

HO|RE|CA|

Exhibitor Manual

07-10
FEB
2020

METROPOLITAN EXPO

FORUM SA.
TRADE SHOWS • PUBLICATIONS

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Member of NürnbergMesse Group

NÜRNBERG MESSE

Preparation and stand set up instructions!

We would like to thank you for your participation in the 15th HORECA 2020 and wish you great success! We kindly request that you read and follow carefully the following instructions, in order to help our efforts in providing all exhibitors with the best possible standard of facilities for presenting their exhibits, and for meeting the needs of trade visitors. The participation of exhibitors in the trade show is governed by the terms of participation and the rules of operation of

the exhibition, included in the participation agreement signed by exhibitors. Furthermore, according to the participation agreement, exhibitors must respond to what is disclosed to them, within the defined time limits, in relation to the organizational, operational and time details of the exhibition. These terms bind both exhibitors, third parties and companies, which will be used in the construction, operation and dismantling of stands (stand constructors, promoters, stand staff).

IN CARRYING OUT THE ABOVE TERMS, WE WOULD LIKE TO DRAW YOUR ATTENTION THE FOLLOWING:

- 1. MAXIMUM STAND HEIGHT:** Exhibitors should note that the maximum structure height is 4m.
- 2. FIND YOUR STAND:** In order to find your

stand, go to www.horecaexpo.gr, continue to the Exhibition Floor Plan, download the PDF file and print the specific location of your stand.



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General Information

1. EXHIBITION CENTER & FLOOR PLAN

The 15th HORECA 2020 will be held at the METROPOLITAN EXPO exhibition center, which is located at the Athens International Airport “El. Venizelos.” The exhibition will take up all 4 Halls of the exhibition center, covering 50,000 m2 of gross

exhibition space. 550 exhibitors will participate at the trade show. Their products and services will be showcased grouped into sectors by Hall (See page 10).

2. OFFICIAL OPENING - DATES & TIMES

The 15th HORECA 2020 will take place from Friday, February 7 to Monday, February 10, 2020. The official opening of the trade fair will be held on Friday, 7/2,

at 15:30 by a government representative, while the detailed schedule of the exhibition is presented in the following table:

EXHIBITION DATES & TIMES

FEB 07 FRIDAY 10.00-19.00	FEB 08 SATURDAY 10.00-19.00	FEB 09 SUNDAY 10.00-19.00	FEB 10 MONDAY 10.00-18.30
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3. ACCESS & INFORMATION

During the 15th HORECA, visitors will be able to enter the fairgrounds through LOBBY 1 and LOBBY 2 (see page 18). The exhibition entrances are linked to the visitors’ main Hallway, which connects all 4

exhibition Halls and stands. Information and further queries about the trade show or the exhibitors can be addressed at both entrances.

4. USEFUL CONTACT NUMBERS

During preparation, operation and dismantling (from 2/2/2020 to 12/2/2020), both the secretariat and the account department of the organizing company, FORUM SA, located at LOBBY 2, will be at the exhibitors’ disposal (T.: +30 210 3542950, F.: +30 210 3542951). Before February 2, all communication

with the organizing company should be conducted through their central office (T.: +30 210 5242100, F.: +30 210 5246581, email: info@forumsa.gr). Exhibition contractor: EXPOWORK (basic structure – furniture rental, power supply, water drainage, suspensions, etc.) T. +30 210 3542990, F. +30 210 3542999.





General Information

5. INVITATIONS & EXHIBITOR ADMISSION TICKETS

Exhibitors will receive 100 handwritten and 200 electronic visitor invitations for 50 or less sq.m. pavilions and 200 handwritten and 200 electronic visitor invitations for more than 50 sq.m. In order to assist the organizing company in maintaining the professional nature of the exhibition, we kindly request that exhibitors do not give out invitations to

friends and relatives. Exhibitors must collect their exhibitor passes from the organizer's office, and hand them out to their staff before the opening of the trade fair. Visitors with no barcoded invitation and no way to verify their trade status will be required to purchase the day pass to the trade fair at the cost of 20 euros.

