

S A L Ó N LOOK

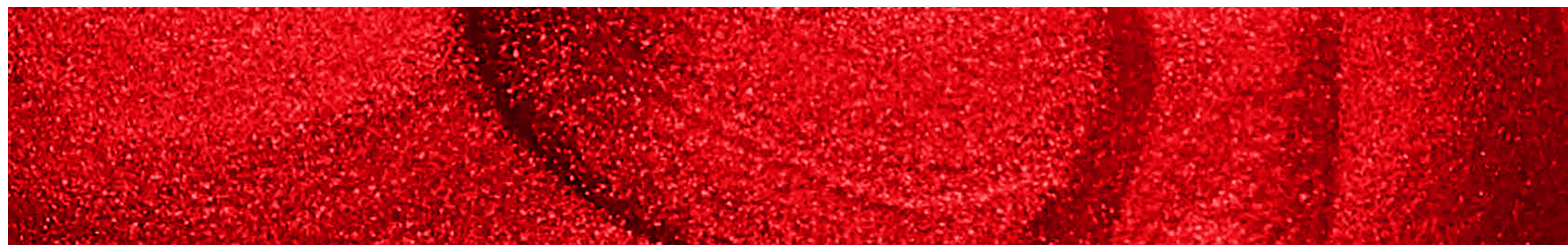
International Image and Integral Aesthetics Exhibition

25
YEARS

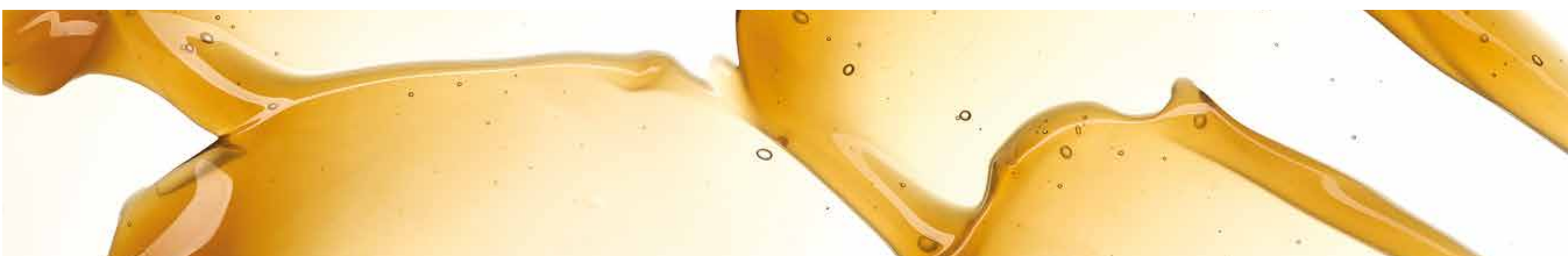


4-6
Nov
2023

Recinto Ferial
ifema.es



Exhibitor's Guide



 **IFEMA
MADRID**

INDEX

1. Dates and schedules for this edition	Pag. 02
2. How to make my participation in Salón Look profitable	Pag. 02
3. How to be an exhibitor: Booking	Pag. 03
4. Participation options	Pag. 04
5. Recommendations for the design and construction of free design stands	Pag. 07
6. Rates	Pag. 08
7. Payment forms	Pag. 09
8. Assembly, fit out, disassembly	Pag. 10
9. Exhibitor passes and invitations	Pag. 10
10. Additional services	Pag. 11
11. Other Provisions	Pag. 12
12. Health legislation	Pag. 13
13. Sustainability Culture Management	Pag. 14
14. Floor plan	Pag. 15
15. Exhibitor's Agenda	Pag. 16
16. IFEMA MADRID Services	Pag. 19
17. Contact Us	Pag. 22
18. SALON LOOK LIVE Connect	Pag. 24
19. Prepare your participation in SALON LOOK LIVE Connect	Pag. 27

1. Dates and schedules of this edition

SALÓN LOOK will be held at IFEMA MADRID from **november 4-6, 2023**.
Opening hours: november 4 to 5 from 10 a.m. to 8 p.m. and november 6 from 10 a.m. to 6.30 p.m.

2. How to make my participation in Salón Look profitable

If you need advice about your participation in SALÓN LOOK, do not hesitate to contact us at please do not hesitate to contact us at **salonlook@ifema.es**

PRE-FAIR

- **Define the objectives and strategies** for your participation in SALÓN LOOK.
- Inform the **media** of your presence at the fair.
- Communicate to your clients and potential clients of your participation.
- Send the **invitations** provided by the fair to your clients and potential clients, using the Exhibitors' Area at **ifema.es/salonlook**
- **Share the news** on Social Networks that you will be exhibiting at SALÓN LOOK.
- Promote complementary **activities** at your stand and/or other opportunities that the event makes available to you (presentations, demonstrations, performances, cocktails, etc.)

- Use the promotional elements offered by the trade fair; banners on the Salón Look website on the Salón Look website, advertising in the visitor's guide; sponsorships of spaces, products or services; creativities and filters for social filters for social networks; customisable banners to include in your e-signature... electronic signature... Ask SALÓN LOOK, **salonlook@ifema.es**
- Prepare in advance the necessary material for your participation in the fair: project and customisation of your stand, material and product to be product to be exhibited, necessary personnel, services, catering, decoration, etc.

