



# Custom Design Stands

2023 Catalogue



# Custom Design Service Features



## Custom-designed stands suited to your specific needs

Our projects are completely adaptable to your brand image, budget and trade show objectives.



## Experienced partners

The extensive trade show industry experience of our appointed companies allows IFEMA to fully guarantee their work, both in terms of design and construction.

In addition, our partners offer full exhibitor support during the show's building, celebration and dismantling periods in case any inconvenient or last-minute request should arise.



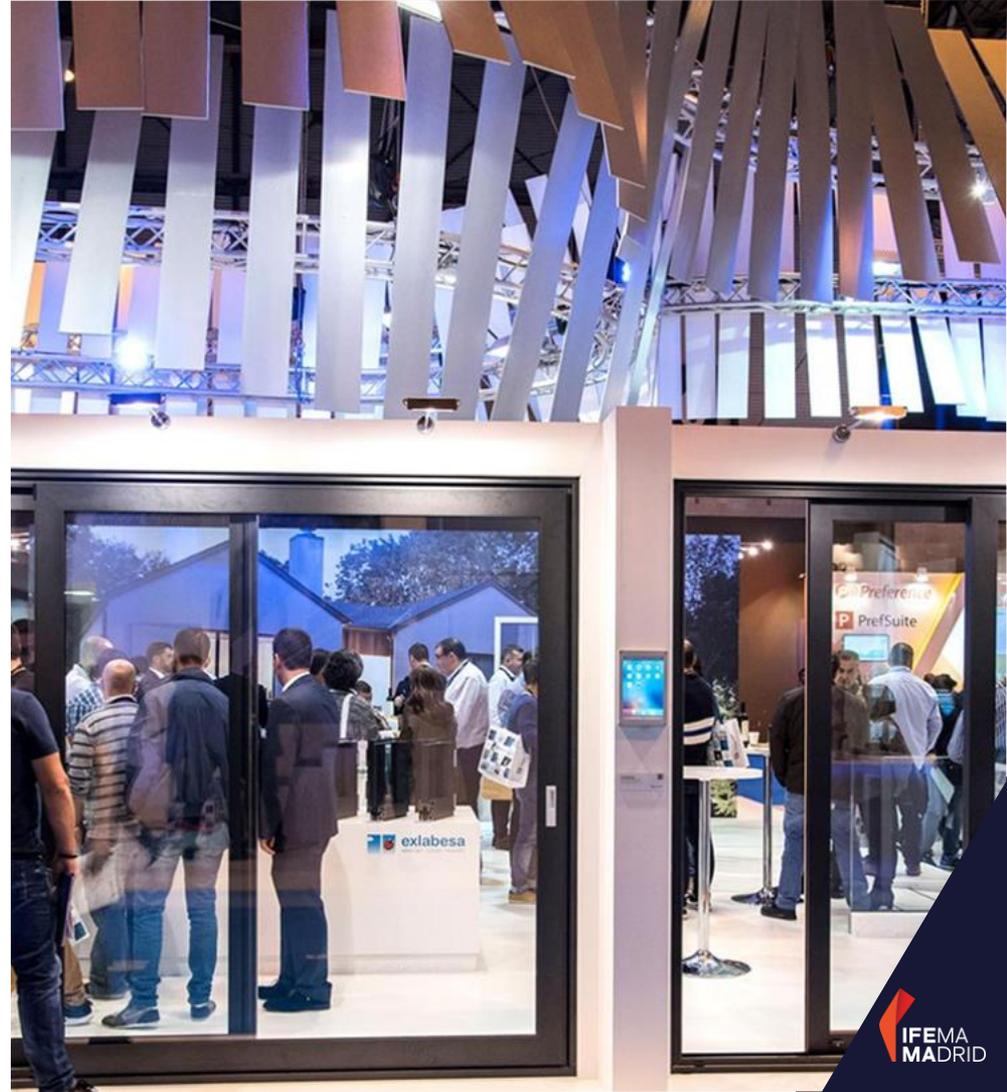
## All-inclusive service

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



## Safety & Health

Our collaborating companies follow and enforce IFEMA MADRID's strict S&H protocols in order to provide a safe and healthy working environment during every single phase of the project.





# 2023 Special Terms & Conditions



Our service terms & conditions have been adapted.

**Prior to 30 days before the build-up** period starts, we can work together on your stand design with **no payment obligation whatsoever**.

