



# meat attraction

International Trade Show for the Meat Industry

LIVE  Connect  
365D IMPACT · CREATE COMMUNITY · GROW

**25-27**  
**Feb**  
**2025**

**Recinto Ferial**  
**ifema.es**



**Exhibitor Guide**



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# 1. How can I become an exhibitor at MEAT Attraction 2025?

Meat Attraction

## 1.1.

**MEAT ATTRACTION** will take place at **IFEMA MADRID** from **25 to 27 February 2025**, from 9:30 am to 6:30 pm on Tuesday 25 and Wednesday 26, and from 9:30 am to 4 pm on Thursday 27 February.

## 1.2.

Space can be contracted by filling in the on-line Participation Application form available on the web site of [ifema.es/meat-attraction/exhibitors](http://ifema.es/meat-attraction/exhibitors), together with the space reservation fee. Exhibitors who submit their participation application within the priority deadline will be eligible to participate in the choice of space allocation.

**Participation applications received after May 30, 2024.** Participation applications will be processed in strict order of receipt and payment of the space reservation fee (this last requirement is essential and will determine the date on which the exhibitor's participation request is received).

## 1.3.

Once the application for participation has been completed in order to formalize the contracting, proof of payment of the space reservation fee or 50% in the event that the contracting has been made after September 29th (deadline for the payment of the first 50%) must be sent to the Management of the Fair.

## 1.4.

In the event that the CONTRACTING COMPANY designates another entity as the BILLING COMPANY, the data of both must be figured in the participation application.

## 1.5.

The presentation of the participation application together with the sending of the contract by the commercial management constitutes a non-revocable commitment by the applicant, and implies full acceptance of **IFEMA MADRID's General Rules of Participation** and of the generic provisions established by the Fair Organization.

## 1.6. CANCELLATION

**The exhibitor's withdrawal from participation in the event is grounds for termination of the contractual relationship between IFEMA MADRID and the exhibitor for all purposes. The resignation must be communicated in writing to the show management and will entail the loss of the amounts that the exhibitor should have paid at the date of communication, according to the schedule of payment deadlines reflected in the application for participation.**

If the cancellation has been communicated to the show management within thirty days prior to the opening of the event, IFEMA MADRID may require the exhibitor to pay the full amount of the contracted space.

**In the case of participation exclusively online** through LIVE Connect, once the access to the platform has been sent, it is not possible for the exhibitor to cancel the participation.

**In case of cancellation of the fair due to force majeure**, the amounts paid for concepts related to the participation in person will be refunded, according to Article 15 of **the General Rules of Participation** in events organized by IFEMA MADRID.

**Invoicing data cannot be changed after the fair has ended.**



# 2. Participation Fees

## 2.1. PARTICIPATION FEES

### 12 sq.m Stand

- Basic .....3.550€
- Premium .....4.000€

### 16 sq.m Stand

- Basic .....4.615€
- Premium .....5.275€

### 32 sq.m Stand

- Basic .....9.050€
- Premium .....10.150€

### SQ.M ADDITIONAL

- Basic .....285€
- Premium .....320€

**ONLY FLOOR 32,5 TO 63,5 sq.m** .....206€

**ONLY FLOOR 64 sq.m** .....198€

(\*) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other 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.

(\*\*) These rates are subject to periodical modification according to the evolution of costs. Prices updated at the time of subcontracting are available on the institutional website in the Exhibitors' Area.

## 2.2. ON-SITE PARTICIPATION

THE ON-SITE PARTICIPATION IMPLIES CONTRACTING THE FOLLOWING GENERAL SERVICES:

- **Liability insurance** (covers up to 60.000€) per stand awarded ..... 72,84€\*\*
- **Multi-fair insurance** (covers up to 50.000€) per stand awarded ..... 69,15€\*\*
- **Minimum electricity consumption** (0.13 kW/sq.m), per stand awarded ..... 7,43€\*\*
- **Assembly fees** (see rates for **floor only**) included in floor + stand, floor + premium stand contracts.
  - Set-up fee A .....2,77€/sq.m\*\*
  - Set-up fee B .....5,56€/sq.m\*\*
  - Set-up fee C .....8,75€/sq.m\*\*

- **Communication and marketing pack + registration LIVE Connect - Connect Plan:** the participation of each exhibitor or co-exhibitor company implies the automatic contracting of the **Communication and marketing pack + registration LIVE Connect - Connect Plan: 500€\* + VAT.**

### DISCOUNTS:

- **5% discount on services contracted online up to 30 days before the start of assembly (January 20):** this discount will also be applicable to services contracted by sending the plan of your stand to the technical secretary. Mandatory minimum services, outdoor advertising, meeting rooms, graphic decoration of stands and specific fair services such as exhibitor passes, forums, etc. are not included.

### SURCHARGES:

- **25% increase for those services requested 7 days before the start of the assembly (February 12).**



## 2.3. ONLINE PARTICIPATION VIA MEAT ATTRACTION LIVE CONNECT

**Meat Attraction LIVE Connect** is available 365 days a year for all those companies belonging to the sectors and areas of reference of Meat Attraction:

- Participation as an exhibitor and co-exhibitor implies the automatic contracting of a basic participation, a plan connects in Meat ATTRACTION LIVE Connect during the preparation and celebration of the fair (**Marketing and Communication Pack + registration LIVE Connect – Connect Plan**).
- Those companies in the sector that do not wish to hire a stand at the event, but want to benefit from the visibility, networking and knowledge platform, can participate as online exhibitors through Meat Attraction LIVE Connect. Exhibitors with a stand and their co-exhibitors can also sign up for subscription plans.

### LIVE CONNECT: Participation fees

#### CONNECT PLAN

- **FEE:** Exhibitor registration in LIVE Connect: 500€\* + VAT (Fee included in the MARKETING AND COMMUNICATION PACK for exhibitors with a stand).
- Registration of the company's logo in the official list of interactive online exhibitor companies: official list of exhibitors accessible on the LIVE Connect platform and at [ifema.es/meat-attraction](http://ifema.es/meat-attraction).
- Access to LIVE Connect for 1 user, member of the exhibiting company, to complete their company profile and personal profiles. These users will receive the contact requests and the chats and appointment requests made to their profiles.
- Possibility to include 5 products associated with the company.
- You will also have the possibility to publish news and novelties, presentations or trade show events in the Meat Attraction Fresh News newsletter (visible on the web).

#### SUBSCRIPTIONS:

##### IMPACT PLAN

- **RATE: ..... 2.500€\* + VAT**

Exhibitors with a stand and their co-exhibitors can contract the **Impact Plan**, which adds the following functionalities to those already included in the registration:

- Visibility of the company's fix with positioning as a featured exhibitor, team and products, throughout the contracted year.
- Possibility of including unlimited products.
- Access for all members of the exhibiting team with networking options.
- Possibility of offering 2 sessions, conferences or product demonstrations.

##### CONNECT + 5

- **RATE: ..... 300€\* + VAT**

This rate includes adding 5 more people from the company with networking options.

## 2.4. PAYMENT DATES

### PAYMENT DUE DATES:

- Together with the participation application until September 29th: date for sending the on-line participation application and space reservation fee, according to the following sections:
  - From 12 to 32 sq.m ..... 450€\*
  - From 32,5 to 64 sq.m ..... 750€\*
  - More than 64 sq.m ..... 1.000€\*
- September 29: deadline for payment of the first 50% of the contracted space, discounting the space reservation fee.
- January 25: deadline for payment of 100% of the contracted space and services.

### Exclusive online participation (Meat Attraction LIVE Connect):

Upon submission of the application, 100% payment, in order to give companies access to the platform.

You can pay in the following ways:

### Transfer to : IFEMA MADRID/ MEAT ATTRACTION 2025:

- Santander: IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHESMM
- 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](mailto:servifema@ifema.es).

