

# SIMO EDUCACIÓN

International Education Technology and Innovation Fair

Tecnología que inspira la  
Transformación Educativa

Exhibitor's Guide and specific  
rules for participation

LIVE  Connect  
BESD IMPACT · CREATE COMMUNITY · GROW

In collaboration with  
**EDUCACIÓN 3.0**



19-21  
Nov  
2024

Recinto Ferial  
ifema.es

 IFEMA  
MADRID

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# 1. How to be an exhibitor at SIMO EDUCACIÓN 2024

SIMO EDUCACIÓN

## 1.1. Application to participate

### 1.1.1.

The contracting of space begins by sending the Participation Application form to the Show Management, completed online at [ifema.es/simo-educación](http://ifema.es/simo-educación). **Once the space has been allocated, the first 50% payment must be made.**

### 1.1.2.

In order to apply to take part in the Fair, it is an essential requirement that the activity of the company, public or private organisation, is included within the sectors covered by SIMO EDUCACIÓN. The admission of applications, as well as the allocation of spaces, is the exclusive responsibility of the Show Management.

### 1.1.3.

In the event that the PARTICIPATING COMPANY designates another entity as the BILLING COMPANY, the details of both must appear on the Participation Application Form and be signed by both companies. Payment must be made with the signature and the SIMO EDUCACIÓN Participation Application and the rest of the payments must be made in accordance with the calendar established by the fair. If the designated entity does not make the aforementioned payments within the established deadlines, the PARTICIPATING COMPANY will pay them at the simple request of IFEMA MADRID

## 1.2. Confirmation of Space

Once the final details of the application have been agreed upon, the exhibitor shall receive from the the Show Management the corresponding Exhibition Contract with the statement of accounts the statement of accounts and plan of the location and dimensions of the stand/s, as well as all the information on the services offered by IFEMA MADRID, which will allow the exhibitor to will enable you to make the most of your presence at the fair. It is essential to make the payments indicated in the Participation Application Form within the established deadlines.

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

## 1.3. Deadlines and Forms of Payment

### 1.3.1. Payments corresponding to on-site participation with stand

**Payment of the €300 fee** is compulsory in order to be able to participate in the space allocation meeting.

Once the space has been allocated: **First payment 50%.**

**14 October, 2024-** Deadline for payment of 100% of the space and services contracted.

### 1.3.2. Payments corresponding to participation as an exhibitor at SIMO EDUCACIÓN LIVE Connect

In order to receive access to **LIVE Connect**, you must pay the corresponding amounts in full at the time of booking

### 1.3.3. Method of payment

You can pay in the following ways:

Transfer to: IFEMA MADRID/SIMO EDUCACIÓN 2024

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

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

**Caixa Bank:** IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXES88XXX

Send a copy of the bank receipt to [servifema@ifema.es](mailto:servifema@ifema.es) Cheque made out to IFEMA MADRID / SIMO EDUCACIÓN 2024

Credit card in a secure environment, accessible at the end of the online application form, or later through the **Expo Zone**, in the invoices and payments tab or from the services contracting section.

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

In Zona Expo you will find your statement of accounts for participation in the fair and the invoices, once the payments have been made. If you need an invoice to make a payment, please request it at [servifema@ifema.es](mailto:servifema@ifema.es).



## 2. Participation modalities and fees

### 3.1 SOLO SOIL

#### Optional from 16 qs.m

16 a 249,5 qs.m ..... 171€/qs.m+ VAT(1)

More than 250 qs.m..... 126€/qs.m+ VAT (1)

#### ASSEMBLY RIGHTS

The company responsible for the assembly work of the free design stands must pay IFEMA MADRID, prior to the start of this work, the corresponding assembly fees for the services free design stands must pay IFEMA MADRID, before starting the work, the corresponding assembly fees for the services provided during the exhibition assembly and dismantling period: medical assistance service (ATS), inspection of electrical installations, connections and supply of electricity during assembly and dismantling, use and maintenance of paint rooms, personalised service for the assembler and individualised signposting of spaces.

Depending on the various uses of the facilities and services, the following rates for the stand as a whole will apply.

#### RATES for assembly fees

- Spaces without decoration, or occupied by carpet or flooring:  
Rate **TYPE A**: 2,72 €/qs.m + VAT (1)
- Basic modular stands made of aluminium or similar:  
Rate **TYPE B**: 5,45 €/qs.m + VAT (1)
- Modular design stands in aluminium, carpentry and other materials:  
Rate **TYPE C**: 8,58 €/qs.m + VAT (1)

#### RATES FOR SERVICES OF MANDATORY CONTRACTING: (included in turnkey stands).

The fact of being an exhibitor entails the contracting of:

- Civil Liability Insurance (covers up to €60,000):.....71,41€ + VAT (1)
- Multifair insurance (covers up to €50,000):.....67,79€ + VAT (1)
- Minimum electricity consumption (0.13kw/m<sup>2</sup>):..... 7,430€/m<sup>2</sup> + VAT(1)
- Communication and Marketing\*:..... 302€ + VAT (1)

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

SIMO EDUCACIÓN



# 2. Participation modalities and fees

## BASIC MODULAR STAND



### RATES:

9 qs.m ..... 2.315 € + VAT (1)  
 Additional qs.m .....221 €/qs.m + VAT (1)

**MUST CONTRACT:** CONECTA + LIVE Connect PACKAGE .....302 € + VAT(1)

### TECHNICAL CHARACTERISTICS :

Stand open to one or more aisles depending on location. Structure in grey aluminium and melamine panels.

3 m high walls made of aluminium

**WAREHOUSE** with door as follows:

- Stand up to 16 qs.m.....1x1m
- Stand from 16,50 to 32 qs.m.....2x1m
- Stand 32,5 qs.m and upwards .....3x1m

**FAIR CARPET:** 5 colours to choose from in the Expo Zone. Default colour is Jasper Grey. Exhibitors must indicate their chosen carpet colour by **31 October 2024..**

If no colour is specified, the default colour will be Jasper Grey.



### ELECTRICAL ENERGY AND LIGHTING:

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

**FURNITURE:** for every 16 qs.m hired (maximum 3 groups):

- 1 White Dom Table (6RL02001)
- 3 Madrid Chairs (6RL01001)
- 1 Lima Stool (6RL08003)
- 1 Tana White reception desk (6RL01009)



### SIGNAGE:

Standardised lettering with name of exhibitor editable in Expo Zone and stand number. Maximum 20 characters. If the exhibitor name field in Zona Expo is not completed, it will be labelled with the Trade Fair Name on the Participation Application Form.

Deadline **31 October 2024.**

### SERVICES INCLUDED:

- Minimum electricity consumption (0.13 Kw/qs.m).
- Multi-fair and civil liability insurance included in the price.
- 1 trade fair parking card.
- Daily cleaning of the stand (Type A, once a day).

### TYPE A CLEANING:

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

### ASSEMBLY PLAN:

Your assembly plan can be displayed in the Expo Zone with the location of the warehouse and other services included. In addition, you can monitor the status of the plan and If you need to make any changes, please contact your EXPO ZONE in the help and contact section.

