



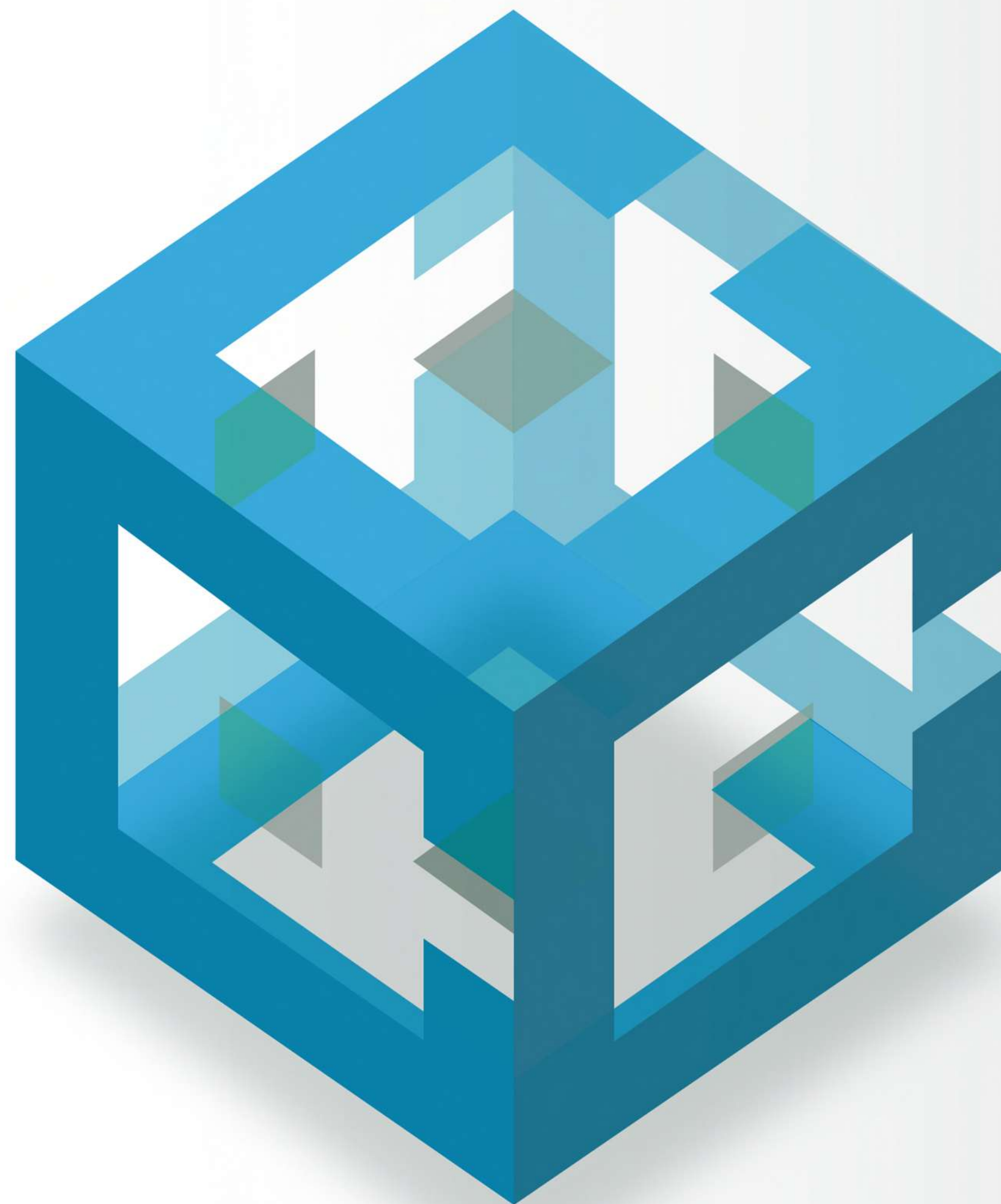
SEMANA INTERNACIONAL
DE LA **CONSTRUCCIÓN**

Exhibitor Guide

LIVE  Connect
IMPACTA 365D · CREA COMUNIDAD · CRECE

En coincidencia con:

 **matelec** | ELECTRICIDAD
INSTALACIONES
ILUMINACIÓN



05-08
Nov
2024

Recinto Ferial
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1. How to exhibit at PISCIMAD 2024?

1.1.

To reserve floor space, send the Application form to Fair Management. Applications may be filled out online at ifema.es/en/piscimad or sent by email: piscimad@ifema.es

Upon submission of the Application Form, 400€ payment of a reservation fee must be remitted to continue hiring and allocation process

1.2.

To participate in the Fair, the business activity of the company, public or private organisation must be within the scope of the sectors represented at PISCIMAD. Acceptance of applications and allocation of spaces are the exclusive right of the Fair Management.

1.3.

If the PARTICIPATING COMPANY appoints another company as the BILLING COMPANY, the Participation Application must include the particulars of both companies and be signed by both. Payments shall be made in accordance with the PISCIMAD calendar. If the designated company fails to pay IFEMA MADRID by the given deadlines, the PARTICIPATING COMPANY shall make payments on request from IFEMA MADRID.

