

# TECMA

International Town Planning and  
Environment Trade Fair

**18-20  
Jun  
2024**

**Recinto Ferial  
ifema.es**

**Building up the welfare  
of a common future .**

## Exhibitor Guide



**TECMA  
SHOWROOM  
de mobiliario urbano**

con  **Afamour**

In collaboration with:



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# 1. How to exhibit at TECMA 2024

**1.1.** To reserve floor space, send the Application Form to Fair Management. Applications may be filled out online at **ifema.es/tecma** or sent by email: **tecma@ifema.es**

**1.2.** To participate in the Fair, the business activity of the company, public or private organisation must be within the scope of the sectors represented at TECMA. Acceptance of applications and allocation of spaces are the exclusive right of the Fair Management.

**1.3.** If the PARTICIPATING COMPANY appoints another company as the BILLING COMPANY, the Participation Application must include the particulars of both companies and be signed by both. Payments shall be made in accordance with the TECMA calendar. If the designated company fails to pay IFEMA MADRID by the given deadlines, the PARTICIPATING COMPANY shall make payments on request from IFEMA MADRID.

**1.4.** Signing and submitting an Application constitutes full acceptance of IFEMA MADRID's General Rules of Participation, as well as any general regulations established by the Fair organiser.

**1.5.** Withdrawal by Exhibitor. Withdrawal by an Exhibitor from participation in the event is grounds for termination of the contractual relationship between IFEMA MADRID and the Exhibitor, for all purposes and with loss of any payments due to IFEMA MADRID at the date of notification. Withdrawal must be notified in writing to the Fair's Management. For the purposes of the preceding paragraph, the amounts due are those which the Exhibitor should have paid to IFEMA MADRID under the payment schedule set out in the Application for Participation. If the withdrawal has been notified to the Fair's Management within the thirty days up to the opening day of the event, IFEMA MADRID will require full payment for the space contracted. Regarding any of the services offered in the IFEMA MADRID Services Catalogue that the Exhibitor may have contracted before notification of withdrawal, the cancellation charges established in Article 7 of the General Conditions of Admission and Contracts In Fairs Organised by IFEMA MADRID available on its website shall apply.

**1.6.** Space allocation: TECMA 2024 exhibitors who submit the completed application form before December 29, 2023, together with payment of the reservation fee, within the deadlines and terms established by the Fair's Management, will be given preference according to certain priority criteria: space from largest to the smallest, participation as an exhibitor in the previous edition and seniority in TECMA. Immediately afterwards, requests from new interested companies, which meet all the requirements, will be processed in strict order of reception of the Participation Application form. The Fair organiser reserves the right to change stand locations, with justification.

**1.7.** Any regulatory changes and requirements related to the health emergency situation by competent local, regional, national, and international authorities should be taken into account.



## 2. Sustainability Culture Management at IFEMA MADRID

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



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

ISO Standards certified by IFEMA MADRID:

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

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

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

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

### WASTE MANAGEMENT:

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

### Carpet recycling:

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

### SUSTAINABLE MOBILITY:

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

### GUIDE TO SUSTAINABLE PARTICIPATION IN TRADE FAIRS/EVENTS:

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

**[ifema.es/en/about-us/quality-sustainability](https://ifema.es/en/about-us/quality-sustainability)**

### 3. Exhibitor Participation rates

#### 3.1. Participation rates

- ONLY FLOOR with the following scale:

Prices

Up to 50 sq.m.....	€ 156 + VAT (1)
From 50,5 to 150 sq.m. ....	€ 147 + VAT (1)
From 150,5 to 300 sq.m. ....	€ 140 + VAT (1)
More than 300 sq.m. ....	€ 120 + VAT (1)
EQUIPPED FLOOR STAND BASIC: 9 sq.m. ....	€ 2.322 + VAT (1)
EQUIPPED FLOOR STAND BASIC: 16 sq.m. ....	€ 3.879 + VAT (1)
SQ.M. ADICIONAL STAND BASIC .....	€ 222 + VAT (1)
EQUIPPED FLOOR STAND PLUS 9 sq.m .....	€ 2.688 + VAT (1)
EQUIPPED FLOOR STAND PLUS 16 sq.m .....	€ 4.427 + VAT (1)
SQ.M. ADICIONAL STAND PLUS .....	€ 248 + VAT (1)
FLOOR+MACHINERY SPACE (minimum 20 sq.m.)....	€ 152/sq.m + VAT (1)
STAND START UP.....	€ 1.493 + VAT (1)

#### 3.2. Floor + modular stand

Features of the Stand

- Space hire
- Stand opening onto one or more aisles, depending on location.
- Grey aluminium structure.
- Painted chipboard panel walls
- Storeroom with door in the following proportions:
  - Up to 16 sq.m. .... 1×1
  - 16.5 to 32 sq.m.....2×1
  - 32.5 sq.m and over .....3×1
- Exhibition carpeting
- Lighting with rail-mounted LED spots, one light per 4 sq.m. of stand.
- Electrical cabinet with circuit breaker, thermal cutout and 500W socket, for up to 130 W/sq.m.
- Standardised lettering with exhibitor’s name and stand number on each aisle façade (up to 20 characters).

