

**HIP** Horeca  
Professional  
Expo

HOSPITALITY INNOVATION PLANET

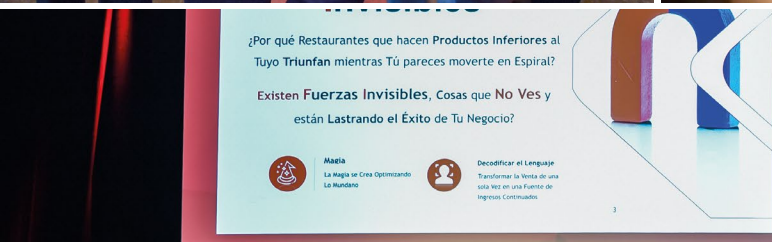


**PARTICIPATION KIT**

**24-26 FEB 2020**  
**MADRID- IFEMA**

**#HIP2020**





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# 1. OPTIONS OF PARTICIPATION

Whatever your marketing strategy is, HIP offers you participation options to suit your needs.

Our Partnership options range from the turnkey participation pack designed for Start-ups or a prestigious space in the exhibition zone, perfect for attracting leads, to the maximum visibility and networking opportunities.

Partner

Are you a leader or are you willing to become one? Show your leadership in this impressive sector to your current and potential clients as a Partner of Hospitality Innovation Planet. You will be the envy of all your competitors by allying yourself to the knowledge and innovation present in all communication elements and high-level forums.

Exhibitor

The most competitive option to show the innovation of your products and solutions to the sector. Attract new clients and build their loyalty by being present at the Premium or Business Exhibition Area.

Newcomer

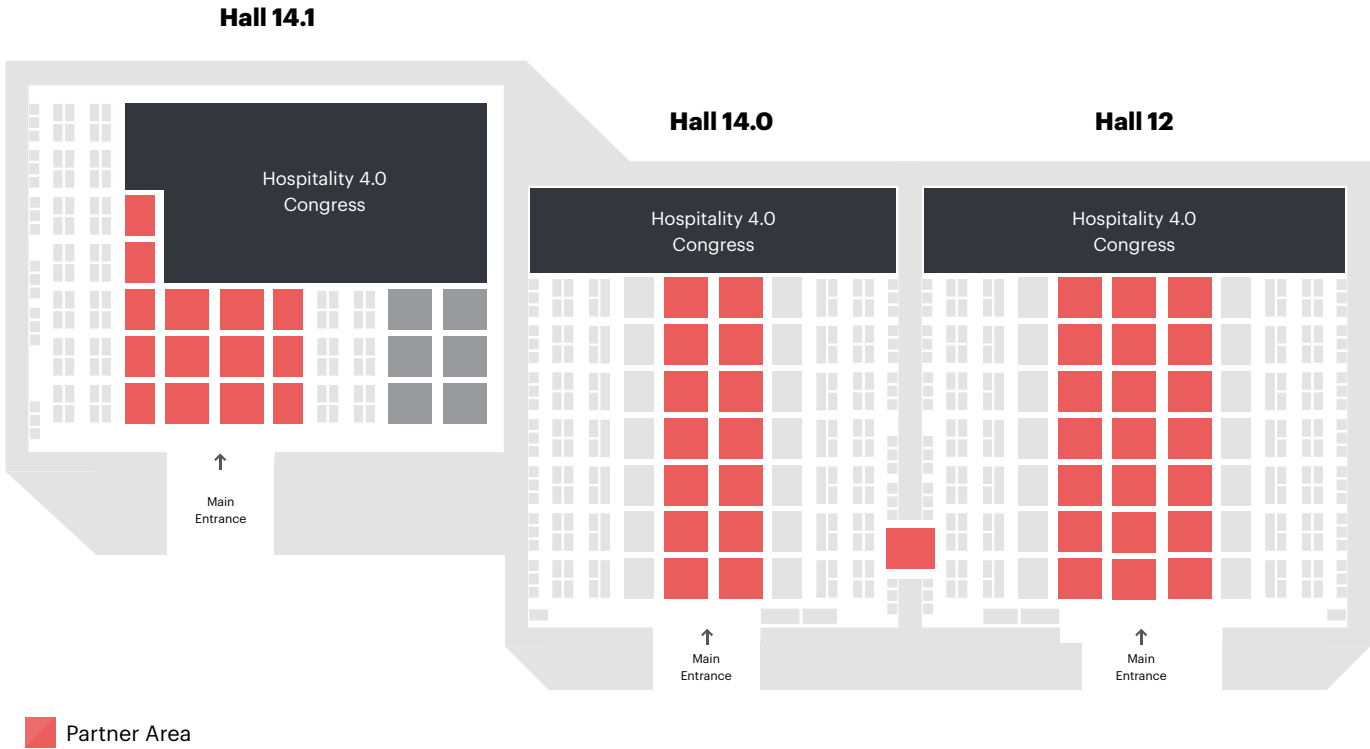
Have you just started? Are you looking for the highest revenue at the lowest cost? Enjoy our turnkey Packs. One day you will become the leader and we want to help you get there.



1.1 Partner

Being a leader implies many things and that is why we offer you to be Partner of the **Hospitality Innovation Planet**. What does it mean? Much more than you might think. Surprise your current and potential clients by inviting them to a high-profile event. It will certainly be a very pleasant surprise.

- **Generate real brand awareness** through all the communication activities before, during and after the event.
- **Enjoy your own space in the best Exhibition zone**, exclusive for Partners.
- Be in **direct contact with the major prescribers** and purchase decision makers.
- **Play a significant role in the congress** and in the networking activities of Hospitality Innovation Planet.
- Offer the **exclusive treatment to your most important clients and potential ones** within a setting of inspiration and innovation.
- Enjoy many other high-profile activities that will ensure **the best return of your investment**.



## 1.1 Partner



We offer you 2 models of participation to make sure you will obtain the maximum benefit to link your brand and leadership to the event that will bring the sector to the future.

# 1.

## Speaker slot in the Hospitality 4.0 Congress

The best opportunity to link your Brand with the innovation and the leadership taking part of a unique program with the best speakers and gurus of the HORECA sector.

# 2.

## Privileged space in the partner zone of the exhibition

You will have one of the exclusive spaces in the Partner Zone of the Expo ensuring the best visibility and visitor traffic to your stand.

# 3.

## Presence in the networking Activities

We propose you to play the major role in the high-level networking activities, where you will be able to share your knowledge, establish new business contacts and alliances, among many other options.

# 4.

## Roadshows

Link your brand and form part of the business presentations all around the country sharing our platform of innovation with the most important entities of the sector.

# 5.

## Horeca Leadership Summit

The highest representative of your Company will have the opportunity not only to attend but also to invite your most important client to this exclusive meeting. During the event, the presidents and CEOs of the leading companies will discuss along with the key representatives of the administration the sector's needs and strategies which are likely to become the future in upcoming years.

# 6.

## Horeca New Business Models Awards

Be present at the Horeca New Business Models Awards ceremony together with the members of your company and your clients.

# 7.

## Invitations for the Hospitality 4.0 Congress for your best clients and prospects

As a Partner you will have a chance to provide a unique treatment inviting your customers to high-level presentations that will help them establish their company's strategy in the upcoming months.

# 8.

## Brand awareness

We will maximize your brand image by linking it to a large number of online and offline communication elements before, during and after the event. Your logo will be highlighted on the home page, newsletters, blogs, social networks, signage, visitor's guide and app. These are just some of the countless impacts that you will get.

## 1.1 Partner



	Global Main Partner	Premier Partner
<b>PARTICIPATION</b>		
Exhibition space	Up to 120 sqm	Up to 80 sqm
Location	Partner Zone – Main Corridor	Partner Zone – Main Corridor
Type of the space	Island (4 sides opened)	Island (4 sides opened)
Insurance	✓	✓
<b>HOSPITALITY 4.0 CONGRESS</b>		
Speaking slot as expert in Hospitality 4.0 Congress	1 slot supersession	1 slot power conference
Company logo in conference rooms screen at the beginning and end of sessions	1st level	2nd level
Company logo in Congress main signage	1st level	2nd level
<b>HIGH-LEVEL NETWORKING</b>		
Invitations Business Pass (Expo + Shows)	1.000	500
Invitations Premium VIP Pass (Expo + Shows + Hospitality 4.0 Congress + Sala VIP)	100 VIP	50 VIP
VIP Lounge Access	✓	✓
Invitation to participate in HORECA Leadership Summit	1 CEO + 1 Customer	1 CEO + 1 Customer
<b>HOSPITALITY INNOVATION PLANET AWARDS</b>		
Invitations for the awards ceremony	5	2
<b>EVENT BRANDING AND MARKETING ELEMENTS</b>		
<b>AT THE VENUE</b>		
Company Logo on signage element at the venue	1st level	2nd level
Company Logo In Expo Zone at the pavilions	✓	✓
<b>COMMUNICATION BEFORE   DURING   AFTER THE SHOW</b>		
Company Logo and link on the home page of the Fair	1st level	2nd level
Company Logo and link on the Partners page of the Fair	1st level	2nd level
Strong presence in the Exhibitors list on the webpage	Global Main Partner Category	Premier Partner Category
Company Logo in advertising materials	✓	✓
Delivery of the corporate press kit to all registered journalists	✓	✓
Company Logo in roadshow presentations	1st level	2nd level
Company Logo in the Visitor's Guide	1st level	2nd level
Company Logo in the Event's app	1st level	2nd level
Company Logo in the newsletters send to all BBDD visitors	1st level	2nd level
Mentions in social media	✓	✓
Special mention in post-event report	1st level	2nd level
<b>OTHER SERVICES</b>		
Parking spaces at the event	2	1
Free Wi-Fi	12 users	6 users
<b>SPECIAL CONSIDERATIONS</b>		
Invitation to take part in the Advisory Board	✓	
Discount on the invitations purchase	50 %	50 %

\* Upon approval of the congress management

# 1.2 Exhibitor



## Customised participation opportunities for innovative companies

Within Exhibitor category we offer you 3 models of participation to ensure you will show your products and solutions in the best space possible: The Expo zone at Hospitality Innovation Planet. Choose the option that suits your strategy best to build customer loyalty and attract new clients. Enjoy all the benefits that we offer you as our Expositor.

### 2 Expo zones to choose from:

**Premium Zone:** Located just by Partner Zone promises you the maximum visibility and visitors' traffic just by the leaders. The perfect zone for the companies that aiming to maximize the acquisition of leads and increasing the visibility.

