SIMO EDUCACIÓN

International Education Technology and Innovation Fair

11-13 Nov 2026



Executive leadership for educational transformation.

Exhibitor Guide and Specific Rules for Participation

In collaboration with:

EDUCACIÓN 3.0

LÍDER INFORMATIVO EN INNOVACIÓN EDUCATIVA

IFEMA MADRID

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1. HOW TO PARTICIPATE. RULES

1.1. Dates. Hours and venue. Sectors. Floor plan.

SIMO EDUCACIÓN will take place at IFEMA MADRID from November 11 to 13, 2026, from 10 a.m. to 7 p.m.

Exhibitors may enter the venue starting at 9 a.m. and remain until 7:30 p.m.

The virtual event, accessible via the "Plan Expositor Participa" Digital Platform, will be open from **October 15, 2026, to June 1, 2027.**

The fair is a trade show. It will be held in Hall 14.1.

Sectors:

Manufacturers, distributors, marketers, and service providers related to the following areas:

- Educational technology and content
- Classroom equipment and solutions
- Educational management and administration solutions
- Technology infrastructure and systems
- Telecommunications and connectivity
- Professional services and training
- EdTech business ecosystem
- Industry institutions and organizations

SPECIALIZED AREAS

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

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

-Innovative Initiatives:

The SIMO EDUCACIÓN Educational Innovation Awards highlight and bring attention 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 elite group of educational innovators.

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

-Workshop:

Led by experts in a wide variety of subjects, these workshops demonstrate how to apply methodologies, tools, and technologies in practical ways in classrooms at all levels.

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

-Conferences:

Every year, conferences featuring leading experts in educational innovation—who are recognized both nationally and internationally—take center stage at SIMO EDUCACIÓN. Over the course of three days, they share their knowledge and offer training opportunities on the most current and innovative topics.

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

-Start Up / Show Up:

This is a space designed for startups, entrepreneurs, or newly established business ventures that have been in operation for one to five years and offer innovative technological solutions for the educational community. We offer special participation terms with the goal of supporting these companies, their products, solutions, and innovations that feature a strong technological and educational component.

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

SIMO EDUCACIÓN



1.2. What do I need to do to participate?

To reserve space, please fill out the online **Participation Application form available** on the fair's website at https://www.ifema.es/simo-educacion/ Exhibitors must also email a copy of the payment receipt for the space reservation fee—which is a **mandatory €300**, regardless of the selected category—to atencionalcliente@ifema.es in order to participate in the space allocation meeting.

The reservation fee (regardless of the category) may be used to offset the costs incurred in submitting the application and proposal and will be applied toward the total payment for participation. In the event of cancellation, this fee will not be refunded.

Exhibitors will participate in exhibition areas that correspond to the participating company's core business and the products or services it offers.

Grouping of individual companies is not permitted. Does not apply to pooled, associative, or institutional holdings.

If the CONTRACTING COMPANY designates another entity as the BILLING COMPANY, the details of both entities must be included in the application for participation. **Changes to the billing company will not be authorized once the first invoice has been issued.**

Submission of the Application for Participation constitutes full acceptance of the General Rules for Participation in Events Organized by IFEMA MADRID, the technical annexes, the Specific Rules for this edition, and any general or specific provisions established by the trade show organizers.

The exhibiting company is the company that will participate in the trade show, on whose behalf the application to participate as an exhibitor is completed.

To apply to participate in the trade show, the exhibitor—whether a company, public agency, or private organization—must operate in one of the sectors covered by the event.

By clicking the "Submit Application" button, the exhibitor confirms to IFEMA MADRID that they are seriously interested in participating as an exhibitor and in receiving a proposal. From within the application form itself, if the process is not completed, it is possible to request information and quotes; this does not constitute a request for a bid and does not require payment of a reservation fee.

FIRST AWARD

Companies that submit the Application for Participation along with payment of the reservation fee **by July 6, 2026**, will be invited to the space selection meeting. The criteria used to determine the order of selection are as follows:

- Area: It will first select the one with the largest requested area, organized by sections.
- Uninterrupted tenure at the fair.
- If all other criteria are equal, the order of selection will be determined by a random drawing at that time.

NEW APPLICATIONS FOR PARTICIPATION

All applications received from companies after **July 6, 2026**, will be processed—once the space selection process has been completed—in strict order of receipt of the application and the corresponding payment of the reservation fee, through a space proposal.

1.3. Leasing and Allocation of Spaces.

By clicking the "Submit Application" button, the exhibitor confirms to IFEMA MADRID that they are seriously interested in participating as an exhibitor and in receiving a proposal.

IFEMA Madrid will provide one or more proposals for space/location depending on the participation format and/or the type and size of the stand requested. This proposal constitutes a contract offer. If the contracting party accepts the offer/quote in writing, via email, by signature, or during the space selection meeting, they will be formalizing the contract for participation in the trade show, which constitutes a binding and irrevocable commitment on the part of the applicant.

The space will be allocated after the exhibitor has accepted the offer in writing.

The exhibitor will receive the exhibition contract, along with the financial statement and the floor plan showing the location and dimensions of their stand(s), and from that point on will be able to access the ZONA EXPO customer portal to manage their participation.

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

(1) Companies established in Spain (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for any VAT that may be due in its country of establishment.

1. CÓMO PARTICIPAR

1.4. Ways to Participate

EXHIBITOR

It is the individual or legal entity that has a spot in the competition.

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

El expositor tiene la opción de contratar:

A) Floor Space + Basic Stand
B) Floor Space + Premium Stand
C) Floor Space Only (to build your own "open-concept stand" starting at 16 m^2)

- In the **STARTUP** section:

Floor Space + Basic Stand: Minimum rental area 6 m2.

