



Italië Smaakt, The Italian event in Belgium

Together with our sponsors and exhibitors, we are organizing a fantastic Italian-themed event on the beautiful grounds of **Pietersheim Castle in Lanaken**, Belgian Limburg. Just across the border from Maastricht and close to Germany. Not only will you find the familiar aspects of Italy, but also **lesser-known regions, new products, and authentic small-scale producers**. Visitors are continuously surprised by the diverse and dynamic offerings.

What to expect

- ✓ A vibrant event full of **experiences and entertainment**
- ✓ **Around 70 enthusiastic exhibitors** with Italian products and services
- ✓ **Exhibitors from Italy**
- ✓ An atmospheric setting with **elegant pagoda tents** in **themed piazzas**
- ✓ An engaging program of **activities**
- ✓ **Over 15.000 visitors**
- ✓ **Surprising theme areas** with extras like **cooking shows, wine tastings and more**
- ✓ **Cozy terraces** with live music

Themes

Italia Smaakt surprises its visitors with a fresh mix of annually changing **themes** in fashion, travel, gastronomy, and lifestyle. These themes, together with food squares, performance stages, and sponsorstands, form the anchors of the event. They are seamlessly connected by the stands of all participating exhibitors.



Audience

Italië Smaakt attracts people who love Italy, enjoys vacations in Italy, appreciate good food and atmosphere, have an interest in design, travel,

art and culture, seek a stylish, luxurious day out. Our target audience are men, women, and families with children, aged 25 to 75, with above-average spending power.

Sponsors

Italië Smaakt is proudly supported by local sponsors who actively contribute to promoting Italy in Belgium and the Netherlands. In addition to long-term partners, we welcome new collaborations every year.

Publicity

We promote Italië Smaakt through a strong **online and offline campaign** including: press releases, leading newspapers and magazines, billboards and street advertising, Facebook, Instagram, Email marketing, a wide network of bloggers, partners and sponsors. We also collaborate with **hotels and shops** to increase visibility at **high-traffic locations**.

Location

Italië Smaakt takes place at Kasteel Pietersheim in Lanaken, Belgian – Limburg a scenic, touristic and culinary-rich area. This **open-air venue** provides a perfect backdrop for all things Italian.



At a glance

What:	Italië Smaakt
Where:	Kasteel Pietersheim, Lanaken
Visitors:	Over 15.000
Stands:	70 exhibitors

www.italiesmaakt.be

For more information, sponsoring, collaborations and custom proposals you can contact the team via info@italiesmaakt.be or by phone **+31 346236000 / +31 6 34322923**

Participation Italië Smaakt options & rates

- ✓ Engage directly with your target audience
- ✓ Present your product to over **15.000 visitors** and **70.000+ newsletter readers**
- ✓ Increase your **brand visibility and recognition**
- ✓ Let visitors **taste, feel, try and buy** your product!



Pagoda tent participation

Stylish white canvas pagoda tents with wooden flooring.

Included service package:

Power connection up to 400W,
3 exhibitor passes,
1 parking pass,
8 guest passes.

Pagoda tent 5mx5m € 995.



Market stall participation

Classic market stalls with a 4mx1m setup, 70cm working height, white roof and back wall.

Included service package:

Power connection up to 400W,
2 exhibitor passes,
1 parking pass,
4 guest passes.

Market stall 4mx1m € 375.



Ground space participation

Available for vehicles like a Piaggio APE or other mobile concepts. Own tents are **not allowed**. Participation is always in consultation and subject to approval.

Included service package:

Power connection up to 400W,
2 exhibitor passes,
1 parking pass,
8 guest passes.

Grondplaats van 16 m2 € 500.

Uitbreiding per m2 € 40.



Food & Beverage sales

Selling food and drinks for **on-site consumption** is possible by request, and only with a **pagoda tent or ground space**. This requires an additional **catering fee** of €550 (excl. VAT)

Become a sponsor or partner

Premium Italian brands are welcome to join as a **sponsor or partner**. Sponsorship is **exclusive per product category**, and available only if your category is still open.

You can become a sponsor with or without a stand and enjoy a tailored sponsor package, extensive **social media and visibility opportunities**, a presence in event **themes or headline activities**, a wide **media and hospitality package**. Contact us for a **custom sponsor proposal** that offers your brand maximum exposure.

Brand activation opportunities

We offer **prime A-locations** for brands looking to make a lasting impression. Through **interactive brand activation**, you can connect directly with your audience and create a memorable experience that strengthens brand engagement.

Advertentie in de evenementgids

For just €450, you can place a full-color 1/1 page ad in our event magazine. Smaller ad formats are also available. The guide is distributed to all visitors at the entrance, available at the informationdesk and includes the event map, exhibitor list and activity schedule.

For more information, sponsorships, collaborations and custom proposals, please contact us:

info@italiesmaakt.be

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Register now as an exhibitor

www.italiesmaakt.be/expo