**Business Zone:** Located in aisles, offers slightly lower visibility at a competitive price. The ideal zone for the enterprises trying to optimize the cost of participation.su coste de participación.

**4 models of participation** based on your current space needs and without extra square meters.

#### With stand included:

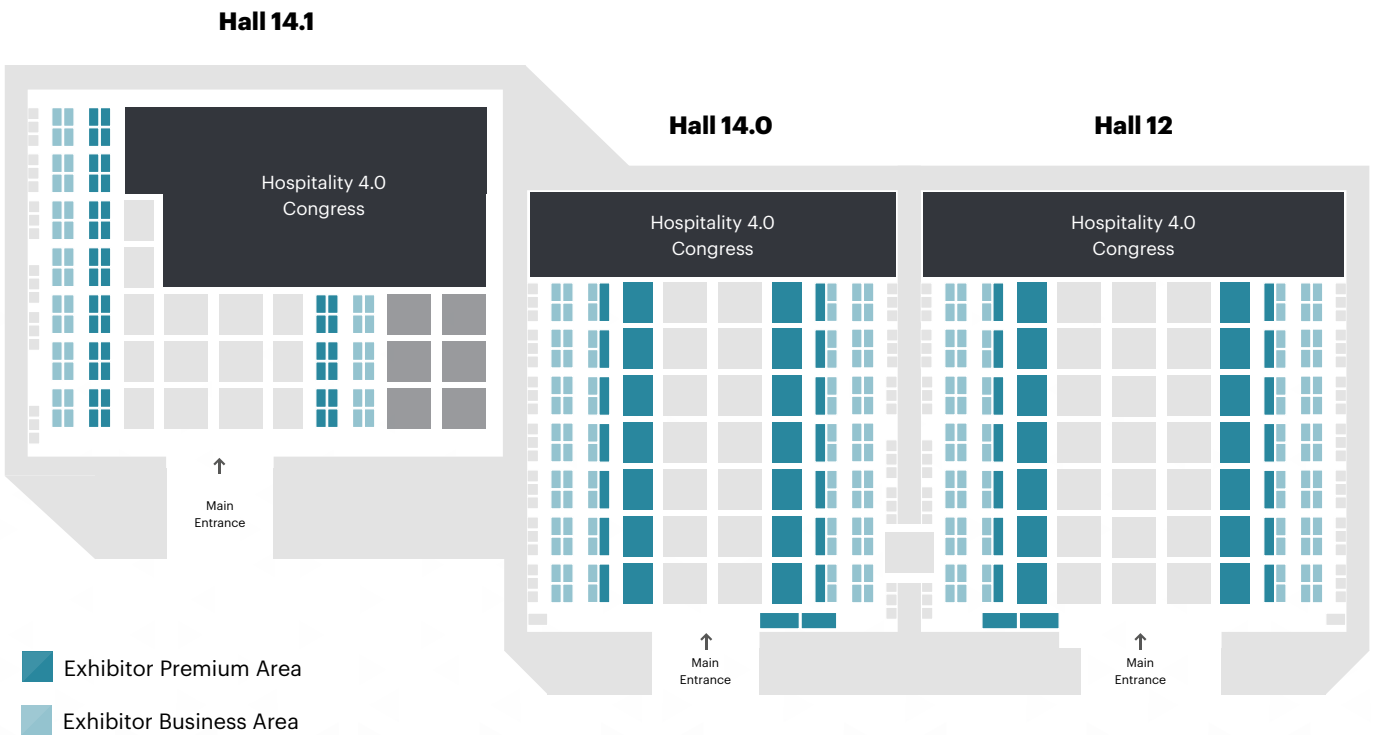
**Pack Exhibitor S** (20 sqm) includes registration fee, space, stand, compulsory insurance, passes and invitations.

**Pack Exhibitor M** (40 sqm) includes registration fee, space, stand, compulsory insurance, passes and invitations.

#### With optional stand:

**Exhibitor L** (60 sqm) includes registration fee, space, compulsory insurance, passes and invitations.

**Exhibitor XL** (80 sqm) includes registration fee, space, compulsory insurance, passes and invitations.



(See Stand options in part 4)

NOTE: The Exhibitors Pack S and M includes the stand options detailed in section 4.

# 1.3 Newcomer



We know how difficult it can be to start a business and make it grow. This is why we offer you a very competitive turnkey pack designed exclusively for start-ups, new companies or small producers. Take advantage of your presence at the key event in the sector with the minimum investment and incredible business opportunities.

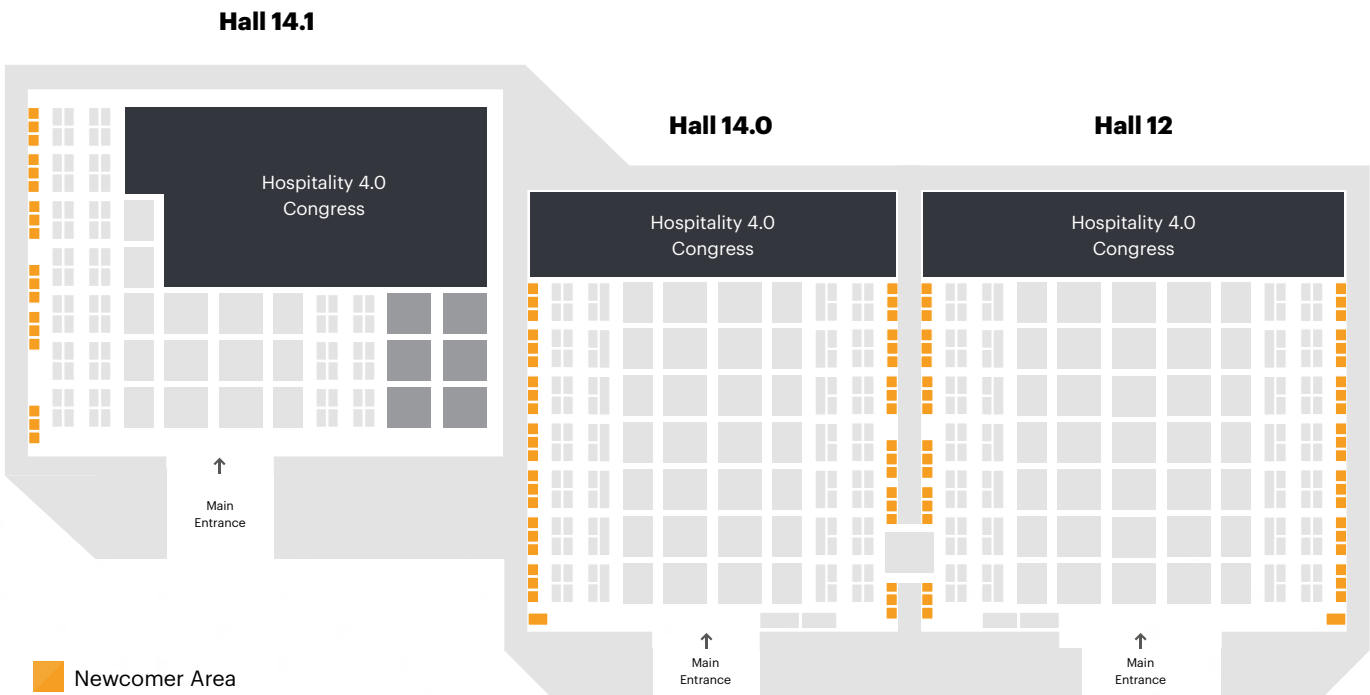
### 2 Models of turnkey participation options:

#### Producer / Foodservice Pack:

For small producers in the foodservice sector (food, beverages, etc.) Includes registration fee, space, compulsory insurance, stand of 12 sqm, passes and invitations.

#### Start-up Pack:

For start-ups or companies newly created, up to 2 years of activity. Take advantage of being surrounded by projects and innovative businesses like yours. Registration fee, space, compulsory insurance, stand 6 sqm, passes and invitations are included.





## 2. PARTICIPATION RATES SUMMARY

PARTICIPATION MODELS		Location in Exhibition Zone	PARTICIPATION PACKS	Early Bird Until 31 Oct '19	From 1 Nov '19	Space included sqm	Business Invitations	Premium VIP Invitations	Stand
PARTNER	PARTNER ZONE		GLOBAL MAIN PARTNER	25.500 €	26.000 €	until 120 sqm	1000	100	17.900 €
			PREMIER PARTNER	19.000 €	19.500 €	until 80 sqm	500	50	14.900 €
EXHIBITOR	PREMIUM ZONE		EXHIBITOR XL	17.000 €	17.500 €	80 sqm	250	6	7.100 €
			EXHIBITOR L	14.500 €	15.000 €	60 sqm	150	5	5.950 €
			PACK EXHIBITOR M	12.100 €	12.600 €	40 sqm	100	4	INCLUDED
			PACK EXHIBITOR S	7.000 €	7.500 €	20 sqm	50	2	INCLUDED
	BUSINESS ZONE		PACK EXHIBITOR M	9.500 €	10.000 €	40sqm	100	2	INCLUDED
			PACK EXHIBITOR S	5.900 €	6.300 €	20 sqm	50	1	INCLUDED
NEWCOMER	NEWCOMER ZONE		PACK PRODUCTOR*	4.200 €	4.500 €	12 sqm	50	1	INCLUDED
			PACK START-UP**	2.500 €	2.800 €	6 sqm	50	1	INCLUDED

\* Only available for food and beverage producers  
\*\* Only available for companies with up to 2 years of activity

VAT prices applicable/ not included

## 3. UNIQUE SPONSORSHIP OPPORTUNITIES

HIP offers you the opportunity to maximize your brand presence and visibility through unique options of sponsorship. Be the first and be sure to generate an impact on your customers and prospects before your competition.

