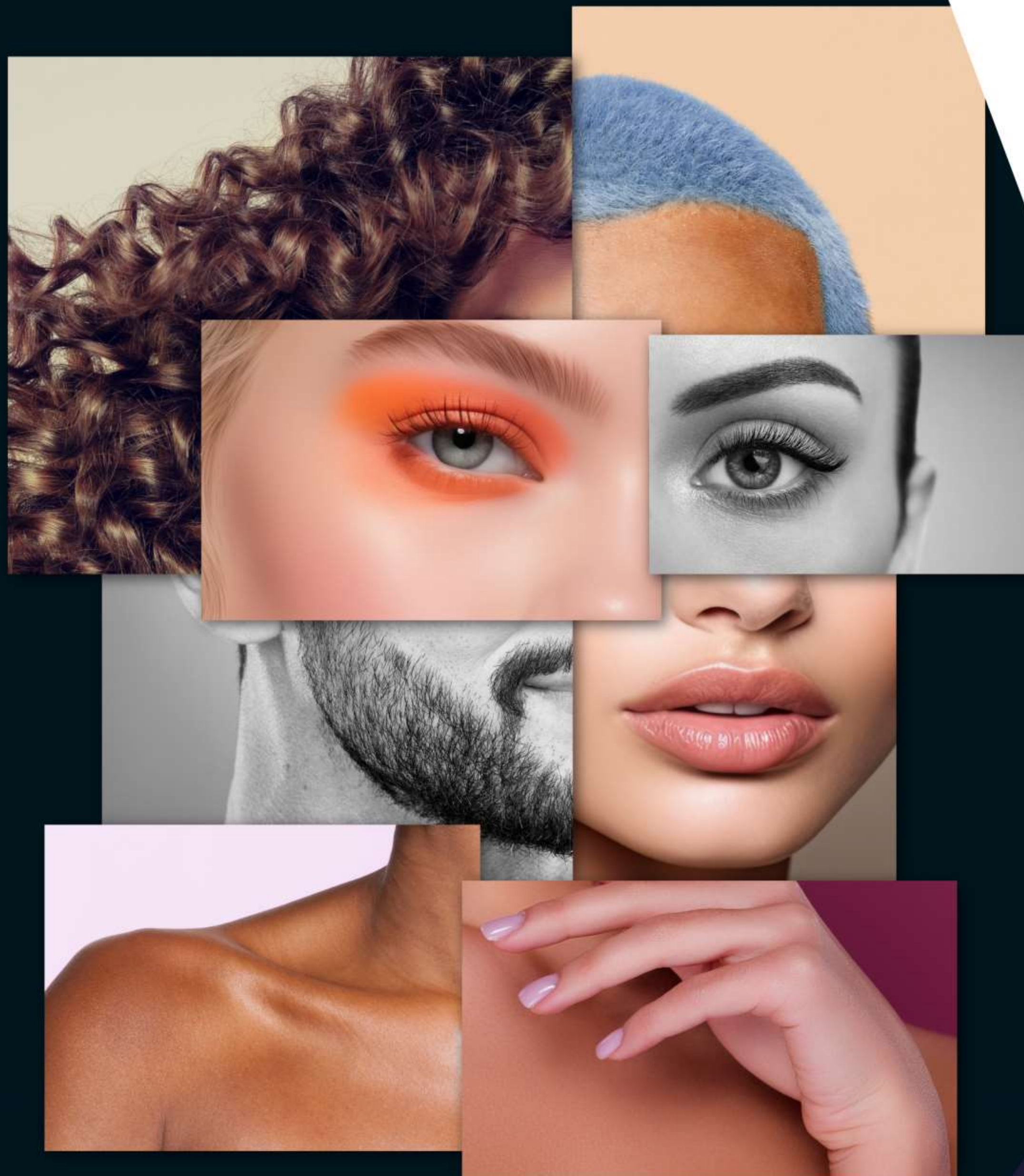


S A L Ó N LOOK

International Image and Integral Aesthetics Exhibition

Exhibitor Guide



18-20
Oct
2024

Recinto Ferial
ifema.es



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1. Dates and schedules for this edition

1. Dates and schedules

Salón Look 2024 will be held at IFEMA MADRID, **18 to 20 October 2024**.

Opening hours from 18 to 20 October from 10.00 a.m. to 8.00 p.m.

Opening hours on 20 October from 10.00 a.m. to 6.30 p.m.

2. How to make my participation profitable

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

PRE-FAIR

- **Define the objectives and strategies** for your participation in SALÓN LOOK.
- Communicate to the media, clients and potential clients about your presence at the fair.
- Send the **free invitations** offered by the fair to your customers and potential customers through your potential customers through your [Expo Zone](#).
- **Share the news** on Social Networks that you will be exhibiting at SALÓN LOOK.
- Prepare complementary **activities** for your participation, either at your stand or in rooms made available by IFEMA MADRID for presentations, demonstrations and performances and/or on the stages provided by the event.

- Use the promotional elements offered by the fair; banners on the Salón Look website, advertising in the visitor's guide; sponsorship of spaces, products or services; creativities for social networks; customisable banners to include in your e-signature... For more information, please contact salonlook@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.
- Connect with trade visitors through LIVE Connect.

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 fairgrounds.
- Publish content on **Social Networks** and tag SALON LOOK to share it.
- Scan the badges of professionals through **LIVE Connect**.

