

# madridjoya

International Urban and  
Trendy Jewellery  
and Watch Exhibition Fair.

## Exhibitor's Guide

Professional

Coinciding with:

intergift

bisutex

MOMAD



02-05  
Feb  
2023

Recinto Ferial  
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 IFEMA  
MADRID

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# 1. Exhibition dates and times

MADRIDJOYA will take place at IFEMA MADRID from **February 2 to 5, 2023**.

**NEW DISTRIBUTION:** Hall 6 and Hall 10 (Cash & Carry)  
**NEW OPENING TIMES:** From 10 a.m. to 7 p.m. Last day until 5 p.m.

The digital platform **Madridjoya LIVE Connect** will be active from **December 15, 2022 to February 15, 2023**

**OPEN TO:** Trade visitors only.

**COINCIDING TRADE FAIRS:** INTERGIFT, BISUTEX and MOMAD.

# 2. How to be an exhibitor in Madridjoya February 2023

- 2.1.** The contracting of space shall be carried out by filling in the ONLINE APPLICATION FORM that is available on the trade fair's web page: [ifema.es/en/madrid-joya](http://ifema.es/en/madrid-joya)
- 2.2.** The reservation shall not be confirmed until the first **50% of the amount** corresponding to the space has been paid. If the payment has not been received by the deadline indicated **November 28, 2022**, the Fair Management can make free use of the stand without any need to provide prior notification.
- 2.3.** The Exhibition contract sent by the Exhibition Management with the space allocation shall constitute the total acceptance of IFEMA MADRID's General Terms and Conditions of Participation, the Specific Terms and Conditions for MADRIDJOYA and any other provisions that may be generally set forth by the fair organizers. You can look up the current regulation in force at [ifema.es/en/support](http://ifema.es/en/support)

- 2.4.** In the event that the applying company designates another entity to make any of the payments related to its participation, it should provide all the necessary billing information. If the entity designated fails to render payment according to the schedules established, the applying company is liable for the payments, to be made upon a simple request by IFEMA MADRID.
- 2.5.** Exhibitors who have not made all of the payments corresponding to the contracted space and accompanying services shall not be authorized to occupy the exhibition space and, where appropriate, shall not receive their modular stand.
- 2.6.** Exhibitor waivers shall be governed by the terms set forth in the IFEMA MADRID's General Terms and Conditions of Participation available at [ifema.es/en/madrid-joya](http://ifema.es/en/madrid-joya)
- 2.7. It will not be allowed to pick up the exhibition material of your booth until the end of the fair: 5 p.m. on the last day, Sunday, February 5.**
- 2.8.** The withdrawal of merchandise is not authorised without having paid in full expenses produced during the fair.
- 2.9.** Retail sales are not allowed in the trade fair.
- 2.10.** All products coming out of the European Community must pass the Customs Procedure in Spain. We would like to make a special mention to all the shipments coming from the UK, as starting the 1st of January of 2020, all these shipments must follow the Customs Procedure due to Brexit.  
 If the goods are not regularised through the corresponding customs formalities and a copy of the supporting documents supporting the regularisation is not available, the entry of exhibition goods to the fair will not be authorised and the goods will be withdrawn at the request of the competent customs authority. This documentation must be held by the company's representative at the booth, together with the goods you exhibit, as it might be required at any time by the Spanish Administration or the Customs Guard.

The material or merchandise for distribution or consumption must pay Spanish taxes, even they have noncommercial value (depending on the country of origin the amount will be different).

We also remind you that it is strictly forbidden to exhibit, sell, consume or distribute non-EU goods at a fair before the goods have been regularised. This includes promotional material.

To avoid unwanted situations, and for any doubt you might have, please contact our company Customs Operator, DB Schenker by email: [HYPERLINK ifema.madrid@dbschenker.com](mailto:HYPERLINK ifema.madrid@dbschenker.com) or by phone at +34 913305177.

### 3. Allocation of exhibition space

- 3.1. Admission of exhibitors into each of the sector shall be subject to acceptance on the part of the Fair Management.
- 3.2. The Fair Management reserves the right to change the location of the stands occupied by exhibitors from one edition to another, should this be deemed appropriate due to sector distribution or type of product or image.
- 3.3. All photographs that are taken by the official photographer upon the request of the Fair Management may be used by the trade fair for promotional purposes.

### 4. Rates of participation

STAND ASSEMBLY	GENERAL RATE	DOUBLE PARTICIPATION RATE
SPACE ONLY	€ 118,86/sq.m. + VAT (1)	€ 106,97/sq.m. + VAT (1)
CLOSED SHELL SCHEME STAND	€ 158,43/sq.m. + VAT (1)	€ 145,02/sq.m. + VAT (1)
OPEN SHELL SCHEME PREMIUM STAND	€ 149/sq.m. + VAT (1)	€ 137,20/sq.m. + VAT (1)
CASH & CARRY SHELL SCHEME STAND	€ 129,57/sq.m. + VAT (1)	€ 117,38/sq.m. + VAT (1)
MINI STAND (space included)	€ 1.801,12 + VAT (1)	1.715,44 € + VAT (1)

