Mercedes-Benz Fashion Week

MADRID

15-18 Mar 2027

Autumn - Winter 27/28

Specific rules for participation85th
Mercedes-Benz Fashion Week Madrid

IFEMA MADRID

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1. Organisation

These SPECIFIC RULES govern the organisation of, and participation by, designers and fashion brands in Mercedes-Benz Fashion Week Madrid, hereinafter referred to as MBFWM, and are supplementary to IFEMA MADRID'S GENERAL RULES OF PARTICIPATION FOR ALL EVENTS.

ORGANISATION

IFEMA MADRID will be supported by the Fashion Committee (hereinafter, the Committee) in carrying out its duties relating to MBFWM.

The Committee will be made up of fashion professionals who will assess applications received from designers and brands wishing to showcase at MBFWM, as well as the development of the catwalk.

Fashion shows held at both the two official venues and those taking place at venues chosen by the designer, and within the schedule of each edition, will also be assessed by the Fashion Committee.

The Committee will review each and every application submitted by designers, as well as the documentation and/or information provided therein. The deliberations, assessments and rankings shall be confidential, although they will be disclosed to any applicant who requests them.

The MANAGEMENT of MBFWMadrid (hereinafter the MANAGEMENT) shall be appointed by IFEMA MADRID and shall be responsible for the conception, organisation and administration of the fashion event.



2. Acceptance of Rules

Submission of the Application for Participation necessarily implies the Applicant's full and unconditional acceptance of these Specific Rules for Participation in MBFWMadrid, as well as IFEMA MADRID's General Rules for Participation.

The withdrawal of a designer or brand from the Competition is governed by Article 7 of IFEMA MADRID's General Rules of Participation, set out in the General Conditions of Admission and Contracting, and constitutes grounds for the termination of the contractual relationship between IFEMA MADRID and the designer or brand, in accordance with the terms and conditions specified in the aforementioned article.



3. Ways to get involved

WAYS TO GET INVOLVED

- **OFFICIAL FASHION SHOW VENUE 1 – GLASS GALLERY OF THE PALACIO DE CIBELES –** fixed participation fee
- **OFFICIAL FASHION SHOW VENUE 2 – TO BE CONFIRMED –** Participation fee: based on the brand's turnover
- **OFF-SCHEDULE FASHION SHOW – DESIGNER'S VENUE –** Participation fee: based on the brand's turnover
- **PRESENTATION/PERFORMANCE FORMAT –** Fixed participation fee

WHAT'S INCLUDED

OFFICIAL FASHION SHOW VENUES 1 AND 2

- Venue
- Standard production – show venue and backstage
- 16 models
- Make-up and hair styling
- Live streaming
- Photography and video
- Inclusion in the official calendar
- Prominent feature on our website and social media
- Media coverage
- Participation in promotional activities
- Support for the designer's communications teams

PRESENTATION / PERFORMANCE

- 8 models
- Make-up and hair styling
- Photography
- Inclusion in the official calendar
- Media coverage
- Prominent feature on our website and social media
- Participation in promotional activities
- Support for the designer's communications teams



4. Objectives

The primary aim of MBFWMadrid is to promote Spanish fashion through the exhibition of Spanish designers' collections.

Consequently, within the framework of MBFWMadrid, the aim is to:

- Raise awareness of the work of Spanish designers through the presentation of their collections, as a demonstration of their creativity and the strength of our fashion industry. Occasionally, an international designer or brand may be invited, or their applications to participate may be considered, where appropriate.
- To promote the internationalisation of Spanish fashion by inviting both the press and international buyers to the fashion shows so that they may witness the creativity in our country.
- To ensure a high standard of professionalism through the quality of the facilities made available to designers, as well as through the various aspects necessary for the smooth running of the event, such as the selection of models.
- To promote Spanish fashion through the various channels and departments available at IFEMA MADRID, particularly those in Communications and Marketing.
- In line with the previous point, to provide information relating to MBFWM via its website and social media channels.
- To facilitate gatherings and meetings during the event between designers, companies/manufacturers, retailers/buyers and the media, both nationally and internationally, thereby contributing to the promotion of the 'Marca España' brand.



