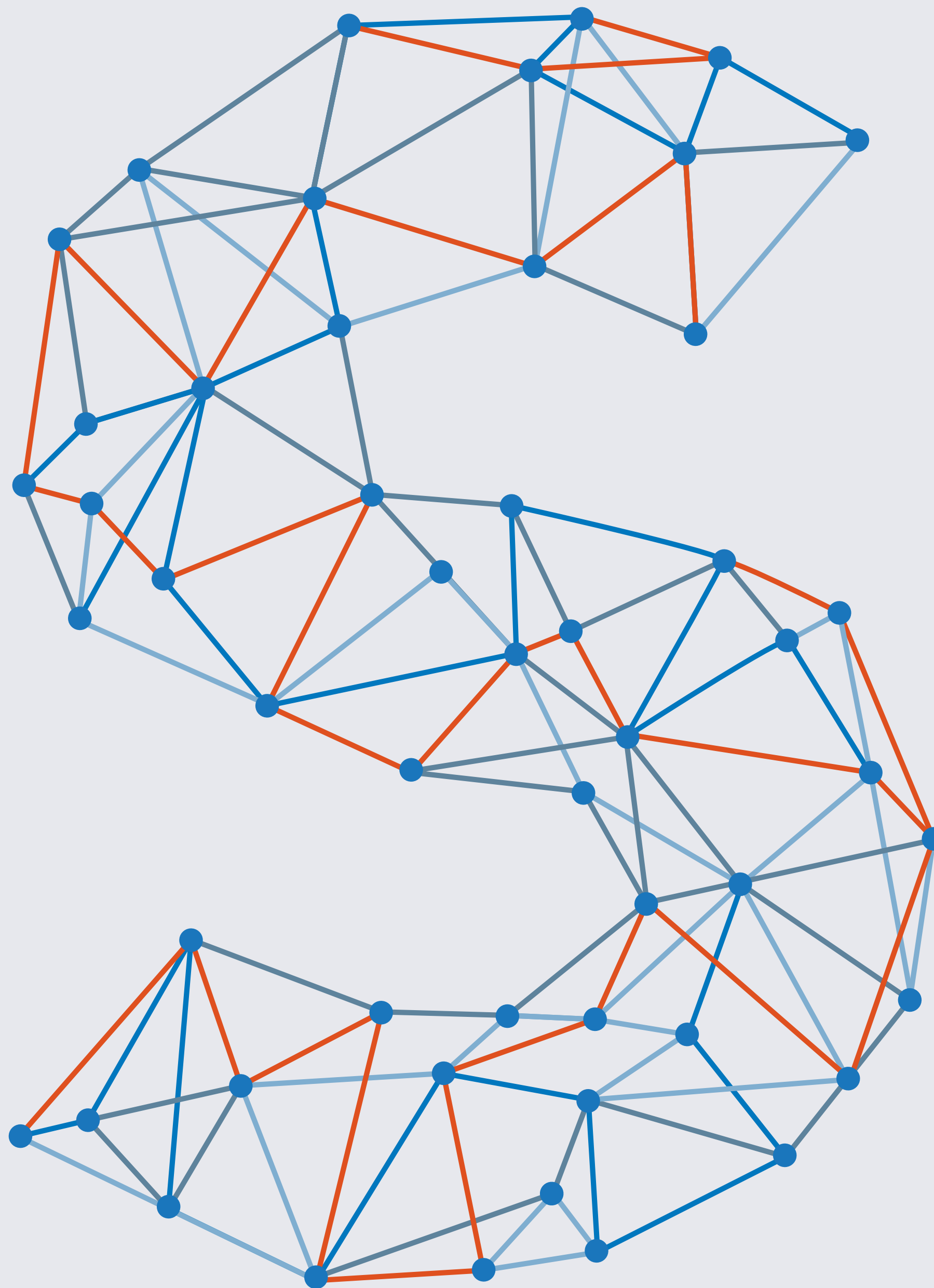




Security unites us.

Exhibitor's Guide

LIVE  Connect  
365D IMPACT · CREATE COMMUNITY · GROW



27 Feb  
01 Mar  
2024

Recinto Ferial  
ifema.es



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# 1. Booking. How to exhibit?

## 1.1 APPLICATION FOR PARTICIPATION

To participate, please fill in the online Exhibitor Application form available at [ifema.es/sicur](https://ifema.es/sicur) attaching proof of payment of the respective reservation fee. The submission of the Application Form implies full acceptance of the General Rules for Participation in Trade fairs organised by IFEMA MADRID, the technical annexes, the Specific Rules for this trade fair and any generic or specific provisions issued by the trade fair organisers.

The Exhibitor Application is not binding until the applicant accepts a location and surface area proposed by the trade fair organisers, at which point the Exhibitor Application becomes a firm commitment that may not be revoked by the applicant.

### **FIRST ALLOCATION OF SPACE**

If you wish to participate in SICUR 2024, you must send the completed Exhibitor Application Form and pay the reservation fee specified there in. Companies that submit this documentation before **30th June 2023** will be able to participate in the space selection meetings that will take place in the second half of July 2023 in order to optimise their space selection options.

## **NEW EXHIBITORS**

For new exhibitors the Exhibitor Application is subject to the approval of the SICUR Management, which will check that their activity falls within the sectors covered by the trade fair's call for entries. New requests will be dealt with in order of receipt of the "Exhibitor Application Form" and the respective payment of the reservation fee (this last requirement is essential and will determine the date on which the exhibitor's application to participate is deemed to have been received). Once the new exhibitor's application has been accepted, the Trade fair Management will offer the best available space that meets the exhibitor's needs.