DURING THE FAIR

- **Hire rooms for receptions**, conferences, press conferences... or other professional activities.
- **Use the promotional elements** available at the fair, such as outdoor advertising on the fairgrounds.
- Publish content on Social Networks and tag SALON LOOK to share it.

POST-FAIR

- **Ask SALON LOOK for the list of visitors** who have accessed the fair with your invitation.
- **Send thank you communications** to the database of visitors who have visited your stand.
- **Organise meetings** with the professionals who showed interest in your products.
- **Communicate through social networks and media**, the good reception of the product presented at the fair.
- Evaluate what **conditions, characteristics or improvements** your participation in the next fair should have.

3. How to be an exhibitor: book your space

- 3.1.** Companies whose business activities are included in the sectors covered by SALÓN LOOK may apply for participation in the fair. The admission of exhibitors in the sectors will be subject to the acceptance by the Show Management, as well as the rejection of those applications which, in the opinion of the Show Management, are not in line with the objectives of the fair.

The following may also be grounds for rejection of applications lack of space and/or the presentation of the application outside the established deadlines.

IFEMA MADRID will notify applicants in writing of this circumstance.

- 3.2.** To book a space, fill in the **ONLINE PARTICIPATION APPLICATION** form available in the EXHIBITORS section of the fair's website: **ifema.es/salonlook**.
- 3.3.** By signing and submitting the **application** form, you agree to all **IFEMA MADRID's General Conditions of Participation**, the specific rules governing the event and the generic rules and regulations established by the fair organisers. Available at **ifema.es/en/salonlook**
- 3.4.** Should the **EXHIBITOR COMPANY** designate another entity to make any of the payments relating to its participation, it must fill in the relevant section in the application form. In any case, if the entity designated for invoicing does not make the aforementioned payments within the established periods, the exhibitor company will be responsible for paying them when requested by IFEMA MADRID.

- 3.5. The allocation of spaces** will be carried out by the Show Management, taking into account the needs of the whole SALÓN LOOK, sectorisation and image, as well as trying to meet the preferences of the preferences of the companies and the affinities between products of a similar style within the existing availability.

- 3.6.** The trade fair management reserves the right to change the location of the stands occupied by exhibitors from one edition to another, if it deems it appropriate, for reasons of segmentation, product or image.

- 3.7.** The reservation will not be formalised until the corresponding payment of the first 50% of the payment of the space. If payment has not been received before the deadline: July 4, 2023, the Show management may dispose of the stand without any obligation to give prior notice.

- 3.8.** Occupation of the space will not be authorised, nor will the modular stand be delivered to exhibitors, until they have paid in full for the space reserved and the cost of the services contracted.

- 3.9.** If for any reason the exhibitor does not participate, any amounts of money paid in advance shall be forfeited. Should the cancellation take place within the 30 days prior to the inauguration of the event, the exhibitor may be required to pay the full amount for the space, even if it is subsequently occupied by another exhibitor Article 7 of IFEMA MADRID's General Conditions of Participation.

- 3.10.** Settlement in full of the additional expenses incurred by the exhibitor during the event will be an essential condition for collecting any goods (furniture, objects and installations) from the corresponding space from the venue shall require an authorisation issued by the invoicing department (SERVIFEMA), which will be delivered exclusively to exhibitors who have fulfilled the requirements stated in the foregoing paragraph.

4. Participation options

WHAT SPACES CAN I HIRE?

- **IMAGE modular stand:** Aimed at firms and companies exhibiting product samples. Minimum surface area 9 sq.m.
- **SALES modular stand:** Aimed at firms and companies where all the product on display is for direct sales. Minimum surface area 9 sq.m.
- **FREE DESIGN STAND (floor only):** Aimed at companies and firms that choose to opt for the construction of a stand adapted to their image objectives. Surface area equal to or greater than 16 sq.m.

4.1. Modular image stand

Aimed at firms and companies exhibiting product samples.

Minimum contracted area of 9 sq.m.

Features:

- Open stand with 1 or several aisles
- Painted fibreboard panel structure in matte white plastic.
- Side and front aisle panels painted on the outside in the colour of the relevant industry sector.
- Storage with door in the following proportion:
 - Stand up to 16 sq.m.: 1 x 1 sq.m.
 - From 16.5 to 32 sq.m.: 2 x 1 sq.m.
 - Over 32.5 sq.m.: 3 x 1 sq.m.
- Fittings as listed below:
 - Stand up to 20 sq.m.: 1 round table (ME01) and 4 chairs (SI01)
 - Stand of 20.5 sq.m. or more: 2 round tables and 8 chairs
- Exhibition carpet. Colours depending on the corresponding industry sector:
 - Beauty: Navy blue
 - Hairstyling: Black
 - Natural cosmetics: Lawn green
 - Nails and Make-up: Fuchsia
 - Micropigmentation: Violet
 - Barbering: Speckled grey

**CUSTOMIZE
YOUR SPACE**
See options
on page 9

- Lighting with LED spotlights on rail or arm: 1 spotlight for every 3 sq.m. of stand.
- Electric panel with differential circuit breaker and 500W socket, able to withstand a power of 130W/sq.m.
- Labelling with name of the exhibitor and stand number on each aisle-facing façade.

