

# HOREICA

A WORLD CLASS TRADE SHOW!

07-10  
FEB  
2020

METROPOLITAN EXPO



**forum s.a.**  
TRADE SHOWS • PUBLICATIONS

328, Vouliagmenis Ave. • 173 42 Athens Greece  
• T: +30 210 5242100 • W: [www.horecaexpo.gr](http://www.horecaexpo.gr) • E: [sales@forumsa.gr](mailto:sales@forumsa.gr)  
Member of NürnbergMesse Group

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## General information

### The biggest exhibition event in Greece!

The HORECA exhibition, after a highly successful course of 15 years, is today the most significant commercial forum for professionals in the Hotel and Catering sector and the most important social event where all business forces operating in the Greek tourism sector are united. The 15th HORECA 2020, the largest exhibition event in Greece and one of the largest and best exhibitions of its kind worldwide, returns to contribute, once more, to the improvement and modernization of the facilities and services of the Hotels and Catering enterprises of our country!

#### HORECA 2020 Forecast Key Figures

**50,000** sq.m.  
EXHIBITION SPACE

**550**  
EXHIBITORS

**127,000**  
VISITORS

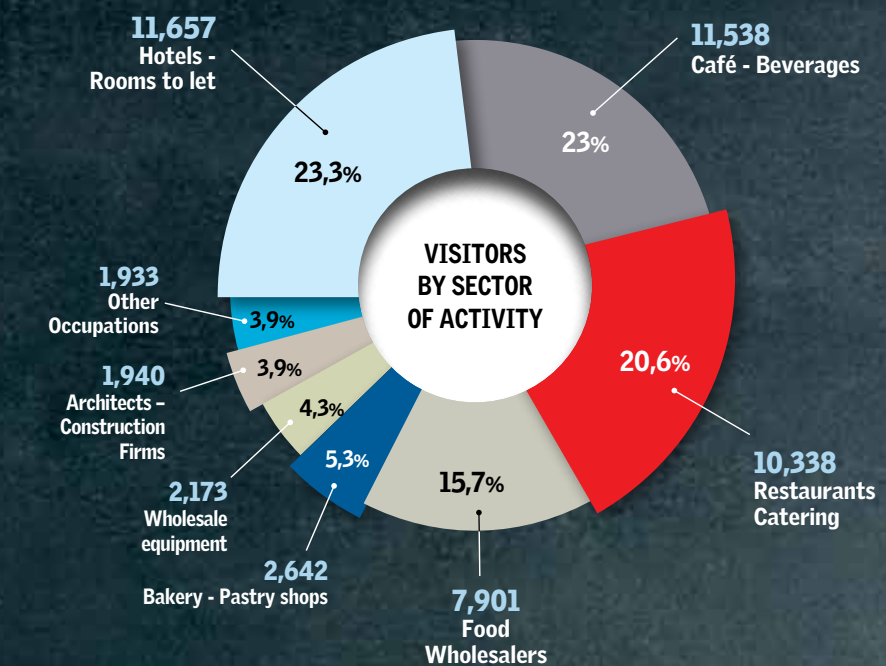
**500,000€**  
MARKETING BUDGET

**93%**

of the HORECA 2019 visitors stated that they are the person responsible for decision-making in their business

### 126,000 visitors from 50,122 businesses

HORECA 2019, with an incredibly high attendance of high-quality professional audience, proved clearly that it is the most important commercial forum for Hotels and Catering Services in Greece.



"HORECA 2019 for once again, was a pleasant surprise. The attendance was not only large but substantial as well; mainly hoteliers."

