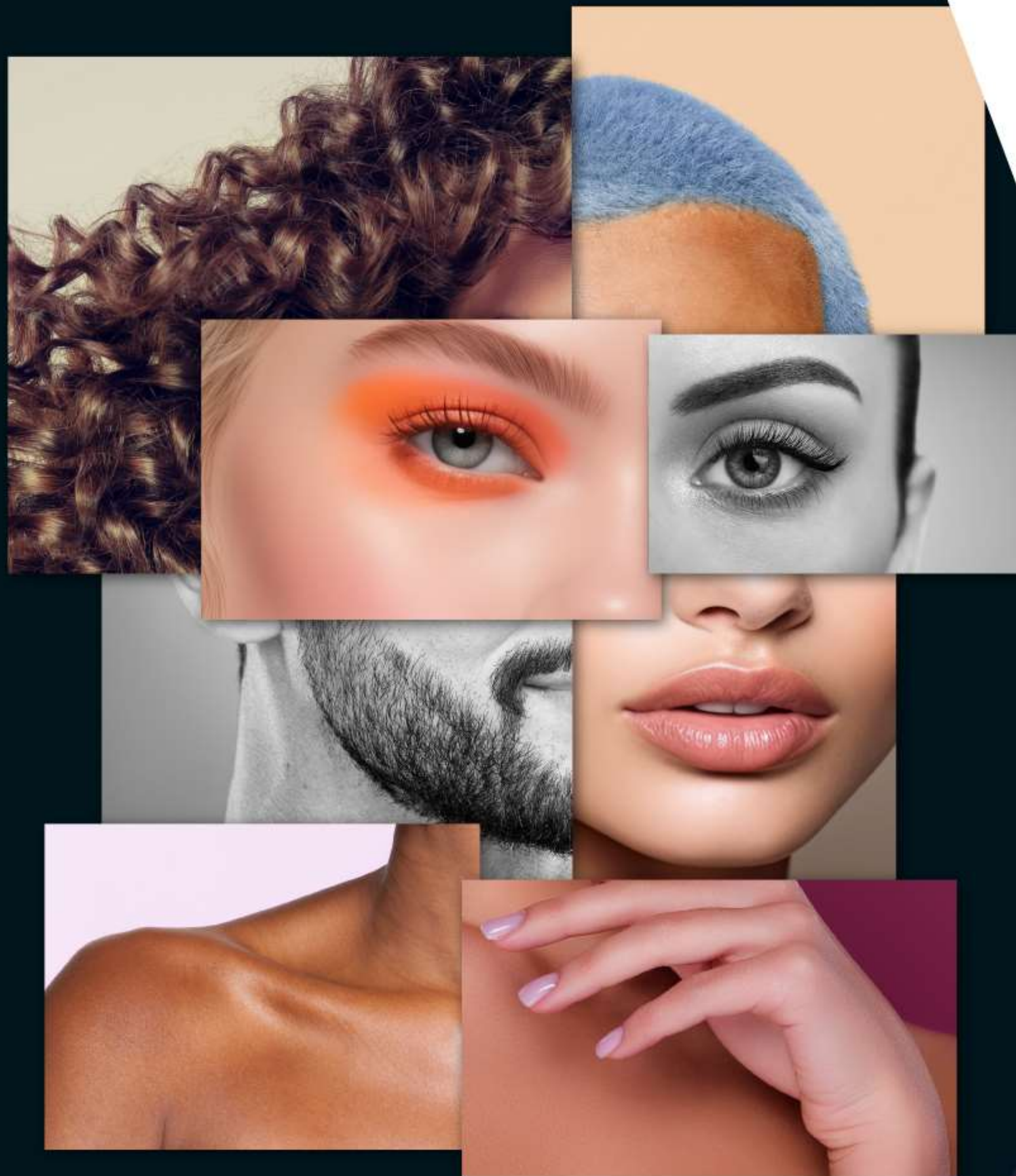


SALÓN LOOK

International Image and Integral Aesthetics Exhibition

Exhibitor's Guide and
Specific Rules of
participation



**17-19
Oct
2025**

Recinto Ferial
ifema.es



ÍNDICE

1. HOW TO PARTICIPATE. REGULATIONS

- 1.1 Dates. Timetable and venue. Sectors involved
- 1.2 What do I have to do to participate?
- 1.3 Contracting and allocation of spaces
- 1.4 Participation modalities and exhibition areas
- 1.5 Your exhibitor plan. The digital platform to which you have access with your Plan
- 1.6 Your space at the fair. Types of stands. Regulations and assembly
- 1.7 Participation fees
- 1.8 Deadlines and forms of payment
- 1.9 Specific rules of the fair
- 1.10 Health regulations
- 1.11 Exhibitor's calendar

