



EXHIBITOR DOSSIER

ASTURFORESTA

International Forestry Fair

ARMAYÁN FOREST · TINEO · ASTURIAS ·

SPAIN

NEXT EDICION

May 27, 28, and 29, 2027

WHAT IS ASTURFORESTA?

The only international forestry fair on the Iberian Peninsula

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Asturforesta was born in 1997 as a meeting point for timber and forestry industry professionals, establishing itself from its very first edition as a landmark event due to its condition as a «fair under real working conditions». Year after year, edition after edition, it has grown in terms of exhibitors, visitors, and international reach.

Held biennially in the incomparable natural setting of Armayán Mountain—a radiata and maritime pine forest spanning 550 hectares, of which the fair occupies 45—it has consolidated its position as Southern Europe's leading forestry benchmark and the primary space for technical, commercial, and institutional exchange for the sector across the Iberian and European scope.

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DISTINCTIVE FEATURES

- **Unique setting:** 45 hectares of real forest dedicated to exhibition and live demonstrations under actual working conditions.
- **Integrated demonstration plots:** The demo plot is integrated within the stand itself, allowing each exhibitor to maintain their brand identity during demonstrations.
- **European reach:** Full member of Forestry Demo Fairs, the network of the world's leading forestry fairs.
- **Institutional backing:** Supported by the Government of Spain, the Principality of Asturias, Caja Rural de Asturias, and Tineo City Council.
- **Solid track record:** 15 editions since 1997, held biennially with sustained growth.

Asturforesta is a full member of Forestry Demo Fairs, the network bringing together the world's primary forestry demo fairs. To belong to this association, organizers must comply with strict quality and safety standards applied to forest-based trade fairs.

Since November 2023, the presidency of Forestry Demo Fairs has been held by Ana Pérez Álvarez, Director of Asturforesta, underscoring Spain's leadership in the European forestry exhibition landscape.

Access to the fair is free of charge for accredited professionals upon online registration, guaranteeing a specialized visitor profile and a personalized, effective experience.

ASTURFORESTA IN NUMBERS

Figures backing a benchmark event

Data from previous editions demonstrate the weight and scope of Asturforesta as a top-tier professional forestry platform at Iberian and European scales..

+9.000

Strictly professional
visitors

124

National and international
exhibitors

+250

Brands represented at the fair

10.800 m²

Forestry exhibition area

45 Ha

Exhibition surface on
Armayán Mountain

550 Ha

Total surface of the natural
enclave

~2 km

Fair route length

+14

Countries of visitor origin

350.000 €

Benchmark event budget

«Asturforesta has consolidated itself as an essential event for the sector, and the upcoming edition promises to be the most ambitious to date, featuring live demonstrations, business meetings, and a privileged environment that turns the fair into a unique experience.»

WHY EXHIBIT AT ASTURFORESTA

- **International Fair:** The only international forestry showcase in Spain: direct access to buyers, technicians, and institutions from across the Iberian Peninsula and Southern Europe.
- **Live Demonstrations:** Demonstrations under real working conditions: machinery operates in the forest, not in an exhibition hall. This makes all the difference for professional buyers. The demo plot is integrated into the stand itself, allowing exhibitors to maintain brand image while demonstrating machinery under actual working forest conditions.
- **Specialized Audience:** Visitors are industry professionals—forestry engineers, foresters, operators, companies, public administrations, and researchers.
- **International Visibility:** Integration into Forestry Demo Fairs projects exhibitor presence far beyond the domestic market.
- **Public Backing:** Fair organized by Tineo City Council with support from the Government of Asturias and the Ministry for the Ecological Transition, guaranteeing continuity and event reliability.
- **Consolidated History:** 16 editions held continuously since 1997.
- **High-Level Networking:** B2B meetings with decision-makers from the Iberian and European forestry sector.

EXHIBITION ZONES

Armayán Forest features four distinct areas:

1. **Outdoor Zone (open-air plots):** Open-air plots with variable frontage starting from 5 meters. Ideal for heavy forestry machinery and vehicles. Exhibitors may conduct live demonstrations on their own plot or in the common demo area enabled for this purpose.
2. **Tents (Jaimas):** 3×3 m or 5×5 m tents with electrical connection, available with or without flooring. Option for tent with 4×4 m indoor stand for companies requiring a distinct commercial reception space.
3. **Biomass Marquee:** 3×3 m stands inside an independent marquee with counter, lighting, and carpeting. Specially suited for biomass-related companies, consultancies, and institutions.
4. **Demonstration Area:** Area enabled for machinery demonstrations under real forestry conditions. Exhibitors wishing to use this area must indicate it in their registration form, specifying machinery type and demo conditions. Demos are located within each exhibitor's own exhibition plot.

A map of the fairgrounds is available at: www.asturforesta.es

PARTICIPACION RATES 2027

All prices exclude VAT (10%)

SPACE TYPE	SURFACE AREA	PRICE (excl. VAT)
OUTDOORS PLOTS		
Outdoor Zone	50 m ²	368,95 €
Outdoor zone	100 m ²	491,98 €
Outdoor zone	150 m ²	609,76 €
Outdoor zone	200 m ²	860,97 €
Outdoor zone	250 m ²	983,96 €
Outdoor zone	300 m ²	1.229,95 €
Outdoor zone	350 m ²	1.352,95 €
Outdoor zone	400 m ²	1.475,94 €
Outdoor zone (over 400 m ²)	> 400 m ²	3,47 €/m ²
TENTS (INDOOR AREA)		
Tent without flooring, with electrical connection	9 m ² (3×3)	461,23 €
Tent without flooring, with electrical connection	25 m ² (5×5)	614,98 €
Tent with flooring, with electrical connection	9 m ² (3×3)	885,00 €
Tent with flooring, with electrical connection	25 m ² (5×5)	1.045,43 €
tent + flooring + indoor stand + electrical connection	25 m ² + stand 16 m ²	1.353,00 €
BIOMASS MARQUEE		
Stand in indoor marquee (with light, carpet, counter)	9 m ² (3×3)	422,33 €
ELECTRICAL HOOKUP (3 days, outdoor plots)		
Single-phase	220 V	159,91 €
Three-phase	380 V	233,63 €