Important note: the name shown on the stand sign will be that indicated by the exhibitor in the Exhibitors' Area.



Design for information purposes only

MODULAR SALES STAND

Aimed at firms and companies where all the product on display is for direct sales.

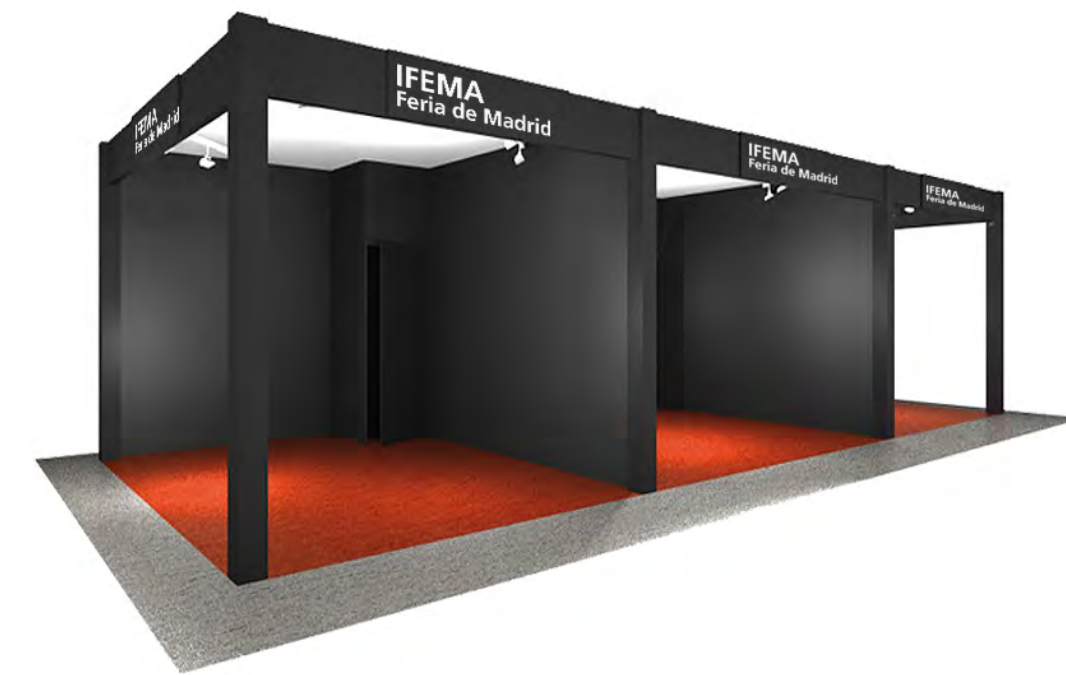
Minimum floor space to book: 9 sq.m.

Features:

- Stand open to 1 or several aisles
- Painted fibreboard panel structure in matte black plastic
- Storage with door in the following proportion:
 Stand up to 16 sq.m.: 1 x 1 sq.m.
 From 16.5 to 32 sq.m.: 2 x 1 sq.m.
 Over 32.5 sq.m.: 3 x 1 sq.m.
- Sienna-coloured exhibition carpet
- Lighting with LED spotlights on rail: 1 spotlight for every 3 sq.m. of stand.
- Electrical installation consisting of a differential circuit breaker and a 500 W power strip, prepared to withstand a power of 130 W/sq.m.
- Labelling with name of the exhibitor and stand number on each aisle-facing façade.

Important note: the name shown on the stand sign will be that indicated by the exhibitor in the Exhibitors' Area.

**CUSTOMIZE
YOUR SPACE**
See options
on page 9



Design information purposes only

4.1. GENERAL OBSERVATIONS ON MODULAR STANDS

- It is not permitted to pierce, nail or stick anything to the panels or stand furniture.
- Elements exceeding 3 m. in height are prohibited. This includes: products, posters, decoration, displays, etc.
- If you wish to personalise your stand by altering the panels, you must inform the Technical Administration Office (**sectecnica@ifema.es**).
- The columns of the hall that remain inside a stand may be used as a point of visibility for that stand, with the possibility of placing a foam, board or canvas type element on it, without being glued or fixed directly to the column and with the prior approval of the Technical Secretariat management.
- All services or modifications that you wish to make to these features will be charged to the exhibitor.
- Efforts will be made to adapt all the elements that make up the stand and any extras requested, as well as the structural elements necessary to support the stand, to the needs of the exhibitor, as long as it is technically feasible, and the plan and relevant indications are received **before October 14, 2023**.
- Once the stand has been assembled, any changes to elements that have not been notified by the deadline will be billed.
- The removal by the exhibitor of any element included in a modular stand shall not entail a reduction in cost.
- All the material used, both structural and electrical, is leased, and any damage will be billed at the currently applicable rate.

