

# TUTTOFOOD INTERNATIONAL FOOD EXHIBITION MILANO

11 | 14 MAGGIO. 2026

## EXHIBITOR'S GUIDE



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Con il patrocinio di / With the patronage of:

fiere-parma-milano



European  
Commission



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Ministry of Foreign Affairs  
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ITALIAN TRADE AGENCY

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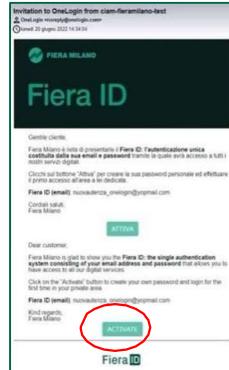
# 1) FIERA ID

To access the Exhibitor Portal <https://espositore.fieramilano.it>, you must use your **Fiera ID**, which is activated upon registration for a Fiera Milano exhibition.

**Follow these steps to set up:**

## Step 1

You will receive an activation email from [noreply@onelogin.com](mailto:noreply@onelogin.com). Click 'Activate' to set login credentials.



Invitation to OneLogin from ciam-fieramilano-test  
O OneLogin [www.onelogin.com](https://www.onelogin.com)  
O [www.onelogin.com](https://www.onelogin.com)

## Fiera ID

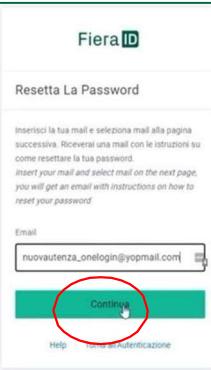
Gentile cliente,  
Fiera Milano è lieta di presentarvi il Fiera ID: l'autenticazione unica  
che consente di accedere a tutti i servizi e a tutti i password di cui si ha bisogno per accedere a tutti i servizi digitali.  
Clicca sul bottone "Attiva" per creare la tua password personale ed effettuare il login per la tua esigenza di accesso a tutti i servizi digitali.  
Fiera ID (email): [noreply.onelogin@onelogin.com](mailto:noreply.onelogin@onelogin.com)  
Controlla subito:  
Fiera Milano

ATTIVA

Dear customer,  
Fiera Milano is glad to show you the Fiera ID: the single authentication  
that allows you to access all our services and all the passwords you need to  
access our digital services.  
Click on the "Activate" button to create your own password and log in for the  
first time in your private area.  
Fiera ID (email): [noreply.onelogin@onelogin.com](mailto:noreply.onelogin@onelogin.com)  
Kontaktieren:  
Fiera Milano

ACTIVATE

Fiera ID



## Fiera ID

Resetta La Password

Inserisci la tua mail e seleziona mail alla pagina  
successiva. Riceverai una mail con le istruzioni su  
come resettare la tua password.  
Insert your mail and select mail on the next page;  
you will get an email with instructions on how to  
reset your password

Email

Continua

Help | [Password Dimenticata](#)

## Step 2

After clicking on 'Continue' you must select Email as the Authentication Factor and verify your mailbox as indicated on the screen.



## Fiera ID

Selezione Fattore di Autenticazione

Email



## Fiera ID

Email

Controlla la tua casella di posta elettronica e trova l'email di OneLogin. Per completare la procedura,  
fai clic sul link per la reimpostazione della  
password contenuto nell'email.  
Non vedi l'email? Controlla la cartella spam.

An email in English will be sent to your inbox, again from [noreply@onelogin.com](mailto:noreply@onelogin.com) which will invite you to click to reset your password. Once you have **clicked on the email from the webpage, you will be able to choose your password.**



Forgot your password  
noreply@onelogin.com  
Lunedì 20 giugno 2022 14:35:45  
Visualizza le immagini

If you have requested a new password for your OneLogin account, please click on the link below to select a new password.  
Click link to reset your password  
Click here to reset your password  
If you did not request a new password, please ignore this email.