**DOUBLE PARTICIPATION RATE: For those companies that have participating in the September 2022 edition, a special rate of double participation will be applied, with a 10% discount on the floor rate.**

**General Services: As an exhibitor you will automatically contract:**

- 4.1. Marketing and Communication Pack LIVE Connect:** €450 + VAT (1), which includes:
- Premium WIFI with access 3 users per exhibitor (except Mini Stand: 1 user), with a bandwidth of 20Mb. Before the beginning of the fair, you will receive an e-mail with your password. For any questions, contact our Telecommunications Department: [telecomunicaciones@ifema.es](mailto:telecomunicaciones@ifema.es)
  - Presence in the advance of exhibitors.
  - Plans in pavilion, with information from the list of exhibitors and location of your stand.
  - Hosted Buyers Programme.
  - CLUB Cards.
  - Access to the entire community of visitors.
  - Presence and Visibility on the **LIVE Connect digital platform**. The platform permanent encounter, relationship, conversations, knowledge and professional contacts of the gift and decoration industry.
    - Exhibitor profile with content (company description, address postcard, logo, background, categorized products, promotional video, catalogues, documents).
    - Standard positioning in the directory of companies and searches.

- Publication of up to 10 products per exhibitor.
- Access to the platform for 3 users of its staff.
- Scanning of visitor passes at the fair.

**You should fill in and update your company's profile data through the LIVE Connect platform, as it will be the data which will be published in the online catalogue.**

If you contract your stand after the date on which each of these items is closed, which means you cannot be included in them, you will still be obliged to pay the corresponding amount.

**4.2. Third-Party Insurance (coverage of up to €60,000):** €66,12 + VAT (1).

**4.3. Multi-fair Insurance (coverage of up to €50,000):** €62,77 + VAT (1).

**4.4. Minimum energy consumption:** 0,16KW/sq.m.: €8,467/sq.m. + VAT (1).

**4.5. Build-up charge for custom design stands to be covered by build-up company or exhibitor. (See section 6 Types of Participation).**

We recommend hiring this service through the Exhibitors Area one week before the start of assembly to avoid surcharges.

(1) 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.

## 5. Payments Methods

To formalize your participation you can make the payment by:

- Transfer to: IFEMA MADRID / MADRIDJOYA FEBRUARY 2023  
To choose between:

Santander IBAN ES64 0049 2222 5115 1000 1900 SWIFT: BSCHEMM

BBVA IBAN ES89 0182 2370 4000 1429 1351 SWIFT: BBVAESMM

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

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

- Conformed check, issued in the name of IFEMA MADRID / MADRIDJOYA FEBRUARY 2023
- Credit card in a secure environment, accessible at the end of the online completion of the Application for Participation, or later, through the Online Exhibitors' Area, in the tab of Invoices and Payments or from Contracting of Services in the cases in that this service is available.
- In accordance with current regulations, cash payments or bearer checks.

### 5.1. PAYMENT TERMS

- Before **November 28, 2022**: First payment of 50%.
- Before **December 28, 2022**: Payment of the remaining 50% and services

## 6. Types of participation

### TYPES

Participants can take part at the fair with 2 stand formats: SPACE ONLY and SHELL SCHEME STAND.

**All companies that have an exhibition space measuring less than 25 sq.m. shall be obliged to contract, prefabricated stand package.**

### • MODULAR

In this edition, there will be 4 types of modular: CLOSED, PREMIUM OPEN, CASH & CARRY OPEN AND MINI.  
The construction of aluminium stands will not be allowed except in the Cash & Carry area.  
You may find their features through your Exhibitors' Area.

These stands can be personalised by requesting an estimate from [decoraciongrafica@ifema.es](mailto:decoraciongrafica@ifema.es)

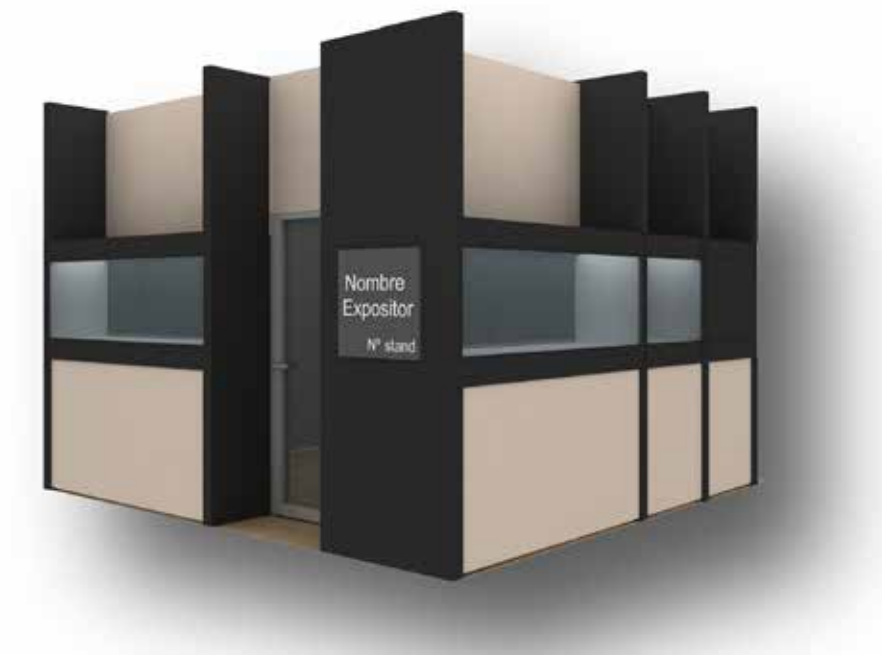
**Through the Exhibitors' Area you must indicate, before January 12, 2023, the name that must appear on your stand lettering.**