1.4.

DATES FOR PAYMENTS TO BE MADE

- Space reservation fee to be paid together with the Application for Participation, the **amount of 400€**.
- On contracting the space, **the first 50% of the contracted space** must be paid before **March 31, 2024**, deducting the space reservation fee paid together with the Participation Application Form.
- **October 5, 2024**: deadline for **payment of 100% of the contracted space and services**.

1.5.

Signing and applying constitutes full acceptance of IFEMA MADRID's **General Rules of Participation**, as well as any general regulations established by the Fair organiser.

1.6.

Withdrawal by Exhibitor. Withdrawal by an Exhibitor from participation in the event is grounds for termination of the contractual relationship between IFEMA MADRID and the Exhibitor, for all purposes and with loss of any payments due to IFEMA MADRID at the date of notification. Withdrawal must be notified in writing to the Fair's Management. For the purposes of the preceding paragraph, the amounts due are those which the Exhibitor should have paid to IFEMA MADRID under the payment schedule set out in the Application for Participation. If the withdrawal has been notified to the Fair's Management within the thirty days up to the opening day of the event, IFEMA MADRID will require full payment for the space contracted. Regarding any of the services offered in the IFEMA MADRID Services Catalogue that the Exhibitor may have contracted before notification of withdrawal, the cancellation charges established in Article 7 of the General Conditions of Admission and Contracts In Fairs Organised by IFEMA MADRID available on its website shall apply.

1.7.

Space allocation: **PISCIMAD 2024** exhibitors who submit the completed application form before **March 1st, 2024**, together with payment of the reservation fee.



2. Types and Rates of participation

FLOOR ONLY – FREE DESIGN STANDS

RATES – Floor only:

From 32. sq.m to 100 sq.m 150€/sq.m.
From 100,5 sq.m to 250 sq.m142 €/sq.m.
From 250,5 sq.m117 €/sq.m.

Including:

• Space rental.

• Professional invitations in electronic format.

• Exhibitor passes

ASSEMBLY RIGHTS

The company in charge of the assembly work for the free design stands must pay IFEMA MADRID free design stands must pay IFEMA MADRID, prior to the start of said work, the corresponding assembly fees for the services rendered during the assembly period. services provided during the period of assembly and dismantling of the fair: Health Assistance Service (ATS), inspection of electrical installations, connections and supply of electricity during assembly and dismantling, use and maintenance of paint rooms, personalised service to the assembler and individualised signposting of spaces.

All Exhibitors opting for construction under the **Floor Only** modality must submit the free design project, floor plan and front and side elevations to the Technical Secretariat of the IFEMA MADRID Exhibition Services Department sectecnica@ifema.es for approval, **29 September 2024**.

RATES FOR ASSEMBLY FEES

- **Spaces without decoration or occupied by carpeting or flooring** - Rate TYPE A: 2.72 €/sq.m + VAT (1)
- **Basic modular stands in aluminium or similar** - Rate TYPE B: 5.45 €/sq.m + VAT (1)
- **Modular design stands in aluminium, carpentry stands and other materials** - Rate TYPE C: 8.58 €/sq.m + VAT (1)

RATES FOR COMPULSORY CONTRACTING SERVICES

Being an exhibitor entails taking out the following services:

- Civil Liability Insurance (covers up to 60.000€):71,41€ + VAT (1)
- Multifair Insurance (covers up to 50.000€):.....67,79€+ VAT (1)
- Minimum energy consumption (0.13kw/sq.m):7,430€/sq.m + VAT (1)
- Communication and Marketing + LIVE Connect Conecta:240€ + VAT (1)
- Installation fees.

SPECIFIC RULES FOR THE ASSEMBLY OF FREE-DESIGN STANDS

- **All companies will be obliged to assemble their stand, including at least the median walls with the wall of the hall or with other stands, and present the occupational hazard protocol.**
- Companies opting for free construction of their stands must send the project to the IFEMA MADRID Technical Secretariat for approval before **29 September 2024**: sectecnica@ifema.es.

If the project is to have any element hanging from the hall ceiling, we inform you that it is compulsory to contract the hanging points with the fair (see online rates in the exhibitors' area) and to submit an exclusive rigging project to: inspeccion.rigging@ifema.es

The rules for rigging will be those included in the General Rules of Participation of Exhibitors in Exhibitions Organised by IFEMA MADRID.

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

2. Types and Rates of participation

MODULARS STANDS

Modular Premium.

The minimum surface area to be requested for modular stands is 16 sq.m.

Applicable for all customizable modular stand contracts.

