

OPTIONAL PROMOTIONAL ELEMENTS

INSTITUCIÓN FERIA DE MADRID | CIF Q-2873018-B | Avda. del Partenón, 5 | 28042 Madrid, Spain

Send before July 14, 2021 • madridjoya@ifema.es

Company: _____

Person in Charge: _____

Puede ampliar su presencia y **visibilidad en LIVEConnect** contratando un conjunto de servicios de promoción y patrocinio que le permitirán potenciar y complementar su participación en la feria presencial, obteniendo el máximo rendimiento de su inversión.

Todos estos servicios están vinculados con la **plataforma LIFESTYLE LIVEConnect**, que estará activa **del 6 de septiembre a 31 de diciembre de 2021**.

☐ **PREMIUM LIVEConnect Access - € 900***

Includes the uploading of 100 products on the platform, preferential positioning in searches and directory of companies, access to all the Community of visitors, buyers and exhibitors registered, unlimited access of your Staff users and organization of sessions, within the Conferences and Activities Program (one before the fair and the other one after the fair).

☐ **Banner in 3 sponsored newsletters - € 900***

Incorporation of your banner in newsletter sent by the fair to registered visitors. With a maximum of 3 advertisers. Two before the fair and one during the celebration of the face-to-face Fair.

☐ **Live Webinar - € 300***

Product or brand presentations, demonstrations and/or training day, which will be announced in the Conference and Activities Program of the Fair.

☐ **Digital advertising on the LIVEConnect home - € 2,000***

High-visibility digital advertising (1080 x 1920 px (9:16) image that does not exceed 1 MB) with a maximum of 5 advertisers, on a rotating way.

☐ **Banner en el footer de la home LIVEConnect - 300 €***

Banner advertising (1080 x 360 px (3:1) image that does not exceed 300 kB) with a maximum of 7 advertisers, in random order, located at the bottom of the LIVEConnect homepage.

*VAT not included

In _____ Date _____ Signed _____

The Applicant consents to IFEMA (Q2873018B), with its address at Feria de Madrid, Avda. del Partenón, 5 – 28042 Madrid, processing the information provided in this Application for Participation in order to manage the applicant's contractual relationship with IFEMA and participation in the trade show. The data will also be used for the purpose of keeping the Applicant informed of our activities, content and services by means of regular commercial communications, including by electronic means. The data that have been provided will be kept at IFEMA to perform the contractual relationship, unless this consent is revoked, and for a further statutory limitation period that may apply. The legal basis regarding the processing of your personal data is data subject's consent and because they are necessary in order to take steps prior to entering into a contract [Art. 6.1. a) and b) GDPR]. Once your status as an Exhibitor is firm, your professional details (company name or commercial name, address and/or e-mail address, telephone and fax numbers, and contact person) can be passed on, with the obligation of confidentiality, to companies that work in collaboration with IFEMA either in the organization of the trade fair or in providing supplementary services and contributing added value to the event, for the purpose of providing you with information about their activity and services and to cater for your requirements. Except for the cases cited, the personal data collected will not be transferred to third parties, unless this is demanded by a government department and/or judicial authority in order to comply with a legal obligation. You will be entitled to exercise your rights of access, rectification, suppression, opposition, portability and restriction regarding the processing of your personal data, by writing a letter to Avda. del Partenón, 5 – 28042 Madrid, or by sending an email to protecciondedatos@ifema.es. Please state the following in the subject of your letter or email: "Ejercicio derechos Expositor" and the sender's name and National ID Document number. You can request de protection of AEPD and consult our privacy policy in ifema.es