5. Terms and Conditions of Participation

APPLICATION TO PARTICIPATE: PROCEDURE

To take part in each edition of MBFWM, interested designers and fashion brands must complete and submit the APPLICATION FORM to IFEMA MADRID; this will be published on the MBFWMadrid website.

Submission of the APPLICATION FORM for MBFWMadrid implies full acceptance of these Specific Rules, as well as IFEMA MADRID's General Rules of Participation.

ASSESSMENT OF APPLICATIONS AND COMPILATION OF THE LIST OF PARTICIPANTS

The FASHION COMMITTEE will assess the applications received in accordance with the evaluation and scoring criteria set out in section 8 of these Specific Rules of Participation.

All designers or brands, whether or not they took part in the previous edition, will be assessed on a scale of 10 points by each member of the Committee.

Designers or brands that obtain a score of less than FIVE (5) will not be eligible to participate in MBFWMadrid. Participation in previous editions, therefore, does not guarantee participation in subsequent ones.

Based on the results of this assessment, the Fashion Committee will draw up its proposed list of participants (designers and brands) for the current edition. The score obtained will be decisive in determining eligibility to hold a fashion show organised by IFEMA MADRID, in accordance with the format established by the latter for this purpose.

In order to enhance the prestige of the MBFWMadrid catwalk, the Management reserves the right to invite a limited number of designers or brands to participate, without their having to undergo the selection process, provided that, by virtue of their international recognition, business model or corporate profile, they are likely to help attract top-level visitors, press and buyers to MBFWMadrid.

NOTIFICATION OF THE LIST OF PARTICIPANTS AND FORMALISATION OF THE PARTICIPATION AGREEMENT

Based on the Committee's assessments, the commercial management will draw up a list of participants. Once the list of participants has been finalised, in accordance with the terms set out, the management will inform the selected designers or brands of the outcome of their application, in line with the established payment deadlines. Failure to comply with these requirements will result in the loss of the opportunity to take part in the fashion show.

The organisers will inform those designers who have obtained a score of more than 5 that they will be participating in the event organised by IFEMA MADRID.

Similarly, the organisers will inform those applicants who have obtained a score of less than five (5) that they are not considered to meet the necessary standards to participate in MBFWMadrid. This is without prejudice to their right to reapply for participation in future editions.

AMENDMENT BY THE DESIGNER FOLLOWING THE FORMALISATION OF THE PARTICIPATION AGREEMENT

If a brand changes its creative designer once its application to take part in the fashion show has been approved, it must notify the MBFWMadrid management and submit a new collection dossier for reassessment by the Fashion Committee. The MBFWMadrid management will inform the brand within a maximum of 15 days whether it accepts the change of designer and, where applicable, whether the brand has achieved the minimum score required to participate in MBFWMadrid.

Requests to change designers submitted less than 30 days before MBFWMadrid takes place will not be accepted.



6. The fashion committee's assessment criteria

1. Creative & Fashion Excellence (35%)

Creative and product excellence

- Design and creativity
- Pattern-making and tailoring
- Selection of materials and finishes
- Innovation
- Quality of presentation
- Development and consistency across the last 2–3 collections

2. Business & Commercial Strength (25%)

Business and commercial strength

- Company history
- Turnover and growth
- Sales network and points of sale
- Domestic and international wholesale
- E-commerce
- Production capacity
- Team structure
- Financial solvency
- Degree of internationalisation

3. 3. International Potential (15%)

Potential for international exposure

- Presence in overseas markets
- Relationships with international buyers
- International press coverage
- Distribution outside Spain
- Participation in international showrooms and fashion shows
- International commercial representation
- Ability to promote Spanish fashion globally

4. Communication & Brand Positioning (10%)

Communication and brand positioning

- Quality and impact of communication
- National and international media coverage
- Editorial features
- Relationships with stylists and VIPs
- Brand image and awareness
- Ability to generate relevance and conversation

