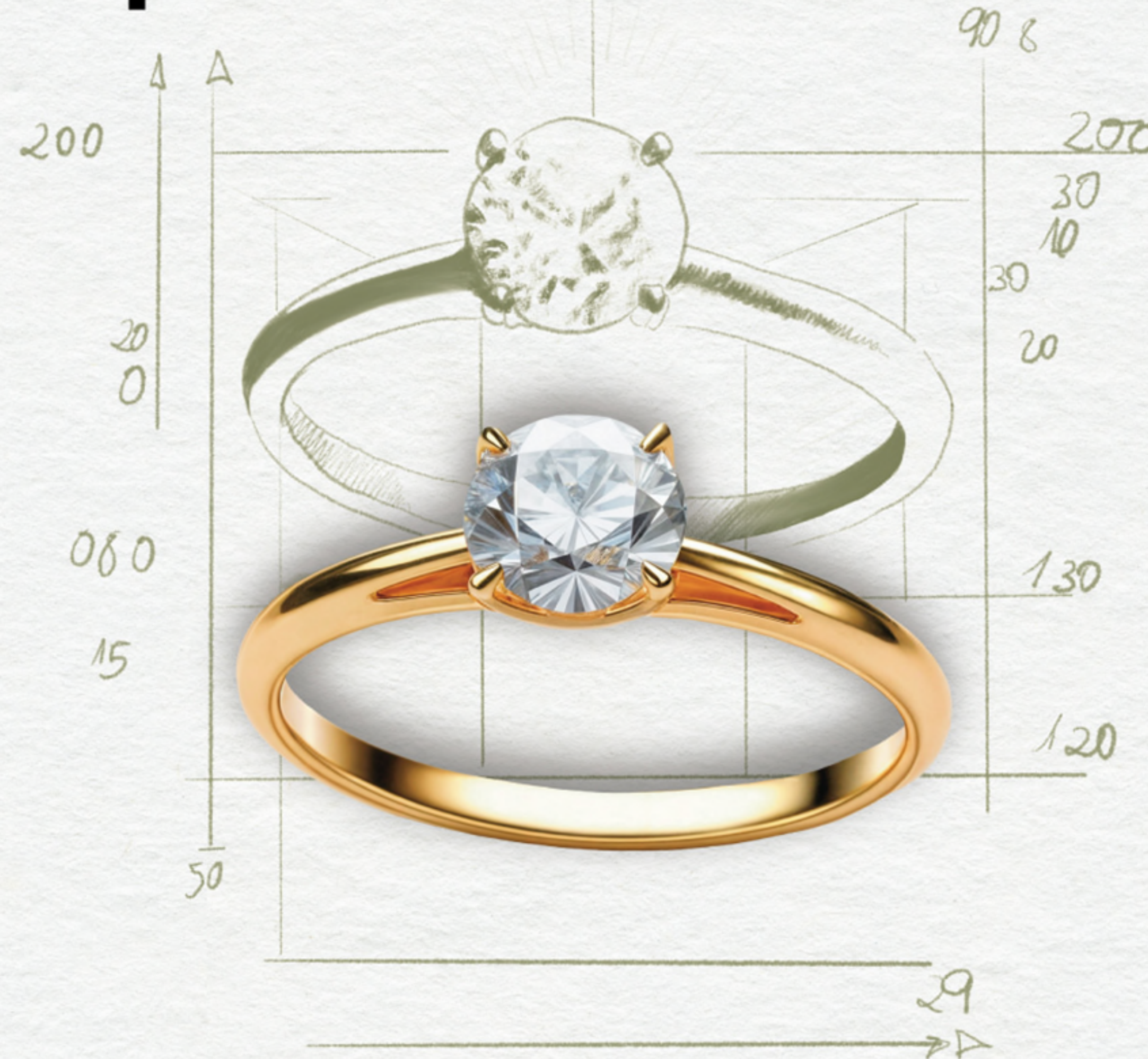


# madridjoya

06-09  
Feb  
2025

International Urban  
and Trendy Jewellery  
and Watch Exhibition Fair.

Exhibitor's guide and specific rules  
of participation



Coinciding with:  
intergift  
bisutex  
MOMAD

Media Partner:



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# 1. Exhibition dates and times

Madridjoya

Madridjoya will take place in person at IFEMA MADRID from **Thursday 6 to Sunday 9 February 2025**.

