

A stylized graphic of a red wine glass, rendered in a vibrant red color. The glass is tilted, with the bowl on the left and the stem on the right. The graphic is composed of several overlapping, semi-transparent shapes that create a sense of depth and movement. The background of the entire cover is a dark, rich maroon color.

WINEMAD

MADRID INTERNATIONAL
WINE FAIR

2026


EXHIBITOR'S
MANUAL

1. INTRODUC- TION

Welcome to WINEMAD Madrid International Wine Fair!

Welcome to **WINEMAD - Madrid International Wine Fair**, the international wine fair that will transform Madrid into the global epicentre of the wine sector. An event designed for exhibitors seeking visibility, business, and direct contact with distributors, buyers, importers, and professionals from around the world.

The Fair will feature more than 3.000 attendees, an agenda of immersive activities, high-level presentations, networking areas, and a parallel urban program called **TASTE MADRID** that will connect the Fair with the city.



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WITH THE CITY.**

2. GENERAL INFORMA- TION

- **Dates:** 27, 28 and 29 May 2026.
- **Location:** IFEMA Madrid, Exhibition Centre, Halls designated for WINEMAD.
- **Opening hours:**
 - Set-up: 2 days before the start, from 08:00 to 20:00 h.
 - Fair days: from 10:00 to 19:00 h.
 - Dismantling: the day after from 08:00 to 20:00 h.
- **Organiser contact details:**
 - Benson Señora Eventos
 - expositores@winemad.es
 - Tel: +34 915 687 978
 - C/ Los Vascos, 17. 28040. Madrid

3. ACCESS AND ACREDITA- TIONS

- **Available accreditations:**
 - Exhibitor
 - Set-up staff
 - Support and protocol staff
 - Professional guest
 - Distributor-importer
 - Press
- **Access system:**

Digital with personalised QR code and entry control.
- **Accreditation delivery:**

At the reception point or by courier upon request.

4. SPACES AND STANDS

• Types of stand:

	Size	m2
Basic Stand	2 x 1,5m	3
Standard Mundi Stand	3 x 2m	6
Standard Uni Stand	3 x 2m	6
Professional Stand	4 x 3m	12
Corporate Stand	6 x 4m	24
Raw Stand. <i>Space only</i>	from 36m2	-

• Prices:

	Regular rate m2	Rate*	Registration fee
Basic Stand	330€	990,00€	99€
Standard Mundi Stand	332€	1.992,00€	210€
Standard Uni Stand	415,83€	2.595,00€	220€
Professional Stand	337€	4.044,00€	390€
Corporate Stand	325€	7.800,00€	390€
Raw Stand. <i>Space only</i>	from 178€ x m2	-	390€

4. SPACES AND STANDS

BASIC STAND



- 5m² stand, 2x1,5m.
- 6m² of exhibition carpet laid directly on the pavilion floor.
- 3x2.5 m divider with printed vinyl, showcasing client-provided design.
- Partition recessed 50cm to conceal the electrical panel inside.
- 3 spotlights with one socket on the back wall, 1 power strip and 1 electrical panel to be shared between the two stands. (DOES NOT INCLUDE SIDE SPOTLIGHTS).
- Furniture: 1 table with 2 chairs and 1 counter with door and lock, plus 1 stool.
- Final art supplied by the client.
- PDF files, scaled to 100% and 100–150 dpi, or real-size files without bleed or margins and with outlined fonts.
- Optional: printed counter, furniture change, TV request, etc.

STANDARD UNI STAND



- 3x2m stands with a height of 2.5m.
- 6m² of exhibition carpet.
- 1 table, 2 chairs, and 1 waste bin.
- 1 electrical panel (3KW), 3 spotlights.
- Exhibitor's name on the front in cut vinyl, Arial font. Artwork provided by the client.
- PDF files, scaled to 100% and 100–150 dpi, or real-size files without bleed, margins, and with outlined fonts.
- Optional: furniture change, TV request, printing of the remaining white panels, etc.

4. SPACES AND STANDS

STANDARD MUNDI STAND



- 6m² stand, 3x2m.
- 6m² of exhibition carpet laid directly on the pavilion floor.
- 1 back wall measuring 3x2.5m with printed vinyl, artwork provided by the client.
- Partition recessed 50cm to conceal the electrical panel inside.
- 3 spotlights with one socket on the back wall, 1 power strip and 1 electrical panel to be shared between the two stands. (DOES NOT INCLUDE SIDE SPOTLIGHTS).
- Furniture: 1 table with 2 chairs and 1 counter with door and lock, plus 1 stool.
- Final art supplied by the client.
- PDF files, scaled to 100% and 100–150 dpi, or real-size files without bleed or margins and with outlined fonts.
- Optional: printed counter, furniture change, TV request, etc.

