

bisutex

06-09
Feb
2025

International Fashion Jewellery
and Accessories Trade Fair.

Exhibitor's guide
and specific rules
of participation

Recinto Ferial
ifema.es



Coinciding with:
intergift
madridjoya
MOMAD



INDEX

1. Exhibition dates and times
2. How to be an exhibitor: Contracting and awarding
3. Stand types
4. Participation fees
5. Payment dates and methods
6. Other relevant information for the exhibitor
7. Announce and communicate your presence at the fair.
8. Expo Zone. E-commerce. Additional Services
9. Co-exhibitor
10. How can I make my participation at Madridjoya profitable
11. Sustainability Management at IFEMA MADRID
- 112 Trade fair map
13. Calendar
14. IFEMA MADRID Services
15. FAQs
16. Contact us

1. Exhibition dates and times

Bisutex

BISUTEX will be held in person at IFEMA MADRID from **February 6 to 9, 2025**.

Hall 4: From 10:00 to 19:00 h. **Last day until 16:00 h**

The BISUTEX LIVE Connect digital platform will be active from January 10 to March 15, 2025.

CHARACTER: Exclusively professional.

COINCIDENT SHOWS: INTERGIFT, MOMAD and MADRIDJOYA.

- INTERGIFT - International Gift and Decoration Show.
- MOMAD - International fashion, footwear and accessories show.
- MADRIDJOYA - International Trade Fair for Urban and Trend Jewelry and Watches.



2. How to be an exhibitor: Contracting and awarding

2.1.

The contracting of space shall be made by filling out the ONLINE PARTICIPATION APPLICATION FORM, available at the fair website: ifema.es/Bisutex.

2.2.

BISUTEX participation may be requested by costume jewelry and accessories companies. The final acceptance of participation is reserved to IFEMA MADRID, which may reject those applications that are not considered to be included in the sectors and products covered by the fair and, therefore, do not fit the purposes of the same.

Lack of space and/or submission of the application outside the established deadlines may also be grounds for rejection of the application. IFEMA MADRID shall notify applicants in writing of this circumstance.

2.3.

Companies that carry out Cash & Carry during the fair must indicate this in the Participation Application Form, as this sector will be differentiated from the rest of the fair.

Cash & Carry is not allowed outside the specific sector and the realization of this activity will entitle the fair management to close the stand.

SALES OUTSIDE THE CASH & CARRY SECTOR ARE NOT ALLOWED.

2.4.

The reservation will not be formalized until **the corresponding payment of the first 50% of the space has been made**. If payment has not been received before the established deadline: December 10, 2024, the show management may dispose of the stand without any obligation to give prior notice.

2.5.

Signing and submitting the Participation Application constitutes a commitment and implies full acceptance of the General Participation Rules of IFEMA MADRID, as well as the Specific Rules of Bisutex and the generic provisions established by the Fair Management. Available in ifema.es/Bisutex

2.6.

In the event that the applicant company designates another entity to make any of the payments related to its participation, it must provide all the necessary billing information. If the designated entity does not make the aforementioned payments within the established deadlines, the Applicant Company shall pay them at the simple request of IFEMA MADRID.

2.7.

The allocation of spaces will be made by the Fair Management, considering the needs of the whole BISUTEX, sectorization and image, as well as trying to meet the preferences of the companies and the affinities between products of similar style within the existing availability.

2.8.

Exhibitors who have not paid in full for the space contracted and the costs of the services requested will not be authorized to occupy the space and, if applicable, the modular stand will not be delivered to the exhibitor. Neither will the exit of merchandise be authorized without full payment of all expenses incurred during the fair.

2.9.

Exhibitor cancellation shall be governed by the provisions of the General Rules of Participation of IFEMA MADRID, which can be found in the Exhibitor area of the institutional website ifema.es and on the website of the fair ifema.es/bisutex.

2.10.

The admission of exhibitors in the sectors of the fair will be subject to acceptance by the Show Management.

2.11.

The Show Management reserves the right to change, from one edition to another, the location of the stands occupied by the exhibitors, if for reasons of sectorization, product or image, it deems it convenient.

3. Stand types

Bisutex

As an exhibitor at the fair you can hire two types of space :

- **Turnkey Stands:**

Stands specifically designed to facilitate your participation, adapted to the needs of the sector and customizable. If you opt for one of the stands offered for your fair, there is a wide range of services to customize it for your brand.

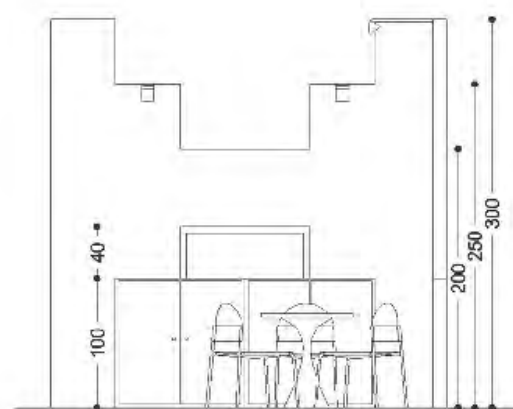
- **Floor only/ free design:**

You can participate with your own free design stand by contracting the Solo Suelo rate. If you decide to participate with a customized and exclusive stand for your company, IFEMA offers a comprehensive stand design service, with our maximum guarantee and fully adapted to your needs. We take care of the planning of your space, design, assembly and disassembly. You can also participate with your own project.



