

# IBERZOO propET

Feria Internacional para el Profesional  
del Animal de Compañía.

Exhibitor's guide and specific  
rules for participation



26-28  
Feb  
2025

Recinto Ferial  
ifema.es

LIVE  Connect  
IMPACTA 365D · CREA COMUNIDAD · CRECE

País invitado:



PORTUGAL

Promueven:

aedpac

Asociación Española  
de la Industria y el Comercio  
del Sector del Animal de Compañía.



Asociación Madrileña de Veterinarios  
de Animales de Compañía.

Colaboran:



En coincidencia con:



 IFEMA  
MADRID



# INDEX

IBERZOO PROPET

1. Dates and times of the event
2. How to become an exhibitor at IBERZOO PROPET
3. Allocation of space
4. Participation fees
5. Methods of payment
6. Participation modalities
7. Assembly/disassembly and incoming/outgoing goods goods
8. Exhibitor passes and invitations for your customers
9. Live animals
10. Advertise and communicate your presence at the Expo Zone
11. IBERZOO PROPET LIVE connect Participation Handbook
12. Company registration and access to LIVE connect
13. Map
14. Sustainability management at IFEMA MADRID
15. IFEMA MADRID Services
16. Important dates
17. Contact us



# 1. Date and times of the event

**IBERZOO PROPET will take place in person at IFEMAMADRID.**

## **HOURS:**

**From 10:00 to 20:00 h.**

**Last day until 19:00 h**

**The IBERZOO PROPET LIVE Connect digital platform will be active 365 days a year.**

**CHARACTER: Exclusively professional**

IBERZOO PROPET





### 2.1.

Space may be contracted by completing the ONLINE PARTICIPATION APPLICATION FORM, available on the fair website: [ifema.es/iberzoo-propet](https://ifema.es/iberzoo-propet)

### 2.2.

The reservation will not be formalised until payment of **400€ corresponding to the reservation fee has been made.**

### 2.3.

The exhibition contract sent by the Commercial Management with the awarding of your space implies full acceptance of the IFEMA MADRID The contract sent by the Commercial Management with the allocation of your space implies full acceptance of the IFEMA MADRID General Rules of Participation, the Specific Rules of IBERZOO PROPET and the generic provisions established by the fair organisers. You can consult the current regulations in force at [ifema.es/soporte](https://ifema.es/soporte).

### 2.4.

In the event that the applicant company designates another entity to make any of the payments for its participation, it shall provide all necessary invoicing details. If the designated entity designated does not make the payments within the deadlines foreseen, the Applicant Company shall pay them at the simple request of IFEMA MADRID.

### 2.5.

No authorization will be given for occupying the space, nor will the modular stand be handed over, if applicable, to the exhibitor who has not fully paid for the contracted space and the costs of the requested services. Merchandise will also not be allowed to leave without having paid all expenses incurred during the fair.

### 2.6.

Exhibitor cancellation will be governed by the provisions of the General Rules of Participation IFEMA MADRID's General Regulations for Participation, which can be found in the Exhibitor area of the [ifema.es](https://ifema.es) institutional website and on the event website. [ifema.es/iberzoo-propet](https://ifema.es/iberzoo-propet)

### 2.7.

**The collection of the exhibition material from your stand will not be allowed until the closing of the fair: 19:30h on the last day of the fair.**

### 2.8.

For safety reasons, we would like to draw your attention to the fact that the storage of packaging is prohibited at the rear of the halls and on the walls of the halls. In case of occupation, the area used for storage will be charged according to the general rates per square metre.

### 2.9.

Retail sales are not permitted within the event.

### 2.10.

All products coming from non-EU countries must customs formalities, with particular reference to the fact that, since 1 January 2020, the United Kingdom became treated as a third country. so that all shipments originating from the United Kingdom must be must regularise their goods through the corresponding customs procedure.

**In the event that the goods are not regularised through the corresponding customs procedures and if a copy of the accrediting documents supporting the regularisation is not available, the entry of exhibition goods to the fair will not be authorised and the goods will be withdrawn at the request of the competent Customs authority.**

Likewise, this documentation must remain in the possession of the company representative at the stand, together with the goods that are the object of the declaration, so that it is available at all times in case it is required by Customs or the Resguardo Fiscal.

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 goods at a fair before they have been regularised. This includes promotional material.

In order to avoid unwanted situations, and for any questions you may have, please contact our company Customs Broker, DB SCHENKER, by e-mail: [ifema.madrid@dbschenker.com](mailto:ifema.madrid@dbschenker.com) or by telephone +34 913305177



## 3. Allocation of space

### 3.1.

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

### 3.2.

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

### 3.3.

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

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## 4. Participation fees

	16 a 50 sq.m	50,5 a 150 sq.m	150,5 a 200 sq.m	16 a 50 sq.m
<b>SOLO SOIL</b>	<b>165€/sq.m</b>	<b>152€/sq.m</b>	<b>133€/sq.m</b>	<b>125€/sq.m</b>
<b>AEDPAC Members</b> : Ignasi Solana (+34) 607 49 69 48 - <a href="mailto:ignasi@aedpac.com">ignasi@aedpac.com</a>				
<b>FLOOR + MODULAR STAND PACK</b>				
<b>IMPULSO PACK</b>				
- 6 sq.m Impulso Pack. Not extendable, consult conditions.....				1.690€ +VAT (1)
<b>MODULAR BASIC PACK</b>				
- 9 sq.m Modular Basic Pack :				2.303€+VAT (1)
- 16 sq.m Modular Basic Pack :				3.850€+ VAT (1)
- Additional sq.m Modular basic Pack :				225€+VAT(1)
<b>MODULAR PREMIUM PACK</b>				
- 9 sq.m Modular Premium Pack :				2700€+VAT (1)
- 16 sq.m Modular Premium Pack :				4.350€ +VAT (1)
- Additional sq.m Modular Premium Pack :				252€+ VAT (1)
<b>MODULAR PREMIUM PET SHOP PACK</b>				
- 9 sq.m Modular Premium Pet Shop Pack :				2270+VAT (1)
- 16 sq.m Modular Premium Pet Shop Pack :				3900+ VAT(1)
- Additional sq.m Modular Premium Pet Shop Pack :				234+VAT(1)