## 1.2. SPACE CONFIRMATION

Once a proposal of location and surface area has been accepted, the Exhibitor Application becomes a firm commitment that may not be revoked by the applicant. Once the final details of the application have been approved, the Trade fair Management will send the exhibitor the Exhibition Contract with the statement of accounts and plan of the location and size of the booth(s), along with all the information on the services offered by IFEMA MADRID, which will enable the exhibitor to make the most of its presence at the trade fair. It is essential to make the payments indicated in the Exhibitor Application Form within the established deadlines.



### 1.3. CANCELLATION

The Exhibitor's cancellation of its participation in the Trade fair shall be grounds for termination of the contractual relationship between IFEMA MADRID and the Exhibitor for all intents and purposes.

Cancellation must be notified to the Trade fair Management in writing and shall result in the loss of the fees that the exhibitor should have paid on the date of notification, in accordance with the payment schedule set out in the Exhibitor Application Form. If the Trade fair Management has been notified of the cancellation less than thirty days prior to the opening of the trade fair, IFEMA MADRID may demand full payment of the contracted space.

With regard to the additional services offered by IFEMA MADRID that the exhibitor has contracted prior to notification of cancellation, the cancellation charges established in article 7 of the general conditions for admission and contracting at trade fair s organised by IFEMA MADRID shall apply. Please read the cancellation policy in the General Rules for Participation IFEMA MADRID 2022, page 8 of the document, section 15 - Change of date, cancellation and suspension.  
*ifema.es/en/support/exhibitors-ifema-fairgrounds*

### 1.4. TERMS AND FORMS OF PAYMENT

On submission of the participation application, a reservation deposit shall be paid, on a scale as follows:

- **16 to 50 sq.m.: €450 + VAT (1)**
- **51 to 100 sq.m.: €750 + VAT (1)**
- **Over 101 sq.m.: €1,500 + VAT (1)**

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

- **50% before 30th September 2023 (less the space reservation fee).**
- **100% of the space and services contracted before 26th January 2024.**

Payment can be made in the following ways:

Transfer to: **IFEMA MADRID / SICUR 2024**

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 payable to IFEMA MADRID / SICUR 2024.**
- **Credit card in a secure environment, accessible when completing the online application form, or subsequently through the online Expo Zone, in the invoices and payments tab or from contracting of services.**

In accordance with the applicable 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***

### 1.5. GENERAL RULES FOR PARTICIPATION IN EVENTS ORGANISED BY IFEMA MADRID

Consult the General Rules of Participation in the website of the trade show ***ifema.es/sicur***, in the general information space for the exhibitor.

## **1.6. SPECIFIC RULES FOR PARTICIPATION IN SICUR 2024**

**1.6.1.** Submission of the Exhibitor Application Form implies full acceptance of IFEMA MADRID's General Rules of Participation, the Specific Rules of SICUR 2024 contained in this guide and the technical annexes to the aforementioned rules, which are available at all times on the ifema.es website, in the exhibitor information area and on the trade fair website *ifema.es/sicur*.

**1.6.2.** To be eligible to participate in the Fair, the company, public or private organisation's business activity must be within one of the sectors represented at SICUR.

**1.6.3.** The minimum floor space is 16 sq.m.

**1.6.4.** Participation as an exhibitor implies the mandatory purchase of a marketing and communication pack, civil liability insurance, and multi-fair insurance for each stand assigned. A minimum electrical power consumption must also be paid. For free design stands (only space), the company in charge of setting up the stand must pay IFEMA MADRID the associated assembly permit fees to cover services provided during the Fair assembly and dismantling periods.

**1.6.5.** Event management may alter allocated spaces or make changes to the layout of the halls for organisational purposes.

**1.6.6.** Although SICUR Management will inform exhibitors in case of any significant move or alteration of the reserved location, it is each exhibitor's responsibility to find out about the location of the stand and other aspects such as its exact dimensions.

**1.6.7.** Any exhibitor who has not paid the full fee for the space rented and the costs of any services booked will not be permitted to occupy the space. If the exhibitor has rented a modular stand, it will not be delivered.

**1.6.8.** Exhibitors and visitors unable to prove that they belong to the participating professional groups will not be allowed access, even if they have the appropriate pass or invitation.

**1.6.9.** Exhibitors must attend their stands and stay with the products on display during the entire period and opening hours of the event. Failure to comply with this rule may lead to disqualification for preferential renewal of allocated space.

**1.6.10.** The direct sale of any article exhibited at the Fair is expressly prohibited.

**1.6.11.** The exhibitor authorises to IFEMA MADRID the total or partial reproduction in its promotional material of the products exhibited.

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

**1.6.13.** Activities that may annoy other exhibitors are forbidden. The maximum noise level is 60 decibels.



## 2. Participation options and fees

### 2.1. SURFACE AREA+ MODULAR STAND

Surface area and booth open to aisles depending on location.