MANAGE YOUR PARTICIPATION

- 2.1 Expo Zone. Manage your participation and your space. Contracting additional services. E-commerce
- 2.2 Passes and invitations. Visas. Vouchers and discounts
- 2.3 Other relevant information
- 2.4 Venue map
- 2.5 Frequently asked questions

3. PROMOTE AND MAXIMIZE YOUR PARTICIPATION

- 3.1 How to make my participation profitable
- 3.2 Exhibitor Catalogue
- 3.3 Networking
- 3.4 Invitations for your customers and contacts
- 3.5 Buyers Programme
- 3.6 Outdoor and digital advertising
- 3.7 Sponsorships
- 3.8 Conferences, demonstrations and workshops at trade fairs
- 3.9 Room rental

4. SUSTAINABILITY MANAGEMENT AT IFEMA MADRID

5. CONTACT US

1.1 Dates, Schedule, and Venue. Invited Sectors

Salón Look will take place at the IFEMA MADRID fairgrounds from **17 to 19 October 2025** from 10:00 to 20:00 h, last day from 10:00 to 18:30 h.

Exhibitors will be able to enter the venue from 9:00 am and leave it before 8:30 pm, last day until 00:00 am. The virtual event via the digital platform will be open from 17 July to 17 January 2025.

The character of the fair is professional.

Sectors convened:

- Aesthetics and Cosmetics
- Hairdressing and Barbering
- Nails and Make-up

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.

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 for space/location depending on the type of depending on the type of participation and/or type and size of stand requested.

1.3 Space Allocation and Contracting

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 confirmed until the initial 50% payment for the space has been received. If this payment is not received by the stated deadline – 17 June 2025 – the Salón Look Exhibition Management reserves the right to reallocate the stand without prior notice.

1. HOW TO PARTICIPATE

Salón Look

1.4 Participation modalities and exhibition areas.

- **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:

- In the **AESTHETICS AND COSMETICS** area (Hall 12)
 - A. Modular IMAGE stand: Minimum surface area 9 m2.
 - B. PREMIUM modular stand: Minimum surface area 24 m2.
 - C. FREE DESIGN stand (floor only): Surface area greater than 16 m2.
- In the **HAIRDRESSING AND BARBERSHOP** area (Hall 14)
 - A. IMAGE modular stand: Minimum surface area 9 m2.
 - B. PREMIUM modular stand: Minimum surface area 24 m2.
 - C. FREE DESIGN stand (floor only): Surface area greater than 16 m2.
- In the **NAIL AND MAKE-UP** area (Hall 14)
 - A. IMAGE modular stand: Minimum surface area 9 m2.
 - B. PREMIUM modular stand: Minimum surface area 24 m2.
 - C. FREE DESIGN stand (floor only): Surface area greater than 16 m2.
- In the **SALES area (Hall 14)**

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

 - A. FOCUS modular stand: Minimum surface area 9 m2.
 - B. FREE DESIGN stand (floor only): Surface area greater than 16 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 285€ + 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 Salón Look 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 Salón Look Digital Platform?

The Salón Look 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 Salón Look digital platform.
- Add my products and services, which will be visible in the Salón Look digital event.
- Register users from my team to access the Salón Look digital event.
- Manage the exhibitor company's agenda and meetings at my stand during the fair.

What can I do at the Salón Look 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

- ❖ **IMAGEN modular stand:** Aimed at firms and companies exhibiting product samples. Minimum surface area 9 m².
- ❖ **PREMIUM modular stand:** Aimed at firms and companies exhibiting product samples. Minimum surface area 24 m².
- ❖ **FOCUS modular stand (Hall 14 sales area):** Aimed at firms and companies where all the product on display is for direct sale. Minimum surface area 9 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 16 m².

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

- ❖ Service package (25€ /m² +VAT):
 - Civil liability insurance (covers up to 60.000€)
 - Multi-fair insurance (covers up to €50,000)
 - Minimum electricity consumption (0.13 kW/m²)
- ❖ **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.**

