



IFEMA

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**Feria de  
Madrid**

**UFI ICT Award 2009**

**Best Innovative Web-based Applications for Exhibitors**

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**EXHIBITOR AREA**

IFEMA

*June 2009*



**UFI ICT Award 2009**  
**Best Innovative Web-Based Applications for Exhibitors**

**EXHIBITOR  
AREA  
IFEMA**

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**EXHIBITOR  
AREA  
IFEMA**

## 1. INTRODUCTION

IFEMA is the name of the Trade Fair Institution of Madrid. The experience it has acquired over a period of 30 years as a fair organiser makes this body the leading operator in Spain and one of the most important operators in Europe. Its activities focus on the organisation of trade fairs linked to different economic sectors, as well as the management of spaces and infrastructures for the staging of all kinds of activities, ranging from fairs organised by third-parties to conventions, congresses and all kinds of meetings and events. Among its main commitments, we might mention those of seeking to boost the wealth and development of the Madrid Region and promoting Madrid and Madrid's image both inside Spain and abroad.


IFEMA introduced SAP R/3 in 2001, effectively unifying all management and financial procedures within a single visible environment for the entire company. This development enabled IFEMA to integrate a series of services into the web pages corresponding to the different fairs organised by the institution, services that permit all exhibitors to manage their entire participation at the fair in question, including the lodging of participation requests, the elaboration of budgets, the management of pre-show activities, matching services vis-à-vis other exhibitors and visitors at the fair, and the optimisation of post-show procedures.

Perfectly integrated within an accessible, user-friendly and secure environment, these services make up what is known as the "**Exhibitor Area**" on the Internet. In effect, this private access area designed exclusively for exhibitors at IFEMA was set up in the year 2004 and is constantly being developed and improved. In short, it enables users to carry out the main management and contracting procedures entailed by participation at a fair in a highly agile and dynamic manner.

## 2. OBJECTIVES

IFEMA's main objectives in introducing exclusive management services for exhibitors via the Internet at its fairs include the following:

1. To offer a **single, personalised and secure** framework in which to facilitate contact between IFEMA and Exhibitors, based on a wide range of services.
2. To channel services towards **all the fairs organised** by IFEMA, personalising the Exhibitor Area according to the characteristics of each fair, whilst adapting to the needs of each exhibitor profile.
3. To enable exhibitors to carry out fair procedures with IFEMA in an agile and effective manner, irrespective of the geographical distance and within a time-frame of twenty-four hours a day, seven days a week.
  - a. Providing exhibitors with online details regarding their updated **financial position** vis-à-vis IFEMA, helping to resolve any problems in this respect as soon as possible.
  - b. Permitting users to **contract services** associated with their exhibition space via the Internet.

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- c. Offering exhibitors the possibility of making **credit card payments** through the web page corresponding to contracted services.
- d. Downloading of the **plan corresponding to the allocated stand**.
- e. Updating of details for the **Official Fair Catalogue**.
- f. **Arrangement of appointments** with visitors who have registered for the fair.
- g. **Presentation of participation requests for the fair and budget estimates** for exhibition space and services.

Once the exhibitor access platform had been created and we had analysed the life-cycle of a fair, together with the main services required by an exhibitor in order to organise and take part at the event in question, a plan was established with which new services would gradually be incorporated, based on the ultimate goal of offering exhibitors Internet-based support regarding their participation at the fair.

Below we list the services that exhibitors can take advantage of, as well as the dates on which these services were first made available:

Service	Description	Set-up Date
User Registration and Password	Automatic mailing of user name and password to the exhibitor once their attendance at the fair is confirmed.	October 2004
Account statement	Financial update regarding exhibitors' current position.	October 2004
Services Contracting	This service facilitates the contracting of services for the stand that has been contracted by exhibitors.	October 2005
Meeting-Point	A trade meeting-point that brings together exhibitors and visitors.	November 2005
Your Meetings	This enables exhibitors to manage requests for appointments sent by visitors who have registered for the Trade Meeting-Point.	January 2006
Budgeting	Calculation of budget estimates regarding participation at the fair.	November 2006
Invoices and Payments.	This permits users to visualise their bills and the payments they have made.	October 2008
Catalogue	This function enables exhibitors to introduce the details that will feature in various promotional elements (exhibitor catalogue, etc.)	December 2008
Stand Plan	This service enables users to view a plan of the stand they have contracted.	May 2009
Participation Request (Exhibitor application form)	This function enables users to lodge their participation request for the fair.	June 2009

Some of these services are also available for co-exhibitors, who access through the data provided by the exhibitor.

Potential exhibitors can also consult the Budgeting tool and the Participation Request form, in the open area of each exhibition web site.



## 3.ACTIONS

In order to carry out the Exhibitor Area Project, the following challenges needed to be addressed at IFEMA:

### Aspects Relating to IFEMA

- Identification of applications and/or services to be offered to exhibitors within this Exhibitor Area. The first aspect to be resolved related to the identification of the services to be introduced during the initial stage. The first two services offered were those that provided greatest added value to the exhibitor: Balance of Account and Contracting of Services.
- Analysis of the different services with a view to catering for the needs of all the fairs organised by IFEMA.
- Automatic management of the commencement of the different services depending on the date on which the fair takes place. We have managed to reduce the administrative burden entailed by this configuration for each fair in relation to all those services where this is feasible.
- Similarly, the generation of a user name and password and reminders of user names (where appropriate) etc., is carried out automatically from the moment the exhibitors' participation at the fair is confirmed. An on-line password recovery proceeding has also been implemented.
- Adaptation of the IFEMA call centre in order to take into account this new service for exhibitors. In this respect, a special exhibitor support application was developed and specific training was provided for the corresponding department. This training is updated as new services are offered.
- Internal updating of commercial procedures in order to take into account this new Exhibitor Area on the Internet, which constitutes a new channel of communication with clients.
- Analysis of the organisational impact on IFEMA itself, especially regarding the administrative department devoted to carrying out these management tasks vis-à-vis exhibitors. Ifema evaluated the possible savings in manual administrative work that might be achieved, so that the administrative department might focus on providing clients with services of greater value.

### Technological Aspects

- Selection of the technology to be employed. In this respect, IFEMA's final decision was to use the SAP Web Application Server as the founding technology. This decision was determined by the integration possibilities presented by this environment with regard to SAP R/3, which is the internal management system employed at IFEMA.
- Identification of the development technology to be used. Within the framework of WAS development opportunities, we finally decided to use the BSP (Business Server Pages) offered by SAP as the development tool.



- Aspects relating to security and fulfilment of the Spanish Data Protection Law (LOPD). Before making the final decision regarding the technology that was to be used, we analysed these points with SAP in order to ensure that they would not entail problems in the future once the development project had commenced. Subsequently, an audit of the production system was carried out, with favourable results.
- A decision was taken regarding the form of communication with the rest of IFEMA's systems. In order to resolve this point, we finally decided to use SAP R/3 as the central communication system between the Web environment and the other systems, given that this minimised considerably the need to open additional ports on the Web server, which also minimised the risks regarding possible attacks on IFEMA's internal servers.
- Efforts were then focused on integration aspects in the Exhibitor Area with regard to other applications and technologies that would support the exhibitor services offered: secure integration with JAVA, .NET and CAD technology applications, the latter for the visualisation of plans.

#### Aspects Relating to Exhibitors

- Automatic communication of the exhibitors' user name and password once said exhibitors have confirmed participation at the fair.
- Initial communication with exhibitors in order to inform them of these new services. Direct marketing measures were carried out by IFEMA among those exhibitors included on its data base, who were informed in advance of the launch of these new services and provided with the user names and passwords required so that everything would be in place on the very first day the system became operative.
- Degree of acceptance and level of use of the system. Once this new channel of communication had been up and running for a number of months, a statistical survey of the use being made of the service by exhibitors was carried out. The survey also evaluated the degree of efficiency of the corresponding services. High levels of satisfaction and use were recorded.

