

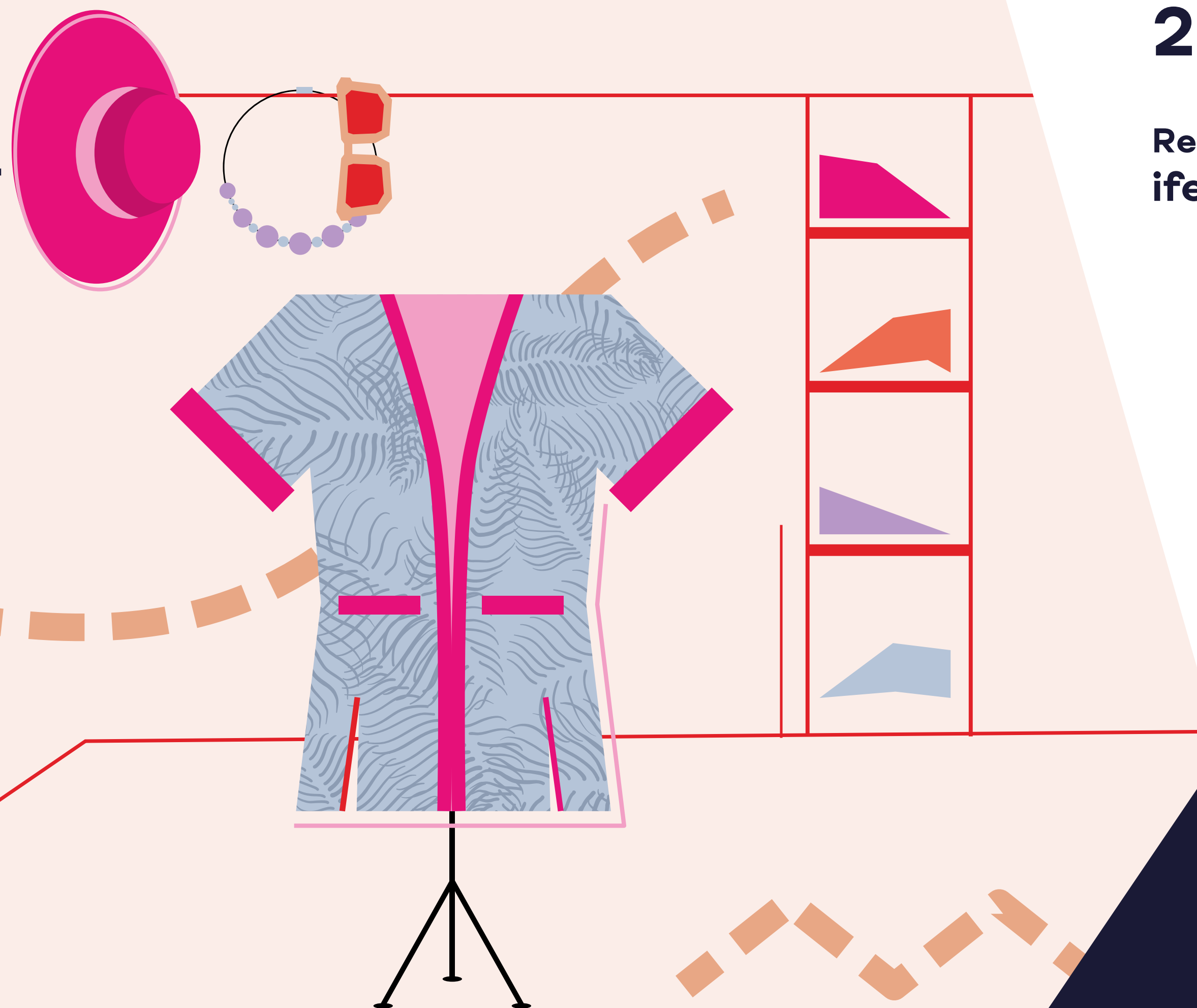
# MOMAD

**15-17  
Sep  
2023**

**International Clothing, Footwear  
and Accessories Trade Show**

**Recinto Ferial  
ifema.es**

**Exhibitor's Guide**



Coinciding with:

bisutex  
intergift  
madridjoya



# INDEX

<b>1. How can I make my participation at Momad profitable</b>	Pag. 02
<b>2. Become an exhibitor</b>	Pag. 03
<b>3. Participation forms</b>	Pag. 04
<b>4. Rates</b>	Pag. 13
<b>5. Additional Services</b>	Pag. 15
<b>6. Co-exhibitors</b>	Pag. 17
<b>7. Other important information for the exhibitor</b>	Pag. 17
<b>8. Sustainability Culture Management at IFEMA MADRID</b>	Pag. 19
<b>9. Trade fair map and sectors</b>	Pag. 20
<b>10. Calendar</b>	Pag. 21
<b>11. IFEMA MADRID Services</b>	Pag. 24
<b>12. Contact Us</b>	Pag. 27
<b>13. MOMAD LIVE Connect</b>	Pag. 29
<b>14. Prepare your participation at MOMAD LIVE Connect</b>	Pag. 33

# 1. How can I make my participation at MOMAD profitable

## BEFORE THE SHOW

- **Define the objectives** and strategy for your participation at MOMAD.
- Communicate to the media, clients and potential clients your presence at the trade show.
- Inform the media about your presence at the show.
- **Send the MOMAD free invitations** offered by the fair, to your existing and potential customers through the Exhibitors' Area at [ifema.es/momad](https://ifema.es/momad)
- **Promote your news** on social networks.
- Participate in **promotional activities at MOMAD**; presentations, catwalk, 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...
- **Prepare the necessary material for your participation** in the show in advance: stand project and customisation, material and display product, required staff, services, catering, decoration...

- Use the **MOMAD LIVE Connect digital platform**:

- Update your company information and add your products on LIVE Connect.
- **Contact with the professional community** and schedule meetings at the show through LIVE Connect

## DURING THE SHOW

- **Room hire for receptions**, conferences, press conferences or other professional activities at IFEMA MADRID Convention and Congress Centre.
- Use the **promotional items** available to you at the show such as outdoor advertising on show premises.
- Post content on Social Networks and tag MOMAD to share it.

## AFTER THE SHOW

- Ask MOMAD for the **list of visitors** who have accessed the fair with your invitation.
- Send **thank-you communications** to your visitors.

- Communicate the positive reception of your product through social networks and traditional media.
- Assess which **conditions, features or improvements** should your participation have in order to implement them at the next edition of the show.