- Certified check made out to IFEMA MADRID/ MEAT ATTRACTION 2025.
- Credit card in a secure environment, accessible at the end of the online completion of the participation application form, or subsequently through [Expo Zone](#) online, in the invoices and payments tab or from contracting services.
- In accordance with current regulations, payments in cash or bearer checks are not accepted.

(\* Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other 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.

# 3. Visibility of participation: opportunities for activities, promotion and sponsorship

## 1. COMMUNICATE TO CUSTOMERS AND POTENTIAL CUSTOMERS ABOUT YOUR PARTICIPATION IN THE EXHIBITION

Use the Meat Attraction banner: [ifema.es/meat-attraction](http://ifema.es/meat-attraction). Include it as part of your e-mail signature or header in your letters.

## 2. BANNERS ON THE FAIR WEBSITE

See these items here or contact : [publicidadexterior@ifema.es](mailto:publicidadexterior@ifema.es) (+34) 91 722 53 08/40.

## 3. ADVERTISING IN OUR SPACES

If you are exhibiting with a booth at a trade show, you can also hire a wide range of strategically placed media that are a must for visitors and exhibitors coming to the fairgrounds. See these elements in the Exhibitors' Area, "advertising services and promotional elements", or send an e-mail to [publicidadexterior@ifema.es](mailto:publicidadexterior@ifema.es) or call us at (+34) 91 722 53 08 / 40.

## 4. SPECIAL ACTIONS IN OUR SPACES

IFEMA MADRID offers exhibitors with a stand special marketing actions to optimize the impact of their presence at the venue. Find out more at [ifema.es/patrocinijs-ifema](http://ifema.es/patrocinijs-ifema).

## 5. SPONSORSHIP OF SEMINARS AND CONFERENCES

Contact the event management at [meatattraction@ifema.es](mailto:meatattraction@ifema.es)

## 6. SEND US YOUR NEWS TO GIVE VISIBILITY TO YOUR COMPANY ON THE WEB, SOCIAL NETWORKS, ETC, OF MEAT ATTRACTION.

Promote your products, services and news through the newsletter Meat Attraction News, which is sent periodically to a wide range of professionals in the professionals in the international fruit and vegetable sector. In addition, we disseminate this news on the Meat Attraction website, social networks, etc.

**Benefit from this free dissemination** tool with which you will bring your company's news to the entire sector in a simple and direct way.

Contact with [meatattraction@ifema.es](mailto:meatattraction@ifema.es)

## 7. SEND YOUR CUSTOMERS ONLINE INVITATIONS

Send free Meat Attraction invitations to your customers and prospects.

## 8. INFORMING VISITORS OF YOUR TRADE FAIR DAYS AND ACTIVITIES

Let your contacts and guests know what will be happening at your booth and the activities and events you organize or take part in.

## 9. PROPOSE GUESTS FOR THE BUYERS PROGRAM

For exhibitors in the product area: propose guests for the international buyers/international Hosted Buyers program, through the corresponding form that we will send you. Depending on the area allocated, you can invite from 1 to 10 international buyers. You must send the corresponding form before **November 30**.

Contact: (+34) 91 722 53 58 [hb2.ifema@ifema.es](mailto:hb2.ifema@ifema.es)

## 10. ROOM RENTAL

For the exhibitors of the event, there is the possibility of renting rooms at the venue if you wish to prepare a conference, reception, press conference or product presentation during the fair. It is necessary to make a reservation in advance. Request a free estimate without any obligation by e-mail: [meatattraction@ifema.es](mailto:meatattraction@ifema.es).

You can see the rooms of the venue in the room browser available online.

Meat Attraction



# 3. Visibility of participation: opportunities for activities, promotion and sponsorship

## 11. INNOVATION HUB AWARDS

If your company is an exhibitor or co-exhibitor and has launched an innovation on the market after **January 1, 2024**, you can submit it to the Innovation Hub Awards, as long as you have not submitted it to previous awards. These awards for innovation and entrepreneurship in the meat sector are aimed at those exhibitor and co-exhibitor companies that present the best product or service project for the industry, evaluating the criteria of innovation, sustainability, applied technology and knowledge.

### Modalities of the awards:

- **AREA PRODUCE**
- **AUXILIARY INDUSTRY**
- **SUSTAINABILITY AND COMMITMENT ACTIONS.**

A maximum of 2 products can be submitted per exhibiting company.

All entries submitted and complying with the rules, will be exhibited in the INNOVATION HUB area during the 3 days of the fair.

The cost of registration for the awards and exhibition in the Innovation Hub is 150€\* (VAT not included) per product.

Deadline for participation: **January 24, 2025.**

Contact: [meatattraction@ifema.es](mailto:meatattraction@ifema.es)

## 12. FORO MEAT NEXT

The event provides interested exhibiting companies with spaces for presentations, conferences or technical seminars. The Meat Next Forum is equipped with furniture, PA system, projector and screen, and is located inside the pavilions:

- Space for approximately 30 people.
- Reservations are available for a maximum of one hour.
- The cost of each conference at the Forum is 200€\* (VAT not included).
- 270€\* (VAT not included) as a reservation fee, which will be reimbursed at the end of MEAT ATTRACTION provided that the service has been used.
- Deadline for participation: **January 24, 2025.**
- Contact: [meatattraction@ifema.es](mailto:meatattraction@ifema.es)

## 13. CHEF FACTORY

The brands represented at the fair will have the opportunity to reserve a free space in the Chef Factory area for a **demonstration-presentation or show cooking to encourage the consumption of meat products** and seduce attendees with their tips, tricks and best culinary recipes using their products. The objective of this show kitchen is to promote the dissemination, innovation and gastronomic interpretation of meat products. Exhibitors will offer presentations of a maximum of 45 minutes.

- Deadline for participation: **January 24**

- Contact: [meatattraction@ifema.es](mailto:meatattraction@ifema.es)

## 14. CATERING AT STANDS

Exhibitors who are going to offer, free of charge, catering at their stand, must fill in the form. "**Communication for the provision of catering services at stands**" available on the IFEMA MADRID website and send it with all the requested information to [catering@ifema.es](mailto:catering@ifema.es)

## 15. DAILY REPLENISHMENT OF MERCHANDISE

There is the possibility of introducing merchandise uninterruptedly through the service door, located at the back of the pavilion.

## 16. REFRIGERATED TRUCKS PARKING

To facilitate the maintenance of meat products and their replacement in the stands as exhibits, there is an area for the parking of refrigerated trucks, with the possibility of electrical connection. For further information and rates, please contact the IFEMA MADRID Trade Fair Services Department at the following e-mail address: [sectecnica@ifema.es](mailto:sectecnica@ifema.es)

Meat Attraction



# 4. Exhibitor passes, transport discount vouchers, visas and invitations

## 4.1. EXHIBITOR PASSES

You can request your exhibitor and co-exhibitor passes at [Expo Zone](#). You have available an allocation according to the contracted surface area:

Contracted area	Number of exhibitor passes
From 12 to 15,5 sq.m .....	4
From 16 to 32 sq.m .....	8
From 32,5 to 63,5 sq.m .....	16
From 64 to 128 sq.m .....	24
More than 128 sq.m .....	32

Each coexhibitor has 2 coexhibitor passes available.

Passes that have not been generated online can be picked up at the accreditation desks at the South Gate of the venue from **February 24, from 9 am to 8 pm**.

Additional exhibitor passes can be purchased for €7.50/unit + VAT (\*).

**During the assembly it is not necessary to carry passes, so there are no exhibitor passes.**

**Exhibitor passes are exclusively for company staff who will be present at the stand.**

## 4.2. EXHIBITOR / STAND PARTNER PASS

The partner pass is for all the personnel that the exhibitor needs to be in the stand and in the same schedule as him, for tasks other than the commercialization of his product. Such as: hostesses, installers, electricians, cleaning personnel, miscellaneous services, etc. They are entitled to an amount per contracted area.

