MOMAD

4-6 February 2027

ifema.es

International Fashion, Footwear, and Accessories Trade Show.

Exhibitor Guide and Specific Participation Rules.

Coinciding with:

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IFEMA MADRID

INDEX

1. HOW TO PARTICIPATE . REGULATIONS

1.1 Dates, Schedule, and Venue. Invited Sectors
1.2 How Can I Participate?
1.3 Contracting and Allocation of Spaces
1.4 Participation Modalities
1.5 Your Exhibitor Plan
1.6 Your Space at the Fair .Types of Stands, Regulations, and Setup
1.7 Participation Fees
1.8 Deadlines and Payment Methods
1.9 Specific Fair Regulations
1.10 Exhibitor Calendar

2. MANAGE YOUR PARTICIPATION

2.1 Expo Zone - Manage Your Participation and Space additional Services Contracting - E-commerce
2.2 Liveconnect: The Digital Platform Included in Your Plan
2.3 Registration of Co-Exhibitors
2.4 Passes and Invitations - Visas, Vouchers, and Discounts
2.5 Other Relevant Information
2.6 Venue Map
2.7 Frequently Asked Questions

3. PROMOTE AND MAXIMIZE YOUR PARTICIPATION

3.1. How to Maximize Your Participation
3.2 Exhibitor Catalog
3.3 Visitor Map/Guide
3.4 Networking
3.5 Invitations for Your Clients and Contacts
3.6 Buyers Program
3.7 Publish Your News and Updates - Social Media & Website
3.8 Outdoor and Digital Advertising
3.9 Sponsorships
3.10 Special Promotional Actions
3.11 Room Rentals

4. SUSTAINABILITY MANAGEMENT AT IFEMA MADRID

5. CONTACT US

1. HOW TO PARTICIPATE. REGULATIONS

1.1 Dates, Schedule, and Venue – Invited Sectors

MOMAD will take place at the IFEMA MADRID exhibition center from **February 4th to 6th 2027**, from 10 a.m. to 7 p.m. The collection of exhibition material will not be permitted before 7 p.m. on the 25th.

Exhibitors may access the venue from 9:00 AM and must leave before 7:30 PM.

The virtual event through the liveconnect platform will be available from January 15th to March 15th , 2027.

This is a professional trade fair.

Invited Sectors:
Fashion, footwear, leather, clothing, textiles, costume jewelry, jewelry, accessories, and related equipment.

1.2 How Can I Participate?

The participation request begins by completing the online **Participation Request Form** within the established deadline, accessible through the website **https://www.ifema.es/en/momad**. This form will allow us to provide you with complete information and offer a participation proposal. You can check the payment deadlines in the form itself and in the Exhibitor Calendar.

The exhibiting company is the company that will participate in the fair, in whose name the participation request is completed.

Submitting the Participation Request implies full acceptance of the **Rules of Participation in Exhibition organized by IFEMA MADRID**, the technical annexes, the Specific Rules of the current edition, and any general or specific provisions established by the fair's organization. These are available at ifema.es/Momad.

To request participation in the fair, it is required that the exhibitor's activity, whether a company, public or private entity, falls within the sectors covered by the event.

By clicking the submit button, the exhibitor confirms to IFEMA MADRID that they are seriously interested in participating and receiving a proposal.

From the same application portal, if the process is not completed, it is possible to request information and quotes, which does not constitute an official offer or require a reservation fee.

If the exhibiting company designates another entity to make any payments related to its participation, it must complete the corresponding section of the Participation Request. Changes to the billing company will not be authorized once the first invoice has been issued.

NEW APPLICATIONS FOR PARTICIPATION

Applications to participate as exhibitors from the previous edition received after **October 31st 2026, and those from new participants will be processed in the order in which the "Application to Participate" is received.**

1.3 Contracting and Allocation of Spaces

The decision to accept the exhibitor will be at the discretion of IFEMA MADRID, taking into account the purpose of the fair and the availability of space.

To evaluate participation in the fair, criteria such as the quality of the collections presented, the added value they bring, their commitment to sustainability, and the artisanal nature of the proposals will be taken into account.

IFEMA MADRID will make one or more space/location proposals depending on the participation modality and/or the type and size of the stand requested. This proposal constitutes a contracting offer. If the contracting party accepts the offer/quote in writing/ via email/ signature, or during the space selection meeting, they will be formalizing the participation contract in the fair, which is a binding and irrevocable commitment for the applicant.

The space will be allocated upon written acceptance by the exhibitor.

The exhibitor will receive the exhibition contract along with the account statement and location plan with the dimensions of their stand/s. From that moment, they can access the Expo Zone portal to manage their participation.

It is essential to make the payments indicated in the contract within the established deadlines.

1. HOW TO PARTICIPATE. REGULATIONS

1.4 Participation Modalities

- **Exhibitor:** A natural or legal person who has a space in the event. The exhibiting company is the one in whose name the Participation Request is completed. The exhibitor has the option to contract a modular "turnkey basic" stand, EGO, sustainable, or 4.0, or rent only the space to build their own custom-designed standno
- **Co-Exhibitor**: A natural or legal person participating within the stand of a main exhibitor, contracting directly with them. The main exhibitor must register their co-exhibitors through the Expo Zone portal and each co-exhibitor must complete a Participation Request as a co-exhibitor in the fair (see section 2.3).
- **Group Participations:** These are organizations, institutions, or associations that request a total space for the participation of their represented companies, which will be the exhibitors at the fair. Once the meters are requested, if they need to reduce their participation, they will have until December 4th, 2026 to indicate it and may not reduce more than 15% of the total space requested.

Group participations can be of two types:

- With companies registered as direct exhibitors, and therefore, with all exhibitor rights.

- With companies registered as co-exhibitors (see section 2.2). In this case, any group participation that has not registered its companies through Expo Zone, and if the commercial management detects their presence at the fair, they will be invoiced for their participation.

Group participations may choose from three payment modalities:
1.The contracting and/or billing company pays for the space + mandatory contracting services for all related companies.

2.The contracting and/or billing company pays only for the contracted space of all related companies.

3.Each related company pays for its own participation. Only one billing company is allowed per group participation.

1.5. Your Exhibitor Plan – Liveconnect: The Digital Platform You Have Access to with Your Plan

Exhibitor Plan Conecta

Participation as a main exhibitor in the fair requires contracting the EXHIBITOR PLAN CONECTA for €450 + VAT (1).

This package includes the following services:

- Promotion of participation in the fair through inclusion in the exhibitor list, which is publicly accessible on the fair's website and shared as a link in sectoral communications.
- Presence as an exhibitor in the digital event MOMAD liveconnect. The digital event extends the duration of the fair beyond its physical event, offers additional content on the exhibitor's offerings and sector news, and is accessible to registered exhibitors and visitors.
- Registration of up to 10 products or services linked to the company's profile on liveconnect.
- Presence on the pavilion maps and exhibitor listings displayed during the fair.
- Access to the IFEMA MADRID "EXPO ZONE" customer portal to manage participation.
- Exhibitor passes according to the contracted package (see section 2.3).
- Online invitations according to the contracted package (see section 2.3)
- Discount vouchers for transportation.
- Premium Wi-Fi connection for 3 users throughout the entire fair. These connections will only work with devices that support 5 GHz band connections. The password is enabled for the duration of the fair and until the last day of dismantling and will be sent via email to the main exhibitor's registered email at least 48 hours in advance.
- **Networking features to generate business opportunities for 3 users (on liveconnect):**
- Search for new contacts among registeres visitors and exhibitors.
- Communication with contacts (chat and video conferencing).
- Organization of online and in-person one-on-one meetings with contacts.
- Preparation of company meetings at the stand to optimize time.
- Scanning of visitor passes at the fair.
- Download of contact lists with their details.

1.6 Your Space at the Fair – Types of Stands, Regulations, and Assembly

TYPES OF STANDS

Exhibitors have the option to contract the following types of stands:

- **Custom-Designed Stand / Space Only** Rental of space only, allowing exhibitors to build their own stand. The stand design project must be approved by IFEMA MADRID. Available for fashion, footwear, and accessories brands and companies requesting a minimum space of 30 m^2.
- **Turnkey Basic Stand or General Modular Stand:** Available for fashion, footwear, and accessories brands and companies in general. Minimum space: 12 m^2.
- **EGO Modular Stand.** Reserved for emerging designers and newly created brands with a maximum market presence of 1 year and 6 months and a limited collection. Only available in 12 m^2 stands.
- **SUSTAINABLE EXPERIENCE Stand:** Designed for designers and companies with sustainable criteria. Only available in 12 m^2 stands.
- **MOMAD 4.0 Stand:** Dedicated to companies offering innovative retail solutions, such as, E-commerce services, Logistics and payment & financing platforms, Internationalization and support services, Audiovisual equipment, Digital and sensory marketing, Minimum space: 12 m^2.

