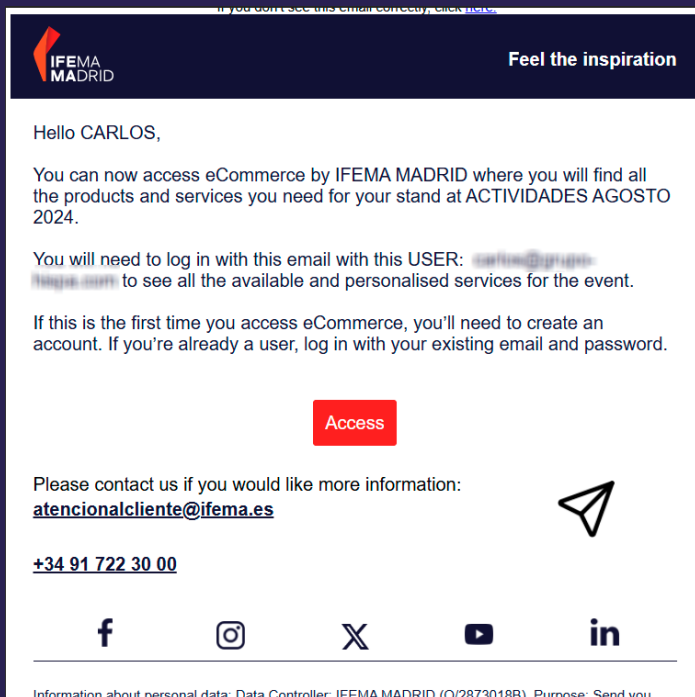


**Exhibitor access to
shop.ifema.es**



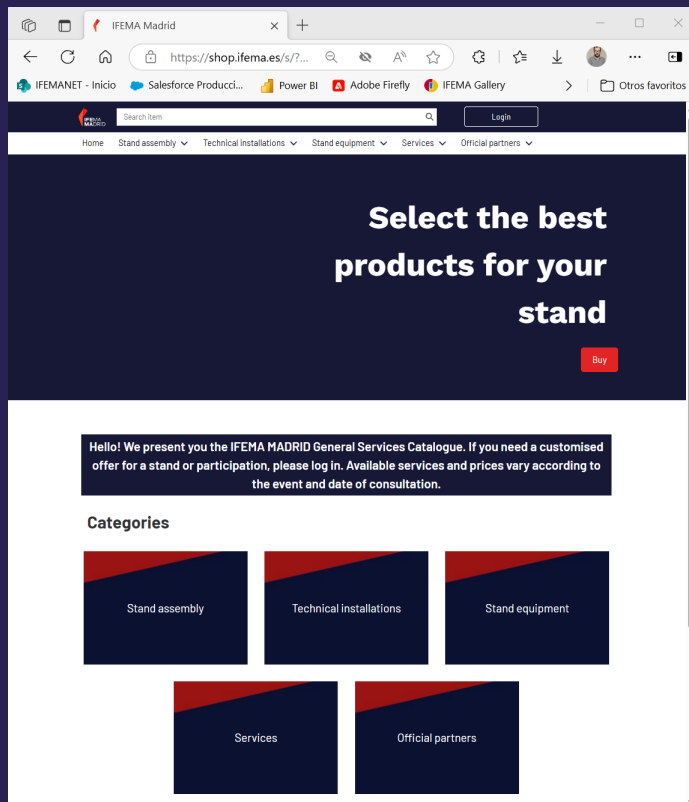
1. Informative email



All event contacts linked to a participation will receive an email (as in the example) to inform them that they can use IFEMA MADRID eCommerce. When you click on 'Access', the web address shop.ifema.es

The email is exclusively informative, as any contact with an email address that the organiser has sent us with each stand allocation can create their access user from shop.ifema.es.

