

**Exhibitor Guide** 



En coincidencia con:





05-08 Nov 2024

Recinto Ferial ifema.es



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# 1. How to exhibit at VETECO 2024?

# 1.1.

To reserve floor space, send the Application form to Fair Management. Applications may be filled out online at **ifema.es/en/veteco** or sent by email: **veteco@ifema.es** 

Upon submission of the Application Form, 400€ payment of a reservation fee must be remitted to continue hiring and allocation process

#### 1.2

To participate in the Fair, the business activity of the company, public or private organisation must be within the scope of the sectors represented at VETECO. Acceptance of applications and allocation of spaces are the exclusive right of the Fair Management.

## 1.3.

If the PARTICIPATING COMPANY appoints another company as the BILLING COMPANY, the Participation Application must include the particulars of both companies and be signed by both. Payments shall be made in accordance with the VETECO calendar. If the designated company fails to pay IFEMA MADRID by the given deadlines, the PARTICIPATING COMPANY shall make payments on request from IFEMA MADRID.

# 1.4.

#### DATES FOR PAYMENTS TO BE MADE

- Space reservation fee to be paid together with the Application for Participation, the **amount of 400€**.
- On contracting the space, **the first 50% of the contracted space** must be paid before **March 31, 2024**, deducting the space reservation fee paid together with the Participation Application Form.
- October 5, 2024: deadline for payment of 100% of the contracted space and services.

# 1.5.

Signing and applying constitutes full acceptance of IFEMA MADRID's **General Rules of Participation**, as well as any general regulations established by the Fair organiser.

# 1.6.

Withdrawal by Exhibitor. Withdrawal by an Exhibitor from participation in the event is grounds for termination of the contractual relationship between IFEMA MADRID and the Exhibitor, for all purposes and with loss of any payments due to IFEMA MADRID at the date of notification. Withdrawal must be notified in writing to the Fair's Management. For the purposes of the preceding paragraph, the amounts due are those which the Exhibitor should have paid to IFEMA MADRID under the payment schedule set out in the Application for Participation. If the withdrawal has been notified to the Fair's Management within the thirty days up to the opening day of the event, IFEMA MADRID will require full payment for the space contracted. Regarding any of the services offered in the IFEMA MADRID Services Catalogue that the Exhibitor may have contracted before notification of withdrawal, the cancellation charges established in Article 7 of the General Conditions of Admission and Contracts In Fairs Organised by IFEMA MADRID available on its website shall apply.

# **1.7.**

Space allocation: **VETECO 2024** exhibitors who submit the completed application form before **March 1**<sup>st</sup> **2024**, together with payment of the reservation fee.



# **FLOOR ONLY - FREE DESIGN STANDS**

#### Optional from 32,5 sq.m.

#### **RATES - Floor only:**

From 32.5 sq.m to 63.5 sq.m	160€/sq.m.
From 64 sq.m to 100 sq.m	·
From 100.5 sq.m to 199,5 sq.m	•
More than 200 sq.m	•

#### Including:

- Space rental.
- Professional invitations in electronic format.
- Exhibitor passes

#### **ASSEMBLY RIGHTS**

The company in charge of the assembly work for the free design stands must pay IFEMA MADRID free design stands must pay IFEMA MADRID, prior to the start of said work, the corresponding assembly fees for the services rendered during the assembly period. services provided during the period of assembly and dismantling of the fair: Health Assistance Service (ATS), inspection of electrical installations, connections and supply of electricity during assembly and dismantling, use and maintenance of paint rooms, personalised service to the assembler and individualised signposting of spaces.

All Exhibitors opting for construction under the Floor Only modality must submit the free design project, floor plan and front and side elevations to the Technical Secretariat of the IFEMA MADRID Exhibition Services Department sectecnica@ifema.es for approval, 29 September 2024.

#### RATES FOR ASSEMBLY FEES

- Spaces without decoration or occupied by carpeting or flooring Rate TYPE A: 2.72 €/sq.m + VAT (1)
- Basic modular stands in aluminium or similar Rate TYPE B: 5.45 €/sq.m +
- Modular design stands in aluminium, carpentry stands and other materials - Rate TYPE C: 8.58 €/sg.m + VAT (1)

#### RATES FOR COMPULSORY CONTRACTING SERVICES

Being an exhibitor entails taking out the following services:

- Minimum energy consumption (0.13kw/sq.m): ......... 7,430€/sq.m + VAT (1)
- Communication and Marketing + LIVE Connect Plan Conecta: 302 + VAT (1)
- Installation fees.

#### SPECIFIC RULES FOR THE ASSEMBLY OF FREE-DESIGN STANDS

- All companies will be obliged to assemble their stand, including at least the median walls with the wall of the hall or with other stands, and present the occupational hazard protocol.
- Companies opting for free construction of their stands must send the project to the IFEMA MADRID Technical Secretariat for approval before 29 September 2024: sectecnica@ifema.es.

If the project is to have any element hanging from the hall ceiling, we inform you that it is compulsory to contract the hanging points with the fair (see online rates in the exhibitors' area) and to submit an exclusive rigging project to: inspeccion.rigging@ifema.es

The rules for rigging will be those included in the General Rules of Participation of Exhibitors in Exhibitions Organised by IFEMA MADRID.

## IMPORTANT INFORMATION

Blind perimeter walls must not constitute more than 80% of each façade or **aisle.** Longer walls must be set back at least 3 metres toward the interior.