Contracted area	Number of partner passes
From 12 to 32 sq.m .....	2
From 32,5 to 64 sq.m .....	4
From 64,5 to 128 sq.m .....	8

This group does not include catering staff requested through companies approved by IFEMA MADRID, and whose request is managed directly by e-mail [catering@ifema.es](mailto:catering@ifema.es)

## 4.3. VOUCHERS

### DISCOUNT ON TRANSPORT

Once the exhibitor passes have been requested, you can download the corresponding discount vouchers for transport to the fair from [Expo Zone](#) (Bonus Renfe, Bonus Iberia and Bonus Iryo).

## 4.4. VISA MANAGEMENT

If you require a visa to travel, you should contact us by sending an email to [meatattraction@ifema.es](mailto:meatattraction@ifema.es) so that we can activate this option, once activated by the commercial direction you can manage online, from [Expo Zone](#), the letters of support. It is essential to previously generate your exhibitor pass and be up to date with payments.

## 4.5. PROFESSIONAL INVITATIONS FOR YOUR CUSTOMERS

Each exhibitor company will have available in [Expo Zone](#), a number of invitation codes according to the contracted area, which can be sent to their customers to register for free at MEAT Attraction 2025.

Guests must register online to download their professional visitor pass with direct access to the fair.

The visitor's pass is valid for the 3 days of the fair.

Contracted area	Registers or uses of each invitation:
From 12 to 15,5 sq.m .....	80
From 16 to 32 sq.m .....	100
From 32,5 to 63,5 sq.m .....	120
From 64 to 128 sq.m .....	150
More than 128 sq.m .....	200

We appeal to exhibitors to make good use of the invitations, sending them exclusively to professionals of the sector in order to guarantee the professionalism of the fair. Access controls may be carried out for this purpose. Children under 16 years of age are not allowed. The exhibitor will be able to see from the [Expo Zone](#) (Access to the event, Invitations) the number of exchanged invitations.

(\* ) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other 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.



# 5. Participation Modalities

## 5.1. Floor + Customizable Stand / Free Design

### FLOOR + CUSTOMIZABLE STAND

#### ONLY FLOOR:

- Space from 32,5 to 63,5 sq.m ..... 206€/sq.m
- And more than 64 sq.m ..... 198€/sq.m

#### CUSTOMIZABLE STAND :

Tailor-made stands adjusted to all needs. We adapt our proposals to your image and budget objectives. Proposals for spaces of 36 sq.m, 64 sq.m and 128 sq.m of different prices and designs. All exhibitors can install perimeter carpeting in their stand.

#### Price per square meter of customizable stand:

- From 32 sq.m: ..... From 207,03€/sq.m (space not included)

#### MANDATORY CONTRACTING:

Participation as an exhibitor implies the mandatory contracting of:

- Minimum electricity consumption (0,13 kW/sq.m): 7,43€/sq.m
- Liability insurance (coverage up to €60,000) and multi-liability insurance (coverage up to €50,000): 72,84€\*\* y 69,15€\*\* respectively.
- Marketing and Communication Pack + LIVE Connect - Connect Plan:500€\*.
- Assembly fees:
  - Assembly fees A .....2,77€\*\*
  - Assembly fees B .....5,56€\*\*
  - Assembly fees C .....8,75€\*\*

**IFEMA MADRID offers a comprehensive customized stand design service**, with our maximum guarantee and fully adapted to your needs. Request, free of charge and without obligation, a project tailored to your needs by sending an email to [infodesign@ifema.es](mailto:infodesign@ifema.es).

Remember that you can request additional services and take advantage of the promotional tools we offer you.

(\* ) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other 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.

(\*\* ) These rates are subject to periodical modification according to the evolution of costs. Prices updated at the time of subcontracting are available on the institutional website in the Exhibitors' Area.

### FLOOR + FREE DESIGN STAND (Specific assembly rules)

#### HEIGHT:

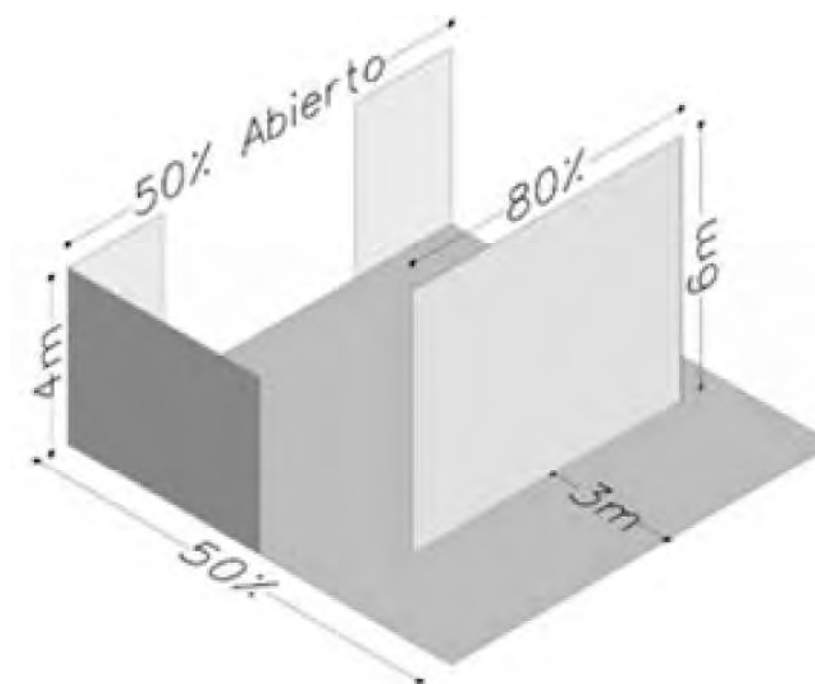
- The maximum height of any element may be 4 m, always respecting the norm of blind enclosures in the perimeter environment.
- In order to raise or hang any element to a maximum height of 6 m, it is necessary to set back 1 m towards the interior around the perimeter. This possibility does not exist in the connection modules between halls, nor on the entrance sides of pavilions 9 and 10, where the maximum construction height of any element must be 4 m.

#### SPACE OCCUPATION:

The construction elements, decoration and spotlights may not protrude more than 50 cm from the allotted space and from a minimum height of 2.5 m.

#### BLIND ENCLOSURES IN THE PERIMETER ENVIRONMENT:

Perimeter blind enclosures shall not exceed 50% of each facade to the corridor. For longer enclosures, they must be set back a minimum of 3 m inwards and may not exceed 80% of the length of the façade.

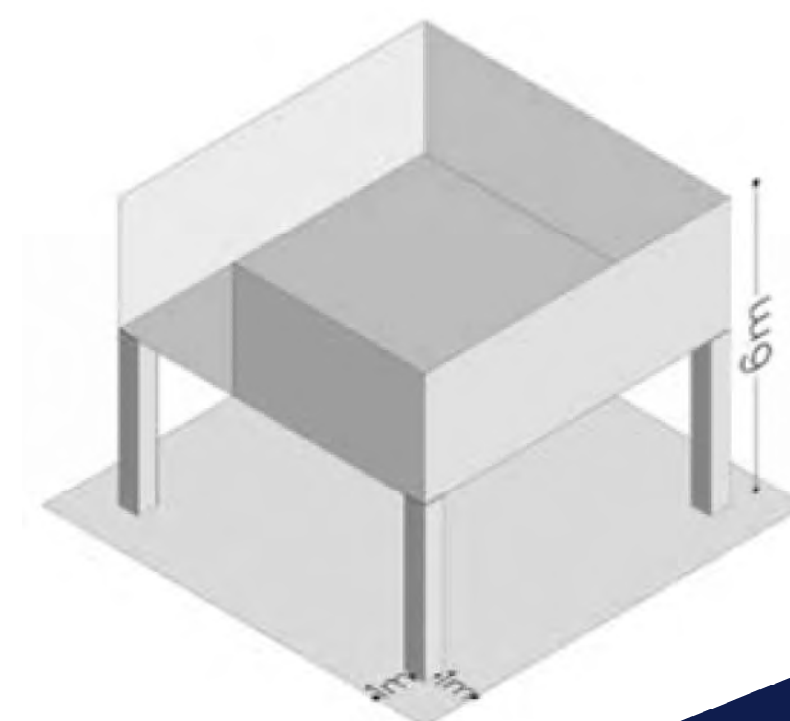


#### SECOND FLOOR:

- The maximum height allowed for two storey stands in halls is 6 m (20 ft).
- The second floor must be set back 1 m around the perimeter of the stand.
- In the connecting modules between halls and in the side areas of the entrance to Halls 9 and 10, the construction of a second floor is not permitted.
- They must submit a final inspection certificate and a declaration of responsibility for the supervision of the structures included in the general rules of participation. The certificate or project must specify the dimensions, the load of use and the capacity, being the sole responsibility of the exhibitor the limits established therein.
- The interpretation and application of the regulations for each particular case is the responsibility of IFEMA MADRID, which reserves the right to make exceptions if deemed necessary, based on respect for the general perspective of the event and the visibility of neighboring stands.