3. Stand types

MINI STAND



ORIENTATIVE DRAWING

- Drilling is not allowed.
- Nailing or taping is permitted.

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

GENERAL CHARACTERISTICS:

RATE SUELO + STAND:

Stand 8 sq.m2.035,20 € + IVA (1)

NO ESTÁ PERMITIDA NINGUNA DECORACIÓN QUE ALTERE LA IMAGEN ESTRUCTURAL DEL STAND.

SPACE RESERVED EXCLUSIVELY FOR DESIGNERS, ARTISANS AND EMERGING COMPANIES.

Participation in this sector will be subject to the acceptance of the candidacy by the Selection Committee.

TECHNICAL CHARACTERISTICS:

STAND:

- Stand open to aisles.
- Space 8 sq.m.
- Structure of chipboard panels painted in white matte plastic.

TRAFFIC CARPET:



White

FURNITURE :

Furniture for every 8 sq.m of stand:

- 1 white Dom table
- 3 Madrid chairs
- 1 mobile shelf (per stand)
- 2 low furniture.



ELECTRICAL ENERGY AND LIGHTING:

- Iluminación mediante focos de led en brazo a razón de 2 focos cada 8 sq.m de stand.
- Cuadro eléctrico con diferencial, magnetotérmico y una base de enchufe de 500W incorporada , preparado para una potencia de 130W/sq.m.

SIGNAGE

Standardized lettering with exhibitor's name and booth number.

SERVICES INCLUDED:

- Minimum electric power consumption (0.13 Kw/sq.m).
- Multi-fair and civil liability insurance.
- Daily cleaning of the stand (Type A, once a day).
- Presence in promotional elements.

ADDITIONAL SERVICES

- You can customize your modular stand with our Stand Graphic Decoration service decoraciongrafica@ifema.es
- You can hire services and furniture from the IFEMA MADRID Services Catalog, or find more information at Zona Expo

TURNKEY STAND



ORIENTATIVE DRAWING

- Drilling is not allowed.
- Nailing or taping is permitted.

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

GENERAL CHARACTERISTICS:

PRICES FLOOR + STAND:

- 1 aisle 168,8 €/sq.m + VAT (1)
- 2 aisles.....172,,20 €/sq.m + VAT (1)
- 3 aisles.....183,45 €/sq.m + VAT (1)
- 4 aisles190,60 €/sq.m + VAT (1)

TECHNICAL CHARACTERISTICS:

STAND:

- Stand open to aisles.
- Walls of fabric on chipboard columns painted in white.

TRADE FAIR CARPET:



Sahara

SIGNAGE

Standardized lettering with exhibitor's name and booth number on each aisle façade.

ELECTRICAL POWER AND LIGHTING:

- 1 lamp of 50w for each linear meter of free space between the exterior columns.
- Lighting based on LED strips located between the fabric walls.
- Electrical panel with differential, circuit breaker and a built-in 500W socket, prepared for a power of 130W/sq.m.

ADDITIONAL SERVICES

- You can customize your modular stand with our Stand Graphic Decoration service decoraciongrafica@ifema.es
- You can hire services and furniture from the IFEMA MADRID Services Catalog, or find more information at Zona Expo

The canvas walls that make up the stand are 30cm thick, subtracting this space from the interior surface of the stand. For the installation of the wall shelves offered at Zona Expo it will be necessary to hire painted chipboard panels to replace the canvas or fabrics.

3. Stand types

Bisutex

- FLOOR ONLY (Free Design)

Specific rules for the assembly of stands.

3.1.

All exhibitors with a **surface area equal to or greater than 25sq.m** and who opt for free design, must upload their project in the Expo Zone before December 31, 2024. Without the presentation and approval of the project, it will not be possible to proceed with the assembly of the stand: sectecnica@ifema.es

3.2.

All companies will be obliged to assemble their stand including at least the dividing walls with the wall of the hall and with the adjoining stands. **The maximum height allowed shall be 4 meters.**

3.3.

For safety reasons, we make special mention of the prohibition of storing packaging at the back and enclosures of the halls, as indicated in the general rules of participation.

3.4.

Assembly Fees: To be paid by the assembler or exhibitor: The company in charge of the assembly work of the free design stands must pay IFEMA MADRID, before starting such work, the corresponding assembly fees for the services rendered during the period of assembly and dismantling of the fair. We recommend that you contract this service through the Ecommerce Zone one week before the start of the assembly to avoid surcharges.

Set-up fee rates

- **Rate type A:**

Spaces without decoration or occupied by carpeting or flooring: 2.77 €/sq.m + VAT (1).

- **Rate type B:**

Basic modular stands in aluminum or similar: 5.56 €/sq.m + VAT (1).

- **Rate type C:**

Modular design stands in aluminum, carpentry and other materials: 8,75 €/sq.m + VAT (1).

3.5.

The columns of the hall that remain inside a stand may be used as a visibility point for that stand, with the possibility of placing a foam, board or canvas type element on it, without being glued or fixed directly to the column and with the prior approval of the Technical Secretariat management.



4. Participation fees

	FLOOR ONLY - Minimum area 25 sq.m	FLOOR + MODULAR STAND turnkey
1 Aisle	133,20€/sq.m + VAT (1)	168,80€/sq.m + VAT (1)
2 Aisles	140€/sq.m + VAT (1)	175,20€/sq.m + VAT (1)
3 Aisles	147,70€/sq.m + VAT (1)	183,45€/sq.m + VAT (1)
4 Aisles	154,10€/sq.m + VAT (1)	190,60€/sq.m + VAT (1)
MINI STAND		2.035,20€ + VAT (1)

A discount of 5% of the floor portion will be given upon payment of the full amount of the space before December 10, 2024.