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.  
\*The VAT rate applicable will be that which is legally in force at the time the service is provided

## 4. General Services

4.1. By participating in the fair, the exhibitor undertakes to purchase:

- Civil liability insurance ..... €71,41 + VAT (1)
- Multi-Fair Insurance ..... €67,79 + VAT (1)
- Minimum power consumption (0.13 kW/sq.m):... €7,430/sq.m + VAT (1)

General connection and minimum electrical power supply during the event and merchandise delivery and removal periods.

- TECMA LIVE Connect

This item includes the following services

- **Networking B2B tool LIVE Connect**
- **Premium Wi-Fi for 3 users.** Wi-Fi service will only be available in the 5 GHz Wi-Fi band. To use it you must have receiver devices compatible with this band. Check the technical characteristics of the devices to be connected by Wi-Fi during the fair and make sure that they can connect on the 5 GHz Wi-Fi band.
- **Advance List of Exhibitors:** digital content and newsletter sent periodically with updates to all Fair participants (visitors, participants, media).
- **Official online participant catalogue:** an effective tool for scheduling visits and meetings, carrying out advanced searches, finding out about participants' products and services in detail.

- **Online Visitors' Guide:** Includes a location map, a list of participants, and a programme of activities and services offered by IFEMA MADRID.
- **Interactive Information Points at the Fair:** located at a number of strategic points at the Fair. Visitors can access these points, search for participants and print personalised location maps.
- **Information boards in halls:** Information about the stands and exhibitors in each hall.

### SERVICES THROUGH THE EXHIBITORS' AREA

Access at [ifema.es/tecma](https://ifema.es/tecma) which allows you to:

- Fill out and update details of your company and products for the official online Fair Catalogue.
- Partial map of your stand.
- Online billing status.
- Online services booking.
- Online estimates system.
- Publish your company's news and developments in the Virtual Press Room and the Official Fair Newsletter.
- Exhibitor passes and invitations for customers (see section 6)



## CO-EXHIBITORS

Any company that takes part in TECMA by sharing space with an authorised stand holder is a co-exhibitor. To access the items included in Communications and Marketing, each co-exhibitor must fill out the Participation Application, which includes Pack Digital Participa at a cost of €216 + VAT (1).

(1) For companies registered in Spain (excluding Canary Islands, Ceuta and Melilla): 10%\* VAT not included. For all other companies, this transaction is not subject to Spanish VAT. For European Union companies, the exhibitor is responsible for paying applicable VAT in its country of registration.

\* The VAT rate applicable will be that which is legally in force at the time the service is provided

## 5. Participation in TECMA LIVE Connect

TECMA LIVE Connect is available during the preparation and celebration of the fair (Marketing and Communication Pack + LIVE Connect).

- Exhibitors with a stand and their co-exhibitors can additionally purchase subscriptions.
- For this it is necessary to book the exhibiting company sign-in and a subscription.

The listing of each exhibitor includes contact information, video or image, logo, general information regarding the company, activity, products, documents and links, press releases from the exhibitor and stand at the fair.

LIVE Connect participants can perform advanced and alphanumeric searches of exhibiting companies, receive recommendations of company members that may interest them according to their profile, mark companies as favourites, chat or request an appointment by videoconference or at the fair.

### 5.1. TECMA LIVE Connect RATES

#### **PACK DIGITAL PARTICIPA – Co – exhibitors/ Startups. €216 + VAT (1)**

- Registration as a participating company
- Company profile with general information about the company, products and services
- Registration of 1 person in the community for networking
- Unlimited registration of people in the community
- Registration of 1 product
- Inclusion of 1 promotional video in your participant file

#### **PACK DIGITAL CONECTA. €302 + VAT (1)**

- Registration as a participating company
- Company profile with general information about the company, products and services
- Registration of 3 persons in the digital event for networking and scanning of visitor and non-networking passes - unlimited
- Unlimited registration of people in the community
- Registration of 20 product
- Inclusion of 1 promotional video in your participant file

#### **PACK DIGITAL IMPACTA. €410 + VAT (1)**

- Registration as a participating company with preferential display preferred display on the platform as a featured exhibitor on the platform's homepage.
- Company profile with general information about the company, products and services
- Unlimited registration of people in the community
- Registration of 6 person in the community for networking
- Unlimited registration of products
- Inclusion of 1 promotional video in your participant file
- Highlight 1 products/services with preferential display (\*ou must inform the show management of the products you wish to highlight)
- Publication of 1 news item in the corresponding section of the platform (\*must be sent to the contest management, who will then publish it)
- Scanning of visitor passes

### 5.2.1. Company registration and access to LIVE Connect (sign-in on the platform) Registration company file

LIVE Connect registration as an exhibiting or co-exhibiting company includes the following basic functionalities:

- Registration of the company file in the official list of exhibiting companies interactive online: official list of exhibitors accessible on the platform and at **ifema.es/tecma** which allows exhibitors and visitors to prepare for the fair in advance. Each exhibitor's file includes contact information, video or image, logo, general company information, activity and products. LIVE Connect participants can perform advanced searches, chat or request an appointment by videoconference or at the show.

