



The International Trade Fair for Promotional Gifts
and Personalisation Equipment

Exhibitor Guide and Specific Participation Rules

**12-14
Jan
2026**
ifema.es



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1.1 Dates, Schedule, and Venue

PMG Promogift will take place at the IFEMA MADRID fairgrounds from **January 12 to 14, 2026** from 9:30 am to 6:00 pm, last day from 9:30 am to 3:00 pm.

Exhibitors will be able to access the venue from 08:30 am. and leave it before 6:30 pm, last day until 00:00 h.

The virtual event through the digital platform will be open from November 12, 2025 to February 12, 2026.

The character of the fair is professional.

1.2 What do I need to do to participate?

The application process begins by completing the online Participation Request form, available on the trade fair's website, within the established deadline.

This form allows us to provide you with comprehensive information and to present you with a participation proposal. You can check the booking and payment deadlines in the form itself and in the Exhibitor Calendar.

Submitting the Participation Request implies full acceptance of the **General Participation Rules for events organized by IFEMA MADRID**, the technical annexes, the specific rules for this edition, and any general or specific provisions established by the fair organizers.

The exhibiting company is the company in whose name the application to participate as an exhibitor is completed.

In order to apply to participate in the fair, it is an essential requirement that the activity of the company, public or private entity, is included in the sectors covered by the fair within the sectors covered by the fair.

By clicking on the send application button, the exhibitor confirms to IFEMA MADRID that he/she is seriously interested in participating in the fair.

In the case that the CONTRACTING COMPANY designates another entity as BILLING COMPANY, the details of both must be included in the application for participation. Changes of invoicing company will not be authorised after the first invoice has been issued.

1.3 Space Allocation and Contracting

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.

IFEMA MADRID will make one or more proposals regarding space/location based on the participation modality and/or the type and size of the requested stand. This proposal constitutes a contractual offer. Should the applicant accept the offer/quotation in writing, by email or by signature, the participation contract for the trade fair will be deemed formalised. This constitutes a binding and irrevocable commitment by the applicant.

Space will be allocated upon written acceptance by the exhibitor.

The exhibitor will receive the exhibition contract with the statement of accounts and stand plan(s) and will then be able to access the Expo Zone customer portal to manage their participation.

It is essential that all payments specified in the contract are made within the established deadlines.

Space allocation will be carried out by the Exhibition Management, taking into consideration the overall needs of Salón Look, sector layout and image, and endeavouring to meet the preferences of participating companies and the affinities between products of a similar style, within the limits of available space.

The Exhibition Management reserves the right to change the location of stands from one edition to another if, due to reasons of sector layout, product grouping, or overall image, it deems such changes appropriate.

The reservation will not be formalised until the corresponding payment of the first 25% of the space has been made at. If payment has not been received by the deadline of 10 October 2025, PMG Promogift may dispose of the stand without any obligation to give prior notice.

1. HOW TO PARTICIPATE

1.4 Participation modalities

- **Exhibitor:** is the natural or legal person, which has space at the fair. The exhibiting company is the company in whose name the application to participate as an exhibitor is completed.

Exhibitors have the option of hiring:

- ❑ **Modular Stand Model C:** Minimum surface area 12 m2.
- ❑ **Modular Stand PREMIUM :** Minimum surface area 32 m2.
- ❑ **FREE DESIGN Stand (floor only):** Surface area equal to or greater than 75 m2.



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

Exhibitor Plan Conecta

Participation as a regular exhibitor at the fair requires the contracting of the **CONECTA EXHIBITOR PLAN** 320€ + VAT (1).

The following services are included under this concept:

- Promotion of participation in the fair through inclusion in the publicly accessible list of exhibitors on the fair's website, also shared via sector-specific communications.
- Presence as an exhibitor in the PMG Promogift Digital Event. The digital event extends the duration of the fair beyond the physical dates, offering additional content related to the exhibitor offering and industry news. It is accessible to registered exhibitors and visitors.
- Upload of up to 10 products or services linked to the company profile on the digital platform.
- Visibility during the fair in hall floorplans and exhibitor lists displayed onsite.
- Access to IFEMA MADRID's Expo Zone portal to manage all aspects of participation.
- Exhibitor passes according to the contracted package (see section 2.2).
- Online invitations in accordance with the contracted package (see section 2.2).
- Discount vouchers for transport.
- Premium Wi-Fi connection for 3 users throughout the fair. (These connections are only compatible with devices that support 5 GHz band networks.) The password will be activated for the duration of the fair and until the last day of dismantling, and will be sent by email to the account holder at least 48 hours in advance.

- **Networking features enabling business opportunities for up to 3 users (via the digital platform):**

- Search for new contacts between registered visitors and exhibitors.
- Communication with contacts (chat and videoconferencing).
- Organisation of online and in-person meetings with contacts.
- Preparation of company meetings at the stand during the fair to optimise time.
- Scan visitor passes at the fair.
- Download contact list with their details.

What will you find on the PMG Promogift Digital Platform?

The PMG Promogift Digital Platform is the digital ecosystem that fosters connections with other professionals, facilitates meeting preparation, offers exclusive content and activities, and generates business opportunities.

Business and Networking

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

Post-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 Exhibitor Area on the Digital Platform?

- Update my company's details visible in the online catalogue and on the PMG Promogift digital platform.
- Add my products and services, which will be visible in the PMG Promogift digital event.
- Register users from my team to access the PMG Promogift digital event.
- Manage the exhibitor company's agenda and meetings at my stand during the fair.

What can I do at the PMG Promogift Digital Event?

- Search for relevant contacts in the professional network.
- Request and accept contact requests to chat and hold videoconferences.
- Request and/or accept appointments for business meetings at my stand during the fair or via videoconference.
- Complete my professional profile as a platform user and set my availability for meetings.
- View information about other exhibitors' offerings.
- Browse activities and conferences, both in-person and online, and add them to my agenda.
- Scan visitor passes at the fair.
- Download my contact list.

1. HOW TO PARTICIPATE

1.6 Your Space at the Fair. Stand Types

STAND TYPES

- **Modular stand Model C:** Aimed at firms and companies exhibiting product samples. Minimum surface area 12 m2.
- **PREMIUM modular stand:** Aimed at firms and companies exhibiting product samples. Minimum surface area 32 m2.
- **FREE DESIGN Stand (floor only):** Aimed at firms and companies that opt for the construction of a stand adapted to their image objectives. Surface area equal to or greater than 75 m2.

❖ Mandatory Services: (included in the Modular Stand)

- Liability insurance (covers up to 60.000€)
- Multi-trade fair insurance (covers up to 50.000€)
- Minimum electricity consumption (0,13 kW/m²)¹ Parking space regardless of the contracted area
- Daily cleaning of the stand (Type A, once a day)

Participation with a free design stand (floor only) at the fair requires the contracting of the following general services associated with the stand:

❖ Assembly fees (service included in the modular stands)(*)

- **Type A:** spaces without decoration, or occupied by carpeting or flooring
- **Type B:** basic modular stands made of aluminium or similar materials
- **Type C:** modular design stands in aluminium, carpentry stands and other materials.

