



CUSTOM DESIGN STANDS

GENERA 2021





YOUR CUSTOM DESIGN STAND WITH IFEMA



Custom stands fitted to all needs and requirements

We adapt our proposals to your brand image, budget and objectives.



Our experienced partner companies

Our collaborating companies have extensive experience in the exhibition industry and IFEMA guarantees the quality of their design and assemblies.

In addition, during the build-up period, celebration and disassembly of the fair, they will be physically available on the premises at your entire disposal for any incident or need that may occur.



All included service

Our Services team accompanies you during the design and build-up processes, anticipating all the service needs for your stand.



Safety and health

Our collaborating companies are aware of all IFEMA protocols in terms of safety and hygiene of our events, and we ensure they are complied to guarantee the health at work in the design of your stand and in its assembly and maintenance.

CONTACT US

infodesign@ifema.es

(34) 91 722 57 22

OUR DESIGNS FOR YOUR STAND

1

Find several different options of custom design stands for the exhibition, each one designed by one of our many partner companies for this service: **MODISEÑO, MARVA, STANDESIGN, ESPACIOS SINGULARES, STANDECOR, RJ STAND.**

2

Get inspired by our designs. **Each model can be tailored to your specific needs**, the partner company will adapt the design and budget according to your requirements. Make your perfect design come true.

3

The stands have different features depending on the total area they occupy and, therefore, the type and volume of the services included and their technical characteristics may vary. In this catalogue you will find different **sizes and stand designs** that **may be adapted to your booth area** in the exhibition.

4

The prices **include all IFEMA services that are needed to build the stand** on each images (electrical distribution panels, *rigging* points, water intakes, etc.), and **build-up canon**. The **raw space and minimum compulsory services fees are not included**.

5

All the stand prices include the **first cleaning** by the builder. This first cleaning will be carried out according to the protocols that IFEMA has defined to guarantee the safety and hygiene of the event.



2021 TERMS & CONDITIONS



We have adapted to the maximum our contracting terms conditions for the custom design stands.

Until April we can work on the design of your stand for the Genera **without any obligation to pay**.

The deadline to confirm the contracting of the service is **october 8, 2021**.

On that day, you must pay **only 50% of the amount of the contracted stand**.

The payment of the **remaining 50%** of the amount of the stand must be paid **no later than november 5** (the day before the start of the fair assembly).

Besides, **up to 1 month before** the start of assembly, you can **benefit from a 15% discount on any additional services** you may need.



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STAND MODELS INDEX



Select the size and type of stands you want to see.

STAND TYPE OR CATEGORY

DEFAULT SIZES

Group Stand

40m²

80m²

120m²

Single Brand

40m²

80m²

120m²

Functional Custom Stands

Affordable designs adjusted to any budget.



Get inspired by our models and tell us your needs to define your own custom stand

Make your perfect design come true



Group Stand

40_{m²}

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Model GN 201
40 m²

**Multi-exhibitor model with individual
storage rooms**

10.832,00 €
270,80 €/m²

- *Services and Assembly
fees included*
- *VAT not included*



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Model GN 301
40m²

**MODEL WITH CO-EXHIBITORS
(4 COMPANIES)**

9,276,00 €
231,90 €/m²

- Services and Assembly fees included
- VAT not included



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Model GN 401
40 m²

**40 m2 co-exhibitors model (1 opening)
with 4 co-exhibitors, storage and meeting
areas.
Carpet flooring.**

10.000,00 €
250,00 €/m²

- Services and Assembly fees included
- VAT not included



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espacios
singulares

Model GN 501
40 m²

Co-exhibitor layout with privated meeting area. Carpet platform. Hung banner with corporate vinyl.

18.932,54 €
473,31 €/m²

- Services and Assembly fees included
- VAT not included



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Model GN 701
40m²

Design stand for 4 co-exhibitor.
Common store room. Carpet floor.

8.128,00 €
203,20 €/m²

- *Services and Assembly fees included*
- *VAT not included*



Group Stand

80_m²

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Model GN 202 80 m²

Multi-exhibitor model with counters and
bar

18.452,00 €

230,65 €/m²

- Services and Assembly fees included
- VAT not included



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Model GN 302
80m²

MODEL WITH CO-EXHIBITORS
(6 COMPANIES)

15.236,80 €

190,46 €/m²

- *Services and Assembly fees included*
- *VAT not included*



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Model GN 402

80 m²

80 m2 co-exhibitors model (3 openings)
with 4 co-exhibitors, counter, bar, storage
and meeting areas.
Carpet flooring.