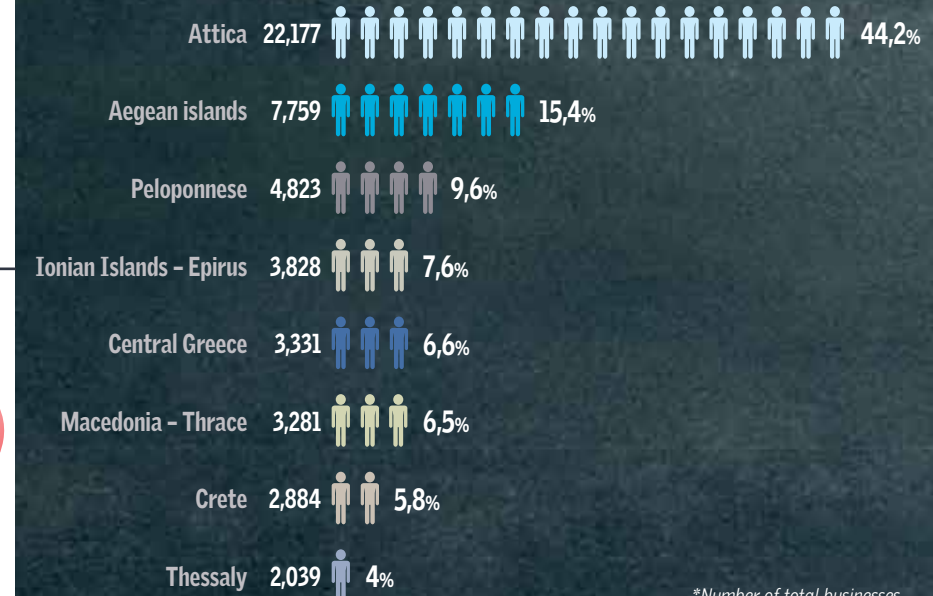


Eleni Gotzopoulou  
GRECO STROM

### 56% of visitors from non-urban regions

We saw an impressive representation of Hospitality and Catering services businessmen and professionals from non-urban regions.

#### Visitors by Region\*



\*Number of total businesses

"HORECA is one of the most important exhibitions in the food service industry as many important business contacts take place."



Christos Vogianos  
PROVIL SA



## Exhibitors & Exhibits



## Τομείς έκθεσης



### COFFEE & BEVERAGES

- Coffee, Beverages
- Coffee sides, Syrups
- Tea, Water, Refreshments
- Beers, Alcoholic Drinks
- Wines
- Popsicles, Smoothies
- Energy drinks



### FOOD SERVICE MEAT PRODUCTS

- Meat products
- Raw materials for cooking
- Fats, Oils, Cheeses
- Cold meats
- Bakery products
- Ice cream, Waffles
- Ready-to-eat meals



### HOTEL EQUIPMENT - FURNISHING

- Furniture, Seats
- Mattresses, Linen
- Furnishing Fabrics - Curtains
- Floors, Doors, Frames
- Bathroom equipment, Amenities
- Atriums, Shading, Lighting
- Air-conditioning, Pools, SPA



### KITCHEN MACHINERY CATERING EQUIPMENT

- Kitchen machinery
- Catering equipment
- Serveware
- Tableware
- Catering & Buffet Equipment
- Refrigerators-showcases
- Shop furnishing



### WEB MARKETING POS. CONSUMABLES

- Web Marketing- Telecommunications
- POS, Computerization
- Cleaning Machines & equipment
- Packaging materials
- Menus - Price Lists
- Delivery-services equipment

## The exhibitors stated that they are fully satisfied \*

97% of the HORECA 2019 exhibitors said they were extremely satisfied with their participation, according to the results of the ALCO survey, carried out on a sample of 250 exhibitors.