Participation as an exhibitor in the fair requires the contracting of the following services:

4.1. CONECTA exhibitor plan.

Participation as an exhibitor requires contracting the **LIVE Connect marketing, communication and Plan Conecta package, which costs €450 +VAT (1):**

- **Dissemination of participation** in the fair through the insertion in the list of exhibitors accessible in open access on the website ifema.es/bisutex shared as a link in sectoral communications.
- **Presence** during the fair in the halls plans and exhibitor lists.
- **Premium wifi connection** (these connections will only work with devices that allow connection in the 5 GHz band) to 3 users throughout the fair.
- **Presence as exhibitors in the Bisutex LIVE Connect digital event**, with the Conecta Plan. The digital event extends the duration of the fair beyond its celebration, provides additional content of the exhibition offer and industry news and is accessible to exhibitors and registered visitors. In addition to the company information, up to 10 products associated with the company can be included

+ CONECTA Exhibitor in the digital event of BISUTEX LIVE Connect, for 3 users. Functionalities to connect with other users to generate business opportunities and networking:

- **Search for new contacts among** registered visitors and exhibitors.
- **Communication** with contacts (chat and videoconference).
- **Preparation of meetings** to optimize time at the fair.
- **Scanning of visitor** badges at the show

Complete and update your company profile data through the LIVE Connect platform, as well as your brands so that we can promote and disseminate them. This information will be published in the on-line catalog, hand guide and pavilion planners.

If the contracting of your stand is after the closing date of each of the elements, being impossible to be included in them, you will also be obliged to pay the same.

4.2.

Civil Liability Insurance (covers up to 60.000 €): 72,48 € + VAT (1)

4.3.

Multifair Insurance (covers up to 50.000 €): 69,15 € + VAT (1)

4.4.

Minimum energy consumption (0.13KW/sq.m): 7.430 €/sq.m + VAT (1) These rates are subject to periodic modification according to the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the new Expo Zone.

4.5.

The company in charge of the assembly work of the free design stands shall pay IFEMA MADRID, before starting such work, the corresponding assembly fees for the services rendered during the period of assembly and dismantling of the fair::

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

Rates for assembly fees

- **Rate type A:** spaces without decoration or occupied by carpet or dais: 2.77 €/sq.m + VAT (1).
- **Rate type B:** basic modular stands in aluminum or similar: 5.56 €/sq.m + VAT (1).
- **Rate type C:** modular design stands in aluminum, carpentry and other materials: 8.75 €/sq.m + VAT

SURCHARGES

25% increase for contracting assembly rights requested 7 days before the start of assembly (**January 2, 2025**).

REGULATIONS

In order to be more efficient and to be able to offer you a better service, avoiding incidences in the assemblies, from January 16, 2025 we will apply the last minute surcharge to the contracting of assembly rights, as it happens with the rest of our services.

This surcharge increases the price by 25% when the contracting is made during the week prior (7 days before) to the beginning of the assembly, during the assembly, celebration and disassembly.

We remind you that the assembly fees apply to free design assemblies and that they can and that they can be contracted with a 5% discount if the contracting is made up to discount if contracted until December 31, 2024. 2024.

To contract services, you should contact us through our online channel, which can be accessed through E-Commerce.

5. Payment dates and methods

Bisutex

To formalize your participation you can make the payment by:

- Transfer to: IFEMA MADRID / BISUTEX FEBRERO 2025

Choose between:

Santander IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHESMM
BBVA IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM
Caixa Bank IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESBBXXX

Send a copy of the bank receipt to servifema@ifema.es

- Cheque made out to IFEMA MADRID / BISUTEX FEBRUARY 2025
- Credit card in a secure environment, accessible at the end of the online completion of the Participation Application Form, or later, through the Expo Zone.
- In accordance with current regulations, payments in cash or bearer checks will not be accepted.

5.1. PAYMENT DATES

- **Before December 10, 2024:** First payment of 50%.
- **Before January 10, 2025:** Payment of the remaining 50% and services.

A 5% discount for early payment will be applied on the rate of the occupied land if you pay 100% of your participation **before December 10, 2024.**



6. Other relevant information for the exhibitor

Bisutex

1. Retail sales are not permitted within BISUTEX.
2. The installation of catwalks in stands will be allowed only with prior authorization from the fair.
3. The exhibitor authorizes the total or partial reproduction of the exhibited products that IFEMA MADRID may need and/or reproduce in its promotional material.
4. The access of assemblers or exhibitors will not be allowed, nor will the carrying out of assembly work or conditioning of the stands outside the days and times indicated in the exhibitor's calendar.
5. For safety reasons, and as a general and permanent preventive measure for the concurrence of activities, the and permanent preventive measure for concurrence of activities, it is mandatory the wearing of helmet, high-visibility vest and safety footwear during the assembly and disassembly during the assembly and disassembly phases of fairs and events in all exhibition areas. This measure affects any person for access, transit, activities or mere presence in pavilions or outdoor exhibition areas. pavilions or outdoor exhibition areas during set-up and dismantling. assembly and disassembly.
6. Exhibitors who have not paid in full for the space contracted and the costs of the services requested will not be authorized to occupy the space and will not be given the modular stand.
7. The exhibitor is obliged to attend and remain with the products exhibited in its stand during the entire period of operation of the fair. Failure to comply with these regulations could mean the loss of the right to preferential renewal of the space allocated.
8. Noisy demonstrations that may disturb other exhibitors are prohibited and may not exceed 60 decibels.
9. The exhibitor undertakes to comply with the rules of environmental protection. It must therefore also comply with the environmental protection guidelines. The BISUTEX Sustainability Guide for trade fairs is published on the BISUTEX website.

