



My Private Label Madrid

**05-06  
Nov  
2025**

Recinto Ferial  
[ifema.es](http://ifema.es)

Exhibitor's Guide and  
Specific Participation  
Rules



Collaborate:

**Alimarket**



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# 1. How can I be an exhibitor at PRIVEL 2025?

PRIVEL

## 1.1.

Space can be booked by completing the participation request form available on the fair website [ifema.es/privel](https://ifema.es/privel), together with proof of payment of the space reservation fee.

## 1.2.

To apply to take part in the fair, it is a requirement that the activity of the company, public or private organisation, is included within the sectors covered by PRIVEL. The admission of applications, as well as the allocation of spaces, will be approved by the Competition Management. The PRIVEL management may decide on the final location of the stands for organisational reasons.

## 1.3.

In case the CONTRACTING COMPANY designates another entity as the BILLING COMPANY, the details of both must appear in the corresponding section of the application form. Notwithstanding the above, if the designated entity does not make the payments within the established deadlines, the Organiser undertakes to pay them at the simple request of IFEMA MADRID. Invoicing data cannot be changed after the end of the fair.

## 1.4.

The presentation of the participation application constitutes a non-revocable commitment by the applicant and implies full acceptance of IFEMA MADRID's General Rules of Participation and the generic provisions established by the fair organisers.

## 1.5.

The exhibitor's withdrawal from participation in the event shall be grounds for effective termination of the contractual relationship between IFEMA MADRID and the exhibitor. The cancellation must be communicated in writing to the show management and will entail the loss of the amounts that the exhibitor should have paid by the date of communication, in accordance with the schedule of payment deadlines provided in the application for participation. If the cancellation takes place within 30 days prior to the opening of the fair, IFEMA MADRID may demand full payment of the space contracted.

In the event of cancellation of the trade fair due to force majeure, the sums paid for participation in the trade fair will be refunded, in accordance with Article 15 of the General Rules of Participation in events organised by IFEMA MADRID.

1. Participation fees

TYPE OF SPACE	PRICE
Floor space only (free design stand)	190€/m <sup>2</sup> + VAT*
Floor space + MODULAR PRIVEL BASIC stand (12sq.m.) Additional sq.m.:	3.399 € + VAT* 255€/m <sup>2</sup> + VAT*
Floor space + MODULAR PRIVEL PREMIUM stand (12sq.m.): Additional sqm:	3.780 € + VAT* 287€/m <sup>2</sup> + VAT*
Floor space + STARTUP stand (6sq.m.):	1.520 m <sup>2</sup> + VAT*

Participating in the fair requires contracting the following general services:

PRIVEL LIVEConnect Conecta Plan + marketing and communication... 408€ + VAT (1)

This concept groups the following services:

- Dissemination of participation in the fair through inclusion in the list of exhibitors openly accessible on the website [ifema.es/privel](https://ifema.es/privel) and shared as a link in sector communications.
- Presence during the fair in the pavilion plans and lists of exhibitors on display.
- Access to the IFEMA Madrid “ZONA EXPO” customer portal to manage participation.
- Exhibitor passes according to contract
- Invitations according to the contract

Features for connecting with other users to generate business and networking opportunities:

- Search for new contacts among registered visitors and exhibitors
- Communication with contacts (chat and video conference)
- Preparing meetings to optimize time at the fair
- Scanning visitor passes at the fair

PARTICIPATION INVOLVES CONTRACTING THE FOLLOWING GENERAL SERVICES:

- Liability insurance** (covers up to €60,000):...€72.84 + VAT (1)
- Multifair insurance** (coverage up to €50,000):.....€69.15 + VAT (1)
- Minimum energy consumption** (0.13 kW/m<sup>2</sup>): 7,43€ + VAT (1)(\*)
- Assembly fees** (included in “BASIC” and “PREMIUM” turnkey stands):
  - **Type A:** Undecorated spaces, or spaces covered with carpet or platform. 2,77€/SQ.M. + VAT
  - **Type B:** Basic aluminum modular stands or similar. 5,56€/SQ.M. + VAT
  - **Type C:** Custom-designed modular stands, carpentry stands, and other materials. 8,75€/SQ.M. + VAT

DISCOUNTS:

**5% DISCOUNT ON SERVICES CONTRACTED THROUGH THE EXPO ZONE, UP TO 30 DAYS BEFORE STARTING ASSEMBLY.**

This discount will also be applicable to services contracted by sending your stand plan to the technical secretariat. This does not include the minimum obligatory services, external advertising, meeting rooms, graphic decoration of stands or specific fair services such as exhibitor passes, invitations, etc

SURCHARGES:

**25% increase for hiring of assembly rights requested 7 days before the start of the assembly (november 1)**

(\*) Services already included with the BASIC and PREMIUM Stand.

