



FCE

FROMAÇO
Cheese
Experience





**GENERAL
INDEX**

1- EXPLORE FROMAGO

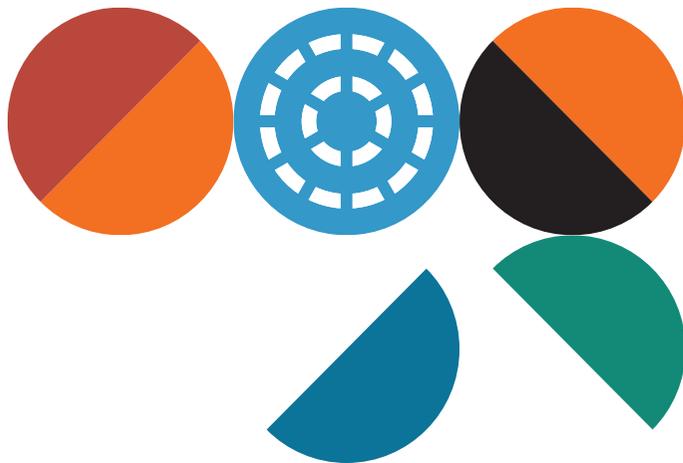
The success of Fromago Cheese Experience lies in its essence, a sector-specific, modern, dynamic, attractive fair with a multitude of professional and leisure activities, aiming for future engagement and gaining international significance.

The fundamental pillars include:

- The gastronomic aspect, "a fair to experience," its popularity, "open to the public".
- Its professionalism, "emphasizing relationships with professionals".
- Its commercial focus, "centered on fostering networking".
- Its sociocultural dimension, "with its own agenda for all participants to enjoy in a unique environment".

The 2nd edition of Fromago Cheese Experience aims to surpass a 2km course, accommodate over 300 exhibitors, and once again offer more than 1,200 different cheeses from around the world, with Zamora as the national and international epicenter of the cheese sector.

The public-private partnership with institutions is fundamental, and involvement extends to include local businesses, hotels, and the hospitality industry throughout the area.



2- THE SUCCESS OF THE 1ST EDITION

In numbers, the balance of the 1st International Cheese Fair, Fromago, includes 300,000 visitors, with an estimated economic impact of around 12 million euros.

These figures exceeded all initial expectations, with an occupancy rate of 100% in the capital, according to AZEHOS, necessitating the redirection of guests to other areas of the province such as Sanabria or Benavente.

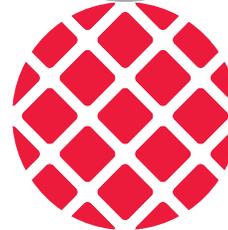
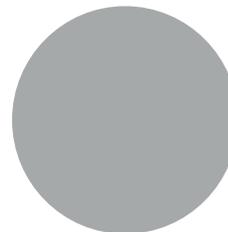
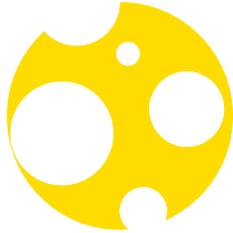
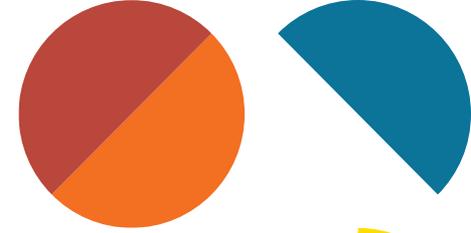


3- THE ENVIRONMENT, TO FALL IN LOVE WITH

Fromago Cheese Experience

Zamora's Cathedral, the Parador in the heart of Viriato Square, the Ethnographic Museum, and the Ramos Carrión Theater host exhibitions, cheese tunnels for enthusiasts, working sessions, and conferences with the participation of experts.

The Romanesque heritage, modernist architecture, the path along the Duero River, and traditions make Fromago an inclusive and immersive experience. A meeting point for cheese lovers and professionals where you can discover the peculiarities and excellence of Zamoran cheese.



