour
- 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.

Note: This information is provisional and soon, the sketch with the final information, will be published in the Exhibitors' Area.



Open Shell Scheme PREMIUM Stand
Indicative pictures

- CASH & CARRY SHELL SCHEME 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
- Includes lockable warehouse storage (measured according to the contracted surface)
- Lighting by rails of 40 w spotlights (one per 3 sqm)
- Electrical switchboard with mangetothermic differential, prepare to support 130 w/sqm and with a plug base included.
- Lettering on each aisle side with standardized letter and vinyl adhesive
- Standard trade fair carpet in grey colour



CASH & CARRY Shell Scheme Stand
Indicative pictures

- MINI STAND

- Stand opens to facades os 9 sqm
- Chipboard panel structure matte white plastic paint
- Standard trade Fair carpet in white color
- General lighting based on 2 led spotlights per stand
- Electrical switchboard equipped with mangetothermic differential, and with a built-in outlet of 500 w, prepared for up to 130 w/sq.m.
- Standard font rotulation, placed on the front facing each corridor
- Forniture:
 - 3 chairs (SI01)
 - 1 table (ME01)
 - 2 low units in chipboard or MDF painted in matt plastic Paint. measuring 100 x 70 x 100 cm. with door and lock with key.
 - 1 mobile shelf, made of chipboard or DFM measuring 100 x 40 x 40 cm. painted in matt plastic paint and with the front edges painted in the same color of the carpet of the sector.
- Includes: minimum electrical power, basic civil liability and multifair insurance, daily stand cleaning and communication and marketing pack + LIVE Connect



MINI Stand
Indicative pictures

• **ONLY FLOOR (Free Design)**

Specific rules for stand setting up

6.1. All exhibitors with **exhibition spaces of 25 sq.m.** or more who opt for a free-design stand must send their stand project to the IFEMA MADRID Exhibition Services Department before **Wednesday, July 24, 2023.** Participants shall not be permitted to proceed with stand setting up without prior presentation and approval of the corresponding project: **sectecnica@ifema.es**

6.2. 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.

6.3. For security reasons, the storage of any kind of packages in the halls is strictly forbidden.

The rest of the build-up regulations are included in the General Rules of Participation, which are available at ifema.es/en/madrid-joya

6.4. Build-up fees: The Company entrusted with the build-up of custom design stands must pay the corresponding build-up charge to IFEMA MADRID prior to the commencement of said works to cover services rendered during the trade fair's build-up and breakdown periods. Contact **sectecnica@ifema.es**

We recommend you hire this service to through the new Expo Zone, one week before the start of assembly to avoid surcharges. Contact **sectecnica@ifema.es**

Build-up Fees

• **Type A:**

Undecorated spaces and fitted with carpeting or platform: €2,52/sq.m. + VAT (1).

• **Type B:**

Basic modular stands made of aluminum or similar: €5,05/sq.m. + VAT (1).

• **Type C:**

Free-design modular stand made of aluminum, wood and other materials: €7,94/sq.m. + VAT (1).

6.5. Complementary Services: Once the space for your participation has been awarded, IFEMA MADRID will send you your User and password to access your Exhibitors' Area from the MADRIDJOYA website.
New Expo Zone: Private online and interactive area for the management of your participation.
New Ecommerce: Contracting of complementary services as parking, furniture, catering, hostesses, etc. in MADRIDJOYA.

The contracting of online services to the new Ecommerce will be operational until the last day of the trade fair, highlighting the following dates:

- **5% discount** on contracting services on an advance until **August 8, 2023.**
- The contracting of services at base rate, can be done up to 7 days before the start of the official assembly (September 1, 2023).
- From **August 31, 2023** an **increase of 25%** will apply about the prices for contracting services in our catalog.

6.6. Comprehensive stand design service: IFEMA MADRID offers a comprehensive stand design service with a full guarantee, built totally to your requirements. We take care of everything as soon as you book your space - design, assembly and dismantling. Request your adapted design totally free of charge and without commitment to infodesign@ifema.es

7. Recommendations for the design and construction of free design stands

Please check recommendations and updated regulations at ifema.es/en/support

8. Build up/dismantling and entry/withdrawal of merchandise

- **Free Design Stand Build Up:**

September 8, 2023 from 8:30 a.m. to 9:30 p.m.
 September 9 and 10, 2023 from 8:30 a.m. to 7:30 p.m.
 September 11 and 12, 2023 from 8:30 a.m. to 9:30 p.m.

- **Modular Stand Delivery:** September 13, 2023, at 8:30 a.m.