2. Dates for making payments

In-person participation:

**When submitting the Participation Request**, the space reservation fee will be paid starting from €750 (+VAT)(1)

**March 30, 2025:** Deadline for payment of the first 50% of the contracted space, deducting the space reservation fee.

**1 October 2025:** deadline for payment of 100% of the contracted space and services.

You can pay in the following ways:

- Transfer to: IFEMA MADRID / PRIVEL 2025  
Santander: IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHESMM  
BBVA: IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM  
Caixa Bank: IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESBBXXX  
**Send a copy of the bank receipt to [servifema@ifema.es](mailto:servifema@ifema.es)**
- Certified check, made out to IFEMA MADRID/PRIVEL 2025.
- Credit card in a secure environment, accessible after completing the online participation application, or later through the Expo Zone. In accordance with current regulations, cash or bearer's checks are not accepted.
- In the Expo Zone you will find your trade fair participation statement of accounts and invoices after payments have been made. If you need an invoice for payment, please request it by email to [servifema@ifema.es](mailto:servifema@ifema.es)

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

## 2.1 Floor only -Free design stand-

Available for surfaces **from 20 sq.m.**  
PRICE m2 only floor for free design stand: **€190/m2 +VAT\***  
**INCLUDES:**

- ❖ **Space rental**
- ❖ **Professional Invitations**
- ❖ **Exhibitor passes**

Any Exhibitor who opts for construction under the Land Only modality must upload the free design project, floor plan and front and side elevations to the Expo Zone for approval before October 1, 2025.  
The stand design must include at least the median walls with the pavilion wall or with other stands.

**STANDS ASSEMBLY**

In the case of freely designed stands, the exhibitor or the company in charge of the stand construction work must pay IFEMA MADRID, before commencing said work, the corresponding assembly fee rates for the services provided during the assembly and disassembly period of the Fair:  
In order to be more efficient and provide you with a better service, avoiding incidents during assembly, **from October 25, 2025** we will apply the last-minute contracting 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 made during the week prior (7 days prior) to the start of the assembly, during the assembly, celebration and dismantling.  
We remind you that assembly fees 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.

To contract services, you must go through our online channel, which you can access from the following link: [Commerce](#).

**INSTALLATION RIGHTS RATES**

- Spaces without decoration or occupied by carpet or flooring – **TYPE A rate: €2.77/m² + VAT (1)**
- Basic modular stands made of aluminium or similar – **TYPE B rate: €5.56/m² + VAT (1)**
- Modular designer stands in aluminium, carpentry stands and other materials – **TYPE C rate: €8.75/m² + VAT (1)**  
25% increase for contracting assembly rights requested **7 days before the start of assembly (October 25, 2025)**

**MANDATORY CONTRACTING SERVICES RATES**

Being an exhibitor entails the hiring of:

- ❖ Civil Liability Insurance (covers up to €60,000): .....**€72.84+ VAT (1)**
- ❖ Multi-fair insurance (covers up to €50,000):.....**€69.15+ VAT (1)**
- ❖ Minimum energy consumption (0.13kw/m²): .....**7.43/m² €+ VAT (1)**
- ❖ Communication and Marketing + LIVEConnect Plan Conecta:...**408€+ VAT (1)**
- ❖ Assembly fees: **Rate C: €8.75/m2\***

**SPECIFIC ASSEMBLY RULES FOR FREE DESIGN STANDS**

- **Height:** The maximum height of any element on its perimeter line must be 4m. In order to raise or hang any decorative element to a maximum height of 6m, it is necessary to set back 1m towards the interior around the entire perimeter.
- **Space occupation:** Construction elements, decoration and spotlights may not protrude more than 50 cm from the allocated space and from a minimum height of 2.5 m.
- **Blind enclosures in the perimeter:** Blind enclosures on the perimeter may not exceed 50% of each facade facing the corridor. To create longer enclosures, these must be set back a minimum of 3m towards the interior and may not exceed 80% of the length of the facade.