4- THE ACTIVITIES

COMMERCIAL

- The International Cheese Market, the main activity. It will bring together over 300 cheese producers and professionals from the global cheese industry.
- The Market of agri-food products from the province of Zamora that pair with cheese, all locally crafted with the aim of promoting them both nationally and internationally.
- Reverse missions. Exhibitors who wish to do so can participate in meetings organized by the event with international importers and buyers.



PROFESSIONAL

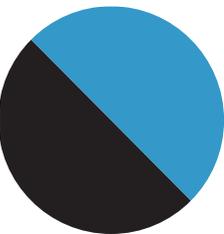
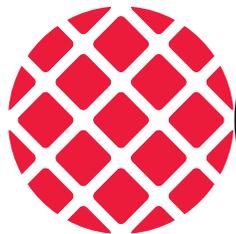
- Professional Congress: In parallel with the fair, there will be scientific and technical professional sessions related to the dairy world, cheese production, and the dairy industry.
- Cultural and informative sessions about cheese, its production, and consumption, aimed at the local population and all fair attendees.





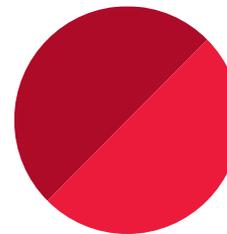
GASTRONOMIC

- Guided tastings led by master cheesemakers.
- Cheese-based showcooking led by well-known local and national chefs.
- Cheese pairings with wine, beer, and other artisanal products.
- Lechazo Plaza, which continues after its success in the first edition, as an integrator of products from the sheep sector.
- Cheese gastronomic sessions in hospitality establishments throughout the province.
- Children's workshops.
- National Fromeliers competition.
- Cheese board competition.
- Cheese tapas competition.
- Cheese tunnel experience.



CULTURAL

- Showcase competition among all establishments in Zamora.
- Exhibition and guided visits to the Ethnographic Museum of Castilla y León, located in Zamora.
- Musical activities and concerts in the city's streets.

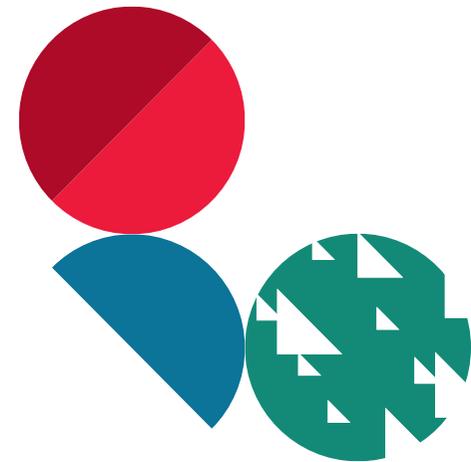
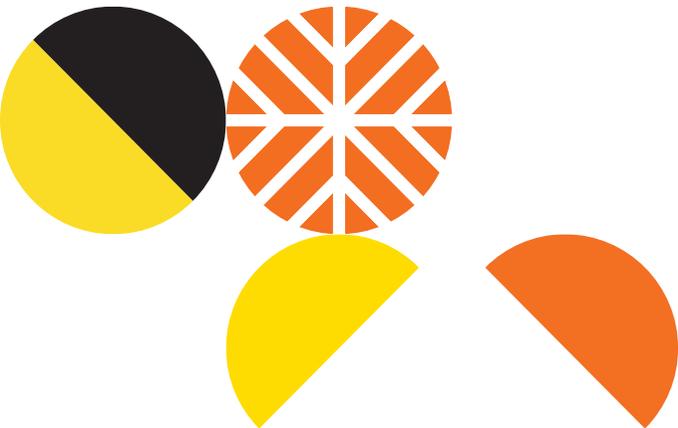


5- WHY IS IT INTERESTING TO PARTICIPATE IN FROMAGO?

- It is a platform to share experiences, knowledge, and an immersive integrated approach.
- Visibility for your business in the media, social networks, and expert evaluations.
- It is an opportunity to showcase quality products in a unique way.
- Create synergies among industry leaders and participants from around the world.
- The 1st edition of Fromago Cheese Experience attracted 300,000 visitors.
- The estimated economic impact reached approximately 12 million euros.