After that deadline, with no exceptions, **only a payment of 50% of the total design and construction project amount** is required for confirmation purposes.

Payment of the **remaining 50% must be processed before the build-up period** starts.

Book any additional services through our Exhibitor's Area portal **up to 1 month before the build-up period starts** and benefit from a special **5% discount**.

**Contact us:**

[infodesign@ifema.es](mailto:infodesign@ifema.es)

(34) 91 722 57 22

# Our designs for your stand

1

Choose from any of the several different custom-design stand options created by our appointed companies: **MODISEÑO, STANDESIGN, ESPACIOS SINGULARES, STANDECOR, RJ STANDS** and **DICOM, GRUPO AVANZA**.

2

**Find sources of inspiration** in our designs. All models are fully **adaptable and customizable to your specific needs**. Make your perfect design vision come true.

3

Design features and equipment vary depending on the total stand footprint, hence the type and/or amount of the included services as well as the overall technical specs may vary accordingly. This catalogue includes different **size and design options** which **can be easily adjusted to fit your allocated space** in the exhibitions.

4

Pricing for each option shown in this catalogue **includes the assembly fee and all IFEMA MADRID-provided** services (power, rigging, utilities, etc.). The space fee and minimum compulsory service charges are not included.

5

Pricing also **includes the first cleaning service**, performed by the stand builder in strict accordance with IFEMA MADRID's S&H guidelines and protocols to ensure a safe working environment for exhibitors and collaborators as well.

# Stand Model Options

## Functional Models

Affordable customized stands to accommodate all needs and budgets.

36  
m<sup>2</sup>



## Single-Brand Models

Find the perfect inspiration for your company in our designs.

40  
m<sup>2</sup>



64  
m<sup>2</sup>



80  
m<sup>2</sup>



128  
m<sup>2</sup>



## Grouped Participation

Full-equipped custom-built stands for co-exhibitors, associations, regions, countries.

40  
m<sup>2</sup>



80  
m<sup>2</sup>



128  
m<sup>2</sup>



# Functional Models

**Affordable customized stands** to accommodate all needs and budgets.

Every model includes a standard package that our appointed companies can easily adapt to the exhibitor's specific needs in terms of design and/or budget.

**Make your perfect design vision come true.**

36m<sup>2</sup>

# Model 21



Functional model

36m<sup>2</sup>

**7.451,70 €**

207,03 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 41



36m<sup>2</sup>

Standard model 36 m2 (2 openings)  
with storage room and meeting  
area.

**8.640,00 €**

240,00 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 61



36m<sup>2</sup>

Model Low-Cost stand with meeting area, storage and high totem.  
Direct carpet floor

**7.992,00 €**

222,00 €/m<sup>2</sup>

Services and Assembly fees included.  
VAT not included.



# Stand model 71



stands

36m<sup>2</sup>

Adaptable basic stand.  
Choice of wall colour and carpet  
Display elements and furniture of  
your choice  
Indicative price according to 3D  
model

**7.999,90 €**

222,22 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model

## 91

**AVANZA**  
Events

**36m<sup>2</sup>**

Functional Model 36m<sup>2</sup>

**11.387,50 €**

316,31 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Single-Brand Models

**Find sources of inspiration** in our designs.

All models shown in this catalogue are fully customizable according to the exhibitor's needs both in terms of design and budget.

**Make your perfect design vision come true.**

# 40m<sup>2</sup>



# Model 201



40m<sup>2</sup>

Brand model with private meeting room

**13.134,45 €**

328,36 €/m<sup>2</sup>

Services and Assembly fees included.  
VAT not included.



# Model 401



40m<sup>2</sup>

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

**19.440,00 €**

486,00 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 501



40m<sup>2</sup>

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

**19.438,34 €**

485,96 €/m<sup>2</sup>

Services and Assembly fees included.  
VAT not included.



# Model 601



40m<sup>2</sup>

Branding Stand Model with meeting area, lounge area, bar area and banner.  
Carpet floor with platform

**19.800,00 €**

495,00 €/m<sup>2</sup>

Services and Assembly fees included.  
VAT not included.