In order to make your participation easier, we inform you that it is necessary to upload the stand project to the expo area one month before the start of the event assembly.  
In the event that the project is to include any element hanging from the ceiling of the pavilion, we inform you that it is mandatory to contract the hanging points with the fair (see online rates in the Expo Zone) and submit an exclusive rigging project to:  
[inspection.rigging@ifema.es](mailto:inspection.rigging@ifema.es)  
[Check the updated recommendations and regulations for free stand design at ifema.es/soporte](https://ifema.es/soporte)

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

2.2. PRIVEL Basic modular stand



**GUIDELINES:** It is not permitted to pierce or nail elements to the stand. It will be adapted to the dimensions of the space allocated.

GENERAL CHARACTERISTICS:

<b>RATES</b>	
Basic Stand modular (12m <sup>2</sup> ): .....	3.399€ + IVA (1)
Basic Stand modular (16m <sup>2</sup> ): .....	4.418€ + IVA (1)
M <sup>2</sup> additional .....	255€/m <sup>2</sup> + IVA (1)

**MANDATORY HIRING**  
In addition, participation as an exhibitor implies the mandatory contracting of **PRIVEL LIVEConnect + Marketing and Communication Pack + wifi: €408\***

TECHNICAL CHARACTERISTICS:

**STAND**  
Stand open to one or several aisles depending on location.  
Grey aluminium structure and melamine panels.

**WAREHOUSE** with lockable door in the following proportion:

- Up to 16 m<sup>2</sup> ..... 1x1
- From 16.5 to 32 m<sup>2</sup> ..... 2x1
- From 32.5 m<sup>2</sup>: ..... 3x1

**FAIR TYPE CARPET**  
Default Jasper Grey. 

**LABELING:**  
Labeling in standardized letters with the name of the exhibitor editable in the Expo Zone and stand number. **Maximum 20 characters.** If the field for the name of the exhibitor in the Expo Zone is not completed, the name of the Fair in the Participation Request is used.

**Important information:** You must indicate the name for the signage, through your EXPO ZONE **before October 25, 2025.**

**ELECTRICAL POWER AND LIGHTING:**

- Lighting using LED track spotlights at a rate of one spotlight for every 3m<sup>2</sup> of stand.
- Electrical panel with magnetothermic differential with a built-in 500W socket, prepared for a power of 130W/m<sup>2</sup>.

**CLEANING TYPE A:**  
First cleaning with removal of the plastic covering the carpet, daily cleaning of the floor and collection of the contents of the waste bins. Does not include cleaning of the objects on display

**INCLUDED SERVICES**

- Daily cleaning of the stand (Type A, once a day)
- Assembly fees included in the price.
- Multi-fair insurance and civil liability included in the price.
- Minimum electrical energy consumption (0.13 Kw /m<sup>2</sup>)
- A parking space for the exhibitor

**FURNITURE**

- 1 DOM round table (6RL02001) 73 cm high and 80 cm in diameter
- 3 Madrid Chairs (6RL01001)
- 1 Tana reception counter (6RL08003) 100x50x100
- 1 Lima Stool (6RL01009)

You can check the measurements of the furniture by entering the code indicated in the Expo Zone Ecommerce.



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



# 2. Participation modalities and fees

PRIVEL

## 2.3. PRIVEL premium modular stand



**GUIDELINES:** It is not permitted to pierce or nail elements to the stand. It will be adapted to the dimensions of the space allocated.

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

### GENERAL CHARACTERISTICS:

#### RATES

Premium Stand modular (12m <sup>2</sup> ): .....	3.780€ + IVA (1)
Premium Stand modular (16m <sup>2</sup> ): .....	4.923€ + IVA (1)
M <sup>2</sup> additional .....	287€/m <sup>2</sup> + IVA (1)

#### MANDATORY HIRING

In addition, participation as an exhibitor implies the mandatory contracting of **PRIVEL LIVEConnect + Marketing and Communication Pack + wifi: €408\***

### TECHNICAL CHARACTERISTICS:

#### STAND

- Stand open to one or several aisles depending on location.
- Structure of chipboard panels painted in matt plastic.

