

ORGANIZA /  
ORGANISED BY



# MADRID

13 - 15  
Marzo /  
March  
2014

Edición  
Edition  
7ª

LINEA IFEMA / IFEMA CALL CENTRE

LLAMADAS DESDE ESPAÑA / CALLS FROM SPAIN  
INFOIFEMA 902 22 15 15  
LLAMADAS INTERNACIONALES / INTERNATIONAL CALLS (34) 91 722 30 00

FAX (34) 91 722 58 04

IFEMA Feria de Madrid  
Avda. del Partenón, 5  
28042 Madrid  
España / Spain

propet@ifema.es

C.I.F. Q-2873018-B

Colabora /  
Collaborating with:



**www.propet.ifema.es**

## FICHA TÉCNICA / FACT SHEET

|                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                 |                              |                                                       |                              |                                                   |                              |
|-------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|------------------------------|-------------------------------------------------------|------------------------------|---------------------------------------------------|------------------------------|
| LUGAR / VENUE                                         | IFEMA, Feria de Madrid                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                 |                              |                                                       |                              |                                                   |                              |
| FECHAS / DATES                                        | 13 - 15 de Marzo / March 13 to 15, 2014                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                 |                              |                                                       |                              |                                                   |                              |
| HORARIO / OPENING HOURS                               | De 10,00 a 20:00 / From 10:00 a.m. to 8 p.m.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                 |                              |                                                       |                              |                                                   |                              |
| EDICIÓN / EDITION                                     | Septima / Seventh                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                 |                              |                                                       |                              |                                                   |                              |
| PERIODICIDAD / FREQUENCY                              | Anual / Annual                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                 |                              |                                                       |                              |                                                   |                              |
| CARÁCTER / SCOPE                                      | Profesional / Only trade visitors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                 |                              |                                                       |                              |                                                   |                              |
| SECTORES CONVOCADOS / SECTORS                         | <p><b>EQUIPAMIENTO PARA TIENDAS / EQUIPMENT FOR PET SHOPS</b><br/>           Productos y accesorios / Products and Accessories for pets<br/>           Moda y complementos / Fashion &amp; Accessories<br/>           Estilismo y estética / Fashion styling and Care and beauty<br/>           Acuarofilia - Terrariofilia / Aquariophilia - Products for Terraria<br/>           Mobiliario y equipamiento para tiendas / Furniture and Equipment for Pet shops</p> <p><b>VETERINARIO / VETERINARY</b><br/>           Laboratorios farmacéuticos / Pharmaceutical laboratories<br/>           Productos sanitarios / Sanitary Products<br/>           Higiene y belleza / Health and Beauty<br/>           Laboratorios de diagnóstico clínico / Clinic diagnosis laboratories<br/>           Sistemas de identificación / Animal identification systems<br/>           Material, equipamiento y medios técnicos para clínicas / Material, equipment and technical means for veterinary clinics<br/>           Asociaciones y organismos oficiales / Associations and official organisms</p> <p><b>ALIMENTACIÓN Y NUTRICIÓN / FOOD AND NUTRITION</b></p> <p><b>SERVICIOS Y GESTIÓN / MANAGEMENT SERVICES</b><br/>           Registro y gestión de mercancías / Merchandise registration and management<br/>           Adiestramiento / Pet Training<br/>           Formación-criadores / Training companies and breeders<br/>           Seguros / Insurance<br/>           Gestorías / Administrative service agencies<br/>           Residencias animales / Pet residences</p> <p><b>ASOCIACIONES Y ORGANISMOS / ASSOCIATIONS AND ORGANISMS</b></p> <p><b>PRENSA / PRESS</b></p>                                                                                                                                                                                                                                                                                                                                                                                       |                                                 |                              |                                                       |                              |                                                   |                              |
