



# WORLD DOG 2020 SHOW MADRID



Your great day.

Exhibitors Guide

**23-26  
Jun  
2022**

Recinto Ferial  
[wdsmadrid2020.com](http://wdsmadrid2020.com)

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# 1. How to be an exhibitor

- 1.1. The contracting of space shall be carried out by filling in the ONLINE APPLICATION FORM that is available on the trade fair's web page: **wdsmadrid2020.com**. Once the final details of your application have been agreed, you will receive the corresponding exhibition contract.
- 1.2. The application must be accompanied by the corresponding reservation fee.
- 1.3. Exhibitor cancellation will be governed by the provisions of Article 7 of the General Conditions for Admission and Contracts at Exhibitions Organised by IFEMA MADRID, which form part of the General Participation Regulations.
- 1.4. All companies and public or private organisations whose activities are considered to be included in the sectors covered by the Fair may apply to take part in the Fair.
- 1.5. Signing and submitting the Participation Application Form implies full acceptance of IFEMA MADRID's Participation Regulations, as well as those specific to WD and the general provisions established by the Show Management.

## 2. Exhibition dates and times

- 2.1. **WORLD DOG SHOW** will take place at IFEMA MADRID from June 23 to 26, 2022.

- 2.2. **OPENING HOURS: VISITORS From 9:30 a.m. to 8 p.m.** During this time the stands must remain open to the visiting public and be properly attended by competent personnel. **EXHIBITORS From 8:30 a.m. to 9:30 p.m.** The exhibitors Will be able to access the enclosure at **8.30 a.m.**, at which time the participants in the dog shows have access.

- 2.3. Exhibitors may remain until 1 hour after closing time, that is until **9:00 p.m.**

## 3. Allocation of exhibition space

- 3.1. The space allocation corresponds exclusively to the Fair Management.
- 3.2. Event Management may alter allocated spaces or make alterations in the layout of the halls for organisational purposes.

## 4. Dates for making payments

- 4.1. On presentation of the Participation Application: 50% of the contracted participation modality.
- 4.2. **May 12 2022:** Deadline for payment of 100% of the space and services contracted.
- 4.3. The exhibitor's withdrawal from participation shall be grounds for forfeiture of the amount paid in advance. If the exhibitor withdraws within 30 days prior to the opening of the Show, he may be required to pay in full for his space, even if it may subsequently be occupied by another exhibitor. (See article 7 of the General Participation Regulations).

# 5. Participation types

## 5.1. Free Desing (Only Floor): (Minimum surface 30 sq.m)

Only Floor from 30 sq.m.-50 sq.m. ....	144,2 €/sq.m. + VAT (1)
Only Floor from 50,5 sq.m.-100 sq.m. ...	133,9 €/sq.m. + VAT (1)
Only Floor from + over 100 sq.m. ....	118,45 €/sq.m. + VAT (1)
The Only Floor modality implies the obligatory contracting of:	
Civil Liability Insurance .....	60,11 € + VAT (1)
Multifair Insurance .....	57,06 € + VAT (1)
Minimum electrical energy: 0,13 kW/m .....	6,25 €/sq.m

- **Assembly rights (Including at Turnkey Stand format):** The company in charge of assembling a stand must pay IFEMA MADRID, before assembly starts, the fees for assembly rights corresponding to the services provided during the assembly and dismantling period of the Fair. This payment must be made through Exhibitors' Area

- **Fee TYPE A:**  
Un decorated spaces, or covered by a carpet or wooden floor ..... 2,29 €/sq.m + VAT (1)
- **Fee TYPE B:**  
Basic modular stands in aluminium or simila ..... 4,59 €/sq.m + VAT (1)
- **Fee TYPE C:**  
Modular design stands in aluminium, carpentry and other materials .....7,22 €/sq.m + VAT (1)

## 5.2. FLOOR + TURNKEY STAND

9 sq.m. (Turnkey Stand).....	1.526,40 € + VAT(1)
12 sq.m. (Turnkey Stand) .....	2.035,20 € + VAT(1)
24 sq.m. (Turnkey Stand).....	4.070,40 € + VAT(1)
Additional sq.m. ....	170,00 € / sq.m. + VAT(1)

The contracting of the Floor+ Turnkey Stand modality includes:

- “Multifair” and civil Liability Insurancel
- Minimum consumption of electricity (of 0,13 kw / sq.m.)
- 1 stool “Lima”
- 1 counter “Tana”

(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.