PROFESSIONAL STAND



- 12m² stand, 4x3m.
- 12m² of exhibition carpet.
- 1 back wall with printed fabric canvas tailored to cover the Aluvision structure (4x2.5m high) and two side panels for the congress graphics (1x2.5m high).
- 1 printed counter with door and lock, including 1 stool, 1 table, and 2 chairs.
- 4 spotlights and 1 socket on the back wall. (DOES NOT INCLUDE SIDE SPOTLIGHTS).
- Final art supplied by the client.
- PDF files, scaled to 100% and 100–150 dpi, or real-size files without bleed or margins and with outlined fonts.
- Optional: furniture change, TV request, printing of the remaining white panels, etc.

4. SPACES AND STANDS

CORPORATE STAND



- 24m² stand, 6x4m.
- 24m² of exhibition carpet.
- 1 storage room measuring 2x1x3m high.
- 2 ceilings, one 3x1m and another 2x1m.
- 2 stretched canvases and printed vinyl on the counter for the client's artwork.
- Remaining areas optional to be customized by the client; otherwise finished in white Forex.
- 1 back wall with printed fabric canvas tailored to cover the Aluvision structure (4x2.5m high) and two side panels for the congress graphics (1x2.5m high).
- 1 counter with lock and door, including 1 stool, 2 tables, 4 chairs, and 1 waste bin.
- 3 spotlights on vertical panels, ceiling lighting, 1 electrical panel (3KW) in the storage room, 1 socket for each meeting area, and one at the counter.
- Final art supplied by the client.
- PDF files, scaled to 100% and 100–150 dpi, or real-size files without bleed or margins and with outlined fonts.
- Optional: furniture change, TV request, printing of the remaining white panels, etc.

4. SPACES AND STANDS

• **Special areas:**

- The Wine Gallery
- Varietal Gallery
- The Wine Bar
- Wine&Food Lounge
- Pairing Area
- Sensory and Experience Corner
- Wine Press Zone

Exhibition Space

Tasting and Selection Area

Networking Zone

Gastronomic and Leisure Space

Gastronomic Creations

Surprise, game and Enjoyment Zone

Press and Communication Space

• **Technical regulations:**

- Maximum height: 4 metres (unless authorised)
- LED lighting recommended
- No structures may be hung from the ceiling without express permission

• **Available services:**

- Electricity, Wi-Fi, cleaning, maintenance
- Additional furniture hire



• **Assembly and dismantling:**

- Access via designated loading bays
- Staff with accreditation and mandatory PPE

• **Internal transport:**

- Forklift and platform service on demand

• **Storage:**

- Temporary storage area (advance booking required)

• **Official logistics manager:**

- Available upon request

5. LOGISTICS AND OPERATING

6. EXHIBITORS SERVICES

- **Official WINEMAD app:** real-time information, agenda, lead scanner, contacts
- **Exhibitors** panel for managing files, appointments and orders
- **Catering:** common areas and possibility of hiring service at the stand
- **Auxiliary staff:** protocol staff available for premium stands

7. ACTIVITIES AND VISIBILITY

- **Participation in activities:** workshops, tastings, presentations and show cooking
- **Networking area:** designed as a 'modern square' as a meeting place for informal gatherings
- **Presentations:** free access to all programme sessions
- **TASTE MADRID:** possibility of including brand presence in urban activities

8. RULES AND RECOMMEN- DATIONS

- **Professional conduct:** correct behaviour, appropriate attire and adherence to schedules are required
- **Safety:** comply with IFEMA and event regulations on risk prevention
- **Sustainability:** use of recyclable materials and proper waste management

9.

INSTITUTIONAL GIFT TO EXHIBITORS

ALL EXHIBITORS WILL RECEIVE A COMMEMORATIVE GIFT.

10.

DISMANTLING AND CLOSING OF THE EVENT

- **Departure protocol:** exhibitors must dismantle their space the day after the end of the event, within the indicated hours.
- **Satisfaction:** this will be sent to all exhibitors to evaluate the experience and improve future editions.
- **Post-event contact:** the organisation will be available for commercial follow-up or incidents.

11.

ANNEXES

- **Event zoning plan**
- **Complete Schedule of activities**
- **Stand technical specifications**
- **Incident report form**
- **IFEMA regulations for exhibitors**

THANK YOU FOR BEING PART OF WINEMAD 2026

We hope you enjoy every moment of
this unique edition.

Whether you are a professional, a wine lover or
simply curious, this Fair is designed to make you
feel part of a shared, vibrant experience full of
flavour.

Madrid welcomes you; wine brings you together.
See you at WINEMAD.

winemad.es

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