

MOMAD

Exhibitor Guide

09-11
Feb
2024

Recinto Ferial
ifema.es



In coincidence with

intergift

bisutex

madridplata
y más

 IFEMA
MADRID

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Momad

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1. How can I make my participation at Momad profitable

If you need advice about your participation in Momad, please do not doubt to contact us at contact us at momad@ifema.es

BEFORE THE SHOW

- **Define the objectives** and strategy for your participation at MOMAD.
- Communicate to the media, clients and potential clients your presence at the trade show.
- Inform the media about your presence at the show.
- **Send the MOMAD free invitations** offered by the fair, to your existing and potential customers through the Expo Zone at ifema.es/momad
- **Promote your news** on social networks.
- Participate **in promotional activities at MOMAD**; presentations, catwalk, cocktail parties, etc.
- Use the **promotional elements offered by the fair**; banners on the Momad website, advertising in the visitor's guide; sponsorship of spaces, products or services; creativities and filters for social networks; customizable banners to include in your e-signature...
- **Prepare the necessary material for your participation** in the show in advance: stand project and customization, material and display product, required staff, services, catering, decoration...
- Use the **Momad LIVE Connect digital platform**:
 - Update your company information and add your products on LIVE Connect.
 - **Contact with the professional community** and schedule meetings at the show through LIVE Connect

DURING THE SHOW

- **Rent rooms** for receptions, conferences, press conferences... or other professional activities.
- Use the **promotional elements** available at the fair, such as outdoor advertising on the fairgrounds and display cases at the entrance of the halls.
- Scan the QR code of visitors to add them to LIVE Connect and **generate a database**.
- Publish content on Social Networks and tag Momad to share it.

AFTER THE SHOW

- Ask Momad for the **list of visitors** who have accessed the fair with your invitation.
- Send **thank-you communications** to your visitors
- Communicate the positive reception of your product through social networks and traditional media.
- Assess which **conditions, features or improvements** should your participation have in order to implement them at the next edition of the show.

Momad



2. Exhibition dates and times

MOMAD will take place at **Hall 8 IFEMA MADRID**

OPENING HOURS:

Friday 9 and **Saturday 10** February, from 10:00 am to 7:00 pm.

Sunday 11 February, from 10:00 am to 5:00 pm.

The digital platform MOMAD LIVE Connect will be active from December 15, 2023 to February 15, 2024.

OPEN TO: Trade visitors only

COINCIDING TRADE FAIRS: INTERGIFT, BISUTEX and MARIDPLATA Y MAS

- INTERGIFT - International Gift & Decoration Fair
- BISUTEX - International Fashion Jewellery and Accessories Trade Fair
- MADRIDPLATA Y MÁS - International Silver Jewellery and Trends Fair



3. How to be an exhibitor: Contracting and awarding

3.1.

You can book your exhibition space by filling in the **ON-LINE APPLICATION FORM** directly on the fair's website: ifema.es/momad

3.2.

Clothing, Footwear, Accessories and Services to the Point-of-Sale companies will be able to request their participation at MOMAD. Final acceptance of applicants' participation is reserved to IFEMA MADRID, who may reject those applications that are not considered to be included in the sectors and products that are the subject of the trade fair and, therefore, do not comply with the purposes of the fair. The lack of space and / or the late submission of the Application Form may also be grounds for rejection of the participation. IFEMA MADRID will communicate this circumstance writing down to applicants.

3.3.

Signing and submitting the Application Form implies full acceptance of the General Rules on Participation of IFEMA MADRID and the specific MOMAD rules, and provisions that generically may be established by the Organization of the fair. Available at: ifema.es/momad

3.4.

In case the **EXHIBITING COMPANY** designates another entity to make any of the payments related to its participation, the corresponding section of the requested application form must be completed. In any case, if the entity designated as a billing company does not take over the payments within the indicated periods, the **EXHIBITING COMPANY** will face them at the simple request of IFEMA MADRID.

3.5.

The allocation of spaces will be made by the Trade Fair's Management, trying to maintain preferences and affinities between companies with similar style products, within the existing availability

3.6.

The reservation will not be formalised until the corresponding payment of the first 50% of the space has been made. In the event that payment has not been received before the established deadline: 4 December 2023, the management of the MOMAD show may dispose of the stand without any obligation to give prior notice.

3.7.

The **occupation of the space** will not be authorized nor, when applicable, the modular stand will not be delivered to the exhibitor who has not paid in full the contracted space and the expenses of the requested services, as well as the Marketing, Communication and LIVE Connect fee.

3.8.

Failure of attendance by an exhibitor entails loss of the reservation fee. If attendance is waived within 30 days prior to the event, exhibitors may be liable for payment in full of their space, even if the space is subsequently used by another exhibitor.

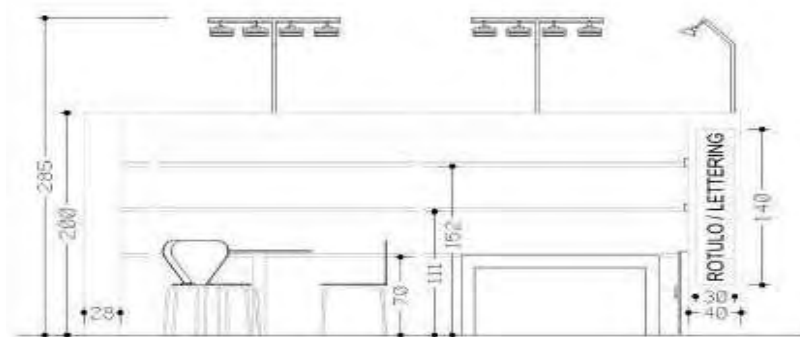
3.9.