# Stand model 701



stands

40m<sup>2</sup>

Adaptable basic stand.  
Choice of wall colour and carpet  
Display elements and furniture of  
your choice  
Indicative price according to 3D  
model

**10.461,50 €**

261,54 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 801

**Dic9m**  
The unique  
events Agency

**40m<sup>2</sup>**

40 m2 model Stand -(10 x 4) -

**19.108,32 €**

477,71 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 901

**AVANZA**  
Events

40m<sup>2</sup>

Branding Model 40m<sup>2</sup>

**20.556,25 €**

513,90 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Single-Brand Models

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64m<sup>2</sup>



# Model 202



64m<sup>2</sup>

Brand model

**15.246,51 €**

238,23 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 402



64m<sup>2</sup>

Brand model 64 m2 (3 streets) with  
warehouse and meeting areas.  
Raised floor with platform in Nordic  
maple.



**25.440,00 €**

397,50 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.

# Model 502



64m<sup>2</sup>

Brand model with meeting area and  
backlit fabric frieze.  
Platform flooring with melamine.

**26.637,02 €**

416,20 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 602

STANDECOR  
.com

64m<sup>2</sup>

Branding stand model with open meeting area, lounge area, bar area and hanging banner. Carpet floor with platform

**26.240,00 €**

410,00 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Stand model 702



stands

64m<sup>2</sup>

Adaptable basic stand.  
Choice of wall colour and carpet  
Display elements and furniture of  
your choice  
Indicative price according to 3D  
model

**16.936,00 €**

264,63 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 802

**Dic9m**  
The unique  
events Agency

**64m<sup>2</sup>**

64 m2 model Stand -(8 x 8) -

**25.626,34 €**

400,41 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 902

AVANZA  
Events

64m<sup>2</sup>

Branding Model 64m<sup>2</sup>

**25.137,5 €**

392,77 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Single-Brand Models

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80m<sup>2</sup>



# Model 203



80m<sup>2</sup>

Brand model con areas de reuniones formales e informales.



**20.503,18 €**

256,29 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.

