SOL EXPO

THE OLIVE & OIL TRADE SHOW

28th February – 2nd March Veronafiere

The International Olive Oil Trade Show

veronafiere

Trade shows & events since 1898

Beyond the Trade Fair: A Strategic Hub

The Format: B2B2C and olive oil culture

- **A unique platform:** a B2B2C format connecting companies, industry professionals, buyers, catering services, restaurants and conscious consumers.

- **Complete supply chain:** from field to mill, all the way to retail.

- **Mission:** a place for business, education, and culture, a driving force for the development of the olive oil sector and its culture.







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The 2026 Edition: Facts and Figures

SOL Expo 2026: Growth Figures

Exhibitors
230 companies from **15** Italian Regions and **4** Countries (Italy, Slovenia, Spain, Hungary).

Exhibiting area:
3.700 m2

Visitors
5,000 attendees (more than doubled vs 2025)

Events
Over 90 events (conferences, show cooking, tastings, “find the fake” experiences)

International Focus
300+ international operators from 38 countries and 80 top buyers









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Thematic Areas

A 360° Olive Oil experience

Extra virgin olive oil as a gourmet and pairing ingredient

BREAD, PIZZA & CHEESE



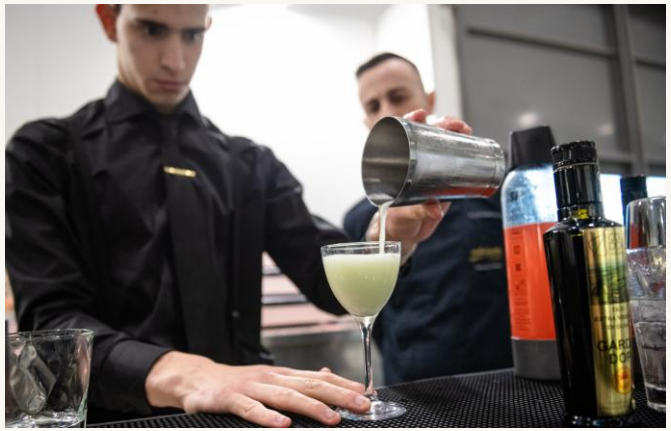
Global excellence for the Mediterranean diet

TABLE OLIVES



The new frontier of olive oil cocktails

MIXOLOGY



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Thematic Areas

A 360° Olive Oil experience

Innovation from olive grove to packaging

TECHNOLOGIES



Balsamic vinegars, premium salts and spices

SEASONING



Trends and figures of an evolving market

TALK AREA



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Learning by doing

Professional training and development

TASTINGS

For professionals, restaurateurs, culinary and hospitality students, and consumers





Food pairing, recipes, and demonstrations by top chefs to enhance dishes through the correct use of EVO oil

SHOW COOKING

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Olive Oil Culture & Internationality

Education and global networking

KID'S AREA

Educational area to teach future consumers about the properties of EVO oil





Joint ITA/Veronafiere program selecting 100 top buyers from around the world

INCOMING

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Join SOL Expo 2027

Open space exhibition rates

Registration fees:

Direct exhibitor € 500 | Co- exhibitor € 200 | Represented company € 150

Open sides	Early Bird (by Dec 20, 2026)	Standard (from Dec 21, 2026)
1 Open side	€ 140,00/m2	€ 156,00/m2
2 Open sides	€ 148,00/m2	€ 164,00/m2
3 Open sides	€ 156,00/m2	€ 173,00/m2
4 Open sides	€ 165,00/m2	€ 184,00/m2

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Turnkey stand packages

Registration Fee| Exhibiting Area|Turnkey Stand

12 or 16 sqm, includes:

Structure: walls, 2X1 m storage, carpeting, fascia with company name, lighting, electrical connection

Furniture: 1 table, 2 chairs, 1 bin, 1 coat rack, 1 desk, 1 stool, 1 shelving set

