

25 | 28

February
2012
Rimini Fair



SAPORE SUPER MARKET

PRODUCTS FOR MASS RETAIL



ORGANIZED BY:



INSIDE:

sapore
TASTING EXPERIENCE
GUSTI, RITI E TENDENZE
24 ORE FUORI CASA

What is SAPORE SUPERMARKET?

A unique and innovative showcase for companies wanting to introduce themselves to **top mass distribution buyers**, in Rimini from **25th to 28th February 2012**, as part of **SAPORE**.

With two main specific focuses:

2 The **5th Top Buyers' Day** is an opportunity for the top buyers invited and welcomed by Rimini Fiera to meet the companies.

The **specialist conferences and seminars** develop the most important topics concerning mass distribution and act as a driving force for relations.

From ***visual merchandising*** to ***why brands are leaving the usual places of mass distribution***.

In partnership with Prof. **Daniele Tirelli** from **IULM University, Milan**, and **Chairman of POPAI Italia** – *The Global Association for Marketing at Retail*.



A new exhibition formula that highlights the product with the same rationale of mass distribution and with an easy, immediate, flexible and cheap solution:

THE SHELF

A large, fully set up and turn-key area where companies can: book a shelf by the metre; offer information material to the buyer in the designated central reception staffed by personnel, and fix one-to-one business meetings.

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THE SUPERMARKET

EASY

EFFICIENT

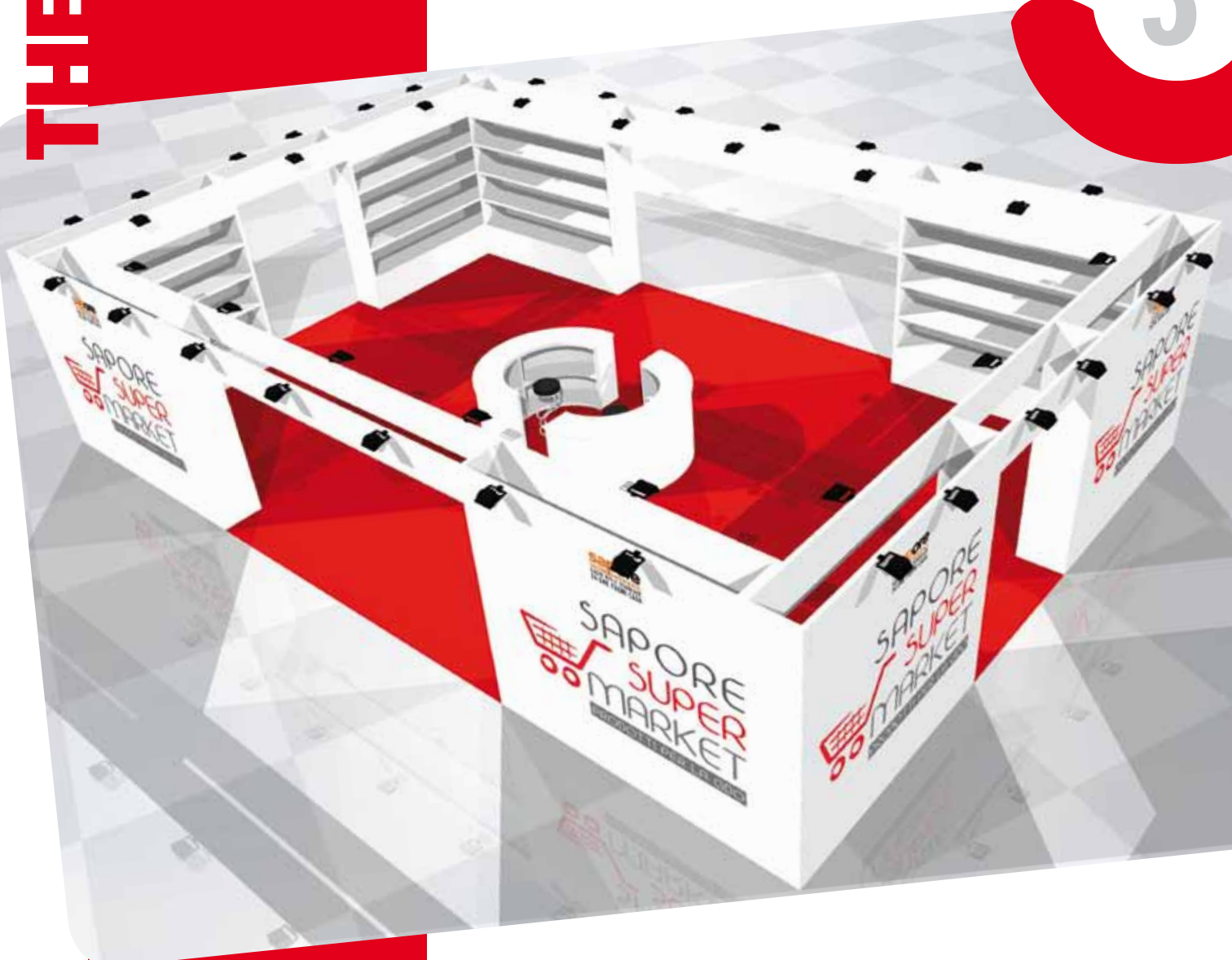
COST-EFFECTIVE

THE SUPERMARKET

A large area completely set up by Rimini Fiera where companies wishing to present their products and meet leading international buyers find their turn-key display space.

In the middle there's a common area where purposely trained staff will provide visiting buyers with information and promotional materials about the companies and act as admin personnel for business meetings at the fair.

3



A PRACTICAL AND TURN-KEY SOLUTION

THE SHELF *Inclusive of:*

- **1 METRE**
of shelving (h. 250 cm)
- Company colour **graphics**
- **General admin**
and shared reception
- Shared
materials
storeroom
- **2 exhibitor**
badges
- **1 car park**
permit
- Inclusion
in the
catalogue



THE SHELF

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SAPORE 2011 FIGURES

SAPORE 2011 FIGURES:

- **865** companies
- **79.823** professional visitors
- more than **3.000** business meetings between exhibiting companies and foreign buyers from **42** countries
- **731** journalist accredited
- more than **100** new products in the Innovation Area

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HOW TO REACH RIMINI



BY RAIL

Direct to "RIMINIFIERA" station in the exhibition centre grounds. The fastest routes to Rimini are the Milano-Bologna-Rimini and Roma-Ancona-Rimini lines (RIMINIFIERA station). www.trenitalia.it - www.riminifiera.it/stazione



FREE SHUTTLE BUS SERVICE

> to and from
Bologna Airport (estimated route time 1h and 30 m.)
or Forlì Airport (estimated route time 30 m.)
Compulsory booking: www.saporerimini.it
or call +39 0541 744266 starting from 20/02/2012.



BY CAR

Adriatica A14 highway linking Bologna and Rimini.
To reach the exhibition centre exit at Rimini Nord (3 km)
or Rimini Sud (7 km). www.autostrade.it



BY AIR

Airports:
Rimini: www.riminiairport.com
Bologna (120 km): www.bologna-airport.it
Ancona (90 km): www.ancona-airport.com
Forlì (50 km): www.forliaairport.it



HOTEL RESERVATION TRAVELACX

TRAVELACX Business Travel Service
Via Sassonia, 30 - 47922 Rimini - Italy
Tel. (+39) 0541 305882, 800.083.663
Fax (+39) 0541 305842
www.travelacx.it
bookingfiera@adriacongrex.it
Convenient Flight + Hotel packages are also available



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INFORMATION