Included in the Stand Price:

- Right to conduct live demonstrations.
- Unlimited free client invitations.
- Use of presentation room for lectures and videos (subject to availability).
- Access to business lounge, water points, and free parking.
- Nighttime security for the entire venue.
- Photocopying, PA system, and Wi-Fi service.
- Inclusion in the official catalogue and website exhibitor list.
- Machinery assembly and disassembly service (free, upon request).
- Cleaning of aisles and common areas.
- Medical assistance during fair days.

APPLICABLE DISCOUNTS

Discounts are cumulative up to a maximum of 70% off the total price. They apply to the stand price before other discounts.

DISCOUNT TYPE	DISC.	CONDITION
Loyalty	10%	Participation in at least 3 of the last 4 editions. Includes priority space reservation.
New Exhibitor Referral	10%	For bringing in a new exhibitor with a tax ID (CIF) different from the mediator's.
New Exhibition Area	40%	Plots located in the new area according to attached map.
Demos in Common Area	20%	Minimum of one daily demo (minimum 30 min). Communicate before April 2.
Demos on Own Plot	5%	Communicate date and time before April 2 for inclusion in catalogue.
Early Bird Registration	20%	Applications submitted before December 31, 2026.

Note: Discounts for demonstrations (sections D and E) will be revoked if Asturforesta verifies that they have not been carried out.

ADVERTASIN OPPORTUNITIES

In addition to fair space, Asturforesta offers visibility options in the official catalogue and website.

FORMAT	PRICE (excl. VAT)
1/4 page color	209,30 €
1/2 page color	367,74 €
Full page color	532,60 €
Front cover color	1.500,00 €
Inside front cover color	1.350,00 €
Back cover color	1.250,00 €
Inside back cover color	1.050,00 €
WEBSITE ADVERTISING	
Banner 120×60	400,00 €
Banner 70×30	200,00 €

For special placements (front cover, back cover, and inside front cover), if multiple companies express interest, the contract will be awarded on a first-come, first-served basis.

KEY DATES AND

Fair dates&Opening Hours

DAYS	OPENING HOURS TO PUBLIC
Thursday, May 27 & Friday, May 28	10:00 a 19:00 horas
Saturday, May 29	10:00 a 18:00 horas

Important deadlines for exhibitors

DEADLINES	ACTION
December 31, 2026	Early bird registration deadline (20% discount)
April 2, 2027	Notification of live demonstrations (for discounts & catalogue)
April 30, 2027	Final registration deadline
April 30, 2027	Submission of product inventory for insurance coverage
April 30, 2027	Notification of company presentations/lectures
May 29, 2027, from 21:00	Start of goods withdrawal and dismantling

INCLUDED AND ADDITIONAL SERVICES

Included Services (No additional cost)

- Nighttime security from start of assembly until the beginning of goods withdrawal.
- Cleaning of aisles and common areas.
- Medical assistance during all three fair days.
- Machinery loading and unloading zone.
- PA system for announcements and activity broadcasting.
- Equipped business lounge for private meetings.
- Conference room for product presentations (subject to availability).
- Wi-Fi throughout the venue.
- Photocopying service.
- Free parking (according to frontage quota).
- Machinery assembly and disassembly assistance (upon prior request).
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Services Upon Request (At Cost)

- Additional stand furniture rental (Asturforesta provides supplier contacts).
- Catering at exhibitor's own stand or in the fair restaurant.
- Interior stand cleaning (Asturforesta provides quotes from specialized companies).
- Electrical hookup for outdoor plots: €159.91 (220 V) or €233.63 (380 V).

INSURANCE AND SAFETY

Insurance Contracted by Organizers

The organization contracts insurance covering fire, explosion, theft (during public closure), weather damage, and organizer civil liability.

Exhibitor Obligations

- Own civil liability insurance for a minimum amount of €300,000.
- Submission by April 30, 2027, of a complete, valued inventory of products on display to benefit from theft insurance coverage.
- Provision of own fire extinguishers for companies exhibiting machinery.
- Safety and public protection devices in demonstration areas.
- Staff specifically dedicated to safety tasks on demo plots.
- Discharge of fuels or oils and open flames are strictly prohibited on site. Vehicle movement is prohibited during public opening hours.

It is prohibited to dump fuel or oil or to light fires on the premises. Vehicle traffic is prohibited during public opening hours.

CANCELLATION AND REFUND POLICY

Once a stand has been allocated and payment settled, if the exhibitor cancels participation for personal reasons, refunds apply according to the following percentages:

ADVANCE NOTICE BEFORE FAIR DATE	REFUND
More than 30 days	75%
More than 20 days	50%
More than 10 days	25%
10 days or fewer	Sin devolución

In case of cancellation due to justified reasons beyond the exhibitor's control supported by accredited documentation, the full amount paid will be refunded

HOW TO REGISTER AND CONTACT

Registration process

- Request the registration form from the organization or download it at www.asturforesta.es.
- Submit the completed form before April 30, 2027, including bank account details for payment processing.
- The organization will confirm space allocation and issue the corresponding invoice.
- Non-payment or rejection of bank debit once processed will be considered a withdrawal from participation.

Contact information

ASTURFORESTA

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