Schedule: From 10 am to 7 pm, and last day until 4 pm.

## Hall 6, sectors:

- Gold jewelry
- Silver jewelry
- Stones and gems
- Cases and taqueria
- Machinery
- Related industries
- Cash&Carry

The digital platform **Madridjoya LIVE Connect**, will be active from **January 10 until March 15, 2025**.

**CHARACTER:** Exclusively professional.

## COINCIDENT FAIRS: BISUTEX, INTERGIFT and MOMAD.

- BISUTEX - International Exhibition of fashion jewelry and accessories.
- INTERGIFT - International Gift and Decoration Show.
- MOMAD - International fashion, footwear and accessories show.



## 2. How to be an exhibitor: Contracting and awarding

Madridjoya

### 2.1.

The contracting of space shall be made by filling in the **ONLINE PARTICIPATION APPLICATION FORM**, available on the fair website: [ifema.es/madrid-joya](https://ifema.es/madrid-joya)

### 2.2.

Companies of jewelry, stones and gems and jewelry-related industries, such as cases, machinery, etc., **may apply to participate in Madridjoya**. 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 event and, therefore, do not fit the purposes of the event.

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

### 2.3.

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 management of the event may dispose of the stand without any obligation to give prior notice.

### 2.4.

Signing and submitting the Participation Application constitutes a commitment and implies full acceptance of IFEMA MADRID's General Rules of Participation, as well as the Specific Rules of Madridjoya and the generic provisions established by the Fair Management. Available at: [ifema.es/madridjoya](https://ifema.es/madridjoya)

### 2.5.

In the event that the exhibitor company designates another entity to make any of the payments related to its participation, it must provide all the necessary invoicing data. If the designated entity does not make the aforementioned payments within the established deadlines, the Exhibiting Company will pay them on simple request of IFEMA MADRID.

### 2.6.

The exhibitor's waiver shall be governed by the provisions of the IFEMA MADRID General Rules of Participation, which can be found in the Exhibitor section of the institutional website [ifema.es](https://ifema.es) and on the event website [ifema.es/madrid-joya](https://ifema.es/madrid-joya)

### 2.7.

The allocation of spaces will be made by the Fair Management, considering the needs of Madridjoya as a whole, 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 at that time.

### 2.8.

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

### 2.9.

**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 nor will they be delivered, if applicable, the modular stand.** Neither will the exit of goods be authorized without full payment of all expenses incurred during the fair.



# 3. Stand types

Madridjoya

## 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 25sq.m will be required to contract one of the modular stand packages.

## TURNKEY MODULAR STAND

In this edition there will be 4 types of modular booths: CLOSED, OPEN PREMIUM, MINI and OPEN CASH & CARRY.

The construction of aluminum stands will not be allowed except in the Cash & Carry area.

You will be able to access the characteristics of each modular package in your Expo Zone in the documents and downloads section.

The modular stands will be delivered on Wednesday, February 5, 2025 at 8:30 am.

Through the Expo Zone, they must indicate, before January 16, 2025, the name that must appear on the stand sign.



## CLOSED MODULAR STAND



ORIENTATIVE DRAWING

### GENERAL CHARACTERISTICS:

#### RATE

Ground + Closed Stand: ..... 173 €/sq.m + VAT (1) + Compulsory contracting services.

### TECHNICAL CHARACTERISTICS:

#### STAND:

- Stand closed to one or several aisles, depending on location.
- 2.90 m high structure, made of melamine panels in beige and black colors.

#### TRADE FAIR CARPET:

 Black

**WAREHOUSE** with door and lock (dimensions depending on the contracted area)

**MAIN FACADE** with showcases of different sizes, including door, lock and 3 led spotlights of 30 w.

#### SIGNAGE:

Signage in standard lettering placed in methacrylate on the facade.

#### ELECTRIC POWER AND LIGHTING:

- Lighting by means of 40 w led type spotlight rails (one spotlight for every 4 sq.m of stand).
- Electrical panel with magneto-thermal differential, prepared to withstand 130 w/sq.m and with plug base located inside the warehouse.

#### SERVICES INCLUDED:

Booth cleaning once a day (Type A).