Signs, banners and spotlights may not protrude more than 50 cm. from the allocated space, and from a minimum height of 2.5 metres, nor must they exceed the allowed maximum height of 4 metres on the perimeter. Spotlights must be aimed towards the interior of the stand. In case of any doubt, please contact the IFEMA Trade Fair Services Management



<sup>(1)</sup> 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.

# 2. Types and Rates of participation

You can participate in the fair by choosing one of the following assembly formats:

# **MODULAR STANDS**

Choose between: Modular Basic, Modular Premium and Modular Startup.

The minimum surface area to be requested for modular stands is 16 sq.m.

Applicable for all customizable modular stand contracts.

Participation as an exhibitor at the VETECO fair includes the contracting of the CONECTA PLAN....302€ VAT (1).

The distribution of all the elements that make up the stand, the extras requested, as well as the structural extras requested, as well as the structural elements necessary for the stand's the stand, shall be adapted to the needs of the exhibitor, if it is feasible to do so. the exhibitor's needs, if it is technically feasible and that the plan with the relevant plan with the pertinent indications is received no more than fifteen days before the first day of the start of assembly, 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 elements that have not been communicated by the established date shall be invoiced, will be invoiced.

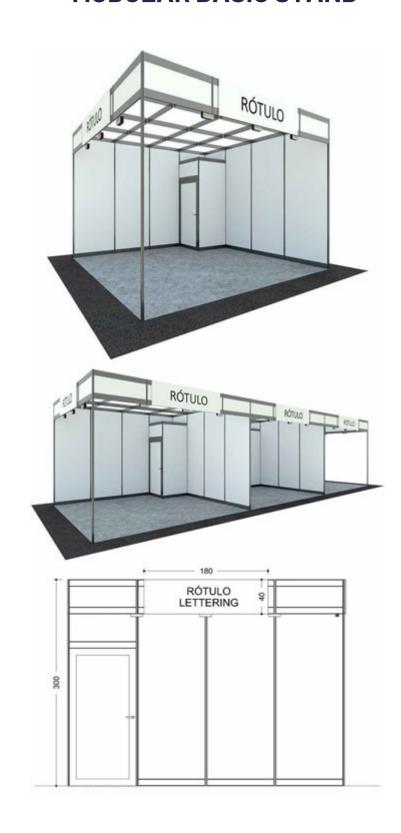
The elimination or substitution, by the exhibitor, of any training element of the modular stand does not imply a reduction in the cost. All the material used, both structural and electrical, is for hire and any deterioration will be invoiced according to the rates in force.

In addition, any exhibitor may hire elements that listed in the IFEMA MADRID Services Catalogue available in the Expo Area.

(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.



## **MODULAR BASIC STAND**



#### **ORIENTATIVE DRAWING**

(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.

## **GENERAL CHARACTERISTICS:**

#### MINIMUM SURFACE AREA: 16 sq.m

## **TECHNICAL CHARACTERISTICS:**

#### STAND:

- Rental of space.
- Aluminium structure.
- Stand open to one or more aisles depending on location.

#### **WAREHOUSE** with door in the following proportion:

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

#### **FAIR TYPE CARPET**

In jasper grey colour, other colours available at **Zona Expo.** 

#### **ELECTRICAL POWER AND LIGHTING:**

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

#### FURNITURE (\*) (independent of the sq.m contracted):

- 3 Madrid Chairs (6RL01001)
- 1 White Dom Table (6RL02001)
- 1 Tana Counter 100X50X100 cm (6RL08003)
- -1 Stool (6RL01009)
- (\*) furniture described or similar

#### **STAND SIGNAGE:**

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

#### **TYPE A CLEANING:**

First cleaning with removal of the plastic covering the carpet and a daily cleaning of the floor, once a day.

#### **SERVICES INCLUDED**

- Minimum electricity consumption (0,13 Kw/sq.m)
- Civil Liability Insurance
- Multifair Insurance
- -1 parking space

#### **OBLIGATORY CONTRACT**

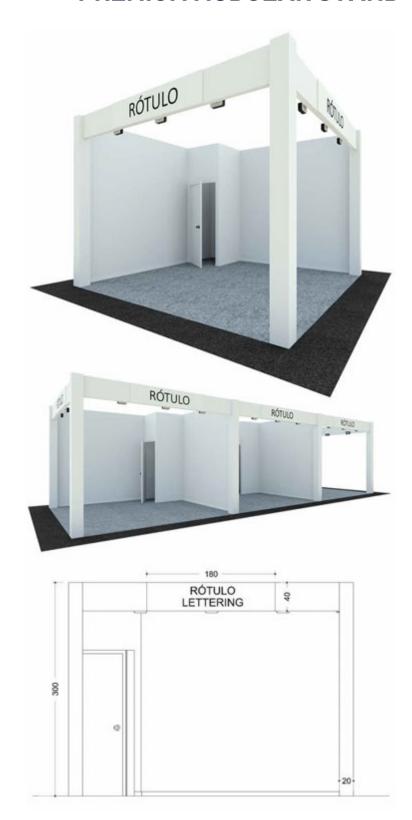
The contracting of a stand implies the contracting of the Conecta Exhibitor Plan.







# PREMIUM MODULAR STAND



#### **ORIENTATIVE DRAWING**

(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.

## **GENERAL CHARACTERISTICS:**

#### MINIMUM SURFACE AREA: 16 sq.m

## **TECHNICAL CHARACTERISTICS:**

#### STAND:

- Space for rent.
- Chipboard wall structure painted in matt white plastic (default), other colours available in the Expo Area.
- Stand open to one or more aisles depending on location.

