

# Semana de la Educación

The Largest Educational Community,  
with a Special Focus on Latin America

THEMATIC AXIS:  
**Multiply your  
future with  
Mathematics  
and STEM  
vocations**

**Your future awaits you.**

Exhibitors' Guide  
and Specific Rules  
for Participation

Promoted by:



**LIVE**  **Connect**  
365D IMPACT · CREATE COMMUNITY · GROW

**QULa**



**POSTGRADO  
Y FORMACIÓN CONTINUA**



**DIGIe LEARNING**



**SCHOOLS  
DAY**



**26-30  
Mar  
2025**

[ifema.es](http://ifema.es)

**IFEMA  
MADRID**

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# 1. How to exhibit at SEMANA DE LA EDUCACIÓN 2025 (EDUCATION WEEK 2025)

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## 1.1.

Spaces are reserved by filling out the Online Application Form available on the fair website.

[ifema.es/semana-de-la-educacion](https://ifema.es/semana-de-la-educacion)

## 1.2.

When you have submitted the Application Form to formalise the contract, you must send the bank receipt for the floor space to Event Management.

## 1.3.

All companies whose activities are considered to be part of the sector covered by the Fair may apply to participate.

- Event Management will decide whether to accept applications and to allocate spaces.
- The Management of SEMANA DE LA EDUCACIÓN (EDUCATION WEEK) reserves the right to make the final decision regarding the final location of stands.

Reservations for services made through the Exhibitors' Area will be entitled to a discount of 5% on the price of each service until one month before assembly. These rates are subject to periodic modification, in line with changes in costs. The current prices are available when you make a purchase in the Exhibitors' Area on the institutional website.

Remember that reservations made within one week of the assembly of the fair are subject to a 25% surcharge. Do this as soon as possible.

In the event that the EXHIBITOR COMPANY designates another entity to make any of the payments related to its participation, all the necessary billing information must be provided. If the designated entity does not make the aforementioned payments within the established deadlines, the EXHIBITOR COMPANY must pay them at the simple request of IFEMA MADRID.

## 1.4. PAYMENT TERMS AND METHODS

Participation fee when allocating spaces                      €400 /m<sup>2</sup>

The deadline for payment of the first 50% of the floor space reserved is 20 January 2025. (After deducting the Participation Fee for Allocated Spaces.)

The deadline for the payment of 100% of the reserved space and services is 25 February 2025.

Bank transfers to: IFEMA MADRID/SEMANA DE LA EDUCACIÓN 2025

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: CAIXESBXXX

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

By certified cheque, made out to IFEMA MADRID / SEMANA DE LA EDUCACIÓN 2025

By credit card in a secure environment, which you may access once you have finished filling out the online Application Form, or subsequently in the online Exhibitors' Area, in the Billing and Payments tab. In compliance with the law in force, cash payments and bearer cheques are not accepted.

## 1.5.

The signing and submission of the Application Forms constitutes an irrevocable commitment by the applicant and implies full acceptance of the General Rules of Participation of IFEMA MADRID, as well as any generic provisions that may be established by the Fair Organisers.

## 1.6.

The exhibitor's withdrawal from participation will result in the forfeiture of the amount paid in advance. If the withdrawal occurs within the 30 days prior to the opening of the fair, payment in full for the allocated space may still be required, even if it is subsequently occupied by another exhibitor.

(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. For companies based in European Union, the exhibitor shall be responsible for any VAT, as applicable, due in the country where they are established.

## 2. Participation options and fees

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### 2.1.

SEMANA DE LA EDUCACIÓN, hosts the fairs AULA (INTERNATIONAL EDUCATIONAL OPPORTUNITIES EXHIBITION), DIGLeLEARNING, POSTGRADO Y FORMACIÓN CONTINUA (INTERNATIONAL DIGLeLEARNING, HIGHER EDUCATION AND ONGOING TRAINING FAIR) and SCHOOLS DAY, which are organised with a Floor Space Only format for spaces 20 m<sup>2</sup> and larger.

For floor spaces smaller than 20 m<sup>2</sup>, the reservation of an "All-Inclusive" modular stand format is mandatory: FLOOR SPACE + MODULAR STAND

#### ASSEMBLY RIGHTS RULES

In the interests of greater efficiency and providing you with the best service while minimising incidents during assembly, a last-minute reservation surcharge for assembly rights will be implemented starting 1 October 2024, similar to that which applies to our other services.

This surcharge **increases the price by 25%** when the reservation is made within the week prior (within seven days) to the start of assembly, as well as during assembly, the event, and dismantling.

We would like to remind you that assembly rights apply to free-design stands and can be reserved with a 5% discount if the booking is made at least 30 days before the start of the assembly of the fair.

To reserve services, please use our online channel, which you can access via the following link: [Commerce](#).

### 2.2. FEES FOR AULA (INTERNATIONAL EDUCATIONAL OPPORTUNITIES EXHIBITION)

#### A) FLOOR SPACE ONLY FEES

Minimum floor space from 20 m<sup>2</sup> €165/m<sup>2</sup> + VAT (1)  
Outdoor exhibition space €95/m<sup>2</sup> + VAT (1)

#### B) FLOOR SPACE ONLY + "ALL-INCLUSIVE" MODULAR STAND FEES

Mandatory for floor spaces smaller than 20 m<sup>2</sup>  
Minimum floor space reservation 9 m<sup>2</sup>

BASIC MODULAR PACK 9 m <sup>2</sup>	€2450 + VAT (1) m <sup>2</sup>
ADDITIONAL BASIC MODULAR	€235/m <sup>2</sup> + VAT (1)
MODULAR PACK PLUS 9 m <sup>2</sup>	€2810 + VAT (1) m <sup>2</sup>
ADDITIONAL MODULAR PLUS	€278/m <sup>2</sup> + VAT (1)

You can view the layout of your stand in the Exhibitors' Area and indicate any changes you wish to make in the comments section, as well as change the colour of the carpeting and specify the signage before 24 February.

### 2.3. DIGLeLEARNING FAIR FEES

#### ASSOCIATED WITH SECTOR ENTITIES

##### A) FLOOR SPACE ONLY FEES

Minimum floor space from 20 m<sup>2</sup> €148.5/m<sup>2</sup> + VAT (1)

##### B) FLOOR SPACE ONLY + "ALL-INCLUSIVE" MODULAR STAND FEES

Mandatory for floor spaces smaller than 20 m<sup>2</sup>  
Minimum floor space reservation 6 m<sup>2</sup>

BASIC MODULAR PACK 9 m <sup>2</sup>	€2,150 + VAT (1) m <sup>2</sup>
ADDITIONAL BASIC MODULAR	€198/m <sup>2</sup> + VAT (1)
MODULAR PACK PLUS 9 m <sup>2</sup>	€2480 + VAT (1) m <sup>2</sup>
ADDITIONAL MODULAR PLUS	€230/m <sup>2</sup> + VAT (1)

DIGLeLEARNING ASSOC. START-UP 6 m<sup>2</sup> €1475 + VAT (1)

#### NOT ASSOCIATED WITH SECTOR ENTITIES

##### A) FLOOR SPACE ONLY

###### FEES

Minimum floor space from 20 m<sup>2</sup> €165/m<sup>2</sup> + VAT (1)

##### B) FLOOR SPACE ONLY + "ALL-INCLUSIVE" MODULAR STAND FEES

Mandatory for floor spaces smaller than 20 m<sup>2</sup>  
Minimum floor space reservation 9 m<sup>2</sup>

BASIC MODULAR PACK 9 m <sup>2</sup>	€2390 + VAT (1) m <sup>2</sup>
ADDITIONAL BASIC MODULAR	€220/m <sup>2</sup> + VAT (1)
MODULAR PACK PLUS 9 m <sup>2</sup>	€2730 + VAT (1) m <sup>2</sup>
ADDITIONAL MODULAR PLUS	€255/m <sup>2</sup> + VAT (1)

DIGLeLEARNING ASSOC. START-UP 6 m<sup>2</sup> €1640 + VAT (1)

You can view the layout of your stand in the Exhibitors' Area and indicate any changes you wish to make in the comments section, as well as change the colour of the carpeting and specify the signage before 24 February.

(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. For companies based in European Union, the exhibitor shall be responsible for any VAT, as applicable, due in the country where they are established.

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### 2.4. POSTGRADO Y FORMACIÓN CONTINUA (*INTERNATIONAL HIGHER EDUCATION AND ONGOING TRAINING FAIR*) FEES

#### A) FLOOR SPACE ONLY FEES

Minimum floor space from 20 m<sup>2</sup> €165/m<sup>2</sup>+ VAT (1)

#### B) FLOOR SPACE ONLY + "ALL-INCLUSIVE" MODULAR STAND FEES

Mandatory for floor spaces smaller than 20 m<sup>2</sup>

Minimum floor space reservation 9 m<sup>2</sup>

BASIC MODULAR PACK 9 m <sup>2</sup>	€2380 + VAT (1) m <sup>2</sup>
ADDITIONAL BASIC MODULAR	€220/m <sup>2</sup> + VAT (1) MODULAR
PACK PLUS 9 m <sup>2</sup>	€2675 + VAT (1) m <sup>2</sup> ADDITIONAL MODULAR
PLUS	€255/m <sup>2</sup> + VAT (1)

FOR EXHIBITORS PARTICIPATING IN BOTH AULA (*INTERNATIONAL EDUCATIONAL OPPORTUNITIES EXHIBITION*) AND POSTGRADO Y FORMACIÓN CONTINUA (*INTERNATIONAL HIGHER EDUCATION AND ONGOING TRAINING FAIR*)

BASIC MODULAR PACK FORO EXP AULA 9 m <sup>2</sup>	€2,050 + VAT (1) m <sup>2</sup>
ADDITIONAL MODULAR BASIC FORO EXP AULA	€189/m <sup>2</sup> + VAT (1) MODULAR
PACK PLUS FORO EXPO AULA 9 m <sup>2</sup>	€2395 + VAT (1)
ADDITIONAL m <sup>2</sup> MODULAR PLUS FORO EXP AULA	€219 + VAT (1)

You can view the layout of your stand in the Exhibitors' Area and indicate any changes you wish to make in the comments section, as well as change the colour of the carpeting and specify the signage before 24 February.