#### ASSEMBLY PLAN:

You must send the plan of your booth with your specific needs in terms of location and distribution of showcases, storage and light points, to the assembly company, before January 24, 2025.

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

## PREMIUM OPEN MODULAR STAND



### ORIENTATIVE DRAWING

This information is provisional and a draft with the definitive information will be published soon in the Expo Zone.

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

Floor + Premium Open Stand: .....162,70 €/sq.m + VAT (1) + Obligatory contracting services.  
Cleaning not included.

### TECHNICAL CHARACTERISTICS:

#### STAND:

- Stand open to one or more aisles, depending on location.
- White fabric walls on beige painted chipboard columns.

#### TRADE FAIR CARPET



Black

#### CANVAS WALLS:

The canvas walls that form the booth are 30 cm thick, subtracting this space from the interior surface of the booth. For the installation of the wall shelves offered in Zona Expo it will be necessary to hire painted chipboard panels to replace the canvas or fabrics. Likewise, in case you need storage, you can hire it additionally with the dimensions you need.

#### ELECTRICAL ENERGY AND LIGHTING:

- Led strip lighting located between the fabric walls.
- One 50 w lamp per linear meter of free space between exterior columns.
- Electrical panel with differential, circuit breaker and a built-in 500 watt socket, prepared for 130 w/sq.m power.

#### SIGNAGE

Standard lettering on each aisle façade.  
Through the Expo Zone should indicate before January 16, 2025, the name that should appear on the sign of the stand.

#### SERVICES INCLUDED:

Cleaning of the stand once a day (Type A).

#### SET-UP PLAN

You can visualize and follow up the status of your floor plan and make observations on it, in case you need any change, please indicate it through the Expo Zone **before January 24, 2025.**

## CASH & CARRY OPEN MODULAR STAND



### ORIENTATIVE DRAWING

This information is provisional and a draft with the definitive information will be published soon in the Expo Zone.

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

Floor + Cash & Carry Stand: 141,50 €/sq.m + VAT (1) + Compulsory services  
Cleaning not included.

### TECHNICAL CHARACTERISTICS:

#### STAND:

- Stand open to one or several aisles, depending on location.
- Aluminum structure and 2.90 m high melamine panels in white.

**WAREHOUSE** with door and lock (dimensions depending on the contracted area):

#### TRADE FAIR CARPET



Light grey

#### ELECTRICAL ENERGY AND LIGHTING:

- Lighting by means of lanes of 40 w led type spotlights (one for every 3sq.m).
- Electrical panel with magneto-thermal differential, prepared to withstand 130 w/sq.m and with built-in socket.

#### SIGNAGE

Signage on each side of the aisle with standardized lettering and adhesive vinyl.

Through the Expo Zone you should indicate before January 16, 2025, the name that should appear on the sign of the stand.

#### ASSEMBLY PLAN

You can visualize your assembly plan and follow up the status of the plan and make observations on it, in case you need any change, please indicate it through the Expo Zone before **January 24, 2025**.



## MINI STAND



ORIENTATIVE DRAWING

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

Floor + Mini Stand: 1.966,80 € + VAT (1)

### CARACTERÍSTICAS TÉCNICAS:

#### STAND:

- Stand open to aisles of 9 sq.m.
- Structure of chipboard panels painted in white matte plastic.

#### TRADE FAIR CARPET



White

#### FURNITURE (regardless of the m<sup>2</sup> contracted):

- 3 Silla Madrid
- 1 Mesa Dom Blanca
- 2 Muebles bajos
- 1 Balda móvil

#### ELECTRICAL ENERGY AND LIGHTING:

- Lighting by means of 3 led spotlights per booth.
- Electrical panel with differential, circuit breaker and a built-in 500 watt socket, prepared for a power of 130 w/sq.m.

#### SIGNAGE

Standard lettering on each side of the aisle.

Through the Expo Zone, you must indicate before **January 16, 2025**, the name that must appear on the stand sign.

#### SET-UP PLAN

You can visualize your assembly plan and follow up the status of the plan and make observations on it, in case you need any change, please indicate it through the Expo Zone before **January 24, 2025**.

#### SERVICES INCLUDED

- Electricity consumption.
- Multi-fair and civil liability insurance.
- Daily cleaning of stand type A.
- Communication and marketing pack + LIVE Connect.