#### **FAIR TYPE CARPET**

In jasper grey colour, other colours available at **Zona Expo** 

#### **WAREHOUSE** with door in the following proportion:

- Up to 16 sq.m	1x <sup>2</sup>
- From 16.5 to 32 sq.m	2x
- From 32.5 sq.m:	.3x

#### **FURNITURE (\*) (irrespective of sq.m contracted):**

- 1 White Katyn Table (6RL02002)
- 1 Torne White Counter (6RL08002)
- 3 Corfu Chair (6RL01078)
- 1 Palermo Stool (6RL01062)
- 1 Clothes rack (6RL06001)
- 1 Wastepaper Basket (6RL04003)

(\*) furniture described or similar

#### **ELECTRICAL POWER AND LIGHTING:**

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

#### **STAND SIGNAGE:**

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

#### **TYPE A CLEANING:**

First cleaning with removal of the plastic covering the carpet and a daily cleaning of the floor, once a day.

#### **SERVICES INCLUDED**

- Minimum electricity consumption (0,13 Kw/sq.m)
- Civil Liability Insurance
- Multifair Insurance
- -1 parking space

#### **OBLIGATORY CONTRACT**

The contracting of a stand implies the contracting of the Conecta Exhibitor Plan.







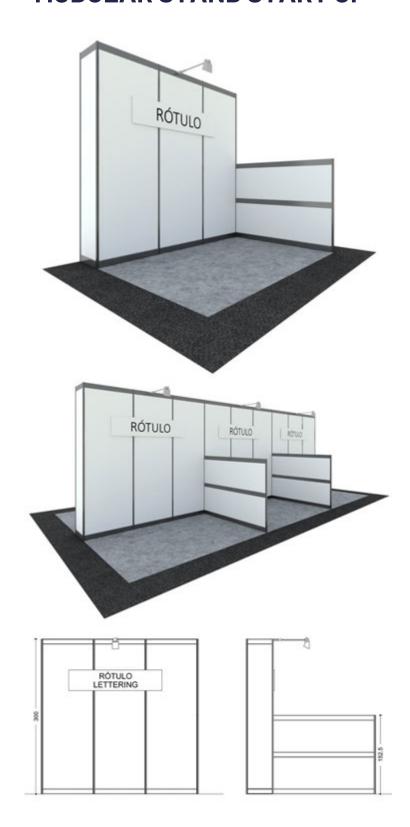








## **MODULAR STAND START UP**



## **ORIENTATIVE DRAWING**

(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.

## **GENERAL CHARACTERISTICS:**

#### SURFACE AREA: 6 sq.m not extendable

Stand 6 sq.m ...... 1.485€ + VAT (1)

## **TECHNICAL CHARACTERISTICS:**

#### **STAND:**

- Space rental
- Aluminum wall structure

#### **FAIR TYPE CARPET**

In jasper grey colour, other colours available at **Zona Expo** 

#### **ELECTRICAL POWER AND LIGHTING:**

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

#### **STAND SIGNAGE:**

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

#### **TYPE A CLEANING:**

First cleaning with removal of the plastic covering the carpet and a daily cleaning of the floor, once a day.

#### **FURNITURE (\*) (irrespective of sq.m contracted):**

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

(\*) furniture described or similar



#### **SERVICES INCLUDED**

- Minimum electricity consumption (0,13 Kw/sq.m)
- Civil Liability Insurance
- Multifair Insurance
- -1 parking space

#### **OBLIGATORY CONTRACT**

The contracting of a stand implies the contracting of the Conecta Exhibitor Plan.

#### **CONDITIONS FOR RECRUITMENT**

- Newly created companies whose incorporation is between November 2019 and November 2024 may participate, as well as companies whose average number of employees during two consecutive financial years does not exceed 10. (It is compulsory to provide a commercial report from the Commercial Register and IAE).
- Distributors and Brand Licensing Companies are not included in the above and are therefore not allowed to participate as Start Up companies.
- Sharing space is not allowed. Each company must have its own application and space.
- The permanence as a Start Up company is limited to two consecutive editions. So, in the next edition/s, they will participate in the general exhibition.
- Spanish and foreign companies can participate.



3. General Services

# 1. INSURANCE

Civil liability (coverage up to  $60,000 \in$ ) and multi-fair (coverage up to  $30,000 \in$ ), corresponding to fire, lightning and/or explosion insurance for the exhibited goods and own and/or rented decorative material, whose premiums are  $71.41 \in$  and  $67.79 \in$  + VAT (1) respectively. Liability and multi-fair insurance will be invoiced for each assigned stand, regardless of whether it is an individual or grouped participation. Included in the turnkey stand modality.

# 2. ELECTRICAL ENERGY

Minimum electricity consumption for the general connection and minimum electricity supplies (0.13 kw/sq.m) during the event and the periods of entry and exit of goods, the premium for which is 7.430€/sq.m + 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.