10. All goods from non-EU countries are subject to customs formalities.

Since January 1, 2020, the United Kingdom has been treated as a third country, so all shipments originating in the United Kingdom must also regularize their goods through the corresponding customs formalities.

In case of not regularizing the merchandise through the corresponding customs procedures and not having a copy of the accrediting documents that support the regularization, the entry of exhibition merchandise to the fair will not be authorized and the merchandise will be withdrawn at the request of the competent authority in Customs matters. Likewise, this documentation must remain in the possession of the company's representative at the stand, together with the merchandise covered by said declaration, in order to be available at all times in the event that Customs or the tax authorities require it.

The material or goods for distribution or consumption must pay Spanish taxes, even if they are products with no commercial value (depending on the country, the amount of taxes may vary). We also remind you that it is strictly forbidden to exhibit, sell, consume or distribute non-EU merchandise at a fair, before having regularized the merchandise. This includes promotional material.

In order to avoid unwanted situations, and for any doubt that may arise, we indicate that you can contact our company Customs Operator, DB SCHENKER, by e-mail: ifema.madrid@dbschenker.com or by phone +34 913305177.

11. **The collection of exhibition material from your stand will not be allowed until the closing of the fair: 4 p.m. on the last day, Sunday, February 9.**

12. All photos taken by the official photographer at the request of the management may be used by the fair for promotional purposes.

13. En la web de IFEMA MADRID ifema.es/soporte, encontrará una lista de otros servicios, normativas y documentos que pueden ser de su interés:

- Normativa y condiciones para la realización de caterings en stands.
- Prevención de riesgos laborales y coordinación de actividades empresariales.
- Solicitud de autorización de vigilancia privada en stands.
- Solicitud de autorización para colgar estructuras/rigging.



7. Announce and communicate your presence at the fair

Passes and invitations

7.1.

Exhibitor and professional visitor passes allow access to the fair during all the days it is held and to any of the coinciding shows INTERGIFT, MADRIDJOYA and MOMAD.

In order to guarantee the professional nature of the fair, controls will be carried out to validate the correct reading of passes during access to the fair, and only professional visitors will be allowed access.

7.2

Exhibitor Passes: Each exhibitor has at his disposal one exhibitor pass for every 5sq.m contracted with a minimum of 2 passes and a maximum limit of 50 passes per exhibitor.

They will have to download the passes from the Expo Zone **before February 4, 2025**. Additional exhibitor passes may be requested by sending an e-mail to bisutex@ifema.es

7.3.

Free invitations for your customers:

- **Professional paper invitations:** 1 per sq.m up to a maximum of 500 per exhibitor.
- **Free professional invitations:** Unlimited free invitations per exhibitor, which they will receive by e-mail. The professionals to whom exhibitors send these invitations must register on-line including the code received and will obtain their free pass to access the fair directly, avoiding unnecessary queues.
- Each exhibitor will receive a newsletter with the link to the online registration, which can be sent to all their customers.
- **CLUB cards:** include direct access to the fair for the holder and a companion and one day's free parking. Depending on the surface area contracted, each exhibitor will be entitled to the following number of Club Cards for their buyers

- Less than 30 sq.m: 10 guests
- From 30 to 50 sq.m: 20 guests
- From 50,5 to 100 sq.m: 35 guests
- More than 100 sq.m: 50 guests

Exhibitors should send these invitations from the Expo Zone to their clients, which will not be confirmed until they have registered. Once registered, they will receive confirmation and information on how to register a companion. Likewise, in the weeks prior to the fair, they will receive the card by post.

- **National and international buyers program. Deadline (November 29, 2024). Depending on the contracted area, you will be entitled to:**

- National buyers :
 - Less than 15 sq.m: 1 guest
 - From 15.5 to 25 sq.m: 2 guests
 - From 25.5 to 50 sq.m: 3 guests
 - From 50.5 to 100 sq.m: 4 guests
 - More than 100 sq.m: 5 guests
- International buyers :
 - From 25.5 to 50 sq.m : 2 guests
 - From 50,5 to 100 sq.m : 3 guests
 - More than 100 sq.m : 5 guests

7.5.

RENFE and IBERIA discount vouchers will be available through the Expo Zone.

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

Bisutex

7. Announce and communicate your presence at the fair

Bisutex

Prepare complementary promotional activities to your participation prior to the event to maximize and maximize the return on your investment.

7.7.

Send your clients the personalized communication sent by the fair by e-mail, with your company name and access to on-line registration.

7.8.

Use the social network creativities that we make available to you to advertise your presence at the fair, indicating your company name and booth number. These elements will be available in the [Expo Zone](#).

7.9.

Use sponsored promotional elements with your logo or brand image: badge lanyards, other specific elements defined by your company to hand out to visitors: bisutex@ifema.es.

7.10.