Participation as an exhibitor implies the compulsory contracting of:

Communication and Marketing Pack + LIVE Connect Conecta..... 240 € + VAT (1) Includes:

- LIVE Connect B2B Networking Tool.
- WIFI Premium for 3 users. The Wi-Fi service will only be available but not included. For all other companies, this operation is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for the VAT which, where applicable, is due in their country of establishment. The applicable VAT rate will be the rate legally in force on the date of accrual of the service.
- PISCIMAD Newsletters and RRSS with content from participating companies.
- Exhibitor List Preview: digital content and newsletter that will be sent periodically updated to all Fair participants (visitors, participants, media).
- Official Online Participants' Catalogue: effective tool to prepare visits, close meetings, carry out advanced searches and find out about the participants' products and services in detail.
- Online Visitor's Guide: Includes location map, list of participants, programme of activities and services offered by IFEMA MADRID.
- Interactive Information Points at the Fair: located at different strategic points throughout the Fair. Accessible to visitors, with the possibility of searching for participants and printing individualised location maps.
- Pavilion planners: Information about the stand and stand holder in the pavilion.

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

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

The elimination or substitution, by the exhibitor, of any training element of the modular stand does not imply a reduction in the cost. All the material used, both structural and electrical, is for hire and any deterioration will be invoiced according to the rates in force.

In addition, any exhibitor may hire elements that listed in the IFEMA MADRID Services Catalogue available in the Expo Area.

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2. Types and Rates of participation

PREMIUM MODULAR STAND



ORIENTATIVE DRAWING

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GENERAL CHARACTERISTICS:

MINIMUM SURFACE AREA: 16 sq.m

Stand 16 sq.m	4.050€ + VAT (1)
additional sq.m.....	218€ + VAT (1)

TECHNICAL CHARACTERISTICS:

STAND:

- Space for rent.
- Chipboard wall structure painted in matt white plastic (default), other colours available in the Expo Area.
- Stand open to one or more aisles depending on location.

FAIR TYPE CARPET

In jasper grey colour, other colours available at **Zona Expo**

WAREHOUSE with door in the following proportion:

- Up to 16 sq.m.....1x1
- From 16.5 to 32 sq.m2x1
- From 32.5 sq.m:3x1

FURNITURE (irrespective of sq.m contracted):

- 1 White Katyn Table (6RL02002)
- 1 Tana White Counter (6RL08002)
- 2 Madrid Chair (6RL01001)
- 1 Lima Stool (6RL01062)



ELECTRICAL POWER AND LIGHTING:

- Lighting by means of led spotlights on rail at a rate of 1 spotlight every 3 sq.m of stand.
- Electrical panel with magneto-thermal differential, prepared for a power of 130 w/sq.m, and a built-in 500w socket.

STAND SIGNAGE:

Standard lettering with exhibitor's name and stand number. It must be indicated **in Zona Expo (maximum 20 characters)**.

TYPE A CLEANING:

First cleaning with removal of the plastic covering the carpet and a daily cleaning of the floor, once a day.

SERVICES INCLUDED

- Minimum electricity consumption (0,13 Kw/sq.m)
- Civil Liability Insurance
- Multifair Insurance
- 1 parking space

OBLIGATORY CONTRACT

Communication and Marketing Pack + LIVE Connect Conecta.....240 € + VAT (1)

1. INSURANCE

Civil liability (coverage up to 60,000 €) and multi-fair (coverage up to 30,000 €), corresponding to fire, lightning and/or explosion insurance for the exhibited goods and own and/or rented decorative material, whose premiums are 71.41 € and 67.79 € + VAT (1) respectively. Liability and multi-fair insurance will be invoiced for each assigned stand, regardless of whether it is an individual or grouped participation. Included in the turnkey stand modality.

2. ELECTRICAL ENERGY

Minimum electricity consumption for the general connection and minimum electricity supplies (0.13 kw/sq.m) during the event and the periods of entry and exit of goods, the premium for which is 7.430€/sq.m + VAT (1).

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3. COMMUNICATION & MARKETING: PISCIMAD LIVE Connect

PISCIMAD LIVE Connect generally encompasses the following services:

- **LIVE Connect B2B Networking Tool**
- **Premium Wi-Fi for 3 users.** The Wi-Fi service will only be available in the 5 GHz Wi-Fi band, for which you must have receiving devices compatible with this band. Please check the technical characteristics of the devices you are going to connect via Wi-Fi during the fair and make sure they can connect to the 5 GHz Wi-Fi band.
- **PISCIMAD Newsletters and RRSS with content from participating companies.**
- **Exhibitor List Preview:** digital content and newsletter that will be sent periodically updated to all trade fair participants (visitors, participants, media).
- **Official Online Participants' Catalogue:** an efficient tool to prepare visits, close meetings, carry out advanced searches and find out about the participants' products and services in detail.
- **Online Visitor's Guide:** Includes location map, list of participants, programme of activities and services offered by IFEMA MADRID.
- **Interactive Information Points at the Fair:** located at different strategic points of the Fair. Accessible to visitors, with the possibility of searching for participants and printing individualised location maps.
- **Pavilion planners:** Information about the stand and stand holder in the pavilion.

4. SERVICES

Expo Zone: accessible from ifema.es/piscimad, which will allow you to:

- On-line Budgeting System. Both for your participation and for the services you may need.
- On-line contracting of space and services.
- Consult your on-line invoicing statement of accounts at any time.
- Consult the Exhibitor's Calendar.
- Consult how your modular stand will be set up (warehouse and enclosures).
- Manage and print your Exhibitor Passes and Invitations (see point 4).
- Fill in and update the details of your company and products for the official catalogue of the Fair.