# 3. COMMUNICATION & MARKETING:

Participation as an exhibitor at the VETECO fair includes the **CONECTA PLAN.** It includes:

- **Diffusion** of the participation in the fair through the insertion in the **list of exhibitors** accessible in open access on the website **ifema.es/veteco** and shared as a link in sectorial communications.
- Presence as exhibitors in the **digital event** of the fair Veteco LIVE Connect. The digital event extends the duration of the fair beyond its celebration, provides additional content of the exhibition offer and industry news and is accessible to exhibitors and registered visitors.
- **Presence** during the fair in the hall **plans** and exhibitors' lists.
- Access to IFEMA Madrid's customer portal "EXPO ZONE" to manage participation.
- Exhibitor **passes** according to the contract.
- **Invitations** according to the contract.
- Premium wifi connection for 3 users throughout the fair (these connections will only work with devices that allow connection in the 5 GHz band) + Connection features with other users to generate business opportunities and networking:
  - Search for new **contacts** among registered visitors and exhibitors Communication with contacts **(chat and videoconference).**
  - Preparation of **meetings** to optimize time at the fair.
  - **Scanning** of visitor passes at the fair.

# 4. SERVICES

Expo Zone: accessible from ifema.es/veteco, which will allow you to:

- On-line Budgeting System. Both for your participation and for the services you may need.
- On-line contracting of space and services.
- Consult your on-line invoicing statement of accounts at any time.
- Consult the Exhibitor's Calendar.
- Consult how your modular stand will be set up (warehouse and enclosures).
- Manage and print your Exhibitor Passes and Invitations (see point 4).
- The user authorized to enter the Expo Zone is the same user that has been registered in the Participation Application.

All services or modifications that may be introduced based on these characteristics will be the responsibility of the exhibitor.



# 4. Exhibitor passes and e-invitations

# 4.1.

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.

Each exhibitor will receive, depending on the area allocated, a number of exhibitor passes and a maximum of 2000 electronic invitations for their clients (depending on the area contracted).

**EXHIBITOR PASSES**, nominative in the name of the exhibitor company:

•	Up to 32 sq.m	6 passes
	From 32.5 to 63.5 sq.m	
	From 64 to 100 sq.m	
	From 100.5 to 150 sq.m	•
	+ More than 150,5 sg.m	'

#### **INVITATIONS**

•	Up to 32 sq.m	300 invitations
•	From 32.5 to 63.5 sq.m	700 invitations
•	From 64 to 100 sq.m	1000 invitations
	From 100,5 to 150 sg.m	
	+ More than 150,5 sq.m	

# 4.2.

Each exhibitor may apply for additional exhibitor passes at a cost of **17€/unit**, by emailing **veteco@ifema.es** 

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

# 4.3.

Visitor invitations can be sent from Zona Expo, personalising them with the name and logo of the exhibitor company so that they can send them to their clients. Your customers must register on-line, through the professional registration on the **ifema.es/veteco** website, to obtain a direct access pass that will be valid for all the days of the fair. It will also give them access to LIVE Connect.

PROFESSIONALISM OF THE FAIR. NO VISITORS UNDER 16 YEARS OF AGE AND NON-PROFESSIONALS IN THE SECTOR.



# 5. Co-Exhibitors

Companies must be notified and registered as co-exhibitors (companies participating in VETECO in the same space as the company owning the stand).

The condition of co-exhibitor implies the compulsory contracting of the elements included in the Conecta Exhibitor Plan, whose price is €302 + VAT (1). Each exhibitor will be responsible for registering their co-exhibitor companies in the catalogue.

The exhibiting company must register the co-exhibiting company/companies in the Expo Zone/Modality of Participation/New/co-expo.

Each exhibitor shall be responsible for registering its co-exhibitor companies in the Expo Zone.

(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.



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

- A **5% discount will be applied** to the prices of services complementary to participation in the fair which are contracted through the Expo Zone of the VETECO website up to 1 month before the start of assembly **(29 September 2024)**.
- These rates are subject to periodic modification depending on the evolution of costs. Updated prices are available at the time of contracting on **ECOMMERCE**.
- Please note that there is a **25% surcharge** for services booked **15 days** before the start of the installation.
- This booking channel, Exhibitors' Area, will be closed one day before the start of assembly (28 November, 2024).

(Not included are the mandatory minimum services, outdoor advertising, meeting rooms and trade fair payment terminal and specific trade fair services such as exhibitor passes, etc.).

# Do you want to build your stand with us?

## For exhibitors who have contracted floor space or free design only

Comprehensive stand design service: IFEMA MADRID offers not only modular stands but also a modular stands a comprehensive service, with our maximum guarantee and fully adapted to your needs. fully adapted to your needs. We take care of the planning of your space, design, assembly and dismantling. Request, free of charge and with no obligation, a project adapted to your needs needs by sending an email to <a href="mailto:infodesign@ifema.es">infodesign@ifema.es</a>

**Recommendations** for the design and construction of free-design stands. Consult the recommendations and updated regulations at **ifema.es/soporte** 

# I WANT TO KNOW MORE

# **Graphic decoration for stands modular**

#### For exhibitors who want to personalise their stand

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

You can customise your modular stand with our Decoration service. Stand Graphics **decoraciongrafica@ifema.es** 

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

You can contract services and furniture from IFEMA's Services Catalogue. MADRID, or find more information in Expo Zone.

# **Outdoor and Digital Advertising**

#### Advertising projects adapted to your needs

 Various outdoor advertising supports in different areas of the fairground to promote your brand, products or services. to promote your brand, products or services.

#### Presence in online media

 Possibility of connecting in a unique way with the audience, before, during and after the fair. In addition to communicating your participation and attract professionals

# **MORE INFORMATION HERE**

# Other services of interest

On the fair website **ifema.es/veteco** you will find a list of other services, regulations and documents that may be of interest to you

- Communication for catering at stands.
- Occupational risk prevention and coordination of business activities.
- Application for authorisation for private security at stands.
- Application for authorisation to install wifi.
- Application for authorisation for antenna cabling.
- Application for authorisation to hang structures/ rigging.