Hire outdoor display cases with high visibility, located at the entrance of the halls: bisutex@ifema.es

7.11.

Contract other Advertising Services and Promotional Elements by contacting publicidad@ifema.es or through the telephone number (+34) 91 722 53 08/40.

7.12.

Contract other optional Promotional Elements and Services focused on increasing the visibility of your brand, before, during and after the event, before January 16, 2025:

- Banners
- Advertising on the platform
- Sponsored newsletters

7.13.

Please communicate the news you will be presenting at the fair to our Social Media Agency, Annie Bonnie (ifema@anniebonnie.com) and/or to our Press Department, Teresa Medina (temedina@ifema.es). In addition, we invite you to follow us on social networks and share our content to dynamize your own social networks. The official hashtag is #bisutex2024

7.14.

Invite your customers by sending them:

- Free professional invitations
- Club cards
- Personalized communications

7.15.

Invited buyers program, both domestic and foreign, by sending the corresponding file to Ana Belén Cisneros (hb.ifema@ifema.es) before November 29, 2024.

7.16.

Image and Catwalk Forum: contact bisutex@ifema.es to propose activities of interest and/or participate in this space.



8. Expo Zone. E-commerce. Additional Services

ZONAEXPO: Access our customer area Zona Expo from the web: <https://www.ifema.es/bisutex> to manage your company data, your contacts and everything related to your participation. You will be able to access your participation once you have confirmed your participation with your user (the e-mail address you used to fill in the application form).

What can I do from Zona Expo?

- Access to the details of each participation, plans and projects.
- Access to the exhibitor's calendar.
- View documents of interest.
- Manage exhibitor passes and request visa support letters.
- Download discount vouchers: Renfe, Iberia, Iryo.
- Send invitations.
- Sign up co-exhibitors.
- Access to orders, payments, statement of accounts and invoices issued.
- Upload free design stand projects.
- Request the distribution of elements of modular stands, coat racks or shelves, add the sign and choose the color of the carpet.
- Access to e-commerce for the contracting of services.

ECOMMERCE: In this edition, the contracting of online services through Ecommerce will be operative until December 31, 2024, highlighting the following dates:

- **5%discount** on contracting services until **December 31, 2024**.
- The contracting of services at the base rate can be made up to 7 days before the start of the official assembly (**January 16, 2025**).
- **As of January 17, 2025**, an **increase of 25%** will be applied on the prices of contracting services in our catalog.

Do you want to build your stand with us?

For exhibitors who have contracted only floor space or free design.

Comprehensive stand design service: In addition to modular stands, IFEMA MADRID offers a comprehensive service, with our maximum guarantee and fully adapted to your needs. We take care of the planning of your space, the design, assembly and dismantling. Request, free of charge and without obligation, a project adapted to your needs by sending an email to infodesign@ifema.es

Recommendations for the design and construction of free-design stands. Consult the recommendations and updated regulations at ifema.es/en/support.

Graphic decoration for modular stands

For exhibitors who want to personalize their stand

The service includes the management of the decoration project of your stand from initial definition to installation.

You can customize your modular stand with our Decoration service. Stand Graphics: decoraciongrafica@ifema.es.

We offer a wide range of materials to install on your stand: foam, vinyl, vinyl, tarpaulins, and other alternatives that fit with different types of formats. We install on walls or on furniture such as counters, showcases or other counters, showcases or others.

You can contract services and furniture from IFEMA MADRID's Services Catalogue or find more information in Expo Zone.

Outdoor and Digital Advertising

Advertising projects tailored to your needs

- Promote your brand before, during and after the event.
- Attract new customers through the best B2B segmentations in the market.

9. Co-exhibitor

El **alta de coexpositores** ha de realizarla el expositor titular desde la ZONA EXPO, apartado "Gestiona tu participación/Alta coexpositores".

Para su alta **es imprescindible introducir un correo electrónico correcto y único por cada coexpositor** e indicar si el importe de la participación (PLAN CONECTA), será abonado por el expositor titular o por el propio co-expositor.

La participación como co-expositor **requiere la contratación del paquete de marketing, comunicación y Plan Conecta de LIVE Connect cuya tarifa es de 450 + IVA (1)**

Una vez finalizado este proceso, el coexpositor recibirá un código único que deberá incluir en su solicitud de participación de co-expositor*

*Si el expositor **asume el coste de participación** del coexpositor, su alta quedará confirmada con el envío de la solicitud de participación (requisito imprescindible).

*Si la empresa coexpositora **asume el coste de su participación**, su alta quedará confirmada con el envío de la solicitud de participación y el pago del importe correspondiente.

Cada co-expositor dado de alta tendrá a su disposición los elementos incluidos en el PLAN CONECTA COEXPOSITOR:

- Acceso al evento digital de Bisutex LIVE Connect.
- Presencia en el catálogo de expositores online.
- Visibilidad en listado oficial de expositores accesible en **ifema.es/bisutex**
- Acceso a su propia ZONA EXPO.
- 2 Pases de Expositor.
- Invitaciones online.