6. ACCESS & ADMISSIONS POLICY

The organizing company will send out 70,000 barcoded name invitations. An admission card will be issued to all visitors entering the trade show with handwritten invitations. All visitors with barcoded invitations will enter the trade fair directly, by just showing their invitation. Handwritten invitations are

valid for 2 persons, while barcoded invitations are valid for 1 person. Invitations are personal and non-transferable. Visitors with no barcoded invitation and no way to verify their trade status will be required to purchase the day pass to the trade fair at the cost of 20 euros per person.

7. RESTAURANTS AND CAFETERIAS

Two restaurants will be functioning within the central foyer, and two cafeterias-bars at each of the four Halls of the exhibition. All bars and restaurants are

operated by "Air Canteen SA," which can provide extra catering, coffee break, and delivery services during the trade fair (T.: +30 210 3530461).

Metropolitan Expo / Athens Greece

The 15th HORECA will be held at the state-of-the-art exhibition center METROPOLITAN EXPO, located just 2km from "Eleftherios Venizelos" International Airport at the end of Attiki Odos.

Metropolitan Expo Coordinates: 37°57'10.00" NORTH, 23°57'29.00" EAST





Setting up your stand

1. FIND YOUR STAND

Page 18 of this leaflet include the detailed Exhibition Floor Plan. Browse through the exhibitor A-Z list (pages 10 – 17) and check the specific Hall, aisle and stand number allocated to your company. Please

note: The Hall, aisle and stand number in the Exhibitor list is your company's final allocated stand and the one that should be listed on all invitations you send to your clients.

2. STAND DELIVERY, INSTALLATION, ETC.

Upon arrival at the exhibition center, each exhibitor must first go to the secretariat to settle all financial abeyances towards the organizing company, as identified in the relevant Lease Agreement. Only then may they receive an Installation Note. Along with the Note, each exhibitor receives the Exhibitor Free Passes. All (bare space) stands will be released to

exhibitors on Sunday, February 2, at the following times:

- HALL 1 & HALL 3 Stands: 07:00
- HALL 2 & HALL 4 Stands: 15:00

Basic Structure stands will be released to exhibitors on Tuesday, February 4, at 08:00.

3. EXHIBIT LOADING AND UNLOADING AND STAND SUPPLIES

The Exhibition Center provides for the easy loading and unloading of goods and stand materials. In order to ensure smooth circulation of traffic during set up/dismantling times and for the duration of the event, special staff will be charged with directing and controlling truck and forklift traffic. Exhibitors can use the hall side doors in order to load and unload their products and construction materials.

All responsibility for the handling of products and construction materials lies with the exhibitors. Trolleys and 3 forklift trucks will be available for the exhibitors' further convenience. At 06/02, parking will not be allowed between Halls 1&2, 2&3, 3&4 (regardless of the presence of parking accreditation cards). These entrances will be strictly reserved for the loading and unloading of products and construction materials.

4. SET UP DATES AND TIMES

Stand construction may begin on the first preparation day of the exhibition (Sunday, February 2) from 07:00 to 23:00 in HALLS 1 & 3, and from 15:00 to 23:00 in HALLS 2 & 4. During the rest of the preparation days, from Monday to Thursday (February 3-6), exhibitors and construction crews may work from 07:00 to 23:00. All basic preparation work for the stands must be finished by 18:00 on Thursday 6/2. Visitor aisles are to be cleared from all construction materials

and miscellaneous by the end of the day in order to facilitate the laying of carpets at the halls. On Friday 7/2, and until 10:00, exhibitors must only deal with final improvements of their stands. During this day, the use of trolleys and forklifts is strictly forbidden.

Please note: Gypsum constructions, the use of wood and/or metal cutting as well as welding machines and the use of paint guns is not permitted.

