

SIMO EDUCACIÓN

International Education Technology and Innovation Fair

**Exhibitor's guide
and specific rules of
participation**

Technology and pedagogy:
The alliance driving educational innovation
in the age of AI.

In collaboration with:

EDUCACIÓN 3.0
LÍDER INFORMATIVO EN INNOVACIÓN EDUCATIVA



**28-30
Oct
2025**

ifema.es



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1.1. Dates. Timetable and venue. Sectors. Venue map.

SIMO EDUCACIÓN will take place at IFEMA MADRID from **28 October to 30 October**, from 10:00 am to 7:00 pm.

Exhibitors will be able to access the venue from 9:00 h. and stay until 19:30 h.

The virtual event through the Digital Platform Plan Exhibitor Participates will be open from **29 September 2025 to 1 June 2026**.

The character of the fair is professional. The hall will be Hall 5.

Sectors:

Manufacturers, distributors, marketers and service companies related to the sector in the following areas:

- Audiovisuals.
- Tools and Solutions for the Centre.
- Infrastructures and Systems.
- Marketing and Communication.
- Other Sector Entities.
- Other services for the centre.
- Resources and Solutions for the Classroom.
- Educational Technology.
- Telecommunications and Internet.

SPECIALISED AREAS

SIMO EDUCATION offers a wide variety of activities, projects and conferences to promote new developments and trends in digital transformation in the classroom.

<https://www.ifema.es/en/simo-educacion/areas>

-Innovative experiences:

The SIMO EDUCACIÓN Educational Innovation Awards highlight and give visibility to the most creative practices that are transforming education in Spain. Participating is a unique opportunity to showcase your project, inspire others and become part of the innovative educational elite.

<https://www.ifema.es/en/simo-educacion/areas/innovative-experiences>

-Inspire:

Within the fair's extensive agenda of conferences and workshops, renowned experts offer inspiring and motivating short talks that aim to empower teachers, motivate them in their daily work and invite reflection and debate.

<https://www.ifema.es/en/simo-educacion/areas/inspira>

-Workshops:

Given by experts in a wide range of subjects, they show how to practically apply methodologies, tools or technologies in classrooms at all levels.

<https://www.ifema.es/en/simo-educacion/areas/workshops>

-Conferences:

Every year, conferences by leading experts of national and international prestige in educational innovation are the stars of the SIMO EDUCACIÓN agenda. Over the course of three days they share their knowledge and offer training proposals on the most current and innovative topics.

<https://www.ifema.es/en/simo-educacion/areas/conferences>

-Impulse:

It is a platform that brings together a group of business projects and companies recently created and incipient activities dedicated to technology projects for education and which are selected to form part of SIMO EDUCATION.

<https://www.ifema.es/en/simo-educacion/areas/impulse>

-Start up:

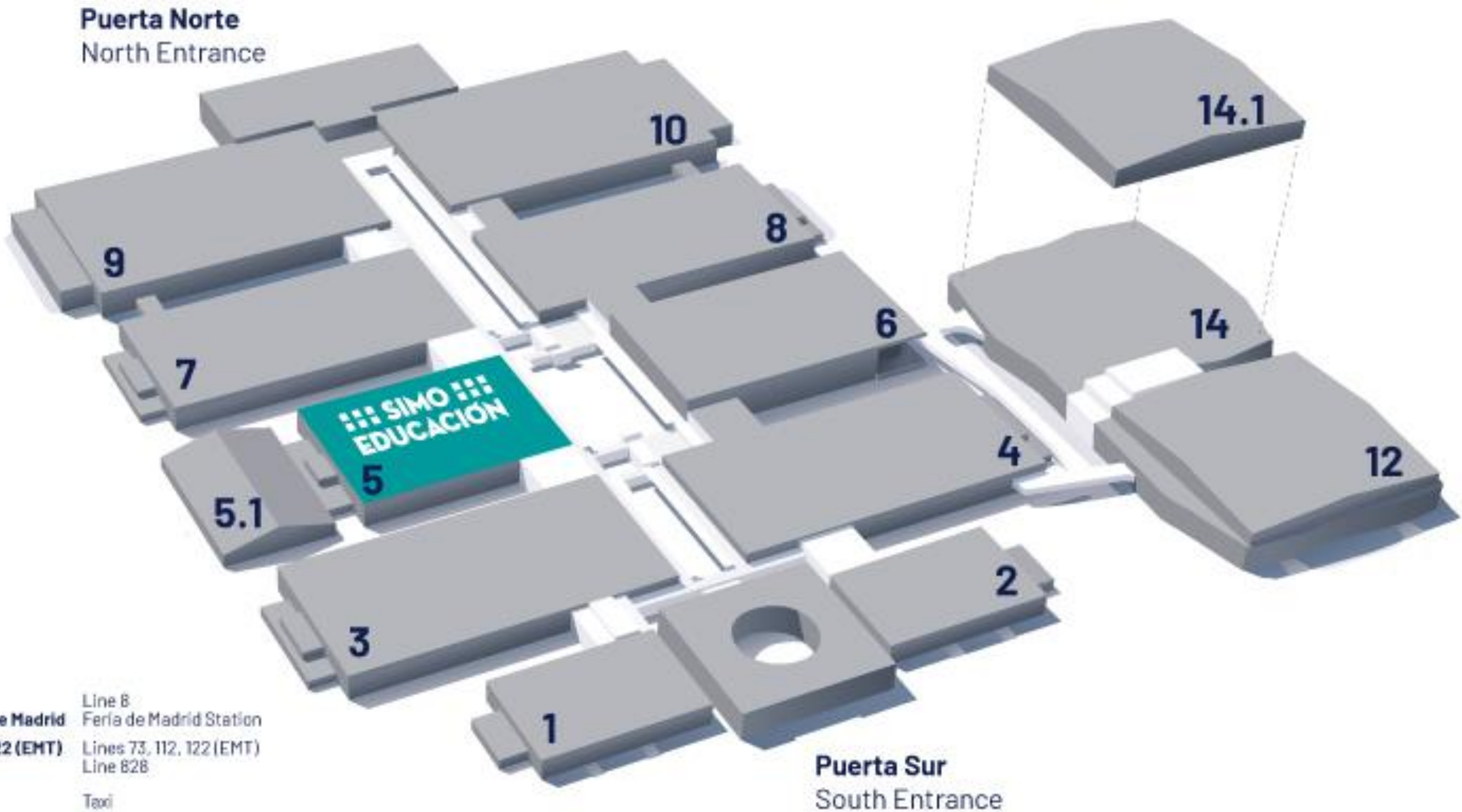
This is a space aimed at startups, entrepreneurs or recently created emerging business projects, which have between one and five years of experience, and have new technological proposals for the educational community.





We offer special participation conditions with the aim of supporting all these companies with their products, solutions and innovations with an outstanding technological and educational component.

<https://www.ifema.es/en/simo-educacion/areas/start-up-show-up>

1. HOW TO PARTICIPATE. REGULATIONS

Venue map.



- | | |
|--|--------------------------------------|
|  Línea 8
Estación Feria de Madrid | Line 8
Feria de Madrid Station |
|  Líneas 73, 112, 122 (EMT)
Línea 828 | Lines 73, 112, 122 (EMT)
Line 828 |
|  Taxi | Taxi |
|  Cajeros aparcamientos | ATM |

1.2. What do I need to do to participate?

Space is contracted by filling in the **online Participation Application** form available on the fair's website <https://www.ifema.es/en/simo-educacion/exhibitors> and sending by email to atencionalcliente@ifema.es a copy of the proof of payment of the space reservation fee of **€300**, regardless of the chosen section, which is **compulsory** in order to be able to participate in the space allocation meeting.

The reservation fee (irrespective of the section) may be used as compensation for the costs incurred in making the application and proposal and will be applied as part of the total payment for participation. In case of cancellation of participation, the fee will not be refunded.

Exhibitors shall participate in exhibition areas according to the main activity of the participating company and the products or services offered.

Grouping of individual companies is not permitted. Not applicable to grouped, associative or institutional participations.

In the event that the CONTRACTING COMPANY designates another entity as the BILLING COMPANY, the details of both must be included in the application form. **No changes of invoicing company will be authorised after the first invoice has been issued.**

The submission of the Participation Application Form implies full acceptance of the **General Rules of Participation in Exhibitions organised by IFEMA MADRID**, the technical annexes, the Specific Rules of this edition and any other generic or specific provisions established by the fair organisers.

The exhibitor company is the company that will participate in the fair, in whose name the application to participate as an exhibitor is completed.

In order to apply to participate in the fair, it is a requirement that the exhibitor's activity, whether it is a company, public or private organisation, is included within the sectors covered by the event.

By clicking on the submit application button, the exhibitor confirms to IFEMA MADRID that he/she is seriously interested in participating as an exhibitor and in receiving a proposal.

From the same application form, if the process is not completed, it is possible to request information and quotes, which does not imply a request for an offer and does not require payment of a reservation fee..

FIRST ALLOCATION

The **companies** that send the Participation Application Form together with the payment of the reservation **fee before 30 June 2025** will be called to the meeting to choose the venues. The criteria applied to define the order of choice are as follows:

- Surface area: the one with the largest surface area requested will be chosen first, organised by sections.
- Uninterrupted length of time at the fair.
- In equal conditions of the previous criteria, the order of election will be carried out by drawing lots at that moment.

NEW REQUESTS FOR PARTICIPATION

All applications received from companies after **30 June 2025** will be dealt with, once the selection of spaces has been finalised, in strict order of arrival of the Application Form and the corresponding payment of the reservation fee, by means of a space proposal.

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

1.3. Procurement and allocation of space.

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 participation and/or type and size of stand requested. This proposal constitutes a contracting offer. If the contracting party accepts the offer/quote in writing/email/signature or during the space selection meeting, he/she will be formalising the contract for participation in the fair, which constitutes a binding commitment that cannot be revoked by the applicant.

The space will be allocated after acceptance, in writing, by the exhibitor.

The exhibitor will receive the exhibition contract with the statement of accounts and a plan of the location and dimensions of his/her stand/s and from that moment on he/she will be able to access the ZONA EXPO customer portal to manage his/her participation.

It is essential to make the payments indicated in the contract within the established deadlines.

1. HOW TO PARTICIPATE. REGULATIONS

1.4. Types of participation

EXHIBITOR

This is the natural or legal person who has a space at the Show.

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

Exhibitors have the option of hiring:

- A. Floor + Basic Stand
- B. Floor + Premium Stand
- C. Floor only (to build their own 'free design stand' from 16 m²).

- In the **START UP** area:

Floor + Stand Basic area to be hired **6 m2**.

OTHER FORMS OF PARTICIPATION

IMPULSO

Participation of developing, innovative projects and young companies that develop technology-based solutions with broad potential for application in the education sector.

- **Includes:** Participation in a collective stand to generate and attend professional contacts.
- **Registration fee:** €170 + VAT (1)

This fee is established for the management of applications and the analysis of applications. The fee is independent of admission to the platform and will not be refunded if the application is rejected.

It is essential to contract the Participa Exhibitor Plan (former marketing and communication pack) at the price of €202 + VAT (1).