### Sponsorship Shows and Networking Area

SHOWS	Company logo and Brand image displayed on all communication elements of Bar Show Masterclass (web, social media, newsletters, app, visitor's guide, signage, stage). In case of sponsors of the equipment industry, your product can be on the stage.	6.000 €
NETWORKING AREAS	Company logo and brand image displayed on all communication elements of networking areas (web, social media, newsletters, app, visitor's guide and signage).	6.000 €

### Event sponsorship

LANYARDS	Show your leadership in the most exclusive and visible image element in the lounge: the Lanyards. Logo shared with the lounge space. (The sponsorship includes production cost).	10.000 €
WI-FI	Wi-Fi is the most appreciated service by professional attendees. Moreover, it can be your courtesy to offer it. Company logo in the Wi-Fi zones, event webpage, visitor's guide, signage and the landing page.	5.000 €
EVENT APP	Your image in one of the most useful and common elements used by HIPattendees. Company logo and the landing page in the app with distinct signage, event webpage and visitor's guide.	5.000 €
VISITOR'S GUIDE BACK COVER	Even in the digital era there are still printed pieces that allow the biggest impact of the brand: Visitor's Guide. The advert on the back page of the Visitor's Guide, distributed at the entrances and registration counter.	3.000 €

### Awards sponsorship

GIVE NAME TO ONE OF THE INNOVATION PRICES	Link your brand with the maximum expression of the innovation: the HIP Awards. Company logo and name to one of the prizes in the Hospitality Innovation Planet Awards Ceremony. Logo in screen and presentation of the sponsored award by one of the representatives of your company.	2.000 €
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Prices without VAT





# 4. BOOTH OPTIONS



**APPLIED RATE:**  
• Booth cost: **17.900 €**. VAT not included.

- INCLUDED SERVICES:**
- Access to event Wi-Fi network
  - Basic cleaning prior to the opening day (includes plastic carpet removal)

**TECHNICAL SPECIFICATIONS::**

- BOOTH**
- 20 sqm with carpet floor on an 8 cm platform
  - Lightening suspended truss with Neowall system
  - Central structure in Neowall system 500x200x396 cm. White or black color available. Curved edges and storage with door and key.
  - Closed office of 300x300 cm

- FURNITURE**
- 7 round black tables
  - 22 white Heritage chairs
  - 1 stool
  - 6 Orlando armchairs
  - 3 wooden counters
  - 1 storage shelves
  - 1 rack
  - 1 small refrigerator
  - 1 screen 1 LED 42 "

- ELECTRICITY - LIGHTING**
- Power and low electricity consumption (0.13 kw / sqm)
  - Switchboard with differential and double plug
  - 12 metal halide bulb 150W
  - 1 sodium bulb
  - 1 single phase wall socket at the reception desk
  - 1 double phase wall socket in counters carpentry
  - 2 double sockets in storage area

- LABELLING**
- Logo on reception desk
  - Customer image on the center wall
  - Customer image on the suspended lightening panel

**Colour options for carpeting.**  
Change the carpet colour without any additional cost.

Lawn Green	White	Jasper Grey	Navy Blue
Billiard-Table Green	Leaf Green	Rojo	Flight Attendant
Whisky	Pearl Grey	Granate	Sahara
Anthracite Grey	Dark Blue	Orange	Brown
Black			

Stand image only for informational purposes. The images of the stands may vary depending on the assigned final space. The removal of any prefabricated element by the exhibitor does not mean reduction of the price. All materials used, structural or electrical are on loan and therefore, any deterioration shall be billed at the applicable fees. It is not allowed to pin any element on the walls of the stand. You can only attach them with adhesive tape.



**APPLIED RATE:**  
• Booth cost: **14.900 €**. VAT not included.

- INCLUDED SERVICES:**
- Access to event Wi-Fi network
  - Basic cleaning prior to the opening day (includes plastic carpet removal)

**TECHNICAL SPECIFICATIONS:**

- BOOTH**
- 80 sqm with carpet floor on an 8 cm platform
  - Lightening suspended truss with Neowall system
  - Central storage area 500x200x396 cm in size, using the Neo Wall system. White or black color available. Sides curved and storage with door and key

- FURNITURE**
- 4 round black tables
  - 1 coffee table
  - 12 white Heritage chairs
  - 1 stool
  - 4 Orlando armchairs
  - 3 wooden counters
  - 1 small refrigerator
  - 1 storage shelves
  - 1 screen 1 LED 42 "
  - 1 counter desk

- ELECTRICITY - LIGHTING**
- Power and low electricity consumption (0.13 kw / sqm)
  - Switchboard with differential and double plug
  - 8 Halide 150 W at 75 w / sqm
  - 1 sodium lamp
  - 1 single phase wall socket at the reception desk
  - 1 double phase wall socket in woodwork counters
  - 2 double sockets in storage area

- LABELLING**
- Company Logo on reception desk
  - Customer image on the center wall
  - Customer image on the suspended lightening truss panel

**Colour options for carpeting.**  
Change the carpet colour without any additional cost.

Lawn Green	White	Jasper Grey	Navy Blue
Billiard-Table Green	Leaf Green	Rojo	Flight Attendant
Whisky	Pearl Grey	Granate	Sahara
Anthracite Grey	Dark Blue	Orange	Brown
Black			

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STAND EXTRA LARGE (80 sqm).

INCLUDED IN EXHIBITOR XL PACK



**APPLIED RATE:**

- Booth cost: **7.100 €.** VAT not included.

- INCLUDED SERVICES:**
- Access to event Wi-Fi network
  - Basic cleaning prior to the opening day (includes plastic carpet removal)

**TECHNICAL SPECIFICATIONS:**

- BOOTH**
- 80 sqm with fair carpeting
  - Maxima type structure of 400 cm / h
  - Rear walls in white, grey or black
  - Storage space 200x200 cm with lock and key

- FURNITURE**
- 2 glass reception counter
  - 4 round white tables
  - 2 airport tables
  - 16 white Heritage chairs
  - 4 stools
  - 1 small refrigerator
  - 1 storage shelves
  - 1 rack

- ELECTRICITY - LIGHTING**
- Power and low electricity consumption (0.13 kw / sqm)
  - Switchboard with differential and 4 double plugs
  - 100W halogens at 75 w / sqm

- LABELLING**
- 2 signage of 4x2 m
  - 2 signage of 2x1 m
  - 2 glass vinyl of 2x1 m

**Colour options for carpeting.**  
Change the carpet colour without any additional cost.

- |                      |            |             |                  |
|----------------------|------------|-------------|------------------|
| Lawn Green           | White      | Jasper Grey | Navy Blue        |
| Billiard-Table Green | Leaf Green | Rojo        | Flight Attendant |
| Whisky               | Pearl Grey | Granate     | Sahara           |
| Anthracite Grey      | Dark Blue  | Orange      | Brown            |
| Black                |            |             |                  |

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STAND LARGE (60 sqm).

INCLUDED IN EXHIBITOR L PACK



Additional cost for stand walls Complete  
labelling: 1.990 €+Vat

**APPLIED RATE:**

- Booth cost: Included in the cost of Exhibitor M Participation option.

- PARTICIPATION:**
- Space 60 sqm
  - Mandatory Insurance

- INCLUDED SERVICES:**
- Access to event Wi-Fi network
  - Basic cleaning prior to the opening day (includes plastic carpet removal)

**TECHNICAL SPECIFICATIONS:**

- BOOTH**
- 60 sqm with fair carpeting
  - Octanorm type structure of 303 cm/h
  - Rear walls in black
  - Storage space 300x100 cm with lock and key

- FURNITURE**
- 2 round white tables
  - 8 white Heritage chairs
  - 2 brochure holder
  - 2 modular counters white 150x50x100 cm top with shelves and sliding rear doors

- ELECTRICITY - LIGHTING**
- Power and low electricity consumption (0.13 kw / sqm)
  - Switchboard with differential and double plug
  - 300W bulbs at 75 w / sqm

- LABELLING**
- 4 costumed PCV friezes with logo
  - Logo on reception desk

**Colour options for carpeting.**  
Change the carpet colour without any additional cost.

- |                      |            |             |                  |
|----------------------|------------|-------------|------------------|
| Lawn Green           | White      | Jasper Grey | Navy Blue        |
| Billiard-Table Green | Leaf Green | Rojo        | Flight Attendant |
| Whisky               | Pearl Grey | Granate     | Sahara           |
| Anthracite Grey      | Dark Blue  | Orange      | Brown            |
| Black                |            |             |                  |

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## MEDIUM STAND (40 sqm). INCLUDED IN EXHIBITOR M PACK



Additional cost for stand walls Complete labelling: 1.490 €+Vat



### APPLIED RATE:

- Booth cost: Included in the cost of Exhibitor M Participation option.

### PARTICIPATION:

- Space 40 sqm
- Mandatory Insurance

### INCLUDED SERVICES:

- Access to event Wi-Fi network
- Basic cleaning prior to the opening day (includes plastic carpet removal)

### TECHNICAL SPECIFICATIONS:

#### BOOTH

- 40 sqm with fair carpeting
- Octanorm type structure of 303 cm / h
- Rear walls in black
- Storage space 300x100 cm with lock and key

#### FURNITURE

- 2 round white table
- 8 white Heritage chairs
- 2 brochure holder
- 2 modular counter white 150x50x100 cm top with shelves and sliding rear doors

### ELECTRICITY - LIGHTING

- Power and low electricity consumption (0.13 kw / sqm)
- Switchboard with differential and double plug
- 300W bulbs at 75 w / sqm

### LABELLING

- 4 costumed PCV friezes with logo
- Logo on reception desk

**Color options for carpeting.**  
Change the carpet color without any additional cost.

Lawn Green	White	Jasper Grey	Navy Blue
Billiard-Table Green	Leaf Green	Red	Flight attendant
Whisky	Pearl Grey	Burgundy	Sahara
Anthracite Grey	Dark Blue	Orange	Brown
Black			



## SMALL STAND (20 sqm). INCLUDED IN EXHIBITOR S PACK



Additional cost for stand walls Complete labelling: 1.490 €+Vat



### APPLIED RATE:

- Booth cost: Included in the cost of Exhibitor S Participation option.

### PARTICIPATION:

- Space 20 sqm
- Mandatory Insurance

### INCLUDED SERVICES:

- Access to event Wi-Fi network
- Basic cleaning prior to the opening day (includes plastic carpet removal)

### TECHNICAL SPECIFICATIONS:

#### BOOTH

- 20 sqm with fair carpeting
- Octanorm type structure of 303 cm / h
- Rear walls in black
- Storage space 200x100 cm with lock and key

#### FURNITURE

- 1 round white table
- 4 white Heritage chairs
- 2 brochure holder
- 1 modular counter white 150x50x100 cm top with shelves and sliding rear doors

### ELECTRICITY - LIGHTING

- Power and low electricity consumption (0.13 kw / sqm)
- Switchboard with differential and double plug
- 300W bulbs at 75 w / sqm

### LABELLING

- 2 costumed PCV friezes with logo
- Logo on reception desk

**Color options for carpeting.**  
Change the carpet color without any additional cost.

Lawn Green	White	Jasper Grey	Navy Blue
Billiard-Table Green	Leaf Green	Red	Flight attendant
Whisky	Pearl Grey	Burgundy	Sahara
Anthracite Grey	Dark Blue	Orange	Brown
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STAND PRODUCER | FOODSERVICE (12 sqm)

INCLUDED IN PRODUCER | FOODSERVICE PACK



Additional cost for stand walls Complete labelling: 1.350 €+Vat



**APPLIED RATE:**

- Booth cost: Included in the cost of Producer | Foodservice Pack.