The **total liquidation** of the expenses produced during the Fair will be an indispensable condition to remove the exhibition material from your space.

WHAT SPACES CAN I CONTRACT?

- **GENERAL modular stand:** Aimed at fashion, footwear and accessories firms and companies in general. Minimum surface area 10 sq.m.
- **EGO modular stand:** Space reserved for emerging designers and newly created firms. Only stands of 10 sq.m .
- **SUSTAINABLE EXPERIENCE Stand:** Space reserved for designers and companies with sustainable parameters. Stands of 5 sq.m or 10 sq.m.
- **MOMAD 4.0 Stand:** Space dedicated to companies offering innovative retail solutions such as e-commerce services, logistics and payment and financing platforms, internationalisation and support, audiovisual equipment, digital marketing and sensory marketing. Minimum surface area 10 sq.m
- **FREE DESIGN Stand:** Aimed at fashion, footwear and accessories firms and companies requesting a surface area equal to or greater than 30 sq.m.

GENERAL MODULAR STAND



ORIENTATIVE DRAWING

- Drilling is not allowed..
- Nailing or taping is allowed.

GENERAL CHARACTERISTICS:

AREA:

Minimum area to request: 10 sq.m.

TECHNICAL CHARACTERISTICS:

STAND:

- Stand that opens out onto one or two aisles depending on location.
- Structure made from oak-coloured melamine panels; 2 m tall and 8cm thick, taking up space from the interior surface area of the stand

TRADE FAIR CARPET to choose among:

- White
- Beige Sahara
- Clear Grey

FURNITURE :

• General stands up to 20 sq.m:

- 1 round white table
- 3 white chairs
- 1 lockable white cabinet.

• For each additional 20 sq.m of stand:

- 1 round table
- 3 white chairs.

CHOOSE FROM:

- Stand with height-adjustable coat racks, fixed to the stand structure at the rate of 1m/linear of coat rack for every 3sq.m of stand or
- Stand with height adjustable shelves, fixed to the stand structure at a rate of 1.5m/linear shelving for every 2 sq.m of stand space.



ELECTRICAL POWER AND LIGHTING:

- Lighting by posts with LED spotlights on rails, numbering 1 spotlight for every 2 linear meter (1m) of stand.
- Electrical installations per low-voltage regulations consisting of an electrical switchboard with differential circuit breaker and magnetothermal switch, sized to handle 130 W/sq.m of power with a 500W strip of electrical outlets. 1 x 500W socket outlet embedded into the wall for every 10 sq.m of stand

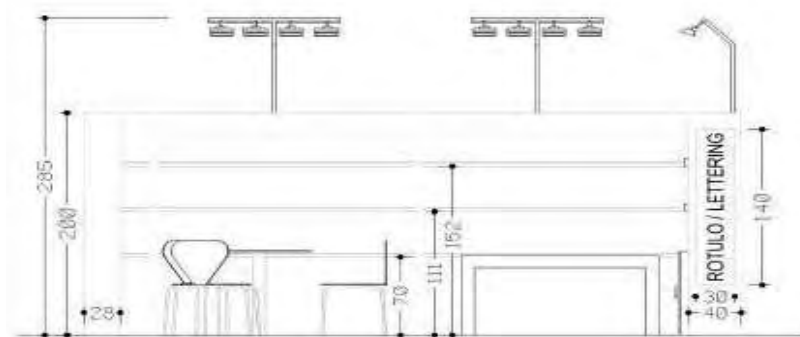
STAND SIGNAGE:

Customization available: 30 cm (width) x 140 cm (height), at a 40 cm width x 200 cm height x 28 cm deep totem. It can be customised by contacting decoraciongrafica@ifema.es

STAND CONTRACTING:

General modular stand booking can be done by filling in the on-line Application Form directly on the fair's website: ifema.es/momad

EGO MODULAR STAND



ORIENTATIVE DRAWING

- Drilling is not allowed..
- Nailing or taping is allowed.

GENERAL CHARACTERISTICS:

AREA:

Stand of 10 sq.m.

The exhibiting companies of the EGO sector will only be allowed to participate in this sector a maximum of three editions.

TECHNICAL CHARACTERISTICS:

STAND:

- Stand that opens out onto one or two aisles depending on location.
- Structure made from oak-coloured melamine panels; 2 m tall and 8cm thick, taking up space from the interior surface area of the stand

TRADE FAIR CARPET to choose among:

- White
- Beige Sahara
- Clear Grey

FURNITURE :

- 1 round white table
- 3 white chairs
- 1 lockable white cabinet.

CHOOSE BETWEEN:

- Stand with height-adjustable coat racks, fixed to the stand structure at the rate of 1m/linear of coat rack for every 3 sq.m of stand.
- Stand with height adjustable shelves, fixed to the stand structure at a rate of 1.5m/linear shelving for every 2 sq.m of stand space.



ELECTRICAL POWER AND LIGHTING:

- Lighting by posts with LED spotlights on rails, numbering 1 spotlight for every 2 linear meter (1m) of stand.
- Electrical installations per low-voltage regulations consisting of an electrical switchboard with differential circuit breaker and magnetothermal switch, sized to handle 130 W/sq.m of power with a 500W strip of electrical outlets.
- 1 x 500W socket outlet embedded into the wall for every 10 sq.m of stand

STAND SIGNAGE:

Customization available: 30 cm (width) x 140 cm (height), at a 40 cm width x 200 cm height x 28 cm deep totem. It can be customised by contacting decoraciongrafica@ifema.es

STAND CONTRACTING:

General modular stand booking can be done by filling in the on-line Application Form directly on the fair's website: ifema.es/momad

SUSTAINABLE EXPERIENCE STAND



ORIENTATIVE DRAWING

- Drilling is not allowed..
- Nailing or taping is allowed.