### Participation in the fair implies the contracting of:

#### 4.1. Marketing and Communication Pack + LIVE Connect EX PACK CONECTA:

302 €. + VAT (1)

which includes:

- **WIFI Premium with access for 3 users per exhibitor**, with a bandwidth of 20Mb.bandwidth of 20Mb. Before the start of the fair, you will receive an e-mail with your access codes. If you have any questions, please contact our Telecommunications Department:[telecomunicaciones@ifema.es](mailto:telecomunicaciones@ifema.es)
- Presence in the exhibitors' preview.
- Planeros in pavilion, with information on the list of exhibitors and the location of your stand.
- Acceso a la comunidad 365.
- Presence and visibility on the LIVE Connect digital platform. The permanent platform for meetings, relationships, conversations, knowledge and professional contacts in the pet industry.
  - Exhibitor file with content (company description, company address, postal address, logo address, logo, categorised products, link to promotional video and link to link to catalogue).
  - Standard positioning in the company directory and searches.
  - Publication of up to 10 products per exhibitor.
  - Access to the platform for the whole exhibitor's team.
  - Access to the entire visitor community.

(1) Companies established in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For the rest 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.



## 4. Tarifas de participación

**You must complete and update your company profile data via the LIVE Connect platform. as this data will be published in the online catalogue.**

If your stand is contracted after the closing date of each of the elements, and it is impossible for you to be, being impossible to be included in them, you shall be equally be obliged to pay for the same.

**4.2. Civil Liability Insurance (covers up to 60.000 €):** 72,84 €\* + VAT (1)

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

**4.4. Minimum energy consumption (0,13KW/m2):** 7,43€\*/m2 + VAT (1)

**4.5. Assembly fees for free-design stands to be paid by the assembler or exhibitor (see point 6.6). We recommend that you contract this service through the new Expo Zone one week prior to the start of assembly to avoid surcharges..**

\*These tariffs are subject to change from time to time in line with cost developments. Updated prices are available at the time of you contract them on the institutional website in the space of the new Expo Zone.

### **SURCHARGES**

25% increase for hiring of assembly rights requested 7 days before the start of the assembly (14 February 2025)

(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. At In the case of companies from the European Union, the exhibitor will be responsible for the VAT which, where applicable, is due in their country of origin, in their country of establishment.





# 5. Methods of payment

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To formalise your participation you can pay by:

- Transfer to: IFEMA MADRID / IBERZOO PROPET 2025

Choose between:

**Santander** IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHEM

**BBVA** IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESM

**Caixa Bank** IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESB

Send a copy of the bank receipt to [servifema@ifema.es](mailto:servifema@ifema.es)

- Cheque made out to IFEMA MADRID / IBERZOO PROPET 2025

- Credit card in a secure environment, accessible at the end of the online application form, online completion of the Participation Application Form, or subsequently, through subsequently, through the new Expo Zone.

In accordance with current regulations, payments in cash or bearer cheques will not be accepted.  
bearer cheques are not accepted.

PAYMENT TERMS:

- Upon Contracting, a payment of €400 will be made as a Booking Fee.

- Before **25 NOVEMBER 2024**: First payment of 50%.

- Before **26 JANUARY 2025**: Payment of the remaining 50% and services.





## 6. Participation modalities

It is possible to participate in the fair with 2 stand formats: ONLY FLOOR or FLOOR + MODULAR STAND TURNKEY.

**All companies with a surface area of less than 16 m2 will be obliged to contract one of the modular stand packages.**

### **TURNKEY MODULAR STAND**

There are 4 types of modular stands: BASIC, PLUS, PLUS PET SHOP and IMPULSO.

**The modular stand will be delivered fully constructed on Monday, 25 February 2025 at 8:30 am.**

\*You will be able to access the features of each modular package in its newnew Expo Zone.

These stands can be customised by requesting a quote from [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

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## 6.1 Floor only -Free design stand-

### Specific Stand Construction Rules

**6.1.1.** Any exhibitor with an area equal to or greater than 16 m<sup>2</sup> opting for free design must send the stand project to the Fair Services Department of IFEMA MADRID before January 20, 2025. Without the presentation and approval of the project, the stand assembly cannot proceed: [sectecnica@ifema.es](mailto:sectecnica@ifema.es)

**6.1.2.** All companies are required to construct their stand to include at least the partition walls with the pavilion wall and with adjacent stands.

**6.1.3.** The blind perimeter enclosures must not exceed 70% of each side facing the aisle. To create longer enclosures, they must be set back at least 3 metres inwards and cannot exceed 80% of the facade length. However, the Commercial Department may exceptionally authorise projects with longer enclosures if it considers that there is no detriment to neighbouring exhibitors, upon presentation of the corresponding project to the Fair Services Department.

**6.1.4. The maximum perimeter** height must be 4m, with one focal element allowed up to a maximum height of 6m, except on the median walls with neighbouring stands. However, the Commercial Department may exceptionally authorise projects with heights up to 5m on the perimeter for stand design and/or image reasons, upon presentation of the corresponding project to the Fair Services Department. By setting back at least 1m, all elements can be raised to the maximum height of 6m.

**6.1.5.** For safety reasons, the storage of any type of packaging in the pavilions is strictly prohibited.

### 6.1.6. Assembly Fees to be Paid by the Contractor or Exhibitor:

The company responsible for the assembly of free design stands must pay IFEMA MADRID, before commencing such work, the corresponding assembly fees for services provided during the assembly and disassembly period of the fair. We recommend contracting this service through the new Expo Area one week before the start of assembly to avoid surcharges. Contact [sectecnica@ifema.es](mailto:sectecnica@ifema.es)

#### Right mounting rates:

##### • Rate type A:

Spaces without decoration or occupied by carpet or flooring: 2.77 €/m<sup>2</sup> \* + VAT (1).

##### • Rate type B:

Basic modular stands in aluminium or similar: 5.56 €/m<sup>2</sup>\* + VAT (1).

