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EXHIBITOR GUIDE

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www.madridgamesweek.com

IFEMA LINE

CALLS FROM SPAIN
INFOIFEMA

902 22 15 15

madridgamesweek@ifema.es

1. HOW CAN I BE AN EXHIBITOR

- 1.1. Space can be contracted by sending in the Participation Request Form can be completed online at www.madridgamesweek.com, or you can send it to us by e-mail: madridgamesweek@ifema.es
Once have agreed the details of your request, you will receive the contract of exhibition.
- 1.2. In order to request participation at the fair, it is essential for your company's activities to fall within the sectors encompassed by **MADRID GAMES WEEK**.
- 1.3. Should the EXHIBITING COMPANY designate another body to make any of the payments corresponding to their participation, all of the necessary invoicing details must be furnished. Should the designated body fail to make the payments within the time-periods established, the EXHIBITING COMPANY shall make the corresponding payments following a simple request on the part of IFEMA.
- 1.4. Exhibitors' renunciation of their participation at the fair shall effectively terminate the contractual relationship between IFEMA and the Exhibitor in question, being effective to all effects and featuring the loss of all amounts owing to IFEMA at the moment in which said renunciation is announced. Said renunciation must be made expressly by means of written notification sent to the Fair Management.
Companies that provide console modification services or that market cards or devices that permit the reproduction of original software are expressly excluded from participation at the fair.

2. PARTICIPATION FORMULAS

2.1. PARTICIPATION RATES

KEY-IN-HAND STAND (compulsory up to 32 sq. m.):

- Minimum 6 sq.m.: € 1.100*
- Stand 9 sq.m.: € 1.622,30*
- Stand 16 sq.m.: € 2.950
- Additional sq.m.: € 170 / sq.m.

SPACE ONLY:

- 32.5 to €100 sq.m.: € 120 / sq.m.
- 100,5 to €200 sq.m.: € 115 / sq.m.
- More than 200 sq.m.: € 105 / sq.m.

2.2. GENERAL SERVICES

- Participation as an exhibitor under the heading of "Space Only", entails the compulsory contracting of:

- Public Liability Insurance €53.45 + VAT (1)
- "Multi-Fair" Insurance €50.73 + VAT (1)
- Minimum electricity consumption (0.13 kw/sq. m.) €3.849/ sq.m. + VAT (1)
- Inclusion in Promotional Materials €60 + VAT (1)
- Set-Up Fee (see Section 4.1.)

- These services are included under the heading of "Space + Key-In-Hand Stand".

- Participation as an exhibitor with a "Key-in-Hand Stand" entails the compulsory contracting of:

- Inclusion in Promotional Elements €60 + VAT (1)

2.3. INCLUSION IN PROMOTIONAL ELEMENTS

Access to the following services and elements:

- Advance Listing of Exhibitors: A digital listing that is sent on a periodically-updated basis to all the participants at the fair (visitors, participants, media, etc.) to be downloaded from www.madridgamesweek.com.
- Official Online Exhibitor Catalogue: an effective tool for preparing visits, carrying out advanced searches and discovering participants' products and services in greater detail.
- The Catalogue is distributed free of charge at the fair and includes a layout plan, a list of participants, an activities programme and the services offered by IFEMA.
- Interactive Information Points at the Fair: These are located at different points throughout the fair. These are accessible to visitors and offer the possibility of making exhibitor searches and printing out personal layout plans.

OTHER SERVICES

- Exhibitor Area: Access via www.madridgamesweek.com, allowing you: to fill in and update details relating to your company and products in the Catalogue.
- Publish your news and new features relating to your company in the Virtual Press Room.
- Exhibitor Badges and Invitations for Customers.
- Partial Layout Plan of Your Stand.
- Account Statement of your Invoicing Online.
- Contracting of Services Online.
- Online Budget Estimate Service.

3. CHARACTERISTICS OF THE KEY-IN-HAND STAND

THE KEY-IN-HAND STAND INCLUDES:

- Stand open to aisles
- Aluminium structure and melaminated panels.
- Fair-type carpeting.
- Storeroom with door.
- Basic furniture just for stands over 16 sq.m.: 1 stool, 1 desk, 1 table and 2 chairs. (not included in stand of 9 sq.m.)
- Lighting by means of rails of 300 W halogen spotlights based on a ratio of 1 spotlight for each 3 sq. m. of stand.
- Electrical installation consisting of an electricity panel with a thermal magnetic differential, and a 500W plug base that caters for a power capacity of 130W/sq.me.
- Lettering with exhibitor's name and number of stand on each façade facing an aisle (standard lettering), maximum 20 characters. Should this section fail to be completed, the details that appear in the Trade Name shall be used.
- Insurance and minimum electricity supply consumption.

