



FEINDEF 25

INTERNATIONAL DEFENCE & SECURITY
EXHIBITION, SPAIN

Madrid. Spain

12, 13 and 14 May 2025

Advertising Catalogue FEINDEF 25



Organized by:



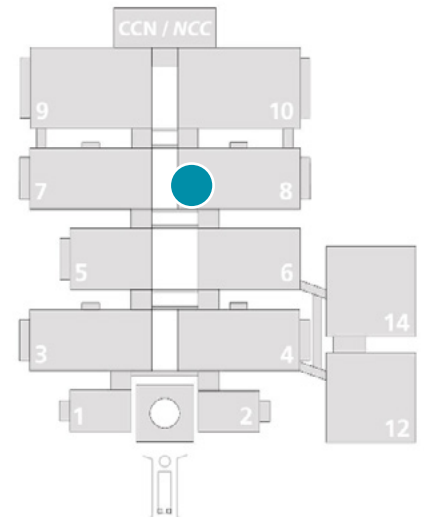
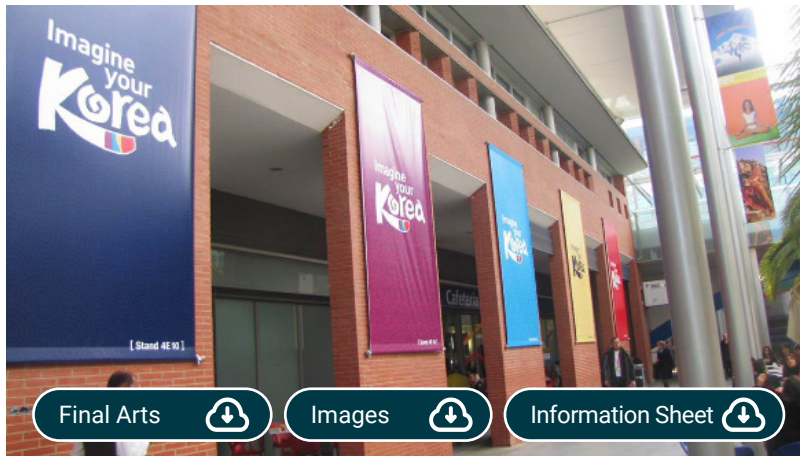
With the institutional support of



Outdoor Advertising

Ref. A4

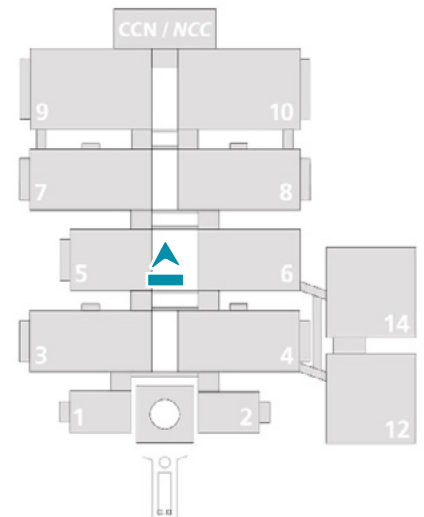
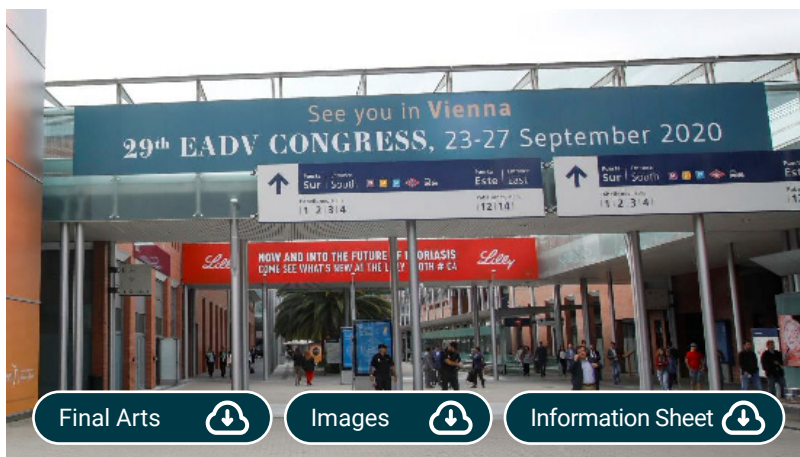
Vertical Facade Column Banner



Main Avenue

Material	Tarpaulin	
Dimensions	2 x 4 m. (width x height)	
Number of visible sides	1 side	
Available units	5	€1,500 / unit (VAT not included)

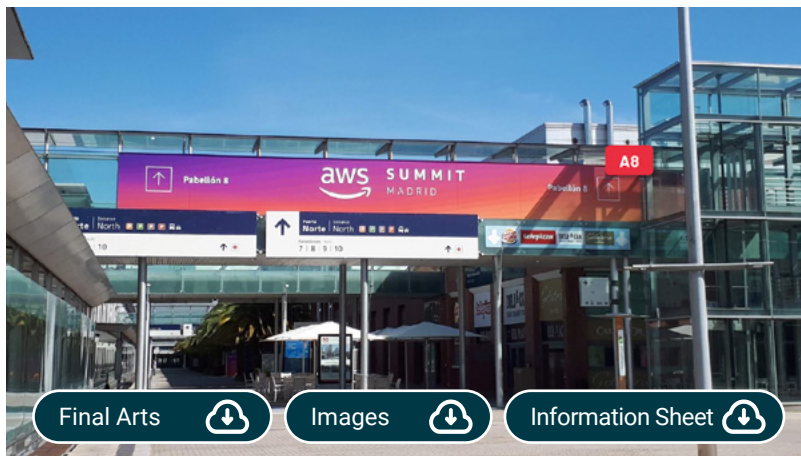
Ref. A7 / Runway Vinyl Halls 5-6 (North facing)



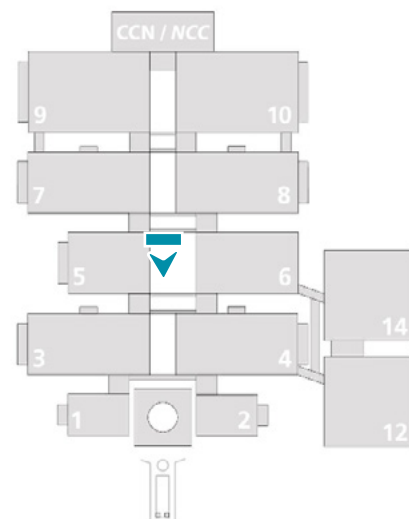
Main Avenue

Material	Vinyl	<p>The distance between the glass pieces that comprise the support structure is 1.5 centimetres. The final artwork can be designed in accordance with one of the following options:</p> <ul style="list-style-type: none"> • A7: A single piece of artwork for the entire support: The spaces between each piece of glass will be covered with vinyl. - A7C (price on request): A single piece of artwork for each piece of glass: The spaces between each piece of glass will not be covered with vinyl.
Dimensions	17.48 x 1.90 m. (width x height)	
Number of visible sides	1 side	
Available units	1	€13,700 / unit (VAT not included)

Ref. A8 / Runway Vinyl Halls 5-6 (South facing)



Final Arts Images Information Sheet

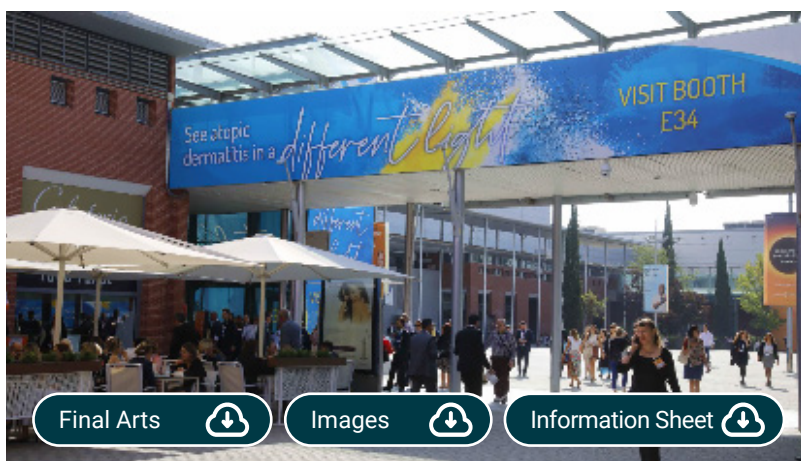


Main Avenue

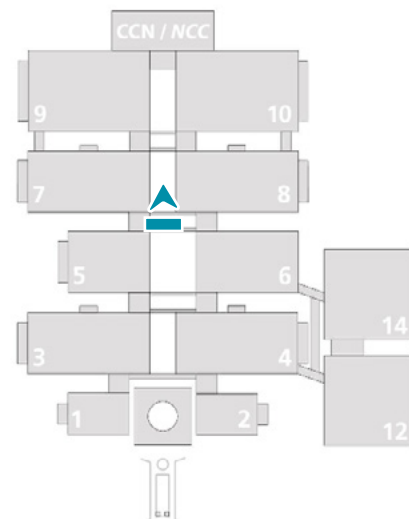
Material	Vinyl	<p>The distance between the glass pieces that comprise the support structure is 1.5 centimetres. The final artwork can be designed in accordance with one of the following options:</p> <ul style="list-style-type: none"> A8: A single piece of artwork for the entire support: The spaces between each piece of glass will be covered with vinyl. A8C (price on request): A single piece of artwork for each piece of glass The spaces between each piece of glass will not be covered with vinyl
Dimensions	17.48 x 1.90 m. (width x height)	
Number of visible sides	1 side	
Available units	1	

