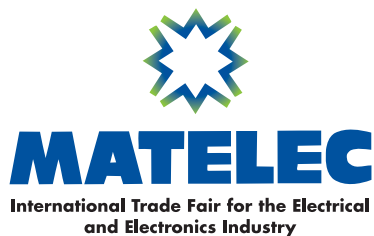


23-26
OCTOBER
2012
MADRID - SPAIN



ORGANISED BY



IFEMA
**Feria de
Madrid**

YOUR MEETING

EXHIBITOR GUIDE

SPECIFIC TRADE FAIR REGULATIONS



ELECTRICAL INSTALLATION
TECHNOLOGIES

BUILDING AUTOMATION,
INDUSTRIAL CONTROL
AND ELECTRONICS

ELECTRICAL ENERGY

HOME DIGITAL AND TELECOM
SYSTEMS INTEGRATORS

1. HOW DO I BECOME AN EXHIBITOR?

- 1.1** Space may be booked by sending the **Exhibitor Application Form** to the Exhibition Management, together with proof of payment of the reservation fee. You can fill in the Application Form on line in www.matelec.ifema.es or you can send it by e-mail to matelec@ifema.es or by fax in **91 722 58 07**.
- 1.2** To participate in the Trade Fair, the business activity of the company, public or private organisation must form part of the sectors represented at MATELEC.
- 1.3** In the event that the Contracting Company designates another entity as the Invoicing Company, the details of both companies must be included in the Application Form, which must be signed by both. Payments must be made in accordance with the MATELEC **calendar** which appears in the Exhibitor's Agenda.
- 1.4** The signature and presentation of this Application Form constitutes an irrevocable agreement by the applicant and acceptance of IFEMA's **General Regulations for Participation**, and other general dispositions which may be introduced by the Exhibition Management.
- 1.5** In the event that the Exhibitor cancels their participation, the advance amount paid shall not be returned. Should such cancellation be made within the 30 day period prior to the opening of the Exhibition, the exhibitor may be required to make full payment for the space allocated to them, even if said space may later be occupied by another company (See article 7 of General Participation Regulations).
- 1.6** Once the space has been allocated, the Event Management will send an **Official Allocation Letter / Exhibition Contract** by letter or email with a stand location and layout, estimate, and all the information on services offered by IFEMA to help you to expedite and maximise your participation at the Trade Fair.

30 MARCH: FIRST PRIORITY CUT FOR SENDING PARTICIPATION REQUESTS AND TAKING PART IN THE FIRST PREFERENTIAL SPACE ALLOCATION.

(The meeting for the first Preferential Allocation will take place on 25 and 26 April).



2 PARTICIPATION RATES

10% DISCOUNT FOR PROMPT PAYMENT*

5% DISCOUNT EXCHANGEABLE FOR SERVICE VOUCHERS**

2.1 Generally the free design stand format is available for this Fair, except for exhibitors booking a space less than 32 sq.m who must sign up for one of the "All Inclusive" Modular Stand formats.

A/ RATES (just floor – Free design).

Minimum surface area 32 sq.m and maximum of 150 sq.m.

From 33 to 50 sq.m	€ 125 sq.m + 8% VAT
From 51 to 100 sq.m	€ 121 sq.m + 8% VAT
From 101 to 149 sq.m	€ 119 sq.m + 8% VAT
Space of 150 sq.m	€ 114 sq.m + 8% VAT

Second floor	€ 59.50 sq.m + 8% VAT
Outside space	€ 59.50 sq.m + 8% VAT

B/ MODULAR "ALL INCLUSIVE" STAND

Minimum surface area 16 sq.m

BASIC	€ 2,843 + 8% VAT
Additional sq.m	€ 174.80 sq.m + 8% VAT

PREMIUM	€ 3,649 + 8% VAT
Additional sq.m	€ 185.07 sq.m + 8% VAT

2.2 GENERAL SERVICES

The following are automatically contracted when participating as an exhibitor:

Civil Liability Insurance (*)	€ 52.61 + 8% VAT
"Multifair" Insurance (*)	€ 49.93 + 8% IVA
Minimum Consumption of electrical energy (0.13 Kw/sq.m)(*)	€ 3,423 sq.m + 8% VAT
Marketing Package	€ 215 + 8% VAT
(*) Include in Modular "All Inclusive" Stand.	