5. FOLLOW UP DELIVERIES

During the operation of the trade show, exhibitors and their staff can access the exhibition center up to 2 hours before the opening times by showing their Exhibitor Free Pass. Follow up deliveries are possible at those specific two hours, but

NOT during the opening times of the trade show.

Please note: All exhibitors using a refrigerator truck, must obtain special license from the organizers in order to receive proper parking space.





Stand Construction Information & Regulations

1. FACIA COMPANY NAME

Only exhibitors with Basic structure stands will have a sign with the company's name. Exhibitors who wish to change their company's name printed at

the facia of their booth, should notify FORUM SA (T.: +30 210 5242100 | E: info@forumsa.gr).

2. RIGGING - HANGING BANNERS FROM THE ROOF

Exhibitors who require rigging services for banners above their stand, should contact EXPOWORK, at the latest by January 10, 2020. It is noted that these structures must be at least 3 meters from the ground and, in any case, 1 meter away from any other stand element construction, building elements or pillars, with the exception of fascias where suspended structures may reach the maximum length of the

stand. Suspended structures must have a minimum distance of 1 meter from each neighboring stand. Suspended structures must be independent from main structure, and stands must not be supported by any suspended points. Suspended structures may not be taller than 2 meters including truss. Maximum suspension height is set at 6 meters for Halls 1, 2 and 3, and at 7m.

3. BASIC STRUCTURE STAND SPECIFICATIONS. FURNITURE RENTAL

Basic structure stands come with a fascia, a socket (500W), spotlights (100W/spot/3m²), are made of octanorm system material, feature column cross-section 4.5 cm. (octagonal), and gross stand height 3 m. The walls are made out of 6mm white PVC

panels. For more information on Basic structure stands, please contact EXPOWORK. Exhibitors are prohibited from painting, altering or drilling the walls. Please note that EXPOWORK also rents various furniture, windows, shelves, etc.

4. ISLAND & THREE OPEN SIDE STANDS CONSTRAINTS

When entering a hall all first island stand and stands with three open sides are obliged to keep exhibits and constructions elements with maximum height 1.5m at both front corners and this for 2 m in depth

and width from these corners. Columns-pillars (40cmX40cm) and fascia are exempt. All stand open sides need to maintain access of 2/5 of each side's length.

5. MAXIMUM STAND HEIGHT

Exhibitors should note that the maximum structure height is 4m. For structures between 3 and 4 meters, exhibitors should be able to provide an official statement from an engineer affirming it is safe to proceed with the construction. For smaller

structures, all that is necessary is a signed statement by the exhibitor. Stands located in the BUSINESS LAB STAGE must have a maximum height of 3.5 meters and must be designed with transparency towards the area's stage.

6. WHEELCHAIR RAMPS. CLOSING THE SIDES OF STANDS

All stands with a floor raised more than 3 cm must have wheelchair ramps for people with disabilities. Exhibitors who have leased stands with three or four

sides must keep at least 2/5 of any side adjoining a front corridor unobstructed (without wall or cover).

7. GENERAL LIGHTING, POWER SUPPLY & SAFETY

The subsidized power supply and voltage on the exhibition stands: 100W/3 m². Additional power supply, connection facilities, and/or extra lights can be installed from EXPOWORK (T.: +30 210 3542990, F: +30 210 3542999) at further cost.

Please Note: For the permanent provision of power supply to basic structure stands, exhibitors must present a permit from the electrical engineer, as well as a relevant signed personal statement.





Stand Construction Information & Regulations

8. INTERNET

Exhibitors who wish to have a cable internet or Wi-Fi connection at their stands, should contact EXPOWORK. To set up a cable internet connection, exhibitors should place their order at least 20 days before the opening of the trade show.

The cost of each cable connection is 170 euros for 3 mbps, 230 euros for 6 mbps and 450 euros for 10 mbps, while the cost for a wi-fi connection up to 3 ip addresses is 42 euros.