El coexpositor deberá gestionar sus 2 pases de expositor y sus invitaciones online desde ZONA

Bisutex



10. How can I make my participation at Madridjoya profitable

If you need advice about your participation in BISUTEX, please do not hesitate to contact us at bisutex@ifema.es

PRE-FAIR

- **Define the objectives** and strategies for your participation in BISUTEX.
- Communicate to the media, customers and potential customers your presence at the fair.
- **Send the free invitations** offered by the fair to your customers and potential customers.
- **Spread the news** that you will present at BISUTEX in Social Networks.
- Participate in **promotional activities** at BISUTEX; presentations, fashion shows, cocktail parties, etc.
- Use the **promotional elements** offered by the fair; banners on the BISUTEX website, advertising in the visitor's guide; sponsorship of spaces, products or services; creativities and filters for social networks; customizable banners to include in your e-signature... Ask BISUTEX, bisutex@ifema.es
- **Prepare in advance the necessary material** for your participation in the fair: project and customization of your stand, material and product to be exhibited, necessary personnel, services, catering, decoration, etc.
- Use the **BISUTEX LIVE Connect** digital platform:
 - Update your company information and add your products on LIVE Connect.
 - Contact the professional community and schedule meetings at the show through LIVE Connect.

DURING THE FAIR

- **Rent rooms** for receptions, conferences, press conferences... or other professional activities.
- Use the **promotional elements** available at the fair, such as outdoor advertising on the fairgrounds.
- Scan the QR code of visitors to add them as a contact to LIVE Connect and **generate a database**.
- Post content on social media and tag BISUTEX to share it.

POST-FAIR

- **Send thank you communications** to the database of visitors who have visited your booth. Organize meetings with professionals who showed interest in your products.
- **Communicate through social networks** and media, the good reception of the product presented at the fair.
- Evaluate what **conditions, features or improvements** your participation in the next fair should have.
- **Follow up with your contacts in LIVE Connect**. You will be able to continue chatting with them or hold meetings via videoconference.



11. Sustainability Management at IFEMA MADRID

Bisutex

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

IFEMA MADRID's sustainability policy is mainly focused on the following SDGs: 8, 9, 11, 12, 13, 16 and 17.

ISO Standards certified by IFEMA MADRID:

- ISO 9001: Quality Management,
- ISO 20121: 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



12. Trade fair map



13. Calendar

When	What	How
November 29, 2024	BUYERS PROGRAM	Deadline for applications for the Invited Buyer Program. Send to hb.ifema@ifema.es
December 10, 2024	PAYMENTS	Deadline to pay 50% of the floor for space reservation. Send proof of payment to servifema@ifema.es Early payment discount of 5% on the total amount of the contracted sq.m rate if 100% of the space is paid before December 10, 2024. 100% of the space before December 10, 2024 .
December 31, 2024	CONTRACTING OF SERVICES	Last day to contract services with 5% discount . Through the Ecommerce Zone at ifema.es/bisutex or by sending an e-mail to servifema@ifema.es . These rates are subject to change periodically depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Ecommerce Zone.
December 31, 2024	PROJECTS	Deadline for uploading Only Floor (free design) booth projects to Zona Expo, where you will be able to follow up on the status of the project, as well as provide comments on it.
January 2, 2025	ASSEMBLY	As of this date 25% increase for contracting installation rights
January 3, 2025	CATALOGUE	As of this date, update your company's information on the LIFESTYLE LIVE Connect platform.
January 10, 2025	PAYMENTS	Deadline to pay the remaining amount of the contracted space and services and send proof of payment to Servifema: payment to Servifema: servifema@ifema.es

13. Calendar

When	What	How
January 16, 2025	MODULAR STANDS	Deadline for submitting signs for modular stands.
	CONTRACTING OF SERVICES	After this date, 25% increase on the base rate for last minute services. Through the new Ecommerce Zone or send an email to servifema@ifema.es
January 24, 2025	MODULAR STANDS	Last day to upload changes to the Expo Zone where you can track the status of the project and provide feedback.
January 31 to February 4 of 202	ASSEMBLY OF FREE DESIGN STANDS	January 31: Assembly from 8:30 a.m. to 9:30 p.m. 1st and 2nd February: Assembly from 8.30 a.m. to 7.30 p.m. 3 February: Assembly from 8.30 a.m. to 9.30 p.m. 4th February: Assembly from 8.30 a.m. to 2.30 p.m.
February 4, 2025	MODULAR STANDS	Delivery of modular stands at 3:00 p.m.
February 4 and 5, 2025	ENTRANCE OF MERCHANDISE	February 4th from 3:00 pm to 9:30 pm and February 5th from 8:30 am to 9:30 pm. From 7:00 p.m. on February 5, entry will only be possible through the pedestrian gates, closing the goods gates to proceed with the installation of recyclable carpeting.
February 9, 2025	EXIT OF MERCHANDISE	Departure from 4:30 p.m. to midnight. From 4:30 p.m. to 5:30 p.m., exit will only be possible through the pedestrian doors to proceed with the removal of recyclable carpet.
February 10 and 11, 2025	DISMANTLING OF FREE DESIGN STANDS	Disassembly from 8:30 a.m. to 9:30 p.m.