Participation with a stand in the fair requires contracting the following mandatory general services associated with the stand:

- Assembly rights (for custom-designed stands)
  - **Type A:** Spaces without decoration, or covered with carpet or raised flooring
  - **Type B:** Basic modular stands made of aluminum or similar materials.
  - **Type C:** Custom-designed modular stands in aluminum, woodwork stands, and other materials.
- **Exhibitor Plan Conecta**.

1. HOW TO PARTICIPATE. REGULATIONS

TYPES OF STANDS

GENERAL MODULAR STAND

*A new modular stand model is currently being evaluated. If the change goes ahead, the exhibitor guide will be updated with the new specifications.

GENERAL PARTICIPATION:

Aimed at fashion, footwear, and accessories brands and companies in general. Minimum area 12 m^2

STAND:

- Stand open to one or more aisles depending on location
- Structure made of melamine panels 2 m in height, oak color, and 8 cm thick, reducing the interior space of the stand

FAIR CARPET 3 colors to choose from:

White Sahara Beige Light Gray

ELECTRICAL POWER AND LIGHTING:

- General lighting with towers and LED spotlights on tracks, one spotlight every 3 m^2 of stand space.
- Electrical installation according to low voltage standards, including an electrical panel with differential and thermal circuit breakers, designed to support a power of 130W/m^2, with a 500W power socket base.
- Built-in electrical sockets in the wall, one 500W socket for every 10 m^2 of stand.

SIGNAGE:

Illuminated signage: The brand name and the stand number in standard black lettering, 30 cm (width) x 140 cm (height), on a totem of 40 cm width x 200 cm height x 28 cm depth. Customization is available by contacting **decoraciongrafica@ifema.es**

FURNITURE :

- Space up to 12 m^2
  - 1 MOMAD table
  - 3 MOMAD chairs
  - 1 lockable cabinet
  - 1 podium 100x50x70
- For each additional 12 m^2 of space:
  - 1 MOMAD table
  - 3 MOMAD chairs

Choose between::

- Stand with adjustable height hangers, attached to the stand structure at 1 linear meter of hanger per 3 m^2 of stand space.
- Stand with adjustable height shelves, attached to the stand structure at 1.5 linear meters of shelving per 2 m^2 of stand space.

STAND BOOKING:

To book this stand, fill out the online participation form available on the fair website **ifema.es/momad**

SEE PRICES

GUIDELINE DRAWING Drilling or nailing is not allowed. It is permitted to use adhesive tape, provided its removal does not damage the panels. The stand will be adapted to the dimensions of the allocated space.
OBSERVATIONS: All services or modifications desired beyond these features will be at the exhibitor's expense. The removal or replacement, by the exhibitor, of any element of the modular stand does not imply a reduction in cost. The distribution of all elements that make up the stand, the requested extras, as well as the structural elements necessary for the stand's support, will be adapted to the exhibitor's needs, provided it is technically feasible and the layout plan with the relevant instructions is received fifteen days before the first day of assembly. Once the stand is assembled, changes in the location of any elements that have not been communicated by the specified date will be invoiced. All material used, both structural and electrical, is rented, and any damage will be invoiced according to the current rates. Additionally, any exhibitor can hire items listed in the IFEMA Services Catalog. All modular stands requiring interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE **before January 22** Stands will be delivered completed on **February 3,** starting at 8:30 AM.

1. HOW TO PARTICIPATE. REGULATIONS

TYPES OF STANDS

STAND MODULAR EGO

*A new modular stand model is currently being evaluated. If the change goes ahead, the exhibitor guide will be updated with the new specifications.

EGO PARTICIPATION:

This space is reserved for young designers, emerging designers, or newly created brands that have been on the market for a maximum of one year and six months, in addition to having a limited collection.

The stand will be 12 m^2 to provide the necessary and sufficient space for a proper presentation. EGO exhibiting companies may participate under this format for a maximum of three editions S:

STAND:

- Stand open to one or more aisles depending on location
- Structure made of melamine panels 2 m in height, oak color, and 8 cm thick, reducing the interior space of the stand

FAIR CARPET 3 colors to choose from:

White | Sahara Beige | Light Gray

ELECTRICITY AND LIGHTING:

- General lighting with towers and LED spotlights on tracks, one spotlight every 3 m^2 of stand space
- Electrical installation according to low voltage standards, including an electrical panel with differential and thermal circuit breakers, designed to support a power of 130W/m^2, with a 500W power socket base
- 1 built-in 500W socket on the stand wall

SIGNAGE:

Illuminated signage: The brand name and the stand number in standard black lettering, 30 cm (width) x 140 cm (height), on a totem of 40 cm width x 200 cm height x 28 cm depth. Customization is available by contacting **decoraciongrafica@ifema.es**

FURNITURE :

- 1 MOMAD table
- 3 MOMAD chairs
- 1 lockable cabinet
- 1 podium 100x50x70

Choose between::

- Stand with adjustable-height hangers, attached to the stand structure at 1 linear meter of hanger per 3 m^2 of stand space
- Stand with adjustable-height shelves, attached to the stand structure at 1.5 linear meters of shelving per 2 m^2 of stand space.

Exhibitor Plan CONECTA

STAND BOOKING:

To book this stand, fill out the online participation form available on the fair website **ifema.es/momad** and send an email **to MOMAD momad@ifema.es** with the following documents: Company résumé, Date of establishment and an official document proving company registration. Photo catalog, website, social media links, product and collection description (Spring/Summer or Autumn/Winter
Email subject: EGO Application.

SEE PRICES

GUIDELINE DRAWING Drilling or nailing is not allowed. It is permitted to use adhesive tape, provided its removal does not damage the panels. The stand will be adapted to the dimensions of the allocated space.
OBSERVATIONS: All services or modifications desired beyond these features will be at the exhibitor's expense. The removal or replacement, by the exhibitor, of any element of the modular stand does not imply a reduction in cost. The distribution of all elements that make up the stand, the requested extras, as well as the structural elements necessary for the stand's support, will be adapted to the exhibitor's needs, provided it is technically feasible and the layout plan with the relevant instructions is received fifteen days before the first day of assembly. Once the stand is assembled, changes in the location of any elements that have not been communicated by the specified date will be invoiced. All material used, both structural and electrical, is rented, and any damage will be invoiced according to the current rates. Additionally, any exhibitor can hire items listed in the IFEMA Services Catalog. All modular stands requiring interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE **before January 22** Stands will be delivered completed on **February 3,** starting at 8:30 AM.

1. HOW TO PARTICIPATE. REGULATIONS

TYPES OF STANDS

STAND MODULAR SUSTAINABLE EXPERIENCE

*A new modular stand model is currently being evaluated. If the change goes ahead, the exhibitor guide will be updated with the new specifications.

PARTICIPACIÓN SUSTAINABLE EXPERIENCE:

12 m^2 stand .

This space is designated for companies that are born with a DNA based on sustainable parameters or have modified their practices to meet the criteria set by the MOMAD Sustainable Experience Technical Committee

STAND:

- Structure of melamine panels 2 m high, oak color, 8 cm thick, reducing the interior surface area of the stand.
- Separator panel between stands, 1 m high by 1.5 m long
- Sahara-colored fair carpet flooring
- Stand open to one or more aisles depending on location.

ELECTRICITY AND LIGHTING:

- General lighting with towers and LED spotlights on tracks, one spotlight every 3 m^2 of stand space.
- Electrical installation according to low voltage standards, including an electrical panel with differential and thermal circuit breakers, designed to support a power of 130W/m^2, with a 500W power socket base
- 1 built-in 500W socket on the stand wall..

SIGNAGE:

Signage : The brand name and stand number in standard black lettering. Positioned vertically on the left side, 1.5 x 0.31 m

FURNITURE :

- 1 MOMAD table
- 3 MOMAD chairs
- 1 lockable cabinet
- 1 podium 100x50x70

- **12 m^2 stands** : 2 hangers or 4 shelves

Exhibitor Plan CONECTA

STAND BOOKING:

To book this stand, complete the online participation form available on the fair's website: **ifema.es/momad.**

Steps for the evaluation of applications :

1. Send an email to momad@ifema.es with the following documents, Company and product description, Documentation proving the company meets sustainability parameters, Certificate (if available),and Product catalog, website, or social media links. Email subject: SUSTAINABLE EXPERIENCE.

2. Once the information is received, the Technical Committee will review the application, and the fair management will inform you whether you have been accepted to participate in the SUSTAINABLE EXPERIENCE space. If the criteria are not met, you will be notified by email.