€13,700 / unit (VAT not included)

Ref. A9 / Runway Vinyl Halls 5-6 (North facing)



Final Arts Images Information Sheet



Main Avenue

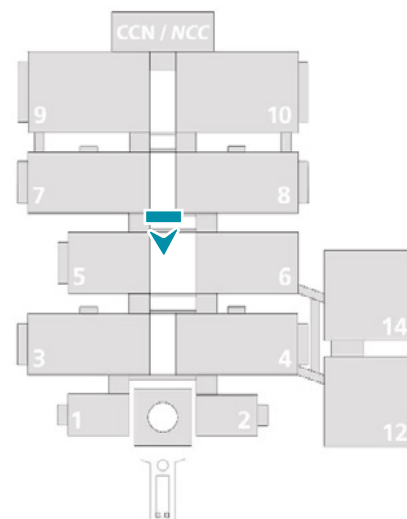
Material	Vinyl	<p>The distance between the glass pieces that comprise the support structure is 1.5 centimetres. The final artwork can be designed in accordance with one of the following options:</p> <ul style="list-style-type: none"> A9: A single piece of artwork for the entire support: The spaces between each piece of glass will be covered with vinyl. A9C (price on request): A single piece of artwork for each piece of glass: The spaces between each piece of glass will not be covered with vinyl.
Dimensions	17.95 x 2.10 m. (width x height)	
Number of visible sides	1 side	
Available units	1	

€13,700 / unit (VAT not included)

Ref. A10 / Runway Vinyl Halls 7-8 (South facing)



Final Arts  Images  Information Sheet 



Main Avenue

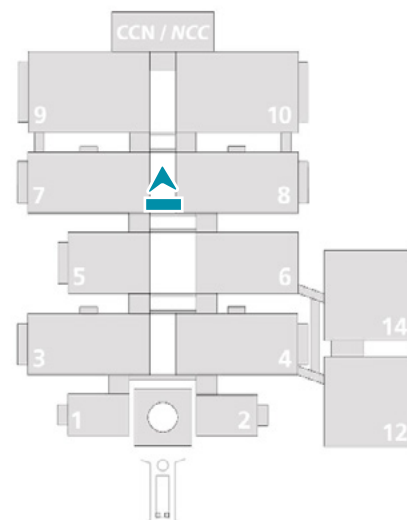
Material	Vinyl	<p>The distance between the glass pieces that comprise the support structure is 1.5 centimetres. The final artwork can be designed in accordance with one of the following options:</p> <ul style="list-style-type: none"> • A10: A single piece of artwork for the entire support: The spaces between each piece of glass will be covered with vinyl. - A10C (price on request): A single piece of artwork for each piece of glass: The spaces between each piece of glass will not be covered with vinyl
Dimensions	17.95 x 2.10 m. (width x height)	
Number of visible sides	1 side	
Available units	1	

€13,700 / unit (VAT not included)

Ref. A11 / Runway Vinyl Halls 7-8 (North facing)



Final Arts  Information Sheet 

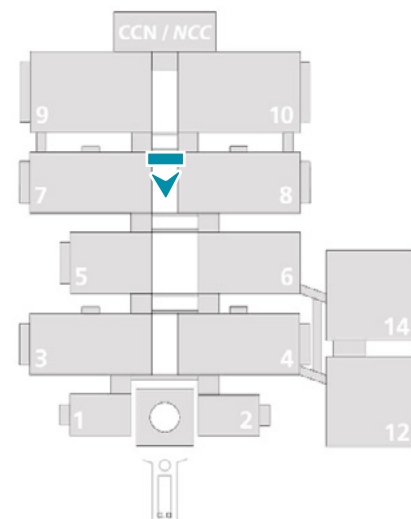
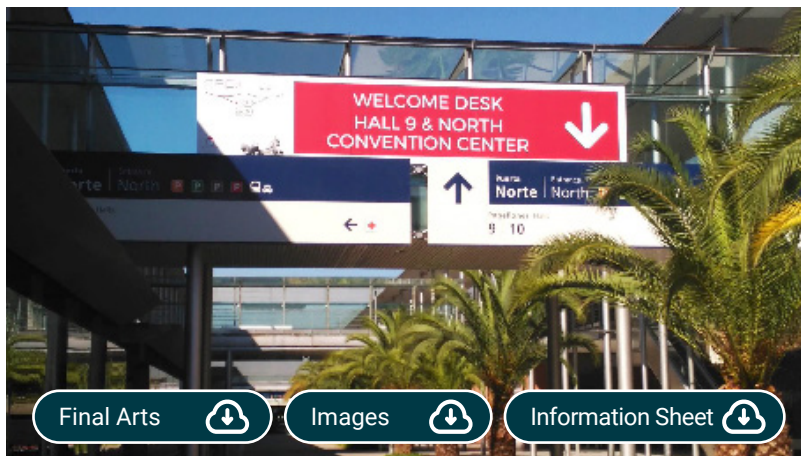


Main Avenue

Material	Vinyl	<p>The distance between the glass pieces that comprise the support structure is 1.5 centimetres. The final artwork can be designed in accordance with one of the following options:</p> <ul style="list-style-type: none"> • A11: A single piece of artwork for the entire support: The spaces between each piece of glass will be covered with vinyl. - A11C (price on request): A single piece of artwork for each piece of glass: the spaces between each piece of glass will not be covered with vinyl.
Dimensions	7.50 x 1.80 m. (width x height)	
Number of visible sides	1 side	
Available units	1	

€5,400 / unit (VAT not included)

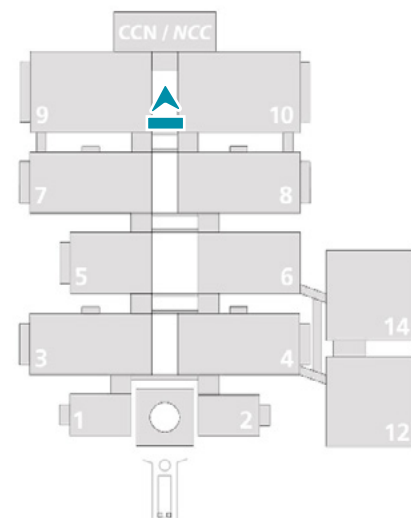
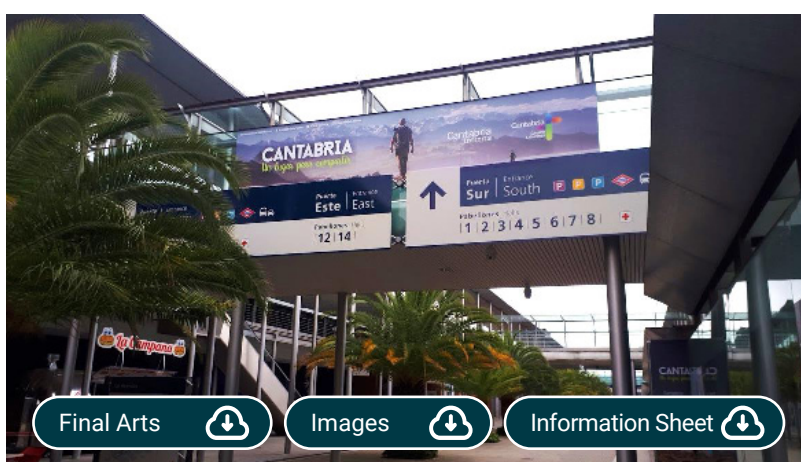
Ref. A12 / Runway Vinyl Halls 7-8 (South facing)



Main Avenue

Material	Vinyl	<p>The distance between the glass pieces that comprise the support structure is 1.5 centimetres. The final artwork can be designed in accordance with one of the following options:</p> <ul style="list-style-type: none"> - A12: A single piece of artwork for the entire support: The spaces between each piece of glass will be covered with vinyl. - A12C (price on request): A single piece of artwork for each piece of glass The spaces between each piece of glass will not be covered with vinyl
Dimensions	7.50 x 1.50 m. (width x height)	
Number of visible sides	1 side	
Available units	1	
		€5,300 / unit (VAT not included)

