PRIVEL

My Private Label Madrid

03-04 Nov 2027

ifema.es



The best brands need the best partners

Exhibitor's Guide and Specific Rules of Participation

In collaboration with:

Alimarket

IFEMA MADRID

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1. HOW TO PARTICIPATE. RULES AND REGULATIONS

1.1 Dates, Opening Hours and Venue. Sectors Covered

PRIVEL 2027 will take place at the IFEMA MADRID exhibition centre on 3 and 4 November 2027. Opening hours will be from 09:30 a.m.to 5:30 p.m. on 3 November and from 9:30 a.m to 5:00 p.m on 4 November. The exhibition will be held in Halls 12 and 14.

Exhibitors will have access to the venue from 8:30 a.m and may remain on-site until 6:30 p.m, and until 6:00 p.m on the final day.

The digital event on liveconnect will be open from 1 June 2027 to 31 December 2027.

The exhibition is strictly trade-only.

Sectors covered at PRIVEL:

- Food Sector:
  - Pasta, canned goods and pulses
  - Dairy products and derivatives
  - Frozen food
- Beverages
  - Etc.
  - Non-Food:
  - Personal hygiene
  - Home cleaning and household care
  - Cosmetics and personal care
  - Etc.
- Pet Care

1.2 What do I need to do to participate?

The participation process begins by completing the online Participation **Application Form** within the established deadline. The form is available on the exhibition website.

This form enables us to provide you with complete information and prepare a tailored participation proposal. Reservation and payment deadlines can be checked directly in the form and in the Exhibitor Calendar.

Submission of the Participation Application Form implies full acceptance of the **General Participation Regulations for Exhibitions organised by IFEMA MADRID**, the technical annexes, the Specific Regulations for this edition, and any general or specific provisions established by the exhibition organisers.

The exhibiting company is the entity that will participate in the exhibition and in whose name the Participation Application Form is submitted.

In order to apply, the exhibitor's activity — whether a company or a public or private organisation — must fall within the sectors covered by the exhibition.

By clicking the submit button, the company confirms to IFEMA MADRID its genuine interest in participating as an exhibitor and in receiving a participation proposal.

If the process is not completed, the same application platform allows companies to request information and quotations without this constituting a formal participation request.

If the CONTRACTING COMPANY designates another entity as the INVOICING COMPANY, the details of both must be included in the Participation Application Form. Changes to the invoicing company will not be authorised once the first invoice has been issued.

1.3 Space Booking and Allocation

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

Space is booked by completing the online Application Form available on the website, together with payment of the space reservation fee.

Applications to participate will be processed strictly in the order in which they are received, along with payment of the space reservation fee (the latter being an essential requirement and determining the date on which the application to participate as an exhibitor is registered).

The exhibitor will receive the exhibition contract, together with the statement of account and a floor plan showing the location and dimensions of their stand(s), once the stand has been allocated; from that point onwards, they will be able to access the 'Zona Expo' client portal to manage their participation.

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

The allocation of spaces will be carried out by the event management, taking into account the overall needs of PRIVEL, sectoral organisation and image, whilst endeavouring to accommodate companies' preferences and groupings of products of a similar style, subject to availability.

IFEMA MADRID

1. HOW TO PARTICIPATE.

1.4 Your exhibitor plan. The digital platform you have access to with your Plan.

Conecta Exhibitor Plan

Participation as a main exhibitor at the fair requires the purchase of the CONECTA EXHIBITOR PLAN for €430.

This plan includes the following services:

- Promotion of participation in the fair through inclusion in the list of exhibitors, which is freely accessible on the fair's website and shared as a link in industry communications.
- Presence as exhibitors at liveconnect. The digital event extends the duration of the fair beyond its actual dates, provides additional content on the exhibition offering and industry news, and is accessible to registered exhibitors and visitors.
- Registration of 5 products or services associated with the company profile on liveconnect.
- Presence during the fair on the hall plans and lists of exhibitors.• Access to IFEMA MADRID's "ZONA EXPO" customer portal to manage participation.
- Exhibitor passes according to the contract (see point 2.2).
- Online invitations according to the contract (see point 2.2).
- Transport discount vouchers.
- Premium Wi-Fi connection for 3 users throughout the fair (these connections will only work with devices that allow connection in the 5 GHz band). The password is enabled for the duration of the fair and until the last day of dismantling and is sent by email to the owner's address at least 48 hours in advance.
- Access to liveconnect for the shareholder, with connection features designed to generate business opportunities.

- **Features for connecting with other users to generate business opportunities for 1 user on liveconnect:**
  - Search for new contacts between registered visitors and exhibitors.
  - Communicate with contacts via chat.
  - Arrange business meetings with contacts, either in person during the trade fair or via video conference after the event.
  - Requesting business meetings with other exhibiting companies.
  - Setting your personal availability for meetings.
  - Scanning visitor and counter passes.
  - Viewing and downloading your personal contact list.

What will you find in liveconnect?

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

Business and networking
Identifyleads to generate business and schedule high-value meetings.

Post-fair ecosystem
Activity and visibility after the fair: access and share content, participate in challenges, and much more.

Positioning
Highlight your company and increase the visibility of your offering.

What can I do from my company module on liveconnect?

- Update my company's details as they appear in the online catalogue and at the digital event.
- Add products and services, which will be visible at the digital event.
- Register users on my team so they can access liveconnect.
- Manage the company's schedule and the meetings taking place at the stand during the trade fair.
- Download the full list of contacts generated via scanning by all members of the exhibiting team.

What can I do at the digital event?

- Search for potential contacts via the professional network.
- Connect with other professionals on the professional network and communicate via chat.
- Arrange business meetings with my contacts, either in person during the trade fair or via video conference.
- Request business meetings with other exhibiting companies.
- Complete my professional profile and set my personal availability for meetings.
- View information, products and services from other exhibitors.
- View activities and conferences, both in person and online, and add them to my calendar.
- Scan visitor and counter passes during the trade fair.
- View and download my list of contacts, generated both via scanning and through the professional network.

liveconnect IMPACTA (€250)

An upgrade package that boosts the exhibitor's visibility and interaction capabilities, offering the following features:

- Up to 5 users from the company with access to the networking features on liveconnect
- Unlimited product listings on the exhibitor's profile.

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1. HOW TO PARTICIPATE

1.5 Your space at the fair. Types of stands. Regulations and assembly.

Types of stands

- Free Design stand (floor space only): Aimed at firms and companies that choose to build a stand tailored to their image objectives. Surface area equal to or greater than 32 sqm .
- Premium Modular Stand: Aluminum frames 2.5m high with white canvas walls. Minimum surface area 16 sqm.
- Basic Modular Stand: Structure made of chipboard panels painted in matte white plastic. Minimum surface area 12 sqm .

Participation with a stand at the fair requires the contracting of the following general services associated with the stand:

- Civil liability insurance (covering up to €60,000).
- Multi-fair insurance (covering up to €50,000).
- Minimum electricity consumption (0.13 kW/sqm).
- Connect Plan Assembly fees (*).
  - Type A: spaces without decoration or occupied by carpet or wooden flooring.
  - Type B: basic modular stands made of aluminum or similar.
  - Type C: modular stands made of aluminum, carpentry stands, and other materials.