POST-FAIR

- **Send thank you communications** to the database of visitors who have visited your stand.
- **Organise meetings** with the professionals who showed interest in your products through the LIVE Connect platform.
- **Communicate through social networks and media**, the good reception of the product presented at the fair.
- Evaluate what **conditions, features or improvements** your participation in the next fair should have.



2. How to become an exhibitor: contracting and adjudication

2.1

Companies whose business activities are included in the sectors covered by SALÓN LOOK may apply for participation in the fair. The admission of exhibitors in the sectors will be subject to the acceptance by the Show Management, as well as the rejection of those applications which, in the opinion of the Show Management, are not in line with the objectives of the fair. The following may also be grounds for rejection of applications lack of space and/or the presentation of the application outside the established deadlines. IFEMA MADRID will notify applicants in writing of this circumstance.

2.2

To book a space, fill in the APPLICATION FORM available in the EXHIBITORS section of the fair's website: ifema.es/salonlook.

2.3

By signing and submitting the **application** form, you agree to all **IFEMA MADRID's General Conditions of Participation**, the specific rules governing the event and the generic rules and regulations established by the fair organisers. Available at ifema.es/en/salonlook

2.4

Should the **EXHIBITOR COMPANY** designate another entity to make any of the payments relating to its participation, it must fill in the relevant section in the application form. In any case, if the entity designated for invoicing does not make the aforementioned payments within the established periods, the exhibitor company will be responsible for paying them when requested by IFEMA MADRID.

2.5

The allocation of spaces will be carried out by the Show Management, taking into account the needs of the whole SALÓN LOOK, sectorisation and image, as well as trying to meet the preferences of the preferences of the companies and the affinities between products of a similar style within the existing availability.

2.6

The trade fair management reserves the right to change the location of the stands occupied by exhibitors from one edition to another, if it deems it appropriate, for reasons of segmentation, product or image.

2.7

The reservation will not be formalised until the corresponding payment of the first 50% of the payment of the space. If payment has not been received before the deadline: **July 5, 2024**, the Show management may dispose of the stand without any obligation to give prior notice.

2.8

Occupation of the space will not be authorised, nor will the modular stand be delivered to exhibitors, until they have paid in full for the space reserved, the cost of the services contracted and the Marketing and Communication package.

2.9

If for any reason the exhibitor does not participate, any amounts of money paid in advance shall be forfeited. Should the cancellation take place within the 30 days prior to the inauguration of the event, the exhibitor may be required to pay the full amount for the space, even if it is subsequently occupied by another exhibitor Article 7 of IFEMA MADRID's General Conditions of Participation.

2.10

Full settlement of the additional costs incurred during the event is a prerequisite for the event will be an indispensable condition for the removal of the material (furniture, objects and installations) from its space.

Salón Look



3. Participation options

WHAT SPACES CAN I HIRE?

- **IMAGE modular stand:** Aimed at firms and companies exhibiting product samples. Minimum surface area 9 sq.m.
- **SALES modular stand:** Aimed at firms and companies where all the product on display is for direct sales. Minimum surface area 9 sq.m.
- **FREE DESIGN STAND (floor only):** Aimed at companies and firms that choose to opt for the construction of a stand adapted to their image objectives. Surface area equal to or greater than 16 sq.m.

GENERAL OBSERVATIONS ON MODULAR STANDS

3.1
It is not permitted to pierce, nail or stick anything to the panels or stand furniture.

3.2
Elements exceeding 3 m. in height are prohibited. This includes: products, posters, decoration, displays, etc.

3.3
If you wish to personalise your stand by affecting the panels, you should communicate this to the IFEMA MADRID department which coordinates the Technical Administration Office through the [Expo Zone](#).

3.4
The columns of the hall 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.

All services or modifications that you wish to make to these features will be charged to the exhibitor.

3.5
Efforts will be made to adapt all the elements that make up the stand and any extras requested, as well as the structural elements necessary to support the stand, to the needs of the exhibitor, as long as it is technically feasible, and the plan and relevant indications are received before **September 18, 2024**.

3.6
Once the stand has been assembled, any changes to elements that have not been notified by the deadline will be billed.