**PARTICIPATION:**

- Space 12 sqm
- Mandatory Insurance

**INCLUDED SERVICES:**

- Access to event Wi-Fi network
- Basic cleaning prior to the opening day (includes plastic carpet removal)

**TECHNICAL SPECIFICATIONS:**

**BOOTH**

- 6 sqm with fair carpeting
- Maxima profile structure of 303 cm / h
- Back wall octanorm profile 294 cm/ h
- PVC frieze labelled with the client name and stand number
- Storage zone 100x100cm with key and lock

**FURNITURE**


















- 1 round white table
- 3 white chairs
- 1 modular counter with white 100x50x100 cm top

**ELECTRICITY - LIGHTING**

- Power and low electricity consumption (0.13 kw / sqm)
- Switchboard with differential and single plug
- 300W bulbs at 75 w / sqm

Color options for carpeting.

Change the carpet color without any additional cost.

 Lawn Green	 White	 Jasper Grey	 Navy Blue
 Billiard-Table Green	 Leaf Green	 Red	 Flight attendant
 Whisky	 Pearl Grey	 Burgundy	 Sahara
 Anthracite Grey	 Dark Blue	 Orange	 Brown
 Black			

STAND START-UP (6 sqm)

INCLUDED IN START-UP PACK



Suplemento rotulación gráfica paredes stand: 900 €+IVA



**APPLIED RATE:**

- Booth cost: Included in the cost of Start-up Pack.

**PARTICIPATION:**

- Space 6 sqm
- Mandatory Insurance

**INCLUDED SERVICES:**

- Access to event Wi-Fi network
- Basic cleaning prior to the opening day (includes plastic carpet removal)

**TECHNICAL SPECIFICATIONS:**

**BOOTH**

- 6 sqm with fair carpeting
- Maxima profile structure of 303 cm / h
- Rear walls in back with octanorm profile 294 cm/ h
- PVC frieze labelled with the client name and stand number


















**FURNITURE**

- 1 round white table
- 2 white chairs
- 1 modular counter with white 100x50x100 cm top

**ELECTRICITY - LIGHTING**

- Power and low electricity consumption (0.13 kw / sqm)
- Switchboard with differential and single plug

**Color options for carpeting.**  
Change the carpet color without any additional cost.

 Lawn Green	 White	 Jasper Grey	 Navy Blue
 Billiard-Table Green	 Leaf Green	 Red	 Flight attendant
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## 5. HIP TEAM CONTACT

A great team to help and advise great companies. We aim to be your best business partner.

### National Sales Team:

E: [exhibit@expohip.com](mailto:exhibit@expohip.com)

### International Sales Team:

BARCELONA [info@nebext.com](mailto:info@nebext.com)  
BRUSSELS [belgium@nebext.com](mailto:belgium@nebext.com)  
LISBOA [portugal@nebext.com](mailto:portugal@nebext.com)  
MADRID [spain@nebext.com](mailto:spain@nebext.com)  
MOSCOW [russia@nebext.com](mailto:russia@nebext.com)  
SHANGHAI [china@nebext.com](mailto:china@nebext.com)  
TEL AVIV [israel@nebext.com](mailto:israel@nebext.com)  
BOLOGNA [italy@nebext.com](mailto:italy@nebext.com)  
DELHI [india@nebext.com](mailto:india@nebext.com)  
FRANKFURT [germany@nebext.com](mailto:germany@nebext.com)  
MEXICO [mexico@nebext.com](mailto:mexico@nebext.com)  
SAO PAULO [brazil@nebext.com](mailto:brazil@nebext.com)  
SILICON VALLEY [usa@nebext.com](mailto:usa@nebext.com)  
TORONTO [canada@nebext.com](mailto:canada@nebext.com)  
WARSAW [poland@nebext.com](mailto:poland@nebext.com)

### Exhibitors Service Team:

E: [operations@expohip.com](mailto:operations@expohip.com)

### Press:

E: [press@expohip.com](mailto:press@expohip.com)



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# 6. PARTICIPATION GENERAL TERMS & CONDITIONS

## INTRODUCTION

These General Terms and conditions are referred to HOSPITALITY INNOVATION PLANET 2020 (hereinafter referred to as “The Event”).

### Art. 1 – General Information

**1.1 Name of the event:** HOSPITALITY INNOVATION PLANET 2019 – HORECA PROFESSIONAL EXPO

#### 1.2 Fairgrounds:

Feria de Madrid – IFEMA – Halls 12, 14 and 14.1

Avda. del Partenón, 5

28042 Madrid

España

(hereinafter referred to as “Fairgrounds”)

**1.3 Type:** International and reserved to HORECA related professionals, duly qualified, and/or with invitations released by The Organizer, by the Exhibitors or Partners, with paying access.

#### 1.4 Dates:

Assembly: from February 20th to 23rd, 2020

Celebration: from February 24th to 26th, 2020

Dismantling: from February 26th to 27th, 2020

#### 1.5 Opening hours:

Assembly: from February 20th to 23rd, from 8:30 a.m. to 9:30 p.m.

Celebration: from February 24th to 26th

•Exhibitors: from 8:30 a.m. to 7:30 p.m. (Mon-Tue), 8:30 a.m. to 12:00 a.m. (Wed)

•Visitors: from 10:00 a.m. to 7:00 p.m. (Mon-Tue), 10:00 a.m. to 5:00 p.m. (Wed)

Dismantling:

•February 26th, from 5:30 p.m. to 12:00 a.m.

•February 27th, from 8:30 a.m. to 12:00 a.m.

The Organizer reserves the right to modify the opening hours and the dates of the Event, at its sole discretion.

**1.6 Organizer:** NEBEXT – Next Business Exhibitions (hereinafter referred to as “The Organizer”) in collaboration with IFEMA – Feria de Madrid

NEBEXT CIF: B87396818

HQ: Calle O'Donnell, 12 planta 2 - 28002 Madrid

Phone: 00 34 917 942 830

Email: exhibit@expohip.com

Website: www.expohip.com

Worldwide offices: Barcelona, Bologna, Brussels, Frankfurt, Madrid, Mexico City, Moscow, Sao Paulo, Shanghai, Silicon Valley, Tel Aviv, Toronto.

It corresponds to the Event Direction, the interpretation and the fulfillment of the present General Conditions of Participation for Exhibitors. The Event Direction will attend directly to everything related to the application of these General Terms & Conditions of Participation for Exhibitors, will supervise the organization of the whole event, satellite events, and will coordinate the Technical Secretariat of the 4.0 Hospitality Congress.

### Art. 2 – Objective of the Event and Exhibiting sectors

The Event is a professional Trade Show & Congress designed to be a showcase and networking space to show the last innovations and technology for channel HORECA professionals.

The exhibiting companies are related to the following sectors: Equipment and machinery | Furniture, decoration and lighting | Single use material, packaging and amenities | Textile and uniformity | Technology and Entertainment | Food | Beverage | Laundry, dyeing and cleaning products | Services, consultancy and food hygiene | Fitness, Wellness & SPA | Franchises | Transport and Logistics | Learning and Publications. The event also will have held demonstration areas and first level conferences programme where HORECA sector professionals will discover the last trends and innovations.

### Art. 3 – Exhibition Limitations - Admission

**3.1 Exhibition Limitation:** Only products and services represented under the sectors contained in the signed Participation Contract, which represents an integral and substantial part of these General Terms and Conditions, may be exhibited.

**3.2 Admission:** Any country companies are entitled to be part at the Event, provided their activities fall within the object of the Event and participating under the Categories (Partner, Exhibitor and Newcomer) (henceforth the “Exhibitors”). Admission to the Event is dependent on the acceptance of the Participation Contract (henceforth the “Participation Contract”) by The Organizer. Admittance to the Event and the subsequent stand allocation, shall be granted dependent on the package and area indicated in the Participation Option contracted, the amount of exhibition space available bearing in mind the types of products and services to be exhibited and the date of the Participation contract reception. Admittance shall not however be granted to the Event to those Exhibitors who are in debt for whatever reason with The Organizer or Exhibitors that are in a condition by which one may reasonably presume that they are in danger of becoming insolvent or entering a period of crises. The Organizer reserves the right to refuse and/or revoke admission to the Event where it believes, based on its own unquestionable judgment, that the applicant does not have appropriate credentials. In this case The Organizer is not required to provide any justification for its decisions. The refusal and/or cancellation of admittance will not entail any form of reimbursement for damage or interest. The participation in one or more of the previous editions of the Event does not grant the Exhibitor any automatic right to participate in a subsequent Event edition.

Exhibitors must be attending their stand during the Event opening hours and cannot start the stand dismantling until the Event closes the last day. The Organizer reserves the right to close the stand or the facilities that break the conditions of the present General Terms & Conditions for Exhibitors.

The Organizer will name an Admission Commission, which will supervise all the requests of admission as exhibitor and which will visit all the stands and will verify that the exposed material answers to HOSPITALITY INNOVATION PLANET 2020 philosophy. Those products and / or the advertising of the same ones that, to criterion of this Commission, do not fulfill these requirements and the present General Terms & Conditions of Participation for Exhibitors, will not be admitted into HOSPITALITY INNOVATION PLANET 2020.

The exhibitors will facilitate to the Organizer, at least one month before the Event a detailed relation of products, services and brands that they want to expose in their stand.

### Art. 4 – ticipation fees

The fees charged by The Organizer will be the ones indicated in all the Participation documents for the 2020 edition. These fees are applied to the entire surface of the spaces occupied, within the same perimeter by the same company.

#### 4.1 Participation fee:

Covers everything specified below: All the benefits indicated in the Participation kit plus administrative and secretarial costs, inclusion in the on-line catalogue, promotion of the Event which may even include the organisation of: events, conferences, hospitality costs for journalists, speakers, professional and international delegations, as well as study and research activities which may even be performed in collaboration with Trade Organisations; technical assistance provided to the Exhibitor during the Exhibition and during the setting up and dismantling days; general surveillance of the pavilions and general fire prevention; Exhibitor passes. Each Exhibitor standholder will be provided with a number of passes in proportion to the Participation Options contracted. The Exhibitor will have the right to purchase extra passes beyond those already granted at a unit price established by The Organizer, to be used exclusively for personnel manning the stands. Basic cleaning (carried out during pavilion closing hours which includes: cleaning of floors in corridors and aisles and emptying of rubbish bins and removal of the garbage left in the stand perimeter at the end of the day, A Civil Liability and Property Damage Insurance Policies detailed in Art. 19.