A surcharge will apply to the tariff for the purchase of additional services from 23 October 2027.

(*) Services already included in modular booths.



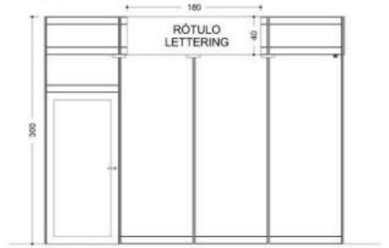
1. HOW TO PARTICIPATE. BASIC

PRIVEL 2027

BASIC
MODULAR STAND
TRADE FAIR







STAND

- Minimum space to be contracted: 12 sq.m .
- Aimed at firms and companies exhibiting product samples.
- Stand open to one or more aisles depending on location. Structure made of chipboard panels painted in matte white plastic.

STORAGE ROOM with door in the following proportions:

- From 12 to 16 sq.m :.....1x1
- From 16,5 to 32 sq.m :.....2x1
- From 32.5 sq.m : 3x1

EXHIBITION CARPET Black exhibition carpet..

Black

ELECTRICITY AND LIGHTING

- General lighting via towers with LED spotlights on rails, at a rate of 1 spotlight per 3 sq.m of stand space.
- Electrical installation in accordance with low voltage standards, consisting of an electrical panel with a differential and circuit breaker, sized to support a power of 130W/ sq.m and with a 500W power outlet.

SIGNING

Signage in standard font with editable exhibitor name and stand number. **Maximum 20 characters**.

If the exhibitor name field in ZONA EXPO is not filled in, the Fair Name from the Participation Request will be used for the signage. The exhibitor must indicate the company name chosen for the signage **before October 1, 2027.**

FURNITURE



Stand Modular from 12 to 31,5 sq.m :

- 1 Tana counter.
- 1 Lima stool
- 1 white DOM table (6RL02001).
- 3 Madrid chairs (6RL01001).

For areas contracted from 32 sq.m upwards, tables and chairs will be provided in duplicate.

INSURANCES

- Multi-fair insurance.
- Civil liability insurance.

TYPE A DAILY CLEANING

Initial cleaning with removal of the plastic covering the carpet, daily cleaning of the floor, and emptying of waste bins. Does not include cleaning of exhibited items

CAR PARK. 1 parking space for exhibitors.

MANDATORY CONTRACTING

In addition, participation as an exhibitor implies mandatory contracting:

Connect Plan: €430

ASSEMBLY PLAN

You can view your assembly plan in the EXPO AREA, with the services included. You can also track the status of the plan and make comments on it if you need to make any changes.

ADDITIONAL SERVICES

Customize your modular stand with our Stand Graphic Decoration service decoraciongrafica@ifema.es

GUIDELINE DRAWING. You must not make holes or use nails; however, you may use residue-free adhesive tape. It must fit within the dimensions of the allocated space.
COMMENTS: • All services or modifications to be made to these specifications shall be paid for by the exhibitor. • The removal or replacement by the exhibitor of any component of the modular stand shall not entail a reduction in cost. • The layout of all the elements that make up the stand, any extras requested, and the structural elements needed to support the stand will be adapted to the exhibitor's needs, provided that this is technically feasible and the plan with the relevant instructions is received fifteen days before the first day of assembly. Once the stand has been assembled, any changes to the location of any elements that have not been communicated by the established date will be invoiced. • All materials used, both structural and electrical, are rented and any damage will be invoiced according to the current rates.• In addition, any exhibitor may contract elements that appear in the IFEMA Services Catalog. • All modular stands that involve interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before **October 1, 2027**. • Stands will be delivered finished on **November 2, 2027,** starting at 8,30h.

IFEMA MADRID

1. HOW TO PARTICIPATE. PREMIUM

PRIVEL 2027

PREMIUM MODULAR STAND
TRADE FAIR







STAND (MINIMUM CONTRACT AREA 16 SQ.M)

- Stand open to one or more aisles according to the allocation plan
- Aluminum frames 2.5m high with white canvas walls.

STORAGE ROOM with door in the following proportion:

- From 16 to 32 sq.m 2x1
- From 32.5 sq.m 3x1

EXHIBITION CARPET: Black exhibition carpet..

Black

ELECTRICITY AND LIGHTING

- Low-voltage electrical installation consisting of an electrical panel with differential and circuit breaker, sized to support a power of 130W/sq.m.
- 1 x 25W LED spotlight per 4sq.m.
- Single socket outlet.

SIGNING
Signage in standard font with the exhibitor's name editable in the EXPO AREA and stand number. **Maximum 20 characters.**

If the exhibitor name field in the EXPO AREA is not filled in, the name of the trade fair on the Participation Application will be used. The exhibitor must indicate the company name chosen for the sign before **October 1, 2027.**

FURNITURE



Premium Modular Stand from 16 to 31,5 sq.m:

- 1 Tana counter.
- 1 Lima stool
- 1 white DOM table (6RL02001).
- 3 Madrid chairs (6RL01001).

For areas contracted from 32 sq.m upwards, tables and chairs will be provided in duplicate.

INSURANCES

- Multi-fair insurance.
- Civil liability insurance.

TYPE A DAILY CLEANING

Initial cleaning with removal of the plastic covering the carpet, daily cleaning of the floor, and emptying of waste bins. Does not include cleaning of exhibited items

CAR PARK. 1 parking space for exhibitors.

MANDATORY CONTRACTING

In addition, participation as an exhibitor implies mandatory contracting:

Connect Plan: €430

ASSEMBLY PLAN

You can view your assembly plan in the EXPO AREA, with the services included. You can also track the status of the plan and make comments on it if you need to make any changes.

ADDITIONAL SERVICES

Customize your modular stand with our Stand Graphic Decoration service standspremium@ifema.es

GUIDELINE DRAWING. It is not permitted to drill holes, nail or stick anything to the walls of the stand. It must be adapted to the dimensions of the space allocated.
COMMENTS: • All services or modifications to be made to these specifications shall be paid for by the exhibitor. • The removal or replacement by the exhibitor of any component of the modular stand shall not entail a reduction in cost. • The layout of all the elements that make up the stand, any extras requested, and the structural elements needed to support the stand will be adapted to the exhibitor's needs, provided that this is technically feasible and the plan with the relevant instructions is received fifteen days before the first day of assembly. Once the stand has been assembled, any changes to the location of any elements that have not been communicated by the established date will be invoiced. • All materials used, both structural and electrical, are rented and any damage will be invoiced according to the current rates.• In addition, any exhibitor may contract elements that appear in the IFEMA Services Catalog. • All modular stands that involve interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before **October 1, 2027**. • Stands will be delivered finished on **November 2, 2027,** starting at 8,30h.

IFEMA MADRID

1. HOW TO PARTICIPATE

REGULATIONS AND SETUP OF YOUR SPACE

ASSEMBLY AND DISASSEMBLY

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

The assembly of free-design stands may **take place from October 30 to November 1, 2027,** during the following hours:

- ✓ October 30 from 15:30 p.m. to 7:30 p.m.
- ✓ October 31 and November 1 from 8:30 a.m. to 7:30 p.m.

