



The International Trade Fair for Promotional Gifts
and Personalisation Equipment

Exhibitor's Guide and
Specific Rules for
Participation



**14-16
Jan
2025**

**Recinto Ferial
ifema.es**



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1. How to make my participation profitable

1.1. Dates and times of the event

PMG Promogift 2025 will take place at IFEMA MADRID from **14 to 16 January 2025**.

HOURS: From 9.30am to 6pm. Last day until 3pm.

CHARACTER: Exclusively professional.

C-PRINT coinciding room.

1.2. PMG Promogift

PRE-FAIR

- **Define the objectives** and strategies for your participation in PMG Promogift.
- **Inform** the media, customers and potential customers of your presence at the fair.
- **Send the free invitations offered** by the fair to your customers and potential customers.
- **Spread the news** that you will present at PMG Promogift on Social Networks.
- Use the promotional elements offered by the fair; banners on the PMG Promogift website, sponsorship of spaces, products or services; creativities and filters for social networks; customisable banners to include in your e-signature... Ask PMG Promogift, promogift@ifema.es
- **Prepare in advance the necessary material for your participation** in the fair: project and customisation of your stand, material and product to be exhibited, necessary personnel, services, catering, decoration, etc.

DURING THE FAIR

- **Hire rooms** for receptions, conferences, press conferences... or other professional activities.
- Use the **promotional elements** available at the fair, such as outdoor advertising on the exhibition site, outdoor display cases at the entrance to the halls, etc.
- Scan the QR code of visitors to add them to LIVE Connect and **generate a database**.
- Publish content on Social Networks and tag PMG Promogift 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.



! PROM
GIFT

2. How to become an Exhibitor at PMG Promogift

2.1.

Space can be contracted by filling in the **ONLINE PARTICIPATION APPLICATION FORM**, available on the fair's website: ifema.es/promogift

2.2.

Those companies, institutions and official organizations, whose activity is considered to be included in the sectors listed therein, **may apply to take part in the fair**. Final acceptance of participation is reserved to IFEMA MADRID, which may reject applications that are not considered to be included in the sectors and products covered by the event and, therefore, do not comply with the aims of the event.

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

2.3.

The reservation will not be formalized until the **corresponding payment of the first 25%** of the space has been made. If payment has not been received by the established deadline: **11 September 2024**, the show management may dispose of the stand without any obligation to give prior notice.

2.4.

The exhibition contract sent by the Commercial Management with the allocation of your space implies full acceptance of IFEMA MADRID's General Rules of Participation, PMG Promogift's Specific Rules and the generic provisions established by the trade fair organizers. You can consult the current regulations at ifema.es/support

2.5.

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

2.6.

Exhibitor cancellation shall be governed by the provisions of the IFEMA MADRID General Regulations for Participation, which can be found in the Exhibitor section of the institutional website ifema.es and on the event website ifema.es/promogift



3. Space Allocation

3.1.

The allocation of spaces will be carried out by the Fair Management, taking into account the needs of PMG Promogift 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.

3.2.

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

3.3.

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, where applicable, will not be handed over the modular stand. Neither shall the removal of merchandise be authorized without full payment of all expenses incurred during the fair.

3.4.

Exhibitors may only **occupy the strictly contracted space** without the possibility of occupying the perimeter of the stand with their products. In the event of this occurring, this space shall be invoiced.

3.5.

For safety reasons, we would like to make special mention of the prohibition on the storage of packaging at the rear and enclosures of the halls. The rest of the assembly rules are included in the General Rules of Participation which can be found at ifema.es/promogift

3.6.

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

3.7.