## 4.RESULTS

Once the design, creation, testing and launch of the Exhibitor Area had been carried out and following several months' operation for a large number of fairs, we were able to conclude that the initiative had been highly positive. The level of use of this tool was high from the very beginning, especially in the case of certain services, whilst the number of incidents was low and the back-up work required was extremely low, being practically unnecessary.

As a summary of the use that has been made of the Exhibitor Area, we might highlight the following figures corresponding to the year 2008:

- Exhibitor hits corresponding to the Exhibitor Area: 87,518
- Exhibitor hits corresponding to the Balance of Account service: 61,482
- Exhibitor hits regarding the Contracting of Services function: 21,663
- Potential exhibitor hits corresponding to the Budgeting service: 9,710

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Based on an analysis of the use of the system according to fair, we might point out that the degree of use of this channel of communication varies between the different fairs depending on the sector to which they belong. In some cases, the rate of use is very high, whilst in others it is somewhat lower.

This new system has led to a reduction in the number of manual administrative tasks at the IFEMA Administration Department, thus permitting the department to focus on measures that enhance the quality of the services offered to exhibitors.

With regard to the benefits that exhibitors now enjoy as a result of the introduction of this new set of services, we might highlight the following:

- 1.- They have a new site that offers an increasing amount of information regarding their participation at the fair and to which new services are being added all the time that facilitate said participation.
- 2.- They can gain an online view of their financial situation vis-à-vis IFEMA in real time, thus enjoying a direct response to their queries regarding such matters compared to more traditional channels of communication.
- 3.- Exhibitors can contract services linked to their space at the fair online, thus reducing the time required for such procedures; through the elimination of the "fax" channel, exhibitors are able to carry out contracting procedures in real time and, the following day, are able to view their updated financial situation.
- 4.- Users are able to establish prior contact with their network of clients at the fair, thus extending and planning their marketing and commercial measures through the Meeting-Point and Meetings Diary functions.
- 5.- Procedures can be completed immediately in an agile manner, such as the creation of a participation or services budget, the lodging of a participation request, consultation of the plan corresponding to their stand, the introduction of details for the fair catalogue and payments by credit card.
- 6.- Reduction of the number of incidents when exhibitors arrive at the fair, because they have updated information at their disposal before they travel to IFEMA in order to commence their stand assembly.

Access link to the Exhibitor Area:

<https://www.expositores.ifema.es/zwas/default.htm?idioma=en&feria=FA09>

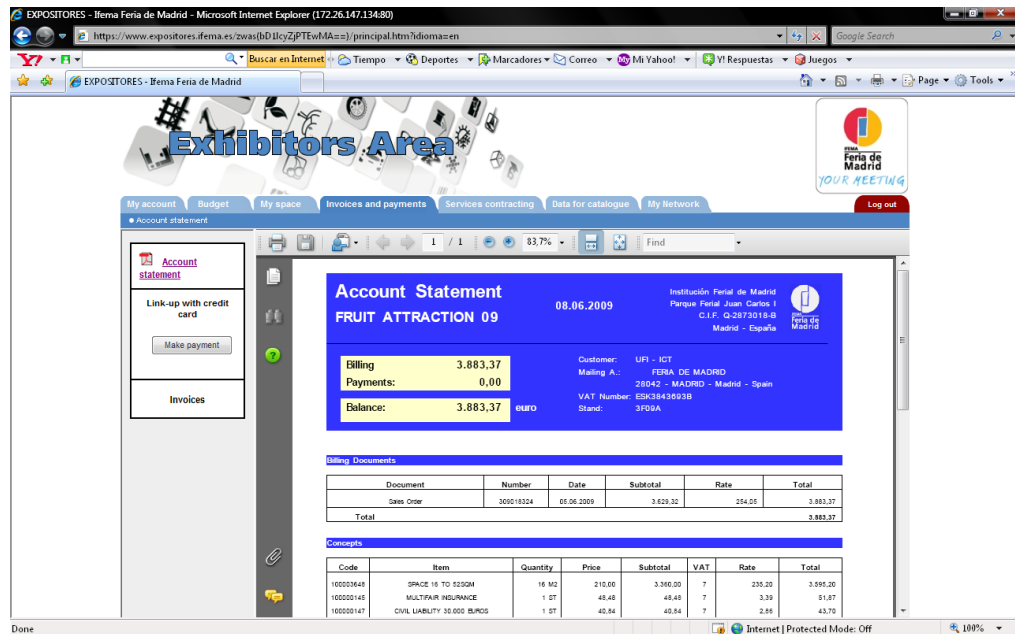
**User:** 1498632RE

**Password:** ufi2009

## 5. EXAMPLE OF NAVIGATION

Below we include a series of navigation images that illustrate how the service operates:

- Invoices and payments
  - Account statement



**Account Statement** 08.06.2009

**FRUIT ATTRACTION 09**

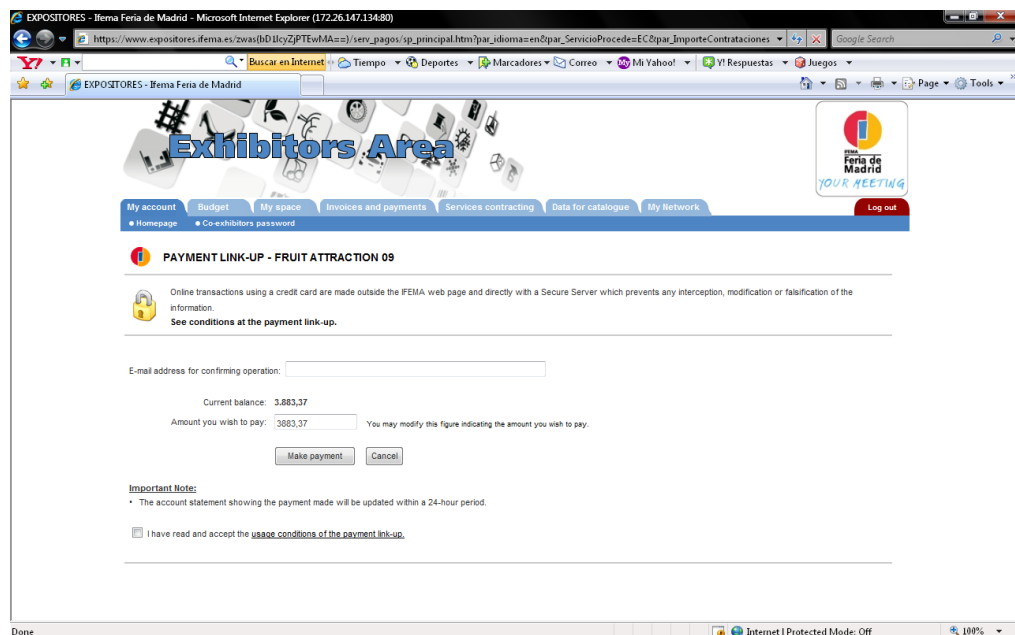
Institución Ferial de Madrid  
 Parque Ferial Juan Carlos I  
 C.I.F. Q-28726184-0  
 Madrid - España

Customer: UFI - ICT  
 Mailing A.: FERIA DE MADRID  
 28042 - MADRID - Madrid - Spain  
 VAT Number: S04284209309  
 Stand: 3F09A

Document	Number	Date	Subtotal	Rate	Total
Save Order	369018324	05.06.2009	3.629.32	24.05	3.883.37
<b>Total</b>					<b>3.883.37</b>

Code	Item	Quantity	Price	Subtotal	VAT	Rate	Total
100003648	SPACE 16 TO 023GM	16 M2	210.00	3.360.00	7	235.20	3.595.20
100000145	MULTIPAR INSURANCE	1 ST	48.48	48.48	7	3.39	51.87
100000147	CIVIL LIABILITY 30.000 BLPDS	1 ST	40.84	40.84	7	2.85	43.70

- Make payment



**PAYMENT LINK-UP - FRUIT ATTRACTION 09**

Online transactions using a credit card are made outside the IFEMA web page and directly with a Secure Server which prevents any interception, modification or falsification of the information.  
 See conditions at the payment link-up.

