



International Tourism Trade Fair

JANUARY 18th - 22nd, 2017

EXHIBITOR'S GUIDE

**Conditions of participation
rules for assembly,
check-list and tools**

ORGANISED BY



IFEMA
Feria de
Madrid



a.

Specific conditions of participation for exhibitors

1. Space contracting and allocation

1.1. How to exhibit at FITUR

Space may be contracted by sending the Exhibitor Application Form to the Exhibition Management, together with proof of payment of the corresponding reservation fee. Payments must be made in accordance with the FITUR calendar, which appears in the Exhibitor's Schedule. New exhibitors requests will be subject to approval by the Exhibition Management team.

1.2. Space allocation

Exhibitors at FITUR 2016 have priority in the space allocation process, provided that they confirm their participation in accordance with the time-periods and terms established by the Exhibition Management. After the priority space allocation procedures for former exhibitors have been completed, FITUR will attend to requests made by new participants. Requests shall be handled on a first-come first-served basis upon receipt of the Exhibitor Application Form, along with the corresponding reservation fee (payment is essential and its date determines the order of space allocation).

EXHIBITORS AT FITUR 2016: The allocation process will be carried out during the Space Allocation Meetings held in June for all exhibitors exhibiting at FITUR 2016, except those exhibiting on a barter agreement basis. Exhibitors may retain the space allotted at the allocation meeting from one edition to the next, provided that the number of sq.m occupied does not vary. In principle, this allocation will apply for the next stagings, until the FITUR organising committee convenes a new Allocation Meeting.

NEW EXHIBITORS FITUR 2017: Once the Exhibitor Application Form has been received and approved by the Exhibition Management, provided that the FITUR sectors criteria are met, the exhibitor shall be offered the best space available that meets his needs. The space shall be allocated once written confirmation and the relevant payment has

been received. Stand location shall be determined in accordance with the exhibition areas set aside for each sector.

In all cases, the exhibitor shall receive the corresponding Exhibition Contract with the Account Statement and plan of the stand/s. We would like to remind you that the payments indicated in these documents must be made within the stated period.

1.3. Exhibitor cancellation

Cancellation of participation by the Exhibitor terminates the contractual relationship with IFEMA to all effects and with the loss of the sums which have been accrued by IFEMA at the time of notification. Cancellation must be made expressly and in writing to the Exhibition Management team.

For the purposes of the above paragraph, the sums accrued are those which the Exhibitor should have paid to IFEMA on cancellation, in accordance with the timetable for payments on the Exhibitor Application Form of the event.

If the Exhibition Management team have been notified of intent to cancel within thirty days prior to the opening of the event, full payment for space hired will be requested by IFEMA.

With respect to the services offered in the IFEMA Services Catalogue which the Exhibitor would have hired prior to cancellation, the cancellation charges established in Article 7 of the General Terms and Conditions for Admission and Contracts in Fairs Organised by IFEMA will apply.

1.4. Participation rates

The exhibitor may build his own stand (custom designed) or contract one of the various modular stands which IFEMA offers in its Services Catalogue. FITUR also offers a "Turnkey Stand Package" which includes space, assembly, furniture and services. IFEMA likewise offers custom design stands to fit the exhibitor's needs.

1.4.1 MANDATORY SERVICES:

Custom-designed Stand (see section d)	
Space rental rates	
Space only	131 €/sq.m + VAT
Second floor at your own stand*	65.5 €/sq.m + VAT
Multi-Fair Insurance	49.93 € + VAT
Basic Civil Liability Insurance	52.61 € + VAT
Minimum electricity consumption (0.13 Kw/sq.m)	3.738 €/sq.m + VAT
Presence in Promotional Activities and Services	415 € + VAT
Build-up charge*	SEE WEB
Turnkey Stand Package (See section c)	
16 sq.m "Turnkey stand Package"	2,970 € + VAT
Additional sqm	180 €/sq.m + VAT
Presence in Promotional Activities and Services	415 € + VAT

* see specific rules for assembling of custom-designed stands

Both types of stand include:
Presence in promotional activities and services.

A. Presence in promotional activities

- Visitor's Guide with Preliminary Exhibitor List: Brochure delivered to FITUR 2016 trade visitors and to FITUR 2017 pre-registered visitors and exhibitors.
- Printed Official Catalogue and visitors Guide-Hall Layout Plan: distributed free of charge at the Trade Fair.
- Online Exhibitors Catalogue: Exhibitor list accessible at **www.fituronline.com**. Each listing features contact details, product description, exhibitor's press releases, location plan and the opportunity to request an appointment with the exhibitor.
- Online Exhibitor List available at the Fitur mobile APP.
- Interactive Information Points at the Exhibition: located in the Halls at the North and South entrances. Accessible to visitors, who may search exhibitors and print customised location plans.
- Hall Layout Plan Displays: information on stands and stand holders at the hall.

