

Auto **motive**

MANUFACTURING MEETINGS

OCTOBER 21-22, 2025 | MADRID, SPAIN

TECHNICAL GUIDE

Recinto Ferial IFEMA MADRID

Av. del Partenón N.5, 28042 Madrid, Spain - Pavilion 5

CONTACTS

EVENT DIRECTOR



Lola AGUILAR

laguilard@advbe.com

+33 1 41 86 41 35

PRINCIPAL PARTNER



M. Begoña LLAMAZARES VEGA

bego.llamazares@sernauto.es

+34 910 493 831

COMMERCIAL TEAM



Virginia COLLANTES

vgonzalezcollantes@advbe.com

+34 651 74 66 23



Nicolas ROQUES

nroques@advbe.com

+33 5 32 09 20 08



Anke HUBER

ahuber@advbe.com

+33 1 41 86 41 49



Tetyana BRYZHACHENKO

tbryzhachenko@advbe.com

+33 5 32 09 20 00



Marie FRANCOIS

mfrancois@advbe.com

+33 5 32 09 20 01



Isabella BALDUCCI

ibalducci@advbe.it

+39 06 88 64 49 49

CONFERENCES



Rosanna QUIGLEY

rquigley@advbe.com

+33 5 32 09 20 04



Daniela NIÑO

dninocaicedo@advbe.com

+33 1 41 86 41 67



Dulce ROBLES

drobles@advbe.com

+52 55 86 63 40 10

COMMUNICATION / MARKETING

LOGISTICS

SCHEDULE & AGENDA

OCTOBER 21, 2025

8.00 am - 8.30 am

Booth set-up (If Applicable)

8.30 am - 9.00 am

Registration / Check in

9.30 am - 12.30 pm

Plenary Conference Session

12.30 pm - 2.00 pm

Lunch

2.15 pm - 6.30 pm

B2B Meetings Session & Workshops

6.30 pm - 9.00 pm

Networking Cocktail

OCTOBER 22, 2025

9.15 am - 12.30 pm

B2B Meetings Session & Workshops

12.30 pm - 2.00 pm

Lunch

2.15 pm - 6.00 pm

B2B Meetings

6.15 pm - 6.30 pm

Booth materials removed

6.30 pm - 7.30 pm

Materials picked up by carrier

*Catered Lunch provided onsite during October 21 - 22 should be purchased in advance.

*The Networking Cocktail will be held at the venue.

RECEPTION DESK



Before arriving at the venue, **print your pass (badge) with the QR code and bring it with you to the event for fast-track entry.** Please note that we are unable to scan barcodes on mobile device or tablet screens. Upon arrival at the event venue, proceed to the reception desk to pick up your lanyard(s).

Where to find your badge (pass)?

- Log in to your B2B matchmaking platform account **one week before the event** with your credentials [HERE](#).
- Open and print your badge from your home page by clicking on the '**BADGE**' pdf icon next to your name.

Welcome to your online profile

Manage your information and get access to all important details

Steps	Summary		
1. Your profile <ul style="list-style-type: none">Company descriptionDelegatesSelect package and Edit Purchase order (PO)	Company name ABE - ADVANCED BUSINESS EVENTS 10 rue de la Rochefoucauld - CS 50300 BOULOGNE-BILLANCOURT - FR Edit	Delegates Lola AGUILAR - BADGE Edit	Administrator Lola AGUILAR Edit

BOOTH SET-UP

Automotive Manufacturing Meetings Madrid offers rigid-walled booths for participants. To optimize your meeting space and business exposure, if you haven't requested a customized booth, you can bring your own artwork to personalize your booth. However, you must comply with IFEMA regulations and avoid drilling into or damaging your space.



Set-up time will be running from 03.00 pm to 06.00 pm - October 20, 2025.

For participants unable to set-up, we recommend you arrive at **IFEMA** at 08:00 am on October 21 to complete the set-up and personalization of your booth, prior to the commencement of B2B Meetings and Workshops.

- Noisy machines or sound systems are not permitted.
- Please ensure that all equipment and graphics you bring actually fits in your booth.
- Please note that walls cannot be damaged.
- Any materials, such as adhesives, double-sided tape, scissors, or other materials, are not provided by abe (*you must bring your own materials needed*).



BOOTH DETAILS

Basic Package 4 m² (2x2)



Carpentry:

- 4m2 standard carpeting
- Exterior and interior melamine walls measure:
96,50 cm x 285,50 cm.