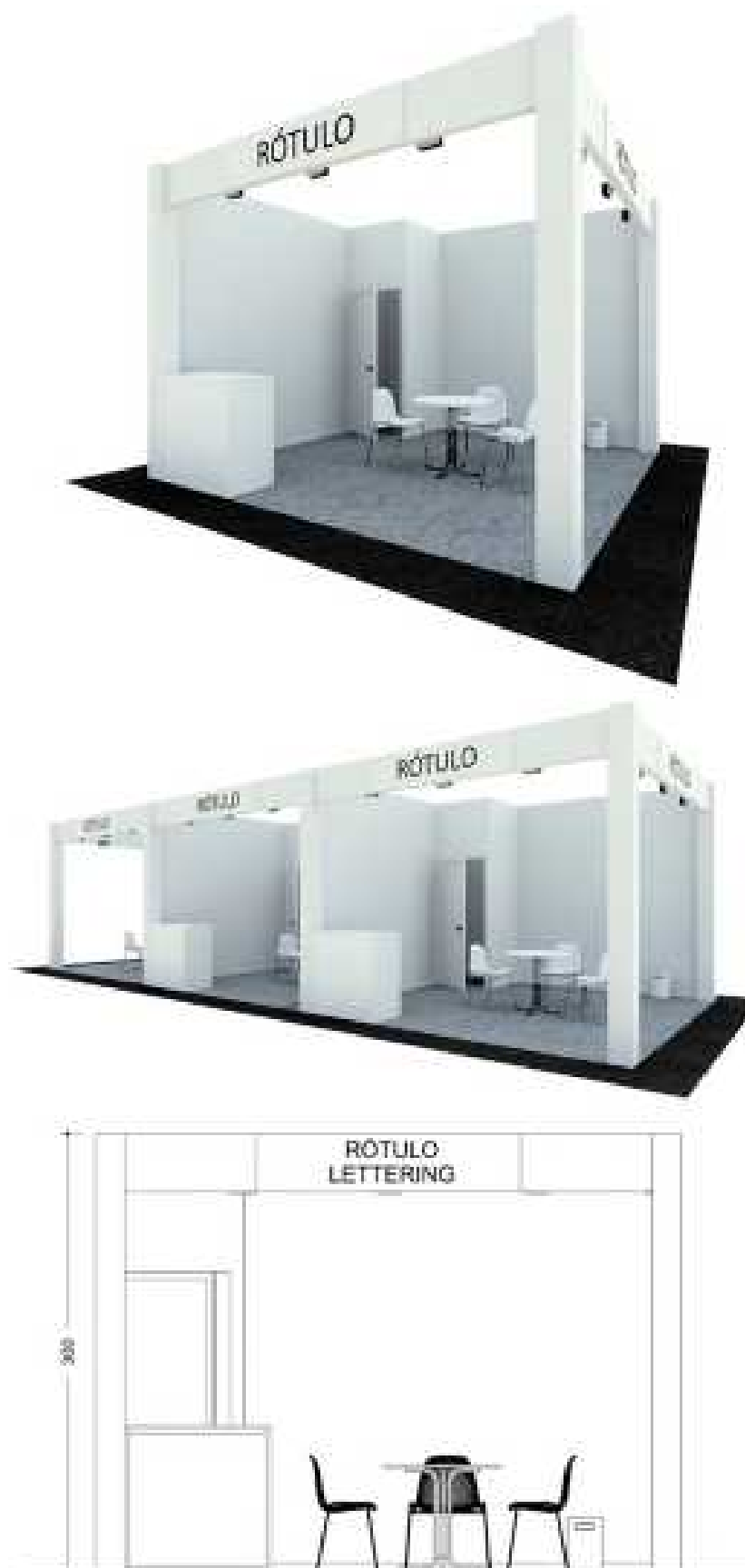
### ADDITIONAL SERVICES:

Customise your modular stand with our Stand Graphic Decoration [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

(1) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, this operation is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for the VAT, if any, due in their country of establishment..

# 2. Participation modalities and fees

## PREMIUM MODULAR STAND



### RATES:

9qs.m..... 2.594 € + VAT (1)  
 M2 adicional .....251 €/qs.m + VAT (1)

**CONTRATACIÓN CIRCUIT:** PACK CONECTA + LIVE Connect.....302 € + VAT (1)

### TECHNICAL CHARACTERISTICS :

Stand open to one or more aisles depending on location.

3 m high walls made of aluminium.

**WAREHOUSE** with door as follows:

- Stand up to 16 qs.m.....1x1m
- Stand from 16,50 to 32 qs.m.....2x1m
- Stand 32,5 qs.m and upwards .....3x1m

**FAIR CARPET:** 5 colours to choose from in the Expo Zone. Default colour is Jasper Grey. Exhibitors must indicate their chosen carpet colour by **31 October 2024..**

If no colour is specified, the default colour will be Jasper Grey.



**ELECTRICAL ENERGY AND LIGHTING:**

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

**FURNITURE** for every 16 qs.m hired (maximum 3 groups):

- 1 White Dom Table (6RL02001)
- 3 Madrid Chairs (6RL01001)
- 1 Lima Stool (6RL08003)
- 1 Tana White reception desk (6RL01009)



### SIGNAGE:

Standardised lettering with name of exhibitor editable in Expo Zone and stand number. Maximum 20 characters. If the exhibitor name field in Zona Expo is not completed, it will be labelled with the Trade Fair Name on the Participation Application Form.

Deadline **31 October 2024.**

### SERVICES INCLUDED:

- Minimum electricity consumption (0.13 Kw/m<sup>2</sup>).
- Multi-fair and civil liability insurance included in the price.
- 1 trade fair parking card.
- Daily cleaning of the stand (Type A, once a day).

### TYPE A CLEANING:

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

### ASSEMBLY PLAN:

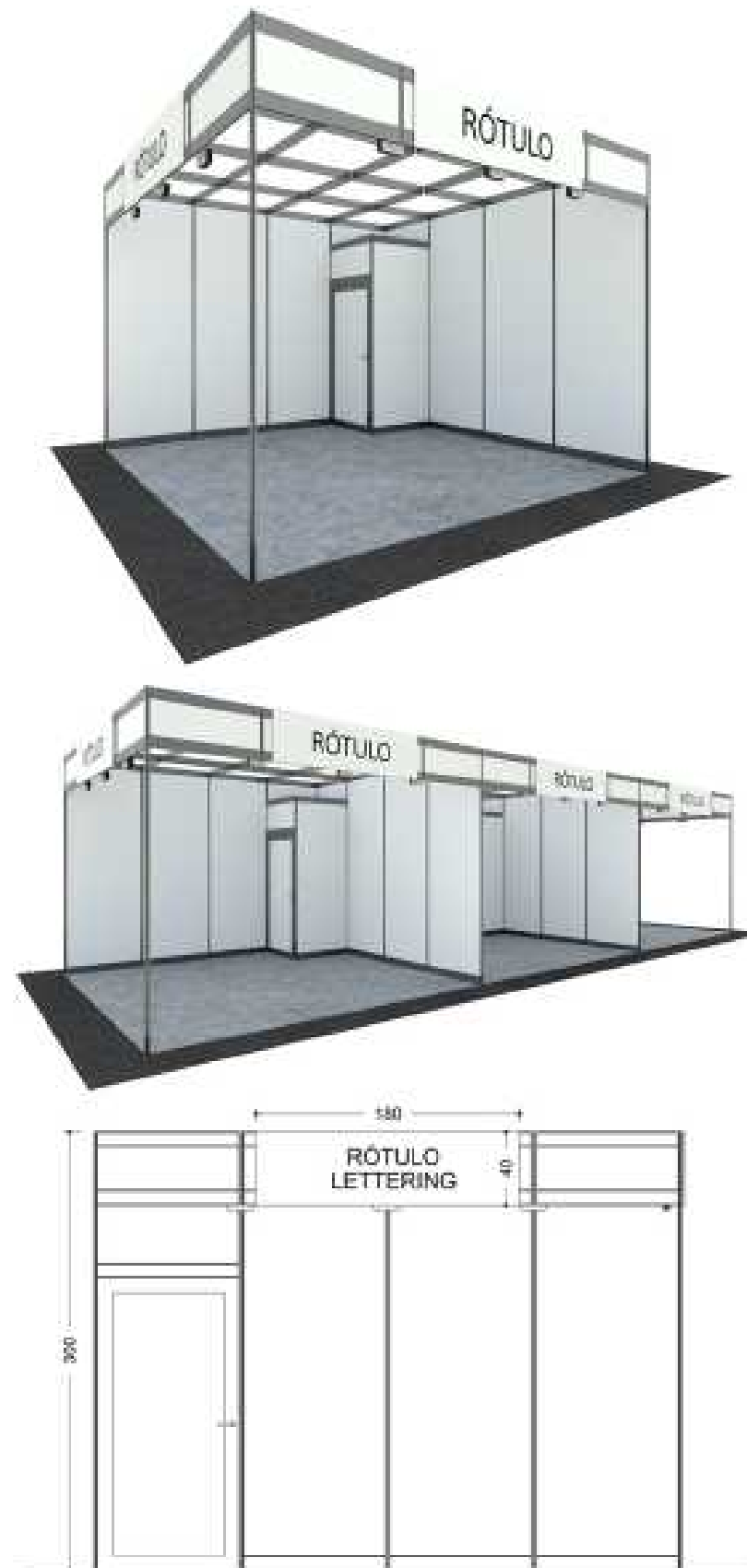
Your set-up plan can be viewed in the Expo Zone with the location of the warehouse and other services included. In addition, you can track the status of the plan and make comments on it, in case you need any changes contact in your EXPO ZONE within the help and contact section.