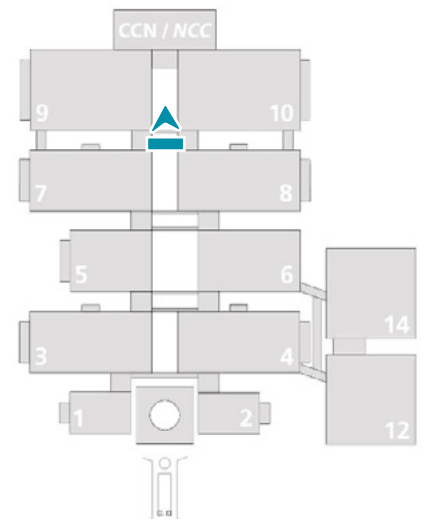
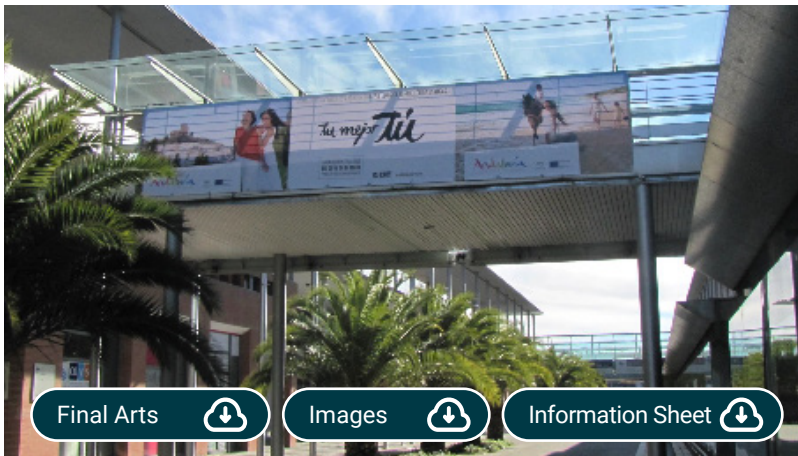
Ref. A13 / Runway Vinyl Halls 9-10 (North facing)



Main Avenue

Material	Vinyl	<p>The distance between the glass pieces that comprise the support structure is 1.5 centimetres. The final artwork can be designed in accordance with one of the following options:</p> <ul style="list-style-type: none"> - A13: A single piece of artwork for the entire support: The spaces between each piece of glass will be covered with vinyl. - A13C (price on request): A single piece of artwork for each piece of glass: the spaces between each piece of glass will not be covered with vinyl.
Dimensions	7.50 x 1.50 m. (width x height)	
Number of visible sides	1 side	
Available units	1	
		€5,300 / unit (VAT not included)

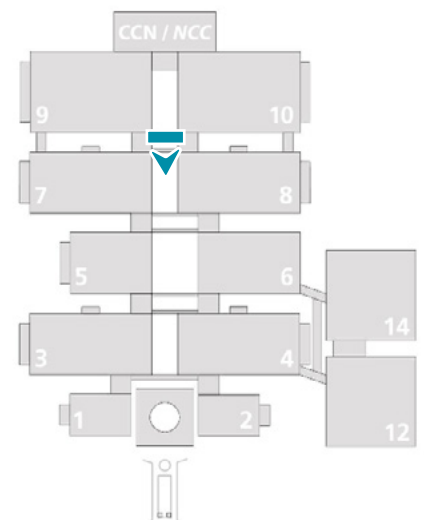
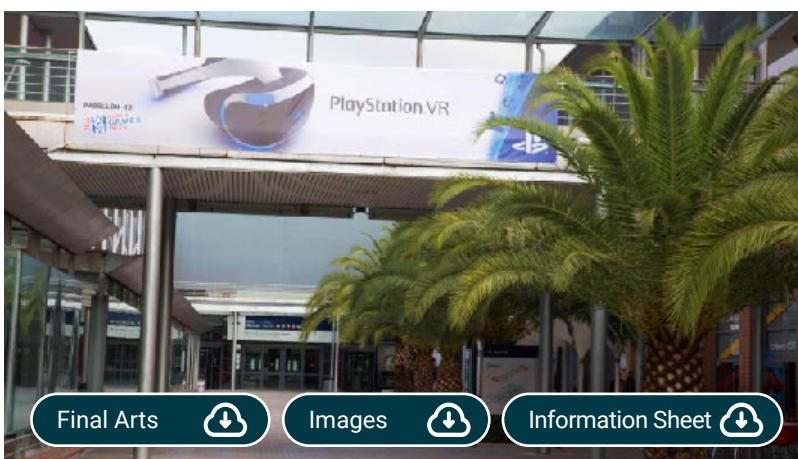
Ref. A14 / Runway Banner Halls 7-8 (North facing)



Main Avenue

Material	Tarpaulin	
Dimensions	8.00 x 1.60 m. (width x height)	
Number of visible sides	1 side	
Available units	1	

Ref. A15 / Runway Banner Halls 9-10 (South facing)

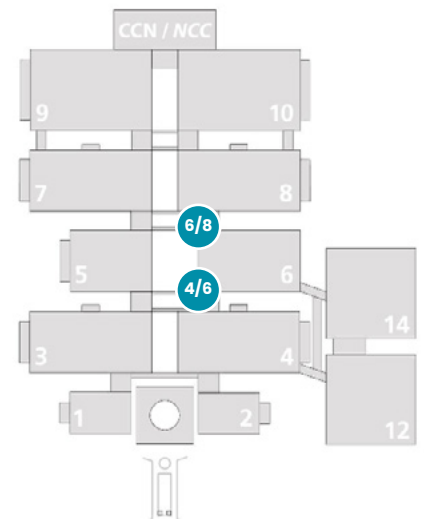


Main Avenue

Material	Tarpaulin	
Dimensions	8.00 x 1.60 m. (width x height)	
Number of visible sides	1 side	
Available units	1	

Ref. A17

Central Courtyard Lift

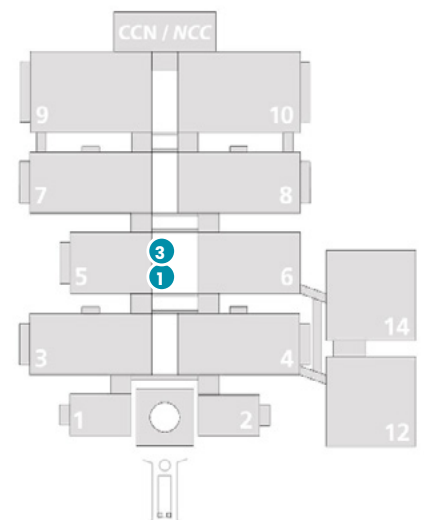
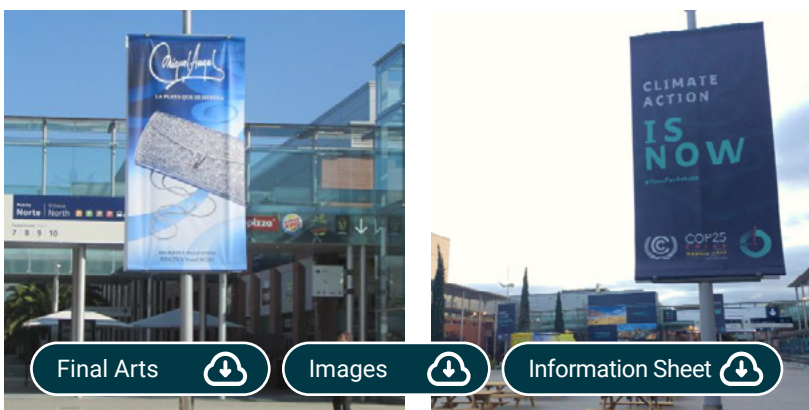


Main Avenue

Material	Vinyl	Specifications: Front: 10.40 x 7.63 m. (width x height) Side: 3.45 x 10.14 m. (width x height)
Dimensions	See specifications	
Number of visible sides	2 sides	
Available units	2	
		€25,400 / unit (VAT not included)

Ref. A18

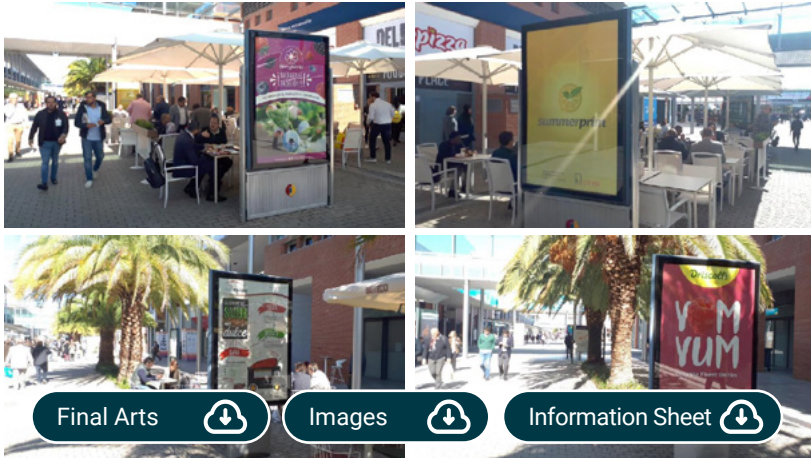
Double-Sided Patio Hanging Banner



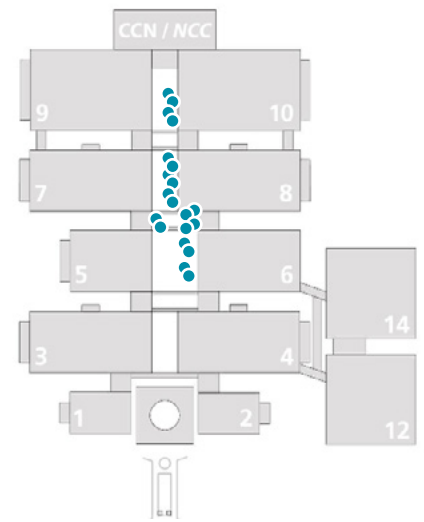
Main Avenue

Material	Tarpaulin	
Dimensions	2.00 x 4.00 m. (width x height)	
Number of visible sides	2 sides (2 tarpaulins)	
Available units	2	
		€2,600 / unit (VAT not included)