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

PARTICIPATION WORKSHOPS

Workshops organised to present solutions, innovations and experiences. Includes set-up of the activities area:

- Exhibitor Price:€1.100 + VAT (1)
- Price Preferred Exhibitor Schedule:€1.250 + VAT (1)
- Non-Exhibitor Price:€2.200 + VAT (1)
- Non-Exhibitor Price Preferred Timetable:€2.400 + VAT (1)

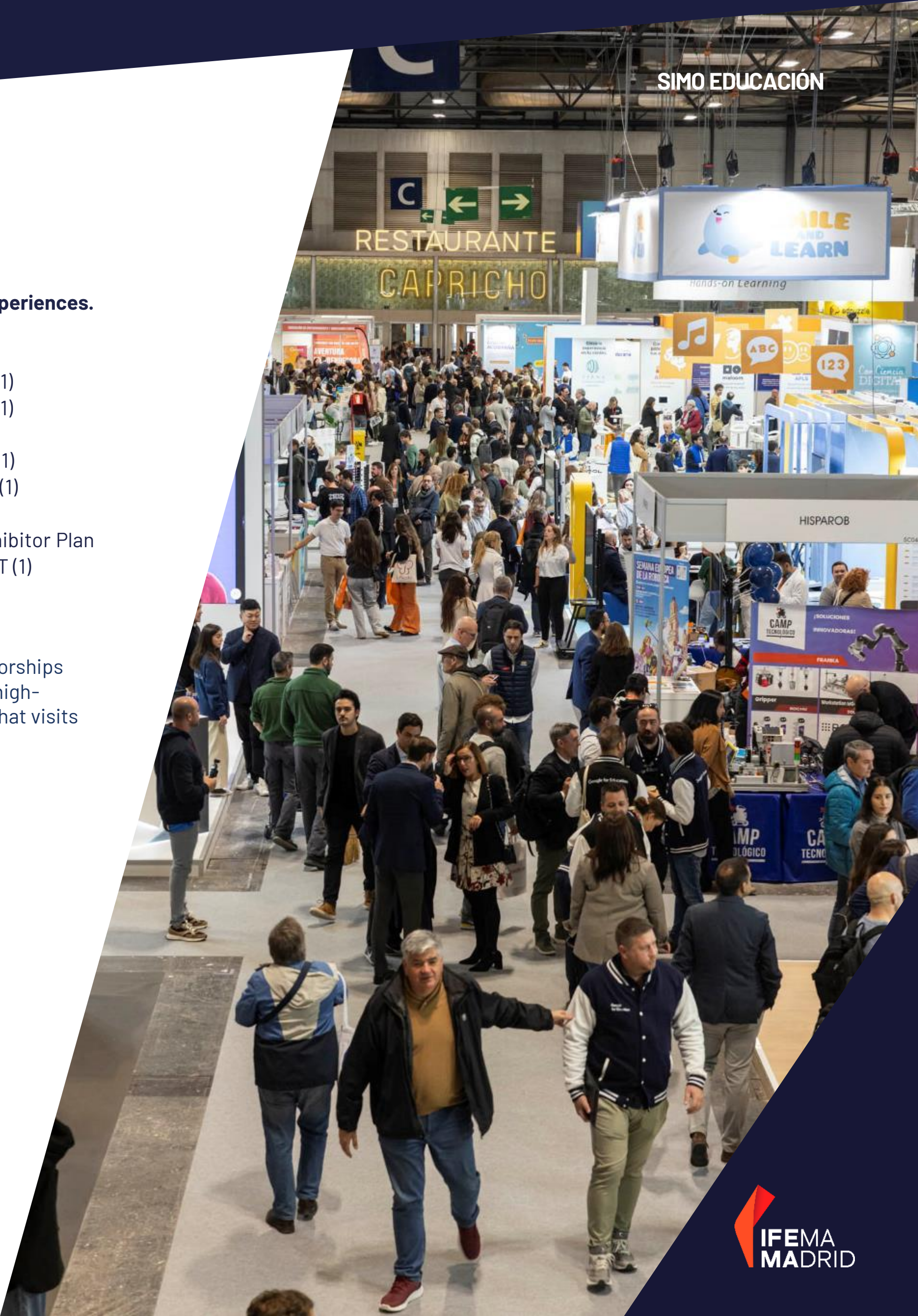
If you are not an exhibitor, it is essential to contract the Participa Exhibitor Plan (former marketing and communication pack) at the price of €202 + VAT (1)

SPONSORSHIPS

SIMO EDUCACIÓN proposes a series of promotional actions and sponsorships that will provide additional visibility and will allow the development of high-impact actions for the professional, national and international public that visits the fair.

CONSULT POSSIBLE SPONSORSHIPS: simoeducacion@ifema.es

VIEW RATES



1. HOW TO PARTICIPATE. REGULATIONS

1.5. Your Exhibitor Plan. Exhibitor Plan Participate: The Digital Platform to which you have access with your Plan.

Conecta Exhibitor Plan/ Participate Exhibitor Plan

Participation as an exhibitor at the fair requires the Exhibitor Plan Conecta €320 + VAT (1) and Exhibitor Plan Participa €202 + VAT (1).

This concept includes the following services:

- Dissemination of participation in the fair through inclusion in the list of exhibitors available in open access on the fair website and shared as a link in sectoral communications.
- Presence as exhibitors in the digital event of the SIMO EDUCACIÓN fair. The digital event extends the duration of the fair beyond its celebration, provides additional contents of the exhibition offer and sectorial news and is accessible to exhibitors and registered visitors.
- Registration of 5 products or services associated with the company file.
- Presence during the fair on the hall plans and exhibitor lists.
- Access to the IFEMA MADRID '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)
- Discount vouchers for transport.

- Premium wifi connection for 3 users for the duration of the fair (these connections will only work with devices that allow connection in the 5 GHz band). The password is enabled for the duration of the fair and until the last day of dismantling and is sent by email to the holder's address at least 48 hours in advance. This service is not included in the Exhibitor Participates Plan, Exhibitors participating in this modality will have a common Wifi connection service in the Exhibition Area.

Connection functionalities with other users to generate business opportunities for the person responsible for the participation:

- Search for new contacts among registered visitors and exhibitors.
- Communication with contacts (chat and videoconference).
- Organisation of personal online and face-to-face meetings with contacts.
- Preparation of company meetings at the trade fair stand to optimise time.
- Scanning of visitor passes at trade fairs.
- Downloading of the list of contacts with their details.

What will you find in the Exhibitor Connect Plan/Exhibitor Participate Plan?

Plan Exhibitor Conecta is the digital ecosystem that **fosters connections with other professionals**, facilitates the preparation of meetings, 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:** Post-fair activity and visibility, access and share content, participate in challenges and much more.
- **Positioning:** Highlight your company and increase the visibility of your offer.

What can I do from my Exhibitor area in Exhibitor Plan Conecta/ Exhibitor Plan Participate?

- Update my company details visible in the web catalogue and in SIMO EDUCATION Exhibitor Plan Conecta/Exhibitor Plan Participate.
- Add my products and services, which will be visible in SIMO EDUCATION Exhibitor Plan Connect/Exhibitor Plan Participate.
- Register users from my team so that they can access the digital event SIMO EDUCATION Exhibitor Plan Connect/Exhibitor Plan Participate.
- Manage the exhibiting company's agenda and company meetings at my stand at the fair.

What can I do at the SIMO digital event in the Exhibitor Plan Conecta/Exhibitor Plan Participate?

- Search for contacts of interest in the professional network.
- Request and accept to be a contact to chat and hold videoconferences.
- Request and/or accept appointments for professional meetings at my stand at the fair or by videoconference.
- Complete my professional profile as a user of the platform and my personal availability agenda for meetings.
- View information on what other exhibitors have to offer.
- Consult the activities and conferences both on-site and online and note them in my diary.
- Scan visitor badges at the fair.
- Download my contact list.

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

1. HOW TO PARTICIPATE. REGULATIONS

1.6. Your space at the fair. Types of stands. Regulations and assembly

STAND TYPES

- **Basic Stand:** Aluminium structure in grey and melamine panels.
- **Premium Stand:** Aluminium frame structure and white rigid recycled panel walls covering the structures.
- **START UP/SHOW UP Stand (exclusive to the START UP area):** Aluminium structure in grey and melamine panels. Walls 3 m2 high made of aluminium.
- **Free design stand: Floor only:** Hiring of space only to build your own stand, whose assembly project must be approved by IFEMA MADRID or request the construction of your stand with us.

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

- ❖ 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 turnkey stand)(*)
 - **Type A:** spaces without decoration, or occupied by carpeting or dais: €2.77/m² + VAT (1)
 - **Type B:** basic modular stands in aluminium or similar: €5.56/m² + VAT (1)
 - **Type C:** modular design stands in aluminium, carpentry stands and other materials: €8.75/m² + VAT (1)

Rate surcharge from 14 October onwards.

(*) Services already included in Basic, Premium and START UP stands.

Participating Exhibitor Plan: €320 + VAT (1)

NEW

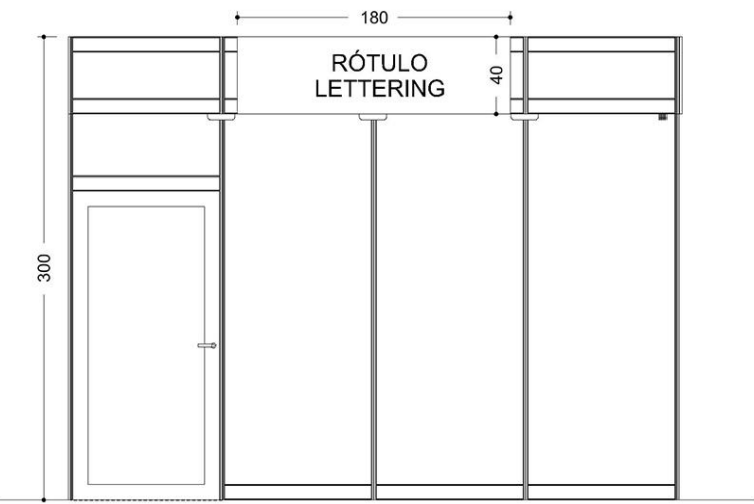


1. HOW TO PARTICIPATE. REGULATIONS

SIMO EDUCACIÓN

TYPES OF STANDS

BASIC STAND



STAND

- Stand open to one or more aisles depending on location.
- Grey aluminium structure and melamine panels.
- 3 m2 high aluminium walls.

WAREHOUSE with door in the following proportion:

Up to 16 m²1x1 m²
From 16,5 to 32 m²2x1 m²
From 32,5 m²3x1 m²

FAIR-TYPE TILE

5 colours to choose from in the EXHIBITION AREA. Exhibitors must indicate the chosen carpet colour by **7 October 2025**. If no colour is indicated, the default colour will be Jasper Grey.



ELECTRICAL ENERGY AND LIGHTING

- Lighting by means of LED spotlight rails at a rate of 1 spotlight every 3m² of stand.
- Electrical panel with differential, circuit breaker and a 500W socket outlet incorporated, prepared for a power of 130W/m².

