



# AGRI SLOW TRAVEL EXPO

## EAT AROUND the WORLD

FEBRUARY 16 - 18, 2018 - BERGAMO EXHIBITION CENTRE

### TECHNICAL FORM OF THE EVENT

<b>ORGANIZER</b>	<b>ENTE FIERA PROMOBERG</b> - 24125 BERGAMO - Via Lunga at Bergamo Exhibition Centre Phone +39 035 25 20 90 Fax +39 035 25 27 56 www.agritravelexpo.it - agri-slow-travel@promoberg.it	
<b>PLACE AND DATE</b>	<b>Bergamo - Via Lunga at Fiera di Bergamo</b> <b>From Friday 16<sup>th</sup> to Sunday 18<sup>th</sup>, February 2018</b>	
<b>OPENING TIMES</b>	<b>Friday and Saturday</b> <b>Sunday</b> <b>Opening ceremony Friday</b>	<b>3 pm &gt; 11 pm</b> <b>10 am &gt; 8 pm</b> <b>&gt; 3 pm</b>
<b>ENTRY TICKETS</b>	Standard entry ticket: € 7.00 Reduced ticket: € 5.00 (on line registration, from 12 to 16 year old and over 65) Free ticket: from 0 to 11 year old Parking: € 3.00	
<b>EXHIBITING AREA</b>	Total exhibiting area: about 173.000 sq.m. Covered gross exhibiting area: 13.000 sq.m (2 halls 6.500 sq.m. each) Outdoor exhibiting area: about 42.000 sq.m. Parking surface: about 73.000 sq.m. (1.800 single car parking)	
<b>STAND BUILDING</b>	Wednesday 14 <sup>th</sup> and Thursday 15 <sup>th</sup> February Friday 16 <sup>th</sup>	from 8 am to 7 pm from 8 am to 2 pm
<b>STAND DISMANTLING</b>	Sunday 18 <sup>th</sup> February Monday 19 <sup>th</sup> and Tuesday 20 <sup>st</sup> February	from 8.30 pm to 10.30 pm from 8 pm to 7 pm
<b>ENTRY PASSES</b>	Each exhibitors will be given 3 entry passes for people and 1 car pass for each exhibiting standard module to be downloaded through the Website of Bergamo Exhibition Centre.	
<b>FREE ENTRY TICKETS</b>	Each exhibitor will receive 50 Free Entry Tickets for each standard 16sq.m module (on these tickets each exhibitor must write down his name and they will allow the free entrance for 1 visitor)	
<b>STAND ASSIGNMENT</b>	In the two halls A and B there is a standard exhibiting layout composed by 16sq.m standard modules (more than one module can be required). Based on availability and requirements, stands will be assigned. Exhibitors can require some other additional services, e.g. monophasic electrical power, water, phone and internet connection)	
<b>EQUIPMENT OF THE STAND</b>	Equipment and furniture elements inside the stand should be in line with aesthetic image of the whole exhibition. Exhibitors can rent some additional furniture elements from the company Siteco Srl	



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### EXHIBITING CATEGORIES

**Food and Agriculture.** The FOOD ring. The food is a tool in the tourist and cultural promotion of a territory. Transverse to the themes that will be on display, the Food will be the main character during the event in all its possible forms. It will be the link among sections concerning agriculture and gastronomy: safety and traceability, authenticity, originality and local brands.

**Slow Tourism:** promoting the concept of slow tourism. The journey experienced on foot, by cycling or with equine animals, where the goal is not the destination, but the inside path of the journey itself.

**Environment and territories:** promoting the beauty that rural world provides us together with initiatives that tourists can experience. But not only: the keywords that drive the event immediately reveal the great potential of the message of the event itself that is to enhance not only the places, but also the protection and safeguarding of them, through concepts such as well-being and quality of life, linked to ecology, sustainability and biodiversity.