## 2. Become an exhibitor

- 2.1.** You can book your exhibition space by filling in the **ON-LINE APPLICATION FORM** directly on the fair's website: [ifema.es/momad](https://ifema.es/momad)
- 2.2.** In order to book the space, it is compulsory to pay 50% of the fee in advance. The payment deadline is July 1, 2023.  
If payment has not been received by this date, MOMAD's management may have free use of the stand, without prior notice commitment.
- 2.3. Clothing, Accessories and Services to the Point of Sale companies will be able to request their participation at MOMAD.** Final acceptance of applicants' participation is reserved to IFEMA MADRID, who may reject those applications that are not considered to be included in the sectors and products that are the subject of the trade fair and, therefore, do not comply with the purposes of the fair. The lack of space and / or the late submission of the Application Form may also be grounds for rejection of the participation. IFEMA MADRID will communicate this circumstance writing down to applicants.
- 2.4.** Signing and submitting the Application Form implies full acceptance of the General Rules on Participation of IFEMA MADRID and the specific MOMAD rules, and provisions that generically may be established by the Organization of the fair.  
Available at: [ifema.es/momad](https://ifema.es/momad)
- 2.5.** In case the EXHIBITING COMPANY designates another entity to make any of the payments related to its participation, the corresponding section of the requested application form must be completed. In any case, if the entity designated as a billing company does not take over the aforementioned payments within the indicated periods, the EXHIBITING COMPANY will face them at the simple request of IFEMA MADRID.
- 2.6. The allocation of spaces** will be made by the Trade Fair's Management, trying to maintain preferences and affinities between companies with similar style products, within the existing availability.
- 2.7.** The occupation of the space will not be authorized nor, when applicable, the modular stand will not be delivered to the exhibitor who has not paid in full the contracted space and the expenses of the requested services, as well as the Marketing, Communication and LIVE Connect fee.
- 2.8.** Failure of attendance by an exhibitor entails loss of the reservation fee. If attendance is waived within 30 days prior to the event, exhibitors may be liable for payment in full of their space, even if the space is subsequently used by another exhibitor.
- 2.9.** The total liquidation of the expenses produced during the Fair will be an indispensable condition to remove the exhibition material from your space.

## WHAT SPACES CAN I CONTRACT?

### TYPES OF STANDS

- **Stand Modular GENERAL:** Aimed at fashion, footwear and accessories firms and companies in general. Minimum stand measures: 10 sq.m.
- **EGO Modular Stand:** Reserved for young designers, emerging designers or newly created firms. 10 sq.m. stands.
- **SUSTAINABLE EXPERIENCE Stand:** Companies and Designers with sustainable parameters. Stands measures: 5 or 10 sq.m.
- **MOMAD 4.0 Stand:** Area dedicated to companies that offer innovative solutions for retail as services for ecommerce, logistics, payment and financing platforms, internationalization support, audiovisual equipment, digital marketing and sensory marketing, among others. Minimum stand measures: 10 sq.m.
- **FREE DESIGN Stand:** Aimed at fashion, footwear and accessories firms and companies requesting a surface area equal to or larger than 30 sq.m

## 3. Participation forms

### 3.1. MODULAR STAND

#### 3.1.1. GENERAL MODULAR Stand

Minimum area to request: 10 sq.m.

General modular stand booking can be done by filling in the on-line Application Form directly on the fair's website: [ifema.es/momad](https://ifema.es/momad)

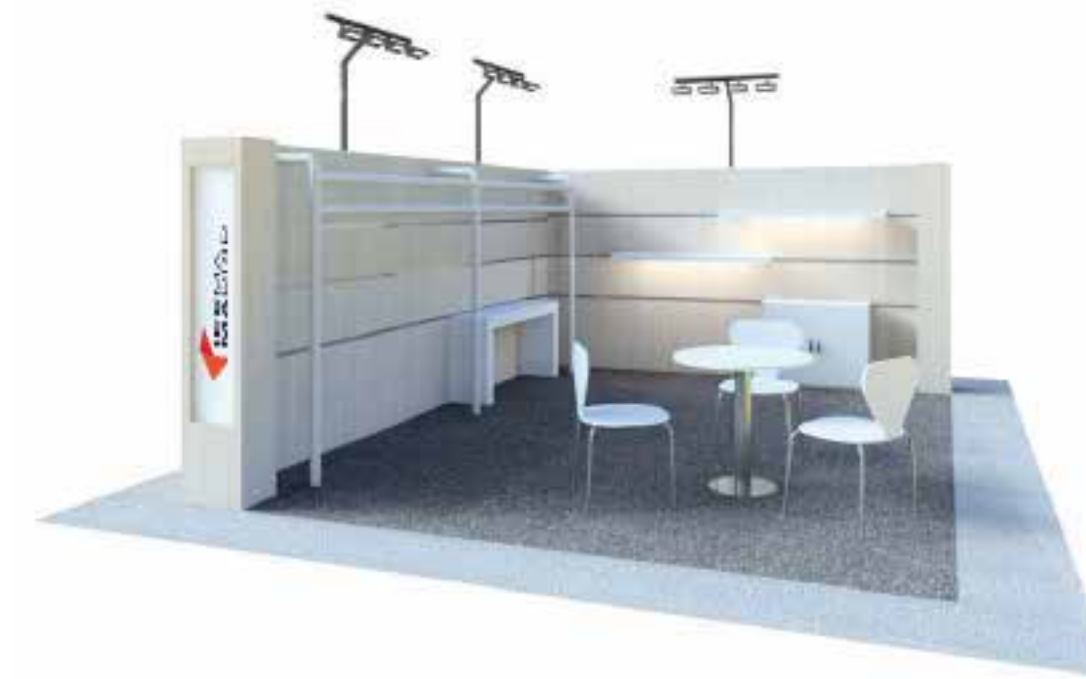
Characteristics:

- Stand that opens out onto one or two aisles depending on location.
- Structure made out of oak-coloured melamine panels; 2 m tall and 8cm thick, taking up space from the interior surface area of the stand.
- Trade fair carpet to choose among: White, Beige Sahara or Clear Grey.
- Lighting by posts with LED spotlights on rails, numbering 1 spotlight for every 2 linear meter (lm) of stand.
- Electrical installations per low-voltage regulations consisting of an electrical switchboard with differential circuit breaker and magnetothermal switch, sized to handle 130 W/sq.m of power with a 500W strip of electrical outlets.
- 1 x 500W socket outlet embedded into the wall for every 10 sq.m of stand.

- Nameboard. Customisation available: 30 cm (width) x 140 cm (height), at a 40 cm width x 200 cm height x 28 cm deep totem.

Furniture:

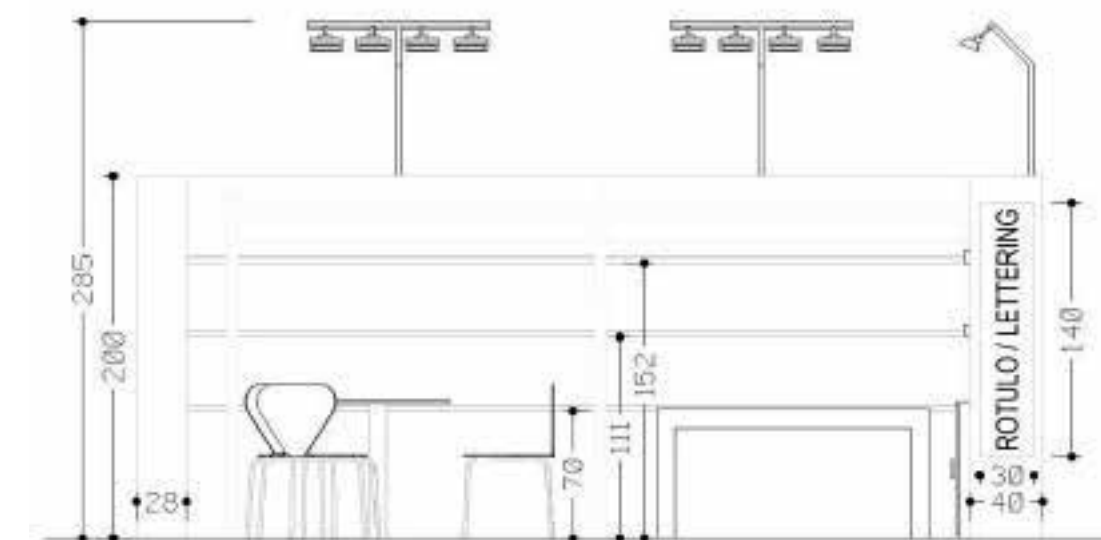
- General stands up to 20 sq.m: 1 round white table, 3 white chairs and a lockable white cabinet.
- For each additional 20 sq.m of stand: 1 round table and 3 white chairs.
- Stand with height-adjustable coat racks, fixed to the stand structure at the rate of 1m/linear of coat rack for every 3sq.m of stand or .
- Stand with height adjustable shelves, fixed to the stand structure at a rate of 1.5m/linear shelving for every 2 sq.m of stand space.