Modular stands contracted with IFEMA MADRID **will be delivered on November 2 starting at 8:30 a.m.**

Exhibitors who have not paid in full for the contracted space and the costs of the requested services will not be allowed to occupy the space or, where applicable, will not have their modular stand delivered.

Goods and decorative materials may be brought in on November 2, 2027, from 8:30 a.m. to 9:30 p.m. After 7:00 p.m., entry will only be possible through the pedestrian doors, as the goods doors will be closed to allow for the installation of recyclable carpet.

Goods and decorative materials may be removed on November 4, 2027, from 6:00 p.m. to 9:30 p.m. From 5:30 p.m. to 7:30 p.m., removal may only be carried out through the pedestrian doors in order to remove recyclable carpet. After that time, the goods gates will be open until 11:00 p.m.

The **stands may be dismantled on November 5 and 6, 2027, from 8:30 a.m. to 9:30 p.m.**

General assembly regulations.

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

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

Assembly work may not begin without first completing and sending to IFEMA the "Occupational Risk Prevention and Business Activity Coordination" Protocol available on the IFEMA MADRID website ifema.es – Exhibitors – Participation Rules – Forms (Article 15 of the general rules for participation in events organized by IFEMA MADRID. Available on the IFEMA MADRID website ifema.es – Exhibitors – Rules of Participation – Forms (Article 15 of the general rules for participation in events organized by IFEMA MADRID.

Traffic and parking regulations during the fair: inside the fairgrounds, it is expressly prohibited to park vehicles in loading and unloading areas, meaning that vehicles may only be parked in designated areas, paying the corresponding fee where applicable. Once the fair has opened, no vehicles are allowed to circulate inside the pavilions and the avenue, unless expressly authorized by IFEMA MADRID (Article 14 of the general provisions of the IFEMA MADRID General Rules of Participation).

Waste management and assembly and exhibition materials: all companies involved in the assembly and dismantling of stands at the fair/event must take direct responsibility for managing the waste they generate so that it can be removed within the specified time frame. IFEMA MADRID will offer the possibility of hiring containers to facilitate the sorting and removal of waste and will supervise them (see rates in the Expo Zone Customer Portal, under Service Contracting, in the cleaning and waste containers section).

The exhibitor will lose all rights to claim for loss or damage to materials still remaining in the exhibition areas of the hall after the deadline and will bear the costs of their removal, which will be invoiced by IFEMA MADRID in accordance with the established rates (see Article 35 of the general regulations for exhibitor participation in events organized by IFEMA MADRID).

SPECIAL PERMITS

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

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

MORE INFORMATION

IFEMA MADRID

1. HOW TO PARTICIPATE

REGULATIONS AND SETUP OF YOUR SPACE

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

IFEMA MADRID carpets the aisles throughout the fair and, for sustainability reasons, does so with reusable strips of standard sizes, leaving a small strip of carpet free at the edges of the aisle(s) bordering the stands. **These uncarpeted strips are part of the aisle and not the stands, and therefore exhibitors are not authorized to cover or decorate them.** We ask for the exhibitor's cooperation in respecting this decision; IFEMA MADRID staff will monitor compliance as far as possible and will require any carpet that encroaches on these strips to be removed. If, despite the controls, the strip is encroached upon, **the encroached aisle space will be billed to the exhibitor as space.**

Modular stands. Regulations and customization.

All modular stands that include interior decoration with panels, profiles, totems, platforms, trusses, etc., **MUST UPDATE their project in THEIR EXPO AREA before September 30, 2027.**

The removal or replacement of any element of the modular stand by the exhibitor does not imply a reduction in cost. All materials used, both structural and electrical, are rented, and any damage will be invoiced according to the current rate.

The layout of all the elements that make up the stand, any extras requested, and the structural elements needed to support the stand will be adapted to the exhibitor's needs, provided that this is technically feasible and the plan with the relevant details IS UPLOADED TO THE EXPO AREA one month before the start of assembly: September 30, 2027.

CUSTOMIZE YOUR STAND WITH US: GRAPHIC DECORATION FOR STANDS

Customize your modular stand with your brand image to make the biggest impact on visitors. We offer a wide range of versatile graphic materials (vinyl, foam, Forex, canvas, etc.) that can be adapted to all elements of your stand (walls, furniture, facades, banners, displays, etc.). Request more information and a quote. Our specialized team will oversee production and installation. **decoraciongrafica@ifema.es**

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

To contract services, you must do so through our online channel, which you can access from the following link: **E-Commerce.**

IFEMA MADRID

1. HOW TO PARTICIPATE

Free design stands. Regulations and assembly

Companies that choose to build their own **stands must UPLOAD THEIR DESIGN TO THE EXPO AREA** for approval **before September 30, 2027.**

If your design includes a rigging structure, you must submit a request to hang structures/rigging | IFEMA MADRID a specific design before September 30, 2027.

Assembly fees

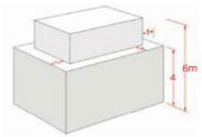
The company responsible for assembling a stand must pay IFEMA MADRID, before beginning said work, the assembly fees corresponding to the services provided during the assembly and dismantling period of the Fair. If, as the main exhibitor, you wish to assume payment of said assembly fees and have them included in your invoice, you must contract this service in the Expo Zone.

In order to be more efficient and provide you with better service, avoiding incidents during assembly, IFEMA MADRID **has begun to apply a last-minute surcharge to the contracting of assembly rights, as is the case with the rest of our services.**

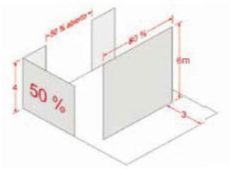
This surcharge increases the price by 25% when the contract is signed during the week prior (7 days prior) to the start of assembly, during assembly, the event, and disassembly.

We remind you that assembly rights apply to free design assemblies and can be contracted with a 5% discount if the contract is made up to 30 days before the start of the fair assembly.

Normativa de alturas.
Máxima ocupación espacial a ocupar con cualquier elemento.



Cerramientos.



SPECIFIC ASSEMBLY RULES FOR FREELY DESIGNED STANDS

- All companies will be required to assemble their stands in such a way that they are connected to the hall walls or other stands at least along their medium-sized walls.
- Exhibitors must mark their space with the corresponding stand number in accordance with the official floor plan and trade fair contract documentation..

Height

- Maximum authorized height along the perimeter line: 4 m.
- In order to raise or hang any decorative element at a maximum height of 6 m, it is necessary to set back 1 m toward the interior along the entire perimeter.
- This option is not available in the connection areas between pavilions.
- Construction elements, decorations, and spotlights may not protrude more than 50 cm from the allocated space and from a minimum height of 2.5 m

Blind enclosures around the perimeter

- Blind perimeter enclosures may not exceed 50% of each corridor facade.
- To create longer enclosures, these must be set back a minimum of 3 m toward the interior and may not exceed 80% of the length of the facade..

The interpretation and application of the regulations for each particular case is the responsibility of IFEMA MADRID, which reserves the right to arbitrate exceptions if it deems necessary, based on respect for the overall perspective of the fair and the visibility of neighboring stands.