OTHER WAYS TO GET INVOLVED

WORKSHOP PARTICIPATION

Workshops organized to present solutions, new developments, and experiences. Includes setting up the activity area:

- Exhibitor Price: .....1,150 € + VAT (1)
- Exhibitor Preferred Time Slot Price: .....1,300 € + VAT (1)
- Non-Exhibitor Price: .....2,250 € + VAT (1)
- Non-Exhibitor Preferred Time Slot Price: .....2,450 € + VAT (1)

If you are not an exhibitor, you must purchase the "Participa" Exhibitor Plan (formerly the marketing and communications package) for €202 + VAT (1)

SPONSORSHIPS

SIMO EDUCACIÓN offers a series of promotional activities and sponsorship opportunities that will provide significant additional visibility and enable high-impact initiatives to be carried out among the professional, national, and international audience visiting the fair.

INQUIRE ABOUT SPONSORSHIP OPPORTUNITIES: **simoeducacion@ifema.es**

VIEW RATES



(1) Companies established in Spain (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for any VAT that may be due in its country of establishment.

1.5. Your Exhibitor Plan. Conecta Exhibitor Plan / Participa Exhibitor Plan: The digital platform you have access to with your plan.

Conecta Exhibitor Plan / Participa Exhibitor Plan

To participate as a main exhibitor at the trade show, you must sign up for the Conecta Exhibitor Plan €320 + VAT (1) and the Participa Exhibitor Plan €202 + VAT (1).

This concept encompasses the following services:

Promotion of participation in the trade show through inclusion in the list of exhibitors, which is publicly available on the trade show's website and shared as a link in industry communications.

- Participation as exhibitors in the SIMO EDUCACIÓN digital event. The digital event extends the fair's duration beyond the in-person event, provides additional content on exhibitor offerings and industry news, and is accessible to registered exhibitors and visitors.
- Listing of 5 products or services associated with the company profile.
- Listing during the fair on the hall maps and exhibitor directories.
- Access to IFEMA MADRID's "ZONA EXPO" client portal to manage participation.
- Exhibitor passes according to the contract (see section 2.3)
- Online invitations according to the contract (see section 2.3)
- Transportation discount vouchers.

Premium Wi-Fi access for 3 users for the duration of the fair (these connections will only work with devices that support the 5 GHz band). The password is valid for the duration of the fair and through the last day of dismantling, and will be emailed to the account holder's address at least 48 hours in advance.

<u>This service is not included in the "Participa" Exhibitor Plan; exhibitors participating in this category will have access to standard Wi-Fi service in the Exhibition Area.</u>

Features for connecting with other users to generate business opportunities for the person in charge of participation:

- Search for new contacts among registered visitors and exhibitors.
- Communicate with contacts (chat and video conferencing).
- Schedule online and in-person meetings with contacts.
- Plan company meetings at the trade show stand to optimize time.
- Scan visitor badges at the trade show.
- Downloading the contact list with their details.

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

The Exhibitor Connect Plan is the digital ecosystem that **fosters connections with other professionals**, facilitates meeting planning, offers exclusive content and activities, and generates business opportunities.

- **Business and networking:** Identify leads to generate business and schedule high-value meetings.
- **Post-trade show ecosystem:** Stay active and visible after the trade show—access and share content, participate in challenges, and much more.
- **Positioning**: Highlight your company and increase the visibility of your offerings.

What can I do from my Exhibitor Dashboard in Plan Expositor Conecta/Plan Expositor Participa?

Update my company's information as it appears in the online catalog and in the SIMO EDUCACIÓN Exhibitor Plan Conecta/Exhibitor Plan Participa.

- Add my products and services, which will be visible in the SIMO EDUCACIÓN Exhibitor Plan Conecta/Exhibitor Plan Participa.
- Register members of my team so they can access the SIMO EDUCACIÓN Exhibitor Plan Conecta/Exhibitor Plan Participa digital event.
- Manage the exhibiting company's schedule and the company's meetings at my stand at the trade show.

What can I do at the SIMO EDUCACIÓN digital event as part of the Conecta Exhibitor Plan or the Participa Exhibitor Plan?

- Search for contacts of interest on the professional network.
- Request and accept contact requests to chat and hold video conferences.
- Request and/or accept appointments for professional meetings at my stand at the trade show or via video conference.
- Complete my professional profile as a platform user and my personal availability calendar for meetings.
- View information about what other exhibitors are offering.
- Check out both in-person and online activities and conferences and add them to my calendar.
- Scan visitor passes at the trade show.
- Download my contact list.

(1) Empresas establecidas en el territorio español (excluyendo Canarias, Ceuta y Melilla): 10% de IVA no incluido. Para el resto de las empresas esta operación queda no sujeta a IVA español. En caso de empresas de la Unión Europea, el expositor será responsable del IVA que, en su caso, se devengue en su país de establecimiento.

1. HOW TO PARTICIPATE

1.6. Your exhibition space. Types of stands. Regulations and setup

TYPES OF EXHIBIT STANDS

- **Basic Stand:** Gray aluminum frame and melamine panels.

- **Premium Standm:** Aluminum frame and White rigid recycled panels covering the structure.

- **START Up Stand:** (exclusive to the START UP área): Gray aluminum frame and melamine panels. 3 m2 aluminum walls.

- **Custom-designed stand:** Floor space only. You may rent space to build your own stand—provided the design is approved by IFEMA MADRID—or request that we build your stand for you.