- **Entry of merchandise and decoration material:** September 13, 2023 from 8:30 a.m. to 9:30 p.m.

- **Withdrawal of Merchandise and decoration material:**

Hall 6: September 17, 2023, from 5:30 p.m. till midnight.

Hall 1: September 17, 2023 at 5.30* p.m. to midnight. From 5.30 p.m. to 6.30 p.m., access to the pavilions of vans, forklifts, etc. will not be allowed. Access will only be possible through pedestrian doors and the goods gates will be closed for the removal of recyclable carpet.

*Approximate time of withdrawal of merchandise, which will be subject to the removal of the fair carpet, planned after the end of the fair.

- **Free Design Stand Dismantling:** September 18 y 19, 2023, from 8:30 a.m. to 9:30 p.m.

9. Exhibitor badges and free invitations for customers

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

In order 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.

9.2. Exhibitor Badges: two for every 5 sq.m. booked with a minimum allowance of 2 badges and a maximum of 50 per exhibitor. **You could download the badges through the new Expo Zone before September 8, 2023.**

You may also request additional invitations, exhibitor's badges by email **madridjoya@ifema.es**

9.3. Free invitations for your customers:

- **Paper professional invitations:** 1 invitation per sq.m. Maximum of 500 invitations per exhibitor.
- **Online professional invitations:** 500 free invitations per exhibitor, to be send through the new 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 100,5 sq.m.: 50 guests
 Exhibitors must send from the new 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 accompanion. A few weeks before the fair, they will receive the card by post.

- **National Buyers Program**, depending on the contracted area corresponds to:
 - Less than 25 sq.m: 3 guests
 - From 25 to 100 sq.m: 5 guests
 - More than 100.5 sq.m: 7 guests

- **Program of Foreign Buyers**, depending on the contracted area correspond to:
 - Less than 25 sq.m: 2 guests
 - From 25 to 100 sq.m: 4 guests
 - More than 100.5 sq.m: 6 guests

You will receive more specific information with the conditions and requirements to get benefit with the program.

9.4. Ticket with 50% discount: Each exhibitor will receive a newsletter with the link to the online registration, which you can forward to all your customers for benefit from a 50% discount on the general price of the ticket if they register before August 13, 2023. Ticket Price with discount: €15 (1) + management fees.

9.5. General ticket: €30 (1) + management fees, for those visitors who register online or at the box office from August 13, 2023, unless have a free code.

9.6. Furthermore, a series of RENFE / IBERIA discount vouchers are also available via the new 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.

10. Advertise and communicate your presence at the trade fair

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

- 10.1.** Send to your clients **personalized communication** that the fair sends to you by email with you company name and access to the online registration.
- 10.2.** **Insert the digital seal of the fair** in your web page, email signature, advertising and other documentation that you send to your customers.
You will have this creativity in the new Expo Zone.
- 10.3.** 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 the new Expo Zone.
- 10.4.** 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**).
- 10.5.** Hire the **show cases** with high visibility, located in the hall entrance (**madridjoya@ifema.es**)
- 10.6.** Hire other **advertising services and promotional elements:** a wide range of strategically located supports and forced passage for visitors and exhibitors who come to the fairgrounds. Contact with **publicidadexterior@ifema.es** or by phone (+34) 91 722 53 08/40.

- 10.7.** Hire other **optional promotional elements** and services focused on increasing the visibility of your brand before, during and after the event before the event **August 13, 2023:**

- Banners
- Advertising in the digital LIVE Connect platform
- Sponsored newsletter

You will find more information on these elements in the documents and downloads section of the new Expo Zone.

- 10.8. Communicate the novelties** that you will present at the fair to our Press Department Pablo Santos: **psantos@ifema.es** and to our Social Networks Agency Annie Bonnie: **ifema@anniebonnie.com**

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 **#madridjoya2023**

- 10.9.** Use the **Hosted Buyers Program** for both nationals as for foreigners, sending the corresponding file to **hb.ifema@ifema.es**, to the attention of Ana Belén Cisneros, with your customer proposals and the Data Transfer form signed, **before June 1, 2023.**

- 10.10. Participate in the FORO IMAGEN and PASARELA** contact with Pepa Moral: **moral@ifema.es** to propose activities of interest and/or participate in this space.

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

- Regulations and conditions for catering in stands
- Prevention of occupational risks and coordination of business activities
- Request for authorization of private surveillance in stands
- Request for authorization to hang structures / rigging

11. Sustainability Culture Management at IFEMA MADRID

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



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

ISO Standards certified by IFEMA MADRID:

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

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

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

IFEMA MADRID is in possession of "calculo" (I calculate) and "reduzco" (I reduce) stamps in Carbon Footprint Scopes 1 and 2.