### ADDITIONAL SERVICES:

Customise your modular stand with our service of Stand Graphic Decoration [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

(1) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, this operation is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for the VAT, if any, due in their country of establishment.

## SHOW UP STAND



### RATES:

6 qs.m ..... 1.596€ € + VAT (1)

### TECHNICAL CHARACTERISTICS

**IMPORTANT**, this modality can only be contracted by emerging companies between 1 and 5 years, and it is necessary to provide the documentation that proves it.

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

3 m high walls made of aluminium.

#### FAIR CARPET

Red ■

#### ELECTRICAL ENERGY AND LIGHTING:

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

#### FURNITURE: for every 16 qs.m hired (maximum 3 groups):

- 1 White Dom Table (6RL02001)
- 3 Madrid Chairs (6RL01001)



#### SIGNAGE:

Standardised lettering with name of exhibitor editable in Expo Zone and stand number. **Maximum 20 characters**. If the exhibitor name field in Zona Expo is not completed, it will be labelled with the Trade Fair Name on the Participation Application Form.

Deadline **31 October 2024**.

#### SERVICES INCLUDED:

- Plan Conecta.
- Minimum electricity consumption (0.13 Kw/m<sup>2</sup>).
- Multi-fair and civil liability insurance included in the price.
- Trade fair parking card.
- Daily cleaning of the stand (Type A, once a day).

#### TYPE A CLEANING:

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

#### ASSEMBLY PLAN:

Your set-up plan can be viewed in the Expo Zone with the location of the warehouse and other services included. In addition, you can track the status of the plan and make comments on it, in case you need any changes contact in your EXPO ZONE within the help and contact section.

#### ADDITIONAL SERVICES:

Customise your modular stand with our service of Stand Graphic Decoration [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

(1) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, this operation is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for the VAT, if any, due in their country of establishment.

## 2. Participation modalities and fees

### 2.1. CONSIDERATIONS FOR MODULAR STANDS

#### ILUMINACIÓN

LED lighting.

#### SIGNAGE

**Standard lettering with exhibitor's name and logo, stand number on each aisle façade (maximum 20 characters).**

**IMPORTANT NOTE:** The name of the exhibitor's company which will appear on the stand sign as well as the rest of the elements will be the one indicated by the exhibitor company exhibitor company itself in the Expo Zone section. If this field is not completed, it will appear with the details of the commercial name.

The Modular Stands will be delivered finished on the **18th of November** at 8:30 a.m.

- Any services or modifications that may be introduced on the basis of these characteristics shall be at the exhibitor's expense.  
These characteristics shall be at the exhibitor's expense.

- The distribution of all the elements that make up the stand, the extras requested, as well as the structural elements necessary for the support of the stand, shall be adapted to the needs of the exhibitor, provided that it is technically feasible and that the plan with the pertinent indications is received fifteen days before the first day of the start of assembly.

- Once the stand has been assembled, any changes to the location of all the elements that have not been communicated on the established date will be invoiced.

### 2.2. COMPULSORY SERVICES WITH THE STAND

**CIVIL LIABILITY INSURANCE** (coverage up to €60,000) and **MULTIFERIA** (coverage up to 30.000€), corresponding to fire, lightning and/or explosion insurance for the exhibited goods and own and/or rented decorative material. own and/or rented decorative material, the cost of which is **71.41 € and 67.79 € (respectively) + VAT (1)**, respectively. Liability and multi-fair insurance will be invoiced for each stand assigned, regardless of whether it is an individual or grouped participation.

**MINIMUM ELECTRICAL ENERGY CONSUMPTION** for the general supply and minimum electricity supply (0.13kw/m2) for the duration of the event and the periods of entry and exit of goods, the amount being goods, the amount of which is **7.43 €/m2 + VAT (1)**.

**MARKETING AND COMMUNICATION PACK (WIFI+LIVE Connect):** Includes a series of services: Presence in the Visitor's Guide / RRSS / News fair / Newsletter / Press News / Discount vouchers / Wifi / Subscription to the LIVE Connect digital platform.

**WI-FI:** WI-FI: In accordance with the IFEMA MADRID Participation Regulations, we would like to remind you that the installation of WI-FI access points by exhibitors without express authorisation is expressly prohibited.  
Please fill in the form: Request for authorisation for the installation of wifi, which can be accessed from Zona Expo. If you have any questions regarding this service or require any additional technical information, please contact the IFEMA Telecommunications Department **telecomunicaciones@ifema.es**

### 2.3. ADDITIONAL SERVICES

IFEMA MADRID offers a complete catalogue of services to facilitate your participation in the fair:

- In addition to modular stands, we offer you a comprehensive service of design service, with our guarantee and fully adapted to your needs.

We take care of the planning of your space, the design, assembly and dismantling of your stand.. Request, free of charge and without obligation, a project adapted to your needs by sending an email to **infodesign@ifema.es**

• Asimismo, para personalizar al máximo su stand, ponemos a su disposición una amplia gama de materiales gráficos. (vinilo, espuma, Forex, lona, etc.) versátiles y adaptables a todos los elementos de su stand (paredes, mobiliario, fachada, banderolas, expositores, etc.). Para más información, envíe un correo electrónico a **decoraciongrafica@ifema.es**

- **Mobiliario y complementos para stands**
- **Telecomunicaciones e informática**
- **Otros servicios complementarios (azafatas, aparcamiento, etc.)**
- **Promoción y publicidad:** Consulte estos elementos en la web [ifema.es/simo-educacion](http://ifema.es/simo-educacion) en la Zona Expo, servicios de publicidad y elementos promocionales, o envíe un correo electrónico a **publicidadexterior@ifema.es** o llame al (+34) 91 722 53 08/40.

Services can be contracted from the **Expo Zone**, or through [ifema.es/simo-educacion](http://ifema.es/simo-educacion) or by sending the plan of your stand to the Technical Secretariat (**sectecnica@ifema.es**), for the location of the contracted elements.

Once you have received the contract confirming the allocation of your space, you will be able to access the Expo Zone and contract services up to 2 days before the start of assembly. You will benefit from a **5%** discount on services contracted online up to 30 days before the start of assembly. These rates are subject to periodic changes depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Expo Zone space.