• **TYPES OF MODULAR STANDS**

- **CLOSED STAND ASSEMBLY**

- Closed stand that opens out onto one or more facades depending on location
- Structure with 2,90 m, made with melamine beige and black panels
- Includes lockable warehouse storage (measured according to the contracted surface)
- Principal facade with showcases with different measures, that includes dor, lock and 3 led spotlights of 30 w
- Lighting by rails of 40 w (one led spotlights, at the rate of 1 per 4 sqm)
- Electrical switchboard with mangetothermic differential, prepare to support 130 w/sqm and with a plug base included.
- Standard font rotulation, placed on methacrylate on facade
- Standard trade fair carpet in black colour

**The stands shall be handed over completely built on Wednesday February 1, 2023 at 8.30 a.m.**



CLOSED Stand Assembly  
Indicative pictures

### - OPEN SHELL SCHEME PREMIUM STAND

- Open stand that opens out onto one or more facades depending on location
- White canvas walls mounted on wooden columns painted in beige
- General lighting based on strips of led between the canvas walls
- One lamp of 50 w every lineal meter of free space between the external columns
- Electrical switchboard equipped with mangetothermic differential, and with a built-in outlet of 500 w, prepared for up to 130 w/sq.m.
- Sign in standard letter with the name of the exhibitor as well as the stand number, placed on the front facing each corridor
- Standard trade fair carpet in black colour
- The canvas walls that form the stand measure 30 cm thick, reducing this space from the interior surface of the stand.  
For the installation of the wall shelves offered in the Exhibitors' Area, it will be necessary to hire painted chipboard panels to replace canvases or fabrics.  
Likewise, in case of needing a warehouse, you can hire it additionally with the dimensions you need.

**Note:** This information is provisional and soon, the sketch with the final information, will be published in the Exhibitors' Area.



Open Shell Scheme PREMIUM Stand  
Indicative pictures



**- CASH & CARRY SHELL SCHEME STAND**

- Open stand that opens out onto one or more facades depending on location
- Aluminium structure and melamine panels with 2,9 m in white color
- Includes lockable warehouse storage (measured according to the contracted surface)
- Lighting by rails of 40 w spotlights (one per 3 sqm)
- Electrical switchboard with mangetothermic differential, prepare to support 130 w/sqm and with a plug base included.
- Lettering on each aisle side with standardized letter and vinyl adhesive
- Standard trade fair carpet in grey colour



CASH & CARRY Shell Scheme Stand  
Indicative pictures

**- MINI STAND**

- Stand opens to facades os 9 sqm
- Chipboard panel structure matte white plastic paint
- Standard trade Fair carpet in white color
- General lighting based on 3 led spotlights per stand
- Electrical switchboard equipped with mangetothermic differential, and with a built-in outlet of 500 w, prepared for up to 130 w/sq.m.
- Standard font rotulation, placed on the front facing each corridor
- Forniture: 1 table (ME01), 3 chairs (SI01), 2 low cabinets and 1 mobile shelf
- Includes: minimum electrical powe, basic civil liability and multifair insurance, daily stand cleaning asd communication and marketing pack + LIVE Connect



MINI Stand  
Indicative pictures

• **ONLY FLOOR (Free Design)**

**Specific rules for stand setting up**

**6.1.** All exhibitors with **exhibition spaces of 25 sq.m.** or more who opt for a free-design stand must send their stand project to the IFEMA MADRID Exhibition Services Department before **December 27, 2022**. Participants shall not be permitted to proceed with stand setting up without prior presentation and approval of the corresponding project:

**sectecnica@ifema.es**

**6.2.** All companies must build a stand which includes as a minimum requirement stand partition walls which separate the stand from the hall perimeter or other stands.

**6.3. For security reasons, the storage of any kind of packages in the halls is strictly forbidden.**

**The rest of the build-up regulations are included in the General Rules of Participation, which are available at ifema.es/en/madrid-joya**

**6.4. Build-up fees:** The Company entrusted with the build-up of custom design stands must pay the corresponding build-up charge to IFEMA MADRID prior to the commencement of said works to cover services rendered during the trade fair's build-up and breakdown periods. Contact **sectecnica@ifema.es**

**Build-up Fees**

• **Type A:**

Undecorated spaces and fitted with carpeting or platform: €2,52/sq.m. + VAT (1).

• **Type B:**

Basic modular stands made of aluminum or similar: €5,05/sq.m. + VAT (1).