##### • Rate type C:

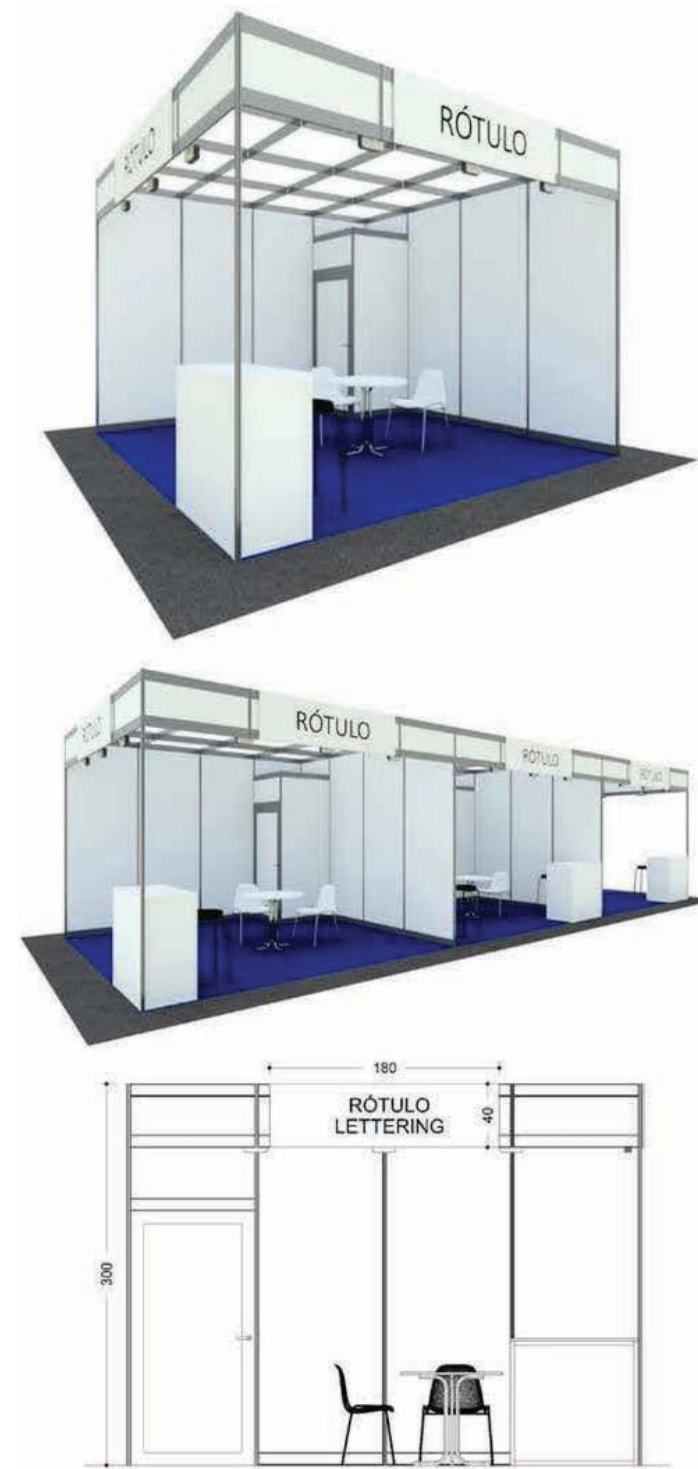
Modular design stands in aluminium, carpentry and other materials: 8.75 materials: 8.75 €/m<sup>2</sup>\* + VAT (1).

\*These tariffs are subject to change from time to time in line with cost developments. changes in costs. Updated prices are available at the time of you contract them on the institutional website in the space of the new Expo Zone. new 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, where applicable, is due in their country of establishment.



## 6.2. Modular Basic Stand



**GUIDING DRAWING:** It is not allowed to pierce or nail elements to the stand. It is possible to use adhesive tape or graphics, which are easily removable and do not damage the panels.

(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.

### TECHNICAL CHARACTERISTICS:

#### STAND

Stand open to one or more aisles depending on location.  
- Grey aluminium structure and melamine walls.

#### WAREHOUSE with lockable door in the following proportions

- From 16 sq.m..... 1x1
- From 16,5 to 32 sq.m .....2x1
- As from 32,5 sq.m : .....3x1

#### TRADE FAIR CARPET

Europe blue by default

Europe blue 

#### SIGNAGE:

Standardized lettering with exhibitor's name editable in Expo Zone and booth number. Maximum 20 characters. If the exhibitor's name field is not completed in the Expo Zone, it will be labeled with the Fair Name of the Participation Application.

**Important information:** You must indicate the name for the labeling, through your EXPO ZONE before **February 14, 2025**.

#### ELECTRICAL ENERGY AND LIGHTING:

- Lighting by means of led spotlights on rail at the rate of one spotlight every 3m<sup>2</sup> of stand.
- Electrical panel with magneto-thermal differential with a 500W socket base incorporated, prepared for a power of 130W/m<sup>2</sup>.

#### TYPE A CLEANING:

First cleaning with removal of the plastic covering the carpet, daily cleaning of the floor and collection of the contents of the garbage cans. Does not include cleaning of exhibits.

#### SERVICES INCLUDED

- Daily cleaning of the stand (Type A, once a day).
- Minimum electricity consumption (0.13 Kw /m<sup>2</sup>).
- Exhibitor parking