5. Professionalism & Commitment (10%)

Professionalism and commitment

- Meeting deadlines
- Quality of materials submitted
- Punctuality
- Attendance at meetings
- Collaboration with the organisation and production teams
- Adherence to established procedures

6. Contribution to MBFWMadrid & the Spanish fashion ecosystem (5%)

Contribution to the Spanish fashion ecosystem

- Contribution to MBFWMadrid's positioning
- Support for the Spanish fashion sector
- Ability to attract the public, the media and buyers
- Alignment with the platform's strategic objectives



7. Selection criteria and eligibility requirements

SELECTION CRITERIA

Candidate brands must demonstrate a balanced combination of creative excellence, business strength and potential for international growth

1. **Identity and Creative Concept** – A distinctive creative identity and a clearly defined brand positioning.
2. **Collection Quality and Consistency** – A strong and coherent collection, comprising between 32 and 50 looks, with a consistent creative vision.
3. **Business Strength** – Organisational structure and operational capacity to meet the commercial demand generated by the platform.
4. **Commercial Viability** – A clear policy on pricing, costs, margins and terms of sale.
5. **Commercial Tools** – Availability of, or a commitment to produce, a catalogue and/or commercial line sheet following the fashion show.
6. **Production Capacity** – Sufficient production and logistical resources to fulfil orders or a viable production plan.
7. **Business Development** – A national and international strategy with specific objectives for distribution, expansion and positioning.
8. **Growth Potential** – Track record, innovation and capacity for development in line with a platform of international reach.
9. **International Recognition** – Presence in relevant international media and publications in strategic markets.
10. **The involvement of a professional stylist** in the conceptualisation and development of the fashion show will be viewed favourably.

PARTICIPATION REQUIREMENTS

Documentation and Preparation:

Early delivery of the collection to facilitate editorial planning, production and the invitation of buyers and the press.
✓ Early delivery of the collection to facilitate editorial planning, production and the invitation of buyers and the press.
Business Training
✓ Availability of wholesale prices, terms and conditions for business customers, delivery schedule, minimum order quantities and restocking capacity.
Professional Involvement
✓ Attendance at and participation in meetings with buyers, showroom events, trade meetings, interviews and international events organised by MBFWMadrid.
Market Information
✓ Provide information on priority markets, current distribution, wholesale sales and expansion targets.
Evaluation of Results
✓ To assist in the measurement of commercial, editorial and international indicators.
Production of the Parade

Aspects that will be given particular weight:
- The continuity and evolution of the brand.
- The consistency of its activities across seasons.
- The ability to consolidate and strengthen its creative, media and commercial positioning.
- The sustained impact of the brand beyond its one-off appearance on the catwalk.



IFEMA MADRID

8. Fees and payments

RATES

- **FASHION SHOW VENUE 1 – GLASS GALLERY OF THE PALACIO DE CIBELES –** Participation fee: €25,000 (+ VAT)
- **OFFICIAL FASHION SHOW VENUE 2 – TO BE CONFIRMED –** Participation fee: based on the brand's turnover
- **OFF-SCHEDULE FASHION SHOW – DESIGNER VENUE –** Participation fee: based on the brand's turnover

Annual turnover	Fee
Less than €50.000	€2.028
€50.000 - €149.000	€2.839
€150.000 - €699.999	€4.867
€700.000 - €1.000.000	€8.436
€1.000.001 - €3.000.000	€11.440
€3.000.0001 - €20.000.000	€15.600
More than €20.000.000	€17.680

- **PRESENTATION/PERFORMANCE FORMAT –** Entry fee: €1,560

PAYMENTS

VAT on all fees is 10 per cent.

This amount must be paid to MERCEDES-BENZ FASHION WEEK / IFEMA MADRID in three instalments:

- ✓ **First instalment:** 25 % upon confirmation of the SLOT
- ✓ **Second instalment:** 25 % by 15 February 2027
- ✓ **Third instalment:** 50 % by 15 March 2027

Using any of the following payment methods:

SANTANDER IBAN ES64 0049 - 2222 - 5115 - 1000 - 1900
BBVA IBAN ES89 0182 - 2370 - 4000 - 1429 - 1351
CAIXA BANK IBAN ES93 2100 - 2220 - 1102 - 0020 - 2452

(*) In the case of a bank transfer, proof of payment must be sent to MERCEDES-BENZ FASHION WEEK MADRID / IFEMA MADRID. By certified cheque made payable to MERCEDES-BENZ FASHION WEEK MADRID / IFEMA MADRID.