#### WAREHOUSE with lockable door in the following proportion:

- Up to 16 m <sup>2</sup> .....	1x1
- From 16.5 to 32 m <sup>2</sup> .....	2x1
- From 32.5 m <sup>2</sup> .....	3x1

#### FAIR TYPE CARPET

Default Jasper Grey. 

#### LABELING:

Labeling in standardized letters with the name of the exhibitor editable in the Expo Zone and stand number. **Maximum 20 characters.** If the field for the name of the exhibitor in the Expo Zone is not completed, the name of the Fair in the Participation Request is used.

**Important information:** You must indicate the name for the signage, through your EXPO ZONE **before October 25, 2025.**

#### ELECTRICAL POWER AND LIGHTING:

- Lighting using LED track spotlights at a rate of one spotlight for every 3m<sup>2</sup> of stand.
- Electrical panel with magnetothermic differential with a built-in 500W socket, prepared for a power of 130W/m<sup>2</sup>.

#### CLEANING TYPE A:

First cleaning with removal of the plastic covering the carpet, daily cleaning of the floor and collection of the contents of the waste bins. Does not include cleaning of the objects on display

#### INCLUDED SERVICES

- Daily cleaning of the stand (Type A, once a day)
- Assembly fees included in the price.
- Multi-fair insurance and civil liability included in the price.
- Minimum electrical energy consumption (0.13 Kw /m<sup>2</sup>)
- A parking space for the exhibitor

#### FURNITURE

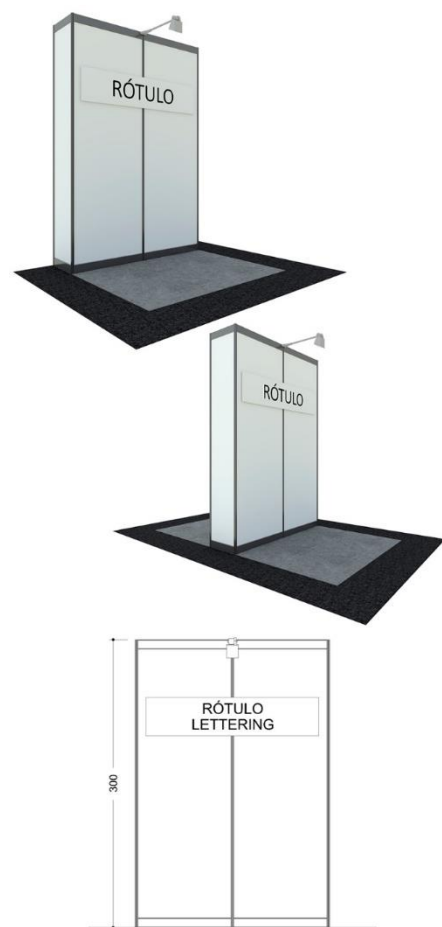
- 1 DOM round table (6RL02001) 73 cm high and 80 cm in diameter
- 3 Madrid Chairs (6RL01001)
- 1 Tana reception counter (6RL08003) 100x50x100
- 1 Lima Stool (6RL01009)

You can check the measurements of the furniture by entering the code indicated in the Expo Zone Ecommerce.



# 2. Participation modalities

## 2.4. STAND START-UPS



### GUIDELINES

- It is not permitted to pierce or nail elements to the stand.
- It is possible to use adhesive tape or graphics, which are easily removable and do not damage the panels.

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

### GENERAL CHARACTERISTICS:

**SURFACE AREA: 6 m<sup>2</sup> not expandable**  
Space to give visibility to innovation, opportunities for entrepreneurship and corporations.  
Stand 6 m<sup>2</sup> ..... **1.520 € + IVA (1)**

**MANDATORY HIRING**  
In addition, participation as an exhibitor implies the mandatory contracting of **PRIVEL LIVEConnect + Marketing and Communication Pack + wifi: €360\***

### TECHNICAL CHARACTERISTICS:

**STAND**

- Space for rent
- Grey aluminium structure
- Walls in matt white melamine
- The stand will be open on one or more sides/aisles depending on the location.

