



54<sup>th</sup> Fiera del Riso

Isola della Scala (VR)

HOSTS

tast@  
of earth

Take part in the

2022  
edition

from 24<sup>th</sup> September  
to 2<sup>nd</sup> October 2022

BECOME AN EXHIBITOR

Ente  
Fiera  
IsoladellaScala



The big news is **“Taste of Earth”** which is held from **24th September to 2nd October** and will be set up within the “Fiera del Riso”. The new event will have **a dedicated covered area**, offering visitors two complementary macro-areas, the well-known “Fiera del Riso” and “Taste of Earth”. Entrance to visitors is free.

The Fair will be the ideal environment in which exhibitors from all over the world can present their products, tell their story, valorizing the culture and typicality of the territory from which they come. Firstly, the products on display will be food and wine products, secondly, handi-crafts, typical clothing and accessories, household products, games, bijoux, cosmetics, furniture, entertainment and art.

Companies can promote and sell their products to the general public, expanding and consolidating their target market. **“Taste of Earth”** aims to be primarily **a business-to-consumer event**, but also to create opportunities for suppliers and buyers to meet.



## The greatest exhibition dedicated to rice



For over 50 years, the **Fiera del Riso** represents the main event focus on the world of rice, with over half a million visitors within 19 days.

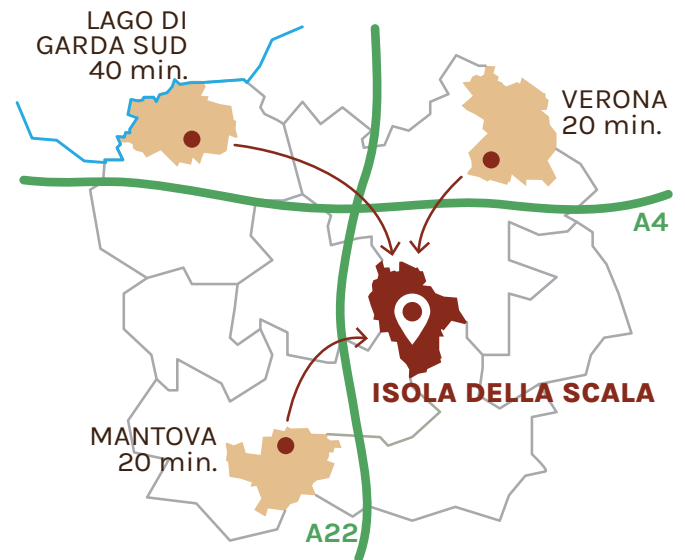
The Exhibition is an exquisite food and beverage and cultural appointment, which provides its visitors with entertainment opportunities thanks to a series of parallel events that allow you to experience it throughout the day. You will find : **show cooking, performances, music, exhibitions, conventions, the Trade Fair and the Farm Village for the youngest. In addition Taste of Earth is the big news of 2022.**

The extraordinary attendance of visitors is guaranteed by the **excellence of the product** – Nano Vialone Veronese IGP Rice - and the **strategic position** that enables to be reached by important cities such as Verona and Mantova that are distant 20 minutes away, whereas Trento, Brescia and Padova just over an hour.

People come from all the regions of Italy and from several foreign countries thanks to the railway station, the proximity of the airport and the easy access to the main motorways.

The focal point of the Fair is the modern Palariso, that together with the Rice Park counts 30.000 square meters of exhibition area which allows the presence of over 150 exhibitors and sponsors from Italy and abroad.

The **Trade Fair** takes place in this area, where there is not only **the world of home at 360° degrees**, but also excellences **of food, handcraft, clothing, bijoux**.



## An event communicated effectively

Fiera del Riso not only has **natural brand recognition** due to its long and important history, but also **keeps its own brand awareness alive thanks to advertising campaigns** which take advantage of the main communication channels, from the **mainstream media offline** (Newspaper, radio, tv, billboards and buses) **to more modern digital media**, including the essential social channels.