## Communication & Marketing

Obligatory rate for all modalities (Floor Only and Floor+Modular Stand) Includes internet access via WIFI at the fair (3 users).

In addition, and with access through the Exhibitors' Area from **wdsmadrid2020.com**, you can: Publish your company's news and novelties in the Virtual Press Room; Contract space and services online; Consult your online invoicing statement at any time; Indicate your stand's sign; Manage and print your Exhibitor Passes.

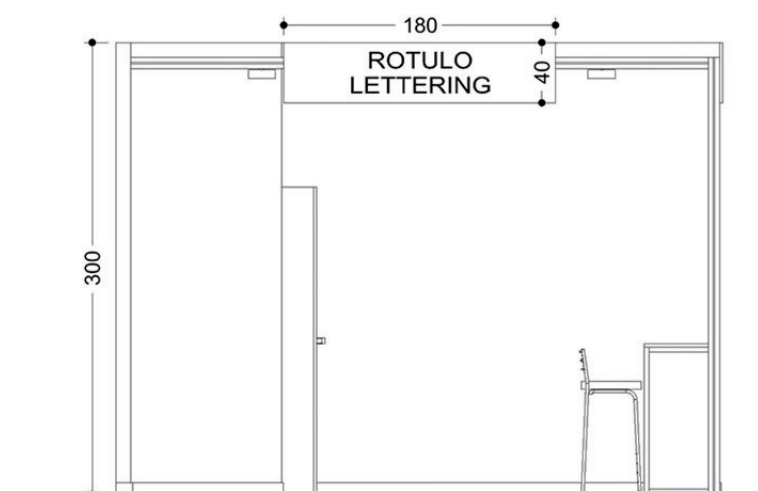
**Fee:** 180 €+VAT (1)

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

## 6. Características del stand modular

### STAND DESCRIPTION

- Stand open onto aisles
- Aluminium frame structure in grey colour.
- Chipboard pannels in colour to choose between: white, black, green (pantone 369U), mustard (pantone 7406U), blue (pantone 3005U)
- Storeroom with door as follows:
  - Up to 16 sq.m. .... 1x1
  - From 16.5 to 32 sq.m. .... 2x1
  - From 32.5 sq.m. upwards..... 3x1



### SAMPLE DRAWING

- No making holes or nailing is permitted
- Fixing with adhesive tape which removed don't damage the panels is permitted

- Furniture regardless of the sqm contracted: 1 stool (SI72) and 1 counter (C007).
- Trade fair carpeting to choose between: jasper grey, red, mauve, royal blue or green.

### LIGHTING

- General lighting based on led spotlights in rails at the rate of 1 spotlight every 4 sq.m of stand.
- Electrical switchboard equipped with differential magnetotherm prepared for up to 130 w/sq.m., and with a 500 W built-in outlet.

### LETTERING

Sign in standarized letter with Exhibitor's Name and Stand Number on each side facing an aisle (maximum 20 characters).

### INCLUDED SERVICES

- Basic Civil Liability and Multi-Fair insurance.
- Minimum Electrical power (0,13 Kw/sq.m.).

### OBSERVATIONS

- All services or modifications the exhibitor wishes to make to these basic features shall be at their own expense. The elimination or substitution by the exhibitor of any formative element of the modular stand does not imply a reduction in cost.
- Efforts will be made to adapt the distribution of all elements comprising the stand, any additional parts requested and all the structural elements

to support the stand to the exhibitor's needs, whenever technically possible and the plan of the relevant instructions is received at least 15 days before the start of assembly.