#### • STAND DESCRIPTION

- Stand open to one or more aisles.
- Grey aluminium structure.
- Melamine panels.
- Storeroom with door and key as follows:
 

|                                 |         |
|---------------------------------|---------|
| Stand up to 16 sq.m.....        | 1 x 1m. |
| Stand from 16.5 to 32 sq.m..... | 2 x 1m. |
| Stand over 32.50 sq.m. ....     | 3 x 1m. |

Standard trade Fair carpeting (choose the colour in Expo Zone)

#### • LIGHTING

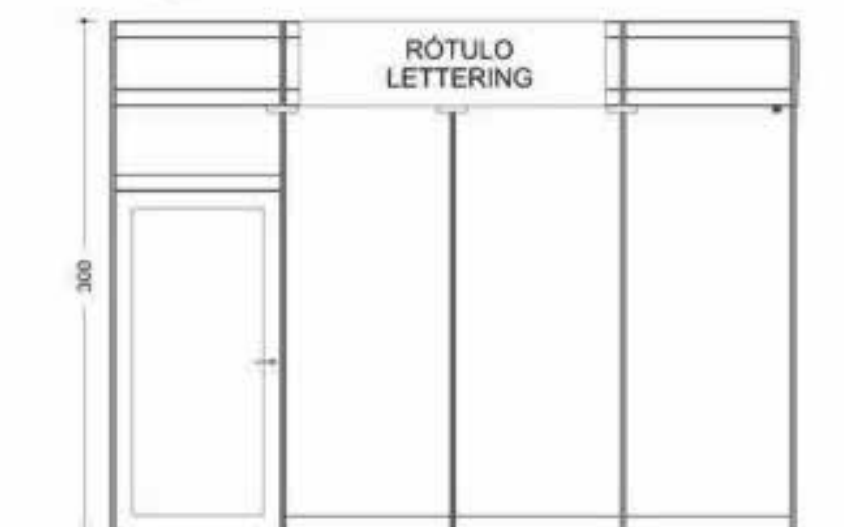
- General lighting base on led spotlights in rails at the rate of 1 spotlight every 3 sq.m of stand
- Electrical switchboard equipped with magnetothermic differential, and with a built-in outlet of 500w, prepared for up to 130w/sq.m.

#### • LETTERING

- Sign with the name of the Exhibitor and stand number placed on each passageway.

#### • INCLUDED SERVICES

- Civil liability and Multifair insurance
- Daily stand cleaning (type A: once a day)
- Minimum electrical consumption ( 0,13Kw/sq.m)



The removal or replacement by the exhibitor of any component of the modular booth does not imply a reduction in the cost. All the material used, both structural and electrical, is rented and any damage will be invoiced according to the current price list. Please note that you can request other additional services and take advantage of the promotional tools we offer you. See the IFEMA MADRID services catalogue and section 2.4.1 additional services available at SICUR.

**Fees floor + modular stand**

**16sq.m. .... € 3.375 + VAT (1)**  
**Additional sq.m..... € 202/sq.m. + VAT (1)**

In addition, participation as an exhibitor implies the mandatory contracting of:

**Marketing and Communication +**  
**LIVE Connect CONECTA: ..... € 385 + VAT (1)**

The arrangement of all the elements that make up the booth, the extras requested, as well as the structural components necessary for the support of the booth, shall be customised to the needs of the exhibitor, provided that it is technically feasible and the plan with the appropriate instructions is received fifteen days prior to the first day of the assembly. Once the booth has been assembled, any changes to the location of any elements that have not been notified on the established date will be invoiced.

All modular booths involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must submit their project by **Expo Zone > Manage your participation > Stand project before thursday 6th february 2024**. The modular booths will be delivered completed on 26th february 2024 from 8:30 am onwards.

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

**2.2. FREE-DESIGN BOOTH (FLOOR ONLY)**

All companies are required to set up their own booth, including at least the dividing walls with the wall of the hall and with the adjoining booths. In addition to modular booths, IFEMA MADRID offers a comprehensive booth design service. We take care of the planning of your space, design, assembly and dismantling.

Please note that you can request other additional services and take advantage of the promotional tools we offer you.

Price per sq.m. of floor space to set up a free-design booth:

- **To 100 sq.m booth .....139,50 €/sq.m + VAT (1)**
- **101 to 200 sq.m .....135,30 €/sq.m + VAT (1) •**
- Booths larger than 200 sq.m..... 127,10 €/sq.m + VAT (1)**
- **Second storey built over the space ..... 66,90 €/sq.m. + VAT (1)**

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

In addition, participation as an exhibitor implies the mandatory contracting of the following:

- **Minimum power consumption (0.13 kW/sq.m.): €7.430/sq.m. + VAT (1) •**
- Liability insurance (coverage up to €60,000) €71.41 + VAT (1)**
- **Multi-fair insurance (coverage up to €50,000 €67.79 + VAT (1)**
- **Marketing and communication package + CONECTA LIVE Connect €385 + VAT (1)**
- **Assembly fees**



## ***SPECIFIC REGULATIONS FOR CUSTOM-DESIGN STAND***

- **Height**

Maximum permissible height on perimeter: 4 m.

In order to raise or hang any decorative element to a maximum height of 6 m, the upper level must be recessed 1 m inwards around the entire perimeter.

Upper levels are not permitted within modules that connect halls and in the side areas of the entry space for Halls 9 and 10.

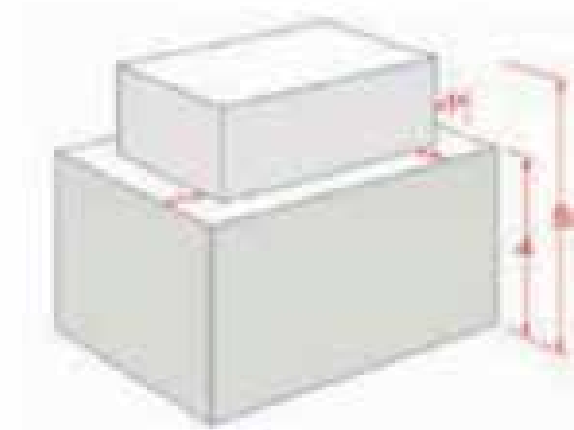
Elements for the construction, decoration or illumination may not protrude more than 50 cm beyond the assigned space and must be above the minimum height of 2.5 m.