4. Exhibitor passes and e-invitations

4.1.

To guarantee the professional nature of the fair, access controls will be carried out to validate the correct reading of passes during access to the fair.

Each exhibitor will receive, depending on the area allocated, a number of exhibitor passes and a maximum of 2000 electronic invitations for their clients (depending on the area contracted).

EXHIBITOR PASSES, nominative in the name of the exhibitor company:

- Up to 32 sq.m 6 passes
- From 32.5 to 63.5 sq.m..... 10 passes
- From 64 to 100 sq.m.....18 passes
- From 100.5 to 150 sq.m32 passes
- + More than 150,5 sq.m.....38 passes

INVITATIONS

- Up to 32 sq.m 300 invitations
- From 32.5 to 63.5 sq.m..... 700 invitations
- From 64 to 100 sq.m..... 1000 invitations
- From 100,5 to 150 sq.m1500 invitations
- + More than 150,5 sq.m.....2000 invitations

4.2.

Each exhibitor may apply for additional exhibitor passes at a cost of **5€/unit**, by emailing piscimad@ifema.es

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4.3.

Visitor invitations can be sent from Zona Expo, personalising them with the name and logo of the exhibitor company so that they can send them to their clients. Your customers must register on-line, through the professional registration on the **ifema.es/piscimad** website, to obtain a direct access pass that will be valid for all the days of the fair. It will also give them access to LIVE Connect.

PROFESSIONALISM OF THE FAIR. NO VISITORS UNDER 16 YEARS OF AGE AND NON-PROFESSIONALS IN THE SECTOR.



5. Co-Exhibitors

Piscimad

Companies must be notified and registered as co-exhibitors (companies participating in PISCIMAD in the same space as the company owning the stand).

The condition of co-exhibitor implies the compulsory contracting of the elements included in the Communication and Marketing Participate elements, the price of which is €240 + VAT (1). Each exhibitor will be responsible for registering their co-exhibitor companies in the catalogue.

The exhibiting company must register the co-exhibiting company/companies in the Expo Zone/Modality of Participation/New/co-expo.

Each exhibitor shall be responsible for registering its co-exhibitor companies in the Expo Zone.

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6. Complementary Services

Once the space has been allocated, you will be able to access the IFEMA MADRID Services Catalogue (ECOMMERCE), which includes the services that can complement your participation in the fair: hostesses, furniture, internet, parking...

- A **5% discount will be applied** to the prices of services complementary to participation in the fair which are contracted through the Expo Zone of the PISCIMAD website up to 1 month before the start of assembly (**29 September 2024**).
- These rates are subject to periodic modification depending on the evolution of costs. Updated prices are available at the time of contracting on **ECOMMERCE**.
- Please note that there is a **25% surcharge** for services booked **15 days before the start of the installation**.
- This booking channel, Exhibitors' Area, will be closed one day before the start of assembly (**28 November, 2024**).

(Not included are the mandatory minimum services, outdoor advertising, meeting rooms and trade fair payment terminal and specific trade fair services such as exhibitor passes, etc.).

Do you want to build your stand with us?

For exhibitors who have contracted floor space or free design only

Comprehensive stand design service: IFEMA MADRID offers not only modular stands but also a modular stands a comprehensive service, with our maximum guarantee and fully adapted to your needs. fully adapted to your needs. We take care of the planning of your space, design, assembly and dismantling. Request, free of charge and with no obligation, a project adapted to your needs needs by sending an email to infodesign@ifema.es

Recommendations for the design and construction of free-design stands. Consult the recommendations and updated regulations at ifema.es/soporte

[I WANT TO KNOW MORE](#)

Graphic decoration for stands modular

For exhibitors who want to personalise their stand

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

You can customise your modular stand with our Decoration service. Stand Graphics decoraciongrafica@ifema.es

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

You can contract services and furniture from IFEMA's Services Catalogue. MADRID, or find more information in Expo Zone.

Outdoor and Digital Advertising

Advertising projects adapted to your needs

- Various outdoor advertising supports in different areas of the fairground to promote your brand, products or services. to promote your brand, products or services.

Presence in online media

- Possibility of connecting in a unique way with the audience, before, during and after the fair. In addition to communicating your participation and attract professionals

[MORE INFORMATION HERE](#)

Other services of interest

On the fair website ifema.es/piscimad you will find a list of other services, regulations and documents that may be of interest to you

- Communication for catering at stands.
- Occupational risk prevention and coordination of business activities.
- Application for authorisation for private security at stands.
- Application for authorisation to install wifi.
- Application for authorisation for antenna cabling.
- Application for authorisation to hang structures/ rigging.

