

EVENT DETAILS

Name	TERRAE by AGRITRAVEL EXPO – 11th edition
Place	Bergamo Exhibition Centre, via Lunga (no street number) - 24125 Bergamo
Date	From 20 th to 22 nd November 2026
Opening hours	From 10 a.m. to 7 p.m.
Dual format:	B2B: Friday 20 th November 2026 B2C: from Friday 20 th to Sunday 22 nd November 2026 with free entry for visitors

- Theme zones**
- **Accommodation | Well-being | Sustainability:** accommodation (B&Bs, Residences, Hotels, Glamping, Hot Springs and Spas) with a focus on emotional and physical wellbeing, for those who wish to enjoy a relaxing holiday that combines experiences in nature, healthy food and sports – all with a sustainable approach.
 - **Villages | Walks | Waterways:** Italy is particularly rich in villages and historic towns with a strong identity, unique style and high quality of life, where visitors can enjoy different experiences, from going on walks and trails to exploring canals, bridges and waterways.
 - **Accessibility | Responsibility | Inclusivity:** tourist destinations, whether urban or rural, by the sea or in the mountains, which pay attention not only to accessibility but also to the needs and wishes of visitors.
 - **Experience | Technology | Innovation:** experiencing local culture and enjoying traditional regional food and wine. Technology and innovation as fundamental resources for providing access to a wide variety of information and promotions.

Organizer

PROMOBERG S.R.L.

Registered office: Via Borgo Palazzo, 137 | 24125 Bergamo (BG)

Operational headquarters: c/o FIERA di BERGAMO - Via Lunga s.n.c. | 24125

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INFO FOR EXHIBITORS

LOGISTICS

Setting up

From **18th to 19th** November 2026, from 8 a.m. to 6 p.m.
Friday **20th** November 2026 from 8 a.m. to 9.15 a.m.

Dismantling

Sunday **22nd** November 2026 from 7 p.m. to 10 p.m.
Monday **23rd** November 2026 from 8 a.m. to 2 p.m.

Exhibitors pass

Each exhibitor has the right to 3 exhibitor passes and 2 car passes for the first exhibition module, plus a further 1 pass and 1 car pass for each additional module (from 4x4 m). The **exhibition pass** is issued in the holder's name. It may also be used during the **Exhibition** (trade fair opening) and **Operations** (setting up/dismantling) stages. On exhibition days, access is allowed before the official opening time of the event. Each car pass entitles the holder to park one vehicle in the exhibitors' parking area.

EXHIBITOR PARTICIPATION COSTS

Participation Fee

€ 300.00 + VAT INCLUDES:

Inclusion in the exhibitor list on the event website; promotion of important product news in the press kit and on social media; collective insurance policy covering fire and third-party liability (theft excluded); inspection of the exhibitor's electrical system; verification of stand construction materials; fire safety and general security services; cleaning of common areas; municipal advertising tax; SIAE (Italian copyright society) fees (for the use of audio and video through mechanical devices only)

Simple exhibition area

100.00€/m² + VAT

- Dividing panels made of hollow-core wood (h. 250 cm)
- Electrical panel, power output 1kw/h
- Sign with Exhibitor name, A3 format

Equipped exhibition area

140.00€/m² + VAT

Everything included in the raw exhibition space, plus:

- Multiple socket outlet (1)
- Spots (two every 16m², one extra on the free side)
- Wi-fi connection
- Furnishings: table (x1) - desk (x1) - stool (x1) - seats (x2)

Minimum module: 4x4 metres (16 m²) and subsequent multiples

Graphics

The graphics for walls and banners, if required, will be made and/or printed only on specific request and the relative cost will be **charged afterwards**, based on the work actually carried out.

Additional services

Whether for a raw exhibition space or a shell scheme stand, estimates for carpets, additional electricity connections and 220V and/or 380V power supplies, water supply connections, additional furnishings, supply of audio and video systems, etc. will be provided only **upon specific request**.



MATCHING DAY

- ✓ Expansion of your **business network**, giving you the opportunity to establish future **partnerships** that focus on the topic of slow, sustainable, and local holidays.
- ✓ **Targeted** national and international **buyers**
- ✓ Digital **platform** for **planning meetings** that allows you to **review** your **buyers'** profiles beforehand, helping you to **optimize** your **time at** the trade fair and guaranteeing that each meeting is truly **effective**.

REQUEST YOUR EXHIBITION SPACE AND
MEET NATIONAL AND INTERNATIONAL
BUYERS!



Fiera Bergamo, via Lunga (no street number)



20th November 2026

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