• **Type C:**

Free-design modular stand made of aluminum, wood and other materials: €7,94/sq.m. + VAT (1).

**6.5. Complementary Services:** Once the space for your participation has been awarded, IFEMA MADRID will send you your User and password to access your Exhibitors' Area from the MADRIDJOYA website. Exhibitors' Area: Private online and interactive area for the management of your participation and contracting of complementary services as parking, furniture, catering, hostesses, etc. in MADRIDJOYA.

The contracting of online services to The Exhibitors' Area will be operational until the last day of the trade fair, highlighting the following dates:

• **5% discount** on contracting services on an advance until **December 28, 2022**.

• The contracting of services at base rate, can be done up to 7 days before the start of the official assembly (January 20, 2023).

• From January 21, 2023 an increase of 25% will apply about the prices for contracting services in our catalog.

**6.6. Comprehensive stand design service:** IFEMA MADRID offers a comprehensive stand design service with a full guarantee, built totally to your requirements. We take care of everything as soon as you book your space - design, assembly and dismantling. Request your adapted design totally free of charge and without commitment to [infodesign@ifema.es](mailto:infodesign@ifema.es)

## 7. Recommendations for the design and construction of free design stands

Please check recommendations and updated regulations at [ifema.es/en/support](http://ifema.es/en/support)

## 8. Build up/dismantling and entry/withdrawal of merchandise

- **Free Design Stand Build Up:**

January 27, 2023 from 8:30 a.m. to 9:30 p.m.  
 January 28 y 29 from 8:30 a.m. to 7:30 p.m.  
 January 30 and 31 from 8:30 a.m. to 9:30 p.m.

- **Modular Stand Delivery:** February 1, 2023, at 8:30 a.m.

- **Entry of Merchandise and decoration material:**

HALL 10 (sector Cash & Carry):  
 - January 31, 2023 and February 1, 2023 entry of merchandise from 8:30 am to 9:30 p.m.  
 HALL 6 (Jewellery, watch and related industries):  
 - February 1, 2023 entry of merchandise from 8:30 a.m. to 9:30 p.m.

- **Withdrawal of Merchandise and decoration material:** February 5, 2023, from 5:30 p.m. till midnight.
- **Free Design Stand Dismantling:** February 6 and 7, 2023, from 8:30 a.m. to 9:30 p.m.

## 9. Exhibitor badges and free invitations for customers

**9.1.** Both exhibitor and trade visitor passes allowed Access to the trade fair for all days as well as to any of the coinciding trade fairs INTERGIFT, BISUTEX and MOMAD.

In order to protect the professional nature of the event, only trade visitors are allowed access and spot checks can be carried out to ensure badges are read correctly on entry to the trade fair.

**9.2. Exhibitor Badges:** two for every 5 sq.m. booked with a minimum allowance of 2 badges and a maximum of 50 per exhibitor. **You could download the bagdes through the Exhibitors' Area.**

You may also request additional invitations, exhibitor's badges by email [madridjoya@ifema.es](mailto:madridjoya@ifema.es)

**9.3. Invitations for your customers:**

- **Free professional invitations: 500 free invitations** per exhibitor, to be send through the Exhibitors Area. The professionals who receive these invitations must register online including the code received and they will get their **free badge** to access directly to the fair, avoiding unnecessary queues.

- **CLUB Cards:** they include **direct access to the trade fair for the holder and one accompanying person , and one day of free parking.**

Depending on the area contracted, each exhibitor will be entitled the following number of Club Cards for its buyers:

- Less than 30 sq.m.: 10 guests
- From 30 to 50 sq.m.: 20 guests
- From 50,5 to 100 sq.m.: 35 guests
- More than 100,5 sq.m.: 50 guests

Exhibitors must send from the Exhibitors Area these invitations to their clients, which will not be confirmed, until they have already registered.

Once registered they will receive confirmation and information to register accompaniment. A few weeks before the fair, they will receive the card by post.

- **Ticket with 50% discount:** Each exhibitor will receive a newsletter with the link to the online registration, which you can forward to all your customers for benefit from a 50% discount on the general price of the ticket if they register before January 1, 2023. Ticket Price with discount: €15 (1) + management fees.

- **General ticket:** €30 (1) + management fees, for those visitors who register online or at the box office from January 1, 2023, unless have a free code.

**9.4.** Furthermore, a series of RENFE / IBERIA discount vouchers are also available via the Exhibitors' Area.

(1) For companies established in the Spanish territory (excluding Canarias, 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.

## 10. Advertise and communicate your presence at the trade fair

Prepare promotional activities complementary to your participation prior to the fair to enhance and get the most out of your investment.