4.2. Free-design stands (only space)

Hiring custom design stands is only permitted for floor spaces measuring 16 sq.m. or more. All companies are obliged to set up their stand, including at least the middle walls with the hall wall or with other stands. Exhibitors who opt for the free assembly of their space must send the project to the Technical Secretariat of the Fair Services Department (**sectecnica@ifema.es**), at least one month before the start of the assembly (**September 29, 2023**)

Assembly fees: The company in charge of assembling free design stands must, before beginning such works, pay the corresponding assembly fees to IFEMA MADRID for the services provided during the assembly and dismantling period of the fair.

- Health assistance service
- inspection of electrical installations
- Cleaning of communal areas
- Electrical connections and supply during assembly and dismantling work
- Use and maintenance of painting room
- Personalised service for fitters and customised space signs.

In the event that you wish to join two stands together for the same exhibitor and across the aisle, this will require prior authorisation from event management.

The rest of the free assembly regulations will be included in the General Terms and Conditions for Participation set by IFEMA MADRID (ifema.es).

Depending on the various uses of the facilities and services, the rates for assembly fees for the stand as a whole, including the first floors, will be as follows:

ASSEMBLY FEES

(for free stand design)*

RATES

Type A:

spaces without decoration occupied by carpet or flooring: € 2,52/sq.m. + VAT (1)

Type B:

basic aluminium or similar modular stand € 5.05/sq.m + VAT (1)

Type C:

designer modular stands in aluminium, wood and other materials) € 7.94/sq.m + VAT (1)

- For safety reasons, the storage of packaging in the hall is strictly prohibited.
- Exhibitors must mark their space with the appropriate stand number in accordance with the official plan and contract documentation of the fair.

5. Recommendations for the design and construction of free design stands

Please check recommendations and updated regulations at ifema.es/en/support

6. Rates

IMAGE MODULAR STAND RATES

	SPACE ONLY	FLOOR SPACE + MODULAR STAND (IMAGE OR SALES)
From 9 to 20 sq.m	€ 212/sq.m.	€ 212/sq.m + € 65.10/sq.m.
From 20.5 to 40 sq.m.	€ 204,75/sq.m.	€ 204,75 /sq.m + € 65.10/sq.m.
From 40.5 to 80 sq.m.	€ 197,40/sq.m.	€ 197,40/sq.m. + € 65.10/sq.m.
from 80.5 sq.m. on	€ 190/sq.m.	€ 190/sq.m. + € 65.10/sq.m.

Participation in the fair implies the contracting of:

OTHER SERVICES*

SERVICE PACKAGE: € 25/sq.m + VAT

Civil liability insurance (coverage up to € 60,000)

Multiferia insurance (coverage up to € 50,000)

Minimum consumption of electricity (0.13 kw/sq.m.) of the stand (once a day), not including exhibited items

Daily cleaning of the stand (once a day, not including exhibited items).
Unlimited free personalised invitations for your customers through the Exhibitor Zone at ifema.es/salonlook

2 exhibitor passes per 4 sq.m. up to a maximum of 50 passes. To be managed through the Exhibitor Zone until November 3 2023. After that date you can collect them at the accreditation desk at the fair.

COMMUNICATION AND MARKETING PACKAGE: € 285 + VAT (1)

- Official online catalogue of exhibitors.
- Interactive information points distributed in each halls.
- Plans with information
- Premium Wifi with access to 3 users per exhibitor with a bandwidth of 20 Mb
- Additional catalogue insertion: 75 € + VAT (1)

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

CUSTOMIZE YOUR SPACE

Graphic decoration for stands

Personalize your modular stand with your brand image, to generate the maximum impact on visitors. You can have a very attractive design at a low cost. Our team of consultants will help you define what best suits your stand and will monitor production and installation. You will have your stand ready for your participation at the fair.

graphicdecoration@ifema.es

CUSTOMIZE YOUR SPACE

Stand design

Do you need a spectacular stand design for your space? IFEMA MADRID offers you a comprehensive design service with the maximum guarantees. Our team will guide you throughout the process. We will take care of the planning, design, assembly and disassembly of your space. Ask for a quote adapted to your objectives.

infodesign@ifema.es

7. Payment forms

To formalise your participation you can pay by:

- Transfer to: IFEMA MADRID/SALON LOOK 2023
- Choose between:
 - Santander IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHEMM
 - BBVA IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM
 - Caixa Bank IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESBBXXX

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

- Bank certified check payable to IFEMA MADRID/SALON LOOK 2023
- Credit card in a secure environment, accessible at the end of the online application form, or later, through the Exhibitors' Area online, in the Invoices and Payments tab or from the Services Contracting section in cases where this service is not available.
- In accordance with current regulations, payments in cash or cheques to bearer are not accepted.

7.1. PAYMENT TERMS

- **4 July 2023:** first payment of 50%.
- **4 August 2023:** early payment discount. Deadline early payment for 10% discount will be applied on the rate of the sq.m. contracted, if 100% of the overall space is paid before July 13, 2023.
- **4 October 2023:** payment of the remaining 50% and service.