7. Days and times of Build up/dismantling and entry/ withdrawal of merchandise

- 1. ASSEMBLY OF FREE DESIGN STANDS:**
From 29 to 31 October from 8:30 a.m to 9:30 p.m.
On 1 and 2 November from 8:30 a.m to 7:30 p.m.
- 2. DELIVERY OF MODULAR STANDS:**
3 November, from 8: 30 a.m to 9: 30 p.m.
- 3. ENTRY OF MERCHANDISE AND DECORATION MATERIAL**
3rd and 4th November from 8.30 a.m to 9.30 p.m. From 7 p.m. onwards, entry will only be possible through the pedestrian gates, closing the goods gates to proceed with the installation of recyclable carpeting.
- 4. GOODS AND DECORATION MATERIAL**
8th November from 4:30 p.m. to 24:00 p.m.
8th November from 4.30 p.m. to 5.30 p.m., exit through the pedestrian gates only to remove recyclable carpeting. After this time, the merchandise gates will be open until 24:00 p.m.
- 5. DISMANTLING OF FREE DESIGN STANDS**
9 and 10 November from 8:30 a.m. to 7:30 p.m.
11 November from 8:30 a.m. to 9:30 p.m.



8. Other relevant information

1. **No fitters or exhibitors will be allowed access**, nor will they be allowed to carry out assembly or fitting out work on the stands **outside the days and times indicated in the exhibitor's calendar**.
2. **Exhibitors who have not paid in full for the space contracted** and the costs of the services requested shall not be authorised to occupy the space and, where applicable, shall not be handed over the modular stand.
3. The exhibitor is obliged to attend and remain with the products exhibited on his stand during the entire period of operation of the fair; **From 5 to 7 November 2024 from 9:00 a.m to 7:00 p.m and on 8 November 2024 from 9:00 a.m to 4:30 p.m**. Failure to comply with these regulations could mean the loss of the right to preferential renewal of the space allocated.
4. **Exhibitors will be able to access their stands from 9:00 a.m and leave them from the close of the fair until 18:30 p.m.**
5. The direct sale of any **type of articles exhibited at the fair is strictly forbidden**, articles exhibited at the fair is strictly forbidden.
6. IFEMA MADRID offers exhibitors participating in the fair the IFEMA MADRID Convention and Congress Centre for **the rental of rooms for receptions, conferences, press conferences, etc., or other professional activities within the fairgrounds**. To request a quote, please send an email to: convenciones@ifema.es.
7. **Noisy demonstrations that may disturb other exhibitors are prohibited**. other exhibitors and may not exceed 60 decibels.
8. **The exhibitor authorises the total or partial reproduction of the products on display which IFEMA MADRID may need and/or reproduce in its promotional material. It is not allowed to generate storage areas and stockpiling of materials (back of stand, materials...).**
9. **The exhibitor undertakes to comply with environmental protection regulations**. He must therefore also comply with the environmental protection guidelines.
10. **Water used for cooking, treating food or cleaning objects that come into direct contact with food must be obtained from adequately hygienic taps**. Drawing water from toilets is prohibited.
11. **Hand-delivered advertising inside and outside the hall is strictly forbidden, unless expressly authorised by the fair management**.
12. As a general preventive measure, due to the concurrence of activities, **it is compulsory to wear a protective helmet, a high visibility waistcoat and safety footwear during the assembly and dismantling phases of the fair in all exhibition areas**. Access will not be permitted without the equipment.



9. 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 focused on the following SDGs: 8, 9, 11, 12, 13, 16 and 17.

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



Piscimad

Participation as an exhibitor in person implies the automatic contracting of a Connected Participation in PISCIMAD LIVE Connect during the preparation and holding of the fair (Marketing and Communication Pack + LIVE Connect).

Exhibitors with a stand and their co-exhibitors can also purchase subscriptions.

1. PISCIMAD LIVE Connect registration

Registration with LIVE Connect as an exhibitor or co-exhibitor company includes basic functionalities. Registration of the company file in the official interactive online list of exhibitor companies: **official list of exhibitors** accessible on the LIVE Connect platform and at **ifema.es/piscimad**, which allows exhibitors and visitors to prepare for the fair in advance. Each exhibitor's file includes contact details, video or image, logo, general company information, activity, products and links.

LIVE Connect participants can perform advanced and alphanumeric searches, mark companies as favourites, chat or request an appointment at the show.

2. PISCIMAD LIVE Connect RATES

DIGITAL CONECTA PACK.....240€ + VAT (1)

- Registration as a participating company in display mode.
- Preference on the platform as a prominent exhibitor on the platform's home page.
- Company file with general information about the company, products and services.
- Unlimited registration of persons in the community.
- Registration of 6 people in the community for networking.
- Unlimited product registration.
- Inclusion of 1 promotional video in your participant file.
- Publication of 1 news item in the corresponding section of the platform (*must be sent to the management of the event, which will then publish it).

3. HOW TO ACCESS THE PLATFORM.

You will receive a Welcome@ email to the email address you specified as the main contact when you registered with Piscimad. The sender of the email is **"noreply@ifema.es"**, please check your inbox and spam folder. Remember to use an up-to-date browser (not Microsoft Explorer).

You must click on the **"Access LIVE Connect"** button, you will be presented with a screen to fill in.

- **Case 1:** If you have an IFEMA account with the e-mail address you entered as your main e-mail address, enter it + log in.
- **Case 2:** if you do not have an account, you must click on "Create account" with the email address you entered as your main contact.

IMPORTANT: in both cases it must be the email to which the welcome email was sent.