### Highly satisfied

48%

### Satisfied

34%

### Partially satisfied

15%

### Neither satisfied, nor dissatisfied

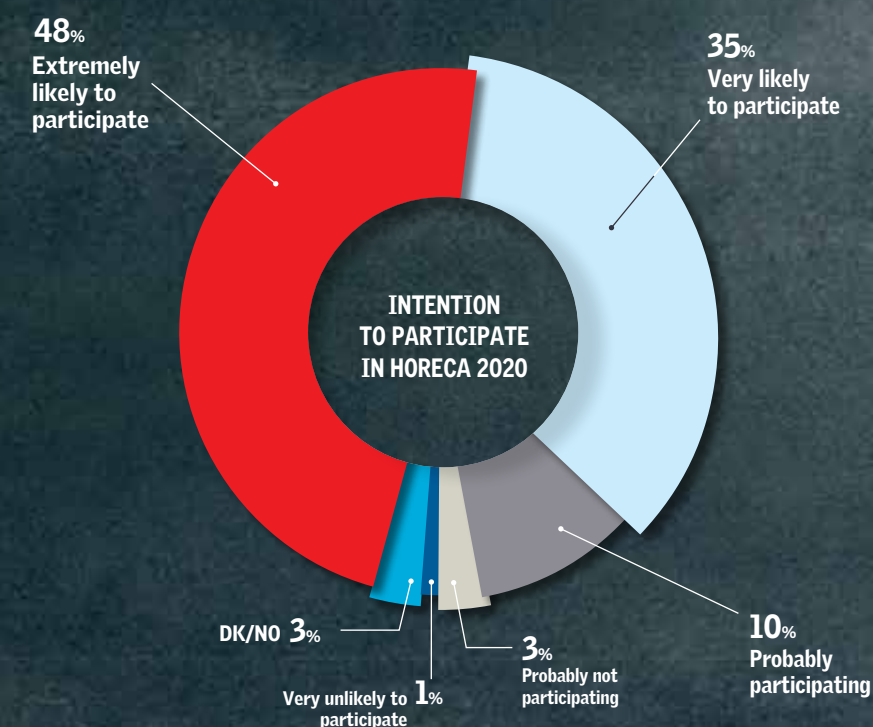
3%

97%

\*Data from the ALCO survey

## 93% of exhibitors intend to take part in HORECA 2020 \*

According to the same survey, the overwhelming majority of exhibitors expressed their intention to participate in the HORECA 2020 exhibition.



\*Data from the ALCO survey

"No supply company operating in the coffee sector can be absent from the HORECA exhibition. We will participate as exhibitors again."



Giorgos Skourtas  
JDE PROFESSIONAL

"The turnout at HORECA 2019 was the best in terms of quality than any other year. It is a modern exhibition and an institution for our industry."



George Karamanis  
KARAMANIS SA



## Visitors' Profile



## Visitor categories

Being established in the industry professionals' minds as the leading exhibition for Hotels and Catering Services, HORECA, each time, brings together a huge number of professionals from every corner of Greece from the following business categories:

- |   |   |  |   |
|---|---|--|---|
| <ul style="list-style-type: none"> <li>◦ Hotels</li> <li>◦ Rooms to let, Guest houses - Villas</li> <li>◦ Agrotourism units</li> <li>◦ Operation Managers &amp; Hoteliers</li> <li>◦ F &amp; B Managers</li> <li>◦ Executive Chefs</li> <li>◦ Organized Retail Sellers</li> </ul> | <ul style="list-style-type: none"> <li>◦ Hospital and Health Tourism Executives</li> <li>◦ Cafes - Snack Café</li> <li>◦ Food- or coffee-service chains</li> <li>◦ Catering Companies</li> <li>◦ Restaurants</li> <li>◦ Grills</li> <li>◦ Taverns - Ouzeri</li> </ul> | <ul style="list-style-type: none"> <li>◦ Entertainment places</li> <li>◦ Canteens</li> <li>◦ Fast Food Stores- Pizzerias</li> <li>◦ Ice cream and confectionery workshops</li> <li>◦ Bakery Cafés</li> <li>◦ Small- and Large-size Bakery and Confectionery workshops</li> </ul> | <ul style="list-style-type: none"> <li>◦ Food Wholesale</li> <li>◦ Ship food supply</li> <li>◦ Machinery &amp; Equipment Trade</li> <li>◦ Architects - Decorators</li> <li>◦ Construction Companies</li> <li>◦ Hosted Buyers</li> </ul> |
|---|---|--|---|

**96%**

of the HORECA 2019 visitors stated at the survey conducted by ALCO, that they would likely or most likely attend HORECA 2020

## 98% of visitors stated that they were satisfied with HORECA 2019! \*

Absolutely satisfied with HORECA 2019, was the overwhelming majority of visitors; based on the ALCO survey conducted during the exhibition on a sample of 600 visitors.