SEE PRICES

DIBUJO ORIENTATIVO. No está permitido agujerear ni clavar. Sí está permitido pegar con cinta cuya retirada no deteriore los paneles. Se adaptará a las medidas del espacio adjudicado.
OBSERVACIONES: • Todos los servicios o modificaciones que se deseen introducir a partir de estas características correrán a cargo del expositor. • La eliminación o sustitución, por parte del expositor, de algún elemento formativo del stand modular no implica reducción del coste. • La distribución de todos los elementos que componen el stand, los extras solicitados, así como los elementos estructurales necesarios para la sustentación del stand, se tratarán de adaptar a las necesidades del expositor, siempre y cuando sea factible técnicamente y se reciba el plano con las indicaciones pertinentes quince días antes del primer día del comienzo del montaje. Una vez realizado el montaje del stand, los cambios de ubicación de todos los elementos que no hayan sido comunicados en la fecha establecida, serán facturados. • Todo el material utilizado, tanto estructural como eléctrico, está en régimen de alquiler y cualquier deterioro se facturarán según tarifa en vigor.
• Adicionalmente cualquier expositor puede contratar elementos que figuran en el Catálogo de Servicios de IFEMA. • Todos los stands modulares que conlleven una decoración interior con paneles, perfiles, tótems, tarimas, truss, etc., deberán subir su proyecto a la ZONA EXPO antes del **22 de enero.** • Los stands se entregarán acabados el día **3 de febrero** a partir de las 8:30 h.

1. HOW TO PARTICIPATE .REGULATIONS

TYPES OF STANDS

STAND MODULAR MOMAD 4.0

*A new modular stand model is currently being evaluated. If the change goes ahead, the exhibitor guide will be updated with the new specifications.

PARTICIPACIÓN MODULAR MOMAD 4.0:

Minimum space to be requested: 12 m^2.

Space dedicated to companies offering innovative solutions for retail such as services for e-commerce, logistics, payment and financing platforms, internationalization and support, audiovisual equipment, digital marketing, and sensory marketing..

STAND:

- Stand open to one or more aisles depending on location
- Structure of melamine panels 2 m in height, in oak color and 8 cm thickness, reducing the interior space of the stand

FAIR CARPET 3 colors to choose from

White | Sahara Beige | Light Gray

ELECTRICAL POWER AND LIGHTING:

- General lighting with towers and LED spotlights on tracks, one spotlight every 3 m^2 of stand space.
- Electrical installation according to low voltage standards, including an electrical panel with differential and thermal circuit breakers, designed to support a power of 130W/m^2, with a 500W power socket base.
- Built-in electrical sockets in the wall, one 500W socket for every 10 m^2 of stand.

SINGNAGE:

Signage : The brand name and stand number in standard black lettering. Positioned vertically on the left side, 1.5 x 0.31 m

FURNITURE :

-
  Space up to 12 m^2
  - 1 MOMAD table
  - 3 MOMAD chairs
  - 1 lockable cabinet
  - 1 podium 100x50x70
- For each additional 12 m^2 of space:
  - 1 MOMAD table
  - 3 MOMAD chairs

STAND BOOKING:

The booking of this stand will be made by completing the online participation application available on the fair's website **ifema.es/momad**

SEE PRICES

DIBUJO ORIENTATIVO. No está permitido agujerear ni clavar. Sí está permitido pegar con cinta cuya retirada no deteriore los paneles. Se adaptará a las medidas del espacio adjudicado.
OBSERVACIONES: • Todos los servicios o modificaciones que se deseen introducir a partir de estas características correrán a cargo del expositor. • La eliminación o sustitución, por parte del expositor, de algún elemento formativo del stand modular no implica reducción del coste. • La distribución de todos los elementos que componen el stand, los extras solicitados, así como los elementos estructurales necesarios para la sustentación del stand, se tratarán de adaptar a las necesidades del expositor, siempre y cuando sea factible técnicamente y se reciba el plano con las indicaciones pertinentes quince días antes del primer día del comienzo del montaje. Una vez realizado el montaje del stand, los cambios de ubicación de todos los elementos que no hayan sido comunicados en la fecha establecida, serán facturados. • Todo el material utilizado, tanto estructural como eléctrico, está en régimen de alquiler y cualquier deterioro se facturarán según tarifa en vigor.
• Adicionalmente cualquier expositor puede contratar elementos que figuran en el Catálogo de Servicios de IFEMA. • Todos los stands modulares que conlleven una decoración interior con paneles, perfiles, tótems, tarimas, truss, etc., deberán subir su proyecto a la ZONA EXPO antes del **22 de enero.** • Los stands se entregarán acabados el día **3 de febrero** a partir de las 8:30 h.

1. HOW TO PARTICIPATE. REGULATIONS

REGULATIONS AND ASSEMBLY OF YOUR SPACE

ASSEMBLY AND DISASSEMBLY

All companies will be required to assemble their stand, which must include at least the partition walls with the pavilion wall and adjacent stands, depending on their location.

The **assembly of free-design stands may take place from January 31st to February 2nd , 2027, during** the following hours:

- ✓ January 31st from 8:30 a.m. to 7:30 p.m.
- ✓ February 1st and 2nd from 8:30 a.m. to 9:30 p.m.

The **delivery of modular stands contracted** with IFEMA MADRID will take place on **February 3rd, starting at 8:30 A.M.**

The occupation of the space will not be authorized, nor will the modular stand be delivered to the exhibitor who has not fully paid for the contracted space and the requested services.

The entry of goods and decoration materials can be made on **February 3rd, from 8:30 AM to 9:30 PM. After 7:00 PM, entry will only be allowed through pedestrian doors**, and the merchandise gates will be closed to proceed with the installation of recyclable carpet.

The **exit of goods and decoration materials** can be made on **February 6th, from 7.30 PM to 8.30 PM. From 7:30 PM to 8:30 PM, only pedestrian** doors can be used for the removal of recyclable carpet. After this time, the merchandise gates will be opened until 12:00 PM.

The **dismantling of stands** can be done on **February 7th and 8th 2026**. On **February 7th**, from **8:30 AM to 7:30 PM**, and on **February 8th, 2027**, from **8:30 AM to 9:30 PM**

General assembly regulations

For **safety** reasons, and as a general and permanent preventive measure due to the concurrent activities, wearing a **protective helmet, high-visibility vest, and safety shoes is mandatory during the assembly and dismantling phases of fairs and events in all exhibition areas**.

During assembly, no passes are required, so there are no assembly worker passes

Work on the assembly cannot begin without the prior completion and submission of the "Occupational Risk Prevention and Business Activity Coordination" Protocol to IFEMA, available on the IFEMA MADRID website ifema.es – Exhibitors – Participation Rules – Forms (Article 15 of the general participation rules in events organized by IFEMA MADRID).–Regulations for vehicle circulation and parking during the event: inside the fairgrounds, it is expressly prohibited to leave vehicles parked in loading and unloading areas, and vehicles can only be parked in designated areas, with the corresponding fee paid. Once the event is inaugurated, no vehicles are allowed to circulate inside the pavilions and avenues, unless expressly authorized by IFEMA MADRID (Article 14 of the general participation rules of IFEMA MADRID).– Exhibitors – Participation Rules – Forms (Article 15 of the general participation rules in events organized by IFEMA MADRID)

Regulations for vehicle circulation and parking during the event: inside the fairgrounds, it is expressly prohibited to leave vehicles parked in loading and unloading areas, and vehicles can only be parked in designated areas, with the corresponding fee paid. Once the event is inaugurated, no vehicles are allowed to circulate inside the pavilions and avenues, unless expressly authorized by IFEMA MADRID (Article 14 of the general participation rules of IFEMA MADRID)

Waste and assembly and exhibition material management: all companies participating in the assembly and dismantling of stands at the fair/event must manage, as direct responsible parties, the waste they generate for removal within the established timeframes. IFEMA MADRID will provide the option to hire containers to facilitate waste selection and removal, and will oversee these processes (see rates on the Client Portal in the Expo Zone, in Service Contracts, under Cleaning and Waste Container section).

The exhibitor will lose all rights to claim for losses or damages to materials still in the exhibition areas of the pavilion once the deadline has passed, and will bear the costs related to their removal, which will be invoiced by IFEMA MADRID according to the established rates (see Article 35 of the general regulations for exhibitor participation in events organized by IFEMA MADRID).

SPECIAL AUTHORISATIONS

On the website ifema.es, you will find a list of other services, regulations, and forms that may be of interest::

Communication for catering at stands

- Occupational risk prevention and coordination of business activities.
- Request for private surveillance authorization for stands
- Request for wifi installation authorization.
- Request for antenna wiring authorization
- Request for authorization to hang structures/rigging.

https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds

1. HOW TO PARTICIPATE. REGULATIONS

REGULATIONS AND ASSEMBLY OF YOUR SPACE

Installation of recyclable carpeting in common areas: in line with IFEMA MADRID's commitment to the 2030 SDGs (Sustainable Development Goals of the United Nations), as stated in the Sustainable Participation Guide for Fairs and Events, and with the aim of optimizing the process of installing and removing recyclable fair carpeting for subsequent reuse and the consequent elimination of protective plastic at the source, the entry and exit times for goods must be adapted to these processes and will be reflected in the corresponding section. Thank you for your collaboration with our environmental commitment.