B. Services

Once you have been allocated a stand, you will be able to access the Exhibitors' Area tools available at **www.fituronline.com**

- "Trade Meeting Point": Database of trade visitors who are Trade Meeting Point members.
- "My Meetings": Tool allowing you to manage your diary during the exhibition and accept meetings with other exhibitors and Trade Meeting Point visitors.

- Account Statement.
- Stand Plan.
- Online Cost Calculator.
- Online Service Orders.
- Catalogue Application (as stand holder fill out and update your company's details for the Official Catalogue as well as the details of your co-exhibiting companies). Once signed up, co-exhibiting companies shall be able to access the Exhibitors' Area, as long as they are registered before 30 November.
- Request personalised exhibitor and co-exhibitor badges, either those granted according to the stand space booked or any additional badges to be invoiced.
- Send out online invitations.
- Publish news and events in your catalogue file, in the Press Room on the FITUR website and in the FITURNEWS bulletin. As an exhibitor, you will also receive the FITURNEWS online bulletin, with news on the exhibition.
- Participate in Workshops.
- Wifi internet connection 3 users for the duration of the event for stand holders (to benefit from this connection, the devices in use have to be compatible with 5 GHz band)

NEW

1.4.2. OTHER SERVICES:

Once you have received the contract confirming your space, you may access the Exhibitors' Area at **www.fituronline.com** in order to consult IFEMA's catalogue of services. You may also contract services from the Exhibitors' Area, benefitting from a 15% discount. (This does not include minimum mandatory services, outdoor advertising, custom-designed stands, meeting rooms, credit card payment terminals and show specific services such as exhibitor badges, etc.).

We also offer a complete stand design service which is tailored to your specific requirements with the maximum IFEMA guarantee. We take charge from initial planning and design to build-up and breakdown of the stand. **Request a custom design, free of charge and without obligation by e-mailing infodesign@ifema.es**

We also offer a complete **range of advertising services**, enabling you to maximise your presence and obtain the best possible return on your investment:

- **Outdoor advertising:** a wide range of strategically-located advertising media placed at strategic points of high traffic areas.
- **Sponsoring of promotional activities** with your logo or brand image: exhibitors' lanyards, other specific elements requested by you to hand out to visitors, etc.

For further information about these services please contact **outdooradvertising@ifema.es Tel: (34) 91 722 53 08/40**

N.B.: Services ordered 15 days before build-up begins will be subject to a surcharge of 25%.

2. Exhibitor Badges and Invitations

In order to preserve the professional nature of the first three days of the exhibition, visitors will be spot-checked.

Each stand holder is granted a number of free exhibitor passes, online trade visitor invitations and postal general public invitations according to the square metres booked (please see table).

SQUARE METRES BOOKED	EXHIBITOR BADGES	ONLINE TRADE VISITOR INVITATIONS		GENERAL PUBLIC INVITATIONS
		1 DAY	5 DAY	WEEKEND ONLY
Up to 24 m ²	7	15	10	25
25 to 49 m ²	15	30	20	50
50 to 99 m ²	18	30	20	50
100 to 249 m ²	28	45	30	75
250 to 499 m ²	40	60	40	100
500 to 999 m ²	65	75	50	125
Over 1,000 m ²	90	90	60	150

This list does not apply to contradeals, which have their own terms.

2.1. Exhibitor badges

In order to guarantee the professional nature of the first days of exhibition, **all the Exhibitor and Co-Exhibitor's badges will be personalised** which means they will include the name of the badge holder as well as the company name.

As an exception, exhibitors of over 500 sq.m., bearing in mind their special needs, will be able to request badges in the name of the stand holder as it appears in the catalogue (up to a maximum of 40% of the total badges issued). These badges must be requested directly from the Exhibition Management team.

In order to request **co-exhibitor badges**, the company must be previously registered as a co-exhibitor in the catalogue. Each registered co-exhibitor will be granted **2 additional free badges**. These badges shall include the name of the badge holder as well as the company name. Contradeal exhibitors cannot register co-exhibitors.

The corresponding 2 co-exhibitor badges may be requested (name registration) both by the main stand-holder and the co-exhibitor.

It is possible to request **additional 1 day and 5 day badges** for exhibitors. 1 day badges shall be invoiced at 16.36 € + VAT and 5 day badges at 27.27 € + VAT.

Each badge must be expressly requested via the Exhibitors' Area. They will **not be sent automatically**.

Each exhibitor may decide when to request his exhibitor badges via the "Badges and invitations" menu in the Exhibitors' Area. FITUR will only undertake a single mailing to each stand holder with the badges requested up to and including **4 November 2016**, the preliminary exhibitor list and general public invitations. After this date exhibitors may decide through the online tool whether to collect their badges anytime starting from two days before the exhibition- 16 and 17 January 2017 (from 9.30 a.m. to 7 p.m.)- or during the exhibition, receive them by courier at their own expense, or alternatively they may be collected from the IFEMA offices when ready.