Marketing Package is a concept that includes the access to the services and elements that follows:

- **Advance Exhibitors' List:** An updated Digital Brochure and Newsletters which will be sent periodically to all the participants at the Trade Fair (visitors, exhibitors and the Media and which may be downloaded from www.matelec.ifema.es).
- **Official Online Exhibitors Catalogue:** An effective tool for preparing visits, organising meetings, advanced searches, learning about exhibitors' products and services in detail, ...).
- **Visitors' Guide:** Distributed free of charge at the Trade Fair, includes location plan, exhibitor list, programme of activities and services offered by IFEMA.
- **The Trade Fair's Interactive Information Points:** Located at different strategic points at the Trade Fair. Accessible to all visitors, who can search for exhibitors and print out individualized location maps.
- **Information boards in halls:** Information about the stand and holder in each of the halls.
- **Exhibitors's Area:** You can access to the Exhibitors's Area through www.matelec.ifema.es. It will allow exhibitors to:
 - Complete and update your company information and products for the Official Trade Fair Catalogue.
 - Access the "Trade Meeting Point": A Database of Trade Visitors, members of the Trade Meeting Point who can be contacted, sent information, invited to your stand, etc.
 - Meetings Manager: Application for offering and managing appointments and meetings with other exhibitors and visitors during the Trade Fair.
 - Online account statement relating to your invoices.
 - Online services booking system.
 - Online budgeting system.
 - Publish news and new features about your company in the Virtual Press Room and in Matelec NEWS.
 - Exhibitor passes and invitations for your customers (see point 5).

2.3 CO-EXHIBITORS

A Co-exhibitor is any company which participates in Matelec in the same space as the company which is the title holder of the stand.

For access to all the elements included in "Presence in Promotional and Service Elements", each co-exhibitor should complete the Co-exhibitors' Application Form, which includes "Marketing Package", the price being € 215 + 8% VAT.



*Exhibitors who pay 100% of their participation before 31 July will receive a 10% discount on the total space awarded. This does not apply to services. Similarly, exhibitors who opt for some of the all-included modular packages will get a discount on the corresponding part of the base area, depending on the area hired.

** They will be supplied with a voucher exchangeable for services included in the Service Catalogue equivalent to 5% of the floor space hired (minimum and compulsory services not included).

3' FREE DESIGN STANDS

3.1 Any exhibitor who chooses a Free Design stand should send the design to IFEMA Exhibition Services Management.

Fax (34) 91 722 51 27 - e-mail: stecnica@ifema.es for its approval, **before 24 September 2012.**

3.2 ASSEMBLY RIGHTS

The company undertaking the assembly work should send to SERVIFEMA filled in the “**Assembly Authorization**” that will be send to each Exhibitor in the Services Catalogue and pay IFEMA the corresponding fee for assembly rights corresponding to services rendered during the Trade Fair assembly and dismantling period: health care service (nursing staff), discount on catering services, inspection of electricity connections, connections and electricity supply during assembly and dismantling, use and maintenance of paint rooms, personalised service for fitters and individual space signage.

Based on the diverse use of installations and services, the fees for assembly rights, for the stand as a whole, including second floors, will be the following:

Undecorated spaces, or those covered by carpet or platform:

Fee TYPE A: € 2.01 sq.m + 8% VAT

Modular stands basic of aluminium or similar:

Fee TYPE B: € 4.02 sq.m + 8% VAT

Stands modular built form aluminium, wood or other materials:

Fee TYPE C: € 6.32 sq.m + 8% VAT



3.3 SPECIFIC ASSEMBLY REGULATIONS FOR FREE DESIGN STANDS

The maximum authorised stand height on the outside is 4 metres. An element containing specific information may be added to the outside up to a maximum height of 6 metres, except in-between neighbouring stands. In no event may the height of 6 metres be exceeded, either by construction or decoration elements.

Blind perimeter closures may be made from the first one and a half metres inside the stand and must not exceed 50% of each facade facing onto an aisle.

To make longer closures, these should be set back a minimum of 3 metres toward the interior and must not exceed 80% of the length of the facade.

Signs, banners and spotlights may not protrude more than 50 cm. from the allocated space, and from a minimum height of 2.5 metres, nor must they exceed the allowed maximum height of 4 metres on the perimeter. Spotlights must be aimed towards the interior of the stand. In case of any doubt, please contact the IFEMA Trade Fair Services Management.

It is not permitted to store packaging materials inside the hall. For this service, please request information from the trade fair secretary.

These specific regulations complement the “IFEMA General Participation Regulations”.

The interpretation and application of the regulations for each particular case is the responsibility of IFEMA, who reserves the right to grant exceptions if it deems necessary, based on the respect of the Event's general outlook and the visibility of neighbouring stands.