18.400,00 €

230,00 €/m²

- Services and Assembly fees included
- VAT not included







Group Stand

120m²

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Model GN 203

120 m²

Multi-exhibitor model with counters and bar

26.220,00 €
218,50 €/m²

- Services and Assembly fees included
- VAT not included



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Model GN 303
120 m²

MODEL WITH CO-EXHIBITORS
(10 COMPANIES)

17.953,00 €
149,60 €/m²

- Services and Assembly fees included
- VAT not included



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Model GN 403
120 m²

120 m2 co-exhibitors model (3 openings)
with 6 co-exhibitors, counter, bar, storage
and meeting areas.
Carpet flooring.

25.200,00 €
210,00 €/m²

- Services and Assembly fees included
- VAT not included



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espacios
singulares

Model GN 503
120 m²

Co-exhibitor layout with separated meeting areas. Melamine platform and Hung banner with backlit signages

34.571,34 €

288,94 €/m²

- Services and Assembly fees included
- VAT not included



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Model GN 703
120 m²

Design stand for 6 co-exhibitor.
General reception desk.
Open meeting area and semi- private.
Common store room. Carpet floor.

15.671,70 €
130,60 €/m²

- *Services and Assembly fees included*
- *VAT not included*



Single-brand Stand

40m²

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Model GN 204
40 m²

Brand model with private meeting room

11.372,00 €
284,30 €/m²

- Services and Assembly fees included
- VAT not included





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Model GN 404

40 m²

Standard model 40 m² (2 openings) with
counter, storage and various meeting
areas.
Melamine flooring.

15.200,00 €

380,00 €/m²

- Services and Assembly fees included
- VAT not included

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**espacios
singulares**

Model GN 504
40 m²

**Brand model with meeting area and rear
backlight.**
Platform with carpet.

14.791,56 €
369,78 €/m²

- Services and Assembly fees included
- VAT not included





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Model GN 704
40 m²

Design stand.
store room. Carpet or raised melamine floor.

7.811,00 €
195,27 €/m²

- Services and Assembly fees included
- VAT not included



Single-brand Stand

80m²

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Model GN 205 80 m²

Brand model with formal and informal
meeting areas

16.777,00 €

209,71 €/m²

- Services and Assembly fees included
- VAT not included







Model GN 505
80 m²

Brand option with TV and meeting areas.
Carpet platform with and Hung banner with vinyl signages.

29.256,70 €
365,71 €/m²

- Services and Assembly fees included
- VAT not included





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Model GN 705
80 m²

Design stand with meeting área.
Carpet raising floor.

17.599,00 €
1 219,90 €/m²

- Services and Assembly fees included
- VAT not included

A close-up photograph of a hand holding a black marker, drawing architectural plans on a white sheet of paper. The drawing shows structural elements like beams and columns. The background is slightly blurred, showing more of the drawing and the hand.

Single-brand Stand

120m²

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Model GN 206
120 m²

Open Brand model

20.952,00 €

174,60 €/m²

- Services and Assembly fees included
- VAT not included



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Model GN 306
120 m²

STANDARD

15.741,82 €

131,18 €/m²

- Services and Assembly fees included
- VAT not included





Model GN 506
120 m²

Brand option with meeting area.
Carpet platform combining 2 colours

30.910,37 €
257,59 €/m²

- Services and Assembly fees included
- VAT not included





Model GN-706
120 m²

Design stand with a meeting área for 6 groups and a semi-private one. Bar área. Carpet floor.

17.184,50 €
143,20 €/m²

- Services and Assembly fees included
- VAT not included





Functional Custom Stands

Customized stands adjusted to all needs and budgets.

Each of the models presented is based on a basic package that can be expanded and adapted to your contracted space.

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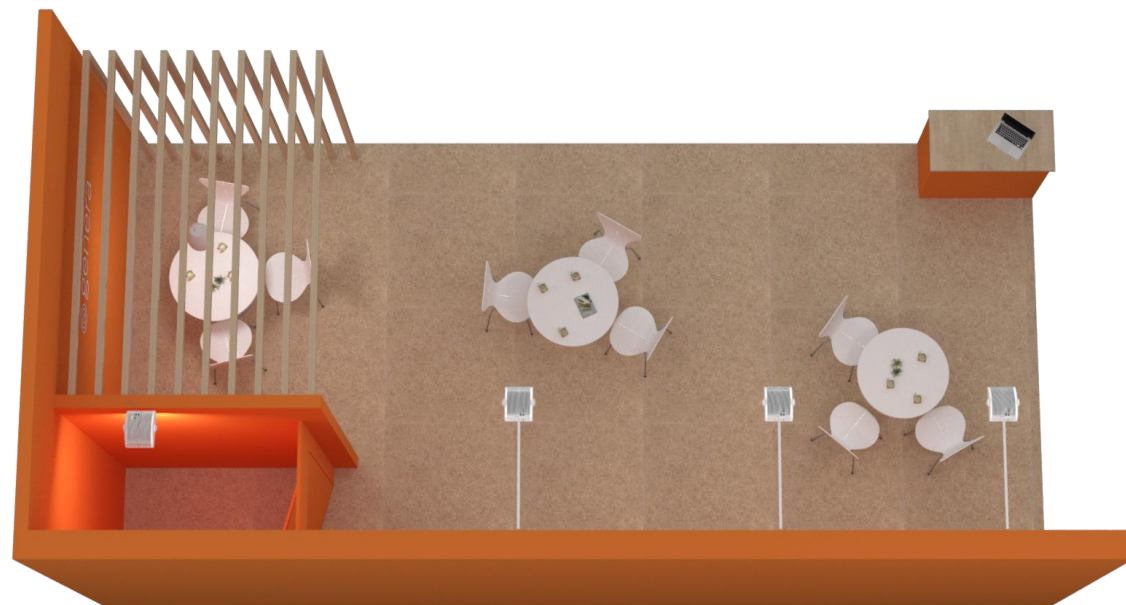