GENERAL CHARACTERISTICS:

AREA:

Stand measures: 5 or 10 sq.m.

Spaces for designers or small and medium-sized companies that are born with a sustainable DNA and / or companies that have modified parameters that meet the criteria required by the MOMAD Sustainable Fashion Technical Committee.

TECHNICAL CHARACTERISTICS:

STAND:

- Stand with one or two open sides depending on location
- Structure made from oak-coloured melamine panels 2 m tall and 8cm thick, taking up space from the interior surface area of the stand.
- Trade fair carpet (Sahara color).
- Side Walls Measures: 1m high and 1.5 m length

FURNITURE :

- 1 table
- 2 chairs
- 1 low cabinet with door and lock.
- Stands of 5 sq.m: 1 coat rack or 2 shelves
- Stands of 10 sq.m: 2 clothes racks or 4 shelves



ELECTRICAL POWER AND LIGHTING:

- Lighting by posts with LED spotlights on rails, numbering 1 spotlight for every 2 linear meter (lm) of stand
- Electrical installations per low-voltage regulations consisting of an electrical switchboard with differential circuit breaker and magnetothermal switch, sized to handle 130 W/sq.m of power with a 500W strip of electrical outlets.
- 1 x 500W socket outlet embedded into the wall for every 10 sq.m of stand.

STAND SIGNANGE :

Label in Bracket. Nameboard on left side (1.52 cm x 0.31 cm).

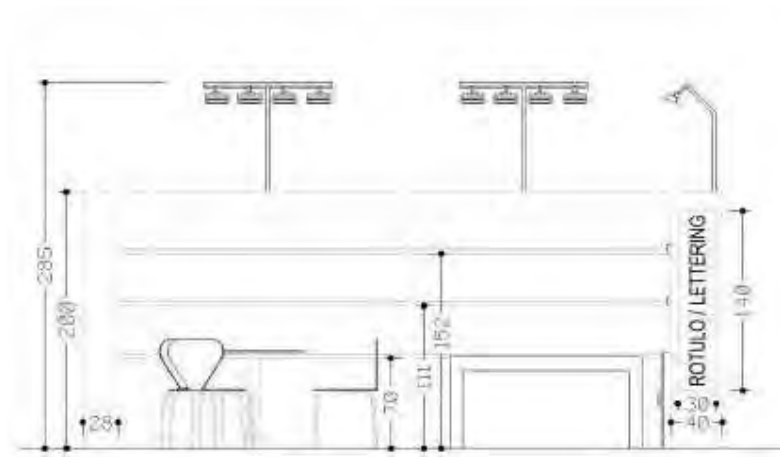
STAND CONTRACTING:

General modular stand booking can be done by filling in the on-line Application Form directly on the fair's website: ifema.es/momad

The **steps to be followed** for the evaluation of the applications are as follows:

1. Send by email, momad@ifema.es, the request attaching a description of the company and products, documentation proving that the company follows sustainability parameters, certificate (if available), product catalog or web page or social networks. Subject: SUSTAINABLE EXPERIENCE application.
2. Once this information is received, the Technical Committee will study the request and the Management of the fair will send you the SUSTAINABLE EXPERIENCE Participation Application Form to be returned to us completed. If you do not meet the criteria, you will be notified by e-mail.

MODULAR STAND MOMAD 4.0



ORIENTATIVE DRAWING

- Drilling is not allowed..
- Nailing or taping is allowed.

GENERAL CHARACTERISTICS:

AREA:

Minimum area to request: 10 sq.m

Space dedicated to companies that offer innovative solutions for retail as services for ecommerce, logistics, payment and financing platforms, internationalization and support, audiovisual equipment, digital marketing and sensory marketing, among others

TECHNICAL CHARACTERISTICS:

STAND:

- Stand with one or two open sides depending on location
- Structure made from oak-coloured melamine panels 2 m tall and 8 cm thick, taking up space from the interior surface area of the stand.
- Side Walls Measures: 1 m high and 1.5 length.
- Trade fair carpet preselected by the organization.

TRADE FAIR CARPET:

Beige Sáhara

FURNITURE :

- **10 sq.m stand:**
 - 1 table
 - 3 chairs and
 - 1 low white cabinet with doors and lock
- **For every added 20 sq. m of stand:**
 - 1 table
 - 3 chairs



ELECTRICAL POWER AND LIGHTING:

- Lighting by posts with LED spotlights on rails, numbering 1 spotlight for every 2 sq.m of stand.
- Electrical installations per low-voltage regulations consisting of an electrical switchboard with differential circuit breaker and magnetothermal switch, sized to handle 130 W/sq.m of power with a 500W strip of electrical outlets.
- 1 Outlet embedded into the wall at 500W for every 10 sq.m of stand.

STAND SIGNANGE :

Label in Bracket. Nameboard on left side (1.52 cm x 0.31 cm)
Customization available: 30 cm (width) x 140 cm (height), at a 40 cm width X 200cm height X 28 cm deep totem.