14. IFEMA MADRID Services

Bisutex

Promociona tu marca		Contacto
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 publicidad@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 atencionalcliente@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

14. IFEMA MADRID Services

Bisutex

Organize and decorate your space		Contact
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 30 00 atencionalcliente@ifema.es
Cleaning and waste containers	Audiovisuals 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 30 00 atencionalcliente@ifema.es
Audiovisuals	We have the best equipment for multimedia presentations, sound and translation in stands and rooms.	(+34) 91 722 30 00 atencionalcliente@ifema.es
Logistics		
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 atencionalcliente@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 Services		
E-commerce: 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 in the Expo Zone/Ecommerce .	(+34) 91 722 30 00 atencionalcliente@ifema.es

Question	Answer
<p>Where can I consult the IFEMA MADRID General Rules of Participation to which my participation is subject?</p>	<p>In addition to the Exhibitor's Guide, participation in BISUTEX is subject to IFEMA MADRID's General Rules of Participation, which you should be informed about and which you can access on the IFEMA MADRID website (www.ifema.es) and via the following link IFEMA MADRID General Rules of Participation.</p>
<p>Can I hire a catering service or serve my own food and beverages at the stand?</p>	<p>Yes. Exhibitors who are going to offer a catering service at their stand (free of charge), can do so either by submitting their application with the approved catering companies at IFEMA MADRID (See the list HERE) or through other catering service providers, in which case it is essential to fill in the form "Notification for the provision of catering services on stands" available in the exhibitors' area of the institutional website and send it, with the information requested therein, to: catering@ifema.es for its information and appropriate ends.</p> <p>If IFEMA MADRID has not been notified, the Exhibitor will not be able to offer this service on their stand. The Exhibitor assumes responsibility for third-party complaints that are caused by said catering service, and expressly exempts IFEMA from any liability in this regard.</p>
<p>Can I access the trade fair centre with vehicles for assembly and disassembly or loading and unloading of goods?</p>	<p>Access to IFEMA MADRID and to the inside of the halls will be done through the doors and on the days and times stated in this Exhibitor's Guide. The inside of pavilions will only be accessed to unload materials. Vehicles will not be able to park inside the halls or in the adjacent areas. We would like to remind you that, for safety reasons, it is strictly forbidden to park directly in front of the goods entrance.</p> <p>IFEMA MADRID takes no responsibility for the surveillance of vehicles while they are on the grounds of Feria de Madrid.</p> <p>There is a car park for trucks and another for private cars, which can be used by paying, where appropriate, the corresponding fees. Check rates</p>
<p>Can I have a vehicle on my stand?</p>	<p>Vehicles with a combustion engine used as part of an exhibition display must have a tank filled with the minimum fuel required to access the allocated space and be able to leave it at the end of the exhibition.</p>

Question	Answer
<p>Can I send goods to my booth?</p>	<p>IFEMA MADRID staff are not authorised to receive merchandise for your stand. In order to send merchandise to the venue, the exhibitor must indicate the delivery address: IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain). Bisutex Trade Fair Name of your company. Hall and stand number.</p> <p>The merchandise must be received by your company's staff at your stand and arrive on the days set aside for incoming merchandise and decoration. If it is not possible to comply with the above, we recommend that you contact your freight forwarding partner: DB Schenker office at the IFEMA Trade Fair Centre MADRID: Hall 7, (+91) 330 51 77 ifema.madrid@dbschenker.com</p>
<p>What procedure do I have to follow to hang structures in the halls/rigging?</p>	<p>Exhibiting companies may hang elements from the ceiling of the halls following the procedure shown in the "Regulations for hanging structures in Halls" and by completing the form "Application for authorisation for hanging structures/rigging" and sending it to: inspección.rigging@ifema.es</p>
<p>Can I hold prize draws and raffles at the stand?</p>	<p>Raffles, prize draws, and random combination games are forms of gambling as set out in articles 3.2 and defined in article 15 of Law 6/2001 of 3 July on gambling in the Community of Madrid.</p> <p>All the information is available in the following form: https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas</p>
<p>How do I apply for a visa support letter?</p>	<p>Visa support letters are managed through the EXPO_ZONE. To do so, you first have to personalise your exhibitor passes. Once you have managed your exhibitor passes, you can request your support letters and download them to your computer.</p> <p>It is essential to be up to date with payments according to the payment schedule in order to be able to apply for the letters.</p>
<p>Where can I book the services for my stand?</p>	<p>Either through the e-commerce section inside the EXPO_ZONE or via the link: https://shop.ifema.es</p>

Question	Answer
<p>Who do I contact to book a room?</p>	<p>Exhibitors who need to book a room should contact with: uanproduccion@ifema.es</p>
<p>What does the marketing, communication and PLAN CONECTA package include?</p>	<p>See point 5.2 in this guide.</p>
<p>What are the features of my EXPO ZONE?</p>	<p>EXPO ZONE: It is used to manage the participation of each exhibiting company at Bisutex.</p> <ul style="list-style-type: none"> • Manage the contacts who will access the EXPO ZONE. • Access the exhibitor's calendar. • Visualise documents of interest. • Arrange exhibitor passes, request visa support letters and send invitations. • Register co-exhibitors. • Access payments, statement of accounts and invoices issued. • Upload free design stand projects. • Add signage and choose the colour of the carpeting for modular stands. • Access the e-commerce section for booking services.
<p>What are the features of my LIVEConnect?</p>	<p>LIVE Connect: A digital platform that facilitates connections with other professionals and exhibitors</p> <ul style="list-style-type: none"> • Update the company details that are visible in the catalogue and in Intergift LIVE Connect. • Show the range of products and services on offer. • Schedule appointments for professional meetings. • Sign up other team members with access to Live Connect. • Complete your professional profile on the platform and my schedule of availability for meetings. • Search for contacts of interest in the professional network. • Consult the activities (both face-to-face and online conferences) with the possibility of scheduling them. • Display information on what other exhibitors are offering. • Scan professional visitor passes at the fair. • Request and agree to be contacted for chat and videoconferencing.