E-mail address for confirming operation:

Current balance: 3.883,37

Amount you wish to pay:  You may modify this figure indicating the amount you wish to pay.

**Important Note:**

- The account statement showing the payment made will be updated within a 24-hour period.

I have read and accept the usage conditions of the payment link-up.





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**EXHIBITOR  
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- My space
  - Exhibitors application form

After completing the Exhibitors Application Form, a PDF is generated which is sent via e-mail, with attached information.

EXPOSITORES - Ifema Feria de Madrid - Microsoft Internet Explorer

Archivo Edición Ver Favoritos Herramientas Ayuda

Atrás Adelante Detener Actualizar Inicio Búsqueda Favoritos Historial Correo Imprimir Editor Conversar Referencia

Dirección [https://www.expositores.ifema.es/zwasz\(b011cy2pTEwMA=\)/principal.htm?idioma=en](https://www.expositores.ifema.es/zwasz(b011cy2pTEwMA=)/principal.htm?idioma=en)

**Exhibitors Area**

My account Budget **My space** Invoices and payments Services contracting Data for catalogue My Network Log out

Exhibitor application form Stand plan

Exhibitor application form

**DETAILS EXHIBITING COMPANY**  
ALL THE INFORMATION ABOUT THE EXHIBITION WILL BE SENT IN ACCORDANCE WITH THE DETAILS YOU ENTER BELOW.

Firm's name:  Tax identification n.:

Commercial name:

Address:

Country:  Province:  Town/City:  Postcode:

Web:

Person organization participation

Listo

Inicio Microsoft Office IFEMA-net - IFEMA EXPOSITORES - IFEMA IFEMA - Feria de Madrid C:\popez\win... UFI-IFEMA\_e... presup[1].pdf 11:47

EXPOSITORES - Ifema Feria de Madrid - Microsoft Internet Explorer

Archivo Edición Ver Favoritos Herramientas Ayuda

Atrás Adelante Detener Actualizar Inicio Búsqueda Favoritos Historial Correo Imprimir Editor Conversar Referencia

Dirección [https://www.expositores.ifema.es/zwasz\(b011cy2pTEwMA=\)/principal.htm?idioma=en](https://www.expositores.ifema.es/zwasz(b011cy2pTEwMA=)/principal.htm?idioma=en)

**Exhibitors Area**

My account Budget **My space** Invoices and payments Services contracting Data for catalogue My Network Log out

Exhibitor application form Stand plan

**We inform you that the Exhibitor Application Form has been processed correctly.**  
Shortly you will receive an email confirmation.  
Thanking you in advance for your interest, don't hesitate to contact us for any additional information.

**fruit attraction**  
FRUIT & VEGETABLES TRADE SHOW

4 - 6 November 2009

www.fruitattraction.ifema.es

CO-ORGANISED BY: IFEMA Feria de Madrid FEPEX

EXHIBITORS INTERNATIONAL CALLS: 041 91 722 58 00  
TEL: 041 91 722 58 00  
IFEMA: Feria de Madrid, 28042 Madrid, España  
T: fruitattraction@ifema.es  
C.I.F. G-2873018-B

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

**EXHIBITOR APPLICATION FORM**

**DETAILS EXHIBITING COMPANY**  
ALL THE INFORMATION ABOUT THE EXHIBITION WILL BE SENT IN ACCORDANCE WITH THE DETAILS YOU ENTER BELOW.

FIRM'S NAME: UFI - ICT TAX IDENTIFICATION N.: K3843693G  
COMMERCIAL NAME: UFI - ICT

Solicitud de Participación  
Exhibitor Application Form - Fruit Attraction  
Dear fruit and vegetables industry professional,  
We acknowledge receipt of your Exhibitor Application

Listo

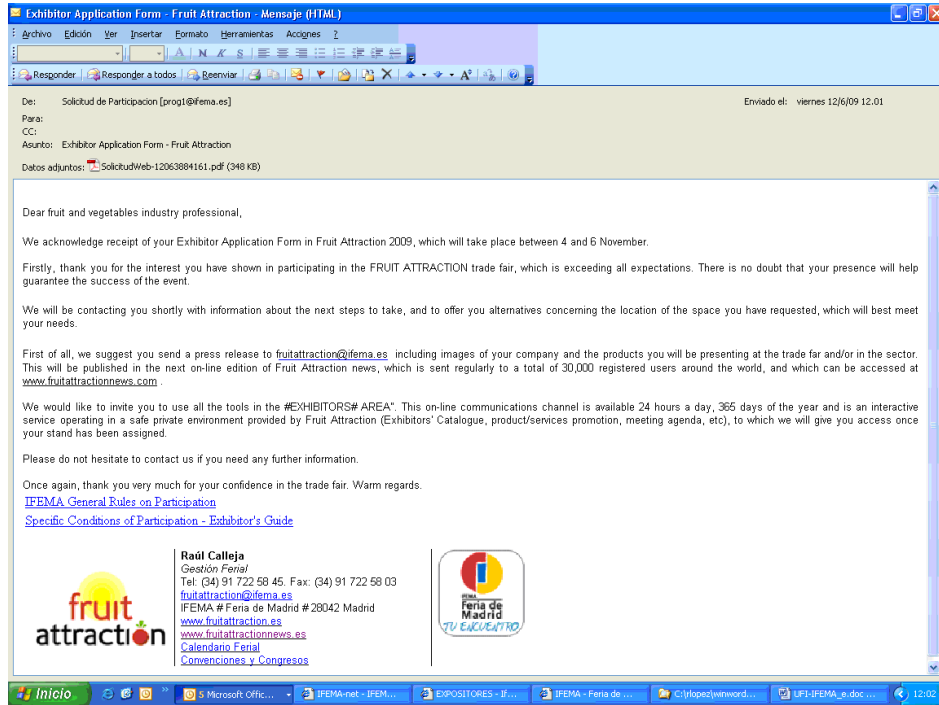
Inicio Microsoft Office IFEMA-net - IFEMA EXPOSITORES - IFEMA IFEMA - Feria de Madrid C:\popez\win... UFI-IFEMA\_e...doc 12:01