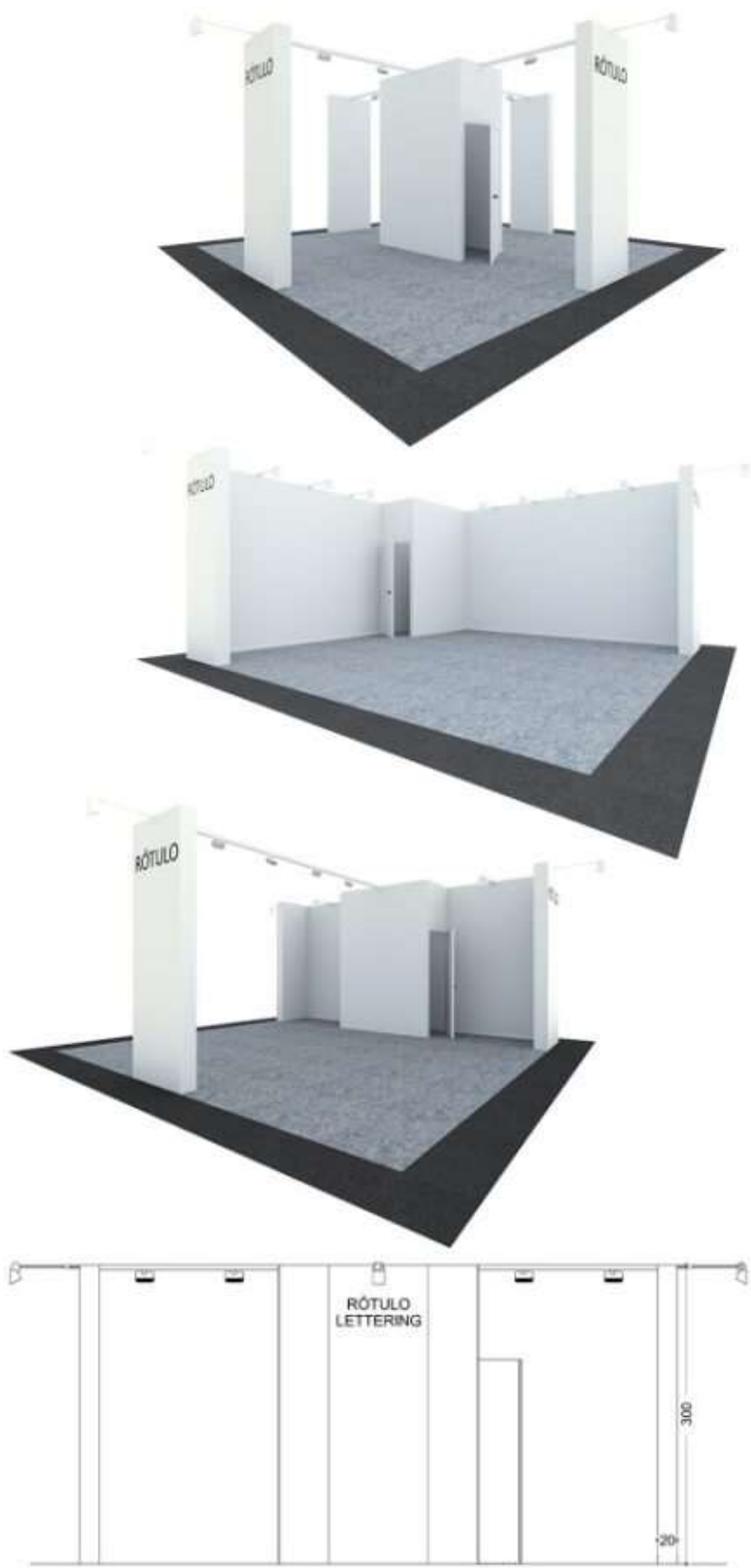
(*) Services already included in the modular stands.



1. HOW TO PARTICIPATE

Salón Look

STAND MODULAR IMAGEN



STAND

- Minimum contract area of 9 m2Aimed 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.

WAREHOUSE with door in the following proportion:

- Until 16 m².....1x1
- From 16,5 to 32 m²2x1
- From 32.5 m²:3x1

EXHIBITION CARPETING

 Aesthetics, Cosmetics & Micropigmentation: Navy Blue

 Nails and make-up: Fuchsia  Hairdressing and Barbering: Black

ELECTRICAL POWER AND LIGHTING

- General lighting by means of towers with LED spotlights on rails, at a rate of 1 spotlight every 3 m² of stand.
- Electrical installation in accordance with low voltage standards, consisting of an electrical panel with differential and circuit breaker, designed to withstand a power of 130W/m² and with a 500W socket base.

SIGNAGE

Lettering in standardised lettering with name of exhibitor editable in EXPO ZONE and stand number. **Maximum 20 characters.**

If the exhibitor's name field is not completed in the EXPO ZONE, it will be labelled with the Trade Fair Name on the Participation Application Form. The exhibitor must indicate the company name chosen for the sign before **2 October 2025.**

FURNITURE

Stand up to 20 m2:

- 1 White DOM table (6RL02001)
- 4 Madrid chairs (6RL01001)

Stand 20.5 m2 and upwards:

- 2 white DOM tables (6RL02001)
- 8 Madrid chairs (6RL01001)



OBLIGATORY CONTRACTING

In addition, participation as an exhibitor implies the obligatory contracting:

Plan Conecta (former Marketing and Communication pack): 285€ + VAT (1)

Package of services 25€/m² + VAT (1)

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

DAILY CLEANING TYPE A

First cleaning with removal of the plastic covering the carpet and daily cleaning of the floor and collection of the contents of the litter bins. Does not include cleaning of exhibits.