GENERAL MODULAR STAND



GENERAL MODULAR STAND



### 3.1.2. EGO MODULAR Stand

Area reserved for young designers, emerging designers or newly created firms that have a market presence of maximum 1 year and 6 months in addition to a reduced collection.

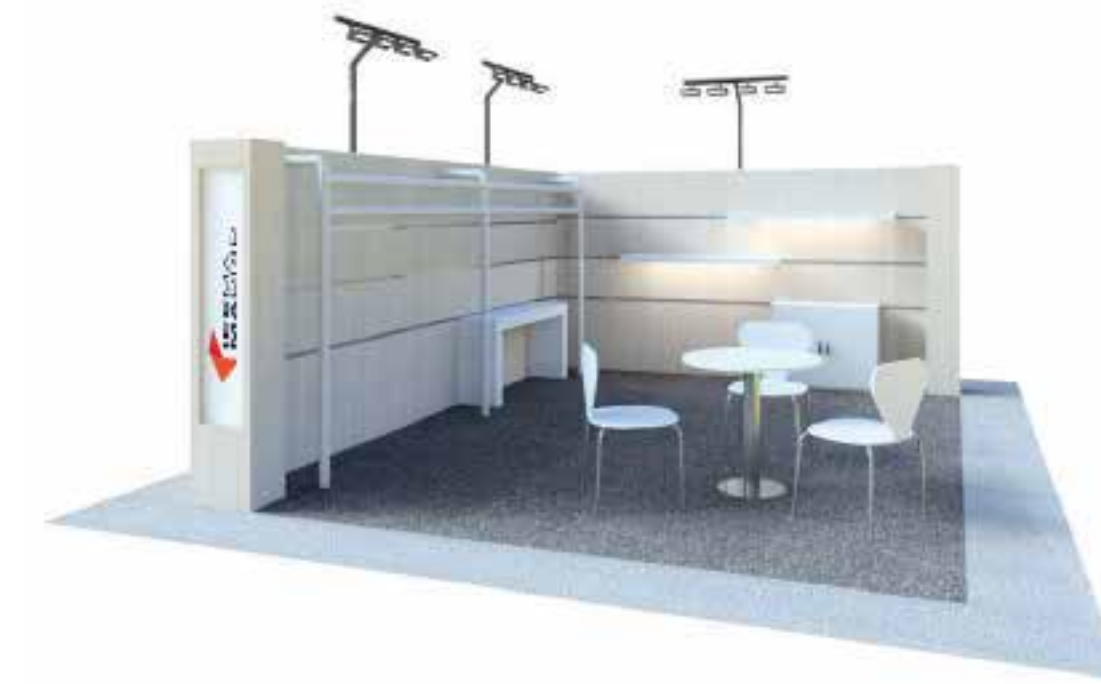
The stand will be 10 sq.m to have the necessary space for its correct presentation.

**The exhibiting companies of the EGO sector will only be allowed to participate in this sector a maximum of three editions.**

Steps to evaluate new candidates:

1. **Send by e-mail to momad@ifema.es**, a certifying document (brand registration, trading certificate) and curriculum of the company, date of constitution, brochure, social media, as well as photos or web description of the products and /or collection to present (spring / summer or autumn / winter). Reference: EGO Application.
2. Once we have received this information and, if you meet the aforementioned requirements, the **EGO Application for Participation** will be sent to get it back once it is completed. In case of availability, an e-mail will be sent with the exhibition contract that confirms the awarding of your space; otherwise you will be informed that your request has not been accepted.

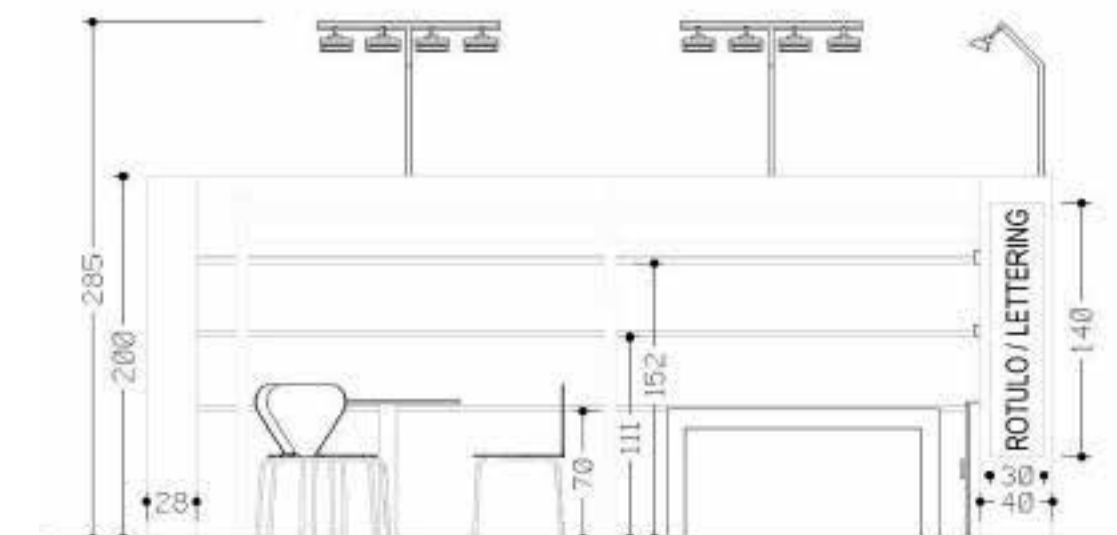
The fact of completing the Application Form for participation does not imply the automatic obtaining of a space since there is a limited and reserved number of EGO stands in each area of the fair. Once these stands are occupied, no more candidates will be accepted.



EGO MODULAR ORIENTATIVE DRAWING



EGO MODULAR ORIENTATIVE DRAWING



## Characteristics:

- 10 sq.m stands.
- Stand with one or two open sides depending on location.
- Structure made of oak-coloured melamine panels; 2 m tall and 8cm thick, taking up space from the interior surface area of the stand.
- Trade fair carpet to choose among: White, Beige Sahara or Clear Grey.
- Lighting by posts with LED spotlights on rails, numbering 1 spotlight for every 2 linear meter (lm) of stand.
- Electrical installations per low-voltage regulations consisting of an electrical switchboard with differential circuit breaker and magnetothermal switch, sized to handle 130 W/sq. m of power with a 500W strip of electrical outlets.
- 1x500W socket outlet embedded into the wall for every 10 sq.m of stand.
- Nameboard. Customisation available: 30 cm (width) x 140 cm (height), at a 40 cm width x 200 cm height x 28 cm deep totem.