Participating in the trade show with a stand requires the purchase of the following general services associated with the stand:

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

- Multi-trade show insurance (covers up to 50,000€)
- Minimum electricity consumption (0.13 kW/m^2) (*)
- Setup fees (service included in the turnkey stand package) (*)

- **Type A:** spaces without decoration, or covered with carpet or wooden flooring: €2.77/m^2 + VAT (1)
- **Type B:** basic modular aluminum stands or similar: €5.56/m^2 + VAT (1)
- **Type C:** custom-designed modular aluminum stands, Wood-framed stands, and stands made of other materials: 8.75€/m^2 + VAT (1)

Rate surcharge effective October 14.

(*) Servicios ya incluidos en los stands Basic, Premium y START UP.

- **Participating Exhibitor Plan:** 320€ + VAT (1)



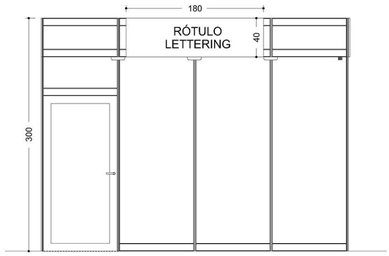
1. HOW TO PARTICIPATE

TIPOS DE STAND

STAND BASIC







STAND

- Stand open to one or more aisles, depending on location.
- Gray aluminum frame and melamine panels.
- Aluminum walls 3 m2 in height.

WAREHOUSE with a door in the following proportions:

Up to 16 m^2.....1x1 m^2
From 16.5 to 32 m^2.....2x1 m^2
From32,5 m^2.....3x1 m^2

FAIR-TYPE TILE

There are 5 colors to choose from at ZONA EXPO. Exhibitors must specify their chosen carpet color by October 8, 2026.If no color is specified, Marble Gray will b

Jasper grey Red Black Billiard green Blueton

ELECTRICITY AND LIGHTING

- Lighting provided by LED track lighting at a rate of 1 light fixture per 3 m^2 of stand space.
- Electrical panel with a ground fault circuit interrupter (GFCI), circuit breaker, and a built-in 500W power outlet, rated for 130W/m^2.

SIGNAGE

Standardized signage featuring the exhibitor's name (editable via ZONA EXPO) and stand number. **Maximum 20 characters.**

If the exhibitor's name field in ZONA EXPO is left blank, the signage will display the fair name as listed on the Application for Participation. The exhibitor must provide the company name to be used on the signage by **October 8, 2026.**

VIEW RATES

FURNITURE

For every 9 m^2 booked (maximum 3 groups):

- 1 Dom Blanca Table (6RL02001)
- 3 Madrid Chairs (6RL01001)
- 1 Lima Stool (6RL01009)
- 1 Tana Blanco Counter (6RL08003)



MANDATORY CONTRACT

In addition, participation as an exhibitor requires the mandatory purchase of the **Conecta Exhibitor Plan**

SERVICES INCLUDED

- Minimum electricity consumption (0.13 kW/m^2).
- Multi-fair insurance and civil liability insurance included in the price.
- 1 fair parking pass.
- Daily stand cleaning (Type A, once a day).

TYPE A CLEANING:

Initial cleaning involving the removal of the plastic covering the carpet, plus daily floor cleaning and emptying of trash cans. Does not include cleaning of exhibited items.

ASSEMBLY PLAN

You can view your assembly plan in the EXPO ZONE, which includes the location of the storage area and other included services. Additionally, you can track the status of the plan and provide feedback on it if any changes are needed.

ADDITIONAL SERVICES

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

DRAWING FOR GUIDANCE ONLY. 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 the plan with the pertinent 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 rented and any deterioration will be invoiced according to the current rates.
- 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.

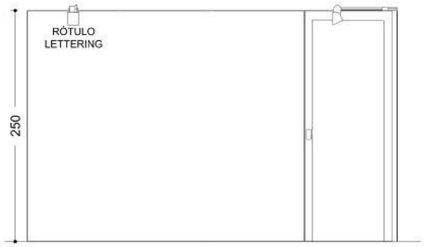
1. HOW TO PARTICIPATE

TIPOS DE STAND

STAND PREMIUM







STAND

- Stand open to one or more aisles, as shown on the floor plan.
- 2.5-meter-high frame structure with white canvas walls.

WAREHOUSE with a door in the following proportions:
Up to 16 m^2.....1x1 m^2
From 16.5 to 32 m^2 .....2x1 m^2
From 32.5 m^2 .....3x1 m^2

FAIR-TYPE TILE

5 colors to choose from in the EXPO ZONE. Exhibitors must specify their chosen carpet color by **October 8, 2026.**
If no color is specified, Marble Gray will be used by default.

Jasper grey Red Black Billiard green Blueton

ELECTRICITY AND LIGHTING

- Lighting provided by 25-watt LED arm lamps, one for every 4 m^2.
- Electrical panel with a circuit breaker and a built-in outlet, rated for 130 W/m^2.
- One double outlet.

SIGNAGE

Signage in a standardized font with the exhibitor's name (editable in ZONA EXPO) and stand number. **Maximum 20 characters.**

If the exhibitor name field in ZONA EXPO is left blank, the sign will display the fair name as listed on the Application for Participation. The exhibitor must provide the company name to be used on the sign before **October 8, 2026.**

VIEW RATES

FURNITURE

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



MANDATORY ENROLLMENT

In addition, participation as an exhibitor requires mandatory enrollment in the **Conecta Exhibitor Plan**

SERVICES INCLUDED

- Minimum electricity consumption (0.13 kW/m^2).
- Multi-fair insurance and civil liability insurance included in the price.
- 1 fair parking pass.
- Daily stand cleaning (Type A, once a day).