- **Perimeter enclosure structures**

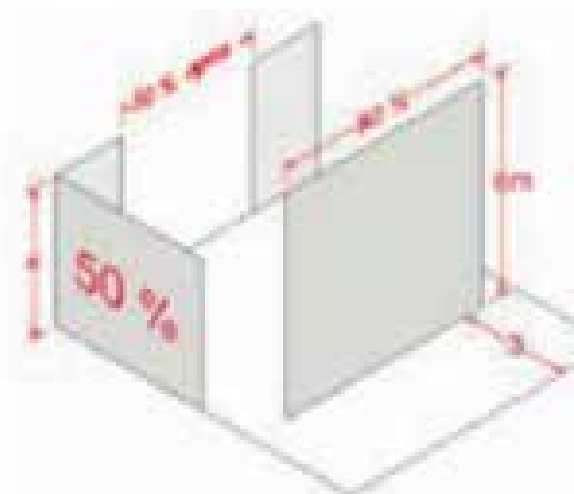
The length of perimeter enclosure structures must not exceed 50% of each aisle's façade.

In order to create longer enclosure structures, they must be recessed 3 m into the interior of the space and must not exceed 80% of the facade's length.

**Height regulations**  
Maximum space allocation for any element.



**Walls**



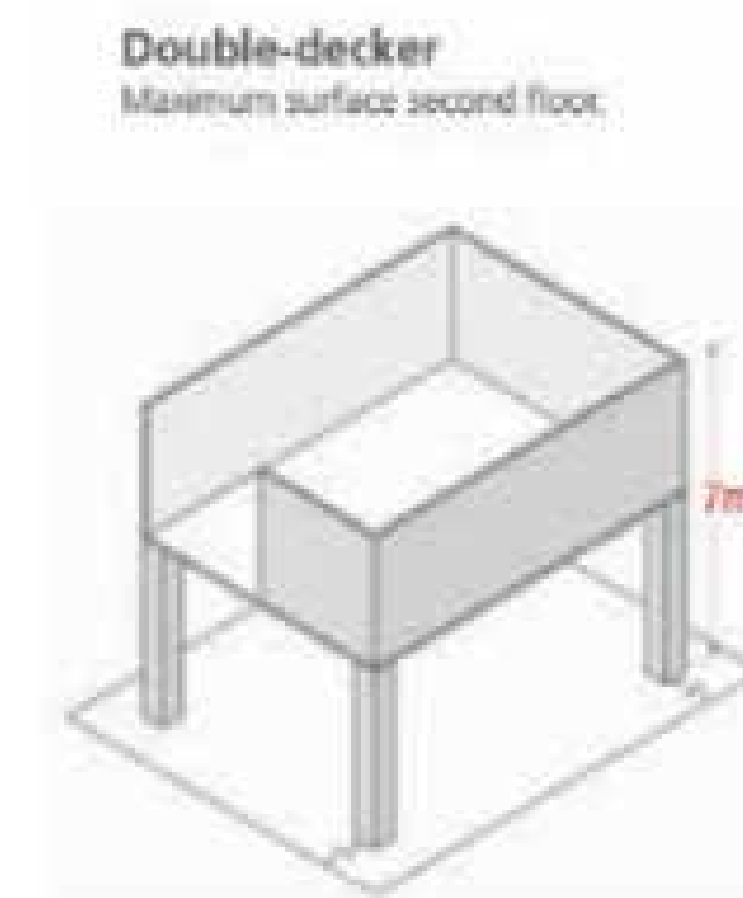
- Upper level

The maximum permitted height for two-storey stands is 6 m in halls.  
The upper level must be re-cessed 1 m around the entire perimeter of the stand.

Upper levels are not permitted within modules that connect halls and in the side areas of the entry space for Halls 9 and 10.

A certification or project from the corresponding works management, signed by a competent technician, must be submitted.

This documentation must be endorsed by the corresponding professional College. The certificate or project must specify the dimensions, the service load, and the maximum capacity. The Exhibitor is solely responsible for complying with the limits established therein. Interpretation and application of the regulations in each particular case in the responsibility of IFEMA MADRID, who reserves the right to arbitrate exceptions where it deems necessary, based on respecting the overall perspective of the event and the visibility of neighbouring stands.



2.3. MANDATORY SERVICES

Participation as an exhibitor implies the automatic contracting of the following mandatory services: Marketing and Communication Package + CONECTA LIVE Connect , insurance, assembly fee and minimum power supply.

MARKETING AND COMMUNICATION PACKAGE + LIVE Connect CONECTA

As an exhibitor at SICUR it is mandatory to contract the marketing and communication package. This package includes the presence of the exhibiting company in the following promotional items:

- Access to CONECTA LIVE Connect - Digital networking and innovation platform.
- Official exhibitor catalogue on the LIVE Connect platform: official list of exhibitors accessible at [ifema.es/cr](http://ifema.es/cr), which allows exhibitors and visitors to prepare for the trade fair in advance (advanced search, appointment request).
- Each exhibitor's file includes contact details, activity and booth number.

And access to the following services:

- Premium Wi-Fi connection for 3 users throughout the trade fair for booth holders (these connections will only work with devices that support connection in the 5 GHz band). The password will be enabled throughout the trade fair until the last day of dismantling and will be sent by email to the holder's address at least 48 hours in advance. The service includes technical support to deal with any incident.

