

THE MOUNTAIN AND OUTDOOR SHOW



12.13.14
OCTOBER
BERGAMO
www.alta-quota.it

#IVOLTIDELLAMONTAGNA

Organization

ENTE FIERA
PROMOBERG

Partner



Camera di Commercio
Bergamo



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Corso
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A2

A2

REGIONE LOMBARDIA

Regione Lombardia

LASCIATI SORPRENDERE DALLA

MONTAGNA
in LOMBARDIA

IN COMPLESSO
I bastoni del
PASSONE

THE MOUNTAIN AND OUTDOOR SHOW

BERGAMO - 12th.13th.14th OCTOBER 2018



ALTA QUOTA - THE MOUNTAIN AND OUTDOOR SHOW is the largest "showcase" of the northern Italy for outdoor activities and winter holidays. Every year thousand people (38.000 last edition) come to visit **FOR FREE** over than 135 companies to discover the new technical equipment innovations and the best offers of Italian and international ski resorts for winter season.

The exhibition is shared into two different areas: CLOTHING / TECHNICAL EQUIPMENT (skis, ski wear, boards, equipment) and TOURISM (ski resorts, wellness hotels)



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TOURISM AND WELLNESS HOTEL

Ski resorts, wellness hotels and tour operators from Italy, France, Austria and Swiss are involved in the tourism area of ALTA QUOTA, the first marketplace of winter Italian tourism after the summer season.

“Sport & Relax” is the claim of WELLNESS HOTELS which every year promote its beauty and spa areas with special offers for buyers, families and young people.



CLOTHING AND TECHNICAL EQUIPMENT

Clothing and technical equipment for winter and outdoor sport activities will be presented to Italian visitors after the preview in the main international fairs.

All exhibitors can plan own TEST PRODUCT using, for free, demo areas set up by the organization: "Trail and Sky running way" – "Wall Climbing" - "Boulder Arena" – "Fashion Show" are managed by instructors of national federation.



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OUTDOOR AREA

- Trail&Skysrunning Path,
- Mountain Bike Circuit,
- Ski Slope, Boudier,
- Climbing Wall,
- Orienteering,
- Artva Camp,
- Pump Truck,
- Slack Line,
- Bike Freestyle



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BIKE PLANET

The two-wheeler market is experiencing a continuous growth in terms of turnover and, above all, practitioners. It attracts several different profiles of users, responding to different needs and ways to enjoy the mountains. In addition to the proposals of the latest models of road and mountain bikes, confirmed the wide space to ibike and Fatbike, very appreciated in the last few years by the public.





CLIMBING VILLAGE

An exhibition area dedicated to climbing at all. Boulder Wall, Tower and Rotor will be at disposal to use it for free managed by federal instructors for beginners.

The final step of Orobic Street Boulder and the 5th edition of "Bergablocco" will be the two best contest. The final circuit Orobic Street Boulder and the third edition of BergaBlocco will be the two event involving dozens of athletes to compete up to the last step.

Technical companies will stand adjacent to the village giving an opportunity to be real protagonists of the two contest.



SKI ALP EXPO

After the first positive experience of last year, an exhibition area devoted at all to ALPINE SKIING will be set up during ALTA QUOTA 2018, an opportunity for the companies to get in contact to operators, professional athletes, media and thousands of fans.





MEETING POINT: ATHLETS AND CELEBRITIES

ALTA QUOTA plans meetings with famous climbers who relate about their outdoor experiences using video and photos. Many of these athletes are supported by outdoor brands.



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WORK SHOP "ONLY PROFESSIONALS"

"Only for business" the meeting of 15th October; all exhibitors have the opportunity for free to take part of the work shop organized in order to put in contact operators with ski clubs and buyers to find the right provider of the winter season.