STAND CONTRACTING:

General modular stand booking can be done by filling in the on-line Application Form directly on the fair's website: ifema.es/momad

4. Participation forms

General Observations on Modular stands

- It is not allowed to pierce, nail or stick on the panels or the stand furniture
- Placement of any element exceeding 2m high is not allowed. This includes product, banners, decorations, displays, etc.
- You can view the map of your stand in your Expo Zone and indicate any changes you wish to make to it in the changes you wish to make to it in the comments section, as well as changing the colour of the carpet and indicate your stand sign before **January 19, 2024**.
- **The columns that remain inside a stand may be used as a visibility point for that stand and a foam, board or tarpaulin type element may be placed on it. The elements may not be glued or fixed directly to the column and are subject to approval by the Technical Secretariat.**
- All services or modifications that you wish from these features shall be at your expense.
- The distribution of all elements of the stand, extras requested and necessary structural elements to support the stand, will try to adapt to the needs of the exhibitor, provided it is technically feasible, and the map is received with pertinent indications before **January 19, 2024**.
- Once the stand has been assembled, changes in the location of all the elements that have not been communicated on the established date will be billed.
- The elimination, by the exhibitor, of any element included in the modular stand does not imply reducing the cost.
- All material used, both structural and electrical, is rented and any deterioration will be billed at current rates.



4.2. Space Only (Free Design Stand)

- Companies may freely design their stand if they request a surface area of more than 30 sq.m a surface area equal to or greater than 30 sq.m.
- All companies are obliged to set up their stand, **including at least the middle walls with the pavilion wall or with other stands. or with other stands.**
- To be able to start the assembly work, a project must be submitted. (floor plans, elevations and perspective) to the Technical Secretariat of IFEMA MADRID, sectecnica@ifema.es, (+34) 91 722 30 00 before **January 4, 2024**.
- **Assembly Fees:** The company in charge of the assembly work of the free-design stands shall pay free design stands must pay IFEMA MADRID, prior to the start of the work, the fees for the the start of the work, the corresponding assembly fees for the services rendered for services rendered during the assembly and dismantling period of the stand. assembly and dismantling of the fair: medical assistance service (ATS), health (ATS), inspection of electrical installations, connections and supply of electricity during the electricity supply during assembly and dismantling, use and maintenance of paint rooms, personalized use and maintenance of paint rooms, personalised service for the assembler and individualized and individualised signposting of spaces. Depending on the different use of the facilities and services, the rates for assembly fees, for the stand, including the first floors, shall be as follows floors will be as follows:

Rate type A:

Undecorated spaces occupied by carpeting or flooring: 2.72 €/sq.m. + VAT (1)

Rate type B:

Basic modular stands in aluminium or similar: 5.45 €/sq.m + VAT (1)

Rate type C:

Modular design stands in aluminium, carpentry and other materials: 8.58 €/sq.m +VAT (1)

These rates are subject to change from time to time in line with cost developments. changes in costs. Updated prices are available at the time of you contract them on the institutional website in the Expo Zone.

- For safety reasons, the storage of packaging in the halls is strictly prohibited halls is strictly forbidden.
- Exhibitors must mark their space with the appropriate stand number in accordance with the according to the official plan and contract documentation of the fair.
- The maximum height of any element of the stand must be 2 metres, measured from the hall floor and including the platform, if used. It is permitted to hang from the hall ceiling structures such as lighting trusses, tarpaulins, tarpaulins, etc., such as lighting trusses, tarpaulins, cubes, etc. are permitted to be hung from the hall ceiling between 3 m and 6 m in height, measured from the hall floor set back 1 metre around the entire perimeter towards the inside of the stand.
- Height of stands attached to the hall wall: The maximum height of any element of the stand on its line of any element of the stand on its perimeter line shall have a maximum height of up to 3m. They must be set back a minimum of 1m, to be able to erect a single element up to a maximum height of 4m. Walls attached to the hall wall may be erected up to a maximum height of 6m.
- If a stand has a rigging project (structures hung from the hall ceiling), it must be roof of the hall), the project must be sent to inspeccion.rigging@ifema.es before **January 4, 2024**.

Second floor.

Only stands with a second floor are allowed to be built in perimeter spaces attached to the pavilion wall or in front of the cafeteria at the back of the pavilion.

The maximum perimeter height permitted is 3m, which may be up to 6m if the entire perimeter is set back 1m towards the inside of the stand. It is necessary to present a certificate signed by a competent technician and endorsed by the corresponding college supervising the assembly of the second floor and indicating the capacity and load of use of the same

- **The columns that remain inside a stand may be used as a visibility point for that stand and a foam, board or tarpaulin type element may be placed on it. The elements may not be glued or fixed directly to the column and are subject to approval by the Technical Secretariat.**
- These specific norms are added to those that, on assembly, establish the General Rules of Participation that govern in all IFEMA MADRID Trade Shows. The interpretation and application of the regulations for each particular case is the responsibility of IFEMA MADRID, who reserves the right to arbitrate exceptions if deemed necessary, based on respect, the general perspective of the event and the visibility of neighboring stands.
- Consult the recommendations and updated regulations at ifema.es/support

