



CALLS FROM SPAIN	902 22 15 15
INFOIFEMA	902 22 16 16
EXHIBITORS	
INTERNATIONAL CALLS	(34) 91 722 30 00
FAX	(34) 91 722 57 88
IFEMA	Feria de Madrid 28042 Madrid Spain
sicur@ifema.es	

## 1. BOOKING

**1.1 SUBMISSION OF THE EXHIBITOR APPLICATION FORM:** IFEMA must necessarily receive this form in order to consider potential exhibitors for the show. The request must be accompanied by the reservation fee.

In the event that the Exhibitor cancels his participation, the advance amount paid shall not be returned. Should such cancellation be made within the thirty-day period prior to the opening of the Exhibition, he may be required to make full payment for the space allocated to him, even if said space may later be occupied by another company.

The signature and presentation of this Exhibitor Application Form constitutes an irrevocable agreement by the applicant and the acceptance of the General Rules on Participation of IFEMA, SICUR Specific Conditions and other general dispositions which may be stabilised by the exhibitions organisation.

In the event that the EXHIBITING COMPANY designates another entity to make any of the payments involving its participation, it must supply all of the invoicing information necessary. If the designated entity fails to take responsibility for the aforementioned payments by the foreseen deadlines, the EXHIBITING COMPANY shall be responsible for them upon first request by IFEMA.

**1.2 FEES FOR EXHIBIT SPACE RENTAL:** The price per square meters depends on the size of the stand.

Size of the stand	Applicable fee
Up to 100 sq.m	118,95 € /sq.m + VAT (1)
From 101 to 200 sq.m	114,50 € /sq.m + VAT (1)
More than 200 sq.m	107,60 € /sq.m + VAT (1)
2nd floor	57,30 € /sq.m + VAT (1)
Exterior exhibition	77,10 € /sq.m + VAT (1)

**Discount 10 % of the payment of 100 % of the total rental amount before november 30, 2011**

These rates include:

- \* Hire of the exhibition space during set up, exhibition and dismantling.
- \* General illumination and air conditioning of the hall.
- \* General cleaning service of common areas.
- \* General surveillance service inside and outside halls.
- \* The use of the Exhibition Centre general services.
- \* One Official Catalogue.

## 2.COMPLEMENTARY SERVICES

**2.1. IFEMA SERVICES CATALOGUE:** Once exhibit space has been assigned, and sufficiently in advance of the Show, you will receive IFEMA Services Catalogue offering you the Complementary services which brief version we attach. And/or you may contract these services through the fair web site: "Exhibitors Area".

**2.2.** The fact of being an exhibitor entails a "Presence in Promotion and Service Elements" whose cost is 160 € + VAT (1). It includes appearing in the Official Exhibitor Catalogue (printed edition and catalogue in www.sicur.ifema.es), the Exhibitor Preview, the Visitor's Guide, Interactive Information Points and on "You are here" boards in the halls while the fair is on, as well as other specific services available on Internet in the Exhibitors' Area for consulting and managing relevant information related to fair participation and in the Virtual Press Room in which press releases and exhibiting company new products are published. Exhibitors are required to subscribe Civil Liability Insurance and "Multifair" (Fire, Lightning and/or Explosion) Insurance for exhibited goods and own or leased decorative material, with premiums of 51.08 € and 48.48 € respectively. They are also required to pay 3.003 €/sq.m. for general power hook-up and minimum supply (0,13kw/sq.m.) during the celebration of the Fair and during the goods entry/exit period.

**2.3.** If requested services should be provided within 15 days prior the commencement of the fair assembly, during the assembly or during the fair celebration, prices shall be increased by 25 %.

## 3. ASSIGNMENT OF EXHIBITION SPACE.

**3.1.** All staterun organisations and private companies related to this sector can request participation in the Exhibition.

**3.2.** The final decision to accept an application as well as the space allocation corresponds exclusively to the Management of SICUR.

**3.3.** The Show management will be able to change the locations of stands if there is a cause that justifies it.

**3.4.** Exhibitors must remain with their products in their stand throughout the days and times scheduled for the exhibition.

**3.5.** Exhibitors may have access to their stands from 9:30 a.m and may leave after the closing of the Fair until 19:30 p.m.

## 4. STAND ASSEMBLY, MERCHANDISE ENTRY/EXIT AND DISMANTLING.

**4.1.** Assembly of free design stands may be carried out:

February 22, 2012 from 3 p.m. to 9:30 p.m.

From february 23 to 27, 2012 from 8:30 a.m. to 9:30 p.m.

Under no circumstances will be allowed for exhibitors or workers to remain at work in the fairgrounds after these hours.

**4.2.** Exhibitors who choose any of the prefabricated stands offered in the Service Orders Folder will have it ready at 8.30 a.m. on February 26.

**4.3.** GOODS ENTRANCE AND DECORATION MATERIAL will be allowed during February 26 and 27, 2012 from 8.30 a.m. to 9.30 p.m.

**4.4.** GOODS REMOVAL AND DECORATION MATERIAL, may be done on March 2 from 5.30 p.m. till midnight and March 3 from 8:30 a.m. to 3 p.m.

**4.5.** Dismantling: Will take place on March 3 to 5 from 8.30 a.m. till 9.30 p.m. Hall 8: March 5 from 8.30 a.m. to 3 p.m.

**4.6.** Occupation of exhibition space will not be allowed to those exhibitors who have not paid the total amount for the rental of the space and the services required.

**4.7.** Withdrawal of the exhibiting material will not be allowed to those exhibitors who have not paid the additional expenses incurred during the exhibition.

## 5. ACTIVITIES.

**5.1.** Direct sale is totally forbidden during the exhibition.

**5.2.** Receptions, press conferences and any other type of professional activity shall not be done without the knowledge and written approval of SICUR Management.

**5.3.** Noisy demonstrations which may annoy other exhibitors are forbidden. Maximum noise level is 60 db.

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 8% VAT not included.  
For the rest of companies this operation is not subject to Spanish VAT.  
For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.