# 7. Days and times of Build up/dismantling and entry/ withdrawal of merchandise

- 1. ASSEMBLY OF FREE DESIGN STANDS: From 29 to 31 October from 8:30 a.m to 9:30 p.m. On 1 and 2 November from 8:30 a.m to 7:30 p.m.
- **DELIVERY OF MODULAR STANDS:** 3 November, from 8: 30 a.m to 9: 30 p.m.
- 3. ENTRY OF MERCHANDISE AND DECORATION MATERIAL
  3rd and 4th November from 8.30 a.m to 9.30 p.m. On November 4 from 7 p.m. onwards, entry will only be possible through the pedestrian gates, closing the goods gates to proceed with the installation of recyclable carpeting.
- 4. GOODS AND DECORATION MATERIAL
  8th November from 4:30 p.m. to 24:00 p.m.
  8th November from 4:30 p.m. to 5.30 p.m., exit through the pedestrian gates only to remove recyclable carpeting. After this time, the merchandise gates will be open until 24:00 p.m.
- 5. DISMANTLING OF FREE DESIGN STANDS
  9 and 10 November from 8:30 a.m. to 7:30 p.m.
  11 November from 8:30 a.m. to 9:30 p.m.



# 8. Other relevant information

- No fitters or exhibitors will be allowed access, nor will they be allowed to carry out assembly or fitting out work on the stands outside the days and times indicated in the exhibitor's calendar.
- **Exhibitors who have not paid in full for the space contracted** and the costs of the services requested shall not be authorised to occupy the space and, where applicable, shall not be handed over the modular stand.
- The exhibitor is obliged to attend and remain with the products exhibited on his stand during the entire period of operation of the fair; From 5 to 7

  November 2024 from 9:00 a.m to 7:00 p.m and on 8 November 2024 from 9:00 a.m to 4:30 p.m. Failure to comply with these regulations could mean the loss of the right to preferential renewal of the space allocated.
- Exhibitors will be able to access their stands from 9:00 a.m and leave them from the closing of the fair until 7:00 pm.
- The direct sale of any **type of articles exhibited at the fair is strictly forbidden,** articles exhibited at the fair is strictly forbidden.
- FEMA MADRID offers exhibitors participating in the fair the IFEMA MADRID Planning and Control Management for the rental of rooms for receptions, conferences, press conferences, etc., or other professional activities within the fairgrounds. To request a quote, please send an email to: uanproduccion@ifema.es

- Noisy demonstrations that may disturb other exhibitors are prohibited. other exhibitors and may not exceed 60 decibels.
- The exhibitor authorises the total or partial reproduction of the products on display which IFEMA MADRID may need and/or reproduce in its promotional material. It is not allowed to generate storage areas and stockpiling of materials (back of stand, materials...).
- The exhibitor undertakes to comply with environmental protection regulations. He must therefore also comply with the environmental protection guidelines.
- Water used for cooking, treating food or cleaning objects that come into direct contact with food must be obtained from adequately hygienic taps.

  Drawing water from toilets is prohibited.
- Hand-delivered advertising inside and outside the hall is strictly forbidden, unless expressly authorised by the fair management.
  - As a general preventive measure, due to the concurrence of activities, it is compulsory to wear a protective helmet, a high visibility waistcoat and safety footwear during the assembly and dismantling phases of the fair in all exhibition areas. Access will not be permitted without the equipment.



# 9. 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" (Ireduce) 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

















# 10. Veteco LIVE Connect

Participation as an exhibitor in person implies the automatic contracting of a Connected Participation in VETECO LIVE Connect during the preparation and holding of the fair (Marketing and Communication Pack + LIVE Connect).

Exhibitors with a stand and their co-exhibitors can also purchase subscriptions.

# 1. VETECO LIVE Connect registration

Registration with LIVE Connect as an exhibitor or co-exhibitor company includes basic functionalities. Registration of the company file in the official interactive online list of exhibitor companies: **official list of exhibitors** accessible on the LIVE Connect platform and at **ifema.es/veteco**, which allows exhibitors and visitors to prepare for the fair in advance. Each exhibitor's file includes contact details, video or image, logo, general company information, activity, products and links.

LIVE Connect participants can perform advanced and alphanumeric searches, mark companies as favourites, chat or request an appointment at the show.

# 2. VETECO LIVE Connect RATES

PLAN CONECTA......302€ + VAT (1)

- Exhibitor company profile visible (open) on the website and (upon registration) on the LIVE Connect digital platform.
- Company profile with general information about the company, products and services.
- 6 user registration with networking and visitor badge scanning.
- Unlimited non-networked users.
- Unlimited product registration.
- Inclusion of 1 promotional video in your exhibitor file. Should be sent to the contest at the following email: <a href="mailto:veteco@ifema.es">veteco@ifema.es</a>

Veteco

IFEMA Madrid

(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.

# 11. Advertise and communicate your presence at the fair

# 11.1.

**Prepare promotional activities complementary to your participation** as an exhibitor; presentations to customers, industry, media, etc.

# 11.2.

Inform the media of your presence at the fair.

## 11.3.

**Promotional elements:** use the promotional elements available at the fair; banners, advertising in the exhibitors' catalogue; outdoor advertising on the fairgrounds...