OTHER CONSIDERATIONS TO TAKE INTO ACCOUNT

- All and any services or changes that exhibitors may wish to introduce over and above the characteristics described above shall be at the exhibitor's own expense.
- The layout of all the elements that make up the stand, as well as the extras that are requested and the structural aspects necessary for maintaining the stand, shall be adapted to the exhibitor's needs, provided that this is technically feasible and that a plan with the corresponding indications is received some fifteen days before the stand set-up period begins.
- Once the stand has been set up, any changes to the layout of the elements that make up the stand that have not been notified by the date established for this purpose, shall be invoiced.
- No cost reduction shall be applied should the exhibitor choose to eliminate or replace any element that makes up the stand (such as the storeroom).
- All materials used, whether structural or electrical, are provided on a rental basis and any deterioration of same shall be invoiced in accordance with the current rate.
- It is not permitted to make any holes, or to bang in any nails or stick any materials onto same.
- In addition, any exhibitor can contract any of the elements and furnishings that appear in the Services Catalogue.

4. SPACE ONLY PARTICIPATION

All exhibitors who choose the Free Design option for spaces measuring more than 32 metres must send their project (including ground plan, frontage and sides) to the Fair Services Department at IFEMA. Fax (34) 91 722 51 27 or mail to stecnica@ifema.es for its approval before **September 14, 2018**.

4.1. SET-UP FEE

Companies entrusted with setting up Free Design Stands must pay the Set-Up Fee before commencing work on the stand, in recognition of the services rendered during the setting up and dismantling period at the fair. This payment covers the Health Assistance Service (ATS), reduced Catering Service Rates, Inspection of Electrical Installations, Connections and Electricity Supply during setting up and dismantling, use and maintenance of painting rooms, personalised attention service for assembly workers and individualised signposting of spaces.

Depending on the diverse use of facilities and services, the set-up fee for the stand as a whole, including those located on the second floor, shall be as follows:

- Undecorated spaces or spaces featuring carpeting or platform: TYPE A Rate:.....	€2.04 /sq.m. + 10% VAT (1)
- Basic modular stands made of aluminium or similar: TYPE B Rate:	€4.08 /sq.m. + 10% VAT (1)
- Designed modular stands made of aluminium, wood and other materials: TYPE C Rate:	€6.42 /sq.m. + 10% VAT (1)

4.2. SPECIFIC RULES FOR STAND SET-UP

- At stands where queues are likely to form in order to try out products, exhibitors must provide waiting areas within their contracted space. Queues shall not be permitted within the public aisles at the fair, in order to ensure the fluid circulation of visitors.

SPECIFIC REGULATIONS REGARDING THE SETTING UP OF FREE-DESIGN STANDS

- The maximum height permitted for the perimeters of free-design stands shall be 4 metres.
- In order to raise walls or any other decorative element to a maximum height of 6 metres, it is necessary to move back 1 metre towards the interior of the stand along the stand's entire perimeter.
- All companies must set up stands that include dividing walls shared with those of the hall or those of other stands and measuring a minimum height of 2.50 m.
- The backs of the stands shall be of a neutral colour and of a similar quality to that of the stand interior. They shall not feature any kind of logo or lettering.
- The rest of the regulations are contained in IFEMA's General Participation Rules.

5. EXHIBITOR BADGES AND INVITATIONS

EXHIBITOR BADGES for the staff serving the public at the stand. These shall be furnished free of charge depending on the space allocated to each exhibitor

• Stands up to 39.5 sq.m.	5 badges
• Stands up to 79.5 sq.m.	10 badges
• Stands up to 119.5 sq.m.	15 badges
• Stands up to 159.5 sq.m.	20 badges
• Stands up to 199.5 sq.m.	25 badges
• Stands from 200 sq.m.	30 badges

- Extra Exhibitor Badge: €9,00 / unit

TRADE BADGES: Valid only for Thursday 18.

These shall be furnished free of charge when requested from the Fair Management (on-line).

FOR THE PUBLIC: (valid on Thursday 18 as of 3.00 pm and on 19, 20 and 21 throughout the entire duration of the fair). These shall be furnished free of charge, in accordance with the following scale:

• Stands up to 99.5 sq.m.	25 tickets/day
• Stands up to 299.5 sq.m.	50 tickets/day
• Stands from 300 sq.m.	100 tickets/day
• From 1.000 sq.m.	200 tickets/day