9. DRAINAGE & WATER FACILITIES

Drainage and water facilities at the stand should not be taken for granted; Supply depends on the exact location of the stand and the piping paths within the building. All exhibitors wishing to have drainage and water facilities, should contact EXPOWORK by January 10, 2020.

Please Note: All stands in HALL 1 with a drainage shaft within their boundaries, must have a raised floor. All stands with drainage and water facilities intent on making heavy use of their appliances, are required to use grease traps.

10. COOKING AT THE STANDS

Any exhibitors wishing to cook food (meat products, fish, potatoes, etc.) at their stands, must use professional exhaust hoods for effective ventilation. These exhaust hoods are available from the organizing company, given that it also features an automatic fire-extinguishing system. Each part of the exhaust system is 1 m in length and 1 m in width and, expanded by meter, its total dimensions must be larger than the entire cooking surface. Manufacturers hired by the exhibitors should make sure that there is

enough space allocated to the exhaust hood systems that will be installed. The odor removal capability must not be taken for granted, and the organizer reserves the right to prohibit all cooking to exhibitors who do not meet the specifications.

Please Note: All stands which will be performing cooking must send a sketch with the exact location of the exhaust hood and its dimensions, at least 30 days before the start of the exhibition.

11. NOISE RESTRICTIONS WITHIN STANDS

The use of speakers or sound reproduction equipment within stands at any volume is strictly prohibited, as is the use of music by exhibitors. Music for all exhibition areas will be provided by a

central PA system, belonging to the entire exhibition center or to one of the Halls. Parties, dancing and any other events that include music are strictly prohibited, even after the end of the exhibition.

12. EXHIBITOR PARKING & SHUTTLE BUSES

Around the exhibition center are parking spaces where exhibitors will be able to leave their cars free of charge by showing their parking pass, issued by the organizing company. Unfortunately, due to the large number of exhibitors, each stand will only receive 1 parking pass. All additional staff will be able to park their cars at the two visitor parking areas, located opposite the entrances of the Metropolitan Expo center (Lobby 1, Lobby 2). A 30-person special crew will supervise the parking area, while making all the necessary traffic arrangements. It is strictly prohibited to park trucks at the exhibitor parking area, with the exception of refrigerated trucks used to supply

the stands during the operation of the trade fair. Refrigerated trucks should have special permission to enter the grounds, and will be parked in specifically reserved spaces, with optional power supply. Those who wish to reach the exhibition center by public transport, a shuttle bus service, free of charge for the exhibitors and their staff, will be running from Doukissis Plakentias Metro station on rotation every ten minutes from 09:00. On Thursday 06/02/2020 parking in the areas around the exhibition halls is prohibited for private vehicles and allowed only to trucks, for the purpose of unloading goods.





Safety, Security & Cleaning

1. SECURITY PERSONNEL

General supervision during the fair is effected on a 24-hour basis by EXPOWORK at the whole of the site. During assembly and disassembly times, there is only general supervision. More than 40 people will work in safeguarding the premises. In practice,

however, specific surveillance of the stand, during these times lies with the exhibitor. We suggest you do not leave your stand unattended during the operation of the trade fair, and until the departure of all visitors from the fairgrounds.

2. CLEANING

Communal areas and the floors of all basic structure/ executive stands are cleaned by EXPOWORK. Meticulous cleaning of the stands and exhibits lies with the exhibitor. Stands offering food and/

or drinks will be charged with the cost of keeping the aisles around them clean at all times, so they should contact the cleaning crew.

3. COLLECTION AND REMOVAL OF STAND CONSTRUCTION MATERIALS

Exhibitors have the sole responsibility for collecting and removing all scrap materials that will result from the construction and dismantling of their stands. Please note that the organizing company will charge stand manufacturers €0.40/m² + VAT for using the

waste collection containers during construction and dismantling. It is a basic obligation of the manufacturer, after the end of the exhibition, to remove in a timely manner all the construction materials of the stands and to leave the place exactly as they found it.