This discount is also applicable to services contracted by sending the plan of your stand to the Technical Secretariat. Not included are the minimum compulsory services, outdoor advertising, meeting rooms, graphic decoration of stands or specific services of the fair such as exhibitor passes, forums, etc.

**One week before the start of assembly, the prices of the services will be increased by 25%.**



## 2. Participation modalities and fees

### FREE DESIGN STANDS

All Exhibitors opting for construction under the Free Design modality must upload their project, floor plan and front and side elevations to the EXPO ZONE before 12 October 2024.

### 2.4. ASSEMBLY RIGHTS

The company in charge of the assembly work of the Free Design stands must pay IFEMA MADRID, prior to the start of this work, the corresponding assembly fees for the services rendered during the assembly and dismantling of the fair. This includes the Health Assistance Service (ATS), Inspection of Electrical Installations, Maintenance of common areas, Connections and Electricity Supply during assembly and dismantling, use and maintenance of paint rooms and personalised services for the assembler and individualised signposting of spaces.

Depending on the different uses of the facilities and services, the rates of assembly fees for the stand as a whole, including the second floors, shall be as follows:

- Tariff TYPE A:  
Undecorated spaces or spaces occupied by carpeting or flooring ...2,72 €/qs.m + VAT (1)
- Tariff TYPE B:  
Basic modular stands made of aluminium or similar..... 5,45 €/qs.m + VAT (1)
- Tariff TYPE C:  
Modular design stands in aluminium, carpentry and other materials.....8,58 €/qs.m + VAT (1)

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

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

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

We remind you that the assembly fees apply to free design assemblies and that they can be contracted with a 5% discount if the contract is made up to 30 days before the start of the assembly of the fair. To contract services, you must go through our online channel, which you can access from the following link: [Commerce](#).

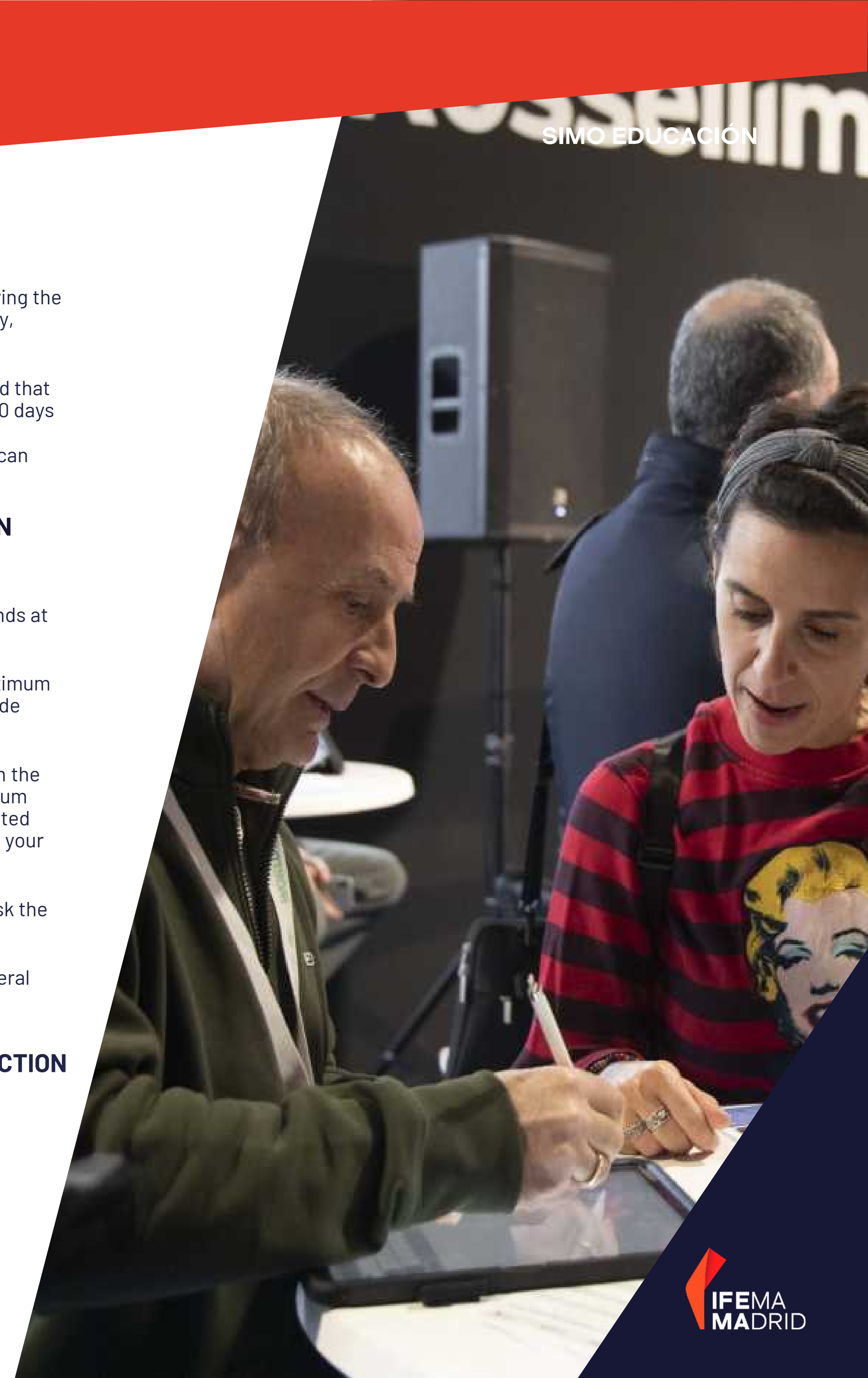
### 2.5. SPECIFIC RULES FOR THE ASSEMBLY OF FREE DESIGN STANDS

- The maximum height allowed on the perimeter line of Free Design stands at SIMO EDUCATION 2024 will be 4 metres.
- In order to be able to raise walls or any decorative element up to a maximum height of 6 metres, it is necessary to set back 1 metre towards the inside around the perimeter of the stand.
- Signs, banners and spotlights may not protrude more than 50 cm. from the allotted space, and from a height of 2.5 metres, nor exceed the maximum height of 4 metres around the perimeter. The spotlights must be directed towards the inside of the stand. If you have any doubts, please consult your EXPO ZONE in the help and contact section.
- Packaging may not be stored inside the hall. For this service, please ask the show secretariat for information.
- The rest of the rules will be those contained in the IFEMA MADRID General Rules of Participation.

### 2.6. RECOMMENDATIONS FOR THE DESIGN AND CONSTRUCTION OF FREE-STANDING STANDS

See the recommendations and updated regulations at [ifema.es/soporte](https://ifema.es/soporte)

SIMO EDUCACIÓN



# 3. Other forms of participation

## 3.1. IMPULSE PARTICIPATION

Participation of developing, innovative projects and young companies that develop technology-based solutions with broad potential for application in the education sector.

Includes: Participation in a collective stand to generate and attend professional contacts.

**Price: 100 € (registration fee) VAT NOT included.**

This fee is established for the management of the applications and the analysis of applications. The fee is independent of admission to the platform and will not be refunded if the application is rejected.

It is essential to contract the MARKETING AND COMMUNICATION PACK (LIVE Connect) at the price of 135 € + VAT (1)

## 3.2. PARTICIPATION IN WORKSHOPS/WORKSHOPS

Workshops organised to present solutions, innovations and experiences. Includes: setting up of the activity area

**Exhibitor price: 1.100 € + VAT (1)**

**Non-exhibitor price: 2.200 € + VAT (1)**

It is essential to contract the MARKETING AND COMMUNICATION PACK (Wifi + LIVE Connect) at the price of 135 € + VAT (1)

(1) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, this operation is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for the VAT, if any, due in their country of establishment.