THE ASSEMBLY OF FREE-DESIGN STANDS:
16 to 22 October from 8:30a.m to 9:30p.m.

ENTRY OF GOODS AND DECORATION MATERIAL:
21 and 22 October from 8:30a.m to 9:30p.m.

REMOVAL OF GOODS AND DECORATION MATERIALS:
26 October from 7:30p.m to midnight.
27 October from 8:30a.m to 9:30p.m.

STAND DISMANTLING:
27 to 29 October from 8:30a.m to 9:30p.m.

4' "ALL INCLUSIVE" MODULAR STAND

The Trade Fair offers the chance to participate in the **simple, effective and profitable format** of a turnkey modular stand. With this option you can maximise your budget, time and resources a lot more effectively. There are two "all inclusive" Modular Stand options available in this format.

It will be compulsory to book one of the standard modular stands if the size of space hired is less than 32sq.m.

PREMIUM" MODULAR STAND:

- Space and Stand
- Painted wooden structure
- Cloth ceiling
- Trade fair style carpeting
- Storeroom (with door)
- 1 MG Internet connection
- 1 car park space
- Furniture for every 16 sq.m*:
 - 1 round glass table
 - 1 wooden stool
 - 1 coat-stand
 - 1 shelf of 4 shelves
 - 4 office chairs or similar
 - 1 wooden counter
 - 1 waste paper bin

Stand Modular "PREMIUM":



For reference

"BASIC" MODULAR STAND:

- Space and Stand
- Aluminium profile structure and melamine walls
- 1x1 lattice roof
- Trade fair style carpeting
- Storeroom (with door)
- Furniture for every 16 sq.m*:
 - 1 round table
 - 1 showcase
 - 1 coat-stand
 - 1 shelf of 4 shelves
 - 4 chairs
 - 1 stool
 - 1 waste paper bin

Stand Modular "BASIC":



For reference

BOTH MODULAR STANDS INCLUDE:

- General Lighting.
- Switchboard with magnetothermal differential and 500 W sockets, able to handle up to 130W/sq.m.
- Minimum electricity consumption (0.13 Kw/sq.m).
- Assembly Rights.
- Obligatory Insurance.
- Daily cleaning of stand (Type A. Once daily).
- Stand sign in standard lettering bearing the exhibitor's name and the stand number.

Note: Name on the stand sign must coincide with that used in all other promotional elements (Press Releases, Online Catalogue, Visitors Guide, Newsletter, etc.). If this field is not completed, the Commercial Name details will be added.

OTHER CONSIDERATIONS TO TAKE INTO ACCOUNT

- All services or modifications the exhibitor wishes to make to these basic features shall be at their own expense.
- 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.
- The elimination or substitution by the exhibitor of any formative element of the modular stand, does not imply a reduction in cost.
- 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 Services Catalogue.

DELIVERY OF MODULAR STANDS:

Since 21 October at 8:30a.m.

ENTRY OF GOODS AND DECORATION MATERIAL:

21 and 22 October from 8:30a.m. to 9:30p.m.

DISMANTLING AND REMOVAL OF GOODS:

26 October from 7:30p.m. to midnight.

27 October from 8:30a.m. to 9:30p.m.



* If a space exceeding 32 sq.m is hired the stand will be fitted out and furnished as a 32 sq.m stand.

5* EXHIBITOR PASSES AND INVITATIONS FOR YOUR CUSTOMERS

5.1 With the aim of guaranteeing the professional nature of the exhibition, passes will be checked on entrance.

Each exhibitor will receive, according to the area assigned, a number of exhibitor passes and customer invitations as indicated in the table below:

STAND HOLDER	EXHIBITOR PASSES	ON LINE INVITATIONS
From 16 to 50 sq.m	10	300
From 51 to 100 sq.m	20	700
From 101 to 149 sq.m	30	1,500
Space of 150 sq.m	40	2,000

5.2 Each exhibitor may request additional Exhibitor Passes at a cost of € 5 unit + 8% VAT.

5.3 Invitations for Visitors will be sent to each exhibitor by e-mail, and will be personalised with the name of the exhibiting company in order for it to be sent to your customers, who should be registered online to obtain the pass for direct access to the Trade Show. Every exhibitor will be provided with the registered number of visitors to Matelec after the closure of the event.

5.4 SPANISH AND INTERNATIONAL BUYERS PROGRAMME

Matelec offers exhibitors the possibility to invite the main national and international customers. Indicating the guest's contact details and company, the fair will be responsible for extending the invitation and take care of travel and / or accommodation.