### 2.5. SCHOOLS DAY FEES

#### A) FLOOR SPACE ONLY FEES

Minimum floor space from 20 m<sup>2</sup> €165/m<sup>2</sup>+ VAT (1)

#### B) FLOOR SPACE ONLY + "ALL-INCLUSIVE" MODULAR STAND FEES

Mandatory for floor spaces smaller than 20

m<sup>2</sup> Minimum floor space reservation 9 m<sup>2</sup>

BASIC MODULAR PACK 9 m <sup>2</sup>	€2450 + VAT (1) m <sup>2</sup>
ADDITIONAL BASIC MODULAR	€ 235/m <sup>2</sup> + VAT (1)
MODULAR PACK PLUS 9 m <sup>2</sup>	€2810 + VAT (1) m <sup>2</sup>
ADDITIONAL MODULAR PLUS	€278/m <sup>2</sup> + VAT (1)

You can view the layout of your stand in the Exhibitors' Area and indicate any changes you wish to make in the comments section, as well as change the colour of the carpeting and specify the signage before 24 February.

(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. For companies based in European Union, the exhibitor shall be responsible for any VAT, as applicable, due in the country where they are established.

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### 2.6. SPECIFIC ASSEMBLY RULES FOR FREE DESIGN STANDS

- When assembling their stands, all companies must include at least partition walls that separate them from the wall of the hall and the adjoining stands and submit the occupational risk protocol.
- Companies opting for free construction of their stands must upload the design to the EXHIBITORS' AREA by 21 February 2025.

If the design includes any items hung from the ceiling of the hall, you are reminded that it is mandatory to reserve hanging points from the fair (see online fees in the exhibitors' area) and to submit an exclusive rigging design to [inspeccion.rigging@ifema.es](mailto:inspeccion.rigging@ifema.es)

The specific assembly rules will be included in the General Rules of Participation for Exhibitors in Events Organised by IFEMA MADRID.

#### IMPORTANT INFORMATION

**Opaque perimeter enclosures may not represent more than 50% of each side facing a façade or aisle.** Longer enclosures must be set back at least three metres towards the interior, and may not exceed 80% of the façade length.

Signs, flags and spotlights may not protrude more than 50 cm from the allotted space and from a minimum height of 2.5 metres, nor exceed the maximum height of four metres at the perimeter. Spotlights must be directed towards the inside of the stand. If you have any questions, please contact the IFEMA Fair Services Department.

(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. For companies based in European Union, the exhibitor shall be responsible for any VAT, as applicable, due in the country where they are established.

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### 2.7.1. HOW TO ACCESS THE PLATFORM

You will receive a welcome email at the email address you give to Event Management as your main contact address. The sender of the email is [lcnoreply@ifema.es](mailto:lcnoreply@ifema.es). If it does not appear in your inbox, please check in the spam folder. When you click on the "Access LIVE Connect" button, a screen will open for you to fill in.

**Case 1:** If you have an IFEMA MADRID account, use the email you indicated as your main contact address and sign in.

**Case 2:** If you do not have an account, click on "Create account" with the email address you entered as your main contact address.

**IMPORTANT:** in both cases, this must be the email address to which the welcome email was sent.

You can now see the main buttons of the platform. Please note that some features (list of exhibitors, sessions, etc.) may not yet be active.

You will see that you have two profiles:

- Personal information, including contact details, position, interests, etc.
- Your company profile, accessible from the "Exhibitors' Area" on the top right-hand side.

From this moment on you will be able to sign in using your email and password from [ifema.es/semana-de-la-educacion](http://ifema.es/semana-de-la-educacion) and from the welcome email.

### 2.7.2. EDITING THE COMPANY AND PERSONAL PROFILES

To edit your profile, click on your user profile, which you will find on the top right-hand side of the platform. A drop-down menu will appear. Select "Exhibitors' Area".

In addition to general company information, you can add a video and a header background, products and brands. It is very intuitive, but we will help you if you have any questions.

Complete your personal profile and make it visible so that community participants can request you as a contact, suggest a meeting time, or chat with you. Profiles with a photo are more attractive.

Remember that the more information you include about your company and the more products, content and images you upload, the more possibilities you will have to make contacts.

### 2.7.3. ADD PRODUCTS

You can search for companies, people and products in LIVE Connect. Be sure to take advantage of the option to include the names, information and images of your products so that participants can view your information.

You can include them in the "Exhibitors' Area", by signing into your profile within LIVE Connect and then accessing "Products" from the left-hand side.

### 2.7.4. NETWORKING

SEMANA DE LA EDUCACIÓN LIVE Connect is a way to enrich and nurture your sales team's network of professional contacts by qualifying leads from all over the world.

SEND CONTACT REQUESTS AND SET UP MEETINGS WITH PARTICIPANTS IN THE LIVE Connect COMMUNITY

LIVE Connect allows you to search for contacts among its participants. You can filter your searches by country, activity, position, product of interest, etc. Once you have found your leads, you can chat with them, send contact requests or invite them to a meeting at a trade fair or by video conference. Be proactive and take advantage of the opportunity to build up a good list of contacts.



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### 2.8.1. ACCEPT CONTACT REQUESTS OR INVITATIONS TO MEETINGS

As an exhibitor, in LIVE Connect, you can receive messages, requests for meetings at the trade fair or by video call, and receive contact requests. They will be sent to a member of the team and you will be able to schedule your appointments at the trade fair well in advance.

### FIND BUSINESS OPPORTUNITIES WITH OTHER EXHIBITING COMPANIES

You may find interesting partners, distributors and suppliers among the other exhibitors. You can chat with them and request contacts and meetings.

### 2.8.2. RULES FOR FREE DESIGN STAND (FLOOR SPACE ONLY)

Optional for floor spaces measuring 20 m<sup>2</sup> or more. When assembling their stands, all companies must include at least partition walls that separate them from the wall of the hall and the adjoining stands and submit the occupational risk protocol.

Companies opting for free construction of their stands must upload their designs to the Exhibitors' Area by 21 February 2025, where they can make comments and view the status of their submissions.

If the design includes any items hung from the ceiling of the hall, please remember that it is mandatory to reserve hanging points from the fair (see online fees in the Exhibitors' Area) and to submit an exclusive rigging design to [inspeccion.rigging@ifema.es](mailto:inspeccion.rigging@ifema.es)

The specific assembly rules will be included in the General Rules of Participation for Exhibitors in Events Organised by IFEMA MADRID.

### 2.8.3 ASSEMBLY RIGHTS

Before starting work, the company responsible for assembling free-design stands must pay the assembly fees to IFEMA MADRID for the services rendered during the fair assembly and dismantling periods. This includes the Medical Assistance Service (ATS), Inspection of Electrical Installations, Electrical Connections and Supply during assembly and dismantling, use and maintenance of painting rooms, personalised customer services for stand assemblers, as well as individualised signage for spaces.

If, as the main exhibitor, you wish to be responsible for paying this fee and have it included in your invoice, you must contract it in the Exhibitors' Area.

**There is a 25% surcharge on assembly rights when you reserve within seven days of the start of assembly.**

### 2.8.4. IN ADDITION, PARTICIPATION AS AN EXHIBITOR REQUIRES THE MANDATORY PURCHASE OF:

- Civil Liability Insurance (covers up to €60,000): €72.84 + VAT (1)
- Multi-Fair Insurance (covers up to €50,000): €69.15 + VAT (1)
- Minimum electricity consumption (0.13kw/m<sup>2</sup>): €69.15 + VAT (1)
- CONECTA PLAN (formerly the Marketing and Communication pack): €371 + VAT (1)
- Assembly rights:

Type A Assembly	€2.77/m <sup>2</sup> + VAT (1)
Type B Assembly	€5.56/m <sup>2</sup> + VAT (1)
Type C Assembly	€8.75/m <sup>2</sup> + VAT (1)

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### BASIC TURNKEY STAND AULA (INTERNATIONAL EDUCATIONAL OPPORTUNITIES EXHIBITION) AND SCHOOLS DAY



**DRAWING FOR GUIDANCE PURPOSES:** Holes may not be made in the stand, and items must not be nailed to it. Adhesive tape and graphics that are easily removable and do not damage the panels are permitted.

(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. For companies based in European Union, the exhibitor shall be responsible for any VAT, as applicable, due in the country where they are established.

#### GENERAL CHARACTERISTICS:

##### RATES

"BASIC" (9m<sup>2</sup>) turnkey stand: €2450 + VAT (1)m<sup>2</sup> additional  
"BASIC" turnkey stand: €235/m<sup>2</sup> + VAT (1)

##### RESERVATION

In addition **MANDATORY**, participation as an exhibitor entails the mandatory purchase of the CONECTA PLAN (formerly the Marketing and Communication pack): €371 + VAT (1)

#### TECHNICAL CHARACTERISTICS:

##### STAND

A stand that opens to one or several aisles, depending on the location. A grey-coloured aluminium structure with melamine walls.

**STORAGE SPACE** with lockable door with the following proportions:

- Up to 16 m<sup>2</sup>: 1x1
- From 16.5 to 32 m<sup>2</sup>: 2x1
- More than 32.5 m<sup>2</sup>: 3x1

##### FAIR-TYPE CARPET

Five colours to choose from in the **Exhibitors' Area**. Jaspe Grey by default.

Gris Jasper  Mustard  Black  Verdant  Blue 

Exhibitors must indicate their chosen carpet colour before x date.

If no colour is chosen, Jaspe Grey will be installed by default.

##### SIGNAGE:

Signage with standardised lettering, including the name of the exhibitor (which can be edited in the Exhibitors' Area) and the stand number. **Maximum 20 characters**. If the exhibitor name field is not completed in the Exhibitors' Area, it will be labelled with the Fair Name from the Application Form.