5. Rates

STAND	PRICE (1)
SPACE ONLY (From 30 to 59.5 sq.m)	€140.02/sq.m+ VAT
SPACE ONLY (From 60 to 99.5 sq.m)	€135.61/sq.m + VAT
SPACE ONLY (From 100 to 199.5 sq.m)	€124.58/sq.m + VAT
SPACE ONLY (From 200 sq.m)	€113.56/sq.m + VAT
SPACE + MODULAR STAND (From 10 to 29.5 sq.m)	€229.32/sq.m + VAT
SPACE + MODULAR STAND (From 30 to 59.5 sq.m)	€218.30/sq.m + VAT
SPACE + MODULAR STAND (From 60 sq.m to 99.5 sq.m)	€212.78/sq.m + VAT
SPACE + MODULAR STAND (From 100 sq.m)	€207,90/sq.m + VAT
SPACE + SUSTAINABLE EXPERIENCE STAND (5 or 10 sq.m)	€119.07/sq.m + VAT
SPACE + EGO STAND (10 sq.m)	€116.87/sq.m + VAT
SPACE + MOMAD 4.0 STAND (min. 10 sq.m)	€140.02/sq.m + VAT

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

5.1. These participations rates include

- A daily cleaning of the stand, except for the exhibiting elements.
- Electricity consumption at a rate of 130W / sq.m.
- Mutual insurance of € 50,000
- Civil liability insurance of € 60,000.
- Unlimited customized professional invitations for customers through the Expo Zone.
- 5 exhibitor badges up to 25 sq.m of stand hired and an additional unit for every 5 sq.m plus up to a maximum of 25 badges. Print them through the Expo Zone until **February 8, 2024**. From this date you can pick them up at the accreditation desk of the trade show. Additional amounts must be requested to momad@ifema.es and they will be invoiced at a cost of € 6 + VAT (1) per unit.
- **International Guest Programme.** As an exhibitor of MOMAD you have the possibility to invite your foreign clients or potential clients with free accommodation and/or travel to visit the fair.

Depending on the surface area contracted you can invite:

- Space area between 10 - 29.5 sq.m: 1 guest to airplane and hotel, plus 1 guest to hotel only.
- Space between 30 - 59.,5 sq.m: 2 guests for airplane and hotel, plus 2 guests for hotel only.
- Space between 60 - 99.5 sq.m: 4 guests to air and hotel, plus 4 guests to hotel only
- Space from 100 sq.m: 6 guests for airplane and hotel, plus 6 guests for hotel only.

After contracting your participation as an exhibitor at MOMAD, we will send you the form with the characteristics and conditions of the programme. Deadline for proposing guests: **November 30, 2023**



5.2. General Services

Being an exhibitor implies contracting the Marketing and Communication Pack + LIVE Connect which costs € 450 + VAT(1), which includes:

- Premium WIFI with access to 3 users per exhibitor, with a bandwidth of 20Mb.
- Interactive Information Points distributed in each pavilion of MOMAD: includes a map of each of the pavilions and a list of exhibitors for searches.
- Planners with information by hall with a list of exhibitors and their stand occupancy.
- Access and Visibility on the Live Connect digital platform. The permanent platform for meetings, relationships, conversations, knowledge and professional contacts and professional contacts in the fashion, textile, footwear and accessories industry.
- Exhibitor file content (company description, postal address, logo, background, categorised products, promotional video, catalogues, documents).
- Standard positioning in the business directory and search engine.
- Access to the platform for 3 users - staff per exhibitor.
- **Publish up to 10 products / services - references per exhibitor.**
- Unlimited invitations to customers.
- Access to Inviting Agenda.
- All exhibitors will be able to meet with all members of the LIVE Connect Community (trade visitors, media, exhibitors).

If your stand is contracted after the closing date of each of the elements and it is impossible for you to be included in them, you will also be obliged to pay the same, you will still be obliged to pay for them.

IFEMA MADRID offers a series of optional products and services to increase your companies to increase your company's reach and visibility before, during and after the event. For more information, an email to momad@ifema.es.

5.3. Payment Methods

To choose from:

- Bank transfer to: IFEMA MADRID / MOMAD FEBRUARY 2024

Santander IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHEM

BBVA IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM

Caixa Bank IBAN ES93 2100 2220 1102 0020 2452 SWIFT: CAIXESBBXXX

Send a copy of the bank receipt to servifema@ifema.es

- Certified cheque, extended to IFEMA MADRID / MOMAD FEBRUARY 2024 name.
- Credit card in a secure environment, accessible at the end of the online completion of the Participation Application Form, or subsequently, through the Exhibitor Area online, in the Invoices and Payments tab or from Contracting Services where this service is available. Services where this service is available.
- In accordance with current regulations, cash payments or blank cheques are not allowed.

5.4. Payment Terms

- **Before December 4, 2023. First payment of 50%**
- **Before January 8, 2024. Payment of the remaining 50% and services**

In case you pay your participation in full, 100%, before December 4 you will benefit of a 5% discount on the price of the floor you will occupy.

6. Additional Services

6.1. Expo Zone

- Private online area for the management of your participation at MOMAD.
- Once the space has been allocated, IFEMA MADRID will send you your User and Password to access to your Expo Zone from the MOMAD web, ifema.es/momad, and it will allow you to:
 - You can consult the online account statements.
 - Download the invoices.
 - Online Budget System.
 - Publish the news of your company in the MOMAD Virtual Press Room.
 - Request and manage your exhibitor passes.
 - Request RENFE and IBERIA discount vouchers.
 - Send your free invitations to your customers.
 - Request a letter of participation in MOMAD for help in obtaining visas.
 - Check the most relevant dates on the Exhibitor Calendar.
- Customize modular stands: choice of carpet colour (except stands of Momad 4.0 and Sustainable Experience), the nameboard of your booth, etc.