DESIGN YOUR STAND WITH US

In addition to turnkey stands, we offer a comprehensive stand design service, with our guarantee and fully tailored to your needs. We take care of the planning of your space, the design, assembly, and dismantling. Request a free, no-obligation project tailored to your needs by sending an email to **standbuilding@ifema.es.**

To contract services, please visit our online channel, which you can access via the following link: **E-Commerce.**

1. HOW TO PARTICIPATE

1.6 Participation Fees

FLOOR SPACE ONLY	Rebooking RATES*	2027 RATES
From 32 sq.m	197€ / sq.m	207,5 € / sq.m

FLOORING + BASIC MODULAR STAND	RATE	RATE
12 sq.m (FROM)	3.565 €	3.745 €
Additional square meter	258 €	280 €

FLOORING + PREMIUM MODULAR STAND	RATE	RATE
16 sq.m (FROM)	5.490 €	5.770 €
Additional square meter	320 €	335 €

MANDATORY SERVICES

Minimum electricity consumption (0.13 kW/sq.m)	7,88 €/sq.m
Civil Liability Insurance (coverage up to€60,000)	74,30 €
Multiferia Insurance (coverage up to€50,000)	70,53 €
CONECTA PLAN	430 €

RIGHTS OF ASSEMBLY

For Free Design Booths (Floor Space Only):

Type A: spaces without decoration, or covered with carpet or wooden flooring*	2,80 €/sq.m
Type B: basic modular stands made of aluminum or similar material	5,62 €/sq.m
Type C: modular aluminum design stands, woodwork stands, and other materials	8,94 €/sq.m

* For 2026 exhibitors who have rebooked.

1.7 Payment terms and methods

PAYMENT DATES

Reservation fee: Payable upon completion of the participation application form.

- €1,000 for stands measuring 12 to 15.5 sq.m.
- €1,500 for stands measuring 16 sq.m or more.

- **April 9, 2027:** deadline for payment of the **first 50% of the contracted space**.

- **Before July 2, 2027: A 2,5% discount for early payment** will be applied to the rate for the space occupied if you pay 100% of your participation fee before June 4.

- **September 30, 2027:** deadline for payment of **100% of the contracted space and services..**

PAYMENT METHODS

You can make your payment in the following ways:

Transfer to: IFEMA MADRID / PRIVEL 2026

- Santander: IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHESM
- BBVA: IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM
- Caixa Bank: IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESBBXXX

Send a copy of the bank receipt to servifema@ifema.es

- Certified check made out to the corresponding trade fair:
  - IFEMA MADRID / PRIVEL 2026
- Credit card in a secure environment, accessible after completing the online participation application form, or later through the Expo Zone. In accordance with current regulations, cash or bearer checks are not accepted.

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

DISCOUNTS :

5% DISCOUNT ON SERVICES CONTRACTED THROUGH THE EXPO AREA, UP TO 30 DAYS BEFORE THE START OF ASSEMBLY (September 30, 2027)

This discount will also apply to services contracted by sending the floor plan of your stand to the technical secretariat. The following are not included: mandatory minimum services, outdoor advertising, meeting rooms, graphic decoration of stands, or specific fair services such as exhibitor passes, invitations, etc.

SURCHARGES:

25% surcharge for contracting services, including **assembly rights, requested 7 days prior to the start of assembly. The surcharge will apply to services contracted from October 23, 2027.**

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

IFEMA MADRID

1.8 Specific rules for participation

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

The minimum area to be contracted is **12 sq.m.**

The fair management may alter the spaces allocated or make changes to the layout of the pavilions for organizational reasons.

Notwithstanding the fact that the fair management will inform exhibitors in the event of a significant change or alteration to the reserved location, each exhibitor is responsible for finding out the location of their stand, its exact dimensions, etc.

Access will not be permitted to any exhibitor or visitor who cannot prove that they belong to the participating professional groups, even if they have the corresponding pass or invitation.

Exhibitors are required to attend their stands and remain with the products on display throughout the entire period and opening hours of the fair. Failure to comply with this regulation could result in the loss of the right to preferential renewal of the space allocated.

For security reasons, the storage of packaging in the pavilions is strictly prohibited.

The exhibitor authorizes IFEMA MADRID to reproduce all or part of the products on display in its promotional material.

The exhibitor undertakes to comply with the rules and guidelines on environmental protection.

Activities that may disturb other exhibitors are prohibited, and noise levels may not exceed **60 decibels**. Sound equipment must be directed toward the interior of the booth at a maximum height of 2 meters above the floor. Under no circumstances may it be directed toward the exterior, adjacent aisles, or neighboring booths. The use of live music is not permitted, nor are procedures that increase sound levels, such as horns or sirens, etc. Failure to comply with this provision will result in the power supply being cut off, after prior warning by the fair management and/or security personnel. .

Companies that include stages in their stands must set them up facing the widest aisle and indicate their location in the project to be submitted to the Technical Secretariat for approval. The location and orientation of all audiovisual and/or technical elements must also be marked.

Promotional activities, the distribution and display of samples, brochures, flyers, and all kinds of promotional material may only be carried out within each exhibitor's space.

All activities carried out inside your stands must be communicated to the fair for authorization before October 1, 2026, at privel@ifema.es, indicating the subject Activity and the stand number.

Activities that require the hiring of a one-off **catering service** during the fair will require the completion of the form "Notification for catering at stands" available at ifema.es, which must be sent to: catering@ifema.es

Exhibitors are expressly prohibited from installing Wi-Fi access points, whether for Internet connection or for the presentation of other functionalities. The purpose of this measure is to avoid interference problems, both with access points that may be installed independently by each exhibitor and with IFEMA MADRID access points. Such interference could cause the Wi-Fi networks to malfunction. For more information, please refer to Article 33 of the General Regulations for Exhibitor Participation in Events Organized by IFEMA MADRID.

CANCELLATION

The exhibitor's withdrawal from participation in the fair shall constitute grounds for termination of the contractual relationship between IFEMA MADRID and the Exhibitor for all purposes. Withdrawal must be communicated to the Fair Management in writing and shall result in the loss of any amounts that the exhibitor should have paid by the date of communication, in accordance with the payment schedule set out in the Application for Participation.

If the withdrawal has been communicated to the fair management within thirty days prior to the opening of the event, IFEMA MADRID may require full payment for the contracted space.

With regard to any additional services offered by IFEMA MADRID that the exhibitor had contracted prior to notification of the withdrawal, the cancellation charges set out in Article 7 of the general conditions of admission and contracting for events organized by IFEMA MADRID shall apply.

In the event of **cancellation of the fair due to force majeure,** the amounts paid for items related to physical participation will be refunded, in accordance with Article 15 of the **General Rules for Participation** in Events Organized by IFEMA MADRID.