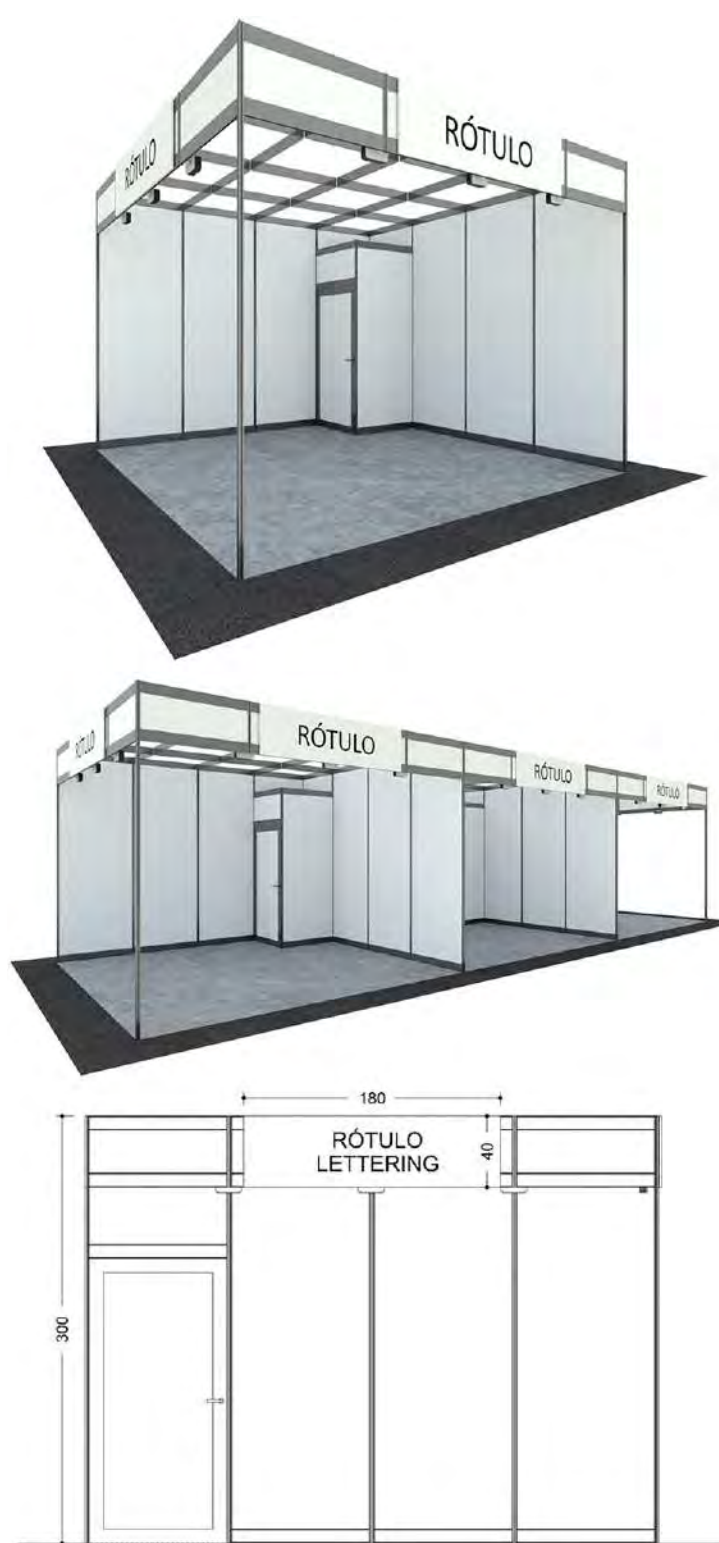
#### PERIMETER CARPETING:

Any exhibitor may install perimeter carpeting in their stand if they so wish.



# 5.2. Floor + Basic Stand

## MODULAR STAND



Exhibitors must indicate their chosen carpet colour and the name of the signage through their **Expo Zone** by 11 January. If no colour is indicated before this date, the default colour will be jasper grey.

All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the **Expo Zone** before 11 January.

### GENERAL CHARACTERISTICS:

#### AREA:

Available for areas from 12 sq.m

- From 12 sq.m ..... 3.550 €
- From 16 sq.m ..... 4.615 €
- From 32 sq.m ..... 9.050 €
- Additional square metre ..... 285 €

#### MANDATORY CONTRACTING :

In addition, participation as an exhibitor implies the mandatory contracting of:

- **Marketing and Communication Pack + LIVE Connect – Connect Plan: 500€\***

### TECHNICAL CHARACTERISTICS:

#### STAND:

- Stand open to one or more aisles.
- Grey aluminium structure and melamine panels.

#### WAREHOUSE with door at a rate of:

- From 12 to 16 sq.m ..... 1x1
- From 16 to 32 sq.m ..... 2x1
- From 32,5 onwards ..... 3x1

**FAIR CARPET** Choice of colours (grey by default): black, Sahara and burgundy.

Any exhibitor who wishes to do so can install perimeter carpeting on their stand.

#### ELECTRICITY AND LIGHTING:

- Lighting of the display using LED spotlights (one spotlight for every 3 sq.m).
- Electrical panel with magneto-thermal differential with a 500W socket outlet incorporated, prepared for a power of 130W/sq.m.
- One socket outlet.

#### SIGNAGE:

In standardised lettering with exhibitor's name and stand number.  
**Maximum 20 characters.**

#### FURNITURE:

- **For 12 sq.m:** counter + stool + 1 table + 2 chairs.
- **For 16 sq.m:** counter + stool + 1 table + 3 chairs.
- **For 32 sq.m:** 1 counter + 1 stool + 2 tables and 8 chairs.



#### TYPE A CLEANING:

First cleaning with removal of the plastic covering the carpet and daily cleaning of the floor.

#### ASSEMBLY FEES:

Included in the price.

**The removal or replacement by the exhibitor of any element of the modular stand does not imply a reduction in cost. All the material used, both structural and electrical, is rented and any deterioration will be invoiced according to the current rates.**

**The distribution of all the elements that make up the stand**, the extras requested, as well as the structural elements necessary for the support of the stand, **shall be adapted to the needs of the exhibitor**, provided that it is technically feasible and that the plan with the pertinent indications is received no later than fifteen days before the first day of the start of assembly.

Once the stand has been assembled, any changes to the location of all the elements that have not been communicated on the established date will be invoiced.

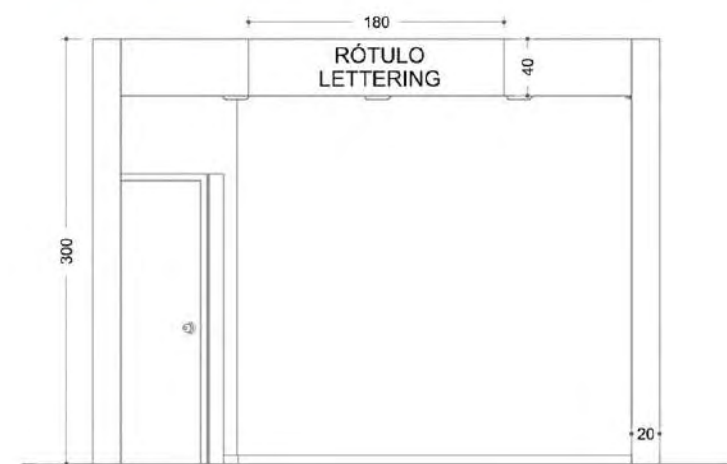
Remember that you can request **additional services** and take advantage of the **promotional tools** that we put at your service.