#### FURNITURE :

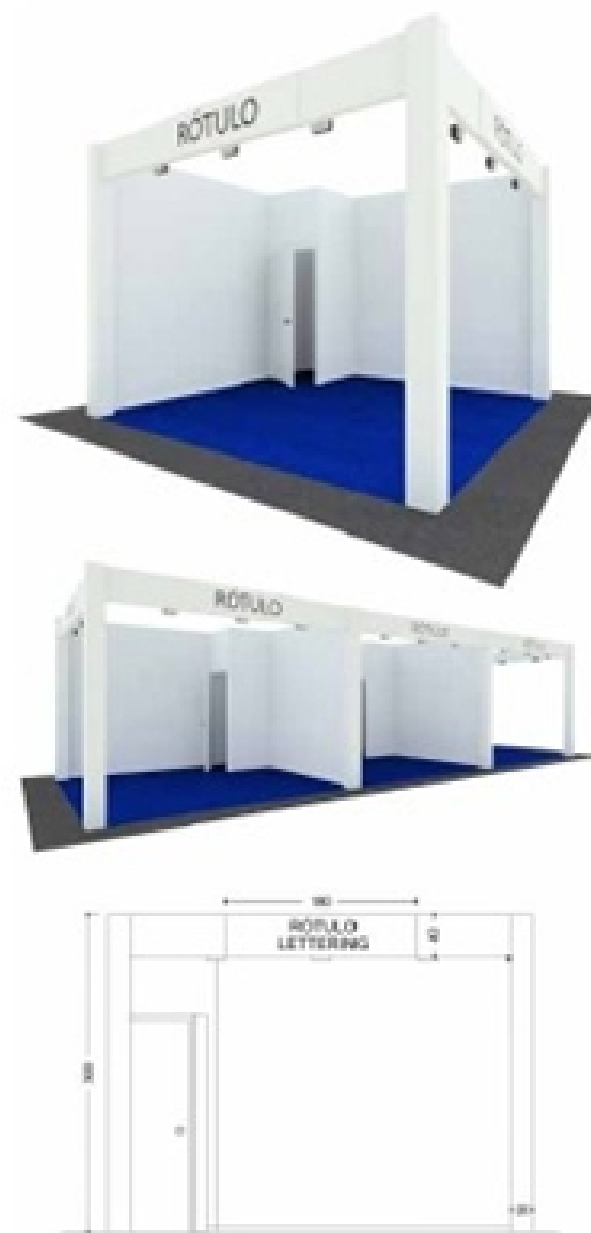
- 1 DOM round table (6RL02001) 73 cm high and 80 cm diameter.
- 2 Madrid chairs (6RL01001)
- 1 Lima stool (6RL01009)
- 1 Tana counter (6RL08003)

You can check the measurements of the furniture by entering the code indicated in the Ecommerce of the Expo Zone.





## 6.3 Modular Plus Stand



**GUIDING DRAWING:** It is not allowed to pierce or nail elements to the stand. It is possible to use adhesive tape or graphics, which are easily removable and do not damage the panels.

(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.

### TECHNICAL CHARACTERISTICS :

#### STAND

Stand open to one or several aisles depending on location.  
- Wooden structure.

#### WAREHOUSE with lockable door in the following proportions

- From 16 sq.m..... 1x1
- From 16,5 to 32 sq.m ..... 2x1
- As from 32,5 sq.m : ..... 3x1

#### TRADE FAIR CARPET

Europe blue by default

Europe blue



#### SIGNAGE:

Standardized lettering with exhibitor's name editable in Expo Zone and booth number. Maximum 20 characters. If the exhibitor's name field is not completed in the Expo Zone, it will be labeled with the Fair Name of the Participation Application.

**Important information:** You must indicate the name for the labeling, through your EXPO ZONE before **February 14, 2025**.

#### ELECTRICAL ENERGY AND LIGHTING:

- Lighting by means of led spotlights on rail at the rate of one spotlight every 3m<sup>2</sup> of stand.
- Electrical panel with magneto-thermal differential with a 500W socket base incorporated, prepared for a power of 130W/m<sup>2</sup>.

#### TYPE A CLEANING:

First cleaning with removal of the plastic covering the carpet, daily cleaning of the floor and collection of the contents of the garbage cans. Does not include cleaning of exhibits.

#### SERVICES INCLUDED

- Daily cleaning of the stand (Type A, once a day).
- Minimum electricity consumption (0.13 Kw /m<sup>2</sup>).
- Multifair insurance and civil liability insurance.
- Exhibitor parking

#### FURNITURE :

##### Furniture regardless of the m2 contracted:

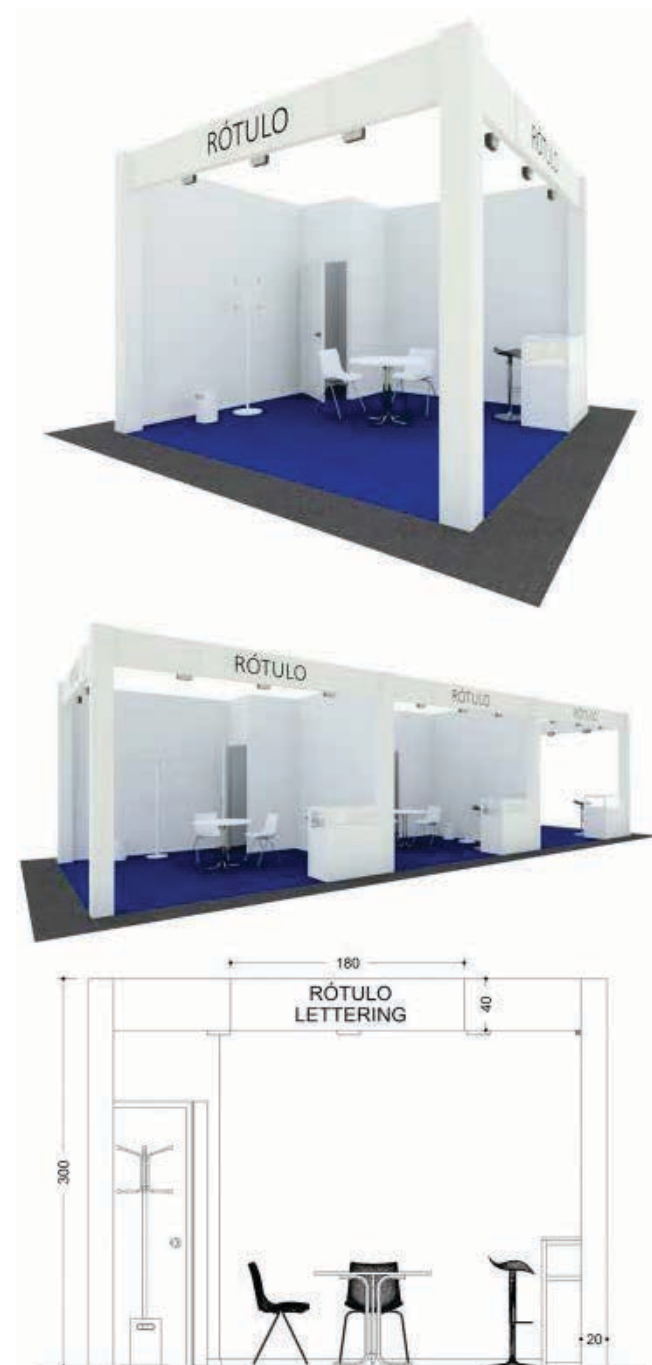
- 3 Corfu chairs (6RL01078)
- 1 white Katyn table (6RL02002)
- 1 TORNE showcase counter (6RL08002),
- 1 stool Palermo (6RL01062),
- 1 white Duero wastebasket (6RL04003).