# Model 403



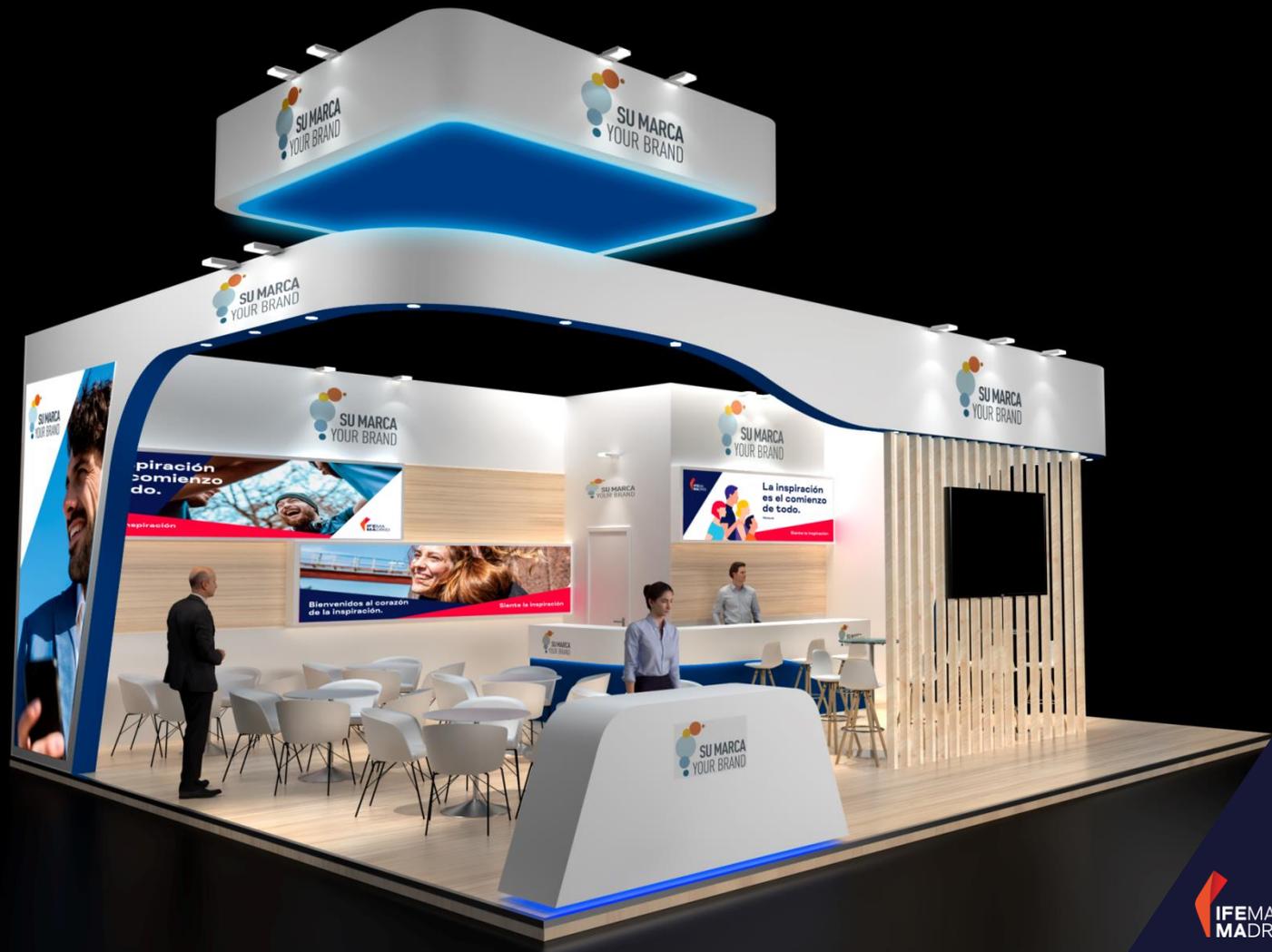
80m<sup>2</sup>

Brand model 80 m2 with storage room, bar and meeting areas.  
Raised floor with light oak platform.

**34.320,00 €**

429,00 €/m<sup>2</sup>

Services and Assembly fees included.  
VAT not included.



# Model 503

espacios  
singulares

80m<sup>2</sup>

Brand option with plasma wall and garden areas  
Laminated platform with decorative carpet and Hung banner with backlit signages.

**42.521,35 €**

531,51 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 603

STANDECOR  
.com

80m<sup>2</sup>

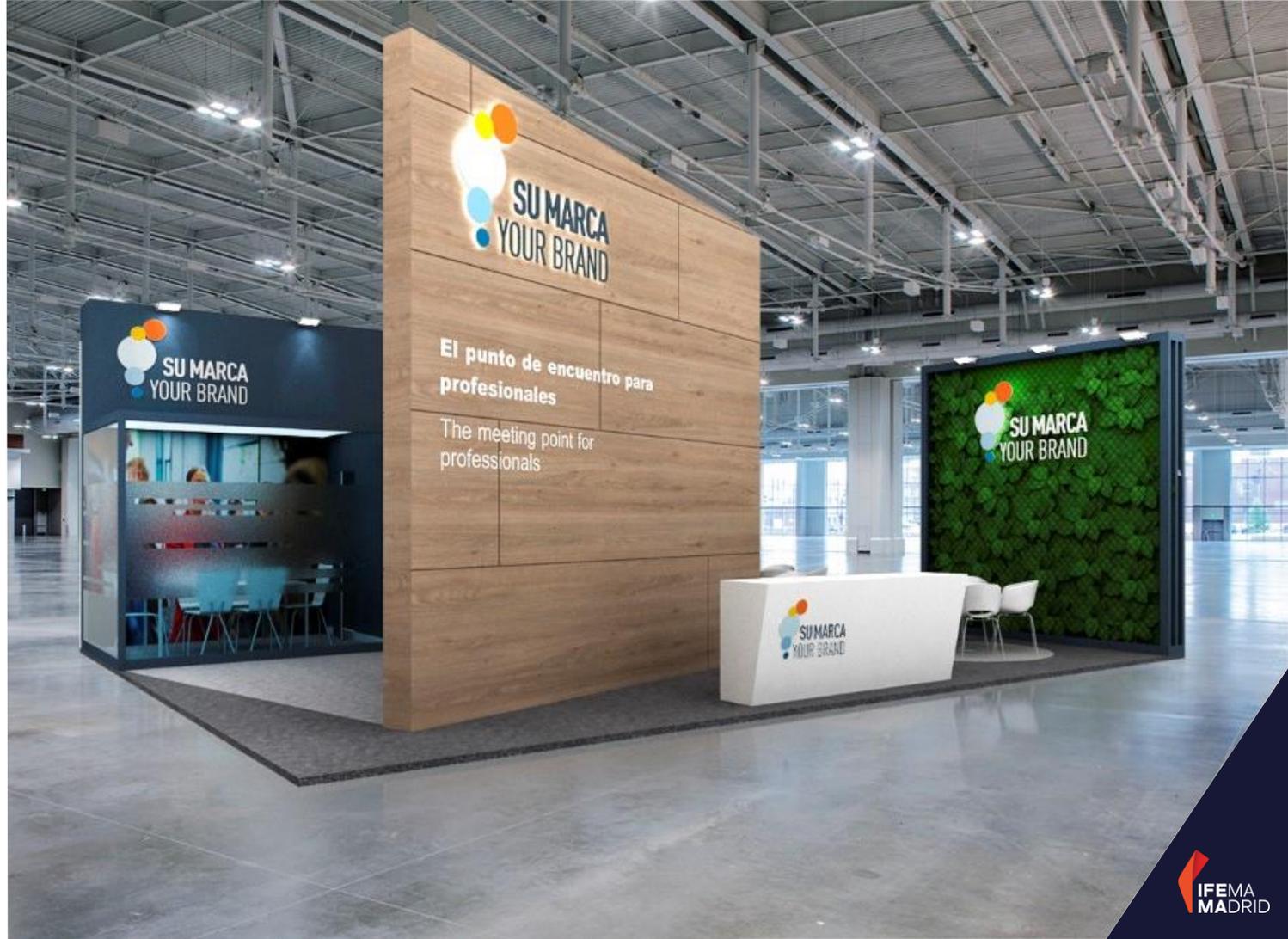
Branding stand model with open and closed meeting area, work area, exhibition area and element in height.