ASSEMBLY PLAN

Your assembly plan can be viewed in the EXPO ZONE with the location of the warehouse and other services included. In addition, you can track the status of the plan and make comments on it, in case you need to make any changes.

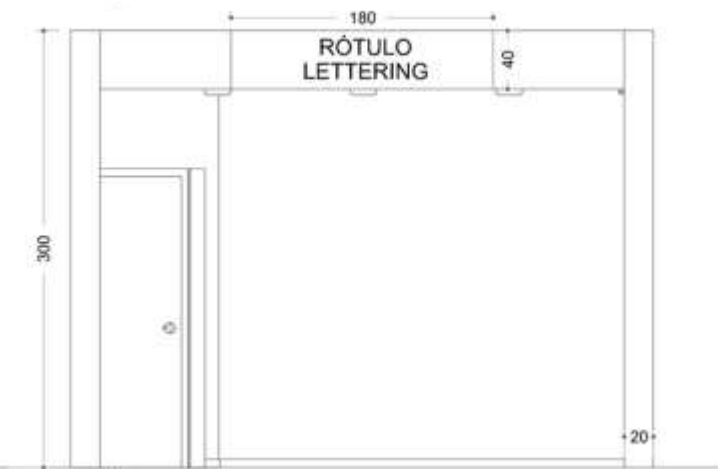
ADDITIONAL SERVICES

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

INDICATIVE DRAWING. Drilling is not permitted. Nailing or taping is permitted. It shall be adapted to the dimensions of the space allocated.

REMARKS: - Any services or modifications that the exhibitor may wish to introduce based on these characteristics shall be at the exhibitor's expense. - The elimination or substitution, by the exhibitor, of any formative element of the modular stand does not imply a reduction in the cost. - The distribution of all the elements that make up the stand, the extras requested, as well as the structural elements necessary for the support of the stand, shall be adapted to the needs of the exhibitor, provided that it is technically feasible and that the plan with the relevant indications is received fifteen days before the first day of the start of assembly. Once the stand has been assembled, any changes to the location of all the elements that have not been communicated on the established date will be invoiced. - All the material used, both structural and electrical, is for hire and any deterioration will be invoiced according to the current price list. - In addition, any exhibitor may hire elements listed in the IFEMA MADRID Services Catalogue. - All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before 11 September. - The finished stands will be delivered on 16 October from 8:30 am.

STAND MODULAR FOCUS
(ÁREA VENTAS)



STAND

- Minimum contract area of 9 m2Aimed 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.

WAREHOUSE with door in the following proportion:

- Until 16 m²1x1
- From 16,5 to 32 m²2x1
- From 32.5 m²:3x1

FAIR-TYPE CARPET in Black colour.



ELECTRICAL POWER AND LIGHTING

- General lighting by means of towers with LED spotlights on rails, at a rate of 1 spotlight every 3 m² of stand.
- Electrical installation in accordance with low voltage standards, consisting of an electrical panel with differential and circuit breaker, designed to withstand a power of 130W/m² and with a 500W socket base.

SIGNAGE

Lettering in standardised lettering with name of exhibitor editable in EXPO ZONE and stand number. **Maximum 20 characters.**

If the exhibitor's name field is not completed in the EXPO ZONE, it will be labelled with the Trade Fair Name on the Participation Application Form. The exhibitor must indicate the company name chosen for the sign before **2 October 2025.**

OBLIGATORY CONTRACTING

In addition, participation as an exhibitor implies the obligatory contracting:

Plan Conecta (former Marketing and Communication pack): 285€ + VAT (1)

Package of services 25€/m² + VAT (1)

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

DAILY CLEANING TYPE A

First cleaning with removal of the plastic covering the carpet and daily cleaning of the floor and collection of the contents of the litter bins. Does not include cleaning of exhibits.

ASSEMBLY PLAN

Your assembly plan can be viewed in the EXPO ZONE with the location of the warehouse and other services included. In addition, you can track the status of the plan and make comments on it, in case you need to make any changes.