You can now see the main buttons of the platform. Please note that some functionalities (list of exhibitors, sessions, etc.) may still be inactive.

You will see that you have 2 profiles:

- The personal one, with contact details, position, interests, etc.
- The company profile, which can be accessed from the "Exhibitor Area" in the top right-hand corner.

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

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10. Piscimad LIVE Connect

4.

EDITING THE COMPANY PROFILE AND PERSONAL PROFILES

To edit your profile, you must enter the platform, access your user profile which you will find on the top right-hand side of the platform, a drop-down menu will appear, you must enter "**Exhibitor Area**".

In addition to general company information, you can add a video and a header background, products and brands. It is very intuitive, but we will help you if you have any doubts on the following phone number: (34.91) 722 30 00 or by email to atencionalcliente@ifema.es

Complete your personal profile and make it visible so that community participants can request you as a contact, suggest a meeting time or chat with you. Profiles with a photo are more attractive.

Remember that the more company details you fill in and the more products, content and images you upload, the more chances you have to make contacts..

5.

ADD PRODUCTS

In **LIVE Connect** you can search for companies, persons and products. and product searches. Be sure to take advantage of the possibility to include name, information and images of your products so that participants can view your information.

From the "**Exhibitor Area**" by logging in from your profile within LIVE Connect, you can access "Products" from the left-hand side to add them.

6.

NETWORKING

PISCIMAD LIVE Connect will allow you to enrich and nurture your sales team's network of professional contacts by qualifying leads from all over the world.

REQUEST A CONTACT OR MEETING WITH PARTICIPANTS IN THE LIVE Connect COMMUNITY

LIVE Connect gives you the opportunity to search for contacts among its participants.. You can use filters by country, activity, job title, products of interest, etc... for your searches. Once you have located the leads you can chat with them, ask them for contact or invite them to a meeting at a trade fair or by videoconference. Be proactive and take advantage of the possibility to build up a good contact list.

ACCEPT CONTACT OR MEETING REQUESTS

In **LIVE Connect** as an exhibitor you can receive messages, meeting requests at the trade fair or by video call and contact requests. They are addressed to a member of the team, and you can schedule your appointment schedule well in advance.

LOOK FOR OTHER EXHIBITING COMPANIES WITH WHOM YOU CAN DO BUSINESS WITH

You may find interesting partners, distributors or suppliers among them. suppliers among them. You can chat with them and request contact or a meeting.

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11. Advertise and communicate your presence at the fair

11.1.

Prepare promotional activities complementary to your participation as an exhibitor; presentations to customers, industry, media, etc.

11.2.

Inform the media of your presence at the fair.

11.3.

Promotional elements: use the promotional elements available at the fair; banners, advertising in the exhibitors' catalogue; outdoor advertising on the fairgrounds...

11.4.

Communicate your news to the media, other exhibitors and trade visitors by publishing your news free of charge.

11.5.

IFEMA MADRID services catalogue: prepare the necessary material for your participation in the fair, free design stand project or customisation of your modular stand, preparation of the material and leaflets to be exhibited, necessary personnel, services, catering, decoration, etc.

11.6.

Personalised invitations: send personalised invitations with the stand number to be made available in digital format.

11.7.

Visas: if the staff of your company or of your co-exhibiting companies need a visa to attend the fair, you can apply for it from the PISCIMAD Expo Zone to the PISCIMAD secretariat, confirming your participation.

11.8.

LIVE Connect: send all registered trade visitors at the meeting point information about your products and services. meeting point; information about your products and services. In addition, make appointments with visitors and other exhibitors registered on this platform.

11.8.

Conferences, presentations, press conferences: if you wish to hold an event or product presentation during PISCIMAD and you will need a room at IFEMA MADRID, you must request it in advance in order to book it.

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12. Calendar

When?	What to do?	Where?
From November	Send IFEMA MADRID the PARTICIPATION REQUEST form, together with the amount of 400€ as a space reservation fee.	Online application - ifema.es/piscimad
Before 31 March 2024	PAYMENT OF THE FIRST 50% of the contracted space minus the space reservation fee paid together with the Participation Application Form.	Expo Zone - ifema.es/piscimad
From 29 April 2024	From this date onwards, services can be contracted online, through Servifema, either by sending an e-mail to servifema@ifema.es or directly at the Exhibitor Service Desk, located in the central avenue between halls 6 and 8.	<u>servifema@ifema.es</u>
29 September 2024	Deadline for the submission of free-design stand projects.	
29 September 2024	Deadline for contracting additional services, furniture, assembly of prefabricated stands, parking... through Ecommerce with a 5% discount on the prices shown in the Services Catalogue. These rates are subject to periodic modification depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Expo Zone space.	<u>servifema@ifema.es</u> ifema.es/piscimad
5 October 2024		
8 October 2024		
12 October 2024	Deadline for choosing the colour of the carpet .	
21 October 2024	Deadline for completing your modular stand sign at Expo Zone .	Expo Zone - ifema.es/piscimad
From 22 October 2024		