Electricity/Lighting:

- 1 Spotlights
- 1 electrical outlet

Graphics:

- 1 company sign with exhibitor company's name and the booth number: **196 x 47 cm.**

Furniture:

- 1 table
- 3 chairs

Executive Package 8 m² (2x4)



Carpentry:

- 8m2 standard carpeting
- Exterior and interior melamine walls measure: **96,50 x 285,50 cm.**

Electricity/Lighting:

- 1 Spotlights
- 1 electrical outlet

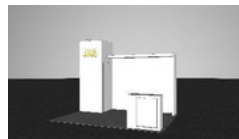
Graphics:

- 1 company sign with exhibitor company's name and the booth number: **196 x 47 cm.**

Furniture:

- 2 tables
- 6 chairs

Luxury Package 12 m² (4x3)



Carpentry:

- 12 sqm of standard carpeting.
- 1 Ud. de tótem/store room:
1.06 x 1.06 x 3.00 m.
With door included
- 1 Ud. of back wall: **2.90 x 2.40 m.**
- 1 Ud. of counter:
1.00 x 0.50 x 1.00 m.
- 1 Ud. of cantilever:
2.90 x 0.60 m.
- 1 Ud. Partition panel:
0.60 x 2.40 m.

Electricity/Lighting:

- 2 Uds. of socket.
- 2Uds. of downlight led.
- 1 Ud. of arm spotlight.

Furniture:

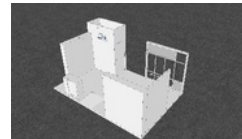
- 1 table
- 3 chairs
- 1 high table with 3 stools
- 1 counter
- 1 totem/store room, carpet

Graphics:

- 1 Ud. of printed vinyl: **1.00 x 1.00 m.**

***Deadline to confirm this package:
September 12.**

Premium Package 24 m² (6x4)



Carpentry:

- 24 sqm of white melamine flooring.
- 1 Ud of entrance ramp.
- 1 Ud. of store room:
2.05 x 1.06 x 3.00 m.
With door included.
- 2 Uds. of blind partition panel:
2.05 x 2.40 m.
(Light box adaptable)
- 1 Ud. of blind partition panel:
1.75 x 2.40 m.
- 1 Ud. of decorative partition panel:
2.55 x 2.40 m.
- 1 Ud. of counter:
1.00 x 0.50 x 1.00 m.

Electricity/Counter:

- 3 Uds. of socket.
- 3 Uds. arm spotlight

Furniture:

- 1 table
- 3 chairs
- 1 high table with 3 stools
- 1 counter,
- 1 store room, carpet

Graphics:

- 1 Ud. of printed vinyl: **1.30 x 1.00 m.**

***Deadline to confirm this package:
September 12.**

***Please note that when submitting your order, you do not need to enter your booth number. These will be assigned at a later stage.
Entering TBD will suffice.**

ATTENTION

CHARACTERISTICS FOR GRAPHICS TO PRINT:

- **Final arts resolution:** Minimum 150 dpi, 300 dpi recommended.
- **Allowed file format:** PDF, PSD, TIFF, JPG (high quality), PNG (high quality), AI, EPS, SVG.
- **Final art typographies:** Text in vectorial lines.
- **Files received for printing:** CMYK, not RGB.

STAND CUSTOMIZATION

Automotive Manufacturing Meetings Madrid offers to the exhibitor a customized service to enhance your participation with the following items:

- **Graphic Design:** Making an original and surprising design will allow your company to differentiate itself, capture attention and offer an enhanced branding in front of your target audience. In this case, the client will provide **the final artwork of the graphic to your abe contact** and we will prepare your design with our official supplier **Grupo Absolute**.
- **Graphic Production:** As an exhibitor, you have several customization options for your booth to make it more appealing and corporate.

MARKETING & COMMUNICATION

The exhibitor can also contract through **Grupo Absolute** different services that are detailed below:

- Rental of audiovisual material.
- Corporate video production and presentations.
- Design and production of printed and digital catalogs and dossiers.
- Design and production of merchandising.
- ONLINE - Landing page fair / Digital catalog.
- Communication Campaign for the event.

➔ TO REQUEST A QUOTE FOR THESE SERVICES, PLEASE CONTACT OUR OFICIAL PROVIDER DIRECTLY:

GRUPO ABSOLUTE - amm2025@absolute.es

ADDITIONAL FURNITURE

➔ TO ORDER **ADDITIONAL FURNITURE** FOR YOUR BOOTH, TAKE A LOOK AT THE FOLLOWING PAGE.

IF YOU DO NOT FIND WHAT YOU ARE LOOKING FOR, PLEASE CONTACT US.

How to place an order?

- Order directly with your abe contact.

 **ALL ORDERS MUST BE SUBMITTED BY SEPTEMBER 12, 2025.**



ADDITIONAL FURNITURE

MADRID CHAIR



PRICE - 20 €

WHITE DOM TABLE



PRICE - 50 €

MAKALU WHITE TABLE



PRICE - 75 €

ALPES TABLE



PRICE - 70 €

NEW YORK WHITE CHAIR



PRICE - 40 €

ANNAPURNA WHITE HIGH TABLE



PRICE - 70 €



ADDITIONAL FURNITURE

PISA HIGH STOOL



PRICE - 70 €

WHITE TORNE COUNTER



PRICE - 150 €

AMAZON SHELF



PRICE - 100 €

VOLGA MINI FRIDGE



PRICE - 150 €



IF YOU DO NOT FIND WHAT YOU ARE LOOKING FOR, PLEASE CONTACT US.