ADDITIONAL SERVICES

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

INDICATIVE DRAWING. Drilling is not permitted. Nailing or taping is permitted. It shall be adapted to the dimensions of the space allocated.
REMARKS: - Any services or modifications that the exhibitor may wish to introduce based on these characteristics shall be at the exhibitor's expense. - The elimination or substitution, by the exhibitor, of any formative element of the modular stand does not imply a reduction in the cost. - The distribution of all the elements that make up the stand, the extras requested, as well as the structural elements necessary for the support of the stand, shall be adapted to the needs of the exhibitor, provided that it is technically feasible and that the plan with the relevant indications is received fifteen days before the first day of the start of assembly. Once the stand has been assembled, any changes to the location of all the elements that have not been communicated on the established date will be invoiced. - All the material used, both structural and electrical, is for hire and any deterioration will be invoiced according to the current price list. - In addition, any exhibitor may hire elements listed in the IFEMA MADRID Services Catalogue. - All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before 11 September. - The finished stands will be delivered on 16 October from 8:30 am.

1. HOW TO PARTICIPATE

STAND MODULAR PREMIUM






STAND

- Stand open to one or more aisles depending on the plan.
- Aluminium frames 2.5m high with white canvas walls.

WAREHOUSE with door in the following proportion:

- From 24 to 31,5 m²2x1
- From 32 m²3x1

EXHIBITION CARPETING

-  Aesthetics, Cosmetics & Micropigmentation: Navy Blue
-  Nails and make-up: Fuchsia
-  Hairdressing and Barbering: Black

ELECTRICAL ENERGY AND LIGHTING

- Electrical installation in accordance with low voltage standards, consisting of electrical panel with differential and circuit breaker, sized to support a power of 130W/m².
- 1 led spotlight with 25w arm x every 4m2
- Single socket base

SIGNAGE

Signage in standardised lettering with name of exhibitor editable in EXPO ZONE and stand number. Maximum 20 characters.

If the exhibitor name field is not completed in the EXPO ZONE, it will be labelled with the Trade Fair Name on the Participation Application Form. The exhibitor must indicate the company name chosen for the sign before 2 October 2025.

FURNITURE

Stand up to 20 m2:

- 1 White DOM table (6RL02001)
- 4 Madrid chairs (6RL01001)

Stand 20.5 m2 and upwards:

- 2 white DOM tables (6RL02001)
- 8 Madrid chairs (6RL01001)



OBLIGATORY CONTRACTING

In addition, participation as an exhibitor implies the obligatory contracting:

Plan Conecta (former Marketing and Communication pack): 285€ + VAT (1)

Package of services 25€/m² + VAT (1)

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

DAILY CLEANING TYPE A

First cleaning with removal of the plastic covering the carpet and daily cleaning of the floor and collection of the contents of the litter bins. Does not include cleaning of exhibits.

ASSEMBLY PLAN

Your assembly plan can be viewed in the EXPO ZONE with the location of the warehouse and other services included. In addition, you can track the status of the plan and make comments on it, in case you need to make any changes.

ADDITIONAL SERVICES

Customise your modular stand through our Expo Zone. If you have any questions, please contact standspremium@ifema.es

INDICATIVE DRAWING. Drilling is not permitted. Nailing or taping is not permitted. It shall be adapted to the dimensions of the space allocated.
REMARKS: - Any services or modifications that the exhibitor may wish to introduce based on these characteristics shall be at the exhibitor's expense. - The elimination or substitution, by the exhibitor, of any formative element of the modular stand does not imply a reduction in the cost. - The distribution of all the elements that make up the stand, the extras requested, as well as the structural elements necessary for the support of the stand, shall be adapted to the needs of the exhibitor, provided that it is technically feasible and that the plan with the relevant indications is received fifteen days before the first day of the start of assembly. Once the stand has been assembled, any changes to the location of all the elements that have not been communicated on the established date will be invoiced. - All the material used, both structural and electrical, is for hire and any deterioration will be invoiced according to the current price list. - In addition, any exhibitor may hire elements listed in the IFEMA MADRID Services Catalogue. - All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before 11 September. - The finished stands will be delivered on 16 October from 8:30 am.

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 can be set up from 11 to 15 October 2025 during the following opening hours:

- ✓ 11 y 12 October from 8:30 to 19:30h.
- ✓ From 13 to 15 October from 8:30 am to 21:30h.

The delivery of modular stands contracted with IFEMA MADRID will take place on **16 October from 08:30h**.

Access to the space will not be authorised, nor will the modular stand be delivered to any exhibitor who has not fully paid for the contracted space and requested services.

Goods and decoration material can be brought in on 16 October from 08:30 to 21:30. From 19:00 onwards, access will only be allowed through the pedestrian doors, as the goods gates will be closed to proceed with the installation of recyclable carpet.

The removal of goods and decoration materials can be carried out on **19 October from 19:00 to 00:00**.

From 19:00 to 20:00, the removal can only be done through the pedestrian doors to proceed with the removal of the recyclable carpet. After that, the goods gates will be opened until 00:00.

Stand dismantling can take place on 20 and 21 October 2025 from 08:30 to 21:30.