IFEMA MADRID offers exhibitors participating in the trade fair the IFEMA MADRID fair, the IFEMA MADRID Convention and Congress Centre for the rental of rooms for the rental of rooms for receptions, conferences, press conferences, etc., or other professional conferences, press conferences, etc., or other professional activities within the fairgrounds. To request a quote please send an email to: convenciones@ifema.es

• **E-commerce:** Hiring of services and decoration elements for your stand such as coat racks, shelves, hostesses, catering, parking, furniture, etc.

- 30 days before the start of assembly (**January 4, 2024**): If services are booked through the Exhibitors' Area 5% discount will be applied. This discount will also be applicable to the positioning services included in the plan of your stand sent to the technical secretariat up to 30 days before the commencement of the assembly. This does NOT include minimum compulsory services, external advertising, meeting rooms, graphic decoration of the stands, and specific show services such as exhibitor badges, etc.

These rates are subject to periodic changes depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Expo Zone.

- The contracting of services, base rate, can be done up to 7 days before the start of the official assembly (**January 26, 2024**).

- **January 27, 2024:** If you book services from our last-minute booking services catalogue a 25% surcharge will be applied to all the prices



6. Additional Services

Do you want to build your stand with us?

For exhibitors who have contracted only floor space or free design

Comprehensive stand design service: In addition to modular stands, IFEMA MADRID offers a **comprehensive service**, with our maximum guarantee and fully adapted to your needs. We take care of the planning of your space, the design, assembly and dismantling. Request, free of charge and without obligation, a project adapted to your needs by sending an email to infodesign@ifema.es

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](#)

Outdoor and Digital Advertising

Advertising projects tailored to your needs

- Promote your brand before, during and after the event.
- Attract new customers through the best B2B segmentations in the market.

[MORE INFORMATION HERE](#)

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.



Momad

7. Co-exhibitors

Companies may register as co-exhibitors (companies taking part in MOMAD in the space operated by the main exhibitor).

Co-exhibitor status entails compulsory contracting of the elements included in the Marketing, Communication and LIVE Connect Package LIVE Connect whose fee is €450 + VAT (1).

Exhibitors must send the list of co-exhibitors to the following email address: momad@ifema.es with the subject: **COEXHIBITORS**.

They will have access to the Momad LIVE Connect digital platform and to 2 exhibitor badges

Momad



8. Other important information for the exhibitor

1. Retailing is not allowed at MOMAD.
2. The installation of catwalks in stands will be allowed only upon authorization of the fair.
3. Exhibitors grant authorization for total or partial reproduction of any products on display which IFEMA MADRID may need and/or reproduce in its promotional material.
4. Neither exhibitors nor assembly workers will have access to the stands outside the timetables stated in the exhibitor calendar, nor may any assembly or other work be carried out on stands outside these periods.
5. For safety reasons, and as a general and permanent preventive measure due to the concurrence of activities, the wearing of protective helmets, high visibility waistcoats and safety footwear is compulsory during the assembly and dismantling phases of fairs and events in all exhibition areas. This measure affects any person accessing, passing through, carrying out activities or simply being present in pavilions or outdoor exhibition areas during assembly and dismantling tasks.
6. Exhibitors who have not made full payment of the space and services hired, will not be allowed to take up the space, nor will any modular stands be allocated to them.
7. Exhibitors must manage their stands and remain at their stands with their products displayed there during the show. Failure to comply with this regulation may entail the loss of entitlement to preferential renewal of the space allocated.

8. Noisy demonstrations which may molest other exhibitors may not be carried out, demonstrations cannot exceed 60 decibels.
9. The exhibitor undertakes to comply with environmental protection regulations. It must, therefore, also comply with the environmental protection guidelines. The Guide to Sustainability at trade fairs is published on the MOMAD website.
10. **All goods from non-EU countries are subject to customs clearance.** We remind you that from 1 January 2020, all shipments originating in the United Kingdom must regularise their goods through the corresponding customs formalities. **A copy of the customs documentation of entry into the European Union** must be always available to be able to present it if customs or the tax receipt requires it.

The material or goods for distribution or consumption must pay Spanish taxes, even if they are products with no commercial value (depending on the country, the amount of taxes may vary).

We would also like to remind you that it is strictly forbidden to exhibit, sell, consume or distribute non-EU goods at a fair before the goods have been regularized.

If you have any doubts, please contact our Customs Broker, DB SCHENKER, ifema.onsite.logistics@dbschenker.com or (+34) 91 330 51 80.



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" (I reduce) stamps in Carbon Footprint Scopes 1 and 2.

WASTE MANAGEMENT:

• The exhibitor/assembler is the generator of the waste and shall therefore be responsible for its removal and management. How the waste generated by the exhibitor is managed is explained in article 35 of the General Rules of Participation.

• We offer our exhibitors a service that includes the removal and management of the waste they/their assemblers generate. (check our fees in Exhibitors' Area).

Carpet recycling:

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

SUSTAINABLE MOBILITY:

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

GUIDE TO SUSTAINABLE PARTICIPATION IN TRADE FAIRS/EVENTS:

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

ifema.es/en/about-us/quality-sustainability



Momad

10. Trade Fair Map and Sectors

Momad

- **ACCESSORIES**

Accessories and leather goods

- **CASUAL**

Casual, urban, practical fashion

- **CONTEMPORARY**

Innovative collections that retain a traditional style

- **EGO**

New designers and emerging companies

- **METRO SPACE**

Latest fashion trends from international brands

- **EVENT**

Cocktail-wear, evening-wear and ceremonial attire

- **FOOTWEAR**

Footwear brands are integrated in the Fashion and Accessories trade show located according to their style and collection

- **MAN**

Fashion and accessories for men

- **SWIMWEAR FASHION & LINGERIE**

The latest swimsuit trends and collections

- **LEATHER FASHION**

Latest trends in fur fashion and coats

- **MOMAD 4.0**

Innovative and digital solutions for retail

- **NOW!**

Casual, urban and practical Fashion. Ready to wear

- **SERVICES TO RETAILER**

Services to retailer

- **SUSTAINABLE EXPERIENCE**

Companies engaging in ethical production and commercialization

- **URBAN**

Street, urban and young fashion brands

COINCIDING WITH:

Intergift (International Gift & Decoration Trade Fair).