TYPE A CLEANING:

Initial cleaning, including removal of the plastic covering the carpet, daily floor cleaning, and emptying of trash cans. Does not include cleaning of exhibited items.

ASSEMBLY PLAN

You can view your assembly plan in the EXPO ZONE, which includes the location of the warehouse and other services. You can also track the status of the plan and provide feedback on it if you need any changes made.

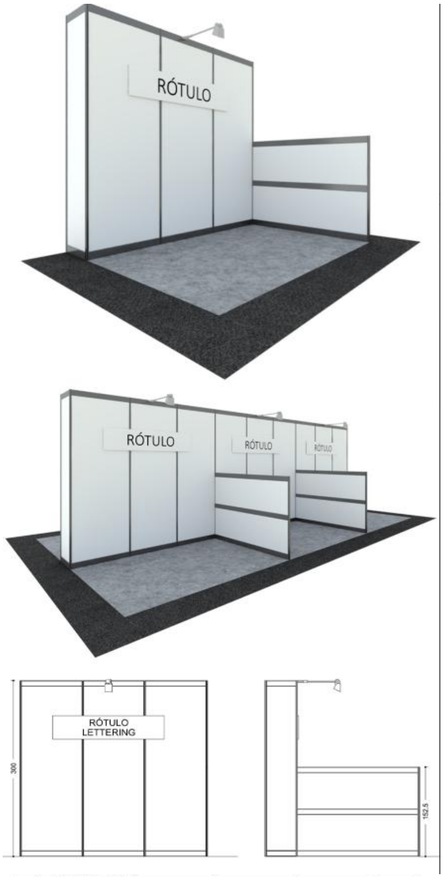
ADDITIONAL SERVICES

Customize your modular stand by contacting **standspremium@ifema.es**

ILLUSTRATIVE DRAWING. Drilling, nailing, or gluing is not permitted. The stand must be adapted to the dimensions of the assigned space.
REMARKS: • Any services or modifications requested beyond these specifications will be at the exhibitor's expense. • The removal or replacement by the exhibitor of any component of the modular stand does not result in a reduction in cost. • The layout of all stand components, requested extras, and the structural elements necessary to support the stand will be adapted to the exhibitor's needs, provided that it is technically feasible and the floor plan with the relevant instructions is received fifteen days before the first day of setup. Once the stand has been assembled, any changes to the location of elements that were not communicated by the established deadline will be billed. • All materials used, whether structural or electrical, are rented, and any damage will be billed according to the current rate.
• Additionally, any exhibitor may order items listed in the IFEMA Services Catalog. • All modular stands that include interior decoration with panels, profiles, totems, platforms, trusses, etc., must upload their design to the EXPO ZONE before **September 15.** • Stands will be delivered fully finished on **October 27** starting at 8:30 a.m.

1. HOW TO PARTICIPATE

STAND START UP



STAND

- Stand open to the aisles, consisting of aluminum structures and melamine-faced panels or similar, 3 m high with a tolerance of +/- 10 cm.
- The stands will be arranged in clusters of varying sizes or in a linear fashion using a continuous partition wall 30-50 cm wide. The partition panels between stands will be freestanding, 2 ml. wide, and approximately 1.50 m high. 3-meter-high aluminum walls.

Important: This option is available only to startups that have been in business for 1 to 5 years; documentation proving this must be provided.

FAIR-TYPE TILE

The default color is red.

Red

ELECTRICITY AND LIGHTING:

- Lighting provided by LED track lighting at a rate of 1 light fixture per 3 m^2 of wall space.
- Electrical panel with a ground fault circuit interrupter (GFCI), circuit breakers, and a built-in 500W power outlet, rated for 130W/m^2.

SIGNAGE

Standardized signage displaying the exhibitor's name and stand number on each facade facing the aisle (maximum 20 characters).

If the exhibitor name field is not filled out in ZONA EXPO, the signage will display the fair name as listed on the Application for Participation. The exhibitor must provide the company name to be used on the signage before **October 8, 2026.**

FURNITURE

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



SERVICES INCLUDED

- Minimum electricity consumption (0.13 kW/m^2).
- Multi-fair insurance and civil liability insurance included in the price.
- 1 fair parking pass.Daily stand cleaning (Type A, once a day).
- "Exhibitor Participation" Plan

TYPE A CLEANING:

Initial cleaning, including removal of the plastic covering the carpet, plus daily floor cleaning and emptying of trash cans. Does not include cleaning of exhibited items.

ASSEMBLY PLAN

You can view your setup plan in the EXPO ZONE, which includes the location of the warehouse and other services. You can also track the status of the plan and provide feedback on it if you need to make any changes.

Important: Any modifications or additional services will be at the exhibitor's expense and will not result in a cost reduction even if elements are removed from the stand. Changes must be communicated at least 15 days in advance; otherwise, they will be billed separately. All materials are rented, and any damage will be charged. Additional services may also be contracted from the IFEMA MADRID Catalog.