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

1. HOW TO PARTICIPATE

1.9. Exhibitor calendar

When	What	How	Who is assisting you?
Until April 9, 2027	First payment due date	Pay 50% of the space cost, minus the reservation fee.	Servifema@ifema.es Customer service (Exhibitors): (+34) 917223000 atencionalcliente@ifema.es
Until September 30, 2027	Free design projects	Those stands that are going to hang structures from the pavilion ceiling must send a separate rigging project to inspeccion.rigging@ifema.es before the same date. Deadline for submitting free design projects for approval.	atencionalcliente@ifema.es (+34) 917223000
Until September 30, 2027	Second payment due date	Deadline for paying 100% of the amount for the space and services contracted	Servifema@ifema.es Customer service (Exhibitors): (+34) 917223000 atencionalcliente@ifema.es

1. HOW TO PARTICIPATE

1.9. Calendario del expositor

When	What	How	Who is assisting you?
Until September 30, 2027	Contracting of services	Hiring services with a 5% discount	Customer service (Exhibitors): (+34) 917223000 atencionalcliente@ifema.es
Until October 1, 2027	Customization of Modular Stands	Communicate signage in EXPO AREA, define warehouse location, contracted services, etc.	atencionalcliente@ifema.es (+34) 917223000
Starting on October 23, 2027	Contracting Services	Contracting of Services with a 25% increase	Servifema@ifema.es Customer service (Exhibitors): (+34) 917223000 atencionalcliente@ifema.es
October 30 to November 1, 2027	Free Design Stand Assemblies	Assembly of Free Design stands during the following hours: October 30, 2027, from 3:30 p.m. to 7:30 p.m October 30 and November 1, 2027, from 8:30 a.m. to 7:30 p.m. Safety clothing and footwear must be worn.	
November 2, 2027	Delivery of modular stands	The modular stands will be delivered on November 2, 2027, starting at 8:30 a.m.	Servifema@ifema.es Customer service (Exhibitors): (+34) 917223000 atencionalcliente@ifema.es

IFEMA MADRID

1. HOW TO PARTICIPATE

1.9. Calendario del expositor

When	What	How	Who is assisting you?
November 2, 2027	Goods receipt	Goods and decorative materials will be delivered on November 2, 2027, between 8:30 a.m. and 9:30 p.m. Starting at 7:00 p.m., delivery will only be possible through the pedestrian doors, as the goods gates will be closed to allow for the installation of recyclable carpet.	atencionalcliente@ifema.es (+34) 917223000
November 3 and 4, 2027	PRIVEL 2027 Celebration	PRIVEL 2027 will be held on November 3 from 9:30 a.m. to 5:30 p.m. and on November 4 from 9:30 a.m. to 5:00 p.m. Exhibitors may enter from 8.30 a.m and must leave by 6.30 p.m; on the final day, by 9:30 p.m.	privel@ifema.es (+34) 91 722 30 00 atencionalcliente@ifema.es
November 4, 2027	Outgoing goods and decorative materials	The removal of goods and decorative materials will take place on November 4, 2027, from 5:30 p.m. to 9:30 p.m. From 5:30p.m. to 7:30p.m. goods may only be removed through the pedestrian doors in order to remove recyclable carpet. After that time, the goods gates will be open until 9:30 p.m.	
November 5 and 6, 2027	Dismantling of Free Design stands	Stands may be dismantled on November 5 and 6, 2027, from 8:30 a.m. to 9:30 p.m.	

IFEMA MADRID

2. MANAGE YOUR PARTICIPATION

2.1. Expo Area. Manage your participation and your space. Hire additional services. E-commerce.

Access our Zona Expo customer area from the website: https://www.ifema.es/privel to manage your company's data, your contacts, and everything related to your participation. You will be able to access your participation once it has been confirmed with your username (the email address you used to complete the application)..

What can I do from the Expo Zone?

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

2.2. Passes and invitations. Visas, vouchers, and discounts.

EXHIBITOR PASSES

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

Each Exhibitor will receive, depending on the space allocated, a number of exhibitor passes and electronic invitations for their customers.

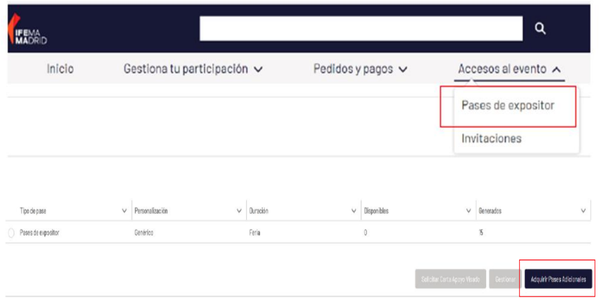
Contracted space No. of exhibitor passes

12 sq.m.....4
From 12,5 to 16 sq.m..... 6
From 16,5 to 31,5 sq.m.....8
From 32 to 63,4 sq.m.....10
From 64 sq.m 12



In order to ensure professionalism at the fair, all exhibitor passes will be personalized. To prevent misuse, identity checks may be carried out at the fair entrances.

The exhibitor may purchase additional exhibitor passes (€15/unit + VAT) through privel@ifema.es



2.3 Registration for CO-EXHIBITORS

The registration of co-exhibitors must be carried out by the main exhibitor from the EXPO AREA, under the section "Manage your participation/Register co-exhibitors."

To register, it is essential to enter a correct and unique email address for each co-exhibitor. The co-exhibitor will receive a unique code that must be included in their participation application. Once this process is complete, the main exhibitor must pay the co-exhibitor registration fee.

If you want the co-exhibitor to pay the fee themselves and they have not done so, the main exhibitor will be automatically billed 15 days before the start of the fair.

Registration as a co-exhibitor will only be confirmed once the application and proof of payment have been sent (both requirements are essential).

High co-exhibitor fee €430

The status of co-exhibitor includes benefits set out in the CO-EXHIBITOR CONNECT PLAN:

- Access to liveconnect
- Presence in the online exhibitor catalog
- Access to your own EXPO AREA2 exhibitor passes
- WIFI



2. MANAGE YOUR PARTICIPATION

ONLINE INVITATIONS

Each exhibitor will have online professional invitations to send to their contacts.

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

Online registration will be open until November 4, 2027.

Invitations will be sent via "EXPO AREA/Event access/Invitations/Manage invitations."

Contracted area	Number of invitations
12	25
From 12,5 to 16 sq.m	30
From 16,5 to 31,5 sq.m	40
From 32 to 63,5 sq.m	75
From 64 sq.m	100



The following screen will then appear to customize the shipment:



Exhibitors may purchase additional invitations (€7/unit + VAT) by sending an email to privel@ifema.es

We ask exhibitors to make good use of invitations, sending them exclusively to professionals in the sector to ensure the professionalism of the fair. Access controls may be carried out for this purpose.

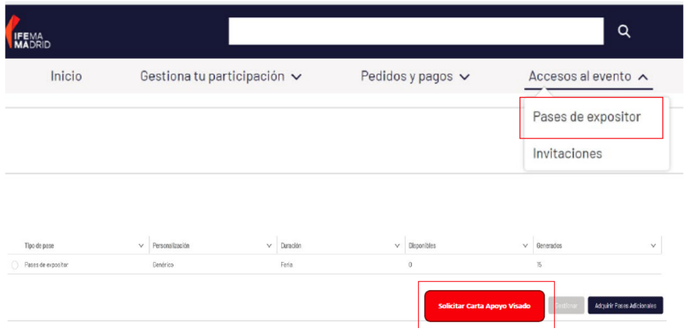
No one under the age of 16 will be admitted. Exhibitors can see the number of invitations redeemed in the Expo Zone (Event Access, Invitations).

VISA MANAGEMENT

If you require a visa to travel, **you can request letters of support from ZONA EXPO to help you obtain one**. To do so, you must first personalize your exhibitor pass and have **formalized payment** for your participation in accordance with the payment schedule (see point 1.8).