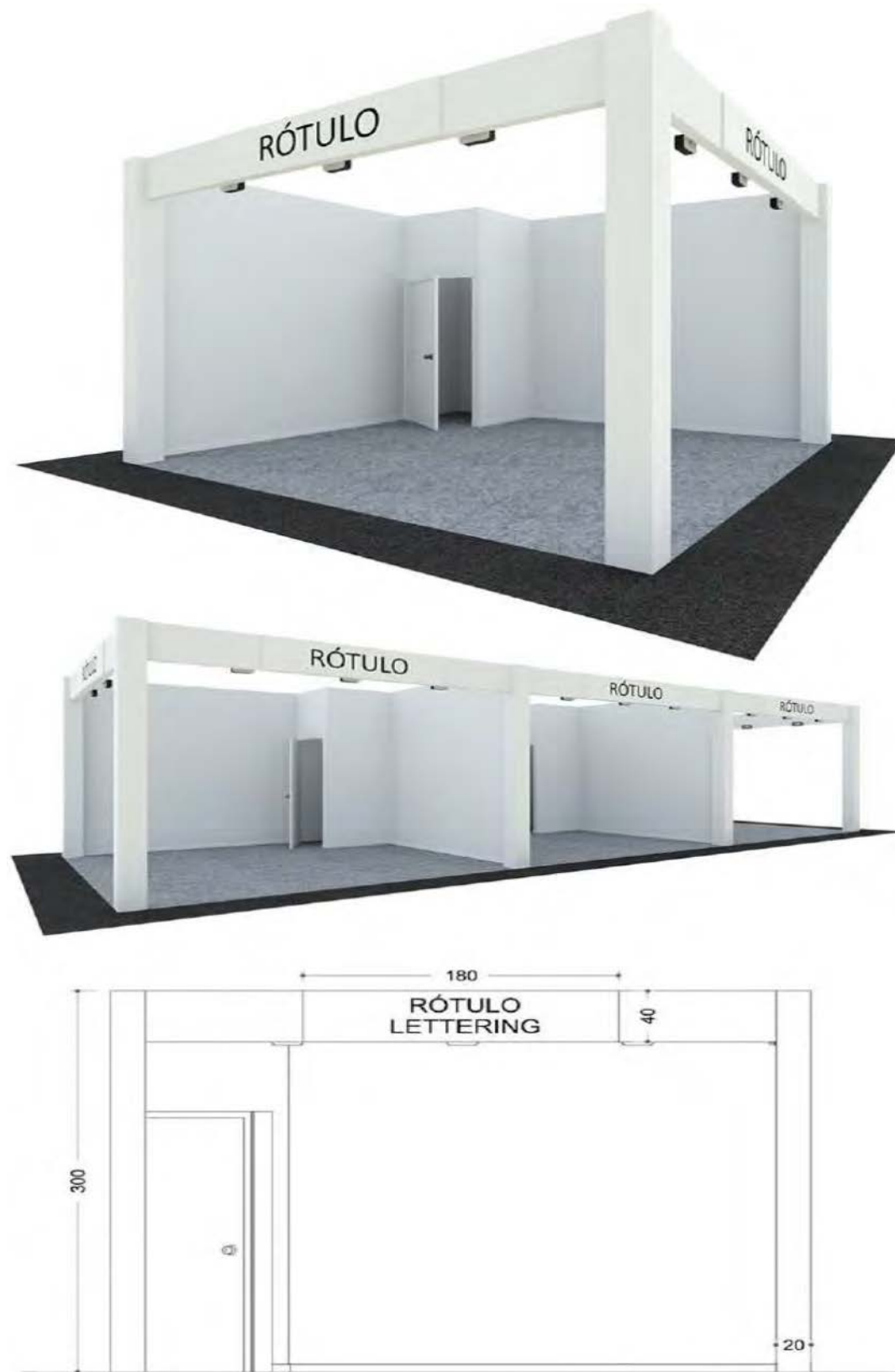
The collection of exhibition material from the stand will not be allowed until the closing of the fair: 3pm on the last day of the fair: Thursday 16 January 2025.

3.8.

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



FLOOR + MODULAR STAND MODEL C



ORIENTATIVE 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.

TECHNICAL CHARACTERISTICS:

STAND DESCRIPTION

Space for rent.
Stand open to one or more aisles depending on location.
Chipboard panel structure, matte white plastic painted in colors to choose between: White, grey and black.

The height of the stand will be 3 meters.
Without roof fabric.

STORAGE ROOM with door in the following proportion:

- Up to 16 sq.m 1x1
- From 16.5 to 32 sq.m 2x1
- From 32.5 sq.m 3x1

STANDARD TRADE FAIR CARPETING

3 colors to choose from in **Expo Zone**. Jasper Grey by default.
If no color is indicated, Jasper Grey will be used by default.