SIGNAGE

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

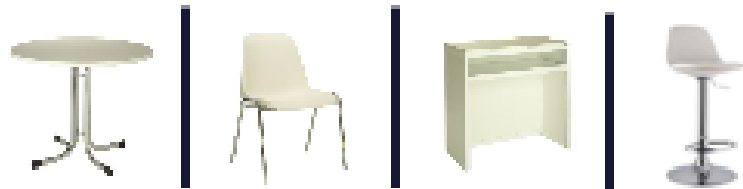
If the exhibitor name field is not completed in the EXPO ZONE, it will be labelled with the Trade Fair Name on the Participation Application Form. The exhibitor must indicate the company name chosen for the sign before **7 October 2025**.

VIEW RATES

FURNITURE

For every 9 m² contracted (maximum 3 groups):

- 1 White Dom Table (6RL02001)
- 3 Madrid Chairs (6RL01001)
- 1 Lima Stool (6RL01009)
- 1 White Tana Desk (6RL08003)



OBLIGATORY CONTRACTING

In addition, participation as an exhibitor implies the obligatory contracting of the **Conecta Exhibitor Plan** (former Marketing and Communication pack).

SERVICES INCLUDED

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

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 bins. Does not include cleaning of exhibits.

ASSEMBLY PLAN

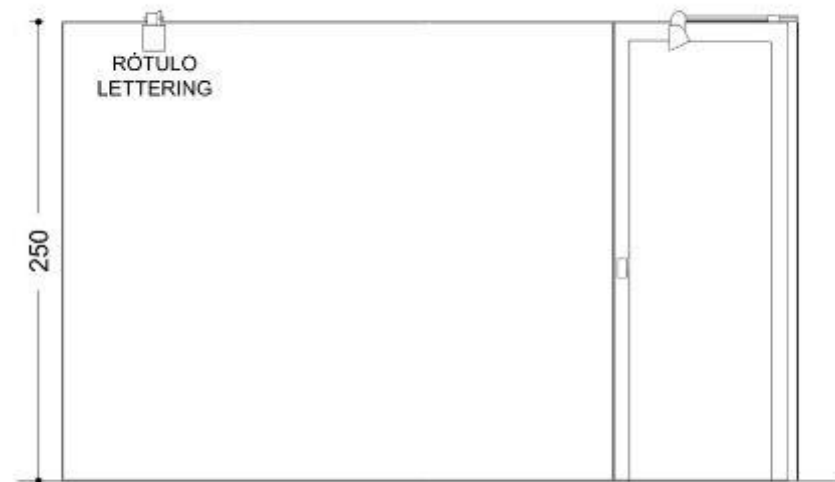
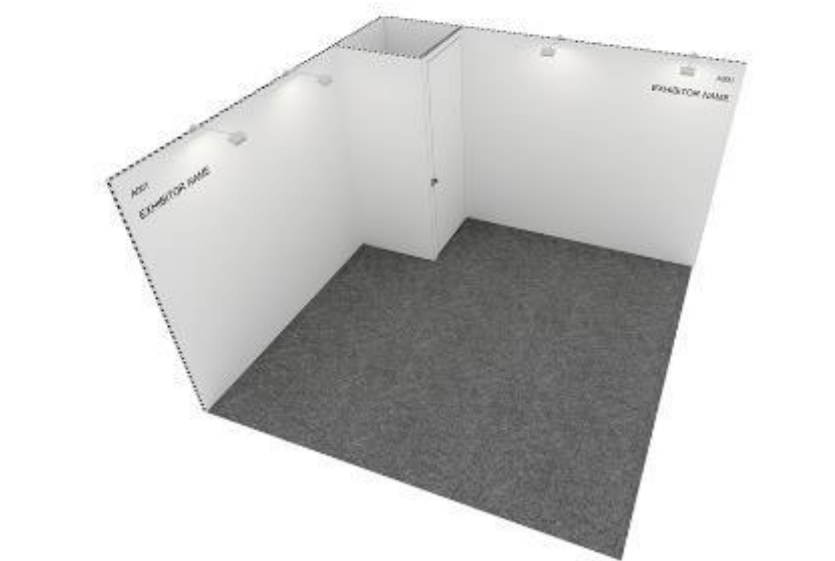
Your assembly plan can be viewed in the EXPO ZONE with the location of the warehouse and other services included. In addition, you can monitor the status of the plan and make comments on it, in case you need to make any changes.

ADDITIONAL SERVICES

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

TYPES OF STANDS

PREMIUM STAND NEW



STAND

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

WAREHOUSE with lockable door in the following proportions:
Up to 23,5 m².....1x1 m²
From 24 to 31,5 m²2x1 m²
From 32 m² and up.....3x1 m²

FAIR-TYPE CARPET

5 colours to choose from in the EXPO AREA. Exhibitors must indicate their chosen carpet colour by **7 October 2025**.
If no colour is indicated, the default colour will be Jasper Grey.



ELECTRICAL ENERGY AND LIGHTING

- Lighting by means of 25w LED spotlights per 4 m2.
- Electrical panel with magneto-thermal differential with a built-in socket, prepared for a power of 130W/m2.
- A double socket outlet.

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 7 October 2025**.

VIEW RATES

FURNITURE

- 1 Katyn White Table (6RL02002)
- 3 Corfu Chairs (6RL0178)
- 1 Palermo Stool (6RL01062)
- 1 Torne White Counter (6RL08002)
- 1 Duero White Wastepaper Basket (6RL04003)



OBLIGATORY CONTRACTING

In addition, participation as an exhibitor implies the obligatory contracting of the **Conecta Exhibitor Plan** (former Marketing and Communication pack)

SERVICES INCLUDED

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

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

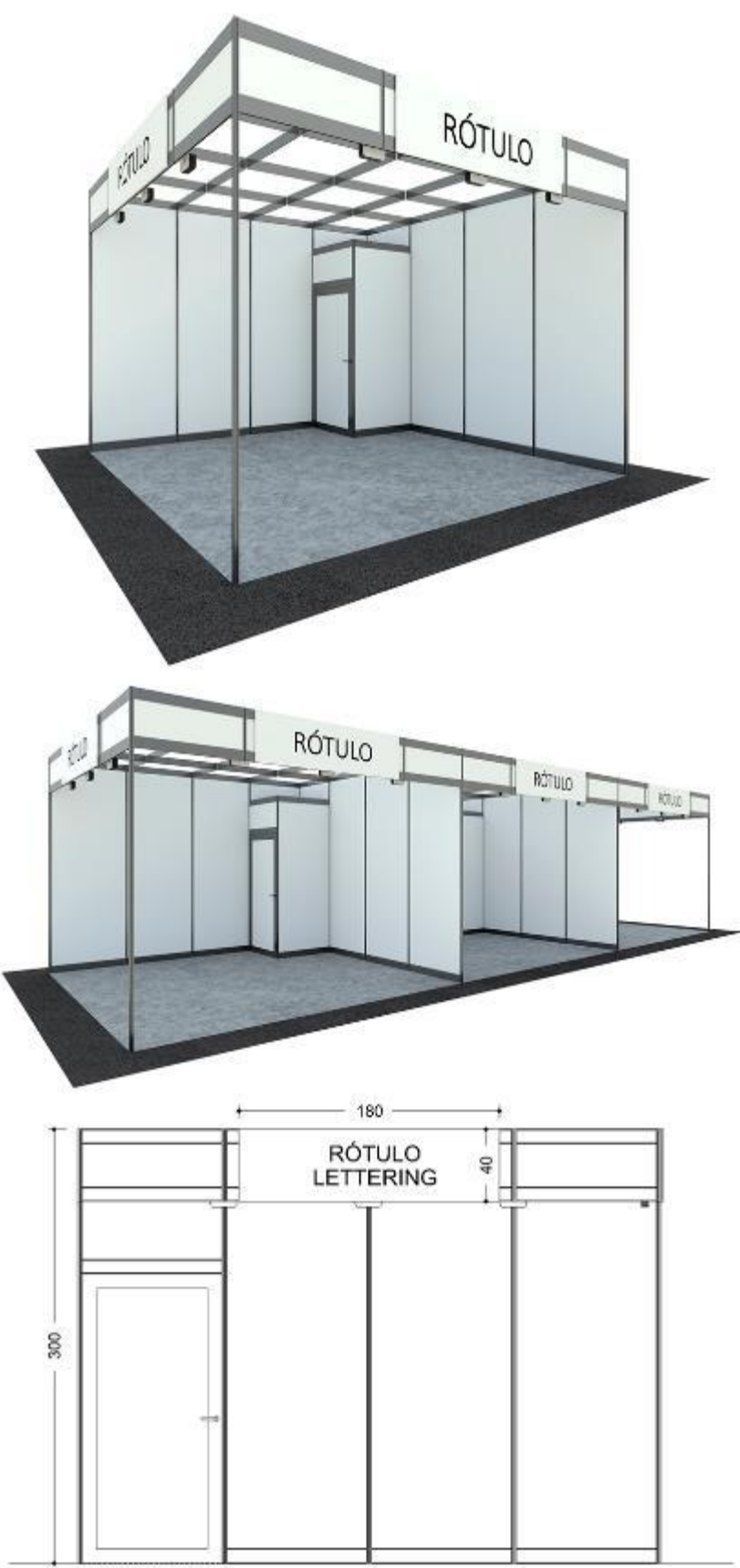
Your assembly plan can be viewed in the EXPO ZONE with the location of the warehouse and other services included. In addition, you can monitor the status of the plan and make comments on it, in case you need to make any changes.

ADDITIONAL SERVICES

Customise your modular stand by contacting standspremium@ifema.es

1. HOW TO PARTICIPATE. REGULATIONS

TYPES OF STANDS START UP/SHOW UP STAND



STAND

- Stand open to one or more aisles depending on location.
- Grey aluminium structure and melamine panels.
- 3 m high aluminium walls.

Important: this modality can only be contracted by emerging companies between 1 and 5 years old, and it is necessary to provide the documentation that accredits this.

FAIR-TYPE TILE

The default colour to be used is red.

Red



ELECTRICAL ENERGY AND LIGHTING:

- Lighting by means of LED spotlight rails at a rate of 1 spotlight every 3m2 of stand.
- Electrical panel with differential, circuit breaker and a 500W plug socket incorporated, prepared for a power of 130W/m².

SIGNAGE

Signage in standardised lettering with the exhibitor's name and stand number, on each façade facing the aisle (maximum 20 characters).

If the exhibitor's name field in the EXPO AREA is not completed, 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 **7 October 2025**.

FURNITURE

- 1 White Dom Table (6RL02001)
- 3 Madrid Chairs (6RL01001)



SERVICES INCLUDED

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

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 bins. It does not include the cleaning of the exhibits.

ASSEMBLY PLAN

Your assembly plan can be viewed in the EXPO ZONE with the location of the warehouse and other services included. You can also monitor the status of the plan and comment on it in case you need to make any changes.

Important: Any modification or additional service will be at the exhibitor's expense and will not imply a reduction in cost if elements of the stand are eliminated. Changes must be communicated at least 15 days in advance; otherwise, they will be invoiced separately. All material is rented and any damage will be charged for. Additional services can also be contracted from the IFEMA MADRID Catalogue.

ADDITIONAL SERVICES

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

VIEW RATES

INDICATIVE DRAWING. Drilling and nailing is not permitted. It is permitted to stick with tape, the removal of which does not damage the panels. It shall be adapted to the dimensions of the space allocated.

REMARKS: - Any services or modifications that may be required based on these characteristics shall be at the exhibitor's expense. - The elimination or substitution, by the exhibitor, of any training 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 Services Catalogue. - All modular stands involving interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their project to the EXPO ZONE before **15 September** - The stands will be delivered finished on **27 October** from 8.30 a.m. onwards.