When?	What to do?	Where?
29 October to 2 November 2024	Free design stand assembly From 29th to 31st October from 8:30 a.m to 9:30 p.m. 1 and 2 November from 8.30 a.m to 7.30 p.m.	
3 November 2024	Delivery of modular stands from 8:30 a.m to 9:30 p.m.	
3 and 4 November 2024	<ul style="list-style-type: none">Entry of goods and decoration material from 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.	Trade Fair Services Management
From 5 to 8 November 2024	Celebration of the show <ul style="list-style-type: none">Visitors: from 9:30 a.m to 6:30 p.m. Last day until 5:30 p.m.Exhibitors: from 9:00 a.m to 19:00 p.m.	
8 November 2024	Departure of goods and decoration material <ul style="list-style-type: none">8 November from 4:30 p.m. to 12:00 p.m.8 November from 4.30 p.m. to 5.30 p.m., exit through the pedestrian gates only for the removal of recyclable carpeting. After this time, the merchandise gates will be open until 12:00 p.m.	Trade Fair Services Management
From 9 to 11 November	Dismantling of free design stands: <ul style="list-style-type: none">9 and 10 November from 8.30 a.m to 7.30 p.m.11 November from 8:30 a.m to 9:30 p.m.	Trade Fair Services Management

13. Frequently Asked Questions (FAQ)

Date	Question	Answer
Announce my presence at the fair	How can I announce my presence at the fair?	<ul style="list-style-type: none">• Submit news for publication. In Expo Zone.• Use the available banners. In Expo Zone.• Send invitations to your customers. In Expo Zone.
	Catalogue and promotional items	Is the hiring of promotional items mandatory?
Celebration of the fair	When does PISCIMAD take place?	From 5 to 8 November 2024.
	What are the opening hours of the fair?	From 9:30 a.m to 6:30 p.m. Last day until 4:00 p.m.
	Which halls does PISCIMAD occupy?	It occupies pavilions 4, 6 and 8.
Contracting of services	Where can I view and contract services?	At ECOMMERCE .
	Discounts	By contracting the services through ECOMMERCE you will receive a 5% discount on the price of each service up to one month before installation (29 September 2024) . These rates are subject to change periodically depending on the evolution of costs. Prices updated at the time of contracting are available on the institutional website in the ECOMMERCE space. (Not included are the mandatory minimum services, outdoor advertising, meeting rooms and trade fair payment terminal and specific trade fair services such as exhibitor passes, etc.).
	Increase due to last minute hiring	There is a 25% surcharge for bookings made via ECOMMERCE from 15 days before the installation (22 October 2024) .
	Until what date can I contract services?	ECOMMERCE will be available until 1 day before the start of the assembly (29 October 2024) . After these dates, bookings must be made through the Call Centre (+34) 91 722 30 00 or by mail: servifema@ifema.es

13. Frequently Asked Questions (FAQ)

Date	Question	Answer
Billing	Amounts and timing of payments	<ul style="list-style-type: none">• Space reservation fee: to be paid together with the application form, the amount of €400.• Before 31 March 2024: upon contracting the space, payment of the first 50% of the contracted space will be made, deducting the space reservation fee paid together with the Participation Application.• 5 October 2024: deadline for payment of 100% of the contracted space and services.
	Which bank accounts can I use?	In the Participation Application Form , you will find the numbers of the current accounts of the different entities where you can make the deposits.
	Where can I see my statement of accounts and invoices?	In Expo Zone . Also, once the fair is over.
	Who do I contact if I need an invoice instead of a statement?	Send an email to servifema@ifema.es .
Invitations	Where can I find invitations for my clients?	We will send you a document with the invitations, linking to the direct access to the free visitor registration, through Expo Zone .
Assembly and disassembly	Can I access with my vehicle?	During assembly and dismantling , yes. Depending on the type of vehicle, you will be charged a different rate. During the fair, it is strictly forbidden to park in the vicinity of the halls. Cars must be parked in the fitters' car park during assembly and dismantling.
Exhibitor passes	How do I get my exhibitor passes?	Exhibitor passes can be issued from the Expo Zone.
	How many exhibitor passes am I entitled to?	Up to 32 sq.m 6 passes From 32.5 to 63.5 sq.m..... 10 passes From 64 to 100 sq.m..... 18 passes From 100.5 to 150 sq.m32 passes + More than 150,5 sq.m.....38 passes

13. Frequently Asked Questions (FAQ)

Date	Question	Answer
Assembler passes	Are fitter's passes necessary during the assembly of the fair?	No. The requirements to be allowed to ride are to have paid 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 on our website ifema.es .
Parking passes	I have contracted parking spaces; how and where can I collect them?	You can collect your parking badges from two days before the start of the fair at the exhibitor service desk, located on the central boulevard between halls 6 and 8 .
Fair floor plans	Where can I find the plans of the fair?	Links to the hall plans and hall layouts can be found in the exhibition contract letter. Please keep this link. We will update it regularly.
	Who are my neighbours?	Links to the hall plans and hall layouts can be found in the exhibition contract letter. Please keep this link. We will update it regularly.
	Where can I find a partial plan of my space?	You will find a partial map of your location in the exhibition contract letter and in the Expo Zone .
	How do I access the site?	See the venue access maps at piscimad.ifema.es .
Budget	Can I get a free quotation?	Yes , you can make a participation quotation to evaluate your possible participation in the fair without any obligation.
Booking of rooms	Who do I contact to hire a room?	If you need to book a room, please contact the Convention and Congress Centre: convenciones@ifema.es .
Carpet and wall colour	Can I choose the colour?	If you have contracted an equipped stand package you can choose the colour of the carpet and the paint on the walls before 12 October 2024 via the Expo Zone.
Stand sign	Can I put the company title on the stand sign?	If you have booked an equipped package, you have to indicate the name of the sign before 21 October 2024 via Expo Zone.