Jasper Grey  Black  Jasper Blue 

FURNITURE according to stand size:

- Up to 50 sq.m: 2 Madrid Chairs (6RL01001), 1 white DOM Table (6RL02001), 1 Tana Counter (6RL08003) and 1 Lima Stool (6RL01009).
- From 50,5 to 100 sq.m: 4 Madrid Chairs (6RL01001), 2 white DOM Tables (6RL02001), 1 Tana Counter (6RL08003) and 1 Lima Stool (6RL01009).
- From 100,5 to 250 sq.m: 4 Madrid Chairs (6RL01001), 2 white DOM Tables (6RL02001), 2 Tana Counters (6RL08003) and 2 Lima Stools (6RL01009).



ELECTRICITY AND LIGHTING

- Lighting by means of led spotlights on rail at a rate of 1 spotlight every 3 sq.m of stand.
- Electrical panel with magneto-thermal differential, prepared for a power of 130 w/sq.m, and a built-in 500w socket.

LETTERING

Standard lettering with exhibitor's name and stand number. It must be indicated in **Zona Expo (maximum 20 characters)**.

CLEANING TYPE A

First cleaning with removal of the plastic covering the carpet and daily cleaning of the floor and collection of the contents of the litter bins.
Does not include cleaning of exhibits.

INCLUDED SERVICES

- 1 parking space (regardless of the contracted area).
- Daily stand cleaning (type A, once a day).
- Minimum electrical power consumption (0,13 Kw/sq.m).
- Multifair and Civil Liability Insurance.
- WI-FI Internet access (1 user / event).

4. Participation Modalities and Fees

FLOOR + MODULAR STAND MODEL C

- The minimum space to be hired shall be 12 sq.m.
- The maximum space to be hired shall be 350 sq.m.

Non-associated rate

Area of 12 sq.m	3.040€
Area of 16 sq.m	3.898€
Additional square metre (from 16 sq.m)	225€

Associated rate

Area of 12 sq.m	2.735€
Area of 16 sq.m	3.479€
Additional square metre (from 16 sq.m)	195€

Collective participation

12 sq.m	2.635,10€/sq.m
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ONLY FLOOR (Free Design Stand):

(Those companies requesting a surface area equal to or bigger than 75 sq. m may freely design their stand).

	ONLY FLOOR	ONLY FLOOR PARTNERS
From 75 to 150 sq.m	210 €/sq.m	-
From 150,5 to 350 sq.m	206 €/sq.m	-
From 75 to 150 sq.m	-	200 €/sq.m
From 150,5 to 350 sq.m	-	186 €/sq.m

4.1.

The ONLY FLOOR fee includes:

- 1 parking space (regardless of the contracted area).
- Daily stand cleaning (type A, once a day).
- Minimum electrical power consumption (0,13 Kw/sq.m).
- Multifair and Civil Liability Insurance.
- WI-FI Internet access (1 user / event).

(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.



4. Participation Modalities and Fees

4.2.

Participation in the fair implies the hiring of:

CONECTA PLAN (Marketing and Communication Pack + LIVE Connect):

262,50 € + VAT (1) which includes:

- **WIFI** access to 1 user per exhibitor, with a bandwidth of 20 mb. Before the start of the fair, you will receive an email with your access codes. If you have any questions, please contact our Telecommunications Department: telecomunicaciones@ifema.es
- **Presence** in the exhibitors' preview.
- **Pavilion planners**, with information on the list of exhibitors and the location of their stand.
- National and foreign Professional **Buyers Program**.
- **Presence and Visibility in the digital platform LIVE Connect**. The permanent platform for meetings, relationships, conversations, knowledge and professional contacts in the industry.

Includes:

- Exhibitor file (company description, postal address, logo, categorized products, link to promotional video and link to catalog).
- Access to the visitor Community.
- Standard positioning in the directory of companies and searches.
- Publication of up to 10 products per exhibitor.
- Access to the platform for the whole exhibitor's team.
- Scanning of visitor passes at the fair.

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 online catalog and pavilion planners.

If the hiring 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 required to pay the same.

(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.

4.3. Assembly rights

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

Fees:

• Type A:

Spaces without decoration occupied by carpets or floorboards 2,77€/sq.m + VAT (1)

• Type B:

Basic modular stands made of aluminum or similar 5,56€/sq.m + VAT (1)

• Type C:

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

Surcharges:

- 25% increase for hiring of assembly rights requested 7 days before the start of the assembly (2 January 2025).

Regulation:

In order to be more efficient and to be able to provide you with a better service, we will apply a last minute surcharge to the hiring of assembly rights from **1 October 2024**, as is the case with the rest of our services.