**FAIR TYPE CARPET**  
In jasper grey, other colours available in [Zona Expo](#)

**FURNITURE** (regardless of the contracted m<sup>2</sup>):

- 1 White Table
- 3 chairs Madrid



**ELECTRICAL POWER AND LIGHTING**

- Lighting using LED spotlights on a track at a rate of 1 spotlight for every 3 m<sup>2</sup> of stand
- Electrical panel with magnetothermic differential, prepared for a power of 130 w/m<sup>2</sup>, and a built-in 500w socket

**LABELING**  
Labeling in standardized letters with the name of the exhibitor and stand number. This must be indicated in the **Expo Zone (maximum 20 characters)**.  
If the exhibitor name field in the Expo Zone is not filled in, it will be labelled with the Trade Fair Name on the Participation Application Form.

**INCLUDED SERVICES**

- Multi-vacation Insurance
- Civil Liability Insurance
- Minimum electrical energy consumption (0.13kw/m<sup>2</sup>)
- First cleaning with removal of the plastic covering the carpet and daily cleaning of the floor. It does not include the cleaning of the exhibits.
- A parking space for the exhibitor

**CONTRACTING CONDITIONS FOR STARTUPS FORMAT**

- Newly created companies whose incorporation was between November 2020 and November 2025 may participate, as well as companies whose average number of employees during two consecutive financial years does not exceed 10. (It is mandatory to provide a commercial report from the Commercial Registry and IAE).
- Distributor companies and brand licenses are not included in the above, which is why their participation as a StartUp company is not permitted.
- Sharing space is not permitted. Each company must have its own Application and separate space.
- The stay as a StartUp company is limited to two consecutive editions. Therefore, in the next edition(s), they will participate in the general exhibition.
- Spanish and foreign companies can participate.

**IMPORTANT INFORMATION**

**Discounts**

- 5% DISCOUNT ON SERVICES CONTRACTED ONLINE UP TO 30 DAYS BEFORE THE START OF ASSEMBLY (October 1, 2025) This discount will also apply to services contracted by sending the plan of your stand to the technical secretariat. Mandatory minimum services, outdoor advertising, exhibition halls such as exhibitor passes, forums, etc. are not included.

**Surcharges:**  
**25% increase for services requested 7 days before the start of assembly (starting October 25, 2025).**



### 3. PRIVEL LIVE Connect

Privel LIVE Connect is the digital platform for meeting, relationships, knowledge, networking and professional contacts that energizes the sector, before, during and after the celebration of Privel.

#### What's included?

- Registration of the exhibiting company's profile on the official interactive online list of exhibiting companies: official list of exhibitors accessible on the LIVE Connect platform and on the fair's website, which allows exhibitors and visitors to prepare for the fair in advance.
- Access to the professional network and contact visitors and exhibitors of interest, and chat or request an appointment via videoconference or at the fair with your contacts, thus increasing business opportunities.
- Access to LIVE Connect to complete the company profile and register the team: 5 people with networking features (access to the professional network with the option to search and request contact + personal profile visible as members of the exhibiting team to receive contact requests from visitors and other exhibitors).
- Possibility of including 25 products associated with the company.
- Possibility of including two activities (seminars, technical sessions, etc.) through the platform in a pre-recorded format.



# 4. Exhibitor passes, invitations and co-exhibitors

## 4.1. Exhibitor passes

Exhibitor passes will be **managed from the EXPO ZONE**, in the Event Access/Exhibitor Passes section.



Each exhibitor is assigned exhibitor passes according to the contracted surface area:

Contracted surface area	No. of exhibitor passes
12m <sup>2</sup> .....	4
From 12.50m2 to 16m <sup>2</sup> .....	6
From 16.50m2 to 32m <sup>2</sup> .....	8
More than 32m <sup>2</sup> .....	10

This relationship does not apply to contracts under an exchange regime, which will be subject to the established agreement.

In order to ensure professionalism at the fair, all exhibitor passes will be personalised: they will include the name of the person holding the pass, company and country. To prevent misuse of the passes, identity checks may be carried out at the entrances to PRIVEL.

In addition, access controls will be carried out to ensure the professional nature of the fair during its first three days.

## 4.2. Professional invitations for clients

Professional invitations are managed through the Expo Zone. Guests must be registered to download their free fair pass.