- Impact and sales data exceeded all initial expectations.
- Hotel occupancy, according to AZEHOS, reached 100% in the capital, necessitating the redirection of guests to other areas of the province like Sanabria or Benavente.
- An opportunity for networking and building business relationships in an idyllic setting: Zamora's Cathedral, the Parador in the heart of Viriato Square, the Ethnographic Museum, and the Ramos Carrión Theater host exhibitions, cheese tunnels for enthusiasts, working sessions, and conferences with the participation of experts.





**EXHIBITORS
INDEX**

1- GENERAL INFORMATION

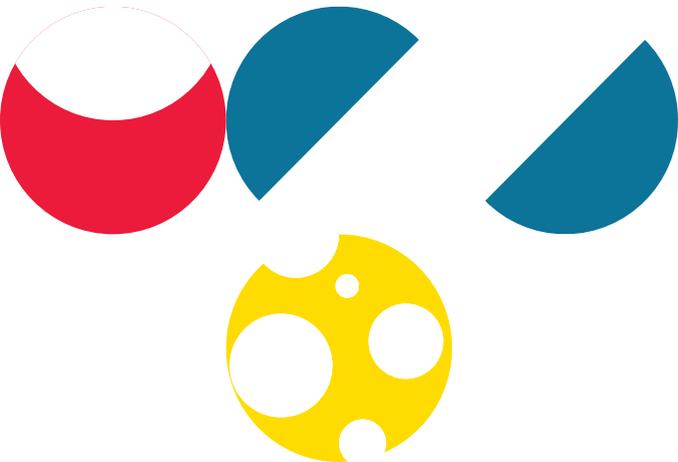
FROMAGO CHEESE EXPERIENCE will take place from September 12 to 15, 2024, along an urban route of more than 2 km through the streets and squares of the city center and old town of Zamora.

Exhibition hours are from 11:00 am to 9:00 pm uninterrupted, with stands being attended during this time.



2- ORGANIZATION

FROMAGO is organized by the International Dairy Industries School Foundation (EILZA) in collaboration with the Provincial Government of Zamora, Junta de Castilla y León, the City of Zamora, and with Caja Rural sponsorship.



3- WHO CAN PARTICIPATE

All companies, professionals, or institutions involved in the production, marketing, and/or promotion of cheese in all its varieties and other dairy products can participate in FROMAGO.

Additionally, a maximum of 15% of the total exhibitors may include food or beverage companies deemed suitable by the organizing committee, preferably from the province of Zamora, falling into the following categories:

- Honey and Pollen.
- Jams and Preserves.
- Nuts.
- Bread.
- Charcuterie.
- Mushrooms.
- Canned Goods.
- Oils.
- Spirits.
- Wines and Beers.
- Dairy Machinery.



4- ADMISSION CONDITIONS

- All exhibitors, except institutional or quality figure exhibitors, should have products available for sale to the public.
- Participating exhibitors can only exhibit and sell products included in the selected category.
- Admission requests must be formalized by completing the corresponding RESERVATION FORM and sending it to the following email address: info@fromago.info.

- Spaces will be reserved strictly in order of registration. However, the Organizer reserves the right to admission as there may be requests that do not meet the participation requirements. Therefore, final acceptance of participation as an exhibitor is subject to the decision of the Organizing Committee.
- The space reservation will not be confirmed until the Exhibitor has paid the reservation fees within the specified deadlines.

- Once admission is confirmed, each exhibitor will be assigned a RESERVATION NUMBER, which will determine the order for space allocation.
- Stand distribution throughout the fair route will be determined by the Organizer. Each exhibitor will be informed of their final location on September 1, 2024.
- Subletting or subleasing the contracted space or any part of it is not allowed.