**Accessible tourism:** on the assumption that the journey is a primary social need and an important form of knowledge, growth and personal emancipation (as well as being an important element in the economy of each

Country), the event wants to add to the promotion of slow travel, a focus on accessible tourism and on the possibility to travel for everyone. They will delve into topics related to sensory travel, and travel possibilities for disabled people, structural adjustment aimed at reception (rules, opportunities and government incentives), architecture and design for all, how to facilitate the removal of architectural barriers.

**Tourism and Sustainability:** the event focuses many of its activities on the deepening the knowledge of green structures that combine attention to detail, the interest in the environment and its sustainability.

**Rural tourism:** hospitality within farms that add to normal production activities, restaurant and accommodation business hosting these activities inside the farm itself. Tourist activities that take place in rural areas and which are governed by the regulations affecting tourism.

**Rural education:** the aim of educational farms is that of bringing agricultural companies and primary sector workers closer to an audience of children, students, teachers and families. They therefore represent a typical expression of the agrarian multi functionality.

**New technologies (TechTravel) and tourism:** The event aims to raise awareness regarding moving technologies and apps developed for facilitating tourists in organizing a conscious and eco-friendly vacation, but not for this disadvantaged (interactive GPS, App, technical accessories and clothing for the trip).

**Rural-development meeting:** during the event will take place several meetings and trainings dedicated to the illustration of funding opportunities for rural tourism made available through the new Rural Development Plan and other community resources.

**Workshop:** meetings with tourist agencies/ tour operators both Italian and foreign, potentially interested in the promotion of rural tourism and slow tourism packages integrated with knowledge of the territory and local realities.

**Internationalization:** the event involves public and private organizations, national and international and addresses both the public and the operators of the various categories of entrepreneurs. Here emerges the function of the event that leads to access to international markets.



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## PRICE LIST Stand layout and fares

Choose among:

**4mx4m e multiple**

16m<sup>2</sup> / 32m<sup>2</sup> / 48m<sup>2</sup> / ecc...

Exhibiting Area to choose:



### **SIMPLE EXHIBITING AREA** **60,00€/m<sup>2</sup>**

- ♦ Dividing white fireproof wood walls h 250 cm
- ♦ Electrical equipment (1Kw/220v)
- ♦ Label with the exhibitor name



### **EQUIPPED EXHIBITING AREA 80,00€/m<sup>2</sup>**

- ♦ Dividing white fireproof wood walls h 250 cm with columns on free corners
- ♦ Electrical equipment (1Kw/h)
- ♦ Multiple socket
- ♦ Label with the exhibitor name
- ♦ Halogen spotlights 300 watt – two each 16m<sup>2</sup> (+ 1 on open side)
- ♦ Wi-Fi connection
- ♦ n. 1 table\*
- ♦ n. 1 desk\*
- ♦ n. 1 stool\*
- ♦ n. 2 chairs\*

\*Starting from 16 m<sup>2</sup>

### **INSCRIPTION FEE:**

300,00 Euro Inscription fee that includes:

general exhibition advertising, inclusion in the printed exhibitors catalogue and in the on-line version, wi-fi connection, inclusion in the press release and social-network, electrical connection (with max 1kw), cumulative insurance covering fire and third-party liability (theft and damage excluded), electrical systems inspection, equipment materials inspection, fire surveillance, general night and daytime surveillance, cleaning of common areas, municipal advertising tax, SIAE fees for the only diffusion with mechanical instruments

### **ADDITIONAL SERVICES:**

Exhibitors can require the following services:

- Additional spotlights 300 watt each	€ 40,00
- Additional electrical power (kW rate), in addition to 1 Kw already included the for each exhibitor	€ 90,00
- Electrical power 380v (kW rate)	€ 110,00
- Multiple socket	€ 15,00
- Water connection	€ 100,00
- Phone connection (national traffic included)	€ 100,00
- Internet connection (cable)	€ 70,00
- Advertising page on the catalogue	€ 200,00