You can consult the measurements of the furniture by entering the code indicated in the Ecommerce of the Expo Zone.





## 6.4 Modular Plus Pet Shop Stand



### TECHNICAL CHARACTERISTICS :

#### STAND

Stand open to one or more aisles depending on location.  
- Wooden structure.

#### WAREHOUSE with lockable door in the following proportions

- From 16 sq.m..... 1x1
- From 16,5 to 32 sq.m .....2x1
- As from 32,5 sq.m : .....3x1

#### TRADE FAIR CARPET

Europe blue by default

Europe blue 

#### SIGNAGE:

Standardized lettering with exhibitor's name editable in Expo Zone and booth number. Maximum 20 characters. If the exhibitor's name field is not completed in the Expo Zone, it will be labeled with the Fair Name of the Participation Application.

**Important information:** You must indicate the name for the labeling, through your EXPO ZONE before **February 14, 2025**

#### ELECTRICAL ENERGY AND LIGHTING:

- Lighting by means of led spotlights on rail at the rate of one spotlight every 3m<sup>2</sup> of stand.
- Electrical panel with magneto-thermal differential with a 500W socket base incorporated, prepared for a power of 130W/m<sup>2</sup>.

#### TYPE A CLEANING:

First cleaning with removal of the plastic covering the carpet, daily cleaning of the floor and collection of the contents of the garbage cans. Does not include cleaning of exhibits.

#### SERVICES INCLUDED

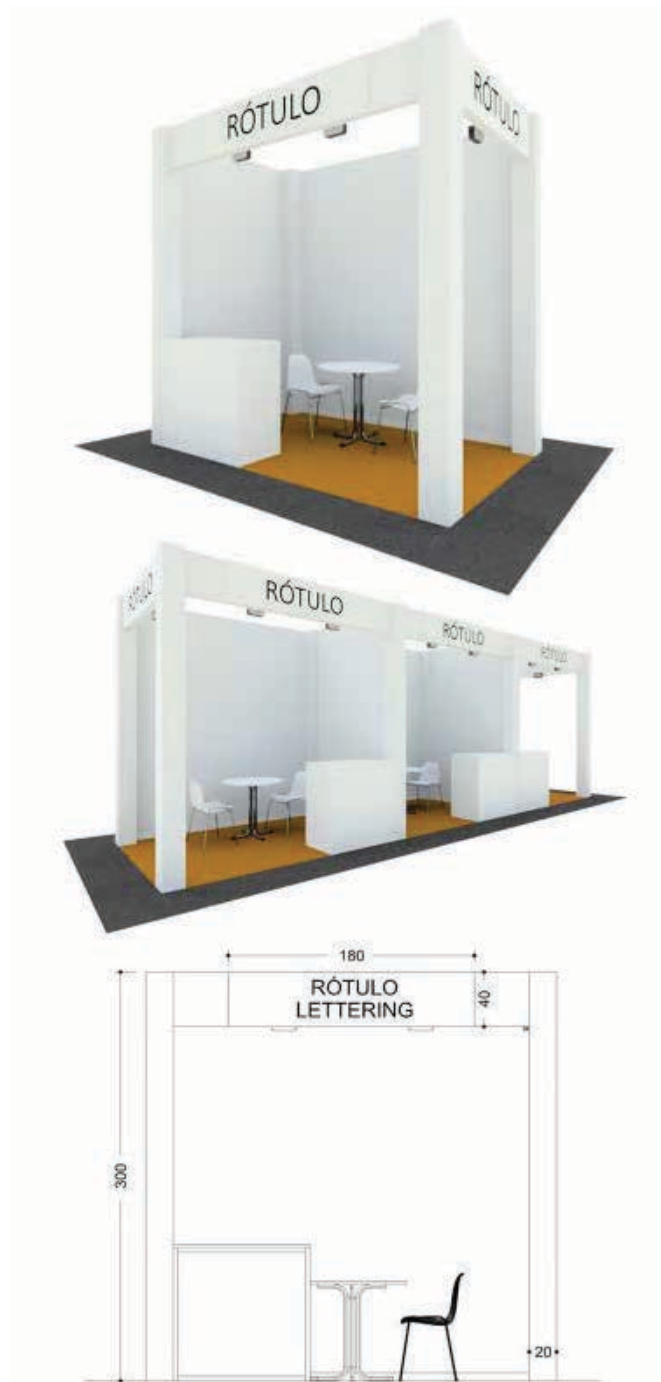
- Daily cleaning of the stand (Type A, once a day).
- Minimum electricity consumption (0.13 Kw /m<sup>2</sup>).
- Multifair insurance and civil liability insurance.
- Exhibitor parking
- Furniture not included

**GUIDING DRAWING:** It is not allowed to pierce or nail elements to the stand. It is possible to use adhesive tape or graphics, which are easily removable and do not damage the panels.

(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.



## 6.5 Impulso Modular Stand



**GUIDING DRAWING:** It is not allowed to pierce or nail elements to the stand. It is possible to use adhesive tape or graphics, which are easily removable and do not damage the panels.

(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.

### TECHNICAL CHARACTERISTICS:

#### STAND

- Stand open to one or more aisles depending on location.
- Wooden structure.

#### TRADE FAIR CARPET

Siena orange color by default.



#### SIGNAGE:

Standardized lettering with exhibitor's name editable in Expo Zone and booth number. Maximum 20 characters. If the exhibitor's name field is not completed in the Expo Zone, it will be labeled with the Fair Name of the Participation Application.