❖ Conecta exhibitor plan

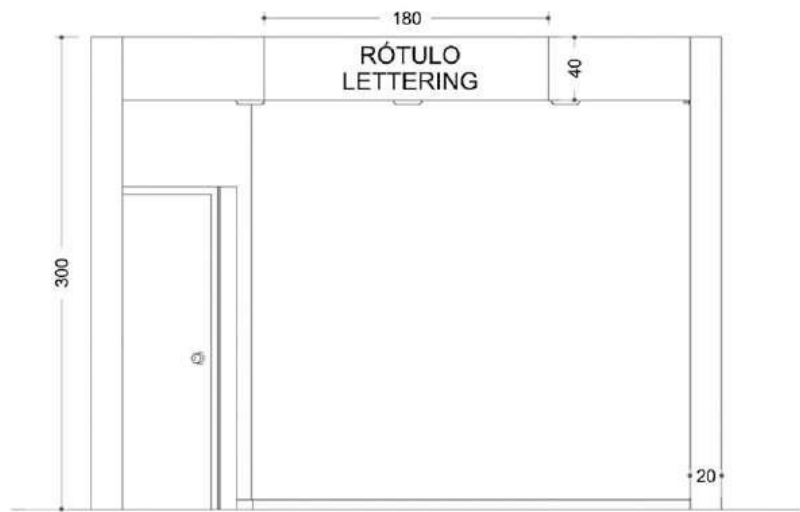
(*) Services already included in the modular stands.



1. HOW TO PARTICIPATE

1.6 Your space at the fair. Types of stands

MODULAR STAND C



STAND

- ✓ Minimum space to be contracted: 12 m²
- ✓ 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 matt white plastic

MANDATORY CONTRACT

In addition, participation as an exhibitor requires the mandatory purchase of the **CONECTA PLAN**: €320 + VAT

STORAGE ROOM with door in the following proportions:

- Up to 16 m²:1x1
- From 16,5 to 32 m²2x1
- From 32,5 m²:3x1

EXHIBITION CARPET

3 colours to choose from in the **Expo Zone**. Jasper Grey is the default colour. If no colour is specified, Jasper Grey will be used by default. Exhibitors must specify their chosen carpet colour **before 23 December 2025**.

ELECTRICAL INSTALLATION AND LIGHTING

- General lighting provided by towers with LED spotlights on rails, at a rate of 1 spotlight per 3 m² 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/m² and with a 500W socket.

SIGNING

Standardised lettering with the exhibitor's name editable in the EXPO AREA and stand number. **Maximum 20 characters**. The exhibitor must indicate the company name chosen for the signage **before 23 December 2025**.

SERVICES INCLUDED

- 1 parking space (regardless of the contracted area)
- Daily cleaning of the stand (Type A, once a day)
- Minimum electricity consumption (0.13 Kw/m²)
- Multiferia and Civil Liability Insurance

TYPE A 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 exhibits.

ASSEMBLY PLAN

You can view your assembly plan in the Expo Zone, which shows the location of the warehouse and other services included. You can also track the status of the plan and make comments on it if any changes are needed.

ADDITIONAL SERVICES

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

FURNITURE in the following proportions:

- Up to 50m²: 2 Madrid chairs (6RL01001), 1 white DOM table (6RL02001), 1 Tana counter (6RL08003) and 1 Lima stool (6RL01009).
- From 50.5 to 100m²: 4 Madrid Chairs (6RL01001), 2 White DOM Tables (6RL02001), 1 Tana Counter (6RL08003) and 1 Lima Stool (6RL01009).
- From 100.5 to 250m²: 4 Madrid Chairs (6RL01001), 2 white DOM Tables (6RL02001), 2 Tana Counters (6RL08003) and 2 Lima Stools (6RL01009).



GUIDELINE DRAWING. No holes may be made. No drilling, nailing or gluing is permitted. It must be adapted to the dimensions of the space allocated.

COMMENTS: • All services or modifications to be made based on these characteristics shall be borne by the exhibitor. • The removal or replacement by the exhibitor of any component of the modular stand shall not imply 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, as long as it's 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 rate.

• In addition, any exhibitor may contract elements listed in the IFEMA Services Catalogue. • All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE **before 7 December**. • Stands will be delivered finished **on 10 January** from 3 p.m. onwards.

1. HOW TO PARTICIPATE

1.6 Your space at the fair. Types of stands

STAND MODULAR PREMIUM

STAND

- Stand open to one or more aisles according to the allocation plan.
- ✓ Structure: aluminium frames 2.5 m high with white canvas walls.
 - ✓ Carpet: sustainable.
 - ✓ Signage: standardised lettering with the exhibitor's name.

MANDATORY PURCHASE

In addition, participation as an exhibitor requires the mandatory purchase of the **Conecta Plan** at a price of €320 + VAT.

WAREHOUSE with door in the following proportions:

- From 32 m².....3x1

EXHIBITION CARPET

In marbled grey, other colours available in the **Expo Zone**. Exhibitors must indicate their chosen carpet colour **before 23 December 2025**. If no colour is indicated, marbled grey will be used by default.

ELECTRICAL INSTALLATION

- Electrical panel at a rate of 130wxm2.
- 1 x 25w LED spotlight for every 4m2.
- Single socket base.

SIGNING

Standardised signage 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 Fair Name from the Participation Application will be used for the signage. The exhibitor must indicate the company name chosen for the signage **before 23 December 2025**.

SERVICES INCLUDED

- Daily cleaning of the stand (Type A, once a day)
- Multi-fair insurance and civil liability included in the price.
- Minimum electricity consumption (0.13 Kw/m²)
- 1 fair parking card

TYPE A CLEANING:

Initial cleaning with removal of the plastic covering the carpet, daily cleaning of the floor and collection of rubbish from bins. Does not include cleaning of exhibits.

ASSEMBLY PLAN

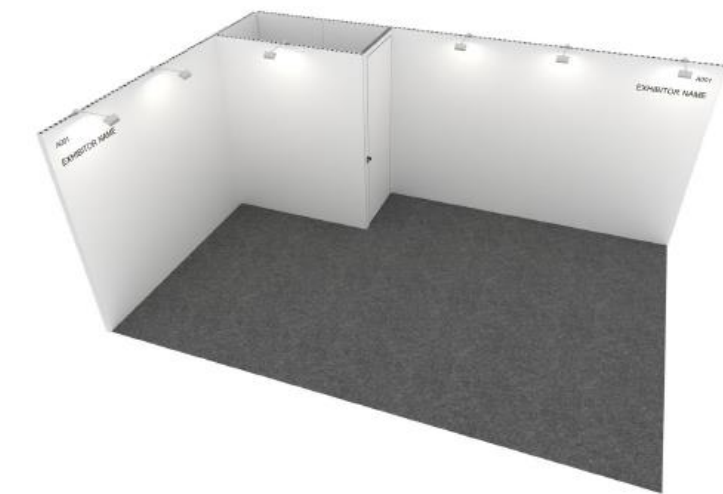
You can view your assembly plan in the Expo Zone, which shows the location of the warehouse and other services included. You can also track the status of the plan and make comments on it if you need to make any changes.

ADDITIONAL SERVICES

- Any queries or requests regarding the stand should be sent to: standspremium@ifema.es
- The graphic design of this stand will be carried out by the supplier and can be managed through the EXPO ZONE.

FURNITURE:

- 32 m2: 2 tables (white Dom), 4 chairs (white Madrid), 1 white Tana counter, 1 Lima stool



GUIDELINE DRAWING. No holes are permitted. Drilling, nailing or gluing are not permitted. It must be adapted to the dimensions of the space allocated.

COMMENTS: • All services or modifications to be made based on these characteristics shall be borne by the exhibitor. • The removal or replacement by the exhibitor of any component of the modular stand shall not imply 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, as long as it's 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 rate.

• In addition, any exhibitor may contract elements listed in the IFEMA Services Catalogue. • All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE **before 7 December**. • Stands will be delivered finished **on 10 January** from 3 p.m. onwards.

REGULATIONS AND ASSEMBLY OF YOUR SPACE

ASSEMBLY AND DISASSEMBLY

All companies will be obliged to set up their stand, including at least the dividing walls with the wall of the hall and with the adjoining stands, depending on their location.