1. HOW TO PARTICIPATE. REGULATIONS

SIMO EDUCACIÓN

Free design stands. Regulations and assembly

Companies opting for free construction of their **stands must upload their project to their EXPO ZONE** for approval **before 15 September 2025**.

If your project includes a rigging structure, you must send a specific project to rigging@ifema.es before 15 September 2025.

IMPORTANT NOTE: Projects with rigging included must have both projects approved in order to consider the final approval process completed.

Rigging fees

The company in charge of the stand assembly work must pay IFEMA MADRID, before starting the work, the assembly fees corresponding to the services rendered 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.

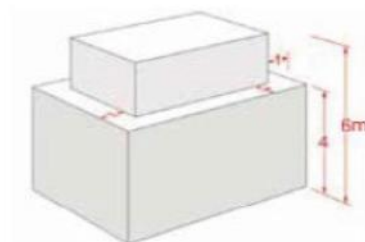
In order to be more efficient and to be able to provide you with a better service, IFEMA MADRID has started to apply a last minute **surcharge to the contracting of assembly rights, as is the case with the rest of our services**.

This surcharge increases the price by 25% when the contract is made during the week prior (7 days before) to the start of the assembly, during the assembly, celebration and dismantling.

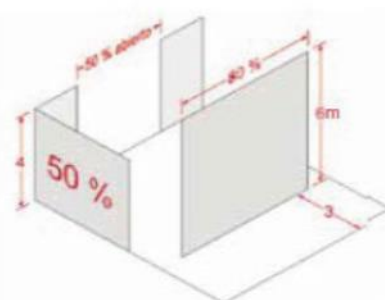
We would like to remind you that installation fees apply to freely designed installations and that they can be contracted at a 5% discount if the contract is signed by the client.

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

Normativa de alturas.
Máxima ocupación espacial a ocupar
con cualquier elemento.



Cerramientos.



SPECIFIC ASSEMBLY RULES FOR FREE-DESIGN STANDS

Height

- Maximum authorised height on the perimeter line: 4 m., always respecting the blind enclosure regulations around the perimeter.
- In order to be able to raise or hang any decorative element to a maximum height of 6 m, it is necessary to set back 1 m inwards around the entire perimeter, in which the maximum construction height of any element must be 4 m.
- The storage of packaging inside the hall is not permitted. For this service, please ask the show secretariat for information.
- The rest of the rules will be those contained in the IFEMA MADRID General Rules of Participation.

Occupation of space:

Construction elements, decoration and spotlights may not protrude more than 50 cm from the allocated space and from a minimum height of 2.5 m, nor exceed the maximum height of 4 m on the perimeter. The spotlights must be directed towards the inside of the stand.

Blind enclosures in the perimeter environment

Blind perimeter enclosures may not exceed 50% of each aisle façade. For longer enclosures, these must be set back a minimum of 3 m² inwards and may not exceed 80% of the length of the façade.

The interpretation and application of the regulations for each particular case is the responsibility of IFEMA MADRID, which reserves the right to make exceptions if it deems it necessary, based on respect for the perspective.

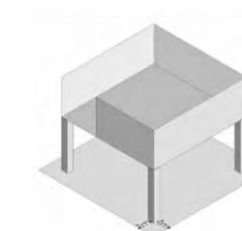
Numbering: **FEATURED**

In order to make it easier for visitors to quickly and easily find where each exhibitor is located, it is compulsory to signpost the space with the stand number, using a PVC: 35 cm (width) x 20cm (height) with a white background and the number in bold letters, leaving a margin of 2.5cm on each side. This must be placed on the floor near each aisle around the perimeter of the stand.

Perimeter carpeting

Any exhibitor who so wishes may install perimeter carpeting on their stand.

Where stands belonging to the same grouping are joined together, they may be joined by carpeting and an arch without lettering (subject to prior authorisation. simoeducacion@ifema.es)



DESIGN YOUR STAND WITH US

In addition to turnkey stands, we offer you a comprehensive stand design service, with our guarantee and fully adapted to your needs. We take care of the planning of your space, the design, assembly and dismantling. Request, free of charge and with no obligation, a project adapted to your needs by sending an email to standbuilding@ifema.es

I want to know more
[Design Stands | SIMO EDUCACIÓN](#)

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.

The **assembly of freely designed stands** may be **carried out**:

- **24th and 27th October from 08:30 h to 21:30 h.**
- **25th and 26th October from 8:30 a.m. to 7:30 p.m.**

The **delivery of modular stands** contracted with IFEMA MADRID will take place on **27 October from 8:30 a.m.**

Exhibitors who have not paid in full for the space contracted and the costs of the services requested will not be authorised to occupy the space and, where applicable, will not be handed over the modular stand.

The **entry of goods and decoration material** may take place **on 27 October from 8:30 am to 9:30 pm, only through the pedestrian doors**, closing the goods gates to proceed with the installation of recyclable carpeting in the aisles.

The **exit of goods and decoration material** can be carried out in the **same way but changing the dates which are these**:

- **30 October from 7.30 p.m. to 9.30 p.m. Removal of goods and decoration material.**

In order to remove recyclable carpeting. After this time, the goods gates will be opened until 24:00 h.

Stands may be dismantled on the following days:

- **31 October from 08:30 to 21:30 h.**
- **1 November from 08:30 to 19:30 h.**

General assembly regulations

For **safety** reasons, and as a general **and permanent preventive measure due to the concurrence of activities, the wearing of protective helmets, high-visibility waistcoats and safety footwear is compulsory during the assembly and dismantling phases of fairs and events in all exhibition areas.**

During set-up, it is not necessary to carry passes, so there are no set-up passes.

No assembly work may begin without the prior completion and submission to IFEMA of the Protocol 'Prevention of Occupational Risks and Coordination of Business Activities' available on the IFEMA website MADRID ifema.es -Exhibitors -Participation Rules -Forms (Article 15 of the general rules for participation in fairs organised by IFEMA MADRID. available on the IFEMA MADRID website ifema.es -Exhibitors -Participation Rules -Forms (Article 15 of the general rules for participation in fairs organised by IFEMA MADRID. available on the IFEMA MADRID website ifema.es -Exhibitors -Participation Rules -Forms (Article 15 of the general rules for participation in fairs organised by IFEMA MADRID. available on the IFEMA MADRID website).

Regulations for vehicle circulation and parking during the event: it is expressly forbidden to keep vehicles parked inside the exhibition grounds in the loading and unloading areas, so that they may only be parked in the areas set aside for this purpose, on payment of the corresponding fee, where applicable. Once the event has opened, no vehicle may be driven inside the halls and the avenue, unless expressly authorised by IFEMA MADRID (article 14 of the general provisions of the IFEMA MADRID General Rules of Participation).

Management of assembly and exhibition waste and materials: all companies participating in the assembly and dismantling of stands at the fair/event must manage, as those directly responsible, the waste they generate 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 same (see rates in the ZONA EXPO Customer Portal, in Contracting Services, section on cleaning and waste containers).

Exhibitors will lose 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 will be responsible for the costs related to their removal, which will be invoiced by IFEMA MADRID in accordance with the established rates (see art. 35 of the general regulations for exhibitors' participation 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:

- Communication for catering at stands.
- Occupational risk prevention and coordination of business activities.
- Application for authorisation for private security guards at stands.
- Application for authorisation to install wifi.
- Application for authorisation for antenna cabling.
- Application for authorisation to hang structures/rigging.

<https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds>

1. HOW TO PARTICIPATE. REGULATIONS

REGULATIONS AND ASSEMBLY OF YOUR SPACE

Installation of recyclable carpeting 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 Fairs and Events](#), and with the aim of optimising the process of installation and removal of recyclable carpeting for subsequent reuse and consequent elimination of the protective plastic at source, the times of entry and exit of goods must be adapted to these processes and will be reflected in the corresponding point. Thank you for your collaboration with our environmental commitment.

IFEMA MADRID will carpet the aisles throughout the fair and, for reasons of sustainability, will do so with reusable strips of standard sizes and, as a consequence, leaving a small strip of carpet free on the edges of the aisle/s bordering the stands. Any exhibitor who so wishes may install perimeter carpeting on their stand, the cost of which will be borne by the exhibiting company.

Turnkey stands. Regulations and customisation.

All modular stands that involve interior decoration with panels, profiles, totems, platforms, trusses, etc., **must obligatorily update their project in YOUR EXPO ZONE before 15 September 2025.**

The elimination or replacement, by the exhibitor, of any element of the modular stand does not imply a reduction in cost. All the material used, both structural and electrical, is rented and any deterioration will be invoiced according to the current rates.

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, will be adapted to the needs of the exhibitor, provided that it is technically feasible and the plan with the relevant indications is uploaded to ZONA EXPO before 15 September 2025.

CUSTOMIZE YOUR STAND WITH US: GRAPHIC DECORATION FOR STANDS

Customize your modular stand with the image of your brand, to generate maximum impact on visitors. We offer a wide range of graphic materials (vinyl, foam, Forex, canvas ...) versatile and adaptable to all elements of your stand (walls, furniture, fronts, banners, displays ...). Ask for more information and quotation. Our specialized team will follow up the production and installation. decoraciongrafica@ifema.es

In case you want to hire a Premium Stand, please contact with standspremium@ifema.es

Once the stand has been set up, any changes in the location of all the elements that have not been communicated on the established date will be invoiced.