Question	Answer
<p>How can I request my invoices?</p>	<p>Invoices are not generated by default. You must request them directly from the IFEMA MADRID invoicing department (servifema@ifema.es) indicating the event at which you are exhibiting and the items to be included in the invoice. Once it has been generated, it will be available in your <u>EXPO ZONE</u>.</p>
<p>Can I decorate and/or set up my stand with IFEMA?</p>	<p>Yes, IFEMA MADRID offers two main services: Graphic decoration for stands: Customise your modular stand with your brand image for maximum visitor impact. There is a wide range of versatile graphic materials adaptable to walls, furniture, front, banners... You can request information and a quote at: decoraciongrafica@ifema.es Stand design: this consists of a comprehensive stand design service fully adapted to your needs. From the planning of your space, design, assembly and disassembly. You can request information and a quote at: infodesign@ifema.es</p>
<p>Is it compulsory to be present on the stand over the weekend?</p>	<p>Yes, exhibitors must not leave their stand unattended and must remain with the products on display throughout the entire period and opening hours of the event.</p>
<p>Are assembler's passes necessary during the set-up of the trade fair?</p>	<p>No. The requirements to be allowed to enter and set up are: to have paid 100% of your participation, to have the project presented and approved, to have paid the assembly fees, and to have completed the occupational risk protocol.</p>

Question	Answer
<p>How can I book parking at IFEMA?</p>	<p>Exhibiting companies will be able to book parking spaces through the e-commerce section inside the <u>EXPO ZONE</u> or via the link https://shop.ifema.es. Once the contract has been signed, parking badges can be collected from two days prior to the start of the fair at the exhibitor services desk, located in the central boulevard between halls 6 and 8.</p>
<p>How can I access the WI-FI network as an exhibitor?</p>	<p>As an exhibitor you will receive as part of the CONNECT PLAN a Wi-Fi connection for 3 users during the entire trade fair for the exclusive use of stand holders. Devices that allow 5GHz network capability are required. Access codes will be sent out during the lead up to the event.</p> <p>Additional Wi-Fi access can be booked through the e-commerce section inside the <u>EXPO ZONE</u> or via the link https://shop.ifema.es</p>
<p>Regulations and support for exhibitors at the trade fair centre</p>	<p>https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds</p>
<p>Regulations and support for fitters at the trade fair centre:</p>	<p>https://www.ifema.es/en/support/assemblers-colaborators-fairgrounds</p>

16. Contact us

Bisutex

Departament	Ask me about	Contact
<p>Trade Fair Management</p> <p>Director: Julia González Comercial Manager: Mónica Sánchez Secretary: M. Paz Irizar</p>	<ul style="list-style-type: none"> • Space contracting. • General topics of participation in the fair. • Exhibitor passes. • Professional visitor invitations. 	<p>(+34) 91 722 30 00 bisutex@ifema.es</p>
<p>Billing and contracting of services</p>	<ul style="list-style-type: none"> • Contracting of services. 	<p>(+34) 91 722 30 00 atencionalcliente@ifema.es</p>
<p>Servifema</p>	<ul style="list-style-type: none"> • Service Booking • Payments • Invoices 	<p>(+34) 91 722 30 00 servifema@ifema.es</p>
<p>Technical Secretariat (Trade Fair Services Department)</p>	<ul style="list-style-type: none"> • Technical support for exhibitors and stand builders. • Stand assembly project approval. • Solutions to the technical problems during the Exhibition. • Assembly requirements for modular stands and free design Assemblies 	<p>(+34) 91 722 30 00 atencionalcliente@ifema.es</p>

Departament	Ask me about	Contact
<p>Communication and Marketing office</p> <p>Director: Raúl Díez IFEMA MADRID Press Chief: Marta Cacho Responsible Press: Pablo Santos International Chief: Helena Valera</p>	<ul style="list-style-type: none"> • Relations with the media. • Press information about fairs and shows organized by IFEMA MADRID. • Institutional press information. • Press badges for fairs and shows.s. 	<p>(+34)91 722 30 00</p>
<p>Convention and Congresses Centre</p>	<ul style="list-style-type: none"> • Space rental for meetings and conventions in the exhibition centre, be it during the exhibitions or not. • Coordination of not-exhibition-related activities 	<p>(+34)91 722 30 00</p>
<p>Institutional Relations - Protocol</p>	<ul style="list-style-type: none"> • Institutional visits. • Guided visits. • Protocol for all events. • Institutional relations 	<p>(+34)91 722 30 00</p>
<p>Security and Self-Protection Services</p>	<ul style="list-style-type: none"> • General security. • Accesses to the Exhibition Centre. • Parking. 	<p>(+34)91 722 30 00</p>

16. Contact us

Bisutex

Departament	Ask me about	Contact
Medical Service and Security Emergencies	<ul style="list-style-type: none">• Security and medical emergencies.• Medical attention for exhibitors and visitors during the exhibition, stand assembly and stand dismantling	(+34) 91 722 30 00
Outdoor Advertising	<ul style="list-style-type: none">• Booking outdoor advertising at the venue.	(+34) 91 722 30 00
Telecommunications	<ul style="list-style-type: none">• Information prior to ordering telephone and fax lines, ISDN lines, broadband connections by cable, wireless or other connections.• Technical advice and customized data networks configurations.	publicidad@ifema.es telecomunicaciones@ifema.es

Thank you