Ref. A22 MUPI Bright Courtyard



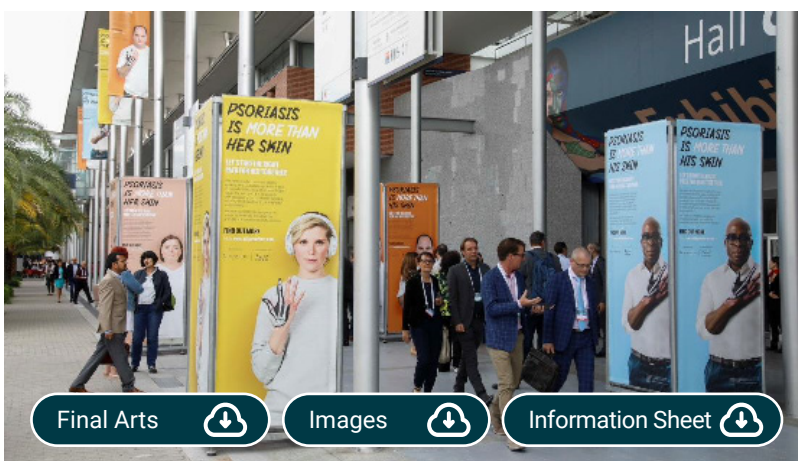
Final Arts Images Information Sheet



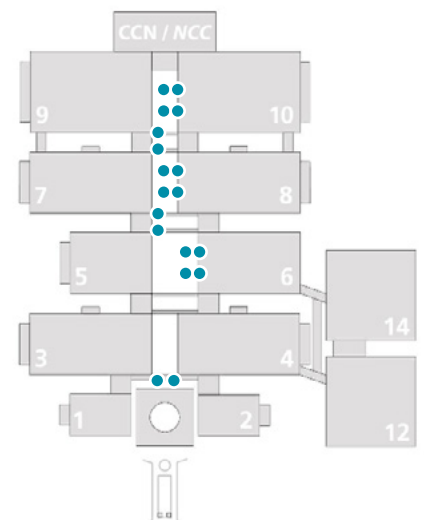
Main Avenue

Material	Cellular polypropylene	
Dimensions	1.20 x 1.75 m. (width x height)	
Number of visible sides	1 side	
Available units	20	

Ref. A23 Totem



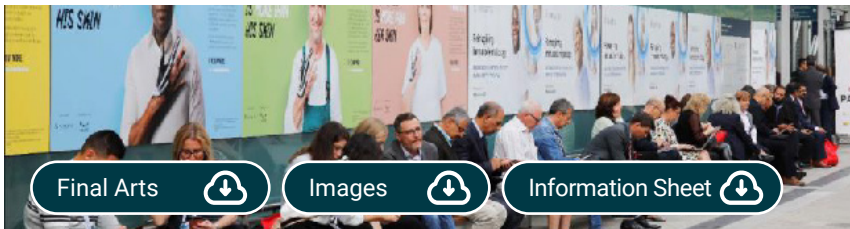
Final Arts Images Information Sheet



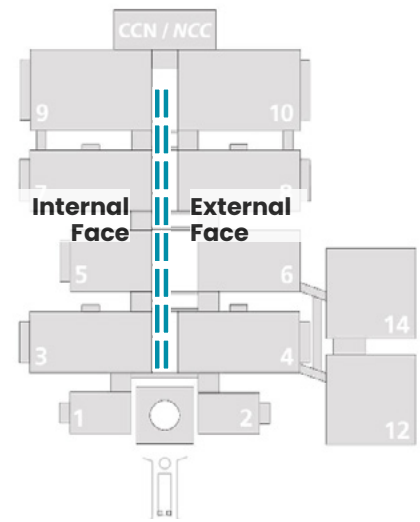
Main Avenue

Material	Tarpaulin	
Dimensions	1.03 x 2.78 m. (width x height)	
Number of visible sides	4 sides	
Available units	18	

Ref. A25 / Double-sided Rolling Walkway Vinyl



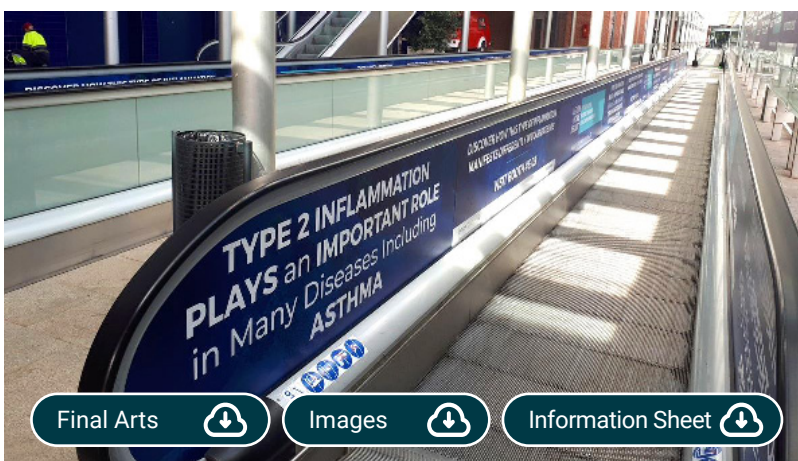
Final Arts Images Information Sheet



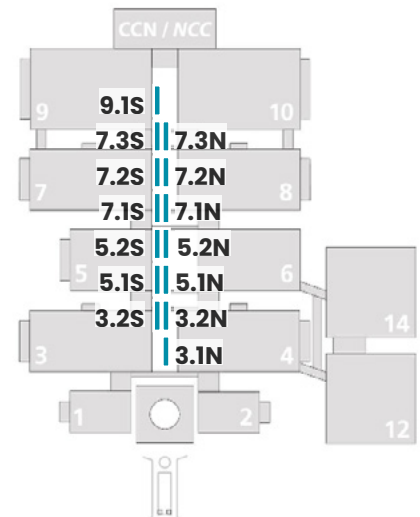
Main Avenue

Material	Vinyl	
Dimensions	2.50 x 1.14 m. (width x height)	
Number of visible sides	2 sides	
Available units	Upon request	€1,550 / unit (VAT not included)

Ref. A25C / Double-sided Rolling Walkway Vinyl



Final Arts Images Information Sheet






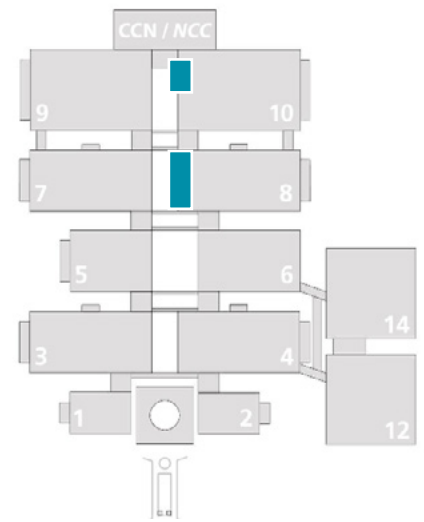
Main Avenue

Material	Vinyl	
Dimensions	Under consultation	
Number of visible sides	2 faces (2 vinyls)	VCT_3.1, 3.2 €5,300 / unit (N or S) VCT_5.1, 5.2 €5,300 / unit (N or S) VCT_7.1 €5,300 / unit (N or S) VCT_7.2, 7.3 €4,700 / unit (N or S) VCT_9.1 €5,900 / unit (N or S)
Available units	14	

Ref. A26 / **Double Sided Banners Halls 8 and 10**



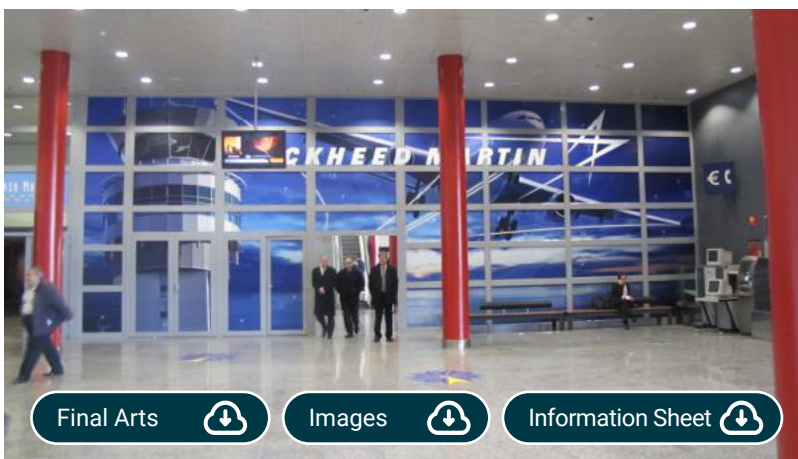
Final Arts  Images  Information Sheet 



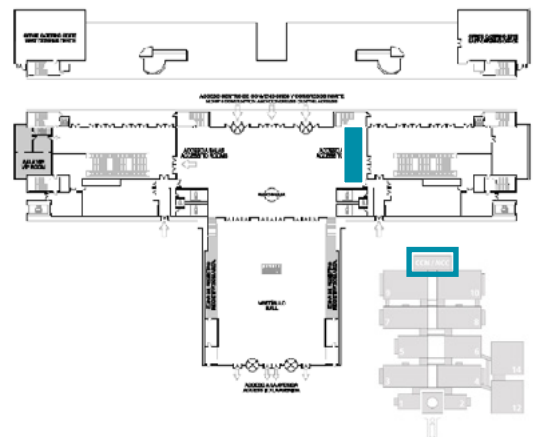
Main Avenue

Material	Tarpaulin	<p>Each pack contains 8 or 4 banners. Each banner is a double-sided banner.</p> <p>Hall 8 €5,200 (each pack of 8 pieces) Hall 10 €2,600 (each pack of 4 pieces)</p>
Dimensions	0.92 x 2.70 m. (width x height)	
Number of visible sides	2 sides	
Available units	7 packets	