Carpet floor with platform

**23.700,00 €**

296,25 €/m<sup>2</sup>

Services and Assembly fees included.  
VAT not included.



# Stand model 703



80m<sup>2</sup>

Adaptable basic stand.

Choice of wall and carpet colors

Choice of furniture (with price review)

Indicative price according to 3D model

**14.861,00 €**

185,76 €/m<sup>2</sup>

Services and Assembly fees included.

VAT not included.



# Model 803

**Dic9m**  
The unique  
events Agency

**80m<sup>2</sup>**

80 m2 model Stand (10 x 8) -

**30.032,46 €**

375,41 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 903

AVANZA  
Events

80m<sup>2</sup>

Branding Model 80m<sup>2</sup>

**36.112,50 €**

451,5 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Single-Brand Models

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128m<sup>2</sup>



# Model 204



128m<sup>2</sup>

Brand model

**23.650,66 €**

184,77 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 404



128m<sup>2</sup>

Brand model 128 m2 (3 streets) with warehouse, bar and meeting areas.

A multitude of backlit graphics.

Suspended element with backlit logos.

**42.496,00 €**

332,00 €/m<sup>2</sup>

Services and Assembly fees included.  
VAT not included.



# Model 504



128m<sup>2</sup>

Brand option with hanging garden  
Laminated platform combining 2  
colours.

**39.517,53 €**

308,73 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 604



128m<sup>2</sup>

Branding stand model with meeting area, bar area, exhibition area and banner.  
Carpet floor with platform

**39.680,00 €**

310,00 €/m<sup>2</sup>

Services and Assembly fees included.  
VAT not included.



# Stand model 704



128m<sup>2</sup>

Adaptable basic stand.  
Choice of wall colour and carpet.  
Display elements and furniture of  
your choice.  
Indicative price according to 3D  
model.

**24.880,00 €**

194,38 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 804

**Dic9m**  
The unique  
events Agency

**128m<sup>2</sup>**

128 m2 model Stand (16 x 8) – Open  
to 4 aisles

**42.439,94 €**

331,56 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 904

AVANZA  
Events

128m<sup>2</sup>

Branding Model 128m<sup>2</sup>

**49.581,25 €**

387,35 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Grouped Participation Models

Full-equipped custom-built stands for **co-exhibitors, associations, regions, countries.**

All models shown in this catalogue are fully customizable according to the exhibitor's needs both in terms of design and budget.

**Make your perfect design vision come true.**

# 40m<sup>2</sup>

# Model 211



40m<sup>2</sup>

Multi-exhibitor model with individual storage rooms

**13.831,36 €**

345,79 €/m<sup>2</sup>

Services and Assembly fees included.  
VAT not included.



# Model 411



40m<sup>2</sup>

Model co-exhibitors 40 m2 (1 street) with 4 co-exhibitors, warehouse and meeting areas.

Carpeted floor.