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

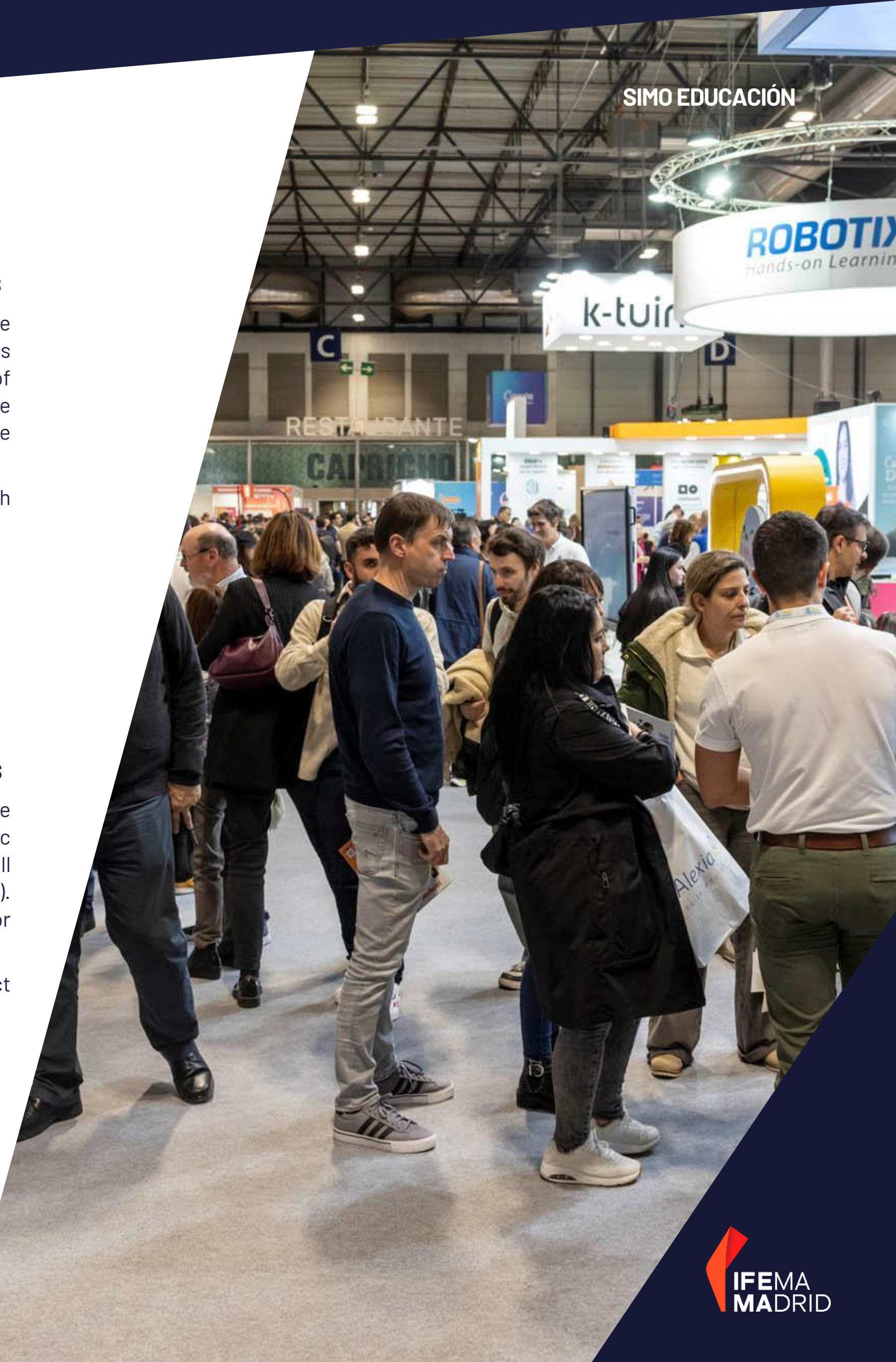
CUSTOMISE YOUR STAND WITH US: GRAPHIC DECORATION FOR STANDS

Customise your modular stand with your brand image to generate maximum impact on visitors. We offer you a wide range of graphic materials (vinyl, foam, Forex, tarpaulins...) versatile and adaptable to all the elements of your stand (walls, furniture, fronts, banners, displays...). Ask for more information and a quote. Our specialised team will monitor the production and installation: decoraciongrafica@ifema.es

If you would like to contract a Premium Stand, please contact standspremium@ifema.es

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.

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



1.7. Participation Fees

TYPE OF SPACE	FEE	OTHER PARTICIPATIONS	
FLOOR SPACE ONLY		Impulso	
From 16 to 249,5 m²	€178/m² + VAT (1)	Registration Impulso	€170 + VAT (1)
More tan 250 m²	€132/m² + VAT (1)	Workshops	
MODULAR STAND		Exhibitor	€1.100 + VAT (1)
Basic Stand 9 m²	€2.434 + VAT (1)	Exhibitor Preferential Hours	1.250€ + IVA (1)
M2 Additional Basic Stand	€233/m² + VAT (1)	Non-Exhibitor	2.200€ + IVA (1)
Premium Stand 9 m²	€2.789 + VAT (1)	Non-Exhibitor Preferred Hours	2.400€ + IVA (1)
M2 Additional Premium Stand	€302/m² + VAT (1)		
Start Up/Show Up 6 m²	€1.687+ VAT (1)		

SERVICES	
Liability insurance (covers up to €60,000)	€72,84 + VAT (1)
Multi-trade insurance (covers up to €50,000)	€69,15 + VAT (1)
Minimum electricity consumption (0,13 kW/m²)	€7,43 + VAT (1)
Conecta Exhibitor Plan (former Marketing and Communication Pack + Conecta Exhibitor Plan)	€320 + VAT (1)
Exhibitor Plan Participate (Essential to sign up for Impulse participation and if you participate as a Non-Exhibitor in Workshops/Workshop)	€202 + VAT (1)
Additional exhibitor passes	€11/ud. VAT included
ASSEMBLY RIGHTS	
Type A: spaces with no decoration, or occupied by carpeting or flooring	€2,77/m² + VAT (1)
Type B: basic modular stands in aluminium or similar	€5,56/m² + VAT (1)
Type C: modular design stands in aluminium, carpentry stands and other materials.	€8,75/m² + VAT (1)

1.8. Deadlines and forms of payment

PAYMENT DEADLINES

When sending the Participation Application Form, the space reservation fee (independent of the section) of €300 will be paid in order to be able to participate in the meeting for the allocation of spaces.

- 30 June: deadline for receipt of the reservation fee (this fee will not be refunded in the event of cancellation of participation) from companies requesting to participate in the meeting for the selection of spaces.
- 15 July: deadline for payment of the first 50% of the contracted space,
- 15 September: deadline for payment of 100% of the space and services.

FORMAS DE PAGO

You can pay in the following ways:

- ❖ Transfer to: IFEMA MADRID / SIMO EDUCACIÓN 2025
Santander: IBAN ES64 0049 2222 5115 1000 SWIFT: BSCHEMM
BBVA: IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM
Caixa Bank: IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESBXXX

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

- ❖ Cheque made out to IFEMA MADRID/SIMO EDUCATION 2025.
- ❖ Credit card in a secure environment, accessible at the end of the online application form, or subsequently through ZONA EXPO. In accordance with current regulations, payments in cash or cheques to bearer are not accepted.
- ❖ In ZONA EXPO you will find your trade fair participation statement and invoices after payments have been made. If you need an invoice to make a payment, please request it by mail to atencionalcliente@ifema.es.

Surcharges:

25% surcharge for the hiring of services, including assembly fees, requested 7 days before the start of the assembly (17 October 2025).

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

1.9. Specific rules for participation

Exhibitors shall participate in exhibition areas in accordance with the main activity of the participating company and the products or services offered.

The grouping of individual companies without any associative or corporate links is not permitted.

The decision to accept an exhibitor will be at the discretion of IFEMA Madrid, taking into account the purpose of the fair and the availability of space.

The minimum contract area is 9m² and for START UP stands only 6m² can be contracted.

The show management may alter the allocated space or make changes to the layout of the halls for organisational reasons.

Without prejudice to the Show Management informing exhibitors in the event of relocation or significant alteration of the reserved location, each exhibitor is obliged to inform himself of the location of his stand, its exact dimensions, etc., information on which will be available in the EXPO ZONE.

Exhibitors who have paid in full for the space contracted and the costs of the services requested will be authorised to occupy the space and the modular stand will be handed over.

No exhibitor or visitor who cannot be accredited as belonging to the participating professional groups will be allowed access, even if they have the corresponding pass or invitation.

Exhibitors are obliged to man their stand and remain with the products on display throughout the entire period and opening hours of the event. **FAILURE TO COMPLY WITH THESE REGULATIONS WILL RESULT IN A PENALTY OF €500.**

The direct sale of any type of articles exhibited at the fair is strictly forbidden.

Exhibitors authorise IFEMA MADRID to reproduce all or part of the products exhibited in its promotional material.

The exhibitor undertakes to respect the rules and guidelines for the protection of the environment.

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

Promotional activities, the distribution and exhibition of samples, leaflets, brochures, flyers and all kinds of promotional material shall only be carried out within the space of each exhibitor.

The carrying out of activities that require the contracting of a specific catering service during the fair will require the completion of the 'Communication form for the carrying out of catering at stands' available at www.ifema.es/en and which should be sent to: catering@ifema.es

CHANGES IN PARTICIPATION

The Exhibitor's withdrawal from participation in the Show shall be grounds for termination of the contractual relationship between IFEMA MADRID and the Exhibitor for all purposes. Resignation must be communicated to the Show Management in writing addressed to the same and will entail the loss of the amounts that the exhibitor should have paid on the date of communication, in accordance with the payment schedule set out in the Participation Application Form.

If the Show Management has been notified of the cancellation within thirty days prior to the opening of the event, IFEMA MADRID may demand full payment of the contracted space.

In relation to the additional services offered by IFEMA MADRID that the exhibitor had contracted prior to the communication of the cancellation, the cancellation charges established in article 7 of the general conditions for admission and contracting at events organised by IFEMA MADRID will be applicable.

In the event of cancellation of the fair due to force majeure, the amounts paid for concepts related to on-site participation will be refunded, in accordance with article 15 of the General **Rules of Participation** in events organised by IFEMA MADRID.

These Specific Regulations, including the participation and assembly regulations in this chapter, are complemented by the **General Regulations for Exhibitor Participation in Exhibitions Organised by IFEMA MADRID**, which all exhibitors, by virtue of being exhibitors, accept.

Exhibitors are expressly prohibited from installing WIFI access points, whether for connection to the INTERNET or for the presentation of other functions. The aim of this measure is to avoid interference problems, both with the points that may be installed independently by each Exhibitor, and with IFEMA MADRID's access points. Such interference could cause the WIFI networks present to malfunction. For further information, please consult Article 33 of the General Regulations for Exhibitors' Participation in Exhibitions Organised by IFEMA MADRID.

Water used for cooking, treating food or cleaning objects that come into direct contact with food must be obtained from suitably hygienic taps. It is forbidden to draw water from the toilets.

The surveillance and security of the personal belongings of each stand is therefore the sole responsibility of each Exhibitor, before, during and after the Show.

Once the space has been allocated to a company, if a change in the dimensions of the space is requested, this may imply a change of location.

1. HOW TO PARTICIPATE. REGULATIONS

1.10. Calendar

When	What	How	Who attends to you
Until 30 June 2025	Application to participate	Complete the online application form and send proof of payment of the reservation fee to atencionalcliente@ifema.es to participate in the first allocation of space.	Event management: simoeducacion@ifema.es Customer Service: (+34) 91 722 30 00 atencionalcliente@ifema.es
From 30 June 2025	Application to participate	<ul style="list-style-type: none">Continuation of the process of receiving requests for participation.Offers of space from mid-July 2025, award and dispatch of Participation Contracts.	Event management: simoeducacion@ifema.es Customer Service: (+34) 91 722 30 00 atencionalcliente@ifema.es
Until 15 July 2025	Payments	Payment of 50% at the time of space allocation.	Servifema: Customer Service: (+34) 91 722 30 00 atencionalcliente@ifema.es
Until 15 September 2025	Payments	100% of the amount of the space and services contracted.	Customer Service: (+34) 91 722 30 00 atencionalcliente@ifema.es
	Contracting of services	Services contracted with a 5% discount.	
Until 15 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 . The project will only be approved once the rigging project has been approved.	Technical Secretariat Customer Service: (+34) 91 722 30 00 atencionalcliente@ifema.es standbuilding@ifema.es