IFEMA MADRID carpets the aisles throughout the fair, and for sustainability reasons, it does so with reusable strips of standard sizes, leaving a small strip of the aisle at the edges bordering the stands uncovered. These uncovered strips **are part of the aisle, not the stands, and therefore the exhibitor is not authorized to cover or decorate them**. We ask for the exhibitor's cooperation in respecting this decision; IFEMA MADRID staff will monitor its compliance as much as possible and will require the removal of any carpet that invades these strips. If, despite the controls, the strip is still invaded, **the invaded aisle space will be billed to the exhibitor as space**

Modular or Turnkey Stands. Regulations and Customization

All modular stands that include interior decoration with panels, profiles, totems, platforms, trusses, etc., must **MANDATORILY UPDATE their project in the EXPO AREA before January 22nd, 2027**.

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

The distribution of all elements that make up the stand, the additional services requested, as well as the structural elements necessary for the support of the stand, will be adapted to the needs of the exhibitor, provided that it is technically feasible, and the plan with the relevant indications IS UPLOADED TO THE EXPO AREA 15 days before the start of the assembly: January 17th, 2027.

PERSONALIZE YOUR STAND WITH US: GRAPHIC DECORATION FOR STANDS

Personalize your modular stand with your brand image, to generate maximum impact on visitors. We offer a wide range of graphic materials (vinyl, foam, Forex, banners, etc.) that are versatile and adaptable to all elements of your stand (walls, furniture, frontage, banners, displays...). Request more information and a quote. Our specialized team will oversee production and installation. **decoraciongrafica@ifema.es**

Once the stand has been assembled, the relocation of any elements that were not communicated by the established date will be billed

To hire services, you must do so through our online channel, which can be accessed via the following link: **Commerce.**

1. HOW TO PARTICIPATE. REGULATIONS

Free Design Stands. Regulations and Assembly

Companies that choose to construct free-design **stands must UPLOAD their project to the EXPO AREA** for approval **before December 29th, 2026**.

If your project involves rigging structures, you must complete the Application to hang structures/rigging | IFEMA MADRID for a specific project before December 29th, 2026.

Assembly Rights

The company responsible for the assembly work of a stand must pay IFEMA MADRID, before beginning such work, the corresponding assembly rights for the services provided during the fair's assembly and disassembly period. If, as the main exhibitor, you want to assume the payment of these assembly rights and have it included in your invoice, you must hire them in the Expo Area.
Depending on the different use of facilities and services, the assembly rights fees for the entire stand, including second floors, will be as follows:

Type A Rate:

Spaces without decoration covered by carpet or platform: 2.77 €/m^2 + VAT (1)

Type B Rate:

Basic modular stands made of aluminum or similar: 5.56 €/m^2 + VAT (1)

Type C Rate:

Modular stands with design in aluminum, carpentry, and other materials: 8.85 €/m^2 + VAT (1)

To be more efficient and provide better service, while avoiding issues with assembly, IFEMA MADRID has started applying **a late hiring surcharge for the assembly rights, just as with the rest of our services.**

This surcharge increases the price by 25% when the hiring is done during the week prior (7 days before) the start of the assembly, during the assembly, event, and disassembly periods.

We remind you that the assembly rights apply to free design stands and can be hired with a 5% discount if contracted up to 30 days before the start of the fair's assembly

SPECIFIC ASSEMBLY RULES FOR FREE DESIGN STANDS

- Companies requesting a surface area of 30 m^2 or more may design their stand freely
- All companies are required to carry out the assembly of their stand**, which must include at least medium walls with the pavilion wall or other stands**
- The exhibitor must label their space with the corresponding stand number according to the official plan and the fair's contracting documentation
- The maximum height of any element of the stand must be 2 meters, measured from the pavilion floor, including the platform if used. Hanging **structures such as lighting trusses, banners, cubes, etc**., can be suspended from the pavilion ceiling between 3 meters and 6 meters in height, measured from the pavilion floor, and must be set back 1 meter from the perimeter towards the interior of the stand.
- **Stands with a second floor are only allowed in perimeter spaces attached to the pavilion wall or opposite the cafeteria at the back of the pavilion**
- **Pavilion columns that are inside a stand may be used as a visibility point for that stand, and a foam board, panel, or banner may be placed on it, provided it is not directly attached to the column and prior approval is obtained from the Technical Secretariat**
- These specific rules are in addition to the assembly rules established by the General Participation Rules that apply to all IFEMA MADRID events, which can be found on the MOMAD website: momad.es or on the IFEMA MADRID website, ifema.es. The interpretation and application of the regulations for each specific case is the responsibility of IFEMA MADRID, which reserves the right to arbitrate exceptions if deemed necessary, based on respect for the overall perspective of the event and the visibility of neighboring stands.
- For safety reasons, the storage of packaging within the pavilions is strictly prohibited
- **The occupation of fair space outside the contracted stand is completely prohibited. If this regulation is not followed, the occupied space outside the stand will be invoiced.**
- Please refer to the recommendations and updated regulations on **ifema.es/soporte**

DESIGN YOUR STAND WITH US

In addition to turnkey stands, we offer a comprehensive stand design service, with our guarantee and fully tailored to your needs. We handle the planning of your space, design, assembly, and disassembly. Request a project adapted to your needs free of charge and without commitment by sending an email to **standbuilding@ifema.es**

To hire services, you must do so through our online channel, which can be accessed via the following link: **Commerce.**

1. HOW TO PARTICIPATE. REGULATIONS

1.7 Participation Fees

TYPE OF STAND	PRICE
FLOOR ONLY (From 30 to 59 m2)	€157/m² + VAT
FLOOR SPACE ONLY (From 60 to 99.5 m²)	€152 /m2+ VAT
FLOOR SPACE ONLY (From 100 to 199.5 m²)	€140/m2 + VAT
FLOOR SPACE ONLY (200 m² and above)	€130/m2 + VAT
FLOOR SPACE + MODULAR STAND (From 12 to 29.5 m2)	€285/m2 + VAT
FLOOR SPACE + MODULAR STAND (From 30 to 59,5 m2)	€275/m2 + VAT
FLOOR SPACE + MODULAR STAND (From 60 to 99.5 m²)	€270/m2 + VAT
FLOOR SPACE + MODULAR STAND (From 100m2)	€265/m2 + VAT
FLOOR + STAND SUSTAINABLE EXPERIENCE (12M2)	€1.995 + VAT
FLOOR SPACE + EGO STAND (12m²)	€1.995+ VAT
FLOOR SPACE + EGO STAND (12m²)	€2.2725 + VAT

(1) Companies established in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For 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 that may be due in their country of establishment.

The participation fee includes:

• Daily cleaning of the stand, excluding the cleaning of the exhibited items.

•Electrical energy consumption at a rate of 130W/m^2, during the fair and the periods of entry and exit of goods.

•Multiferia insurance (coverage up to €50,000), covering fire, lightning, and/or explosion for the exhibited goods and own and/or rented decorative material.

•Civil Liability Insurance (coverage up to €60,000).

•Unlimited free personalized invitations for your clients through the Expo Zone at **ifema.es/momad**

•5 exhibitor passes for up to 25 m^2 of stand contracted and one additional unit for every 5 m^2 more, up to a maximum of 25 passes. These can be managed through the Expo Zone until July 22, 2026. After this date, they can be collected at the fair's accreditation desk.

•**International Guest Program**. As an exhibitor at MOMAD, you have the opportunity to invite your foreign clients or potential clients with free accommodation and/or travel to visit the fair.

Based on the surface area contracted, you may invite.

-Surface between 10 - 29.5 m^2: 1 guest with flight and hotel, plus 1 guest with hotel only

-Surface between 30 - 59.5 m^2: 2 guests with flight and hotel, plus 2 guests with hotel only

-Surface between 60 - 99.5 m^2: 4 guests with flight and hotel, plus 4 guests with hotel only

-Surface from 100 m^2: 6 guests with flight and hotel, plus 6 guests with hotel only.

After contracting your participation as an exhibitor at MOMAD, we will send you the form with the details and conditions of the program. The deadline to propose guests is **November 30th, 2026.**

1.8 Terms and methods of payment

DATES FOR PAYMENT

- **November 15th, 2026:** deadline for payment of the first **50% of the contracted space.** The reservation will not be formalized until the corresponding payment of the first 50% of the space has been made. If payment has not been received before the deadline, the MOMAD show management may dispose of the stand without any obligation to give prior notice.

- **December 15th, 2026:** deadline for payment **of 100% of the contracted space** and services.

FORMAS DE PAGO

You can pay in the following ways:

- Transfer to: IFEMA MADRID / MOMAD 2026

  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.

- Certified check made out to IFEMA MADRID/MOMAD 2026.Credit card in a secure environment, accessible at the end of the online completion of the participation application form, or later through Zona Expo.
- In accordance with current regulations, payments in cash or bearer checks are not accepted.

In the Expo Zone you will find your statement of accounts for participation in the fair and invoices, once payments have been made. If you need an invoice to make a payment, please request it by mail to servifema@ifema.es.