Once these two requirements have been met, you will be able to access the "Request visa support letter" button from "EXPO AREA/Event access/Exhibitor passes."

We recommend that you begin the process as soon as possible, as the deadline for visa applications is usually at least 30 days before travel.



DISCOUNT VOUCHERS FOR TRANSPORTATION

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



2.4 Other relevant information

Shipping goods to the premises. Customs regulations.

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

- IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. España).
- Trade Fair PRIVEL 2026.
- Name of your company.
- Pavilion and stand number.

The merchandise must be received by your company's staff at your stand and arrive during the days designated for merchandise delivery and decoration.

If it is not possible to comply with the above, we recommend that you contact the goods handling and storage partner company):

DSV office at the IFEMA MADRID Exhibition Centre: Hall 7

es.sha.ifema.madrid@dsv.com

CUSTOMS REGULATIONS

1. All products originating from non-EU countries must pass through customs procedures. It should be noted that, as of January 1, 2020, the United Kingdom is now treated as a third country, meaning that all shipments originating in the United Kingdom must have their goods cleared through the corresponding customs procedures.

2. Exhibiting companies must provide the details of the customs agent handling the clearance of their goods or, failing that, a copy of the customs documentation for entry into the European Union.

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

4. All goods subject to temporary admission must not be moved from the stand or leave the IFEMA MADRID Exhibition Center until their status has been changed and customs formalities have been completed. During these formalities, they may only be stored in the official logistics agent's warehouse within the Exhibition Center.

5. It is strictly prohibited to display, sell, consume, or distribute non-Community goods at a trade fair before customs clearance has been completed. This includes promotional material

6 Products carried as hand luggage must be declared at Barajas Airport in the RED CHANNEL ("Something to declare") and must be cleared with the relevant authority at the airport.

7. Goods that have not passed customs control and are on display will be confiscated by the customs authorities operating at the Exhibition Center until the appropriate documents are presented.

8. All trucks arriving at IFEMA MADRID covered by a transit consignment to IFEMA MADRID must go to the official Logistics Operator's warehouse, located at :

Avenida Partenón s/n

West Entrance – access via Rivera del Sena Street

Services Pavilion, Building 2

28042 Madrid

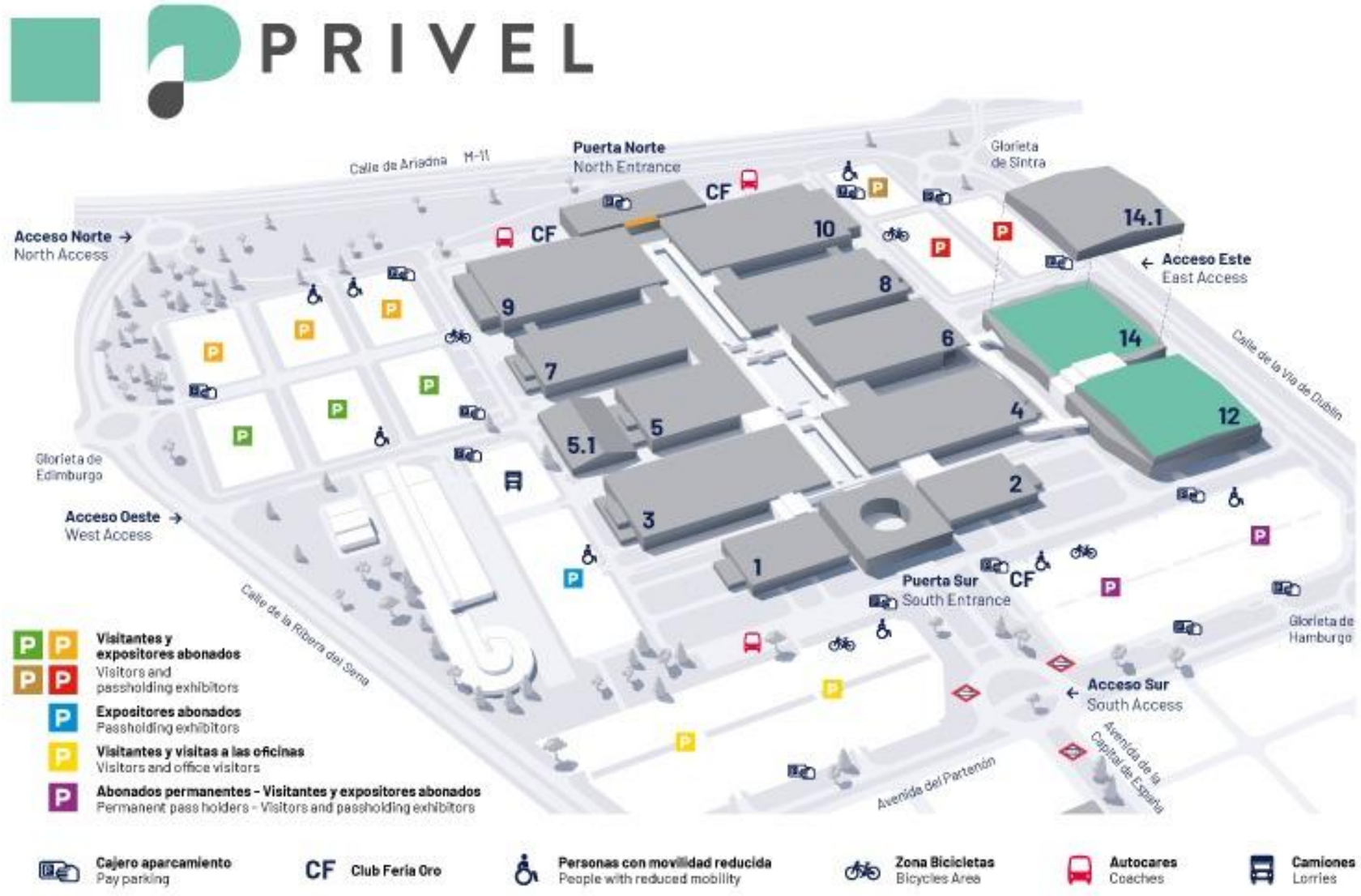
In order to avoid unwanted situations, and for any questions you may have, you can contact our Customs Logistics Operator,