# 3. Stand types

## ONLY FLOOR (Free Design)

Specific rules for stand assembly

### FEE ONLY FLOOR:

129.80 euros /sq.m +VAT(1)+ obligatory contracting services (see point 6).

### 3.1.

For those exhibitors with a surface area equal to or **greater than 25 sq.m** who opt for free design, must upload their project to the **Expo Zone** before **December 31, 2024**. Without the presentation and approval of the project, the stand will not be able to be set up. For further information, please contact [sectecnica@ifema.es](mailto:sectecnica@ifema.es)

### 3.2.

All companies are obliged to **set up a stand** that includes at least the dividing walls with the pavilion wall and with the adjoining stands.

### 3.3.

The **maximum perimeter height** shall be 4m, with a single element allowed up to a maximum height of 6m, except in the medians with neighboring stands.

### 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 disassembly of the fair. **We recommend that you contract this service through the Expo Zone one week before the start of the assembly to avoid surcharges. Contact [sectecnica@ifema.es](mailto:sectecnica@ifema.es)**

## 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 made of aluminum or similar: 5.56 €/sq.m + VAT (1).

### - Rate type C:

Design modular stands in aluminum, carpentry and other materials: 8.75 €/sq.m + VAT (1).

### 3.5.

New regulations: In order to be more efficient and to be able to offer you a better service, avoiding incidences in the assemblies, from October 6, 2024 we will apply the surcharge of last minute contracting to the contracting of the 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 be contracted with a **5% discount if the contracting is made up to 30 days before the beginning of the assembly of the fair.**

To contract services, you must go through our online channel, which you can access from the following link: [Commerce](#)



# 4. Participation fees

## SINGLE FLOOR RATE:

TYPE OF ASSEMBLY	GENERAL RATES
ONLY FLOOR	129,80 €/sq.m + VAT (1)
FLOOR + CLOSED MODULAR STAND	173 €/sq.m + VAT (1)
FLOOR + PREMIUM OPEN MODULAR STAND	162,70 €/sq.m + VAT (1)
FLOOR + CASH&CARRY MODULAR STAND	141,50 €/sq.m + VAT (1)
FLOOR + MINI STAND	1.966,80 € + VAT (1)

### DISCOUNT FOR PROMPT PAYMENT

There will be a **5% discount** on the floor portion, if the full amount of the space is paid in full **before December 10, 2024**.

### DOUBLE PARTICIPATION DISCOUNT

A **discount of 15%** of the floor space will be granted to those companies that have participated in the September 2024 edition.

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

### 4.1. CONECTA exhibitor plan.

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

- Dissemination **of the participation in the fair through** the insertion in the list of exhibitors accessible in open access on the website ifema.es/Madridjoya shared as a link in sectorial communications.
- **Presence** during the fair in **the hall plans and exhibitor lists**.
- **Premium wifi** peer-to-peer connection (these connections will only work with devices that allow connection in the 5 GHz band).
- **Presence as exhibitors in the digital event of Madridjoya LIVE Connect, 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 company information, up to 10 products associated with the company can be included.

### + CONECTA Exhibitor at MADRIDJOYA LIVE Connect digital event, for 3 users.

Functionalities to connect with other users to generate business and networking opportunities:

- 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 passes** at the trade 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 hall planners.

If the contracting of your stand is subsequent to 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 €): 72,84 € + VAT (1)\*

### 4.3.

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

### 4.4.

Minimum energy consumption (0.16KW/sq.m): 9.144 €/sq.m + VAT (1)\*

### 4.5.

**Assembly fees** for free-design stands to be paid by the assembler or exhibitor (see point 5.4). We recommend that you contract this service through the Expo Zone one week before the start of assembly, to avoid surcharges.

\*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 Expo Zone.

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

# 5. Payment dates and methods

## 5.1. Methods of payment

In order to formalize your participation, you can pay by:

- Transfer to: IFEMA MADRID / MADRIDJOYA – FEBRERO 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 / MADRIDJOYA – FEBRERO 2025
- Credit card in a secure environment, accessible at the end of the online 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 deadlines

- Before **December 10, 2024**: **First payment of 50%**. A **5% discount for early payment** will be applied if 100% of the part corresponding to the land is paid before **December 10, 2024**.
- **Before January 10, 2025**: Payment of the remaining 50% and services.