- Exhibitor passes according to the surface area contracted.
- Electronic invitations for customers and potential customers.
- Renfe and Iberia discount vouchers

Price.....€385+ VAT (1)

INSURANCES

- Liability insurance with coverage up to €60,000.
  - Multi-fair insurance with coverage up to €50,000, including fire, lightning and/or explosion insurance for the goods on display and decorative material owned and/or rented.
- Liability and multi-fair insurance will be invoiced for each booth allocated, irrespective of whether it is an individual or grouped participation.

Prices:

- Liability insurance (covers up to €60,000) ..... €71.41 + VAT (1)
- Multi-fair insurance (covers up to €50,000)..... €67.79 + VAT (1)

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.



**ASSEMBLY FEES**

Before commencing the work, the company responsible for the assembly of a free-design booth shall pay IFEMA MADRID the applicable assembly fees for the services provided during the Trade fair 's assembly and dismantling period (medical assistance service (ATS), inspection of electrical installations, connections and power supply during assembly and dismantling, use and maintenance of paint rooms, personalised service for the assembler and individualised signage of spaces). In the event that, as the owner exhibitor, you wish to pay this fee and have it included in your invoice, you must contract it in the Expo Zone. Depending on the different uses of the facilities and services, the assembly fees for the booth as a whole, including the second storeys, shall be as follows:

- **TYPE A fee:**  
Spaces without decoration, or occupied by carpeting or dais..... **€2.72 / sq.m. + VAT (1)**
- **TYPE B fee:**  
Basic modular aluminium or similar booths ..... **€5.45 / sq.m.+ VAT (1)**
- **TYPE C fee:**  
Modular-design booths in aluminium, woodwork and other materials ..... **€8.58 / sq.m. + VAT (1)**

This item is already included in the price of modular booths.

**MINIMUM POWER CONSUMPTION**

Participation as an exhibitor requires the contracting of a minimum power consumption for general connection and minimum power supply (0.13 kW/sq.m.) during the event and the periods of entry and exit of goods.

Price: .....**€7.430 / sq.m.+VAT**

(1) \*This item is already included in the price of modular booths.

**2.4. ADDITIONAL SERVICES**

**2.4.1 Prices for additional services**

Type A cleaning, already included in the modular booth:  
(Preliminary and once-daily cleaning).....**€4.75 / sq.m.+VAT (1)**  
Type B cleaning: (Preliminary and thrice-daily cleaning).....**€6.96 / sq.m.+VAT (1)**

Hanging points. Please see the regulations form for prices at [ifema.es/en/support/exhibitors-ifema-fairgrounds](http://ifema.es/en/support/exhibitors-ifema-fairgrounds) IFEMA MADRID offers a full catalogue of services to facilitate your participation in the trade fair, which can be seen on the website [ifema.es/sicur](http://ifema.es/sicur):

- Booth furniture and accessories
- Telecommunications and IT
- Other complementary services (hostesses, parking, catering, etc.)

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

By contracting services through the Expo Zone you will receive a 5% discount on the price of each service up to 1 month before the start of assembly. These prices are subject to periodic changes depending on the variation of costs. Updated prices can be seen at the time of contracting on the institutional website in the Expo Zone area. During the assembly and running of the trade fair , you will also be able to contract the services you need for your booth online (some services will not be available for technical reasons). No cash payment will be accepted. Services requested and contracted less than 7 days before the start of assembly will be subject to a 25% surcharge.

**DESIGN YOUR BOOTH WITH US**

**Booth design**

In addition to the modular booths, we offer you a comprehensive booth design service, with our full guarantee and perfectly suited to your requirements. We take care of the planning of your space and the design, assembly and dismantling of your booth. Request a project to meet your needs, free of charge and with no obligation, by sending us an email to [infodesign@ifema.es](mailto:infodesign@ifema.es)

**CUSTOMISE YOUR BOOTH WITH US**

**Graphic decoration for booths**

Customise your modular booth with your brand image to ensure maximum impact on visitors. We offer you a wide range of versatile graphic materials (vinyl, foam, forex, canvas, etc.) adaptable to all the components of your booth (walls, furniture, fronts, banners, displays, etc.). Ask for more information and a quote. Our specialised team will supervise the production and installation. [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

**2.4.2 Complementary Services**

In addition to the official catalogue, IFEMA MADRID offers exhibitors at SICUR a set of complementary services that will enable them to enhance their participation in the trade fair and make the most of their investment:

**EXHIBITOR PASSES DEPENDING ON THE CONTRACTED SURFACE AREA: 3**

for every 10sq.m up to a maximum of 30 passes.

**PASSES AND INVITATIONS:**

Additional exhibitor passes ..... €5/each.

Let your contacts and guests know what will be happening at your booth and what activities and events you are organising or taking part in.

**ADVERTISING AND SPECIAL ACTIONS.**

IFEMA MADRID offers you the possibility of contracting services to increase your impact and brand visibility at the trade fair , both online and offline, subject to a quote. You can contact [publicidad@ifema.es](mailto:publicidad@ifema.es) to receive a catalogue of available media and formats, prices, operations and contracting deadlines



## 3. Assembly

### 3.1 ASSEMBLY DATES AND TIMES

*The assembly of the free-design booths may be carried out from 21st to 25th february 2024 at the following times:*

- 21st and 23rd february from 8:30 am to 9:30 pm.
- 24th and 25th february from 8:30 a 7:30h

Exhibitors who have not paid in full for the contracted space and the cost of the services requested will not be authorised to occupy the space and, where applicable, will not be provided with the modular booth.

### 3.2 DELIVERY OF MODULAR STANDS

The modular booths will be available to the exhibitor on *26th february from 8:30 pm onwards.*

### 3.3 DELIVERY OF MERCHANDISE AND DECORATION MATERIALS

The entry of goods and decorative material will take place on the following days: 26th february from 8.30 am to 9.30 pm\*.