Discounts:

5% DISCOUNT ON SERVICES CONTRACTED THROUGH THE EXPO ZONE, UNTIL 30 DAYS BEFORE START OF ASSEMBLY (January 1st).

This discount will also be applicable to services contracted by sending the plan of your stand to the technical secretariat. Mandatory minimum services such as outdoor advertising, meeting rooms, graphic decoration of stands and specific services such as exhibitor passes, invitations, etc. are not included.

Surcharges:

25% increase for contracting services, including **set-up fees, requested 7 days before the start of the set-up (January 24th, 2027).**

1.9 Specific rules of participation

The decision to accept the exhibitor will be at the discretion of IFEMA Madrid taking into account the purpose of the fair and the availability of space.

The minimum surface area for contracting is 12m^2.

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

Without prejudice to the Management of the fair informing exhibitors in the event of relocation or significant alteration of the reserved location, each exhibitor is obliged to inform himself of the location of his stand, its exact dimensions, etc.

No exhibitor or visitor who cannot be accredited as belonging to the participating professional groups is allowed access, even if they have the corresponding pass or invitation.

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

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

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

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

Promotional activities, distribution and exhibition of samples, brochures, leaflets, flyers and all kinds of promotional material shall be carried out only within the space of each exhibitor. Activities requiring the contracting of a specific catering service during the fair will require the completion of the "Communication form for catering at stands" available at ifema.es and which should be sent to: catering@ifema.es

Exhibitors are expressly prohibited from installing WIFI access points, either for INTERNET connection or for the presentation of other functionalities. The purpose of this measure is to avoid interference problems, both with the points that may be installed independently by each Exhibitor, as well as the access points of IFEMA MADRID. Such interference could cause the WIFI networks present not to work. For further information, please refer to Article 33 of the General Regulations for Exhibitor Participation in Exhibitions Organized by IFEMA MADRID.

CANCELLATION

These Specific Rules, including the participation and assembly regulations in this chapter, are supplemented by the **General Regulations for Exhibitor Participation in Events Organized by IFEMA MADRID** which all exhibitors accept by virtue of being exhibitors

Regarding the additional services offered by IFEMA MADRID that the exhibitor has contracted prior to communicating the withdrawal, the cancellation fees established in Article 7 of the General Admission and Contracting Conditions for Events Organized by IFEMA MADRID will apply

In case the fair is canceled due to force majeure, amounts paid for items related to in-person participation will be refunded according to Article 15 of the **General Regulations for Participation** in Events Organized by IFEMA MADRID

The exhibitor's withdrawal from participation in the Event results in the termination of the contractual relationship between IFEMA MADRID and the exhibitor for all purposes The withdrawal must be communicated to the Event Management in writing, and it will result in the loss of any amounts the exhibitor should have paid by the date of communication, in accordance with the payment schedule outlined in the Participation Request

If the withdrawal is communicated to the Event Management within thirty days before the event's opening, IFEMA MADRID may require the exhibitor to pay the full amount for the contracted space, even if it may later be occupied by another exhibitor

1. HOW TO PARTICIPATE

1.10. Calendar

When	What	How	Who is assisting you?
Until November 15th, 2026 **Until December 15th, 2026**	Payments	• **November 15, 2026**: deadline for payment of the first **50% of the contracted space.** • **December 15, 2026:** deadline for payment of **100% of the contracted space and services.**	Customer service (Exhibitors): (+34) 917223000 atencionalcliente@ifema.es
Until December 29, 2026	Free design projects	Deadline for uploading free design projects to the EXPO AREA. If the project includes hanging elements, a separate project must be submitted and the Application to hang structures/rigging | IFEMA MADRID must be completed before June 19, 2026.	Technical Secretariat IFEMA MADRID Exhibitors Line (+34) 917223000 atencionalcliente@ifema.es
Until January 1, 2027	Contracting of services	Hiring services with a 5% discount.	IFEMA MADRID Exhibitors Line (+34) 917223000 atencionalcliente@ifema.es
Until January 16, 2027	Signage	Communicate signage through the signage exhibition area of your stand.	Technical Secretariat IFEMA MADRID Exhibitors Line (+34) 917223000 atencionalcliente@ifema.es

1. HOW TO PARTICIPATE

1.10. Calendar

When	What	How	Who is assisting you?
Starting January 24, 2027	Contracting of services	25% increase on prices for last-minute booking of assembly rights and other services.	IFEMA MADRID Exhibitors Line (+34) 917223000 atencionalcliente@ifema.es
Until January 22, 2027	Modular stand customization	- Submit interior decoration designs for modular stands. - You must consult the modular stand design at the EXPO AREA, or upload it with the stipulated modifications.	Technical Secretariat IFEMA MADRID Exhibitors Line(+34) 917223000 atencionalcliente@ifema.es
January 31 to February 2, 2027	Stand assembly	- January 31st from 8.30 a.m. to 7.30 p.m. - February 1st and 2nd from 8.30 a.m. to 9.30 p.m.	Pavilion manager
February 3, 2027	Delivery of modular stands	- February 3rd, starting at 8.30 a.m.	Pavilion manager
	Goods receipt	- February 3rd: From 8.30 a.m. to 9.30 p.m. - (*) From 7 p.m. on February 3rd, 2027, entry will only be possible through the pedestrian doors, as the goods gates will be closed to allow for the installation of recyclable carpet in the corridors.	Pavilion manager
February 4 to 6, 2027	Fair celebration	Schedule de 10 a.m. a 7 p.m.	-
February 6, 2027	Goods issue	From 7:30 p.m. to midnight. From 7:30 p.m. to 8:30 p.m., **you can only leave through the pedestrian doors to remove recyclable carpet**. After that time, the goods gates will be open until midnight.	Pavilion manager
February 7 and 8, 2027	Stand dismantling	February 7th from 8.30 a.m. to 7.30 p.m. February 8th from 8.30 a.m. to 9.30 p.m.	Pavilion manager

2. MANAGE YOUR PARTICIPATION

2.1. Expo Zone. Manage your participation and your space. Contracting additional services. E-commerce

Access our customer area Zona Expo from the web: **www.ifema.es/momad** to manage your company data, your contacts and everything related to your participation. You will be able to access your participation once you have confirmed your participation with your user (the e-mail address you used to fill in the application form).

What can I do from Zona Expo?

- Access to the details of each participation, plans and projects.
- Access the exhibitor's calendar.
- View documents of interest.
- Manage exhibitor passes and request visa support letters.
- Download discount vouchers: Renfe, Iberia.
- Send invitations.
- Register co-exhibitors.
- Access orders, payments, account status and invoices issued.
- Upload free design stand projects.
- Request the distribution of elements of modular stands, coat racks or shelves, add the sign and choose the color of the carpet.
- Access the e-commerce to contract services.
- Access the digital platform to manage catalog and networking.

2.2. Liveconnect: the digital platform you have access to with your Plan

Liveconnect is the digital ecosystem that fosters connections with other **professionals**, facilitates meeting preparation, offers exclusive content and activities, and generates business opportunities.

Business and networking

Identify leads to generate business and schedule high-value meetings.

Post-show ecosystem

Post-show activity and visibility: access and share content, follow up your contacts and much more.

Positioning

Highlight your company and increase the visibility of your offer.

What can I do from my Exhibitor area in Liveconnect?

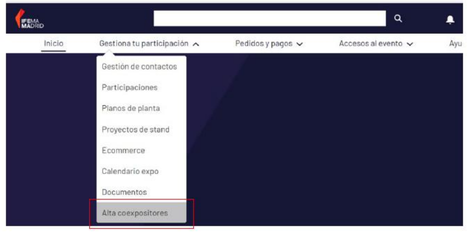
- Update my company's data visible in the web catalog and on the platform.
- Add my products and services, which will be visible in MOMAD liveconnect.
- Register users from my team to access the digital event.
- Manage the exhibiting company's agenda and company meetings at my stand at the fair.

What can I do at the digital event?

- Search for contacts of interest in the professional network
- Request and accept to be contacted for chatting and videoconferences.- Request and/or accept appointments for professional meetings at my stand at the fair or by videoconference.
- Complete my professional profile as a user of the platform and my personal availability agenda for meetings.
- View information about the offer of other exhibitors.
- Consult the activities and conferences both on-site and online and note them in my agenda.
- Scan visitor badges at the fair.- Download my contact list

2.3. Registration of COEXPOSITORS

The registration of coexhibitors must be done by the exhibitor from the EXPO ZONE, section "Manage your participation/Attach coexhibitor requirement for registration is essential to enter a correct and unique email for each coexhibitor and indicate whether the amount of participation (PLAN CONECTA), will be paid by the exhibitor or by the coexhibitor himself.