Ref. NH8 / **Hall Glass North A. First Floor CCN**



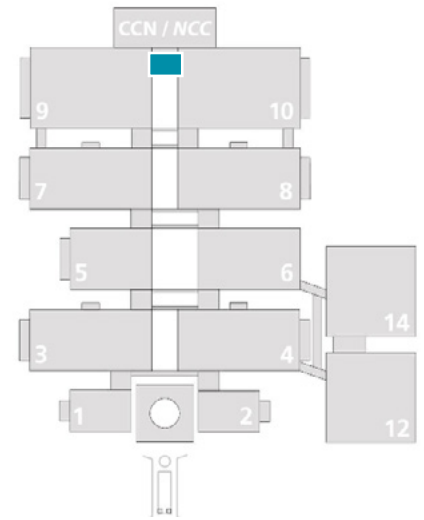
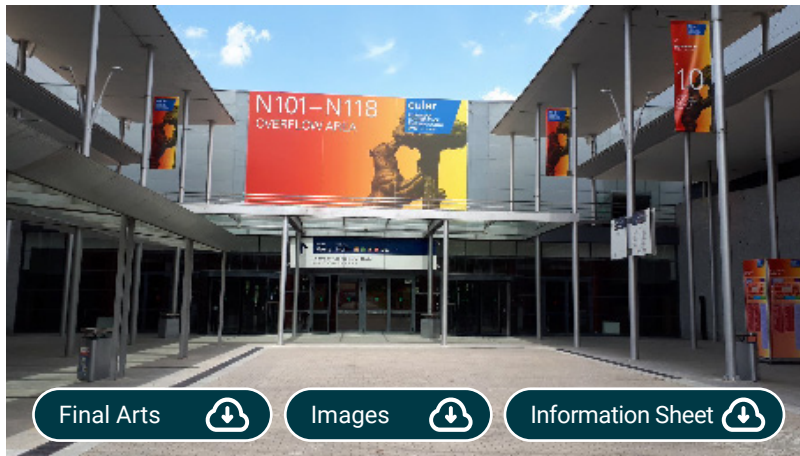
Final Arts  Images  Information Sheet 



Main Avenue

Material	Vinyl	<p>€5,950 / unit (VAT not included)</p>
Dimensions	See specifications	
Number of visible sides	1 side	
Available units	1	

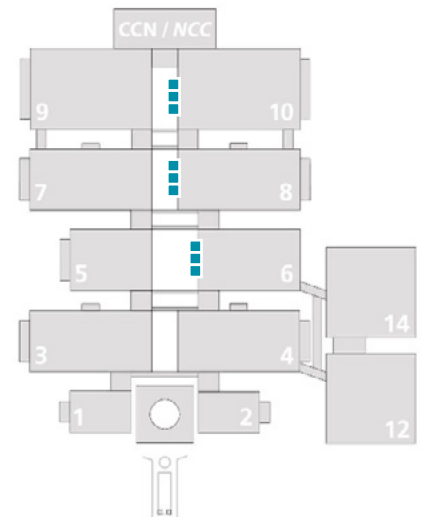
Ref. A28 North Patio Banner



Main Avenue

Material	Micro-perforated tarpaulin	
Dimensions	13.00 x 8.50 m. (width x height)	
Number of visible sides	1 side	
Available units	1	

Ref. A32 Hall Entrance Column



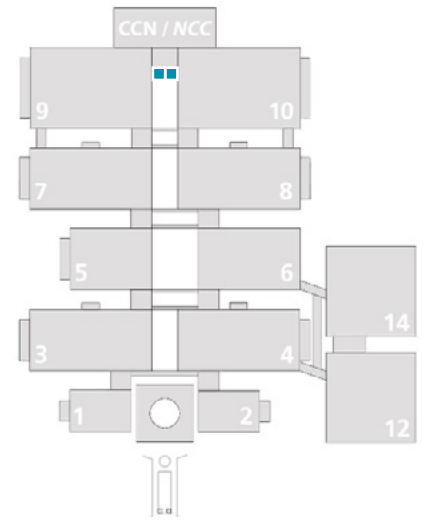
Main Avenue

Material	Wood + Forex + Profiles	
Dimensions	1.00 x 2.80 m. (width x height)	
Number of visible sides	4 sides	
Available units	3 pack of 3 columns	

Ref. A33 North Courtyard Column



- Final Arts
- Images
- Information Sheet



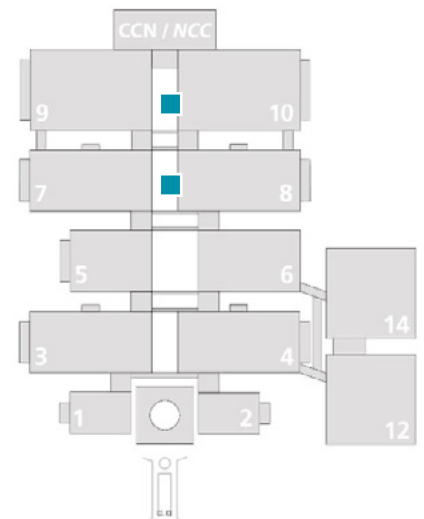
Main Avenue

Material	Wood + Forex + Profiles	
Dimensions	1.00 x 3.00 m. (width x height)	
Number of visible sides	4 sides	
Available units	2	

Ref. A35 Box



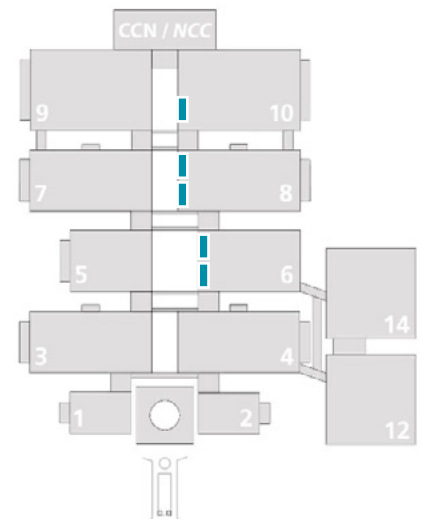
- Final Arts
- Images
- Information Sheet



Main Avenue

Material	Vinyl	
Dimensions	1.22 x 2.04 m. /face(width x height)	
Number of visible sides	4 sides	
Available units	2	

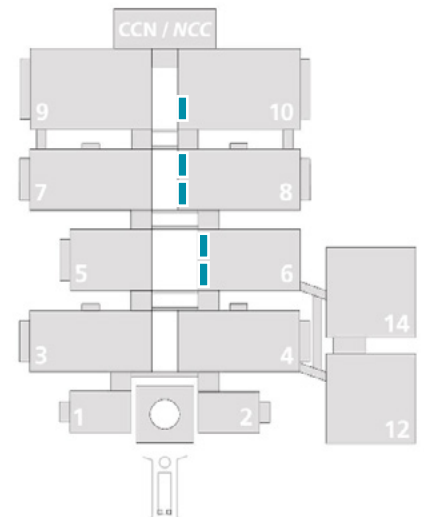
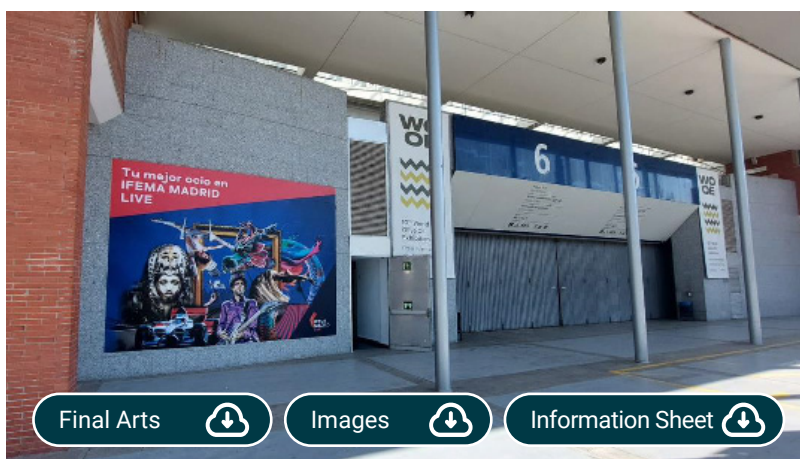
Ref. A43 / Vinyl Facade (medium)



Main Avenue

Material	Vinyl	
Dimensions	4.80 x 2.00 m. (width x height)	
Number of visible sides	1 side	
Available units	5	