\*From 7:00 pm onwards, entry will only be possible through the pedestrian doors, the goods gates being closed in order to proceed with the installation of recyclable carpeting.

No fitters or exhibitors will be allowed to enter or carry out assembly or fitting out work on the booths except on the days and at the times indicated.

### 3.4. DATES AND TIMES FOR STAND DISMANTLING AND REMOVAL OF GOODS AND DECORATION MATERIALS

The removal of goods and decorative material will take place on 1st March from 3.30 pm to midnight. From 3:30 pm to 4:30 pm, exit will only be possible through the pedestrian doors, the goods gates being closed in order to proceed with the removal of recyclable carpeting. After this time, the goods gates will be open until midnight.

During this period, exhibitors must remove all material displayed on their booths.

Dismantling of the booths will take place at the following times:

Hall 10 and connection 8/10: 2nd and 3rd March from 8:30 am to 7:30 pm

Halls 8,6 and 4 and connections: 2nd and 3rd March from 8.30 am to 7.30 pm and 4 March from 8.30 am to 7.30 pm

### MANAGEMENT OF WASTE AND ASSEMBLY AND EXHIBITION MATERIALS

All companies participating in the assembly and dismantling of booths a teach trade fair /event are directly responsible for managing the waste they produce so that it can be removed within the established deadlines. IFEMA MADRID will provide the possibility of hiring containers to facilitate the selection and removal of waste and will supervise the procedure (see prices in the Expo Zone, in Contracting Services, section on cleaning and waste containers).

Exhibitors shall forfeit any right to claim for loss or damage to materials still remaining in the exhibition areas of the hall at the end of the period and shall bear the costs of their removal, which will be invoiced by IFEMA MADRID in accordance with the established prices (see Art. 35 of the General Rules for Participation in Trade fair s organised by IFEMA MADRID).



### **INSTALLATION OF RECYCLABLE CARPET IN COMMON AREAS**

In line with IFEMA MADRID's commitment to the 2030 SDGs (United Nations Sustainable Development Goals), as indicated in the Guide to Sustainable Participation in Trade fairs and Events, and in order to optimise the process of installation and removal of recyclable trade fair carpeting for subsequent reuse and consequent elimination of protective plastic at source, the times of entry and exit of goods shall be adapted to these processes and shall be those indicated in the respective section. Thank you for your collaboration with our environmental commitment.

### **3.5 GENERAL ASSEMBLY REGULATIONS**

All companies are required to set up their own booth, including at least the dividing walls with the wall of the hall and with the adjoining booths, depending on their location.

For safety reasons, and as a general and permanent preventive measure due to the concurrence of activities, it is mandatory to wear a protective helmet, high-visibility waistcoat and safety footwear during the assembly and dismantling phases of trade fairs and events in all exhibition areas. During assembly, it is not necessary to carry passes, so there are no fitter's passes.

No assembly work may begin without previous filled the Protocol Prevention of Occupational Risks and Coordination of Business Activities available on [ifema.es/en/support/exhibitors-ifemafairgrounds](https://ifema.es/en/support/exhibitors-ifemafairgrounds)  
Regulations for the movement and parking of vehicles during the trade fair: it is strictly forbidden to park vehicles inside the exhibition grounds in the loading and unloading areas, so they may only be parked in the areas designated for this purpose, upon payment of the applicable fee, where appropriate. Once the trade fair has opened, no vehicle may be driven inside the halls and on the avenue, unless expressly authorised by IFEMA MADRID (Article 14 of the General Provisions of the IFEMA MADRID General Rules of Participation).

### **3.6 PROJECT APPROVALS: ASSEMBLY OF FREE-DESIGN STANDS (ONLY SPACE)**

Companies opting for the free design of their booths must upload their project for approval in : Expo Zone > Manage your participation > Stand projects - before 21st January 2024 If your project has a rigging structure, you must submit in parallel a specific project and upload too before 21st January 2024

#### **ASSEMBLY FEES**

The company in charge of the booth assembly work shall pay IFEMA MADRID, prior to the commencement of such work, the applicable assembly fee for services provided during the Trade fair's assembly and dismantling period. In the event that, as the owner exhibitor, you wish to pay this fee and have it included in your invoice, you must contract it in the Expo Zone.

#### **SPECIAL AUTHORISATIONS**

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

- Communication for catering at booths.
  - Occupational risk prevention and coordination of business activities.
  - Application for authorisation for private security at booths.
  - Application for authorisation to install Wi-Fi.
  - Application for authorisation for antenna cabling.
  - Application for authorisation to hang structures/rigging.
- [ifema.es/en/support/exhibitors-ifema-fairgrounds](https://ifema.es/en/support/exhibitors-ifema-fairgrounds)

## 4. Organisation

### 4.1. DATES AND OPENING HOURS

The fair will be held *from 27th February to 1st March 2024*, with the following opening hours for trade visitors:

- Tuesday 27 to Thursday 29 February: 10:0 am to 7:00 pm.
- Friday 1st March: 10:00 am to 3:00 pm.

Exhibitors will enter from 9:00 am and leave by 8:00 pm.

### 4.2. CO-EXHIBITORS

#### 4.2.1. Register Co-exhibitors

Stand-holder exhibitors may register other companies as co-exhibitors. These co-exhibitors participate in the event by exhibiting within the stand holder's space. To do so, they must be registered. If you want to register a co-exhibitor, please contact with the sales department at: [sicur@ifema.es](mailto:sicur@ifema.es)

#### 4.2.2. Co-exhibitor Services

Co-exhibitor must purchase the items included in the Marketing & Communication Pack. **Rate + Conecta LIVE Connect: €385 + VAT (1)**  
Co-exhibitors will be able to access the Expo Zone once they receive their passwords, provided that the stand holder has registered them in the catalogue. From then on, they can:

- Access their LIVE Connect information.
- Obtain their named co-exhibitor passes (two for each co-exhibitor).
- Send electronic invitations.