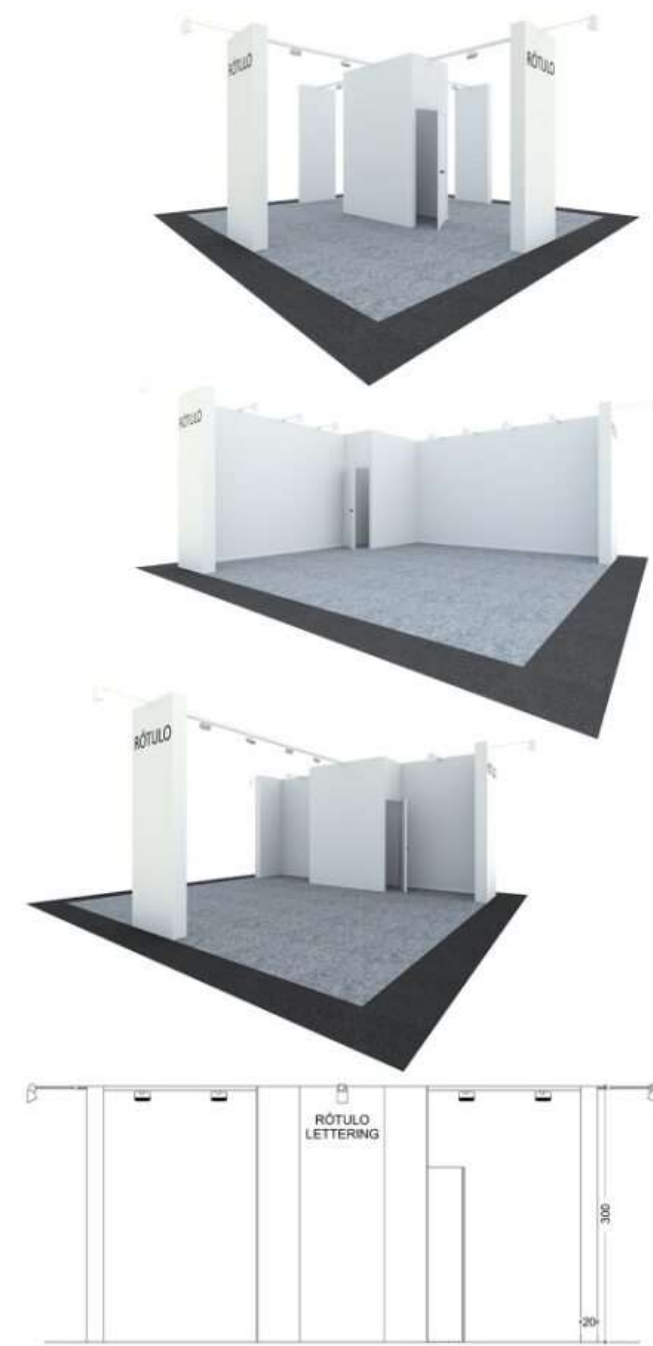
3.7
The removal by the exhibitor of any element included in a modular stand shall not entail a reduction in cost.

3.8
All the material used, both structural and electrical, is leased, and any damage will be billed at the currently applicable rate.



3. Participation options

3.1 MODULAR STAND IMAGEN:



ORIENTATIVE DRAWING

- The design will depend on the sq.m of the stand and the number of aisles.

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

In the case of companies of the European Union, the exhibitor will be responsible for the VAT, which in its case, is accrued in its country of establishment.

GENERAL FEATURES:

SURFACE AREA: Minimum surface area of 9 sq.m.

Aimed at firms and companies exhibiting product samples.

TECHNICAL FEATURES:

STAND:

- Stand open to one or more aisles depending on location
- Structure of chipboard panels painted in matt white plastic
- Side and front panels to aisle painted externally in the colour of the corresponding sector.

WAREHOUSE with door in the following proportion:

- Stand up to 16 sq.m : 1 x 1 m.
- From 16.5 to 32 sq.m : 2 x 1 m.
- From 32.5 sq.m : 3 x 1 m.

FURNITURE:

Stand up to 20 sq.m:

- 1 Round table
- 4 Chairs

Stand of 20,5 sq.m and upwards:

- 2 Round tables
- 8 Chairs



EXHIBITION CARPET. Colours depending on the corresponding industry sector:

- Beauty: Navy blue
- Hairstyling: Black
- Natural cosmetics: Lawn green
- Nails and Make-up: Fuchsia
- Micropigmentation: Violet
- Barbering: Speckled grey

ELECTRICAL ENERGY AND LIGHTING:

- Lighting using LED spotlights, at a rate of 1 spotlight for every 3 sq.m of stand.
- Electrical installation in accordance with low voltage standards, consisting of electrical panel with differential and circuit breaker, sized to withstand a power of 130W/m² and with a 500W socket base.

SIGNAGE:

Signage with exhibitor's name and stand number on each side of the aisle.

STAND CONTRACTING:

This stand can be booked by filling in the online application form available on the fair's website ifema.es/salonlook.

3.2 MODULAR SALES STAND



ORIENTATIVE DRAWING

- The design will depend on the sq.m of the stand and the number of aisles.

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

GENERAL FEATURES:

Aimed at firms and companies where all the product on display is for direct sales..

Minimum floor space to book: 9 sq.m.

TECHNICAL FEATURES:

STAND:

- Stand open to one or more aisles depending on location.
- Structure of chipboard panels painted in matt black plastic.

STORAGE: With door in the following proportion.

- Stand up to 16 sq.m : 1 x 1 m.
- From 16,5 to 32 sq.m : 2 x 1 m.
- From 32,5 sq.m : 3 x 1 m..

EXHIBITION CARPET

Exhibition carpet in Siena colour.

ELECTRICAL ENERGY AND LIGHTING:

- Lighting using LED spotlights, at a rate of 1 spotlight for every 3 sq.m of stand.
- Electrical installation in accordance with low voltage standards, consisting of electrical panel with differential and circuit breaker, sized to withstand a power of 130W/m² and with a 500W socket base.

SIGNAGE:

Signage with exhibitor's name and stand number on each side to aisle.

STAND CONTRACTING:

This stand can be booked by filling in the online application form available on the fair's website ifema.es/salonlook.

3.3 FREE-DESIGN STANDS (ONLY SPACE)

GENERAL FEATURES:

RATES:

Depending on the different use of the facilities and services, the rates for assembly rights, for the stand as a whole, including first floors, will be as follows:

Type A:

Spaces without decoration occupied by carpeting or flooring..... 2.72 €/ sq.m + VAT (1)

Type B:

Basic modular aluminium or similar stands5.45 €/ sq.m + VAT (1)

Type C:

Modular design stands in aluminium, carpentry and other materials.....8,58€/ sq.m + VAT (1)

CARACTERÍSTICAS TÉCNICAS:

ASSEMBLY FEES

- The company in charge of the assembly work of the free-design stands must pay IFEMA MADRID, before starting said work, the corresponding assembly fee for the services rendered during the fair's assembly and dismantling period.
- In the event of wishing to join two stands of the same exhibitor by means of a corridor, companies must apply to the Show Management for authorisation.

