Riva del Garda®
Fierecongressi

TRENTINO

EXPORIVAHOTEL

2019 FORTY-THIRD EDITION

TRADE EXHIBITION FOR THE HOSPITALITY & FOOD SERVICE INDUSTRY

3rd – 6th FEBUARY 2019

RIVA DEL GARDA (TN) - EXHIBITION CENTRE

www.exporivahotel.it

40 years of history,
42 successful editions:
that is what define EXPO RIVA HOTEL,
the trade fair for Hospitality and Catering, created
and developed in Italy's number 2 tourist area.

GARDA TRENTINO
3.561.284
ATTENDANCE
IN 2017

GARDA LAKE
OVER 22 MLN
ATTENDANCE
IN 2017

THE TAILOR-MADE FAIR

AN AREA FOR EVERY NEED AND SECTOR AT YOUR DISPOSAL

INDOOR& OUTDOOR CONTRACT

Furniture and accessories for indoors and outdoors, bathroom furnishings, fabrics, wall-hangings and carpets, table covers and accessories, technological solutions and IT systems, courtesy sets.

FOOD& EQUIPMENT

Food products and raw materials for professional catering, products for ice cream parlours and bakeries, equipment and large installations, kitchens, cleaning products and machinery.

SOLO BIRRA Microbirrifici Mania

COFFEE& BEVERAGE

RIVA PIANETA RPM MIXOLOGY

Coffee, tea, infusions, mineral water, fruit juices, soft drinks, industrial beer, artisan beer, wines, spirits, liqueurs.

ECO WELLNESS& TECHNOLOGY

Solutions for sustainability and energy saving. Equipment and products for spas. Systems and technology for hotels and restaurants.

THE ACADEMY FOR PROFESSIONAL EXCELLENCE

WITH 100 APPOINTMENTS DURING THE FAIR

RIVA PIANETA RPM MIXOLOGY

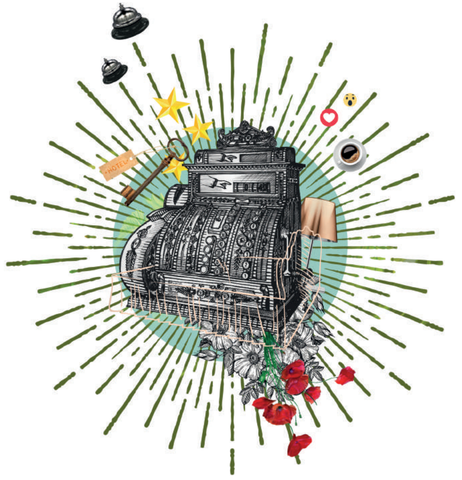
Masterclass held by bartenders of international fame, where participants can discover the magical world of mixology in a special exhibition area. Don't miss the cocktail bar!

EXPORIVA HOTEL ACADEMY

TASTE THE FAIR

HOTEL MANAGEMENT

How is the client changing?
What are the latest trends to be discovered?
Is digital what it's all about?
In a constantly evolving world, specialised training is fundamental in defining and managing your business.



SOLO BIRRA MICROBIRRIFICI MANIA

SoloBirra is all about master beer-makers, special artisan beers, competitions, tastings and seminars from producers and companies that are passionate about beer!

JOINT PROJECTS

Each and every association contributes to making the EXPO RIVA HOTEL programme richer, with events inside the main event that include **cooking shows, tastings, meetings and seminars.**

A.M.I.R.A.