Free design stands may be set up from 7 to 10 January 2026 during the following timetable:

- ✓ 7 January from 15:00 to 23:30 h.
- ✓ 8, 9 and 10 January from 8:30 to 23:30 h.

The delivery of modular stands contracted with IFEMA MADRID will take place on 10 January from 15:00.

Exhibitors who have not paid in full for the space contracted and the costs of the services requested will not be authorised to occupy the space nor will they be handed over the modular stand.

The **entry of goods and decoration material** may take place on the following days:

- ✓ 10th January from 15:00 to 21:30 h.
- ✓ 11th January from 08:30 to 21:30 h..

From 19:00 h onwards, entry will only be possible through the pedestrian gates, closing the goods gates to proceed with the installation of recyclable carpeting.

Goods and decoration material may be removed on 14 January from 15:30 to 00:00h. From 15:30 to 16:30h, exit will only be possible through the pedestrian gates for the removal of recyclable carpeting. After this time, the goods gates will be open until 00:00h.

Stands may be dismantled on the following days:

- ✓ 15th January from 08:30 to 23:30.
- ✓ 16th January from 08:30 to 15:00.

General assembly regulations

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

During the assembly, it is not necessary to wear passes, so there are no exhibitor passes for assembly workers.

Work on the assembly cannot begin without the prior completion and submission of the **Occupational Risk Regulations and coordination of business activities Protocol** to IFEMA, available on the IFEMA MADRID website: ifema.es – Exhibitors – Participation Rules – Forms (Article 15 of the general participation rules for events organised by IFEMA MADRID).

Regulations on Vehicle Circulation and Parking during the Event: It is strictly prohibited to park vehicles in the loading and unloading areas inside the exhibition grounds, and vehicles may only be parked in designated areas, with the corresponding fee paid if applicable. Once the event has opened, no vehicles are allowed to circulate inside the pavilions or on the avenue, unless expressly authorised by IFEMA MADRID (Article 14 of the general provisions in IFEMA MADRID's General Participation Rules).

Waste and Material Management for Assembly and Exhibition:

All companies participating in the assembly and dismantling of stands at the fair/event must manage, as direct responsible parties, the waste they generate for removal within the established deadlines. IFEMA MADRID will provide the option to hire containers to facilitate waste sorting and removal and will oversee this process (see rates on the Client Portal Zona Expo, under Service Contracts, section for cleaning and waste containers).The exhibitor will forfeit any right to claim for losses or damage to materials that remain in the exhibition areas of the pavilion after the deadline, and will bear the costs for their removal, which will be invoiced by IFEMA MADRID according to the established rates (see Article 35 of the general regulations for exhibitors in events organised by IFEMA MADRID).

SPECIAL AUTHORISATIONS

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

- Occupational Risk Prevention and Coordination of Business Activities.
- Catering stands communication
- Authorization request for private security.
- Authorization Request for WIFI installations.
- Authorization request for antenna cable connections.
- Authorization request for rigging structures in halls / Rigging

MORE INFORMATION

TURNKEY STAND REGULATIONS

Installation of Recyclable Carpet in Common Areas: In line with IFEMA MADRID's commitment to the UN's Sustainable Development Goals 2030 (SDGs), as outlined in the **Sustainable Participation Guide for Fairs and Events**, and with the aim of optimising the installation and removal process of recyclable fair carpet for its subsequent reuse and eliminating plastic protectors at the source, the goods entry and exit times must align with these processes and will be reflected in the corresponding section. Thank you for your collaboration in supporting our environmental commitment.

IFEMA MADRID carpets the aisles throughout the fair, and for sustainability reasons, uses reusable strips of standard size, leaving a small strip along the edges of the aisle(s) adjacent to the stands uncovered. These uncovered strips are considered part of the aisle, not the stands, and therefore exhibitors are not authorised to cover or decorate them. We kindly ask for the exhibitor's cooperation in respecting this decision; IFEMA MADRID staff will monitor compliance where possible and will require the removal of any carpet that invades these strips. If, despite the checks, the strip is encroached upon, the invaded aisle space will be charged to the exhibitor as additional space.

MODULAR STANDS. REGULATIONS AND CUSTOMISATION.

All modular stands that include interior decoration with panels, profiles, totems, flooring, trusses, etc., must **MANDATORILY UPDATE their project in their ZONA EXPO before 7 December 2025.**

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 rates.

The distribution of all elements that make up the stand, any additional items requested, as well as the structural elements necessary for the support of the stand, will be adapted to the exhibitor's needs, provided it is technically feasible and the floorplan with the relevant instructions IS **UPLOADED TO ZONA EXPO 1 month before the start of assembly: 7 December 2025.**

CUSTOMISE YOUR STAND WITH US: GRAPHIC DECORATION FOR STANDS

Customise your modular stand with your brand's image to create maximum impact on visitors. We offer a wide range of graphic materials (vinyls, foam, Forex, banners, etc.) that are versatile and adaptable to all elements of your stand (walls, furniture, fascia, flags, displays, etc.). Request more information and a quote. Our specialised team will oversee the production and installation **decoraciongrafica@ifema.es**

In case of contracting a Premium Modular Stand, please contact **standspremium@ifema.es**

Once the stand assembly is complete, any changes to the location of elements that have not been communicated by the established deadline will be invoiced.

To hire services, please visit our online channel, accessible through the following link: **[E-Commerce](#)**

Free design stands. Regulations and assembly

Companies opting for free construction of their stands must SUBMIT THEIR EXPO ZONE the project for approval **before 7 December 2025**.

If your project includes a rigging structure, you must send a specific project to rigging@ifema.es **before 7 December 2025**.

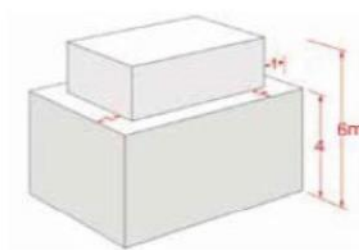
Assembly rights

The company responsible for the stand assembly work must pay IFEMA MADRID, before starting the work, the assembly fees corresponding to the services provided during the Fair's assembly and dismantling period. If, as the exhibitor, you wish to pay these assembly fees and have them included in your invoice, you must contract them at **the Expo Zone**.

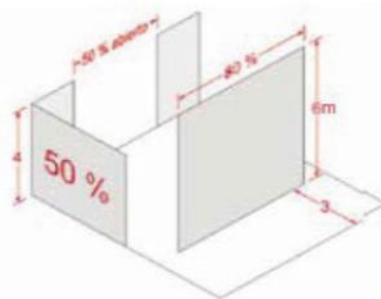
In order to be more efficient and to be able to provide you with a better service, IFEMA MADRID has started to apply a last minute surcharge to the contracting of assembly rights, as is the case with the rest of our services. This surcharge increases the price by **25% when the booking is made during the week prior (7 days before)** to the start of the assembly, during the assembly, celebration and dismantling.

We would like to remind you that the assembly fees apply to free design assemblies and that they 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 SET-UP RULES FOR FREE-DESIGN STANDS

- All companies are required to construct their stand in such a way that it at least includes the partition walls with the pavilion wall or other stands.
- The exhibitor must mark their space with the corresponding stand number, in accordance with the official floorplan and the fair's contractual documentation.

Height

- Maximum authorised height within the perimeter line. 4 m
- In order to raise or hang any decorative element to a maximum height of 6 m, a 1 m margin must be left within the inside of the perimeter of the whole stand.
- This possibility does not exist in the connecting nuclei between halls.
- Building elements, decoration and spotlights may not protrude more than 50 cm from the allotted space and from a minimum height of 2.5 m.