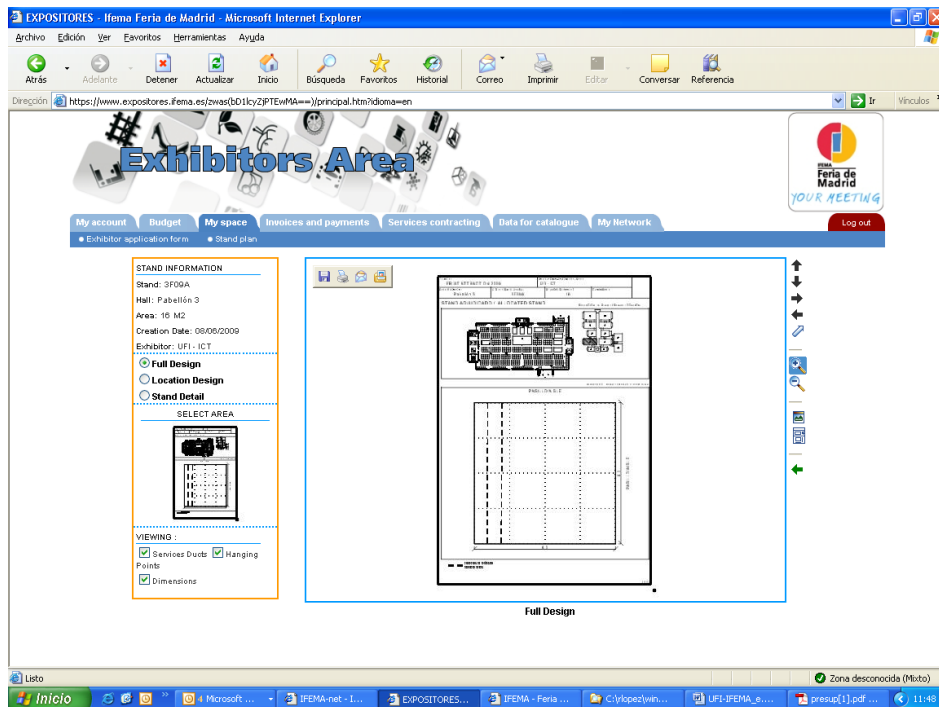
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**EXHIBITOR**  
**AREA**  
**IFEMA**

The e-mail is sent automatically, as a confirmation of the request:



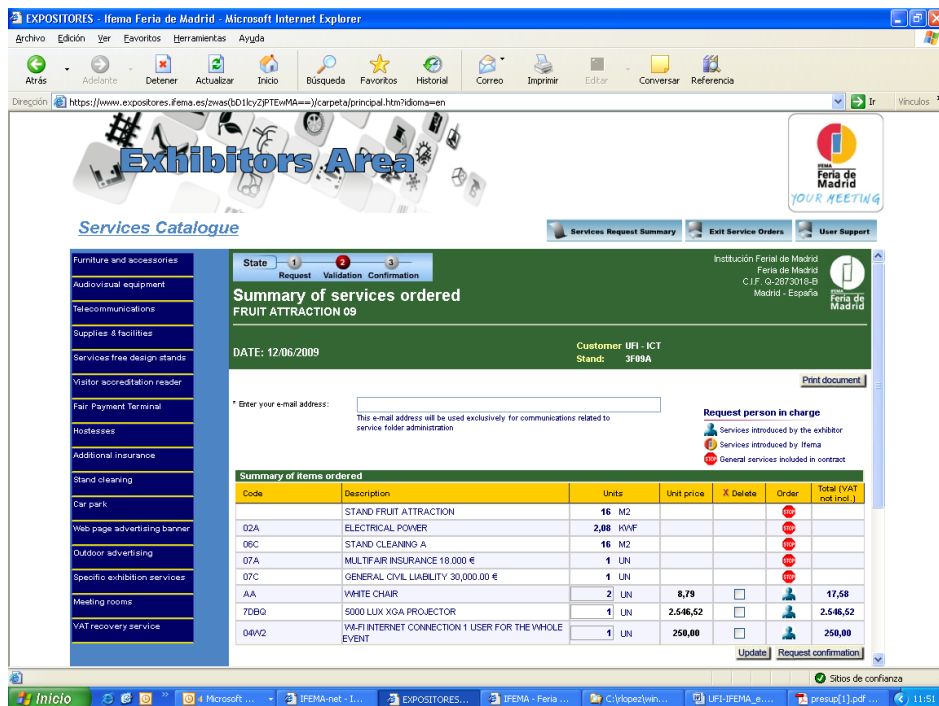
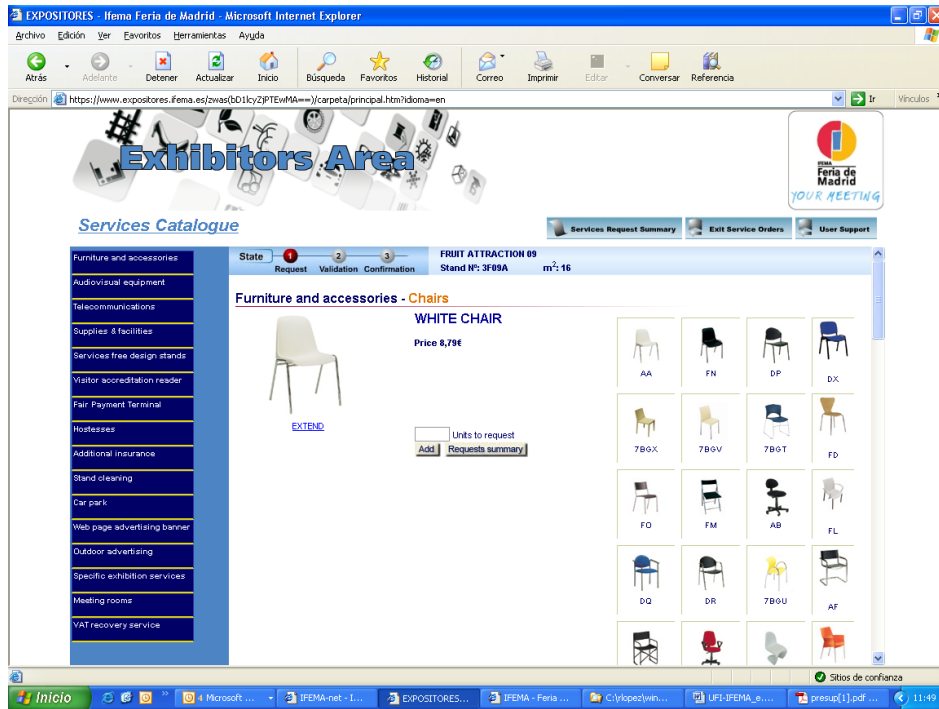
○ **Stand plan**



- Services contracting

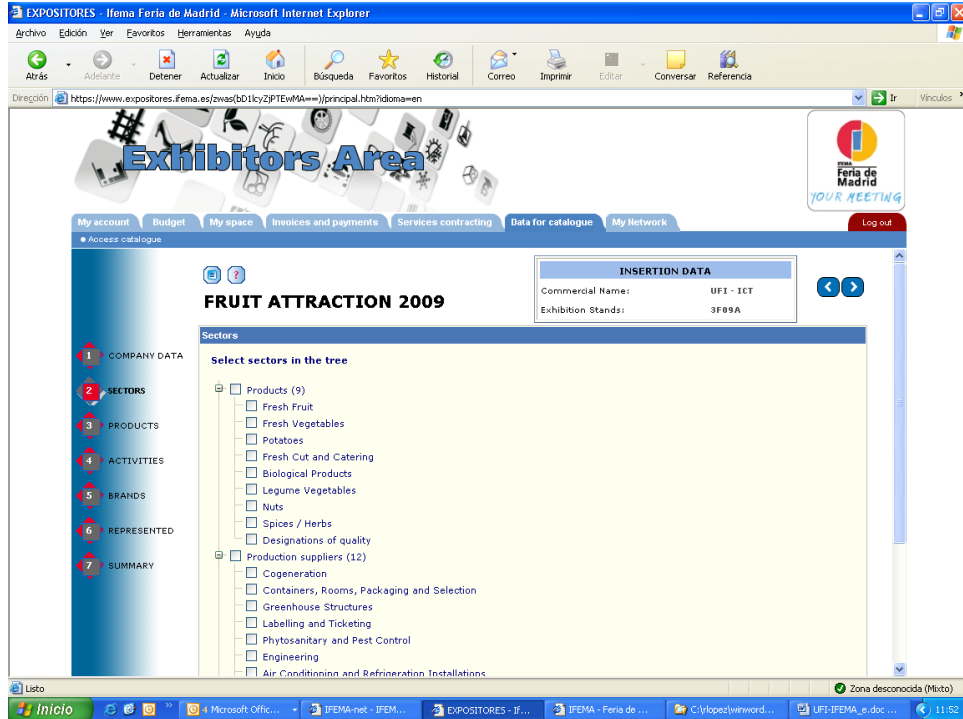
- Services catalogue

Once the availability of the services ordered has been confirmed, an automatic confirmation e-mail is sent to the client..