Ref. A43 / Vinyl Facade (large)

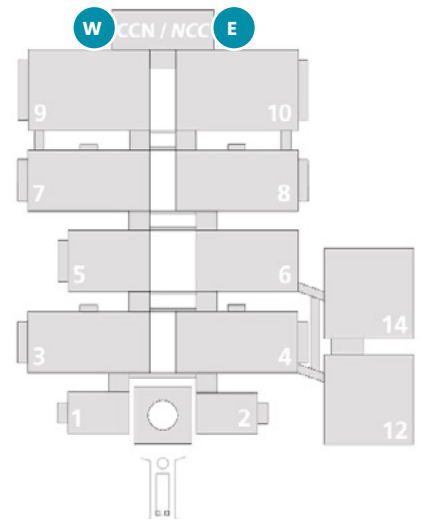


Main Avenue

Material	Vinyl	
Dimensions	4,80 x 3,60 m. / face	
Number of visible sides	1 side	
Available units	5	

Ref. N3

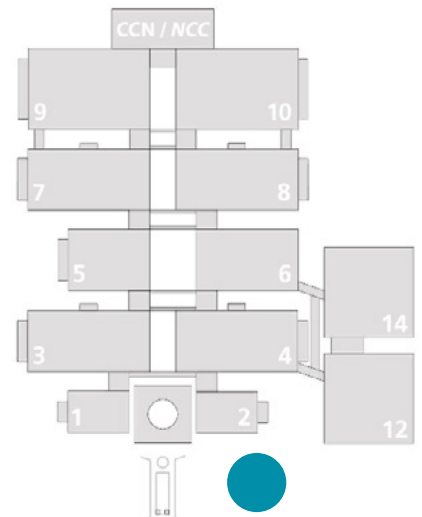
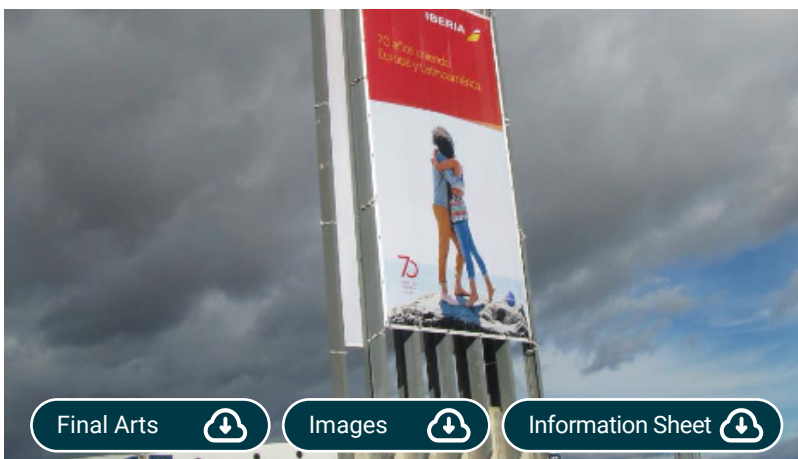
North Entrance Banner



North Entrance

Material	Micro-perforated tarpaulin	
Dimensions	Variable	1/1 = 3.50 x 7.75 m. (width x height) - €2,700 / unit
Number of visible sides	1 side	1/2 = 3.50 x 3.85 m. (width x height) - € 1,700 / unit
Available units	2	1/3 = 3.50 x 2.66 m. (width x height) - € 1,200 / unit

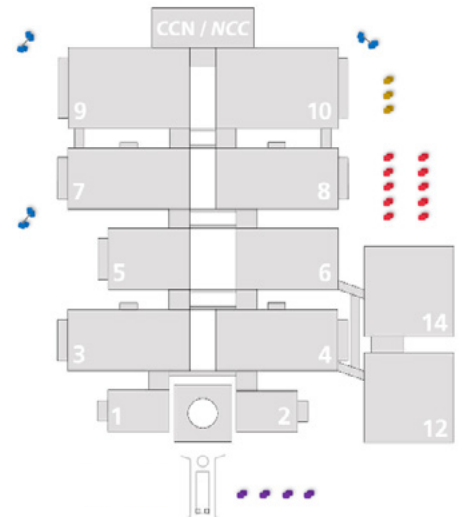
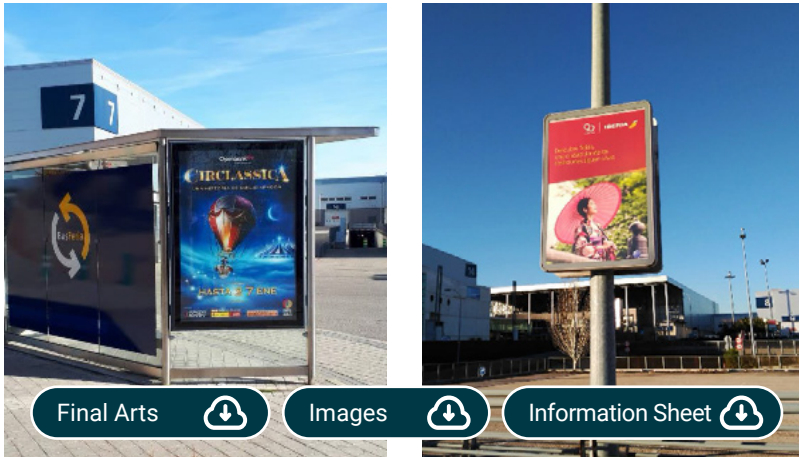
Ref. PP1 / Parking Banners (Double sided)



Perimeter and Parking

Material	Micro-perforated tarpaulin	
Dimensions	3.20 x 6.00 (width x height)	
Number of visible sides	2 sides	
Available units	19	€3,500 / unit (VAT not included)

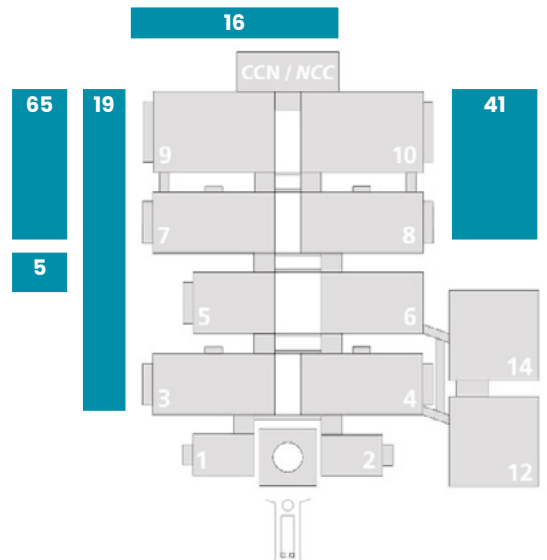
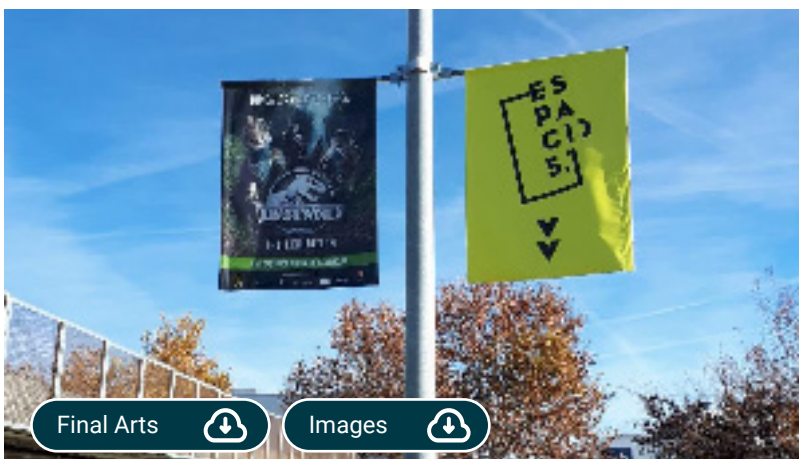
Ref. PP2 MUPI Parking and Perimeter



Perimeter and Parking

Material	Cellular polypropylene	Unit details: • PURPLE Parking zone: 8 units • RED Parking zone: 20 units • BROWN Parking zone: 6 units • Circuit Bus : 12 units
Dimensions	1.20 x 1.75(width x height)	
Number of visible sides	1 side	
Available units	46 Units (faces)	
		€490 / unit (VAT not included)