**Important information:** You must indicate the name to appear on the sign in the Exhibitors' Area before 24 February.

##### ADDITIONAL SERVICES:

Customise your modular stand with our Stand Graphic Design service by writing to [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

##### ELECTRICITY AND LIGHTING:

- General lighting by LED spotlights on rails, with one spotlight for every 3 m<sup>2</sup> of stand.
- An electrical panel with a thermal magnetic circuit breaker and a built-in 500W outlet, designed for a power of 130 W/m<sup>2</sup>.

##### TYPE A CLEANING:

Includes initial cleaning, with removal of the plastic cover from the carpeting, daily floor cleaning, and waste bin emptying. It does not include cleaning any of the items on display.

##### SERVICES INCLUDED

- Daily stand cleaning (Type A. Once daily).
- Assembly rights included in the price.
- Multi-fair insurance and civil liability insurance included in the price.
- Minimum electricity consumption (0.13 kW/m<sup>2</sup>).
- One car parking space (regardless of the amount of floor space reserved).

##### FURNITURE (regardless of the m<sup>2</sup> of floor space reserved)

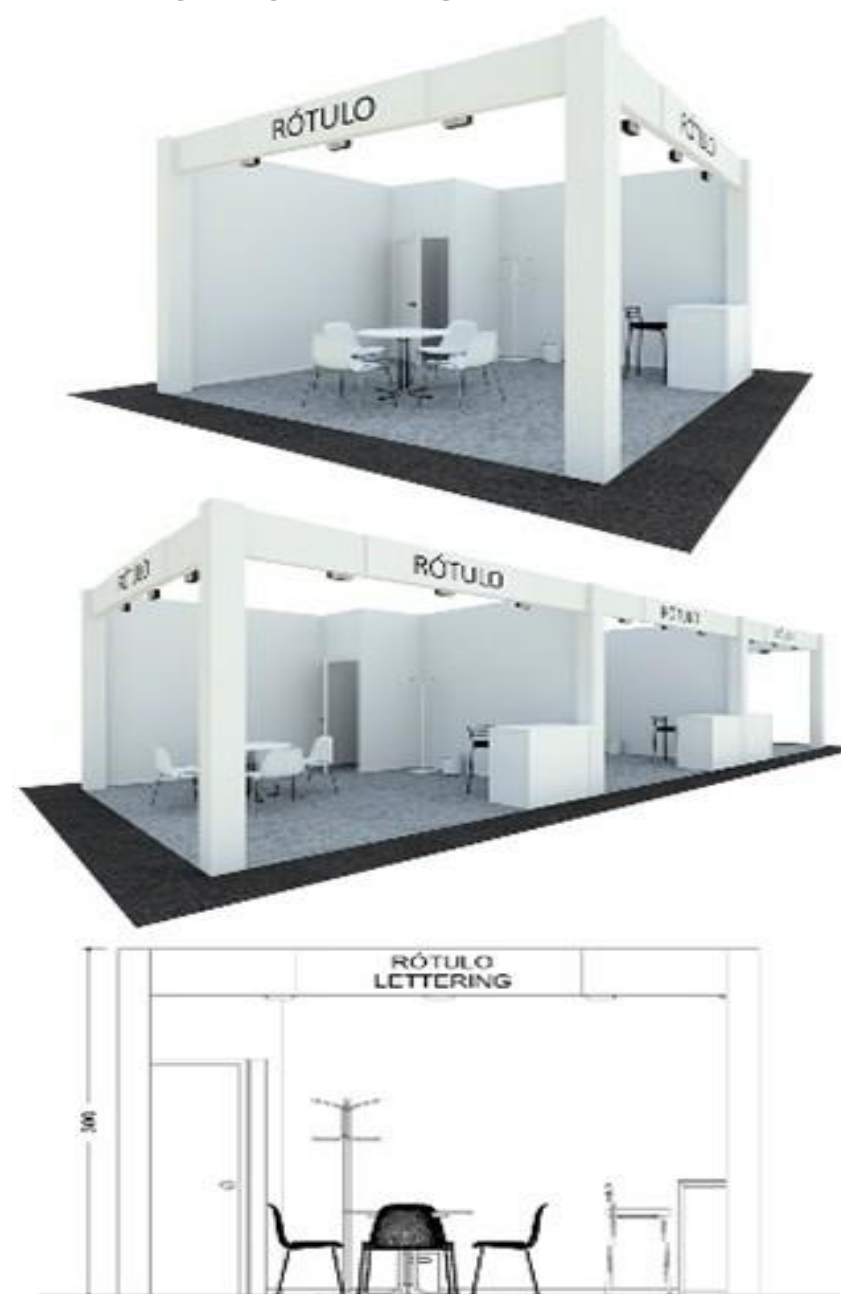
- One white DOM table (6RL02001)
- Three Madrid chairs (6RL01001)
- One Tana reception counter (6RL08003)
- One Lima stool (6RL01009)



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### AULA (INTERNATIONAL EDUCATIONAL OPPORTUNITIES EXHIBITION) AND SCHOOLS DAY PREMIUM TURNKEY STAND



**DRAWING FOR GUIDANCE PURPOSES:** Holes may not be made in the stand, and items must not be nailed to it. Adhesive tape and graphics that are easily removable and do not damage the panels are permitted.

(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. For companies based in European Union, the exhibitor shall be responsible for any VAT, as applicable, due in the country where they are established.

#### GENERAL CHARACTERISTICS:

##### RATES

"PREMIUM" (9 m<sup>2</sup>) turnkey stand: €2810 + VAT (1) m<sup>2</sup> additional  
"PREMIUM" turnkey stand: €278/m<sup>2</sup> + VAT (1)

##### MANDATORY RESERVATION

In addition, participation as an exhibitor entails the mandatory purchase of the CONECTA PLAN (formerly the Marketing and Communication pack): €371 + VAT (1)

#### TECHNICAL CHARACTERISTICS:

##### STAND

A stand that opens to one or several aisles, depending on the location. Walls built from three-metre chipboard panels painted in a choice of three colours: Black, grey, white (by default). Chipboard structure.

**STORAGE SPACE** with lockable door with the following proportions:

- Up to 16 m<sup>2</sup>: 1x1
- From 16.5 to 32 m<sup>2</sup>: 2x1
- More than 32.5 m<sup>2</sup>: 3x1

##### FAIR-TYPE CARPET

Five colours to choose from in the **Exhibitors' Area**. Jaspe Grey by default.

Gris Jasper  Mustard  Black  Verdant  Blue 

Exhibitors must indicate their chosen carpet colour before x date.

If no colour is chosen, Jaspe Grey will be installed by default.

##### SIGNAGE:

Signage with standardised lettering, including the name of the exhibitor (which can be edited in the Exhibitors' Area) and the stand number.

**Maximum 20 characters.** If the exhibitor name field is not completed in the Exhibitors' Area, it will be labelled with the Fair Name from the Application Form.

**Important information:** You must indicate the name to appear on the sign in the Exhibitors' Area before 24 February.

##### ADDITIONAL SERVICES:

Customise your modular stand with our Stand Graphic Design service by writing to [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

##### ELECTRICITY AND LIGHTING:

- General lighting by LED spotlights on rails, with one spotlight for every 3 m<sup>2</sup> of stand.
- An electrical panel with a thermal magnetic circuit breaker and a built-in 500W outlet, designed for a power of 130 W/m<sup>2</sup>.

##### TYPE A CLEANING:

Includes initial cleaning, with removal of the plastic cover from the carpeting, daily floor cleaning, and waste bin emptying. It does not include cleaning any of the items on display.

##### SERVICES INCLUDED

- Daily stand cleaning (Type A. Once daily).
- Assembly rights included in the price.
- Multi-fair insurance and civil liability insurance included in the price.
- Minimum electricity consumption (0.13 kW/m<sup>2</sup>).
- One car parking space (regardless of the amount of floor space reserved).

##### FURNITURE (regardless of the m<sup>2</sup> of floor space reserved)

- One white DOM table (6RL02001)
- Three Madrid chairs (6RL01001)
- One Palermo stool
- One white Torné counter



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## DIGIeLEARNING FAIR BASIC TURNKEY STAND



**DRAWING FOR GUIDANCE PURPOSES:** Holes may not be made in the stand, and items must not be nailed to it. Adhesive tape and graphics that are easily removable and do not damage the panels are permitted.

(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. For companies based in European Union, the exhibitor shall be responsible for any VAT, as applicable, due in the country where they are established.

### GENERAL CHARACTERISTICS:

#### ASSOCIATED FEES

"BASIC" (9m<sup>2</sup>) turnkey stand: €2150 + VAT (1)m<sup>2</sup> additional  
 "BASIC" turnkey stand: €198/m<sup>2</sup> + VAT (1)

#### NON-ASSOCIATED FEES

"BASIC" (9m<sup>2</sup>) turnkey stand: €2390 + VAT (1)m<sup>2</sup> additional  
 "BASIC" turnkey stand: €220/m<sup>2</sup> + VAT (1)

#### MANDATORY RESERVATION

In addition, participation as an exhibitor entails the mandatory purchase of the CONECTA PLAN (formerly the Marketing and Communication pack): €371 + VAT (1)

### TECHNICAL CHARACTERISTICS:

#### STAND

A stand that opens to one or several aisles, depending on the location. A grey-coloured aluminium structure with melamine walls.

**STORAGE SPACE** with lockable door with the following proportions:

- Up to 16 m<sup>2</sup>: 1x1
- From 16.5 to 32 m<sup>2</sup>: 2x1
- More than 32.5 m<sup>2</sup>: 3x1

#### FAIR-TYPE CARPET

Five colours to choose from in the **Exhibitors' Area**. Jaspe Grey by default.

Gris Jasper  Mustard  Black  Verdant  Blue 

Exhibitors must indicate their chosen carpet colour before x date.

If no colour is chosen, Jaspe Grey will be installed by default.