Email: mbfwmadrid@ifema.es



(1) Companies established in Spain (excluding the Canary Islands, Ceuta and Melilla): 10 per cent, excluding VAT. For all other companies, this transaction is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor shall be liable for any VAT that may be due in their country of establishment.

9. Obligations of the designer or participating brand

TO ALL DESIGNERS PARTICIPATING IN THE MBFWMadrid FASHION WEEK CALENDAR

All designers included in the MBFWM calendar must:

- Inform the MBFWM management of any models they intend to hire themselves, where applicable, who must meet the requirements set by the organisation:

  - Be aged 16 or over.
  - For models under the age of 16, it shall be the designer's responsibility to obtain all necessary authorisations from those exercising parental authority or guardianship, or from the competent authority, where applicable, to ensure the minor's lawful participation in the fashion show, whilst informing them of the implications and risks, where applicable, of such participation or, where applicable, of signing the relevant contract. The designer must indemnify IFEMA MADRID against any liability and hold it harmless from any breaches or legal actions brought against the designer. The designer must provide IFEMA MADRID with the following documentation prior to taking part in the fashion show and at least 15 days in advance:

    - The relevant authorisation issued by those exercising parental authority or guardianship over the child, or by the competent authority, or, where applicable, the relevant contract, as well as authorisation for the transfer of the child's image rights.
    - The public liability insurance taken out by the designer specifically to cover models under the age of 16 taking part in the fashion show.

If IFEMA MADRID does not receive this documentation by the deadline specified above, the design will not be permitted to take part in the fashion show.

- To project a healthy appearance, which is incompatible with extreme thinness. In addition to projecting health, they must provide proof of this in the form of a medical certificate confirming that they do not suffer from any eating disorders, which must always be signed by a registered doctor. In the case of models walking the catwalk at IFEMA MADRID or in fashion shows organised by IFEMA MADRID, should there be any doubts regarding a model's health despite the provision of such a certificate, a doctor appointed by IFEMA MADRID will verify, using the relevant methods, that the model's Body Mass Index falls within the 'healthy' range as defined by the World Health Organisation.

- Sign the image rights assignment document provided by IFEMA MADRID in relation to the fashion show in which they are participating.

- **To cover any additional hairdressing and make-up costs that may arise from the designer hiring additional models.**

- Notify IFEMA MADRID, at least twenty (20) calendar days prior to the event, of any **sponsorship** secured for their fashion show; such sponsorship must be approved by IFEMA MADRID before the event takes place**. Failure to comply with this obligation shall entitle IFEMA MADRID to exclude the designer from the next edition of MBFWM, and the designer shall be liable for any loss or damage that such failure may have caused to other sponsors authorised by IFEMA MADRID.**

- **Image Rights:** Designers must grant IFEMA MADRID, on an exclusive basis, for as long as permitted by law and on a worldwide basis, the rights set out below in relation to their participation in the MERCEDES-BENZ FASHION WEEK MADRID fashion event or any name it may adopt in the future (hereinafter, the Event), so that IFEMA MADRID may use them for the purposes specified below, or for any other purposes that may be expressly agreed upon

Specifically, the aforementioned authorisation covers the use or exploitation of the images captured during the live parades, their reproduction or recording for the purpose of storing them on an audiovisual medium that enables IFEMA MADRID to make subsequent use of them through reproduction, distribution or public communication (including making them available via the Internet or databases) by any means of communication, news channel or device, including the print and digital press, conventional and digital television, media outlets providing general news, broadcasting organisations (regardless of the technical means by which they broadcast, transmit or rebroadcast), as well as sponsored big screens and any others of a similar nature.