### 4.3. TRANSPORT DISCOUNT VOUCHERS

Once the exhibitor passes have been requested, you can download the respective discount vouchers for transport to the fair from the Expo Zone.

### 4.4. OBTAINING VISA

If you require a visa to travel, you have to request it by email at: [sicur@ifema.es](mailto:sicur@ifema.es) for the letters of support to process it. To do so, you must first obtain your exhibitor's pass. Start the process as soon as possible, as the deadline for visa applications is usually at least 30 days before travelling.

### 4.5. INVITATIONS FOR TRADE VISITORS

Each exhibitor will be provided with trade visitor invitations to send to their contacts from the Expo Zone. With these invitations they will be able to register online and obtain a free pass for direct access to the fair. 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/sicur](https://ifema.es/sicur). Online registration will be open until 1st March 2024. 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.



#### 4.6. SHIPMENT OF GOODS TO THE SITE

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)
- SICUR 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**  
**91 330 51 77**  
**[ifema.madrid@dbschenker.com](mailto:ifema.madrid@dbschenker.com)**

##### 4.6.1. CUSTOMS REGULATIONS

Please remember that all products coming from non-EU countries must go through customs formalities, with special mention of the fact that, since 01 January 2020, the United Kingdom has been treated as a third country, meaning that all shipments from the United Kingdom must regularise their goods by means of the respective customs formalities.

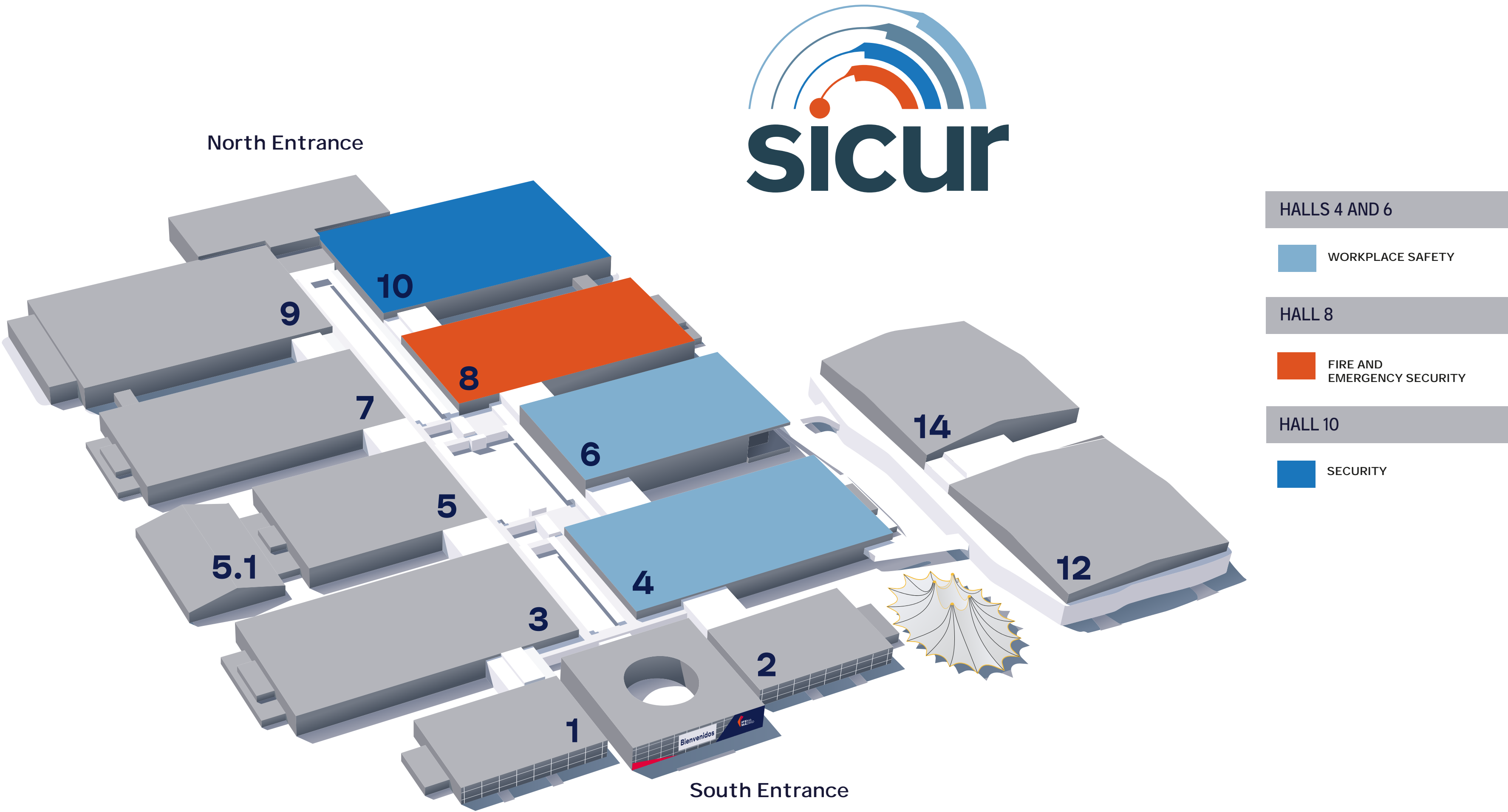
In the event that the goods are not regularised through the applicable customs formalities and a copy of the documents certifying the regularisation is not provided, the entry of exhibition goods to the fair will not be authorised and the goods will be withdrawn at the request of the competent Customs authority. Likewise, this documentation must remain in the possession of the company representative at the booth, together with the goods covered by the declaration, in order to be available at all times should it be required by Customs or the Tax Authorities. 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 tax 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 trade fair before the goods have been regularised. This includes promotional material.

