



MONDIAL du
FROMAGE
et des Produits Laitiers

INTERNATIONAL CHEESE TOURS
LOIRE VALLEY

The international professional rendezvous for all those involved in the cheese and dairy products sectors



TOURS

1 • 2 • 3
june 2013

Why be an exhibitor?

- Present your innovative products
- Develop your reputation
- Meet new customers



Over 2,000 professional visitors expected

The International Cheese Tours is aimed exclusively at professionals and admission to the Fair will be free.

Visitors can make their admission and badge requests direct on the event website so as to facilitate entry conditions.

A dynamic communication plan is in the pipeline in order to spread word of the event to as many actors as possible in the cheese and dairy products sectors.

The Organization is also based on the competences and the experience of its Adviser-Expert Mr. Rodolphe LE MEUNIER, Best International Cheesemonger in 2007 and "Meilleur Ouvrier de France", as well as on the partnership of key actors of the sector such as the International Cheesemongers Guild, the magazine "Profession fromager", l'IEHCA or institutional partners.



Rates suited to all pockets

For the launch of the Fair, you will enjoy especially attractive conditions adapted to all budgets.

3 Packs

1st-year launch price with a once-only 35 % discount:

A Semi-equipped 9 m² (3 m x 3 m) stand

- Stand partitions (h = 2.40 metres)
- Stand lighting
- 1 double-sided sign
- Daily cleaning of stand
- Administrative costs
 - An invitation to the prize-giving soiree
 - 2 badges
 - 10 invitation cards to the event
 - Inclusion in the exhibitors' catalogue (paper + website)...

€1,288 excluding VAT instead of €1,855 excluding VAT

B Fully equipped 9 m² (3 m x 3 m) stand without refrigerated display case

- Semi-equipped stand
 - + 1 table and 3 chairs
 - + 1 3-kw electrical connection
 - + 1 green plant 1.80 metres high

€1,521 excluding VAT instead of €2,088 excluding VAT

C Fully-equipped 9 m² (3 m x 3 m) stand with refrigerated display case

- Fully-equipped stand
 - + refrigerated display case

€2,421 excluding VAT instead of €2,988 excluding VAT

Supplementary 9 m² module:
€1,053 excluding VAT instead of €1,620 excluding VAT

Co-exhibitor registration:
€235 excluding VAT per co-exhibitor



Contests to be held

The International Cheese Tours flagship event, the "International Best Cheesemonger Contest" will provide an opportunity for candidates selected to show off their know-how and creativity in a series of challenging tests.

This contest will be endowed with attractive awards, the regulation and registration on the web site, before February 15 th, 2013.

An international "Products" contest, reserved for the exhibitors, will also be held over the same period.



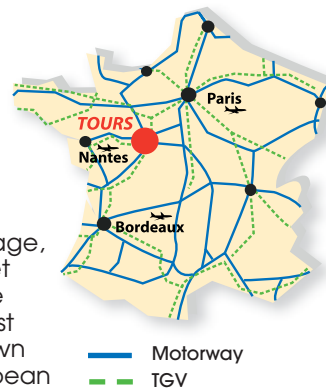
Conferences designed for professionals

Conferences and round tables facilitated by a variety of actors in the cheese and dairy products sectors will be held over the course of the 3 days.



Tours, wellbeing and a warm welcome

Tours is a city of heritage, gastronomy and culture set in the heart of the Loire Valley. Ideally located to host international events, the town is situated on a major European communication hub and is one of the great economic centres less than an hour from Paris.



An international exhibition site entirely given over to the event

The Vinci Congress Centre is located in Tours city centre, opposite the TGV railway station and a car park with over 700 spaces.

With over 2,500 hotel rooms of all categories available, including 1,300 within easy walking distance, the Centre has been the chosen venue for a wide range of national and international events.



For further information:
www.cheese-tours.com

Provisional programme

▶ Saturday 1 June

From 9 a.m. to 7 p.m.

- The Fair is open to visitors
- Conferences

▶ Sunday 2 June

From 9 a.m. to 7 p.m.

- The Fair is open to visitors
- World Contest of the Best Cheesemonger

8 p.m.

- Prize-giving soiree

▶ Monday 3 June

From 9 a.m. to 5 p.m.

- The Fair is open to visitors
- International Products Contests
- Conferences
- General Assembly of the International Cheese Guild

Exhibitor contact:

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www.cheese-tours.com

Tours Evénements

VINCI Centre International de Congrès de Tours

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In partnership with:



Profession
fromager

Rodolphe Le Meunier

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DE L'ALIMENTATION