## Furniture:

- 1 round white table, 3 white chairs and a low white cabinet with doors and lock.
- **Choose between:** Stand with height-adjustable coat racks, fixed to the stand structure at the rate of 1m/linear of coat rack for every 3 sq.m of stand or, Stand with height adjustable shelves, fixed to the stand structure at a rate of 1.5m/linear shelving for every 2 sq.m of stand space.



### 3.1.3. SUSTAINABLE EXPERIENCE Stand

Spaces for designers or small and medium-sized companies that are born with a sustainable DNA and / or companies that have modified parameters that meet the criteria required by the MOMAD Sustainable Fashion Technical Committee. **Stand measures: 5 or 10 sq.m.**

Requirements:

1. Forward the request with description and pictures / products website: **momad@ifema.es** - Reference: SUSTAINABLE EXPERIENCE Application.
2. Once this information has been received, it will be studied and the contest will contact in order to inform about the procedure to be followed. If you do not meet the criteria, you will be notified by email.

Characteristics:

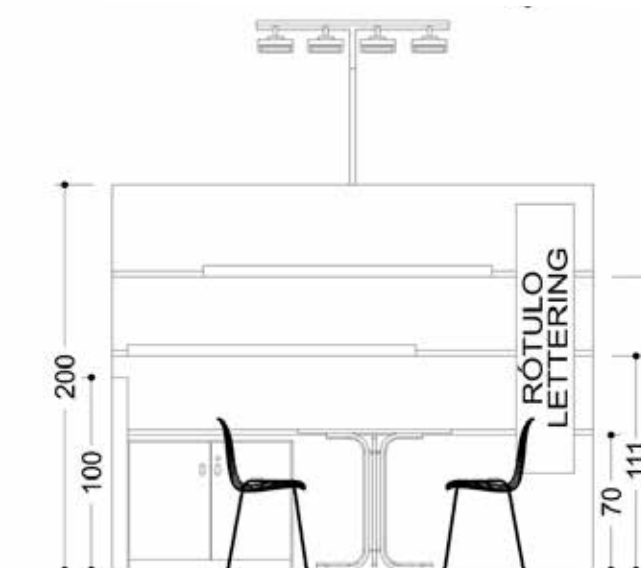
- Stands from 5 or 10 sq.m.
- Stand with one or two open sides depending on location
- Structure made out of oak-coloured melamine panels 2 m tall and 8cm thick, taking up space from the interior surface area of the stand.
- Side Walls Measures: 1m high and 1.5 m length.
- Back Wall with Rails.
- Label in Bracket. Nameboard on left side (1.52 cm x 0.31 cm).
- Trade fair carpet preselected by the organization.
- Lighting by posts with LED spotlights on rails, numbering 1 spotlight for every 2 linear meter (1m) of stand.



SUSTAINABLE EXPERIENCE ORIENTATIVE DRAWING



SUSTAINABLE EXPERIENCE ORIENTATIVE DRAWING



- Electrical installations per low-voltage regulations consisting of an electrical switchboard with differential circuit breaker and magnetothermal switch, sized to handle 130 W/sq.m of power with a 500W strip of electrical outlets.
- 1 x 500W socket outlet embedded into the wall for every 10 sq.m of stand.
- Nameboard. Customisation available: 30 cm (width) x 140 cm (height), at a 40 cm width X 200 cm height X 28 cm deep totem.

**Furniture:**

- 1 table, 2 chairs, 1 low cabinet with door and lock.
- Stands of 5 sq.m: 1 coat rack or 2 shelves
- Stands of 10 sq.m: 2 clothes racks or 4 shelves

### 3.1.4. MOMAD 4.0 Modular Stand

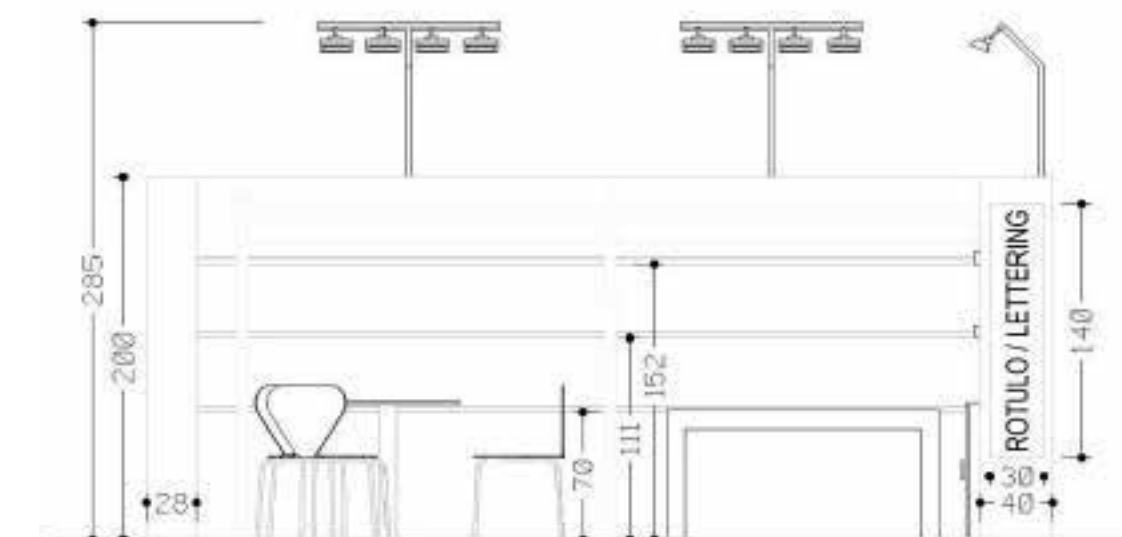
Space dedicated to companies that offer innovative solutions for retail as services for ecommerce, logistics, payment and financing platforms, internationalization and support, audiovisual equipment, digital marketing and sensory marketing, among others. Minimum area to request: 10 sq.m. The hiring of space will be done by completing the MOMAD 4.0 online Application Form available on the website of the fair: [ifema.es/momad](http://ifema.es/momad)

Characteristics:

- Stands from 10 sq.m.
- Stand with one or two open sides depending on location
- Structure made out of oak-coloured melamine panels 2 m tall and 8 cm thick, taking up space from the interior surface area of the stand.
- Side Walls Measures: 1 m high and 1.5 length.
- Back Wall with Rails.
- Label in Bracket. Nameboard on left side (1.52 cm x 0.31 cm).
- Trade fair carpet preselected by the organization.
- Lighting by posts with LED spotlights on rails, numbering 1 spotlight for every 2 sq.m of stand.
- Electrical installations per low-voltage regulations consisting of an electrical switchboard with differential circuit breaker and magnetothermal switch, sized to handle 130 W/sq.m of power with a 500W strip of electrical outlets.



MOMAD 4.0 ORIENTATIVE DRAWING



- 1 Outlet embedded into the wall at 500W for every 10 sq.m of stand.
- Nameboard. Customisation available: 30 cm (width) x 140 cm (height), at a 40 cm width X 200cm height X 28 cm deep totem.
- Furniture: 10 sq.m stand: 1 table, 3 chairs and a low white cabinet with doors and lock. For every added 20 sq. m of stand: 1 table and 3 chairs.

