



**International Bicycle Fair.**  
**13 - 15 September 2019**  
**Las Rozas - Madrid**

## **EXHIBITOR'S GUIDE, FESTIBIKE 2019**

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## 1. HOW CAN I BECOME AN EXHIBITOR

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1.1. Floor space can be reserved by sending the Application form to Event Management: **marimar.rozadilla@lastlap.com** o **belen.mora@lastlap.com**

1.2. In order to be able to apply as an Exhibitor in the Event, it is absolutely essential that your company's activity is encompassed within the sectors dealt with in FESTIBIKE.

1.3. If the EXHIBITING COMPANY designate another entity to make any payments relating to its participation, it must provide all the necessary invoicing information. If the designated entity does not make the stated payments within the established payment periods, the EXHIBITING COMPANY must meet the payments upon request by LAST LAP.

1.4. Withdrawal by Exhibitor from participation in the Fair is a reason for dissolution of the contractual relationship between LAST LAP and the Exhibitor, for all purposes, and the writing-off all amounts accrued to LASTLAP at the time of notification. The withdrawal must be made explicitly in writing to the Fair Management.



## 2. PARTICIPATION FORMS

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### 2.1. PARTICIPATION FEES

**FLOOR SPACE IN PADDOCK AREA:** Only available from 50 sq.m..

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50 sq.m. to 100 sq.m.	50 €
100,5 sq.m. and up	45€

(Civil Liability Insurance not included € 52.6. Presence of Promotional Elements 100 €. Minimum energy consumption 0.13Kw / sq.m € 3.78 per sq.m).

### FLOOR SPACE IN BOXES AREA

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9 sq.m to 49.5 sq.m	45 €
50 sq.m to 100 sq.m	40 €
100.5 sq.m to 200 sq.m and up	35 €

(Civil Liability Insurance not included € 52.6. Presence of Promotional Elements € 100. Minimum energy consumption 0.13 Kw / sq.m € 3.78 per sq.m).

### ZONA EXPO CARPA LLAVE EN MANO

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9 sq.m	1.300 €	50 sq.m	4.870 €
12 sq.m	1.700 €	75 sq.m	6.225 €
18 sq.m	2.214 €	100 sq.m	7.810 €
25 sq.m	2.750 €	200 sq.m and up	12.300 €

(Includes Civil Liability Insurance - Minimum consumption of energy (0.13 kw / sq.m) - Presence of Promotional Elements - Wood deck - Fireproof carpet - Electrical panel - Ambient lighting per sq.m and storage).

**5% discount on floor price for AMBE members.**

These rates do not include VAT.

For companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla) VAT will be applied to these prices (10%). For the rest of companies this operation is not subject to Spanish VAT. In case of companies of the European Union, the exhibitor will be responsible for the VAT that, if applicable, accrues in your country of establishment.



## 2.2. GENERAL SERVICES

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The participation as an exhibitor in “floor space” area, involves the mandatory recruitment of:

- |                                                        |                               |
|--------------------------------------------------------|-------------------------------|
| • Civil Liability Insurance                            | 52,61 € + IVA                 |
| • Minimum Energy Consumption (0,13 kw/m <sup>2</sup> ) | 3,738 € /m <sup>2</sup> + IVA |
| • Presence of Promotional Elements                     | 100 € + IVA                   |

- Services included in “Key in Hand Tent” area.

## 2.3. PRESENCE OF PROMOTIONAL ELEMENTS

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Access to the following services and tools:

- Advance List of Exhibitors: Digital information that is periodically updated and sent to all Fair participants (visitors, participants, media, etc.)
- Official Online Exhibitors Catalogue: A useful tool for preparing appointments, carrying out advanced searches and finding out about participant’s products and services in detail.
- Interactive Information Points at the Fair: Located at various strategic points in the Fair. Can be accessed by all visitors, allowing to search for participants and exhibitors at the Fair.



### 3. CHARACTERISTICS OF MODULAR STAND

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#### 3.1. MODULAR STAND OF ALUMINUM IN EXPO AREA INCLUDES:

##### **Spaces from 9sq.m to 24sq.m in Expo Area.**

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- Stand opening onto aisles, depending on location.
- White aluminum structure.
- White melamine panels.
- Frontispiece with stand number and sign on each side facing an aisle.  
Name signs will be in standard lettering.
- Storeroom with door in the following proportion:
  - Stands of up 16 sq.m. 1 x 1 m.
  - Stands from 16,5 to 32 sq.m. 2 x 1 m.
  - Stands from 32,5 sq.m. 3 x 1 m.
- Electrical installation consisting of a switchboard with electromagnetic differential and 500 w outlet, capable of handling 130 w/sq.m.
- Lighting with several adjustable rail-mounted 300 w halogen spots, at a rate of 75 w/sq.m.
- Fireproof exhibition carpeting. Three colours to choose (grey, blue and red).

#### 3.2. A TENT IN EXPO AREA KEY IN HAND INCLUDES:

##### **Spaces from 25 sq.m. to 200 sq.m. in Expo Area.**

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- Stand opening onto aisles, depending on location.
- White tent with gray aluminum structure.
- Frontispiece with stand number and sign on each side facing an aisle.  
Name signs will be in standard lettering.
- Storeroom with door in the following proportion:
  - Stands of up 16sq.m. 1 x 1 m.
  - Stands from 16,5 to 32 sq.m. 2 x 1 m.
  - Stands from 32,5 sq.m. 3 x 1 m.
- Electrical installation consisting of a switchboard with electromagnetic differential and 500 w outlet, capable of handling 130 W/sq.m.
- Lighting with several adjustable rail-mounted 300 w halogen spots, at a rate of 75 w/sq.m.
- Fireproof exhibition carpeting. Three colours to choose (grey, blue and red).