ADDITIONAL SERVICES

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

VIEW RATES

ILLUSTRATIVE DRAWING. Drilling holes or nailing is not permitted. Adhesive tape may be used, provided its removal does not damage the panels. The stand must be adapted to the dimensions of the assigned space.
NOTES: • Any services or modifications requested beyond these specifications will be at the exhibitor's expense. • The removal or replacement by the exhibitor of any component of the modular stand does not result in a reduction in cost. • The layout of all stand components, requested extras, and the structural elements necessary to support the stand will be adapted to the exhibitor's needs, provided that it is technically feasible and the floor plan with the relevant instructions is received fifteen days before the first day of setup. Once the stand has been assembled, any changes to the location of elements that were not communicated by the established deadline will be billed. • All materials used, whether structural or electrical, are rented, and any damage will be billed according to the current rate.
• Additionally, any exhibitor may rent items listed in the IFEMA Services Catalog. • All modular stands that include interior decoration with panels, profiles, totems, platforms, trusses, etc., must submit their design to the EXPO ZONE by **September 15**. • Stands will be ready for use on October 27 starting at 8:30 a.m.

1. HOW TO PARTICIPATE

Custom-designed Stands. Regulations and setup

Companies that choose to build their own **stands must upload their design to their EXPO ZONE** for approval before **October 8, 2026.**

If your design includes rigging, you must complete the Application for Hanging Structures / Rigging | IFEMA MADRID by October 8, 2026.

IMPORTANT NOTE: For designs that include rigging, both design plans must be approved for the final approval process to be considered complete.

Rigging fees

The company responsible for stand construction must pay IFEMA MADRID, prior to commencing such work, the construction fees corresponding to the services provided during the Fair's setup and teardown periods. If, as the registered exhibitor, you wish to assume payment of these construction fees and have them included on your invoice, you must arrange this at the EXPO ZONE.

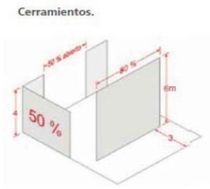
To improve efficiency and provide you with better service, while preventing issues during setup, IFEMA MADRID has begun applying **a last-minute booking surcharge to setup rights bookings, as is the case with our other services.**

This surcharge increases the price by 25% when the booking is made during the week prior (7 days before) the start of setup, as well as during setup, the event itself, and teardown.

We would like to remind you that setup fees apply to custom stand designs and that you can receive a 5% discount if you book these services at least 30 days before the start of the trade show setup.

To book services, please use our online platform, which you can access via the following link: **E-Commerce.**





SPECIFIC ASSEMBLY GUIDELINES FOR OPEN-CONCEPT EXHIBIT STANDS

Height

- Maximum permitted height along the perimeter line: 4 m, provided that the regulation regarding solid enclosures along the perimeter is always observed.
- In order to raise or hang any decorative element to a maximum height of 6 m, it is necessary to set back 1 m toward the interior along the entire perimeter, where the maximum construction height of any element must be 4 m.
- The storage of packaging inside the pavilion is not permitted. For this service, please contact the event secretariat for more information.
- All other regulations are those contained in the IFEMA MADRID General Rules of Participation.

Ocupation of space:

Construction elements, decorations, and spotlights may not protrude more than 50 cm beyond the allocated space, starting at a minimum height of 2.5 m, nor may they exceed a maximum height of 4 m along the perimeter. Spotlights must be directed toward the interior of the stand.

Solid walls along the perimeter

Perimeter solid walls may not exceed 50% of each facade facing the aisle. To construct longer walls, they must be set back a minimum of 3 m^2 toward the interior and may not exceed 80% of the facade's length.

The interpretation and application of these regulations for each specific case are the responsibility of IFEMA MADRID, which reserves the right to grant exceptions if it deems it necessary, based on respect for the overall layout of the event and the visibility of neighboring stands.

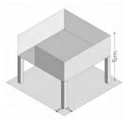
Numbering: FEATURED

To help visitors quickly and easily locate each exhibitor, it is mandatory to mark the space with the stand number using a PVC sign measuring 35 cm (width) x 20 cm (height) with a white background and the number in bold, leaving a 2.5 cm margin on each side. This sign must be placed on the floor near each aisle along the perimeter of the stands.

Perimeter carpet

Any exhibitor who wishes to do so may install perimeter carpet in their stand.

At the junctions between stands belonging to the same group, exhibitors may connect them using carpet and an unmarked arch (upon prior request for authorization at **simoeducacion@ifema.es**).



DESIGN YOUR STAND WITH US

In addition to turnkey exhibit stands, we offer a comprehensive exhibit design service, backed by our guarantee and fully tailored to your needs. We handle the planning of your space, the design, the setup, and the takedown. Request a free, no-obligation proposal tailored to your needs by sending an email to **standbuilding@ifema.es**

I Want to Learn More
Designer Stands | SIMO EDUCATION

1. HOW TO PARTICIPATE

RULES AND SETUP FOR YOUR SPACE

ASSEMBLY AND DISASSEMBLY

All companies will be required to set up their stands, which must include, at a minimum, partition walls separating them from the hall wall and from adjacent stands, depending on their location. .

Setup for open-concept stands may take place:

November 8, from 8:30 a.m. to 7:30 p.m.

November 9, from 8:30 a.m. to 7:30 p.m.

Modular stands booked through IFEMA MADRID will be delivered on **November 10 starting at 8:30 a.m.**

Exhibitors who have not paid in full for the space they have reserved and the costs of the services they have requested will not be permitted to occupy the space, nor will they be provided with the modular stand, if applicable.

Goods and decorative materials may be brought in on **November 10 from 8:30 a.m. to 9:30 p.m. Entry will be permitted only through the pedestrian doors**; the freight gates will be closed to allow for the installation of recyclable carpet in the hallways.

Goods and decorative items may be picked up in the same manner **on these dates**:

November 13, 7:30 p.m. to 9:30 p.m.: Pickup of merchandise and decorative items.

To proceed with the removal of recyclable carpet. Starting at that time, the loading docks will be open until midnight.