8. Assembly, dismantling and goods in/out

Exhibitors with free-design stands will be able to start setting up their stands on the following days and times:

29 October and 1 November from 8:30 am to 7:30 pm.

30, 31 October and 2 November from 8:30 am to 9:30 pm.

Delivery of modular stands:

3 November at 8:30 a.m

Entry of goods and decoration material:

3 November from 8.30 a.m. to 9.30 p.m.

Departure of merchandise and decoration material: 6 November 2023, from 7.00 p.m. to midnight. From 7.00 p.m. to 8.00 p.m., it will only be possible to exit through the pedestrian doors to remove recyclable carpeting. After this time, the goods gates will be open until midnight.

Approximate time of departure of goods, which will be subject to the removal of the fairground carpeting at the end of the fair.

Dismantling of free design stands: 7 and 8 November from 8.30 a.m. to 9.30 p.m.

9. Exhibitor passes and invitations for your customers

9.1. Exhibitor and trade visitor passes give you access to the exhibition on all days of the fair. In order to guarantee the professional nature of the fair, controls will be carried out to validate the correct reading of passes during access to the fair, only professional visitors will be allowed access.

9.2. Exhibitor passes: each exhibitor has at his disposal 2 exhibitor passes every 4 sq.m. contracted with a maximum limit of 50 passes per exhibitor. **Exhibitor passes must be downloaded from the Exhibitor Area.**

Additional exhibitor badges can be requested by sending an email to: **salonlook@ifema.es**

9.3. Free invitations for your customers: Free professional invitations: to be sent through the Exhibitor Zone. Professionals who receive these invitations must register online including the code received and will obtain their free pass to access the fair directly, avoiding unnecessary queues.

9.4. Discount vouchers for Renfe and Iberia will be available through Exhibitor Area.

10. Additional Services

10.1. Additional Services: Once the space has been allocated, IFEMA MADRID will send you your User and Password to access to your Exhibitor Area from the SALÓN LOOK web, ifema.es/en/salonlook, it will allow you to:

- You can consult the online account statements.
- Download the invoices.
- Online Budget System.
- Request and manage your exhibitor passes.
- Request RENFE, IBERIA and AVIS discount vouchers.
- Send your free invitations to your customers.
- Request letter of participation in Salon Look to assist in obtaining visas.
- Check the most relevant dates on the Exhibitor Calendar.
- Customise modular stands
- Contracting of complementary services (parking, furniture, catering, hostesses, etc.)

In this edition, the online contracting of services through the Exhibitors' Area will be operational until 8 October 2023, with the following dates:

- The contracting of services at the basic rate can be made up to 7 days before the start of the official assembly (1 October 2023).
- From 22 October 2023 onwards there will be an increase of 25% on the prices of the services in our catalogue.

10.2. OTHER SERVICES OF INTEREST:

10.2.1. We offer you a comprehensive stand design service, with the IFEMA MADRID guarantee and adapted to your needs. We take care of the planning of your space, through the design, assembly and disassembly. Request an customized project to infodesign@ifema.es free of charge and without obligation

10.2.2. You will find a range of advertising services that will enable you to enhance your participation in the fair and get the most out of your investment:

- Banners on the Salón Look website
- Professional Visitor's Guide.
- Sponsorship of spaces, products and services.
- Outdoor advertising at the fair: a wide range of stands strategically located and a must see for visitors and exhibitors at the exhibition site (publicidadexterior@ifema.es)

10.2.3. You will find on the IFEMA MADRID website a list of other services, rules and documents that can be of interest to you: ifema.es/soporte/normativa

- Communication for catering at stands.
- Labour risk prevention and co-ordination of business activities.
- Authorization request of private security in stands.
- Authorization request to hang structures/rigging

11. Other provisions and relevant information

- 11.1.** As a general safety measure in view of concurrent activities, it is compulsory to wear a hard hat, high-visibility jacket and safety footwear during assembly and disassembly phases of fairs and events in all the exhibition areas.
- 11.2.** Noisy demonstrations that may disturb other exhibitors are strictly forbidden. The sound in the stands may not exceed 60 decibels in any case. The sound equipment used must be directed towards the interior of the stand at a maximum height of 2 m. from the ground. Under no circumstances shall it be pointed towards the outside of the stand, adjacent aisles or adjoining stands. The use of live music is prohibited, as are procedures that involve increased sound, such as horns, sirens, etc. Failure to comply with the provisions will mean the power supply will be cut off, with prior notice from the event management and/or security staff.
- 11.3.** Companies that include stages in their stands must arrange them to face towards the widest aisle and indicate the position thereof in the project that they must present to the Technical Secretariat for approval. The position and orientation of all audiovisual and/or technical elements must also be marked.
- 11.4.** All activities carried out inside stands must be communicated to the event for authorization before **October 14** at the email address **salonlook@ifema.es**, indicating in the subject Activity and stand number.

11.5. No exhibitor may keep, exhibit, distribute or hand out at their stand any magazine, publication or other promotional elements that are not directly represented at the fair with a stand. Similarly, no kind of publicity or promotional action will be allowed if it competes with the activity of the fair. Failure to comply with any of these rules will result in a sanction and the closure of the stand.