## 4.1. EXHIBITOR BADGES

In order to guarantee the professional nature of the Fair, access controls will be carried out to validate the correct reading of passes during access to the Fair. Exhibitor badges will be provided free of charge according to the following criteria: 6 passes for stands of up to 50 m<sup>2</sup> and 1 additional pass for each stand of up to 50 m<sup>2</sup> and 1 more pass for each additional 10 m<sup>2</sup>, up to a total maximum of 30.

Each exhibitor may apply for additional Exhibitor Passes at a cost of 11 €/each. + VAT (1).

0 -9 qs.m.....	2 passes
9,5 to 11,5 qs.m.....	2 passes
12 to 50 qs.m .....	6 passes
50,5 to 100 qs.m .....	10 passes
More the 100,5 qs.m .....	15 passes

## 4.2. INVITATIONS

Exhibitors will have a number of invitations which can be downloaded via the Expo Zone 300 invitations and sent to their customers. They in turn must register online at LIVE Connect and obtain the access pass.

## 4.3. DISCOUNT VOUCHERS FOR TRANSPORT

Once the exhibitor passes have been ordered, you can download the corresponding discount vouchers for transport to the fair from Zona Expo

## 4.4. VISA MANAGEMENT

If you require a visa to travel, you can apply online, from the Exhibitor Area, for a visa.

Exhibitors, the letters of support to manage it. To do this you must first generate your exhibitor pass. Start the process as soon as possible, as the deadline for visa applications is usually at least 30 days before travelling.

## 4.5. SHIPMENTS OF GOODS TO THE SITE

IFEMA MADRID staff are not authorised to receive any goods destined for your stand. In order to send goods to the venue, exhibitors must indicate in the delivery address the address of IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain), SIMO EDUCACIÓN, the name of your company, your hall and stand number.

The goods must arrive during the days set aside for the entry of merchandise and there must be someone at the stand to receive them.

## 4.6. PARKING FOR EXHIBITORS

You can hire parking spaces for the entire duration of the event through the Expo Zone for €65.34 + VAT (1). There is also the possibility of ordering complimentary parking passes for your customers.

## 4.7. CANCELLATION OF SPACE

Cancellation by the exhibitor of his participation in the event shall be grounds for termination of the contractual relationship between IFEMA MADRID and the exhibitor for all purposes. Resignation must be communicated to the show management in writing addressed to the same and will entail the loss of the amounts that the exhibitor should have paid at the date of communication, in accordance with the schedule of payment deadlines reflected in the Participation Application Form.

If the Show Management has been notified of the cancellation within 30 days prior to the opening of the event, IFEMA MADRID may demand full payment of the contracted space. Article 15.- Date change, cancellation and suspension

If IFEMA MADRID should (I) cancel the event, (II) cancel the spaces contracted by exhibitors or reduce their surface area due to force majeure, (III) modify the date of the event or (IV) suspend the event -temporarily or definitively, partially or totally-, Exhibitors will be refunded the amounts paid, without them being entitled to any compensation whatsoever for the concepts.

In relation to the additional services offered by IFEMA MADRID that the Exhibitor had contracted prior to the notice of cancellation, the cancellation charges established in article **7 of the General Conditions for Admission and Contracts at Exhibitions Organised by IFEMA MADRID will be applicable.**

(1) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, this operation is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor will be responsible for the VAT, if any, due in their country of establishment.

# 5. Communication and marketing contracting modalities + LIVE Connect package

## DIGITAL CONNECTS PACK

Participation as an exhibitor offers you the possibility of having a basic PACK DIGITAL CONECTA contract at SIMO EDUCACIÓN LIVE Connect before, during and after the fair.

- Communication and Marketing includes:
  - Presence in catalogue (on/off)- Visitors Guide
  - Presence in hall planners
  - SOCIAL MEDIA
  - WIFI: 20MB / 5Ghz band /3 users/ technical support
  - Newsletters- Discount vouchers Access as an exhibitor to the LIVE Connect platform with its functionalities.
- Tarifa PACK DIGITAL CONECTA..... 302€+VAT (1)

## IMPULSO DIGITAL PACK

- Digital Pack (Impulso and Workshops) ..... 135€+VAT (1)

(1) Empresas establecidas en el territorio español (excluyendo Canarias, Ceuta y Melilla): 10% de IVA no incluido. Para el resto de empresas esta operación queda no sujeta a IVA español. En caso de empresas de la Unión Europea, el expositor será responsable del IVA, que en su caso, se devengue en su país de establecimiento.

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

Signing up for LIVE Connect as an exhibitor or co-exhibitor company includes the following basic functionalities:

- Registration of the company file in the official list of interactive online exhibitor companies: official list of exhibitors accessible on the platform and at [ifema.es/SIMO EDUCATION](http://ifema.es/SIMO EDUCATION), which allows exhibitors and visitors to prepare for the fair in advance. Each exhibitor's file includes contact details, video or image, logo, general information about the company, activity and products. LIVE Connect participants can perform advanced searches, chat or request an appointment by videoconference or at the fair.

## 5.2. HOW TO ACCESS THE PLATFORM.

You will receive a Welcome email to the email address you indicate as the main contact, to the address of the Contest. The sender of the email is **lcnoreply@ifema.es**, please check your inbox and spam folder.

You must click on the 'Access LIVE Connect' button, a screen will open and you will have to fill in the form.

**Case 1:** If you have an IFEMA account with the email address indicated as the main one + log in

**Case 2:** if you do not have an account, you must click on 'Create account' with the e-mail address you indicated as your main contact.

**IMPORTANT:** in both cases it 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 functionalities (list of exhibitors, sessions, etc.) may still be inactive.

You will see that you have 2 profiles:

- The personal one, with contact details, position, interests, etc.
- The company profile, which you can access from the 'Expo Zone' at the top right-hand side.

From this moment on you will be able to access with your e-mail and password from **ifema.es/simo-educación** and from the welcome e-mail.



# 5. Communication and marketing contracting modalities + LIVE Connect package

## 5.3. EDITING COMPANY AND PERSONAL PROFILES

To edit your profile, you have to click on your user profile which you will find on the top right hand side of the platform, a drop down menu will appear, you have to enter **'Expo Zone'**.

In addition to general company information, you will be able to add a video and a header background, products and brands. It is very intuitive, but we will help you if you have any doubts. Complete your personal profile and make it visible so that participants in the community 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.**

## 5.4. ADD PRODUCTS

In **LIVE Connect** you can search for companies, persons and products.. Be sure to take advantage of the possibility to include name, information and images of your products so that participants can view your information.

From the **'Expo Zone'** by logging in from your profile within LIVE Connect, you can access 'Products' from the left side to add them.

## 5.5. NETWORKING

**SIMO EDUCACIÓN LIVE Connect** will allow you to enrich and nurture the professional network of your sales team by qualifying leads from all over the world.

### REQUEST CONTACT OR MEETING WITH THE PARTICIPANTS IN THE COMMUNITY **LIVE Connect**

**LIVE Connect** gives you the opportunity to search for contacts among its participants.

You can use **filters by country, activity, position, products of interest, etc...**, for your searches. Once you have located the leads, you can chat with them, request contact or invite them to a meeting at a trade fair or by videoconference. Be proactive and take advantage of the possibility to get a good list of contacts.