Blind perimeter walls in the perimeter environment

- Blind perimeter walls cannot make up more than 50% of each side facing an aisle.
- Longer walls must be set back at least 3 m from the perimeter and cannot make up more than 80% of the length of the façade.

The interpretation and application of these regulations for each specific case are the responsibility of IFEMA MADRID, which reserves the right to make exceptions if deemed necessary, based on the overall perspective of the event and the visibility of neighbouring stands.

DESIGN YOUR STAND WITH US

In addition to turnkey stands, we offer a comprehensive stand design service tailored to your specific needs, with our full guarantee. We handle everything—from space planning and design to assembly and dismantling. Request a customized project free of charge and without obligation by emailing standbuilding@ifema.es

To hire services, please visit our online channel, accessible through the following link: **E-Commerce**.

1.7 Participation fees

ONLY FLOOR	RATE	ASOCIATED RATES
From 75 to 150 s.q.m..	217,35 €/s.q.m. + VAT	207,00 s.q.m. + VAT
From 150,5 to 350 s.q.m..	213,25 s.q.m. + VAT	192,50 s.q.m. + VAT

SUELO + STAND MODULAR MODELO C	RATE	ASOCIATED RATES
Surface area 12 s.q.m.	3.146,40 € + VAT	2.830,70 € + VAT
Surface area 16 s.q.m.	4.035,00 €+ VAT	3.600,00 € + VAT
Additional s.q.m. (from 16s.q.m.)	232,90 s.q.m. + VAT	201,85 € /s.q.m. + VAT

SUELO + STAND MODULAR PREMIUM	RATE	ASOCIATED RATES
Surface area 32 s.q.m.	8.6561,32 € + VAT	7.803,32 € + VAT
Additional s.q.m. (from 32 s.q.m.)	258,50 €/ s.q.m. + VAT	232 €/s.q.m. + VAT

PARTICIPACIÓN COLECTIVA	TARIFA
Surface area 12 s.q.m.	2.727,35 € + VAT
Additional S.Q.M.	199,75 €/ s.q.m.. + VAT

SERVICES INCLUDED IN THE FLOOR-ONLY AND MODULAR STAND RATES

- 1 parking space (regardless of the surface area contracted).
- Daily cleaning of the stand (Type A, once a day).
- Minimum electricity consumption (0.13 Kw/m2).
- Multifair and Civil Liability Insurance.

MANDATORY SERVICES

PLAN CONECTA (Marketing and Communication + Digital Platform pack)	320 € + VAT (1)
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ASSEMBLY RIGHTS

Only for Free Design Stands (Floor Only)

Type A: undecorated spaces or covered with carpet or platform.	2,77€/m² + VAT (1)
Type B: basic modular stands in aluminum or similar	5,56€/m² + VAT (1)
Type C: custom-designed modular stands in aluminum, carpentry, and other materials	8,75€/m² + VAT (1)

1.8 Deadlines and payment

FECHAS PARA LA REALIZACIÓN DE PAGOS

- **10 October 2025:** deadline for payment of the first **25% of the contracted space.**
- **10 November 2025:** deadline for payment of the second **25% of the contracted space.**
- **10 December 2025:** deadline for **payment of 100%** of the contracted space and services.

PAYMENT METHODS

You can pay in the following ways:

- ❖ Transfer to: IFEMA MADRID / PMG Promogift 2026
 - Santander: IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHESMM
 - BBVA: IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM
 - Caixa Bank: IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESBBXXX
- Send a copy of the bank receipt to atencionalcliente@ifema.es**
- ❖ Certified cheque made out to IFEMA MADRID/ PMG PROMOGIFT 2026.
- ❖ Credit card in a secure environment, accessible after completing the participation application online, or subsequently in the EXPO ZONE. In accordance with current regulations, payments in cash or bearer cheques 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 **atencionalcliente@ifema.es**

Discounts:

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

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

Surcharges:

25% increase for contracting services, including assembly fees, requested 7 days before the start of assembly (**31 December 2025**).

(1) Companies based in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For other companies this operation is not subject to Spanish VAT. For companies based in the European Union, the exhibitor shall be liable to VAT and may, if applicable, claim it back in the country where the company is domiciled.

1.9 Specific fair regulations

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

The minimum surface area available for hire is 12 m².

The Organising Committee reserves the right to alter assigned spaces or make changes to the layout of the halls for organisational reasons.

Without prejudice to the fact that the Organisers will inform exhibitors in the event of a relocation or significant modification of their reserved location, it remains the responsibility of each exhibitor to ascertain the exact location and dimensions of their stand.

Access will not be granted to any exhibitor or visitor who cannot provide proof of affiliation with the relevant professional sectors, even if they hold the appropriate pass or invitation.

Exhibitors are required to attend and man their stands, and to keep their products on display, throughout the entire duration and official opening hours of the event. Failure to comply with this requirement may result in the loss of preferential rights to renew their allocated space.

For safety reasons, the storage of packaging materials within the exhibition halls is strictly prohibited.

The exhibitor authorises IFEMA MADRID to reproduce, either partially or in full, the products on display in its promotional materials.

The exhibitor agrees to comply with all environmental protection rules and guidelines.

Activities that may cause disturbance to other exhibitors are strictly prohibited. Sound levels may not exceed 60 decibels. Any sound equipment used must be directed towards the interior of the stand and installed at a maximum height of 2 metres from the floor. Under no circumstances may sound be projected towards adjoining aisles or neighbouring stands. Live music is not permitted, nor are devices or procedures that result in sound amplification, such as horns or sirens. Failure to comply with this regulation will result in the disconnection of the power supply, following prior notice from the Organisers or security personnel.

Companies including stages in their stand designs must orient them towards the widest adjacent aisle and indicate the exact location in the plans submitted to the Technical Secretariat for approval. The layout and orientation of all audiovisual and/or technical elements must also be clearly marked.

All promotional activities, as well as the distribution and display of samples, brochures, leaflets, and all types of promotional material, must be confined strictly to the exhibitor's allocated space.

All activities taking place within the exhibitor's stand must be communicated to the Organisers for prior authorisation by 12 december, by emailing promogift@ifema.es with the subject line "Activity" and including the stand number.

If catering services are required during the PMG Promogift event, the exhibitor must fill out the "Notification for catering at stands" form available at ifema.es and send it to catering@ifema.es.

Exhibitors are expressly forbidden from setting up Wi-Fi access points for Internet connections or other functionalities. This measure is to avoid interference with independently installed Wi-Fi points and IFEMA MADRID's access points. Such interference could cause Wi-Fi networks to malfunction. For more information, see Article 33 of the General Regulations for Exhibitor Participation in Events Organized by IFEMA MADRID.

CANCELLATION

The exhibitor's withdrawal from participating in the event will result in the termination of the contractual relationship between IFEMA MADRID and the exhibitor. The withdrawal must be communicated in writing to the Event Management and will result in the loss of any amounts due at the time of notification, in accordance with the payment schedule outlined in the Application form.

If the withdrawal is communicated within 30 days prior to the event's opening, IFEMA MADRID may require full payment for the contracted space.

For additional services offered by IFEMA MADRID that were contracted before the withdrawal notification, the cancellation fees outlined in Article 7 of the general terms of admission and contracting in events organized by IFEMA MADRID will apply.

In the event of fair cancellation due to force majeure, any payments related to in-person participation will be refunded, as per Article 15 of the **General Participation Rules** in events organized by IFEMA MADRID.

These Specific Regulations are complemented by the General Regulations for Exhibitor Participation in Events Organized by IFEMA MADRID, which all exhibitors accept by participating.