5- PARTICIPATION CONDITIONS

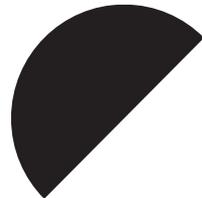
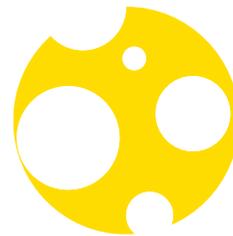
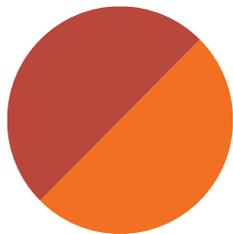
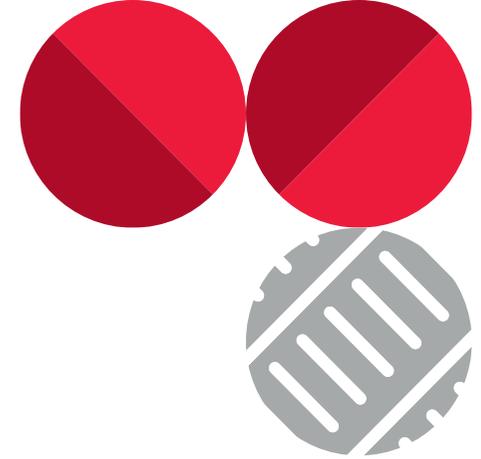
○ THE REGISTRATION FEE INCLUDES:

- Right to obtain the Reservation Number and to contract exhibition spaces.
- Right to include the Exhibitor's information in the Fair catalog.
- Right to appear on the website, app, and social media of Fromago.
- Insurance.

○ CHARACTERISTICS OF EXHIBITION SPACES:

- Unit area of 5 m² (2.5 x 2) indoors under a collective tent or marquee with curtain walls for closure.
- Modular panel stand.
- Single-phase plug.
- Company sign.
- Lighting.

- Each exhibitor can contract more than one adjacent stand, with a maximum of 4, and the amount will be calculated by multiplying the unit amount by the number of reserved spaces.
- Each exhibitor will receive an accreditation from the organization that must be visibly displayed during the fair.