### 3.1.5. General observations

- It is not allowed to pierce, nail or stick on the panels or the stand furniture.
- Placement of any element exceeding 2m high is not allowed. This includes: product, banners, decorations, displays, etc.
- If you want to customize your stand affecting the panels must inform the Technical Secretariat - [sectecnica@ifema.es](mailto:sectecnica@ifema.es); (+34) 91 722 30 00.
- **The columns that remain inside a stand may be used as a visibility point for that stand and a foam, board or tarpaulin type element may be placed on it. The elements may not be glued or fixed directly to the column and are subject to approval by the Technical Secretariat.**
- All services or modifications that you wish from these features shall be at your expense.
- The distribution of all elements of the stand, extras requested and necessary structural elements to support the stand, will try to adapt to the needs of the exhibitor, provided it is technically feasible and the map is received with pertinent indications before August 26, 2023.

- Once the stand has been assembled, changes in the location of all the elements that have not been communicated on the established date will be billed.
- The elimination, by the exhibitor, of any element included in the modular stand does not imply reducing the cost.
- All material used, both structural and electrical, is rented and any deterioration will be billed at current rates.

### 3.2. SPACE ONLY (FREE DESIGN STAND)

- From 30 sq.m onwards.
- All companies are required to assemble their stands, they must provide the **dividing wall between the wall of the hall and the stand or between stands.**
- In order to be able to start the assembly work, a project (plan, elevation and perspective drawings) must be sent to the project (floor plans, elevations and perspective) to the Technical Secretariat of IFEMA MADRID. [sectecnica@ifema.es](mailto:sectecnica@ifema.es), (+34) 91 722 30 00 before August 10, 2023.
- **Rights of Assembly:** The company responsible for assembly of free design stands shall be required to pay to IFEMA MADRID, before beginning its tasks, the assembly rights fees corresponding to services rendered during assembly and dismantling at the trade show: health care service, reduced rates at the inspection of electricity wiring, electricity connections and supply during assembly and dismantling, use and maintenance of painting rooms, personalized attention to stand builders and individualized signing of spaces. Depending on the use of facilities and/or services, assembly rights fees to the full free design stand including second floors, will be as follows.

- Every exhibitor who chooses a free design stand will submit the corresponding DESIGN for approval to IFEMA MADRID Exhibition Services Management (+34) 91 722 30 00; [sectecnica@ifema.es](mailto:sectecnica@ifema.es) before August 26, 2023.

RATES:

Fee TYPE A:

Spaces without decoration or with carpeting or flooring/platforms:  
2.52 €/sq.m + VAT (1)

Fee TYPE B:

Basic modular stands in aluminium or similar material:  
5.05 €/sq.m + VAT (1)

Fee TYPE C:

Design modular stands in aluminium, of carpentry and other materials: 7.94 € /sq.m + VAT(1)

- For security reasons, the storage of packages in the pavilions is totally forbidden.
- The exhibitor must indicate in his space the stand number that corresponds according to the MOMAD official layout.
- The maximum height of any element of the stand must be 2 meters, measured from the pavilion floor and including the platform if used. Structures such as lighting trusses, tarpaulins, cubes, etc. may be hung from the pavilion ceiling between 3 m. and 6 m. in height measured from the pavilion floor and set back 1 meter around the entire perimeter towards the inside of the stand.

- Height of stands attached to the hall wall: The maximum height of any element of the stand on its perimeter line shall have a maximum height of up to 3m. They must be set back a minimum of 1 meter in order to be able to raise a single element up to a maximum height of 4m. Walls attached to the hall wall may be raised up to a maximum height of 6 meters.

**Second floor.**

**Only stands with a 2nd floor are allowed to be built in perimeter spaces attached to the pavilion wall or in front of the cafeteria at the back of the pavilion.**

The maximum perimeter height permitted is 3m, which may be up to 6m if the entire perimeter is set back 1m towards the inside of the stand. It is necessary to present a certificate signed by a competent technician and endorsed by the corresponding college supervising the assembly of the 2nd floor and indicating the capacity and load of use of the same.

- **The columns that remain inside a stand may be used as a visibility point for that stand and a foam, board or tarpaulin type element may be placed on it. The elements may not be glued or fixed directly to the column and are subject to approval by the Technical Secretariat.**
- These specific norms are added to those that, on assembly, establish the General Rules of Participation that govern in all IFEMA MADRID Trade Shows. The interpretation and application of the regulations for each particular case is the responsibility of IFEMA MADRID, who reserves the right to arbitrate exceptions if deemed necessary, based on respect, the general perspective of the event and the visibility of neighboring stands.
- Consult the recommendations and updated regulations at [ifema.es/support](http://ifema.es/support)

## 4. Rates

STAND	PRICE (1)
SPACE ONLY (From 30 to 59.5 sq.m)	€133.35/sq.m+ VAT
SPACE ONLY (From 60 to 99.5 sq.m)	€129.15/sq.m + VAT
SPACE ONLY (From 100 to 199.5 sq.m)	€118.65/sq.m + VAT
SPACE ONLY (From 200 sq.m)	€108.15/sq.m + VAT
SPACE + MODULAR STAND (From 10 to 29.5 sq.m)	€218.40/sq.m + VAT
SPACE + MODULAR STAND (From 29.5 to 59.5 sq.m)	€207.90/sq.m + VAT
SPACE + MODULAR STAND (From 60 sq.m)	€202.65/sq.m + VAT
SPACE + SUSTAINABLE EXPERIENCE STAND (5 or 10 sq.m)	€113.40/sq.m + VAT
SPACE + EGO STAND (10 sq.m)	€111.30/sq.m + VAT
SPACE + MOMAD 4.0 STAND (min. 10 sq.m)	€133.35/sq.m + VAT

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

### 4.1. THESE PARTICIPATIONS RATES INCLUDE

- A daily cleaning of the stand, except for the exhibiting elements.
- Electricity consumption at a rate of 130W / sq.m.
- Mutual insurance of € 50,000
- Civil liability insurance of € 60,000.
- Unlimited customised professional invitations for customers through the Exhibitors' Area.
- 5 exhibitor badges up to 25 sq.m of stand hired and an additional unit for every 5 sq.m plus up to a maximum of 25 badges. Print them through the Exhibitors' Area until September 14, 2023. From this date you can pick them up at the accreditation desk of the trade show. Additional amounts must be requested to momad@ifema.es and they will be invoiced at a cost of € 6 + VAT (1) per unit.
- **International Guest Programme.** As an exhibitor of MOMAD you have the possibility to invite your foreign clients or potential clients with free accommodation and/or travel to visit the fair.

Depending on the surface area contracted you can invite:

- Space area between 10 - 29.5 sq.m: 1 guest to airplane and hotel, plus 1 guest to hotel only.
- Space between 30 - 59.,5 sq.m: 2 guests for airplane and hotel, plus 2 guests for hotel only.
- Space between 60 - 99.5 sq.m: 4 guests to air and hotel, plus 4 guests to hotel only
- Space from 100 sq.m: 6 guests for airplane and hotel, plus 6 guests for hotel only.

After contracting your participation as an exhibitor at MOMAD, we will send you the form with the characteristics and conditions of the programme.

#### 4.2. GENERAL SERVICES

**Being an exhibitor implies contracting the Marketing and Communication Pack + LIVE Connect which costs € 450 VAT(1), which includes:**

- Premium WIFI with access to 3 users per exhibitor, with a bandwidth of 20Mb.
- Interactive Information Points distributed in each pavilion of MOMAD: includes a map of each of the pavilions and a list of exhibitors for searches.