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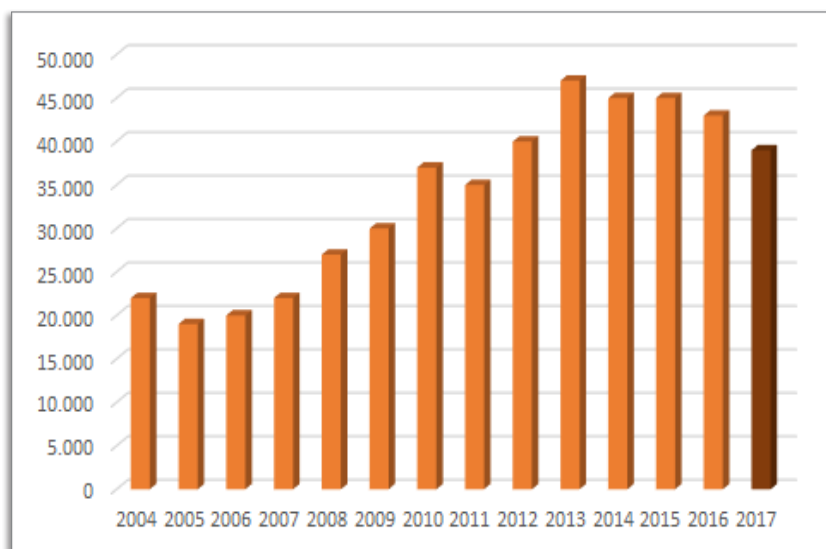


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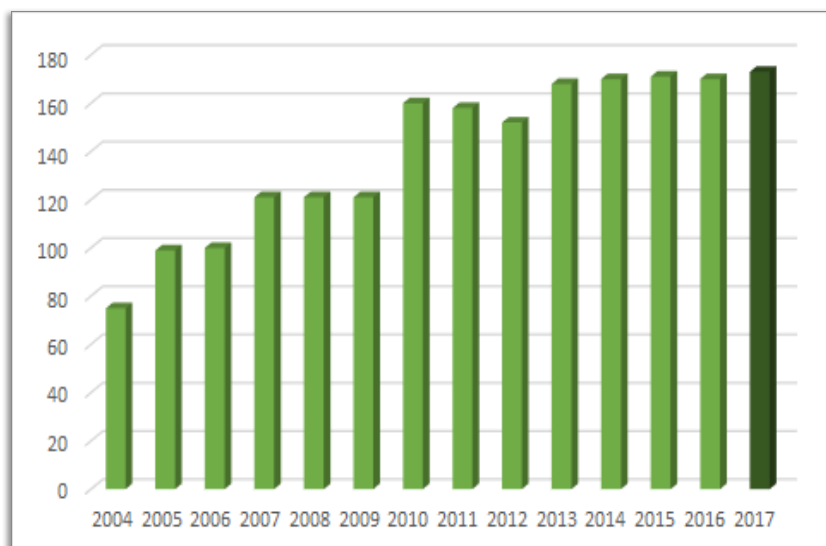
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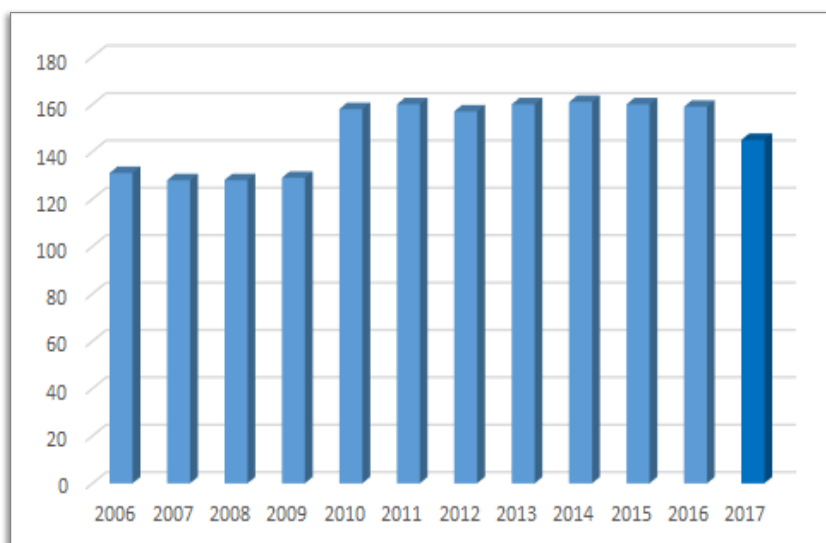
VISITORS 38.000