1. HOW TO PARTICIPATE. REGULATIONS

1.10. Calendar

When	What	How	Who attends to you
Until 1 October 2025	Exhibitor activities	Filling in the forms to participate in the SIMO EDUCATION 2025 programme of activities.	Event management: simoeducacion@ifema.es
Until 7 October 2025	Choose carpet and sign colours	Choose carpeting in the EXPO ZONE. Communicate the signage in the EXPO AREA.	Technical Secretariat: Customer service: (+34) 91 722 30 00 atencionalcliente@ifema.es
Until 10 October 2025	Customisation of modular stands	<ul style="list-style-type: none">• Present the interior decoration projects for modular stands.• They will have to consult the modular stand project in the EXPO ZONE, or upload the same with the stipulated modifications.	<ul style="list-style-type: none">• Stand Basic and Start up: decoraciongrafica@ifema.es• Stand Premium: standspremium@ifema.es
From 14 October 2025	Contracting of services	25% increase on prices for last minute hiring of assembly rights and all other services.	Customer service: (+34) 91 722 30 00 atencionalcliente@ifema.es
From 24 to 27 October 2025	Stand assembly	24th and 27th October from 8:30 am to 9:30 pm. 25th and 26th October from 8:30 am to 7:30 pm.	Technical Secretariat: Customer service: (+34) 91 722 30 00 atencionalcliente@ifema.es

1.10. Calendar

When	What	How	Who attends to you
27 October 2025	Delivery of modular stands	From 8:30 a.m. onwards.	Hall manager
	Goods receipt	From 8:30 am to 9:30 pm. From 19:00h onwards, entry will only be possible through the pedestrian gates, closing the goods gates to proceed with the installation of recyclable carpeting.	Hall manager
28th, 29th and 30th October 2025	Celebration of the fair	Celebration of SIMO EDUCATION 2025 from 10:00 h to 19:00 h.	-
30 October 2025	Goods issue	Departure of goods and decoration material from 19:30 h to 21:30 h.	-
31 October and 1 November 2025	Disassembly of stands	31 October from 8:30 am to 9:30 pm. 1 November from 8:30 am to 7:30 pm.	Hall manager

2. MANAGE YOUR PARTICIPATION

2.1. EXPO AREA. Manage your participation and your space. Contract additional services. E-commerce

Access our customer area ZONA EXPO from the website: <https://www.ifema.es/en/simo-educacion> to manage your company details, your contacts and everything related to your participation. You will be able to access your participation once you have confirmed your participation with your username (the e-mail address you used to fill in the application form).

What can I do from ZONA EXPO?

- Access the details of each participation, 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.
- Access orders, payments, account status and invoices issued.
- Upload free design stand projects.
- Request the distribution of modular stand elements, coat racks or shelves, add the sign and choose the colour of the carpet.
- Access e-commerce to contract services.

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

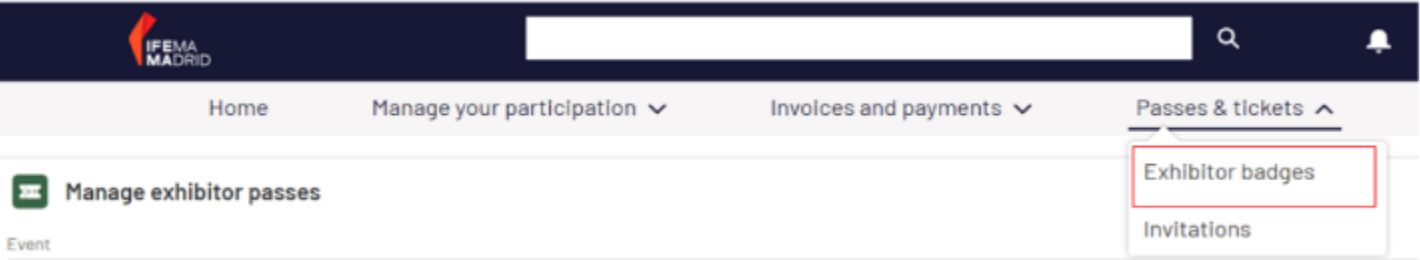


2. MANAGE YOUR PARTICIPATION

2.2. Exhibitor passes, collaborator passes, invitations, visas and transportation discount vouchers,

EXHIBITOR PASSES

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



Exhibitor passes will be provided free of charge, each exhibitor will be assigned the passes that correspond to him by surface area:

Contracted surface area.	Nº. of exhibitor passes
From 0 to 9 m ²	2
From 9.5 to 11.5 m ²	4
From 12 to 50 m ²	6
From 50.5 to 100 m ²	10
More than 100.5 m ²	15

Each exhibitor may request additional Exhibitor Passes at a cost of €11/each. + VAT (1).

In order to ensure professionalism at the fair, all exhibitor passes will be personalized with the company name.

The exhibitor will be able to contract additional exhibitor passes (€11 / pc. VAT included) through ZONA EXPO.

Tipo de pase	Personalización	Duración	Disponibles	Generados
<input type="radio"/> Pases de expositor	Genérico	Feria	0	5
<div>Request for a visa support letter</div> <div><div>Request Passes Additional</div></div>				

During assembly, it is not necessary to carry badges, so there are no exhibitor badges.

Exhibitor passes are exclusively for company personnel who will be present on the stand.

Pass Type	Customization	Length	Available	Generated
<input type="radio"/> Exhibitor passes	Personalized	Permanent	40	0
<div>Request for a visa support letter</div> <div>Manage</div> <div><div>Purchase Additional Passes</div></div>				



2. MANAGE YOUR PARTICIPATION

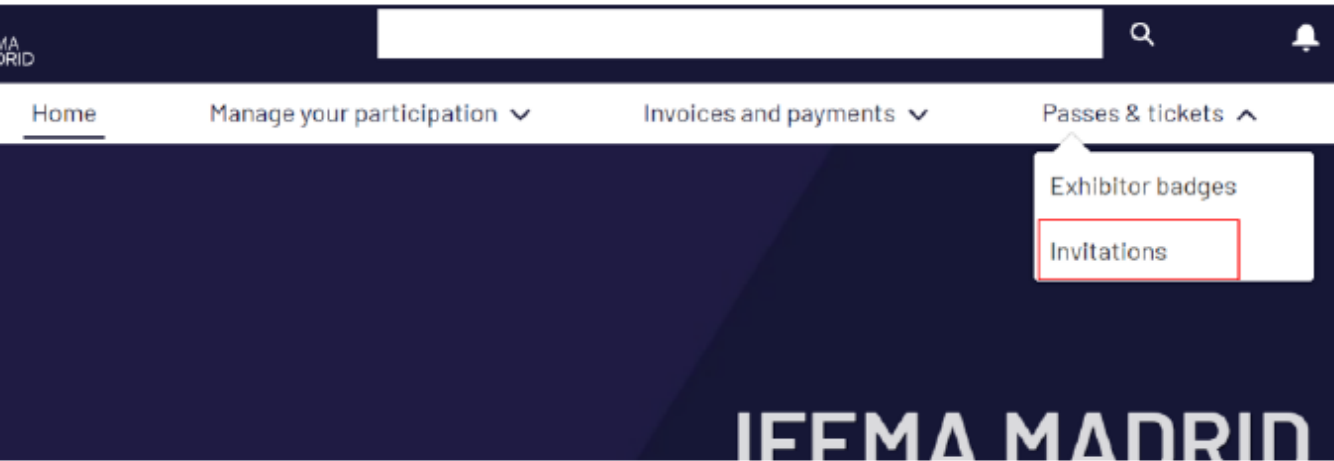
ONLINE INVITATIONS

Each exhibiting company will have an INVITATION CODE available in the EXPO ZONE, with a limited number of uses, which can be sent to their customers to register for free at SIMO EDUCATION 2025.

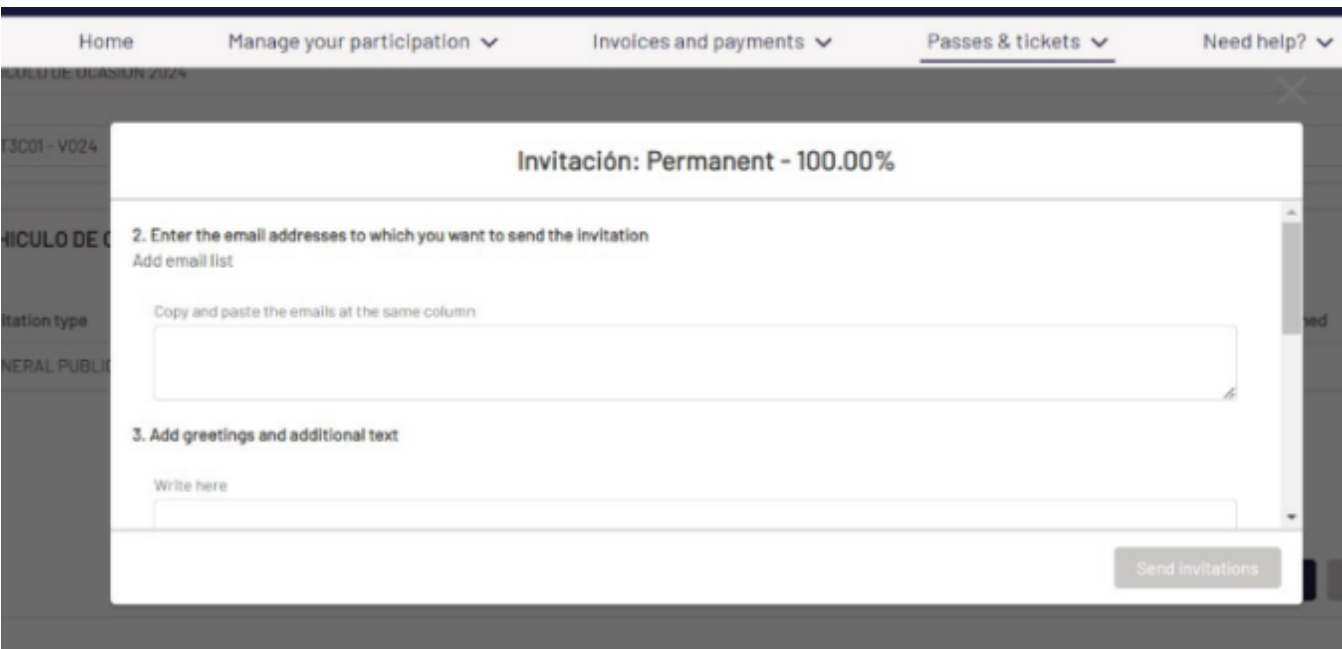
Professionals who receive the invitation code must register ONLINE through the SIMO EDUCATION website. <https://www.ifema.es/simo-educacion>, in the 'Purchase your pass' section and enter the invitation code received to obtain their free pass to access the fair. (Invitation codes cannot be redeemed over the counter).

Exhibitors will have a number of invitations that they can download through ZONA EXPO 500 invitations and send them to their clients.

Invitations will be sent through 'ZONA EXPO/Access to the event/Invitations/Manage invitations'.