**Important information:** You must indicate the name for the labeling, through your EXPO ZONE before **February 14, 2025**

#### ELECTRICAL ENERGY AND LIGHTING:

- Lighting by means of led spotlights on rail at the rate of one spotlight every 3m<sup>2</sup> of stand.
- Electrical panel with magneto-thermal differential with a 500W socket base incorporated, prepared for a power of 130W/m<sup>2</sup>.

#### TYPE A CLEANING:

First cleaning with removal of the plastic covering the carpet, daily cleaning of the floor and collection of the contents of the garbage cans. Does not include cleaning of exhibits.

#### SERVICES INCLUDED

- Daily cleaning of the stand (Type A, once a day).
- Multi-fair insurance and civil liability included in the price.
- Minimum electricity consumption (0,13 Kw /m<sup>2</sup>).
- Exhibitor parking space

#### FURNITURE :

- 1 DOM white round table (6RL02001)
- 2 Madrid chairs (6RL01001)
- 1 Tana reception desk (6RL08003)
- 1 Lima taburet (6RL01009)

You can consult the measurements of the furniture by entering the code indicated in the Ecommerce of the Expo Zone.





## 7 . Assembly / disassembly of incoming / outgoing goods

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### - Assembly of free design stands:

February 21, 22 and 23 until 7:30 pm. February 24:9:30 pm.

- Delivery of modular stands: February 25 at 8:30 a.m.

### - Entrance of merchandise and decoration material:

February 25, from 8:30 a.m. to midnight.

From 7:00 p.m. onwards, entry will only be possible through the pedestrian gates. Closing the merchandise gates to proceed with the installation of recyclable carpeting.

### - Departure of merchandise and decoration material:

February 28 from 19:30 to 24hrs.

### - Dismantling of free design stands:

March 1 and 2 from 8:30 a.m. to 7:30 p.m.





## 8. Exhibitor passes and invitations for your customers

**8.1.** Exhibitor and professional visitor passes allow access to the fair during all days of the fair.

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, only professional visitors will be allowed access.

**8.2. Exhibitor Passes: Exhibitor passes must be downloaded from the Expo Zone.**

You may request additional exhibitor passes by sending an e-mail to [ibzpropet@ifema.es](mailto:ibzpropet@ifema.es)

**8.3 Free invitations for your clients:**

- Professional online invitations: 3,000 invitations per exhibitor, to be sent through the Expo Zone. Professionals who receive these invitations must register online including the code received and will get their free pass to access directly to the fair, avoiding unnecessary queues.

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

(1) Companies established in Spain (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included.

For 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, will be paid by the exhibitor.





## 9. Live animals

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- In case of having a live animal in their stand, exhibitors must notify the number and species of the animal, as well as to fill out the document that Iberzoo+Propet will send them.

- **ACUAROPHILIA** - In case of having a live animal in your stand, in addition to and fill in the documents that will be sent to you by Iberzoo+Propet. It is **IMPORTANT** that the electrical installation of your aquariums must be independent from the general lighting of the stand.





# 10. Advertise and communicate your presence in the Expo Zone

Prepare complementary promotional activities to your participation prior to the fair to enhance and get the most out of your investment.

**10.1.** Send your customers personalized communication sent by the fair by email with your company name and access to online registration.

**10.2.** Insert the **digital seal** of the fair on your website, mail signature, advertising and other documentation that you send to your customers. You will have this creative available in the New Expo Zone.

**10.3.** Use the **Social Media creatives** that we provide to advertise your presence at the to advertise your presence at the fair indicating your company name and booth number. These elements will be available in your Exhibitor Zone, documents and downloads section.

**10.4. Use sponsored promotional elements with your logo and brand image:** badge lanyards, other specific elements defined by your company to hand out to visitors([ibzpropet@ifema.es](mailto:ibzpropet@ifema.es)).

**10.5. Hire other advertising services and promotional elements:** a wide range of strategically placed supports that are a must for visitors and exhibitors coming to the fairgrounds. Contact [publicidadexterior@ifema.es](mailto:publicidadexterior@ifema.es) or telephone (+34) 91 722 53 08/40.

**10.6. Communicate the novelties that you will present at the fair to our Press Department:** [temedina@ifema.es](mailto:temedina@ifema.es) and our Social Media Agency Annie Bonnie: [ifema@anniebonnie.com](mailto:ifema@anniebonnie.com)

**10.7.** On the IFEMA MADRID [ifema.es](http://ifema.es) website, exhibitors section, you will find a list of other services, regulations and documents that may be of interest to you:

- Regulations and conditions for catering at stands.
- Occupational risk prevention and coordination of business activities.
- Application for authorisation for private security at stands.
- Application for authorisation to hang structures/rigging.



# 11. IBERZOO PROPET LIVE Connect Participation Handbook

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IBERZOO PROPET LIVE Connect, is the first community and social network professional community and social network for pet professionals. The platform offers the possibility of participating exclusively through this digital or hybrid channel.

## What advantages does IBERZOO PROPET LIVE Connect offer?

- **IBERZOO PROPET LIVE Connect** offers you access to the entire professional community of the sector. A space for networking and promotion where you can generate contacts and business opportunities.
- Present and get to know the full range of products, trends and novelties of each exhibitor.
- Expand business contacts.
- Participants (visitors, buyers and exhibitors) in LIVE Connect can search for products and people and mark them as favourites. They can also contact each other through an appointment management service, video calls, live chats, mailings, and schedule face-to-face or virtual meetings..
- Organise, participate in and/or attend sessions, talks, presentations and sectoral round tables.
- Updating its range of products, de-seasonalising its sales and achieving a wider range of products over a longer period of time.
- Present your value proposition and improve your brand positioning. The platform allows you to include information about your business, videos, links, product catalogues, etc.
- It offers the opportunity to contract advertising packages designed to get more customers and reinforce your brand.





# 12. Company registration and Live connect

Once we have received confirmation of your participation in **IBERZOO PROPET 2025** and the corresponding payment has been made, we will register your profile on the platform and the **contact person will receive a welcome email and access** to the email address indicated and your profile will be published on the platform, associated with your company.