Madridjoya

## 6. Other relevant information

Madridjoya

1. Retail sales are not allowed inside Madridjoya, except for the Cash&Carry Area, where they are allowed.
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 due to the concurrence of activities, **it is mandatory to wear a protective helmet, high visibility vest and safety footwear** during the assembly and disassembly phases of fairs and events in all exhibition areas. This measure affects any person accessing, passing through, carrying out activities or simply being present in halls or outdoor exhibition areas during assembly and disassembly tasks.
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. For safety reasons, we make special mention of the **prohibition of storing packaging in the back and enclosures of the halls. It is also forbidden to occupy more surface area than strictly contracted.** In case of occupation, this area will be invoiced according to the general rates per square meter.
8. The exhibitor is obliged to attend and remain with the products exhibited in its stand during the entire period of operation of the fair. On the last day of the fair, the collection of the exhibition material is not allowed until the end of the fair at 5:00 p.m. Failure to comply with these regulations could mean the loss of the right to preferential renewal of the allocated space.

9. Noisy demonstrations that may disturb other exhibitors are prohibited and may not exceed 60 decibels.

10. The exhibitor undertakes to comply with the rules of environmental protection. It must therefore also comply with the environmental protection guidelines. The Madridjoya website publishes the Guide to Sustainability at trade fairs.

11. **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 the merchandise has been regularized. This includes promotional material.

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

12. Exhibitors may only **occupy the strictly contracted** space without the possibility of occupying outside the perimeter of the stand with their products. In case this happens, this space will be invoiced.

13. **For safety reasons, we make special mention of the prohibition of storing packaging at the back and enclosures of the halls.**

**The rest of the assembly rules are included in the General Rules of Participation that you will find at [ifema.es/madrid-joya](http://ifema.es/madrid-joya).**

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

15. **The collection of the exhibition material from your stand will not be allowed until the closing of the fair: 4 pm on the last day of the fair: Sunday, February 9, 2025.**

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

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

- Regulations and conditions for the realization of catering in stands.
- Occupational risk prevention and coordination of business activities.
- Application for authorization of prVATte security guards at stands.
- Application for authorization to hang-Structures/ rigging.

# 7. Announce and communicate your presence at the fair.

Madridjoya

## Passes and invitations

### 7.1.

Exhibitor and professional visitor passes allow access to the fair during all days of the fair and to any of the coinciding shows INTERGIFT, BISUTEX 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

**Nominative Exhibitor Passes:** Each exhibitor has at his disposal 2 exhibitor passes 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 5, 2025**.

Additional exhibitor passes may be requested by sending an e-mail to [madridjoya@ifema.es](mailto:madridjoya@ifema.es).

### 7.3.

#### Free invitations for your customers:

- **Free professional invitations :** Unlimited invitations per exhibitor. Professionals who receive these invitations must register online including the code received and will get their free pass to access the fair directly, avoiding unnecessary queues.
- **-CLUB cards:** include direct access to the fair for the holder and one companion and one day free parking. Depending on the contracted surface area, each exhibitor will have 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. Send the corresponding file that you will receive by e-mail to Ana Belén Cisneros ([hb.ifema@ifema.es](mailto:hb.ifema@ifema.es)) before December 13, 2024.**

#### - National buyers:

- From 12 to 25 sq.m: 2 guests
- From 25.5 to 50 sq.m: 4 guests
- From 50.5 to 100 sq.m: 6 guests
- More than 100 sq.m: 7 guests

#### - International buyers :

- From 12 to 25 sq.m: 1 guest
- From 25,5 to 50 sq.m : 3 guests
- From 50,5 to 100 sq.m: 5 guests
- More than 100 sq.m: 7 guests

### 7.4.

RENFE and IBERIA discount vouchers will be available through the [Expo Zone](#).



## 7. Announce and communicate your presence at the fair.

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

### 7.5.

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

### 7.6.

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.

### 7.7.

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

### 7.8.

**Hire outdoor display cases** with high visibility, located at the entrance of the halls: [madridjoya@ifema.es](mailto:madridjoya@ifema.es)

### 7.9.

Contract **other Advertising Services and Promotional Elements** at the venue by contacting [publicidadexterior@ifema.es](mailto:publicidadexterior@ifema.es) or by telephone (+34) 91 722 53 08/40.