The condition of co-exhibitor implies the obligatory contracting of the elements included in the CONECTA PLAN (*Marketing and Communication Pack + Liveconnect):*

Registration fee per co-exhibitor ..... 450.00€ + TAX (1)

Once this process has been completed, the co-exhibitor will receive a unique code to be included in their participation application*

***If the exhibitor assumes the cost of participation of the coexhibitor, his registration will be confirmed with the sending of the participation request (essential requirement).**

***If the co-exhibiting company assumes the cost of its participation, its registration will be confirmed with the sending of the participation application and the payment of the corresponding amount.**

Each registered co-exhibitor will have at its disposal the elements included in the CONECTA COEXPOSITOR PLAN:

- Access to MOMAD liveconnect.
- Presence in the online exhibitor catalog.
- Visibility in the official exhibitors' official list accessible ifema.es/momad
- Access to your own EXPO ZONE.
- 2 Exhibitor Passes.
- Online invitations.

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

2. MANAGE YOUR PARTICIPATION

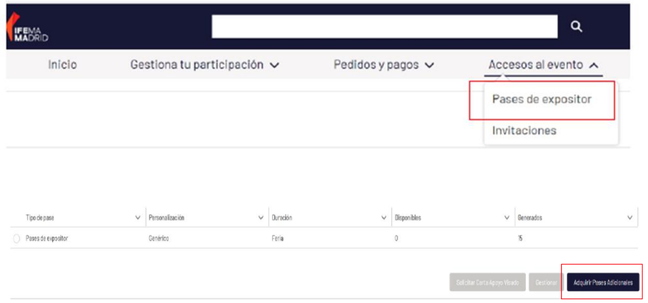
2.4. Passes and invitations. Visas. Vouchers and discounts.

EXHIBITOR BADGES

Exhibitor passes will be managed from ZONA EXPO, in the section "Access to the event/Exhibitor passes".

Each exhibitor will be assigned the passes that correspond to the contracted area.

In order to ensure professionalism at the fair, all exhibitor passes will be personalized: they will include the name of the pass holder, company and country. In order to avoid misuse, identity checks may be carried out at the fair entrances. Exhibitors may request additional exhibitor passes free of charge by sending an email to momad@ifema.esThe exhibitor and professional visitor passes allow access to the fair during all the days it is held.



Passes that have not been generated online can be picked up at the accreditation counters at the South Gates of the exhibition center, from February 3rd from 9 a.m. to 8 p.m.

During the assembly it is not necessary to carry passes, so there are no exhibitor passes. Exhibitor passes are exclusively for company personnel who will be present at the stand.

COEXHIBITOR PASSES

Co-exhibitors must manage their **exhibitor passes** and invitations online from **ZONA EXPO.**

2. MANAGE YOUR PARTICIPATION

ONLINE INVITATIONS

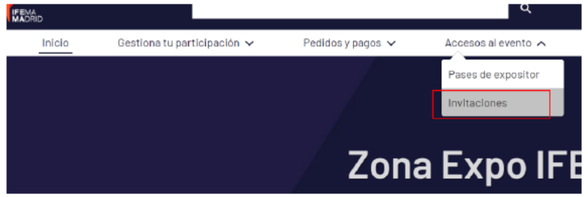
Each exhibiting company will have an INVITATION CODE available in the EXPO ZONE, which can be sent to their customers to register for free at MOMAD.

Professionals who receive the invitation code must register ONLINE through the MOMAD website, **ifema.es/momad**, in the "Purchase your pass" section and enter the invitation code you received to obtain your free pass to access the fair. (Invitation codes cannot be redeemed over the counter).

If you need additional invitations, please send an email to the following address: **momad@ifema.es**, indicating exact amount.

Online registration will be open until February 6th, 2027.

Invitations will be sent through "EXPO ZONE/Access to the event/Invitations/Manage invitations"

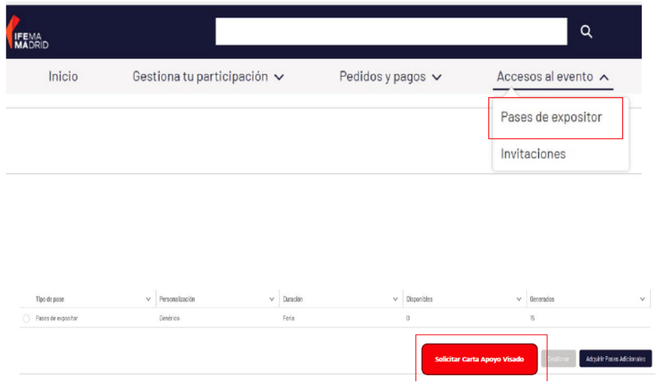


The following screen will then appear to customize the shipment:

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.It will be absolutely necessary that all Professional Visitors who are going to access the venue with a Professional Invitation, be accredited as Professionals, through **ifema.es/momad**

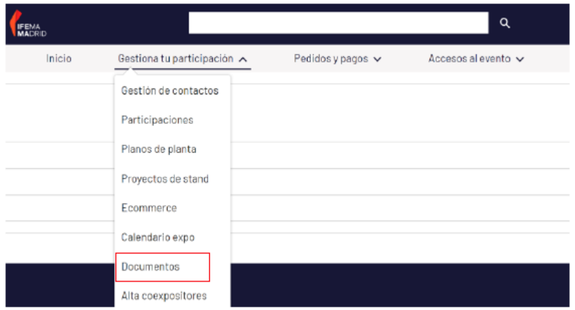
VISA MANAGEMENT

If you require a visa to travel, **you can request from ZONA EXPO, the letters of** support to manage it. To do so**, you must first customize the exhibitor pass** and have **formalized the payment of your** participation following the payment schedule (see point 1.8).Once these two requirements are fulfilled, from "EXPO ZONE/Event Access/Exhibitor Passes" you will have access to the "Request visa support letter" button.We advise you to start the process as soon as possible, since the deadline for visa application is usually at least 30 days before traveling**.**



TRANSPORT DISCOUNT VOUCHERS

Once the exhibitor passes have been requested**, the corresponding transport discount vouchers can be downloaded from ZONA EXPO,** in the section "Manage your participation/Documents".



2. MANAGE YOUR PARTICIPATION

Other relevant information

Shipment of goods to the site

IFEMA MADRID staff is not authorized to receive any goods destined for your stand. To send goods to the venue the exhibitor must indicate in the delivery address:

- IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain)
- Fair MOMAD
- Name of your company.
- Pavilion and stand number.

The goods must be received by your company's staff at your stand and arrive during the days set aside for the entry of goods and decoration.

In case it is not possible to comply with the above, we recommend you to contact our partner company for goods management (handling and warehousing):

DVS office at IFEMA MADRID: Pavilion 7

Phone: +34 91 330 51 77

es.sha.ifema.madrid@dsv.com

CUSTOMS REGULATIONS

1. All products coming from non-EU countries must go through customs procedures, with special mention to the fact that since January 1, 2020, the United Kingdom has been treated as a third country, so all shipments originating in the United Kingdom must regularize their merchandise through the corresponding customs procedure.
2. Exhibiting companies must have the details of the customs agent who carries out the clearance of their goods or, failing that, a copy of the customs documentation of entry into the European Union.
3. The material or goods for distribution or consumption must pay Spanish taxes, even if they are products with no commercial value (depending on the country, the amount of taxes may vary).
4. All goods subject to a temporary regime must not be moved from the stand or leave the IFEMA MADRID Exhibition Center until their situation has changed and customs formalities have been completed. It may only be deposited during these procedures in the warehouse of the official logistics agent within the Fairgrounds.
5. It is strictly forbidden to exhibit, sell, consume or distribute non-Community merchandise at a trade fair before the customs procedures have been completed. This includes promotional material.
6. Products that are transported as hand luggage must be declared at Barajas Airport in the RED CHANNEL ("Something to declare") and must regularize the merchandise with the corresponding authority at the airport.
7. Goods that have not passed customs control and are on display will be confiscated by the customs authorities operating at the Fairgrounds until the appropriate documents are presented.
8. Any truck arriving at IFEMA MADRID under a transit consigned to IFEMA MADRID, must go to the warehouse of the official Logistics Operator, for the regularization of the goods transported, located at:

Avenida Partenón s/n

Entrada Oeste – acceso calle Rivera del Sena

Pabellón de servicios nave 2

28042 Madrid

In order to avoid unwanted situations, and for any questions that may arise, you can contact our Customs Logistics Operator, DVS: (+34) 91 330 51 77; email: es.sha.ifema.madrid@dsv.com

CATERING AT THE STAND

Exhibitors who are going to offer, free of charge, catering/catering at their booth, must fill in the form.<comunicación para la realización de restauración/catering en stands>
Available on the IFEMA MADRID website and send it with all the requested data to catering@ifema.es

PARKING CATERING / REFRIGERATED TRUCKS

There is a parking area for catering vehicles and refrigerated trucks, with the possibility of electrical connection. You can hire it through the **eCommerce**

DAILY REPLENISHMENT OF GOODS

There is the possibility of introducing goods in an interrupted way through the service doors, located at the back of the pavilions. Later on we will inform you about the patterns enabled for this purpose and the schedules for the daily replenishment of goods.