1. HOW TO PARTICIPATE

1.10. Calendar

When	What	How	Who attends to you
Until 10 October 2025	Payments	Pay the first 25% of the contracted space.	Customer service (Exhibitors): (+34) 91 722 30 00 atencionalcliente@ifema.es
Until 10 November 2025	Payments	Pay the second 25% of the amount of the contracted space.	Customer service (Exhibitors): (+34) 91 722 30 00 atencionalcliente@ifema.es
Until 25 November 2025	Buyers' file	Deadline for proposing customers to the Buyer Programme.	International: hb1.ifema@ifema.es
Until 7 December 2025	Free design projects	Deadline for uploading free design projects to the EXPO ZONE. If the project includes hanging elements, a separate project must be submitted and sent to rigging@ifema.es .	Customer service (Exhibitors): (+34) 91 722 30 00 atencionalcliente@ifema.es
Until 7 December 2025	Customisation of modular stands	<ul style="list-style-type: none">• Present the interior decoration projects for modular stands.• They will have to consult the modular stand project in ZONA EXPO, or upload the same with the stipulated modifications.	Customer service (Exhibitors): (+34) 91 722 30 00 atencionalcliente@ifema.es
Until 7 December 2025	Contracting of services	Services contracted with a 5% discount.	Customer service (Exhibitors): (+34) 91 722 30 00 atencionalcliente@ifema.es
Until 10 December 2025	Payments	Deadline to pay 100% of the amount of the space and services contracted.	Customer service (Exhibitors): (+34) 91 722 30 00 atencionalcliente@ifema.es

1.10. Calendar

When	What	How	Who attends to you
Until 23 December 2025	Modular Stands Signage	Communicate the signage in the EXPO ZONE before 23 December 2025.	Customer service (Exhibitors): (+34) 91 722 30 00 atencionalcliente@ifema.es
From 31 December 2025	Procurement of services	25% increase on prices for last minute hiring of assembly rights and all other services.	Customer service (Exhibitors): (+34) 91 722 30 00 atencionalcliente@ifema.es
From 7 to 10 January 2026	Stand assembly	<ul style="list-style-type: none">7th January from 15:00 to 23:30 h.8th January from 8:30 to 19:30 h.9 and 10 January from 8:30 to 21:30 h.	Hall Manager
10 January 2026	Delivery of modular stands	From 15:00 h.	Hall Manager
	Goods receipt	<ul style="list-style-type: none">Saturday 10 January from 15:00 h.*Sunday 11 January from 08:30 to 21:30 h.* <p>*From 19:00 h. onwards, entry will only be possible through the pedestrian gates, closing the goods gates to proceed with the installation of recyclable carpeting in the aisles.</p>	Hall Manager
From 12 to 14 January 2026	Celebration of the fair	12th and 13th January from 09:30 to 18:00 h. 14th January from 09:30 to 15:00 h.	Hall Manager
14 January 2026	Goods issue	From 15:30 to 00:00h*. <p>*From 15:30 to 16:30 it will only be possible to exit through the pedestrian gates to remove recyclable carpet. After this time, the goods gates will be open until 00:00h.</p>	Hall Manager
15 and 16 January 2026	Dismantling of stands	<ul style="list-style-type: none">15th January from 08:30 to 23:30 h.16th January from 08:30 to 15:00 h..	Hall Manager

2. MANAGE YOUR PARTICIPATION

2.1. Expo Zone. Manage your participation and space. Additional services contracting. E-commerce

Access our customer area Expo Zone from the website: www.ifema.es/promogift o manage your company details, contacts, and everything related to your participation. You will be able to access your participation details once it is confirmed with the user account (email used to complete the application).

This [video](#) shows a tutorial on how to use the EXPO AREA.

What can I do in Zona Expo?

- Access details of each participation, floor plans, and projects.
- Access the exhibitor´s calendar.
- View documents of interest.
- Manage exhibitor passes and request visa support letters.
- Download discount vouchers: Renfe, Iberia, Iryo.
- Send invitations.
- Register co-exhibitors.
- Access orders, payments, account statements and invoices issued
- Upload free design stand projects
- Request the distribution of modular stand elements, such as coat racks or shelves, add the sign, and choose the carpet color.
- Access e-commerce for contracting services.

2.2. Exhibitor passes and invitations. Visas. Vouchers and discounts

EXHIBITOR PASSES

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

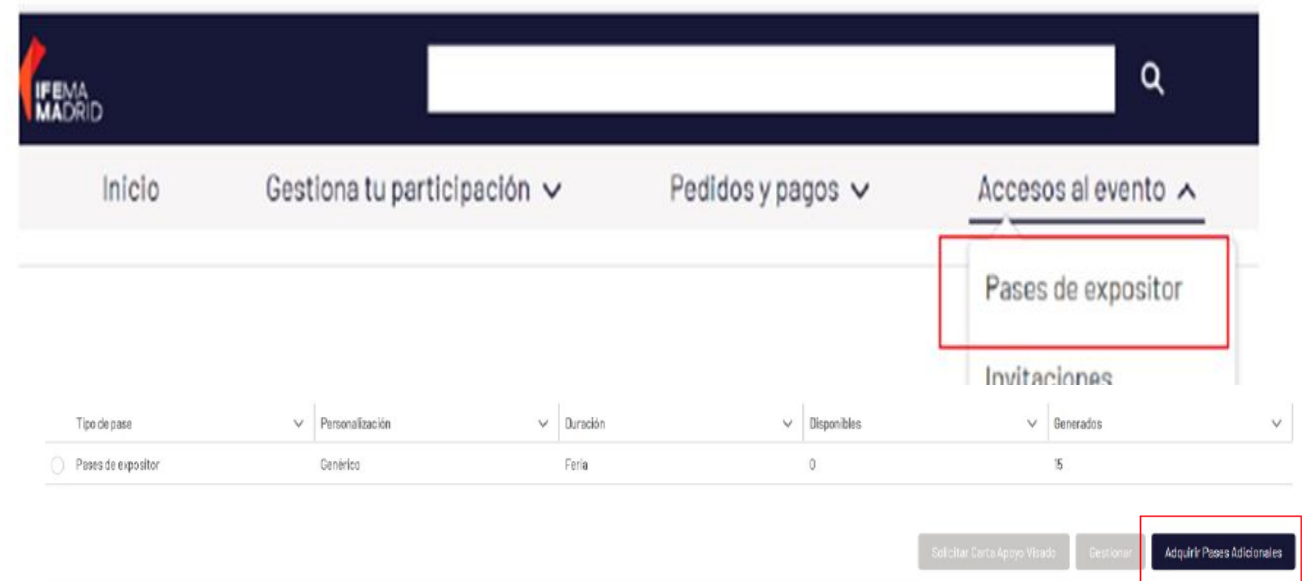


Each exhibitor will receive, depending on the surface area allocated, a number of exhibitor passes as shown in the table:

From 12 to 16m2	4 passes
From 16,5 to 50 m2	8 passes
From 50.5 to 100 m2	16 passes
From 100.5 to 350 m2	25 passes

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

Exhibitors may apply for additional exhibitor passes via promogift@ifema.es



ON-LINE INVITATIONS

Each exhibitor will be provided with professional online invitations to send to their contacts, depending on the surface area allocated as shown in the table:

From 12 to 16m2	8 invitations
From 16.5 to 50 m2	16 invitations
From 50,5 to 100 m2	25 invitations
From 100,5 to 350 m2.....	50 invitations

If you need additional invitations, please send an email to the following address: promogift@ifema.es indicating the exact number of invitations. Online registration will be open until 16 January 2026.

Invitations will be sent via ‘EXPO ZONE/Access to the event/Invitations/Manage invitations’.