### 7.10.

Contract other **optional online 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

### 7.11.

**Please communicate** the news you will present at the fair to our Social Media Agency, Annie Bonnie ([ifema@anniebonnie.com](mailto:ifema@anniebonnie.com)) and/or to our Press Department, Pablo Santos ([psantos@ifema.es](mailto:psantos@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 **#SumandoTendencias #Madridjoya**.

### 7.12.

**Participate in presentations:** contact: [madridjoya@ifema.es](mailto:madridjoya@ifema.es) to propose activities of interest and/or participate in this space.

Madridjoya



# 8. Expo Zone. E-commerce. Additional Services

**ZONA EXPO:** Access our customer area Zona Expo from the web: <https://www.ifema.es/madrid-joya> 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:** Contracting of complementary services such as parking, hostesses, furniture, catering...etc.

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 24, 2025**).
- **As of January 16, 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](mailto:infodesign@ifema.es)

**Recommendations** for the design and construction of free-design stands. Consult the recommendations and updated regulations at [ifema.es/en/support](http://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](mailto: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-exhibitors

The **registration of co-exhibitors** must be done by the exhibitor from the EXPO ZONE, section "Manage your participation/Attach co-exhibitors".

To register, **it is essential to enter a correct and unique e-mail address for each co-exhibitor** and indicate whether the participation fee (PLAN CONECTA) will be paid by the exhibitor or by the co-exhibitor.

Participation as a co-exhibitor **requires the contracting of the LIVE Connect marketing, communication and Conecta plan package for a fee of 450.00 € + VAT (1)**.

Once this process has been completed, the co-exhibitor will receive a unique code to be included in the co-exhibitor application form\*.

\*If the exhibitor **assumes the cost of participation** of the co-exhibitor, his registration will be confirmed with the sending of the participation application (essential requirement).

\*If the co-exhibiting company **assumes the cost of its participation**, its registration will be confirmed with the sending of the participation application and the payment of the corresponding amount.

Each registered co-exhibitor will have at its disposal the elements included in the CONECTA COEXHIBITOR PLAN:

- Access to Madridjoya's digital event LIVE Connect.
- Presence in the online exhibitor catalog.
- Visibility in the official list of exhibitors accessible at **ifema.es/madrid-joya**.
- Access to your own EXPO ZONE.
- 2 Exhibitor Passes.
- Online invitations.

The co-exhibitor must manage his/her 2 exhibitor passes and online invitations from ZONA EXPO.

Madridjoya



# 10. How can I make my participation at Madridjoya profitable

Madridjoya

If you need advice about your participation in Madridjoya, do not hesitate to contact us at [madridjoya@ifema.es](mailto:madridjoya@ifema.es)

## PRE-FAIR

- **Define the objectives** and strategies for your participation in Madridjoya.
- **Communicate** to the media, clients and potential clients your presence at the fair.
- **Send the free invitations** offered by the fair to your clients and potential clients.
- **Disseminate the novelties** you will present at Madridjoya on Social Networks.
- Participate in **promotional activities** at Madridjoya; presentations, after works, cocktails, etc.
- Use the promotional elements offered by the fair; banners on the Madridjoya 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 Madridjoya, [madridjoya@ifema.es](mailto:madridjoya@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 digital platform **Madridjoya LIVE Connect**:
  - Update your company information and add your products in LIVE Connect.
  - **Contact with the professional** community and schedule meetings at the fair 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, outdoor display cases at the entrance of the pavilions...etc.
- Scan the QR code of visitors to add them as a contact in LIVE Connect and **generate a database**.
- Publish content on Social Networks and tag Madridjoya to share it.

## POST FAIR

- Send **thank you communications** to the database of visitors who have visited your stand. 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, characteristics 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 by videoconference.