## Fiera ID

Cambia Password

Nuova Password

Modifica

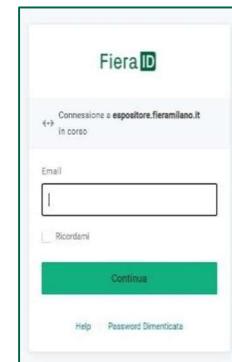
Minimo 8 caratteri  
Lunghezza massima dei caratteri  
1 lettera minuscola  
1 lettera maiuscola  
1 numero  
1 carattere speciale

Annula

## Step 3

After setting a new password, you can log in to the exhibitor portal (<https://espositore.fieramilano.it>) using your email and previously chosen password.

Once you are in the portal, you will be asked to accept the privacy and use policies for both the portal and the exhibitions you have registered for. *Read through the various boxes and scroll down until you see a green tick.*



Fiera ID

Connessione a espositore.fieramilano.it  
In corso

Email

Ricordami

Continua

Help | [Password Dimenticata](#)



Fiera ID

Connessione a espositore.fieramilano.it  
In corso

Email [eservice.marketing@fieramilano...](mailto:eservice.marketing@fieramilano...) Non sei tu?

Password

Continua

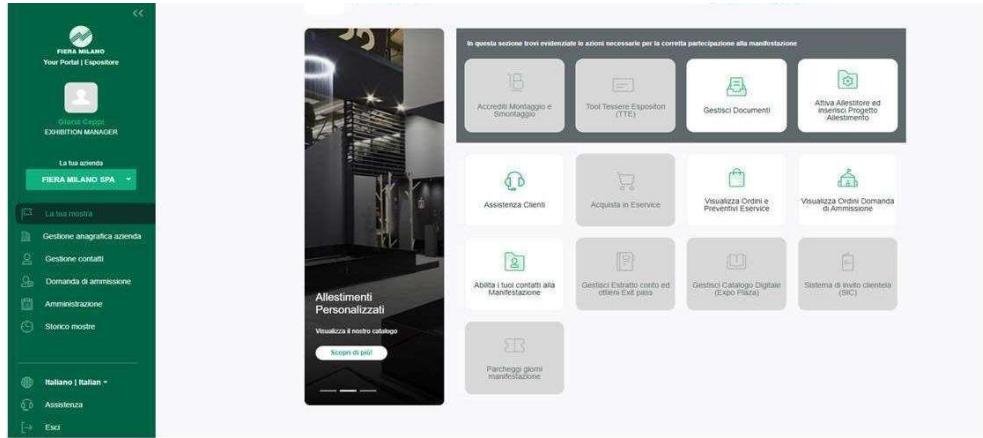
Help | [Password Dimenticata](#)

If you don't have your Fiera ID yet, contact us now: [help@fieramilano.it](mailto:help@fieramilano.it)

## 2) EXHIBITOR PORTAL - MAIN FEATURES

The exhibitor portal is the sole portal for Fiera Milano exhibitors and is accessible exclusively via the Fiera ID at <https://espositore.fieramilano.it>

It has links to all the services available for the exhibition.



### Build up and dismantling registration

- Personal access pass and temporary vehicles for build up and dismantling

### Exhibitor Badges Tool (*available once participation fees have been paid*)

- Exhibitor pass

### Manage documents

- View mandatory documents and accept them if required
- Consult and download documents related to the exhibition, including: notification of stand allocation, exhibition centre technical regulations, setting up/dismantling circular and exhibitor manual

### Activate Stand Fitters and register Stand Project

- Register your stand fitters
- Upload the stand project

### Customer service

- Open an assistance ticket

### Buy on E-service

- Purchase \*services of interest to you in the e-commerce shop
- Purchase invitations and additional exhibitor badges
- View E-service orders and quotes for a summary of orders and quotes

⇒ \*The following flat-rate services are included in the tariff: basic cleaning of the stands (carried out during hall closing hours and which includes: cleaning of floors and/or coverings (excluding carpet cleaning), dusting of furniture (excluding items on display) and emptying bins. Fire extinguishers in accordance with the law, advertising tax, payment of copyright fees arising from any audiovisual installations in exhibition spaces, subject to tax regulations.

