TUTTOFOOD MILANO
INTERNATIONAL FOOD EXHIBITION
11 | 14 MAGGIO.2026

EXHIBITOR'S GUIDE

FIERE DI PARMA

FIERA MILANO

Fiere di Parma S.p.A. - Viale delle Esposizioni 393a - 43126 Parma
Tel. +39 0521 996 206 / 840 (Segreteria)
segreteria@pec.fiereparma.com

Con il patrocinio di / With the patronage of :

fiere-parma-milano

European Commission | Regione Lombardia | Comune di Milano

In collaborazione con / In collaboration with:

madeinitaly.gov.it

Ministry of Foreign Affairs and International Cooperation

ITA ITALIAN TRADE AGENCY

CONTENTS

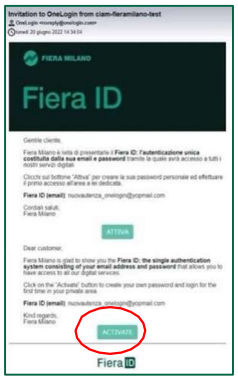
1. Fiera ID
2. Exhibitor portal — Main features
3. Exhibitor badges
4. Build up and dismantling registration
5. Customer invitations
6. Enable your contacts at the exhibition
7. How to get here
8. Where can I get help
9. Technical team
10. Build up and dismantling
11. Stand fittings: excessive height and structure testing
12. Important dates

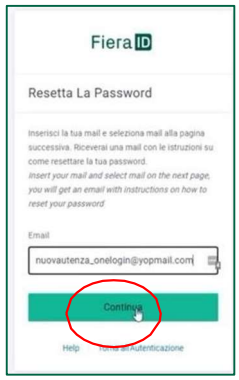
1) FIERA ID

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. Click 'Activate' to set login credentials.





Step 2
After clicking on 'Continue' you must select Email as the Authentication Factor and verify your mailbox as indicated on the screen.

An email in English will be sent to your inbox, again from 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.**

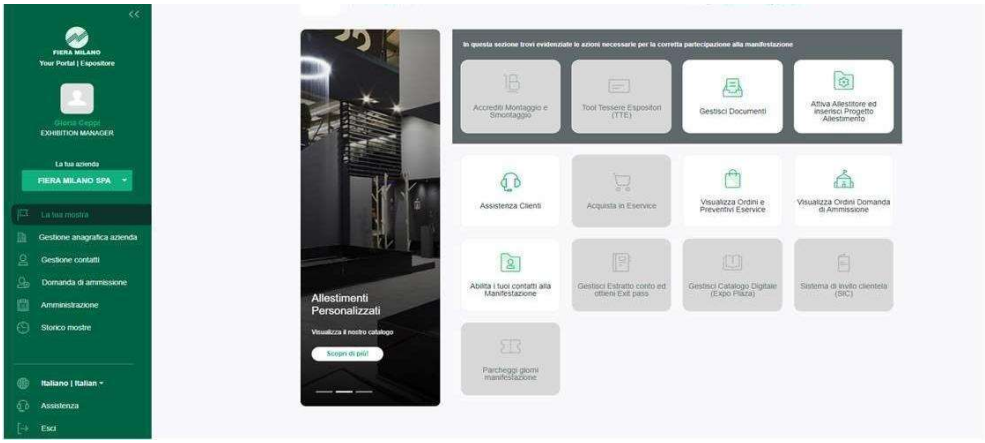
Step 3
After setting a new password, you can log in to the exhibitor portal (https://espositore.fieramilano.it) using your email and previously chosen password.

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.

If you don't have your Fiera ID yet, contact us now: **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)

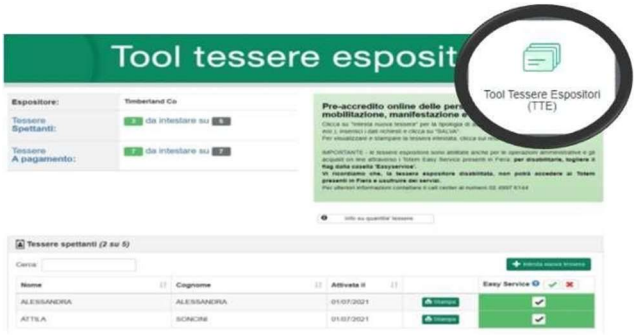
- Send purchased invitations to your customers

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 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

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

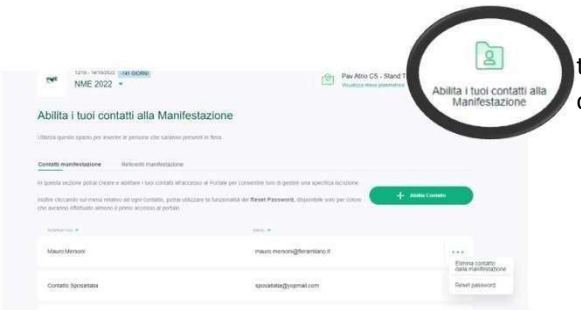
Digital invitations/passes can be purchased on the Exhibitor Portal in the E-Service section. To view and forward customer invitations to your customers, click on the 'Customer invitation system' screen.