Model GN 21
32m²

Simple model for informal meetings

5.190,00 €
162,18 €/m²

- Services and Assembly fees included
- VAT not included



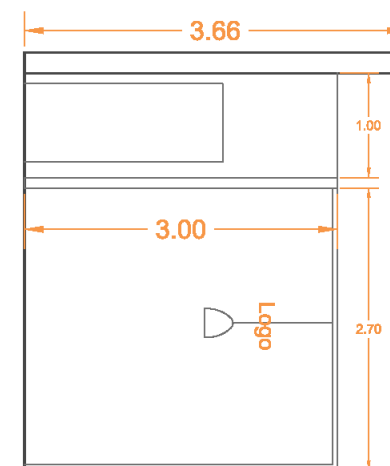
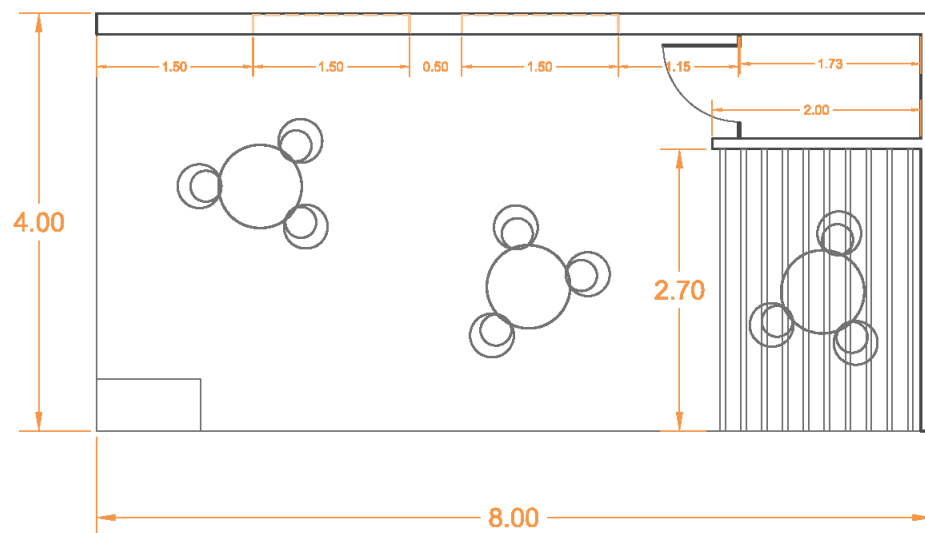
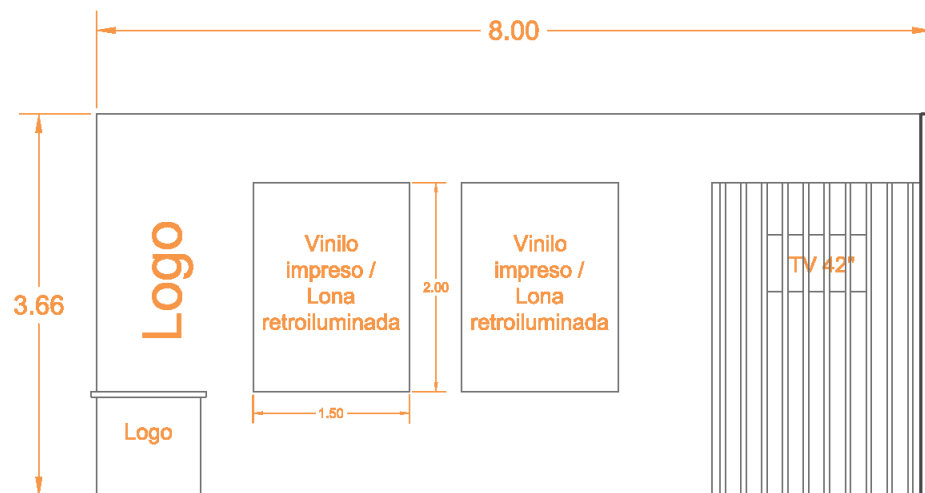
Reference images of the stand design



Model GN 21
32 m²

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Stand layout and measurements



Model GN 21
32 m²

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Model GN 21 32 m²

Simple model for informal meetings

Adaptable model for common meetings, in which we can configure image sizes, storage room, meeting areas, etc.