**The modular stands will be delivered finished on 24 February from 8:30 am.**

(\*) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other 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, where applicable, is due in their country of establishment.

# 5.3. Floor + Premium Stand

## PREMIUM STAND



Exhibitors must indicate their chosen carpet colour and the name of the signage through their **Expo Zone** by 11 January. If no colour is indicated before this date, the default colour will be jasper grey.

All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the **Expo Zone** before 11 January.

### GENERAL CHARACTERISTICS:

#### AREA:

Available for areas from 12 sq.m:

- From 12 sq.m ..... 4.000€
- From 16 sq.m ..... 5.275 €
- From 32 sq.m ..... 10.150 €
- Additional square metre ..... 320 €

#### MANDATORY CONTRACTING :

In addition, participation as an exhibitor implies the mandatory contracting of:

- **Marketing and Communication Pack + LIVE Connect - Connect Plan: 500€\*.**

### TECHNICAL CHARACTERISTICS:

#### STAND:

- Stand open to one or more aisles.
- 3m high walls in chipboard painted in 4 colours to choose from: leaf green, grey, black and white.

#### WAREHOUSE with door at the rate of:

- From 12 to 16 sq.m ..... 1x1
- From 16 to 32 sq.m ..... 2x1
- From 32,5 onwards ..... 3x1

#### FAIR CARPET Choice of colours (grey by default): black, Sahara and burgundy.

Any exhibitor who wishes to do so can install perimeter carpeting on their stand.

#### ELECTRICITY AND LIGHTING:

- Lighting of the display using LED spotlights (one spotlight for every 3 sq.m).
- Electrical panel with magneto-thermal differential with a 500W socket outlet incorporated, prepared for a power of 130W/sq.m.
- One socket outlet.

#### SIGNAGE:

In standardised lettering with exhibitor's name and stand number. **Maximum 20 characters.**

#### FURNITURE:

- For 12 sq.m: counter + stool + 1 table + 2 chairs.
- For 16 sq.m: counter + stool + 1 table + 3 chairs.
- From 32 sq.m: 1 counter + 1 stool + 2 tables and 8 chairs.



#### TYPE A CLEANING:

First cleaning with removal of the plastic covering the carpet and daily cleaning of the floor.

#### ASSEMBLY FEES:

Included in the price.

**The removal or replacement of any element of the modular stand by the exhibitor does not imply a reduction in cost. All the material used, both structural and electrical, is rented and any deterioration will be invoiced according to the current rates.**

**The distribution of all the elements that make up the stand,** the extras requested, as well as the structural elements necessary for the support of the stand, **shall be adapted to the needs of the exhibitor,** provided that it is technically feasible and that the plan with the relevant indications is received no later than fifteen days before the first day of the start of assembly.

Once the stand has been set up, any changes to the location of all the elements that have not been communicated by the established date will be invoiced.

Remember that you can request **additional services** and take advantage of the **promotional tools** that we offer you.

**The modular stands will be delivered finished on 24 February from 8:30 am.**

(\*) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other 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, where applicable, is due in their country of establishment.

### 6.1. SPECIFIC PARTICIPATION RULES

**6.1.1.** Completion of the Participation Application Form together with the sending of the Contract by the commercial management implies full acceptance of the **IFEMA MADRID General Rules of Participation and the MEAT ATTRACTION 2025 Specific Rules**, contained in this guide and the technical annexes to the aforementioned regulations, which are available at all times on the IFEMA MADRID website, **ifema.es**, in the exhibitor information area and on the event website **ifema.es/meat-attraction**

**6.1.2.** In order to apply to take part in the fair, it is an essential requirement that the activity of the company, public or private organization, is included within the sectors covered by MEAT ATTRACTION:

#### ACTIVITY OF THE COMPANY

#### MEATS

Fresh Meats  
Frozen Meats  
Other Animal Products

#### MEAT DERIVATIVES

Cured Hams and Shoulders, Cold Cured Meat and Cured Meat Products  
Cooked Hams and Shoulders, Cold Cuts and Pates  
Oreados, Marinated, Smoked, Smoked and Brined Meat Products  
Prepared and Preserved Meat Products  
Pre-cooked and Snacks

#### MEATS AND MEAT PRODUCTS WITH QUALITY MARKS

Protected Designations of Origin  
Protected Geographical Indications  
Traditional Specialities Guaranteed  
Guarantee Marks

#### ECORGANIC MARKET

Meat and Meat Products with Organic Certification

#### HALAL AND KOSHER AREA

Meat and Meat Products with Halal and Kosher Certification

#### INDUSTRY AND VALUE CHAIN

Industrial Facilities, Machinery, Equipment and Services  
Quality, Hygiene, Cleanliness and Safety  
Cutting and Processing Machinery and Tools  
Packaging, Weighing, Packing and Labelling  
Logistics, Storage and Transport  
Ingredients, Seasonings and Raw Materials for Processing  
MEATIC: Technologies, Automation and Digitalization  
Packaging  
Catering Equipment  
The Butcher Shop

#### PROFESSIONAL ASSOCIATIONS AND PROMOTIONAL BODIES, MEDIA...

Associations, Institutions, Media, Marketing, Other Services  
Financial Entities, Services

**6.1.3.** The **MEAT ATTRACTION** Organising Committee may decide **not to admit** as exhibitors companies and grouped or institutional participations from third countries that have not signed or are in breach of the trade agreements in force between them and the EU.

**6.1.4 MEAT ATTRACTION** is divided into two main areas: **Product and Auxiliary Industry**.

Exhibitors will participate in the exhibition areas in accordance with the main activity of the participating company and the products or services offered. In grouped participations in the Product area, only companies from this area will be allowed to participate, whether they are direct exhibitors or co-exhibitors.

**6.1.5.** The minimum contract area is 12 sq.m. This does not apply to grouped holdings, or institutional associative holdings. The participations that need to reduce their participation will have until May 15th to indicate it and will not be able to reduce more than 15% of the space.

After this date the fair management will not approve any reduction of space, assuming the participation of that space as their own.

**6.1.6.** Grouping of individual companies without any associative or corporate links is not permitted.

**6.1.7.** In order to facilitate the distribution of stands in the halls, the spaces requested must be multiples of 4.

**6.1.8.** Participation as an exhibitor with a stand implies the compulsory contracting of:

- **Marketing and Communication Pack + LIVE Connect registration – Connect Plan.**
- Civil liability insurance for each assigned stand.
- Multi-fair insurance for each stand assigned.
- Minimum electricity consumption.

In the case of floor-only contracting, the company in charge of the stand assembly work must pay IFEMA MADRID, before starting such work, the corresponding **assembly fees (ASSEMBLY FEE)** for services rendered during the Fair's assembly and dismantling period.

**6.1.9.** The management of the event may alter the assigned spaces or make changes in the distribution of the pavilions for organizational reasons.

**6.1.10** Without prejudice to the management of **MEAT ATTRACTION** informing exhibitors in the event of relocation or significant alteration of the reserved location, **each exhibitor must inform himself of the location of his stand, its exact dimensions, etc.**, information on which will be available on the MEAT ATTRACTION website [Expo Zone](#).

**6.1.11.** The exhibitor who has paid in full for the space contracted and the costs of the services requested shall be authorized to occupy the space and the modular stand shall be handed over to the exhibitor who has paid in full for the space contracted and the costs of the services requested.

**6.1.12.** Only exhibitors or visitors who can be accredited as belonging to the participating professional groups shall be allowed to participate and have access to the stand.