ALL ORDERS MUST BE SUBMITTED BY SEPTEMBER 12, 2025.

REGULATORY COMPLIANCE - IFEMA

The Organizer, its staff, and its contractors and subcontractors must be familiar with and comply with the **IFEMA MADRID** general and technical regulations for trade fairs, events, and performances when performing their work or providing their services at **IFEMA MADRID** venues. All regulations are available and updated in the regulations/support section of the institutional website Regulations for Trade Fair Organizers at the Trade Fair Venue | **IFEMA MADRID**.

Within the framework of these contractual relationships, the principles of honesty, integrity, transparency, and sustainability will prevail. By signing this Agreement, the Parties declare that their actions will be governed, at all times, by the principles of good faith and in due compliance with the law.

The Organizer must be familiar with and comply with the **IFEMA MADRID** Code of Conduct and all other Compliance Rules published on its institutional website - <https://www.ifema.es/en/about-us/transparency/good-governance>



LUNCH & NETWORKING COCKTAIL

Coffee Breaks

During **October 21 & 22, 2025**, there will be 2 coffee breaks:

- A coffee break at **10.30 a.m**
- A coffee break at **2.00 p.m**

Networking Cocktail

A gala dinner will be held in a room in the same exhibition hall of **IFEMA** on **October 21, 2025**, at **6.30 pm**.

****Access only to participants who have paid for this option.***

Lunch

A business lunch will be served on **October 21 & 22, 2025** for those who have prepaid for the lunch option during the original (online) registration process.

****Access to the lunch area will be denied to those who have not paid in advance.***

Note: If you have not purchased tickets for the luncheon and wish to do so, please send an urgent e-mail to automeetingsspain@advbe.com.

****The deadline to apply for lunch is September 12, 2025. The cost of lunch is €80 per person per day.***

All meals and beverages must be ordered from AREAS, IFEMA's exclusive supplier.

To place an order, please contact:

Marta Otero

Marta.otero@areas.com / jorge.moreno@areas.com

Tel: 663 97 34 59

****Orders must be placed no later than 15 days before the event, and full payment in advance must be guaranteed.***



SHIPPING & HANDLING

IF YOU WANT TO SEND PACKAGES TO YOUR STAND, WE LEAVE YOU THE REQUIRED INFORMATION:

Shipping address:

Recinto Ferial IFEMA MADRID
Av. del Partenón N.5, 28042 Madrid, Spain - Complementary Building

Schenker Logistics, S.A.U.

DB Schenker office at IFEMA Exhibition Centre in Madrid: Pavilion 7

Tel. **+34 91 330 51 77**

E-mail: ifema.madrid@dbschenker.com

Website: www.dbschenker.com/es

>> Please do not forget to mention *Automotive Manufacturing Meetings Madrid 2025* and your company name.

Reception of your packages will only start from September 4.



MOVE OUT



ATTENTION

Exhibitors must have all their materials and equipment cleared from the booths by **06.30 pm on October 22, 2025**.
Your materials and equipment must be picked up by your outbound carrier by **7.00 pm** from the exhibition center.

Note: You are recommended to attend all your belongings at all times. Advanced business events shall not be responsible for any damage caused to your equipment theft. Any materials or equipment left or unattended by October 23 could be taken to a place the organizer deems appropriate at the participant cost and risk.



ACCESS TO THE VENUE

Av. del Partenón N.5, 28042 Madrid, Spain - Pavilion 5



For more information, visit the venue's website: <https://www.ifema.es/en/how-to-get-here>

ACCOMMODATION AVAILABLE FOR OUR CLIENTS:**HOTEL: Axor Feria Hotel Madrid**

C/ de Campezo, N.4, San Blas-Canillejas, 28022
Madrid, Spain

RESERVATION FOR OUR CLIENTS:

BENEFIT: 10% DISCOUNT

LINK FOR INDIVIDUAL RESERVATION >> [CLICK HERE](#)

RESERVATION CODE: [ADVBE25](#)

DATES: Available for booking from **October 19-23, 2025.**

(The booking code will be active as long as there is availability on the dates indicated)

FOR MORE INFORMATION:

Tel: +34 913 121 960

Fax: +34 913 121 793

E-mail: grupos@axorhoteles.com

Website: www.axorhoteles.com

RESERVATIONS THROUGH REVOLUGO:

Revolugo, the official travel agency for **Automotive Manufacturing Meetings Madrid**.

We have negotiated the best rates for your accommodation - accommodation solution with our partner REVOLUGO.

iBook in advance through the platform below to get the best deals!

<https://platform.revolugo.com/hotels?wid=automotive-meetings-madrid-2025>

For more information or group bookings (from 9 rooms and up), please contact:

+33 6 99 25 29 40 / reservations@revolugo.com