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 11 September 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: 11 September 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**](mailto:decoraciongrafica@ifema.es)

In case of contracting a Premium Modular Stand, please contact [**standspremium@ifema.es**](mailto: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**](#)

1. HOW TO PARTICIPATE

Salón Look

Free design stands. Regulations and assembly

Companies opting for the custom construction of their stands must UPLOAD their project to the ZONA EXPO for approval before 11 September 2025.

If your project includes a rigging structure, you must send a specific project to rigging@ifema.es before 11 September 2025.

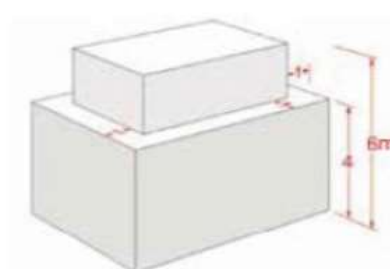
Assembly rights

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.

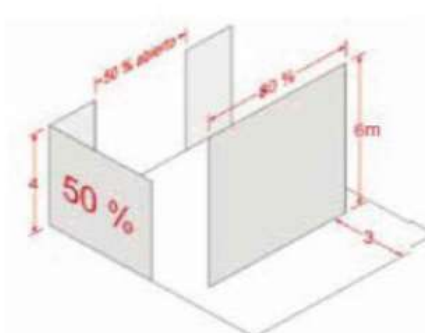
In order to be more efficient and to be able to provide you with a better service, IFEMA MADRID has started to apply a last minute surcharge to the contracting of assembly rights, as is the case with the rest of our services. This surcharge increases the price by **25% when the booking is made during 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, nor on the entrance sides of Halls 9 and 10.
- 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
From 9 to 20 m2	231,90€/m2 + VAT (1)
De 20,5 a 40 m2	223,60€/m2 + VAT (1)
From 40.5 to 80 m2	215,30€/m2 + VAT (1)
More than 80,5 m2	208,00€/m2 + VAT (1)

FLOOR + MODULAR STAND IMAGE / SALES	RATE
From 9 to 20 m2	231,90€/m2 + 65,10€/m2 +VAT (1)
From 20.5 to 40 m2	223,60€/m2 + 65,10€/m2 + VAT (1)
From 40.5 to 80m2	215,30€/m2 + 65,10€/m2 + VAT (1)
More than 80,5 m2	208,00€/m2 + 65,10€/m2 + VAT (1)

FLOOR + PREMIUM MODULAR STAND	RATE
From 24 to 40 m2	223,60€/m2 + 110 €/m2 + VAT (1)
From 40.5 to 80m2	215,30€/m2 + 110 €/m2 + VAT (1)
More than 80,5 m2	208,00€/m2 + 110 €/m2 + VAT (1)

COMPULSORY SERVICES

PACKAGE OF SERVICES (Civil Liability Insurance, Multi-fair Insurance, Electricity Consumption)	25 €/m2 + VAT (1)
PLAN CONECTA (former Marketing and Communication + Digital Platform pack)	285€ + VAT (1)

ASSEMBLY FEES

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

- ❖ **17 June 2025:** deadline for **payment of the first 50%** of the contracted space.
- ❖ **Before 17 July 2025:** A **10% early payment** discount will be applied on the occupied floor rate if you **pay 100% of your participation**.
- ❖ **17 September 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 / Salón Look 2025

Santander: IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHESMM

BBVA: IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM

Caixa Bank: IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESBBXXX

Send a copy of the bank receipt to servifema@ifema.es
- ❖ Certified cheque made out to IFEMA MADRID/SALÓN LOOK 2025.
- ❖ 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 servifema@ifema.es

Discounts:

10% EARLY BIRD DISCOUNT.

A 10% early payment discount will be applied to the occupied floor rate if 100% of your participation is paid before 17 July.

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 (**4 October 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 9 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 13 September, by emailing salonlook@ifema.es with the subject line "Activity" and including the stand number.

If catering services are required during the Salon Look 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.

1.10. Health and Safety Regulations

1. COSMETIC PRODUCTS

All cosmetic products used in the name of Salón Look Fair must comply with current legislation, particularly the provisions set out in Royal Decree 85/2018 of 23 February, which regulates cosmetic products. It must be ensured that the products are safe under normal or reasonably foreseeable conditions of use and that the stipulated composition and labelling regulations are strictly observed.

IFEMA MADRID declines any responsibility for cosmetic or aesthetic activities, or in general any activity carried out by exhibitors during the Salón Look Fair. These must be conducted in accordance with applicable legislation and under the sole responsibility of the exhibitor, who shall assume full liability for any claim or legal or extrajudicial action that may arise in this regard.