5.190,00 €

162,18 €/m²

- Services and Assembly fees included
- VAT not included

TECHNICAL SPECIFICATIONS

STRUCTURE AND AREAS

- Painted timber, 3,66m high, according to drawing
- Dividing wall
- 2x1m storage room with door
- 2,70x2m meeting area, within walls and natural timber structure, according to drawing

FLOORING

- Fair model carpet (catalog choice colour)

FURNITURE

- 1x0,5x1m painted reception desk with doors, with melamin cover
- 3 white round tables
- 12 white chairs

CLEANING (First cleaning included)

- First cleaning

ALTERNATIVE OPTIONS, COMPLEMENTS AND ADDITIONAL SERVICES

GRAPHICS

- 2 printed vinyl images, 2x1,50m, front wall
- 3 cut vinyl logos, at counter and walls

ELECTRICITY AND LIGHTING

- 3 40w led spotlights on brackets
- 1 hanging lamp
- 3 500w sockets
- 5kw switchboard with permissions and connection

AUDIOVISUAL

- 42" LED TV

RIGGING

OTHER CATEGORIES

- Assembly fee

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Model GN 31
32m²

MIXED MODEL

5.440,00 €
170,00 €/m²

- Services and Assembly fees included
- VAT not included



Reference images of the stand design

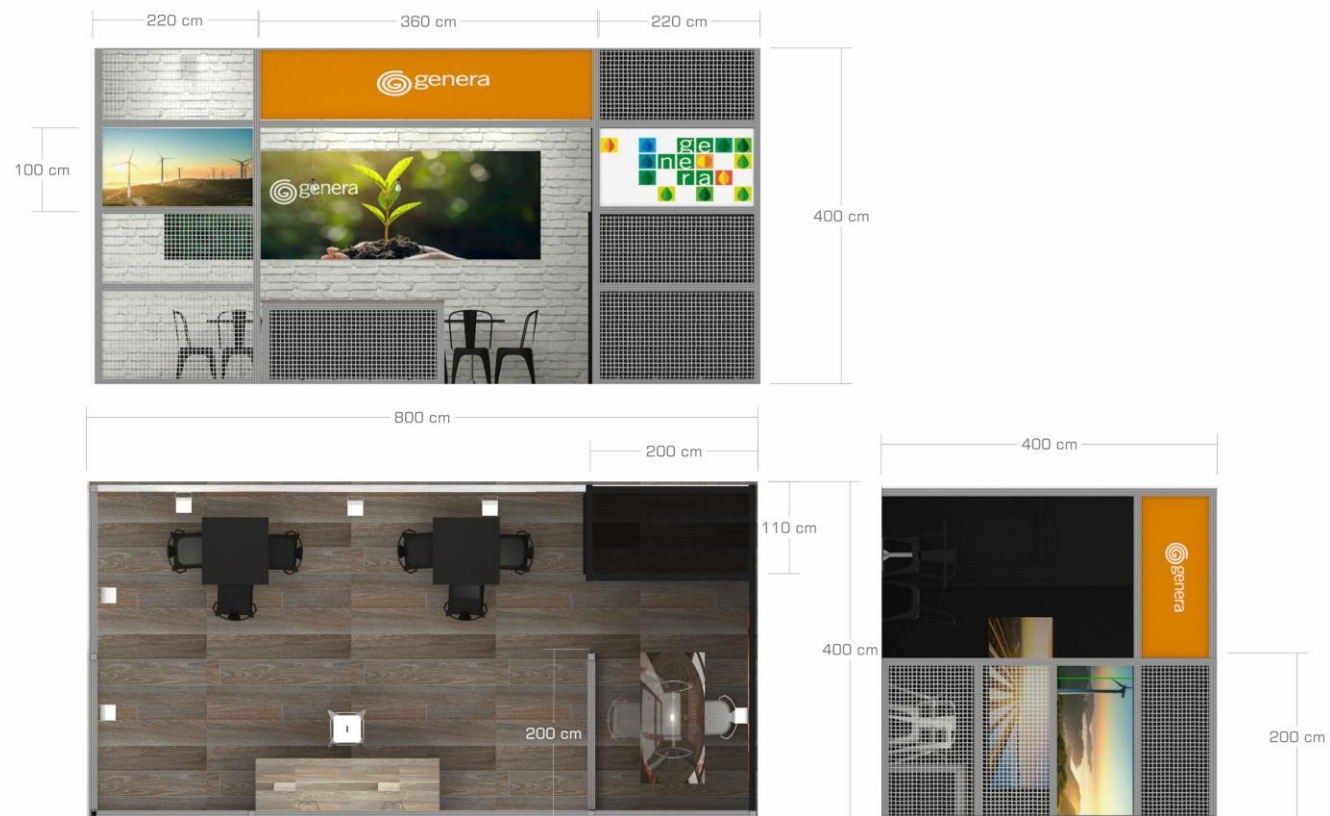


Model GN 31
32 m²

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**IFEMA
MADRID**



Stand layout and measurements



Model GN 31
32 m²

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Model GN 31 32 m²

MIXED MODEL

CUSTOMIZED ELEMENTS

- Carpet colour

5,440,00 €

170,00 €/m²

- Services and Assembly fees included
- VAT not included

TECHNICAL SPECIFICATIONS

STRUCTURE AND AREAS

- CARPENTRY
400cm-high painted chipboard walls
Storage of 200x100cm with locking door
- MARQUEES AND PERIMETER WALLS
100cm-high marquees formed by 10x10cm aluminium frames in its natural colour with black melamine and wire mesh on the holes.
400cm-high walls formed by 10x10cm aluminium frames with black melamine and wire mesh on the holes.