# 11.4.

**Communicate your news to the media,** other exhibitors and trade visitors by publishing your news free of charge.

# 11.5.

**IFEMA MADRID services catalogue:** prepare the necessary material for your participation in the fair, free design stand project or customisation of your modular stand, preparation of the material and leaflets to be exhibited, necessary personnel, services, catering, decoration, etc.

## 11.6.

**Personalised invitations:** send personalised invitations with the stand number to be made available in digital format.

# 11.7.

**Visas:** if the staff of your company or of your co-exhibiting companies need a visa to attend the fair, you can apply for it from the VETECO Expo Zone to the VETECO secretariat, confirming your participation.

# 11.8.

**LIVE Connect:** send all registered trade visitors at the meeting point information about your products and services. meeting point; information about your products and services. In addition, make appointments with visitors and other exhibitors registered on this platform.

# 11.8.

**Conferences, presentations, press conferences:** if you wish to hold an event or product presentation during VETECO and you will need a room at IFEMA MADRID, you must request it in advance in order to book it.



12. Calendar

When?	What to do?	Where?
From November	Send IFEMA MADRID the PARTICIPATION REQUEST form, together with the amount of 400€ as a space reservation fee.	Online application - ifema.es/veteco
Before 31 March 2024	<b>PAYMENT OF THE FIRST 50%</b> of the contracted space minus the space reservation fee paid together with the Participation Application Form.	Expo Zone - ifema.es/veteco
29 September 2024	Deadline for the submission of free-design stand projects.	stecnica@ifema.es
29 September 2024	Deadline for contracting additional services, furniture, assembly of prefabricated stands, parking through <b>Ecommerce with a 5% discount</b> on the prices shown in the Services Catalogue. These rates are subject to periodic modification depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Expo Zone space.	<u>servifema@ifema.es</u> ifema.es/veteco
5 October 2024	<ul> <li>Deadline for payment of 100% of the allocated space.</li> <li>Print your Exhibitor Passes.</li> </ul>	Expo Zone - ifema.es/veteco
8 October 2024	Modular stand layout (storage, sockets, spotlights)	stecnica@ifema.es
12 October 2024	Deadline for choosing the <b>colour of the carpet.</b>	Expo Zone - ifema.es/veteco
21 October 2024	Deadline for completing your modular <b>stand sign at Expo Zone.</b>	Expo Zone - ifema.es/veteco
From 22 October 2024	Contracting services by ECOMMERCE, or on plans sent to the Technical Secretariat with an <b>increase of 25% on the base price</b> .	Expo Zone - ifema.es/veteco
From 29 October 2024	From this date onwards, services can be contracted online, through Servifema, either by sending an e-mail to servifema@ifema.es or directly at the Exhibitor Service Desk, located in the central avenue between halls 6 and 8.	servifema@ifema.es



12. Calendar

When?	What to do?	Where?
29 October to 2 November 2024	Free design stand assembly From 29th to 31st October from 8:30 a.m to 9:30 p.m. 1 and 2 November from 8.30 a.m to 7.30 p.m.	stecnica@ifema.es
3 November 2024	Delivery of modular stands from 8:30 a.m to 9:30 p.m.	
3 and 4 November 2024	<ul> <li>Entry of goods and decoration material from 8:30 a.m to 9:30 p.m.</li> <li>After 7 p.m, entry will only be possible through the pedestrian gates, closing the goods gates to proceed with the installation of recyclable carpeting.</li> </ul>	Trade Fair Services Management
From 5 to 8 November 2024	<ul> <li>Celebration of the show</li> <li>Visitors: from 9:30 a.m to 6:30 p.m. Last day until 4:00 p.m.</li> <li>Exhibitors: from 9:00 a.m to 7:00 p.m.</li> </ul>	
8 November 2024	<ul> <li>Departure of goods and decoration material</li> <li>8 November from 4:30 p.m. to 12:00 p.m.</li> <li>8 November from 4.30 p.m. to 5.30 p.m., exit through the pedestrian gates only for the removal of recyclable carpeting. After this time, the merchandise gates will be open until 12:00 p.m.</li> </ul>	Trade Fair Services Management
From 9 to 11 November	<ul> <li>Dismantling of free design stands:</li> <li>9 and 10 November from 8.30 a.m to 7.30 p.m.</li> <li>11 November from 8:30 a.m to 9:30 p.m.</li> </ul>	Trade Fair Services Management



Veteco

Date	Question	Answer
Announce my presence at the fair	How can I announce my presence at the fair?	<ul> <li>Submit news for publication. In Expo Zone.</li> <li>Use the available banners. In Expo Zone.</li> <li>Send invitations to your customers. In Expo Zone.</li> </ul>
Catalogue and promotional items	Is the hiring of promotional items mandatory?	Yes, for all exhibitors.
	When does VETECO take place?	From 5 to 8 November 2024.
Celebration of the fair	What are the opening hours of the fair?	From 9:30 a.m to 6:30 p.m. Last day until 4:00 p.m.
	Which halls does VETECO occupy?	It occupies pavilions 7, 9 and 10.
Where can I view and contract services?		At <b>ECOMMERCE</b> .
Discounts  Contracting of services		By contracting the services through ECOMMERCE you will receive a 5% discount on the price of each service up to one month before installation (29 September 2024). These rates are subject to change periodically depending on the evolution of costs. Prices updated at the time of contracting are available on the institutional website in the ECOMMERCE space. (Not included are the mandatory minimum services, outdoor advertising, meeting rooms and trade fair payment terminal and specific trade fair services such as exhibitor passes, etc.).
	Increase due to last minute hiring	There is a 25% surcharge for bookings made via ECOMMERCE from 15 days before the installation (22 October 2024).
Until what date can I contract services?		ECOMMERCE will be available until 1 day before the start of the assembly <b>(29 October 2024).</b> After these dates, bookings must be made through the Call Centre (+34) 91 722 30 00 or by mail: servifema@ifema.es