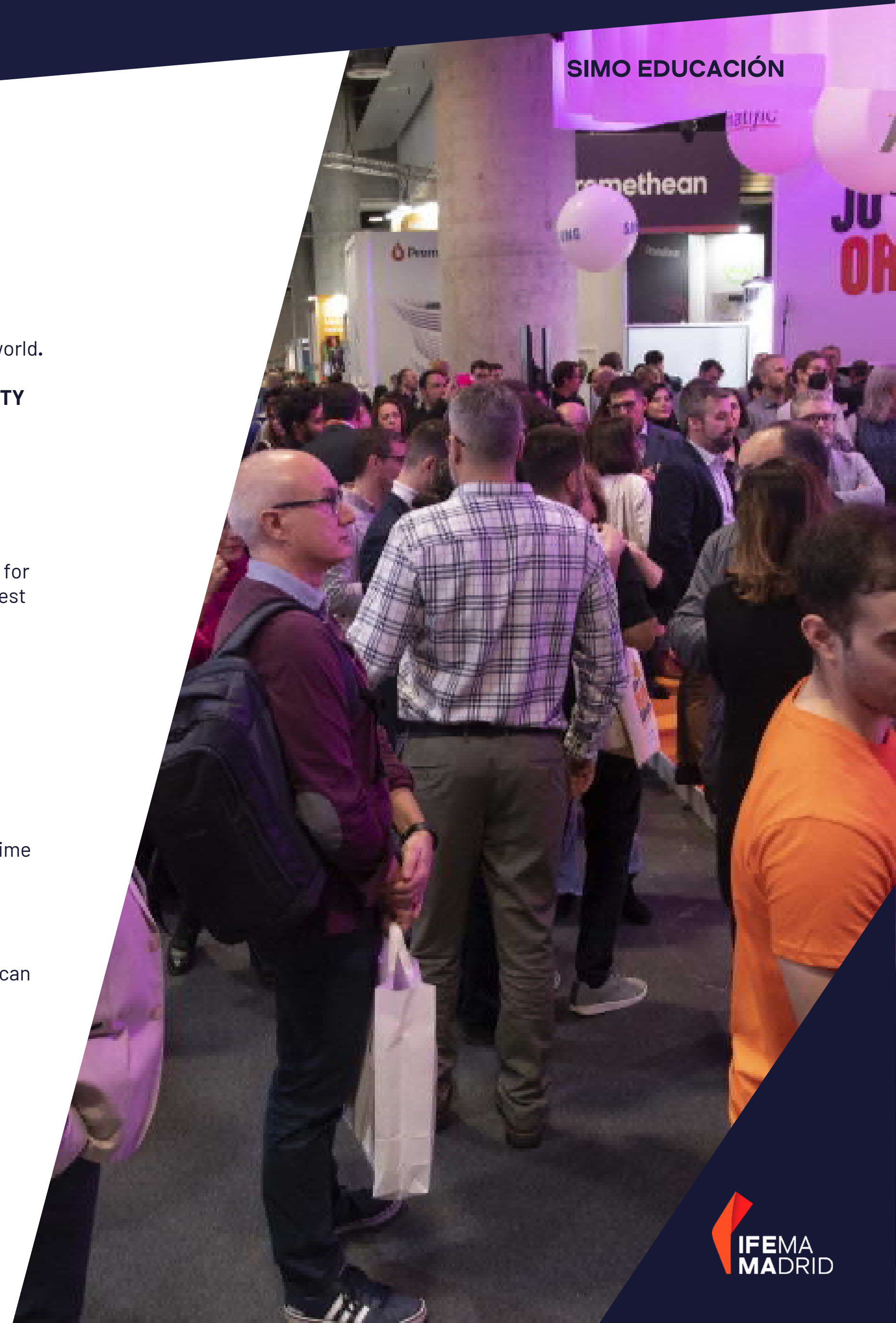
### ACCEPT CONTACT OR MEETING REQUESTS

In **LIVE Connect** as an exhibitor, you can receive messages, meeting requests meeting requests at the trade fair or by video call and contact requests.

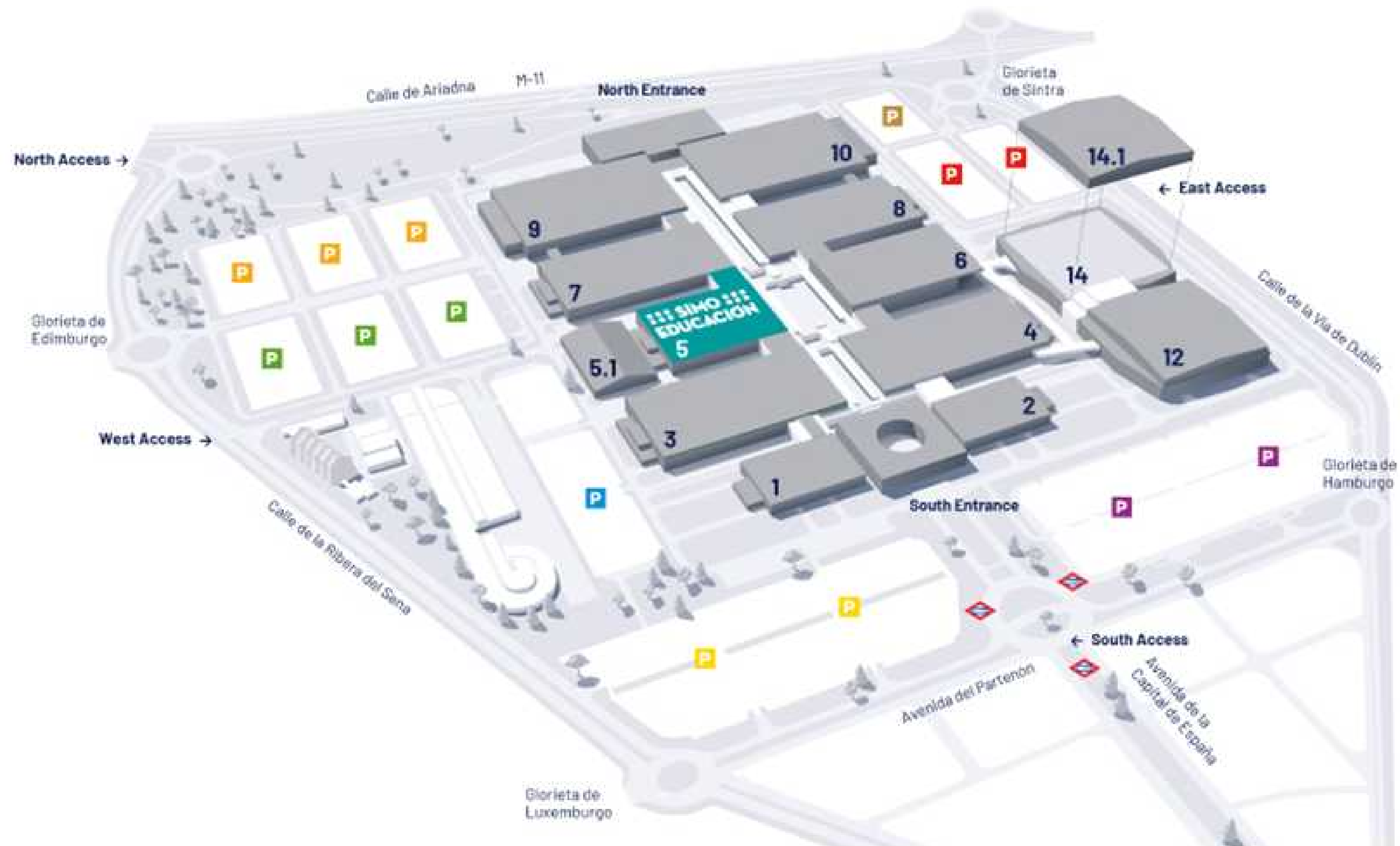
These are addressed to a member of the team and can be scheduled in good time for your trade fair appointments.