- MEETING AREA
Wall of 300x300cm formed by 10x10cm aluminium frames in its natural colour with wire mesh on the holes

FLOORING

- Carpet placed directly to the floor and covered with protective plastic during setting-up

FURNITURE

- STORAGE
Little fridge, 1m-wide modular set of shelves, clothes stand and Little bin.
- MEETING AREA
1 rectangular glass table
2 white chairs
- COMMERCIAL AREA
2 squared black tables
6 black chairs
- INFORMATION AREA
1 unit of 2m-lng counter with aluminium frames and 1 white stool

CLEANING (First cleaning included)

ALTERNATIVE OPTIONS, COMPLEMENTS AND ADDITIONAL SERVICES

- PLATFORM: 10cm-high platform.....576 EUROS
- VINYL FLOOR: changing the carpet into vinyl floor with concrete finish.....480 EUROS

GRAPHICS

- 3 printed vinyls of 200x80cm for the perimeter
- 1 printed vinyl of 350x80cm for the marquee
- 1 printed vinyl of 200x80cm for the marquee
- 1 frontlit banner of 400x120cm for the back wall, printed with images provided by the client
- 1 frontlit banner of 250x75cm for the meeting area, printed with images provided by the client

ELECTRICITY AND LIGHTING

- 6 LED spots for general lighting
- 2 decorative hanging lamps on the information area
- 3 sockets

AUDIOVISUAL

RIGGING

OTHER CATEGORIES

- Assembly fee





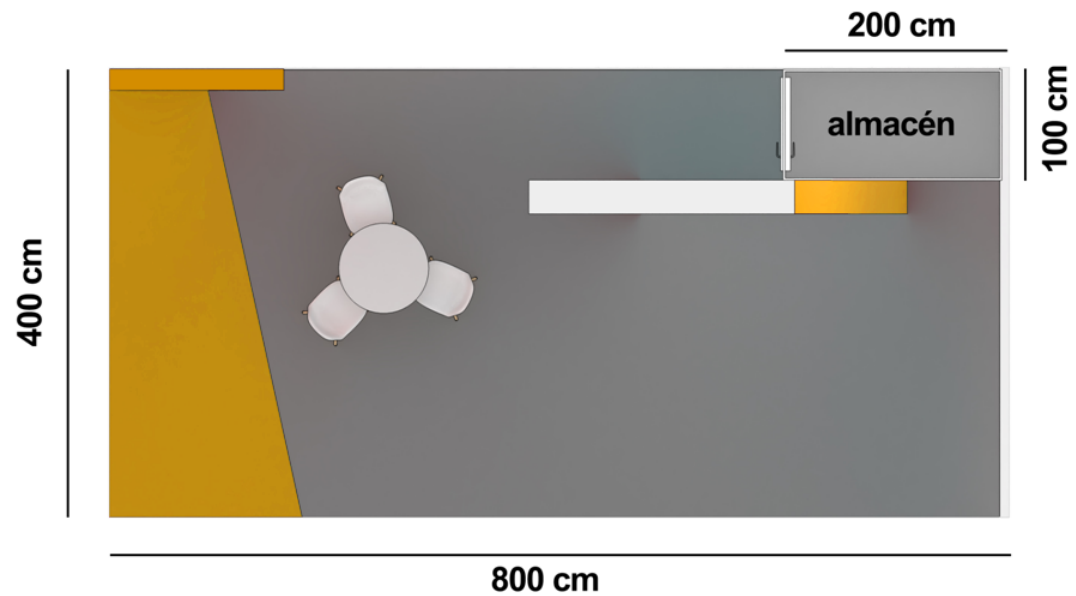


Reference images of the stand design



Model GN 41
32 m²

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Stand layout and measurements



Model GN 41
32 m²





Model GN 41 32 m²

5.440,00 €

170,00 €/m²

- Services and Assembly fees included
- VAT not included

TECHNICAL SPECIFICATIONS

STRUCTURE AND AREAS

- **Attention zone.**
- **Storage room:** Equipped with lockable door.
- Partition wood walls at 3 m. high painted in customizable colors.
- Totem at 4.5 m. high painted in customizable colors.