#### SIGNAGE:

Signage with standardised lettering, including the name of the exhibitor (which can be edited in the Exhibitors' Area) and the stand number.

**Maximum 20 characters.** If the exhibitor name field is not completed in the Exhibitors' Area, it will be labelled with the Fair Name from the Application Form.

**Important information:** You must indicate the name for the sign in the Exhibitors' Area before 24 February

#### ADDITIONAL SERVICES:

Customise your modular stand with our Stand Graphic Design service by writing to [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

#### ELECTRICITY AND LIGHTING:

- General lighting by LED spotlights on rails, with one spotlight for every 3 m<sup>2</sup> of stand.
- An electrical panel with a thermal magnetic circuit breaker and a built-in 500W outlet, designed for a power of 130 W/m<sup>2</sup>.

#### TYPE A CLEANING:

Includes initial cleaning, with removal of the plastic cover from the carpeting, daily floor cleaning, and waste bin emptying. It does not include cleaning any of the items on display.

#### SERVICES INCLUDED

- Daily stand cleaning (Type A. Once daily).
- Assembly rights included in the price.
- Multi-fair insurance and civil liability insurance included in the price.
- Minimum electricity consumption (0.13 kW/m<sup>2</sup>).
- One car parking space (regardless of the amount of floor space reserved).

#### FURNITURE (regardless of the m<sup>2</sup> of floor space reserved)

- One white DOM table (6RL02001)
- Three Madrid chairs (6RL01001)
- One Tana reception counter (6RL08003)
- One Palermo stool



## 2. Participation options and fees

Semana de la  
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### DIGIeLEARNING FAIR PREMIUM TURNKEY STAND



**DRAWING FOR GUIDANCE PURPOSES:** Holes may not be made in the stand, and items must not be nailed to it. Adhesive tape and graphics that are easily removable and do not damage the panels are permitted.

(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. For companies based in European Union, the exhibitor shall be responsible for any VAT, as applicable, due in the country where they are established.

### GENERAL CHARACTERISTICS:

#### ASSOCIATED FEES

"PREMIUM" (9 m<sup>2</sup>) turnkey stand: €2480 + VAT (1) m<sup>2</sup> additional  
"PREMIUM" turnkey stand: €230/m<sup>2</sup> + VAT (1)

#### NON-ASSOCIATED FEES

"PREMIUM" (9 m<sup>2</sup>) turnkey stand: €2730 + VAT (1) m<sup>2</sup> additional  
"PREMIUM" turnkey stand: €255/m<sup>2</sup> + VAT (1)

#### MANDATORY RESERVATION

In addition, participation as an exhibitor entails the mandatory purchase of the CONECTA PLAN (formerly the Marketing and Communication pack): €371 + VAT (1)

### TECHNICAL CHARACTERISTICS:

#### STAND

A stand that opens to one or several aisles, depending on the location. Walls built from three-metre chipboard panels painted in a choice of three colours: Black, grey, white (by default). Chipboard structure.

**STORAGE SPACE** with lockable door with the following proportions:

- Up to 16 m<sup>2</sup>: 1x1
- From 16.5 to 32 m<sup>2</sup>: 2x1
- More than 32.5 m<sup>2</sup>: 3x1

#### FAIR-TYPE CARPET

Five colours to choose from in the **Exhibitors' Area**. Jaspe Grey by default.

Gris Jasper  Mustard  Black  Verdant  Blue 

Exhibitors must indicate their chosen carpet colour before x date.

If no colour is chosen, Jaspe Grey will be installed by default.

#### SIGNAGE:

Signage with standardised lettering, including the name of the exhibitor (which can be edited in the Exhibitors' Area) and the stand number.

**Maximum 20 characters.** If the exhibitor name field is not completed in the Exhibitors' Area, it will be labelled with the Fair Name from the Application Form.

**Important information:** You must indicate the name for the sign in the Exhibitors' Area before 24 February

#### ADDITIONAL SERVICES:

Customise your modular stand with our Stand Graphic  
Design service by writing to [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

#### ELECTRICITY AND LIGHTING:

- General lighting by LED spotlights on rails, with one spotlight for every 3 m<sup>2</sup> of stand.
- An electrical panel with a thermal magnetic circuit breaker and a built-in 500W outlet, designed for a power of 130 W/m<sup>2</sup>.

#### TYPE A CLEANING:

Includes initial cleaning, with removal of the plastic cover from the carpeting, daily floor cleaning, and waste bin emptying. It does not include cleaning any of the items on display.

#### SERVICES INCLUDED

- Daily stand cleaning (Type A. Once daily).
- Assembly rights included in the price.
- Multi-fair insurance and civil liability insurance included in the price.
- Minimum electricity consumption (0.13 kW/m<sup>2</sup>).
- One car parking space (regardless of the amount of floor space reserved).

#### FURNITURE (regardless of the m<sup>2</sup> of floor space reserved)

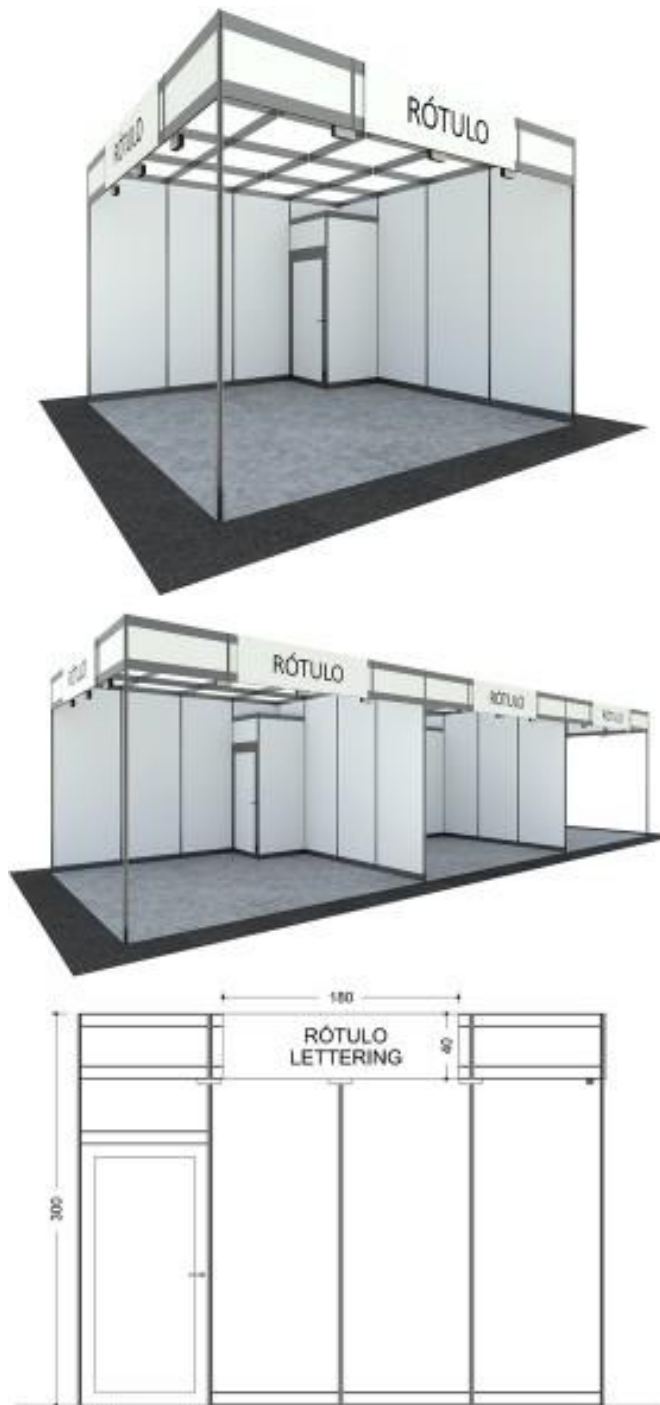
- One white DOM table (6RL02001)
- Three Madrid chairs (6RL01001)
- One white Torné counter
- One Palermo stool



## 2. Participation options and fees

Semana de la  
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### DIGIeLEARNING START-UP



(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. In the case of companies based in the European Union, the exhibitor will be responsible for paying any VAT payable in their own country.

### FEES:

#### ASSOCIATED FEES

"PREMIUM" (6 m<sup>2</sup>) turnkey stand: €1475 + VAT (1)

#### NON-ASSOCIATED FEES

"PREMIUM" (6 m<sup>2</sup>) turnkey stand: €1,640 + VAT (1)

#### MANDATORY RESERVATION

In addition, participation as an exhibitor entails the mandatory purchase of the CONECTA PLAN (formerly the Marketing and Communication pack): €371 + VAT (1)

### TECHNICAL CHARACTERISTICS:

**IMPORTANT:** this option is only available to emerging companies between one and three years old, and it is necessary to provide the documentation that verifies this.

A stand that opens to one or several aisles, depending on the location. A grey-coloured aluminium structure with melamine walls.

Three-metre aluminium walls.

**STORAGE SPACE** with lockable door with the following proportions:

- Up to 16 m<sup>2</sup>: 1x1
- From 16.5 to 32 m<sup>2</sup>: 2x1
- More than 32.5 m<sup>2</sup>: 3x1

#### TRADE FAIR

#### CARPETING:

Red 

#### ELECTRICITY AND LIGHTING:

- General lighting by LED spotlights on rails, with one spotlight for every 3 m<sup>2</sup> of stand.
- An electrical panel with a thermal magnetic circuit breaker and a built-in 500-W outlet, prepared for a power of 130 W/m<sup>2</sup>.

#### ADDITIONAL SERVICES:

Customise your modular stand with our Stand Graphic Design service by writing to [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

**FURNITURE:** for every 16 m<sup>2</sup> purchased (maximum three groups):

- One Tana reception counter (6RL08003)
- One Palermo stool



#### SERVICES INCLUDED:

- Minimum electricity consumption (0.13 kW/m<sup>2</sup>).
- Multi-fair insurance and civil liability insurance included in the price.
- Daily stand cleaning (Type A. Once daily).