#### 4.2 Co-Exhibitor Participation fee:

Includes the insertion of the co-exhibitor in the on-line catalogue and in the event guide. A specific Participation Contract for each of the co-exhibiting companies that will be using the same primary exhibitor space has to be signed and submitted to The Organizer. A fee of 300€ + VAT will be applied for each of the co-exhibitor companies applying, who will be able to benefit from all the considerations mentioned in the Co-Exhibitor Participation Contract itself.

### 4.3 Stand Assembly fee:

IFEMA charges to every Exhibitor's stand a compulsory fee corresponding to the installation and decoration of the stand, according to IFEMA's in force official rate for 2019. All the Exhibitors' stands included in the Participation Package or contracted through the Organizer will have included in its price this Stand Assembly fee. The Exhibitors who build their own stand will be invoiced at the rates indicated by IFEMA for 2020.

### Art. 5 – Participation Contract and Payment Terms

**5.1 Participation Contract:** The Participation Contract in the original, duly filled in and signed must be delivered to The Organizer by and not later than February 7th, 2020. The Participation Contract may not contain reservations nor conditions of any kind, on penalty of being inadmissible.

In case the Participation Contract is received by The Organizer after the deadline and is nevertheless accepted on the basis of a merely discretionary assessment by The Organizer, the latter will not be in any way required to comply with the deadlines for delivery of the participation documents to the Exhibitor. Participation Contracts received after the registration deadline will be placed on a waiting list.

**5.2 Payment Terms:** The Participation Contract must contain the indication of the Participation Option contracted and must be accompanied - on penalty of inadmissibility - by the payment of an invoice/s calculated on the basis of the criteria indicated above:

• **1st Payment Term:** 50% of the total cost of the Participation Option contracted at the signature, upon receipt of invoice from the Organizer and with a due date of 10 days from the invoice issue

• **2nd Payment Term:** remaining 50% of the total cost of the Participation Option contracted plus additional services (if it's the case) after the final space allocation and the final invoice issue from the Organizer with a due date of 10 days.

From 10th January shall be paid 100% of the total cost of the Participation Option contracted at the signature, upon receipt of invoice from the Organizer.

The additional products or services contracted shall be paid maximum before the start of assembly of the event, all before 20th February.

In case of non-compliance of the payment conditions specified, the Organizer shall be entitled to offer the space booked for any other applicant company.

The first payment does not constitute acceptance of the Participation Contract by The Organizer.

Should the Participation Contract not be accepted by The Organizer the amount paid as specified in the 1st Payment Term will be returned to the Exhibitor. The organizer is entitled to reject Exhibitors, in its own discretion, in case the Participation Contract is not followed by the payment of the first invoice inside the payment terms. Failure to sign the Participation Contract, or the failure to pay the first invoice, grants The Organizer the right to reject the request.

It will not be allowed initiate the assembly of the stand to those Exhibitors that have outstanding debts with The Organizer.

The amount of the extra services ordered during the Event and all those quantities dependent on payment will be regularized by the Exhibitor before the dismantling period. This is an indispensable requirement to allow the exit of the exposed material by The Organizer.

### 5.3 Payment Methods

All payments should be made to Nebext – HIP 2020 by bank transfer to the indicated Bank Account:

BANCO DE SABADELL

IBAN: ES08 0081 0131 5200 0118 3222

BIC: BSABESBB

**REF: To ensure that your payment is registered correctly, please indicate the client code and invoice number in the bank transfer.**

### Art. 6 – Withdrawal

The Exhibitor has the right to withdraw from the event by communicating it to The Organizer with a registered letter with proof of receipt (forwarded in advance by email) within the following conditions:

• Before November 29th, 2019: It is understood that The Organizer will have the right to withhold 50% of the total cost of the Participation Option contracted. The Organizer as an indemnity will allocate half the amount to offset the costs incurred by the withdrawal and as a sign of goodwill, the other half would be regarded as a deposit by the Exhibitor in the case of desire to participate in the next edition of The Event.

• After November 29th, 2019: If the Exhibitor sends the communication beyond the expiry of said term (or does not send any communication), in any case (even if the Exhibitor decides not to take part) he will be required

to pay 100% of the total cost of the Participation Option and all set and installation costs for the services ordered and/or performed on the booked site, all taxes paid on behalf of the Exhibitor as well as any damages The Organizer and/or the Event may suffer due to said withdrawal. The Organizer as an indemnity will allocate half the amount to offset the costs incurred by the withdrawal and as a sign of goodwill, the other half would be regarded as a deposit by the Exhibitor in the case of desire to participate in the next edition of The Event.

In both withdrawal instances The Organizer in any case reserves the right to allocate the stand to another Exhibitor, without this possible allocation in any way prejudicing or limiting its right to request the indemnities described above.

### Art. 7 – New Law on VAT for Foreign Exhibitors

**7.1** As from January 1st 2011, in accordance with the Legislative Decree no. 18/2010 in Participation Contract of the EU directive no. 8/2008, foreign Exhibitors liable for taxation are not required any longer to pay the VAT on participation fee, stand fee and services connected with the event, with the exclusion of non commercial Companies (for example private individuals); in order to identify the type of Exhibitor (Company liable for taxations/ non-commercial Company or private individual), before the issuing of the invoice it is essential to receive the VAT number/ID code proving the status of company and not of private individual. It is therefore absolutely necessary that Participation Contracts are sent with the above information, otherwise invoices will have to be issued with the Spanish Value-Added Tax. Entrance tickets will still remain subject to Spanish VAT for all exhibitors (Spanish and international).

**7.2 Devolución de IVA:** All Foreign Exhibitors interested in VAT: To request refund of Value Added Tax to a non-resident of the

territory of application of the aforementioned tax, said non-resident must compulsorily appoint a tax representative in Spain to complete all the formalities before the body or office of the tax authorities, which in Spain is:

Delegación Especial de la Agencia de Administración Tributaria de Madrid - Sección de Regímenes Especiales

C/ Guzmán el Bueno, nº 139

28071 Madrid

Tel: (+34) 91 582 67 67 / 91 582 67 39 / 91 582 66 08

Fax: (+34) 91 582 67 57

Should the non-resident not have a tax representative, it should consult with specialist companies or the relevant body in its country of origin (Chamber of Commerce, tax authorities, etc.).

### Art. 8 – Notification of Space Assignment

The Criteria for Space Assignment will be as follows in the order shown below (starting with 1):

**Participation Package contracted:** Being assigned in the following order: 1. Global Main Partner, 2. Premier Partner, 3. Exhibitor XL Premium Area, 5. Exhibitor L Premium Area, 6. Exhibitor M Premium Area, 7. Exhibitor S Premium Area, 8. Exhibitor M Business Area, 9. Exhibitor S Business Area, 10. Newcomer Productor/Foodservice, 11. Newcomer Start-up.

### How long the exhibitor has been participating.

### Participation Contract Reception Date.

In equal conditions for criteria 1, 2 and 3 the order of choice will be decided by the one with additional Booth or Unique Sponsorship Opportunities contracted. HIP management Team will inform exhibitors of the development and outcome of the space assignment. Assignment of spaces shall be communicated by The Organizer by e-mail. The Organizer cannot however be held responsible if the e-mail is not received. Notification of space assignment is valid for the Exhibitor to whom it is addressed. The surface area, type of space and position requested by the Exhibitor in the Participation Contract is not binding for The Organizer, which may assign a space with different measurements, layout and position from those indicated by the Exhibitor, if the requests made by the Exhibitor are not, at the sole discretion of The Organizer, compatible with the overall organisational needs or with exhibition spaces dedicated to specific goods sectors, or with the standard characteristics of the exhibition areas in general. Assignment of a certain area or exhibition typology or space at a previous edition of the Event shall not represent a preferential right to obtain of the same area or exhibition type, or space for subsequent editions. The Exhibitor is obliged to respect the size of the space assigned. Occupation of more exhibition space than that assigned shall lead to an extra charge calculated according to the Rates. No business may take place outside the assigned exhibition space, even with a view to avoiding interference with the activity in other stands, nor may the corridor and/or area behind the space be used. The Organizer reserves the right to modify the location of the space, even if already assigned, or to change the measurements, should this become necessary due to technical and/or organisational reasons and will not entail any form of reimbursement for damage or interest for the Exhibitor. The barter, transfer or sale of the space contracted by the Exhibitor to a third party remains expressly prohibited. See Art 4.2 regarding Co-Exhibitors fee as the only option to share space with other companies.



## Art. 9 – Assembly and Dismantling

### 9.1 Assembly and Dismantling:

Assembly: on February 20th to 23th, from 8:30 a.m. to 9:30 p.m. All the booths included in the packages provided by The Organizer will be available on Sunday 23rd from 10:00 a.m.

Dismantling: on February 26th, from 5:30 p.m. to 12:00 a.m., and February 27th, from 8:30 a.m. to 12:00 a.m.

The Organizer reserves the right to modify the opening hours and the dates of the Event, at its sole discretion.

### ATTENTION!! VERY IMPORTANT INFORMATION TO KEEP IN MIND ABOUT THE ASSEMBLY AND DISMANTLING (NEW REGULATIONS AT IFEMA):

Please read carefully and consider the new regulations on safety and occupational risk prevention of IFEMA for all rooms that are held on the premises. Also, please translate these instructions to your decorating companies and assembly personnel. These safety measures, which are detailed below, affect the assembly and disassembly periods of HIP 2020:

**All staff participating in and accessing the pavilions during the assembly and dismantling of HIP 2020 must carry the following safety elements:**

- homologated protective helmet

- reflective vest

- safety shoes/boots

These actions will be mandatory during the entire assembly and disassembly period:

- Assembly: February 20th, 21th, 22nd and 23rd, from 8:30 a.m. to 9:30 p.m.

- Disassembly: February 26th, from 5:30 p.m. to 12:00 a.m., and February 27th, from 8:30 a.m. to 12:00 a.m.