4. EXHIBITOR AND EXHIBIT INSURANCE

The organizer provides liability insurance for the entire trade fair. However, in accordance with statutory obligations, exhibitors shall be liable for their products/exhibits and personnel during the preparation, operation and dismantling of the trade

fair (for accidents, theft, fire, etc.). For this reason, all exhibitors must be insured to cover the above risks. During the exhibition, each exhibitor must supervise their exhibits, as the organizing company is not responsible for any damage or loss.

5. FIRE SAFETY & FIRE EXTINGUISHING MEASURES

Fire extinguishers will be located in central spots, corridors and public areas of the exhibition center, which, additionally, features a permanent fire-extinguishing system. The organizer reserves the right to refuse exhibits or cooking installations which are not safe and may cause fire. Additional

fire extinguishers will be distributed by the organizing company, to the stands involved in cooking.

Please Note: Fire hose cabinets located on pillars inside the stands must be visible, accessible and functional.





Post Show Dismantling of Stands

1. EXHIBITION CLOSING. REMOVAL/COLLECTION OF VALUABLE OBJECTS AND EXHIBITS

The trade show will close its doors on Monday, February 10 at 18:30. After that time, exhibitors and their staff should ensure the safety of their exhibits. For that reason, we suggest exhibitors should remain at their stands until all trade show visitors have left the exhibition center (21:00). In the meantime, exhibitors can pack and assemble their

exhibits at a corner of the stand. Exhibitors must take with them all valuables (laptops, cellphones, TV screens, coffee machines, etc.), while they will also have the opportunity to finish dismantling their stands. After all trade show visitors have left the exhibition, trucks will be allowed to approach the area for unloading the exhibits.

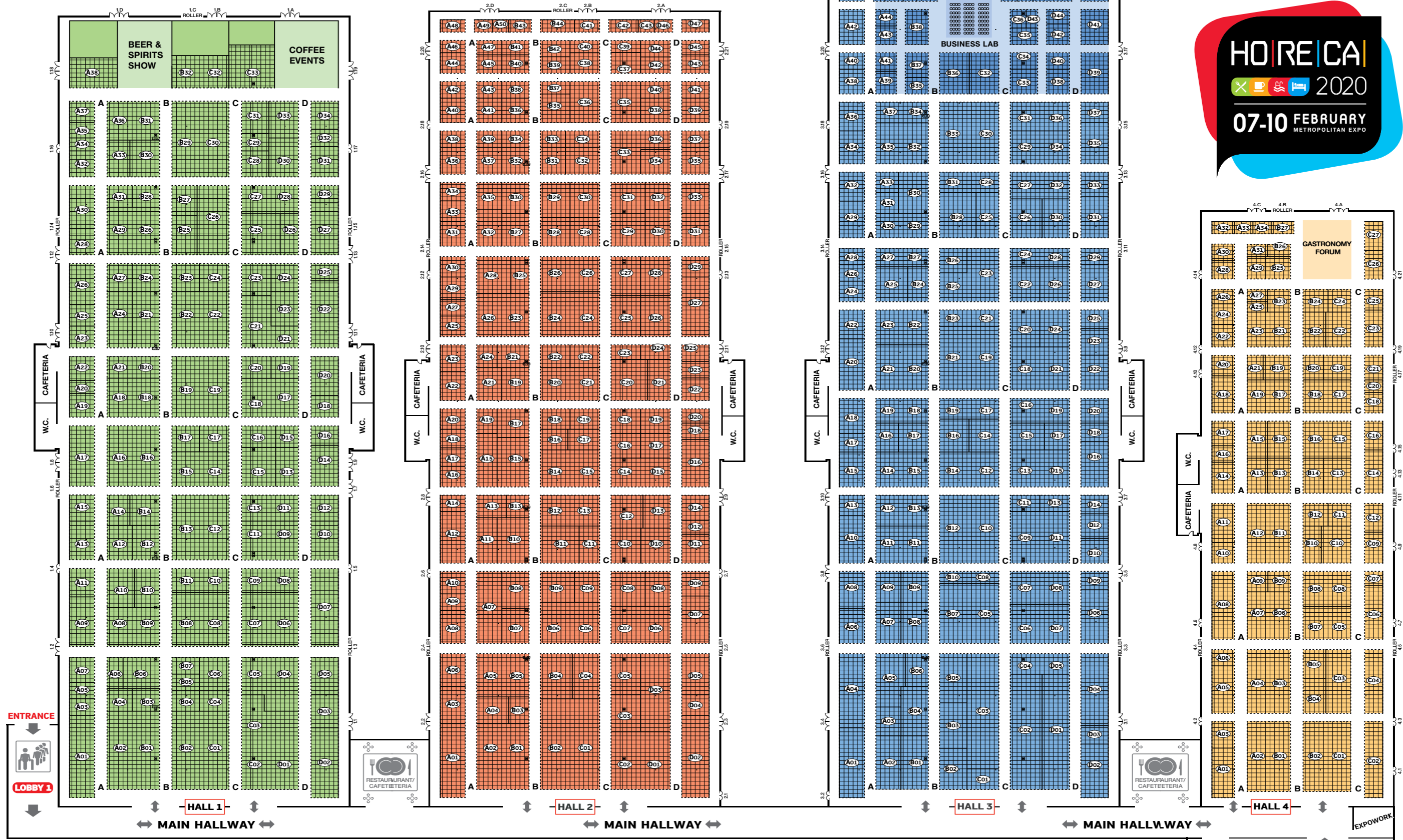
2. STAND DISMANTLING. FINAL REMOVAL OF ALL EXHIBITS