2. shop.ifema.es



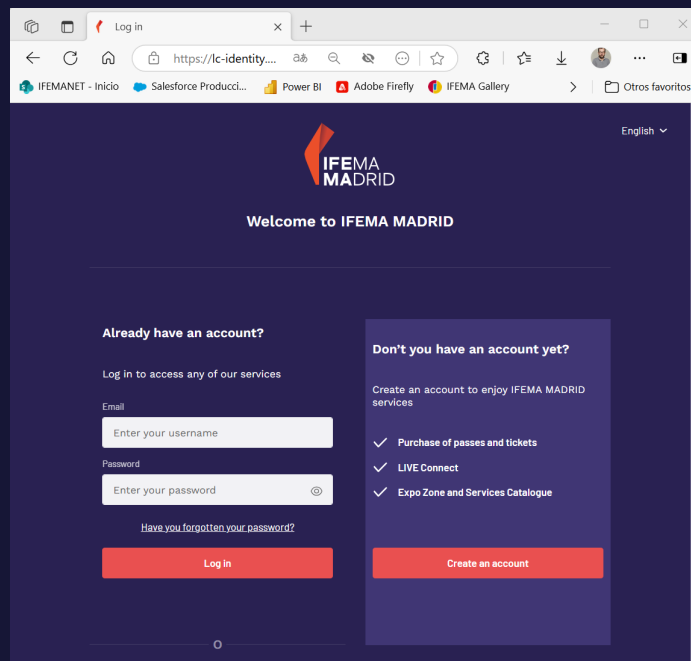
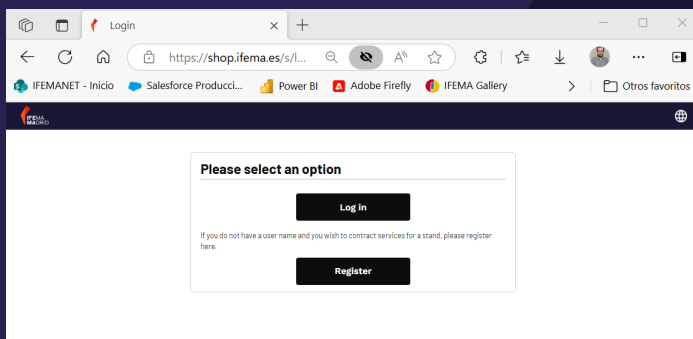
You can consult IFEMA MADRID's general services on the website, but you must log in to consult the services and prices available for the event in which you are participating.

First click on the button 'Login'.

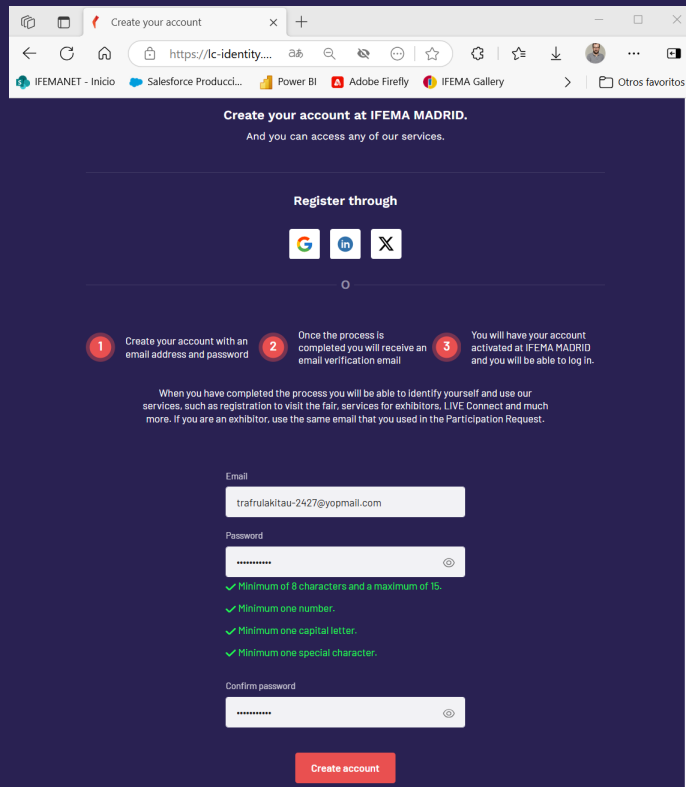
3. Create an account

On the next screen exhibitors must click on 'Log in'. At this point they are asked whether to Login or Create account. The first time it is always necessary to create an account.

Related companies, fitters, etc. who are not exhibitors, can also use the eCommerce but must first click on 'Register' to fill in the customer data form and create an account.