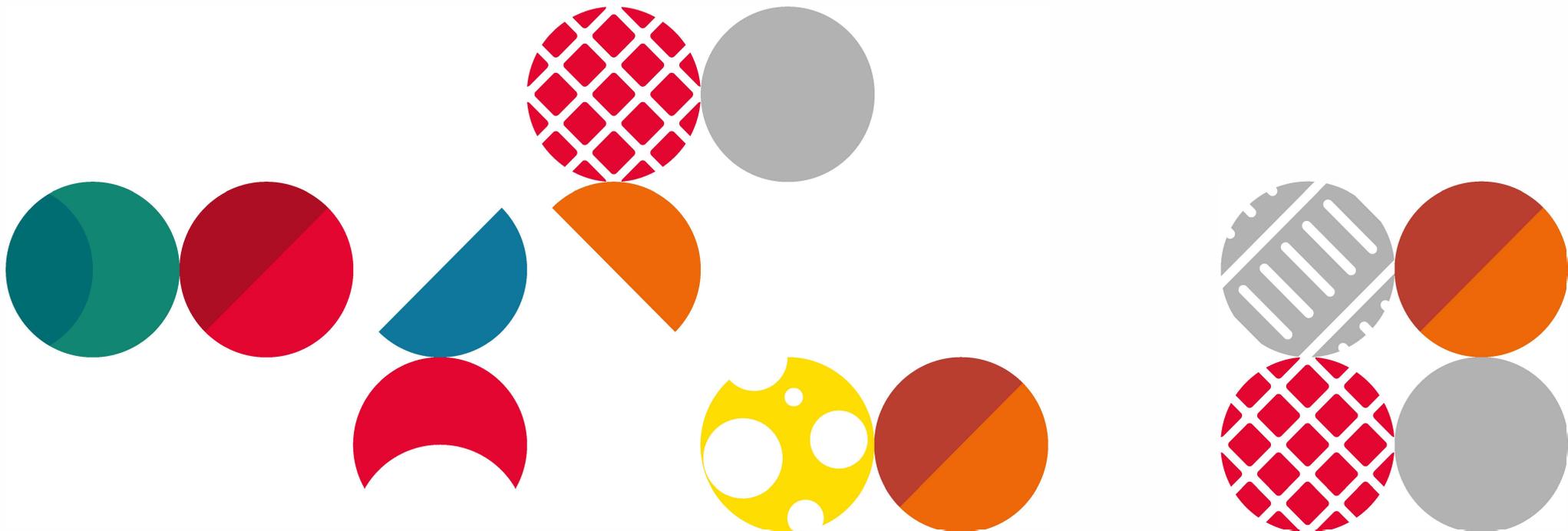
6- FEES AND IMPORTANT DATES

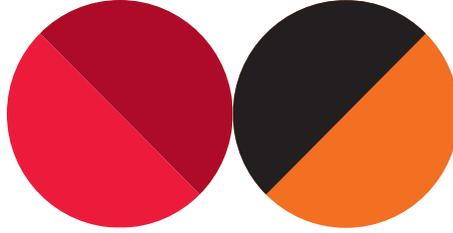
TYPE OF REGISTRATION	PRICES	RESERVATION FEE (1)	REGISTRATION FEE (2)
		PAYMENT DEADLINES	
REDUCED PRICE	600€/space	50% of the amount from 15/10/2023 to 15/02/2024	50% of the amount before 15/03/2024
NORMAL PRICE	800€/space	50% of the amount from 16/02/2024 to 30/05/2024	50% of the amount before 15/07/2024

(*) Prices without VAT

(1) Reservation or pre-registration fee.
50% of the amount at the time of booking.

(2) Confirmation of spaces.
50% of the remaining amount before the specified deadline above.





- PAYMENT METHOD.

Bank transfer to the following account number:

Entity: CAJA RURAL DE ZAMORA

Account No: ES12 3085 0011 1427 0152 8123

Concept: FROMAGO 2024 - Company legal name - Company Tax ID.

- CANCELLATIONS.

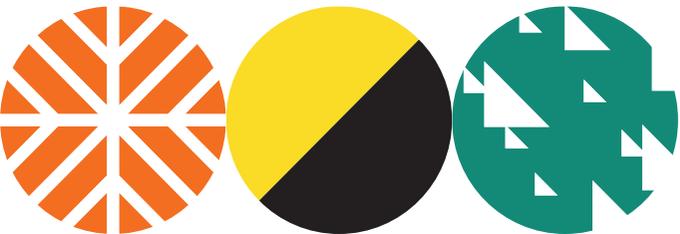
The deadline for canceling an exhibitor reservation is July 31, 2024.

In this case, 50% of the amount paid will be refunded.

If the cancellation occurs after this date, the full amount paid will be forfeited.

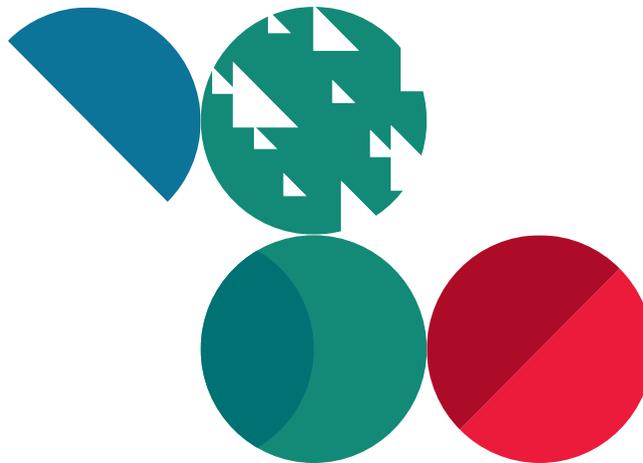
- OPTIONAL SUPPLEMENTS.

Exhibitors, once confirmed, will receive the **ADDITIONAL SERVICES CATALOG**, such as fair carpeting, counters, tables, chairs, refrigerated showcases, storage, vinyl, sponsorships, etc., which must be contracted and paid for by July 31, 2024.