2. TATTOOING, MICROPIGMENTATION AND SKIN PIERCING

All products exhibited and used for tattooing, micropigmentation, or skin piercing on individuals must be duly authorised by the Spanish Agency of Medicines and Medical Devices (AEMPS). All exhibitors engaged in these practices must comply with the provisions of Decree 35/2005, of 10 March, issued by the Governing Council of the Community of Madrid. Furthermore, exhibitors must inform the Fair Management of the type of activity to be carried out when contracting their stand or exhibition space. They are also required to sign an agreement undertaking to return, at the end of the Fair, the bio-sanitary containers provided at the beginning of the event.

3. USE OF LASER EQUIPMENT

All laser-related activities may pose risks not only to the operator but also to other individuals, even at a considerable distance. Therefore, any procedure involving the use of laser devices must be carried out exclusively in clearly marked areas that are enclosed, well-defined, and accessible only to authorised personnel. These areas must not contain mirrors or any flammable or reflective surfaces. Furthermore, all laser equipment used must be certified and approved by the manufacturer.

Demonstrations involving lasers, intense pulsed light (IPL), or other systems that may cause inconvenience to other exhibitors or visitors are strictly prohibited. All professionals involved in laser-related activities must meet the requirements set out in Royal Decree 881/2011 of 24 June, which establishes the qualification of Advanced Technician in Integral Aesthetics and Well-being and defines its core curriculum.

4. NAIL PRODUCTS

All nail products displayed, sold, or used for demonstration purposes by exhibitors in the nail sector must comply with applicable health and safety standards. In particular, they must conform to Regulation (EC) No. 1223/2009 of the European Parliament and of the Council of 30 November 2009 on cosmetic products.

These Specific Regulations are supplementary to the General Regulations for Exhibitor Participation in Events Organised by IFEMA MADRID, which all exhibitors accept by virtue of their participation.

5. AESTHETIC EQUIPMENT COMPANIES

All exhibitors and companies participating in Salón Look must comply with the relevant European regulations.

It is required that all devices, equipment, and products exhibited or promoted at Salón Look meet the applicable safety, performance, and quality standards. Exhibitors must provide documentation demonstrating compliance with these regulations, including certificates of conformity issued by the appropriate regulatory authorities, or self-declarations of conformity by the manufacturer.

Failure to comply with European regulations or to present the required documentation will result in the rejection of the application for participation.

1. HOW TO PARTICIPATE

1.11. Exhibitor calendar

When	What	How	Who is assisting you
Until 17 June 2025	Payments	Pay 50% of the amount of the space.	Customer service (Exhibitors): (+34) 917223000 or atencionalcliente@ifema.es
Until 17 July 2025	Payments	A 10% early bird discount on the floor fee will be applied if 100% of your participation is paid before 17 July.	Customer service (Exhibitors): (+34) 917223000 or atencionalcliente@ifema.es
Until 11 September 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) 917223000 or atencionalcliente@ifema.es
Until 11 September 2025	Customisation of modular stands	Please consult ZONA EXPO for the project of the modular stand, or upload the same with the stipulated modifications. Send the projects for the interior decoration of the modular stands.	Customer service (Exhibitors): (+34) 917223000 or atencionalcliente@ifema.es
Until 11 September 2025	Premium Modular Stand Customization	Customize your modular booth through our EXPO ZONE.	standspremium@ifema.es
Until 11 September 2025	Booking services	Services contracted with a 5% discount.	Customer service (Exhibitors): (+34) 917223000 or atencionalcliente@ifema.es
Until 17 September 2025	Payments	Deadline to pay 100% of the amount of the space and services contracted.	Customer service (Exhibitors): (+34) 917223000 or atencionalcliente@ifema.es

1. HOW TO PARTICIPATE

1.11. Exhibitor calendar

When	What	How	Who is assisting you
Until 2 October 2025	Modular Stands signage	Communicate the signage in the EXPO ZONE before 2 October 2025.	Customer service (Exhibitors): (+34) 917223000 atencionalcliente@ifema.es
From 4 October 2025	Procurement of services	25% increase on prices for last minute hiring of assembly rights and all other services.	Customer service (Exhibitors): (+34) 917223000 atencionalcliente@ifema.es
From 11 to 15 October 2025	Stand assembly	11th and 12th October from 8:30 to 19:30 h. 13th, 14th and 15th October from 8:30 to 21:30 h.	Hall manager
16 October 2025	Delivery of modular stands	From 8:30 a.m. onwards.	Hall manager
	Incoming merchandise	From 8:30 to 21:30 h*. *From 19:00 h. onwards, entry will only be possible through the pedestrian doors, closing the goods gates to proceed with the installation of recyclable carpeting in the aisles.	Hall manager
From 17 to 19 October 2025	Days of the trade fair	17th and 18th October from 10:00 to 20:00 h. 19 October from 10:00 to 18:30 h.	Hall manager
19 October 2025	Outgoing merchandise	From 19:00 to 00:00h*. *From 19:00 to 20:30h you will only be able to exit through the pedestrian gates to remove recyclable carpet. After this time, the goods gates will be open until 00:00h.	Hall manager
20 and 21 October 2025	Dismantling of stands	Opening hours: 20 and 21 October from 8:30 h to 9:30 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/look 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).