6* COMPLEMENTARY SERVICES

6.1 Once the participant's event space has been allocated, IFEMA will notify the exhibitor regarding the additional products and services on offer. These can be booked via www.matelec.ifema.es the "**Exhibitors' Area**". A 15% discount is applicable for rates on each service booked in this way, including bookings made up to 48 hours before to the start of assembly without incurring the 25% surcharge for last minute bookings. (This does not include minimum compulsory services, outdoor advertising, meeting rooms and trade fair payment terminals and Specific Services for the Trade Fair such as exhibitor passes, etc.).

6.2 We offer a complete **Stand Design Service**, with the maximum IFEMA guarantee, which is totally adapted to your needs. We take charge from the initial stage of space planning, through the design, assembly and dismantling

processes. Please contact us for a free, no-commitment, tailor-made project at infodesign@ifema.es.

6.3 At this year's edition you will find a complete range of new **advertising services** allowing you to maximise your presence and obtain the best possible results on your investment:

- Sponsoring of promotional elements with your logo or brand image: exhibitors' lanyard badges, other specific elements specified by you to hand out to visitors.
- Official service for customising your exhibition space with balloons and inflatable items.
- Banner on the Trade Show website.

You can consult all this information and more at our website www.matelec.ifema.es in the Exhibitors Area "**Publicity and Promotion Services**".

7* ADDITIONAL INFORMATION

7.1 IFEMA personnel are not authorised to receive any merchandise intended for your stand. Please ensure that there is always someone on your stand.

If this is not possible we recommend you contact the partner company for transport, handling and storage goods. Tel.: (+34) 91 722 5240 / 5241 / 5334 / 5335.

EXHIBITORS' SCHEDULE

[illegible]

GET IN TOUCH

Exhibition Management	<p>IFEMA</p> <ul style="list-style-type: none"> • Director: Raúl Calleja • Commercial Manager: Santiago Díez • Lightec Sector: Illumination & Lighting solutions: Alberto Leal • International Participations: María Martínez de Velasco • Advertising & Marketing: Esther Morales • Secretariat: Yolanda Cruz • e-mail: matelec@ifema.es 	<p>IFEMA CALL CENTRE Exhibitors Calls from Spain 902 22 16 16 International calls (34) 91 722 30 00</p>	<p>Fax: (34) 91 722 58 07</p>
Servifema (Services bookings)	<ul style="list-style-type: none"> • Services bookings • Services invoicing • Payments • Catalogue Orders 		<p>Fax: (34) 91 722 57 95 servifema@ifema.es</p>
Technical Secretariat (Exhibition Services Department)	<ul style="list-style-type: none"> • Technical support for exhibitors • Stand assembly design approval • Solutions to technical problems during the exhibition 		<p>Fax: (34) 91 722 51 27 stecnica@ifema.es</p>

Press Office	<ul style="list-style-type: none"> • Director: Raúl Díez • Chief Press Officer & Media Relations: Marta Cacho • Head of Press: Jesús González • International Press: Elena Valera • Press Secretariat: Pilar Serrano 	<ul style="list-style-type: none"> • Media relations • Press information on trade fairs and exhibitions organised by IFEMA • Institutional press information • Press passes for trade fairs and exhibitions 	<p>Tel.: (34) 91 722 50 90 Fax: (34) 91 722 57 93 jesusg@ifema.es</p>
Convention Centre	<ul style="list-style-type: none"> • Space rental for meetings and conventions in the exhibition centre, during the exhibitions and at other times • Coordination of non-exhibition related activities 		<p>Tel.: (34) 91 722 50 72 Fax: (34) 91 722 57 89 convenciones@ifema.es</p>
External Relations (Protocol)	<ul style="list-style-type: none"> • Guided visits • Protocol for all events • Institutional relations 		<p>Tel.: (34) 91 722 50 82 Fax: (34) 91 722 58 01 infoifema@ifema.es</p>
Security and Internal Service	<ul style="list-style-type: none"> • General security • Access to the exhibition centre • Car parks 		<p>Tel.: (34) 91 722 50 65 Fax: (34) 91 722 57 81 dsinternos@ifema.es</p>
Medical Service	<ul style="list-style-type: none"> • Emergency medical service • Medical care for exhibitors and visitors during the exhibitions, stand assembly and stand dismantling 		<p>Tel.: (34) 91 722 54 00</p>
Outdoor Advertising	<ul style="list-style-type: none"> • Booking outdoor advertising space at the venue 		<p>Tel.: (34) 91 722 53 40/08 Fax: (34) 91 722 53 09 publicidadexterior@ifema.es</p>

www.matelec.ifema.es