WASTE MANAGEMENT:

- The exhibitor/assembler is the generator of the waste and shall therefore be responsible for its removal and management. How the waste generated by the exhibitor is managed is explained in article 35 of the General Rules of Participation.
- We offer our exhibitors a service that includes the removal and management of the waste they/their assemblers generate. (check our fees in Exhibitors' Area).

Carpet recycling:

IFEMA MADRID recycles 100% of the carpeting used in aisles and communal areas. To do so it has been essential to change our assembly and disassembly process, that affects the entry and removal of goods (check the corresponding item). Furthermore, means that it has to be laid in strips instead of covering the entire surface area as was previously the case. This means we can guarantee its conversion into a new raw material for the subsequent manufacture of other products.

SUSTAINABLE MOBILITY:

IFEMA MADRID offers: access to public transport close to its facilities (metro and bus), parking for electric cars with 100% renewable electricity charge points, as well as a parking area for bicycles and scooters.

GUIDE TO SUSTAINABLE PARTICIPATION IN TRADE FAIRS/EVENTS:

IFEMA MADRID has published its Guide to Sustainable Participation in Trade Fairs for exhibitors on its website. We recommend you read it before starting to prepare your participation:

ifema.es/en/about-us/quality-sustainability

12. Checklist and shedule

Date		What to do
May 15, 2023	ONLINE CATALOGUE	Fill in and update your company's profile data through the LIFESTYLE LIVE Connect digital platform.
June 1, 2023	HOSTED BUYERS PROGRAMME	Registration deadline for the Hosted Buyers Program. Hosted Buyers. Send the infotmation to: hb.ifema@ifema.es
July 1, 2023	PAYMENTS	Deadline for payment of 50% of the floor space as a space reservation. Early payment for 5% discount on the price of the floor for early payment by paying the full amount of the space. Send proof of payment to servifema@ifema.es
July 28, 2023	PAYMENTS	Pay the full amount space and services costs due. Send the proof of payment to Servifema Department: servifema@ifema.es
August 8, 2023	DESIGN PROJECT	Deadline to send your custom design stand project to the Thecnical Secretary Office: sectecnica@ifema.es
August 8, 2023	SERVICES	Last day to book services with 5% discount through the new Ecommerce in ifema.es/en/madrid-joya or sending an e-mail to Servifema Department: servifema@ifema.es 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 new Ecommerce.
August 13, 2023	VISITORS REGISTRATION	Deadline for visitors to register online and get their badge with a 50% discount. Price with discount: 15€ (1) + management fees
August 13, 2023	DIGITAL ADVERTISING	Deadline to send to madridjoya@ifema.es the optional promotional elements available in the LIVE Connect platform

Date		What to do
August 23, 2023	MODULAR STAND	<ul style="list-style-type: none"> • Deadline to send to Thechnical Secretary: sectecnica@ifema.es the set-up floor plan for your shell scheme stand and the storage room location. • Confirm stand lettering through the new Expo Zone.
From August 31, 2023	SERVICES	As of this date, an increase of 25% will be applied to the base rate in the contracting last minute services through the new Ecommerce or sending an e-mail to servifema@ifema.es
September 8 to 12, 2023	BUILD UP FREE DESIGN STANDS	Assembly: September 8, from 8:30 a.m. to 9:30 p.m. September 9 and 10, from 8:30 a.m. to 7:30 p.m. September 11 and 12, from 8:30 a.m. to 9:30 p.m.
September 13, 2023	ENTRY OF MERCHANDISE	Entry of merchandise and decoration material: from 8:30 a.m. to 9:30 p.m.
September 13, 2023	MODULAR STANDS	The modular stand shall be handed over completelly build at 8:30 a.m.
September 17, 2023	WITHDRAWAL OF MERCHANDISE AND DECORATION MATERIAL	<p>Hall 6: September 17, 2023, from 5:30 p.m. till midnight. Hall 1: September 17, 2023, at 5.30* p.m. to midnight. From 5.30 p.m. to 6.30 p.m., access to the pavilions of vans, forklifts, etc. will not be allowed. Access will only be possible through pedestrian doors and the goods gates will be closed for the removal of recyclable carpet.</p> <p>*Approximate time of withdrawal of merchandise, which will be subject to the removal of the fair carpet, planned after the end of the fair.</p>
September 18 y 19, 2023	DISMANTLING FREE DESING STANDS	Dismantling from 8:30 a.m. to 9:30 p.m.

