



**MADRID**  
20 - 22  
October  
2010

Edition  
2<sup>st</sup>

**IFEMA CALL CENTRE**

CALLS FROM SPAIN  
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IFEMA Feria de Madrid  
28042 Madrid  
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fruitattraction@ifema.es  
C.I.F. Q-2873018-B

CO-ORGANISED BY:



www.fruitattraction.ifema.es

COMPLETE, SIGN AND SEND TO:  
34 91 722 58 03 - fruitattraction@ifema.es

**EXHIBITOR APPLICATION FORM**

**1.- DETAILS EXHIBITING COMPANY**

ALL THE INFORMATION ABOUT THE EXHIBITION WILL BE SENT IN ACCORDANCE WITH THE DETAILS YOU ENTER BELOW. CONTACT WITH THE FRUIT ATTRACTION ORGANISATION.

FIRM'S NAME \_\_\_\_\_ TAX IDENTIFICATION N. \_\_\_\_\_  
 COMMERCIAL NAME (that you want to appear in promotional materials and on the stand lettering if modular). \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 POSTCODE \_\_\_\_\_ TOWN/CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ COUNTRY \_\_\_\_\_  
 WEBSITE \_\_\_\_\_  
 PERSON ORGANISING PARTICIPATION \_\_\_\_\_ POSITION \_\_\_\_\_  
 EMAIL \_\_\_\_\_ TEL \_\_\_\_\_ FAX \_\_\_\_\_  
 CONTACT PERSON \_\_\_\_\_ POSITION \_\_\_\_\_  
 EMAIL \_\_\_\_\_ TEL \_\_\_\_\_ FAX \_\_\_\_\_

**COMPANY INVOICE DETAILS**

TICK THIS BOX IF THE INVOICING DETAILS ARE THE SAME AS THE DETAILS THOSE OF THE EXHIBITING COMPANY

COMPANY \_\_\_\_\_ TAX IDENTIFICATION N. \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 POSTCODE \_\_\_\_\_ TOWN/CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ COUNTRY \_\_\_\_\_  
 WEBSITE \_\_\_\_\_  
 CONTACT PERSON \_\_\_\_\_ POSITION \_\_\_\_\_  
 EMAIL \_\_\_\_\_ TEL \_\_\_\_\_ FAX \_\_\_\_\_  
 ADDRESS FOR RECEIPT OF INVOICE (INDICATE ONLY IF DIFFERENT FROM ABOVE)  
 ADDRESS \_\_\_\_\_  
 POSTCODE \_\_\_\_\_ TOWN/CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ COUNTRY \_\_\_\_\_  
 CONTACT PERSON \_\_\_\_\_ POSITION \_\_\_\_\_

- IFEMA puts at your disposal the "EXHIBITORS' AREA", an online channel of communication available 24 hours a day and 365 days a year at www.fruitattraction.ifema.es where you can view budgets for participation, consult your Statement of Accounts and accounting documents, place your details in the FRUIT ATTRACTION's Official Catalogue, access the Professional Visitors Diary Programme together with other services particular to the Show.
- IFEMA provides access through a User Name and Password once your stand has been assigned. Given the confidential nature of the information presented in the Exhibitors' Area, in the case that the Exhibiting Company differs from the Invoicing Company, both should sign the Exhibitor Application Form to gain access to the service. In this case, only the Invoicing Company can access Booking Services and accounting documentation.
- It is the responsibility of the signatories to this form to avoid improper use by third parties. IFEMA rejects any responsibility to this respect.
- If access codes are lost, they may be recovered online or by contacting LINEA IFEMA.

**2.- AREA OF EXHIBITION, FORM AND PARTICIPATION RATES**

ACCEPTANCE OF EXHIBITOR APPLICATION FORMS IN THE SHOW'S SECTORS IS SUBJECT TO THE APPROVAL OF THE SHOW MANAGEMENT, WHICH WILL ATTEMPT TO ADAPT TO THE EXHIBITORS' REQUEST AS MUCH AS POSSIBLE ACCORDING TO THE AVAILABILITY AND CONFIGURATION OF THE HALL

The trade Show will take place under a modular, efficient and profitable format for all exhibitors which will allow them to optimise budget, time and resources. The priority for FRUIT ATTRACTION is to hold an open, accessible Show which provides the greatest visibility to each exhibitor and where the distribution of space will lead to the maximum number of business contacts. Calculate your budget in www.fruitattraction.ifema.es

**EXHIBITION AREA**

I request an area of [ ] sq.m., or by [ ] sq.m. and [ ] sq. m. - minimum 16 sq. m (in multiples of 4 sq.m.)

