

Dear,

we are starting to plan the new edition of **Agri Travel & Slow Travel Expo**, the international Expo of rural and slow tourism, that will take place in **Bergamo (Italy) from 2 to 5 of April 2020** with many new projects and collaborations!

AGRI TRAVEL & SLOW TRAVEL EXPO (ATEST) promotes destinations through their landscapes, arts, traditions and food to tourists and operators that are looking for **authentic and emotional experiences**. ATEST gives expression to **every aspect of the tourism sector** in a lively and attractive way, that makes it appealing for everyone! In this context FOOD and WINE TOURISM becomes of importance for the promotion of local territories and the development of local economies.

Our fair is located in the **region of Italy with highest purchasing power** – the area 100 kms around Bergamo has around **10 million potential customers** who are looking for experiences with strong connections to concepts like: life quality, sustainability and environment. In addition to these, many potential national and international customers are attracted by **the unmatched advantages of our location**: the Exhibition Centre is at just seven minutes from the low-cost airport of Bergamo, and less than one hour from the airports of Linate and Malpensa in Milan.

FREE ENTRANCE for the public assures a high number of visitors.

We want you to make good business!

- **April 2-3: B2B meeting and events reserved to professional operators**
 You will have the possibility of participating in a **rich program of conferences and workshops held by national and international experts** in the field and of being inserted in the **B2B meeting agenda**, always generating precious business occasions, with many buyers interested in your touristic packages and services!
- **April 3-4-5: AGRI & SLOW TRAVEL FAIR** open to the public, to promote your destinations and sell you products and services. You will find:
 - **Equipped areas** such as a show cooking and tasting area, a stage for entertainment events, conference rooms for your presentations and much more – as exhibitor, you can **ADD YOUR EVENT** if you are interested!
 - You are allowed to **SELL YOUR PRODUCTS directly to the visitors**
 - **B2B matchmaking service** also during the fair by our specialized staff

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News 2020:

- a large increase in the number of visitors is expected thanks to the presence of a large **area dedicated to food and wine** (as the identity of a territory and a strategic marketing lever to make known the beauty of the places) and to **show-cooking experiences, tastings and product presentations**
- a **section dedicated to B2B** will be set up with workshops and meetings with interested buyers, according to a presentation format for the territory and the offers, and subsequent meetings
- interesting **workshops and conferences** are planned on the theme of **sustainability** (declined in view of the Agenda 2030 and in its environmental, economic and social implications), that represent a challenge for every tourist destination. Among many other themes, a space will be reserved for **combined mobility, accessibility and cycle tourism**, as an important experience to fully enjoy the territories. There will be a focus on **experiential and food and wine tourism**

The **offer we reserved to you** includes exhibition spaces according to standard or customized modules as shown below:

- A) an exhibition space for 60 euros per square meter + VAT, and a basic set up for 20 euros per square meter + VAT (if required), structured according to standard modules as shown in the table

Exhibition Space	Square meter price 60€ + VAT	Set up price 20€ + VAT (if required)	One-off registration fee instead of for each exhibitor
16 m2 (4x4m)	960 + VAT	320 + VAT	300 + VAT
32 m2 (8x4m)	1920 + VAT	640 + VAT	300 + VAT
48 m2 (8x6m)	2880 + VAT	960 + VAT	300 + VAT
64 m2 (8x8m)	3840 + VAT	1280 + VAT	300 + VAT
100 m2 (8x10m)	6000 + VAT	2000 + VAT	300 + VAT

- B) the preparation of an **ISLAND DEDICATED TO YOUR AREA** where your excellences can be represented through the presence of specific workstations, each of which dedicated to a Municipality/Entity/Company. Therefore, an 8x8 (64 m2) exhibition space could be set up in the B2C area with a common central storage room (3x3m). The space can contain up to 10 workstations positioned along the perimeter, each of which consists of a desk or 10 workstations with desks and an area reserved for meetings or workshop activities, at a cost of € 5,200.00 (excluding VAT).

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For your free time, the province of Bergamo is situated in a very attractive area, with a **great cultural heritage and many UNESCO sites** of great interest. For the exhibitors of the fair is possible to organize **tours** to some of the most attractive places in the region.

We are looking forward to your registration in order to start planning with you the best solution for your participation!

Best regards,

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