### 5.2.2. How to access the platform.

You will receive a Welcome email to the email address you provided as your main contact to TECMA team.

The sender of the email is "**lnnoreply@ifema.es**", please check your inbox and spam folder. Remember to use an updated browser (not Microsoft Explorer).

- **Case 1:** If you have an IFEMA MADRID account with the email address you indicated as the main contact + login
- **Case 2:** If you do not have an account, you must click on "Create account" with the email address you indicated as the main contact.

**IMPORTANT: in both cases it must be the email address to which the welcome email was sent.**

You can already see the main buttons of the platform. Please note that some functionalities (list of exhibitors, sessions, etc.) may still be inactive. You will see that you have 2 profiles:

- Person profile, with contact information, position, interests, etc.
- The company's one, which can be accessed from the "Exhibitor Area" on the upper right hand side. From this moment on you will be able to access with your email and password from **ifema.es/tecma** and from the welcome email.

### 5.2.3. Editing of company and personal profiles

To edit your profile, you must click on your user profile that you will find on the top right side of the platform, a drop-down menu will appear, you have to enter "**Exhibitor Area**". In addition to general company information, you will be able to add a video and a header **background, products and brands**. It is very intuitive, but we will help you if you have doubts. Complete your personal profile and make it visible so that community participants can request you as a contact, suggest a meeting time or chat with you. Profiles with a photo are more attractive.

**Remember that the more company data you fill in and the more products, content and images you upload, the more chances of making contacts you will have.**

### 5.2.4. Add products

**LIVE Connect** is searchable by company, person and product. Be sure to take advantage of the possibility to include name, information and images of your products so that participants can view your information.

From the "Exhibitor Area" accessed from your profile within LIVE Connect, you can access "**Products**" from the left side to add them.

### 5.2.5. Networking

**TECMA LIVE Connect** will allow you to enrich and nurture the network of professional contacts of your sales team by qualifying leads from all over the world.



## REQUEST CONTACT OR MEETING WITH PARTICIPANTS IN THE LIVE Connect COMMUNITY

**LIVE Connect** gives you the opportunity to search for contacts among your participants. You can use filters by country, activity, position, products of interest, etc..., for your searches. Once you have located the leads, you can chat with them, request contact or invite them to a meeting at a trade show or by videoconference. Be proactive and take advantage of the possibility of getting a good list of contacts.

## ACCEPT CONTACT OR MEETING REQUESTS

In **LIVE Connect** as an exhibitor you can receive messages, meeting requests at the trade fair or by video call and contact requests. They are addressed to a member of the team and you will be able to schedule your schedule of appointments at the fair well in advance.

## FIND OTHER EXHIBITING COMPANIES TO DO BUSINESS WITH

You may find interesting partners, distributors or suppliers among them. You will be able to chat with them and request contact or a meeting.

# 6. Self-design Stand

**6.1.** Any Exhibitor choosing to build their own stand with the Floor-Only package stand must submit their self-design, floor plans and front and side views to the IFEMA MADRID Fair Services Office.

**stecnica@ifema.es** for approval by May 3 2024.

## 6.2. SET-UP PERMIT

The company in charge of setting up self-design stands must pay IFEMA MADRID the associated set-up permit fees to cover services provided during the Fair set-up and dismantling periods. This includes first aid, reduced prices for catering services, electrical inspections, cleaning of common areas, electrical connections and supply during assembly and dismantling, use and maintenance of paint shops, personalised assistance service for set-up personnel, and customised signs for stands. Depending on the different facilities and services used, the fees for Set-up Permits for the entire stand, including any second floors, are as follows:

- **Rate A:**

Undecorated spaces, or spaces covered by carpet or wood panel: €2,72/sq.m + VAT (1)

- **Rate B:**

Basic aluminium or similar modular stands: €5,45/sq.m + VAT (1)

- **Rate C:**

Modular design stand in aluminium, wood and other materials: €8,58/sq.m + VAT (1)

## 6.3. SPECIFIC RULES FOR SELF-DESIGN STANDS

- The maximum height permitted for self-design stands at TECMA 2024 is 4m at the stand perimeter.
- To raise walls or decorative elements up to a maximum height of 6m, a margin of 1m from the outside all along the stand perimeter is required.
- All other rules are given in the IFEMA MADRID General Rules of Participation.

## 7. Recommendations for the design and construction of free design stands

Please check recommendations and updated regulations at [ifema.es/en/support](https://ifema.es/en/support)

## 8. Other considerations

Any additional services or modifications to the aforementioned features will be made at the exhibitor's expense. Ifema will try to adapt the layout of all stand elements, any extras requested and structural elements supporting the stand to the exhibitor's needs where technically feasible and provided the plan with instructions is received at least 15 days before set-up begins.