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



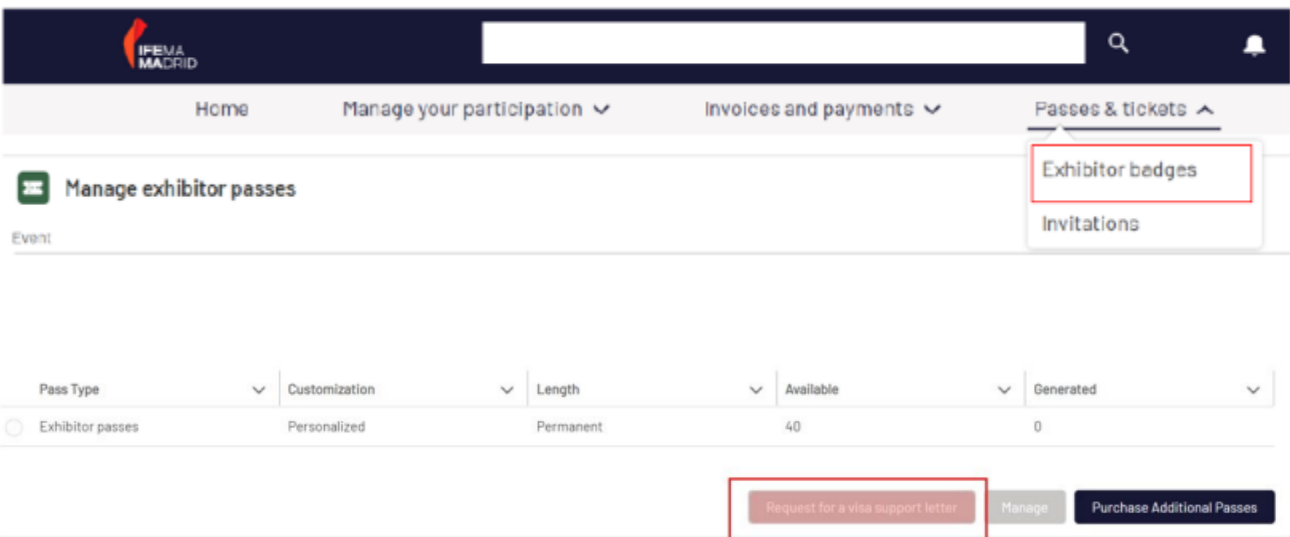
Exhibitors are urged to make good use of the invitations, sending them exclusively to professionals in the sector in order to guarantee the professionalism of the fair. Access controls may be carried out for this purpose. Minors under 16 years of age are not allowed. Exhibitors will be able to see from the EXPO ZONE (Access to the event, Invitations) the number of invitations exchanged.

VISA MANAGEMENT

If you require a visa to travel, you must contact us by sending an email to simoeducacion@ifema.es so that we can activate this option. Once activated by the commercial management, you can manage the letters of support online from ZONA EXPO. It is essential to previously generate your exhibitor pass and be up to date with payment (See point 1.8).

We advise you to start the formalities as soon as possible, as the deadline for visa applications is usually at least 30 days before travelling.

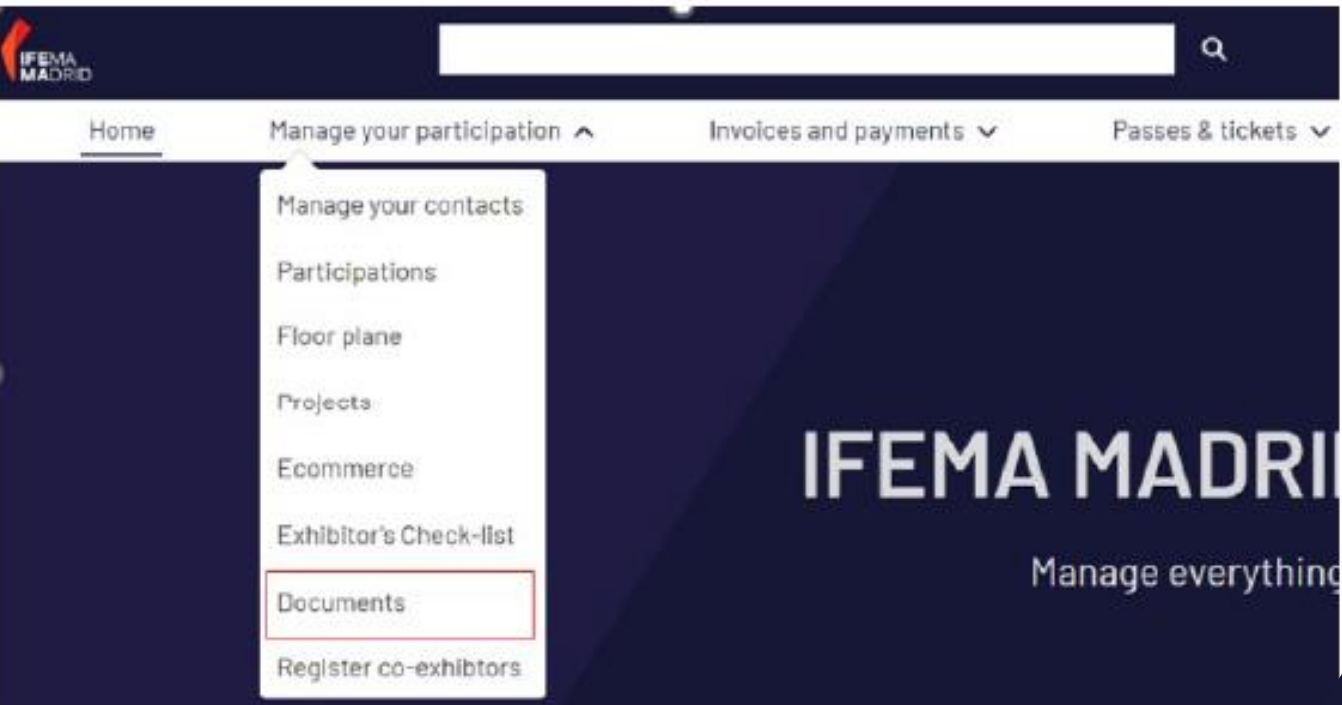
Exhibitors are urged to make good use of the invitations, sending them exclusively to professionals in the sector to ensure the professionalism of the fair. Access controls may be carried out for this purpose. Minors under 16 years of age are not allowed. Exhibitors will be able to see from the **EXPO ZONE** (Access to the event, Invitations) the number of invitations exchanged.



If you have any problems in managing them, please contact atencionalcliente@ifema.es.

TRANSPORT DISCOUNT VOUCHERS

Once the exhibitor passes have been requested, the corresponding transport discount vouchers can be downloaded from ZONA EXPO, in the 'Manage your participation/Documents' section (Bonos Renfe, Bonos Iberia, Iryo).



2.3. Other relevant information

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. España)

- ♦ SIMO EDUCACIÓN 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

Tel.: +34 91 330 51 77

ifema.madrid@dbschenker.com

CUSTOMS REGULATIONS

1. All products coming from non-EU countries must go through customs formalities, with special mention to the fact that, as of 01 January 2020, the United Kingdom became treated as a third country, so that all shipments originating in the United Kingdom must regularise their goods through the corresponding customs formalities.

2. Exhibiting companies must have the details of the customs agent who carries out the clearance of their goods or, failing this, a copy of the customs documentation for entry into the European Union.

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

4. All goods subject to a temporary regime must not be moved from the stand or leave the IFEMA MADRID Exhibition Centre until their situation has changed and customs formalities have been completed. They may only be deposited in the official logistics agent's warehouse within the Exhibition Centre during these procedures.

5. It is strictly forbidden to exhibit, sell, consume or distribute non-Community goods at a trade fair before the customs procedures have been completed. This includes promotional material.

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 Exhibition 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 official Logistics Operator's warehouse, for the regularisation of the transported goods, located at:

Avenida Partenón s/n

Entrada Oeste - access on calle Ribera 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

STAND CATERING

Exhibitors who are going to offer, free of charge, catering/catering on their stand, must complete the form.

'Communication for the provision of catering/catering on stands'

Available on the IFEMA MADRID website and send it with all the details requested to catering@ifema.es

ROOM HIRE

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 no-obligation quote by email: simoeducacion@ifema.es

MORE INFORMATION

2.4. FREQUENTLY ASKED QUESTIONS

Question	Answer
<p>ACCESS DURING ASSEMBLY AND DISASSEMBLY</p> <p>Can I access the site with vehicles for assembly and disassembly or loading and unloading of goods?</p>	<p>Access to IFEMA MADRID and to the inside of the pavilion will be through the doors and on the days and times indicated in this Exhibitor's Guide. Access to the inside of the hall will be exclusively for unloading materials. Vehicles may not be parked inside the halls or in adjacent areas.</p> <p>We remind you that, for occupational safety reasons, it is strictly forbidden to park in front of the goods entrance gates.</p> <p>IFEMA MADRID is not responsible for the surveillance of vehicles while they are at Feria de Madrid.</p> <p>There is a parking area for lorries and another for cars, which may be used by paying the corresponding fees, if applicable. Consult rates</p>
<p>PARKING</p> <p>How to hire a car park at IFEMA?</p>	<p>Exhibitor companies can contract parking spaces from the e-commerce section of the EXPO ZONE or through the link https://shop.ifema.es/s/</p> <p>Once the contract has been made, parking badges can be collected from 27 October (first day of assembly) at the exhibitor service desk, located on the central boulevard between Halls 6 and 8.</p>
<p>CATERING</p> <p>Can I hire a catering service or serve my own food and beverages at the stand?</p>	<p>Yes, exhibitors who are going to offer, free of charge, a catering service on their stand may do so either by submitting their request to the catering companies approved by IFEMA MADRID (Consult the list HERE) or through other catering service providers, in which case it is essential to complete the form 'Communication 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 knowledge and appropriate effects.</p> <p>If IFEMA MADRID is not notified of the above, the Exhibitor will not be able to offer this service at its stand.</p> <p>The Exhibitor assumes liability to third parties for claims arising from the aforementioned catering service, exonerating IFEMA MADRID from any liability in this respect.</p>
<p>CONTRACTING SERVICES</p> <p>Where can I contract the services of my stand?</p>	<p>Accessing the E-commerce inside the EXPO ZONE or through the link https://shop.ifema.es</p>

2.4. FREQUENTLY ASKED QUESTIONS

Question	Answer
<p>DECORATION</p> <p>Can I decorate and/or set up my stand with IFEMA?</p>	<p>Yes, IFEMA MADRID offers two main services:</p> <p>Graphic decoration for stands: Personalise your Basic stand with the image of your brand, generating maximum impact on visitors. There is a wide range of versatile graphic materials that can be adapted to walls, furniture, fronts, banners... You can request information and a quote at decoraciongrafica@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>
<p>INVOICING</p> <p>How can I request my invoices?</p>	<p>Invoices are not generated by default. You must request them directly from the IFEMA MADRID invoicing department (Servifema: atencionalcliente@ifema.es), indicating the fair at which you are exhibiting and the items to be included in the invoice. Once the invoice has been generated, it will be available in your EXPO ZONE.</p>
<p>Participate Exhibitor Plan</p> <p>What does the Conecta Exhibitor Plan / Participate Exhibitor Plan include?</p>	<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 SIMO EDUCACIÓN fair Exhibitor Plan Participate with 5 products or services associated with the company file.• Access to the IFEMA MADRID '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 keys will be sent the days before the start of the fair. <p><u>This service is not included in the Exhibitor Participates Plan, Exhibitors participating in this modality will have a common Wifi connection service in the Exhibition Area.</u></p> <ul style="list-style-type: none">• Access to SIMO EDUCACIÓN Participating Exhibitor Plan for the holder of the participation with connection functionalities to generate business opportunities.