Stand	All-inclusive Tariff
12 m2 (4X3 m)	€ 3.250,00
16 m2 (4X4 m)	€ 4.050,00



Note: Base setup. Any additions (graphics, structure, furniture) quoted separately

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Essential package

Registration Fee| Exhibiting Area|Turnkey Stand

6 m2 stand includes:

- **Structure:**
  walls, partitions, carpeting, lighting, fascia graphic (200×30h cm) with company name
- **Furniture:** 1 table, 2 chairs, 1 bin, 1 coat rack

Mandatory placement along pavilion wall

Stand	All-inclusive Tariff
6 m2 (3X2 m)	€ 1.490,00



Note: Base setup. Any additions (graphics, structure, furniture) quoted separately

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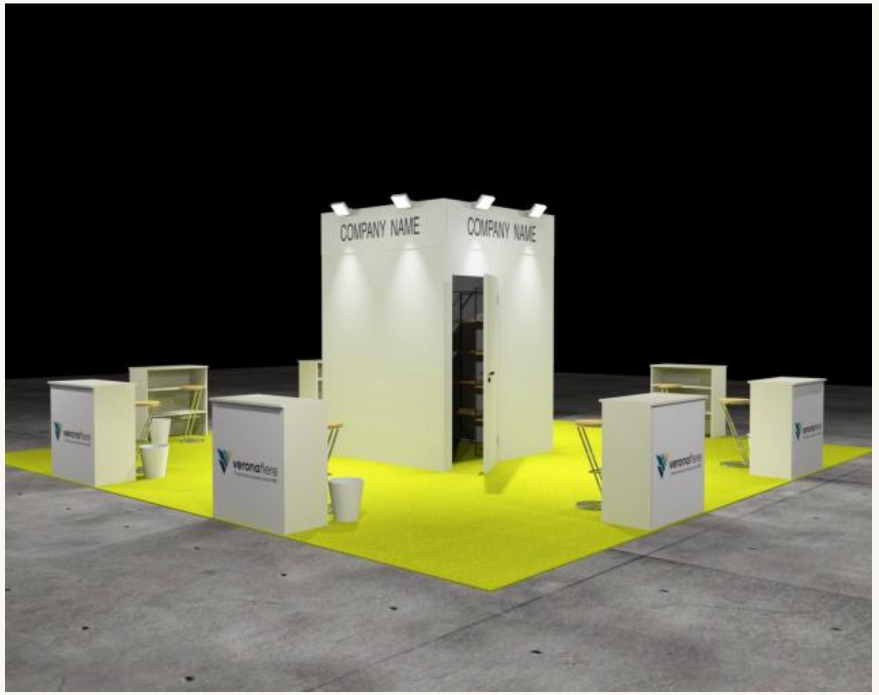
Collective Stand Packages

Registration Fee| Exhibiting Area|Turnkey Stand

For 6 or 8 companies, includes:

- **Structure:** 2×2 storage room, carpeting, lighting, electrical connection, fascia with consortium/association name, company logo on desk
- **Furniture (per company):** 1 desk, 1 stool, 1 bin

Stand	All-inclusive Tariff
56 m2 (8X7 m)	€ 13.180,00
64 m2 (4X4 m)	€ 15.060,00



Note: Base setup. Any additions (graphics, structure, furniture) quoted separately

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Join the SOL D'Oro Competition

The International EVO Oil blind tasting competition

- **Sol d'Oro – Northern Hemisphere:** the international competition dedicated to excellence in extra virgin olive oil

- The best extra virgin olive oils compete in a **rigorous blind tasting** to win recognition celebrating **true quality**

- Now in its **25th edition**, it represents a showcase of **excellence** where experts, producers, and enthusiasts meet to enhance the **authenticity** of EVO oil.



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Contacts

- Would you like to organize events, partnerships, or communication initiatives at SOL Expo?



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- Would you like to exhibit and promote your company at SOL Expo?



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