Stand dismantling may take place on the following days:

- **November 14, from 8:30 a.m. to 7:30 p.m.**
- **November 15, from 8:30 a.m. to 7:30 p.m.**

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 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 customization.

All modular stands that include interior decoration with panels, profiles, totems, platforms, trusses, etc., must update their design in SU ZONA EXPO **by October 8, 2026.**

The removal or replacement by the exhibitor of any element of the modular stand does not result in a reduction in cost. All materials used, both structural and electrical, are rented, and any damage will be billed according to the current rate.

The layout of all stand components, requested extras, and the structural elements necessary to support the stand will be adapted to the exhibitor's needs, provided that it is technically feasible and the floor plan with the relevant specifications is uploaded to ZONA EXPO by October 8, 2026.

CUSTOMIZE YOUR EXHIBIT STAND WITH US: GRAPHIC DECORATION FOR STANDS

Customize your stand with your brand's image to make the biggest impact on visitors. We offer a wide range of graphic materials (vinyl, foam, Forex, banners, etc.) that are versatile and adaptable to all elements of your stand (walls, furniture, front panels, banners, displays, etc.). Request more information and a quote. Our specialized team will oversee production and installation. **decoraciongrafica@ifema.es**

If you'd like to book a Premium Stand, please contact **standspremium@ifema.es**

Once the stand has been set up, any changes to the location of elements that have not been communicated by the established deadline will be billed.

To book services, please do so through our online portal, which you can access via the following link: **E-Commerce.**



1. HOW TO PARTICIPATE

1.7. Tarifas de Participación

TYPE OF SPACE	FEE
FLOOR SPACE ONLY	
From 16 a 249,5 m^2	190€/m^2 + VAT (1)
More than de 250 m^2	136€/m^2 + VAT (1)
MODULAR STAND	
Stand Basic 9 m^2	2.522€ + VAT (1)
M2 Adicional Stand Basic	240 €/m^2 + VAT (1)
Stand Premium 9 m^2	3.330 € + VAT (1)
M2 Adicional Premium Stand	316€/m^2 + VAT (1)
Start Up/Show Up 6 m^2	1.702€+ VAT (1)

OTHER PARTICIPATIONS	
Workshop	
Expositor	1.150€ + VAT (1)
Horario Preferente Expositor	1.300€ + VAT (1)
No Expositor	2.250€ + VAT (1)
Horario Preferente No Expositor	2.450€ + 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. Plazos y formas de pago

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.

- **6 de July:** 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.
- **20 de July:** deadline for payment of the first 50% of the contracted space,
- **8 de October:** deadline for payment of 100% of the space and services.

PAYMENT METHODS

You can pay in the following ways:

❖ Transfer to: IFEMA MADRID / SIMO EDUCACIÓN 2025

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

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

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

Send a copy of the bank receipt to 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) Empresas establecidas en el territorio español (excluyendo Canarias, Ceuta y Melilla): 10% de IVA no incluido. Para el resto de empresas esta operación queda no sujeta a IVA español. En caso de empresas de la Unión Europea, el expositor será responsable del IVA que, en su caso, se devengue en su país de establecimiento.

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 atwww.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

1.10. Calendar

When	What	How	Who attends to you
Until 6 July 2026	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: simoeduacion@ifema.es Customer Service: (+34) 91 722 30 00 atencionalcliente@ifema.es
From 6 July 2026	Application to participate	• Continuation of the process of receiving requests for participation. • Offers of space from mid-July 2026, award and dispatch of Participation Contracts.	Event management: simoeduacion@ifema.es Customer Service: (+34) 91 722 30 00 atencionalcliente@ifema.es
Until 20 de July 2026	Payments	Payment of 50% at the time of space allocation.	Servifema: Customer Service: (+34) 91 722 30 00 atencionalcliente@ifema.es
Until 8 October 2026	Payments	100% del importe del espacio y servicios contratados.	Customer Service: (+34) 91 722 30 00 atencionalcliente@ifema.es
	Contracting of services	Services contracted with a 5% discount.	
Until 8 October 2026	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

1.10. Calendario

When	What	How	Who attends to you
Until 10 October 2026	Exhibitor activities	Filling in the forms to participate in the SIMO EDUCATION 2025 programme of activities.	Event management: simoeduacion@ifema.es
Until 8 October 2026	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 8 October 2026	Customisation of modular stands	• 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.	• Stand Basic and Start up: decoraciongrafica@ifema.es • Stand Premium: standspremium@ifema.es
From 1 November 2026	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 8 to 9 November 2026	Stand assembly	From 8 to 9 November, from 8:30 h to 19:30 h.	Technical Secretariat: Customer service: (+34) 91 722 30 00 atencionalcliente@ifema.es

1. HOW TO PARTICIPATE

1.10. Calendario

When	What	How	Who attends to you
10 November 2026	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
11th, 12th y 13th November 2026	Celebration of the fair	Celebration of SIMO EDUCATION 2025 from 10:00 h to 19:00 h.	-
13 November 2026	Goods issue	Departure of goods and decoration material from 19:30 h to 21:30 h.	-
14th y 15th November 2026	Disassembly of stands	November 14 and 15, from 8:30 a.m. to 7:30 p.m.	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.