| PRECIO / SPACE ONLY<br>Sólo suelo / Only floor:       | <p><input type="checkbox"/> <b>SÓLO SUELO según la siguiente escala / ONLY FLOOR with the following scale:</b></p> <table> <tr> <td>De 16 a 50 m<sup>2</sup> / From 16 to 50 sq.m.</td> <td>129 € m<sup>2</sup> / sq.m.</td> </tr> <tr> <td>De 50,5 a 150 m<sup>2</sup> / From 50,5 to 150 sq.m.</td> <td>118 € m<sup>2</sup> / sq.m.</td> </tr> <tr> <td>Más de 150 m<sup>2</sup> / Bigger than 150 sq.m.</td> <td>107 € m<sup>2</sup> / sq.m.</td> </tr> </table> <p>+ IVA / VAT (1)</p> <p><input type="checkbox"/> <b>SUELO + STAND EQUIPADO / EQUIPPED STAND</b> : 183,75 €/m<sup>2</sup> + IVA / VAT (1)<br/>           Este precio incluye: Suelo, stand modular, energía eléctrica mínima (0,13 kw/m<sup>2</sup>) , seguro de responsabilidad civil y seguro multiferia multiferia, limpieza Tipo A. Mobiliario (1 mesa, 2 sillas, 1 mostrador y 1 taburete) y 1 tarjeta de aparcamiento, independiente de los m<sup>2</sup> solicitados.<br/> <i>This price includes: space, prefabricated stand, minimum electricity power (0.13 kw /sq.m.), liability and insurance multiferia, cleaning Type A., Furniture (1 table, 2 chairs, 1 desk and 1 stool) and 1 card parking, whether the requested square meters.</i></p> <p><b>PRESENCIA EN ELEMENTOS PROMOCIONALES</b><br/> <b>PRESENCE IN PROMOTIONAL MATERIALS:</b> Obligatorio / Compulsory: 270 € + IVA / VAT (1)</p> <p>(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.<br/>           (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.</p> | De 16 a 50 m <sup>2</sup> / From 16 to 50 sq.m. | 129 € m <sup>2</sup> / sq.m. | De 50,5 a 150 m <sup>2</sup> / From 50,5 to 150 sq.m. | 118 € m <sup>2</sup> / sq.m. | Más de 150 m <sup>2</sup> / Bigger than 150 sq.m. | 107 € m <sup>2</sup> / sq.m. |
| De 16 a 50 m <sup>2</sup> / From 16 to 50 sq.m.       | 129 € m <sup>2</sup> / sq.m.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                 |                              |                                                       |                              |                                                   |                              |
| De 50,5 a 150 m <sup>2</sup> / From 50,5 to 150 sq.m. | 118 € m <sup>2</sup> / sq.m.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                 |                              |                                                       |                              |                                                   |                              |
| Más de 150 m <sup>2</sup> / Bigger than 150 sq.m.     | 107 € m <sup>2</sup> / sq.m.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                 |                              |                                                       |                              |                                                   |                              |
| ACTIVIDADES PARALELAS<br>PARALLEL EVENT               | XXXI Congreso VetMADRID (Congreso anual de la Asociación Madrileña de Veterinarios de Animales de Compañía, AMVAC)<br>XXXI VetMADRID Congress (Annual Congress of the Madrid Association of Pet Veterinarians)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                 |                              |                                                       |                              |                                                   |                              |
| ORGANIZA / ORGANIZED BY                               | IFEMA. Feria de Madrid                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                 |                              |                                                       |                              |                                                   |                              |
| COLABORA / COLLABORATING WITH                         | AMVAC, Asociación Madrileña de Veterinarios de Animales de Compañía<br>Madrid Association of Pet Veterinarians                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                 |                              |                                                       |                              |                                                   |                              |



## DATOS 2013

ENTIDADES EXPOSITORA  
EXHIBITOR COMPANIES  
**224**

VISITANTES ACREDITADOS  
TRADE VISITORS  
**12.872**

ASISTENTES A CONGRESOS  
CONGRESS DELEGATES  
**2.576**