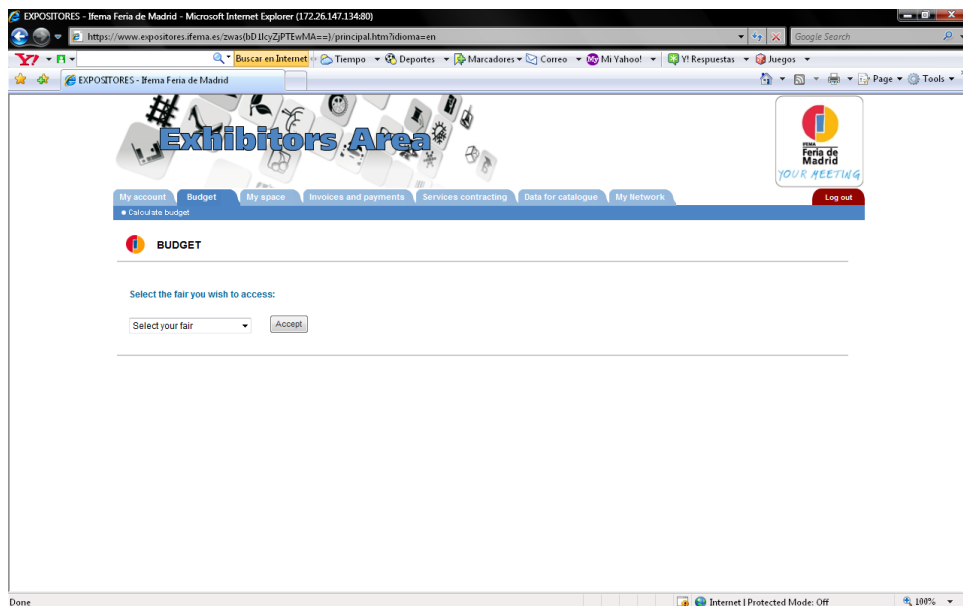
- Data for catalogue

- Access catalogue



- Budget

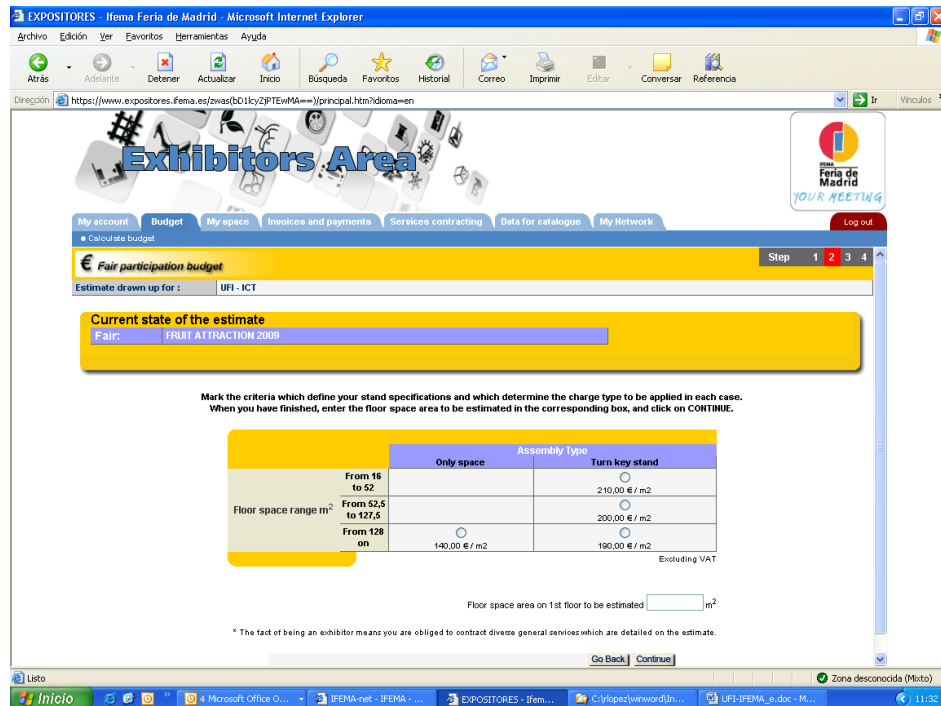
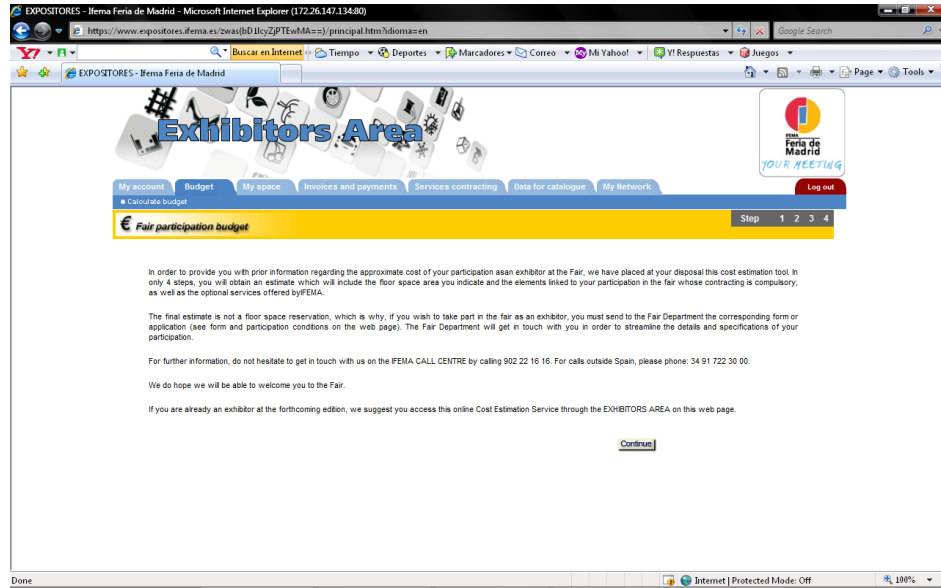
- Calculate Budget