### FIND OTHER EXHIBITING COMPANIES WITH WHOM YOU CAN DO BUSINESS

You may find interesting partners, distributors or suppliers among them. You can chat with them and request contact or a meeting.



# 6. MAP



# 7. Sustainability Culture Management at IFEMA MADRID

**At IFEMA MADRID we are not only fully committed to sustainability per se, but also to achieving the sustainable development goals (hereinafter SDGs) promoted by the United Nations, which we have incorporated into our strategic corporate management policy and culture**

IFEMA MADRID's sustainability policy is mainly focused on the following SDGs: 8, 9, 11, 12, 13, 16 and 17.

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

ISO Standards certified by IFEMA MADRID:

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

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

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

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

## **WASTE MANAGEMENT:**

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

## **Carpet recycling:**

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

## **SUSTAINABLE MOBILITY:**

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

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

IFEMA MADRID has published its Guide to Sustainable Participation in Trade Fairs for exhibitors on its website. We recommend you read it before starting to prepare your participation:

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



# 8. Important Dates

WHEN	WHAT	HOW
<b>With the allocation of space until 14 October 2024</b>	Payments	Payment of 50% at the time of space allocation. Until 14 October - 100% of the amount of the space and services contracted.
<b>Until 14 October 2024</b>	Free design project	Deadline for uploading free design projects to the Expo Zone. If the project includes hanging elements, you have to submit a separate project and send it to <a href="mailto:inspección.rigging@ifema.es">inspección.rigging@ifema.es</a>
<b>Until 31 October 2024</b>	Customisation of modular stands	Present the projects for the interior decoration of modular stands. Choose the colour of the carpet in the Expo Zone.
<b>Until 7 November 2024</b>	Customisation of modular stands	Communicate the Expo Zone signage.
<b>Until 14 October 2024</b>	Procurement of services	Services contracted with a 5% discount.
<b>Until 4 November 2024</b>	Procurement of services	Contracting of services with a 25% increase.
<b>From 14 to 18 November 2024</b>	Stand assembly	14-15 November: 8.30 am - 9.30 pm 16-17 November: 8.30 a.m. to 7.30 p.m. 18 November: 8.30 to 21.30h



# 8. Important Dates

WHEN	WHAT	HOW
<b>18 November 2024</b>	Delivery of modular stands	From 8:30 am onwards. Goods and decoration material can be brought in on 18 November.
	Goods receipt	Entry of goods and decoration material from 8:30 am to 9:30 pm. From 19:00h onwards, entry will only be possible through the pedestrian gates, closing the goods gates to proceed with the installation of recyclable carpeting.
<b>From 19 to 21 November</b>	Celebration of the fair	Celebration of SIMO EDUCATION 2024 from 10 A 19h..
<b>21 November 2024</b>	Goods issue	Departure of goods and decoration material from 19:30 to 21:30 on 21 November (from 19:30 to 20:30 only exit through the pedestrian gates for the removal of recyclable carpeting).
<b>22nd to 23rd November</b>	Dismantling of stands	22 November: 8.30 a.m. to 9.30 p.m. 23 November: 8.30 a.m. to 7.30 p.m.

# 9. Contact us

Department	Ask me about	Contact											
Address of the event	<ul style="list-style-type: none"> <li>Contracting space</li> <li>General topics of participation in the fair</li> <li>Exhibitor passes</li> <li>Trade visitor invitations</li> <li>Activities and forums at the fair</li> </ul>	<table border="1"> <tr> <td><b>Director</b></td> <td colspan="2">Nuria de Miguel</td> </tr> <tr> <td rowspan="2"><b>Commercial Managers</b></td> <td>Ana Isabel López</td> <td>+34 627 27 88 22 <a href="mailto:ailopez@ifema.es">ailopez@ifema.es</a></td> </tr> <tr> <td colspan="2">sabel Alcántara</td> </tr> <tr> <td><b>Commercial Area</b></td> <td>Macarena Hormaechea</td> <td>+34 630 775 930 <a href="mailto:macarena@ifema.es">macarena@ifema.es</a></td> </tr> </table>	<b>Director</b>	Nuria de Miguel		<b>Commercial Managers</b>	Ana Isabel López	+34 627 27 88 22 <a href="mailto:ailopez@ifema.es">ailopez@ifema.es</a>	sabel Alcántara		<b>Commercial Area</b>	Macarena Hormaechea	+34 630 775 930 <a href="mailto:macarena@ifema.es">macarena@ifema.es</a>
		<b>Director</b>	Nuria de Miguel										
		<b>Commercial Managers</b>	Ana Isabel López	+34 627 27 88 22 <a href="mailto:ailopez@ifema.es">ailopez@ifema.es</a>									
			sabel Alcántara										
<b>Commercial Area</b>	Macarena Hormaechea	+34 630 775 930 <a href="mailto:macarena@ifema.es">macarena@ifema.es</a>											
(+34) 91 722 30 00 <a href="mailto:simoeducacion@ifema.es">simoeducacion@ifema.es</a>													
IFEMA MADRID Customer Service	<ul style="list-style-type: none"> <li>Hiring of services</li> <li>Expo Zone</li> <li>Visitor information</li> </ul>	(+34) 91 722 30 00 <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>											
Technical Secretariat (Trade Fair Services Department)	<ul style="list-style-type: none"> <li>Technical support to exhibitors and assemblers</li> <li>Review of stand assembly projects</li> <li>Solutions to technical problems during the exhibition activity</li> <li>Customization of modular stands</li> </ul>	(+34) 91 722 30 00 <a href="mailto:stecnica@ifema.es">stecnica@ifema.es</a>											
Graphic decoration	Hiring of graphic materials to customize your booth	(+34) 91 722 30 00 <a href="mailto:decoraciongrafica@ifema.es">decoraciongrafica@ifema.es</a>											
Full service stand design	Design and assembly of free design stands	(+34) 91 722 30 00 <a href="mailto:infodesign@ifema.es">infodesign@ifema.es</a>											

# 9. Contact us

Department	Ask me about	Contact
<b>Outdoor Advertising</b>	Hiring of advertising media at the fairgrounds	(+34) 91 722 53 40/08 <a href="mailto:publicidadexterior@ifema.es">publicidadexterior@ifema.es</a>
<b>Communication and Marketing Management</b>	Media relations	<div style="display: flex; justify-content: space-between;"> <div> <p><b>Director:</b> Raúl Diez  <b>Communications Director:</b> Marta Cacho  <b>Press Officer:</b> Alejandra Elorza  <b>International Press:</b> Elena Valera  <b>Press Secretary:</b> Pilar Serrano</p> </div> <div> <p>(+34) 629 644 968  <a href="mailto:aelorza@ifema.es">aelorza@ifema.es</a></p> </div> </div>
<b>Planning and Control Management</b>	<ul style="list-style-type: none"> <li>Rental of the different meeting and convention spaces at the fairgrounds, both during and outside the fairs.</li> <li>Coordination of extra-fair activities</li> </ul>	(+34) 91 722 30 00 <a href="mailto:uanproduccion@ifema.es">uanproduccion@ifema.es</a>
<b>Institutional Relations (Protocol)</b>	<ul style="list-style-type: none"> <li>Institutional visits</li> <li>Guided tours</li> <li>Protocol for all Events</li> <li>Institutional relations</li> </ul>	(+34) 91 722 30 00 <a href="mailto:infoifema@ifema.es">infoifema@ifema.es</a>
<b>Safety and Self-Protection Management</b>	<ul style="list-style-type: none"> <li>General security and parking</li> <li>Access to the Fairgrounds</li> <li>Coordination for stand catering</li> </ul>	(+34) 91 722 50 65 <a href="mailto:dseguridad@ifema.es">dseguridad@ifema.es</a> <a href="mailto:catering@ifema.es">catering@ifema.es</a>
<b>Medical Service and Security Emergencies</b>	<ul style="list-style-type: none"> <li>Medical emergency</li> <li>Health care for exhibitors and visitors during the celebration of fairs, set-up and dismantling.</li> </ul>	(+34) 91 722 54 00