**PRICES**

**Modular Stand "All included"**

(See characteristics in Exhibitor's Guide)

From 16 to 52 sq. m..... 217 €/ sq.m + 7% VAT  
 From 52.5 to 127.5 sq. m..... 204 €/ sq.m + 7% VAT  
 From 128 sq.m ..... 192 €/ sq.m + 7% VAT

**Free Design Stand Producers Area** "Optional from 128 sq.m."

**Free Design Stand Auxiliary Industry Area** "Optional from 32 sq.m."  
 (See characteristics in Exhibitor's Guide)

Floor only..... 142 €/ sq.m + 2,73 €/ sq. m + 7% VAT for minimum consumption of electrical energy (0.13 kw / sq.m)

Participation as an exhibitor implies the automatic booking of:

- Presence in Promotional and Service Elements..... 180.00 € + 7% VAT  
 - Civil Liability Insurance..... 40.84 € + 7% VAT  
 - Multifair Insurance..... 48.48 € + 7% VAT

Additionally I want to receive information to present my products / services at:

Innovation Forum

Show Cooking "Fruit Fusion"

**SIGNATURE OF LEGAL REPRESENTATIVE, DATE AND STAMP**

EXHIBITING COMPANY		INVOICING COMPANY (When applicable)	
LOCATION _____	DATE _____ 2010	LOCATION _____	DATE _____ 2010

**TO BE COMPLETED BY FRUIT ATTRACTION**

COD	HALL	STAND	AREA sq.m.	DATE

### 3.- ACTIVITY OF EXHIBITING COMPANY

#### PRODUCTERS AREA

- FRESH FRUIT
- FRESH VEGETABLES
- POTATOES
- FRESH CUT AND CATERING PRODUCTS
- BIOLOGICAL PRODUCTS
- LEGUME VEGETABLES
- NUTS
- SPICES / HERBS
- DESIGNATIONS OF QUALITY
- OTHER SERVICES \_\_\_\_\_

MAIN PRODUCTS TO BE PRESENTED AT THE TRADE SHOW \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### AUXILIARY INDUSTRY AREA

##### PRODUCTION SUPPLIERS

- COGENERATION
- CONTAINERS, ROOMS, PACKAGING AND SELECTION
- GREENHOUSE STRUCTURES
- LABELLING AND TICKETING
- PHYTOSANITARY AND PEST CONTROL
- ENGINEERING
- AIR CONDITIONING AND REFRIGERATION INSTALLATIONS
- CROP MANAGEMENT
- HYDRIC RESOURCES
- SEEDS AND DEVELOPMENT OF SPECIES
- POST-HARVEST TREATMENT AND ATMOSPHERIC TECHNIQUES
- VEGETABLE VARIETIES
- OTHERS \_\_\_\_\_

##### DISTRIBUTION AND SERVICES

- ASSOCIATIONS
- COMMERCIAL DISTRIBUTION
- FINANCING
- TRAINING
- KNOW-HOW
- MARKETING, PROMOTION, ASSESSMENT AND MARKET RESEARCH
- MEDIA
- PUBLIC ORGANISATIONS AND INSTITUTIONS
- TRANSPORT AND LOGISTICS
- TRACEABILITY AND QUALITY CONTROL
- OTHER SERVICES \_\_\_\_\_

### 4.- A TRADE SHOW IN KEEPING WITH THE EXHIBITOR

With the aim of offering you a platform tailored to your needs, please complete the following sections:

#### 4.1. What do you need from FRUIT ATTRACTION to make it a tool of maximum utility for your business?

\_\_\_\_\_

\_\_\_\_\_

#### 4.2. AIMS OF YOUR PARTICIPATION

Indicate from 1 (little interest) a 5 (high interest)