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

We would like to remind you that the assembly fees apply to free design assemblies and that they can be contracted with a 5% discount if the contract is made up to 30 days before the start of the fair assembly.

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



5. Important observations Modular Stand

5.1.

Any services or modifications to be introduced based on the characteristics of the stand sketch shall be at the exhibitor's expense.

5.2.

The distribution of all the elements that make up the stand, the extras requested, as well as the structural elements necessary for the support of the stand shall be adapted to the exhibitor's needs, provided that it is technically feasible and the plan with the pertinent indications is received no more than 15 days before the first day of the start of assembly.

5.3.

Once the stand has been set up, any changes to the location of all the elements that have not been communicated on the established date shall be invoiced.

5.4.

The removal by the exhibitor of any training element from the prefabricated stand does not imply a reduction in the cost.

5.5.

The removal by the exhibitor of any training element from the prefabricated stand does not imply a reduction in the cost.

5.6.

These specific rules are in addition to those established in the General Rules of Participation governing all IFEMA MADRID events.

*Further details on the characteristics of each modular stand package can be found on the fair website ifema.es/promogift

The finished modular stands will be delivered on 13 January 2025, starting at 8.30 am.

Through the Expo Zone, they must be indicated before 24 December 2024:

- Carpet colour
- Colour of interior walls (white façade with no possibility of modification)
- Stand sign



6. Assembly rules for only floor stands (free standing)

PMG Promogift

6.1.

Only stands with a surface area equal to or greater than 75 sq.m may be freely designed.

6.2.

Exhibitors must mark their space with the corresponding stand number according to the official plan of the Fair.

6.3.

The maximum height allowed on the perimeter line of free-design stands shall be 4 meters. In order to be able to raise walls or any decorative element up to a maximum height of 6 meters, it is necessary to set back 1 meter inwards around the entire perimeter of the stand. Walls attached to the hall wall may be erected up to a maximum height of 6 meters. Rigging elements with decoration and lighting are permitted up to these heights.

Blind perimeter enclosures may not exceed 2/3 of the length of each façade. For longer enclosures, these must be set back a minimum of 3 meters towards the inside of the stand.

The rest of the rules will be those contained in the IFEMA MADRID General Participation Regulations.

6.4.

STAND DESIGN:

Do you need a spectacular stand design for your space? IFEMA MADRID offers you a comprehensive design service with maximum guarantees.

Our team will accompany you throughout the entire process. We take care of the planning, design, assembly and dismantling of your space. Ask us for a no-obligation quote adapted to your objectives.

More information: infodesign@ifema.es

6.5.

In order to begin the assembly work, a project (floor plans, elevations and perspective) must be sent to the Expo Zone at least one month prior to the start of assembly before December 9, and the corresponding assembly fees must be paid.

6.6.

These specific rules are in addition to those established in the General Rules of Participation governing all IFEMA MADRID fairs.

The interpretation and application of the rules for each particular case is the responsibility of IFEMA MADRID, which reserves the right to make exceptions if it deems it necessary, based on respect for the general perspective of the Show and the visibility of neighboring stands.

6.7.

For security reasons, the storage of packaging in the halls is strictly prohibited.

6.8.

RECOMMENDATIONS FOR THE DESIGN AND CONSTRUCTION OF FREE-DESIGN STANDS:

Consult the recommendations and updated regulations at ifema.es/support



7. Days and times of assembly, disassembly, entry and exit of merchandise

1. ASSEMBLY OF FREE DESIGN STANDS:

Days 9 and 10 January 2025: From 8.30am to 9.30pm.
Days 11 and 12 January 2025: From 8.30am to 7.30pm.

2. DELIVERY OF MODULAR STANDS:

Monday 13 January, at 8.30am.

3. ENTRY OF MERCHANDISE AND DECORATION MATERIAL:

Monday 13 January from 8.30am to 9.30pm. The access to the pavilions will not be allowed for vans, wheelbarrows, etc. Access will only be allowed through the pedestrian gates and the goods gates will be closed for the removal of recyclable carpet.

4. MERCHANDISE AND DECORATION MATERIAL DEPARTURE:

Thursday 16th January from 3.30pm to midnight.(*) From 3.30pm to 4.30pm, vans, wheelbarrows, etc. will not be allowed to enter the pavilions. Access will only be allowed through the pedestrian gates and the goods gates will be closed for the removal of recyclable carpeting.

