

FOIRES TOURS

PARC EXPO

MAY 1 - 10, 2025

📍❤️👑
TOURS
ÉVÉNEMENTS

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THE FAIR IN FIGURES*

1 THEME



INDIA

414 295

ADMISSIONS



500

PROFESSIONNALS



App and website

180k VISITS

to the site with a dedicated
application on IOS and Android

♥ 👤 + de 23 k

SUBSCRIBERS

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** developing your sales
- **inviting your clients** and **reinforcing** customer loyalty

5 GOOD REASONS FOR EXHIBITING

1

Leading fair
In the Loire Valley

2

Guaranteed high
attendance thanks to
free entry and nearby
parking.

3

France unique
gastronomic village
open from 10 AM to
midnight every day

4

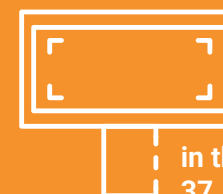
France's largest
funfairs in immediate
proximity

5

1 festive theme
each year :
in 2026 l'Inde



INVESTISSEMENT
MÉDIA
PUISSANT



advertising
billboards

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



21 700
newsletter
contacts



100
radio
spots

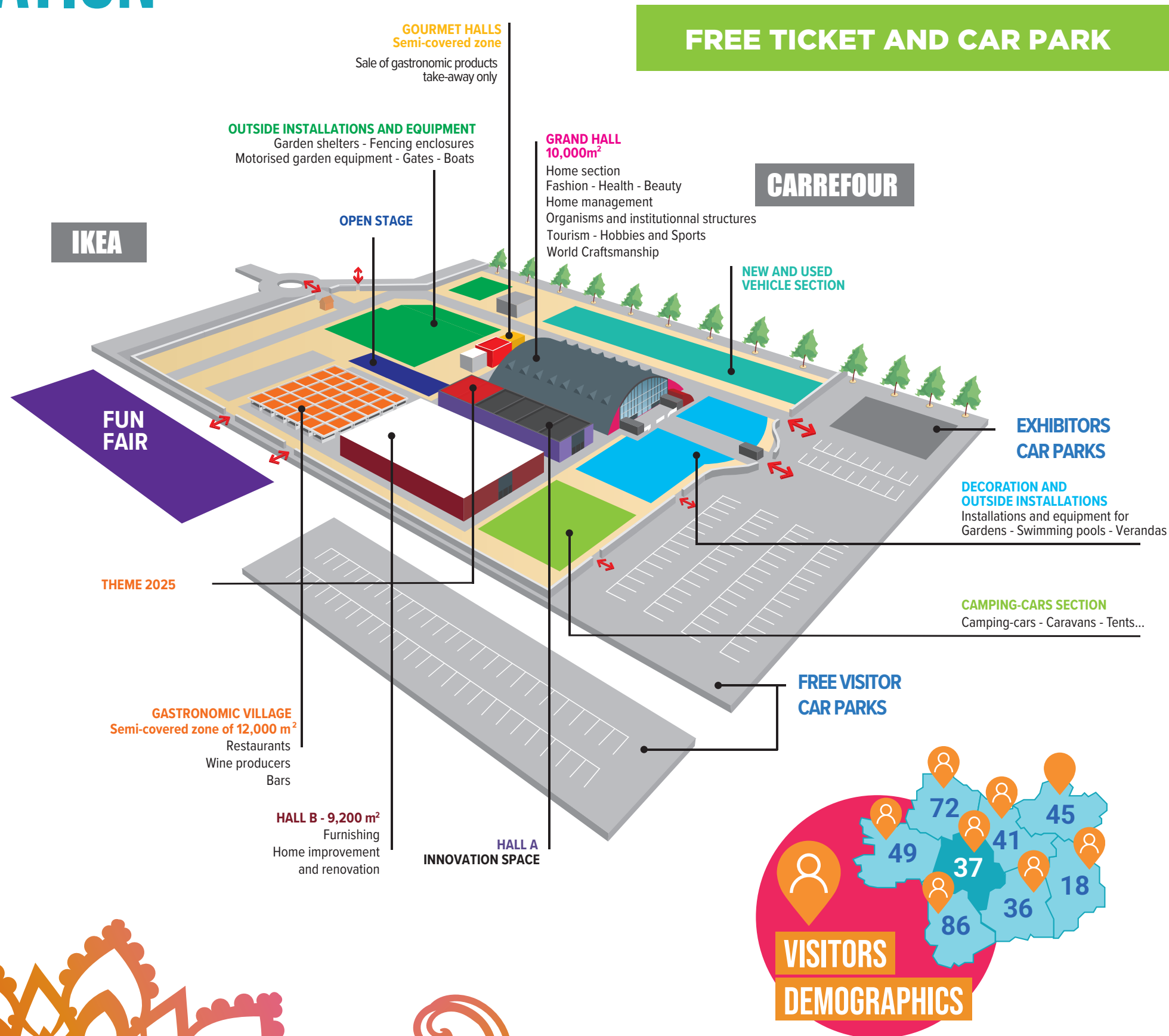
* REFERENCE FIGURES FOR THE 2025 EDITION