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

6) ENABLE YOUR CONTACTS AT THE EXHIBITION

This section allows exhibitors to grant them other colleagues access to the Exhibitor contact Portal.
You can also reset and send them the Fiera ID again to give access to the platform. You can also completely delete a 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

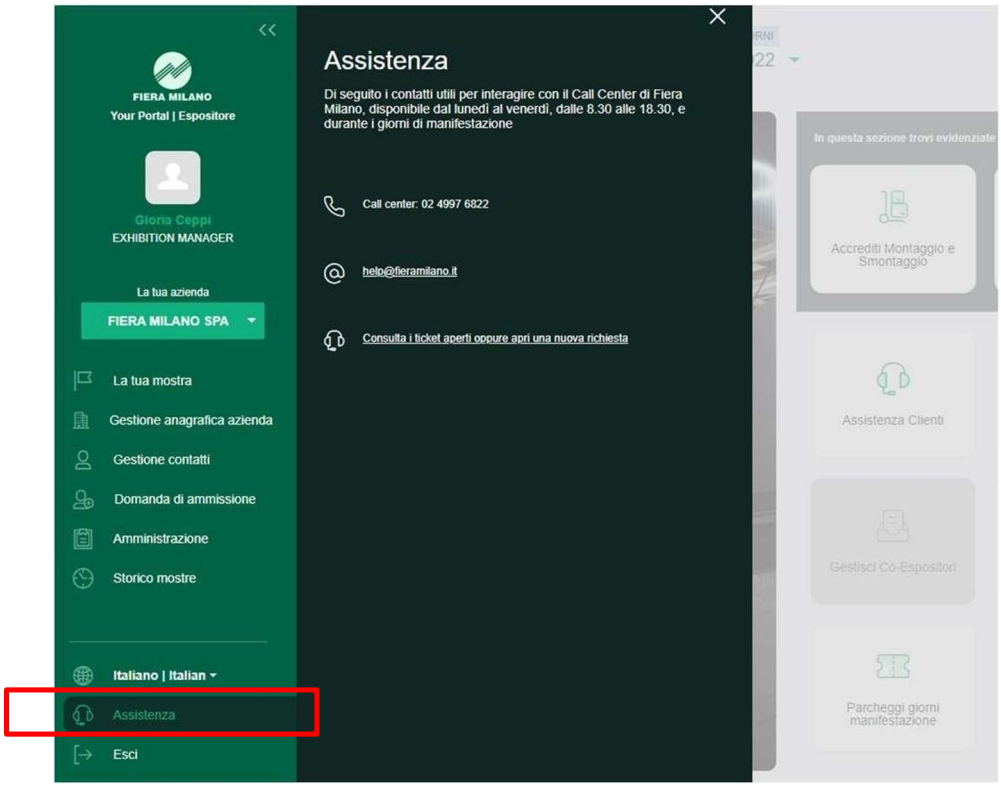
8) WHERE CAN I GET HELP

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
- Call Centre number +39 02 49976822

Page with updated instruction manuals



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

Hanging service — ufficioappendimenti@fieramilano.it

Sale of pre-fitted stands

Tuttofood.allinclusivestand@fieramilano.it

Sale of customised stands — allestimenti.personalizzati@fieramilano.it

Customer service – tuttofood@customerservice.fieramilano.it

10) BULID UP AND DISMANTLING

TUTTOFOOD MILANO
INTERNATIONAL FOOD EXHIBITION
11|14 MAGGIO.2026

halls 1-2-3-4-5-6-7-8-10-12
fieramilano, Rho

	DAYS	OPENING HOURS of the halls		TYPE OF VEHICLES ALLOWED	ENTRANCE GATES
		from	to		
SETTING-UP	Wednesday, May 6	7:30 AM	8:00 PM	**all types of vehicles**	- **PORTA SUD - PORTA EST** (pedestrian) - **CARGO 1** (GPS + 45°31'22.67",+9°4'51.21") - **CARGO 5** (GPS + 45°31'14",+9°4'33.76") (open until 12:00 PM)
	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 **	- **PORTA SUD - PORTA EST** (pedestrian) - **CARGO 1** (GPS + 45°31'22.67",+9°4'51.21")
		6:30 PM	12:00 AM	**all types of vehicles**	
	Friday, May 15	7:30 AM	6:30 PM		- **PORTA SUD - PORTA EST** (pedestrian) - **CARGO 1** (GPS + 45°31'22.67",+9°4'51.21") - **CARGO 5** (GPS + 45°31'14",+9°4'33.76") (open until 12:00 PM)
	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.

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

BY 30 JANUARY 2026	**BALANCE PAID FOR EXHIBITION SPACE -** invoices issued after that date will be payable on demand, before build up begins.
BY 5 MARCH 2026	**STAND PROJECT UPLOADED TO EXHIBITORS PORTAL**
BY 22 MARCH 2026	**TECHNICAL SERVICE ORDERS ON E-SERVICE:** 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
BY 28 MARCH 2026	**DIGITAL CATALOGUE — visitor guide deadline:** The visitor's guide will contain information on exhibitors and registered business brands, which can be found at the following link: https://catalogo.fiereparma.it/wp-login.php?t=Rk76UB5U5JtenywbuML8 by 28 March 2026. The secretariat will publish the catalogue, which will then be visible and available on the official website.
BY 21 APRIL 2026	**FINALISE SERVICE ORDERS ON E-SERVICE**. 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.
6 MAY 2026	**START OF STAND BUILD UP HALLS 1-2-3-4-5-6-7-8-10-12** From Wednesday, 6 May to Sunday, 10 May from 7:30 a.m. to 8 p.m.
10 MAY 2026	**DEADLINE FOR STAND BUILD UP** 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..
11 MAY 2026	**EXHIBITION OPENING** • 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. • 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.
14 MAY 2026 5 P.M.	**ACCOUNT STATEMENT BALANCE PAID** **EXHIBITION CLOSING**
14 MAY 2026	**START OF STAND DISMANTLING HALLS 1-2-3-4-5-6-7-8-10-12** 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.