Furthermore, the aforementioned authorisation shall entitle IFEMA MADRID to use the images of the fashion shows in connection with the event on IFEMA MADRID's online communication platforms or networks (e.g. the internet), channels, social media and blogs.

IFEMA MADRID may use the aforementioned images, or part thereof, for an indefinite period; the designer reserves the right to revoke this consent at any time, without prejudice, where applicable, to compensation for damages, including loss of reasonable expectations, caused to IFEMA MADRID.

The transfer of image rights is granted without geographical restriction, meaning that the designer may use the image anywhere in the world; this transfer is made free of charge, and the designer shall receive no remuneration whatsoever for the transfer of their image rights.

Similarly, the designer may not, at any time in the future, request any payment from IFEMA MADRID in return for the use of the aforementioned images in accordance with the terms set out in this authorisation.

IFEMA MADRID

9. Obligations of the designer or participating brand

IFEMA MADRID shall be deemed, for all intents and purposes, to be the owner of the proprietary rights to the audiovisual material arising from the overall production of the Event, and shall have the right to market the fashion shows as content of general interest across all media designated in the preceding paragraph and through any of the aforementioned forms of exploitation.

- **Intellectual and Industrial Property**: The industrial or intellectual property rights shall be those relating to the textile or fashion designs to be featured in the fashion show, as well as any choreography that may be used in said fashion show, and any other work or performance protected by an intellectual or industrial property right which, as an element of or integrated into the Event, may be subject to use, exploitation or commercialisation.

- **With regard to music and choreography**, the Designer guarantees to IFEMA MADRID that they have obtained from the respective rights holders all the necessary authorisations or permissions to use the works and performances protected within the framework of the Fashion Show, including, by way of example only, those of lyricists, composers, arrangers, producers of phonograms or audiovisual recordings, music publishers, performers or authors of photographs or mere photographs, audiovisual works or visual artworks, amongst others.

Furthermore, in the event that the performance or interpretation of the work or service, through public communication, or its reproduction, gives rise to the payment of any remuneration rights as provided for in the Intellectual Property Act, the Designer warrants and assures IFEMA Madrid that they have previously obtained the relevant licences from the intellectual property rights management organisations to exploit the work via social media, the internet, the metaverse or digital sharing platforms.

- The Designer shall indemnify IFEMA MADRID against any claim or demand made by the rights holders of works and performances used in accordance with the foregoing, and undertakes to defend IFEMA MADRID against any notice received by IFEMA MADRID in relation to the unauthorised use of works and performances protected by intellectual property rights. In any event, should IFEMA MADRID be compelled, by court order or pursuant to a notice received from the relevant rights holder, to cease the use of the protected works and contributions, or should it be found liable by a final judgement for such use, the Designer undertakes to indemnify IFEMA MADRID against any liability to which this entity may be subject.

  Intellectual and Industrial Property: Industrial or intellectual property rights shall be those relating to textile or fashion designs to be featured in the fashion show, as well as any choreography that may be used in said show, and any other work or creation protected by an intellectual or industrial property right which, as an element of or integrated into the Event, may be subject to utilisation, use or exploitation.

National platform exclusivity

Participation in the official MBFWMadrid calendar entails a commitment to national exclusivity for the collection presented. Consequently, the same collection may not be exhibited, shown on the catwalk or presented on other Spanish fashion platforms or catwalks during the same season. This measure helps to strengthen interest in and the international profile of MBFWMadrid and its official calendar.

IFEMA MADRID

9. Obligations of the designer or participating brand

EXCLUSIVE COLLECTIONS FROM THE DESIGNERS PARTICIPATING UNDER THE AUSPICES OF IFEMA MADRID

Designers selected to take part in events organised by IFEMA MADRID, which for each edition agrees to hold these at the selected fashion shows in accordance with the criteria set out in these regulations, must comply with the following obligations, in addition to those relating to the aforementioned:

- **Pay**, where applicable, within the specified timeframes, the participation fee corresponding to the chosen type of fashion show.
- **Include the logos of the organisers**: IFEMA MADRID, MBFWM, Madrid Capital de Moda and Madrid City Council, as well as the main sponsors: Mercedes-Benz, Nars and El Corte Inglés, on their invitations, posters, at the fashion show venue and on any other material the organisation deems appropriate.
- To expressly mention the exact name of the fashion show: MBFWMadrid in all the designer's communications relating to the show.
- To provide the organisers, at least ONE MONTH before the start of the event, with the following material: **a biography, details of the collection, sketches and contact details for the press office.**
- Give the Organisation 30 days' notice of your parade plans, including **details of the sound, lighting and choreograph**y.
- Strictly follow the Organisation's instructions regarding the times for the **arrival and departure of the collection and the fittings**. The times will be provided to the designer in writing at least 5 days before the date of the fashion show
- To be up to date with their **tax and employment obligations**.
- Ensure that their goods are properly insured against theft, fire, burglary and third-party liability whilst they remain on the premises of IFEMA MADRID.
- Submit their **stage design**, if any, to the organisers for approval at least 30 days before the date of the fashion show; this must be supervised, including the dismantling process.
- The designer must provide the company responsible for coordination with a **high-quality digital recording of the music** for their fashion show 10 days before the show takes place.
- To acknowledge and accept that you are **NOT authorised** to associate the fashion show with your own sponsors, either within the MBFWM venue or in the media or on social media, without the express written authorisation of the organisers.
- To formally undertake not to use the images (whether in video or photographic format) of the models provided by the organisers for commercial purposes.
- Participation in MERCEDEZ-BENZ FASHION WEEK MADRID requires that all payments relating to the event are up to date.
- You must accept the Catwalk's Official Hair and Make-up Team; should you require any external collaborators, you must notify the MBFWM management 20 days in advance and obtain their approval.

EXCLUSIVE COLLECTIONS FROM DESIGNERS FEATURED IN THE MBFWMadrid CALENDAR BUT NOT ORGANISED BY IFEMA MADRID

Designers selected to take part in the MBFWM programme but not organised by IFEMA MADRID must fulfil the following obligations:

- **Provide the organisers with the following material**: a biography in Spanish and English, descriptions of their collection in Spanish and English, sketches and details of their press office, as well as the venue for the fashion show.
- **Include the logos of the organisers** – IFEMA MADRID, MBFWM, Madrid Capital de Moda and Madrid City Council – as well as those of the main sponsors – Mercedes-Benz, Nars and El Corte Inglés – on their invitations, posters, at the venue of the fashion show and on any other material the organisers deem appropriate.
- **Pay the fee** corresponding to participation in this category.



10. Exclusion

A designer or brand shall be excluded from the MBFWM calendar on the following grounds:

- Closure of the designer's brand or company.

  - **Failure to comply with the SPECIFIC or GENERAL RULES OF PARTICIPATION,** such as failure to observe the conditions set out in the Participation Agreement, amongst others:

  - **Failure to pay any of the sums owed to IFEMA Madrid for participation in MBFWM.** In particular, failure to meet the deadline for payment of the financial contribution required of each designer shall entitle IFEMA Madrid to reallocate the fashion show initially assigned to that designer to another, in accordance with the criteria set out in these rules.

  - **Failure to comply with written warnings regarding the set-up or decoration for the fashion show.**

  - **Failure to comply with the obligation to notify IFEMA MADRID of the sponsors of each fashion show and to obtain its authorisation.**



11. Use of the MBFWMadrid trademarks

The designer must ensure that they are the sole owner of the trade marks, trade names, domain names and any other distinctive signs or designations owned by them that are included in the materials intended for their participation in MBFWMadrid (hereinafter, 'Distinctive Signs').

It is prohibited to modify, use or exploit the Distinctive Signs without the express written consent of the respective rights holder; such Distinctive Signs must be used solely in accordance with the image, logo or graphic provided by the rights holder.

The Designer and IFEMA MADRID reserve all rights to their Distinctive Signs, and, in general, over their respective industrial and intellectual property rights, which shall remain the property of the relevant third parties; nothing set out in these Specific Rules of Participation shall be construed as granting the Designer any right or licence in respect thereof, except as expressly provided for in this document.