Provincia Autonoma di Trento
Dipartimento della Conoscenza

ASAT

Associazione Cuochi trentini

Alberghiero Trentino di Rovereto e Levico Terme

ASPI ASSOCIAZIONE DELLA SOMMELLERIE PROFESSIONALE ITALIANA

FEDERAZIONE ITALIANA CUOCHI

pizza e pasta ITALIANA

UNAT UNIONE ALBERGATORI del TRENTINO

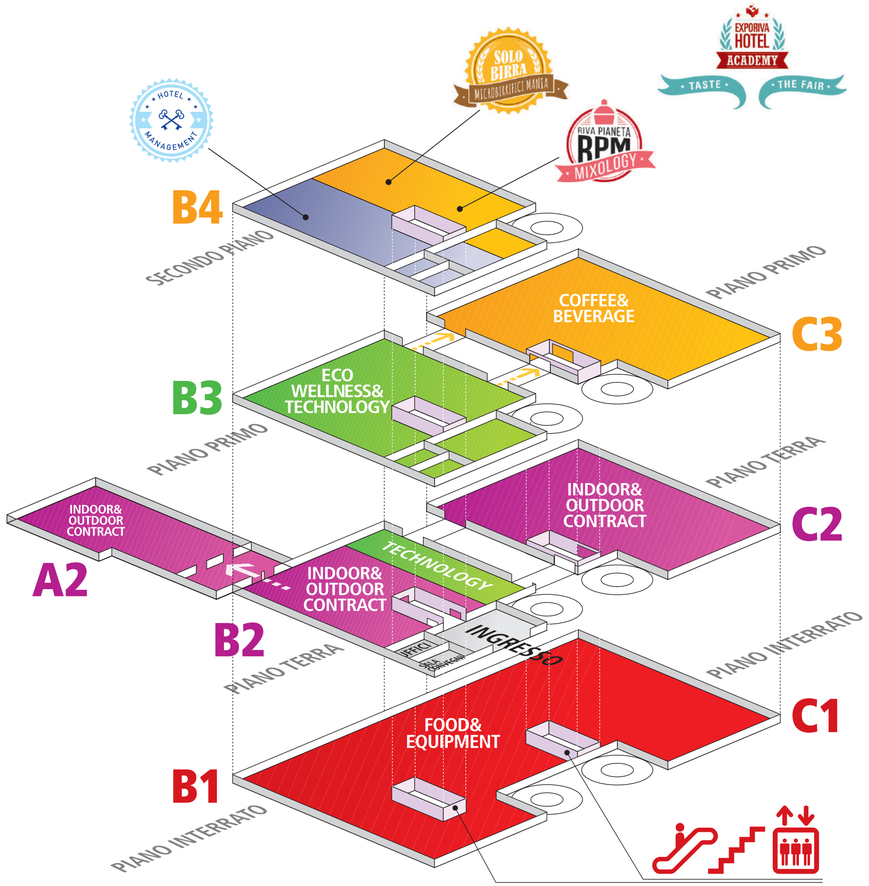
THE FEDERATION OF ITALIAN COOKS AT EXPO RIVA HOTEL

The Federation of Italian Cooks organises **the much-loved street food contests** with teams coming from all over Italy. Every day they battle it out, preparing delicious **street food**. On the same days, young contestants take part in the "Jam Cup" race and ladies chef compete in "**Riso in Rosa"**.

2018 EXHIBITORS

521 EXHIBITORS AND 39,000 SQUARE METERS OF EXHIBITION SPACE

AN AVERAGE OF 39% RETURNING EXHIBITORS OVER THE LAST SEVEN EDITIONS.