A continuación, aparecerá la siguiente pantalla para personalizar el envío:

Invitación: Feria - 100.00%

1. Introduzca las direcciones de correo a las que quiere enviar la invitación
Añadir listado de emails

Copia y pega los emails en una misma columna

2. Añadir saludo y texto adicional

Escribe aquí

3. Si dispones en tu empresa de un departamento para el cumplimiento del RGPD, añade los datos de contacto (Email: RGPD@tuempresa.es, Teléfono: 987654321, Dirección postal...)

Escribe aquí

Enviar invitaciones

2. MANAGE YOUR PARTICIPATION

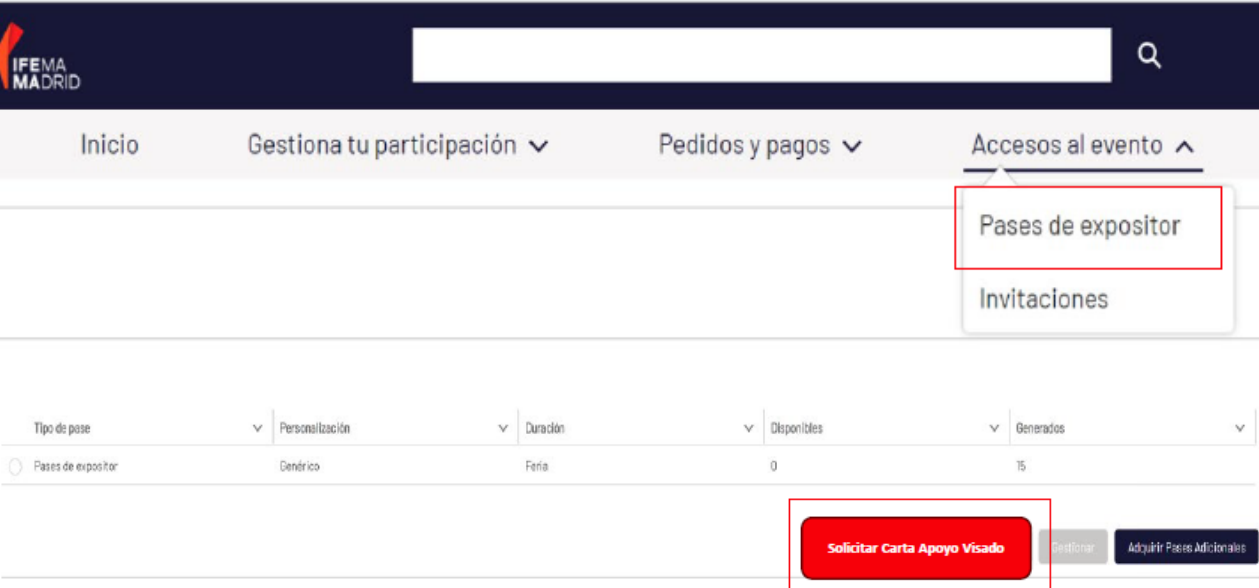
Exhibitors are urged to make good use of the invitations, sending them exclusively to professionals in the sector in order to guarantee the professionalism of the fair. Access controls may be carried out for this purpose. Professionals who receive the invitation code must register ONLINE through the PMG Promogift website ifema.es/promogift, in the 'Purchase your pass' section and enter the invitation code received to obtain their free pass to access the fair. (Invitation codes cannot be redeemed over the counter). It will be absolutely necessary for all Professional Visitors who are going to access the venue with a Professional Invitation, to be accredited as Professionals, through ifema.es/promogift.

VISA MANAGEMENT

If you require a travel visa, **you can request supporting letters to manage it via the EXPO ZONE**. To do so, **you must first personalise your exhibitor pass** and **have made payment** for your participation in accordance with the payment schedule (see point 1.8).

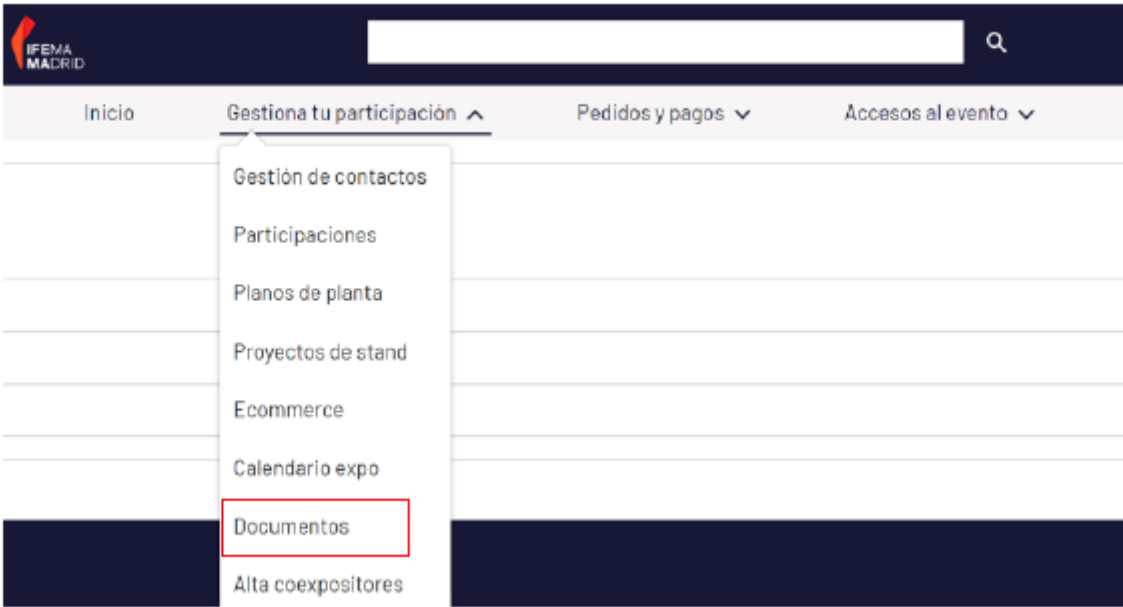
Once these two requirements have been met, via the EXPO ZONE/Event access/Exhibitor Passes section you will have access to the button Request Visa Support Letter.

We recommend start the process as soon as possible, as the deadline for visa applications is usually at least 30 days before travelling.



TRANSPORT DISCOUNT VOUCHERS

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



NATIONAL AND INTERNATIONAL BUYERS PROGRAMME

We offer you the Buyers Programme which will allow you to invite your main and/or potential clients in order to make your participation in the fair profitable, depending on the surface area contracted:

From 24 to 50 m2	1 buyer
From 50,5 to 100 m2	2 buyers
More than 100,5 m2	4 buyers

PMG Promogift will arrange accommodation in a double room (2 pax), entrance to the fair and parking for two days, for those clients proposed by each exhibitor in due time.

2. MANAGE YOUR PARTICIPATION

2.3 Other relevant information

DELIVERY OF MERCHANDISE TO THE TRADE FAIR CENTRE. CUSTOMS REGULATIONS

IFEMA MADRID staff are not authorised to receive any goods intended for your booth.

In order to send goods to the site, exhibitors must specify the following on the delivery address:

- IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain)
- PMG Promogift Fair
- Name of your company.
- Hall and booth number.

The goods must be received by your company's staff at your booth and must arrive during the days designated for the entry of goods and decorative material.