Invitations allow a maximum number of registrations depending on the contracted surface area:

Contracted surface area	No. of professional passes
12m <sup>2</sup> .....	200
From 12.50m2 to 16m <sup>2</sup> .....	300
From 16.50m2 to 32m <sup>2</sup> .....	500
More than 32m <sup>2</sup> .....	700

Each exhibitor may request additional exhibitor passes and electronic invitations by email to [privel@ifema.es](mailto:privel@ifema.es)

## 4.3. Co-exhibitors

The company holding the stand must notify and register the co-exhibiting company through the Expo Zone. The status of co-exhibitor implies the mandatory contracting of the elements included in the Communication and Marketing elements and LIVEConnect, the price of which is €408 + VAT (\*). Co-exhibitors will not have access to the Expo Zone to contract services.

Once the space has been allocated, you will be able to access the eCommerce (through Zona Expo), which includes the services that can complement your participation in the fair: hostesses, furniture, internet, parking...

These rates are subject to periodic change based on changing costs. Prices updated at the time of contracting are available on the institutional website in the Exhibitors Area.

Please note that bookings made from 1 week before the start of the fair are subject to a 25% surcharge.

### 5.1. Stand design and construction service.

We offer you a comprehensive stand design service, with the maximum guarantee of IFEMA MADRID and fully adapted to your needs. We take charge from the moment of planning your space, through to the design, assembly and dismantling. Request a free and no-obligation customized project at [infodesign@ifema.es](mailto:infodesign@ifema.es)

### 5.2. Advertising in our spaces

If you exhibit with a stand at a fair, you can also hire a wide range of strategically located stands that are a must for visitors and exhibitors who come to the fairgrounds. See these items in the Expo Zone, "advertising services and promotional items", or send an email to [publicidadexterior@ifema.es](mailto:publicidadexterior@ifema.es) or call (+34) 91 722 53 08 / 40.

### 5.3. Room rental

For exhibitors at the event, there is the possibility of renting rooms in the venue if you wish to organize a conference, reception, press conference or product presentation during the fair. Reservations must be made in advance. Request a quote without any obligation through the Convention Centre: [convención@ifema.es](mailto:convención@ifema.es), (+34) 91 722 5072. You can view the venue's rooms in the room browser available online.

### 5.4. Catering and Stands

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



## 6. Other relevant information for the exhibitor

PRIVEL

### 6.1.

Without prejudice to the fact that PRIVEL management may inform exhibitors in the event of a move or significant change to the reserved location, each exhibitor is obliged to inform themselves of the location of their stand, its exact dimensions, etc.

### 6.2.

Occupation of the space will not be authorized, nor will the modular stand be delivered to the exhibitor who has not paid in full for the contracted space and the costs of the requested services.

### 6.3.

Exhibitors will be able to access their stands from 8:30 a.m. and leave them from the closing time of the fair until 7:00 p.m.

### 6.4.

Participation or access is not 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.

### 6.5.

The exhibitor is obliged to attend to his stand and remain with the products on display during the entire period and opening hours, losing the right to preferential renewal of the allocated space.

### 6.6.

Direct sales of any type of items displayed at the fair are strictly prohibited.

### 6.7.

The exhibitor authorizes IFEMA MADRID to reproduce, in whole or in part, the products displayed in its promotional material.

### 6.8.

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

### 6.9.

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

### 6.10.

#### Discount coupons on transportation

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

### 6.11.

#### Always

If your company's staff or those of your co-exhibiting companies need a visa to attend the fair, they can do so by requesting one from the Expo Zone to the Privel secretariat.

As a general preventive measure, due to the number of activities, it is mandatory to wear a protective helmet, high visibility vest and safety footwear during the days of assembly and disassembly of the fair in all exhibition areas.

## 7. Promote your participation in the fair

PRIVEL

### 7.1.

Use the banner available on the PRIVEL website: [ifema.es/privel](http://ifema.es/privel) and include it in your communications as part of your email signature or header in your letters.

### 7.2.

Send us your news about the new products you are going to present so that we can include them in the official channels of the fair: website, newsletter and social networks to give the maximum publicity of your participation in the fair.

### 7.3.

Send free online invitations to attend Privel to your clients and prospects.

### 7.4.

Organise trade fair events and activities and inform trade visitors. Let your contacts and guests know what is happening at your stand and the activities and events you are organising or taking part in.

### 7.5.

Inform the media of your presence at the fair.





## 8. Expo Zone

PRIVEL

ZONA EXPO is the communication channel with IFEMA MADRID, accessible from [ifema.es/privel](https://ifema.es/privel). Access to ZONA EXPO is via a USERNAME AND PASSWORD that you will receive by email once the Event Management confirms your participation.