All designers taking part in the MBFWM calendar must use the MBFWM trademark in the manner established or authorised by the MBFWM Management; they must expressly request such authorisation, setting out in detail each proposed use.

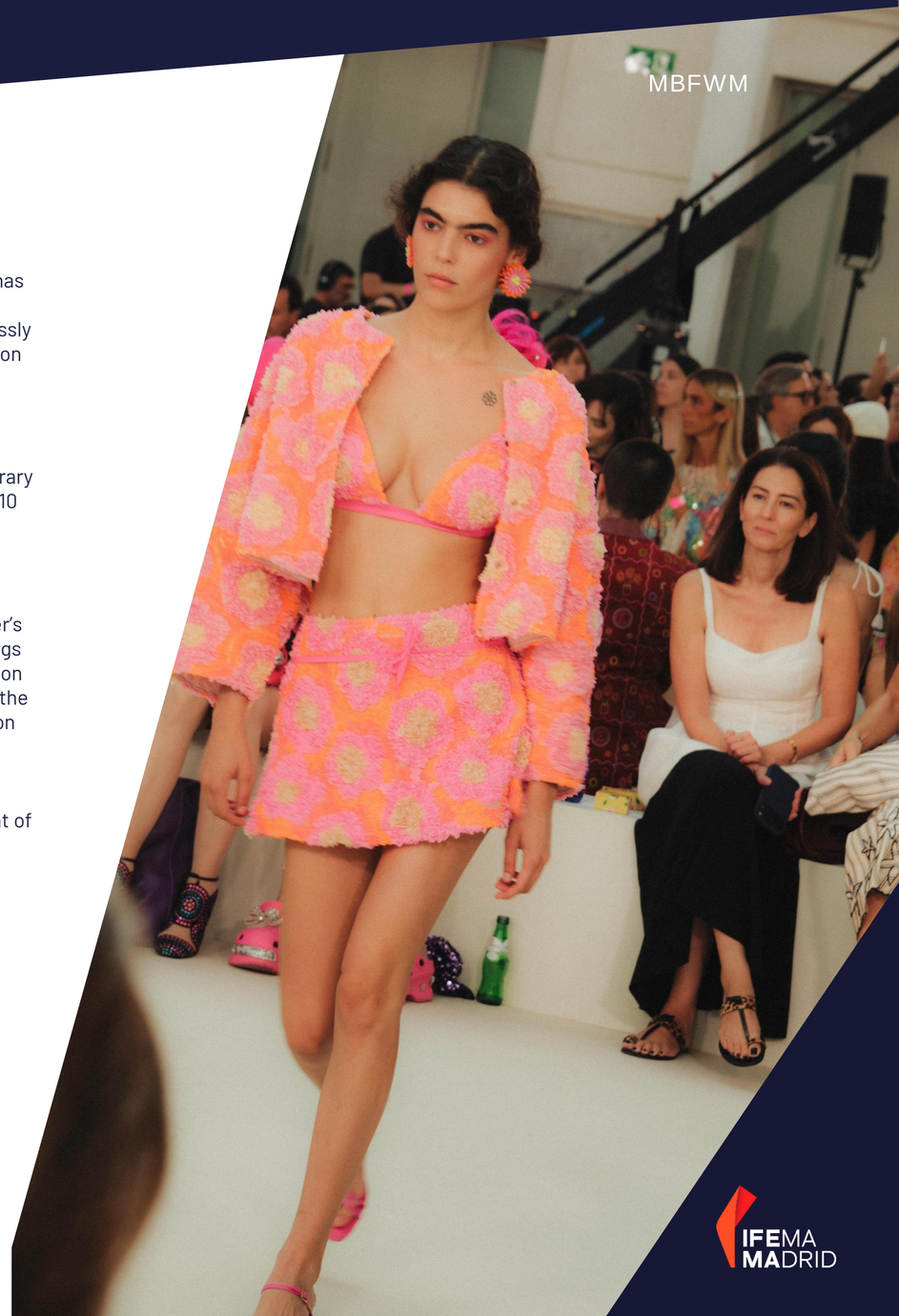
Should a Designer wish to use the trademark, trade name and distinctive signs owned by IFEMA MADRID for purposes other than those intended, they must also inform the MBFW Management of this, as well as the manner in which such use is to be made, so that IFEMA MADRID may give its prior consent (in writing) for this purpose; IFEMA MADRID may request the cessation of such use if required, and, in particular, any material that is to make use of the aforementioned trademarks must be authorised in advance by the MBFWM Management.

