

# FOIRE<sup>®</sup> TOURS PARC EXPO

MAY 3 - 12, 2024

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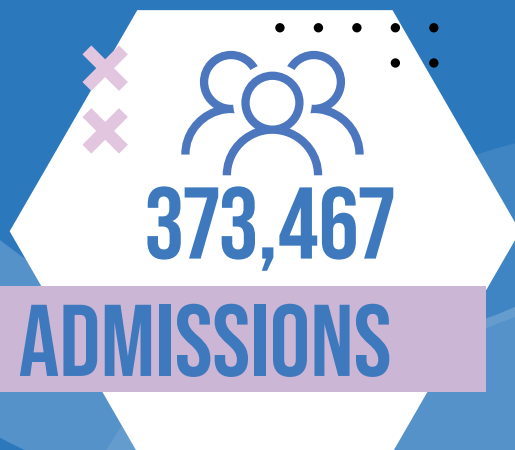


[www.lafoiredetours.fr](http://www.lafoiredetours.fr)



#FoiredeTours2024

# FIGURES FOR 2023



Olympic  
Games  
in 2024



App and website



to the site with a dedicated  
application on IOS and  
Android



on social media networks

## EXHIBITING AT THE FAIR

### IS THE SOLUTION FOR :

- **making yourself known** throughout the Loire Valley - France
- **meeting** new clients
- **promoting** your professional activity and your products
- **developing** your sales turnover
- **inviting your clients** et **reinforcing** customer loyalty

## 5 GOOD REASONS FOR EXHIBITING

- **Leading fair**  
In the Loire Valley
- **Guaranteed high attendance**  
with free entry
- A festive theme each year,  
**featuring in 2024 the  
Olympic Games**
- **Gastronomic village**  
open from 10 AM to midnight  
every day
- One of the largest funfairs in France **in immediate proximity**

## POWERFUL MEDIA INVESTMENT

600

advertising  
billboards in the  
departments 37, 41,  
45, 72 and 86

75,000

Newsletters  
contacts

100

radio spots

# EXPERIENCED ORGANISATION



**2,200**  
free parking  
spaces for  
visitors



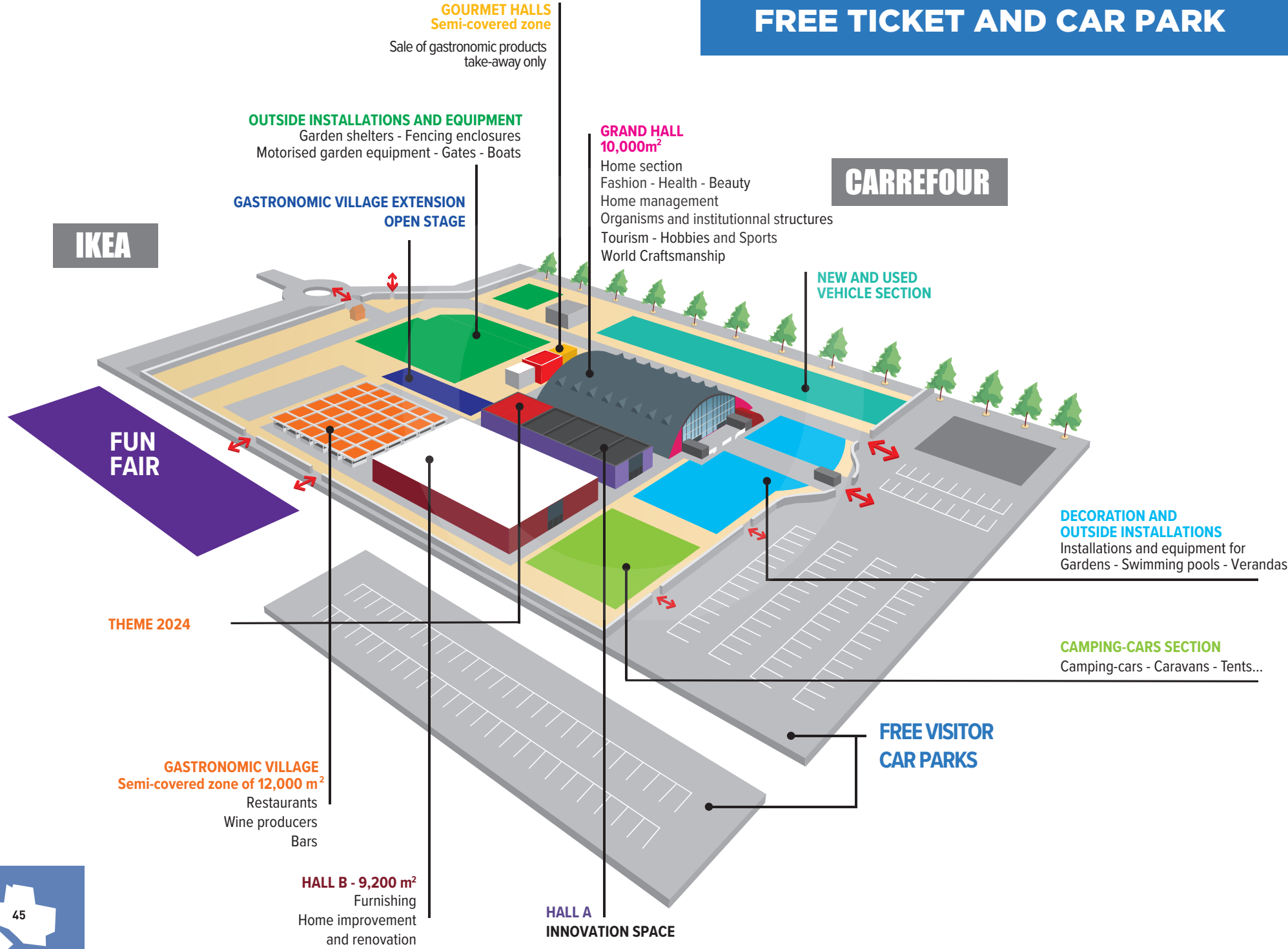
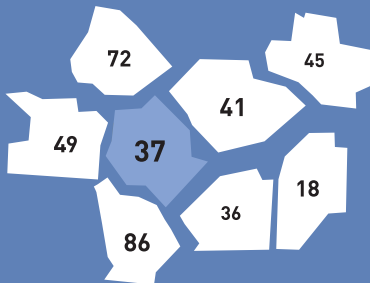
**8**  
entrances  
accessible to  
visitors