5. DISASSEMBLY OF FREE DESIGN STANDS:

January 17 from 8.30am to 9.30pm.
January 18 from 8.30am to 7.30pm.



8. Relevant information

INFORMATION FOR NON-COMMUNITY AND CANARY ISLANDS EXHIBITORS - COMPULSORY CUSTOMS FORMALITIES:

All products from non-EU countries are subject to customs formalities. We remind you that, as from 1 January 2020, all shipments originating in the United Kingdom will have to regularize their goods through the corresponding customs formalities.

Exhibitors must always have a copy of the customs documentation of entry into the European Union available, in order to be able to present it if it is required by Customs or the tax authorities.

The material or merchandise 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 would also like to remind you that it is strictly forbidden to exhibit, sell, consume or distribute non-EU goods at a fair before the goods have been regularized.

If you have any doubts, please contact our customs operator, DB SCHENKER, ifema.madrid@dbschenker.com - (+91) 330 51 77



9. Complementary Services

PMG Promogift

Once the space for your participation has been assigned and you receive the exhibition contract, you will be able to access the **Expo Zone** from the PMG Promogift website.

EXPO ZONE: Private online and interactive area for managing your participation in PMG Promogift.

ECOMMERCE: Hiring of complementary services such as parking, hostesses, furniture, catering...etc. Highlighting the following dates:

- **5% discount** on the contracting of services until **9 December 2025**.
- The hiring of services at the base rate can be made up to 7 days before the start of the official assembly (**1 January 2025**).
- **From 1 January 2025**, an **increase of 25%** will be applied to the prices for contracting services in our catalogue.

DO YOU WANT TO BUILD YOUR STAND WITH US?

FOR EXHIBITORS WHO HAVE HIRED ONLY FLOOR OR FREE DESIGN:

- **Comprehensive stand design service:** IFEMA MADRID offers, in addition to modular stands, a **comprehensive service**, with our maximum guarantee and fully adapted to your needs. We take care of the planning of your space, the design, assembly and dismantling. Request, free of charge and without obligation, a project adapted to your needs by sending an email to infodesign@ifema.es
- **Recommendations** for the design and construction of free-design stands: Consult the recommendations and updated regulations at ifema.es/support

I WANT TO KNOW MORE

GRAPHIC DECORATION FOR MODULAR STANDS

FOR EXHIBITORS WHO WANT TO CUSTOMISE THEIR STAND:

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

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

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

You can hire services and furniture from the IFEMA MADRID Services Catalogue, or find more information in Expo Zone.

OUTDOOR AND DIGITAL ADVERTISING

ADVERTISING PROJECTS ADAPTED TO YOUR NEEDS:

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

MORE INFORMATION HERE



10. Exhibitor passes and online invitations for visitors

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

Children under 14 years of age will not be admitted as visitors, given the professional nature of the fair. From 14 years of age onwards, they may enter accompanied by a responsible adult and paying the corresponding entrance fee.

Each exhibitor will receive, depending on the area assigned, a number of exhibitor passes and online invitations for their clients, as shown in the following table and accessible at **Expo Zone**:

AREA	Nº EXHIBITOR PASSES	Nº OF ONLINE INVITATIONS
12 sq.m	4	8
From 16,50 to 50 sq.m	8	16
From 50,50 to 100 sq.m	16	25
From 100,50 to 350 sq.m	25	50

Each exhibitor may request additional exhibitor passes and additional online invitations for their customers by email to promogift@ifema.es

Deadline for generating online passes: 12 January 2025.

Passes that have not been generated online can be collected at the accreditation desks at the fair **on 14 January only**.

Exhibitors are urged to make good use of their trade visitor badges in order to ensure the professionalism of the fair. Access controls will be carried out for this purpose.

Discount tickets from Renfe and Iberia will be available through the Expo Zone.



11. Promotional and sponsorship opportunities

11.1.

Prepare complementary promotional activities to your participation prior to the fair; presentations to clients, to the sector, personalizing your shipments with the **Digital Signature** that we will send you, to remind you of your presence at the fair.

11.2.