# 13. Frequently Asked Questions (FAQ)

Date	Question	Answer	
Billing	Amounts and timing of payments	<ul> <li>Space reservation fee: to be paid together with the application form, the amount of €400.</li> <li>Before 31 March 2024: upon contracting the space, payment of the first 50% of the contracted space will be made, deducting the space reservation fee paid together with the Participation Application.</li> <li>5 October 2024: deadline for payment of 100% of the contracted space and services.</li> <li>In the Participation Application Form, you will find the numbers of the current accounts of the</li> </ul>	
	Which bank accounts can I use?  Where can I see my statement of accounts and invoices?  Who do I contact if I need an invoice instead of a statement?	different entities where you can make the deposits.  In <b>Expo Zone</b> . Also, once the fair is over.  Send an email to <b>servifema@ifema.es</b> .	
Invitations	Where can I find invitations for my clients?	We will send you a document with the invitations, linking to the direct access to the free visitor registration, through <b>Expo Zone.</b>	
Assembly and disassembly	Can I access with my vehicle?	During <b>assembly and dismantling</b> , yes. Depending on the type of vehicle, you will be charged a different rate. During the fair, it is strictly forbidden to park in the vicinity of the halls. Cars must be parked in the fitters' car park during assembly and dismantling.	
	How do I get my exhibitor passes?	Exhibitor passes can be issued from the Expo Zone.	
Exhibitor passes	How many exhibitor passes am I entitled to?	Up to 32 sq.m       6 passes         From 32.5 to 63.5 sq.m       10 passes         From 64 to 100 sq.m       18 passes         From 100.5 to 150 sq.m       32 passes         + More than 150,5 sq.m       38 passes	



Date	Question	Answer	
Assembler passes	Are fitter's passes necessary during the assembly of the fair?	No. The requirements to be allowed to ride are to have paid 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 on our website <b>ifema.es</b> .	
Parking passes	I have contracted parking spaces; how and where can I collect them?	You can collect your parking badges from two days before the start of the fair at the exhibitor service desk, located on the central boulevard between halls 6 and 8.	
	Where can I find the plans of the fair?	<b>Links to the hall plans and hall layouts</b> can be found in the exhibition contract letter. Please keep this link. We will update it regularly.	
Fair floor plans	Who are my neighbours?	Links to the hall plans and hall layouts can be found in the exhibition contract letter. Please keep this link. We will update it regularly.	
ran 11001 plans	Where can I find a partial plan of my space?	You will find a partial map of your location in the exhibition contract letter and in the Expo Zone.	
	How do I access the site?	See the venue access maps at <b>veteco.ifema.es.</b>	
Budget	Can I get a free quotation?	<b>Yes,</b> you can make a participation quotation to evaluate your possible participation in the fair without any obligation.	
Booking of rooms	Who do I contact to hire a room?	If you need to book a room, please contact the Customer Service: <a href="mailto:atencionalcliente@ifema.es">atencionalcliente@ifema.es</a>	
Carpet and wall colour	Can I choose the colour?	If you have contracted an equipped stand package you can choose the colour of the carpet and the paint on the walls before <b>12 October 2024</b> via the Expo Zone.	
Stand sign	Can I put the company title on the stand sign?	If you have booked an equipped package, you have to indicate the name of the sign before <b>21 October 2024</b> via Expo Zone.	



Date	Question	Answer
	Where can I see a picture of the stand?	At veteco.ifema.es. In the <b>Expo Zone.</b> In the description of the VETECO Zone modular stand.
	Can I customise my stand?	YES.
	Can I redecorate my stand?	Yes, if the Specific Assembly Rules of the fair are complied with.
Turnkey stands	Can I vinyl the walls of my stand?	Yes, please check with the Technical Secretariat for exact wall measurements: stecnica@ifema.es.
	What are the exact dimensions of my stand?	See <b>General Rules of Participation</b> and/or contact the Technical Secretariat: <b>stecnica@ifema.es</b> .
	Who can advise me on how to improve my stand?	You can contact the stand design service or graphic stand decoration. decoracion grafica @ifema.es.
	What furniture is included in the stand?	In the <b>document</b> corresponding to the stand you have <b>contracted</b> ; you can see the furniture included with the stand.
	What is the maximum permitted building height?	Consult the general rules of participation or contact the Technical Secretariat. stecnica@ifema.es.
	Do I have to pay an installation fee?	<b>Yes;</b> check current rates on (+34) 91 722 30 00.
Free design stands	Where can I find a document with the assembly instructions?	See General Rules of Participation at ifema.es and/or consult: stecnica@ifema.es.
	Do I have to send a project for my stand?	Yes, for approval, to the Technical Secretariat: stecnica@ifema.es.
	Can I hang structures or hire rigging?	Yes; see in-service rigging standards / hanging points: stecnica@ifema.es.
Expo Zone	Where do I get my access codes?	We will send you an email with your passwords. If you cannot find them or if they are no longer valid, please contact the Call Centre: (+34) 91 722 30 00.