11.6. All decorative objects, advertising, furniture and products must be located within the contracted exhibition space, it is forbidden to invade aisles or common areas with such materials.

11.7. All goods from non-EU countries are subject to customs clearance.

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

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

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

If you have any doubts, please contact our Customs Broker, DB SCHENKER, **ifema.onsite.logistics@dbschenker.com** or (+34) 91 330 51 77. - IFEMA MADRID.

12. Health legislation

All cosmetic products that are used on behalf of the Salón Look Fair, must comply with and respect current regulations and in particular the provisions established in Royal Decree 85/2018 of February 23, which regulates cosmetic products, and must guarantee that cosmetic products are safe under normal or reasonably foreseeable conditions, and must respect the established composition and labeling regulations.

IFEMA MADRID declines any responsibility for cosmetic and aesthetic activities and in general any activity carried out by these exhibitors on the occasion of the Salón Look Fair, and must be carried out in accordance with the requirements established by current legislation and under their entire responsibility, assuming any claim or judicial or extrajudicial action that could take place in this regard.

12.1. Tattoo, micropigmentation and skin piercing

All the products on display, necessary for tattoo, micropigmentation and skin piercing practices applied to humans, must have the authorisation of the Spanish Agency for Medicines and Health Products (AEMPS) registration. All exhibitors dedicated to the practice of tattooing, micropigmentation and skin piercing must comply with the provisions established in Decree 35/2005/ of 10 March, of the Governing Council of the Community of Madrid, and must inform the Show Management of the type of activity at the time of contracting their space/stand.

Likewise, they must sign a contract whereby they undertake to return, at the end of the Exhibition, the bio-sanitary deposits that will be delivered to them at the beginning of the Exhibition.

12.2. LASER USE

All laser activities can represent a risk, not only for the user, but also for other people, even if they are at a considerable distance. For this reason, all procedures requiring the use of any type of laser may only be carried out in marked spaces, which must be enclosed and perfectly delimited areas, with exclusive and restricted access to authorized personnel. Inside the marked space, there shall be no mirrors or flammable or reflective surfaces. On the other hand, all laser devices used must have their corresponding certificate of authorization and approval by the manufacturer.

Demonstrations of laser, pulsed light or other systems that disturb other exhibitors and visitors to the fair will not be allowed.

All professionals participating in the exhibitors dedicated to the practice of laser must comply with the requirements of Royal Decree 881/2011, of June 24, which establishes the title Superior Technician in Integral Aesthetics and Wellness and sets its minimum teachings.

12.3. NAIL PRODUCTS

The products exhibited, sold or used for demonstrations by exhibitor companies in the nail sector must meet the corresponding quality and health guarantees, in accordance with current regulations, and in particular Regulation (EC) No. 1223/2009 of the European Parliament and of the Council of 30 November 2009 on cosmetic products.

These specific rules are complemented by the General Regulations for Exhibitor Participation in events organised by IFEMA MADRID, which all exhibitors, by virtue of the fact that they are exhibitors, accept.

13. Sustainability Culture Management at IFEMA MADRID

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



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

ISO Standards certified by IFEMA MADRID:

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

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

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

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

WASTE MANAGEMENT:

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

Carpet recycling:

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

SUSTAINABLE MOBILITY:

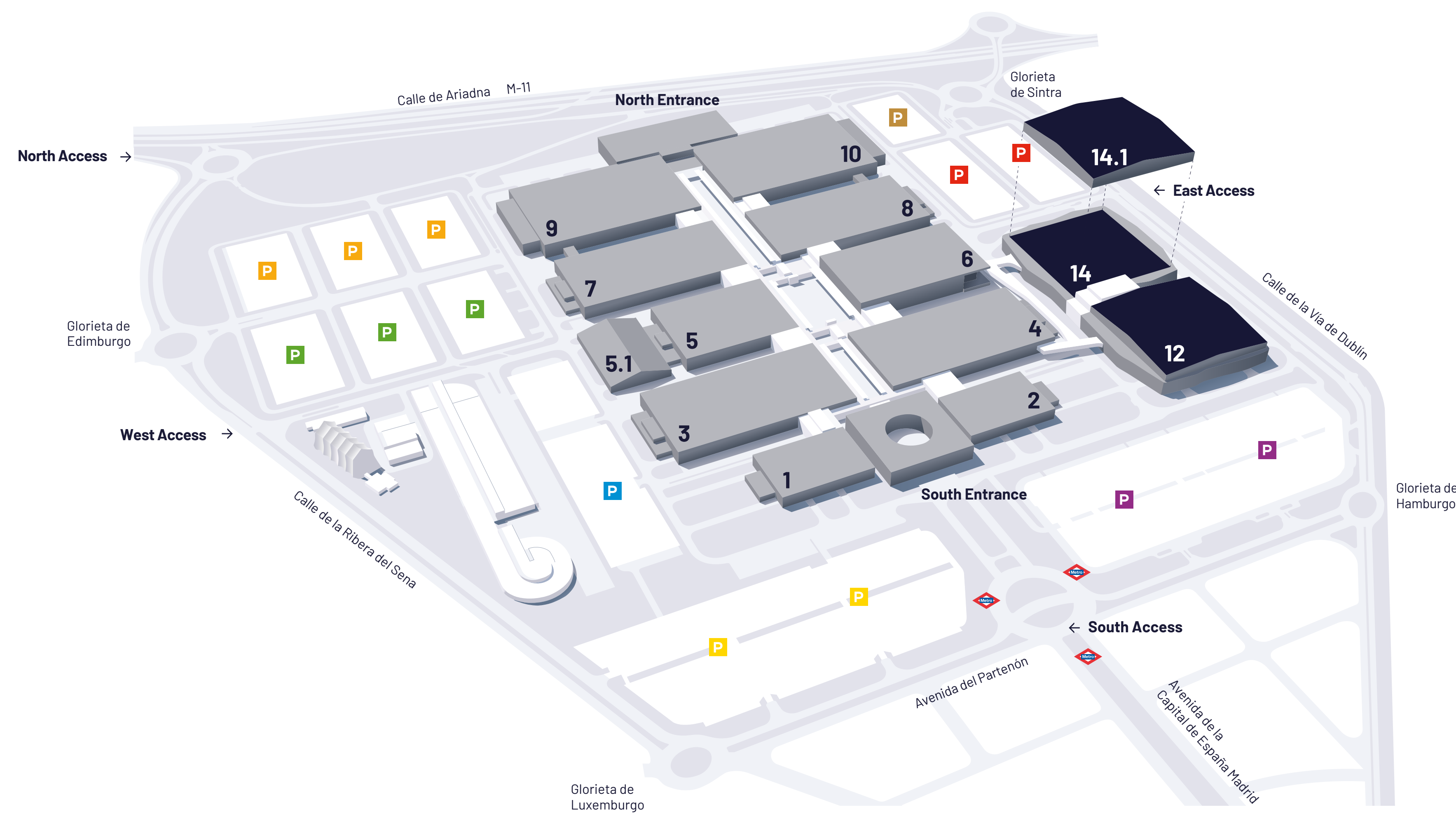
IFEMA MADRID offers: access to public transport close to its facilities (metro and bus), parking for electric cars with 100% renewable electricity charge points, as well as a parking area for bicycles and scooters.

GUIDE TO SUSTAINABLE PARTICIPATION IN TRADE FAIRS/EVENTS:

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

ifema.es/en/about-us/quality-sustainability

14. Floor plan



15. Exhibitors’ Agenda

Before	What to do?		Contact
July 4, 2023	PAYMENT	Payment of the first 50%: Send proof to servifema@ifema.es	(+34) 917 22 30 00 servifema@ifema.es
August 4, 2023	PAYMENT	Deadline for early payment discount. 10% discount on the price per square metre of floor space contracted when 100% of the space is paid for before 4 August.	(+34) 917 22 30 00 servifema@ifema.es
September 11, 2023	VISITOR REGISTRATION	From this date onwards send your customers the digital invitations, available from your Exhibitor Area.	(+34) 917 22 30 00 salonlook@ifema.es
September 29, 2023	PROJECTS	Deadline for submission to the Technical Secretariat of the projects of FREE DESIGN STANDS	sectecnica@ifema.es
	SERVICE CONTRACTING	Start contracting services from your Exhibitor Area. These rates are subject to change from time to time depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Exhibitor Area space.	atencionalcliente@ifema.es (+34) 91 722 30 00

Before

What to do?

Contact

October 3, 2023	GRAPHIC DECORATION	Request a quote and graphic decoration project to personalise your stands with your brand For free design stands you can request information for the complete project of your stand.	graphicdecoration@ifema.es infodesign@ifema.es (+34) 917 22 30 00
	PRODUCTS TO EXHIBIT	Sending of graphic material and press releases, for the information and knowledge of the press department, about products to be exhibited.	prensa@ifema.es
October 4, 2023	PAYMENTS	Deadline for payment of the remaining amount of the space and services contracted. Send proof of payment to servifema@ifema.es	(+34) 917 22 30 00 servifema@ifema.es
October 6, 2023	BUYERS SHEET	For meetings with international buyers organised by ICEX and STANPA.	(+34) 917 22 30 00 salonlook@ifema.es atencionalcliente@ifema.es
October 14, 2023	PROJECTS	Deadline for sending the partial plan to the Exhibition Services for the assembly of a modular stand indicating the location of the elements that make up the stand and the extras requested.	sectecnica@ifema.es
	LETTERING	Specify the signage for your modular stand in the Exhibitors' Area.	atencionalcliente@ifema.es
October 22, 2023	SERVICE CONTRACTING	Last day to contract services without the 25% supplement through the Exhibitors' Area.	atencionalcliente@ifema.es

Before

What to do?