ELECTRICAL ENERGY AND LIGHTING:

- Inspection of electrical installations- Connections and supply of electricity during assembly and disassembly.

SERVICES:

- Health care service (ATS).
- Cleaning of common areas-Use and maintenance of the painting room.
- Personalised service of attention to the fitter and signposting.
- Individualisation of spaces.

STAND CONTRACTING:

This stand can be booked by filling in the online application form available on the fair's website ifema.es/salonlook.

- All companies will be obliged to set up their stand, including at least the middle walls with the wall of the pavilion or with other stands.
- Those companies requesting a surface area equal to or greater than 16 m2 will be able to freely design their stand.
- In order to begin assembly work, a project (floor plans, elevations and perspective) must be uploaded to the Expo Zone at least one month prior to the start of assembly **before 13 September 2024**.
- If you have hanging elements for the pavilion, you must send the rigging project to inspeccion.rigging@ifema.es at least one month before the start of assembly **before 13 September 2024**.
- For security reasons, the storage of packaging in the halls is strictly forbidden.
- Exhibitors must mark their space with the appropriate stand number in accordance with the official plan and contract documentation of the fair
- Consult the recommendations and updated regulations at ifema.es/soporte

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

In the case of companies of the European Union, the exhibitor will be responsible for the VAT, which in its case, is accrued in its country of establishment.

Rates:

	ONLY SPACE	FLOOR SPACE + MODULAR STAND (IMAGE OR SALES)	
From 9 to 20 sq.m	223 €/sq.m	223 €/sq.m	+ 65,10 €/sq.m
From 20,5 to 40 sq.m	215 €/sq.m	215 €/sq.m	+ 65,10 €/sq.m
From 40,5 to 80 sq.m	207 €/sq.m	207 €/sq.m	+ 65,10€/sq.m
Over 80,5 sq.m	200 €/sq.m	200 €/sq.m	+ 65,10€/sq.m

EARLY CONTRACTING DISCOUNT

- Unlimited free personalised invitations for your customers through the [Expo Zone](#).
- 2 exhibitor passes for every 4 sq.m up to a maximum of 50. These will be managed through the [Expo Zone](#) until **17 October 2024** after which they can be collected at the exhibition accreditation desk.

- For safety reasons, the storage of packaging in the halls is strictly prohibited.
- Exhibitors must mark their space with the appropriate stand number in accordance with the according to the official plan and contract documentation of the fair.

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

Marketing and Communication Pack + LIVE Connect: 285€ + VAT (1)

Including:

- **WiFi Premium** with access to 3 users per exhibitor, with a bandwidth of 20 mb. Before the start of the fair, you will receive an e-mail with your access codes. If you have any queries, please contact our Telecommunications Department: telecomunicaciones@ifema.es
- Interactive information points.
- **Planners in the hall**, with information on the list of exhibitors and the location of their stand.
- Official exhibitors' online catalogue.

Additional catalogue insertion: 75 € + VAT (1)

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

Participation in the fair implies the contracting of:

SERVICE PACKAGE: € 25/sq.m + VAT

- Civil liability insurance
- Multiferia insurance
- Minimum consumption of electricity
- Daily cleaning of the stand (once a day, not including exhibited items).
- Unlimited free personalised invitations for your clients through [Expo Zone](#) 2 exhibitor passes for every 4 sq.m up to a maximum of 50. These will be managed through [Expo Zone](#) until **17 October 2024**, after which date you will be able to collect them at the exhibition accreditation desk.

Exhibitor passes and invitations for your customers

- Exhibitor and trade visitor passes allow access to the fair on all days of the fair. In order to guarantee the professional nature of the fair, controls will be carried out to validate the correct reading of passes during access to the fair, only professional visitors will be allowed access.
- **Exhibitor Passes:** Each exhibitor has at his disposal 2 exhibitor passes for each 4 sq.m contracted exhibitor passes for every 4 sq.m contracted with a maximum limit of 50 passes per exhibitor. They will have to download the passes from their [Expo Zone](#). Additional exhibitor passes can be requested by sending an e-mail to: salonlook@ifema.es
- **Free invitations for your customers:** to be sent via the [Expo Zone](#). Expo Zone. Professionals who receive these invitations will have to register online including the code received and they will get their free pass to access the fair directly, avoiding unnecessary queues..
- They will have at their disposal discount vouchers from RENFE and IBERIA through [Expo Zone](#).

5. Payment forms

To formalise your participation you can pay by:

- Transfer to: IFEMA MADRID/SALON LOOK 2024
- Choose between:
Santander IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHEM
BBVA IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM
Caixa Bank IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESBBXXX

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

- Bank certified check payable to IFEMA MADRID/SALON LOOK 2024
- Credit card in a secure environment, accessible at the end of the online application form, or later, through the [Expo Zone](#) online, in the Invoices and Payments tab or from the Services Contracting section in cases where this service is not available.
- In accordance with current regulations, payments in cash or cheques to bearer are not accepted. vigente no se admiten pagos en metálico o cheques al portador.

PAYMENT TERMS

- **Before 5 July 2024:** First payment of 50% of the space.
- **Before 5 August 2024:** A 10% early payment discount will be applied to the occupied floor rate if 100% of your participation is paid before 5 August.
- **Before 5 September 2024:** Payment of the remaining amount of space and services.