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

DB Schenker Office at Recinto Ferial de IFEMA MADRID: Hall 7
Teléfono: +34 91 330 51 77
ifema.madrid@dbshenker.com

CUSTOM REGULATION

1. All products coming from non-EU countries must go through customs procedures, with special mention to the fact that, since 1 January 2020, the United Kingdom has been treated as a third country, so all shipments originating from the United Kingdom must regularise their merchandise through the corresponding customs procedure.
2. Exhibiting companies must have the details of the customs agent clearing their goods or, failing this, a copy of the customs documentation for entry into the European Union.
3. The material or merchandise for distribution or consumption is subject to Spanish taxes, even if they are products with no commercial value (depending on the country, the amount of taxes may vary).
4. All goods subject to a temporary regime must not be moved from the stand or leave the IFEMA MADRID trade fair centre until their situation has changed and customs formalities have been completed. It may only be deposited during these formalities in the warehouse of the official logistics agent within the trade fair centre.
5. It is strictly forbidden to sell or distribute non-Community goods at a trade fair before customs clearance has been completed.

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

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

8. Any lorry arriving at IFEMA MADRID under a transit consigned to IFEMA MADRID, must go to the warehouse of the official Logistics Operator, for the regularisation of the transported goods, located at:

Avenida Partenón s/n
Entrada Oeste – acces on Calle Rivera del Sena
Pabellón de servicios nave 2
28042 Madrid

In order to avoid undesired incidents, and for any questions you may have, please contact our Customs Operator, DB SCHENKER: (+34) 91 330 51 77: email: ifema.madrid@dbshenker.com

2. MANAGE YOUR PARTICIPATION

2.4. Map



2. MANAGE YOUR PARTICIPATION

2.6. FAQ's

Question	Answer
Where can I consult the IFEMA MADRID General Rules of Participation to which my participation is subject?	In addition to the Exhibitor's Guide, participation in PMG Promogift is subject to IFEMA MADRID's General Rules of Participation, which you should be informed about and which you can access on the IFEMA MADRID website (www.ifema.es) and via the following link IFEMA MADRID General Rules of Participation .
Can I hire a catering service or serve my own food and beverages at the stand?	<p>Yes. Exhibitors who are going to offer a catering service at their stand (free of charge), can do so either by submitting their application with the approved catering companies at IFEMA MADRID (See the list HERE) or through other catering service providers, in which case it is essential to fill in the form "Notification for the provision of catering services on stands" available in the exhibitors' area of the institutional website and send it, with the information requested therein, to: catering@ifema.es for its information and appropriate ends.</p> <p>If IFEMA MADRID has not been notified, the Exhibitor will not be able to offer this service on their stand.</p> <p>The Exhibitor assumes responsibility for third-party complaints that are caused by said catering service, and expressly exempts IFEMA MADRID from any liability in this regard.</p>
Can I access the trade fair centre with vehicles for assembly and disassembly or loading and unloading of goods?	<p>Access to IFEMA MADRID and to the inside of the halls will be done through the doors and on the days and times stated in this Exhibitor's Guide. The inside of pavilions will only be accessed to unload materials. Vehicles will not be able to park inside the halls or in the adjacent areas. We would like to remind you that, for safety reasons, it is strictly forbidden to park directly in front of the goods entrance.</p> <p>IFEMA MADRID takes no responsibility for the surveillance of vehicles while they are on the grounds of FERIA de Madrid.</p> <p>There is a car park for trucks and another for private cars, which can be used by paying, where appropriate, the corresponding fees. Check rates</p>
Can I have a vehicle on my stand?	Vehicles with a combustion engine used as part of an exhibition display must have a tank filled with the minimum fuel required to access the allocated space and be able to leave it at the end of the exhibition.

2.6. FAQ's

Question	Answer
Can I send goods to my booth?	<p>IFEMA MADRID staff are not authorised to receive merchandise for your stand. In order to send merchandise to the venue, the exhibitor must indicate the delivery address: IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain). PMG Promogift Trade Fair Name of your company. Hall and stand number.</p> <p>The merchandise must be received by your company's staff at your stand and arrive on the days set aside for incoming merchandise and decoration. If it is not possible to comply with the above, we recommend that you contact your freight forwarding partner: DB Schenker office at the IFEMA Trade Fair Centre MADRID: Hall 7, (+91) 330 51 77 ifema.madrid@dbschenker.com</p>
What procedure do I have to follow to hang structures in the halls/rigging?	<p>Exhibiting companies may hang elements from the ceiling of the halls following the procedure shown in the "Regulations for hanging structures in Halls" and by completing the form "Application for authorisation for hanging structures/rigging" and sending it to: rigging@ifema.es</p>
Can I hold prize draws and raffles at the stand?	<p>Raffles, prize draws, and random combination games are forms of gambling as set out in articles 3.2 and defined in article 15 of Law 6/2001 of 3 July on gambling in the Community of Madrid.</p> <p>All the information is available in the following form: https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas</p>
How do I apply for a visa support letter?	<p>Visa support letters are managed through the EXPO ZONE. To do so, you first have to personalise your exhibitor passes. Once you have managed your exhibitor passes, you can request your support letters and download them to your computer.</p> <p>It is essential to be up to date with payments according to the payment schedule in order to be able to apply for the letters.</p>
Where can I book the services for my stand?	<p>Either through the e-commerce section inside the EXPO ZONE or via the link: https://shop.ifema.es</p>
Who do I contact to book a room?	<p>Exhibitors who need to book a room should contact with: uanproduccion@ifema.es</p>

2.6. FAQ's

Question	Answer
What does the CONECTA PLAN include?	<p>This compulsory contracting concept includes the following services:</p> <ul style="list-style-type: none">• Dissemination of the participation in the fair through insertion in the list of exhibitors accessible in open access on the fair's website and shared in communications.• Presence during the fair on the hall plans and lists of exhibitors on display.• Presence as exhibitors in the digital event of the PMG Promogift trade fair with 10 products or services associated with the company file.• Access to IFEMA MADRID's 'ZONA EXPO' customer portal to manage participation.• Exhibitor passes according to the contract (see point 2.3).• Online invitations according to the contract (see point 2.3) and delivery service through the EXPO ZONE.• Discount vouchers for transport.• Premium wifi connection for 3 users during the whole fair (5 GHz devices). Access codes will be sent the days prior to the start of the fair.• Access to the digital platform PMG Promogift for 3 users with connection functionalities to generate business opportunities.
How to use the EXPO ZONE?	<p>The following video shows a tutorial on the use of the EXPO ZONE</p>
What are the features of my EXPO ZONE?	<p>It is used to manage the participation of each exhibiting company at PMG Promogift</p> <ul style="list-style-type: none">• Registration of contacts who are going to access the Expo Zone and management of access permissions.• Access to the exhibitor's calendar.• View documents of interest.• Manage exhibitor passes, request visa support letters and send invitations.• Access to payments, statement of accounts and invoices issued.• Upload free design stand projects and distribution of modular stand elements.• Add signage for exhibitors with modular stands.• Access to e-commerce for contracting services

2.6. FAQ's

Question	Answer
What are the features of the PMG Promogift digital platform?	<p>In my company's exhibitor area on the digital platform:</p> <ul style="list-style-type: none">• Update the company's details visible in the PMG Promogift catalogue and digital event.• Display the range of products and services.• Manage the company's appointment schedule for professional meetings at the stand.• Register other team members with access to the digital platform.• Manage the exhibiting company's schedule and company meetings at my stand at the fair.• Download visitor passes scanned by the company at the fair. <p>At the digital event:</p> <ul style="list-style-type: none">• Complete my personal profile on the platform and my availability schedule for meetings.• Search for contacts of interest in the professional network and request and accept to be contacted for chat and video conferences.• Scan professional visitor passes at the fair.• View information about other exhibitors' offerings.• Consult activities with the possibility of scheduling them and viewing the available digital content.• Download my personal contact list.
How can I request my invoices?	<p>Invocas are not generated by default. You must request them directly from the IFEMA MADRID invoicing department (atencionalcliente@ifema.es) indicating the event at which you are exhibiting and the items to be included in the invoice. Once it has been generated, it will be available in your Expo Zone.</p>
What is the difference between the floor only option and the modular stand option?	<p>The floor-only modality only includes the contracting of the space and the compulsory elements (insurance, minimum electricity consumption and the CONECTA EXHIBITOR PLAN, and it is the exhibitor who has to create a free-design stand or contract it through the stand design service offered by IFEMA MADRID.</p> <p>The modular stands are delivered assembled. See description in section 1.6</p>