Once the stand has been set up, all changes to the location of all elements that have not been notified by the established date will be billed. The elimination or substitution by the exhibitor of any component of the modular stand shall not imply any cost reduction. All equipment used, both structural and electrical, is on a hire basis and any damage will be billed at the current rate. Exhibitors may also hire the items shown in IFEMA MADRID's Services Catalogue.

## 9. Types of participation

### 9.1. Basic Turnkey Stand Package

#### • STAND DESCRIPTION

- Stand open to one or more aisles.
- Aluminium frame structure and melamine walls
- Storeroom with door and key as follows: Stand up to 16 sq.m. 1 x 1m.  
Stand from 16.5 to 32 sq.m. 2 x 1m. Stand over 32.50 sq.m. 3 x 1m.
- Furniture; 1 Round table (Dom ME01), 2 Chairs (Madrid SI01),  
1 Reception counter (Tana C007), 1 Stool (Lima SI72)
- Fair-type fitted carpet in green colour.

#### • LIGHTING

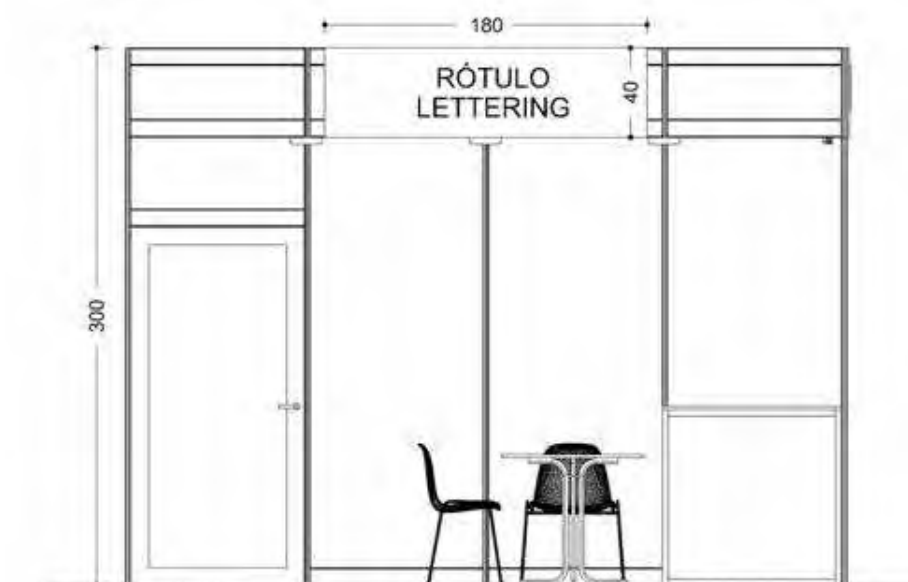
- General lighting based on led spotlights in brackets at the rate of 1 spotlight every 3 sq.m of stand
- Electrical installation comprising switchboard with differential circuit breaker, and with a built-in outlet of 500w prepared for up to 130w/sq.m.

#### • LETTERING

- Sign in standard letters with the name of the exhibitor as well as the stand number, placed on the front facing each passageway.

#### • INCLUDED SERVICES

- Minimum electrical power (0,13 Kw/sq.m.)
- Basic Civil Liability and Multi-Fair insurance
- Daily stand cleaning (once a day)



#### DESIGN FOR INFORMATION PURPOSES ONLY

- No drilling or nailing is allowed
- You may use adhesive tape which leaves no marks on the surface



## 9.2. Premium Turnkey Stand

### • STAND DESCRIPTION

- Stand open to one or more aisles depending on the location.
- Chipboard walls painted in colour, black, gray or white (colour to choose in Exhibitor Portal). if the default colour is not indicated it will be white
- Storeroom with door and key as follows: Stand up to 16 sq.m. 1 x 1m. Stand from 16.5 to 32 sq.m. 2 x 1m. Stand over 32.50 sq.m. 3 x 1m.
- Furniture; 1 Round table (Dom ME01), 2 Chairs (Madrid SI01), 1 Reception counter (Tana C007), 1 Stool (Lima SI72)
- Fair-type fitted carpet (colour to choose in : Exhibitor Area: between grey , gold, black, green leaf or blue. In case of not indicating colour, by default it will be green leaf.

### • LIGHTING

- General lighting based on led spotlights in brackets at the rate of 1 spotlight every 3 sq.m of stand
- Electrical installation comprising switchboard with differential circuit breaker, and with a built-in outlet of 500w prepared for up to 130w/sq.m.

### • LETTERING

- Sign in standard letters with the name of the exhibitor as well as the stand number, placed on the front facing each passageway.

### • INCLUDED SERVICES

- Minimum electrical power (0,13 Kw/sq.m.)
- Basic Civil Liability and Multi-Fair insurance
- Daily stand cleaning (once a day)



### DESIGN FOR INFORMATION PURPOSES ONLY

- No drilling or nailing is allowed
- You may use adhesive tape which leaves no marks on the surface

### 9.3. Start Up Stand

#### • STAND DESCRIPTION

- Stand open to one or more aisles depending on the location.
- Chipboard walls painted in colour, black, gray or white (colour to choose in Exhibitor Portal). if the default colour is not indicated it will be white
- Storeroom with door and key 1x1m.
- Furniture; 1 Round table (Dom ME01), 2 Chairs (Madrid SI01).
- Fair-type fitted carpet in colour jasper gray.