The first 32 A/400 V, three-phase, three-wire, three-pole, neutral and earth (3P+N+T) CEE socket with an installed power of up to 10 kW is included. For this first connection, in the event of surpluses exceeding 10 kW, a flat fee of €200.00 will be charged on the final statement.

## Enable your contacts at the Exhibition

- Allow your colleagues to view the Exhibitor Portal
- Forward the login password to your colleagues

## Manage account statement and get an Exit Pass

- View your account statement
- **Download the Exit Pass needed to leave the exhibition centre**

## Customer Invitation Systems (SIC)

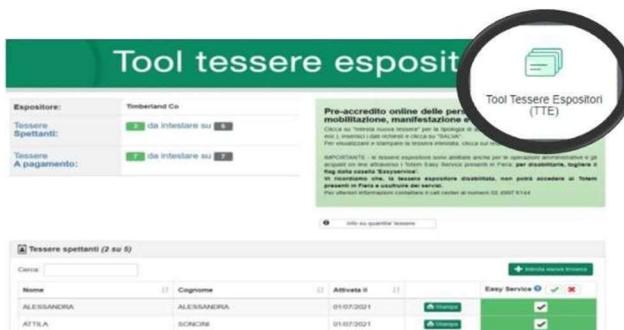
- Send purchased invitations to your customers

## Parking for exhibition days

- Download parking permits after confirming and purchasing on E-service

# 3) EXHIBITOR BADGES

The Exhibitor Portal has an 'Exhibitor Badge Tool' button that allows you to manage your badges online. Exhibitors must register the names assigned to the badges and print a PDF for each name at the end of the process to be shown at the entrance to the exhibition.



The screenshot shows the 'Tool tessere espositori' (TTE) interface. At the top, there is a summary of assigned badges: 'Tessere spettanti (2 su 5)' with a table showing two entries: 'ALESSANDRA' and 'ATTILA'. Below this, a large button labeled 'Stampa tessere espositori' (Print exhibitor badges) is highlighted with a circular overlay. The background shows a 'Pre-accredito online delle persone coinvolte, manifestazione e spettacoli' (Online pre-crediting of involved persons, exhibition and performances) section with a note about the 'Regola espositore' (Exhibitor Regulation).

The system shows the number of badges still to be registered and the total amount of passes assigned.

Summary of the number of badges already assigned and generated.

To view and download assigned passes, click on the 'Print' button.

To register a pass, click '+ register new badge', enter the first name and surname, and then click 'Save'.

Please note that badges will only be issued once the balance has been paid in full.

Any additional exhibitor badges can be purchased by entering the 'BUY IN-E-SERVICE' screen in the 'REGISTRATION AND PERMITS' section under EXHIBITOR BADGES



The dialog box is titled 'Intesta una nuova tessera'. It contains fields for 'Nome' (Name) and 'Cognome' (Surname), each with a placeholder icon of a person. Below the fields are 'Salva' (Save) and 'Chiudi' (Close) buttons.

## 4) BUILD UP / DISMANTLING REGISTRATION



This screen allows you to register the licence plates of vehicles and the names of personnel who must have access during build up and dismantling.



Use the Activate Stand Fitters button to register your suppliers and stand fitters

## 5) CUSTOMER INVITATIONS

Digital invitations/passes can be purchased on the Exhibitor Portal in the E-Service section. To view and forward customer invitations to your customers, click on the 'Customer invitation system' screen.