Ref. PP4 Parking Lot Banners

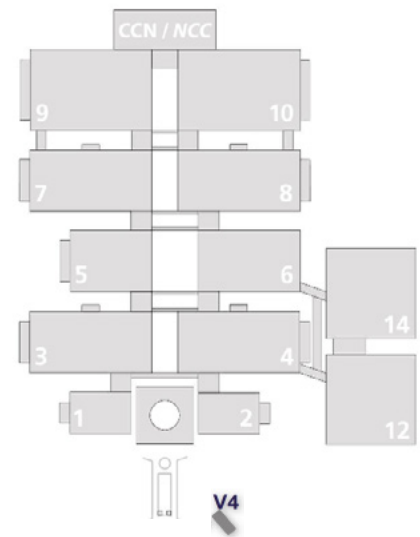
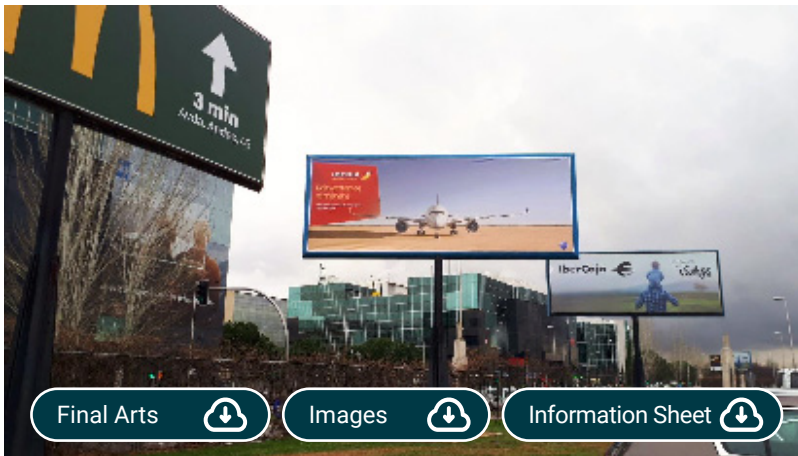


Perimeter and Parking

Material	Tarpaulin	Pack of two double-sided printed banners (per post) Each lantern is equipped with two brackets for double-sided banners, with four sides printed on each post.
Dimensions	0.90 x 1.20(width x height)	
Number of visible sides	4 faces (per post)	
Available units	146	
		€100 / unit (VAT not included)

Ref. PP6-SS

South Perimeter Fence



Perimeter and Parking

Material	Tarpaulin	Due to the long-term campaign booking of this type of media, availability must be specifically requested from the Outdoor Publicity Department.
Dimensions	8.00 x 3.00(width x height)	
Number of visible sides	1 side	
Available units	1	€3,980 / unit (VAT not included)

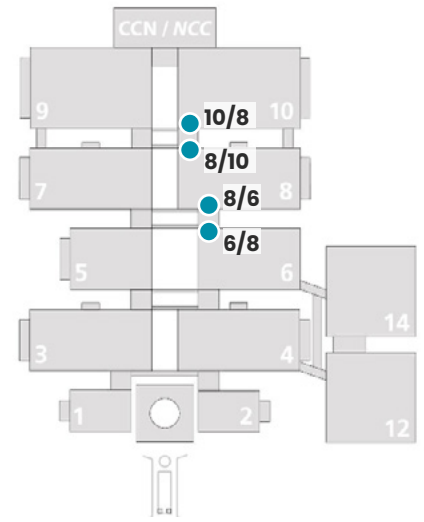
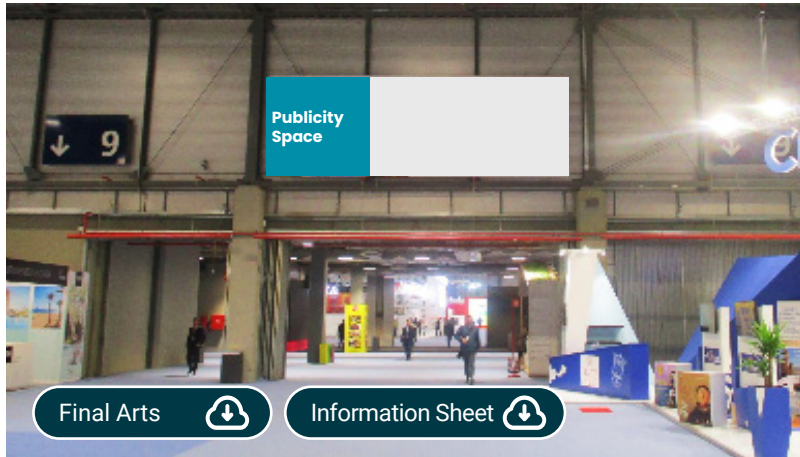


For **further details and contracting** please contact our sales department at **comercial@feindef.com**



Indoor Advertising

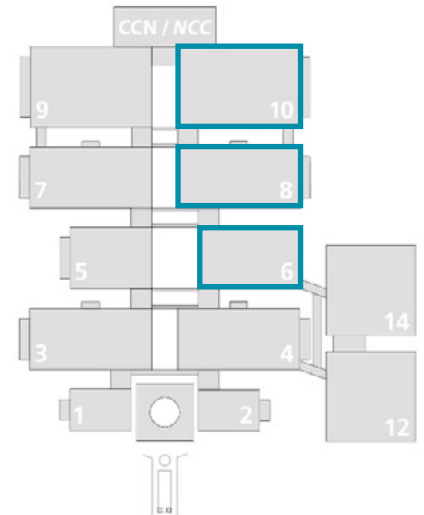
Ref. H6 Connection Hub Halls



Halls

Material	Tarpaulin	€1,650 / unit (VAT not included)
Dimensions	3.00 x 3.00 m. (width x height)	
Number of visible sides	1 side	
Available units	4	

Ref. H8 Inner Banner

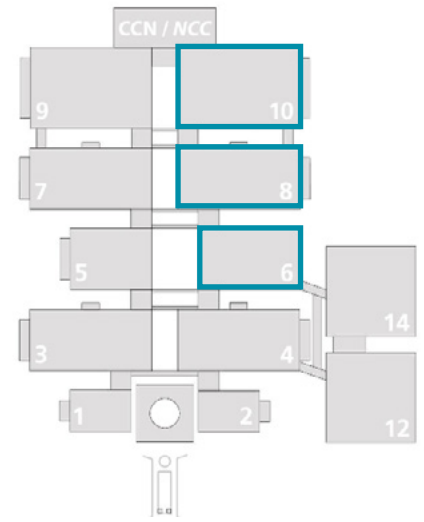


Halls

Material	Tarpaulin	<p>2.00 x 4.00m (Width x Height) = €1,050 - 1 sided / €1,300 - double sided</p> <p>The banner should be hung at a height of at least 4 metres from the ground to the bottom of the tarpaulin when hung above walkways. The maximum height of tarpaulins in Halls 1 and 2, when they cannot be trussed, is 2m.</p> <p>4.00 x 2.00m (Width x Height) = € 1,250 - 1 sided / € 1,400 - double sided</p> <p>Tarpaulins wider than 2 metres must be installed on trusses.</p> <p style="font-size: small; text-align: right;">*The price quoted is inclusive of all necessary materials and installation.</p>
Dimensions	Variable	
Number of visible sides	Variable	
Available units	Variable	

Ref. H9

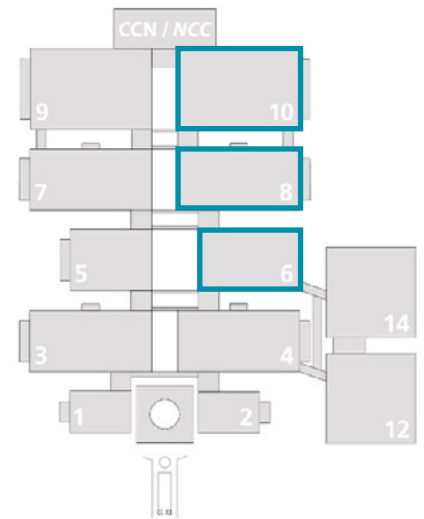
Indoor Suspended Bin



Halls

Material	Tarpaulin	The price quoted is inclusive of all necessary materials and installation..
Dimensions	2.00 x 2.00 x 2.00	
Number of visible sides	4 sides	
Available units	Variable	€2,700 / unit (VAT not included)

Canon Elements at Height



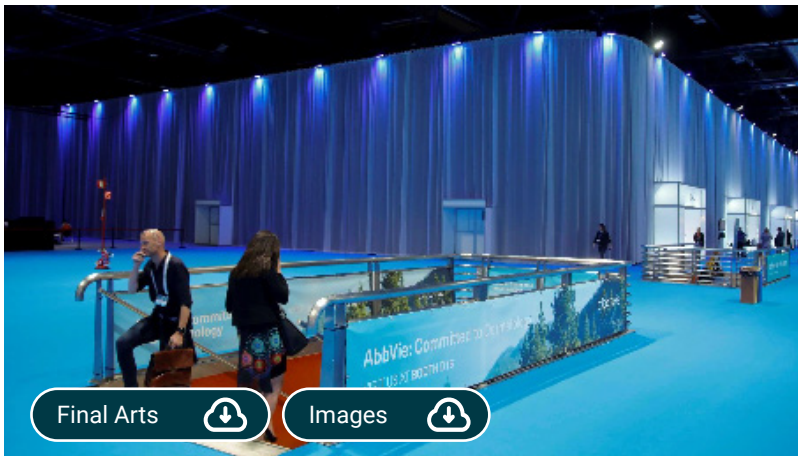
Halls

Please note that any advertising* elements incorporated into the stands and exceeding 3m in height will be subject to an additional advertising fee.

* Only applicable to modular stands. Banners and bins are excluded.