(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.

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

Promote your brand

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.

Telephone

(+34) 91 722 53 40
(+34) 91 722 53 08

Email

publicidadexterior@ifema.es

Graphic decoration for stand

Customize your modular stand with your brand image. Our team of Advisors will help you define what best suits your stand and will follow up on production and installation. You will have everything ready for when you arrive.

(+34) 91 722 57 22

decoraciongrafica@ifema.es

Stand design and construction

Do you need a spectacular stand design adapted to your budget? Our partner companies have extensive experience in the exhibition sector and IFEMA MADRID guarantees the quality of their designs and assemblies. Contact us without commitment.

(+34) 91 722 57 22

infodesing@ifema.es

Organize and decorate your space

Furniture

Make your space a place of work and relationship with your clients. Tables, offices, sofas, counters, everything adapted to your style and budget.

(+34) 91 722 30 00

atencionalcliente@ifema.es

Plants and floral arrangement

We rent plants, flowers, and we design projects adapted to your stand. We take care of their maintenance during the trade fair.

(+34) 91 722 30 00

plantas@ifema.es

Organize and decorate your space

Cold and kitchen equipment

Solutions for food preservation and hospitality for all the activities you want to organize in your stand.

Telephone

(+34) 91 722 30 00

Email

equiposdefrioycocina@ifema.es

Telecommunications and IT

We have the latest technology in equipment and connectivity to cover all communication needs.

(+34) 91 722 30 00

telecomunicaciones@ifema.es

Support staff

We offer you from support staff to help you in the assembly to hostesses during celebration, who will help you to attend your customers in different languages and with the utmost professionalism.

(+34) 91 722 30 00

atencionalcliente@ifema.es

Cleaning and waste containers

Health assurance and sustainability are primary concerns for IFEMA MADRID. To this end, we provide exhibitors and assemblers with various types of cleaning services and a complete waste management system that complies with all environmental and health and safety standards and regulations.

(+34) 91 722 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

Booking Conditions

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.

Telephone

(+34) 91 722 30 00

Email

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

carretillasdealquiler@ifema.es

Booking Conditions

Last minute Services Catalogue

Now, during the assembly and celebration you can also hire online the services you need. Without the need to go anywhere, just with your access codes.

atencionalcliente@ifema.es

14. Map



15. Contact Us

Department

Exhibition Management

Managing Director: Julia González
Commercial Manager: Natalia García

Ask me about...

- Space allocation.
- General issues about participation in the Trade Fair.
- Exhibitor badges
- Trade visitor and public invitations purchase.

Contact

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

Servifema

- Service booking.

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

- Service invoicing.
- Payments.

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

Technical Department

- Technical support for exhibitors and stand builders.
- Stand assembly project approval.
- Solutions to the technical problems during the Exhibition.

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

Communication and Marketing office

Director: Raúl Díez
IFEMA MADRID Press Manager: Marta Cacho
Press Manager: Pablo Santos
International Press: Helena Valera

- Relations with the media.
- Press information about fairs and shows organised by IFEMA MADRID.
- Institutional press information.
- Press badges for fairs and shows.

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

Department

Convention and Congresses

Ask me about...

- Space rental for meetings and conventions in the exhibition centre, be it during the exhibitions or not.
- Coordination of not-exhibition-related activities.

Contact

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

Institutional Relations

- Institutional visits.
- Guided visits.
- Protocol for all events.
- Institutional relations.

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

Security and Self-Protection Services

- General security.
- Accesses to the Exhibition Centre.
- Parking.

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

Medical Service and Security Emergencies

- 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

- Booking outdoor advertising at the venue.

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

Telecommunications

- 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. MADRIDJOYA LIVE Connect

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 1 to November 30, 2023**.

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.

- 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 in 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.

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

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/en/madrid-joya	✓
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 1 user member 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	✓
Unlimited invitations for clients	✓

SERVICES INCLUDED	PACK INCLUDED IN PARTICIPATION
Access to all the Community 365	✓
Access to all the Community of visitors and buyers registered	✓
Manage your program and agenda of conferences and activities	✓

17. Registration as a company and access to LIVE Connect.

Once we have received confirmation of your participation in **MADRIDJOYA September 2023** and the corresponding payment has been made, we will register your profile on the platform and the contact person will **receive a welcome and access email**. Then your profile will be published on the platform, associated with your company. Remember to use an updated browser. Subsequently, you will need to enter a password.

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

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**

Up date 18/05/2023

Feel the Inspiration

Av. del Partenón, 5
Madrid, Spain

ifema.es