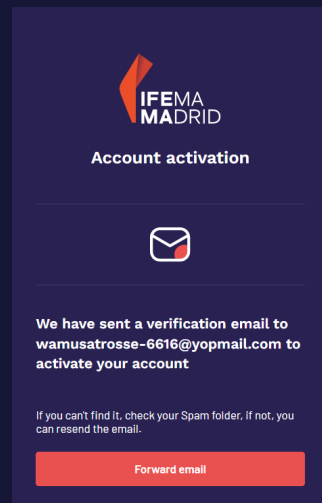


3. Create an account

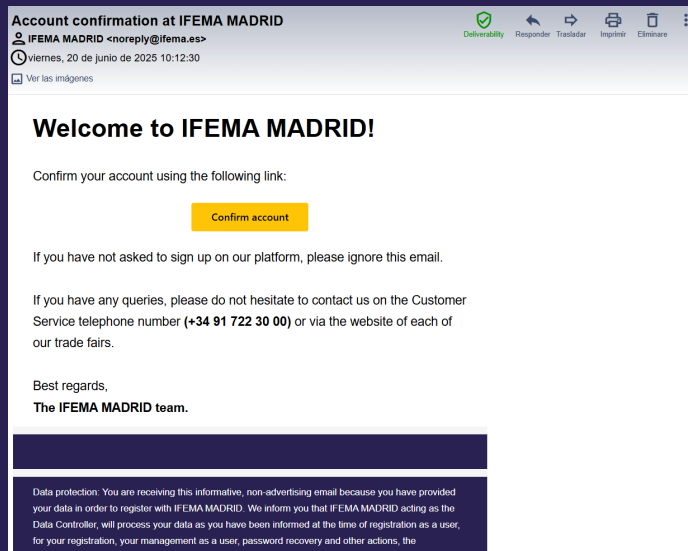


The screenshot shows a web browser window with the URL <https://ic-identity...>. The page title is "Create your account at IFEMA MADRID." and it includes the subtitle "And you can access any of our services." Below this, there are social media registration options for Google, LinkedIn, and X. A progress bar indicates three steps: 1. Create your account with an email address and password, 2. Once the process is completed you will receive an email verification email, and 3. You will have your account activated at IFEMA MADRID and you will be able to log in. A paragraph explains that after completion, users can identify themselves and use services like trade fairs, exhibitor services, LIVE Connect, and more. The form fields include "Email" (with the value `trafulakitu-2427@yopmail.com`), "Password" (with a strength indicator showing a green checkmark and the text "Minimum of 8 characters and a maximum of 15. Minimum one number. Minimum one capital letter. Minimum one special character."), and "Confirm password". A red "Create account" button is at the bottom.

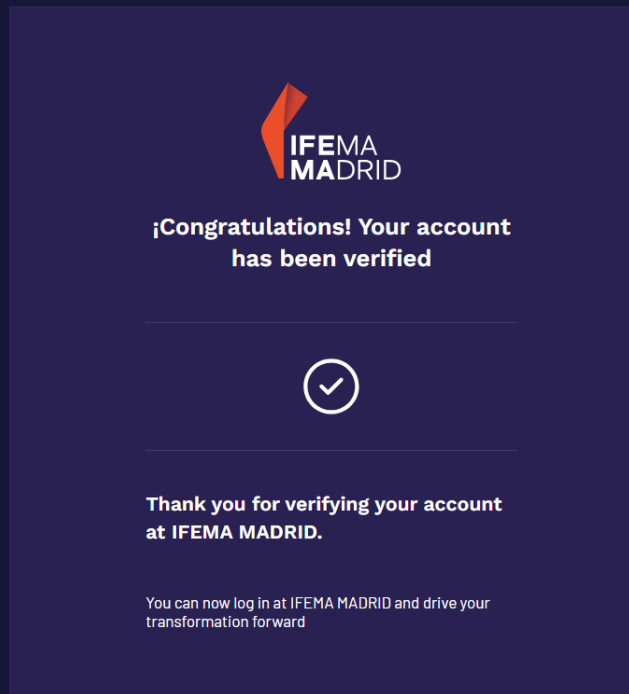
In the Email field, you must enter the same email address you used to receive the first communication and personalise the password you want to use to log in. Once we click on Create account, we will receive a verification email.



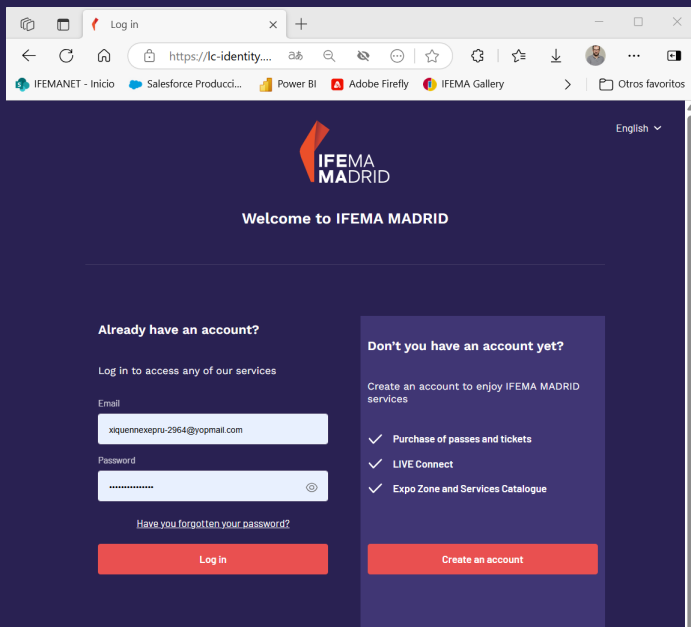
3. Create an account



We must click on the Confirm account button.
Once this is done, we can return to shop.ifema.es
and log in using the Log in button with our email
address and password.



2. Access



The screenshot shows a web browser window with the URL `https://ic-identity...`. The page features the IFEMA MADRID logo and a "Welcome to IFEMA MADRID" message. Below this, there are two main sections for user access:

- Already have an account?**
 - Text: "Log in to access any of our services"
 - Form fields for "Email" (containing `xxquennexepu-2964@yopmail.com`) and "Password" (masked with dots).
 - Link: "Have you forgotten your password?"
 - Button: "Log in"
- Don't you have an account yet?**
 - Text: "Create an account to enjoy IFEMA MADRID services"
 - List of benefits with checkmarks:
 - ✓ Purchase of passes and tickets
 - ✓ LIVE Connect
 - ✓ Expo Zone and Services Catalogue
 - Button: "Create an account"

You can now log in with your email and password.