From the Expo Zone you can:

- ❖ Budget and contract complementary services (furniture and stand accessories; telecommunications and IT; cleaning, hanging points, water and drainage, assembly fees, hostesses, parking, etc.)
- ❖ Access your account status, issued invoices and request invoices.
- ❖ Edit your company and contact details.
- ❖ Access your data for catalog and update of these.
- ❖ Request your exhibitor passes if you are participating in person.
- ❖ Download the updated plan of your stand.





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



PRIVEL





# 11. Exhibitor calendar

PRIVEL

When	That	As	Who is taking care of you?
From November 2024	Application for participation (Priority deadline for exhibitors at Privel 2025)	<ul style="list-style-type: none"> <li>Submission of the request for participation of exhibitors at Privel 2025, together with the reservation fee of €750 (+VAT) to confirm the renewal of your space and surface area or request a change.</li> <li>Complete the application online and send a copy of the payment for the space reservation fee to <a href="mailto:servifema@ifema.es">servifema@ifema.es</a></li> </ul>	Customer Service (Exhibitors): (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Before March 31, 2025	Payments	<ul style="list-style-type: none"> <li>FIRST PAYMENT 50% of the amount of the space, deducting the reservation fee.</li> </ul>	<a href="mailto:servifema@ifema.es">servifema@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Before September 15, 2025	Deadline for submission of free design stand projects to the Expo Zone	<ul style="list-style-type: none"> <li>Those stands that are going to hang structures from the pavilion ceiling must send an independent rigging project to <a href="mailto:inspeccion.rigging@ifema.es">inspeccion.rigging@ifema.es</a> before the same date.</li> </ul>	<a href="mailto:sectecnica@ifema.es">sectecnica@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Before October 1, 2025	Payments	<ul style="list-style-type: none"> <li>Deadline for 100% of the amount of the space and contracted services.</li> </ul>	<b><a href="mailto:servifema@ifema.es">servifema@ifema.es</a> (+34) 91 722 30 00</b> <b><a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></b>



# 11. Exhibitor calendar

PRIVEL

When	That	As	Who is taking care of you?
Until October 1, 2025	Hiring of services	<ul style="list-style-type: none"> <li>Hiring services with a 5% discount.</li> </ul>	Customer Service (Exhibitors): (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
Before October 15, 2025	Deadline	<ul style="list-style-type: none"> <li>Deadline for uploading the modular project to the expo area.</li> </ul>	<a href="mailto:servifema@ifema.es">servifema@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
From October 25, 2025	Hiring of services	<ul style="list-style-type: none"> <li>Hiring of services with a 25% increase.</li> </ul>	<a href="mailto:servifema@ifema.es">servifema@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
From November 1 to 3, 2025	Assembly of free design stands	<ul style="list-style-type: none"> <li>Free Design stands will be set up at the following times:</li> <li>November 1st from 3:00 p.m. to 9:30 p.m.</li> <li>November 2 and 3 from 8:30 a.m. to 7:30 p.m.</li> <li>The use of a helmet, vest and safety footwear is mandatory.</li> </ul>	<b>Customer Service (Exhibitors):</b> <b>(+34) 91 722 30 00</b> <b><a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></b>
November 4, 2025	Receipt of goods and delivery of modular stands	<ul style="list-style-type: none"> <li>Goods entry and delivery of modular stands from 08:30 to 21:30. From 19:00 onwards, entry will only be possible through the pedestrian doors, with the goods gates closed in order to proceed with the installation of recyclable carpet.</li> </ul>	<a href="mailto:servifema@ifema.es">servifema@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>

# 11. Exhibitor calendar

PRIVEL

When	That	As	Who is taking care of you?
November 5 and 6, 2025	Celebrating PRIVEL 2025	<ul style="list-style-type: none"><li>Hiring services with a 5% discount.</li></ul>	<a href="mailto:privel@ifema.es">privel@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
November 6 and 7, 2025	Departure of goods and decoration material	<ul style="list-style-type: none"><li>November 6 from 7:00 p.m. to 9:30 p.m. (from 7:30 p.m. to 8:30 p.m., exits may only be made through the pedestrian doors to remove recyclable carpet) and November 7 from 8:30 a.m. to 9:30 p.m.</li></ul>	<a href="mailto:privel@ifema.es">privel@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
November 7 and 8, 2025	Dismantling of free design stands	<ul style="list-style-type: none"><li>The stands will be dismantled on November 7th from 3:00 p.m. to 9:30 p.m. and on November 8th from 9:30 a.m. to 7:30 p.m.</li></ul>	<a href="mailto:servifema@ifema.es">servifema@ifema.es</a> (+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>