- Extra invitations for the General Public: € 8,00 / unit

6. ADDITIONAL SERVICES

- 6.1. Once the space has been adjudicated by the fair, IFEMA shall inform exhibitors of the additional elements and services available. These services can be contracted through www.madridgamesweek.com at the "Exhibitor Area". By using this channel, participants will enjoy a 15% discount on the price of each service up to one day prior to the commencement of the setting up period. As of this date, this channel shall be closed and all services contracted shall have a 25% surcharge for last-minute services. (This does not apply to compulsory minimum services, outdoor advertising, meeting rooms, fair payment terminals and Specific Fair Services).
- 6.2. The cleaning of each stand shall be the responsibility of the exhibitor, although this service can be contracted from IFEMA.
- 6.3. We offer participants an Integral Stand Design Service, featuring maximum IFEMA guarantees and a service totally adapted to your needs. We handle the entire process, starting with the planning of the exhibition space and including the design, setting up and dismantling of the stand. Do not hesitate to request an estimate for a project adapted to your needs at infodesign@ifema.es.
- 6.4. Advertising Services that will enable you to promote your participation at the fair and, thus, make the very most of your investment in the event.
 - Sponsorship of promotional elements with your logo and brand image: accreditation hangers and other specific materials that may be suggested by you and that can be handed to visitors.
 - Banner on the fair web page.
 - Outdoor advertising.

7. OTHER USEFUL INFORMATION

- 7.1. Access shall not be permitted to set-up workers or participants outside the days and the times indicated in the Exhibitor Diary, whilst stand set-up or conditioning work shall be prohibited outside these same days and times indicated in the Exhibitor Agenda.
- 7.2. Exhibitors who have not made all of the payments corresponding to the contracted space and accompanying services shall not be authorised to occupy the exhibition space and, where appropriate, shall not receive their modular stand.
- 7.3. Exhibitors are required to attend and remain with the products they are exhibiting at their stand throughout the entire operating period at the fair. Fulfilment of this point shall entail the loss of the exhibitor's preferential renewal right regarding the adjudicated space.
- 7.4. Exhibitors may gain access to their stands as of 8.30 am on Thursday and 9.30 am on Friday, Saturday and Sunday and shall leave their stands between the closure of the fair and 8.30 pm
- 7.5. The direct sale of the items exhibited at the fair is permitted..

- (1) Companies based on Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For all other companies, this operation is not subject to Spanish VAT. In the case of companies from the European Union, the exhibitor shall be responsible for the VAT that may be due in the country where they are based.

THE EXHIBITOR AGENDA

WHEN	HOW	WHERE
AS OF MAY 2018	Submit the form to IFEMA "PARTICIPATION REQUEST"	Online Request Form www.madridgamesweek.com
JULY 31, 2018	Deadline for payment of 50% of the space allocated (for exhibitors with confirmed space) Inclusion of exhibitor details for Online Catalogue.	servifema@ifema.es Account Statement available in the "Exhibitor Area" www.madridgamesweek.com "Exhibitor Area"
SEPTEMBER 14, 2018	Deadline for sending free design stand project. If you need to contract additional services, furnishings, parking ... do so via the "Exhibitors Area" and you will receive a 15% discount on the prices that appear in the Services Catalogue. Last day to book services with 15% only through the Exhibitor Area	Fair Services Department stecnica@ifema.es
SEPTEMBER 17, 2018	Deadline for payment of 100% of the space allocated. Print your Exhibitor Badges. ANNOUNCE AND COMMUNICATE YOUR PRESENCE AT THE FAIR	"Exhibitor Area" www.madridgamesweek.com
SEPTEMBER, 2018	Invite your customers to visit your stand. Send the Electronic Invitation by e-mail	"Exhibitor Area" www.madridgamesweek.com
OCTOBER 7, 2018 ONWARDS	25% increase on the hiring of services.	
From OCTOBER 12, 2018	The Exhibitors' Area is close to book services; it will only be possible to it at the Exhibitor Care Office desk and with a 25% increase.	

SET-UP OF STANDS AND FAIR TIMES

OCTOBER 14-17, 2018	Set-up of free-design stand from October 14, 3.00 pm to October 17, 0.00 pm (Uninterrupted)	Fair Services Department stecnica@ifema.es
OCTOBER 17, 2018	Delivery of modular stands as of 8.30 am Entry of goods and decoration material from 8.30 am to 9.30 pm	Fair Services Department
OCTOBER 18-21, 2018	<u>Thursday, 18 October from 10.00 am to 8.00 pm</u> <u>(from 10.00 am to 3.00 pm professionals only)</u> From <u>3.00 pm to 8.00 pm General Public</u> <u>Friday, Saturday and Sunday from 10.00 am to</u> <u>8.00 pm</u>	
OCTOBER 21, 2018	Exit of goods and decoration material from 8.30 pm to 12.00 pm	Fair Services Department
OCTOBER 22 AND 23, 2018	Stand Dismantling from 8.30 am to 9.30 pm	Fair Services Department