- Planners with information by hall with a list of exhibitors and their stand occupancy.
- Access and Visibility on the Live Connect digital platform. The permanent platform for meetings, relationships, conversations, knowledge and professional contacts and professional contacts in the fashion, textile, footwear and accessories industry.
- Exhibitor file content (company description, postal address, logo, background, categorised products, promotional video, catalogues, documents).
- Standard positioning in the business directory and search engine.
- Access to the platform for 3 users - staff per exhibitor.
- Unlimited invitations to customers.
- Access to Inviting Agenda.
- All exhibitors will be able to meet with all members of the LIVE Connect Community (trade visitors, media, exhibitors).

If your stand is contracted after the closing date of each of the elements and it is impossible for you to be included in them, you will also be obliged to pay the same, you will still be obliged to pay for them.

### 4.3. PAYMENT METHODS

- Bank transfer to: IFEMA MADRID / MOMAD SEPTEMBER 2023

To choose from:

Santander IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHEMM  
 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 cheque, extended to IFEMA MADRID / MOMAD SEPTEMBER 2023 name.
- Credit card in a secure environment, accessible at the end of the online completion of the Participation Application Form, or subsequently, through the Exhibitor Area online, in the Invoices and Payments tab or from Contracting Services where this service is available. Services where this service is available.
- In accordance with current regulations, cash payments or blank cheques are not allowed.

### 4.4. PAYMENT TERMS

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

## 5. Additional Services

### 5.1. EXHIBITORS AREA

Private online area for the management of your participation at MOMAD.

Once the space has been allocated, IFEMA MADRID will send you your User and Password to access to your Exhibitor Area from the MOMAD web, momad.es, and it will allow you to:

- You can consult the online account statements.
- Download the invoices.
- Online Budget System.
- Publish the news of your company in the MOMAD Virtual Press Room.
- Request and manage your exhibitor passes.
- Request RENFE, IBERIA and AVIS discount vouchers.
- Send your free invitations to your customers.
- Check the most relevant dates on the Exhibitor Calendar.
- Customise modular stands: choice of carpet colour (except stands of Momad 4.0 and Sustainable Experience), the nameboard of your booth, etc.



- You can hire services and decoration elements for your stand.
  - 30 days before the start of assembly (August 10, 2023): If services are booked through the Exhibitors' Area 5% discount will be applied. This discount will also be applicable to the positioning services included in the plan of your stand sent to the technical secretariat up to 30 days before the commencement of the assembly. This does NOT include minimum compulsory services, external advertising, meeting rooms, graphic decoration of the stands, and specific show services such as exhibitor badges, etc.

These rates are subject to periodic changes depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Exhibitors' Area.

- The contracting of services, base rate, can be done up to 7 days before the start of the official assembly (September 2, 2023).
- September 3, 2023: If you book services from our last-minute booking services catalogue a 25% surcharge will be applied to all the prices.

## 5.2. OTHER SERVICES OF INTEREST

- We offer you a comprehensive stand design service, with the IFEMA MADRID guarantee and adapted to your needs. We take care of the planning of your space, through the design, assembly and disassembly. Request an customized project to [infodesign@ifema.es](mailto:infodesign@ifema.es) free of charge and without obligation
- MOMAD promotional items:
  - Banners.
  - Professional Visitor's Guide.
  - Outdoor advertising at the fair.
  - Social media.
  - Sponsorship of spaces, products and services.
- You will find on the IFEMA MADRID website a list of other services, rules and documents that can be of interest to you:
  - Communication for catering at stands.
  - Labour risk prevention and co-ordination of business activities.
  - Authorization request of private security in stands.
  - Authorization request to hang structures/rigging

## 6. Co-exhibitors

Companies may register as co-exhibitors (companies taking part in MOMAD in the space operated by the main exhibitor). Co-exhibitor status entails compulsory contracting of the elements included in the Marketing, Communication and LIVE Connect Package LIVE Connect whose fee is €450 + VAT (1).

Exhibitors must send the list of co-exhibitors to the following email address: **momad@ifema.es** with the subject: COEXHIBITORS.

They will have access to the MOMAD LIVE Connect digital platform and to 2 exhibitor badges

- For safety reasons, it will be mandatory to keep the safety helmet, high visibility vest and safety shoes on throughout any assembly and disassembly during trade shows and events in all the exhibition areas.
- Exhibitors who have not made full payment of the space and services hired, will not be allowed to take up the space, nor will any modular stands be allocated to them.
- Exhibitors must manage their stands and remain at their stands with their products displayed there during the show. Failure to comply with this regulation may entail the loss of entitlement to preferential renewal of the space allocated.
- Exhibitors will have access to their stands at 9 am, and must leave at 7.30 pm, the last day at 5.30 pm
- IFEMA MADRID'S Convention and Congress Centre enables exhibitors at the event to hire rooms for receptions, conferences and press conferences or any other professional event at the trade show. To request a quote email: **convenciones@ifema.es**
- Noisy demonstrations which may molest other exhibitors may not be carried out, demonstrations cannot exceed 60 decibels.
- Exhibitors undertake to observe environmental regulations. They must therefore comply with environmental directives.
- Visa: if your employees or your co-exhibitor's employees need an official visa to attend the event, you can request a r of invitation through the Exhibitors' Area of MOMAD confirming their attendance.

## 7. Other important information for the exhibitor

- Retailing is not allowed at MOMAD.
- The installation of catwalks in stands will be allowed only upon authorization of the fair.
- Exhibitors grant authorization for total or partial reproduction of any products on display which IFEMA MADRID may need and/or reproduce in its promotional material.
- Neither exhibitors nor assembly workers will have access to the stands outside the timetables stated in the exhibitor calendar, nor may any assembly or other work be carried out on stands outside these periods.

- **All goods from non-EU countries are subject to customs clearance.** We remind you that from 1 January 2020, all shipments originating in the United Kingdom must regularise their goods through the corresponding customs formalities. **A copy of the customs documentation of entry into the European Union** must be available at all times in order to be able to present it in the event that Customs or the tax receipt requires it.

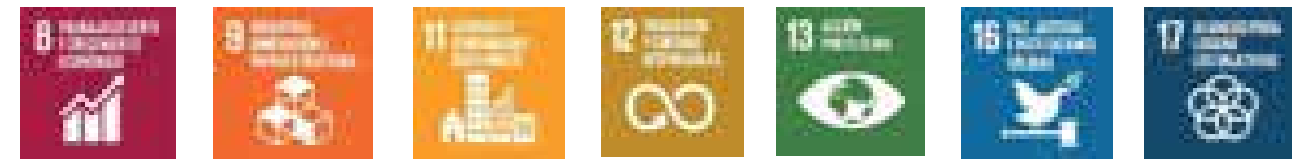
The material or goods for distribution or consumption must pay Spanish taxes, even if they are products with no commercial value (depending on the country, the amount of taxes may vary).

We would also like to remind you that it is strictly forbidden to exhibit, sell, consume or distribute non-EU goods at a fair before the goods have been regularised.

If you have any doubts, please contact our Customs Broker, DB SCHENKER, **[ifema.onsite.logistics@dbschenker.com](mailto:ifema.onsite.logistics@dbschenker.com)** or (+34) 91 330 51 80.