Question	Answer
<p><b>Where can I consult the IFEMA MADRID General Rules of Participation to which my participation is subject?</b></p>	<p>In addition to the Exhibitor's Guide, your participation in SIMO EDUCATION is subject to IFEMA MADRID's General Participation Regulations, which you should be informed about and which you can access from the IFEMA MADRID website (<a href="http://www.ifema.es">www.ifema.es</a>) and from the following link IFEMA MADRID General Participation Regulations.</p>
<p><b>Can I hire a catering service or serve my own food and beverages at the stand?</b></p>	<p>Yes. Exhibitors who are going to offer a catering service at their stand (free of charge), can do so either by submitting their application with the approved catering companies at IFEMA MADRID (See the list <a href="#">HERE</a>) or through other catering service providers, in which case it is essential to fill in the form "<a href="#">Notification for the provision of catering services on stands</a>" available in the exhibitors' area of the institutional website and send it, with the information requested therein, to: <a href="mailto:catering@ifema.es">catering@ifema.es</a> for its information and appropriate ends.</p> <p>If IFEMA MADRID has not been notified, the Exhibitor will not be able to offer this service on their stand. The Exhibitor assumes responsibility for third-party complaints that are caused by said catering service, and expressly exempts IFEMA from any liability in this regard.</p>
<p><b>Can I access the site with vehicles for assembly and disassembly or loading and unloading of goods?</b></p>	<p>Access to IFEMA MADRID and to the inside of the halls will be done through the doors and on the days and times stated in this Exhibitor's Guide. The inside of pavilions will only be accessed to unload materials. Vehicles will not be able to park inside the halls or in the adjacent areas. We would like to remind you that, for safety reasons, it is strictly forbidden to park directly in front of the goods entrance.</p> <p>IFEMA MADRID takes no responsibility for the surveillance of vehicles while they are on the grounds of Feria de Madrid.</p> <p>There is a car park for trucks and another for private cars, which can be used by paying, where appropriate, the corresponding fees. <a href="#">Check rates</a></p>

Question	Answer
<p><b>Can I send goods to my stand?</b></p>	<p>IFEMA MADRID staff are not authorised to receive goods from your stand. To send goods to the venue, exhibitors must indicate on the delivery address: IFEMA MADRID (Avda. del Partenón, 5. 28042 Madrid. Spain). SIMO EDUCATION Fair. Name of your company. Pavilion and stand number.</p> <p>The goods must be received by your company's staff at your stand and must arrive during the days set aside for the entry of goods and decoration. In case it is not possible to comply with the above, we recommend you to contact our partner company for goods management: DB Schenker Office at IFEMA Exhibition Centre MADRID: Pavilion 7, (+91) 330 51 77 <a href="mailto:ifema.madrid@dbschenker.com">ifema.madrid@dbschenker.com</a></p>
<p><b>What procedure do I have to follow to hang structures on the halls/rigging?</b></p>	<p>Exhibiting companies may hang elements from the ceiling of the halls following the procedure shown in the "<a href="#">Regulations for hanging structures in Halls</a>" and by completing the form "Application for authorisation for hanging structures/rigging" and sending it to: <a href="mailto:inspección.rigging@ifema.es">inspección.rigging@ifema.es</a></p>
<p><b>Can I hold raffles and raffles at the stand?</b></p>	<p>Raffles, prize draws, and random combination games are forms of gambling as set out in articles 3.2 and defined in article 15 of Law 6/2001 of 3 July on gambling in the Community of Madrid.</p> <p>All the information is available in the following form: <a href="https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas">https://sede.comunidad.madrid/comunicaciones-declaraciones/cifras-tombolas</a></p>
<p><b>Where can I hire the services of my stand?</b></p>	<p>Either through the e-commerce section inside the EXPO ZONE or via the link: <a href="https://shop.ifema.es">https://shop.ifema.es</a></p>
<p><b>Who do I contact to hire a room?</b></p>	<p>Full exhibitors who need to hire a room should contact: <a href="mailto:uanproduccion@ifema.es">uanproduccion@ifema.es</a></p>
<p><b>How to use the EXPO ZONE?</b></p>	<p>The following video shows a tutorial on how to use the EXPO ZONE. <a href="https://youtu.be/14ujh4uPKTA">https://youtu.be/14ujh4uPKTA</a></p>

Question	Answer
<p><b>What are the benefits of my ExpoZone?</b></p>	<p>The participation in SIMO EDUCACIÓN is carried out through two independent applications:            EXPO ZONE: Used to manage the participation of each exhibitor company in SIMO EDUCATION.</p> <ul style="list-style-type: none"> <li>• Manage the contacts that will access the Expo Zone.</li> <li>• Access the exhibitor's calendar.</li> <li>• View documents of interest.</li> <li>• Manage exhibitor passes, download invitation code.</li> <li>• Access to payments, statement of accounts and invoices issued.</li> <li>• Upload free design stand projects.</li> <li>• Add signage and choose carpet colour for exhibitors with modular stands.</li> <li>• Access to e-commerce for contracting services.</li> </ul>
<p><b>How can I request my invoices?</b></p>	<p>Invoices are not generated by default. You must request them directly from the IFEMA MADRID invoicing department (<a href="mailto:servifema@ifema.es">servifema@ifema.es</a>), indicating the fair at which you are exhibiting and the items to be included in the invoice. Once the invoice has been generated, it will be available in your Expo Zone.</p>
<p><b>Can I decorate and/or set up my stand with IFEMA?</b></p>	<p>Yes, IFEMA MADRID offers two main services:            Graphic decoration for stands: Customise your modular stand with the image of your brand, generating maximum impact on visitors. There is a wide range of versatile graphic materials that can be adapted to walls, furniture, fronts, banners, etc. You can request information and a quote at <a href="mailto:decoraciongrafica@ifema.es">decoraciongrafica@ifema.es</a>.            Stand design: consists of a comprehensive stand design service totally adapted to your needs. From the planning of your space, design, assembly and disassembly. You can request information and a quote at <a href="mailto:infodesign@ifema.es">infodesign@ifema.es</a></p>

Question	Answer
<p><b>Are fitter's passes necessary during the assembly of the fair?</b></p>	<p>No. The requirements to be allowed to ride are to pay 100% of your participation, to have presented and approved the project, to have paid the assembly fees, and to have completed the occupational risk protocol.</p>
<p><b>What coverage do I have as an exhibitor with the insurances included in the basic and premium SHOW UP participations?</b></p>	<p>You can consult the coverage of the compulsory insurance policies in <a href="#">the IFEMA MADRID exhibitor support area</a>.</p>
<p><b>How do I access the WIFI network as an exhibitor?</b></p>	<p>As an exhibitor you will receive as part of the Marketing and Communication Pack and Live Connect, wifi connection for 3 users throughout the fair for the exclusive use of stand holders. It is essential that the devices allow connection in the 5 GHz band. Access codes will be sent the days before the start of the fair. Additional wifi access can be contracted from the e-commerce section of the Expo Zone or through the link <a href="https://shop.ifema.es">https://shop.ifema.es</a></p>
<p><b>Regulations and support for fitters at the fairgrounds:</b></p>	<p><a href="#">Regulations for fitters and collaborating companies   IFEMA MADRID</a></p>

Thank you