- 10.1. Invite your clients** by sending them: free professional invitations, personalized newsletter and CLUB Cards.
- 10.2. Insert the digital seal of the fair** in your web page, email signature, advertising and other documentation that you send to your customers. You will have this creativity in your Exhibitor Area in the documents and downloads section.
- 10.3.** Use the creativities of **Social Networks** that we put at your willingness to publicize your presence at the fair indicating your name company name and stand number. You will have these items in your Exhibitor area, documents and downloads section.
- 10.4.** Use **sponsored promotional elements** with your logo and image of brand: accreditation lanyards, other specific elements defined by your company to deliver to visitors (**madridjoya@ifema.es**).
- 10.5.** Hire the **show cases** with high visibility, located in the hall entrance (**madridjoya@ifema.es**)
- 10.6.** Hire other **advertising services and promotional elements:** a wide range of strategically located supports and forced passage for visitors and exhibitors who come to the fairgrounds. Contact with **publicidadexterior@ifema.es** or by phone (+34) 91 722 53 08/40.

**10.7.** Hire other **Optional Promotional Elements** available in the LIVE Connect platform before **January 16, 2023**:

- Banners
- Advertising in the digital LIVE Connect platform
- Sponsored newsletter
- LIVE Connect Premium access
- Live webinar

You will find this form on the documents and downloads section in your Exhibitor Area.

**10.8. Communicate the novelties** that you will present at the fair to our Press Department Pablo Santos: **psantos@ifema.es** and to our Social Networks Agency Annie Bonnie: **ifema@anniebonnie.com**

In addition, we invite you to follow us on social networks and to share our content to boost their own social networks. The official hashtag is **#imadridjoya2023**

**10.9.** Use the **Hosted Buyers Program** for both nationals as for foreigners, sending the corresponding file to **hb.ifema@ifema.es**, to the attention of Ana Belén Cisneros, with your customer proposals and the DataTransfer form signed, **before November 22, 2022**.

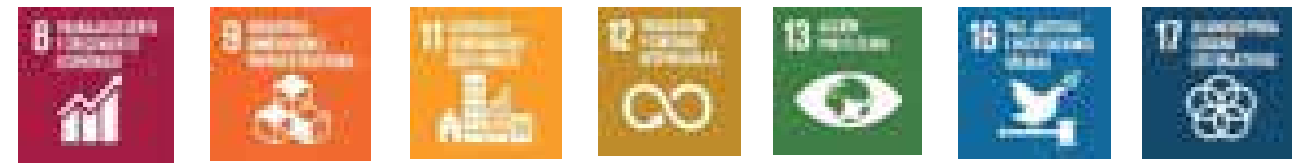
**10.10. Participate in the FORO IMAGEN** and contact with Pepa Moral: **moral@ifema.es** to propose activities of interest and/or participate in this space.

**10.11.** On the IFEMA MADRID website ifema.es, exhibitors section, you will find a list of other services, regulations and documents that can be of your interest:

- Regulations and conditions for catering in stands
- Prevention of occupational risks and coordination of business activities
- Request for authorization of private surveillance in stands
- Request for authorization to hang structures / rigging

# 11. 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 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](https://ifema.es/en/about-us/quality-sustainability)**

## 12. Checklist and shedule

Date		What to do
November 22, 2022	HOSTED BUYERS PROGRAMME	Registration deadline for the Hosted Buyers Program. Hosted Buyers. Send the infotmation to: <b>hb.ifema@ifema.es</b>
November 28, 2022	PAYMENTS	Deadline to pay 50% of the space cost to book your booth. Send proof of payment to Servifema Department: <b>servifema@ifema.es</b>
December 1, 2022	ONLINE CATALOGUE	Fill in and update your company's profile data through the LIFESTYLE LIVE Connect digital platform.
December 27, 2022	DESIGN PROJECT	Deadline to send your custom design stand project to the Thecnical Secretary Office: <b>sectecnica@ifema.es</b>
December 28, 2022	SERVICES	<p>Last day to book services with <b>5% discount</b> through the Exhibitors' Area in <b>ifema.es/en/madrid-joya</b> or sending an e-mail to Servifema Department: <b>servifema@ifema.es</b></p> <p>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.</p>
December 28, 2022	PAYMENTS	Pay the full amount space and services costs due. Send the proof of payment to Servifema Department: <b>servifema@ifema.es</b>
December 31, 2022	VISITORS REGISTRATION	Deadline for visitors to register online and get their badge with a 50% discount. Price with discount: 15€ (1) + management fees
January 12, 2023	MODULAR STAND	<ul style="list-style-type: none"> <li>• Deadline to send to Thechnical Secretary: <b>sectecnica@ifema.es</b> the set-up floor plan for your shell scheme stand and the storage room location.</li> <li>• Confirm stand lettering through the Exhibitors' Area.</li> </ul>



Date		What to do
January 15, 2023	DIGITAL ADVERTISING	Deadline to send to <b>madridjoya@ifema.es</b> the optional promotional elements available in the LIVE Connect platform
January 20, 2023	SERVICES	As of this date, an <b>increase of 25%</b> will be applied to the base rate in the contracting last minute services through the Exhibitors Area or sending an e-mail to <b>servifema@ifema.es</b>
January 27 to 31, 2023	BUILD UP FREE DESIGN STANDS	Assembly: January 27, from 8:30 a.m. to 9:30 p.m. January 28 and 29, from 8:30 a.m. to 7:30 p.m. January 30 and 31, from 8:30 a.m. to 9:30 p.m.
January 31 to February 1, 2023	ENTRY OF MERCHANDISE	HALL 10 (Cash & Carry sector): - January 31, 2023 and February 1, 2023 entry of merchandise from 8:30 a.m. to 9:30 p.m. HALL 6 (Jewellery, watch and related industries): - February 1, 2023 entry of merchandise from 8:30 a.m. to 9:30 p.m.
February 1, 2023	MODULAR STANDS	The modular stand shall be handed over completely build at 8:30 a.m.
February 5, 2023	WITHDRAWAL OF MERCHANDISE	Whithdrawal from 5:30 p.m to midnight
February 6 and 7, 2023	DISMANTLING FREE DESING STANDS	Dismantling from 8:30 a.m. to 9:30 p.m.

