

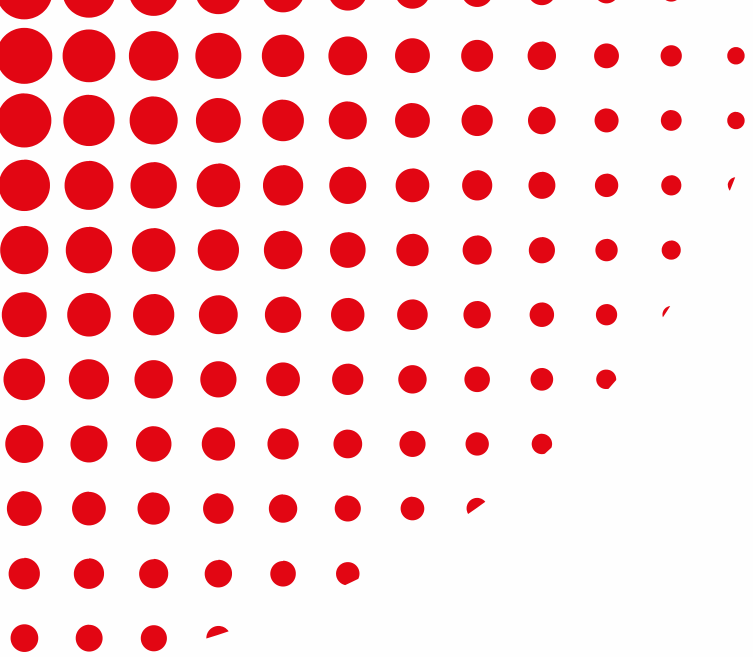
TUTTOFOOD
INTERNATIONAL
FOOD EXHIBITION MILANO

11|14 MAY.2026

International Area 2026

Powered by Koelnmesse Italy





Advantages

of exhibiting in the
International Area

Koelnmesse-powered INTERNATIONAL AREAS will be showcased across various products halls, highlighting top international food and beverage players.

If you are looking for a special showcase for your latest products, the INTERNATIONAL AREA:

- Represents the **most convenient and comprehensive solution** for your participation;
- **Top** destination for national and international buyers and distributors;
- Offers an **high- visibility platform**, featuring eye-catching booth packages and premium services;
- It is a **full-service package**, from stand construction, all the way to professional advertising and media service.

Your way to success



Prominent location in the target halls to locate exhibitors in the right Hall for their products



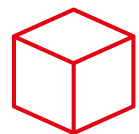
Eye-catching and attractive stand construction that creates an inviting atmosphere



Best platform to showcase your latest products



Ready to use stand



3D stand configurator platform



Professional service - the project team will take care of the organization and all related aspects - before, during and after the show



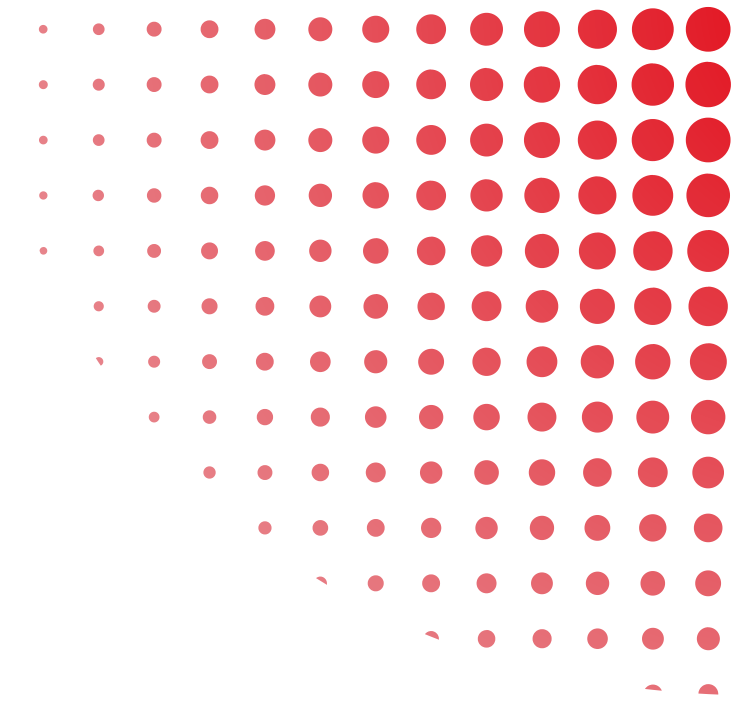
Hall Allocation 2026

The **International Areas** are strategically positioned in prime, central locations within each exhibition hall!

You'll be located in the Hall dedicated to your specific product category – ensuring maximum visibility and direct access to your target audience.



WHAT IS INCLUDED IN THE PRICE?



Regular Rate
€ 550/sqm

Discounted Rate
€ 500/sqm*

*for registrations until August 31st 2025

+ € 360 Catalogue Entry
Fee

01

Stand Construction

All inclusive booth
packages from 14 sqm

02

Communication & Services

Entry in all show media
and access to the BUSINESS
AGENDA - a matchmaking
program with over 3.000
Hosted Buyers

03

All-round Support

Before, during and after
the show by English and
German speaking staff

Stand construction for a 14 sqm stand*

*the number of entitlements may change according to the booth size

- Space rental
- Booth construction with carpet
- Partition walls
- Power supply
- Fascia board with company name/logo
- 1 table
- 3 chairs
- 3x pieces of furniture of choice (among the given list from the stand constructor)
- 1 power socket 220V
- Lockable storage room 1mx1m with 3 shelves, 3 hanging coats, 1 paper basket, 1 power strip 220V



GET IN TOUCH WITH OUR TEAM

We are available to answer
your questions!



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