7- SPECIFIC REGULATIONS FOR EXHIBITORS FOR THE FAIR

- The exhibitor's stand decoration must be completed by 10:00 am on September 12 (1 hour before the fair starts).
- Decorative elements must conform to the contracted floor space and may not occupy aisles, obstruct visitor passage, or obstruct the visibility of adjacent stands. Products cannot be stored in passageways or common areas.
- Any manipulation of fair stands and installations is strictly prohibited. Painting, nailing, fixing screws, or making any kind of mark on walls, floors, columns, and structural elements is not allowed. The exhibiting company is responsible for any damage caused.
- The Organizer may prohibit the work of decorators, assemblers, installers, and suppliers due to repeated non-compliance with fair rules, justified protests from exhibitors, or any other sufficient reason, at its sole discretion.





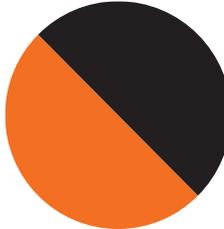
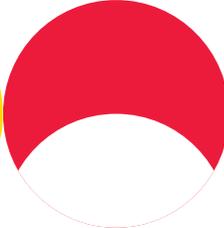
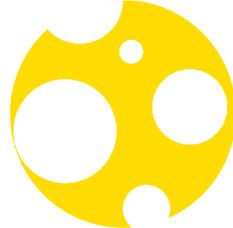
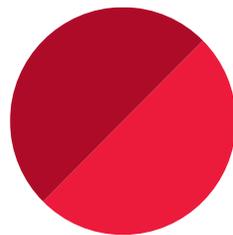
· Stands do not have running water or drainage. The Organizer will provide several areas exclusively for exhibitors to clean their equipment (knives, cutting boards, etc.).

· Vehicles are not allowed to park within the fair route. Parking is only permitted for loading and unloading purposes, in designated areas and during designated times.

· Stands must be organized and as presentable as possible before daily opening.

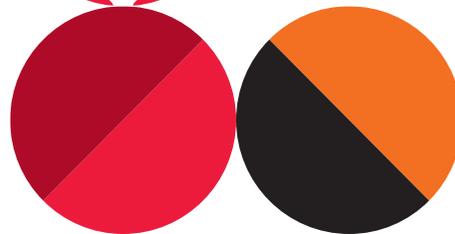
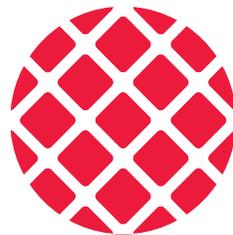
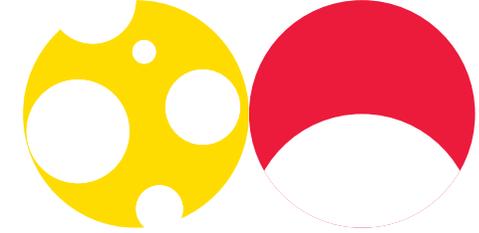
· The cleanliness of the inside of each stand must be carried out by each exhibitor. Daily cleaning will be done at the end of each fair day, collecting the waste generated each day.

· Fromago has a General Security Service. Nevertheless, each exhibitor is solely responsible for their merchandise and stand furnishings, and the Fair Organizer will not be responsible for any theft, loss, or damage that exhibitors or their property may incur.



7- SPECIFIC REGULATIONS FOR EXHIBITORS FOR THE FAIR

- Exhibitors must have the necessary and valid documentation for their activities (employment contracts, sales licenses, health registrations, food handler certificates, etc.), which may be requested by the Organizer and relevant Inspection Services at any time.
- Exhibitors must use gloves when handling food and must adhere to food hygiene regulations at all times.
- The consumption and sale of alcohol to individuals under 16 years of age is strictly prohibited.
- After the Fair, the exhibitor and/or decorator must remove products and decorative elements, leaving the spaces in the same condition as received. After this period, the Organizer will proceed with removal, thereby relieving itself of any responsibility.
- Fromago has a technical secretariat and several information points where exhibitors can address their questions, needs, proposals, or complaints.







ZAMORA
Septembre
from 12 to 15
2024

**The cheese
experience**

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INFO@FROMAGO.INFO
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