2.6. FAQ's

Question	Answer
Can I decorate and/or set up my stand with IFEMA MADRID?	<p>Yes, IFEMA MADRID offers two main services:</p> <p>Graphic decoration for stands: Customise your modular stand with your brand image for maximum visitor impact. There is a wide range of versatile graphic materials adaptable to walls, furniture, front, banners... You can request information and a quote at: decoraciongrafica@ifema.es. In case of a Premium Modular Stand contact standspremium@ifema.es</p> <p>Stand design: this consists of a comprehensive stand design service fully adapted to your needs. From the planning of your space, design, assembly and disassembly. You can request information and a quote at: standbuilding@ifema.es</p>
Is it compulsory to attend the booth at all times?	<p>Yes, exhibitors must not leave their stand unattended and must remain with the products on display throughout the entire period and opening hours of the event.</p>
Are assembler's passes necessary during the set-up of the trade fair?	<p>No. The requirements to be allowed to enter and set up are: to have paid 100% of your participation, to have the project presented and approved, to have paid the assembly fees, and to have completed the occupational risk protocol.</p>
How can I book parking at IFEMA MADRID?	<p>Exhibiting companies will be able to book parking spaces through the e-commerce section inside the EXPO ZONE or via the link https://shop.ifema.es.</p>

2.6. FAQ's

Question	Answer
What coverage do I have as an exhibitor with the insurance included?	You can check the coverage of the compulsory insurance policies at the IFEMA MADRID exhibitor support area .
How can I access the WI-FI network as an exhibitor?	As an exhibitor you will receive as part of the CONNECT PLAN a Wi-Fi connection for 3 users during the entire trade fair for the exclusive use of stand holders. Devices that allow 5GHz network capability are required. Access codes will be sent out during the lead up to the event. Additional Wi-Fi access can be booked through the e-commerce section inside the EXPO ZONE or via the link https://shop.ifema.es
Regulations and support for exhibitors at the trade fair centre	https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds
Regulations and support for fitters at the trade fair centre	https://www.ifema.es/en/support/assemblers-colaborators-fairgrounds

3. PROMOTE AND MAXIMIZE YOUR PARTICIPATION

3.1. How to make your participation more profitable

If you need guidance on how to make the most of your participation at Salón Look, please don't hesitate to contact us at promogift@ifema.es

3.2. Exhibitor Catalogue

The trade fair catalogue—or list of exhibiting companies—is an essential promotional and networking tool. It provides visitors and other exhibitors with the key information they need to prepare for the event, and it helps them find and contact you before, during, and after the fair.

Make sure to enter and regularly update your contact details, the products or services you will be showcasing, and any relevant information that can increase your company's visibility and ensure you get the highest return on your participation.

All aspects of your digital presence and communication are managed through the PMG Promogift digital platform.

Take full advantage of the tools IFEMA MADRID offers to promote your presence, schedule meetings, showcase your products, and connect with your target audience.

3.3. Networking

Expand Your Contact Network.

The PMG Promogift digital platform allows you to search for potential business contacts among participants. You can apply filters such as country, industry, job title, or product interests to refine your search. Once you identify potential clients, you can request to connect by sharing your contact details (email, phone number). Once accepted, you can start chatting with them or invite them to an in-person meeting at the fair, or a video meeting via the PMG Promogift digital event.

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

Other users can also request meetings—either directed to your company in general (without prior contact approval) or to a specific team member (after connecting). This allows your entire team to plan their meeting schedule at the fair well in advance.

3.4. Invitations for your clients and contacts

IFEMA MADRID provides you with access invitations to the fair to efficiently promote your participation. Don't miss out on this useful tool, which is available to you in your Expo Zone.

3.5. Buyers Programme

B2B meetings to bring international markets closer to our clients and facilitate their expansion.

3.6. Outdoor and digital advertising

Proyectos de publicidad adaptados a tus necesidades

- Promote your brand before, during, and after the event.
- Attract new clients through the most effective B2B market segmentation strategies.

Find more information here: [Advertising | IFEMA MADRID](#)

Additionally, we invite you to explore the advertising opportunities available through the PMG Promogift digital platform.

3.7. Conferences, demonstrations and workshops

Organise your own conferences, demonstrations or workshops during Salón Look.

For more information on the rental of rooms, auditoriums and other spaces, please contact promogift@ifema.es

3.8. Room rental

For the exhibitors of the event, there is the possibility of renting rooms on the site if you wish to prepare a conference, reception, press conference or product presentation during the fair. It is necessary to book in advance. Please ask for a quote:

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

MORE INFORMATION

4. SUSTAINABILITY CUTURE MANAGEMENT AT IFEMA MADRID

PMG PROMOGIFT

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



Department	Ask me about	Contact		
Commercial Department	<ul style="list-style-type: none">Contracting spaceGeneral topics of participation in the fairExhibitor passesTrade visitor invitationsActivities and forums at the Fair.	Director	Julia González	(+34) 91 722 30 00 <u>promogift@ifema.es</u>
		Commercial Area	Lucía Gamero Isabel Herrero	
IFEMA MADRID Customer Service	<ul style="list-style-type: none">Hiring of servicesExpo ZoneVisitor information	(+34) 91 722 30 00 <u>atencionalcliente@ifema.es</u>		
Technical Secretariat (Trade Fair Services Department)	<ul style="list-style-type: none">Technical support to exhibitors and assemblersReview of stand assembly projectsSolutions to technical problems during the exhibition activityCustomization of modular standsCoordination for stand catering	(+34) 91 722 30 00 <u>stecnica@ifema.es</u> <u>catering@ifema.es</u>		
Graphic decoration	Hiring of graphic materials to customize your booth	(+34) 91 722 30 00 <u>decoraciongrafica@ifema.es</u> <u>standspremium@ifema.es</u>		
Full service stand design	Design and assembly of free design stands	(+34) 91 722 30 00 <u>standbuilding@ifema.es</u>		

Department	Ask me about	Contact
Outdoor Advertising	Hiring of advertising media at the fairgrounds	(+34)91 722 53 40/08 publicidadexterior@ifema.es
Communication and Marketing Management	Media relations	<div>Director: Raúl Diez Press Officer: Jesús González International Press: Elena Valera Press Secretariat: Pilar Serrano</div> <div>(+34)91 722 30 00 jesusg@ifema.es</div>
Planning and Control Management	<ul style="list-style-type: none">Rental of the different meeting and convention spaces at the fairgrounds, both during and outside the fairs.Coordination of extra-fair activities	(+34)91 722 30 00 uanproduccion@ifema.es
Institutional Relations (Protocol)	<ul style="list-style-type: none">Institutional visitsGuided toursProtocol for all EventsInstitutional relations	(+34)91 722 30 00 infoifema@ifema.es
Safety and SelfProtection Management	<ul style="list-style-type: none">General security and parkingAccess to the Fairground	(+34)91 722 50 65 dseguridad@ifema.es
Medical Service and Security Emergencies	<ul style="list-style-type: none">Medical emergencyHealth care for exhibitors and visitors during the celebration of fairs, set-up and dismantling.	(+34)91 722 54 00

Thank you