Highly satisfied



Satisfied



Partially satisfied



Neither satisfied, nor dissatisfied

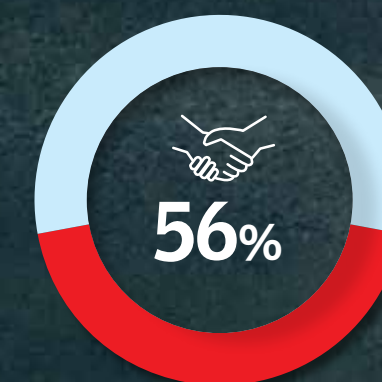


$$55\% + 40\% + 3\% + 2\% = 98\%$$

\*Data from the ALCO survey

## Huge commercial effectiveness \*

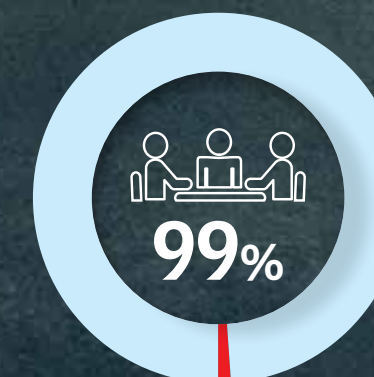
The impressive results of the ALCO survey confirmed for yet another year that HORECA can demonstrably guarantee the realization of the goals and the commercial success of the participants.



According to the same survey, 56% of the HORECA 2019 visitors said they had concluded trade agreements with exhibitors during the exhibition.

\*Data from the ALCO survey

Correspondingly, 99% of exhibitors said that, in addition to the concluded agreements, they expect trade agreements to be concluded in the next 6 months after the exhibition.



"The quality of HORECA visitors is continuously upgraded. In 2019 the visitors were more commercially targeted than other years."



Giannis Katsougkris  
ATHENIAN BREWERY SA

"HORECA is the exhibition where all the industry operators will see what's new on the market. We will participate in HORECA 2020."



Anestis Nedopoulos  
NESTLE PROFESSIONAL



Marketing budget

## Impressive promotional advertising!

The unprecedented, in terms of intensity and duration, advertising of HORECA, has "built" a huge name recognition for the exhibition making every professional in the Hotels & Catering Services sector in Greece talk about it. This year as well, through an integrated marketing communication program, the advertising campaign of HORECA 2020, will exceed 500.000 € and shall cover all media with the purpose of promoting the potential of the exhibition while maximizing, its attendance and commercial success.

### ADVERTISING ALLOCATION EXPENDITURE 2020



43%  
TELEVISION



17%  
RADIO



18%  
DIGITAL MARKETING



14%  
BARCODE INVITATIONS



8%  
PRINTED ADS

85%

of the visitors who attended the parallel events of HORECA 2019 said they were satisfied with their rich content and quality of speakers

## Special Events

HORECA 2020 will host a series of innovative events that are expected to attract the interest of thousands of professionals.



### GENERAL ASSEMBLY

HORECA 2020 will host the most important institutional meeting of Greek hoteliers, the annual General Assembly of the Hellenic Chamber of Hotels.



### GREEK BREAKFAST

The promotion of local products and the connection of hoteliers and producers will be at the heart of the "Greek Breakfast" initiative of the Hellenic Chamber of Hotels.



### HORECA BUSINESS LAB

An analysis of all modern solutions for the efficient management and administration of hotels and catering businesses.



### BEER & SPIRITS SHOW

International and Greek experts will present all spirits trends through seminars and masterclasses. It will be accompanied by cocktail tournaments of the Hellenic Barmen Association.



### BEER DAY

All developments in the beer industry will be explored at this special event to be held under the auspices of the Hellenic Association of Brewers.



### COFFEE EVENTS

Through a series of presentations and workshops, innovations in the coffee industry will be presented, while holding the Pan-Hellenic Competitions of SCA Greece.



### GASTRONOMY FORUM

Internationally acclaimed chefs will showcase gastronomy as an integral part of our country's tourism product.

"HORECA is the best exhibition for the industry out there; and I can add, not only in Greece. We concluded numerous agreements."