FLOORING

- Carpets on floor.

FURNITURE

- 1 table 80 cm. diameter and 3 design chairs

CLEANING (First cleaning included)

ALTERNATIVE OPTIONS, COMPLEMENTS AND ADDITIONAL SERVICES

GRAPHICS

- 2 large format printed canvases (frontlighted).
- Logos on self-adhesive vinyl (according to sketches)

ELECTRICITY AND LIGHTING

- 9 units of 150 w. surface metal halides.
- 6 single plugs.

AUDIOVISUAL

RIGGING

OTHER CATEGORIES



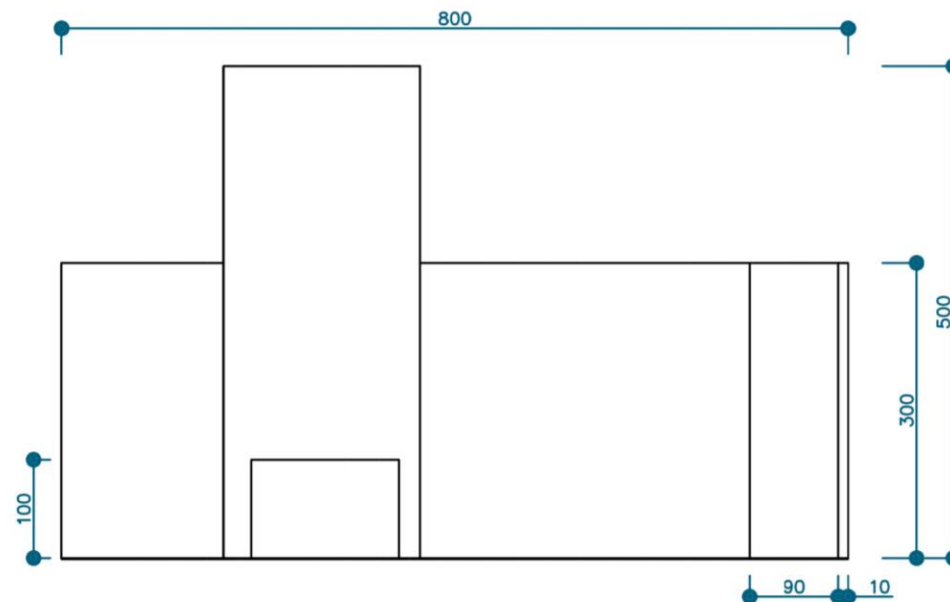
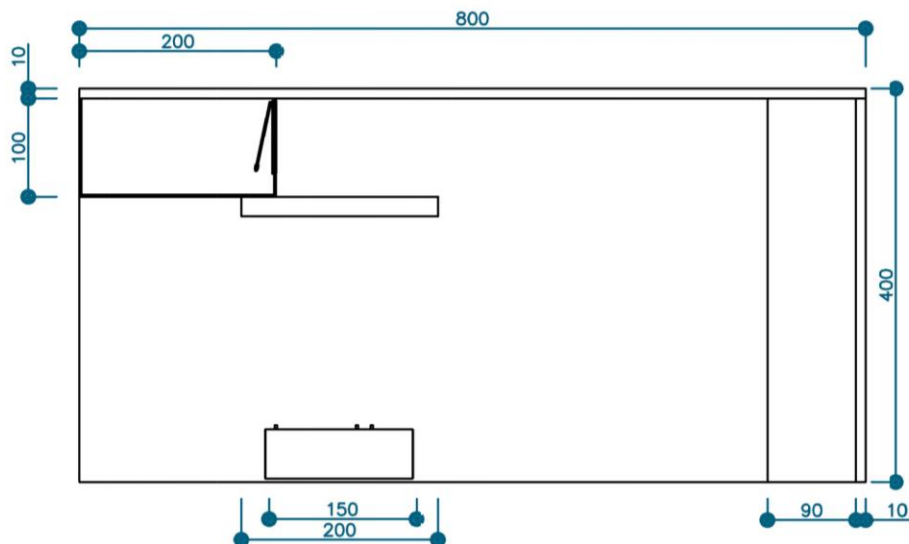


Reference images of the stand design



Model GN 61
32 m²

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Stand layout and measurements