Lombardia 68%
Piemonte 10%
Veneto 6%
Emilia Romagna 2%
Trentino Alto Adige 1%
Liguria 3%
Altre regioni 10%



BRANDS 173

Italia 79%
Extra Italy 21%
Brands 171
Sectors 11
Surface: 13.000mq



SKI CLUBS

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VANTAGGI PER GLI ESPOSITORI

STAND

Possibilità di usufruire di pratici stand pre-allestiti forniti dall'organizzazione e dotati di set arredo e connessione interne per rendere la presenza di ogni operatore funzionale, pratica ed economica.



"ALL INCLUSIVE"

L'organizzazione propone per tutti gli operatori presenti una soluzione "all-inclusive" che prevede stand + pernottamento in hotel convenzionato + buoni pasto permettendo un unico "pacchetto spesa" senza ulteriori costi aggiuntivi a carico dell'espositore.



PROMOZIONE "ON-LINE"

Ogni espositore, senza alcun costo, potrà pubblicare nella home-page del sito internet www.alta-quota.it e sui social network ad esso collegati, una serie di proprie news promozionali come avvicinamento all'evento e durante tutta la stagione invernale successiva per mantenere sempre "on-line" la propria immagine.

FREE



WORK SHOP

Tutte le aziende presenti con un proprio stand, potranno partecipare gratuitamente alla sessione B2B con il workshop che coinvolge ogni anno più di 130 operatori tra sci club, gruppi sportivi, buyer turistici e cral aziendali.

FREE



MAIN SKILLS

NAME

ALTA QUOTA 2018 – The Mountain and Outdoor Show

VENUE

Fiera Bergamo, via Lunga - 24125 BERGAMO

DATE

12.10.2018 > 14.10.2018

TIME

Friday 3.00 pm - 10.00 pm ♦ Saturday 10.00 am - 8.00 pm ♦ Sunday 10.00 am - 8.00 pm

SECTORS

Ski resorts, tour operators, hotels, wellness hotels, ski wear and equipment for ski, Nordic ski, trekking, climbing, snowshoes, skyrunning, mtb.

EXHIBITION PRICE LIST

60,00 Euro/sqm

300,00 Euro Tax

200,00 Euro "All Inclusive" offer: n.2 overnights + n.3 tickets restaurant)

ENTRY TICKET

FOR FREE

LAY OUT BOOTH 16sqm



- ♦ moquette
- ♦ lights
- ♦ wifi connection
- ♦ wooden walls
- ♦ n.2 chairs
- ♦ n.1 table
- ♦ n.1 spoon
- ♦ n.1 desk

APPLICATION FORM

Application form not binding



Company name _____
Address _____
Town _____ Postal code _____ Prov. _____
Phone _____ Fax _____
Tax code _____
VAT number _____
Show manager _____
Direct Telephone Number _____
E-mail _____

Would like to participate at ALTA QUOTA that will take place from
12th October till 14th October 2018 with an area:

n° _____ Booth 4mtx4mt (16 sqm.) Total sqm. _____

- ☐ ONLY SPACE: exhibition space, electric plug
- ☐ FITTING BOOTH: Only exhibition space, electric plug, walls, carpet, internet connection, lights
- ☐ ALL INCLUSIVE" OFFER: Fitting booth + 2 nights + n.3 lunch tickets

FITTING BOOTH: (furniture on demand)

- White wood walls, h.250cm, column 30cm
- Carpet
- Electricity
- Lights: n.2 spotlights 200w each

This Application Form is to be filled in and turned to Ente Fiera Promoberg:
(0039) 035 32 30 966

Date _____ Signature _____

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www.alta-quota.it
altaquota@promoberg.it

p. +39 035 32.30.911
f. +39 035 32.30.966

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