Salón Look



6. Additional Services

Salón Look

Once the space has been allocated, IFEMA MADRID will send you your User Name and Password to access your [Expo Zone](#) from the SALÓN LOOK website

EXPO ZONE

Private online and interactive area for the management of your participation at Salon Look.

- Access to your invoicing statement for your participation
- Access to invoices for payments made.
- Access to the on-line budgeting system.
- Request and manage your exhibitor passes.
- Apply for RENFE and IBERIA discount vouchers.
- Send free invitations to your customers.
- Apply for a letter of participation in Salón Look to help you obtain visas.
- Access to the exhibitor's calendar with the most relevant dates.
- Access to the customisation of modular stands.
- Contracting complementary services (parking, furniture, catering, hostesses, etc.).

In this edition, the online contracting of services through the [Expo Zone](#) will be operational until 8 October 2024, with the following dates:

- A **5% discount** will be applied when contracting services through the Expo Zone up to 30 days before the start of the official assembly (30 September 2024). This discount will also be applicable to the services included for your location in the plan of your stand sent to the Technical Secretariat up to 30 days before the start of assembly. Mandatory minimum services, outdoor advertising, meeting rooms, graphic decoration of stands and specific trade fair services such as exhibitor passes, etc. are not included. These rates are subject to periodic modification depending on the evolution of costs. Updated prices are available at the time of contracting them on the institutional website in the [Expo Zone](#) space.
- The contracting of services at the base rate can be made up to **7 days before** the official the start of the official assembly (6 October 2024).
- From **6 October 2024**, 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 contracted only floor space or free design

Comprehensive stand design service: IFEMA MADRID offers not only modular stands but also a comprehensive service, with our maximum guarantee and fully adapted to your needs. We take care of the planning of your space, design, assembly and dismantling. Request, free of charge and with no 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/soporte

[I WANT TO KNOW MORE >](#)

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 in the market.

[MORE INFORMATION HERE >](#)



6. Additional Services

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

- Communication for catering at stands.
- Prevention of occupational hazards and coordination of business activities. activities.
- Application for authorisation for private security at stands.
- Application for authorisation to hang structures/rigging.

Graphic decoration for modular stands

For exhibitors who want to customise their stand

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

You can customise 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 [Zona Expo](#).

Other provisions and relevant information

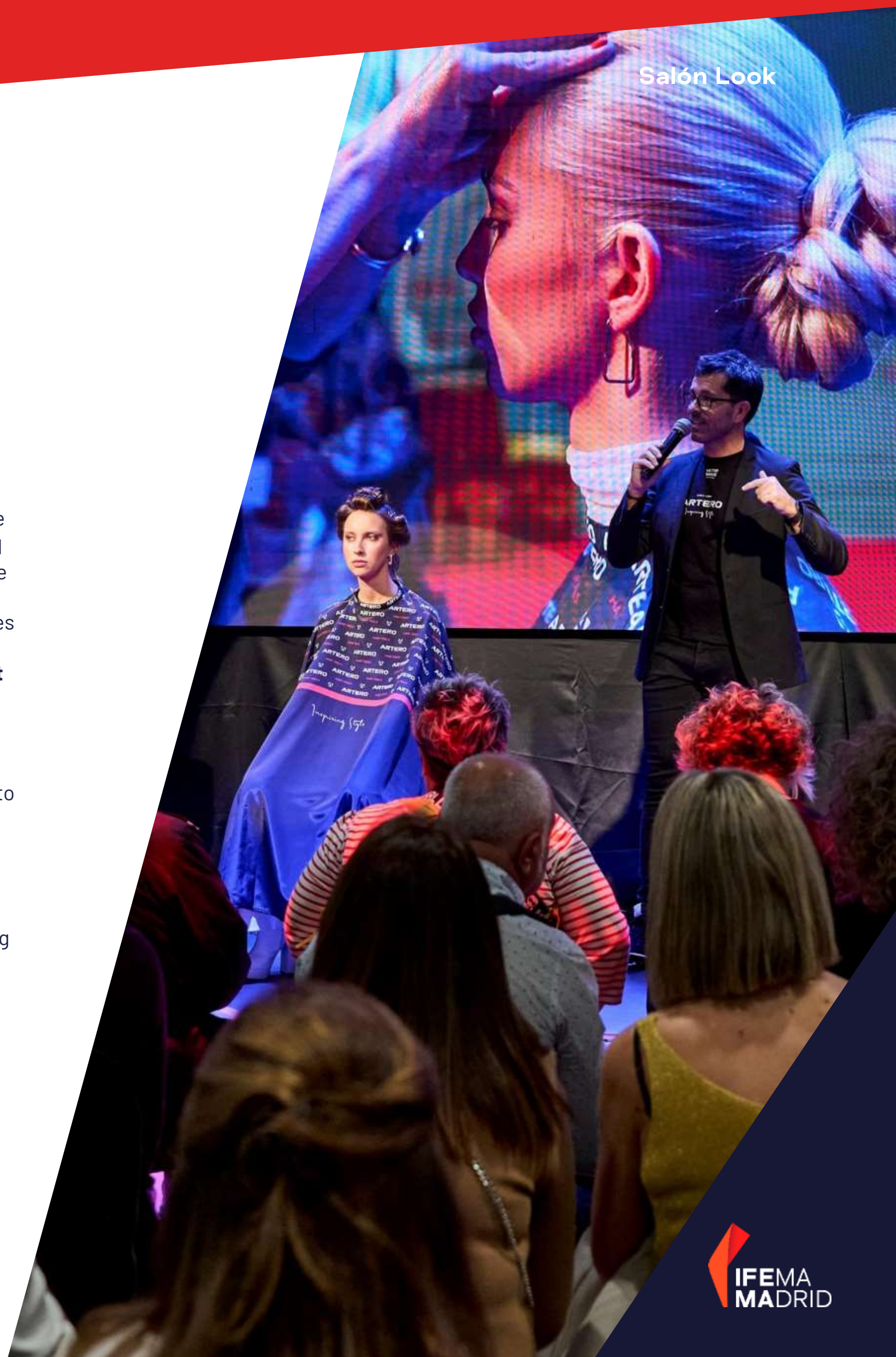
1.1 As a general safety measure in view of concurrent activities, it is compulsory to wear a hard hat, high-visibility jacket and safety footwear during assembly and disassembly phases of fairs and events in all the exhibition areas.