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  
**[ifema.madrid@dbschenker.com](mailto:ifema.madrid@dbschenker.com)**

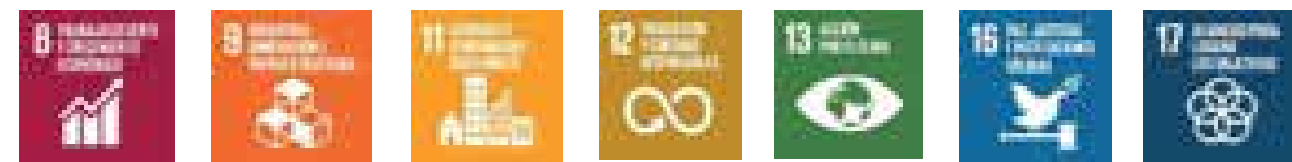


4.7.THE SITE



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

## 6. Expo Zone (NEW)

The following documentation will soon be available on the Expo Zone, which you will be able to access when you receive your login profile by email.

- Account statements, invoices and payments
- Exhibitor calendar
- Booth plan
- Booth free design project/Rigging project
- Other files
- Manage your participations and profiles
- Rent and contract extra services at our E-commerce

If you need support in the access o navigation through our new Expo Zone, you can contact our customer service:  
***atencionalcliente@ifema.es***

## 7. SICUR CONECTA LIVE Connect

CONECTA LiveConnect is the permanent platform for meetings, relationships, networking, knowledge and professional contacts.

What advantages does SICUR CONECTA LiveConnect offer participants?

- A platform that promotes dissemination, impact, visibility and sectoral branding.
- Possibility of contacting, scheduling meetings and activating chats.
- Global reach and market penetration beyond the visitors to the booth during the event.
- Grouping and aggregation of content and contacts under a single digital ecosystem.
- Conferences, debates, inspirational pills (Events Agenda).
- Enhancement of the event's convening capacity and expectations.
- Optimisation of ROI



# 8. Important dates

Deadline for payment of the first 50% - **30th September 2023**

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Deadline for 100% payment – **26th January 2024**

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Assembly of the "Free-Design" booths – **21st to 25th February:**

**21,22 and 23 February from, 8:30 am to 9:30 pm.**

**24 and 25 February, 8:30 am to 7:30 pm.**

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Delivery Modular Booths – **26th February 2024, from 8:30 am.**

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Delivery of merchandise and decoration materials (See details in section 3.3) – **26th February 2024, 8:30 am to 9:30 pm.**

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SICUR 2024 event and schedule – **27th to 29th February, 10:00 am to 7:00 pm. 1st March 2024, 10:00 am to 3:00 pm.**

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Removal of goods and decorative material (See details in section 3.4) – **1st March, 3.30 pm to 12 midnight.**

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Dismantling of free-design booths: **Hall 10 and connection 8/10: 2nd and 3rd March from 8:30 am to 7:30 pm**  
**Halls 8,6 y 4 and connections: 2nd and 3rd March from 8:30 h to 19:30h the 4th March from 8:30 to 21:30h.**

# 9. Contact with us

## Departament

*Exhibition Management - Space allocation*

**Director:** María Valcarce

**Sales Manager:**

- **Workplace Safety and Security:** M<sup>a</sup> Cruz Martín

- **Sales Manager Fire and  
Emergency Security:** Marta Hernández

**Coordinadora:** Clara Martín

**Secretary:** M. Ángeles Llorente

## Ask me about...

- General issues of trade fair participation
- Exhibitor passes
- Trade visitor invitations
- Trade fair activities and forums

## Contact

M<sup>a</sup> Cruz Martín  
(+34) 91722 50 79  
mcruz@ifema.es  
Marta Hernández  
(+34) 91 722 57 70  
martah@ifema.es  
Clara Martín  
(+34) 91 722 53 52  
cmartin@ifema.es  
M. Ángeles Llorente  
(+34) 91 722 50 42  
llorente@ifema.es

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**Customer Service IFEMA MADRID**

- Services hiring
  - Exhibitor Area
  - Visitor information

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

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**Technical Secretary's Office**

- Technical support for exhibitors and fitters
  - Review of stand assembly projects
  - Customisation of modular stands

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

**Departament**

**Ask me about...**

**Contact**

**Graphic Decoration**

• Purchasing graphic materials to customise your stand

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

**Comprehensive stand design service**

• Design and assembly of free-design stands

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

**Outdoor Advertising**

• Hiring of advertising media at the exhibition site

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

**Communications and Marketing Director**

• Media relations

**Director:** Raúl Díez  
**Communications Director:** Marta Cacho  
**Press Officer:** Ana Uruñuela  
**International Press:** Elena Valera  
**Press Secretary:** Pilar Serrano  
**Social Networks:** Agencia Hey Av

(+34) 91 722 50 93  
anau@ifema.es  
(+34) 91 722 50 93  
(+34) 91 621 66 11  
sicur@heyav.com

Up date: 17/05/2023



# Feel the Inspiration

Av. del Partenón, 5  
Madrid, Spain

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