This screen opens:

- Click on 'New Send' to send invitation codes
- You can personalise the invitation card with your company logo if you wish
- Click on this icon on the page for more information

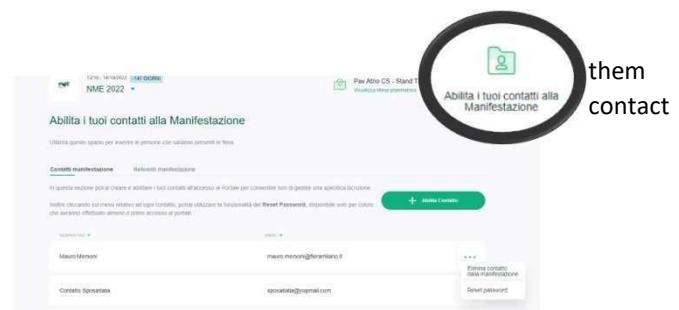


Tipo invito	Assegnati	Invitati	Residui	Statistiche	Reinvii / lista inviti
Omaggio organizzatore	2	1	1		

## 6) ENABLE YOUR CONTACTS AT THE EXHIBITION

This section allows exhibitors to grant other colleagues access to the Exhibitor Portal.

You can also reset and send them the Fiera ID again to give access to the platform. You can also completely delete a contact that has been entered previously.



## 7) HOW TO GET HERE

Fiera Milano is easy to reach from the city and from anywhere in Italy and abroad, thanks to Milan's excellent road and air connections. Select your preferred method of travel to the exhibition centre and read the relevant information:

### Metro

- From the centre of Milan, you can get to Tuttofood directly on the M1 line, which terminates at Rho Fieramilano.
- You can also reach Rho Fiera by suburban (S-Line) or regional trains.

<https://www.atm.it/>

### Car

To get here by car use the A50 Tangenziale Ovest/A4 Venezia, A8 Varese, A9 Como (exit Fiera Milano, PERO-FieraMilano). There are over 10,000 parking spaces for visitors.

To book a daily parking space at the Fieramilano-Rho car parks visit <https://fieremilano.apcoa.it/it/>

### Train

High Speed/Regional/Regional Speed/ Trenord S5/S6/S11 — Rho Fiera station. For information: <https://www.trenord.it>

<https://www.trenitalia.com>

<https://www.italotreno.it/it>

### Taxis

Taxis can be booked by calling one of the following telephone numbers:

+39 02 8585  
+39 02 6969  
+39 02 4040  
+39 02 4000  
+39 02 5353

## 8) WHERE CAN I GET HELP

You can request help by clicking the 'Assistance' button in the sidebar on the exhibitor portal

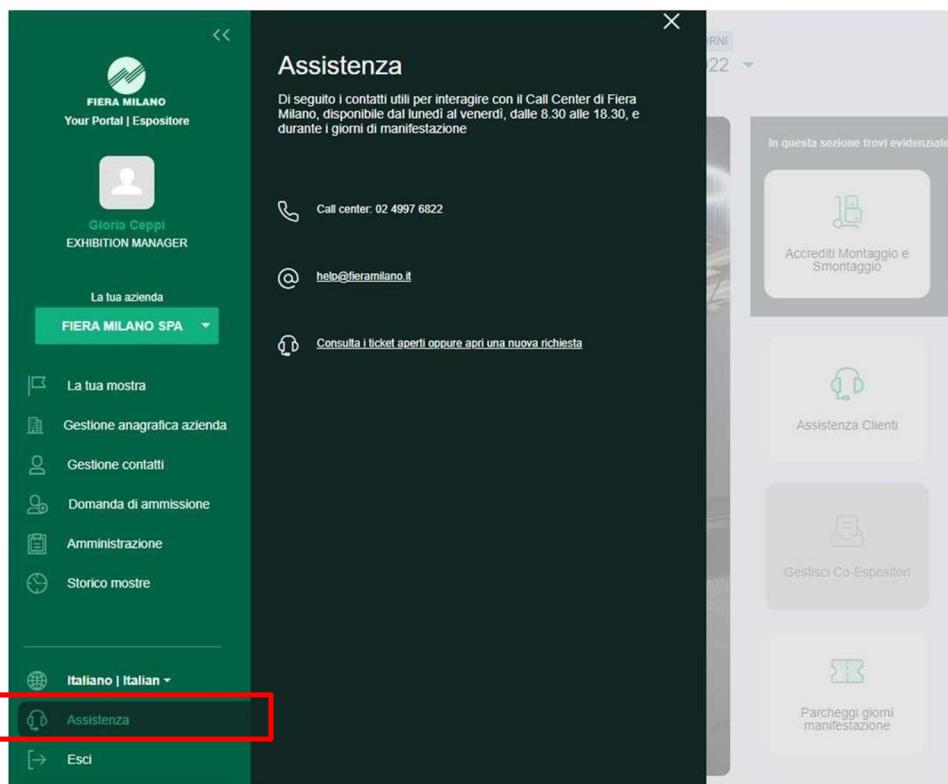
<https://espositore.fieramilano.it> Here you will find:

### Support contacts

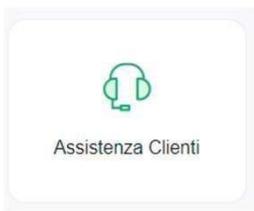
- Email [help@fieramilano.it](mailto:help@fieramilano.it)
- Call Centre number +39 02 49976822



### Page with updated instruction manuals



The screenshot shows the Fiera Milano Exhibitor Portal interface. On the left, a sidebar lists various options: 'FIERA MILANO Your Portal | Espositore', 'Gloria Ceppi EXHIBITION MANAGER', 'La tua azienda FIERA MILANO SPA', 'La tua mostra', 'Gestione anagrafica azienda', 'Gestione contatti', 'Domanda di ammissione', 'Amministrazione', 'Storico mostre', 'Italiano | Italian', and 'Assistenza'. The 'Assistenza' button is highlighted with a red box. The main content area is titled 'Assistenza' and contains information about the Call Center, email, and ticketing. To the right, there are cards for 'Accrediti Montaggio e Smontaggio', 'Assistenza Clienti', 'Gesisci Co-Espositori', and 'Parcheggi giorni manifestazione'.



Alternatively, you can open an assistance ticket by clicking on the screen '**Customer Service**' on Exhibitor Portal homepage.

## 9) TECHNICAL TEAM

Food and catering service — [ristorazione@fieramilano.it](mailto:ristorazione@fieramilano.it)

Hanging service — [ufficioappendimenti@fieramilano.it](mailto:ufficioappendimenti@fieramilano.it)

Sale of pre-fitted stands

[Tuttofood.allinclusivestand@fieramilano.it](mailto:Tuttofood.allinclusivestand@fieramilano.it)

Sale of customised stands — [allestimenti.personalizzati@fieramilano.it](mailto:allestimenti.personalizzati@fieramilano.it)

Customer service — [tuttofood@customerservice.fieramilano.it](mailto:tuttofood@customerservice.fieramilano.it)

## 10) BULID UP AND DISMANTLING

TUTTOFOOD INTERNATIONAL FOOD EXHIBITION MILANO		11 14 MAGGIO.2026		halls 1-2-3-4-5-6-7-8-10-12 fieramilano, Rho	
SETTING-UP	DAYS	OPENING HOURS of the halls		TYPE OF VEHICLES ALLOWED	ENTRANCE GATES
		from	to		
	Wednesday, May 6	7:30 AM	8:00 PM	all types of vehicles	<ul style="list-style-type: none"><li>- PORTA SUD - PORTA EST (pedestrian)</li><li>- CARGO 1 (GPS + 45°31'22.67", +9°4'51.21")</li><li>- CARGO 5 (GPS + 45°31'14", +9°4'33.76")</li><li>(open until 12:00 PM)</li></ul>
	Thursday, May 7	7:30 AM	8:00 PM		
	Friday, May 8	7:30 AM	8:00 PM		
	Saturday, May 9	7:30 AM	8:00 PM		
	Sunday, May 10	7:30 AM	2:00 PM*		
* PLEASE NOTE, On May 10th: - private cars, without the need to unload exhibition goods, cannot reach the halls, but they must stop at Largo Nazioni; - only stand dressing, decoration and final touches within the stand will be allowed; - the fitter companies must complete all stand-fitting activities strictly by 2 PM, as the remaining time will be used by Fiera Milano for gangway cleaning and laying of the carpet; - only exhibitors will be allowed to stay inside their booth until 6 PM.					
DISMANTLING	Thursday, May 14	5:00 PM	6:30 PM	hand parcels only and Fiera Milano activities **	<ul style="list-style-type: none"><li>- PORTA SUD - PORTA EST (pedestrian)</li><li>- CARGO 1 (GPS + 45°31'22.67", +9°4'51.21")</li></ul>
		6:30 PM	12:00 AM		
	Friday, May 15	7:30 AM	6:30 PM	all types of vehicles	<ul style="list-style-type: none"><li>- PORTA SUD - PORTA EST (pedestrian)</li><li>- CARGO 1 (GPS + 45°31'22.67", +9°4'51.21")</li><li>- CARGO 5 (GPS + 45°31'14", +9°4'33.76")</li><li>(open until 12:00 PM)</li></ul>
	Saturday, May 16	7:30 AM	6:30 PM		
	Sunday, May 17	7:30 AM	6:30 PM		
** From 5:30 PM the carpet removal is planned and from 6:00 PM electricity motive power disengage in the booths.					