DON'T FORGET TRADE VISITOR INVITATIONS CAN BE SENT ELECTRONICALLY FROM THE EXHIBITORS' AREA

2.2. Trade visitor invitations

- a) Every exhibitor will be able to send Trade Visitor Invitations electronically from the Exhibitors' Area. With these invitations they will be able to register online and obtain a free trade visitor badge to access the exhibition.
- b) Each exhibitor will receive free of charge a number of Trade Visitors Invitations in accordance with the space ordered (please see table above) and may purchase additional Trade Visitors Invitations for one day or for 5 days at a cost of 9.09 € or 16.36 € (VAT not included) respectively.
- c) Trade Visitors with invitations from exhibitors must provide proof that they are **TOURISM INDUSTRY PROFESSIONALS**, either at the Registration Counters or at the Pre-registration area at www.fituronline.com, if they wish to avoid registration queues. In order to register they should present an Identity Card or Passport and a business card or document from their company. **ACCESS TO THE VENUE WILL BE OTHERWISE DENIED** on trade visitor days. Online pre-registration will be open until 12 January 2017. Persons under the age of 16 are requested not to attend the exhibition on the first three days which are exclusively for trade visitors.
- d) **We ask that you use and distribute correctly the Trade Visitor Invitations, in order to preserve the professional nature of the first 3 days of the exhibition. Spot-checks will be carried out.**
- e) Trade Visitors with a 1 day invitation may exchange it for a 5 day pass at an additional cost of 8 € (VAT included).

2.3. General public invitations

- a) Exhibitors will receive a number of free invitations for the General Public depending on the size of the space contracted (please see table).
- b) Exhibitors may purchase additional invitations for the General Public at a cost of 4.55 € + VAT.

For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% 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.

3. FITUR 2017 Passport

The FITUR 2017 Passport brings together all the discounts and benefits offered to exhibitors, co-exhibitors and registered trade visitors for transport, accommodation and travel insurance, to make their journey and participation at FITUR easier.

Starting this year the general public will also be able to benefit from discounts and offers for transport and accommodation

Exhibitors may request a passport for each badge holder via the "Badges and invitations" tab in the Exhibitors' Area. The passport with the discount vouchers and corresponding ID codes will be sent electronically. In order to benefit from the discounts, exhibitors must use the afore-mentioned vouchers.



4. Catalogues

During the exhibition, the stand-holder may **collect, from the information desk located at the entrance to the hall**, a copy of the Catalogue including copies for his co-exhibitors completely free of charge.

The trade fair will not dispatch non-collected catalogues.