#### SIGNAGE:

Signage with standardised lettering, including the name of the exhibitor editable in the Exhibitors' Area and the stand number on each façade facing aisles wider than 1m. **Maximum 20 characters.** If the exhibitor name field is not completed in the Exhibitors' Area, it will be labelled with the Fair Name from the Application Form. Deadline **24 February 2024.**

#### TYPE A CLEANING:

Initial cleaning, with removal of the plastic cover from the carpeting, daily floor cleaning, and waste bin emptying. It does not include cleaning any of the items on display.

## 2. Participation options and fees

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### POSTGRADO Y FORMACIÓN CONTINUA BASIC TURNKEY (INTERNATIONAL HIGHER EDUCATION AND ONGOING TRAINING FAIR) STAND



**DRAWING FOR GUIDANCE PURPOSES:** Holes may not be made in the stand, and items must not be nailed to it. Adhesive tape and graphics that are easily removable and do not damage the panels are permitted.

(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. For companies based in European Union, the exhibitor shall be responsible for any VAT, as applicable, due in the country where they are established.

### GENERAL CHARACTERISTICS:

#### POSTGRADO FEES

"BASIC" (9m<sup>2</sup>) turnkey stand: €2380 + VAT (1)m<sup>2</sup> additional  
"BASIC" turnkey stand: €220/m<sup>2</sup> + VAT (1)

#### POSTGRADO + AULA FEES

"BASIC" (9m<sup>2</sup>) turnkey stand: €2050 + VAT (1)m<sup>2</sup> additional  
"BASIC" turnkey stand: €189/m<sup>2</sup> + VAT (1)

#### MANDATORY RESERVATION

In addition, participation as an exhibitor entails the mandatory purchase of the CONECTA PLAN (formerly the Marketing and Communication pack): €371+ VAT (1)

### TECHNICAL CHARACTERISTICS:

#### STAND

A stand that opens to one or several aisles, depending on the location. A grey-coloured aluminium structure with melamine walls.

**STORAGE SPACE** with lockable door with the following proportions:

- Up to 16 m<sup>2</sup>: 1x1
- From 16.5 to 32 m<sup>2</sup>: 2x1
- More than 32.5 m<sup>2</sup>: 3x1

#### FAIR-TYPE CARPET

Five colours to choose from in the **Exhibitors' Area**. Jaspe Grey by default.

Gris Jasper  Mustard  Black  Verdant  Blue 

Exhibitors must indicate their chosen carpet colour before x date.

If no colour is chosen, Jaspe Grey will be installed by default.

#### SIGNAGE:

Signage with standardised lettering, including the name of the exhibitor (which can be edited in the Exhibitors' Area) and the stand number.

**Maximum 20 characters.** If the exhibitor name field is not completed in the Exhibitors' Area, it will be labelled with the Fair Name from the Application Form.

**Important information:** You must indicate the name for the sign in the Exhibitors' Area before 24 February

#### ADDITIONAL SERVICES:

Customise your modular stand with our Stand Graphic Design service by writing to [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

#### ELECTRICITY AND LIGHTING:

- General lighting by LED spotlights on rails, with one spotlight for every 3 m<sup>2</sup> of stand.
- An electrical panel with a thermal magnetic circuit breaker and a built-in 500W outlet, designed for a power of 130 W/m<sup>2</sup>.

#### TYPE A CLEANING:

Includes initial cleaning, with removal of the plastic cover from the carpeting, daily floor cleaning, and waste bin emptying. It does not include cleaning any of the items on display.

#### SERVICES INCLUDED

- Daily stand cleaning (Type A. Once daily).
- Assembly rights included in the price.
- Multi-fair insurance and civil liability insurance included in the price.
- Minimum electricity consumption (0.13 kW/m<sup>2</sup>).
- One car parking space (regardless of the amount of floor space reserved).

#### FURNITURE (regardless of the m<sup>2</sup> of floor space reserved)

- One white DOM table (6RL02001)
- Three Madrid chairs (6RL01001)
- One Tana reception counter (6RL08003)
- One Palermo stool



## 2. Participation options and fees

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### POSTGRADO Y FORMACIÓN CONTINUA (INTERNATIONAL HIGHER EDUCATION AND ONGOING TRAINING FAIR) PREMIUM TURNKEY STAND



**DRAWING FOR GUIDANCE PURPOSES:** Holes may not be made in the stand, and items must not be nailed to it. Adhesive tape and graphics that are easily removable and do not damage the panels are permitted.

(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. For companies based in European Union, the exhibitor shall be responsible for any VAT, as applicable, due in the country where they are established.

#### GENERAL CHARACTERISTICS:

##### POSTGRADO FEES

"PREMIUM" (9 m<sup>2</sup>) turnkey stand: €2675 + VAT (1) m<sup>2</sup> additional  
"PREMIUM" turnkey stand: €255/m<sup>2</sup> + VAT (1)

##### POSTGRADO + AULA FEES

"PREMIUM" (9 m<sup>2</sup>) turnkey stand: €2395 + VAT (1) m<sup>2</sup> additional  
"PREMIUM" turnkey stand: €219/m<sup>2</sup> + VAT (1)

##### MANDATORY RESERVATION

In addition, participation as an exhibitor entails the mandatory purchase of the CONECTA PLAN (formerly the Marketing and Communication pack): €371+ VAT (1)

#### TECHNICAL CHARACTERISTICS:

##### STAND

A stand that opens to one or several aisles, depending on the location. Walls built from three-metre chipboard panels painted in a choice of three colours: Black, grey, white (by default). Chipboard structure.

**STORAGE SPACE** with lockable door with the following proportions:

- Up to 16 m<sup>2</sup>: 1x1
- From 16.5 to 32 m<sup>2</sup>: 2x1
- More than 32.5 m<sup>2</sup>: 3x1

##### FAIR-TYPE CARPET

Five colours to choose from in the **Exhibitors' Area**. Jaspe Grey by default.

Gris Jasper  Mustard  Black  Verdant  Blue 

Exhibitors must indicate their chosen carpet colour before x date.

If no colour is chosen, Jaspe Grey will be installed by default.

##### SIGNAGE:

Signage with standardised lettering, including the name of the exhibitor (which can be edited in the Exhibitors' Area) and the stand number.

**Maximum 20 characters.** If the exhibitor name field is not completed in the Exhibitors' Area, it will be labelled with the Fair Name from the Application Form.

**Important information:** You must indicate the name for the sign in the Exhibitors' Area before 24 February

##### ADDITIONAL SERVICES:

Customise your modular stand with our Stand Graphic Design service by writing to [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

##### ELECTRICITY AND LIGHTING:

- General lighting by LED spotlights on rails, with one spotlight for every 3 m<sup>2</sup> of stand.
- An electrical panel with a thermal magnetic circuit breaker and a built-in 500W outlet, designed for a power of 130 W/m<sup>2</sup>.

##### TYPE A CLEANING:

Includes initial cleaning, with removal of the plastic cover from the carpeting, daily floor cleaning, and waste bin emptying. It does not include cleaning any of the items on display.

##### SERVICES INCLUDED

- Daily stand cleaning (Type A. Once daily).
- Assembly rights included in the price.
- Multi-fair insurance and civil liability insurance included in the price.
- Minimum electricity consumption (0.13 kW/m<sup>2</sup>).
- One car parking space (regardless of the amount of floor space reserved).

##### FURNITURE (regardless of the m<sup>2</sup> of floor space reserved)

- One white DOM table (6RL02001)
- Three Madrid chairs (6RL01001)
- One white Torné counter
- One Palermo stool



# 3. Communication and marketing + LIVE Connect packs - purchasing options

Participation as an in-person exhibitor includes the option of purchasing a basic DIGITAL CONECTA PACK for SEMANA DE LA EDUCACIÓN (EDUCATION WEEK) LIVE Connect before, during and after the fair.

- Communication and Marketing includes:
  - Presence in the catalogue (on/off).
  - Visitor Guide.
  - Presence in hall plans.
  - Social networks.
  - Wi-Fi: 20MB / 5Ghz bandwidth /3 users / technical support.
  - Newsletters.
  - Discount vouchers.
  - Access as an exhibitor to the LIVE Connect platform with its features.

## SEMANA DE LA EDUCACIÓN (EDUCATION WEEK)

### LIVE Connect FEES

CONECTA digital pack €371+ VAT (1)

### CONECTA DIGITAL PACK

- Registration as a participating exhibitor.
- Registration in the community of **one person** with permission to use all features
- Access to **all** SEMANA DE LA EDUCACIÓN (EDUCATION WEEK) LIVE Connect **Activities**

### 3.1. COMPANY REGISTRATION AND ACCESS TO LIVE CONNECT (SIGN-IN ON THE PLATFORM) COMPANY PROFILE REGISTRATION

Registration with LIVE Connect as an exhibitor or co-exhibitor includes the following basic features:

- Registration of the company profile in the official list of interactive online exhibitor companies: official list of exhibitors accessible on the platform and at [ifema.es/semana-de-la-educacion](http://ifema.es/semana-de-la-educacion), which allows exhibitors and visitors to prepare in advance for the fair. Each Exhibitor's profile includes contact details, a video or image, logo, general information about the company, its activity and products. LIVE Connect participants can perform advanced searches, chat, or request an appointment via video conference or an in-person appointment at the trade fair.

### 3.2. HOW TO ACCESS THE PLATFORM

You will receive a welcome email at the email address you give to Event Management as your main contact address. The sender of the email is [lnoreply@ifema.es](mailto:lnoreply@ifema.es). If it does not appear in your inbox, please check in the spam folder.

When you click on the "Access LIVE Connect" button, a screen will open for you to fill in.

**Case 1:** If you have an IFEMA account, use the address you gave as your main email and sign in.

**Case 2:** If you do not have an account, click on "Create account" with the email address you entered as your main contact address.