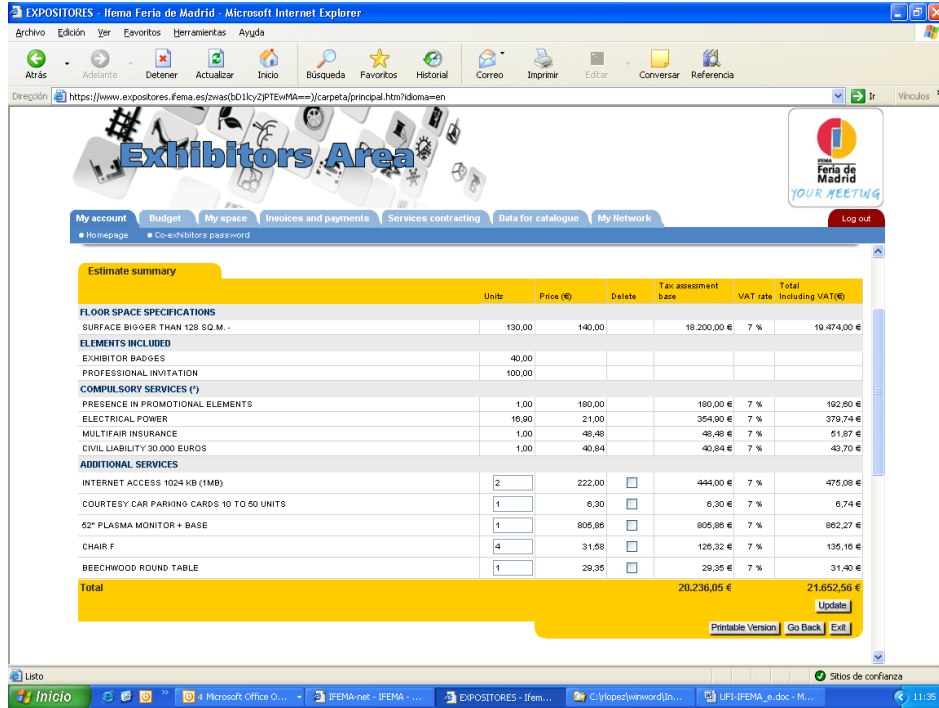




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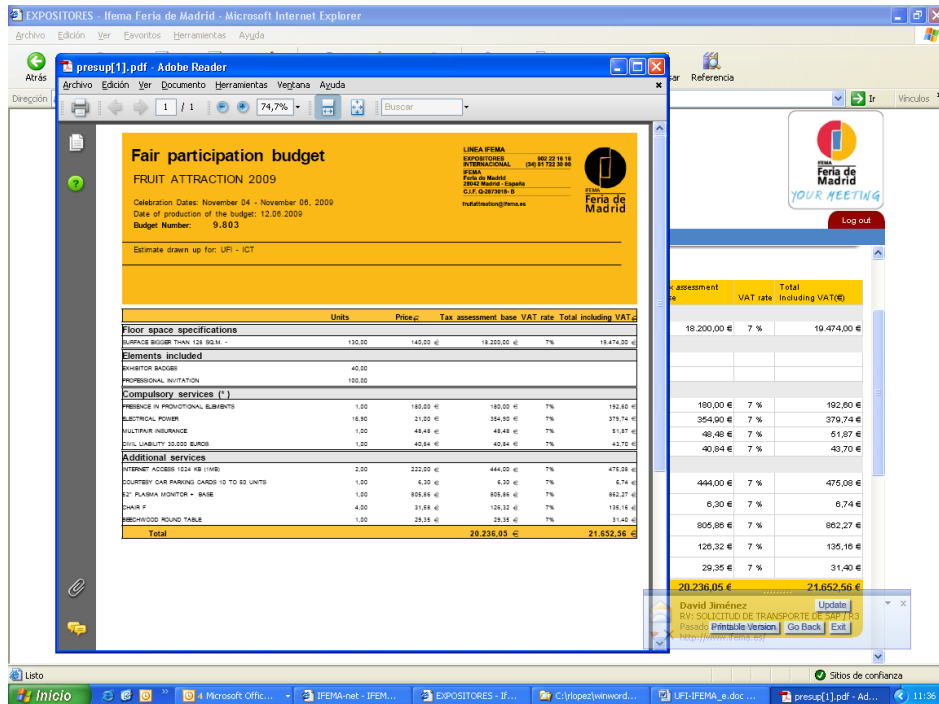
**EXHIBITOR**  
**AREA**  
**IFEMA**





**Estimate summary**

	Units	Price (€)	Delete	Tax assessment base	VAT rate	Total including VAT(€)
<b>FLOOR SPACE SPECIFICATIONS</b>						
SURFACE BIGGER THAN 128 SQ.M. -	130,00	140,00		18.200,00 €	7 %	19.474,00 €
<b>ELEMENTS INCLUDED</b>						
EXHIBITOR BADGES	40,00					
PROFESSIONAL INVITATION	100,00					
<b>COMPULSORY SERVICES (*)</b>						
PRESENCE IN PROMOTIONAL ELEMENTS	1,00	180,00		180,00 €	7 %	192,80 €
ELECTRICAL POWER	18,80	21,00		394,80 €	7 %	376,74 €
MULTIFAIR INSURANCE	1,00	40,48		40,48 €	7 %	51,87 €
CIVIL LIABILITY 20.000 EUROS	1,00	40,84		40,84 €	7 %	43,70 €
<b>ADDITIONAL SERVICES</b>						
INTERNET ACCESS 1024 KB (1MB)	2	222,00	<input type="checkbox"/>	444,00 €	7 %	475,08 €
COURTESY CAR PARKING CARDS 10 TO 50 UNITS	1	6,30	<input type="checkbox"/>	6,30 €	7 %	6,74 €
52" PLASMA MONITOR + BASE	1	805,86	<input type="checkbox"/>	805,86 €	7 %	862,27 €
CHAIR F	4	31,58	<input type="checkbox"/>	126,32 €	7 %	135,16 €
BEECHWOOD ROUND TABLE	1	29,35	<input type="checkbox"/>	29,35 €	7 %	31,40 €
<b>Total</b>				<b>20.236,05 €</b>		<b>21.652,56 €</b>



**Fair participation budget**  
 FRUIT ATTRACTION 2009  
 Celebration Dates: November 04 - November 08, 2009  
 Date of production of the budget: 12.06.2009  
 Budget Number: 9.893

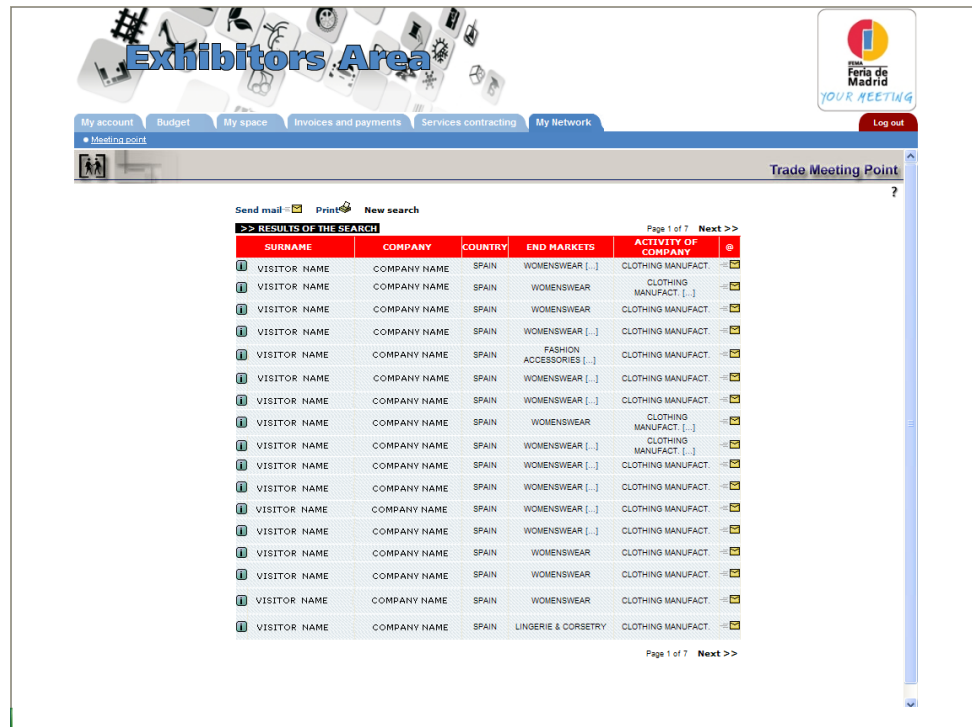
Estimate drawn up for: UFI - ICT

	Units	Price (€)	Tax assessment base	VAT rate	Total including VAT(€)
<b>Floor space specifications</b>					
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CHAIR F	4,00	31,58 €	126,32 €	7 %	135,16 €
BEECHWOOD ROUND TABLE	1,00	29,35 €	29,35 €	7 %	31,40 €
<b>Total</b>			<b>20.236,05 €</b>		<b>21.652,56 €</b>