**NO access to the pavilions of any person not wearing the equipment described in the previous paragraph will be allowed.** This applies to assemblers, organization staff, exhibitors, suppliers and anyone who must go through, stay or work in the pavilions during the periods and schedules of assembly and disassembly. This equipment is the minimum required, which does not exclude the use of other protection elements depending on specific tasks to be performed (painting, welding, etc.).

**In this sense and to help you and make it easier for you to achieve these objectives, we inform you that, if some of your employees do not have these security elements, you can purchase them at the Servifema / Exhibitor Service offices. They will be located on the avenue next to the entrance of Pavilion 8.**

### 9.2 Stand Assembly fee:

IFEMA charges to every Exhibitor's stand a compulsory fee corresponding to the installation and decoration of the stand, according to IFEMA's in force official rate for 2019\*. All the Exhibitors' stands included in the Participation Package or contracted through the Organizer will have included in its price this Stand Assembly fee. The Exhibitors who build their own stand will be invoiced by the Organizer at the rates indicated by IFEMA for 2019\*:

- Spaces without decoration, or occupied by carpeting or wood flooring, Rate TYPE A: 2.10€ / sqm + TAX

- Basic modular stands of aluminum or similar, Rate TYPE B, 4.20€ / sqm + TAX

- Modular stand in aluminum design, woodworking and other materials, Rate TYPE C, 6.61€ / sqm + TAX

\*These rates may change for 2020 by Ifema.

### 9.3 Compulsory electricity consumption:

IFEMA charges to every Exhibitor's stand a compulsory fee corresponding to the minimum compulsory electricity consumption (0.13 kw/sqm), according to IFEMA's in force official rate for 2019\*. All the Exhibitors' stands included in the Participation Package or contracted through the Organizer will have included in its price this electricity consumption fee. The Exhibitors who build their own stand will be invoiced by the Organizer at the rates indicated by IFEMA: 3,965€ per sqm + VAT per minimum compulsory electricity consumption (30,50 € Kw). \*This rate may change for 2020 by Ifema.

**9.4** During the labors of assembly and dismantling and, in general, during the days of celebration of the event, the placement of materials remains prohibited in the space of other Exhibitors and, likewise, all the corridors will have to be always free for the persons' traffic and goods.

**9.5** The loading and unloading docks of IFEMA (adjacent zones to the pavilions) are not parking zones. It's only allowed, for every vehicle, an operation of load or unload, with immediate exit to the corresponding parking. The vehicles that will exceed the established time, IFEMA will charge the time exceeded in order to deter them.

**9.6** The valuable products and materials will have to be withdrawn at the

closing of the Event. The compulsory insurances don't include neither theft nor robbery.

**9.7** The stands that will not be dismantled, or the objects that remain installed after 12:00 a.m. on February 27th, 2020, will be withdrawn by IFEMA's cleaning services and the Organizer will not be responsible for the destination of the removed material. The non-compliant Exhibitor shall pay all expenses and damages incurred through enforcement of this rule.

**9.8** Storage of the Exhibitor's materials on the Trade Fair Premises shall also incur a charge levied by The Organizer for occupation of the area outside the Event. The Exhibitor shall surrender the exhibition area in the same condition as it was when it was delivered. Non-compliance with this regulation shall entitle The Organizer to the right to avail themselves against the Exhibitor for costs incurred for restoring the exhibition space to its original condition. If the Exhibitor refuses to refund the above costs, The Organizer shall have the right to retain the material exhibited and The Organizer shall therefore have the faculty to confiscate the exhibited goods as the latter were also brought into The Organizer as security. The same faculty shall be reserved for any other account receivable owed by the Exhibitor, as a direct result of the latter's participation in the Event. To protect all their rights and rights as creditors, The Organizer may also take action involving the goods exhibited, requesting protective confiscation and/or seizure by third parties, exercising the special privileges they have over said goods. The Organizer is not responsible for any damage to exhibited materials that may occur during exercising of said right.

### 9.9 Waste Removal

All Stand builders must leave the space clean and clear where they have built the stand having for this purpose the days indicated in the dismantling period. In the case that once the dismantling period has finished and, in the event, that the Stand Builder had left some waste and debris, they will have to pay the Waste Fee at the current official rate of IFEMA for 2019\*. In the event that the Stand Builder will not pay the indicated amount, the Exhibitor will have to take care of it.

\*This rate may change for 2020 by Ifema.

## Art. 10 – Stands Construction and projects - Mezzanine floors

Exhibitors who have not paid the balance of their exhibition or additional services fee shall not be granted entry to set up their stands. Any defects or shortcomings discovered when the Exhibitor takes possession of the exhibition space for setting up the stand and laying out of goods must be reported to the Customer Care – Exhibitors Assistance. In order to access the Fairgrounds, Exhibitors must follow the instructions given in "Provisions for setting up and dismantling", which will be sent by The Organizer, containing details regarding layout of spaces and deadlines for setting up stands. The Exhibitor shall be responsible for all organization and costs incurred for setting up the stand and shall strictly observe the General Terms and Conditions and the layout plan and The Organizer Technical Regulations. He shall also provide The Organizer with his stand layout project beforehand for approval. The Exhibitor undertakes to fit out the entire area assigned and to display products he manufactures belonging to the Event merchandise repertoire on his stand for the entire duration of the Event. Products exhibited must be positioned in such a way that they are not considered offensive or could be dangerous. The stand must be laid out in such a way so as to avoid obstacles or objects that hinder access to the exhibition areas.

The Organizer reserves the right to amend the assembly periods and times should it deem necessary. The interior decoration of the stands will be a responsibility of every Exhibitor, according to his own criterion and convenience. The stands included in the Participation package or ordered through the Organizer must be returned in equal condition to how they were received, not being able in any case drill, vnylate, paint or damage the walls. The damages originated by inadequate treatment will be charged to the Exhibitor.

It is forbidden to affect in any way the facilities of the pavilion, not being allowed to paint, drill or fix screws in any structural elements of the pavilion and neither to hang signs, brands or drawings in the ceiling or walls. All the decorative elements will have to be installed in supports mounted by the exhibitor.

It's forbidden for The Exhibitor to offer visitors any kind of food or drinks to be consumed outside its stand (especially pop corn or ice creams) being the Exhibitor responsible of cleaning all leftover food and disposable material.

### 10.1 Stand Projects and Special Decoration

The maximum stand height allowed is 3.00 m. If the stand proportions so allow, and provided that the view is not obstructed, constructions exceeding this maximum height, shall be permitted (after prior consultation and written approval from The Organizer) up to 5.00 m of maximum height (including any stage and any projects with mezzanine floors and in the pavilion areas without height restrictions) but taking in consideration leaving at least 1.00 m distance from the stand perimeter to the inside; this maximum height dimension must also contain all stand structural elements and all graphics (trademarks, logos).

In the case that the Exhibitor needs to hung any decorative element from the pavilion ceiling, an approval from IFEMA will be needed. Once feasibility has been vetted by the The Organizer offices, the Exhibitor may be allowed to install "Lighting and support bars and Hangings":

- The hanging of perimeter bars at a height of 6.00 m. is only granted for lighting purposes;

- Graphic elements may be hung from bars provided they do not exceed a height of 5.00 m. at the highest point; where stands are side by side these must be set back by 1.00 m. and all graphics and supporting bar structures will have to be free-standing. The height of the stand must not interfere with the smoke detectors or other security elements located in the pavilions.

### 10.2 Stand projects must be forwarded by January 17th 2020 to The Organizer.

This deadline does not apply to:

- a) those who have included the stand in their participation package or have requested their stand through official partners;

The stand project, complete with floor plans and measured elevations must be sent by e-mail to the Organizer Operations Dept.: [hip@servisgroup.es](mailto:hip@servisgroup.es)

The Organizer reserves the right to request Exhibitors to provide the projects for all stands, regardless of their surface area or height. The Organizer via their Operations Department will verify the stand projects in relation to Event and venue Technical Regulations and will provide feedback on the project by approving it or requesting further compliance with the above regulations. Once the projects have been approved the Exhibitors, independently at their own expense, will see to the installation of the perimeter walls and flooring of their stands. The upper part of the stands must be finished in a workmanlike fashion; the walls abutting on the other stands, as well as being finished in a workmanlike fashion, must also be neutral in terms of colour; access must be guaranteed to all utility systems even in the event of carpeting etc. or raised floor sections; for materials to be hung from the ceiling please refer to the Dispositions contained in the Technical Regulations of The Venue. Failure to receive the correct documentation or approval of the stand project from The Organizer will not enable the Exhibitor (or stand fitters) to set up their exhibition stand.

The link of stands or islands on either side of a corridor either by unifying carpet, aerial structures, lighting, etc. is not allowed, although they belong to the same company or group of companies.

The design and decoration of all stands must correspond with authorized; the backs of all the decorative elements visible to the public should be properly covered. Any object that does not meet these requirements may be withdrawn by the Organizer.

All Exhibitors with more than 20 sqm space are required to build a stand which must include at least walls next to the pavilion walls or adjacent stands. These walls must have a minimum height of 2.50 m.

All walls with neighboring stands should have maximum 3 m height and with a distance of 1 meter from it, all the elements could have a maximum height of 5 meters.

Shared islands, towers and other surrounding elements with neighboring stands can only be labeled on the sides facing the booth itself and not on the sides facing the neighboring stand, regardless of the height of these elements. To label all sides, it is mandatory setback 2 meters of the perimeter with the neighboring stand.

The total closure of a side wall shall not be authorized, and must be open and accessible at least the 25% of it. It may only be allowed to cover 100% of all perimeter sides walls if they not exceed 1.25 m in height.

In the case of perimeter walls with a height exceeding that limit of 1.25 m facing the corridors of common use, there must be a minimum distance of 1.50 meters between the wall and the corridor.

Any decorative element protruding from the stand (maximum 40 centimeters) will be located

at a minimum height of 2.5 m.

It will be allowed to cover the pillars within the stand space up to a maximum height of 5 meters . Those stands built on a platform of height equal to or greater than 19 mm shall have at least one wheelchair access ramp 1.20 m wide at least.