**IMPORTANT:** in both cases, this must be the email address to which the welcome email was sent

You can now see the main buttons of the platform. Please note that some features (list of exhibitors, sessions, etc.) may not yet be active.

You will see that you have two profiles:

- Personal information, including contact details, position, interests, etc.
- Your company profile, accessible from the "Exhibitors' Area" on the top right-hand side.

From this moment on you will be able to sign in using your email and password from [ifema.es/semana-de-la-educacion](http://ifema.es/semana-de-la-educacion) and from the welcome email.



(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. For companies based in European Union, the exhibitor shall be responsible for any VAT, as applicable, due in the country where they are established.



# 3. Communication and marketing + LIVE Connect packs - purchasing options

## 3.3. EDITING THE COMPANY AND PERSONAL PROFILES

To edit your profile, click on your user profile, which you will find on the top right-hand side of the platform. A drop-down menu will appear. Select "Exhibitors' Area".

In addition to general company information, you can add a video and a **header background, products and brands**. It is very intuitive, but we will help you if you have any questions. Complete your personal profile and make it visible so that community participants can request you as a contact, suggest a meeting time, or chat with you. Profiles with a photo are more attractive.

Remember that **the more company details you fill in and the more products, content and images you upload, the more chances you will have to make contacts**.

## 3.4. ADD PRODUCTS

You can search for companies, people and products in **LIVE Connect**. Be sure to take advantage of the option to include the names, information and images of your products so that participants can view your information.

You can include them in the "Exhibitors' Area", by signing into your profile within LIVE Connect and then accessing "Products" from the left-hand side.

## 3.5. NETWORKING

**SEMANA DE LA EDUCACIÓN (EDUCATION WEEK) LIVE Connect** is a way to enrich and nurture your sales team's network of professional contacts by qualifying leads from all over the world.

### SEND CONTACT REQUESTS AND SET UP MEETINGS WITH PARTICIPANTS IN THE COMMUNITY

**LIVE Connect:**  
**LIVE Connect** allows you to search for contacts among its participants.

You can **filter your searches by country, activity, position, product of interest, etc.** Once you have found the leads, you can chat with them, send contact requests or invite them to a meeting at the trade fair or by video conference. Be proactive and take advantage of the opportunity to build up a good list of contacts.

### ACCEPT CONTACT REQUESTS OR INVITATIONS TO MEETINGS

As an exhibitor, in **LIVE Connect**, you can receive messages, requests for meetings at the trade fair or by video call, and receive contact requests.

They will be sent to a member of the team and you will be able to schedule your appointments at the trade fair well in advance.

### FIND BUSINESS OPPORTUNITIES WITH OTHER EXHIBITING COMPANIES

You may find interesting partners, **distributors and suppliers** among the other exhibitors. You can chat with them and request contacts and meetings.



# 4. General services

Participation as an exhibitor requires the mandatory purchase of:

## 1. INSURANCE

Civil liability insurance (coverage up to €60,000) €72.84 € + VAT (1) and multi-fair insurance (coverage up to €30,000) €69.15 + VAT (1) for fire, lightning and/or explosion insurance for the exhibited goods and own and/or rented decorative material. Liability and multi-fair insurance will be invoiced for each assigned stand, irrespective of whether it is an individual or group participation.

## 2. ELECTRICITY

Minimum electricity consumption €7.43/m<sup>2</sup> + VAT (1)(0.13 kW/m<sup>2</sup>)

## 3. COMMUNICATION AND MARKETING + LIVE CONNECT PACK

MANDATORY RESERVATION

In addition, participation as an exhibitor entails the mandatory purchase of the CONECTA PLAN (formerly the Marketing and Communication pack): €371 + VAT (1)

## 4. SERVICES

EXHIBITORS' AREA, accessible from [ifema.es/semana-de-la-educacion](http://ifema.es/semana-de-la-educacion), which allows exhibitors to:

- Complete and update your company and product information for the official fair catalogue.
- Access the professional meeting point: a database of professional visitor members of the professional meeting point to contact them, send information, invitations to your stand, etc.
- Online billing account status.
- Contracting of online services.
- Online budgeting system.
- Post news and updates about your company in the virtual press room.
- Exhibitor passes.
- Exhibitor calendar.

(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. For companies based in European Union, the exhibitor shall be responsible for any VAT, as applicable, due in the country where they are established.



# 5. Exhibitor passes and customer invitations

To ensure the professional nature of the Fair, access controls will be in place to ensure that passes are checked correctly upon entry to the fair.

Each exhibitor will receive the following customer invitations and exhibitor passes.

## 1. INVITATIONS

- Stands from 0 to 9 m<sup>2</sup>..... 25 invitations
- Stands from 9.5 to 16 m<sup>2</sup>.....50 invitations
- Stands from 16.5 to 32 m<sup>2</sup> ..... 75 invitations
- Stands from 32.5 to 50 m<sup>2</sup> ..... 100 invitations
- Stands from 50.5 to 100 m<sup>2</sup> ..... 125 invitations
- Stand larger than 100 m<sup>2</sup> ..... 250 invitations

Each exhibitor may acquire packs of 25 additional exhibitor passes at a cost of €88/pack + VAT (1).

Exhibitors are entitled to a certain number of invitations that can be downloaded through the Exhibitors' Area and sent to their customers. Customers will, in turn, have to register online at LIVE Connect to obtain their visitor pass.

## 2. EXHIBITOR PASSES

### One exhibitor pass per 3 m<sup>2</sup> of exhibition space

To ensure the professional nature of the Fair, all exhibitor passes will be customised with the company name.

Each exhibitor may request additional exhibitor passes at a cost of €11/each + VAT (1).



(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. For companies based in European Union, the exhibitor shall be responsible for any VAT, as applicable, due in the country where they are established.

## 6. Co-exhibitors

Companies must be registered as co-exhibitors (companies participating in the SEMANA DE LA EDUCACIÓN (EDUCATION WEEK) in the same space as the main stand holder).

The status of co-exhibitor entails the mandatory hiring of the Communication and Marketing elements + LIVE Connect PACK: 371 euros.

Each exhibitor will be responsible for registering their co-exhibiting companies in the catalogue.

Co-exhibitors will not have access to the Exhibitors' Area for service bookings.

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# 7. Additional services

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## 7.1.

Once the space has been allocated, you will be able to access the IFEMA MADRID Services Catalogue (Exhibitors' Area), which includes services that can complement your participation in the fair: hostesses, furniture, internet, parking, etc.

These services can be booked up until the day before the start of assembly through [ifema.es/semana-de-la-educacion](https://ifema.es/semana-de-la-educacion) in the Exhibitors' Area.

By reserving the services through the Exhibitors' Area, you will receive a 5% discount on the price of each service\* up to one month before the start of assembly.

**These rates are subject to periodic modification, in line with changes in costs. The current prices are available when you make a purchase in the Exhibitors' Area on the institutional website.**

Remember that reservations made within one week of the assembly of the fair are subject to a 25% surcharge.

## 7.2.

We offer a comprehensive stand design service, with the utmost guarantee from IFEMA MADRID, fully tailored to your needs. We take care of everything from the planning of your space to the design, assembly, and dismantling. Request a free, no-obligation customised design at [infodesign@ifema.es](mailto:infodesign@ifema.es).

## 7.3.

Outdoor advertising: a wide range of strategically located and high-traffic displays.

## 7.4.

Sponsorship of promotional items with your logo or brand image: accreditation lanyards and other specific items defined by your company to be given to visitors.

## 7.5.

Banner on the fair website. Consult all these items on the website [ifema.es/semana-de-la-educacion](https://ifema.es/semana-de-la-educacion); in the Exhibitors' Area, under 'Advertising Services and Promotional Items', or send an email to [publicidadexterior@ifema.es](mailto:publicidadexterior@ifema.es) or call (+34) 91 722 53 08 / 40.

## 7.6. OTHER IMPORTANT SERVICES

On the fair website at [ifema.es/semana-de-la-educacion](https://ifema.es/semana-de-la-educacion), you'll find a list of other services, regulations and documents that might be of interest:

- Communication for providing catering on stands.
- Prevention of occupational risks and coordination of business activities.



# 8. More important information for exhibitors

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- Access for assemblers or exhibitors will not be permitted, nor will assembly or fitting work on stands be allowed outside the days and times indicated in the exhibitor calendar.
- Access to the space will not be granted nor will the modular stand be delivered to any exhibitor that has not paid for the requested exhibition space and the costs of the requested services in full.
- Exhibitors are required to attend to and stay with the displayed products at their stand throughout the entire duration of the fair.

## **AULA (INTERNATIONAL EDUCATIONAL OPPORTUNITIES EXHIBITION):**

Wednesday 26 to Sunday 30 March, Wednesday and Thursday from 10 am to 7 pm, Saturday from 10 am to 8 pm, and Sunday from 10 am to 3 pm.

## **DIGIeLEARNING Y POSTGRADO Y FORMACIÓN CONTINUA (INTERNATIONAL DIGIeLEARNING, HIGHER EDUCATION AND ONGOING TRAINING FAIR):**

Wednesday, 26 and  
Thursday 27 March from 10 am to 7 pm.

**SCHOOLS DAY:** Wednesday 26 to Sunday 30 March, Wednesday and Thursday from 10 am to 7 pm, Saturday from 10 am to 8 pm, and Sunday from 10 am to 3 pm.

Breach of this rule may entail subsequent loss of the right to preferential renewal of the allocated exhibition space.