#### • LIGHTING

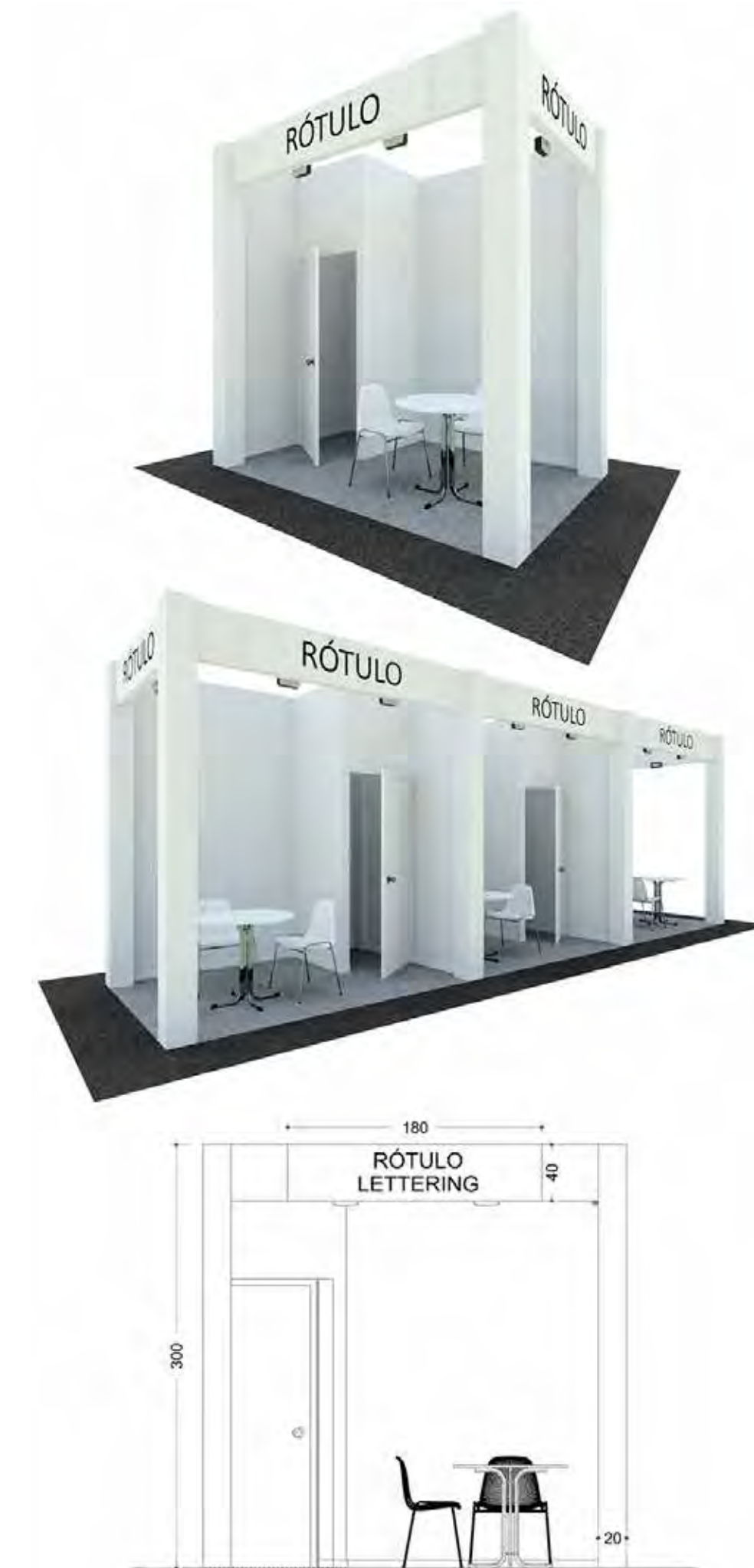
- General lighting based on led spotlights in brackets at the rate of 1 spotlight every 3 sq.m of stand .
- Electrical installation comprising switchboard with differential circuit breaker, and with a built-in outlet of 500w prepared for up to 130w/sq.m.

#### • LETTERING

- Sign in standard letters with the name of the exhibitor as well as the stand number, placed on the front facing each passageway.