## 13. IFEMA MADRID Services [ifema.es/servicios-expositor](https://ifema.es/servicios-expositor)

### Promote your brand

#### 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.

### Telephone

(+34) 91 722 53 40  
(+34) 91 722 53 08

### Email

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

#### 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

#### Plants and floral arrangement

We rent plants, flowers, and we design projects adapted to your stand. We take care of their maintenance during the trade fair.

(+34) 91 722 30 00

plantas@ifema.es

## Organize and decorate your space

### Cold and kitchen equipment

Solutions for food preservation and hospitality for all the activities you want to organize in your stand.

### Telephone

(+34) 91 722 30 00

### Email

equiposdefrioycocina@ifema.es

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### 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

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### 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

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### Cleaning and waste containers

Health assurance 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

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### 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

### 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.

## Telephone

(+34) 91 722 30 00

## Email

atencionalcliente@ifema.es

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### 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

### 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.

atencionalcliente@ifema.es

# 14. Map



# 15. Contact Us

## Department

### Exhibition Management

**Managing Director:** Julia González  
**Commercial Manager:** Natalia García  
**Secretariat:** M<sup>a</sup> Ángeles Flores

## Ask me about...

- Space allocation.
- General issues about participation in the Trade Fair.
- Exhibitor badges
- Trade visitor and public invitations purchase.

## Contact

(+34) 91 722 30 00  
 madridjoya@ifema.es

### Servifema

- Service booking.

(+34) 91 722 30 00  
 atencionalcliente@ifema.es

- Service invoicing.
- Payments.

(+34) 91 722 30 00  
 servifema@ifema.es

### Technical Department

- Technical support for exhibitors and stand builders.
- Stand assembly project approval.
- Solutions to the technical problems during the Exhibition.

(+34) 91 722 30 00  
 sectecnica@ifema.es

### Communication and Marketing office

**Director:** Raúl Díez  
**IFEMA MADRID Press Manager:** Marta Cacho  
**Press Manager:** Pablo Santos  
**International Press:** Helena Valera

- Relations with the media.
- Press information about fairs and shows organised by IFEMA MADRID.
- Institutional press information.
- Press badges for fairs and shows.

(+34) 91 722 30 00  
 prensa@ifema.es  
 psantos@ifema.es

## Department

### Convention and Congresses

## Ask me about...

- Space rental for meetings and conventions in the exhibition centre, be it during the exhibitions or not.
- Coordination of not-exhibition-related activities.

## Contact

(+34) 91 722 30 00  
convenciones@ifema.es

### Institutional Relations

- Institutional visits.
- Guided visits.
- Protocol for all events.
- Institutional relations.

(+34) 91 722 30 00  
atencionalcliente@ifema.es

### Security and Self-Protection Services

- General security.
- Accesses to the Exhibition Centre.
- Parking.

(+34) 91 722 30 00  
dseguridad@ifema.es

### Medical Service and Security Emergencies

- Security and medical emergencies.
- Medical attention for exhibitors and visitors during the exhibition, stand assembly and stand dismantling.

(+34) 91 722 30 00

### Outdoor Advertising

- Booking outdoor advertising at the venue.

(+34) 91 722 30 00  
publicidadexterior@ifema.es

### Telecommunications

- 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.

telecomunicaciones@ifema.es

## 16. MADRIDJOYA LIVE Connect

**MADRIDJOYA 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, 2022 to February 15, 2023**.

### What are the advantages of MADRIDJOYA LIVE Connect?

**MADRIDJOYA 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.

- 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 advanced 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.
- The platform makes personalized suggestions through artificial intelligence, based on your profile information and interests.
- 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.
- View analytical data to measure the performance of your profile.
- It offers the opportunity to hire advertising packages designed to get more customers and reinforce your brand.

### Participation in MADRIDJOYA LIVE Connect

Your participation as an exhibitor at the fair includes your company in the digital platform **MADRIDJOYA 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).