Bisutex (International Fashion Jewellery and Accessories Trade Fair).

Madridplata y más (International Silver Jewellery and Trends Exhibition Fair)



When	What	What to do?
December 4, 2023	PAYMENTS	Pay the first 50% of the contracted space and services. Send proof of payment to: servifema@ifema.es . A 5% discount for early payment will be applied on the rate of the occupied floor if you pay 100% of your participation before 4 December 2023 .
	PAYMENTS	Pay the last 50 % of the contracted space and services. Send proof of payment to servifema@ifema.es .
January 4, 2024	PROJECTS	FOR FREE DESIGN STANDS: Upload a dimensioned plan and elevation of the stand to the Expo Zone or send it to the IFEMA MADRID Technical Secretariat Department sectecnica@ifema.es (See point 4.2, page 14) .
	CONTRACT SERVICES	IFEMA MADRID Catalogue Services and forms for improvements of modular stands should be sent to the Servifema Department servifema@ifema.es Last day to contract services (parking, hostesses, any assembly extras) with a 5 % discount through Exhibitors' Area or stand's outline plan sent to the Technical Secretary Department. These rates are subject to periodic changes depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the Exhibitors' Area.
January 19, 2024	STAND TYPE	Last day to request a change of type of assembly, from free design to modular or the reverse, or from modular with coat racks to modular with shelves or the reverse
	CARPET	Last day to choose the carpet colour of your stand through the Exhibitors' Area, except for Momad 4.0 and Sustainable Experience stands
	MODULAR STAND PROJECTS	Upload a dimensioned plan indicating the location of walls, shelves, clothes racks, furniture and services as well as improvements for the stand or send to the Technical Department, sectecnica@ifema.es

When	What	What to do?
January 27, 2024	STAND SIGNAGE	Fill in the stand signage of your stand on the Expo Zone.
	CONTRACTING SERVICES	From this date onwards, 25% increase on the base rate for last minute services. Through the Exhibitors' Area in Booking Services section or send an e-mail to servifema@ifema.es
From 4 to 8 February, 2024	FREE STANDS ASSEMBLY	From 8:30 a.m to 9:30 p.m. (Assembly hours on 4 February will be from de 8:30 a.m to 7:30 p.m) Please check the rules for the assembly of free design stands in point 4.2. page 14 of this Exhibitors Guide and in the General Regulations for participation in IFEMA MADRID.
February 8, 2024	EXHIBITORS PASS	Last day to print your exhibitor passes through the Expo Zone. From this date you can pick them up at the accreditation desk of the trade show.
	MODULAR STAND	Delivery of the modular stand at 8.30 a.m. Exhibitors may have a special permit for the entry and exit of objects and material if they request one from the Technical Secretariat. From 9:00 am to 9:30 am on Friday 9, Saturday 10 and Sunday 11. On Friday 9 and Saturday 10, also from 7:00 pm to 7:30 pm
	MERCHANDISE ARRIVAL	Opening hours from 8:30 am to 9:30 pm. From 7:00 pm onwards, the vehicle access gates will be closed to install the recyclable carpeting in the hall, so that goods can only be brought in through the pedestrian gates until 7:00 pm carpeting in the hall, so that goods can only enter through the pedestrian gates until 9:30 pm.

When		What to do?
February 9 to 11, 2024	TRADE SHOW	Exhibitor access to exhibition halls: 10.00 a.m. to 7.00 p.m. - Last day until 5.00 p.m. * Exhibitors may enter one hour before the opening of the fair and stay until one hour after the closing time. closing time
February 11, 2024	REMOVAL OF MERCHANDISE AND MATERIAL DECORATION	From 5.30 p.m. to 6.30 p.m. the exit of goods and decoration material will only take place through the pedestrian doors to be able to remove recyclable carpeting. From 6.30 p.m. to 9.30 p.m., the vehicle access gates will be open
February 12 to 13, 2024	DISMANTLING	Dismantling from 8.30 a.m. to 9.30 p.m.
As from		What to do?
December 1, 2023	PROFESSIONALS INVITATIONS	Send by email to your customers the personalized professional invitations. With the online invitation of an exhibitor, the entrance for the client will be FREE (+ management fees to be paid by the invited visitor) for the three days of the fair. In this edition the exhibitor will have unlimited invitations for his customers.
	CATALOGUE OFFICIAL	Update the information and data in the official online Catalogue, through the MOMAD LIVE Connect. The MOMAD management cannot guarantee the exhibitor's listing at the Official Catalogue if registration is received after this deadline, nor is the exhibitor exempted from payment of the established fee for this reason

12. IFEMA MADRID Services

ifema.es/servicios-expositor

Momad

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 publicidadexterior@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

12. IFEMA MADRID Services

ifema.es/servicios-expositor

Momad

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 carretillasdealquiler@ifema.es
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