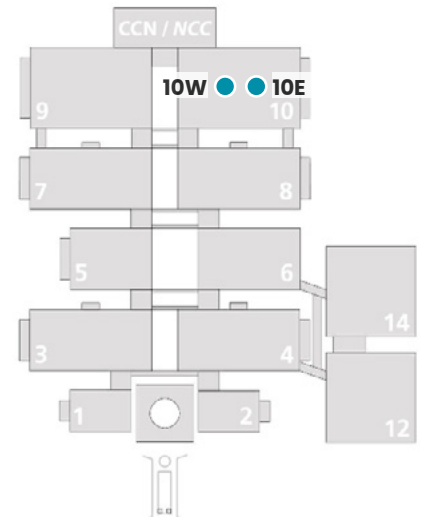
€400 (VAT not included)

Ref. H16 Toilet Access Handrail



Final Arts

Images



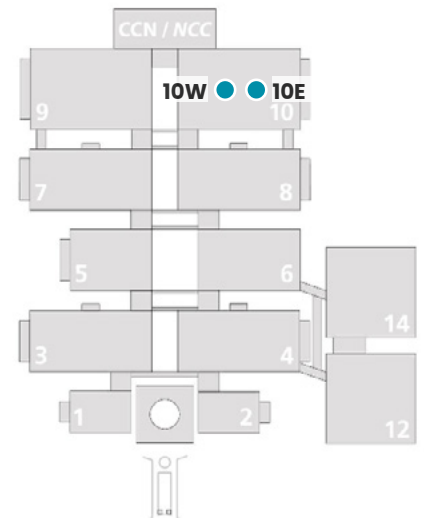
Halls

Material	Tarpaulin	€1,100 / unit (VAT not included)
Dimensions	See specifications	
Number of visible sides	3 sides	
Available units	2	

Ref. H17 / Toilet Access Handrail (long exterior sides)



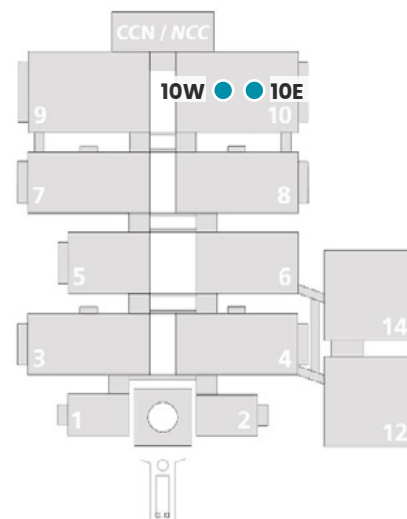
Final Arts



Halls

Material	Tarpaulin	€375 / unit (VAT not included)
Dimensions	6.00 x 0.75 m. (width x height)	
Number of visible sides	1 side	
Available units	8 (2 for access)	

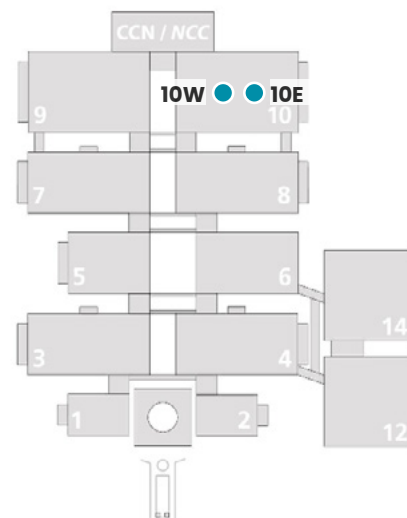
Ref. H18 / Toilet Access Handrail (short exterior sides)



Halls

Material	Tarpaulin	
Dimensions	2.40 x 0.75 m. (width x height)	
Number of visible sides	1 side	
Available units	2 (1 for access)	€150 / unit (VAT not included)

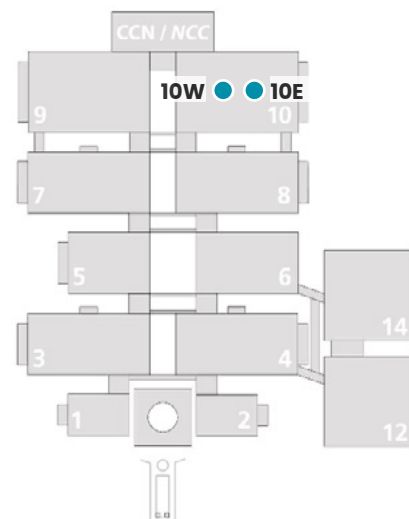
Ref. H19 / Toilet Access Handrail (long internal sides)



Halls

Material	Tarpaulin	
Dimensions	1.90 x 0.72 m. (width x height)	
Number of visible sides	1 side	
Available units	12 (6 for access)	€120 / unit (VAT not included)

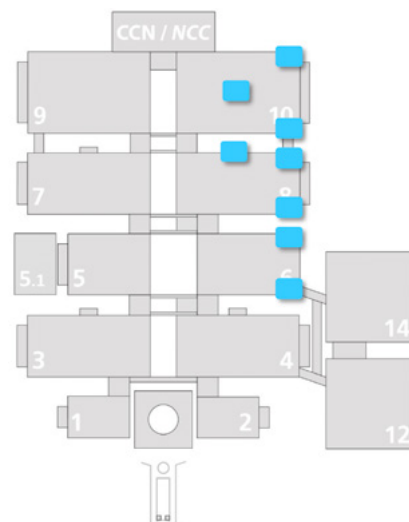
Ref. H20 / Toilet Access Handrail (short internal sides)



Halls

Material	Tarpaulin	
Dimensions	0.87 x 0.72 m. (width x height)	
Number of visible sides	1 side	
Available units	4 (2 for access)	€85 / unit (VAT not included)

Toilet Mirrors Vinyl



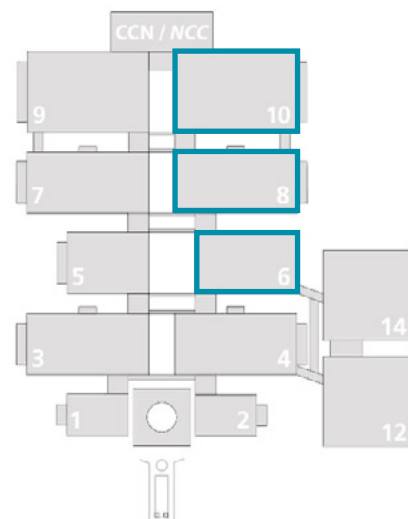
Halls

Material	Vinyl	
Dimensions	Under consultation	
Number of visible sides	1 side	
Available units	8 spaces	Price on request

Ref. XX22 Rubber (floor adhesive)



Final Arts 



Halls

Material	Rubber	<p>€1,050 / pack of 10 (VAT not included)</p> <p>€2,700 / pack of 30 (VAT not included)</p>
Dimensions	80 cm diameter	
Number of visible sides	1 side	
Available units	Variable	

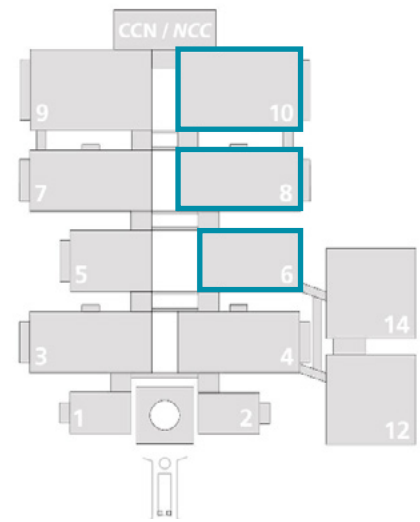


For **further details and contracting**, please contact our sales department at comercial@feindef.com



Other Promotional Materials

Mobile Device Charging Infrastructure



Halls

Material	Steel	The locker is equipped with a screen for charging mobile devices: Charging totem loaded with nine lockers and a 50-inch screen, with the option of adding multimedia content (images or video). *Based on availability Deadline for contracting: 01 April 2024
Dimensions	2200 x 750 x 350 (mm) (height x width x depth)	
Number of visible sides	A 50-inch screen on the front	
Available units	1 pack of 3 units	€10,000 / pack of 3 units (VAT not included)

Publicity in Official Catalogue



Material	Digital and Print version	Full Page - €1,100 (VAT not included) Inside Front Cover - €2,700 (VAT not included) Inside Back Cover - €2200 (VAT not included) Back Page - €3,500 (VAT not included)
Dimensions	A5	
Number of visible sides	-	
Available units	-	

Insert in Promotional Bags



Material	Flyer	
Dimensions	Up to A4	
Number of visible sides	-	
Number of inserts	4,000	€1,100 (VAT not included)



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Special Sponsorships

Conference Rooms Sponsorship (Halls 8 and 10)



- Room customisation: room **naming, logo** on the truss and **logo** on the wallpaper.
- Organization of a 30-minute presentation or round table*.
- Inclusion of a **banner** in the exhibitors section of the official website.
- Inclusion of an **advertisement on an odd page** in the official exhibitors' catalogue.
- **Invitation to a cocktail gala:**
 - 1 invitation (sponsoring the hall in hall 8) or
 - 2 invitations (sponsoring the hall in hall 10)

* The official conference programme will be organized and approved exclusively by the organizers.
It is essential to liaise with the organizers to agree on the timetable and theme.

Hall 8 165m²: **€13,000** (VAT not included) / **Hall 10** 282m²: **€19,500** (VAT not included)

Cocktail Gala



The event, which is held outside the IFEMA site, is of great interest and exclusive participation. There is an option to personalise the area and have visual materials.

* Consult conditions

€70,000 (VAT not included)

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