Giannis Tsaknakis  
TSAKNAKIS PREMIUM BRANDS

"The trade agreements that we concluded during the three days of HORECA 2019 exceeded our best expectations and more than ever."



Konstantinos Kleideris  
NEF NEF SA



## Floor plan of exhibition spaces & stands

HO|RE|CA|  
2020

### Participation fees

One sided stands (ground trace)

- a. From **20** to **50** sq.m. **€ 185,00/sq.m.**
- b. From **51** to **90** sq.m. **€ 175,00/sq.m.**
- c. From **91** to **150** sq.m. **€ 170,00/sq.m.**
- d. From **151** to **250** sq.m. **€ 165,00/sq.m.**

Additional charges:

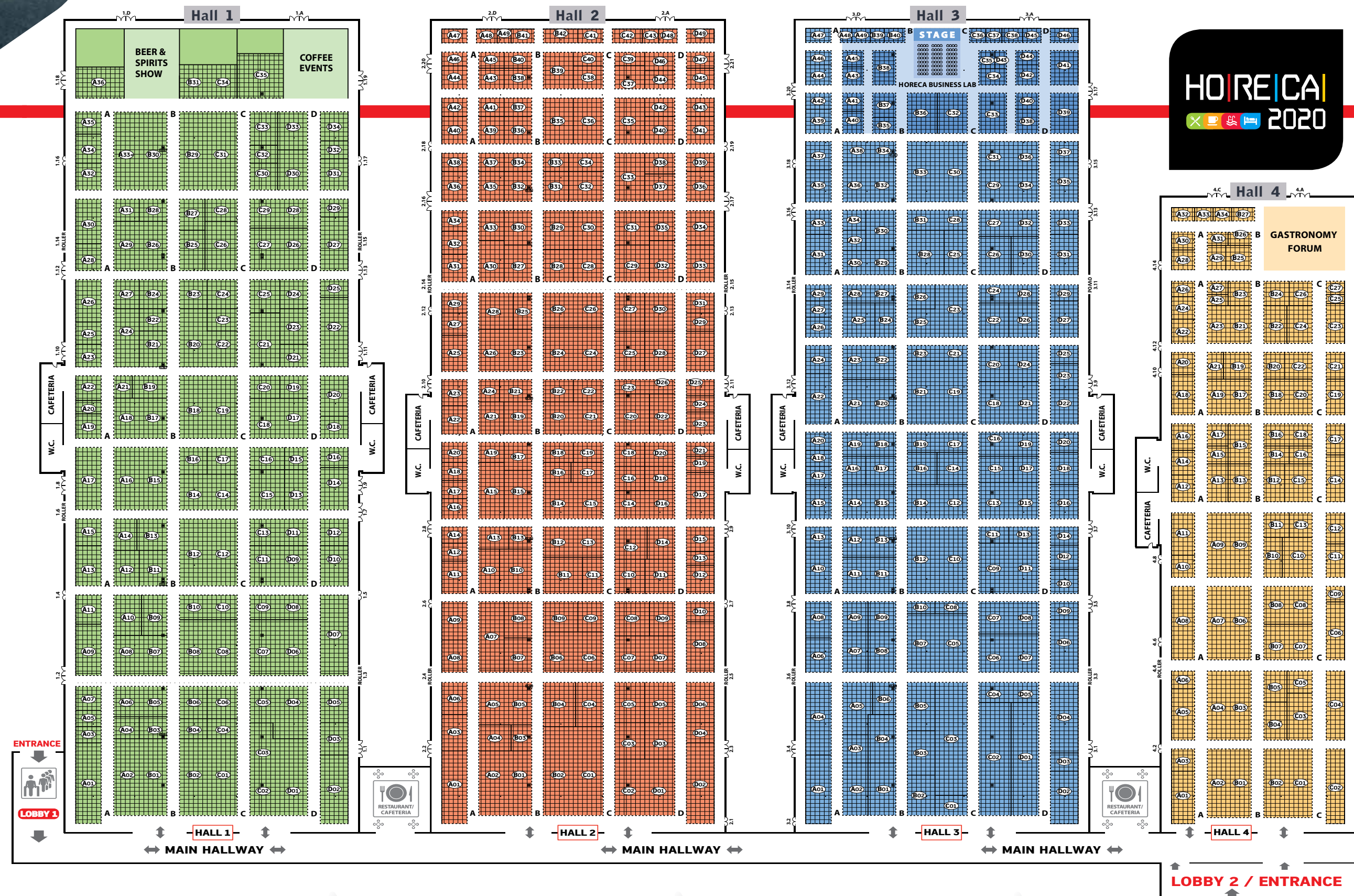
- 1. Listing in exhibitors' catalogue **€ 200,00**
- 2. For each additional side panel **€ 5,00/sq.m.**
- 3. Basic structure\* **€ 17,00/sq.m.**
- 4. Carpeting **€ 4,00/sq.m.**
- 5. Back side (sq.m.) **€ 20,00**