#### • INCLUDED SERVICES

- Minimum electrical power (0,13 Kw/sq.m.)
- Basic Civil Liability and Multi-Fair insurance
- Daily stand cleaning (once a day)



#### DESIGN FOR INFORMATION PURPOSES ONLY

- No drilling or nailing is allowed
- You may use adhesive tape which leaves no marks on the surface

- OBSERVATIONS

- All services or modifications that you wish to add or make, parting from these basic features shall be at your expense.
- We shall try to adapt the layout of the elements that form the stand, the additional ones as well as the structural ones that are necessities for the support of the stand as much as possible to the exhibitor's needs, if it is technically possible and the plan is received with the pertinent instructions at the latest fifteen days before the beginning of the assembling period.
- Once the stand has been assembled, changes in the location of any of the elements previously described, and of which the Management has not been notified, shall be billed.
- The elimination, by the exhibitor, of any element of the prefabricated stand shall not mean a reduction in its cost.
- All material you may use, both structural or electrical, is rented, and therefore, any deterioration in it shall be billed at current rates.

## 10. Expo Zone

### 10.1. Exhibitor Catalogue

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

- Invoices and payments
- E-commerce
- Exhibitor calendar
- Booth plan
- Documents Let your contacts and guests know what will be happening at your booth and what activities and events you are organising or taking part in.



## 11. Exhibitor passes and e-invitations

### 11.1. Exhibitor Passes

All passes must be requested through the Exhibitor Area.  
Those passes not expressly requested will not be issued.  
Additional exhibitor passes may be requested.  
Each exhibitor decides when he/she wishes to apply for and fill in the exhibitor passes section in the Exhibitors' Area.

### 11.2. Visitor Information

It is absolutely necessary that all Professional Visitors who are going to enter the venue will be required to be accredited as Sector Professionals at the registration desks or through the registration desks or through **ifema.es/tecma** in the space for visitor pre-registration, at for visitor pre-registration, in order to avoid queues during the registration process. registration process.

The free online pre-registration will be operational until 11 June 2024 inclusive. By this date, visitors who pre-registered at TECMA will receive will receive their free access card to the exhibition by email.

**Please refrain from visitors under 16 years of age.**

**We appeal to the good use and destination of the Visitor Passes. Professional, in order to ensure the professionalism of the fair. Please visit access controls will be carried out for this purpose.**

## 12. Extra Services

**12.1.** Once space is allocated for the Fair, IFEMA MADRID will notify the exhibitor about additional elements and services available. These services can be booked at **ifema.es/tecma** in the Exhibitors' Area. A 5% discount will be applied to the price for extra services for Fair participants which can be booked through the Exhibitors' Area of the TECMA website, up to one month before set-up. These rates are subject to periodic changes depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Exhibitors' Area. Please note that any services booked in the week prior to beginning set-up will be subject to a 25% late booking surcharge. This Exhibitors' Area online booking channel will be closed one day before set-up. (This does not include minimum mandatory services, outdoor advertising, meeting rooms and Fair payment card reader, or specific services for Fairs, such as exhibitor passes).

**12.2.** IFEMA MADRID offers a Comprehensive Stand Design Service, fully customised to suit to your needs and backed by the full IFEMA MADRID guarantee. This covers stand planning, design, set-up and dismantling. Request a free quote for a tailored project to **infodesign@ifema.es**

**12.3.** Advertising Services to improve your visibility at the Fair and ensure a maximum return on your investment.

- Sponsorship of promotional material with your logo or brand image: credentials lanyards and other specific items defined by your company to be given to visitors.
- Sponsorship of spaces and workshops.
  - Outdoor Advertising.
  - Fair website banner

## 13. Other useful information

- 13.1.** No access for set-up personnel or participants, or set-up or fitting out of stands is permitted outside the days and times given in the IMPORTANT DATES section.
- 13.2.** Any exhibitor who has not paid in full the fees for modular stand hire or services booked will not be permitted to occupy or use the stand.
- 13.3.** Exhibitors must not leave products exhibited on their stand unattended at any time during the Fair. Failure to comply with this rule may lead to disqualification for preferential renewal of allocated space.
- 13.4.** Exhibitors may access their stands from 9 a.m. and may leave them at any time after the fair closes, until 8 p.m.
- 13.5.** Direct sale of any articles exhibited at the Fair is expressly prohibited.
- 13.6.** Noisy demonstrations that may annoy other exhibitors are forbidden. The maximum noise level is 60 decibels.

- 13.7.** The exhibitor authorises the full or partial reproduction of any products exhibited that IFEMA MADRID may need/reproduce in its promotional material

### 13.8. REMOVAL OF WASTE AND ASSEMBLY AND DISPLAY MATERIALS

All companies participating in the assembly and dismantling of stands at each fair or event are directly responsible for the waste they generate and must ensure that it can be removed on time. IFEMA MADRID can optionally provide for the hiring of containers for selection and removal of waste and will supervise them (see rates in the Exhibitors Area, under Booking Services, in the section on cleaning and waste containers).

**Exhibitors shall be liable for any costs related to the removal of any materials not removed by exhibitors from the exhibition areas of the hall before the deadline, which will be billed by IFEMA MADRID** at the established rates. Exhibitors forfeit any right to claim for loss or damage for such materials. (See article 35 of the General Rules for the Participation of Exhibitors in Fairs Organized by IFEMA MADRID).