5. Final observations

- 5.1.** The presentation and signature of the Exhibitor Application Form constitutes an irrevocable commitment on the part of the applicant and entails the full acceptance of the General Rules of Participation of IFEMA, Feria de Madrid, the Specific Conditions for FITUR 2017, as well as the Technical Appendices to the above General Rules are available, at any time in the website of IFEMA www.ifema.es in the Exhibitors' Area and on the website of each event and any other provisions of a general or specific nature which may be established by the Exhibition Organisers.
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- 5.2.** **The exhibitor is obliged to man his stand for the entire exhibition period, i.e. from Wednesday 18th -22nd January 2017, during the opening hours for trade visitors and public. Non fulfilment of this rule may result in the loss of priority on the booked space for subsequent stagings.**
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- 5.3.** **Performance of music or folkloric shows in the stands or communal areas is prohibited during FITUR's trade visitor days. For this reason the introduction of musical instruments into the venue will also be forbidden during this period. Music shows may nonetheless take place at the exhibitors stand on Saturday 21st and Sunday 22nd January 2017. Failure to comply with this rule shall result in a 300 € fine.**
-
- 5.4.** The use of sound equipment is strictly forbidden, unless the listening area is limited to within the stand's perimeter and no disturbance is caused to other exhibitors and/or visitors. **The maximum authorised sound level is 60 decibels.** Breach of this rule will mean the immediate cut of electric power supply and may result in the loss of priority on the booked space for subsequent stagings. Special attention should also be paid to the distribution of promotional items which may cause unnecessary noise on trade visitor days.
- 5.5.** **Promotional activities, distribution** and exhibition of **samples, brochures, flyers** and promotional items of all kinds may only be carried out on the Exhibitor's stand.
- In order to avoid any type of conflict or dispute, exhibitors and co-exhibitors taking part at FITUR shall not be allowed to present any kind of advertising at their stands or at the IFEMA exhibition centre, in any format whatsoever (leaflets, videos, photographs, symbols, etc.), relating either directly or indirectly to territories that are subject to a territorial dispute with other countries taking part at the trade fair, if said dispute has not been resolved when FITUR takes place.
- Breach of this regulation may lead to the removal of said advertising on the part of FITUR's organisers.
- 5.6.** Professional meetings, press conferences and any other activities may take place within the exhibition venue only with the prior knowledge of the Exhibition Management team and may only be organised by exhibitors and co-exhibitors authorised by the stand-holder)
- For press conferences please contact **IFEMA-Press Management (prensa@ifema.es)**. Please contact the **Convention Centre** for room rates and availability (convenciones@ifema.es).
- 5.7.** It is expressly **prohibited** for Exhibitors to install **Wi-Fi access points**, whether for connecting to the INTERNET or for other functions. This is in order to avoid interference problems for the points which Exhibitors might install independently and for the IFEMA access points. Said interference could cause the existing Wi-Fi networks to not work properly. For further information you may read the General Rules for exhibitor participation in fairs organized by Ifema (Article 33).
- 5.8.** Exhibitors who require catering during the Exhibition, should request a permit from the Security and Internal Services Department via the **Access for Catering Form** available at www.fituronline.com. This should be sent to: catering@ifema.es
- 5.9.** The contracting of any service, as well as the performance of any activity on the part of a co-exhibiting company will require prior written authorization from the stand holder. The latter is liable for any costs incurred by its co-exhibitors resulting from their participation in the show if not paid by the co-exhibitors.
- 5.10.** Entrance will not be granted to members of the general public who cannot provide proof of belonging to any of the professional bodies participating at the trade fair during trade visitor days. This rule applies for exhibitors and visitors, even if they hold an official invitation or badge.
- 5.11.** Exhibitors who wish to enter/withdraw any materials or items during the course of the exhibition should request a specific permit from the Exhibition Services Department.
- 5.12.** **Build-up** will take place from **11th to 17th January** 8.30 a.m. to 9.30 p.m. **Exhibitors may unload merchandise and decoration material on 17th January** from 8.30 a.m. to midnight.
- 5.13.** **Removal of Merchandise** and decoration material shall take place only on **22nd January** 2017 from 6.30 p.m. to midnight. At this time, exhibitors may remove from their stands any materials displayed there; we recommend that this be done for security reasons. **Breakdown** of stands will take place on **23rd and 26th January** from 8.30 a.m. to 9.30 p.m. and **25th January** from 8.30 a.m. to 3 p.m.
- 5.14.** Exhibitors who participate in a contradeal with FITUR 2017 may not include co-exhibiting companies at their stands, in accordance with the provisions set out in the IFEMA's General Rules of Participation.
- 5.15.** These Specific Conditions are an addition to the General Rules of Participation for Exhibitors at Events organised by IFEMA, which are automatically accepted by all the exhibitors.

b.

Access and car parks

- RV** Trade Visitor Registration
- AE** Exhibition Secretariat
- Trade Visitors Access**
- Exhibitors Access**



C. Turnkey Stand Package



- Design is for orientation only.
- No making of holes or nailing is permitted.
- Fixing/gluing is allowed only if the element may be removed without damaging the materials.
- The stand will be open to 1 or more sides/aisles depending on the location.

Stand description

- Stand open to aisles
- Aluminium frame structure
- Melamine walls
- Storeroom with door as follows:
 - Stand up to 16 sq.m 1 x 1m.
 - Stand from 16.5 to 32 sq.m 2 x 1m.
 - Stand over 32.50 sq.m. 3 x 1m.
- Furniture (for every 16 sq.m):
 - 1 round table, 4 chairs
 - 1 reception counter, 1 stool
 - 1 standing clothes rack, 1 waste paper basket
- Standard trade fair carpeting
- Daily stand cleaning (type A: once a day)
- Basic Civil Liability and Multi-Fair Insurances
- Minimum electrical consumption (0.13 Kw/sq.m.)

Lighting

- General lighting based on 300W halogen spotlight in rails, one spotlight every 3 metres of stand.
- Electrical switchboard equipped with magnetothermic differential and with an outlet of 500 W prepared for up to 130 W/sq.m.

Lettering

- Sign in standard letters with the name of the exhibitor, the stand number and the country/region when indicated, placed on the front facing each passageway

Observations

- All services or modifications that you wish to add or make, deviating from these basic features, shall be at your expense.
- We shall endeavour to adapt the layout of the additional and structural elements that form the stand to the exhibitor's requirements, if it is technically possible and the plan is received with the relevant instructions at the latest fifteen days before the beginning of build-up.
- Once the stand has been assembled, changes in the location of any of the elements previously described, and of which the Management has not been notified, shall be invoiced.
- The elimination, by the exhibitor, of any element of the turnkey stand shall not result in a cost reduction.
- All materials used, both structural or electrical, are rented and therefore any deterioration shall be billed at current rates.