**6.1.13.** **The exhibitor is obliged to attend his stand** and remain with the products exhibited during the entire period and opening hours of the event. Failure to comply with these regulations could mean the loss of the right to preferential renewal of the space allocated.

**6.1.14.** The direct sale of any type of articles exhibited at the fair is **strictly forbidden**.

**6.1.15.** The exhibitor authorizes IFEMA MADRID the possible total or partial reproduction of the products exhibited in its promotional material.

**6.1.16.** The exhibitor undertakes to respect the rules and guidelines for the protection of the environment.

**6.1.17.** Activities that may disturb other exhibitors are prohibited and may not exceed 60 decibels.

**6.1.18.** Water used for cooking, treating food or cleaning objects that come into direct contact with food must be obtained from properly sanitized taps. It is forbidden to draw water from the toilets.

## 6.2. CO-EXHIBITORS

### 6.2.1. REGISTERING CO-EXHIBITORS

Exhibitors owning a stand will be able to register companies as co-exhibitors participating in the event and exhibiting in the same space.

To do so, they must register them as "Additional Insertions in the catalog" from the corresponding catalog menu of **Expo Zone** online and they will benefit from the branding and visibility.

Once the exhibitor has registered the co-exhibitor, the exhibitor must complete the Participation Application Form to confirm their participation.

Each additional insertion or registration of each co-exhibitor implies the contracting of an additional insertion in the **Marketing and Communication Pack (WIFI + LIVE Connect registration - Connect Plan)** for an amount of 500€\*+ VAT.

In grouped participations, only the presence of companies from the sectors of this area will be authorized, whether they are direct exhibitors or co-exhibitors

### 6.2.2. ACCESS TO EXPO ZONE

The co-exhibiting company will be able to access the **Expo Zone** with the e-mail address registered in the Participation Application.

### 6.2.3. SERVICES TO THE CO-EXHIBITOR

Services included in the condition of co-exhibitor with the contracting of additional insertion:

- **Registration of the company's fix as a coexhibitor** associated with the titular exhibitor in the official list of interactive online exhibitor companies: official list of exhibitors accessible on the LIVE Connect platform and **ifema.es/meat-attraction**, which allows exhibitors and visitors to prepare for the fair in advance.

Each co-exhibitor's fix includes contact details, video or image, logo, general company information, activity, products, documents and links, exhibitor press releases and stand at the fair. LIVE Connect participants can perform advanced and alphanumeric searches, receive recommendations of exhibiting companies that may interest them according to their profile, mark companies as favorites, chat or request an appointment by videoconference or at the fair.

- **Access to LIVE Connect for 1 user**, member of the co-exhibiting company, to complete the profile of your company and your personal profile. This user will receive the chats, contact requests and appointment requests made to his or her profile or to that of your company.

- **Possibility to include 5 products associated with the company.**

- **The presence of the co-exhibiting company in the following elements of visibility and branding and location at trade fairs:**

- **Pavilion planners:** plan with the list of pavilion exhibitors and their stands located at the entrance of each of the pavilions.

- **Two coexhibitor passes.**

- **Premium WI-FI connection for 3 users:** during the entire fair (these connections will only work with devices that allow connection in the 5 GHz band). 3 passwords that are enabled for the entire fair until the last day of dismantling and are sent by mail to the co-exhibitor's address at least 48 hours

in advance. The service includes technical support to attend any incident.

**Additional insertion fee Marketing and Communication Pack + LIVE Connect registration - Connect Plan 500€\*.**

(\*) Companies established in Spanish territory (excluding Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other 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.

## 6.3. STAND ASSEMBLY

### 6.3.1. CONTRACTING ONLY FLOOR, FLOOR+STAND AND FLOOR + STAND PREMIUM

All companies will be obliged to assemble their stand, including at least the dividing walls with the wall of the pavilion and with the adjacent stands, depending on their location.

For **safety reasons**, and as a general and permanent preventive measure due to the concurrence of activities, **it is mandatory to wear a protective helmet, high visibility vest and safety footwear during the assembly and disassembly phases of fairs and events in all exhibition areas.**

**During assembly, it is not necessary to carry passes**, so there are no assembler's passes.

No assembly work may begin without the prior completion and submission to IFEMA of the Protocol "Prevention of Occupational Risks and Coordination of Business Activities" available on the IFEMA MADRID website **ifema.es** - Exhibitors - Rules of Participation - Forms (Article 15 of the general rules of participation in events organized by IFEMA MADRID).

**OCCUPATIONAL SAFETY REGULATIONS-COORDINATION OF BUSINESS ACTIVITIES of the GENERAL REGULATIONS FOR THE PARTICIPATION OF EXHIBITORS IN FAIRS ORGANIZED BY IFEMA MADRID).**

**Regulations for the circulation and parking of vehicles during the event:** it is expressly forbidden inside the fairgrounds keep vehicles parked in the loading and unloading areas, so that they may only park in the areas designated for this purpose, paying the corresponding fee if applicable. Once the event has opened, it is not permitted to drive any vehicle inside the halls and the avenue, unless expressly authorized by IFEMA MADRID (article 14 of the general provisions of the **IFEMA MADRID General Rules of Participation**).

# 7. Complementary Services

Once the space for your participation has been allocated, you will be able to access the [Expo Zone](#) with the email address you have included in **your Participation Application**.

**EXPO\_ZONE:** Private online and interactive area to manage your participation in Meat Attraction.

## Do you want to build your stand with us?

**For exhibitors who have contracted only floor space:**

**Comprehensive stand design service:** IFEMA MADRID offers, in addition to modular stands a **comprehensive service**, with our maximum guarantee and fully adapted to your needs. We take care of the planning of your space, design, assembly and disassembly. Request, free of charge and with no obligation, a project adapted to your needs by sending an email to [infodesign@ifema.es](mailto:infodesign@ifema.es)

**Recommendations** for the design and construction of free-design stands. See the recommendations and updated regulations at [ifema.es/support](http://ifema.es/support)

### I WANT TO KNOW MORE

## Digital and Outdoor Advertising

**Advertising projects adapted to your needs**

- Promote your brand before, during and after the event.
- Attract new customers through the best B2B segmentations in the market.

### MORE INFORMATION HERE

## Graphic decoration for modular stands

**For exhibitors who want to customise their stand**

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

You can customise your modular stand with our Stand Graphic Decoration service: [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

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

You can hire services and furniture from the IFEMA MADRID Services Catalogue, or find more information at [Expo Zone](#).

## Sponsorships

**MEAT ATTRACTION** proposes a series of promotional actions and sponsorships that will provide additional visibility and allow the development of high-impact actions for the professional, national and international public visiting the fair:

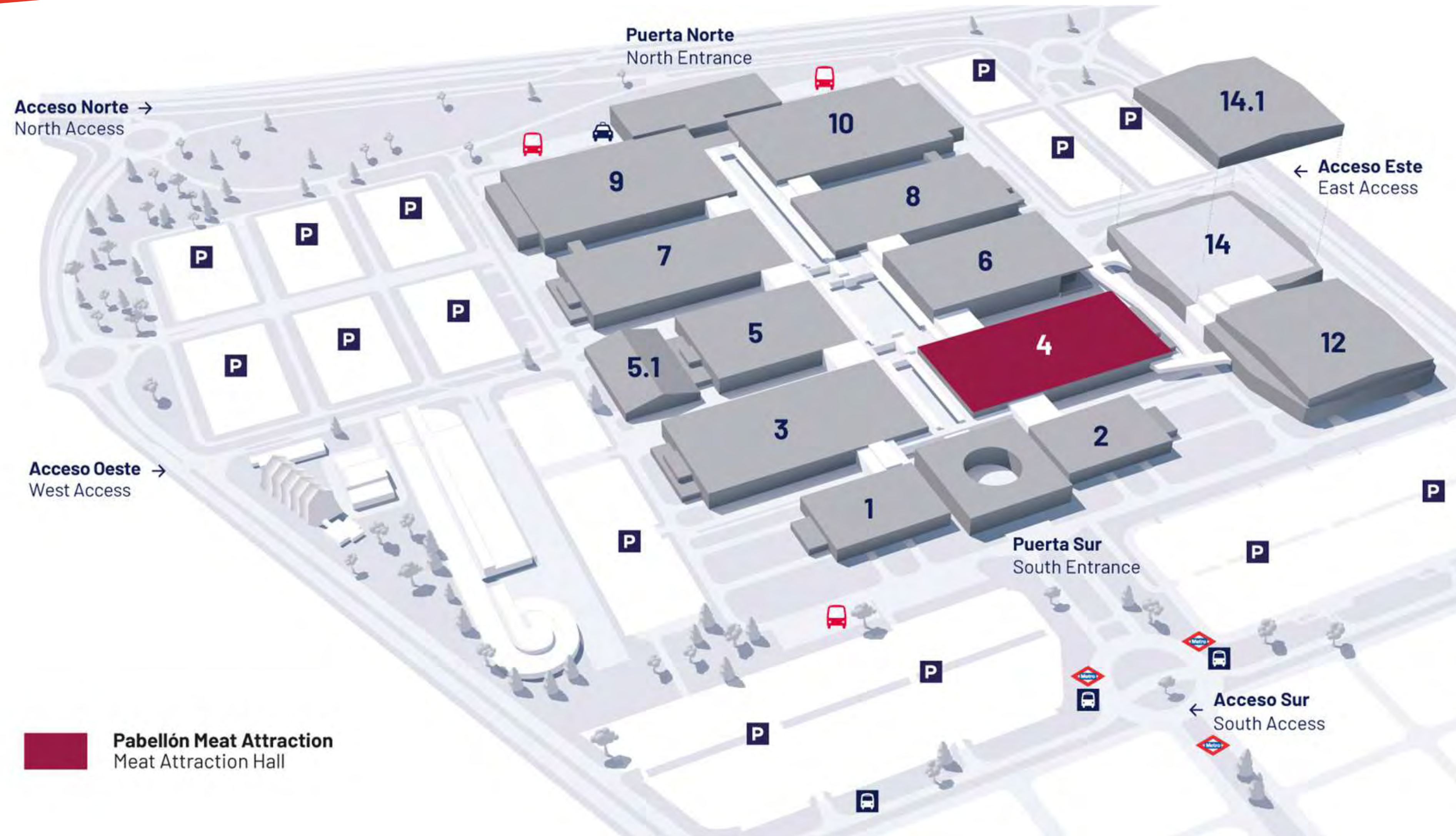
- Invited Region; Innovation Hub, Chef Factory, WIFI Network, Rest Areas, Business Centre, Forums, etc.

**CONSULT POSSIBLE SPONSORSHIPS** ([patrocinios@ifema.es](mailto:patrocinios@ifema.es))

Meat Attraction



# 8. Map



# 9. Important Dates

When	What	How	Who attends to you
Until 30 May	Participation application	<ul style="list-style-type: none"> <li>• Sending the application form for exhibitors to participate in Meat Attraction 2025.</li> <li>• Fill in the application form online and send a copy of the payment of the space reservation fee and/or the amounts corresponding to participation in LIVE Connect to <a href="mailto:servifema@ifema.es">servifema@ifema.es</a></li> </ul>	Trade fair address: <b><a href="https://ifema.es/meat-attraction">ifema.es/meat-attraction</a></b> Customer Service (Exhibitors): (+34) 91 722 30 00 <b><a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></b>
From 30 May	Participation application	<ul style="list-style-type: none"> <li>• Continuation of the process of receiving participation applications for exhibitors at Meat Attraction 2025 and new exhibitors.</li> <li>• Offers, confirmation of spaces and sending of contracts.</li> </ul>	Trade fair address: <b><a href="https://ifema.es/meat-attraction">ifema.es/meat-attraction</a></b> Customer Service (Exhibitors): (+34) 91 722 30 00 <b><a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></b>
29 September 25 January	Payments	<ul style="list-style-type: none"> <li>• 29th September - 50% of the amount of the space discounting the reservation fee.</li> <li>• 25th January - 100% of the amount of the space and services contracted.</li> </ul>	Servifema: <b><a href="mailto:servifema@ifema.es">servifema@ifema.es</a></b> Customer Service (Exhibitors): (+34) 91 722 30 00 <b><a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></b>
Until 30 November	Guest Programme	<ul style="list-style-type: none"> <li>• International Hosted Buyers Programme (for exhibitors from the Product Area).</li> <li>• Send the corresponding form.</li> </ul>	(+34) 91 722 53 58 <b><a href="mailto:hb2.ifema@ifema.es">hb2.ifema@ifema.es</a></b>



# 9. Important Dates

When	What	How	Who attends to you
Until 11 January	Free design projects	<ul style="list-style-type: none"> <li>Deadline for uploading free design projects to the <u>Expo Zone</u>. If the project includes hanging elements, a separate project must be submitted and must be sent to <a href="mailto:inspeccion.rigging@ifema.es">inspeccion.rigging@ifema.es</a></li> </ul>	Technical Secretariat Customer Service (Exhibitors): (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
	Customisation of modular stands	<ul style="list-style-type: none"> <li>Present the interior decoration projects for modular stands.</li> <li>Choose wall colours (Premium Stand) and carpeting (Floor + Stand and Floor + Premium Stand) in the <u>Expo Zone</u>.</li> <li>Communicate the signage in the <u>Expo Zone</u> (Floor + Basic Stand and Floor+ Premium Stand)</li> <li>You will have to consult the modular stand project at the <u>Expo Zone</u> or upload it with the stipulated modifications <b>before 11 January</b>.</li> </ul>	Technical Secretariat Customer Service (Exhibitors): (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
	Procurement of services	<ul style="list-style-type: none"> <li>Services contracted with a 5% discount.</li> </ul>	Customer Service (Exhibitors): (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>

# 9. Important Dates

When	What	How	Who attends to you
Until 4 January	Exhibitor activities	<ul style="list-style-type: none"> <li>Fill in the forms for:</li> <li>MEAT NEXT</li> <li>NNOVATION HUB</li> <li>CHEF FACTORY</li> </ul>	Address of the event: <a href="mailto:meatattraction@ifema.es">meatattraction@ifema.es</a>
From 20 February	Procurement of services	<ul style="list-style-type: none"> <li>Procurement of services with a 25% increase.</li> </ul>	Customer Service (Exhibitors): (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
From 20 to 23 February	Stand assembly	<ul style="list-style-type: none"> <li>20th and 21st from 8.30am to 9.30pm.</li> <li>22nd and 23rd from 8.30am to 7.30pm.</li> </ul>	
On 24 February	Delivery of modular stands	<ul style="list-style-type: none"> <li>From 8.30am to 9.30pm.</li> </ul>	
	Goods receipt	<ul style="list-style-type: none"> <li>From 8.30am to 9.30pm.</li> <li>From 7pm onwards, entry will only be possible through the pedestrian gates, closing the goods gates to proceed with the installation of recyclable carpeting.</li> </ul>	
From 25 to 27 February	Celebration of the fair	<ul style="list-style-type: none"> <li>25 and 26 February: Opening to trade visitors from 9.30am to 6.30pm.</li> <li>27 February: Opening to trade visitors from 9.30am to 4pm.</li> <li>Exhibitor entrance from 8.30am and departure until 8pm.</li> </ul>	
On 27 February	Goods dispatch	<ul style="list-style-type: none"> <li>27 February from 4.30pm to 6.30pm, exit only through the pedestrian gates for the removal of recyclable carpet.</li> </ul>	
28 February and 1 March	Dismantling of stands	<ul style="list-style-type: none"> <li>28 February from 8.30am to 9.30pm.</li> <li>1st March from 8.30am to 7.30pm.</li> </ul>	