\* The basic structure includes 3-meter-high melamine panels in white color, fascia and sign. Each basic structure stand is provided with one electrical socket outlet and 100W/3 sq.m. spotlights

### Provisions to exhibitors

The rental price includes the following:

- Availability of exhibition space for setting up, operating and dismantling.
- New carpeting throughout all public spaces.
- Single-phase electrical supply 100 W/3sq.m.
- Exhibition hall security and cleaning.
- Free parking for exhibitors.
- Clerical support for support (free internet access, e- mails, fax).
- Fully equipped medical station.
- Availability of pallet trucks and lifting equipment during the setting-up and dismantling of the stands.
- Free admission passes for exhibitor staff.
- Free handwritten and electronic invitations to each exhibitor depending on the area of his stand.



## Athens Metropolitan Expo

Metropolitan Expo is the largest, modern and functional exhibition center in Greece. It is in a privileged location next to the International Airport "El. Venizelos", with ample parking spaces. It has been designed with the highest standards that ensure the functionality, flexibility and aesthetic quality of its facilities. It is located at the end of Attiki Odos, just one kilometer from the airport and the metro terminal station, to which there is a bus connection every 5 minutes.



### HALL 1

- Coffees • Beverages
- Coffee and Garnish Syrups
- Beers • Spirits • Wines
- Waters, Soft Drinks, Juices
- Energy Drinks • Tea • Ice Creams
- Waffles • Water Ices, Smoothies
- Coffee Machines & Grinders • Dispensers

### HALL 2

- Kitchen Equipment – Machinery
- Furnaces - BBQ • Table Equipment
- Store Equipment – Window Displays
- Catering & Buffet Equipment
- Building • Pools-Spas • Living Areas
- Wireless Ordering Systems (POS)
- Cleaning • Consumables

### HALL 3

- Hotel Furnishings • Living Areas
- Furnishing Fabrics • Curtains
- Linen • Mattresses
- Fitted Carpets – Carpets
- Atriums & Shading Systems • Lighting
- Amenities • Security Systems • Safes
- Web Marketing - Digital Technologies

### HALL 4

- General Catering • Fats - Oils
- Cooking Products & Raw Materials
- Meat Products • Cheeses • Cured Meats
- Sauces - Dressings
- Frozen Dough & Bakery Products
- Fresh Salads • Ready Meals
- Frozen Foods & Seafood



# HORECA

## OPENING HOURS & DATES

**07**  
**FEBRUARY**

**FRIDAY**  
10.00 - 19.00

**08**  
**FEBRUARY**

**SATURDAY**  
10.00 - 19.00

**09**  
**FEBRUARY**

**SUNDAY**  
10.00 - 19.00

**10**  
**FEBRUARY**

**MONDAY**  
10.00 - 18.30

**UNDER THE AUSPICES OF:** • THE MINISTRY OF TOURISM • THE HELLENIC CHAMBER OF HOTELS • THE GREEK TOURISM CONFEDERATION (SETE)  
• THE HELLENIC HOTELIERS FEDERATION • THE ATHENS-ATTICA HOTELS ASSOCIATION • THE CHEF'S CLUB OF GREECE • SCA GREECE

[www.horecaexpo.gr](http://www.horecaexpo.gr)