### 10.3 Mezzanine floors

In single storey pavilions mezzanine floors can be built in compliance with the rules and conditions specifically detailed in the venue Technical regulations. Building of mezzanine floors is only permitted on exhibition spaces with a minimum surface area of 100 sqm. The mezzanine surface area must not exceed 50% of the area itself and in any case, must not exceed 200 sqm. In this case, the mezzanine area will be charged at 50% of the Rate applied for the Participation Package chosen. All the Exhibitors that choose to build a mezzanine floor will have to present to the Organizer a certificate or a project signed by a competent technician, who will have to be verified through the corresponding college. The project will have to include the dimensions, the load of use and the appraisal, being an exclusive responsibility of the Exhibitor the fulfillment of the limits specified in the same one. Rails and protection in level changes will be designed according to the in-force regulation and under the dispositions established in the Technical Code of the Building. The hollows in the second level or level changes opened directly on the outside to a height on the soil superior to 50 cm and the projections of the pavement will be protected by a bib or rail of 95 cm of

height. With the same criteria, the exterior perimeters of the projecting ones will be protected in the second plants. The documentation demanded in this complex construction will be: descriptive Memory, structural Project of static calculation, Risk evaluation and preventive measures and profesional certificate.

## Art. 11 – Moving Equipment

Moving equipment is admitted as long as it doesn't constitute a danger and/or nuisance. However, all machinery must comply with all the current and/or anticipated provisions in order to prevent accidents, bad smells, noise and gas and liquid emissions.

The Exhibitors must, at their own time and expense, comply with checks of the above and make sure they comply with the provisions established by law and current regulations and obtain the correct permit from the competent authorities.

## Art. 12 –Event Access and Badges

### 12.1 Visitors Passes:

Access to the event Halls and Areas will be allowed only to all professionals by invitation of a Partner, Exhibitor or the Organizer or being registered online through the Event website or onsite in the Registration Area. The admission fees are detailed at the Event Website.

Partners and Exhibitors will have a number of invitations depending on the Participation Package acquired and as detailed in the Participation kit.

In compliance with the provisions of the European General Data Protection Regulation 679/2016 of April 27, all the data voluntary supplied by visitors expressly authorize its use in the communications, including these carried out by e-mail, that NEBEXT and IFEMA carries out for promotional or information purposes on the activities that they organize and/or support with their logistics.

NEBEXT and IFEMA will also be able to give their information to the exhibitors or sponsors allowing them to contact them to offer their products and services that may be of interest to them related to the professional shows organized by NEBEXT and IFEMA.

The organizer reserves the right of modify the Event admission fees at its sole discretion.

### 12.2 Exhibitor passes:

Each exhibitor will have a number of badges depending on the Participation Package acquired and as detailed in the Participation kit. The exhibitor pass will be personal and non-transferable. All Exhibitor passes must be requested through the Exhibitor Hub.

### 12.3 Working passes:

During the days of assembly and dismantling only be allowed to access to the Exhibition hall people working for the exhibiting companies or the exhibitors itself. No special working pass is required.

### 12.4 Admission rights reserved:

The organization reserves the right of admission, and may invite to leave HOSPITALITY INNOVATION PLANET 2020 any person whose behavior does not conform to the most basic standards of conduct.

We ask all exhibitors to use their invitations and badges in a responsible way in order to guarantee the professional objectives. Visitors under 18 years old and NON-PROFESSIONAL VISITORS may not attend the Event.

## Art. 13 – Health & Safety, General Surveillance and Fire prevention

### 13.1 Health & Safety

Each Exhibitor is obliged to strictly comply with all the legislation system in force regarding health and safety in the workplace and with legal, welfare and social security legislation for the entire duration of the Event, including during the setting up and dismantling of stands and every other connected activity. During setting up and dismantling of the stand and any other inherent or related activity, the Exhibitor also undertakes to observe and ensure that all contractors working on his behalf also observe IFEMA Technical Regulations. The Technical Regulations also contain precautionary rules regarding safety at the show (fire prevention, electrical wiring, environmental protection, etc.), but excludes specific safety regulations regarding activity carried out by the Exhibitor or subcontracted to third parties (setting up and dismantling of the stand and related activities) for which verification and observance is the responsibility of the Exhibitor himself. Non-compliance with the above safety regulations, in particular when this may affect general safety in the pavilions and for third parties present, may result in intervention by The Organizer and lead to the utilities on the stand being cut off immediately or the stand itself being closed. Any other consequence deriving from non-observance of the above provisions shall be attributable to the responsibility of the Exhibitors and his sub-contractors. The Exhibitor is responsible for conformity to the legislation in force by everything present on the stand in terms of fixtures and fittings, structures, wiring, exhibited products, etc. Every Exhibitor is obliged to nominate a "Stand Manager", who shall be entirely responsible for any parties involved in any activity carried out on his behalf for the entire duration of his presence on the Fairgrounds premises. At the discretion of the Exhibitor and under

his complete responsibility, this person will also be responsible for each of the three stages already mentioned (setting up, show, dismantling). The name of the Manager and relative phone number must be given on the Participation Contract. Any variations or additions must be communicated to The Organizer before work starts for setting up the stand. Access to the stand by sub-contractors working for The Organizer for the supply of services shall only occur in the presence of the “Stand Manager” and is subject to his authorization. This does not however apply to The Organizer surveillance and security personnel.

### 13.2 Security and surveillance

During periods of assembly, celebration and disassembly, IFEMA is taking care for monitoring general fairgrounds, access control, outdoor surveillance and security, general and preventive for public order and fire safety or emergencies of any nature. In any case, it is not a security service directed to the goods exhibited or the particular goods of each exhibitor, so the Organizer and IFEMA will not be responsible for the private property owned by the exhibitors, their employees or subcontractors.

The Organizer and IFEMA will not be responsible of robbery or theft of materials and objects left on the stands, or damages that may occur during periods of assembly, exhibition and dismantling. However, the Organizer will give their support for the resolution or processing of the report to the Police.

Each exhibitor is responsible for any valuable objects that may be on its stand and must take care of them during the assembly period, the celebration opening hours to the public and dismantling period.

The Organizer and IFEMA will not be responsible for the surveillance of the stands, so in the event that an exhibitor would need a surveillance service of its stand, will have the possibility to hire such service through the exhibitor catalogue or carry it out themselves. In the case that the exhibitor wishes to provide its own security for its stand must previously request it to IFEMA Security Department, through the Organizer. The authorization, accompanying a letter of standing will have to be delivered to the Security Staff in the pavilion with the National Identity Document photocopy.

The Organizer will manage a surveillance service throughout the pavilions during the visiting hours to avoid any misbehavior. An identical service will be performed at night. Exhibitors will have to monitor

their stands during public visiting hours. It is forbidden to stay in the stands after the opening hours established for Exhibitors with the only exception of a special permission from the Organizer for very justifiable reasons.

The Organizer and Security staff will realize all the necessary inspection visits to ensure that safety standards and monitoring are fulfilled by all exhibitors, and at any time it may take appropriate measures to prevent accidents or situations that may harm people or things.

### 13.3 Fire Prevention

The Venue is responsible for fire prevention measures. Exhibitors must obey The Venue Technical Regulations in collaboration with fire prevention.

### Art. 14 – Company Trademark Registration – Protection of Industrial and Intellectual Property Rights

**14.1 Company Trademark Registration** – Exhibitors are required to have regularly registered, patented or licensed the trademarks of the products that they intend to put on show in the exhibition space. If the trademark is pending patent, the Exhibitor must issue to The Organizer a special statement in which it assumes all responsibility for any consequences ensuing from the use of the trademark itself, freeing and clearing The Organizer and any connected companies against any claims from third parties. The trademark itself, freeing and clearing The Organizer and any connected companies against any claims from third parties.

### 14.2 Protection of Industrial and Intellectual Property Rights:

The Exhibitor undertakes as follows:

a) not to show any product involved in an intellectual property dispute whereby the final judgement ruled against the Exhibitor; and b) not to display prototypes and/or objects with trademarks, logos, decorations unless the Exhibitor has obtained all Intellectual Property Rights. By signing the Participation Contract, the Exhibitor assumes all criminal and civil responsibility for everything exhibited on his stand and simultaneously releases The Organizer from all liabilities in the event that other economic parties claim industrial and/or intellectual property of the products in question. The Exhibitor also assumes responsibility for checking if his own rights are breached by other Exhibitors at the Event and agrees not to advance any claims to The Organizer for any damage caused by breach of the provisions in this paragraph.

### Art. 15 – Online Catalogue and Promotional Material

The Organizer prepares and distributes promotional material relative to the event itself before, during and after it takes place. The mention of the Exhibitor and Co-Exhibitors indicated by the Exhibitor in the material published by The Organizer on a date prior to the notification of the stand assignment, does not entail automatic participation in the Event. The online Event catalogue will contain the Exhibitors information and the registered co-exhibiting companies received by the prescribed deadline.

Participation in the Event automatically includes the subscription to the online catalogue service. The Organizer provide the Exhibitor with useful tools for the promotion of its companies, in order to ensure the complete and

all-encompassing presence of the Exhibitor in the event.

Therefore, the Exhibitor, by accepting these General Terms & Conditions, also grants its approval to the provision of the service and the use of its data by The Organizer.

All responsibility is declined for any omissions, mistaken indications and/or descriptions, typos and/or publication mistakes of the Exhibitor's data and the data of the Company Trademarks as they appear in the online catalogue, promotional materials and/or on the Event signposting. The Organizer has the right to reject or modify the insertion or the wording of the data provided by the exhibitors if deemed appropriate.

### Art. 16 - Workshops and other activities

Participation in workshops, dedicated to specific sectors and/or activities organised by The Organizer at the Event and/or as part of specific exclusive areas, including those held in locations outside the exhibition grounds, is reserved exclusively for companies/bodies/institutions that have acquired a participation or sponsorship package at the Event and which are deemed suitable at the sole discretion of The Organizer. In any case, The Organizer has the right to decide the workshops and/or events where the Exhibitors may participate.

### Art. 17 – For Fee Services

After the issue of the stand allocation notification, the exhibitor may take advantage of the exhibition's commercial services to be requested through the services catalogue (such as: stand components, stand decorations, lighting bars and hangings, waste disposal services, stand services, etc.). The services available on the services catalogue are not included in the participation fees detailed in Art. 4.

The fees for the services in the services catalogue and the other sums owed to The Organizer and/or to its event partners suppliers providing these services must be paid for without fail at the time of booking these services.

### Art. 18 – Forbidden Activities

In general, any activity that may be detrimental to, disturb or harm the normal running of the Event is forbidden. The following activities are absolutely prohibited:

a) distribution of flyers in the pavilion corridors or outside the stand area; b) any kind of expression that due to its outward appearance or form

may represent direct comparison with another Exhibitor; c) the distribution and delivery of any technical-informative and advertising material (magazines, manuals, books, brochures or anything else) not strictly pertinent to the Exhibitor, who may however distribute or deliver advertising material as long as it is

strictly pertinent to his business sector, solely on his own stand; d) posters referring to calls for tender by bodies, organisations, newspapers, weekly or specialist magazines may not be displayed even on stands without prior written authorisation from The Organizer; e) broadcast of advertising messages; f) any type of

flashing or variable lighting; g) permanence on the stands or in the area of the Event during closing hours without permission; h) any kind of sales to the public with immediate delivery; i) drawing, copying and photographing objects without written authorisation from the Exhibitor.

