

Milan, November 2018

Object : **ENOVITIS IN CAMPO 2019 - Thursday 20 and Friday 21 June 2019**
Machinery tests in the vineyard, exhibition and meeting
at Tenuta Trerose, Montepulciano (SI) Italy

Dear Company, Dear Sirs,

We are pleased to announce that the 14th edition of Enovitis in campo, the demonstration trade fair event organised by Unione Italiana Vini, will be taking place on 20 and 21 June 2019 in Montepulciano (SI) in the vineyards of Tenuta Trerose, part of the prestigious Bertani Domains group.

WHERE SANGIOVESE IS "NOBLE"

The territory where Sangiovese is often at its best, Montepulciano with its *Vino Nobile* also holds, with some others, the record for the oldest Italian DOCG. On the Lauretana road, the historical border between the Grand Duchy of Tuscany and the Papal State, Enovitis in campo will be an opportunity for machine manufacturers and suppliers of products, technical equipment and services to demonstrate their products in the vineyards dedicated to the production of great red wines. Another type of production, then, compared to previous editions and a different agricultural tradition which confirms the role of Enovitis as a hands-on, touring event of excellence in the varied wine producing panorama of our country.

"GENIUS" VITICULTURE

This time, Enovitis will be stopping in Tuscany and this will also be a way to pay tribute to the great Leonardo Da Vinci, a scientist who among other things carried out studies on land development, erosion and water control, in the year in which we celebrate the 500th anniversary of his death. So, we will be in Central Italy, near Lake Trasimeno and so easily accessible from Umbria, Lazio, Marche and Emilia-Romagna as well as all of Tuscany.

UNIQUE AND PRIVILEGED FORMAT

Enovitis is the most important and complete exhibition/demonstration event in Italy dedicated to the presentation of all the vast range of products, technologies, machinery and services for the modern cultivation of the vineyard.

As the leading event organised in Italy for viticulture, over the last twenty years since it began, Enovitis has revolutionised the trade fair format. It offers wine growers the opportunity to come into direct contact with and experience the real effectiveness of the innovative technology presented for the cultivation of the vineyard.

THE VENUE

The Trerose winery extends over 5 beautiful hills for about 200 hectares. The landscape features alternating vineyards, olive groves and arable crops. To date, only the parts on top of these 5 hills are planted with vines for a total of 103 acres. Bertani Domains, which includes Trerose, is now one of the most influential groups in the Italian wine sector. There are companies belonging to the group that have made the history of winemaking in their respective territories and today are highly innovative business models on the international wine scene.

OLIVE GROWING AREA AND SIDE EVENTS PROGRAMME

The geographical and agricultural setting will allow us to extend the product range to include the entire olive growing sector, with dedicated spaces.

An essential feature of the event is the programme of educational/informative side events, where the host company will be used as a concrete example to show the application of the most modern and innovative production technologies.

HOW TO TAKE PART

The entry forms as well as technical/logistic information to help you better plan your trip are attached to this letter and are available on the website www.enovitisincampo.it.

We remain at your disposal for any further information.

Kind Regards

The Secretariat

Organizing Secretariat

Unione Italiana Vini Servizi soc. coop.
Via S. Vittore al Teatro, 3 - 20123 Milan (Italy)
Tel. +39 02-72222825/26/28 – Fax +39 02 866575
www.enovitisincampo.it - espositori@enovitis.it

Organized by



DEADLINES AND INFORMATION

22 MARCH 2019

Deadline to submit to the Organizing Secretariat the following signed forms:

- application form and copy of the payment of the entire registration fee
- questionnaire for the catalogue
- technical Information
- form for free catalogue entry
- advertising booking

12 APRIL 2019

Deadline to submit to the Organizing Secretariat:

- material for free catalogue entry
- material for facebook

MAY 2019 *(day to be defined)*

Technical meeting with exhibitors at Tenuta Trerose for the event presentation (*exhibition programme, logistical information, allocation, etc.*)

22 MAY 2019

Deadline to submit to the Organizing Secretariat:

- advertising material
- logistic support form

IN ADDITION TO THE PLOT OR THE SPACE THE PARTECIPATION FEE INCLUDES THE ENTRY OF THE EXHIBITOR:

- in the on-line exhibitor list on www.enovitisincampo.it with a direct link to his website
- in the exhibitor catalogue with an advertising space made of: company address, a descriptive text, a logo, a picture (*material given by the exhibitor*). the catalogue will be handed out free to all visitors of the exhibition and will be lately used as promotional tool during the most important sector event (*exhibitions, meetings etc.*)
- on the Visitor's Guide that will be handed out free to all visitors of the exhibitor
- on the Flyer that will be sent to all prospective visitors of the database of the Organizing Secretariat. Each exhibitor will receive 300 flyers to promote his presence and to invite his customers to come to the exhibition
- on the facebook page of the event, with his own post

ORGANIZING SECRETARIAT:

Telephone +39 02 72.22.28.25/26/28 - Fax +39 02 86.65.75

e-mail: espositori@enovitis.it

Organizing Secretariat

Unione Italiana Vini Servizi soc. coop.
Via S. Vittore al Teatro, 3 - 20123 Milan (Italy)
Tel. +39 02-72222825/26/28 – Fax +39 02 866575
www.enovitisincampo.it - espositori@enovitis.it

Organized by