**Figures of Exhibition**

**+ 500,000**  
visitors

**500,000**  
course served

**150**  
exhibitors

**30,000**  
metres of  
exhibition spaces

**19**  
days of show  
cooking, events,  
and appointments

# Map

- 1** PRÀ PIGANZO
- 2** ISOLA DEI SAPORI
- 3** CENTRO RISI (*scoperta*)
- 4** CENTRO RISI (*coperta*)  
**E TASTE OF EARTH**
- 5** HALL
- 6** PALARISO
- 7** PALA RISITALY



# TASTE OF EARTH

24 Settembre

tast@  
of earth

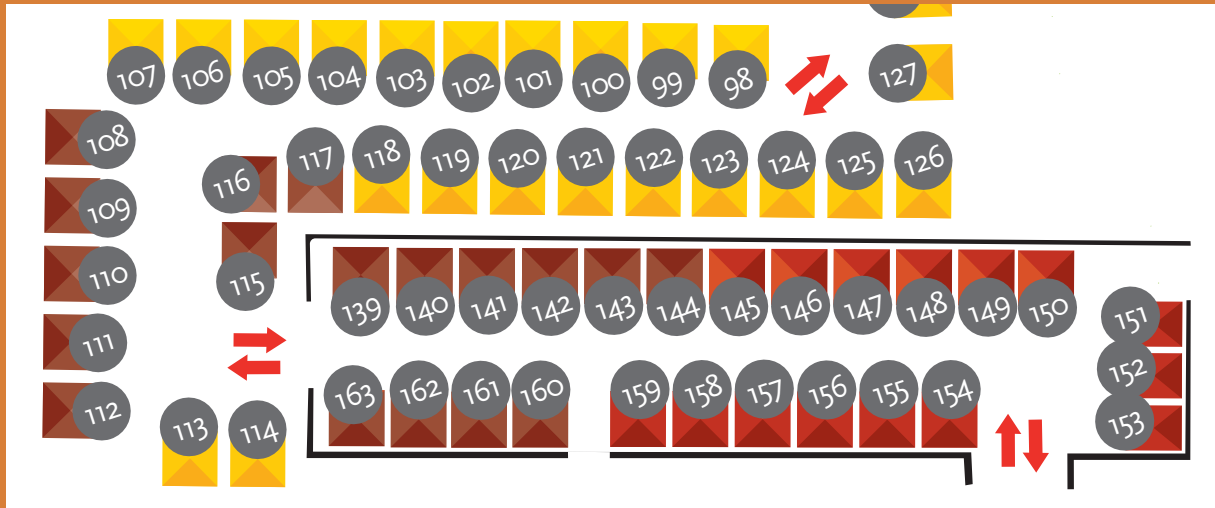
2 Ottobre



54<sup>th</sup> Fiera del Riso

14 Settembre

2 Ottobre



## Stands



**STAND SET UP**  
minimum size 4x4

Inclusive of dividing walls, lighting, power socket and sign with company name.



**BRANDED STAND KIT**  
BASE - MEDIUM - PLUS

## Exhibition spaces' cost

<b>REGISTRATION FEE</b>	<b>€ 300,00 + VAT</b>
<b>TASTE OF EARTH</b> With Stand Set up: minimum size 4X4 <i>Inclusive of dividing walls, lighting, power socket and sign with company name.</i>	<b>€ 80,00 + VAT</b> per square metre
<b>KW in addition</b>	<b>€ 100,00 + VAT</b> per Kw
<b>Lighting in addition</b>	<b>€ 50,00 + VAT</b> each
<b>Water connection</b>	<b>€ 150,00 + VAT</b>

## Opening Times

From 24<sup>th</sup> September  
to 2<sup>nd</sup> October

**On Saturday**

from 11.00 a.m. to 01.00 p.m.

**On Sunday**

from 10.00 a.m. to 24.00 p.m.

**On Friday**

from 18.30 a.m. to 01.00 p.m.

**From Monday to Thursday**

from 18.30 a.m. to 24.00 p.m.



**Do you want to make your company  
even more visible and recognisable?**

Become **official sponsor of Fiera del Riso.**

You will speak to over half a million of people, by **presenting your services  
in an original way in a context full of business and opportunities.**

Contact us! **We will find the best solution that meets your goals together,**  
highlighting unique qualities of your brand.

**tast@  
of earth**

**We are waiting for you  
from 24<sup>th</sup> September  
to 2<sup>nd</sup> October 2022**

**For more information**  
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