The Organizer however reserves the right to directly reproduce or to authorise reproduction of group views or close-ups, external or internal and also to permit sales by officially authorised personnel.

The Organizer cannot however be held responsible for any unauthorised photographs or filming by third parties.

### Art. 19 – Insurance Services

A Civil Liability and Property Damage Insurance Policies are included in all the Participation Options inclusive of the following:

· Civil liability

· Damage to materials, excluding theft/robbery

· Civil liability

Includes personal and property damage to third parties for which the exhibitor may be liable.

Insured Global capital (covering all exhibitors): 2.000.000 €

The exhibitor accepts a 500 € excess fee.

Property damage:

Includes property damage to insured exhibited goods caused by one of the covered risks, with a base insured capital limit of 30.000 €, at first loss.

The exhibitor accepts an excess fee of 10% of the damage value with a minimum of 150 € and a maximum of 1.500 €.

Basic risks include:

Fire, explosion, lighting, including damage of electrical origin.

The insurance for robbery, theft or spoliation will be optional and will have to be contracted and covered by each Exhibitor.

The exhibitor must have an insurance coverage against accidents at work of its direct workers and technicians involved in the assembly, if such is the case.

The Organizer disclaim any responsibility for any other risk that due to the participation in the Event, may suffer the Exhibitors, their employees and technicians, as well as facilities and goods displayed.

### Art. 20 – Photography - Performances – Musical emissions

**20.1. Photography:** None of the exhibited products may be photographed or filmed without the authorisation of the exhibitors concerned. The Organizer has the right to photograph, film or draw the installations and stands, including the items displayed therein, and to use these reproductions in their own publications and press.

Each exhibitor has the right to photograph its own stand and articles, but the photographer must request authorisation from the Show and the Logistics Department, for the necessary control. The duly authorised photographer will present him/herself directly to the Organizer offices and the latter will allow the photographing of the applicant exhibitor's stand and articles only.

In the case that the pictures need to be taken outside the event's opening hours, authorisation must be granted by The Organizer.

**20.2. Projection of films and musical reproductions:** Musical and artistic shows and the use of audiovisual equipment for exhibitor's support are allowed in the stand as long as the volume is under the limit of 60 decibels and does not interfere with the smooth running of the show.

Exhibitors wishing to install sound emitters (voice amplifiers, sound film, audio, DVD video, etc.) for permanent or intermittent operation, shall install them in conditions that do not cause discomfort. The speakers can not be installed above 1.90 meters high and its orientation must be mandatorily into the stand, never to other exhibitors or hallways. live music, horns and sirens is prohibited. If these rules are not fulfilled, the Organizer is empowered to restrict demonstrations that do not comply with the provisions and where appropriate to suspend the service power supply or even closure of the stand. Are exempt from this rule activities and facilities that the Organization program for visitors.

The exhibitor intending to liven up your stand by implementing rules by mechanical or electronic device, no player image, is obliged to request AGEDI or entity that, in each case, manage the rights of public communication of phonograms of producers as well as the SGAE or entity that, in each case, manage the rights of authors, the necessary authorizations for public communication of the works.

In case of films, the exhibitor must request the entity that, in each case, manage the rights of public communication of the same timely authorization for public communication of these.

Exhibiting companies wishing to carry out shows and ludic activities, accompanied by music, must communicate them to the organizer for approval. This is without prejudice to the permits and authorizations must be requested from the agencies, entities and competent authorities in the matter.

The Organization is not responsible for the rights between the exhibitor and SGAE and / or AGEDI.

The Organizer may use the loudspeakers at the Fairgrounds for official or emergency communications.

In case of violation, any subject that has not respected the dispositions of the present article may be required to pay compensation for costs sustained either directly The Organizer or by those subject/bodies who have directly suffered the harm.

### Art. 21 – Modifications to the General Terms and Conditions and Sanctions for Non-compliance

The Organizer reserves the right to introduce rules and provisions notwithstanding these General Terms and Conditions, as deemed fit for better control of the Event and inherent services.

These rules and provisions shall replace those in these General Terms and Conditions and shall therefore carry the same obligation.

In the case of non-compliance with these General Terms and Conditions or subsequent modifications and in virtue of their powers of vigilance, The Organizer may exclude the Exhibitor in question from subsequent editions of the Event.

### Art. 22 – Force Majeure, Special Circumstances and Exclusion of Liability

In the case of special circumstances, force majeure or in the event of causes not attributable to the Organizer, the latter may: modify the date of the Event and/or cancel the Event, either entirely or in part. In this case the Organizer may use the sums paid by Exhibitors, with no obligation to refund the latter, to pay debts incurred with third parties, also for partial organisation costs of any kind; and Exhibitors shall make no claims to the Organizer for damages or of any other kind.

In the same way, the Organizer shall not be responsible in any way for the

adoption of safety measures in the workplace and for products that are the responsibility of Exhibitors and/or parties authorised by the same.

For all matters not covered by these General Terms & Conditions of Participation for exhibitors, the organization will issue the relevant rule and the decision will be binding on the exhibitors and implying no claims or any compensation.

### Art. 23 – Exhibitor's Personal Data Processing

In compliance with the provisions of the European General Data Protection Regulation 679/2016 of April 27, information and E-Commerce Services Act 34/2002 and other legal provisions Exhibitors are informed that the personal data that voluntarily supply, including e-mail address, shall be incorporated into a NEBEXT and IFEMA computerized personal data file. In supplying their personal data, they expressly authorize its use in the communications for the purposes of sending, also via automated calling systems, fax, e-mail, SMS, MMS, Whatsapp or other communication channels, advertising material, direct sales, completing market research or commercial communications that NEBEXT and/or IFEMA carry out on the activities that they organize and/or support with their logistics.

Exhibitors are also informed that their personal data may be forwarded, with a duty of confidentiality, to NEBEXT and/or IFEMA partner companies, provided that this is required for the latter to perform the contracted services.

Exhibitors may exercise their access, correction, cancellation and objection rights regarding this data by sending an e-mail at:

• Nebext: data@nebext.com, Nebext – Next Business Exhibitions S.L. Calle O'Donnell, 12 planta 2 – 28009 Madrid.

• IFEMA: protecciondedatos@ifema.es Protección de Datos, Apartado de Correos 67.067 - 28009 Madrid.

### Art. 24 – Acceptance, Indemnity and Governing Law

By signing the Participation Contract the Exhibitor unconditionally accepts and agrees to comply with these General Terms and conditions of Participation of HOSPITALITY INNOVATION PLANET 2019 forming an integral part of this Participation Contract.

This also implies acceptance of all general application rules issued by Feria de Madrid - IFEMA for all the Trade Shows held in their fairgrounds, as well as the technical annexes to the aforementioned regulations, available on the IFEMA website ([http://www.ifema.es/convenccionesycongresos\\_01](http://www.ifema.es/convenccionesycongresos_01))

Neither the Organiser nor any of its respective agents, employees or directors shall be liable to the Exhibitor under this Agreement in contract, tort (including negligence and breach of statutory duty) or otherwise for any loss of profits (whether direct or indirect), revenue, goods, use, anticipated savings, goodwill, reputation or business opportunity or for any indirect, incidental special or consequential loss arising under this Agreement (whether or not reasonably foreseeable and even if it had been advised of the other incurring the same).

Any query, question or divergence that may arise between the Exhibitors and the Organizer with regard to the interpretation, fulfilment and execution of these Regulations of Participation, the General Terms and Conditions of the exhibition are applicable and will be submitted to the Arbitration of Equity referred to in Law 60/2003 of 23rd December of the legal system of arbitration, entrusting the administration of the Arbitration and the designation of the arbitrator to the Arbitration Tribunal of Madrid; being bound to comply with the arbitration it issues.

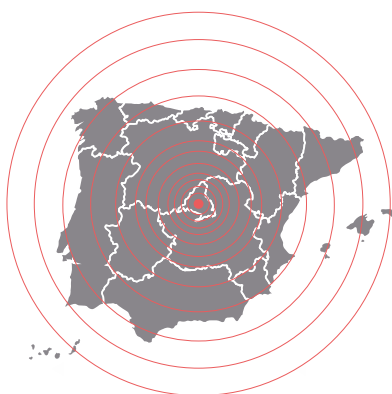
Without prejudice to the established above, it is expressly established that all questions relating to arrears of payment, claims for non-payment of services provided and, generally, any pecuniary debts with The Organizer are beyond the scope of the Arbitration Tribunal of Madrid, in which case the competent bodies will be the Courts and Tribunals of the City of Madrid, to whose jurisdiction the parties expressly subject themselves, with express waiver of their own jurisdiction should they have one. The Organizer reserves the right to adopt any measure conducive to the better order and operation of the events and protection of the rights of exhibitors and visitors.



# HOSPITALITY INNOVATION PLANET

## THE HORECA 4.0 BUSINESS PLATFORM

Network / Knowledge / Business opportunities



### Opened to innovative and sustainable companies

BARCELONA [info@nebext.com](mailto:info@nebext.com)  
BRUSSELS [belgium@nebext.com](mailto:belgium@nebext.com)  
MADRID [spain@nebext.com](mailto:spain@nebext.com)  
MOSCOW [russia@nebext.com](mailto:russia@nebext.com)  
SHANGHAI [china@nebext.com](mailto:china@nebext.com)  
TEL AVIV [israel@nebext.com](mailto:israel@nebext.com)  
BOLOGNA [italy@nebext.com](mailto:italy@nebext.com)

LISBOA [portugal@nebext.com](mailto:portugal@nebext.com)  
DELHI [india@nebext.com](mailto:india@nebext.com)  
FRANKFURT [germany@nebext.com](mailto:germany@nebext.com)  
MEXICO [mexico@nebext.com](mailto:mexico@nebext.com)  
SAO PAULO [brazil@nebext.com](mailto:brazil@nebext.com)  
SILICON VALLEY [usa@nebext.com](mailto:usa@nebext.com)  
TORONTO [canada@nebext.com](mailto:canada@nebext.com)  
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HIP is an event in collaboration by:



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