IFEMA MADRID is committed to the 2030 SDGs (United Nations Sustainable Development Goals) and is certified to ISO 20121 for sustainable events

# 14. IFEMA MADRID Services    ifema.es/servicios-expositor

Promote your brand		Telephone	Email
Advertising at the venue and in digital channel	Boost the presence of your brand and products at the trade fair. Our Advertising team will advise you on the best physical and digital supports to generate the greatest impact.	(+34) 91 722 53 40 (+34) 91 722 53 08	publicidadexterior@ifema.es
Graphic decoration for stand	Customize your modular stand with your brand image. Our team of Advisors will help you define what best suits your stand and will follow up on production and installation. You will have everything ready for when you arrive.	(+34) 91 722 57 22	decoraciongrafica@ifema.es
Stand design and construction	Do you need a spectacular stand design adapted to your budget? Our partner companies have extensive experience in the exhibition sector and IFEMA MADRID guarantees the quality of their designs and assemblies. Contact us without commitment.	(+34) 91 722 57 22	infodesing@ifema.es
Organize and decorate your space			
Furniture	Make your space a place of work and relationship with your clients. Tables, offices, sofas, counters, everything adapted to your style and budget.	(+34) 91 722 30 00	lineaifema.expositor@ifema.es



Organize and decorate your space

		Telephone	Email
Plants and floral arrangements	We rent plants, flowers, and we design projects adapted to your stand. We take care of their maintenance during the trade fair.	(+34) 91 722 30 00	plantas@ifema.es
Cold and kitchen equipment	Solutions for food preservation and hospitality for all the activities you want to organize in your stand.	(+34) 91 722 30 00	equiposdefrioycocina@ifema.es
Telecommunications and IT	We have the latest technology in equipment and connectivity to cover all communication needs.	(+34) 91 722 30 00	telecomunicaciones@ifema.es
Support staff	We offer you from support staff to help you in the assembly to hostesses during celebration, who will help you to attend your customers in different languages and with the utmost professionalism.	(+34) 91 722 57 22	lineaifema.expositor@ifema.es
Cleaning and waste containers	Health assurance and sustainability are primary concerns for IFEMA MADRID. To this end, we provide exhibitors and assemblers with various types of cleaning services and a complete waste management system that complies with all environmental and health and safety standards and regulations.	(+34) 91 722 57 22	lineaifema.expositor@ifema.es
Audiovisuals	We have the best equipment for multimedia presentations, sound and translation in stands and rooms.	(+34) 91 722 57 22	lineaifema.expositor@ifema.es