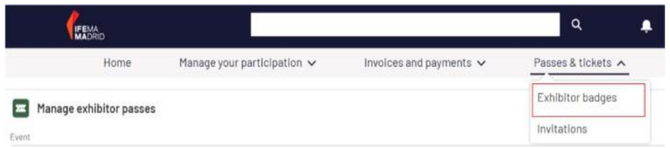
(i) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, this operation is not subject to Spanish VAT. In the case ofcompanies from the European Union, the exhibitor will be responsible for the VAT which, where applicable,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

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 m²	2
From 9.5 to 11.5 m²	4
From 12 to 50 m²	6
From 50.5 to 100 m²	10
More than 100.5 m²	15

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

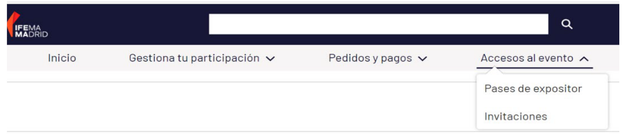
In order to ensure professionalism at the fair, all exhibitor passes will be personalized with the company name.

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



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.





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.

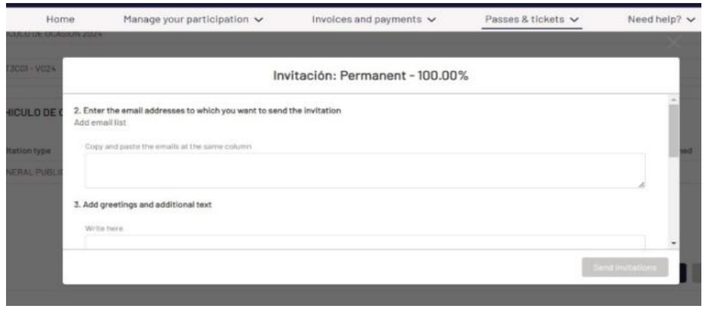
Professionals who receive the invitation code must register ONLINE through the SIMO EDUCATION website. https://www.ifema.es/simo-educacion, in the 'Purchase your pass' section and enter the invitation code received to obtain their free pass to access the fair. (Invitation codes cannot be redeemed over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

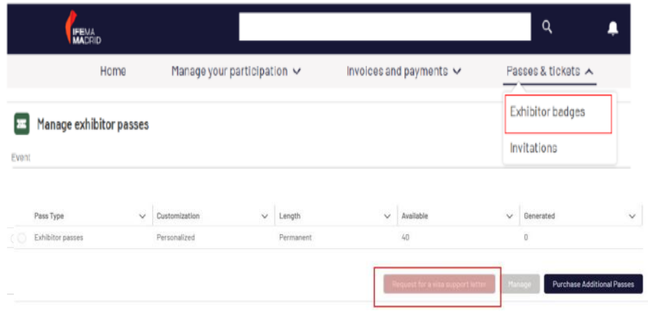


Exhibitors are urged to make good use of the invitations, sending them exclusively to professionals in the sector in order to guarantee the professionalism of the fair. Access controls may be carried out for this purpose. Minors under 16 years of age are not allowed. Exhibitors will be able to see from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

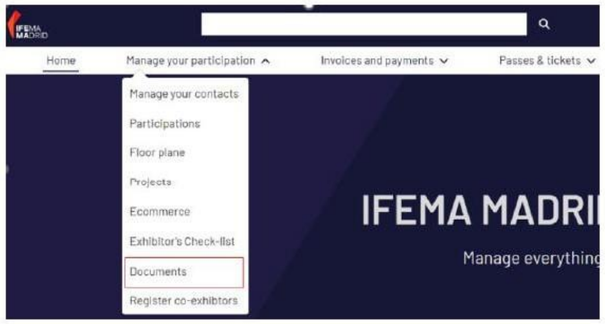
We advise you to start the formalities as soon as possible, as the deadline for visa applications is usually at least 30 days before travelling.



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 stand. 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 stand number.

The goods must be received by your company's staff at your stand 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):

DSV Office at the IFEMA MADRID exhibition center: Hall 7.

Teléfono: 91330 5178

es.sha.ifema.madrid@dsv.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: **simoeduacion@ifema.es**

MORE INFORMATION

2.4. FREQUENTLY ASKED QUESTIONS

Question	Answer
ACCESS DURING ASSEMBLY AND DISASSEMBLY **Can I access the site with vehicles for assembly and disassembly or loading and unloading of goods?**	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. We remind you that, for occupational safety reasons, it is strictly forbidden to park in front of the goods entrance gates. IFEMA MADRID is not responsible for the surveillance of vehicles while they are at Feria de Madrid. There is a parking area for lorries and another for cars, which may be used by paying the corresponding fees, if applicable. Consult rates
PARKING **How to hire a car park at IFEMA?**	Exhibitor companies can contract parking spaces from the e-commerce section of the EXPO ZONE or through the link https://shop.ifema.es/s/ 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.
CATERING **Can I hire a catering service or serve my own food and beverages at the stand?**	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. If IFEMA MADRID is not notified of the above, the Exhibitor will not be able to offer this service at its stand. The Exhibitor assumes liability to third parties for claims arising from the aforementioned catering service, exonerating IFEMA MADRID from any liability in this respect.
CONTRACTING SERVICES **Where can I contract the services of my stand?**	Accessing the E-commerce inside the EXPO ZONE or through the link https://shop.ifema.es

2.4. PREGUNTAS FRECUENTES

Question	Answer
DECORATION **Can I decorate and/or set up my stand with IFEMA?**	Yes, IFEMA MADRID offers two main services: **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** **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**
INVOICING **How can I request my invoices?**	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.
Participate Exhibitor Plan **What does the Conecta Exhibitor Plan / Participate Exhibitor Plan include?**	This compulsory contracting concept includes the following services: • 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. 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. • 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
Exhibitor Plan Participate **What are the benefits of my Exhibitor Plan Connect and Exhibitor Plan Participate?**	**In the exhibitor area of my company in Exhibitor Plan Participate:** • 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. **At the fair in Plan Exhibitor Participate:** • 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.
MERCHANDISE **Can I send goods to my stand?**	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. 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 5177 ifema.madrid@dbschenker.com