- Exhibitors will have access to their stands from 9 am onwards and may leave them when the fair ends at 8.30 pm.
- The direct sale of any type of items displayed at the fair is strictly prohibited.
- IFEMA MADRID has rooms available to rent to participating exhibitors for hosting receptions, conferences, press briefings, etc., or other professional activities within the Recinto Ferial. To request a quote, send an email to: [convenciones@ifema.es](mailto:convenciones@ifema.es)

## **8.1. SOUND**

### **Maximum sound level:**

- Noisy demonstrations are prohibited, and sound levels must not exceed 60 decibels measured at the edge of the stand.
- It is prohibited to advertise goods or services or carry out activities that require the use of loudspeakers or sound systems at the stand, as well as individual sound broadcasting through any system, unless strictly confined to the listening area delimited by your stand and provided that it does not cause inconvenience to visitors or other exhibitors.
- Any breach of this rule will incur a fine of €300, and any nuisance caused to other exhibitors may result in the automatic disconnection of the electricity supply during the Fair and may entail subsequent loss of the right to preferential renewal of the allocated exhibition space.
- In the event of a breach of this rule, IFEMA MADRID staff will require the exhibitor to cease the activity. If an exhibitor refuses or repeatedly fails to comply with the rule, IFEMA MADRID staff will proceed to close and seal the exhibition, without the exhibitor being entitled to a refund of any amounts paid or to any compensation.
- Promotional activities, distribution and display of samples, brochures, flyers, and all types of promotional material may only be carried out within each exhibitor's exhibition space. To avoid conflicts, any breach of this rule may result in the removal of the aforementioned advertising by the fair Organisers.

## **8.2. PUBLIC ADDRESS SYSTEM**

The public address system will be available during the last day of assembly, throughout the event, and on the first day of dismantling. The public address system may only be used for announcements

related to safety and institutional matters; in no case will personalised messages from exhibitors or their collaborating companies be broadcast through it.

## **8.3. PRODUCT DISPLAY**

The exhibitor authorises the total or partial reproduction of the displayed products that IFEMA MADRID may eventually need and/or reproduce in its promotional material.

## **8.4. ASSEMBLY INSURANCE**

As a general preventive measure, due to concurrent activities, it is mandatory to wear a hard hat, high-visibility vest, and safety footwear during the assembly and dismantling phases of the fair in all exhibition areas. Access will not be granted without the aforementioned equipment.

## **8.5. TRANSPORT DISCOUNT VOUCHERS**

Once you have requested your exhibitor passes, you can download your discount vouchers for transport to the fair from the Exhibitors' Area.

## **8.6. VISA MANAGEMENT**

If you require a visa to travel, you can apply online for letters of support to arrange this in the Exhibitor Area. You must generate your exhibitor pass before doing so. Start your visa application as soon as possible, as the deadline for visa applications is usually at least 30 days prior to travel.

## **8.7. PARKING FOR EXHIBITORS**

You can reserve parking spaces for the entire duration of the event through the Exhibitors' Area at a rate of €69.15 + VAT (1). You can also request complimentary parking passes for your guests and customers.

## 8. More important information for exhibitors

### 8.9.

#### **CANCELLATION OF SPACE RESERVATION**

The exhibitor's withdrawal from participating in the event shall be grounds for termination of the contractual relationship between IFEMA MADRID and the exhibitor for all effects and purposes. You must send a written notification to Event Management to notify them of your withdrawal from the event. You will forfeit any amounts payable up to the notification date, in accordance with the payment deadline schedule indicated in the Application Form.

If you notify Event Management of your withdrawal within the 30 days prior to the opening of the event, IFEMA MADRID may demand full payment for the reserved space. Article 15. Change of date, cancellation and suspension

If IFEMA MADRID (I) cancels the event, (II) cancels the spaces rented by exhibitors or reduces the surface area of the spaces due to force majeure, (III) changes the date of the event or (IV) suspends the event (temporarily or permanently, partially or totally), the Exhibitors will be refunded all amounts paid, without being entitled to any compensation for the aforementioned items.

The cancellation charges established in Article 7 of the General Admission and Contracting Terms and Conditions for IFEMA-organised events shall apply to any additional services offered by IFEMA MADRID that the Exhibitor may have purchased prior to submitting their cancellation notice.

(1) Companies based in Spanish territory (excluding the Canary Islands, Ceuta, and Melilla): 10% VAT not included. For all other companies, this transaction is exempt from Spanish VAT. In the case of companies based in the European Union, the exhibitor will be responsible for paying any applicable VAT payable in their own country.

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## 9. Advertise to promote your attendance at the fair

- Prepare promotional activities complementary to your participation as an exhibitor, such as presentations to visitors, media, etc.
- Promotional elements: use the promotional materials available at the fair; banners, advertising in the exhibitors' catalogue, external advertising in the Recinto Ferial, etc.
- Communicate the new features you will present to the media, other exhibitors, and professional visitors by posting your news free of charge.
- IFEMA MADRID Services Catalogue: prepare the necessary materials for your participation in the fair, including a custom stand design project or personalization of your modular stand, preparation of materials and brochures to be displayed, necessary personnel, services, catering, decoration, etc.
- Customised invitations: send customised invitations with your company's name and stand number, which we will provide in digital format.
- Visas: if your company staff or your co-exhibiting companies need a visa to attend the fair, you can request it from the Exhibitors' Area through the SEMANA DE LA EDUCACIÓN (EDUCATION WEEK) secretary, confirming their participation.
- Workshops, presentations, press briefings: if you wish to hold any events or product presentations during SEMANA DE LA EDUCACIÓN (EDUCATION WEEK) and need a room at IFEMA MADRID, you must request it in advance to proceed with your reservation.

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# 10. Sustainability Management at IFEMA MADRID

**At IFEMA MADRID , we are fully committed to sustainability and achieving the United Nations Sustainable Development Goals (hereinafter SDGs), by integrating them into our strategic business management and into our culture.**

IFEMA MADRID's sustainability policy focuses mainly on SDGs 8, 9, 11, 12, 13, 16 and 17.

## **IFEMA MADRID IS CERTIFIED TO THE FOLLOWING ISO STANDARDS:**

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

## **ACTIONS AT IFEMA MADRID TO REDUCE GREENHOUSE GAS EMISSIONS AND BECOME MORE ENERGY EFFICIENT:**

- Electricity from 100% certified renewable sources
- Installation of geothermal energy in the Puerta Sur building
- Energy-saving lighting in halls and on our modular stands.
- Temperature control in air-conditioning systems.

IFEMA MADRID has also been awarded the official "Calculo" and "Reduzco" seals, under Carbon Footprint Scopes 1 and 2.

## **WASTE MANAGEMENT:**

- The exhibitors/assemblers produce the waste they generate and they are responsible for its removal and management. Waste generated by the exhibitor is managed as set out in Article 35 of the General Rules of Participation.
- We offer a service to exhibitors that includes the removal and management of waste generated by exhibitors/assemblers.

## **CARPET RECYCLING:**

IFEMA MADRID recycles 100% of the carpeting used in aisles and common areas. It is, therefore, essential to start removing them before dismantling begins, which involves a distribution by strips instead of covering the whole space as before.

We can therefore guarantee its transformation into new raw material for the subsequent manufacturing of other products.

## **SUSTAINABLE MOBILITY:**

IFEMA MADRID has public transport access close to the facilities (metro and bus), parking for electric cars with 100% renewable electricity supply, as well as a parking area for bicycles and scooters.

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

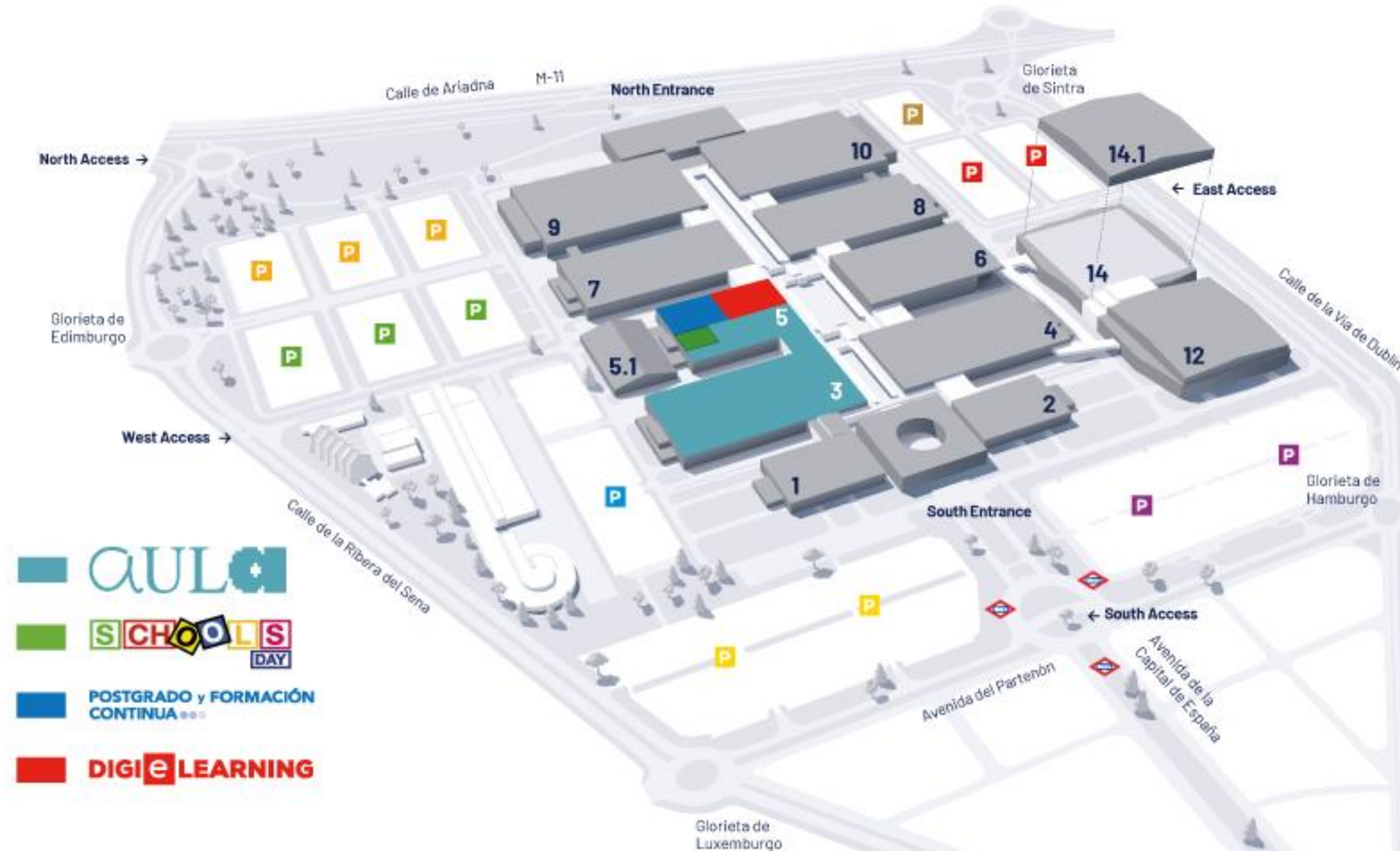
IFEMA MADRID has published on its website the Guide to Sustainable Participation in Trade Fairs for exhibitors. We recommend that you read it before you start preparing for your participation: [ifema.co.uk/us/quality-sustainability](http://ifema.co.uk/us/quality-sustainability)



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# 11. Map

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# 12. EXHIBITORS' AREA

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1.