- My Network

- Meeting point

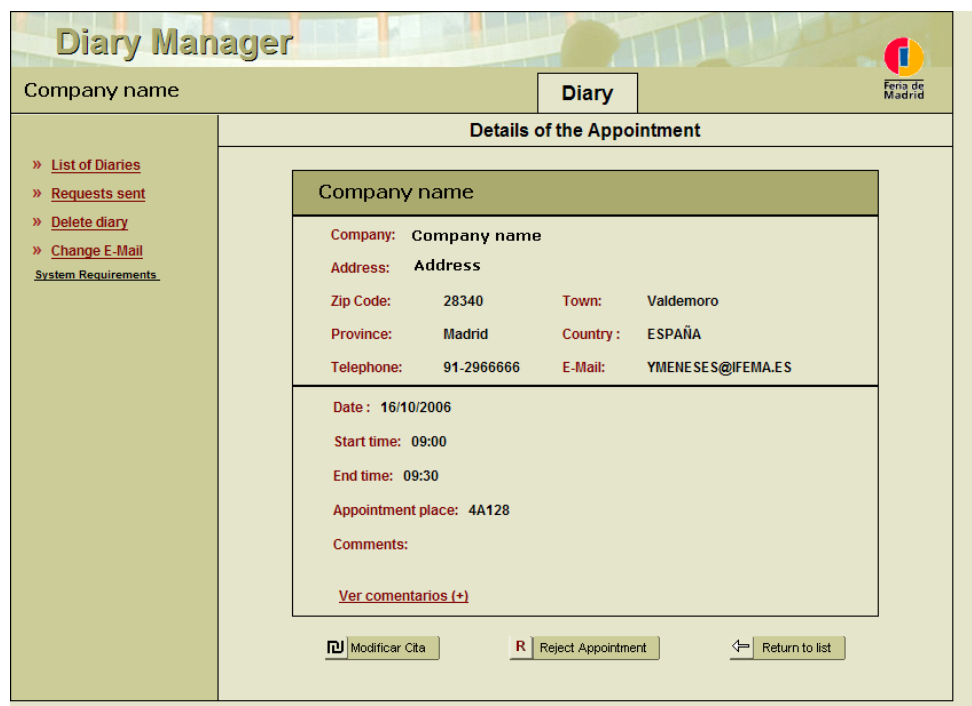


The screenshot shows a web interface for 'Exhibitors Area' with a navigation menu (My account, Budget, My space, Invoices and payments, Services contracting, My Network) and a 'Log out' button. The main content area displays search results for 'Trade Meeting Point' on 'Page 1 of 7'. The results are in a table with columns: SURNAME, COMPANY, COUNTRY, END MARKETS, and ACTIVITY OF COMPANY. Each row includes a search icon and a delete icon.

SURNAME	COMPANY	COUNTRY	END MARKETS	ACTIVITY OF COMPANY
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR [ . ]	CLOTHING MANUFACT. [ . ]
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR	CLOTHING MANUFACT. [ . ]
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR [ . ]	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	FASHION ACCESSORIES [ . ]	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR [ . ]	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR [ . ]	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR	CLOTHING MANUFACT. [ . ]
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR [ . ]	CLOTHING MANUFACT. [ . ]
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR [ . ]	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR [ . ]	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR [ . ]	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR [ . ]	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	WOMENSWEAR	CLOTHING MANUFACT.
VISITOR NAME	COMPANY NAME	SPAIN	LINGERIE & CORSBETRY	CLOTHING MANUFACT.

○ **Your Meetings**



The screenshot shows the 'Diary Manager' interface. It includes a navigation menu with links: List of Diaries, Requests sent, Delete diary, Change E-Mail, and System Requirements. The main content area is titled 'Details of the Appointment' and shows the following information:

**Company name**

Company: Company name  
 Address: Address  
 Zip Code: 28340      Town: Valdemoro  
 Province: Madrid      Country: ESPAÑA  
 Telephone: 91-2966666      E-Mail: YMENES@IFEMA.ES

Date: 16/10/2006  
 Start time: 09:00  
 End time: 09:30  
 Appointment place: 4A128  
 Comments:

[Ver comentarios \(+\)](#)

Buttons:





**UFI ICT Award 2009**  
**Best Innovative Web-Based Applications for Exhibitors**

**EXHIBITOR  
AREA  
IFEMA**

**Diary Manager** 

Status	Company Name	Diary Name	Events	Details
	COMPANY NAME	Pending Requests	1	<a href="#">View</a>
		<b>Diary</b> Company name	6	<a href="#">View</a>
	COMPANY NAME	Pending Requests	0	
		<b>Diary</b> Company name	45	<a href="#">View</a>

» [List of Diaries](#)  
» [Requests sent](#)  
» [Delete diary](#)  
» [Change E-Mail](#)  
[System Requirements](#)

# Tailor-made Trade Fair

• If you were Exhibitor at Fitur 2009, we remind you that to access the Exhibitors Area, you need to enter the username and password that you used for the last edition. If you have forgotten your password, help is available from the Exhibitors Area.

PERSONALISE THE TRADE FAIR TO FIT YOUR OBJECTIVES

Access the Exhibitors Area at our website [www.fituronline.com](http://www.fituronline.com)

• If this is the first time you will be participating, once the proposed space has been accepted and you have been allocated a stand, we will send you a username and password to enable you to access the exhibitors Area.



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## 1.) MY ACCOUNT:

Update your data and get information about the fairs.

## 2.) BUDGET:

Prepare your own budget.

## 3.) MY SPACE:

Download the plan of your stand at the "Stand Plan" Menu.

## 4.) INVOICING AND PAYMENTS:

Access your Account Statement and Invoicing Data.

## 5.) SERVICE CONTRACTING:

Order all the services that you may need and a 10% discount will be applied to services booked online.

## 6.) CATALOGUE DATA:

Enter and update your catalogue information.  
Enter and update catalogue information for co-exhibitors.  
Request badges for exhibitors, co-exhibitors, additional badges and invitations for trade visitors and general public.  
Request letters for managing the necessary visa.

## 7.) MY NETWORK:

Access the Trade Meeting Point and the service "My meetings" to help you manage your professional meetings.

## My Promotion And Meeting Tools

### Would you like to advertise your new products to a database of 150,000 addresses before the event itself?

- Enter your new products in the **Virtual Press Room** which is available online
- They will feature from the online catalogue
- A selection of them will be published in the online FITURNEWS newsletter, periodically sent to a database of 150,000 exhibitors, trade visitors and journalists.

### Would you like to inform those attending the trade fair of your new products or the activities you have planned?

Contact the Fitur Press Department so that they can include the activities or information in the printed trade fair's official newsletter FITURNEWS, distributed free of charge to all the participants.

## Expand Your Networking Contacts at Fitur

### Would you like to locate exhibitors participating in Fitur 2010?

- Access the **online catalogue** available on [www.fituronline.com](http://www.fituronline.com)
- You can perform **cross-reference searches** by activity, geographical area or product category...

### Would you like to reply to meeting requests from visitors or other exhibitors?

- Access "**My Meetings**" menu and view your own meetings arranged.
- Click on the **meetings list** to chose the meetings you would like to view (you can create several meetings) and see the timetable.
- Click on **requests received** to see what meetings are in your mailbox and reply to any requests you have.
- Click on requests sent to see the status of meetings you have requested.

### Would you like to arrange a meeting with other participating companies and/or pre-registered visitors?

- To contact other exhibitors, access the **2010 catalogue**, which is available on [fituronline.com](http://fituronline.com) and request a meeting on the company's page. You can view the status of your request via the "**My Meetings**" menu in the "**My Network**" Tab within the Exhibitors Area.
- To contact trade visitors (with all or those selected by activity, etc.) access the **Trade Meeting Point** in the "**My Network**" Tab from the Exhibitors Area. Select those visitors of interest to you (by name or criteria) and invite them to visit you.