On Tuesday 11/02/2020 at 07:00, all the doors of the Halls will open for the removal of the exhibits from all stands. From that time onwards, it becomes practically impossible to safeguard the space and the exhibits. Therefore, all exhibitors should have one person from their staff at their stand at all times, until their final departure. Exhibitors will

have two (2) days at their disposal for dismantling, from Tuesday 11/02/2020 (from 07:00 to 23:00) to Wednesday 12/02/2020 (from 07:00 to 23:00). During dismantling, 3 forklift trucks will be at the exhibitors' disposal, exclusively for the unloading of their products.



15th HORECA 2020 - FLOOR PLAN ANALYSIS

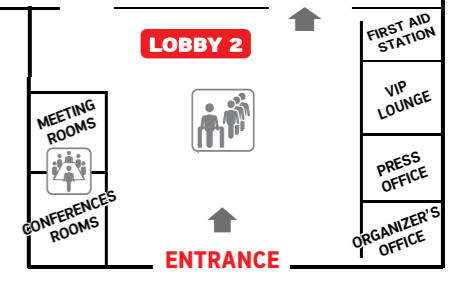


Exhibition product sections

- HALL 1**
 - Coffees • Beverages • Coffee and Garnish Syrups • Beers • Spirits • Wines
 - Waters, Soft Drinks, Juices • Tea • Energy Drinks • Ice Creams • Waffles
 - Water Ices, Smoothies • Coffee Machines & Grinders • Dispensers
- HALL 2**
 - Kitchen Equipment – Machinery • Furnaces • Store Equipment - Window Displays • Table Equipment • Catering & Buffet Equipment • Construction
 - Building • Renovation • Pools-Spas • Living Areas • Atriums • 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

Floor Plan Analysis

The 15th HORECA 2020 will be held once again at the world class and state-of-the-art exhibition center METROPOLITAN EXPO which is situated at the Athens International Airport El. Venizelos. The trade show will take up will take up all 4 Halls of the exhibition center, covering 50,000 sqm. Both entrances to the fairgrounds, through **LOBBY 1** and **LOBBY 2**, will be operational.





Set yourself up for success !
Get ready on time

PRESS HERE TO SEE

**THE EXHIBITOR'S LIST &
THE FINAL NUMBER OF YOUR STAND**

For further information: Apostolos Bousgollitis, Technical Support Advisor

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