## 8. Sustainability Culture Management at IFEMA MADRID

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



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

ISO Standards certified by IFEMA MADRID:

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

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

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

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

### WASTE MANAGEMENT:

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

### Carpet recycling:

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

### SUSTAINABLE MOBILITY:

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

### GUIDE TO SUSTAINABLE PARTICIPATION IN TRADE FAIRS/EVENTS:

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

**[ifema.es/en/about-us/quality-sustainability](https://ifema.es/en/about-us/quality-sustainability)**

## 9. Trade Fair Map and Sectors

- **ACCESSORIES**  
Accessories and leather goods
- **CASUAL**  
Casual, urban, practical fashion
- **CONTEMPORARY**  
Innovative collections that retain a traditional style
- **EGO**  
New designers and emerging companies
- **METRO SPACE**  
Latest fashion trends from international brands
- **EVENT**  
Cocktail-wear, evening-wear and ceremonial attire
- **FOOTWEAR**  
Footwear brands are integrated in the Fashion and Accesories trade show located according to their style and collection
- **MAN**  
Fashion and accessories for men
- **SWIMWEAR FASHION & LINGERIE**  
The latest swimsuit trends and collections
- **LEATHER FASHION**  
Latest trends in fur fashion and coats
- **MOMAD 4.0**  
Innovative and digital solutions for retail
- **NOW!**  
Casual, urban and practical Fashion. Ready to wear
- **SERVICES TO RETAILER**  
Services to retailer
- **SUSTAINABLE EXPERIENCE**  
Companies engaging in ethical production and commercialisation
- **URBAN**  
Street, urban and young fashion brands



### COINCIDING WITH:

- Intergift (International Gift & Decoration Trade Fair).
- Bisutex (International Fashion Jewellery and Accessories Trade Fair).
- Madridjoya (International Urban and Trendy Jewellery and Watch Trade Fair).

## 10. Work Agenda

BEFORE		WHAT TO DO?
<b>July 1, 2023</b>	PAYMENTS	<ul style="list-style-type: none"> <li>• 50% payment. Proof of payment must be sent to <b>servifema@ifema.es</b> A <b>5% discount</b> will be applied on the occupied <b>floor rate</b> if you pay the total amount of your participation <b>before 1 July 2023</b> (for both floor only and modular stand contracting).</li> </ul>
<b>July 28, 2023</b>	PAYMENTS	Pay the last 50 % of the contracted space and services. Send proof of payment to <b>servifema@ifema.es</b> .
<b>August 10, 2023</b>	CONTRACT SERVICES	<ul style="list-style-type: none"> <li>• IFEMA MADRID Catalogue Services and forms for improvements of modular stands should be sent to the Servifema Department <b>servifema@ifema.es</b></li> <li>• Last day to contract services (parking, hostesses, any assembly extras) with a 5 % discount through Exhibitors' Area or stand's outline plan sent to the Technical Secretary Department. These rates are subject to periodic changes depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Exhibitors' Area.</li> </ul>
<b>August 26, 2023</b>	PROJECTS	<ul style="list-style-type: none"> <li>• TO FREE DESIGN STANDS: drawings indicating plan and elevation with dimensions <b>sectecnica@ifema.es</b> (Further information at page 9).</li> </ul>
	CARPET	Last day to choose the carpet colour of your stand through the Exhibitors' Area, with the exception of Momad 4.0 and Sustainable Experience stands.
	MODULAR STAND PROJECTS	Send to the Technical Secretariat Department, <b>stecnica@ifema.es</b> , a partial plan of your stand indicating the location of walls, coat racks, shelves, furniture and services, as well as improvements to the stand.

**BEFORE**

**WHAT TO DO?**

BEFORE	WHAT TO DO?
<b>September 3, 2023</b>	<p>NAMEBOARD</p> <p>Fill in the nameboard of your stand on the Exhibitors' Area.</p>
	<p>CONTRACTING SERVICES</p> <p>Contracting services without 25% increase. From this date onwards, 25% increase on the base rate for last minute services. Through the Exhibitors' Area in Booking Services section or send an e-mail to <b>servifema@ifema.es</b></p>
<b>September 10 to 14, 2023</b>	<p>FREE STANDS ASSEMBLY</p> <p>Assembly: September 10th from 8.30 a.m. to 7.30 p.m. September 11 to 14: from 8.30 a.m. to 9.30 p.m.</p>
<b>September 14, 2023</b>	<p>EXHIBITORS PASS</p> <p>Last day to print your exhibitor passes through the Exhibitors' Area. From this date you can pick them up at the accreditation desk of the trade show.</p>
	<p>MODULAR STAND</p> <ul style="list-style-type: none"> <li>• Delivery of the modular stand at 8.30 a.m.</li> <li>• Exhibitors may have a special permit for the entry and exit of objects and material if they request one from the Technical Secretariat. From 9:00 am to 9:30 am on Friday 15, Saturday 16 and Sunday 17. On Friday 15 and Saturday 16, also from 7:00 pm to 7:30 pm</li> </ul>
	<p>MERCHANDISE ARRIVAL</p> <p>8.30 a.m. to 9.30 p.m. After 7 p.m., entry will only be possible through the pedestrian gates, closing the goods gates to proceed with the installation of recyclable carpeting.</p>

**BEFORE**

**WHAT TO DO?**

<b>September 15 to 17, 2023</b>	TRADE SHOW	<ul style="list-style-type: none"> <li>• Exhibitor access to exhibition halls: Friday 15 and Saturday 16: from 9 a.m. to 7.30 p.m. Sunday 17: from 9 a.m. to 5.30 p.m.</li> <li>• Opening hours for visitors: Friday 15 and Saturday 16: from 10.00 a.m. to 7 p.m. Sunday 17: from 10.00 to 5 p.m.</li> </ul>
<b>September 17, 2023</b>	REMOVAL OF MERCHANDISE AND MATERIAL DECORATION	<p>From 5.30 p.m. to 6.30 p.m. the exit of goods and decoration material will only take place through the pedestrian doors in order to be able to remove recyclable carpeting.</p> <p>From 6.30 p.m. to 9.30 p.m., the vehicle access gates will be open.</p>
<b>September 18 to 19, 2023</b>	DISMANTLING	Dismantling from 8.30 a.m to 9.30 p.m.

**AS FROM**

<b>July 1, 2023</b>	PROFESSIONALS INVITATIONS	<p>Send by email to your customers the personalized professional invitations. With the online invitation of an exhibitor, the entrance for the client will be FREE (+ management fees to be paid by the invited visitor) for the three days of the fair. In this edition the exhibitor will have unlimited invitations for his customers.</p>
<b>August 20, 2023</b>	CATALOGUE OFFICIAL	<p>Update the information and data in the official online Catalogue, through the MOMAD LIVE Connect. The MOMAD management cannot guarantee the exhibitor's listing at the Official Catalogue if registration is received after this deadline, nor is the exhibitor exempted from payment of the established fee for this reason.</p>



## 11. IFEMA MADRID Services [ifema.es/servicios-expositor](https://ifema.es/servicios-expositor)

### Promote your brand

#### Advertising at the venue and in digital channel

Boost the presence of your brand and products at the trade fair. Our Advertising team will advise you on the best physical and digital supports to generate the greatest impact.