Once the event giving rise to the use of IFEMA MADRID's Distinctive Signs has concluded, the Designer may not use those signs again unless expressly authorised by IFEMA MADRID. Similarly, the Organiser undertakes to expressly state its company name, as well as its registered office and tax identification number, on all materials intended for exhibitors and visitors.

The Designer shall not include in their informational, communicative, promotional or advertising content, in any medium in which it may be published, any information that is false, inaccurate, discriminatory or contrary to the law, in particular the General Advertising Act 34/1988, Law 3/1991 of 10 January on Unfair Competition, and Royal Legislative Decree 1/2007 of 16 November on the Protection of Consumers and Users.

The Organiser assumes full responsibility and shall hold IFEMA MADRID harmless from any judicial or extrajudicial claims arising from the Organiser's failure to comply with this section, and from any civil or criminal proceedings brought by third parties for infringement of their trade mark rights in relation to MBFWM. IFEMA MADRID reserves the right to claim compensation from the Organiser should such a breach undermine the prestige and good reputation of IFEMA MADRID, and accepts no liability in this regard.

Should the Designer wish to establish a hyperlink to the IFEMA MADRID website, the obligations set out in this clause shall also apply to the content of the Organiser's website.



12. Sustainability management at IFEMA MADRID

At IFEMA MADRID, we are fully committed to sustainability and to achieving the United Nations' Sustainable Development Goals (hereinafter SDGs), integrating them into our strategic business management and our corporate culture.

IFEMA MADRID's sustainability policy is primarily aligned with the following SDGs: 8, 9, 11, 12, 13, 16 and 17.

ISO STANDARDS CERTIFIED BY IFEMA MADRID:

- ISO 9001: Quality management.
- ISO 20121: Sustainability management for events.
- ISO 14001: Environmental management.
- ISO 50001: Energy management.
- ISO 22320: Emergency management.

MEASURES AT IFEMA MADRID TO REDUCE GAS EMISSIONS AND IMPROVE EFFICIENCY:

- Electricity from 100% certified renewable sources
- Geothermal installation at the Puerta Sur building
- Energy-efficient lighting in the exhibition halls and at our modular stands.
- Temperature control in the air-conditioning systems.

IFEMA MADRID holds the 'calculo' and 'reduzco' labels for Scopes 1 and 2 of the Carbon Footprint.

WASTE MANAGEMENT:

- The exhibitor/stand builder is responsible for the waste they generate and is therefore responsible for its collection and management. The management of waste generated by exhibitors is set out in Article 35 of the General Rules of Participation.
- We offer a service to exhibitors that includes the collection and management of waste generated by the exhibitor/stand builder.

CARPET RECYCLING:

IFEMA MADRID recycles 100 per cent of the carpet used in aisles and communal areas. To achieve this, it is essential to begin removing it before dismantling begins, which means laying it out in strips rather than covering the entire space as was previously the case.

In this way, we can ensure that it is transformed into new raw material for the subsequent manufacture of other products.

SUSTAINABLE MOBILITY:

IFEMA MADRID offers: public transport links close to the venue (underground and bus), parking for electric cars powered by 100% renewable electricity, as well as a parking area for bicycles and scooters.

GUIDE TO SUSTAINABLE PARTICIPATION IN TRADE FAIRS AND EVENTS:

IFEMA MADRID has published the Guide to Sustainable Participation in Trade Fairs for exhibitors on its website. We recommend that you read it before you start preparing for your participation: ifema.es/nosotros/calidad-sostenibilidad





Thank you

IFEMA MADRID