# 11. Sustainability Management at IFEMA MADRID

Momad

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](https://ifema.es/en/about-us/quality-sustainability)



# 12. Trade fair map



GPS: 40° 27' 53,95" N / 3° 37' 0,00" W

**Coinciding with:**  
INTERGIFT, BISUTEX Y MOMAD

# 13. Calendar

When	What	How
<b>December 10, 2024</b>	PAYMENTS	<p><b>Deadline for payment of 50% of the floor space</b> reservation fee. Send proof of payment to <a href="mailto:servifema@ifema.es">servifema@ifema.es</a></p> <p><b>Early payment discount of 5%</b> on the total amount of the contracted sq.m rate if 100% of the space is paid before <b>December 10, 2024</b>.</p>
<b>December 5, 2025</b>	CATALOGUE	Please update your company's information on the LIFESTYLE LIVE Connect platform after this date.
<b>December 13, 2024</b>	BUYERS PROGRAM	Application deadline for the Invited Buyer Program. Send to <a href="mailto:hb.ifema@ifema.es">hb.ifema@ifema.es</a>
<b>December 31, 2024</b>	PROJECTS	Deadline to upload your free design project to the <a href="#">Expo Zone</a> under "Design Project".
<b>December 31, 2024</b>	CONTRACTING SERVICES	<p>Last day to contract services with the <b>5% discount</b>. Through the Ecommerce Zone at <a href="https://ifema.es/madrid-joya">ifema.es/madrid-joya</a> or by sending an email to <a href="mailto:servifema@ifema.es">servifema@ifema.es</a>.</p> <p>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.</p>
<b>January 10, 2025</b>	PAYMENTS	Deadline to pay the remaining amount of the contracted space and services and send proof of payment to Servifema: <a href="mailto:servifema@ifema.es">servifema@ifema.es</a>
<b>January 16, 2025</b>	MODULAR STANDS	Last day to complete your stand signage in the <a href="#">Expo Zone</a> .

When	What	How
<b>January 22, 2025</b>	CONTRACTING SERVICES	After this date, 25% increase on the base rate for last minute services.services. Through Ecommerce Zone or send an email to <a href="mailto:servifema@ifema.es">servifema@ifema.es</a>
<b>January 24, 2025</b>	MODULAR STANDS	<ul style="list-style-type: none"> <li>• Last day to upload to the Expo Zone the Premium, Mini and Cash&amp;Carry modular stand project with your needs.</li> <li>• Last day to send the needs of the closed modular stand.</li> </ul>
<b>January 31 to February 3, 2025</b>	ASSEMBLY OF FREE DESIGN STANDS	From January 31 to February 1, 2025: From 8:30 am to 9:30 pm. February 2 and 3, 2025: 8:30 am - 7:30 pm
<b>February 4 and 5, 2025</b>	DELIVERY OF MODULAR STANDS	Tuesday, February 4, at 8:30 am.
	ENTRANCE OF MERCHANDISE	February 4th and 5th from 8:30 am to 9:30 pm.
<b>February 9, 2025</b>	EXIT OF MERCHANDISE	Sunday, February 9, from 4:30 p.m. to 12:00 p.m. (*) from 4:30 p.m. to 5:30 p.m. vans, wheelbarrows, etc. will not be allowed access to the pavilions. Access will only be through the pedestrian gates and the goods gates will be closed for the removal of recyclable carpeting.
<b>February 10 and 11, 2025</b>	DISMANTLING OF FREE DESIGN STANDS	February 10 and 11 from 8:30 a.m. to 9:30 p.m.

Promote your brand		Contact
<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>
Organize and decorate your space		Contact
<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>

# 14. IFEMA MADRID Services

Organize and decorate your space		Contact
<b>Support staff</b>	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 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>
<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>
Logistics		Contact
<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>
Booking Services		Contact
<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 in the <a href="#">Expo Zone/Ecommerce</a> .	(+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>