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 an estimate without any kind of commitment via email **uanproduccion@ifema.es**

MORE INFORMATION

2. MANAGE YOUR PARTICIPATION

2.6. Site plan

2.7. FREQUENT QUESTIONS

Ask	Reply
Can I access the site with vehicles for assembly and disassembly or loading and unloading of goods?	Access to IFEMA MADRID and to the interior of the halls will be through the doors and on the days and times indicated in this Exhibitor's Guide. Access to the inside of the halls will be exclusively for unloading materials. Vehicles may not remain parked inside the halls or in adjacent areas. We remind you that, for occupational safety reasons, it is strictly forbidden to park in front of the goods entrance gates. IFEMA MADRID is not responsible for the surveillance of vehicles while at Feria de Madrid. There is a parking area for trucks and another for cars, which may be used by paying, if applicable, the corresponding fees. Check rates
How to hire parking at IFEMA?	Exhibiting companies will be able to hire parking spaces from the e-commerce located inside the Expo Zone or through the following link https://shop.ifema.es Once the contract has been signed, parking badges can be picked up from January 31st (first day of assembly) at the exhibitor service desk, located in the central boulevard between pavilions 6 and 8.
Where can I hire the services of my booth?	Accessing the E-commerce inside the Expo Zone or through the following link https://shop.ifema.es
Can I hire a catering service or serve my own food and beverages at the booth?	Yes. Exhibitors who are going to offer, free of charge, a catering service at their stand, can do so either by submitting their request with the approved catering companies at IFEMA MADRID (See HERE the list) or through other catering service providers, in which case it is essential to complete the form "Notification for the provision of catering services on stands" available in the exhibitors' area of the institutional website and send it, with the information requested therein, to catering@ifema.es for its knowledge and appropriate effects. In case of failure to make the above mentioned communication to IFEMA MADRID, the Exhibitor will not be able to offer this service in its stand.The Exhibitor assumes liability to third parties for claims arising from the aforementioned catering service, exonerating IFEMA MADRID from any liability in this regard.
Can I have a vehicle inside my booth?	Vehicles with combustion engines used for exhibition purposes must have a fuel tank filled with the minimum fuel required to access and leave the allocated space at the end of the exhibition.

2.7. FREQUENT QUESTIONS

Ask	Reply
Can I send goods to my booth?	IFEMA MADRID staff are not authorized to receive goods for your stand. To send goods to the venue, exhibitors must indicate the following delivery address: IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain). MOMAD Fair. Name of your company. Hall and stand number.Goods must be received by your company's staff at your stand and must arrive during the days designated for goods delivery and decoration. If this is not possible, we recommend that you contact the goods management partner company: DVS office at the IFEMA MADRID Exhibition Center: Hall 7, (+91) 330 51 77 es.sha.ifema.madrid@dsv.com
What procedure do I have to follow to hang structures in the pavilions/rigging?	Exhibiting companies may hang elements from the roofs of the halls by following the procedure set out in the "Regulations for hanging structures in Halls" and completing the "Application for authorization to hang structures/ Rigging" form and sending it toand by filling out the "Application for authorization to hang structures/ Rigging" form and sending it to rigging@ifema.es
Can I hold raffles and prize draws at the stand?	Raffles and random combinations constitute gambling modalities provided for in articles 3.2 and defined in article 15 of Law 6/2001 of July 3, 2001 on gambling in the Community of Madrid.of July 3, 2001 of the Community of Madrid.You have all the information in the following form https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas
How do I request a visa support letter?	Visa support letters are handled through the Expo Zone. To do so, you must first customize your exhibitor passes. Once the exhibitor passes have been processed, you will be able to request the invitation letters and download them to your computer.In order to be able to request the letters, you must be up to date with your payments according to the payment schedule.
Who should I contact to book a room?	Incumbent exhibitors who need to hire a room should contact: uanproduccion@ifema.es

2.7. FREQUENT QUESTIONS

Ask	Reply
What does the CONECTA PLAN include?	This concept of compulsory contracting includes the following services: Diffusion of participation in the fair through insertion in the list of exhibitors accessible in open access on the fair's website and shared in communications. Presence during the celebration of the fair in the pavilion plans and exhibitors' lists. Presence as exhibitors in the digital event of the fair INTERGIFT liveconnect with 10 products or services associated with the company file. Access to IFEMA MADRID's "ZONA EXPO" customer portal to manage participation. Exhibitor passes according to the contract (see point 2.3). Online invitations according to the contract (see point 2.3) and delivery service through the EXPO ZONE as well as Club Cards and Buyers Program. Discount vouchers on transportation. Premium wifi connection for 3 users during the entire fair (5 GHz devices). Access codes will be sent the days prior to the start of the fair. Access to MOMAD liveconnect for 3 users with connection functionalities to generate business opportunities.
How to use the EXPO ZONE?	The **next vídeo** shows a tutorial on the use of the EXPO ZONE
What are the benefits of my Expo Zone?	It is used to manage the participation of each exhibiting company in MOMAD. • Registration of contacts that will access the Expo Zone and management of access permissions. • Access to the exhibitor's calendar. • View documents of interest. • Manage exhibitor passes, request visa support letters and send invitations. • Access to payments, account status and invoices issued. • Upload free design stand projects and distribution of modular stand elements. • Add signage and choose carpet color for exhibitors with modular stands. • Access to e-commerce for the contracting of services.

2.7. FREQUENT QUESTIONS

Ask	Reply
What are the utilities of my liveconnect?	**In the exhibitor area of my company in liveconnect:** - Update company data visible in the catalog and MOMAD liveconnect.- Display the products and services offered. - Manage the company's appointment schedule for professional meetings at the stand.- Register other team members with access to liveconnect. **At the trade show in liveconnect:** - Complete my personal profile on the platform and my agenda of availability for meetings. - Search for contacts of interest in the professional network and request and agree to be a contact for chatting and videoconferencing. - Scan professional visitor passes at the fair. - View information about the offer of other exhibitors. - Consult the activities with the possibility of scheduling them and viewing the digital content available.
How can I request my invoices?	Invoices are not generated by default. You must request them directly to the IFEMA MADRID invoicing department (servifema@ifema.es) indicating the fair where you are exhibiting and the concepts to be included in the invoice. Once it has been generated, it will be available in your Expo Zone.
What is the difference between the floor only option and the turnkey basic modular booth option?	The floor-only modality includes only the contracting of the space and the compulsory elements (insurance, minimum electricity consumption and the CONECTA EXHIBITOR PLAN, and it is the exhibitor who has to create a free-design stand or contract it through the stand design service offered by IFEMA MADRID.The modular stands are delivered assembled. The structure of the stand is made of aluminum and the panels are made of melamine. See description in section 1.6

2.7. FREQUENT QUESTIONS

Ask	Reply
Can I decorate and/or set up my stand with IFEMA?	Yes, IFEMA MADRID offers two main services: Graphic decoration for stands: Customize your modular stand with the image of your brand generating maximum impact on visitors. There is a wide range of versatile graphic materials adaptable to walls, furniture, fronts, banners... You can request information and a quote at decoraciongrafica@ifema.es. Stand design: consists of a comprehensive stand design service fully adapted to your needs. From the planning of your space, design, assembly and disassembly. You can request information and a quotation at standbuilding@ifema.es
Is it mandatory to attend the booth at all times?	Yes, the exhibitor is obliged to attend its stand and remain with the products exhibited during the entire period and opening hours of the show.
Are rigger's passes required during the assembly/disassembly of the fair?	No. The requirements to be allowed to ride are to pay 100% of your participation, to have presented and approved the project, to have paid the assembly fees, and to have completed the occupational risk protocol.
Where can I consult the IFEMA MADRID General Rules of Participation to which my participation is subject?	In addition to the Exhibitor's Guide, your participation in MOMAD is subject to IFEMA MADRID's General Rules of Participation, which you should be informed about and which you can access from IFEMA MADRID's website (www.ifema.es) and from the following link IFEMA MADRID General Rules of Participation.

2.7. FREQUENT QUESTIONS

Ask	Reply
What coverage do I have as an exhibitor with the insurance included?	You can consult the coverage of the compulsory insurance policies in the IFEMA MADRID exhibitor support area.
How do I access the WIFI network as an exhibitor?	As an exhibitor you will receive as part of the CONECTA PLAN wifi connection for 3 users during the entire fair for exclusive use by booth holders. It is essential that the devices that allow connection in the 5 GHz band. Access keys will be sent the days before the start of the fair. You can contract additional wifi access from the e-commerce located inside the Expo Zone or through the link https://shop.ifema.es
Regulations and support for exhibitors at the fairgrounds	https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds

3. PROMOTE AND MAXIMIZE YOUR PARTICIPATION

3.1. How to Make My Participation Profitable

If you need advice about your participation in Momad, please do not hesitate to contact us by email

PRE-FAIR

- **Define the objectives** and strategies of your participation in Momad.
- Communicate to the media, customers and potential customers your presence at the fair.
- **Send the free invitations** offered by the fair to your customers and potential customers, through your Expo Zone.
- **Spread the news** that you will present at Momad in the Social Networks.
- Participate in promotional **activities at Momad**; presentations, fashion shows, cocktail parties, etc.
- Use the **promotional elements** offered by the fair; banners on the Momad website, advertising in the visitor's guide; sponsorship of spaces, products or services; creativities and filters for social networks; customizable banners to include in your e-signature... Ask Momad, **momad@ifema.es**
- Communicate the news you will present at the fair to our Social Media Agency, Annie Bonnie (ifema@anniebonnie.com) and/or to our Press Department, Pablo López (plopez@ifema.es) y Selva Dalila (sdalila@ifema.es).
- Prepare in advance the necessary material for your participation in the fair: project and customization of your stand, material and product to be exhibited, necessary personnel, services, catering, decoration, etc.
- Use the digital platform Momad liveconnect:

- Update your company information and add your products in liveconnect

.- Contact the professional community and schedule meetings at the fair through liveconnect.