DSV office at the IFEMA MADRID Exhibition Centre: Hall 7

es.sha.ifema.madrid@dsv.com

2. MANAGE YOUR PARTICIPATION

Map



2.6. FREQUENTLY ASKED QUESTIONS

Question	Answer
Where can I consult the IFEMAMADRID General Participation Rules to which my participation is subject? Where can I consult the IFEMA?	In addition to the Exhibitor's Guide, your participation in PRIVEL 2027 is subject to IFEMA MADRID's General Participation Rules, which you should be aware of and which can be accessed on the IFEMA MADRID website (www.ifema.es) and via the following link Normas Generales de Participación de IFEMA MADRID
Can I hire a catering service orserve my own food and drinksat the booth?	Yes. Exhibitors who wish to offer a free catering service at their stand may do so by submitting their request to IFEMA MADRID's approved catering companies (see HERE the list) or through other catering service providers, in which case it is essential to complete the form "Communication for the provision of catering services at stands" available in the exhibitors' section of the institutional website and send it, with the information requested therein, to catering@ifema.es for your information and appropriate action. If IFEMA MADRID is not notified, the Exhibitor will not be able to offer this service at its stand. The exhibitor assumes responsibility towards third parties for any claims arising from the aforementioned catering service, exempting IFEMA MADRID from any liability in this regard.
Can I access the venue with vehiclesfor assembly and disassembly or loading andunloading of goods?	Access to IFEMA MADRID and inside the pavilions will be through the gates and on the days and times indicated in this Exhibitor's Guide. Access to the interior of the pavilions will be exclusively for the purpose of unloading materials. Vehicles may not remain parked inside the pavilions or in the adjacent areas. We remind you that, for occupational safety reasons, parking in front of the goods entrance gates is strictly prohibited. IFEMA MADRID is not responsible for the security of vehicles while they are at Feria de Madrid. There is a parking lot for trucks and another for cars, which may be used by paying the corresponding fees, where applicable. Check rates
Can I have a vehicle inside my booth?	Vehicles with combustion engines used for exhibition purposes must have their tanks filled with the minimum amount of fuel necessary to access the assigned space and leave it when finished.

2. MANAGE YOUR PARTICIPATION

Question	Answer
Can I ship merchandise to my booth?	IFEMA MADRID staff are not authorized to receive goods at your stand. To send goods to the venue, exhibitors must indicate the following delivery address: IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain). PRIVEL 2027 Fair. Name of your company. Hall and stand number. Goods must be received by your company's staff at your stand and arrive during the days designated for goods delivery and decoration. If this is not possible, we recommend that you contact the goods management partner company: **DSV office at the IFEMA MADRID Exhibition Centre: Hall 7 es.sha.ifema.madrid@dsv.com**
What procedure should I follow to hang structures in the pavilions/rigging?	Exhibiting companies may hang items from the pavilion roofs following the procedure set out in the **"Regulations for hanging structures in Halls"** and completing the "Application for authorisation for hanging structures/rigging" form and sending it to rigging@ifema.es
Can I hold raffles and prize draws at the stand?	Raffles, tombolas, and random combinations are forms of gambling provided for in Article 3.2 and defined in Article 15 of Law 6/2001 of July 3 on gambling in the Community of Madrid. You can find all the information in the following form. https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas
How do I request a visa support letter?	Visa support letters are managed through the Expo Zone. To do this, you must first personalize your exhibitor passes. Once you have managed your exhibitor passes, you can request the invitation letters and download them to your computer In order to request the letters, it is essential to be up to date with payments in accordance with the payment schedule.
Where can I hire services for my stand?	By accessing the E-commerce section located within the Expo Zone or via the link https://shop.ifema.es
Who should I contact to book a room?	Exhibitors who need to hire a room should contact: uanproduccion@ifema.es

IFEMA MADRID

2. MANAGE YOUR PARTICIPATION

Question	Answer
What does the CONECTA PLAN include?	This concept of mandatory contracting includes the following services: • Promotion of participation in the fair through inclusion in the list of exhibitors, which is freely accessible on the fair's website and shared in communications • Presence during the fair in the pavilion plans and lists of exhibitors on display • Participation as exhibitors at liveconnect with 5 products or services linked to the company profile • Access to IFEMA MADRID's "ZONA EXPO" customer portal to manage participation • Exhibitor passes according to the contract (see point 2.2) • Online invitations according to the contract (see point 2.2) and delivery service through the EXPO AREA. • Transport discount vouchers • Premium Wi-Fi connection for 3 users throughout the fair (5 GHz devices). Access codes will be sent in the days leading up to the start of the fair • Access to liveconnect for the shareholder, with connection features to generate business opportunities
How to use the EXPO ZONE?	The **following video** shows a tutorial on how to use the EXPO AREA.
What are the benefits of my Expo Zone?	It is used to manage the participation of each exhibiting company in PRIVEL 2027: • Registration of contacts who will access the Expo Area and management of access permits • Access the exhibitor calendar • View documents of interest • Manage exhibitor passes, request visa support letters, and send invitations • Access payments, account status, and invoices issued • Upload free design stand projects and distribute modular stand elements • Add signage for exhibitors with modular stands • Access e-commerce to contract services

IFEMA MADRID

2. MANAGE YOUR PARTICIPATION

Question	Answer
What can I do on liveconnect?	**In my company:** • Update my company's details as they appear in the online catalogue and at the digital event. • Add products and services, which will be visible at the digital event. • Register users on my team so they can access liveconnect. • Manage the company's schedule and the meetings taking place at the stand during the trade fair. • Download the full list of contacts generated via scanning by all members of the exhibition team. **At the digital event:** • Search for potential contacts via the professional network. • Connect with other professionals on the professional network and communicate via chat. • Arrange business meetings with my contacts, both in person during the trade fair and via video conference. • Request business meetings with other exhibiting companies. • Complete my professional profile and set my personal availability for meetings. • View information, products and services from other exhibitors. • View activities and conferences, both in person and online, and add them to my calendar. • Scan visitor and counter passes during the fair. • View and download my list of contacts, generated both via scanning and through the professional network.
How can I request my invoices?	Invoices are not generated by default. You must request them directly from the IFEMA MADRID billing department (servifema@ifema.es) indicating the fair where you are exhibiting and the concepts to be included in it. Once it has been generated, it will be available in your Expo Zone
What is the difference between the floor-only option and the modular stand option?	The floor space only option includes only the rental of the space and the mandatory elements (insurance, minimum electricity consumption, and CONECTA EXHIBITOR PLAN), and it is the exhibitor who must create a freely designed stand or hire one through the stand design service offered by IFEMA MADRID. Modular stands are delivered assembled. See description in section 1.6.

IFEMA MADRID

2. MANAGE YOUR PARTICIPATION

Question	Answer
Can I decorate and/or set up my stand with IFEMA MADRID?	Yes, IFEMA MADRID offers two main services: • Graphic decoration for stands: Customize your modular stand with your brand image to make the maximum impact on visitors. There is a wide range of versatile graphic materials that can be adapted to walls, furniture, facades, banners, etc. You can request information and a quote at decoracionografica@ifema.es. If you have a Premium Modular Stand, please contact standspremium@ifema.es • Stand design: this is a comprehensive stand design service that is fully tailored to your needs. From planning your space to design, assembly, and dismantling. You can request information and a quote at standbuilding@ifema.es
Is it mandatory to be present at the stand at all times?	Yes, exhibitors are required to attend their booth and remain with the products on display throughout the entire period and opening hours of the fair.
Are installer passes required during the assembly/disassembly of the fair?	No. The requirements for entry are to pay 100% of your participation fee, have submitted and approved your project, paid the entry fees, and completed the occupational risk protocol
How to book parking at IFEMA MADRID?	Exhibiting companies can reserve parking spaces from the e-commerce site located within the Expo Zone or via the link https://shop.ifema.es