### Telephone

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

### Email

publicidadexterior@ifema.es

#### Graphic decoration for stand

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

(+34) 91 722 57 22

infodesign@ifema.es

#### Stand design and construction

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

(+34) 91 722 57 22

infodesign@ifema.es

### Organize and decorate your space

#### Furniture

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

(+34) 91 722 30 00

atencionalcliente@ifema.es

#### Plants and floral arrangement

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

(+34) 91 722 30 00

plantas@ifema.es

## Organize and decorate your space

		Telephone	Email
<b>Cold and kitchen equipment</b>	Solutions for food preservation and hospitality for all the activities you want to organize in your stand.	(+34) 91 722 30 00	equiposdefrioycocina@ifema.es
<b>Telecommunications and IT</b>	We have the latest technology in equipment and connectivity to cover all communication needs.	(+34) 91 722 30 00	telecomunicaciones@ifema.es
<b>Support staff</b>	We offer you from support staff to help you in the assembly to hostesses during celebration, who will help you to attend your customers in different languages and with the utmost professionalism.	(+34) 91 722 30 00	atencionalcliente@ifema.es
<b>Cleaning and waste containers</b>	Health assurance and sustainability are primary concerns for IFEMA MADRID. To this end, we provide exhibitors and assemblers with various types of cleaning services and a complete waste management system that complies with all environmental and health and safety standards and regulations.	(+34) 91 722 30 00	atencionalcliente@ifema.es
<b>Audiovisuals</b>	We have the best equipment for multimedia presentations, sound and translation in stands and rooms.	(+34) 91 722 30 00	atencionalcliente@ifema.es

## Booking Conditions

### Transport and storage

Sending, receiving and storing the merchandise you need for your participation is very easy at IFEMA MADRID. We offer a complete or partial service, national or international, always adapted to your needs.

## Telephone

(+34) 91 722 30 00

## Email

atencionalcliente@ifema.es

---

### Driverless cherrypickers and lifters

If you need to unload merchandise or use special machinery to display your product, we have a wide range of driverless cherrypickers, forklifts and lifters to complete any task.

(+34) 91 722 30 00

carretillasdealquiler@ifema.es

## Booking Conditions

### Last minute Services Catalogue

#### **NEW!!**

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

atencionalcliente@ifema.es

## 12. Contact us

### Department

#### Trade fair management

**Director:** Julia González  
**Commercial Manager:** Mercedes Ferrero  
**Secretariat:** M<sup>a</sup> José Romanillos  
**Digital strategy:** Lucía Gamero  
**Programme of conferences, talks and lectures:** Pepa Moral

### Ask me about...

- Space allocation.
- General issues about participation in the Trade Fair.
- Exhibitor badges
- Trade visitor and public invitations purchase.
- MOMAD LIVE Connect platform.
- Social networks.

### Contact

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

#### Servifema

- Service booking.

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

#### Invoicing and service booking

- Service invoicing.
- Payments.

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

#### Exhibition Services Department

#### Technical Department

- Technical support for exhibitors and stand builders.
- Stand assembly project approval.
- Solutions to the technical problems during the Exhibition.
- Assembly requirements for modular stands and free-design assemblies

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

#### Communication and Marketing office

**Director:** Raúl Díez  
**IFEMA MADRID Press chief:** Marta Cacho  
**Press chief:** Pablo Santos  
**International chief:** Helena Valera  
**Press secretary:** Beatriz Sánchez-Heredero

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

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

## Department

## Ask me about...

## Contact

### Convention and Congresses Centre

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

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

### Institutional Relations

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

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

### Protocol

### Security and Self-Protection Services

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

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

### Medical Service and Security Emergencies

- Security and medical emergencies.
- Medical attention for exhibitors and visitors during the exhibition, stand assembly and stand dismantling.

(+34) 91 722 30 00

### Outdoor Advertising

- Booking outdoor advertising at the venue.

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

### Telecommunications

- Information prior to ordering telephone and fax lines, ISDN lines, broadband connections by cable, wireless or other connections.
- Technical advise and customized data networks configurations.

telecomunicaciones@ifema.es

### Company in Charge of the Official Catalogue

- Online Catalogue details.
- Advertising on Catalogue, Visitors Guide, Web.



A SPACE OF KNOWLEDGE AND BUSINESS FOR THE  
SECTOR OPEN 365 DAYS

### 13. MOMAD LIVE Connect

MOMAD LIVE Connect, is the first community and professional social network of the Lifestyle sector, specialized in the fashion, decoration, gift, fashion jewelry, accessories and jewelry sectors.

The platform will be active from **June 1 to November 30, 2023**



## What are the advantages of MOMAD LIVE Connect?

- MOMAD LIVE Connect offers the entire professional community of the Lifestyle sector. A space for networking and promotion where you can generate contacts and business opportunities.
- To present and learn about the full range of products, trends and novelties of each exhibitor.
- Increase business contacts.
- Participants (visitors, buyers and exhibitors) at LIVE Connect can make searches for products and people and mark them as favorites. In addition, they can contact each other through an appointment management service, video calls, live chats, mailings; and schedule face-to-face or virtual meetings.
- Organize, participate and/or attend sessions, lectures, presentations and sectorial round tables.
- Updating your product range, and extending the marketing time of the season.



- Present your value proposition and improve your brand positioning. The platform allows you to include information about your company, videos, links, product catalogues, etc.
- It offers the opportunity to hire advertising packages designed to get more customers and reinforce your brand.

## Participation in MOMAD LIVE Connect

Your participation as an exhibitor at the fair includes your company in the digital platform **MOMAD LIVE Connect**, through which, as a great novelty in this edition, you will be able to **contact the community of visitors, exhibitors and speakers**. Included in the Marketing, Communication and LIVE Connect Pack: €450 + VAT (1).

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

SERVICES INCLUDED	PACK INCLUDED IN PARTICIPATION
Exhibitor registration in the official list of online exhibitors available on the LIVE Connect platform and at ifema.es/Momad.	✓
Visibility of your company profile, including contact information, video or image, logo, general company information, activity, products, trade show booth, documents and links	✓
Access for members of the exhibiting company and manager of the company file.	✓
Access for staff users of the exhibiting company.	
<b>Product or service registration in the search engine</b>	<b>10</b>
Chat & eCall Service	✓
Register as an exhibitor in the platform	✗
Unlimited invitations for clients	✓



SERVICES INCLUDED	PACK INCLUDED IN PARTICIPATION
Access to all the Community of exhibitors registered	✓
Access to all the Community of visitors and buyers registered	✓
Organization of sessions, within the Conferences and Activities Program (one before the fair and the other one after the fair)	✗
Manage your program and agenda of conferences and activities	✓

## Optional advertising on the MOMAD LIVE Connect platform.

Exhibitors can request and contract the following services to increase the presence and promotion of their brand on the platform.

Optional brand awarness services	RATES (1)
3 Sponsored newsletters (max. 3 advertisers) 2 pre-fair and 1 post-fair	€ 900
Live stream webinar participation	€ 300
Advert display in LIVE Connect home page (max. 5 advertisers)	€ 2.000
Footer banner in LIVE Connect home page (max. 7 advertisers)	€ 300

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

## 14. Prepare your participation in MOMAD LIVE Connect

### 14.1. REGISTRATION AS A COMPANY AND ACCESS TO LIVE Connect.

Once we have received confirmation of your participation in **MOMAD September 2023** and the corresponding payment has been made. We will register your profile on the platform, the contact person will **receive a welcome and access email**. Then your profile will be published on the platform, associated with your company.

Remember to use an up-to-date browser.  
You will then need to enter a password.

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

The e-mail with which you have registered in LIVE Connect is personal and non-transferable and cannot be modified from the platform. If you need it, you can request it by email to **momad@ifema.es**

# Feel the Inspiration

Av. del Partenón, 5  
Madrid, Spain

**ifema.es**