Rates

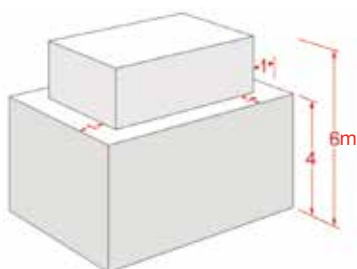
- 16 sq.m. Turnkey Stand Package (floor + stand) 2,970 € + VAT
- Additional sq.m. 180 € + VAT
- Presence in Promotional Activities and Services 415 € + VAT
- The Turnkey Stand Package shall be delivered to stand holders as of **17th January 2017 at 8.30 a.m.**

d. Custom Designed stands

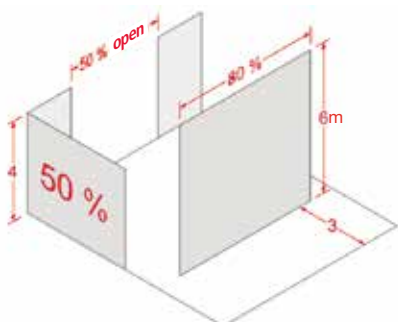
Specific rules for assembly

Height regulations

Maximum space allocation for any element.

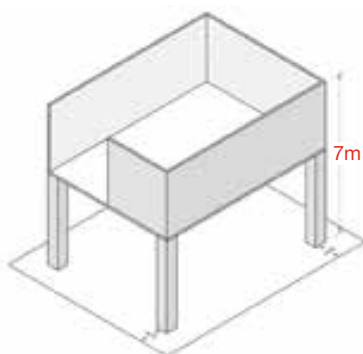


Walls



Double-decker

Maximum surface second floor.



All companies shall be obliged to assemble their stands, including as a minimum requirement, average-sized walls adjacent to the walls of the hall or those of other stands.

Companies that opt for a custom-design stand must send their PROJECT to IFEMA's Exhibition Services Department for approval, no later than **December 12th, 2016**:

fax: (34) 91 722 51 27 / e-mail: stecnica@ifema.es

Prior to commencing this work, the stand-builder should pay IFEMA the corresponding Build-up Charge to cover services rendered during build-up and breakdown.

Should the main stand-holder wish to cover this cost and have it included in his invoice, he may order it online through the Exhibitors Area

Height

- Maximum authorized height at the perimeter edge of stands: 4 metres.
- All decorative elements, which may reach or hang from a maximum height of 6 metres, must be inset a minimum of 1 metre inwards from all stand perimeters.
- This is not possible on connecting aisles between halls, nor on either side of the entrances to halls 9 and 10.
- No spotlight, construction or decorative element may project over 50 cm beyond the space allocated, at a minimum height of 2.5 metres.

Blind perimetral walls

- Blind perimetral walls must not exceed 50% of each open side in length.
- To build walls of a greater length, these must be set back a minimum of 3 metres towards the interior and may not exceed 80% of the length of the side.

Double-decker stands

- The maximum height allowed for double-decker stands is 7 m inside the halls.
- The second floor should be inset a minimum of 1 metre inwards.
- In the connecting aisles between halls, or either side of the entrances to halls 9 and 10, double-decker stands are not permitted.
- A certificate or project must be presented with full contact details and signed by the technical expert. These documents must also be endorsed by the corresponding College. The certificate or project must specify the dimensions, use restrictions and capacity applicable, with the Exhibitor being solely responsible for the fulfilment of any limits that are established in this respect.
- The interpretation and application of regulations in each specific case will be conducted by IFEMA.
- The Organisation reserves the right to arbitrate exceptions if necessary based on the overall look of the Exhibition and the visibility of neighbouring stands.



e.

Exhibitors' area

If you were a previous Exhibitor at Fitur, we remind you that to access the Exhibitors' Area, you need to enter the username and password that you used for the last staging. If you have forgotten your password, help is available from the Exhibitors' Area.

If you are a first time exhibitor, once the proposed space has been accepted and you have been allocated a stand, we will send you a username and password to enable you to access the Exhibitors' Area.



EXHIBITORS' AREA

1

My account

2

Documents & Downloads

3

Cost Calculator

4

My space

5

Invoices and payments

6

Booking services

7

Information for catalogue

8

Mi Network

9

Badges & Invitations

1 My account

Update your company's contact information at IFEMA database.
Modify the access password and username.
Access the Exhibitor's Calendar

- Homepage
- Exhibitor's calendar
- My details
- Change password
- Change username

2 Documents & Downloads

- Graphic material
- Regulations and documents
- Communications

3 Cost calculator

Calculate online a cost estimate of your participation.

- Calculate a cost estimate

4 My space

Register your request to participate at the Trade Fair and use this tool to view and download the detailed plan of your stand once it is allocated.

- Application form
- Stand plan

5 Invoices and payments

Your account statement and invoices are just a click away

- Account statement
- Invoices

6 Booking services

Create your own budget and book services via the online application tool. You will benefit from a 15% discount.
You can check and modify your orders.