Model GN 61
32 m²

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STANDECOR
.com

Model GN 61 32 m²

**Model stand type with meeting
area, storage and high totem.
Direct carpet floor**

6.080,00 €

190,00 €/m²

- Services and Assembly fees included
- VAT not included

TECHNICAL SPECIFICATIONS

STRUCTURE AND AREAS

- 12 linear meters of walls at 3m height painted in white
- Structure with grey painted roof
- 5m high totem with logos
- Storage 200x100cm
- Reception desk with graphics
- Meeting area

FLOORING

- 32 m2 of direct carpet floor in grey color

FURNITURE

- 1 white stool model Jagger
- 4 white chairs model Catifa
- 1 white table Ø80cm model Arguelles
- 1 wall rack in storage room
- 1 shelf unit in storage room

CLEANING (First cleaning included)

- First cleaning included

ALTERNATIVE OPTIONS, COMPLEMENTS AND ADDITIONAL SERVICES

- Platform 5 /8cm
- Audiovisuals
- Water connection
- Sink
- Printed Graphics

GRAPHICS

- 1 textile printed on side wall 380x280cm
- 2 totem logo vinyls 180cm wide
- 1 vinyl on back wall 200cm wide
- 1 vinyl on counter 50cm wide
- 2 logo vinyls on sides 80cm wide
- 1 vinyl on storage 120x120cm

ELECTRICITY AND LIGHTING

- 1 electric panel of 5KW
- 16 embedded circular LED spotlights 18W
- 4 LED spotlights of 150W
- 5 Led spotlights of 50W
- 3 recessed circular LED spotlights of 18W
- 4 triple sockets

AUDIOVISUAL

- Optional

RIGGING

OTHER CATEGORIES

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Model GN 71
32 m²

Adaptable modular brand model.
Carpet floor.

5.056,00 €
158,00 €/m²

- *Services and Assembly fees included*
- *VAT not included*

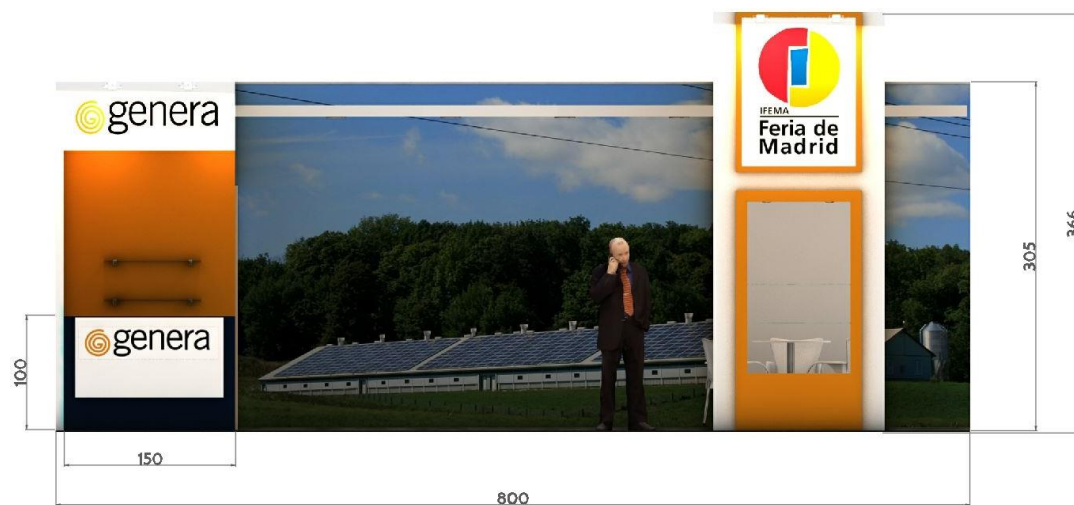
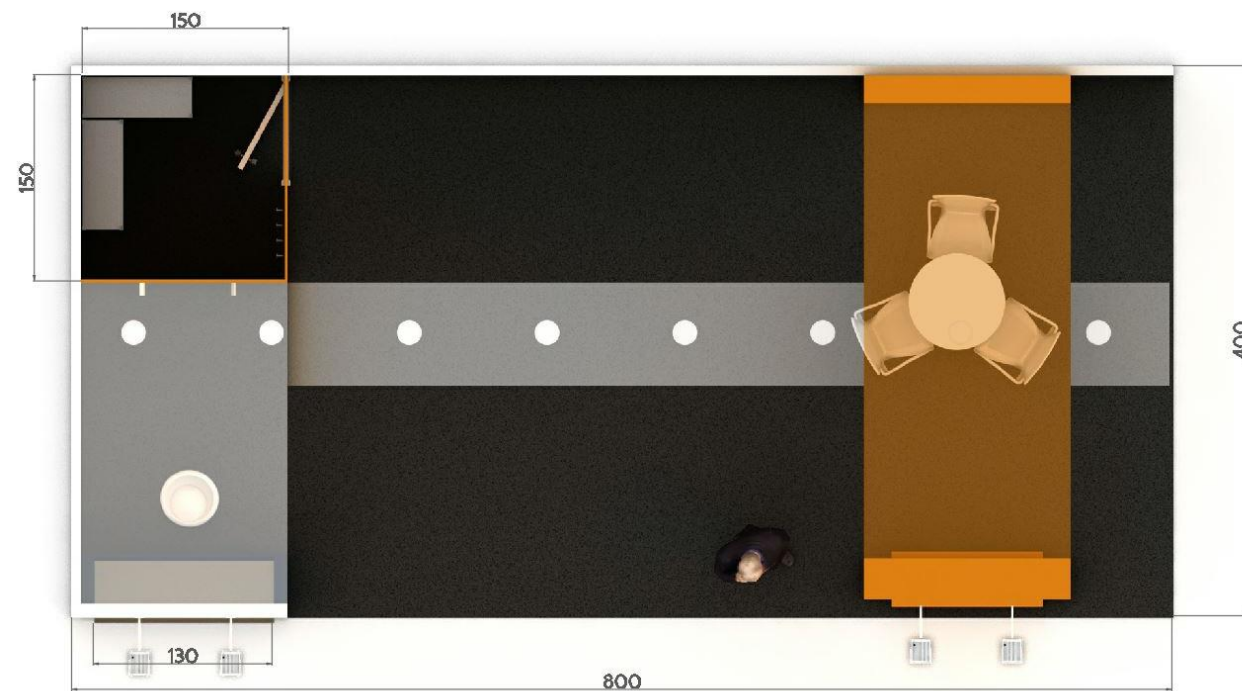
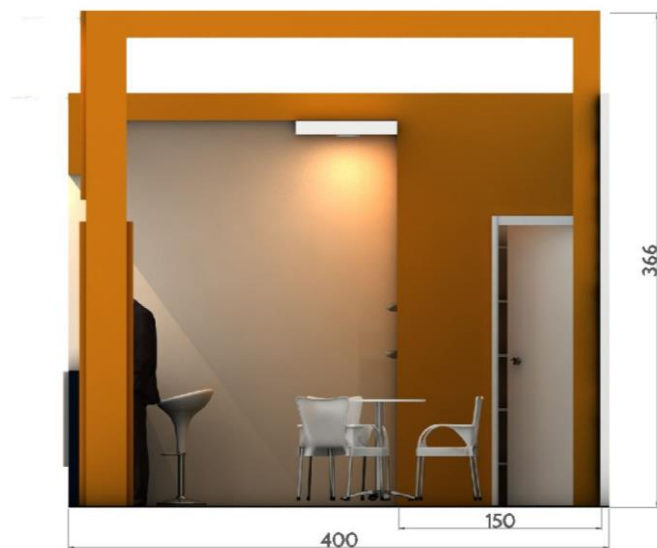