1.2 Noisy demonstrations that may disturb other exhibitors are strictly forbidden. The sound in the stands may not exceed 60 decibels in any case. The sound equipment used must be directed towards the interior of the stand at a maximum height of 2 m. from the ground. Under no circumstances shall it be pointed towards the outside of the stand, adjacent aisles or adjoining stands. The use of live music is prohibited, as are procedures that involve increased sound, such as horns, sirens, etc. **Failure to comply with the provisions will mean the power supply will be cut off, with prior notice from the event management and/or security staff.**

1.3 Companies that include stages in their stands must arrange them to face towards the widest aisle and indicate the position thereof in the project that they must present to the Technical Secretariat for approval. The position and orientation of all audiovisual and/or technical elements must also be marked.

1.4 All activities carried out inside stands must be communicated to the event for authorization before **September 18** at the email address salonlook@ifema.es, indicating in the subject Activity and stand number.

1.5 All decorative objects, advertising, furniture and products must be located within the contracted exhibition space; it is forbidden to invade aisles or common areas with such materials.



6. Additional Services

Salón Look

Mandatory customs formalities

Information for non-EU exhibitors and the Canary Islands

- 1.1** All products from non-EU countries are subject to customs formalities. We remind you that, as of January 1, 2020, all shipments originating in the United Kingdom must be must regularize their goods through the corresponding customs formalities.
- 1.2** Exhibitors must have at all times a copy of the customs documentation of entry into the European Union, in order to be able to present it in case it is required by Customs or the tax receipt.
- 1.3** 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).
- 1.4** Likewise, we remind you that it is strictly forbidden to exhibit, sell, consume or distribute non-EU merchandise at a fair, before having regularized the merchandise.

If you have any questions, please contact our Customs operator, DB SCHENKER, ifema.madrid@dbschenker.com - (+34) 91 330 51 77



7. Schedules for entry and exit of goods and decoration of stands

Salón Look

- 1. ASSEMBLY OF FREE DESIGN STANDS**
October 13 from 8:30 am to 7:30 pm.
October 14, 15 and 16 from 8:30 a.m. to 9:30 p.m.
- 2. Delivery of modular stands:**
October 17 at 8:30 am.
- 3. ENTRY OF MERCHANDISE AND DECORATION MATERIAL**
October 17 from 8:30 am to 9:30 pm.
From 7:00 pm the vehicle access gates will be closed to install the recyclable carpeting of the pavilion, so it will only be possible to enter goods through the pedestrian gates until 9:30 pm.
- 4. EXIT OF GOODS:**
October 20, from 7:00 p.m. to 12:00 midnight.
From 7:00 p.m. to 8:00 p.m., goods will only be allowed to exit through the pedestrian gates through the pedestrian doors for the removal of recyclable carpet.
After this time, the merchandise gates will be open until midnight.
- 5. Dismantling of free design stands:**
October 21 and 22 from 8:30 am to 9:30 pm.
- 6. The pieces will be deposited in the warehouse-ADUANA and will be checked in accordance with section 11.**



8. Health legislation

1.1

COSMETIC PRODUCTS

All cosmetic products that are used on behalf of the Salón Look Fair, must comply with and respect current regulations and in particular the provisions established in Royal Decree 85/2018 of February 23, which regulates cosmetic products, and must guarantee that cosmetic products are safe under normal or reasonably foreseeable conditions, and must respect the established composition and labeling regulations.

IFEMA MADRID declines any responsibility for cosmetic and aesthetic activities and in general any activity carried out by these exhibitors on the occasion of the Salón Look Fair, and must be carried out in accordance with the requirements established by current legislation and under their entire responsibility, assuming any claim or judicial or extrajudicial action that could take place in this regard.

1.2

TATTOO, MICROPIGMENTATION AND SKIN PIERCING

All the products on display, necessary for tattoo, micropigmentation and skin piercing practices applied to humans, must have the authorisation of the Spanish Agency for Medicines and Health Products (AEMPS) registration. All exhibitors dedicated to the practice of tattooing, micropigmentation and skin piercing must comply with the provisions established in Decree 35/2005/ of 10 March, of the Governing Council of the Community of Madrid, and must inform the Show Management of the type of activity at the time of contracting their space/stand.

Likewise, they must sign a contract whereby they undertake to return, at the end of the Exhibition, the bio-sanitary deposits that will be delivered to them at the beginning of the Exhibition.