14. Map



- **CONSTRUTEC**
- VETECO
- **SMARTDOORS**
- PISCIMAD

In coincidence with:







# 15. Expo Zone ¡New!

Accessible from **ifema.es/veteco**; in the Expo Zone you will have the following documentation available which you can access when you receive the access email for your user profile:

- Statement of accounts, invoices and payments
- Exhibitor's calendar
- Stand and hall plan
- Stand design project/rigging project
- Exhibitor passes and invitations
- Visa management
- Documents
- Management of profiles and participations
- Contracting of extra services through our E-commerce

If you need assistance to access or navigate through our new Expo Zone, you can contact our customer service:

atencionalcliente@ifema.es



Promote your brand		Contact
Advertising at the venue and in digital channel	Boost the presence of your brand and products at the trade fair. Our Advertising team will advise you on the best physical and digital supports to generate the greatest impact.	(+34) 91 722 53 40 (+34) 91 722 53 08 publicidad@ifema.es
Graphic decoration for stand	Customize your modular stand with your brand image. Our team of Advisors will help you define what best suits your stand and will follow up on production and installation. You will have everything ready for when you arrive	(+34) 91 722 57 22 decoraciongrafica@ifema.es
Stand design and construction	Do you need a spectacular stand design adapted to your budget? Our partner companies have extensive experience in the exhibition sector and IFEMA MADRID guarantees the quality of their designs and assemblies. Contact us without commitment	(+34) 91 722 57 22 infodesing@ifema.es

Organize and decorate your space		Contact
Furniture	Make your space a place of work and relationship with your clients. Tables, offices, sofas, counters, everything adapted to your style and budget	(+34) 91 722 30 00 atencionalcliente@ifema.es
Cold and kitchen equipment	Solutions for food preservation and hospitality for all the activities you want to organize in your stand	(+34) 91 722 30 00 equiposdefrioycocina@ifema.es
Telecommunications and IT	We have the latest technology in equipment and connectivity to cover all communication needs.	(+34) 91 722 30 00 telecomunicaciones@ifema.es



Organize and decorate your space		Contact
Support staff	We offer you from support staff to help you in the assembly to hostesses during celebration, who will help you to attend your customers in different languages and with the utmost professionalism.	(+34) 91 722 30 00 atencionalcliente@ifema.es
Cleaning and waste containers	Audiovisuals and sustainability are primary concerns for IFEMA MADRID. To this end, we provide exhibitors and assemblers with various types of cleaning services and a complete waste management system that complies with all environmental and health and safety standards and regulations	(+34) 91 722 30 00 atencionalcliente@ifema.es
Audiovisuals	We have the best equipment for multimedia presentations, sound and translation in stands and rooms.	(+34) 91 722 30 00  atencionalcliente@ifema.es
Booking Conditions		Contact
Transport and storage	Sending, receiving and storing the merchandise you need for your participation is very easy at IFEMA MADRID. We offer a complete or partial service, national or international, always adapted to your needs.	(+34) 91 722 30 00 atencionalcliente@ifema.es
Driverless cherrypickers and lifters	If you need to unload merchandise or use special machinery to display your product, we have a wide range of driverless cherrypickers, forklifts and lifters to complete any task.	(+34) 91 722 30 00 <u>carretillasdealquiler@ifema.es</u>
Booking Conditions		Contact
E-commerce: Last minute Services Catalogue	Now, during the assembly and celebration you can also hire online the services you need. Without the need to go anywhere, just with your access codes	(+34) 91 722 30 00 atencionalcliente@ifema.es



17. Contact Us

Department	Contact		
Exhibition Management	Managing Director  Commercial Manager	Alberto Leal  Marta Ariste  Patricia de Carlos - International	(+34) 91 722 50 92 (+34) 627 67 41 58 (+34) 639 284 205 (+34) 699 317 730
Expo Zone	Secretariat  Virginia Montouto - National  Call Center		veteco@ifema.es  (+34) 91 722 30 00  atencionalcliente@ifema.es
Exhibition Services Department Technical Department			(+34) 91 722 30 00 <a href="mailto:stecnica@ifema.es">stecnica@ifema.es</a>
Servifema			(+34) 91 722 30 00 servifema@ifema.es
Planning and Control Management	<ul> <li>Space rental for meetings and conventions in the exhibition centre, be it during the exhibitions or not.</li> <li>Coordination of not-exhibition-related activities.</li> </ul>		(+34) 91 722 30 00 <u>Uanproduccion@ifema.es</u>
Institutional Relations (Protocol)	<ul> <li>Institutional visits.</li> <li>Guided visits.</li> <li>Protocol for all events.</li> <li>Institutional relations.</li> </ul>		(+34) 91 722 30 00 <u>infoifema@ifema.es</u>



17. Contact Us

Department	Contact	
Security and Self- Protection Services	<ul> <li>General security.</li> <li>Accesses to the Exhibition Centre.</li> <li>Parking.</li> </ul>	(+34) 91 722 50 65  dseguridad@ifema.es
Medical Service and Security Emergencies	<ul> <li>Security and medical emergencies.</li> <li>Medical attention for exhibitors and visitors during the exhibition, stand assembly and stand dismantling</li> </ul>	(+34)917225400
Outdoor Advertising	Booking outdoor advertising at the venue.	(+34) 91 722 53 40/08  Publicidad@ifema.es



# Thank You