Reference images of the stand design



Model GN 71
32 m²





Stand layout and measurements



Model GN 71
32 m²

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stands

Model GN 71 32 m²

Adaptable modular brand model.
Carpet floor.

5.056,00 €

158,00 €/m²

- Services and Assembly fees included
- VAT not included

TECHNICAL SPECIFICATIONS

STRUCTURE AND AREAS

- **Main structure:**
Parameters at a height of 3.05 metres, with a choice of colours.
Warehouse of 1.5 x 1.5m
Meeting area for 3 people with table and chairs
1 Information counter with low doors, shelf and stool
1 Main bridge at 3.66m height for the placement of lighting and logos.
This bridge will have 2 glass shelves and lighting
Rear wall with customizable printed fabric 650x300cm

FLOORING

- Fair carpet on the whole surface, colour to be chosen.
- (Option to put carpeted raised floor, consult price)

FURNITURE

- 2 Sheet metal shelves in multi-level in storage
- 1 Wall hanger
- 1 Piston stool on counter
- 1 Low table of 80cm diameter
- 3 Chairs

CLEANING (First cleaning included)

- First cleaning included.

ALTERNATIVE OPTIONS, COMPLEMENTS AND ADDITIONAL SERVICES

- Choice of wall colours
- Carpet colour to be chosen
- Printed back wallpaper of your choice

GRAPHICS

- 1 Logo on 120x50cm adhesive vinyl on the counter
- 1 Logo in 140x60cm frieze vinyl on counter
- 1 inkjet logo of 120x90cm in bridge,
- 1 printed fabric for back wall covering 650x300cm

ELECTRICITY AND LIGHTING

- Power Switch with REBT bulletin
- 8 x 28W LED downlights
- 4 x 7W LED dichroic
- 3 x 30W short-arm spotlights
- 2 socket outlets on the counter and in the warehouse
- 2 Built-in sockets for care area

AUDIOVISUAL

-

RIGGING

-

OTHER CATEGORIES

- Assembly fee.
- Transport

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