## OTHER CONSIDERATIONS TO TAKE INTO ACCOUNT

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- All the services or modifications added other than these mentioned will be at the exhibitor's expense.
- An attempt will always be made to adapt the layout of all the elements in the stand, any extras requested, as well as the structural elements necessary for supporting the stand to the exhibitor's needs provided this is technically feasible and the plan including any relevant instructions is received at least 15 days before the start of assembly.
- Once the stand has been set up, changes in location in any elements that have not been communicated by the established date will be invoiced.
- The removal or replacement by the exhibitor of any element forming the modular stand (such as the storeroom) will not qualify for a reduction in price.
- Any material used, either structural or electrical, shall be subject to rental conditions and any damages shall be invoiced according to the market price.
- Making holes, hammering or using glue are not permitted.
- In addition, any exhibitor may hire items in the M& Group Services Catalogue, the official provider of Festibike 2019.



## 4. FLOOR SPACE PARTICIPATION

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**4.1.** Any exhibitor choosing to build their own free design stand must send the design, floor plans and front and side views to the Last Lap Fair Services Department. You have to send an email to Belen Mora for the approval, before August 15th, 2019.

### 4.2. SPECIFIC SET-UP RULES FOR PADDOCK AND BOXES AREAS

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- All companies are obliged to set up their stand, which includes at least the walls between their stand and the walls of the hall or other stands, with a minimum height of 2.8 meters.
- The maximum height permitted for free design stands is 4m at the stand perimeter.
- When putting up walls or any decorative element reaching a maximum height of 6m, a 1 metre margin should be left within the inside of the whole stands' perimeter.
- In case of closing perimeter with blind panels will never be more than 50% of each face.
- In case of closing more length a 3m. margin must be left within the inside of the whole Stand's perimeter.
- In case of locating vehicles (excepting bikes or similar) into the stand, a 1 meter margin must be left within the inside of the whole stand's perimeter.
- The backs of stands will have a neutral finish, with a quality similar to that inside the stand, and will not be allowed to feature any logos or labelling.
- Any other rules are included within Festibike 2019 General Rules of Participation.



## 5. EXHIBITOR PASSES AND INVITATIONS

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### 5.1. PASSES

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Exhibitor passes will be provided for free according to the following criteria:

- 9 sq.m. stand: .....2 exhibitor passes
  - From 9,5 to 12 sq.m.: .....3 exhibitor passes
  - From 12,5 to 25 sq.m.: ..... 5 exhibitor passes
  - From 25,5 to 50 sq.m.: .....7 exhibitor passes
  - From 50,5 to 75 sq.m.: ..... 9 exhibitor passes
  - From 75,5 to 100 sq.m.: ..... 14 exhibitor passes
  - From 100,5 to 200 sq.m.: ..... 16 exhibitor passes
  - More than 200 sq.m.: .....20 exhibitor passes
- (A maximum of 20 exhibitor passes will be provided per stand).

### 5.2. INVITATIONS

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**GENERAL PUBLIC:** (valid for one Access on Saturday or Sunday).

- Stands up to 49,5 sq.m. 50 invitations
- Stands from 50 sq.m. 100 invitations

**PROFESSIONAL:** (online format, registration required, valid for the 4 days)

- Stands up to 49,5 sq.m.: .....50 invitations
- Stands from 50 sq.m.: .....100 invitations





## 6. ADDITIONAL SERVICES

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**6.1.** Participants and set-up personnel shall only be admitted during the days and times indicated in the Exhibitor Calendar, no is any setting-up or stand assembly permitted outside of these times.

**6.2.** Any exhibitor who has not paid the full fee for the space booked as well as any costs for services requested, shall not be permitted to either occupy the booth space or have the modular stand delivered.

## 7. OTHER USEFUL INFORMATION

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**7.3.** The exhibitor is required to stay with the products exhibited on their booth at all times during the Fair opening hours. Non-compliance with this regulation could mean losing the right to preferential renewal of the allocated space.

**7.4.** Exhibitors will be allowed to access their booths every day one hour before the opening time. At the end of each day, they are not allowed to stay later than 30 minutes after the closing time.

**7.5.** Direct sales of certain articles exhibited at the Fair is authorized.

**7.6.** Noisy demonstrations that might disturb other exhibitors are forbidden; the maximum noise level is 60 decibels.

**7.7.** The exhibitor authorizes the total or partial reproduction of any products exhibited in FESTIBIKE 2019 motion material.



## 8. EXHIBITOR SCHEDULE

WHEN	HOW	WHERE
From the 1st of May	Send to Festibike the "APPLICATION FORM"	Upload the application form <b>www.festibike.com</b>
June 4, 2019	Deadline for payment of the first 50% of the space booked (exhibitors with a confirmed space)	<b>belen.mora@lastlap.com</b> Send a copy of the bank transfer doc
July 31, 2019	Deadline for payment of the 100% of the allocated space.	<b>belen.mora@lastlap.com</b> Send a copy of the bank transfer doc
August 15, 2019	Deadline for sending free design paddock and boxes area projects	<b>belen.mora@lastlap.com</b>

### ASSEMBLY OF STANDS AND FAIR OPENING SCHEDULE

**September 12, 2019**  
Stands Assembly

September 12, 2019  
From 8.30 h. to 21.30 h.

**September 13 to 15, 2019**

Friday 13 from 9:30 h. to 20:30 h.  
(trade visitors only).  
Saturday 14 from 10:00 h. to 20:00 h.  
(public and trade visitors).  
Sunday 15 from 10:00 h. to 15:00 h.  
(public and trade visitors).

**September 15, 2019**

Removal of merchandising and decoration.  
Sunday 15 from 15:00 h. to 21:30 h