- TO INCREASE CLIENT PORTFOLIO 1 2 3 4 5
- TO INCREASE SUPPLIERS PORTFOLIO 1 2 3 4 5
- OPEN UP MARKETS 1 2 3 4 5

Indicate main geographic areas : SPANISH REGIONAL AREAS / COUNTRY

- TO STRENGTHEN COMPANY/BRAND IMAGE 1 2 3 4 5
- PUBLIC RELATIONS WITH CURRENT CLIENTS 1 2 3 4 5
- TO PRESENT INNOVATIONS / NEW PRODUCTS OR SERVICES 1 2 3 4 5
- PROMOTION OF USUAL PRODUCTS 1 2 3 4 5
- COMMERCIAL VALUE / TO CLOSE DOWN ORDERS 1 2 3 4 5
- TO LOOK FOR DISTRIBUTORS 1 2 3 4 5
- TO BE IN CONTACT WITH THE MARKET 1 2 3 4 5
- OTHER (1) \_\_\_\_\_ 1 2 3 4 5

#### 4.3. ASPECTS RELATED TO CONFERENCES, ACTIVITIES AND TRAINING IN PARALLEL WITH THE SHOW

- E-MARKETING (INTERNET)
- MANAGEMENT AND COMMERCIALISATION
- INNOVATION
- FINANCIAL INSTRUMENTS
- APPLIED TECHNOLOGIES
- DISTRIBUTION

### 5.- DEADLINES AND TYPES OF PAYMENT

Send this EXHIBITOR APPLICATION FORM together with the corresponding payment according to space assigned :

0 - 52 sq.m. ....450 €+ 7% VAT  
 52,5 - 127,5 sq.m. .... 751 €+ 7% VAT  
 +128 sq.m. ....1.500 €+ 7% VAT

- First 50% (Application Fee discounted. **Deadline:** May , 20th, 2010
- Remaining 50% of space requested. **Deadline:** September, 20th, 2010

#### THROUGH (indicate):

- Bank Transfer to IFEMA / FRUIT ATTRACTION:

**CAJA MADRID** IBAN ES09 2038-0626-01-6000025280 **CAJA ESPAÑA** IBAN ES76 2096-0090-39-3231462104  
**BANESTO** IBAN ES34 0030-1001-31-0004796271 **B.B.V.A.** IBAN ES66 0182-5638-81-0014291353  
 If you choose to make a bank transfer, you should send a stamped copy to SERVIFEMA. Fax: (34) 91 722 57 95

- Cheque made out to IFEMA / FRUIT ATTRACTION
- Credit card only accessible through online exhibitor area in secure environment in the tab "Invoices and payments" or "contracting out".

**ONCE RECEIVE THE AWARD LETTER WITH YOUR SPACE, COST AND LOCATION MAP, THIS APPLICATION TO PARTICIPATE SHALL CONSTITUTE AN AGREEMENT BETWEEN THE APPLICANT AND IFEMA**

### 6.- LEGAL DISPOSITIONS

The applicant hereby declares that he or she is aware of and accepts all of the terms of the Rules of Participation of Exhibitors: the GENERAL RULES ON PARTICIPATION of IFEMA, SPECIFIC RULES of the FAIR, as well as the Technical Annexes to the above General Rules are available, at any time in the website of IFEMA www.ifema.es in the Exhibitors Area and on the website of each event.

Any personal details given by you shall be incorporated into an IFEMA or FEPEX, Spanish Federation of Associations of Producers and Exporters of Fruits, Vegetables, Flowers and Live Plants, C/ Miguel Angel, 13 (28010) Madrid, respectively. On sending us your details, you expressly authorise them to be used to carry out periodic communications, including by e-mail, to inform you of the fair activity - activities, contents and services - . Moreover, you authorise the sending of your information, on the undertaking of confidentiality, to those companies which help IFEMA to organise fairs by rendering secondary services, with the exclusive purpose of forwarding you information about these services and attending to your orders. You may exercise your right to access, amend, challenge and cancel said details by writing to IFEMA: Protección de Datos - Exhibitor, apartado de correos 67.067 (28080) de Madrid, or by e-mailing: protecciondedatos@ ifema.es with reference in both cases "Exhibitor" in the subject; name and ID number of the sender and FEPEX, Spanish Federation of Associations of Producers and Exporters of Fruits, Vegetables, Flowers and Live Plants, C/ Miguel Angel, 13 (28010) Madrid, or email: fruitattraction@fepex.es.