1.3

LASER USE

All laser activities can represent a risk, not only for the user, but also for other people, even if they are at a considerable distance. For this reason, all procedures requiring the use of any type of laser may only be carried out in marked spaces, which must be enclosed and perfectly delimited areas, with exclusive and restricted access to authorized personnel. Inside the marked space, there shall be no mirrors or flammable or reflective surfaces. On the other hand, all laser devices used must have their corresponding certificate of authorization and approval by the manufacturer.

Demonstrations of laser, pulsed light or other systems that disturb other exhibitors and visitors to the fair will not be **more than 80,5 m2** allowed.

All professionals participating in the exhibitors dedicated to the practice of laser must comply with the requirements of Royal Decree 881/2011, of June 24, which establishes the title Superior Technician in Integral Aesthetics and Wellness and sets its minimum teachings.

1.4

NAIL PRODUCTS

The products exhibited, sold or used for demonstrations by exhibitor companies in the nail sector must meet the corresponding quality and health guarantees, in accordance with current regulations, and in particular Regulation (EC) No. 1223/2009 of the European Parliament and of the Council of 30 November 2009 on cosmetic products.

These specific rules are complemented by the General Regulations for Exhibitor Participation in events organised by IFEMA MADRID, which all exhibitors, by virtue of the fact that they are exhibitors, accept.

1.5

EQUIPMENT COMPANIES

All exhibitors and companies participating in Salón Look must comply with the regulations established in Europe.

All devices, equipment and products exhibited or promoted at Salon Look are required to meet the safety, performance and quality standards set by the regulations that apply to them.

Exhibitors must provide documentation demonstrating compliance with the regulations for all products presented at the event, including certificates of conformity, issued by the relevant regulatory authorities or declarations of conformity where the manufacturer states that it complies with the regulations that apply to them. Non-compliance with European regulations or failure to submit the required documentation will be grounds for rejection of the application to participate.

9. Sustainability management at IFEMA MADRID

Salón Look

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 9001: Quality Management
- ISO 20121: Event Sustainability Management.
- ISO 14001: Environmental Management.
- ISO 50001: Energy Management.
- ISO 22320: Emergency 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) sta.mps 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



10. Floor plan

Salón Look



11. Exhibitor's Agenda

Salón Look

When?	What?	How?	Contact
July 5, 2024	PAYMENTS	Payment of the first 50%: Send proof to servifema@ifema.es	servifema@ifema.es
August 5, 2024	PAYMENTS	Deadline for early payment discount. 10% discount on the price per square metre of floor space contracted when 100% of the space is paid for before 5 August.	salonlook@ifema.es servifema@ifema.es
September 5, 2024	PAYMENTS	Deadline to pay the remaining amount of the contracted space and services. Send proof of payment to servifema@ifema.es	servifema@ifema.es
September 13, 2024	PROJECTS	FOR FREE DESIGN STANDS: Upload a dimensioned project in plan and elevation of the stand to the Expo Zone . (See point 3., page 8) FOR MODULAR STANDS: Deadline to modify the partial plan of the MODULAR STAND in the Expo Zone indicating the location of the elements that make up the stand and the requested extras.	atencionalcliente@ifema.es
	SERVICE CONTRACTING	Start contracting services from your Expo Zone . These rates are subject to change from time to time depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Expo Zone space.	atencionalcliente@ifema.es
September 17, 2024	GRAPHIC DECORATION AND STAND DESIGN	Request a quote and graphic decoration project to personalize your stands with your brand. For free design stands you can request information for the complete project of your stand.	decoraciongrafica@ifema.es

11. Exhibitor's Agenda

When?	What?	How?	Contact
October 6, 2024	SERVICE CONTRACTING	After this date, 25% increase on the base rate for last minute service contracting. Through Expo Zone or by sending an email to servifema@ifema.es	servifema@ifema.es
	LETTERING	Specify the signage for your modular stand in the Expo Zone .	atencionalcliente@ifema.es
	BUYERS SHEET	For meetings with international buyers organised by ICEX and STANPA.	atencionalcliente@ifema.es salonlook@ifema.es
October 13 to 17, 2024	ASSEMBLY OF FREE DESIGN STANDS	October 13 from 8:30 to 19:30h October 14, 15 and 16 from 8:30 am to 9:30 pm	atencionalexpositor@ifema.es
October 17, 2024	MODULAR STANDS AND MERCHANDISE ARRIVAL	Delivery of the modular stand to exhibitors: October 17 at 8:30 am Entry of merchandise and decoration material: October 17 from 8:30 am to 9:30 pm. From 19:00h the vehicle access gates will be closed to install the recyclable carpeting of the pavilion, so that only the entry of goods through the pedestrian gates will be possible until 21:30h.	atencionalexpositor@ifema.es
October 18 to 20, 2024	SALÓN LOOK CELEBRATION	Opening hours: October 18 and 19 from 10:00 to 20:00h and October 20 from 10:00 to 18:30h. Exhibitors who request it may have a special permit for the entry and exit of objects and decoration material from 9:00 to 9:30h on October 18, 19 and 20, and from 20:00 to 20:30h on October 18 and 19.	atencionalexpositor@ifema.es
October 20, 2024	REMOVAL OF GOODS	Removal of merchandise and decoration material, from 7:00 p.m. to 12:00 midnight. From 7:00 p.m. to 8:00 p.m., only through the pedestrian gates to remove recyclable carpeting. After that time, the merchandise gates will be opened until 24:00h. During this period, exhibitors must remove all the material exhibited in their stands.	atencionalexpositor@ifema.es
October 21 and 22, 2024	DISMANTLING OF FREE DESIGN STANDS	October 21 and 22 from 8:30 a.m. to 7:30 p.m.	atencionalexpositor@ifema.es