Significant and  
constant flow  
of visitors



Provenance  
of visitors



**19**

hectares  
of exhibition  
space including  
3 hectares of  
covered spaces

**From 9m<sup>2</sup>**  
in a hall  
to **600m<sup>2</sup>**  
outdoors

equipped stands with  
at least one corner

Clearly marked  
and identified  
professional  
activity sectors

Attractive  
participation  
tariffs



# TARIFFS

[ excluding taxes ]

RESERVE YOUR STAND ON-LINE :

lafoiredetours.fr/exposer



## HALLS

9m <sup>2</sup> <sup>(*)1</sup> 1 corner	€ 2,339 excl VAT
18m <sup>2</sup> <sup>(*)1</sup> 2 corners	€ 3,953 excl VAT

<sup>\*1</sup> surfaces areas with floor covering + corner(s) + electricity supply + lighting + partitions + pole + banner + subscriptions fees

36m <sup>2</sup> <sup>(*)2</sup> island 4 corners	€ 6,437 excl VAT
72m <sup>2</sup> <sup>(*)2</sup> island 4 corners	€ 12,219 excl VAT
90m <sup>2</sup> <sup>(*)2</sup> island 4 corners	€ 14,744.50 excl VAT

<sup>\*2</sup> surfaces areas with floor covering + corners + electricity supply + subscription fees

## EAST & WEST ESPLANADES

100m <sup>2</sup> <sup>+</sup> 1 corner	€ 1,414 excl VAT
150m <sup>2</sup> <sup>+</sup> 1 corner	€ 1,909 excl VAT
200m <sup>2</sup> <sup>+</sup> 2 corners	€ 2,503 excl VAT
300m <sup>2</sup> <sup>+</sup> 2 corners	€ 3,493 excl VAT
400m <sup>2</sup> <sup>+</sup> island 4 corners	€ 4,339 excl VAT

<sup>+</sup>surfaces areas + corner(s) + subscription fees (Except electricity and technical services)

### New and used vehicles area

150m <sup>2</sup> <sup>+</sup>	€ 1,810 excl VAT
300m <sup>2</sup> <sup>+</sup>	€ 3,295 excl VAT

<sup>+</sup>surfaces areas + corner(s) + subscriptions fees (Except electricity and technical services)

## GOURMET HALLS

Semi-covered market for gastronomic products to take-away or savour in our relaxation zones.  
Open from 10 AM to 8 PM.

6m <sup>2</sup> <sup>+</sup> 1 corner	€ 1,298 excl VAT	12m <sup>2</sup> <sup>+</sup> 2 corners	€ 1,871 excl VAT
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<sup>+</sup>surface areas, electricity supply, partitions, subscription fees

## GASTRONOMIC VILLAGE

- Only food court at la Foire de Tours
- Open from 10 AM to midnight every day
- Reserved for catering professionnels

18m <sup>2</sup> <sup>+</sup> 2 corners	€ 4,535 excl VAT	36m <sup>2</sup> <sup>+</sup> island 4 corners	€ 8,760 excl VAT
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<sup>+</sup>surface areas, water supply, electricity supply, subscription fees

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MAY 3 - 12, 2024

RESERVE YOUR STAND ON-LINE :

[lafoiredetours.fr/exposer](https://lafoiredetours.fr/exposer)



How to get there :

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37000 - Tours

Your personal contact : **Timothée LAHAIE** (+33)2 47 32 37 15  
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