**13.200,00 €**

330,00 €/m<sup>2</sup>

Services and Assembly fees included.  
VAT not included.



# Model 511



40m<sup>2</sup>

Co-exhibitor layout with separated meeting areas. Melamine platform. Hung banner with lightboxes

**27.143,97 €**

678,60 €/m<sup>2</sup>

Services and Assembly fees included.  
VAT not included.



# Model 611

STANDECOR  
.com

40m<sup>2</sup>

Co-exhibitor stand model with 4 meeting areas, a bar and hanging element.  
Carpet floor with platform

**16.500,00 €**

412,50 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Stand model 711



stands

40m<sup>2</sup>

Adaptable basic stand.  
Choice of wall colour and carpet  
Display elements and furniture of  
your choice  
Indicative price according to 3D  
model

**11.385,50 €**

284,64 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 811

**Dic9m**  
The unique  
events Agency

**40m<sup>2</sup>**

40 m2 Co-Exhibitor model Stand -  
(10 x 4) -

**19.925,75 €**

498,14 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Grouped Participation Models

Full-equipped custom-built stands for **co-exhibitors, associations, regions, countries.**

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**Make your perfect design vision come true.**

80m<sup>2</sup>

# Model 212



80m<sup>2</sup>

Multi-exhibitor model with counters and bar

**23.515,14 €**

293,94 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 412



80m<sup>2</sup>

Model co-exhibitors 80 m2 (3 streets)  
with 4 co-exhibitors, bar store and  
meeting areas.

Carpeted floor.

**22.560,00 €**

282,00 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 512



80m<sup>2</sup>

Co-exhibitor layout with separated meeting areas. Melamine platform and hung banner.

**26.000,00 €**

325,00 €/m<sup>2</sup>

Services and Assembly fees included.  
VAT not included.



# Model 612

STANDECOR  
.com

80m<sup>2</sup>

Co-exhibitor stand model with 8 meeting areas, a bar and hanging element.  
Carpet floor with platform

**25.200,00 €**

315,00 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Stand model 712



stands

80m<sup>2</sup>

Adaptable basic stand.

Choice of wall colour

Choice of furniture (with price  
review)

Indicative price according to 3D  
model

**19.081,00 €**

238,51 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 812

**Dic9m**  
The unique  
events Agency

**80m<sup>2</sup>**

80 m2 Co-exhibitor model Stand -(10  
x 8) - Open to 3 aisles

**36.448,10 €**

455,60 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 912

**AVANZA**  
Events

80m<sup>2</sup>

80m<sup>2</sup> grouped participation model  
expandable to the necessary  
exhibitors.

**31.587,50 €**

394,84 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Grouped Participation Models

Full-equipped custom-built stands for **co-exhibitors, associations, regions, countries.**

All models shown in this catalogue are fully customizable according to the exhibitor's needs both in terms of design and budget.

**Make your perfect design vision come true.**

128m<sup>2</sup>

# Model 213



128m<sup>2</sup>

Multi-exhibitor model



**26.615,03 €**

207,93 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.

# Model 413



128m<sup>2</sup>

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

**34.800,00 €**

290,00 €/m<sup>2</sup>

Services and Assembly fees included.  
VAT not included.



# Model 513



128m<sup>2</sup>

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

44.775,84 €

373,13 €/m<sup>2</sup>

Services and Assembly fees included.  
VAT not included.



# Model 613



128m<sup>2</sup>

Co-exhibitor stand model with 12 meeting areas, a bar and hanging element.

Carpet floor with platform

**33.650,00 €**

262,89 €/m<sup>2</sup>

Services and Assembly fees included.  
VAT not included.



# Stand model 713



stands

128m<sup>2</sup>

Design stand for 6 co-exhibitors.  
General counter and individual  
counters, with its own monolith for  
graphics.  
Open meeting area.  
Semi-closed VIP area.

**21.785,50 €**

170,20 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



# Model 813

**Dic9m**  
The unique  
events Agency

**128m<sup>2</sup>**

128 m2 Co-exhibitor Stand model -  
(16 x 8) - Open to 4 aisles

**53.310,43 €**

416,49 €/m<sup>2</sup>

Services and Assembly  
fees included.  
VAT not included.



“Let IFEMA MADRID design  
and build your stand.

**Make your perfect design  
vision come true.”**

# Custom Design Stands

[infodesign@ifema.es](mailto:infodesign@ifema.es)

(34)91 722 57 22