Question	Answer
<p><b>Where can I consult the IFEMA MADRID General Rules of Participation to which my participation is subject?</b></p>	<p>In addition to the Exhibitor's Guide, participation in MADRIDJOYA 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 (<a href="http://www.ifema.es">www.ifema.es</a>) and via the following link <a href="#">IFEMA MADRID General Rules of Participation</a>.</p>
<p><b>Can I hire a catering service or serve my own food and beverages at the stand?</b></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 <a href="#">HERE</a>) or through other catering service providers, in which case it is essential to fill in the form "<a href="#">Notification for the provision of catering services on stands</a>" available in the exhibitors' area of the institutional website and send it, with the information requested therein, to: <a href="mailto:catering@ifema.es">catering@ifema.es</a> 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><b>Can I access the trade fair centre with vehicles for assembly and disassembly or loading and unloading of goods?</b></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. <a href="#">Check rates</a></p>
<p><b>Can I have a vehicle on my stand?</b></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><b>Can I send goods to my booth?</b></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). Madridjoya 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 <a href="mailto:ifema.madrid@dbschenker.com">ifema.madrid@dbschenker.com</a></p>
<p><b>What procedure do I have to follow to hang structures in the halls/rigging?</b></p>	<p>Exhibiting companies may hang elements from the ceiling of the halls following the procedure shown in the "<a href="#">Regulations for hanging structures in Halls</a>" and by completing the form "Application for authorisation for hanging structures/rigging" and sending it to: <a href="mailto:inspección.rigging@ifema.es">inspección.rigging@ifema.es</a></p>
<p><b>Can I hold prize draws and raffles at the stand?</b></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: <a href="https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas">https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas</a></p>
<p><b>How do I apply for a visa support letter?</b></p>	<p>Visa support letters are managed through the <a href="#">EXPO ZONE</a>. 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><b>Where can I book the services for my stand?</b></p>	<p>Either through the e-commerce section inside the <a href="#">EXPO ZONE</a> or via the link: <a href="https://shop.ifema.es">https://shop.ifema.es</a></p>

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

Question	Answer
<p><b>How can I request my invoices?</b></p>	<p>Invoices are not generated by default. You must request them directly from the IFEMA MADRID invoicing department (<a href="mailto:servifema@ifema.es">servifema@ifema.es</a>) 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 <a href="#">EXPO ZONE</a>.</p>
<p><b>Can I decorate and/or set up my stand with IFEMA?</b></p>	<p>Yes, IFEMA MADRID offers two main services:  <b>Graphic decoration for stands:</b> 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: <a href="mailto:decoraciongrafica@ifema.es">decoraciongrafica@ifema.es</a>  <b>Stand design:</b> 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: <a href="mailto:infodesign@ifema.es">infodesign@ifema.es</a></p>
<p><b>Is it compulsory to be present on the stand over the weekend?</b></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><b>Are assembler's passes necessary during the set-up of the trade fair?</b></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><b>How can I book parking at IFEMA?</b></p>	<p>Exhibiting companies will be able to book parking spaces through the e-commerce section inside the <a href="#">EXPO ZONE</a> or via the link <a href="https://shop.ifema.es">https://shop.ifema.es</a>. 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><b>How can I access the WI-FI network as an exhibitor?</b></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 <a href="#">EXPO ZONE</a> or via the link <a href="https://shop.ifema.es">https://shop.ifema.es</a></p>
<p><b>Regulations and support for exhibitors at the trade fair centre</b></p>	<p><a href="https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds">https://www.ifema.es/en/support/exhibitors-ifema-fairgrounds</a></p>
<p><b>Regulations and support for fitters at the trade fair centre:</b></p>	<p><a href="https://www.ifema.es/en/support/assemblers-colaborators-fairgrounds">https://www.ifema.es/en/support/assemblers-colaborators-fairgrounds</a></p>

Departamento	Pregúnteme sobre...	Contacto
<p><b>Trade fair management</b></p> <p><b>Director:</b> Julia González  <b>Comercial Manager:</b> Belén Heredero  <b>Secretary:</b> María José Romanillos</p>	<ul style="list-style-type: none"> <li>• Space contracting.</li> <li>• General topics of participation in the fair.</li> <li>• Exhibitor passes.</li> <li>• Professional visitor invitations.</li> </ul>	<p>(+34) 91 722 30 00  <a href="mailto:madridjoya@ifema.es">madridjoya@ifema.es</a></p>
<p><b>Billing and contracting of services</b></p>	<ul style="list-style-type: none"> <li>• Contracting of services.</li> </ul>	<p>(+34) 91 722 30 00  <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a></p>
<p><b>Servifema</b></p>	<ul style="list-style-type: none"> <li>• Service Booking</li> <li>• Payments</li> <li>• Invoices</li> </ul>	<p>(+34) 91 722 30 00</p>
<p><b>Technical Secretariat (Trade Fair Services Department)</b></p>	<ul style="list-style-type: none"> <li>• Technical support for exhibitors and stand builders.</li> <li>• Stand assembly project approval.</li> <li>• Solutions to the technical problems during the Exhibition.</li> <li>• Assembly requirements for modular stands and free design Assemblies</li> </ul>	<p>(+34) 91 722 30 00</p>

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

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



Thank you