### Would you like to advertise in the different media offered by the Trade Fair?

- **Outdoor advertising** - information is available in the Exhibitors Area
- **FITURNEWS** Contact Fitur Press Department: [prensa@ifema.es](mailto:prensa@ifema.es)
- **Online catalogue, catalogue in CD and printed format and trade fair guide** - Contact DIT

Do not forget to participate in the forums and technical conferences to be kept up to date with the sector's latest trends and news. Remember you can download the conference times onto your PDA directly from the [fituronline.com](http://fituronline.com) website.

# Exhibitor's schedule

When ▶	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	Who Informs you	Tool
<b>What to do</b>											
Renewal of exhibition spaces and requests for changes by <b>Fitur 2009 exhibitors</b> . <b>Priority booking period for returning the Exhibitor application form and the reservation fee in the corresponding installments.</b>										The FITUR Exhibition Management	
Now is the moment to begin <b>planning the objectives</b> you would like to achieve: Exploiting trade contacts (loyalty campaigns, capturing or recovering customers, new deals...), Brand positioning, Promoting the current portfolio, or presenting new features. Developing new distribution channels and expanding the market. Media coverage. Attending conferences and days. Bench-marketing.											
<b>New applicants</b> may send in their <b>Exhibitors Application Form</b> . The Exhibition Management will deal with the applications in order of arrival, once the former exhibitors' applications have been met.										The FITUR Exhibition Management	
Deadline for completing the <b>payment of 50%</b> of the space allocated (for former exhibitors and new applicants who have booked space).										Servifema Dept.	Account Statement available at the Exhibitors Area accessible at <a href="http://www.fituronline.com">www.fituronline.com</a>
Deadline for introducing or confirming your <b>trade details for the Preliminary Exhibitors List published in the FITUR 2010 Visitors Guide</b> which is sent to the entire FITUR 2009 Trade Visitors database and to the exhibitors at FITUR 2010.										The Company in charge of the FITUR 2010 official catalogue and the FITUR Exhibition Management	Following the allocation of your space, with your exhibitor password, you will be able to enter FITUR@T, the online tool which will help you manage the catalogue details on your company and your co-exhibitors and to request badges and invitations
Begin to prepare your calendar of <b>promotional activities</b> related to your presence as exhibitor: events for the industry or the media, advertising... FITUR offers manifold possibilities of promotion: advertising in the catalogue and the visitor's guide, banners, outdoor advertising at the venue during the exhibition...										The FITUR Exhibition Management IFEMA's Outdoor Advertising Dept.	
<b>Share your news</b> with the media, other exhibitors and the trade visitors publishing them free of charge at <a href="http://www.fituronline.com">www.fituronline.com</a> and the bulletin FITURNEWS.										Press Dept.	Virtual Press Room FITURNEWS
<b>Prepare the design of your stand</b> bearing in mind the objectives you have set yourself, including <b>materials</b> and brochures to be exhibited, <b>necessary staff, services</b> , catering, decor, .... SERVIFEMA will send you a Service Catalogue (also available at <a href="http://www.fituronline.com">www.fituronline.com</a> )										Servifema Dept.	Budgets and service orders through the Exhibitors Area or by sending the forms included in the service orders dossier
If any of your staff or your co-exhibiting companies' staff requires a <b>visa</b> to attend you should start with the procedures. You may ask the FITUR Exhibition Management for a letter confirming your participation.										The FITUR Exhibition Management	FITUR@T
Deadline to <b>request Exhibitor Badges</b> to be delivered by FITUR, both personalized and in the company's name (See Point 2 of this Exhibitor's Guide).										The Company in charge of the FITUR 2010 official catalogue and the FITUR Exhibition Management	FITUR@T
Deadline for introducing or confirming in the <b>catalogue application your trade details and those of your co-exhibiting companies, for the official Catalogue</b> . The Company in charge of the Catalogue will get in touch with you following the allocation of your space, to inform you on the procedures.										The Company in charge of the FITUR 2010 official catalogue and the FITUR Exhibition Management	FITUR@T
Use the <b>Trade Meeting Point</b> application ( <a href="http://www.fituronline.com">www.fituronline.com</a> ) in order to send information regarding your products/services to all the trade visitors that have signed up in the same. You may request passwords for your co-exhibitors at the Exhibitors Area.										Linea IFEMA (IFEMA call centre)	Trade Meeting Point accessible at the Exhibitors Area
Make the most of the <b>Meetings Manager</b> to <b>arrange appointments</b> with other exhibitors or with visitors who have registered at the Trade Meeting Point.										Linea IFEMA	Meeting Services available at the Exhibitors Area
If you wish to prepare a <b>day, press conference</b> , product presentation, ...throughout the course of FITUR and you require the use of a room at the venue, you will need to make your reservation in advance.										Ask for a free estimate through the <b>Conventions Centre</b> .	
<b>Complete payment of 100% of the space you have booked.</b> Deadline 1st December										Servifema Dept.	Account Statement available at the Exhibitors Area accessible at <a href="http://www.fituronline.com">www.fituronline.com</a>
Deadline to request the <b>letter of application for obtaining visas</b> .										Technical Secretariat (Exhibition Services Dept.)	
Deadline for returning <b>custom-designed stand projects</b> to the Exhibition Services Department 21st December										The FITUR Exhibition Management	
You will receive a box containing all the <b>badges</b> requested before 2nd November (please see section 2 of this guide). Please do not hesitate to contact the Exhibition Management if you detect any error.										The FITUR Exhibition Management	
<b>Tell your current and potential customers where your stand is at the trade fair and what will be on show there.</b> Advertising campaign, banners, mailing campaign, mailing of invitations...										Servifema Dept.	Budgets and service orders through the Exhibitors Area or by sending the forms included in the service orders dossier
If you need to order any <b>additional services</b> (hostesses, furniture, decoration), please do so as soon as possible. Orders placed 15 days before the exhibition assembly starts will suffer a 25% surcharge.											
Beginning of <b>stand assembly</b> from 8.30 a.m. 13 January to 9.30 p.m. 19 January. <b>Hand-over of modular stands</b> contracted from Ifema 18 & 19 January at 8.30 a.m. <b>Entry of merchandise and decoration material</b> 18 & 19 January from 8.30 a.m. to 9.30 p.m.											
<b>Exhibitor and co-exhibitor badges</b> will be handed over or can be requested at the Exhibition Secretariat located on the Central Avenue between Halls 6 and 8.											
FITUR 2010. Fair Schedule: Trade Visitors only: 10 a.m. to 7 p.m. Trade Visitors and General Public (10 a.m. to 8 p.m.)											
<b>Withdrawal of merchandise</b> and decoration material 24 January from 8.30 p.m. to midnight.											
<b>Stand Dismantling</b> will take place from 00.00 a.m. Monday 25 January to 3.00 p.m. Wednesday 27 January (except Halls 4 and 6 and connection 4-6 in which dismantling will take place exclusively the 25 and 26 January)											

1st September  
Payment 50% space

30th September  
Catalogue details  
for the Visitors  
Guide

2 November  
Badge request

30 November  
Catalogue entry

1 December  
Payment 50% space

21 December  
Deadline for the letter of  
application for obtaining visas

21 December  
Stand projects

Badge delivery

13 to 19 January  
Stand assembly

18 & 19 January. Entry of  
merchandise and hand-  
over of modular stands

18 to 22 January  
Badges available.  
Exhibition Secretariat

20, 21, 22 January  
FITUR Trade Visitors  
23 & 24 January  
FITUR General Public

24 January  
Withdrawal of merchandise

25, 26, 27 January  
Stand Dismantling