National and International Buyers Programme:

We offer you the Buyers Programme that will allow you to invite your main and/or potential clients in order to make your participation in the fair profitable, depending on the surface area contracted:

From 24 to 50 sq.m	1 buyer
From 50,5 to 100 sq.m	2 buyers
More than 100,5 sq.m	4 buyers

PMG Promogift will manage the accommodation in a double room (2 pax), entrance to the fair and parking for two days, for those clients proposed on time by each exhibitor.

11.3.

We recommend that you include the **fair banner** on your website, in your email signature and in your promotional activities to inform of your presence at the trade fair.

11.4.

Communicate your trade fair news free of charge to our Press Department: prensa@ifema.es

11.5.

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

11.6.

Hire other **Advertising Services and Promotional Elements** at the enclosure by contacting publicidadexterior@ifema.es or by phone: (+34) 91 722 53 08/40.

11.7.

Hire other **optional online promotional Elements and Services** focused on increasing the visibility of your brand, before, during and after the event:

- Banners.
- Advertising on the platform.
- Sponsored newsletters.

11.8.

On the IFEMA MADRID website ifema.es/support, you will find a list of other services, regulations and documents that may be interesting for you:

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



12. PMG Promogift LIVE Connect

PMG Promogift

The platform will be active from **November 29, 2024 to February 28, 2025**.

WHAT ARE THE ADVANTAGES OF PMG Promogift LIVE CONNECT?

- PMG Promogift LIVE Connect offers the entire professional community of the sector. A networking and promotion space where you can generate contacts and business opportunities.
- Present and learn about the full range of products, trends and innovations of each exhibitor.
- Searching for new contacts among registered visitors and exhibitors.
- Participants (visitors, buyers and exhibitors) in LIVE Connect can search for products and people. In addition, they can contact each other and schedule face-to-face or virtual meetings.
- Add your products range so that they can be made visible also after the end of the fair.
- Present your value proposal and improve your brand positioning. The platform allows you to include information about your business, videos, links, product catalogs, etc.
- Offers the opportunity to consult with the commercial management if they are interested in hiring banners on the digital platform.

PARTICIPATION IN PMG Promogift LIVE CONNECT

Your participation as an exhibitor at the fair includes your company in the digital platform **PMG Promogift LIVE Connect**, through which you will be able to contact the entire Community of visitors, exhibitors and speakers. Included in the CONECTA PLAN (Marketing and Communication Pack + LIVE Connect): 262,50€ + VAT (1).

SERVICES INCLUDED

- Registration as an exhibitor in the official list of exhibitors online accessible on the LIVE Connect platform and at ifema.es/promogift
- Visibility of your company profile, logo, general company information, activity, products, stand at the fair and links.
- Access for 3 members of the exhibiting company with networking.
- Publication of up to 10 products or services.
- Scanning of visitor passes at the fair.
- Registration of products or services in the search engine.
- Possibility of videoconference meetings with contacts.
- Access to the exhibitors' Community.
- Access to the Community of visitors and buyers.

REGISTRATION AS A COMPANY AND ACCESS TO LIVE CONNECT

Once we have received confirmation of your participation in **PMG Promogift 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.

You will receive a welcome email with access instructions. From this moment, you will be able to access with your email and password from the website ifema.es/promogift and from the welcome email that you will receive in your email. The email with which you have registered for LIVE Connect is personal and non-transferable and cannot be modified from the platform. If you need it, you can request it by email to promogift@ifema.es

(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.

13. Calendar

When	What	How	Where
11 September 2024	PAYMENTS	Payment of the first 25% of the floor. Send proof of payment to servifema@ifema.es	servifema@ifema.es
11 October 2024	PAYMENTS	Payment of the second 25% of the floor. Send proof of payment to servifema@ifema.es	servifema@ifema.es
11 November 2024	PAYMENTS	Deadline to pay the remaining amount of the hired space and services. Send proof of payment to servifema@ifema.es	servifema@ifema.es
14 November 2024	BUYERS FILE	Deadline for proposing customers to the Buyers Programme.	hb1.ifema@ifema.es
29 November 2024	CATALOGUE	From this date onwards, please update your company information on the LIVE Connect platform.	atencionalcliente@ifema.es
9 December 2024	PROYECTS	<p>FOR FREE DESIGN STANDS: Upload a dimensioned plan and elevation of the stand to the Expo Zone (See point 6; Page 10).</p> <p>FOR MODULAR STAND: Deadline for modifying the partial plan of the MODULAR STAND in the Expo Zone, indicating the location of the elements that make up the stand and the extras requested.</p>	atencionalcliente@ifema.es
	HIRING SERVICES	Last day to hire services with 5% discount only through Expo Zone. These fees are subject to periodic modification depending on the evolution of costs. Updated prices are available at the time of hiring on the institutional website in the Expo Zone area.	atencionalcliente@ifema.es