12. Contact us

Department	Ask me about...	Contact
<p>Exhibition Management</p> <p>Director: Julia González Manager: Lucía Gamero Secretary: Isabel Herrero</p>	<ul style="list-style-type: none"> • Booking a space. • General matters related to trade fair participation. 	<p>(+34) 91 722 30 00 salonlook@ifema.es</p>
<p>Invoicing, Service Contracting and Customer Service</p>	<ul style="list-style-type: none"> • Hiring of services. • Exhibitor passes. • Professional visitor invitations. 	<p>(+34) 91 722 30 00 atencionalcliente@ifema.es</p>
<p>Servifema</p>	<ul style="list-style-type: none"> • Invoicing services • Payments 	<p>(+34) 91 722 30 00 servifema@ifema.es</p>
<p>Trade Fair Services Directorate Technical Office</p>	<ul style="list-style-type: none"> • Technical support to exhibitors and installers. • Review of stand assembly projects. • Solutions for technical problems arising in the course of trade show activity. 	<p>(+34) 91 722 30 00 atencionalcliente@ifema.es</p>

Department	Ask me about...	Contact
<p>Communication and Marketing Department</p> <p>Director: Raúl Díez IFEMA MADRID Press Officer: Marta Cacho Press Officer: Teresa Medina International Press: Helena Valera</p>	<ul style="list-style-type: none"> • Relaciones con los medios de comunicación. • Información de prensa de ferias y salones organizados por IFEMA MADRID. • Información de prensa institucional. • Acreditaciones de prensa para ferias y salones. 	<p>(+34) 91 722 30 00</p> <p>prensa@ifema.es</p>
<p>Conventions and Congresses</p>	<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</p> <p>uanproduccion@ifema.es</p>
<p>External Relations Department Protocol</p>	<ul style="list-style-type: none"> • Institutional visits. • Guided tours. • Protocol for all procedures. • Institutional relations. 	<p>(+34) 91 722 30 00</p> <p>atencionalcliente@ifema.es</p>
<p>Security and Self-Protection</p>	<ul style="list-style-type: none"> • General safety. • Access to Trade Show Premises. • Parking 	<p>(+34) 91 722 30 00</p> <p>dseguridad@ifema.es</p>

Department	Ask me about...	Contact
Medical Service	<ul style="list-style-type: none">• Emergencies (safety and medical).• Healthcare available to exhibitors and visitors throughout the duration of the trade fairs and assembly and dismantling periods	(+34) 91 722 30 00
Outdoor Advertising	<ul style="list-style-type: none">• Hiring advertising media within the trade show premises.	(+34) 91 722 30 00 publicidadexterior@ifema.es
Telecommunications	<ul style="list-style-type: none">• Information prior to the installation of telephone and fax lines, ISDN lines, cable broadband connections, Wi-Fi and other connections.• Technical assistance and configuration.	telecomunicaciones@ifema.es

13. Salón Look LIVE Connect

SALON LOOK LIVE Connect, is the first community and professional social network of the Lifestyle sector, specialized in aesthetics and integral image.

The platform will be active from **July 1 to December 3, 2024**.

What are the advantages of SALON LOOK LIVE Connect?

- SALON LOOK LIVE Connect offers the entire professional community of the Lifestyle sector. A space for networking and promotion where you can generate contacts and business opportunities.
- To present and learn about the full range of products, trends and novelties of each exhibitor.
- Increase business contacts.
- Participants (visitors, buyers and exhibitors) at LIVE Connect can make searches for products and people and mark them as favorites.
- In addition, they can contact each other through an appointment management service, video calls, live chats, mailings; and schedule face-to-face or virtual meetings.
- Organize, participate and/or attend sessions, lectures, presentations and sectorial round tables.
- Updating your product range and extending the marketing time of the season.

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

- Present your value proposition and improve your brand positioning. The platform allows you to include information about your company, videos, links, product catalogues, etc.
- It offers the opportunity to hire advertising packages designed to get more customers and reinforce your brand.

Participation in Salon Look LIVE Connect

Your participation as an exhibitor at the fair includes your company in the digital platform **SALON LOOK LIVE Connect**, through which, as a great novelty in this edition, you will be able to contact the community of visitors, exhibitors and speakers. Included in the Marketing, Communication and LIVE Connect Pack: €285 + VAT (1).

Services Included

- Exhibitor registration in the official list of online exhibitors accessible on the LIVE Connect platform and ifema.es/salonlook.
- Visibility of your company profile, logo, general company information, activity, products, stand at the fair, documents and links.
- Access for members of the exhibiting company.
- Access for staff users of the exhibiting company.
- Access to products or services in the search engine.
- Chat & eCall Service
- Access to the entire exhibitors' Community
- Access to the entire community of visitors and buyers.

Registration as a company and access to Live Connect.

Once we have received confirmation of your participation in Salón Look 2024 and the corresponding payment has been made, we will **register your profile on the platform and the contact person will receive a welcome email** and access to the email address indicated and your profile will be published on the platform, associated with your company. Remember to use an updated browser.

Subsequently, you must enter a password. From this moment on you will be able to access with your e-mail and password from the **website ifema.es/salonlook** and from the welcome e-mail you will receive.

The e-mail 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 **salonlook@ifema.es**.

Thank you