Contact

October 29 to November 3, 2023	ASSEMBLY OF FREE DESIGN STANDS	29 October and 1 November from 8:30 am to 7:30 pm. 30, 31 October and 2 November from 8:30 am to 9:30 pm.
November 3, 2023	MODULAR STANDS AND MERCHANDISE ARRIVAL	<ul style="list-style-type: none">• Delivery of the modular stand to exhibitors: 3 November at 8.30 a.m.• Arrival of goods and decorative material: 3 November from 8.30 a.m. to 9.30 p.m.
November 4 to 6, 2023	SALÓN LOOK CELEBRATION	<ul style="list-style-type: none">• Opening hours: 4 and 5 November from 10 a.m. to 8 p.m. November 6, from 10 a.m. to 6.30 p.m.• Exhibitors may request special permission to bring in/take out goods and material from 9 a.m to 9.30 a.m. days 4, 5 and 6 November, from 8 to 8.30 p.m. days 4 and 5 November during the exhibition is being held.
November 6, 2023	REMOVAL OF GOODS	Removal of goods and decoration material From 7 p.m. to midnight, from 7 p.m. to 8 p.m. only through the pedestrian doors for the removal of recyclable carpeting. From that time on, the merchandise gates will be opened until midnight. During this period, exhibitors must remove all the material exhibited in their stands.
November 7 to 8, 2023	DISMANTLING OF FREE DESIGN STANDS	From 8.30 a.m. to 7.30 p.m.

16. IFEMA MADRID Services ifema.es/servicios-expositor

Promote your brand

Advertising at the venue and in digital channel

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

Telephone

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

Email

publicidadexterior@ifema.es

Graphic decoration for stand

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

(+34) 91 722 57 22

infodesign@ifema.es

Stand design and construction

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

(+34) 91 722 57 22

infodesign@ifema.es

Organize and decorate your space

Furniture

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

(+34) 91 722 30 00

atencionalcliente@ifema.es

Plants and floral arrangement

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

(+34) 91 722 30 00

plantas@ifema.es

Organize and decorate your space

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

Booking Conditions

Transport and storage

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

Telephone

(+34) 91 722 30 00

Email

atencionalcliente@ifema.es

Driverless cherrypickers and lifters

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

(+34) 91 722 30 00

carretillasdealquiler@ifema.es

Booking Conditions

Last minute Services Catalogue

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

atencionalcliente@ifema.es

17. Contact Us

Exhibition Management	<ul style="list-style-type: none">• Booking a space.• General matters related to trade fair participation.• Exhibitor badges• Professional visitor invitations	(+34) 91 722 30 00 salonlook@ifema.es
Servifema	<ul style="list-style-type: none">• Purchasing Services• Invoicing services• Payments	(+34) 91 722 30 00 servifema@ifema.es
Trade Fair Services Directorate Technical Office	<ul style="list-style-type: none">• Technical support to exhibitors and installers.• Review of stand assembly projects.• Solutions for technical problems arising in the course of trade show activity.	(+34) 91 722 30 00 sectecnica@ifema.es
Communication and Marketing Department	<ul style="list-style-type: none">• Relations with the media.• Press information for trade fairs and events organised by IFEMA MADRID.• Information for institutional press.• Press accreditations for trade fairs and exhibitions.	(+34) 91 91 722 54 03 prensa@ifema.es
External Relations Department Protocol	<ul style="list-style-type: none">• Institutional visits.• Guided tours.• Protocol for all procedures.• Institutional relations.	(+34) 91 722 50 82 relacionesinstitucionales@ifema.es
Security and Self-Protection	<ul style="list-style-type: none">• General safety.• Access to Trade Show Premises.• Parking	(+34) 91 722 50 65 dseguridad@ifema.es

Medical Service	<ul style="list-style-type: none">• Emergencies (safety and medical).• Healthcare available to exhibitors and visitors throughout the duration of the trade fairs and assembly and dismantling periods	(+34) 91 722 54 00
Outdoor Advertising	Hiring advertising media within the trade show premises.	(+34) 91 722 53 40/08 publicidadexterior@ifema.es
Telecommunications	<ul style="list-style-type: none">• Information prior to the installation of telephone and fax lines, ISDN lines, cable broadband connections, Wi-Fi and other connections.• Technical assistance and configuration.	telecomunicaciones@ifema.es
Management company of the Official catalogue	Online catalogue management.	(+34) 935 40 43 43 revistalook.info@ifema.es



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

18. SALON LOOK LIVE Connect

SALON LOOK LIVE Connect , is the first community and professional social network of the Lifestyle sector, specialiced in aesthetics and integral image.

The platform will be active from **July 13 to November 22, 2023**



What are the advantages of SALON LOOK LIVE Connect?

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



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

Participation in SALON LOOK LIVE Connect

Your participation as an exhibitor at the fair includes your company in the digital platform **SALON LOOK LIVE Connect**, through which, as a great novelty in this edition, you will be able to **contact the community of visitors, exhibitors and speakers**. Included in the Marketing, Communication and LIVE Connect Pack: €285 + VAT (1).

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

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

SERVICES INCLUDED	PACK INCLUDED IN PARTICIPATION
Access to all the Community of exhibitors registered	✓
Access to all the Community of visitors and buyers registered	✓

19. Prepare your participation in SALON LOOK LIVE Connect

19.1. REGISTRATION AS A COMPANY AND ACCESS TO LIVE Connect.

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

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

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

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

Feel the Inspiration

Av. del Partenón, 5
Madrid, Spain

ifema.es