Exhibitors can also contract **Premium Access**: an upgrade of their participation in the platform, which will give them other complementary functionalities such as the publication of up to 100 products, the register as an exhibitor in Preferential View and the participation and organization of presentations, as well as other options. Rate: 900€ + VAT (1)

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



SERVICES INCLUDED	PACK INCLUDED IN PARTICIPATION	PREMIUM PACK
Exhibitor registration in the official list of online exhibitors available on the LIVE Connect platform and at <b>ifema.es/en/madrid-joya</b>	✓	✓
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 1 user member of the exhibiting company and manager of the company file.	✓	✓
Access for staff users of the exhibiting company.	2	unlimited
Product or service registration in the advanced search engine	10	100
Chat & eCall Service	✓	✓
Register as an exhibitor in Preferential View mode	✗	✓
Unlimited invitations for clients	✓	✓

SERVICES INCLUDED	PACK INCLUDED IN PARTICIPATION	PREMIUM PACK
Scanning of visitor badges at trade shows	✓	✓
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	✓	✓

## Optional advertising on the MADRIDJOYA LIVE Connect platform

Exhibitors can request and contract the following services to increase the presence and promotion of their brand on the platform.

Optional brand awarness services	RATES (1)
3 Sponsored newsletters (max. 3 advertisers) 2 pre-fair and 1 post-fair	900€
Live webinar participation	300€
Advert display in LIVE Connect home page (max. 5 advertisers)	2.000€
Footer banner in LIVE Connect home page (max. 7 advertisers)	300€

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

## 17. Prepare your participation in MADRIDJOYA LIVE Connect

### 17.1. REGISTRATION AS A COMPANY AND ACCESS TO LIVE Connect.

Once we have received confirmation of your participation in **MADRIDJOYA February 2023** and the corresponding payment has been made, we will register your profile on the platform and 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 updated browser (not Internet Explorer). Subsequently, you will 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/en/madrid-joya** and from the welcome email you will receive in your email.

**Download the App to have the platform available on your mobile, which is highly recommended during the days of the fair.**

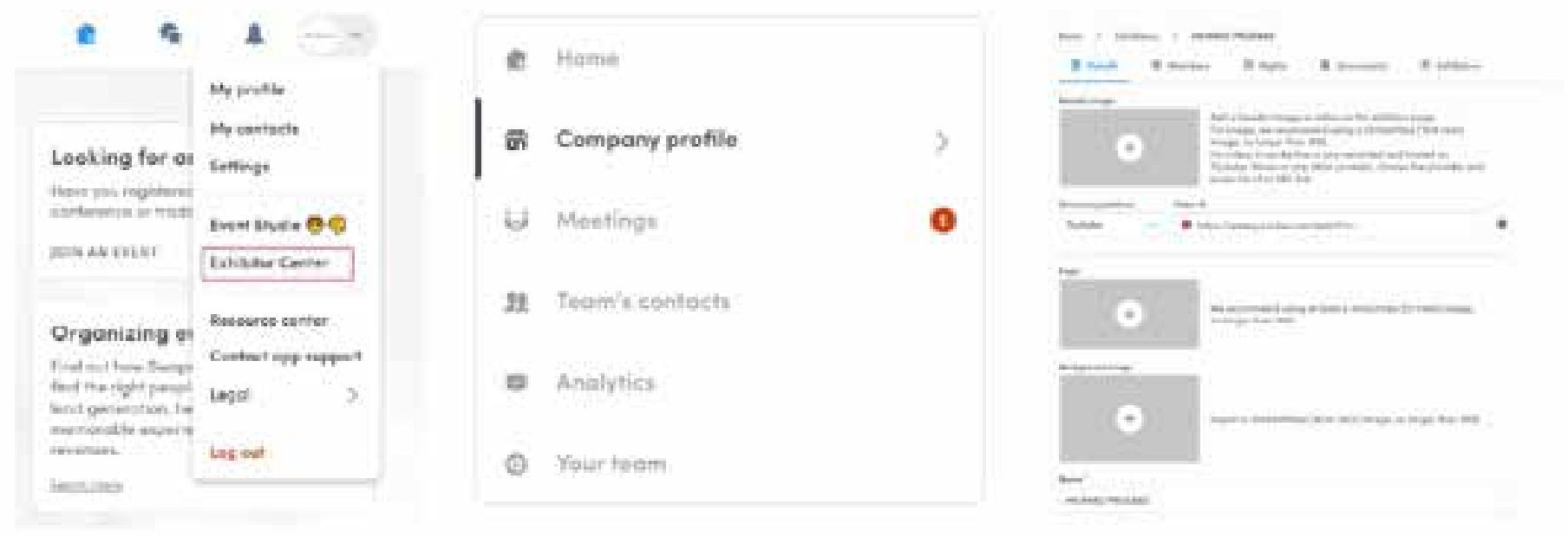
The e-mail with which you have registered in LIVE Connect is personal and non-transferable and cannot be modified from the platform. If you need it, you can request it by email to **madridjoya@ifema.es**

## 17.2. HOW TO EDIT YOUR COMPANY FILE

From the **"Exhibitors' Area" of the platform**, the contact person indicated in the Participation Request will be able to manage your company's file on the platform, completing information on contact details, location, logo, header... In addition to publishing your company's products according to the category and managing the meetings requested or scheduling new meetings.