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 be allocated the passes corresponding to the contracted surface area, 2 exhibitor passes for every 4 m2 up to a maximum of 50.

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

Exhibitors may request additional exhibitor passes through salonlook@ifema.es



2. MANAGE YOUR PARTICIPATION

ON-LINE INVITATIONS

Each exhibitor will be provided with professional online invitations to send to their contacts.

If additional invitations are required, please send an email to: salonlook@ifema.es, indicating the exact number of invitations.

Online registration will be open until 19 October 2025.

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



You will then be presented with the following screen to customise your shipment:

Invitación: Feria - 100.00%

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

Copie y pegue los emails en una misma columna

2. Añadir saludo y texto adicional

Escribir aquí

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

Escribir aquí

Enviar invitaciones

Exhibitors are urged to make good use of the invitations, sending them exclusively to professionals from the sector in order to guarantee the professionalism of the trade fair . Access controls may be carried out for this purpose.

Those who receive the **invitation code must register ONLINE through** the Salon Look website, ifema.es/salonlook in the section Purchase your pass, and entering the invitation code received to obtain their free pass to access the fair. (Invitation codes cannot be redeemed at the reception desk.

It will be strictly required for all trade visitors who are going to enter the venue with a trade visitor invitation to be accredited as trade visitors through ifema.es/salonlook

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.

IFEMA MADRID

Inicio Gestiona tu participación Pedidos y pagos Accesos al evento

Pases de expositor

Invitaciones

Tipo de pase: Personalización: Duración: Disponibles: Generados:

Pases de expositor Genérico Feria 0 15

Solicitar Carta Apoyo Visado

Actualizar Pases Adicionales

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.



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)
- Salón Look 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@dbschenker.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@dbschenker.com

2. MANAGE YOUR PARTICIPATION

Salón Look

2.4. Map



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 Salón Look 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). Salón Look 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>



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 Salón Look 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 Salón Look 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 Salón Look</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

Question	Answer
What are the features of the Salón Look digital platform?	<p>In the exhibitor area of my company on the digital platform:</p> <ul style="list-style-type: none">• Update the company data visible in the catalogue and digital event of Salón Look.• Display the range of products and services on offer.• Manage the company's appointment schedule for professional meetings at the stand.• Register other team members with access to the digital platform. <p>At the digital event:</p> <ul style="list-style-type: none">• Complete my personal profile on the platform and my agenda of availability for meetings.• Search for contacts of interest in the professional network and request and accept to be a contact for chat and videoconferences.• Scan professional badges at the trade fair.• View information on what other exhibitors have to offer.• Consult the activities with the possibility of scheduling them and viewing the digital content available.
How can I request my invoices?	<p>Invocas are not generated by default. You must request them directly from the IFEMA MADRID invoicing department (servifema@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 salonlook@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 Salón Look 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 Salón Look 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 Salón Look 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 designed to connect international markets with our clients and support their expansion. These meetings are organized in collaboration with ICEX and STANPA.

To participate, please send the corresponding form to: salonlook@ifema.es

3.6. Outdoor and Digital Advertising

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 Salón Look digital platform.

3.7. Sponsorship

There is a wide range of promotional activities and sponsorships available that will provide additional visibility and will enable the development of high-impact actions for the national and international professional public visiting the fair: Forums, Activities, Congresses, WIFI Network, Rest Areas, etc.

Contact salonlook@ifema.es

3.8. 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 salonlook@ifema.es

3.9. 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

[Meeting rooms and workspaces | IFEMA MADRID](#)

4. SUSTAINABILITY CUTURE MANAGEMENT AT IFEMA MADRID

Salón Look

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 salonlook@ifema.es
		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 atencionalcliente@ifema.es		
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 stecnica@ifema.es catering@ifema.es		
Graphic decoration	Hiring of graphic materials to customize your booth	(+34) 91 722 30 00 decoraciongrafica@ifema.es standspremium@ifema.es		
Full service stand design	Design and assembly of free design stands	(+34) 91 722 30 00 standbuilding@ifema.es		

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: Teresa Medina International Press: Elena Valera Press Secretariat: Pilar Serrano</div> <div>(+34)91 722 30 00 tmedina@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