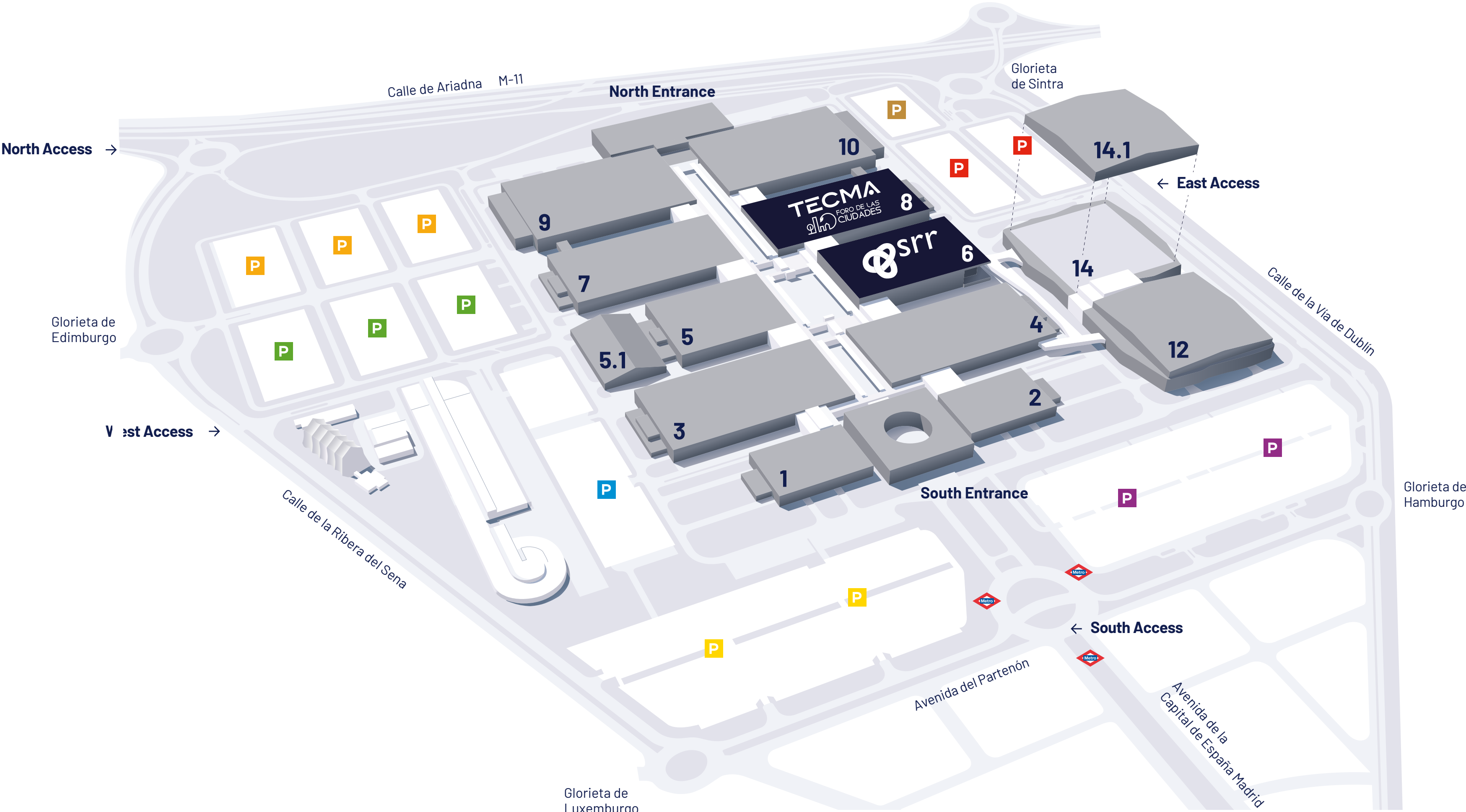
Support services and logistics

		Telephone	Email
Transport and storage	Sending, receiving and storing the merchandise you need for your participation is very easy at IFEMA MADRID. We offer a complete or partial service, national or international, always adapted to your needs.	(+34) 91 722 30 00	lineaifema.expositor@ifema.es
Driverless cherrypickers and lifters	If you need to unload merchandise or use special machinery to display your product, we have a wide range of driverless cherrypickers, forklifts and lifters to complete any task.	(+34) 91 722 30 00	carretillasdealquiler@ifema.es

Booking Conditions

Last minute Services Catalogue	Now, during the assembly and celebration you can also hire online the services you need. Without the need to go anywhere, just with your access codes.	(+34) 91 722 30 00	lineaifema.expositor@ifema.es
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15. Map





# 16. Contact us

<b>Fair Management</b>	<ul style="list-style-type: none"> <li>• <b>Director:</b> David Moneo</li> <li>• <b>Commercial Area:</b> Maria García de Tuñón</li> </ul>	tecma@ifema.es	(+34) 91 722 30 00
<b>Servifema</b> Services bookings	<ul style="list-style-type: none"> <li>• Services bookings</li> <li>• Services billing</li> <li>• Payments</li> <li>• Fair Catalogue Orders</li> </ul>	servifema@ifema.es	(+34) 91 722 30 00
<b>Fair Services Management</b> Technical Secretary's Office	<ul style="list-style-type: none"> <li>• Technical support for exhibitors</li> <li>• Technical Secretary's Office</li> <li>• Review of stand set-up projects (Fair Services Management)</li> </ul>	stecnica@ifema.es	(+34) 91 722 30 00
<b>Services Area</b>	<ul style="list-style-type: none"> <li>• Services Booking and Services Assistance</li> <li>• Stand design service</li> </ul>	lineaifema.expositor@ifema.es infodesign@ifema.es	
<b>Outdoor Advertising</b>	<ul style="list-style-type: none"> <li>• Booking of advertising spaces and sponsorable elements at the Exhibition Site</li> </ul>	publicidadexterior@ifema.es	(+34) 91 722 53 40/08
<b>Communication and Marketing Management</b>	<ul style="list-style-type: none"> <li>• <b>Director:</b> Raúl Díez</li> <li>• <b>Press and Media Relations Officer:</b> Marta Cacho</li> <li>• <b>Press Officer:</b> Jesús González</li> <li>• <b>International Press:</b> Helena Valera</li> <li>• <b>Press Secretary:</b> Pilar Serrano</li> </ul>	<ul style="list-style-type: none"> <li>• Media Relations</li> <li>• Press information on trade fairs and exhibitions organised by IFEMA MADRID</li> <li>• Institutional press information</li> <li>• Press accreditations for trade fairs and exhibitions</li> </ul>	(+34) 91 722 50 90  jesusg@ifema.es

Conventions and Congresses	<ul style="list-style-type: none"><li>• Management of specific requirements for rooms</li></ul>	(+34) 91 722 50 72 convenciones@ifema.es
Institutional Relations Protocol	<ul style="list-style-type: none"><li>• Institutional Visits</li><li>• Guided tours</li><li>• Protocol for all events</li><li>• Institutional Relations</li></ul>	(+34) 91 722 50 82 infoifema@ifema.es
Security and Self-protection	<ul style="list-style-type: none"><li>• General security</li><li>• Access to Fair Site</li><li>• Parking</li></ul>	(+34) 91 722 50 65 dsinternos@ifema.es
Medical Service	<ul style="list-style-type: none"><li>• Medical emergencies</li><li>• Medical attention for exhibitors and visitors during opening hours, set-up and dismantling.</li></ul>	(+34) 91 722 54 00

Up Date: 12/01/2024

# Feel the Inspiration

Av. del Partenón, 5  
Madrid, Spain

**ifema.es**