- Book services
- Services estimates
- Pay with your credit card in secure environment

7 Information for catalogue

Enter and update your contact details for the trade fair catalogue as well as the details of your co-exhibitors. Remember this will enable trade visitors to find you at the Show, offering essential details about your company and the products and services you are presenting at the event.

- Access catalogue

8 My network

Access the Trade Meeting Point.
Manage your appointments diary for the exhibition.
Publish your news in your catalogue file and at the press room.
Send online invitations to your trade contacts.

- Meeting point
- Manage my appointments diary
- Publish my news
- Send invitations

9 Badges & invitations

Request your exhibitor and co-exhibitor badges.
Request your FITUR passport with the vouchers for discounts and benefits for transport, accommodation and travel insurance.
Request visa invitation letters when needed.

- Exhibitor badges
- Vouchers & FITUR Passport
- Visa Invitation Letters
- Send invitations

Don't forget to participate in the forums and technical conferences to keep up to date with the industry latest trends and news. Remember you will find updated information about them at www.fituronline.com and the Fitur APP

f.

Contact your existing and potential customers in advance

- Promote your participation at FITUR and offer a **preview of the products, services and new features** that you will be presenting at the event. Include your news on your catalogue entry online via the Exhibitors' Area and contact the Press Department in order to promote your attendance more widely.
- **Send your customers and clients online invitations** to visit the show. They will obtain their direct access badge once they register as trade visitors on the website.
- **Organise your Appointments Diary** at the show in advance.
 - **Contact trade visitors** who have registered for the Trade Meeting Point and invite them to visit your stand: Enter the Exhibitors Area on the website and select the "Meeting Point" application on the "My Network menu". You can carry out searches according to activity, interest, country or name and you can send e-mails to a selection of trade visitors or individual messages to each trade visitor.
 - **Request appointments with other exhibitors:** From the Exhibitors catalogue available on fituronline.com, you can carry out searches and request appointments with other exhibitors by clicking on the appointment tab on their catalogue entry.
 - Access your **Meetings Diary** to manage appointment requests from other exhibitors and trade visitors.
 - **Attend the workshops** we organise and optimise your trade fair visit.



g.

B2B Workshops / B2B meetings

In order to complement exhibitors' and co-exhibitors' participation at FITUR and boost their number of trade contacts, FITUR will once again be running a series of business meetings in which you will be able to participate.

What are they? These meetings consist of a series of B2B (Business to Business) Sessions whose purpose is to promote trade alliances by bringing together attendees at the trade fair.

How are they organised? FITUR will organise a series of pre-arranged appointments based on the explicit interests of the participants.

Where will they take place? In a specific area set up and especially adapted for the Workshops at FITUR 2017.

How can I take part? By completing (by 21st November 2016) the form that the Exhibition Management Team will be sending you in October. Registration is available at the corresponding microsites through www.fituronline.com.

You may also propose hosted buyers for the workshop (deadline 20th October 2016)

For further information, please do not hesitate to contact us by e-mail at fiturb2b@ifema.es

During FITUR 2016 some 6,000 trade meetings were generated at the Hosted Buyers Workshop and Investour Africa.

Multiply your business opportunities at the B2B Meetings at FITUR 2017.