- Once the stand has been assembled, changes in the placement of any element which have not been communicated by the set date will be invoiced.
- All material used, both structural and electrical, is rented, and therefore, any deterioration will be billed at current rates.
- In addition, any exhibitor may book additional elements which appear in the IFEMA MADRID Services Catalogue.

## 7. Characteristics floor only

Participation as an exhibitor implies the obligatory contracting of the services indicated in point 5.1.

- All companies will be obliged to assemble their stand, including at least the middle walls with the wall of the hall or with other stands.
- Companies opting for the free construction of their stands must send the project to the IFEMA MADRID Technical Secretariat for approval, before **May 19 2022. [sectecnica@ifema.es](mailto:sectecnica@ifema.es)**

- The company in charge of the stand assembly work must pay to IFEMA MADRID, prior to the start of the work, the corresponding assembly fees (assembly fee) for the services rendered during the assembly and dismantling provided during the Fair's assembly and dismantling period.
- The maximum authorised height of the stands along their perimeter line is 4 metres. A single element on the perimeter may be raised up to a maximum height of 6 metres, except in the medians with neighbouring stands. Under no circumstances may construction or decorative elements exceed the height of 6 metres.
- The construction elements, decoration and spotlights may not protrude more than 50 cm. from the allocated space and from a minimum height of 2.5 metres. The spotlights must be directed towards the inside of the stand.

If in doubt, please consult IFEMA MADRID's Trade Fair Services Department.

## 8. Recommendations for the design and construction of free-design stands

Consult the recommendations and updated regulations at [ifema.es/en/soporte](https://ifema.es/en/soporte)

## 9. Exhibitor badges and invitations to clients

Each Exhibitor will receive, at Exhibitors' Area, depending on the assigned surface:

- **EXHIBITOR BADGES:** 2 units per 9 sq.m.
- **INVITATIONS:** 1 units per sq.m.

## 10. Removal of generated waste

The General Rules of Participation of IFEMA MADRID specify: Article 3535.- Removal of waste and assembly and display materials Pursuant to current legislation on urban waste, all Exhibitors, as well as the contracted and/or subcontracted companies are obliged, for the assembly and/or dismantling of stands, to assemble, dismantle and remove the assembly, decoration and exhibition materials used within the time periods established for this purpose. After the deadlines established for the removal of merchandise and decoration materials including those established specifically for the dismantling of the stand, all materials that still remain in the exhibition areas in the hall will be considered waste materials and will be removed by IFEMA MADRID. The Exhibitor will lose any right to claim for loss or damage thereof, the expenses related to their withdrawal being payable by the Exhibitor, who will be invoiced by IFEMA MADRID at the rate of €100/m<sup>2</sup> for all the square metres awarded.

If the stand is not dismantled within the established period, the Exhibitor shall pay IFEMA MADRID the cost of this service in accordance with the estimate provided by IFEMA MADRID based on the work to be carried out. IFEMA MADRID will use all the human and technical means at its disposal to detect possible abandonment of material and will apply the aforementioned article, both during assembly and dismantling.

IFEMA MADRID offers the contracting of the necessary containers at the following rates:



### CONTAINER PRICE INCLUDES

800 litres 53€+VAT (1)/unit Delivery and collection at stand and management of the waste.

30 m<sup>3</sup> €318 +VAT (1)/unit Delivery and collection at the stand and waste management.

### INSTALLATION OF RECYCLABLE CARPETING IN COMMUNAL AREAS

In line with IFEMA MADRID's commitment to the 2030 SDGs (United Nations Sustainable Sustainable Development Goals), as indicated in the Guide for Sustainable for Sustainable Participation in Trade Fairs and Events. And in order to optimise the process of installation and removal of recyclable trade fair carpeting for subsequent reuse and subsequent subsequent reuse and consequent elimination of the protective plastic at the origin. The timetables for the entry and exit of goods shall be adapted to these processes and shall be as to these processes and will be those reflected in the corresponding point.