## MY ACCOUNT

- Update your company's contact details in the IFEMA MADRID database.
- Change your sign-in password.
- Check dates and deadlines.
- Home.
- My data.
- Change password.
- Exhibitor calendar.

2.

## DOCUMENTS AND DOWNLOADS

- Communication with exhibitors.
- Graphic materials: Logos, photographs.
- SEMANA DE LA EDUCACIÓN (EDUCATION WEEK) Regulations and Documents.

3.

## QUOTES

- Calculate your own quote for participation online, quickly, easily and conveniently.

4.

## MY SPACE

- Complete your Application Form to take part in the fair and view and, once allocated, download the detailed plan of your stand using this tool.
- Participation Application.
- Stand plan.

5.

## BILLING AND PAYMENTS

- All the sales and contractual documents relating to your participation in the fair are just a click away. "Online statements and billing".
- Statement.
- Pay with your credit card in a secure environment.

6.

## ACQUIRING SERVICES

- Get quotes and book all the services you may need and get a 5% discount when you reserve online. These rates are subject to periodic modification, in line with changes in costs. The current prices are available when you make a purchase in the Exhibitors' Area on the institutional website.
- The prices of services reserved within one week of the start of fair assembly are subject to a 25% surcharge.
- You will also be able to check and modify your orders.
- Services Catalogue.
- Get a quote.
- Pay with your credit card in a secure environment.

7.

## DATA FOR LIVE CONNECT

- Enter and update your contact information for the fair's LIVE Connect, along with the contact information of your co-exhibiting companies. Remember that the documentation you provide will make it easier for professional visitors to find you at the fair by offering essential data about your company and your products and services and encouraging business meetings.
- Access LIVE Connect.

8.

## MY NETWORK OF CONTACTS

- Publish your news on your LIVE Connect profile and in the Press Room.
- Send invitations to your professional contacts.
- Most my news.
- Send invitations.

# 13. Schedule

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Event	Date and Time
<b>AULA, SALÓN INTERNACIONAL DEL ESTUDIANTE Y LA OFERTA EDUCATIVA (<i>INTERNATIONAL EDUCATIONAL OPPORTUNITIES EXHIBITION</i>)</b>	From <b>Wednesday 26</b> to <b>Sunday 30</b> March. Wednesday and Thursday from <b>10 am</b> to <b>7 pm</b> . Saturday from <b>10 am</b> to <b>8 pm</b> . Sunday from <b>10 am</b> to <b>3 pm</b> .
<b>FERIA DIGIeLEARNING, SALÓN INTERNACIONAL DE POSTGRADO Y FORMACIÓN CONTINUA (<i>DIGIeLEARNING FAIR, INTERNATIONAL POSTGRADUATE AND CONTINUING LEARNING FAIR</i>)</b>	Wednesday <b>26</b> and Thursday <b>27 March</b> from <b>10 am</b> to <b>7 pm</b> .
<b>SCHOOLS DAY</b>	From <b>Wednesday 26</b> to <b>Sunday 30</b> March. Wednesday and Thursday from <b>10 am</b> to <b>7 pm</b> . Saturday from <b>10 am</b> to <b>8 pm</b> . Sunday from <b>10 am</b> to <b>3 pm</b> .

# 13. Schedule

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## 12.1. ASSEMBLY DATES AND TIMES

Free design stands AULA (INTERNATIONAL EDUCATIONAL OPPORTUNITIES EXHIBITION) must be assembled from **21 to 25 March** between **8:30 am and 21:30 pm**, except for 22 and 23 March, when work must finish by **19:30 pm**.

Access to the space will not be granted nor will the modular stand be delivered to any exhibitor that has not paid for the requested exhibition space and the costs of the requested services in full.

### Dismantling dates:

31 March and 1 April: **8:30 am to 9:30 pm**.

## 12.2. DELIVERY OF MODULAR STANDS

Modular stands will be available to exhibitors as of **8:30 am** on **25 March**.

## 12.3. ENTRY OF GOODS AND DECORATIVE MATERIALS

Goods and decorative materials may be brought in from **25 March** between **8:30 am** and **9:30 pm**. As of **7 pm**, entry will only be allowed through the pedestrian doors. The goods gates will be closed to allow for the installation of recyclable carpeting.

For safety reasons, and as a general and permanent preventive measure due to concurrent activities, it is mandatory to wear a hard hat, high-visibility vest, and safety footwear during the assembly and dismantling phases of fairs and events in all exhibition areas.

There is no requirement to carry passes during assembly, therefore there are no assembler passes.

No work may be undertaken until you have completed and sent the "Prevention of occupational risks and coordination of business activities" protocol to IFEMA MADRID. This document is available from the IFEMA MADRID website ([ifema.es/soporteformulario-riesgos-laborales-recinto](http://ifema.es/soporteformulario-riesgos-laborales-recinto)).

## 12.3. DATES AND TIMES FOR REMOVING GOODS AND DECORATIVE MATERIALS AND FOR DISMANTLING THE STAND

AULA (International Educational Opportunities Exhibition) and SCHOOL DAYS:

**30 March** from **3:30 pm** to **9:30 pm**.

POSTGRADO, FORMACIÓN CONTINUA y DIGIeLEARNING (INTERNATIONAL DIGIeLEARNING, HIGHER EDUCATION AND ONGOING TRAINING FAIR:

**27 March** from **7:30 pm** to **9:30 pm** and **28 March** from **8:30 am** to **10 am**.



# 14. Contact

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Department	Ask me about	Contact			
<b>Event Management</b>	<ul style="list-style-type: none"> <li>• Space reservation</li> <li>• General matters related to participation in the fair</li> <li>• Exhibitor passes</li> <li>• Invitations for professional visitors</li> <li>• Activities and forums at the fair</li> </ul>	<b>Director</b>	Nuria de Miguel		(+34) 91 722 30 00 <a href="mailto:aula@ifema.es">aula@ifema.es</a>
		<b>Sales Manager</b>	Isabel Alcántara	(+34) 627 37 70 14 <a href="mailto:isabel@ifema.es">isabel@ifema.es</a>	
		<b>Commercial Area</b>	Macarena Hormaechea	(+34) 630 775 930 <a href="mailto:macarena@ifema.es">macarena@ifema.es</a>	
<b>Technical Secretariat</b> Trade Fair Services Department	<ul style="list-style-type: none"> <li>• Technical support tasks for exhibitors.</li> <li>• Review of stand decoration designs.</li> <li>• Solutions to technical problems during trade fair activities.</li> </ul>	(+34) 91 722 30 00 <a href="mailto:stecnica@ifema.es">stecnica@ifema.es</a>			
<b>Servifema</b>	<ul style="list-style-type: none"> <li>• Reserving services.</li> <li>• Billing services.</li> <li>• Receipt of payments.</li> </ul>	(+34) 91 722 30 00 <a href="mailto:servifema@ifema.es">servifema@ifema.es</a>			
<b>Communications and Marketing Department</b>	<ul style="list-style-type: none"> <li>• Media relations.</li> <li>• Press information on fairs and exhibitions organised by IFEMA MADRID.</li> <li>• Institutional press information.</li> <li>• Press badges for fairs and exhibitions.</li> </ul>	<b>Director:</b> Raúl Díez <b>Press Officer:</b> Jesús González		(+34) 91 722 50 95 <a href="mailto:jesusg@ifema.es">jesusg@ifema.es</a>	

# 14. Contact

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Department	Ask me about	Contact
<b>Planning and Control Department</b>	<ul style="list-style-type: none"> <li>Rental of various meeting and convention spaces of the Recinto Ferial, both during and outside of trade fairs.</li> <li>Coordination of external fair activities.</li> </ul>	(+34) 91 722 30 00 <a href="mailto:uanproduccion@ifema.es">uanproduccion@ifema.es</a>
<b>Institutional relations</b> Protocol	<ul style="list-style-type: none"> <li>Institutional visits.</li> <li>Guided tours.</li> <li>Protocol for all events.</li> <li>Institutional relations.</li> </ul>	(+34) 91 722 50 82 <a href="mailto:infoifema@ifema.es">infoifema@ifema.es</a>
<b>Security and Self-Protection Department</b>	<ul style="list-style-type: none"> <li>General security.</li> <li>Entrances to the Fair Venue.</li> <li>Parking areas.</li> </ul>	(+34) 91 722 50 65 <a href="mailto:dseguridad@ifema.es">dseguridad@ifema.es</a>
<b>Medical Service</b>	<ul style="list-style-type: none"> <li>Medical emergency</li> <li>Medical care for exhibitors and visitors during fairs and during assembly and dismantling.</li> </ul>	(+34) 91 722 54 00
<b>Outdoor Advertising</b>	<ul style="list-style-type: none"> <li>Reserving advertising media on the Recinto Ferial, the website and special actions.</li> </ul>	(+34) 91 722 53 40 / 08 <a href="mailto:publicidadexterior@ifema.es">publicidadexterior@ifema.es</a>

# Thank you