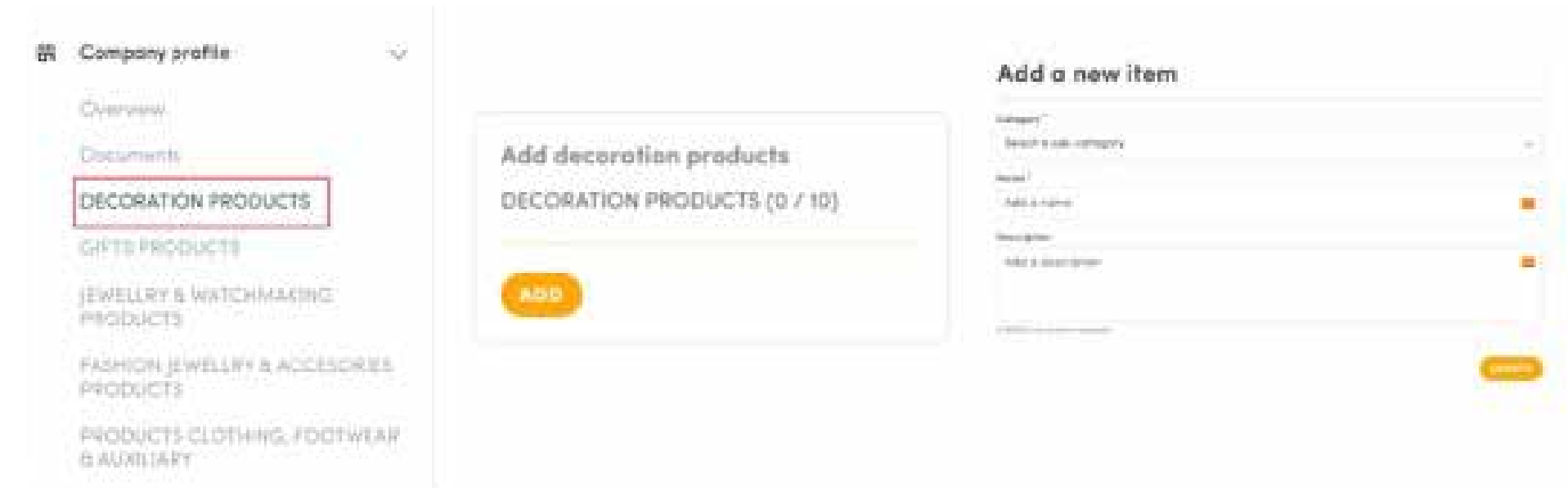
We recommend you to complete all the fields indicated to increase the attractiveness of your profile. Remember that your **company logo and name** will be visible in the **online exhibitor catalogue**.

You can access the **"Exhibitors' Area"** from the drop-down menu in the upper right corner.



### a) Add products and documents

Click on the Company Profile drop-down menu, and select the type of product you sell or documents. Then click on "add", fill in the requested data and click on "create".



If you want to **modify or delete a product or document**, click on it. A drop-down will open with all the information, you can change the data there, they will be updated automatically. To delete it, at the end of the drop-down you will find the "delete" or "delete document" button.

### b) Adding professionals to your team

To access to the platform, you must register in the **Exhibitors Form**. MADRIDJOYA will provide you with the link in the welcome email, you can share it with your company's professionals. Subsequently, our team will verify your information and link the professional with the exhibiting company.

### 17.3. HOW TO EDIT YOUR PERSONAL PROFILE

Once you access the platform with your username and password, in the area destined to your personal profile, located on the left side of the platform home page, you will be able to edit all the fields of your profile.

### 17.4. ACTIVELY MANAGE YOUR PARTICIPATION IN LIVE CONNECT

**MADRIDJOYA LIVE Connect** will allow you to enrich the network of professional contacts of your sales team by qualifying leads from all over the world.

#### a) Expand your network of contacts

**LIVE Connect** gives you the opportunity to **search for contacts within the professional community**. You can use filters of country, activity, position, products of interest, etc., for your searches. In addition, artificial intelligence will suggest contacts based on your profile and previous searches.

Once you have located the leads, you can chat with them, ask them to contact you (sharing email and telephone) or invite them to a meeting at the fair in person or by videoconference. Be proactive and take advantage of the opportunity to build a good list of contacts.

With **the App**, you will be able to **scan the visitor passes** that visit your booth to add them to your network of contacts on the platform.

#### b) Sessions and conferences from LIVE Connect

LIVE Connect participants will be able to **attend sessions, demonstrations, conferences, congresses, debates by specific market themes and product categories** from the platform. You can schedule the sessions you are interested in, both online and in person at the fair. These will be saved in your diary.

Remember that you can also book and organise your own conferences on LIVE Connect. Choose the topic, the speaker(s), whether the session will be live or pre-recorded, and propose the day and time. We will send you a form with all the optional promotional elements.

#### c) To organise its participation in MADRIDJOYA in person

In the **"My Event"** section you will find different sections that will help you to organise your participation in MADRIDJOYA. In particular, the activities for which you have registered, the meetings with professionals arranged or your list of contacts. In addition, each of these sections can be exported to the calendar and downloaded as a PDF.

# Feel the Inspiration

Av. del Partenón, 5  
Madrid, Spain

**ifema.es**