### NOTE

FIERA MILANO reserves the right to direct all vehicles arriving at the Largo Nazioni car park.

Please note that access to the fairgrounds is subject to pre-registration of vehicles and individuals participating in exhibition activities. The security service will carry out spot checks to verify the validity of access documents and ensure they correspond with a valid identity document.

Access to areas of the exhibition centre where build up and/or dismantling activities are taking place is prohibited for non-professionals and children under 15 years of age.

The sale of alcohol and spirits is prohibited inside the fairgrounds from 7 a.m. to 6 p.m., except on days when exhibitions are open to the public. The consumption of 33cl of beer or one glass of wine is permitted during the lunch break (12 p.m. –2 p.m.) only.

#### **ISSUING ACCESS PERMITS:**

- personnel/vehicle pre-registration and printing of relevant access permits must be carried out exclusively in self-provisioning mode using the features already set up on the Exhibitor and Stand Fitter Portals;
- access to the Logistics Desk (Largo Nazioni Est, Cargo 1 entrance and external Cargo 5) may only be granted in exceptional cases and must be agreed by telephone on 02 4997 6304 or by email to [logisticafiera@fieramilano.it](mailto:logisticafiera@fieramilano.it).

For further information on build up and dismantling work, technical details, and provisions regarding mobility within the fairgrounds, please refer to the Fiera Milano Technical Regulations, which are available on the Fiera Milano website: <https://exhibitors.fieramilano.it/> > Technical documents >

link to the reference exhibition.

It should be noted in particular that all persons working on behalf of the exhibitor, including contractors and subcontractors, are required to provide their employees with the identification badge referred to in articles 18, 21 and 26 of Legislative Decree 81/08.

Requests for early entry must be verified for availability and feasibility by Fiera Milano's Customer Service. Any technical services required (e.g. hangers, water connection, compressed air connection or electrical connection) must be confirmed on the system within five working days of the requested entry date and are subject to quotation. On early entry days, the 16A BLU service sockets will be active.

#### **EXTENDED HOURS**

Any proven need for extensions to the scheduled times during the build up and dismantling phases (excluding the day before the exhibition) must be requested from Customer Service – Exhibitor Assistance by completing a specific form. The request must be made within 48 hours of the day to which the extension relates. At the time of the request, Customer Service – Exhibitor Assistance will communicate the flat hourly rate to be paid to Fiera Milano as reimbursement for expenses. Requests for extensions made without 48 hours' notice will incur price supplements.

On the eve of the Exhibition:

- build up work not authorised in advance by the Organising Body in agreement with Fiera Milano is forbidden;
- no extensions will be granted beyond the scheduled closing time.

In the event of an unauthorised delay in vacating the stand after closing time, Fiera Milano (Customer Service – Exhibitor Assistance, supported by the Security Service) will impose a penalty of €250 for each hour (or part thereof) that the stand is occupied beyond the permitted time. This penalty is in addition to any compensation for damage.