Departament	Ask me about	Contact
<p><b>Fair management</b></p>	<ul style="list-style-type: none"> <li>• Space allocation</li> <li>• General topics of trade fair participation</li> <li>• Exhibitor passes</li> <li>• Trade visitor invitations</li> <li>• Trade fair activities and forums</li> </ul>	<p>(+34) 619 71 31 14  <a href="mailto:mjs@ifema.es">mjs@ifema.es</a></p>
<p><b>Director:</b></p> <ul style="list-style-type: none"> <li>• M<sup>a</sup> José Sánchez</li> </ul>		<p>(+34) 689 21 07 99  <a href="mailto:ruthg@ifema.es">ruthg@ifema.es</a></p>
<p><b>Commercial Manager:</b></p> <ul style="list-style-type: none"> <li>• Ruth García</li> </ul>		<p>(+34) 627 371 323  <a href="mailto:calonso@ifema.es">calonso@ifema.es</a></p>
<p><b>Coordinator:</b></p> <ul style="list-style-type: none"> <li>• Candelas Alonso</li> </ul>		<p>(+34) 638 42 57 17  <a href="mailto:corcoles@ifema.es">corcoles@ifema.es</a></p>
<p><b>Secretariat:</b></p> <ul style="list-style-type: none"> <li>• Sonia Córcoles</li> </ul>		

# 10. Contact

Departament	Ask me about	Contact
<b>Billing, Service Contracting and Customer Service</b>	<ul style="list-style-type: none"> <li>• Hiring of services.</li> <li>• Exhibitor passes.</li> <li>• Professional visitor invitations.</li> </ul>	<p>(+34) 91 722 30 00  <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></p>
<b>Servifema</b>	<ul style="list-style-type: none"> <li>• Billing of services.</li> <li>• Charges.</li> </ul>	<p>(+34) 91 722 30 00  <a href="mailto:servifema@ifema.es">servifema@ifema.es</a></p>
<b>Directorate of Trade Fair Services Technical Secretariat</b>	<ul style="list-style-type: none"> <li>• Technical support work for exhibitors and assemblers.</li> <li>• Review of stand assembly projects.</li> <li>• Solutions to technical problems during trade fair activities.</li> </ul>	<p>(+34) 91 722 30 00  <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></p>
<b>Planning and Control Directorate</b>	<ul style="list-style-type: none"> <li>• Rental of the different meeting and convention spaces at the fairgrounds, both during and outside the fairs.</li> <li>• Coordination of extra-fair activities.</li> </ul>	<p>(+34) 91 722 30 00  <a href="mailto:uanproduccion@ifema.es">uanproduccion@ifema.es</a></p>
<b>Institutional Relations and Protocol</b>	<ul style="list-style-type: none"> <li>• Institutional visits.</li> <li>• Guided tours.</li> <li>• Protocol for all events.</li> <li>• Institutional relations.</li> </ul>	<p>(+34) 91 722 30 00  <a href="mailto:relacionesinstitucionales@ifema.es">relacionesinstitucionales@ifema.es</a></p>

Departament	Ask me about	Contact
<b>Security and Self-protection</b>	<ul style="list-style-type: none"> <li>• General security.</li> <li>• Access to the Fairground.</li> <li>• Parking.</li> </ul>	<p>(+34) 91 722 30 00  <a href="mailto:dseguridad@ifema.es"><b><u>dseguridad@ifema.es</u></b></a></p>
<b>Medical Service and Security Emergencies</b>	<ul style="list-style-type: none"> <li>• Emergencies (security and medical).</li> <li>• Health care for exhibitors and visitors during trade fairs, set-up and dismantling.</li> </ul>	<p>(+34) 91 722 30 00</p>
<b>Outdoor Advertising</b>	<ul style="list-style-type: none"> <li>• Hiring of advertising media at the fairgrounds.</li> </ul>	<p>(+34) 91 722 30 00  <a href="mailto:publicidad@ifema.es"><b><u>publicidad@ifema.es</u></b></a></p>
<b>Telecommunications</b>	<ul style="list-style-type: none"> <li>• Information prior to contracting telephone and fax lines, ISDN lines, broadband connections by cable, WI-FI or others.</li> <li>• Technical advice and configuration.</li> </ul>	<p><a href="mailto:telecomunicaciones@ifema.es"><b><u>telecomunicaciones@ifema.es</u></b></a></p>

Departament	Contact		
<b>International Representations</b>	José Antonio Rodríguez Priego IFEMA MADRID, Deutsche Vertretung	<b>Germany, Switzerland and Austria</b>	(+49) 162 295 17 51 <a href="mailto:dach@ifema.es">dach@ifema.es</a>
	Ton Willemse Intraservice bv	<b>Benelux (Belgium, Netherlands and Luxembourg)</b>	(+31) 180 32 13 46 <a href="mailto:benelux@ifema.es">benelux@ifema.es</a>
	Marcelo Vitali How2Go Internationalisation Consulting	<b>Brazil</b>	(+55) 11941684218 <a href="mailto:brasil@ifema.es">brasil@ifema.es</a>
	Osvaldo Cabrera Osvaldo Cabrera y Cía Ltda	<b>Chile</b>	(+56) 9 95350861 <a href="mailto:chile@ifema.es">chile@ifema.es</a>
	Susana Fernández Pérez Madrid Outsourcing Solutions Co Limited	<b>China, South Korea, Hong Kong, Japan, Singapore, Taiwan, South Korea</b>	(+86) 21 525 85 004/5 <a href="mailto:ifema.china@madridinternational.cn">ifema.china@madridinternational.cn</a>
	Pamina González How2Go Internationalisation Consulting	<b>Colombia and Peru</b>	(+57) 300 267 0793 <a href="mailto:colombia@ifema.es">colombia@ifema.es</a> <a href="mailto:peru@ifema.es">peru@ifema.es</a>

Department	Contact		
<p><b>International Representations</b></p>	<p>Giorgio La Ferla Paralleli Trade Fairs srl</p>	<p><b>Italy and San Marino</b></p>	<p>(+39) 366 3596779 <a href="mailto:fiere@paralleli.eu">fiere@paralleli.eu</a> <a href="mailto:la.ferla@paralleli.eu">la.ferla@paralleli.eu</a></p>
	<p>Ayin Decer How2Go Internationalisation Consulting</p>	<p><b>Mexico</b></p>	<p>(+52) 771 795 4811 <a href="mailto:mexico@ifema.es">mexico@ifema.es</a></p>
	<p>Ricardo Illera How2Go Internationalisation Consulting</p>	<p><b>North Africa (Morocco, Algeria, Tunisia and Egypt)</b></p>	<p>(+212) 623 807 448 <a href="mailto:n.afrique@ifema.es">n.afrique@ifema.es</a></p>
	<p>Nuno Almeida NFA, Lda.</p>	<p><b>Portugal</b></p>	<p>(+351) 213 86 85 17/8 <a href="mailto:portugal@ifema.es">portugal@ifema.es</a></p>
	<p>Louisa Criscenti-Brown Elsie B Sales &amp; Marketing</p>	<p><b>United Kingdom, Ireland</b></p>	<p>(+44) 0 7971 280870 <a href="mailto:ukireland@ifema.es">ukireland@ifema.es</a></p>
	<p>Julie Ricard</p>	<p><b>France</b></p>	<p>(+33) 142613310 (+33) 665725137 <a href="mailto:france@ifema.es">france@ifema.es</a></p>

# 11. Sustainability management at IFEMA MADRID

Meat Attraction

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: No. 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: Emergency Management.

## ACTIONS AT IFEMA MADRID TO REDUCE GAS EMISSIONS AND BE MORE 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) sta.mps 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 a service to exhibitors that includes the removal and management of the waste they/their assemblers generate.

## 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 public transport access close to the facilities (metro and bus), parking for electric cars with 100% renewable electricity supply, as well as a parking area for bicycles and scooters.

## GUIDE TO SUSTAINABLE PARTICIPATION IN 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/nosotros/calidad-sostenibilidad](https://ifema.es/nosotros/calidad-sostenibilidad)





Thank you