Remember to use an updated browser. Subsequently, you will have to enter a password

From now on you will be able to access with your email and password from the website **ifema.es/iberzoo-propet** and from the welcome email you will receive in your email.

The e-mail address with which you have registered for LIVE Connect is personal and non-transferable. If you need it, you can request it by email to **ibzpropet@ifema.es**

SERVICES INCLUDED	PACK INCLUDED IN PARTICIPATION
Registration as an exhibitor in the official list of exhibitors online accessible on the LIVE Connect platform and at <b>fema.es/iberzoo-propet</b>	✓
Visibility of your company profile, including contact details, video or image, logo, general information about the company, activity, products, stand at the fair, documents and links.	✓
Access for 1 user member of the exhibiting company and manager of the company file.	✓
Access for staff users of the exhibiting company.	✓
Registration of products or services in the 10 advanced search engine	✓
Chat & eCall Service	✓
Unlimited invitations for clients	✓
Access to the entire 365 Community	✓
Access to the entire community of visitors and buyers	✓
Attendance and access to all the Workshops and Activities	✓



# 13. MAP





# 10. Sustainability Culture Management at IFEMA MADRID

IBERZOO PROPET

**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.

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

ISO Standards certified by IFEMA MADRID:

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

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

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

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

## **WASTE MANAGEMENT:**

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

## **Carpet recycling:**

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

## **SUSTAINABLE MOBILITY:**

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

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

IFEMA MADRID has published its Guide to Sustainable Participation in Trade Fairs for exhibitors on its website. We recommend you read it before starting to prepare your participation:  
[ifema.es/en/about-us/quality-sustainability](https://ifema.es/en/about-us/quality-sustainability)





## 8. Complementary services of IFEMA MADRID

IBERZOO PROPET

		Phone	Email
<b>Promote your brand</b>			
<b>Advertising at the venue and in digital channel</b>	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	<a href="mailto:publicidad@ifema.es">publicidad@ifema.es</a>
<b>Graphic decoration for stand</b>	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	<a href="mailto:decoraciongrafica@ifema.es">decoraciongrafica@ifema.es</a>
<b>Stand design and construction</b>	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	<a href="mailto:infodesing@ifema.es">infodesing@ifema.es</a>
<b>Organize and decorate your space</b>			
<b>Furniture</b>	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	<a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
<b>Cold and kitchen equipment</b>	Solutions for food preservation and hospitality for all the activities you want to organize in your stand	(+34) 91 722 30 00	<a href="mailto:equiposdefrioycocina@ifema.es">equiposdefrioycocina@ifema.es</a>
<b>Telecommunications and IT</b>	We have the latest technology in equipment and connectivity to cover all communication needs.	(+34) 91 722 30 00	<a href="mailto:telecomunicaciones@ifema.es">telecomunicaciones@ifema.es</a>
<b>Auxiliar Staff</b>	We offer you from auxiliary staff to help you with the set up to hostesses during the celebration, who will help you to attend your clients in different languages and with the utmost professionalism.	(+34) 91 722 30 00	<a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>



# 8. Complementary services of IFEMA MADRID

		Phone	Email
<b>Organize and decorate your space</b>			
<b>Cleaning and waste containers</b>	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	<a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
<b>Audiovisuals</b>	We have the best equipment for multimedia presentations, sound and translation in stands and rooms.	(+34) 91 722 30 00	<a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
<b>Booking Conditions</b>			
<b>Transport and storage</b>	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	<a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
<b>Driverless cherrypickers and lifters</b>	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	<a href="mailto:carretillasdealquiler@ifema.es">carretillasdealquiler@ifema.es</a>
<b>Last Minute Contracting</b>			
<b>E-commerce: Last minute Services Catalogue</b>	Now, during the assembly and celebration you can also hire online the services you need. Without the need to go anywhere, just with your access codes	(+34) 91 722 30 00	<a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>



# 16. Important dates

When	What	How	Who attends to you
<p><b>From September 2024</b>  <b>Until 21 October 2024</b></p>	<p>Application to participate  (Priority deadline for exhibitors at Iberzoo propet 2024)</p>	<ul style="list-style-type: none"> <li>• Sending the exhibitor application form for Iberzoo+Propet 2025</li> <li>• Fill in the application form online and send a copy of the payment of the space reservation fee to <a href="mailto:servifema@ifema.es">servifema@ifema.es</a></li> </ul>	<p>Event management:  <b><a href="mailto:ibzpropet@ifema.es">ibzpropet@ifema.es</a></b>  Customer Service (Exhibitors):  (+34) 91 722 30 00  <b><a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></b></p>
<p><b>From 21 October 2024</b></p>	<p>Application to participate</p>	<ul style="list-style-type: none"> <li>• Continuation of the process of receiving applications for exhibitors at Iberzoo + Propet 2025.</li> <li>• Offers, confirmation of spaces and sending of contracts</li> </ul>	<p>Event management:  <b><a href="mailto:ibzpropet@ifema.es">ibzpropet@ifema.es</a></b>  Customer Service (Exhibitors):  (+34) 91 722 30 00  <b><a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></b></p>
<p><b>Until 1 December 2024</b>  <b>Until 2 February 2025</b></p>	<p>Payments</p>	<ul style="list-style-type: none"> <li>• Until 1 December 2024 - 50% of the amount of the space minus the reservation fee.</li> <li>• Until 2 February - 100% of the amount of the space and services contracted.</li> </ul>	<p>Servifema: <b><a href="mailto:servifema@ifema.es">servifema@ifema.es</a></b>  Customer Service (Exhibitors):  (+34) 91 722 30 00  <b><a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></b></p>