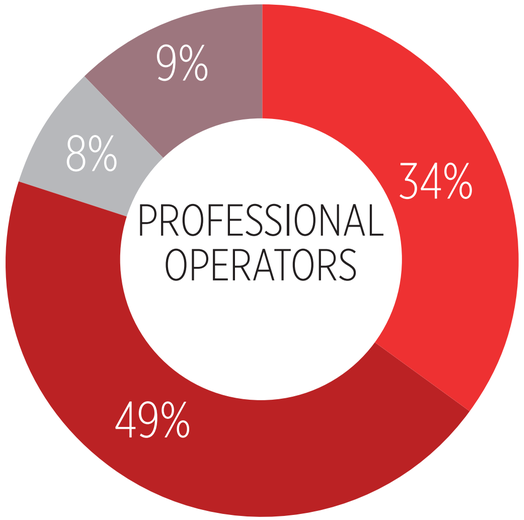
2018 VISITORS

26.037
2017 VISITORS

27.358
2018 VISITORS

OF WHOM **20.519**
PROFESSIONAL
OPERATORS

6.839
MEMBERS OF THE
PUBLIC

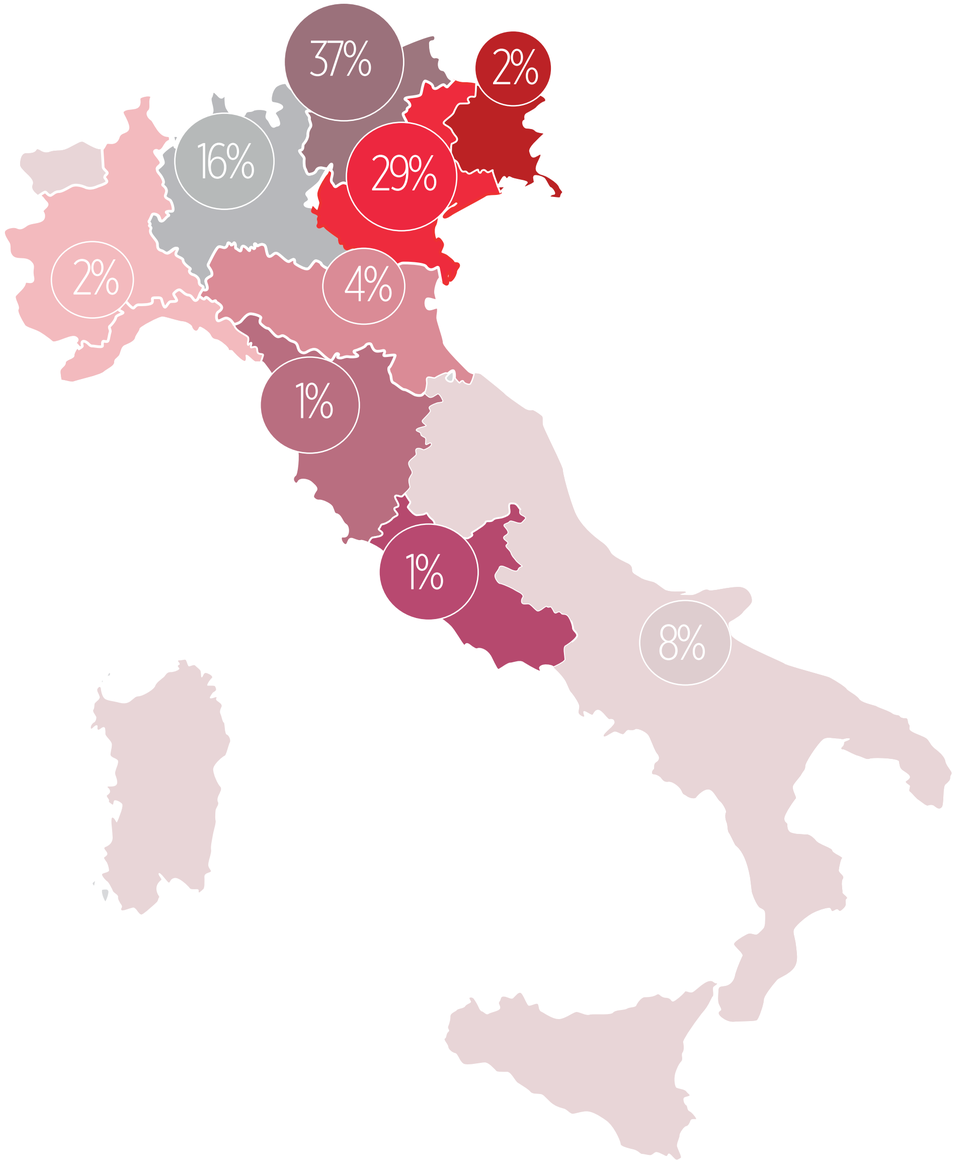


49% BARS AND CATERING

34% HOTEL AND OTHER BUILDINGS

9% OTHER (SALES AGENTS, TRADE ASSOCIATIONS, CONSULTANTS AND DESIGN STUDIOS, PROFESSIONAL SCHOOLS, TRADE PRESS)

8% WELLNESS



MEDIA PLANNING

14,8 MLN
MEDIA CONTACTS GENERATED

44.600
CONTACTS VIA THE NEWSLETTER

OLTRE 82.000
USERS REACHED VIA DIRECT E-MARKETING

4.367
LIKES ON THE FACEBOOK FAN PAGE

257
ASSOCIATIONS INVOLVED IN SPREADING THE WORD ABOUT THE EVENT UP-DATED WEBSITE

WEBSITE
38.498 USERS
210.705
PAGE VISITS IN THE MONTH PRIOR TO THE FAIR

GOOGLE CAMPAIGNS
49.633 CLICK

7.182.050
IMPRESSIONS

OTHER ACTIVITIES
FURTHER ADVERTISING IN MAGAZINES AND ON TRADE PORTALS, DAILY NEWSPAPERS, POSTERS, RADIO & TV

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PROVINCIA AUTONOMA DI TRENTO
Assessorato all'Industria,
Artigianato e Commercio

Casse Rurali Trentine

Cassa Rurale Alto Garda
Banca di Credito Cooperativo

NORTH LAKE GARDA TRENTINO ITALY

Patrocinata da:

L'OSPITALITÀ ITALIANA
FEDERALBERGHI

FEDERTURISMO CONFINDUSTRIA