2.4. FREQUENTLY ASKED QUESTIONS

Question	Answer
<p>Exhibitor Plan Participate</p> <p>What are the benefits of my Exhibitor Plan Connect and Exhibitor Plan Participate?</p>	<p>In the exhibitor area of my company in Exhibitor Plan Participate:</p> <ul style="list-style-type: none">• Update the company details visible in the catalogue and SIMO EDUCATION Exhibitor Plan Participate.• Display the range of products and services on offer.• Manage the company's appointment schedule for professional meetings at the stand.• Register other members of the team with access to the Participate Exhibitor Plan. <p>At the fair in Plan Exhibitor Participate:</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 chatting and videoconferences.• Scan professional visitor passes at the 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.
<p>MERCHANDISE</p> <p>Can I send goods to my stand?</p>	<p>IFEMA MADRID staff are not authorised to receive goods from your stand. To send goods to the venue, exhibitors must indicate on the delivery address: IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain). SIMO EDUCATION Fair. Name of your company. Pavilion and stand number.</p> <p>The goods must be received by your company's staff at your stand and must arrive during the days set aside for the entry of goods and decoration. If it is not possible to comply with the above, we recommend that you contact the collaborating goods management company: DB Schenker Office at the IFEMA Trade Fair Centre MADRID: Hall 7, (+91) 330 51 77 ifema.madrid@dbschenker.com</p>

2.4. FREQUENTLY ASKED QUESTIONS

Question	Answer
<p>PARTICIPATION MODALITIES</p> <p>What is the difference between the floor only option and the Basic or Premium stand option?</p>	<p>The floor-only modality includes only the contracting of the space and the compulsory elements (insurance, minimum electricity consumption and Exhibitor Connect 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>Basic or Premium stands are delivered assembled as of October 27th. See description in section 1.6.</p>
<p>ASSEMBLY AND DISASSEMBLY</p> <p>Are fitter's passes necessary during the assembly/disassembly of the fair?</p>	<p>No. The requirements to be allowed to ride are to pay 100% of your participation, to have presented and approved the project, to have paid the assembly fees, and to have completed the occupational risk protocol.</p>
<p>REGULATIONS</p> <p>Where can I consult the IFEMA MADRID General Rules of Participation to which my participation is subject?</p>	<p>In addition to the Exhibitor's Guide, your participation in SIMO EDUCATION is subject to IFEMA MADRID's General Rules of Participation, about which you should be informed and which you can access from IFEMA MADRID's website (www.ifema.es) and from the following link IFEMA MADRID's General Rules of Participation.</p>
<p>REGULATIONS</p> <p>Is it mandatory to attend the booth at all times?</p>	<p>Yes, the exhibitor is obliged to attend its stand and remain with the products exhibited during the entire period and opening hours of the show.</p>
<p>REGULATIONS</p> <p>Regulations and support for exhibitors at the fairgrounds</p>	<p>https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds</p>
<p>REGULATIONS</p> <p>Regulations and support for assemblers at the fairgrounds</p>	<p>https://www.ifema.es/en/support/assemblers-colaborators-fairgrounds</p>



2.4. FREQUENTLY ASKED QUESTIONS

Question	Answer
RIGGING What procedure do I have to follow to hang structures on the halls/rigging?	Exhibiting companies may hang elements from the hall roofs by following the procedure set out in the ‘Regulations for hanging structures in halls’ and filling in the form ‘Application for authorisation to hang structures/ Rigging’ and sending it to rigging@ifema.es
ROOMS Who should I contact to hire a room?	Full exhibitors who need to hire a room should contact: simoeducacion@ifema.es
COMPULSORY INSURANCES What coverage do I have as an exhibitor with the included insurances?	You can consult the compulsory insurance coverage in the IFEMA MADRID exhibitor support area .
VISAS How do I apply for a visa support invitation letter?	Visa support letters are handled through the EXPO ZONE. To do so, you must first customise your exhibitor passes. Once the exhibitor passes have been processed, you can request the invitation letters and download them to your computer. In order to be able to request the letters of invitation, you must be up to date with your payment according to the payment schedule. VIEW PASSES
WIFI How do I access the WIFI network as an exhibitor?	As an exhibitor, as part of the Participa Exhibitor Plan, you will receive a wifi connection for 3 users for the entire duration of the fair for the exclusive use of stand holders. It is essential that the devices allow connection in the 5 GHz band. Access codes will be sent the days before the start of the fair. Additional wifi access can be contracted from the e-commerce section of the EXPO ZONE or through the link https://shop.ifema.es . Exhibitors participating in the Start Up Area will have a common Wifi connection service in the Exhibition Area.

2.4. FREQUENTLY ASKED QUESTIONS

Question	Answer
<p>EXPO ZONE</p> <p>How to use the EXPO ZONE?</p>	<p>The <u>following video</u> shows a tutorial on how to use the EXPO ZONE.</p>
<p>EXPO ZONE</p> <p>What are the benefits of my EXPO ZONE?</p>	<p>It is used to manage the participation of each exhibitor company in SIMO EDUCACIÓN:</p> <ul style="list-style-type: none">• Registration of contacts who will 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 and choose carpet colour for exhibitors with modular stands.• Access to e-commerce for contracting services.

3. PROMOTE AND MAXIMIZE YOUR PARTICIPATION

SIMO EDUCACIÓN

3.1. How to monetise my participation

Communicate to clients and potential clients your participation in the fair, using the electronic signature available on the SIMO EDUCATION website:

<https://www.ifema.es/en/simo-educacion>

Include it as part of your e-mail signature or heading in your letters.

3.2. Catalogue of Exhibitors

Enter and update your contact details, the products or services presented and the information you consider relevant to give your company the greatest visibility and obtain the greatest return on your participation.

The trade fair catalogue, or list of exhibiting and co-exhibiting companies, is an indispensable promotional and networking tool. It provides visitors and other exhibiting companies with the basic information to prepare for the fair and makes it easier for them to find and contact you before, during and after the event.

The entire digital environment and communication of your participation is channelled through the Participate Exhibitor Plan.

Make the most of the platform offered by IFEMA to communicate your participation, schedule appointments, showcase your products and contact your target audience.

3.3. Networking

Enrich your contacts agenda.

Plan Exhibitor Participates gives you the opportunity to search for contacts among its participants. You can use filters by country, activity, position, products of interest, etc., to carry out searches. Once you have located potential clients, you can ask them to contact you (sharing information such as email and telephone number). Once they have accepted you, you can chat with them or invite them to a face-to-face meeting at the fair or by videoconference at the event in the Exhibitor Connect Plan.

Be proactive and take advantage of the possibility to build up a good contact list.

Other users can request meetings by addressing their request either to the company in general (without prior acceptance of the contact) or to a member of the team in particular (prior contact). In this way, the whole team will be able to schedule their agenda of appointments at the fair well in advance.

3.4. Invitations to your clients and contacts

IFEMA provides you with access invitations to the fair so that you can promote your participation efficiently. Be sure to use this useful tool that we make available to you in your EXPO ZONE.

3.5. Outdoor and digital advertising

Advertising projects adapted to your needs:

Promote your brand before, during and after the event.

Attract new customers through the best B2B segmentations in the market.

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

Consult these elements on the website of your trade fair; in the EXPO ZONE 'advertising services and promotional elements', or send an e-mail to publicidad@ifema.es or call (34) 91 722 53 08 / 40.

3.6. Special promotion actions

IFEMA offers its clients special marketing actions to optimise the impact of their presence at the fair.

Contact us: publicidadexterior@ifema.es Tel.: (+34) 91 722 53 08/40.

3.7. Programme of conferences and workshops, a key feature of the fair

A fundamental pillar of SIMO EDUCACIÓN is its **wide range of conferences and workshops aimed at the teaching community**, which are held simultaneously in five different venues. During the three days of the fair, thousands of teachers, school directors, ICT coordinators... take part in the **many training sessions** on all kinds of topics related to educational innovation and the improvement of the teaching-learning process, as well as workshops for directors and managers of educational institutions.

Every year, the **conferences** given by renowned national and international experts in educational innovation are the stars of the SIMO EDUCACIÓN agenda. In addition, the **practical workshops**, given by experts in a wide range of subjects, show how to apply methodologies, tools and technologies in classrooms at all levels.

On the other hand, every year the fair organises the **"Premios a la Innovación Educativa"** (Educational Innovation Awards) to discover the best innovative practices that are carried out in classrooms all over Spain at any educational stage. The selected teachers can share them at the fair in a conference and the winners in the different categories of the Educational Innovation Awards will be chosen from among all of them.

The Principals' Day, which is aimed especially at management teams, is also held. Here, the talks address various aspects related to educational leadership, the management of educational equipment and the management of the school's resources.

At **SIMO INSPIRA**, renowned experts offer inspiring and motivating short talks aimed at empowering teachers, motivating them in their daily work and inviting reflection and debate.

4. SUSTAINABILITY CULTURE MANAGEMENT AT IFEMA MADRID

SIMO EDUCACIÓN

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">• Space booking• General topics for trade fair participation• Exhibitor passes• Trade visitor invitations• Trade fair activities and forums	Director	Ana Rodríguez	<div>(+34) 917 22 30 00</div> <div>simoeducacion@ifema.es</div>
		Commercial Manager	Isabel Alcántara	
		Commercial Area	Macarena Hormaechea	
IFEMA MADRID Customer Service	<ul style="list-style-type: none">• Hiring of services• Expo Zone• Visitor Information	<div>(+34) 917 22 30 00</div> <div>atencionalcliente@ifema.es</div>		
Technical Secretariat (Trade Fair Services Department)	<ul style="list-style-type: none">• Technical support to exhibitors and assemblers• Review of stand assembly projects• Solutions to technical problems during the exhibition activity• Customization of modular stands• Coordination for stand catering	<div>(+34) 91722 30 00</div> <div>stecnica@ifema.es</div> <div>catering@ifema.es</div>		
Graphic decoration	Hiring of graphic materials to customize your booth	<div>(+34) 91722 30 00</div> <div>decoraciongrafica@ifema.es</div> <div>standspremium@ifema.es</div>		
Full service stand design	Design and assembly of free-design stands	<div>(+34) 91 722 30 00</div> <div>standbuilding@ifema.es</div>		

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	Director: Raúl Díez Press Officer: Jesús González (+34) 627 70 60 73 jesusg@ifema.es International Press: Elena Valera Press Secretary: Pilar Serrano
Institutional Relations (Protocol)	<ul style="list-style-type: none">• Institutional visits• Guided tours• Protocol for all Events• Institutional relations	(+34) 91 722 30 00 infoifema@ifema.es
Safety and Self-Protection Management	<ul style="list-style-type: none">• General security and parking• Access to the Fairgrounds	(+34)91 722 50 65 dseguridad@ifema.es
Medical Service and Security Emergencies	<ul style="list-style-type: none">• Medical emergency• Health care for exhibitors and visitors during the celebration of fairs, set-up and dismantling.	(+34) 91 722 54 00

Department	Contact	
INTERNATIONAL REPRESENTATIONS	Brasil Cesar Gomes/ Concha Sáez-Royaela ieTeam	(+55) 119 637 767 68 brasil@ifema.es
	Chile Osvaldo Cabrera Cía Ltda	(+56) 995 350 861 chile@ifema.es
	China, South Korea, Hong Kong, Japan, Singapore, Taiwan Susana Fernández Madrid Outsourcing Solutions Co Limited	(+86) 215 258 500 5 lfema.china@imadridinternational.cn
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Gracias