Department	Ask me about...	Contact
<p>Trade fair management</p> <p>Director: Julia González Comercial Manager: Mercedes Ferrero Secretary: M.^a José Romanillos</p>	<ul style="list-style-type: none"> • Space allocation. • General issues about participation in the Trade Fair. • Exhibitor badges • Trade visitor and public invitations purchase. • MOMAD LIVE Connect platform. • Social networks. 	<p>(+34) 91 722 30 00 momad@ifema.es</p>
<p>Servifema</p>	<ul style="list-style-type: none"> • Service Booking • Payments 	<p>(+34) 91 722 30 00 servifema@ifema.es</p>
<p>Invoicing and service booking Technical Department</p>	<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. • Assembly requirements for modular stands and free-design assemblies 	<p>(+34) 91 722 30 00 sectecnica@ifema.es</p>

Department	Ask me about...	Contact
<p>Communication and Marketing office</p> <p>Director: Raúl Díez IFEMA MADRID Press Chief: Marta Cacho Responsible Press: Pablo Santos International Chief: Helena Valera Press Secretary: Beatriz Sánchez-Heredero</p>	<ul style="list-style-type: none"> • Relations with the media. • Press information about fairs and shows organized by IFEMA MADRID. • Institutional press information. • Press badges for fairs and shows. 	<p>(+34) 91 722 30 00 prensa@ifema.es</p>
<p>Convention and Congresses Centre</p>	<ul style="list-style-type: none"> • Space rental for meetings and conventions in the exhibition center, be it during the exhibitions or not. • Coordination of not-exhibition-related activities 	<p>(+34) 91 722 30 00 convenciones@ifema.es</p>
<p>Institutional Relations Protocol</p>	<ul style="list-style-type: none"> • Institutional visits. • Guided visits. • Protocol for all events. • Institutional relations 	<p>(+34) 91 722 30 00 atencionalcliente@ifema.es</p>
<p>Security and Self-Protection Services</p>	<ul style="list-style-type: none"> • General security. • Accesses to the Exhibition Centre. • Parking. 	<p>(+34) 91 722 30 00 dseguridad@ifema.es</p>

Department	Ask me about...	Contact
<p>Medical Service and Security Emergencies</p>	<ul style="list-style-type: none"> • Security and medical emergencies. • Medical attention for exhibitors and visitors during the exhibition, stand assembly and stand dismantling. 	<p>(+34)91 722 30 00</p>
<p>Outdoor Advertising</p>	<ul style="list-style-type: none"> • Booking outdoor advertising at the venue. 	<p>(+34)91 722 30 00 publicidadexterior@ifema.es</p>
<p>Telecommunications</p>	<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 networks configurations. 	<p>telecomunicaciones@ifema.es</p>

14. Momad LIVE Connect

Momad

MOMAD LIVE Connect, is the first community and professional social network of the Lifestyle sector, specialized in the fashion, decoration, gift, fashion jewelry, accessories and jewelry sectors.

The platform will be active from **December 15, 2023, to February 15, 2024**.

What are the advantages of Momad LIVE Connect?

- Momad LIVE Connect offers the entire professional community of the Lifestyle sector. A space for networking and promotion where you can generate contacts and business opportunities.
- To present and learn about the full range of products, trends and novelties of each exhibitor.
- Increase business contacts.
- Participants (visitors, buyers and exhibitors) at LIVE Connect can make searches for products and people and mark them as favorites. In addition, they can contact each other through an appointment management service, video calls, live chats, mailings; and schedule face-to-face or virtual meetings.
- Organize, participate and/or attend sessions, lectures, presentations and sectorial round tables.
- Updating your product range and extending the marketing time of the season.
- Present your value proposition and improve your brand positioning. The platform allows you to include information about your company, videos, links, product catalogues, etc.
- It offers the opportunity to hire advertising packages designed to get more customers and reinforce your brand.

Participation in Momad LIVE Connect

Your participation as an exhibitor at the fair includes your company in the digital platform **MOMAD LIVE Connect**, through which, as a great novelty in this edition, you will be able to **contact the community of visitors, exhibitors and speakers**. Included in the Marketing, Communication and LIVE Connect **Pack: €450 + VAT (1)**.

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

SERVICES INCLUDED	PACK INCLUDED IN PARTICIPATION
Access to all the Community of exhibitors registered	✓
Access to all the Community of visitors and buyers registered	✓
Organization of sessions, within the Conferences and Activities Program (one before the fair and the other one after the fair)	✗
Manage your program and agenda of conferences and activities	✓

SERVICES INCLUDED	PACK INCLUDED IN PARTICIPATION
Exhibitor registration in the official list of online exhibitors available on the LIVE Connect platform and at ifema.es/Momad.	✓
Visibility of your company profile, including contact information, video or image, logo, general company information, activity, products, trade show booth, documents and links	✓
Access for members of the exhibiting company and manager of the company file.	✓
Access for staff users of the exhibiting company.	
Product or service registration in the search engine	10
Chat & eCall Service	✓
Register as an exhibitor in the platform	✗
Unlimited invitations for clients	✓

15. Prepare your participation in MOMAD LIVE Connect

15.1. Company registration and access to LIVE Connect

Once we have received confirmation of your participation in **MOMAD February 2024** and the corresponding payment has been made. We will register your profile on the platform, the contact person will **receive a welcome and access email**. Then your profile will be published on the platform, associated with your company.

Remember to use an up-to-date browser. You will then need to enter a password.

From this moment on you will be able to access with your email and password from the website **ifema.es/momad** and from the welcome email you will receive in your email.

The e-mail with which you have registered in LIVE Connect is personal and non-transferable and cannot be modified from the platform. If you need it, you can request it by email to **momad@ifema.es**



Thank you