- Contract other Advertising Services and Promotional Elements by contacting publicidad@ifema.es or by phone (+34) 91 722 53 08/40.

In addition, we invite you to follow us on social networks and share our content to dynamize your own social networks. The official hashtag is #MOMAD2027

- **Image and Catwalk Forum**: contact momad@ifema.es to propose activities of interest and/or participate in this space. On the IFEMA MADRID website ifema.es/support, you will find a list of other services, regulations and documents that may be of interest to you:
- Regulations and conditions for catering at stands.
- Occupational risk prevention and coordination of business activities.
- Request for authorization of private security guards at stands.
- Request for authorization to hang structures/rigging.
- **Program of invited buyers**, both national and foreign, sending the corresponding file to Ana Belén Cisneros (hb.ifema@ifema.es) before November 30th, 2026.

DURING THE FAIR

- **Rent rooms** to hold receptions, conferences, press conferences... or other professional activities**.**
- Use the **promotional elements** available at the fair, such as outdoor advertising in the fairgrounds and exhibition showcases at the entrance of the pavilions.
- Scan the visitors' QR codes to add them as contacts in liveconnect and **generate a database.**
- Post content on Social Media and tag Momad to share it.

POST-FAIR

- **Request from Momad the list of visitors** who accessed the fair with your invitation.
- **Send thank-you communications** to the database of visitors who stopped by your stand.
- Organize **meetings with professionals** who showed interest in your products.
- **Communicate through social media** and other media about the positive reception of the product presented at the fair.
- Evaluate what **conditions, characteristics, or improvements** your participation should have for the next fair.
- **Follow up with your contacts in liveconnect**. You can continue chatting with them or hold meetings via video conference.

3. PROMOTE AND MAXIMIZE YOUR PARTICIPATION

3.2. Exhibitor Catalogue

The fair catalogue, or the list of exhibiting and co-exhibiting companies, is an essential promotional and networking tool. It provides visitors and other exhibitors with the key information needed to prepare for the fair and makes it easier for them to find and contact you before, during, and after the event.

- Enter and update your contact details, the products or services you are showcasing, and any relevant information to maximize your company's visibility and get the best return on your participation.
- All the digital communication surrounding your participation is managed through liveconnect.
- Make the most of the platform offered by IFEMA to promote your presence, schedule meetings, showcase your products, and connect with your target audience.

3.3. Floor Plan/Visitor Guide

The fair provides a Visitor Guide, which is distributed free of charge at information points.

3.4. Networking

Enhance your contact list. Liveconnect gives you the opportunity to search for contacts among its participants. You can use filters such as country, industry, position, products of interest, etc., to refine your searches. Once you identify potential clients, you can request contact (sharing details like email and phone). Once they accept, you can chat with them or invite them to an in-person meeting at the fair or a video conference via liveconnect.

Be proactive and take advantage of the opportunity to build a strong contact list.

Other users can request meetings either by sending a request to the company in general (without prior contact approval) or to a specific team member (after establishing contact). This way, the entire team can schedule their fair appointments in advance.

3.5. Invitations for Your Clients and Contacts

IFEMA provides you with access invitations to the fair so you can efficiently promote your participation. Make sure to take advantage of this valuable tool available in your Expo Zone.

3.6. Buyers Program

Here is the translation to English:For exhibitors in the Fresh Produce section with an in-person modality: please propose invited international buyers for the International Hosted Buyers program, using the corresponding form we will send you. Depending on the assigned space, you may invite between 2 and 10 international buyers. The form must be submitted before November 30th 2026.

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

3.7. Publish your news and updates. Social Media and Website

Promote your products, services, and updates for free through the MOMAD news newsletter, which is sent periodically to a wide database of industry professionals both nationally and internationally. Additionally, we share these updates on the fair's website and social media.

Contact to: emorales@ifema.es

Also, promote your "star products" via Social Media: Facebook, Twitter, LinkedIn, and Instagram.Contact: momad@ifema.es

3.8. Outdoor and Digital Advertising

Advertising projects tailored to your needs• Promote your brand before, during, and after the event• Attract new customers through the best B2B segmentations on the market.

More information here: Advertising | IFEMA MADRID

Also, check out the advertising options offered by the liveconnect platform

3.9. Sponsorships

You have a wide range of promotional actions and sponsorships that will provide additional visibility and allow you to develop high-impact actions in front of the national and international professional audience visiting the fair:

CHECK POSSIBLE SPONSORSHIPS: patrocinios@ifema.es

3.10. Special Promotional Actions

IFEMA offers its clients special marketing actions to optimize the impact of their presence at the venue. Contact: publicidadexterior@ifema.es Tel.: (+34) 91 722 53 08/40

3.11. Room Rentals

For event exhibitors, there is the possibility to rent rooms at the venue if you wish to host a seminar, reception, press conference, or product presentation during the fair. It is necessary to book in advance.

Request a quote:(+34) 91 722 30 00
uanproduccion@ifema.est

MORE INFORMATION

4. SUSTAINABILITY MANAGEMENT AT IFEMA MADRID

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

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

ISO Standards certified by IFEMA MADRID:

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

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

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

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

WASTE MANAGEMENT:

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

CARPET RECYCLING:

IFEMA MADRID recycles 100% of the carpet used in corridors and common areas. To do this, it is essential to start removing it before dismantling begins, which implies a distribution by strips, instead of covering the entire space as before.

In this way, we can guarantee its transformation into new raw material for the subsequent manufacture of other products.

SUSTAINABLE MOBILITY:

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

GUIDE TO SUSTAINABLE PARTICIPATION IN TRADE FAIRS/EVENTS:

IFEMA MADRID has published its Guide to Sustainable Participation in Trade Fairs for exhibitors on its website. We recommend you read it before starting to prepare your participation: ifema.es/en/about-us/quality-sustainability

5. CONTACT US

Department	Ask about	Contact		
Address of the event	• Space rental • General topics regarding participation in the fair • Exhibitor passes • Trade visitor invitations • Activities and forums at the fair	**Director**	Julia González	(+34) 91 7223000 **momad@ifema.es**
		Commercial Managers	Juan José Estévez	
		Secretariat	Gabriela Rossell	
Adress event	• Hiring services • Expo Area • Visitor information	(+34) 91 722 30 00 **atencionalcliente@ifema.es**		
Technical Secretariat(Trade Fair Services Department)	• Technical support for exhibitors and stand builders. • Review of stand assembly projects. • Solutions to technical problems during the trade fair. • Customization of modular stands. • Coordination of stand catering.	(+34) 91 722 30 00 **atencionalcliente@ifema.es**		
Graphic decoration	Contracting graphic materials to customize your booth	(+34) 91 722 30 00 **decoraciongrafica@ifema.es**		
Comprehensive stand design service	Design and assembly of custom-designed stands	(+34) 91 722 30 00 **standbuilding@ifema.es**		

5. CONTACT US

Department	Ask about	Contact
Outdoor Advertising	Hiring advertising media at the fairgrounds	(+34) 91 722 53 40/08 **publicidadexterior@ifema.es**
Communications and Marketing Department	Media relations	**Director**: Raúl Diez **Head of Press:** Pablo López **Press**: Selva Dalila **Internacional Press:** Elena Valera **Press Office:** Pilar Serrano (+34) 91 722 50 93 **plopez@ifema.es** **sdalila@ifema.es**
Planning and Control Department	- Rental of the various meeting and convention spaces at the exhibition center, both during and outside of trade fairs. - Coordination of extracurricular activities	(+34) 91 722 30 00 **uanproduccion@ifema.es**
Institutional Relations (Protocol)	- Institutional visits - Guided tours - Protocol for all events - Institutional relations	(+34) 91 722 30 00 **infoifema@ifema.es**
Safety and Self-Protection Department	- General security and parking - Access to the Fairgrounds	(+34) 91 722 30 00 **dseguridad@ifema.es**
Medical and Security Emergency Services	- Medical emergencies - Healthcare for exhibitors and visitors during trade fairs, set-up, and dismantling.	(+34) 91 722 54 00

Thanks

IFEMA MADRID