IFEMA MADRID

2. MANAGE YOUR PARTICIPATION

Question	Answer
What coverage do I have as an exhibitor with the insurance included?	You can consult the coverage of compulsory insurance policies in the exhibitor support area at IFEMA MADRID
How do I access the Wi-Fi network as an exhibitor?	As an exhibitor, you will receive Wi-Fi connection for 3 users throughout the fair for the exclusive use of stand holders as part of the CONECTA PLAN. It is essential that devices allow connection in the 5 GHz band. Access codes will be sent in the days leading up to the start of the fair. You can purchase additional Wi-Fi access from the e-commerce site located within the Expo Zone or via the link. https://shop.ifema.es
Regulations and support for exhibitors at the exhibition center	Regulations for exhibitors at fairs organized by Ifema | IFEMA MADRID
Regulations and support for assemblers at the exhibition center	Regulations for fitters and collaborating companies | IFEMA MADRID

IFEMA MADRID

3. PROMOTE AND MAXIMIZE THE RETURN ON YOUR INVESTMENT

3.1. How to make my participation profitable

If you need advice about participating in PRIVEL 2026, please do not hesitate to contact us by email at privel@ifema.es

3.2. Exhibitor Catalog

The trade fair catalog, or list of exhibiting companies, is an indispensable promotional and networking tool. It provides visitors and other exhibiting companies with basic information to prepare for the fair and makes it easier for them to find and contact you before, during, and after the event.

- Enter and update your contact details, the products or services you offer, and any other information you consider relevant to give your company maximum visibility and get the most out of your participation
- All the digital environment and communication related to your participation is channeled through liveconnect.
- Take full advantage of liveconnect to communicate your participation, schedule appointments, showcase your products, and connect with your target audience..

3.3. Networking

Enrich your contact list.

liveconnect give you the opportunity to search for contacts among its participants. You can use filters such as country, activity, position, products of interest, etc., to perform searches. Once you have located potential customers, you can request contact details(such as email and phone number).

During the trade fair, users with networking features can also scan visitor and counter passes to add new contacts.

Once they have accepted, you can chat with them or invite them to a face-to-face meeting at the fair or via videoconference using liveconnect.

Be proactive and take advantage of the opportunity to build up a good list of contacts.

Other users may request meetings by sending their request either to the company in general(without prior acceptance of the contact) or to a specific team member(after prior contact). This will allow the entire team to schedule their trade show appointments well in advance.

3.4. Invitations for your customers and contacts

IFEMA MADRID provides you with invitations to the fair so that you can promote your participation efficiently. Be sure to use this useful tool that we make available to you in your Expo Zone..

3.5. Hosted Buyers Program

B2B meetings to bring international markets closer to our clients .

You must send the corresponding form to privel@ifema.es

3.6. Outdoor and digital advertising

Advertising projects tailored to your needs :

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

Advertising | IFEMA MADRID

Check out the advertising options offered by PRIVEL 2026's digital platforms.

3.7. Sponsorships

You have a wide range of promotional activities and sponsorships available that will give you additional visibility and allow you to develop high-impact activities for the national and international professional audience visiting the fair:

Forums, Activities, Conferences, Wi-Fi Network, Rest Areas, etc.

Consult privel@ifema.es

3.8. Conferences, demonstrations, and seminars at the fair.

Organize your own conferences, demonstrations, or seminars during PRIVEL 2027.

Find out more about renting rooms, auditoriums, and other spaces at privel@ifema.es

3.9. Office Rental

For exhibitors at the event, there is the possibility of renting rooms on the premises if you wish to organize a conference, reception, press conference, or product presentation during the fair. Advance booking is required. Request a quote :

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

IFEMA MADRID

4. SUSTAINABILITY MANAGEMENT AT IFEMA MADRID

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

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

ISO STANDARDS CERTIFIED BY IFEMA MADRID :

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

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

- 100% certified renewable electricity.
- Geothermal energy installation in the South Gate building
- Low-energy lighting in pavilions and our modular stands
- Temperature control in air conditioning systems.

IFEMA MADRID has been awarded the “calculate” and “reduce” seals in scopes 1 and 2 of the Carbon Footprint.

WASTE MANAGEMENT :

- The exhibitor/installer is responsible for the waste they generate and will therefore be responsible for its removal and management. The management of waste generated by the exhibitor is covered in Article 35 of the General Participation Rules.
- We offer a service to exhibitors that includes the removal and management of waste generated by the exhibitor/installer.

RECYCLING OF EXHIBITION CARPET :

- IFEMA MADRID recycles 100% of the carpet used in corridors and common areas. To do this, it is essential to begin removal before dismantling begins, which means distributing it in strips rather than covering the entire space as before.
- This allows us to guarantee its transformation into new raw material for the subsequent manufacture of other products..

SUSTAINABLE MOBILITY :

IFEMA MADRID offers: access by public transport close to the facilities (subway and bus), parking for electric cars with 100% renewable electricity supply, as well as a parking area for bicycles and scooters..

GUIDE TO SUSTAINABLE PARTICIPATION IN TRADE SHOWS/EVENTS:

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





5. CONTACT US

Department	Ask me About	Contact		
Fair Management	• Space Rental • General topics related to participation in the fair • Eshibitors Pass • Trade visitor invitations • Activities and forums at the fair	**Director**	María José Sánchez	(+34) 619 71 31 14 mjs@ifema.es
		Comercial Area	José Lucas	(+34) 660 15 81 66 jlucas@ifema.es
			Ruth García	(+34) 689 21 07 99 ruthg@ifema.es
			Sonia Córcoles	(+34) 638 42 57 17 corcoles@ifema.es
IFEMA MADRID Customer Service	• Hiring services • Expo Area • Visitor information	(+34) 91 722 30 00 **atencionalcliente@ifema.es**		
Technical Secretariat (Event Production Department)	• Technical support for exhibitors and stand builders • Review of stand assembly projects • Solutions to technical problems during the trade fair • Customization of modular stands • Coordination of stand catering	(+34) 91 722 30 00 **atencionalcliente@ifema.es** **catering@ifema.es**		
Graphic decoration	Contracting graphic materials to customize your stand	(+34) 91 722 30 00 **decoraciongrafica@ifema.es** **standspremium@ifema.es**		
Comprehensive stand design service	Design and assembly of custom-designed stands	(+34) 91 722 30 00 **standbuilding@ifema.es**		

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5. CONTACT US

Department	Ask me About	Contact	
Outdoor Advertising	Hiring advertising media at the fair	(+34) 91 722 53 40/08 **publicidadexterior@ifema.es**	
Communications and Marketing Department	Media relations	**Director**: Raúl Diez **Press Officer:** Alejandra Elorza **International Preaass** Elena Valera **Press Office:** Pilar Serrano	(+34) 629 64 49 68 **aelorza@ifema.es**
Planning and Control Department	Rental of the various meeting and convention spaces at the exhibition center, both during and outside of trade fairs Coordination of extra-fair activities	(+34) 91 722 30 00 **uanproduccion@ifema.es**	
Institutional Relations (Protocol)	Institutional visits Guided tours Protocol for all events Institutional relations	(+34) 91 722 30 00 **infoifema@ifema.es**	
Safety and Self-Protection Department	General security and parking Access to the Exhibition Center	(+34) 91 722 30 00 **dseguridad@ifema.es**	
Medical and Security Emergency Services	Medical emergencies Healthcare for exhibitors and visitors during trade fairs, set-up, and dismantling	(+34) 91 722 54 00	

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Thank You

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