2. MANAGE YOUR PARTICIPATION

2.4. FREQUENTLY ASKED QUESTIONS

Question	Answer
PARTICIPATION MODALITIES **What is the difference between the floor only option and the Basic or Premium stand option?**	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. Basic or Premium stands are delivered assembled as **of November 10th**. See description in section 1.6.
ASSEMBLY AND DISASSEMBLY **Are fitter's passes necessary during the assembly/disassembly of the fair?**	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.
REGULATIONS **Where can I consult the IFEMA MADRID General Rules of Participation to which my participation is subject?**	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.
REGULATIONS **Is it mandatory to attend the stand at all times?**	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.
REGULATIONS **Regulations and support for exhibitors at the fairgrounds**	https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds
REGULATIONS **Regulations and support for assemblers at the fairgrounds**	https://www.ifema.es/en/support/assemblers-colaborators-fairgrounds

2. MANAGE YOUR PARTICIPATION

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. MANAGE YOUR PARTICIPATION

2.4. FREQUENTLY ASKED QUESTIONS

Question	Answer
EXPO ZONE **How to use the EXPO ZONE?**	The **following video** shows a tutorial on how to use the EXPO ZONE.
EXPO ZONE **What are the benefits of my EXPO ZONE?**	It is used to manage the participation of each exhibitor company in SIMO EDUCACIÓN: • 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.

PROMOTE AND MAXIMIZE THE RETURN ON YOUR INVESTMENT

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.

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.

(1) Companies based in Spain (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is not subject to Spanish VAT. In the case of companies in the European Union, the exhibitor will be responsible for any VAT that may be due in its country of establishment.

4. 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 focused on the following SDGs: 8, 9, 11, 12, 13, 16 and 17.

ISO STANDARDS CERTIFIED BY IFEMA MADRID:

- ISO 9001: Quality Management.
- ISO 20121: Sustainability Management for Events.
- ISO 14001: Environmental Management.
- ISO 50001: Energy Management.ç
- ISO 22320: Emergency 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" (Ireduce) 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).

RECICLAJE DE MOQUETA:

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



5. CONTACT US

Department	Ask me about	Contact		
Commercial Department	• Space booking • General topics for trade fair participation • Exhibitor passes • Tradevisitor invitations • Trade fair activities and fórums	**Directora**	Ana Rodríguez	(+34) 917 22 30 00 **simoeducacion@ifema.es**
		Gerente Comercial	Isabel Alcántara	
		Área Comercial	Macarena Hormaechea	
IFEMA MADRID Customer Service	• Hiring of services • Expo Zone • Visitor Information	(+34)917 22 30 00 **atencionalcliente@ifema.es**		
Technical Secretariat (Trade Fair Services Department)	• 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	(+34)91 722 30 00 atencionalcliente@ifema.es **catering@ifema.es**		
Graphic decoration	Hiring of graphic materials to customize your stand	(+34)91 722 30 00 **decoraciongrafica@ifema.es** **standspremium@ifema.es**		
Full service stand design	Design and assembly of free-design stands	(+34)91 722 30 00 **standbuilding@ifema.es**		

5. CONTACT US

Department	Ask me about	Contact
OutdoorAdvertising	Hiring of advertising media at the fair grounds	(+34)91722 53 40/08 **publicidadexterior@ifema.es**
Communicationand Marketing Management	Media relations	**Director:** Raúl Diez **Jefe de Prensa:** Selva Dalila(+34)652 52 91 80 **sdalila@ifema.es** **Prensa Internacional:** Elena Valera **Secretaría Prensa:** Pilar Serrano
InstitutionalRelations (Protocol)	• Institutional visits • Guided tours • Protocol for all Events • Institutional relations	(+34)91722 30 00 **infoifema@ifema.es**
Safety and Self-Protection Management	• General security and parking • Access to the Fair grounds	(+34)91722 50 65 **dseguridad@ifema.es**
Medical Serviceand Security Emergencies	• Medical emergency • Healthcare for exhibitors and visitors during the celebration of fairs, set-up and dismantling.	(+34)91722 54 00

5. CONTACT US

Department	Contact	
INTERNATIONAL REPRESENTATIONS	**Brasil** Cesar Gomes/ Concha Sáez-Royaela ieTeam	(+55) 119 637 76 7 68 brasil@ifema.es
	Chile Osvaldo Cabrera Cía Ltda	(+56) 995 350 861 chile@ifema.es
	China, South Korea, HongKong, Japan, Singapore, Taiwan Susana Fernández Madrid Outsourcing Solutions Co Limited	(+86) 215 258 500 5 Ifema.china@imadridinternational.cn
	Mexico Said Nacif ieTeams	(+52) 554 099 753 4 mexico@ifema.es
	North Africa: Morocco Kamal Elmedkouri Ominicrea	(+212) 600 600 778 maroc@ifema.es
	North Africa: Tunisia Adbelhedi Chaieb Ominicrea	(+34) 674 912 117 tunisie@ifema.es
	North Africa: Algeria Mohamed Bouzembrak Ominicrea	(+213) 540 990 884 algierie@ifema.es
	North Africa: Egypt Akram El Hosseiny Ominicrea	(+20) 100 667 080 6 egypt@ifema.es
	UnitedKingdomand Ireland Lousia Criscenti-Brown Elsie B	(+44) 079 712 808 70 ukireland@ifema.es

Thank you

IFEMA MADRID