h. Check-list

What to do	MAY JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN FEB	Who informs you	Tool	
Fitur 2016 exhibitors: Priority booking period for the participation in the Space Allocation Meeting. Requirement: returning the Exhibitor Application Form and the reservation fee before the corresponding deadline.									The FITUR Exhibition Management Team	You can complete your application in the Exhibitors' Area (My Space)	④
New applicants may send in their Exhibitor Application Form. The Exhibition Management will deal with the applications in order of arrival, once the former exhibitors' applications have been met.									The FITUR Exhibition Management Team	On-line Exhibitor Application Form	④
Begin planning your objectives: Trade contacts, brand positioning, promotion, media, attending conferences...											
Payment of 50% of space costs due (for former exhibitors and new applicants who have booked space). Deadline: 15 th September.									Servifema Department	Account Statement and invoices available at the Exhibitors' Area at www.fituronline.com	⑤
Introduce or confirm your trade details for the Preliminary Exhibitors List published in the FITUR 2017 Visitors Guide which is sent to the entire FITUR 2016 Trade Visitors database, to the exhibitors at FITUR 2017 and to all registered FITUR 2017 visitors. Deadline: 15 th October.									The company in charge of the FITUR 2016 official catalogue and the FITUR Exhibition Management Team	Following the allocation of your space, with your exhibitor password you will have access to the Exhibitors' Area and the online tool which will help you manage your catalogue details and register your co-exhibiting companies.	⑦
Begin to prepare your calendar of promotional activities . Events for the industry or the media, advertising... FITUR offers numerous possibilities of promotion: advertising in the catalogue and the visitor's guide, banners, outdoor advertising at the venue during the exhibition, special sponsorships...									Catalogue Publisher, the FITUR Exhibition Management Team and the outdoor advertising department	Promotional Opportunities available at www.fituronline.com	
Share your news with the media, other exhibitors and the trade visitors by publishing them free of charge at the press area and your catalogue's file at www.fituronline.com and the online bulletin FITURNEWS.									Press Department	Access the Publish News tab in the My Network Menu at the Exhibitors' Area	⑧
Prepare the design of your stand bearing in mind the objectives you have set yourself, including materials and brochures to be exhibited, necessary staff, services , catering, decor, ... IFEMA will inform you about the Services offered (also available at www.fituronline.com)									IFEMA Call Centre	Cost calculator and Booking Services at the Exhibitors' Area (15% discount)	③
Request Exhibitor and co-exhibitor Badges to be delivered by FITUR (See Point 2 of this Exhibitor's Guide). Deadline: 4 th November. After this date the badges may either be sent at your own expense or be collected at the exhibition venue.									The FITUR Exhibition Management Team	Badges and Invitations Menu at the Exhibitors' Area	⑨
Propose hosted buyers for the workshop. Deadline: 20 th October. Sign up for the B2B before 21 st November.									The FITUR Exhibition Management Team	Menu Documents & Downloads at the Exhibitors' Area	②
Include your details and those of your co-exhibitors in the official Catalogue. Deadline 30 th November. The Catalogue Publisher will contact you following the allocation of your space to inform you on the procedures. Deadline to sign up co-exhibitors so that they can receive an Exhibitors' Area password: 30 th November.									Catalogue Publisher, the FITUR Exhibition Management Team and the outdoor advertising department	Information for catalogue available at the Exhibitor's Area	⑦
Use the Trade Meeting Point application (www.fituronline.com) to send information regarding your products/services to all trade visitors that have signed up. You may request access passwords for your co-exhibitors at the Exhibitors' Area.									IFEMA Call Centre	Trade Meeting Point available at the Exhibitors' Area within the My Network Menu	⑧
Arrange appointments with other exhibitors through the corresponding online catalogue files .									IFEMA Call Centre	FITUR 2016 catalogue available at www.fituronline.com	
Check your appointment diary and manage appointments with trade visitors and other exhibitors who may have requested a meeting with you.									IFEMA Call Centre	Manage your appointments diary by clicking on "My Network" in the Exhibitors Area	⑧
If you wish to prepare a day, press conference , product presentation, throughout the course of FITUR and you require the use of a room at the venue, you will need to make your reservation in advance.									Ask for a free estimate through the Convention Centre	You can see the list of available rooms at the venue at www.fituronline.com	
Full payment of stand space costs is due . Deadline 1 st December.									Servifema Department	Account statement and invoices available at www.fituronline.com	⑤
Request visa invitation letters when needed Deadline 15 th December. After this date you may have problems.									The FITUR Exhibition Management Team	Badges and Invitations at Exhibitors' Area	⑨
Return custom-designed stand projects to the Exhibition Services Department. Deadline 12 th December.									Technical Secretariat (Exhibition Services Department)	The standplan is available at My Space menu at the Exhibitors' Area	④
In December you will receive a package containing all the badges requested before 4 th November (please see section 2 of this guide). Please do not hesitate to contact the Exhibition Management if you detect any error.									The FITUR Exhibition Management Team		
Tell your current and potential customers the location of your stand at the trade fair and what will be on show there: Advertising campaign, banners, mailing campaign, e-mailing of invitations...									IFEMA Call Centre	Exhibitors' Area. My Network. Send invitations.	⑧
Sign up for the workshops in which you may be interested: Hosted Buyers, Investour, etc. Do not forget to inform your co-exhibitors.									The FITUR Exhibition Management Team	INVESTOUR and FITUR B2B microsites available at www.fituronline.com	
If you need to order any additional services (hostesses, furniture, decoration), please do so as soon as possible. Orders placed 15 days before the exhibition assembly starts will suffer a 25% surcharge.									IFEMA Call Centre	Cost calculator and Booking Services at the Exhibitors' Area (15% discount for these bookings)	③ ⑥
Stand assembly 11 th -17 th January from 8.30 a.m. to 9.30 p.m. Hand-over of shell scheme stands contracted from Ifema 17 th January at 8.30 a.m. Entry of merchandise and decoration material 17 th January from 8.30 a.m. to 9.30 p.m.									Technical Secretariat		
From 16 th to 21 st January requested badges may be collected at the exhibitor registration counters located at the South Entrance of the exhibition grounds. New badges, both free or additional ones to be invoiced may also be requested at the same counters.									The FITUR Exhibition Management Team		
FITUR 2017. 18 th -20 th January: Trade Visitors only. 21 st -22 nd January: Trade Visitors and General Public.											
Withdrawal of merchandise and decoration material 22 nd January from 6.30 p.m. to midnight.											
Stand Dismantling: 23 rd and 24 th January from 8.30 a.m. to 9.30 p.m. and 25 th January from 8.30 a.m. to 3 p.m.									Technical Secretariat		