13. Calendar

PMG Promogift

When	What	How	Where
13 December 2024	GRAPHIC DECORATION AND STAND DESIGN	Request budget and graphic decoration project for the customization of your stands with your brand. For free design stands you can request information for the integral project of your stand.	decoraciongrafica@ifema.es
1 January 2025	LETTERING	Fill in your modular stand's label at Expo Zone.	atencionalcliente@ifema.es
From 2 January 2025	HIRING SERVICES	Increase of 25% on prices for last minute contracting of assembly rights and all other services.	ECOMMERCE - shop.ifema.es
From 9 to 12 January 2025	STANDS ASSEMBLY FREE DESIGN	Days 9 and 10 January from 8.30am to 9.30pm. Days 11 and 12 January from 8.30am to 7.30pm.	atencionalexpositor@ifema.es
13 January 2025	MODULAR STANDS AND MERCHANDISE ENTRANCE	Delivery of the modular stand to exhibitors: January 13 at 8.30am. Entry of merchandise and decoration material: January 13 from 8.30am to 9.30pm. From 7.00pm, the vehicle access gates will be closed to install the pavilion's recyclable carpet, so merchandise will only be able to enter through the pedestrian gates until 9.30pm.	atencionalexpositor@ifema.es
From 14 to 16 January 2025	EVENT	January 14 and 15 from 9.00am to 6.00pm. January 16 from 9.00am to 3.00pm.	atencionalexpositor@ifema.es
16 January 2025	MERCHANDISE DEPARTURE	Departure of merchandise and decoration material , from 3.30pm to midnight. From 3.30pm to 4.30pm, only through the pedestrian gates to remove recyclable carpeting. After this time, the merchandise gates will be opened until midnight. During this period, exhibitors must remove from their stands all the material exhibited therein.	atencionalexpositor@ifema.es
17 and 18 January 2025	DISASSEMBLY OF FREE-DESIGN STANDS	January 17 and 18 from 8.30am to 9.30pm.	atencionalexpositor@ifema.es

14. IFEMA MADRID Services ifema.es/exhibitor-services

PMG Promogift

Promote your brand		Phone	Email
On-site and digital advertising	Increase the presence of your brand and your products at the fair. Our Advertising team will advise you on the best physical and digital media to generate the greatest impact.	(+34) 91 722 53 40 (+34) 91 722 53 08	publicidadexterior@ifema.es
Graphic decoration for stands	Customize your modular stand with your brand image. Our team of Consultants will help you define what best suits your stand and will follow up the production and installation. You will have everything ready for when you arrive.	(+34) 91 722 57 22	decoraciongrafica@ifema.es
Stand design and construction	Do you need a spectacular stand design adapted to your budget? Our partner companies have extensive experience in the exhibition sector and IFEMA MADRID guarantees the quality of its design and assembly. Contact us without commitment.	(+34) 91 722 57 22	infodesing@ifema.es
Organize and decorate your space			
Furniture	Make your space a place to work and interact with your customers. Tables, offices, sofas, counters, all adapted to your style and budget.	(+34) 91 722 30 00	atencionalcliente@ifema.es
Plants and floral decoration	We rent plants, flowers, and we carry out projects adapted to your stand. We take care of its maintenance during the fair.	(+34) 91 722 30 00	plantas@ifema.es
Refrigeration and cooking equipment	Food preservation and catering solutions for all the activities you want to organize in your stand.	(+34) 91 722 30 00	equiposdefrioycocina@ifema.es
Telecommunications and IT	We have the latest technology in equipment and connectivity to cover all communication needs.	(+34) 91 722 30 00	telecomunicaciones@ifema.es