Thank you for your collaboration with our environmental commitment.

## 11. Safety regulations for access to halls during assembly and dismantling

For safety reasons, and as a general and permanent preventive measure due to the concurrence of activities, it has been made compulsory to wear protective helmets, high visibility waistcoats and safety footwear during the assembly and dismantling phases of fairs and events in all exhibition areas.

This measure affects any person accessing, passing through, carrying out activities or simply being present in the halls or outdoor exhibition areas during assembly and dismantling tasks. All IFEMA MADRID operational personnel with a continuous presence in the halls and also those areas that access them on an ad hoc basis must do so with this personal protective equipment if the hall is being assembled or dismantled.

This regulation extends to assemblers, exhibitors, organisers, transporters, etc., who, if they do not have the necessary technical equipment, can purchase what they need from Exhibitor Services.

## 12. Parking of tourism and camper vans

During the World Dog Show 2022, parking of camper vans is subject to the same terms and conditions as car parking, with the following provisos:

### 12.1. Parking of cars and certain vehicles not exceeding 6 meters.

Camper vans may be parked in the car parks for visitors, or those for paying exhibitors if they have a stand, on payment of the corresponding charge, and subject to the conditions and times for each car park.






The **YELLOW** and **PURPLE** car parks only allow vehicles up to 5m long and 2.2m wide.

The **ORANGE / GREEN** and **BROWN / RED** car parks admit camper vans only in areas marked for them and up to 6m long and 2.2m wide.



12.2. Parking of lorries and similar vehicles:

Vehicles of any type, including camper vans, commercial vehicles and others over 6 metres long and/or 2.2 metres wide, must be parked in the parking areas specified for lorries at a cost of €6 per hour, maximum €30 per day, on payment of the fee established for this type of vehicle. Under no circumstances will the exhibitor's parking pass be valid for parking in this area.

Colour	Type	Specifications	Price/ hour	Maximum price/ day	Prepayment
	Tourism and Motorhome	Up to 5 m. long, 2.20m wide	2,85€	20,00€	14,00€
	Tourism and Motorhome	Up to 6 m. long, 2.20m wide	2,85€	20,00€	14,00€
	Exhibitors	Up to 5 m. long, 2.20m wide	2,85€	20,00€	14,00€
	Handicapped	Up to 5 m. long, 2.20m wide	2,85€	20,00€	14,00€
	Lorries and similars	Over 6 m. long and/or 2.20m wide	6,00€	30,00€	

12.3. Miscellaneous:

- IFEMA MADRID parking areas are equipped with video surveillance cameras.
- IFEMA MADRID has no safe deposit system for contents: portable or removable accessories, owners' personal effects, or any type of merchandise. In accordance with the above, IFEMA accepts NO responsibility for safe-keeping, security and/or surveillance of the aforementioned contents.
- All vehicles of any nature are subject to existing parking regulations.
- Vehicles may not enter the area for any purpose other than strictly parking.
- Under no circumstances will it be possible to spend the night or undertake any kind of camping, activity, meeting or gathering of people or their pets therein for any purpose whatsoever without express and special permission from IFEMA MADRID.
- Vehicles may only go in and out within the car park opening hours as indicated on the entrance notice boards, following payment of the appropriate charge at the machines and/or payment stations provided for the purpose.
- Transportation of animals in any vehicle will be affected in such a way so as not to interfere with driving, compromise traffic safety or involve inappropriate conditions for the animals from an ecological or physiological point of view. In any event, leaving animals inside vehicles for any length of time will not be permitted. Municipal Regulations. Date of Order: **26/07/2001**.