Contact us

Department	Ask me about...	Contact
Exhibition Management Team Managing Director: Ana Larrañaga Commercial Manager International Area: Lourdes Sierra Commercial Manager Spanish Area: David Solar Coordinator: Ana Mucientes Secretariat: M ^a Carmen Sánchez, Pilar de La Calle; Macarena Ferrer, Ana Isabel Prieto	<ul style="list-style-type: none"> Space allocation. General issues about participation in the Trade Fair. Exhibitor badges Trade visitor and public invitations purchase. 	<ul style="list-style-type: none"> Calls from Spain: 902 22 15 15 International Calls: (34) 91 722 30 00 Fax: (34) 91 722 57 87 fitur@ifema.es
Servifema Invoicing and service booking	<ul style="list-style-type: none"> Service booking. 	<ul style="list-style-type: none"> Calls from Spain: 902 22 15 15 International Calls: (34) 91 722 30 00 lineaifema.expositor@ifema.es
	<ul style="list-style-type: none"> Service invoicing. Payments. Catalogue Orders. 	<ul style="list-style-type: none"> Calls from Spain: 902 22 15 15 International Calls: (34) 91 722 30 00 Fax: (34) 91 722 57 95 servifema@ifema.es
Technical Department Exhibition services Department	<ul style="list-style-type: none"> Technical support for exhibitors and stand builders. Stand assembly project approval. Solutions to the technical problems during the Exhibition. 	<ul style="list-style-type: none"> Calls from Spain: 902 22 15 15 International Calls: (34) 91 722 30 00 Fax: (34) 91 722 51 27 stecnica@ifema.es
Communication and marketing Director: Raúl Díez IFEMA Head of Press: Marta Cacho FITUR Head of Press: Jesús González International Press: Elena Valera Press Secretariat: Pilar Serrano	<ul style="list-style-type: none"> Relations with the media. Press information about fairs and shows organised by IFEMA. Institutional press information. Press badges for fairs and shows. 	<ul style="list-style-type: none"> Tel.: (34) 91 722 58 23 Fax: (34) 91 722 57 93 prensa@ifema.es
Convention and Congresses	<ul style="list-style-type: none"> Space rental for meetings and conventions in the exhibition centre, be it during the exhibitions or not. Coordination of not-exhibition-related activities. 	<ul style="list-style-type: none"> Tel.: (34) 91 722 50 72 Fax: (34) 91 722 57 89 convenciones@ifema.es
External Affairs (protocol)	<ul style="list-style-type: none"> Institutional visits. Guided visits. Protocol for all events. Institutional relations. 	<ul style="list-style-type: none"> Tel.: (34) 91 722 50 82 Fax: (34) 91 722 58 01 infoifema@ifema.es
Security and Self-protection	<ul style="list-style-type: none"> General security. Accesses to the Exhibition Centre. Parking. 	<ul style="list-style-type: none"> Tel.: (34) 91 722 50 65 Fax: (34) 91 722 57 81 dsinternos@ifema.es
Medical service and security emergencies	<ul style="list-style-type: none"> Security and medical emergencies. Medical attention for exhibitors and visitors during the exhibition, stand assembly and stand dismantling. 	<ul style="list-style-type: none"> Tel.: (34) 91 722 54 00 Tel.: (34) 91 722 50 65
Outdoor Advertising	<ul style="list-style-type: none"> Booking outdoor advertising at the venue. 	<ul style="list-style-type: none"> Tel.: (34) 91 722 53 40 / 08 Fax: (34) 91 722 53 09 outdooradvertising@ifema.es
Telecommunications	<ul style="list-style-type: none"> Information prior to ordering telephone and fax lines, ISDN lines, broadband connections by cable, wireless or other connections. Technical advice and customized data network configuration. 	<ul style="list-style-type: none"> telecomunicaciones@ifema.es
Catalogue Publisher	<ul style="list-style-type: none"> Catalogue details. Advertising on Catalogue, Fitur layout plan, Visitors Guide, Web. Advertisement in sponsorable Areas. 	<ul style="list-style-type: none"> The Globaldit catalogo.fitur@ditglobal.com Tel.: (34) 96 335 49 00
Others	<ul style="list-style-type: none"> Exhibitor badges. Workshops / B2B 	<ul style="list-style-type: none"> fiturbadges@ifema.es fiturb2b@ifema.es

IFEMA CALL CENTRE

INTERNATIONAL CALLS (34) 91 722 30 00

FAX (34) 91 722 57 87

IFEMA Feria de Madrid
Avda. del Partenón, 5
28042 Madrid. España / Spain

fitur@ifema.es