



ENTE FIERA FOGGIA
2 - 6 MARZO 2013
www.fieragatefoggia.it



ideazione, progettazione e organizzazione:



PATROCINI



ENTE FIERA DI FOGGIA



MINISTERO DEL TURISMO



MINISTERO DELLE POLITICHE AGRICOLE E FORESTALI



REGIONE PUGLIA



PROVINCIA DI FOGGIA



CONFINDUSTRIA FOGGIA



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SHORT PRESENTATION - National specialized exhibition "G.A.T.E. and GUSTO"

EVENT	National specialized exhibition "G.A.T.E. and GUSTO 2013" FOGGIA (ITALY)
EDITION	III rd edition
DATE AND PLACE	2 – 6 March 2013 at Ente Fiera di Foggia
PATROCINI E PARTNERS	<p>Patronages:</p> <p>Ente Fiera di Foggia</p> <p>Ministero del Turismo</p> <p>Ministero delle Politiche Agricole e forestali</p> <p>Regione Puglia</p> <p><u>Partners and Sponsors:</u> Web Italia TV, Cianfano Sistem, Agriturismo Rotarott', AgriRaffa, DepurAcqua, Hotellerie Italia.</p> <p><u>Organizing secretariat:</u> Solutiongroups s.r.l. – Foggia</p>



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<p>MISSION</p>	<p>The event G.A.T.E. (acronym for Management, Hospitality, Technology, Energy Saving and Events) and GUSTO (Food and Territory) seeks to involve cuts across all sectors related to Tourist (Craft, Culture, Food & Wine, Construction, Technology, Environment, Energy Saving, etc.), in order to support the creation of local networks and commercial.</p> <p>The event is directed to the promotion of Made in Italy, enhancing the <i>micro-economies</i> and <i>micro-territories</i>.</p> <p>The event is, therefore, as a meeting place for interaction and exchange between professionals, visitors and exhibitors high-profile, concentrating practical answers to the many business needs, in a single exhibition.</p>
<p>VISITORS</p>	<p>The event is aimed at economic operators and producers of goods and services in the following sectors:</p> <ul style="list-style-type: none"> • Tourism (bathing, religious, cultural, gastronomic, etc.). • Sport, Fitness and Leisure (Spas, Salons); • Catering, Hotels and accommodation facilities, Confectionery, Ice. <p>Over <u>24,000 visitors</u> recorded in the past edition.</p> <p>FREE ENTRY with INVITATION, downloadable from http://www.fieragatefoggia.it/index.php?option=com_content&view=article&id=384&Itemid=90.</p>
<p>OPPORTUNITY VISITORS</p>	<p>Visitors, during the opening days of the exhibition hall, is offered the opportunity to:</p> <ul style="list-style-type: none"> • Know news and innovation solutions related to sector of tourism; • Meet the business needs, optimizing time and costs. • Create commercial networks. • Training and information.



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<p>EXHIBITORS</p>	<p>Exposes the entire supply chain, consisting of high-profile companies, small and medium enterprises of excellence, public and private, operating in the following sectors:</p> <ul style="list-style-type: none"> • Tourism in the open air • Furnishing contact • Supplies • Wellness • Ceramics • Lighting • Technology and Web • Plants and equipment for catering • Ice cream • Confectionery • Coffee • Bread and pizza • Organic production and food • Culture / Entertainment • Promotion of the Territory • Media / Publishing • Services • Transport <p>Thousands of exhibitors involved in previous editions from all over Italy.</p>
<p>OPPORTUNITY EXHIBITORS</p>	<p>To Exhibitors, guests of the exhibition halls, is offering a great opportunity to:</p> <ul style="list-style-type: none"> • Promote and sponsor their products, goods and services; • Enhance and promote the area to which they belong; • Direct sales, at the discretion Exhibitor; • Create trade's relations between public and private; • Build national and international's commercial networks.



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NEWS 2013	<p><u>News pavilions:</u></p> <p>"Amphitheatre of Taste": a pavilion set up for performance, information activities, training and acceptance by the exhibiting companies, aimed at promoting the various territories and make known excellence.</p> <p>"Architecture to Welcome": a showcase of innovative companies dedicated to new areas of Building (Green Building, Architecture Rural, etc..), with a special focus on Energy Saving (Renewable Energy, Eco-friendly materials, etc.)..</p> <p><u>News Events:</u></p> <p>"Gourmet Festival" organized by the New Future Chef.</p> <p>"Quality Award Wines" (PDO, PGI, TSG, DOCG, BIO)</p>
COMMUNICATION PLAN	<p>The communication plan is geared to promoting the event by 70% in Southern Italy and 30% in the other regions, with the involvement of national and local newspapers and journalists from the world of web and print media.</p> <p>In detail is organized as follows:</p> <ul style="list-style-type: none"> • Programming and Advertising for Newspapers Weekly; • Plan publicity Specialized Magazines (Bar Journal, Pizza and Pasta Italian, Italian Food Magazine, etc.). • Production and display posters (6x3 - 70x100) • Production and programming of television and radio spots • Creation Banner for Websites <p>The communication plan adopted has allowed at GATE E GUSTO to become the most important event with a SOLD OUT.</p>



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<p>MARKETING PLAN</p>	<p>The Marketing Plan adopted is organized as follows:</p> <ul style="list-style-type: none"> • Invitations for field operators and operators not classified, distributed through print media, post and telecommunications, professional associations, direct contact with specialists in web marketing; • Incoming operators from central and northern Italy; • Interaction with agencies of the Territory; • Initiatives cross with trade associations. • Presence European and Italian Chambers of Commerce, with the involvement of buyers and foreign operators.
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