EXPERIENCED ORGANISATION

P 2,200
free parking spaces for visitors
free parking

8
entrances accessible to visitors
free entry

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Significant and constant flow of visitors

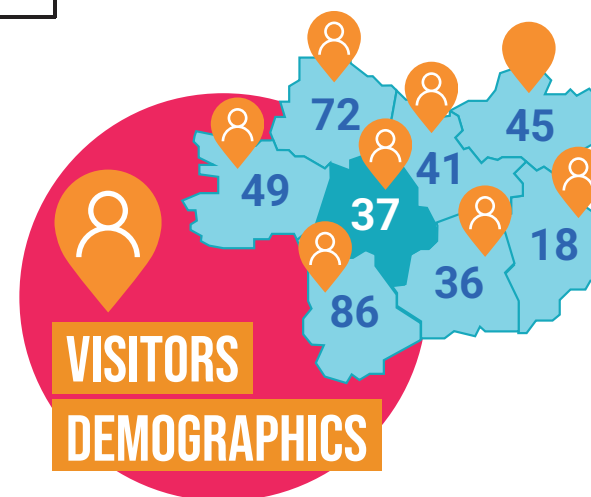


FREE TICKET AND CAR PARK

19 ha
of exhibition space, including 3 hectares indoors

From 9m² in a hall to 600m² outdoors equipped stands with at least one corner

++
A wide range of professional activities, clearly identified and organized by sector



SURFACES

Rates: Contact us



**BOOK
YOUR STAND ON-LINE :**

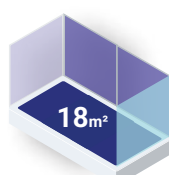
lafoiredetours.fr/espace-exposant



HALLS

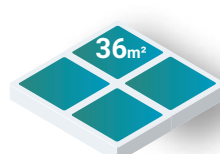


1 CORNER

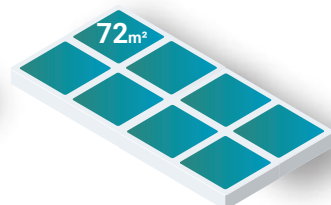


2 CORNERS

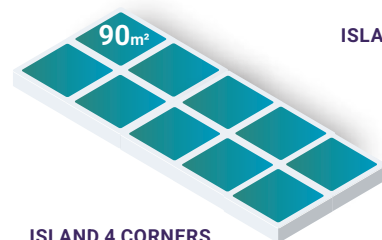
surfaces areas with floor covering + corner(s) + electricity supply + lighting + partitions + pole + banner + subscriptions fees



4 CORNERS



ISLAND 4 CORNERS



ISLAND 4 CORNERS

surface areas with floor covering + corners + moquette + electricity supply + subscription fees

EAST & WEST ESPLANADES



1 CORNER



1 CORNER



2 CORNERS



2 CORNERS

surface areas + corner(s) + subscription fees (Except electricity et technical services)

New and used vehicles area



1 CORNER



2 CORNERS

surface areas + corner(s) + subscription 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.



1 CORNER

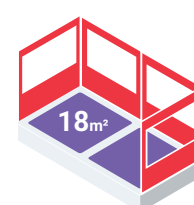


2 CORNERS

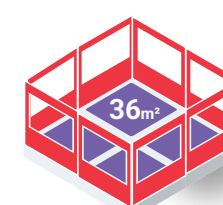
surface areas areas, electricity supply, partitions, subscription fees

GASTRONOMIC VILLAGE

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



2 CORNERS



ISLAND 4 CORNERS

surface areas, water supply, electricity supply, subscription fees



REGISTER before 31/12/2025 AND BENEFIT FROM 2025 RATES. For more information, CONTACT US!

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BOOK YOUR STAND ON-LINE :

lafoiredetours.fr/espace-exposant



How to get there

Road Access:

From the A10 motorway – Exit no. 21 Tours Centre, follow signs to Parc Expo.

Parc Expo Tours

Rue Camille Chautemps
37000 – Tours, France

Train Access:

TGV Station – St Pierre des Corps

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