Department	Ask me about	Contact	
Direction of the contest	<ul style="list-style-type: none"><li>• Hiring space</li><li>• General topics for participation in the fair</li><li>• Exhibitor passes</li><li>• Professional Visitor Invitations</li><li>• Activities and forums at the fair</li></ul>	Director	Lola Gonzalez
		Commercial Manager	Santiago Diez sdiez@ifema.es (+34) 651 87 6331
CALL CENTER IFEMA Line	<ul style="list-style-type: none"><li>• Hiring of services</li><li>• Exhibitor area</li><li>• Information for visitors</li></ul>	(+34) 91 722 30 00 <a href="mailto:atencionexpositor@ifema.es">atencionexpositor@ifema.es</a>	
Servifema	<ul style="list-style-type: none"><li>• Billing and payments</li></ul>	(+34) 91 722 30 00 <a href="mailto:servifema@ifema.es">servifema@ifema.es</a>	
Technical Secretariat	<ul style="list-style-type: none"><li>• Technical support to exhibitors and assemblers</li><li>• Review of stand assembly projects</li><li>• Customization of modular stands</li><li>• Rental of space for refrigerated trucks</li></ul>	(+34) 91 722 30 00 <a href="mailto:stecnica@ifema.es">stecnica@ifema.es</a>	



Department	Ask me about	Contact	
Communications department	<ul style="list-style-type: none"><li>• Relations with the media.</li><li>• Press information on trade fairs and exhibitions organised by IFEMA MADRID.</li><li>• Institutional press information.</li><li>• Press accreditation for fairs and exhibitions.</li><li>• Dissemination of exhibitor news.</li><li>• Social networks.</li></ul>	Press Chief	Alejandra Elorza <a href="mailto:aelorza@ifema.es">aelorza@ifema.es</a>
		Press Office	Gemma Ramirez <a href="mailto:gemar@ifema.es">gemar@ifema.es</a>
Graphic Decoration Department	<ul style="list-style-type: none"><li>• Hiring graphic materials to personalize your stand</li></ul>	(+34) 91 722 30 00 <a href="mailto:decoraciongrafica@ifema.es">decoraciongrafica@ifema.es</a>	
Comprehensive stand design service	<ul style="list-style-type: none"><li>• Design and assembly of free design stands</li></ul>	(+34) 91 722 30 00 <a href="mailto:infodesign@ifema.es">infodesign@ifema.es</a>	
Outdoor Advertising	<ul style="list-style-type: none"><li>• Hiring of advertising media at the fairgrounds</li></ul>	(+34) 91 722 53 40 (+34) 91 722 53 08 <a href="mailto:publicidadexterior@ifema.es">publicidadexterior@ifema.es</a>	

# 12. Contact us.

PRIVEL

Department	Ask me about	Contact
Conventions and Congresses	<ul style="list-style-type: none"><li>• Rental of the different meeting and convention spaces at the fairgrounds, both during and outside the fairs</li><li>• Coordination of extra-fair activities</li></ul>	(+34) 91 722 50 72 <a href="mailto:convenciones@ifema.es">convenciones@ifema.es</a>
External Relations (Protocol)	<ul style="list-style-type: none"><li>• Institutional visits</li><li>• Guided tours</li><li>• Protocol of all events</li><li>• Institutional relations</li></ul>	(+34) 91 722 50 82 <a href="mailto:infoifema@ifema.es">infoifema@ifema.es</a>
Telecommunications	<ul style="list-style-type: none"><li>• Technical advice on telephone lines, Wi-Fi, etc.</li></ul>	<a href="mailto:telecomunicaciones@ifema.es">telecomunicaciones@ifema.es</a>
Security and Self-Protection	<ul style="list-style-type: none"><li>• Security, access and parking</li><li>• Communication to carry out catering at the stand</li></ul>	(+34) 91 722 50 65 <a href="mailto:dsinternos@ifema.es">dsinternos@ifema.es</a> <a href="mailto:catering@ifema.es">catering@ifema.es</a>

Thank you