# 11) STAND FITTINGS: EXCESSIVE HEIGHT AND STRUCTURE TESTING

With reference to Article 19.1 of the Exhibition General Conditions, please note:

## **MAXIMUM ALLOWABLE HEIGHT**

The stand is set at a height of 3.00 metres. Excessive height will result in an additional charge.

## **APPROVAL OF STAND PROJECTS**

Stand projects must be uploaded to the Fiera Milano Exhibitor Portal and include floor plans, quoted sections and renderings. Fiera Milano S.p.A., through its Customer Service for Exhibitors Assistance department, will verify that the stand project complies with the Exhibition and Technical Regulations and will request any necessary changes.

## **FINISHES**

The upper part of the stand must be finished to a high standard. Walls adjacent to other stands must also be finished to a high standard and have a neutral finish. Access to individual systems must be guaranteed, whether the flooring is carpeted or raised.

## 12) IMPORTANT DATES

<b>BY 30 JANUARY 2026</b>	<b>BALANCE PAID FOR EXHIBITION SPACE</b> - invoices issued after that date will be payable on demand, before build up begins.
<b>BY 5 MARCH 2026</b>	<b>STAND PROJECT UPLOADED TO EXHIBITORS PORTAL</b>
<b>BY 22 MARCH 2026</b>	<b>TECHNICAL SERVICE ORDERS ON E-SERVICE:</b> Deadline for orders (hangers, electrical and/or water fittings, 24 hour energy..) on the online platform. Subject to availability, services will be provided at the end of the previously booked work after this deadline
<b>BY 28 MARCH 2026</b>	<b>DIGITAL CATALOGUE — visitor guide deadline:</b> The visitor's guide will contain information on exhibitors and registered business brands, which can be found at the following <a href="#">link</a> : <a href="https://catalogo.fiereparma.it/wp-login.php?t=Rk76UB5U5JtenywbuML8">https://catalogo.fiereparma.it/wp-login.php?t=Rk76UB5U5JtenywbuML8</a> by 28 March 2026. The secretariat will publish the catalogue, which will then be visible and available on the official website.
<b>BY 21 APRIL 2026</b>	<b>FINALISE SERVICE ORDERS ON E-SERVICE.</b> The cost of purchasing water systems, compressed air systems, fire-fighting equipment, construction services, security, cleaning and hanging services increases if purchased less than 20 days before the start of the exhibition.
<b>6 MAY 2026</b>	<b>START OF STAND BUILD UP HALLS 1-2-3-4-5-6-7-8-10-12</b> From Wednesday, 6 May to Sunday, 10 May from 7:30 a.m. to 8 p.m.
<b>10 MAY 2026</b>	<b>DEADLINE FOR STAND BUILD UP</b>  Stand fitting companies must complete all stand preparation work by 2 p.m. to allow Fiera Milano to prepare for the exhibition; only exhibitors will be allowed to stay on the stand after 6 p.m..
<b>11 MAY 2026</b>	<b>EXHIBITION OPENING</b> <ul style="list-style-type: none"><li>visitors: 11 - 13 May: 9:30 a.m. to 6 p.m. - last day of the exhibition: 14 May, 9:30 a.m. to 5 p.m.</li><li>exhibitors: 11 - 13 May: 8:30 a.m. to 7 p.m. - last day of the exhibition: 14 May, 8:30 a.m. to 6 p.m.</li></ul>
<b>14 MAY 2026 5 P.M.</b>	<b>ACCOUNT STATEMENT BALANCE PAID</b> <b>EXHIBITION CLOSING</b>
<b>14 MAY 2026</b>	<b>START OF STAND DISMANTLING HALLS 1-2-3-4-5-6-7-8-10-12</b>  From Thursday, May 14 from 6:30 p.m. to midnight, from 5 p.m. to 6:30 p.m. only hand-carried boxes and Fiera Milano activities. From Friday, 15 May to Sunday, 16 May from 7:30 a.m. to 6:30 p.m.