13. Frequently Asked Questions (FAQ)

Date	Question	Answer
Turnkey stands	Where can I see a picture of the stand?	At piscimad.ifema.es. In the Expo Zone . In the description of the PISCIMAD Zone modular stand.
	Can I customise my stand?	YES.
	Can I redecorate my stand?	Yes, if the Specific Assembly Rules of the fair are complied with .
	Can I vinyl the walls of my stand?	Yes, please check with the Technical Secretariat for exact wall measurements: stecnica@ifema.es .
	What are the exact dimensions of my stand?	See General Rules of Participation and/or contact the Technical Secretariat: stecnica@ifema.es .
	Who can advise me on how to improve my stand?	You can contact the stand design service or graphic stand decoration. decoraciongrafica@ifema.es .
	What furniture is included in the stand?	In the document corresponding to the stand you have contracted ; you can see the furniture included with the stand.
Free design stands	What is the maximum permitted building height?	Consult the general rules of participation or contact the Technical Secretariat. stecnica@ifema.es .
	Do I have to pay an installation fee?	Yes ; check current rates on (+34) 91 722 30 00.
	Where can I find a document with the assembly instructions?	See General Rules of Participation at ifema.es and/or consult: stecnica@ifema.es .
	Do I have to send a project for my stand?	Yes, for approval, to the Technical Secretariat: stecnica@ifema.es .
	Can I hang structures or hire rigging?	Yes; see in-service rigging standards / hanging points: stecnica@ifema.es .
Expo Zone	Where do I get my access codes?	We will send you an email with your passwords. If you cannot find them or if they are no longer valid, please contact the Call Centre: (+34) 91 722 30 00.



15. Expo Zone ¡New!

Accessible from ifema.es/piscimad; in the Expo Zone you will have the following documentation available which you can access when you receive the access email for your user profile:

- **Statement of accounts, invoices and payments**
- **Exhibitor's calendar**
- **Stand and hall plan**
- **Stand design project/rigging project**
- **Exhibitor passes and invitations**
- **Visa management**
- **Documents**
- **Management of profiles and participations**
- **Contracting of extra services through our E-commerce**

If you need assistance to access or navigate through our new Expo Zone, you can contact our customer service:

atencionalcliente@ifema.es



Promote your brand		Contact
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.	(+34) 91 722 53 40 (+34) 91 722 53 08 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 decoraciongrafica@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 infodesing@ifema.es
Organize and decorate your space		Contact
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
Cold and kitchen equipment	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
Telecommunications and IT	We have the latest technology in equipment and connectivity to cover all communication needs.	(+34) 91 722 30 00 telecomunicaciones@ifema.es



16. IFEMA MADRID Services

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Organize and decorate your space		Contact
Support staff	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
Cleaning and waste containers	Audiovisuals 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
Audiovisuals	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		Contact
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.	(+34) 91 722 30 00 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		Contact
E-commerce: Last minute Services Catalogue	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	(+34) 91 722 30 00 atencionalcliente@ifema.es



Department	Contact		
Exhibition Management	Managing Director	Alberto Leal	(+34) 91 722 30 00 piscimad@ifema.es
	Commercial Manager	Beatriz Pérez Frade	
	Secretariat	Patricia de Carlos - International Virginia Montouto - National	
Expo Zone	Call Center		(+34) 91 722 30 00 atencionalcliente@ifema.es
Exhibition Services Department Technical Department			(+34) 91 722 30 00 stecnica@ifema.es
Servifema			(+34) 91 722 30 00 servifema@ifema.es
Convention and Congresses	<ul style="list-style-type: none">• 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 (Protocol)	<ul style="list-style-type: none">• Institutional visits.• Guided visits.• Protocol for all events.• Institutional relations.		(+34) 91 722 30 00 infoifema@ifema.es

Department	Contact
Security and Self-Protection Services	<ul style="list-style-type: none">• General security.• Accesses to the Exhibition Centre.• Parking. <div>(+34) 91 722 50 65 dseguridad@ifema.es</div>
Medical Service and Security Emergencies	<ul style="list-style-type: none">• Security and medical emergencies.• Medical attention for exhibitors and visitors during the exhibition, stand assembly and stand dismantling <div>(+34) 91 722 54 00</div>
Outdoor Advertising	<ul style="list-style-type: none">• Booking outdoor advertising at the venue. <div>(+34) 91 722 53 40/08 publicidadexterior@ifema.es</div>

Thank You