# 16. Important dates

When	What	How	Who attends to you
<b>Until 20 January 2025</b>	Free design projects	Deadline for uploading free design projects to the Expo Zone. If the project includes hanging elements, a separate project must be submitted and sent to <a href="mailto:inspeccion.rigging@ifema.es">inspeccion.rigging@ifema.es</a>	Technical Secretariat IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 <b><a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></b>
<b>Until 5 February 2025</b>	Customisation of modular stands	<ul style="list-style-type: none"> <li>• Present the interior decoration projects for modular stands.</li> <li>• Choose wall colours (Premium Stand) and carpeting (Floor + Basic Stand and Floor + Premium Stand) at Zona Expo.</li> <li>• Communicate the signage at Zona Expo before 8 January.</li> <li>• They will have to consult the project of the modular stand in the Expo Zone, or upload the same with the stipulated modifications.</li> </ul>	Technical Secretariat IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 <b><a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></b>
<b>Until 21 January 2025</b>	Procurement of services	Services contracted with a 5% discount.	IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 <b><a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></b>
<b>From 14 February 2025</b>	Procurement of services	<ul style="list-style-type: none"> <li>• Procurement of services with a 25% increase</li> </ul>	IFEMA MADRID Line Exhibitors (+34) 91 722 30 00 <b><a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></b>
<b>From 21 to 24 February 2025</b>	Stand assembly	<ul style="list-style-type: none"> <li>• From 21 to 22 and 23 February from 8:30 to 19:30h.</li> <li>• On 24 February from 8:30 to 21:30h.</li> </ul>	-



# 16. Important dates

When	What	How	Who attends to you
<b>25 February 2025</b>	Delivery of modular stands	<ul style="list-style-type: none"> <li>• From 8.30 a.m.</li> <li>• Goods and decoration material can be brought in on 25 February.</li> </ul>	Hall Manager
	Goods receipt	<ul style="list-style-type: none"> <li>• From 8:30 am to 9:30 pm.</li> <li>• From 19:00 h onwards, entry will only be possible through the pedestrian gates, closing the goods gates to proceed with the installation of recyclable carpeting.</li> </ul>	Hall Manager
<b>From 26 to 28 February 2025</b>	Celebration of the fair	<ul style="list-style-type: none"> <li>• 26th and 27th : from 10:00 to 20:00 h.</li> <li>• 28th : from 10:00 to 19:00 h.</li> <li>• Exhibitors will be able to access the venue and Pavilion from 1 hour before. At 9:00 a.m.</li> </ul>	-
<b>28 February 2025</b>	Goods issue	From 19:30 to 24:00 h. From 19:30 to 20:30 h, exit will only be possible through the pedestrian gates to remove recyclable carpet.	Hall Manager
<b>From 1 to 2 March 2025</b>	Dismantling of stands	<ul style="list-style-type: none"> <li>• 1st and 2nd of March from 8:30 to 19:30h.</li> </ul>	Hall Manager



# 12. Contact us

Department	Ask me about	Contact		
<b>Address of the event</b>	<ul style="list-style-type: none"> <li>Contracting space</li> <li>General topics of participation in the fair</li> <li>Exhibitor passes</li> <li>Trade visitor invitations</li> <li>Activities and forums at the fair</li> </ul>	<b>Director</b>	Ana Rodríguez	(+34) 91 722 30 00 <a href="mailto:ibzpropet@ifema.es">ibzpropet@ifema.es</a>
		<b>Commercial Managers</b>	Pilar Heredero	
		<b>Commercial Area</b>	Ana Agulló	
<b>IFEMA MADRID Customer Service</b>	<ul style="list-style-type: none"> <li>Hiring of services</li> <li>Expo Zone</li> <li>Visitor information</li> </ul>	(+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>		
<b>Technical Secretariat (Trade Fair Services Department)</b>	<ul style="list-style-type: none"> <li>Technical support to exhibitors and assemblers</li> <li>Review of stand assembly projects</li> <li>Solutions to technical problems during the exhibition activity</li> <li>Customization of modular stands</li> </ul>	(+34) 91 722 30 00 <a href="mailto:stecnica@ifema.es">stecnica@ifema.es</a>		
<b>Graphic decoration</b>	Hiring of graphic materials to customize your booth	(+34) 91 722 30 00 <a href="mailto:decoraciongrafica@ifema.es">decoraciongrafica@ifema.es</a>		
<b>Full service stand design</b>	Design and assembly of free design stands	(+34) 91 722 30 00 <a href="mailto:infodesign@ifema.es">infodesign@ifema.es</a>		



# 12. Contact us

Department	Ask me about	Contact
<b>Outdoor Advertising</b>	Hiring of advertising media at the fairgrounds	(+34) 91 722 53 40/08 <a href="mailto:publicidadexterior@ifema.es">publicidadexterior@ifema.es</a>
<b>Communication and Marketing Management</b>	Media relations	<div style="display: flex; justify-content: space-between;"> <div> <p><b>Director:</b> Raúl Diez  <b>Directora de Comunicación:</b> Marta Cacho  <b>Jefe de Prensa:</b> Pablo Santos  <b>Prensa Internacional:</b> Elena Valera</p> </div> <div> <p>(+34) 91 722 50 93  <a href="mailto:psantos@ifema.es">psantos@ifema.es</a></p> </div> </div>
<b>Planning and Control Management</b>	<ul style="list-style-type: none"> <li>Rental of the different meeting and convention spaces at the fairgrounds, both during and outside the fairs.</li> <li>Coordination of extra-fair activities</li> </ul>	(+34) 91 722 30 00 <a href="mailto:uanproduccion@ifema.es">uanproduccion@ifema.es</a>
<b>Institutional Relations (Protocol)</b>	<ul style="list-style-type: none"> <li>Institutional visits</li> <li>Guided tours</li> <li>Protocol for all Events</li> <li>Institutional relations</li> </ul>	(+34) 91 722 30 00 <a href="mailto:infoifema@ifema.es">infoifema@ifema.es</a>
<b>Safety and Self-Protection Management</b>	<ul style="list-style-type: none"> <li>General security and parking</li> <li>Access to the Fairgrounds</li> <li>Coordination for stand catering</li> </ul>	(+34) 91 722 50 65 <a href="mailto:dseguridad@ifema.es">dseguridad@ifema.es</a> <a href="mailto:catering@ifema.es">catering@ifema.es</a>
<b>Medical Service and Security Emergencies</b>	<ul style="list-style-type: none"> <li>Medical emergency</li> <li>Health care for exhibitors and visitors during the celebration of fairs, set-up and dismantling.</li> </ul>	(+34) 91 722 54 00



Thank you