13. Exhibitor calendar

Date	Subject	Whats to do	Contact
From March 2022	Space Application Form	Submit the online Space Application Form	wdsmadrid2020info@ifema.es wdsmadrid2020.com
May 12, 2022	Payment	Deadline to pay 100% of the space costs due.	
Until May 19, 2022	Projects	For exhibitors who have chosen floor only, I will send the stand decoration project to the IFEMA MADRID Trade Fair Services Department <b>sectecnica@ifema.es</b> TURNKEY STAND: Send is the set-up floor plan for our shell scheme stand	Exhibition Service Management sectecnica@ifema.es
	Booking Services with discount	Remember to contract your Services through the Exhibitors' Area. By contracting the services through the Exhibitors' Area you will obtain a 5% discount on the price of each service (not including the minimum compulsory services, outdoor advertising. Mandatory minimum services, outdoor advertising, meeting room and payment terminal Fair payment terminals such as exhibitor passes, etc). subject to periodical modification according to the evolution of costs. The updated prices are available at the time of contracting on the institutional website in the Exhibitors' Area space.	(+34) 91 722 30 00
June 3, 2022	Turnkey Stand	Deadline to communicate the lettering with the exhibitor's name (modular stands)	Exhibitors' Area
June 12, 2022	Booking Services with surcharge	Booking Services made 7 days before the Assembly of the Fair will have a 25% surcharge.	
June 19 (8:30 a.m. to 7:30 p.m) June 20, 21 (8:30 a.m to 9:30 p.m)	Assembly	Free-design stand Assembly (8:30 a.m to 9:30 p.m)	



Date	Subject	Whats to do	Contact
Until June 22, 2022	Invitations and Exhibitor Badges	<ul style="list-style-type: none"><li>• Submit the electronic invitations to your clients.</li><li>• Print your Exhibitor Badges</li></ul>	Exhibitors' Area by using your username and password
June 22, 2022	Turnkey Stands	<ul style="list-style-type: none"><li>• Delivery of Turnkey Stands from 8:30 a.m.</li><li>• Arrival of goods and decoration material from 8:30 a.m. to 9:30 p.m.</li><li>• From 7:00 p.m. onwards, entry will only be possible through the pedestrian gates, closing the goods gates in order to proceed to the installation of carpeting</li></ul>	
From June 23 to 26, 2022	Celebration	From June 23 (Thursday) to June 26 (Sunday). Schedule from 9:30 a.m. to 8 p.m.	
June 26, 2022	Removal of goods and decoration material	<ul style="list-style-type: none"><li>• Sunday 26 June from 8:30 p.m to 12:00 p.m.</li><li>• From 8:30 p.m to 9:30 pm you will only be able to exit through the pedestrian gates to remove the carpet. After this time, the merchandise gates will be open until 24:00h.</li></ul>	
June 27, 2022	Dismantling	Dismantling of FREE DESIGN / Only Floor stands from 12:00 p.m. to 12:00 p.m.	

14. Map





# Transport Plan



Geographic Coordinates: 3° 37' 0" W

# 15. Contact us

## Department

## Ask me about...

## Contact

### Exhibition Management

**Managing Director:** Asier Labarga  
**Commercial Manager:** Mercedes Monasterio

**Coordinator:** Beatriz Ferrándiz

**Secretariat:** Yolanda Rodríguez

690 00 62 40  
mercedes@ifema.es  
683 62 76 06  
beatriz.ferrandiz@ifema.es  
686 85 73 97  
yolandar@ifema.es  
wdsmadrid2020info@ifema.es

### Invoicing and contracting of services

### Servifema

- Contracting of Services
- Invoicing Services
- Payments

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

### Exhibition Services Department

### Technical Department

- Technical support for exhibitors and stand builders.
- Stand assembly project approval.
- Solutions to the technical problems during the Exhibition.

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

### Communication and Marketing office

- Relations with the media.

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

Up Date 11/05/2022





# Feel the Inspiration

Av. del Partenón, 5  
Madrid, Spain

**ifema.es**

