

turnkey stands

TYPE A: 16 - 40 m²

PRICES

EARLY BIRD OFFER (UNTIL 30 NOVEMBER 2010)		FROM 1 DECEMBER 2010	
16 m ²	€ 2,955	16 m ²	€ 3,275
24 m ²	€ 4,082	24 m ²	€ 4,562
32 m ²	€ 5,162	32 m ²	€ 5,802
40 m ²	€ 6,282	40 m ²	€ 7,082

8% VAT

SERVICES INCLUDED

Space

- Floor space rentals.

Stand + Services

- Booth closure with melamine panels with aluminium frames.
- Your choice of carpet colour.
- Front banner.
- Company name on banner in adhesive, 20 cm vinyl.
- Lighting: 50 W/m².
- Storeroom.
- Earth-fault and thermal-magnetic circuit breakers.
- Single-phase, 220 V socket with VT.
- Mains connection for lighting.
- Department of Industry permit.
- Power consumption.
- Daily cleaning.
- Civil liability insurance.
- Damage insurance.

Furnishings

- 1 melamine counter, 1 round table, 2 chairs.

Parking

1 car park pass for the duration of the fair.

Additional benefits

- Inclusion in Official Catalogue.
- Inclusion in Official Website.
- Registration forms for your clients.
- Iberia and RENFE travel discounts.
- Exhibitor passes.
- Appearance in Ferroforma - Bricoforma 2011 promotional items.

TYPE B: 48 - 80 m²

PRICES

EARLY BIRD OFFER (UNTIL 30 NOVEMBER 2010)		FROM 1 DECEMBER 2010	
48 m ²	€ 8,576	48 m ²	€ 9,536
56 m ²	€ 9,910	56 m ²	€ 11,030
64 m ²	€ 11,244	64 m ²	€ 12,524
80 m ²	€ 13,727	80 m ²	€ 15,327

8% VAT

SERVICES INCLUDED

Space

- Floor space rentals.

Stand + Services

- Constructiv PILA Petite aluminium structure in silver.
- Beige melamine panels.
- Your choice of carpet colour.
- Large-size, silk-screened fabrics.
- Logo in adhesive vinyl.
- Storeroom.
- 150 W cold-light halide lamps.
- Earth-fault and thermal-magnetic circuit breakers.
- Single-phase, 220 V socket with VT.
- Mains connection for lighting.
- Power consumption.
- Daily cleaning.
- Civil liability insurance.
- Damage insurance.

Furnishings

- 1 round table, 4 chairs.
- (Extras*: Podium, customer-service counter, bar counter, display case and other furniture.)

Parking

2 car park passes for the duration of the fair.

Additional benefits

- Appearance in Ferroforma - Bricoforma 2011 promotional items.
- Inclusion in Official Catalogue.
- Inclusion in Official Website.
- Registration forms for your clients.
- Iberia and RENFE travel discounts.
- Exhibitor passes.

SAVINGS PACK

(places are limited)

- Car park tickets
- Meals
- Hotel rooms

agents

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Ferroforma as
we all
want it



23 > 26 MARCH | 2011



ADDED ADVANTAGES

The coming edition will be the trade fair that everyone in the hardware, DIY and industrial supply sectors wants to attend.

It will feature a new trade fair model combining traditional exhibitions with attractive participation and dissemination formulas integrating all operators in the supply chain and including the active presence of professional end users.

Manufacturers, agents, distributors, retailers, prescriptors and professional users can get a first-hand look at the latest innovations on the world market and the trends that are now a reality in the market.



Europe's most important fair of the year for the hardware, industrial supply and DIY sector opens its doors to the world, confirming its consolidation and value as a national and international business platform. Now with **major discounts for all exhibitors**, and many more advantages, so sales are easier than ever.



- 2009 Rates
- Early bird registration discount
- More floor space = more discounts
- Turnkey Stands
- Savings pack
- Specific area for demonstrations and presentations
- VIP passes
- Tickets for sports events and leisure activities
- Car park passes

more economical and practical. better!

At a time when the challenge is to do more with less, Ferroforma-Bricoforma 2011 offers a new way of participating that features:

- "Turnkey" stands that already include all essential services. A quicker, more affordable and functional alternative to make your participation in the fair more convenient and profitable.
- Major discounts on floor space rentals.

DISCOUNT BRACKETS IN FLOOR SPACE RENTALS	
12 → 40 m ²	5%
41 → 80 m ²	10%
81 → 100 m ²	15%
101 → 200 m ²	20%
> 200 m ²	25%



MORE professional and participative

Ferroforma-Bricoforma 2011 has gone a step further by making a decisive commitment to increased professionalism and dedicating efforts to **professional users -the natural clients of the hardware and industrial supply channel- with various concurring events, such as: demonstrations, training sessions, discussion panels, prize-giving events, draws and more.** In order to provide added value and incentives for professional visitors from different fields, the fair is being organised as a meeting point that will be both a national and international reference, attracting the interest of those who have become businesspeople and grown and prospered under its shadow. Thus, over the years, Ferroforma has become, concurrently with the exhibition, a key forum for debates thanks to private meetings, assemblies,

etc. which institutions and companies organise taking advantage of the fair's drawing power. The 2009 programme included meetings of ADFB, Afonvi, Ancofe, Hispano Industrias Ferreteras, Fergroup, Cecofersa, Grupo Cerrajero and Leroy Merlin. In addition, Ferroforma-Bricoforma continues to attract the leading purchasing groups and buyers' associations from both Spain and abroad. A unique support in the country that constitutes one of the great values of the fair.