14. IFEMA MADRID Services ifema.es/exhibitor-services

PMG Promogift

Organize and decorate your space		Phone	Email
Auxiliary staff	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 57 22	atencionalcliente@ifema.es
Cleaning and waste containers	Health safety and sustainability are priority commitments for IFEMA MADRID. We provide exhibitors and assemblers with various types of cleaning services and a complete waste management system that meet all environmental standards and health and safety regulations.	(+34) 91 722 57 22	atencionalcliente@ifema.es
Audiovisuals	We have the best equipment for multimedia presentations, sound and translation in stands and rooms.	(+34) 91 722 57 22	atencionalcliente@ifema.es
Support and logistics services			
Transportation and storage	Sending, receiving and storing the merchandise you need for your participation is very easy at IFEMA MADRID. We offer a complete or partial service, national or international, always adapted to your needs.	(+34) 91 722 30 00	atencionalcliente@ifema.es
Driverless forklifts and lifting platforms	If you need to unload merchandise or use special machinery to display your product, we have a wide range of forklifts and lifting platforms to complete any task.	(+34) 91 722 30 00	carretillasdealquiler@ifema.es
Hiring of Last Minute Last Minute Services Catalog	iiNew!! Now also during the assembly and celebration you can hire those services you need online. No need to go anywhere, just with your access codes.	(+34) 91 722 30 00	atencionalcliente@ifema.es



15. Map



- AE** Atención al expositor
Exhibitor support
- RV** Registro de visitantes
Visitor registration

Departament	Ask me about...	Contact
<p>Fair management</p> <p>Director: Julia González Commercial Manager: Belén Heredero Secretary: Isabel Herrero</p>	<ul style="list-style-type: none"> • Hiring space. • General topics of fair participation. • Exhibitor passes. • Professional visitor invitations. 	<p>(+34) 91 722 30 00 <u>PMG Promogift@ifema.es</u></p>
<p>Servifema Billing and service contracting</p>	<ul style="list-style-type: none"> • Hiring services. 	<p>(+34) 91 722 30 00 <u>atencionalcliente@ifema.es</u></p>
	<ul style="list-style-type: none"> • Billing of services. • Collections. 	<p>(+34) 91 722 30 00 <u>servifema@ifema.es</u></p>
<p>Trade Fair Services Department Technical Secretariat</p>	<ul style="list-style-type: none"> • Technical support to exhibitors and assemblers. • Review of stand assembly projects. • Solutions to technical problems during the exhibition activity. 	<p>(+34) 91 722 30 00 <u>sectecnica@ifema.es</u></p>
<p>Communication and Marketing Management</p> <p>Director: Raúl Díez Head of Press IFEMA MADRID: Marta Cacho Press Officer: Jesús González International Press: Helena Valera</p>	<ul style="list-style-type: none"> • Media relations. • Press information of fairs and exhibitions organized by IFEMA MADRID. • Institutional press information. • Press accreditations for trade fairs and exhibitions. 	<p>(+34) 91 722 58 23 <u>prensa@ifema.es</u></p>

Departament	Ask me about...	Contact
Planning and Control Management	<ul style="list-style-type: none"> Rental of the different meeting and convention spaces at the fairgrounds, both during and outside the fairs. Coordination of extra-fair activities. 	<p>(+34) 91 722 30 00 uanproduccion@ifema.es</p>
Institutional Relations (Protocol)	<ul style="list-style-type: none"> Institutional visits. Guided tours. Protocol for all Events. Institutional relations. 	<p>(+34) 91 722 50 14 relacionesinstitucionales@ifema.es</p>
Safety and Self-Protection Management	<ul style="list-style-type: none"> General security and parking. Access to the Fairgrounds. Coordination for stand catering. 	<p>(+34) 91 722 50 65 dseguridad@ifema.es</p>
Medical Service and Security Emergencies	<ul style="list-style-type: none"> Medical emergency Health care for exhibitors and visitors during the celebration of fairs, set-up and dismantling. 	<p>(+34) 91 722 54 00 (+34) 91 722 50 65</p>
Outdoor Advertising	<ul style="list-style-type: none"> Hiring of advertising media at the fairgrounds 	<p>(+34) 91 722 54 00 (+34) 91 722 50 65 publicidad@ifema.es</p>
Telecommunications	<ul style="list-style-type: none"> Information prior to hiring telephone and fax lines, ISDN lines, broadband connections by cable, WI-FI or others. Technical advice and configuration. 	<p>telecomunicaciones@ifema.es</p>

17. Sustainability Management at IFEMA MADRID

PMG Promogift

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



Thank you

