

HO|RE|CA|

Hotel  
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Cafe

# Exhibitors Participation Kit

SERVICES

ADVERTISING SOLUTIONS

FORMS

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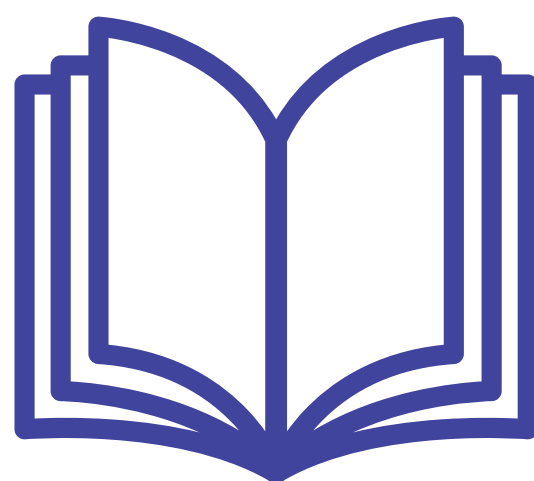
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## LOGO “WE PARTICIPATE”

In order to advertise your participation in the trade show, click [here](#) (for the Greek version) and [here](#) (for the English version) in order to download the logo “we participate” in a digital form, which can be used in your e-mail (along with your digital signature), or as a banner on your website.



## EXHIBITORS CATALOGUE

### EXHIBITORS IN ALPHABETICAL ORDER

► The Exhibitors Catalogue will be distributed within a bag, to all visitors. This is more than just a list of each exhibitor's information and products in both Greek and English; it is a comprehensive market guide, a valuable work tool for visitors, which will also be utilized after the end of the trade show.

HO|RE|CA|

10-13 FEB 2023  
ATHENS • GREECE

ALPHABETICAL EXHIBITOR PROFILE

(Please fill in the attached file for your presentation to the exhibitor's catalogue and to all promotional material of the exhibition)

COMPANY'S NAME::

Street address/City/Country:

Telephone :

Site:

e-mail :

Contact person :

Contact person Email:

Contact person MOBILE:

Filled in only for business or basic structure

Fascia:

Filled in only for free space stand

CONSTRUCTION COMPANY OF YOUR STAND :

Contact person:

Email / Mobile:

CATEGORIES OF EXHIBIT

1. FOOD & BEVERAGE

Appetizers. Croquettes. Delicatessen. Finger food

Carob products (carob syrup, carob cream etc)

Cheese - Dairy products

☐

☐

☐

Click [here](#), to download the exhibitor profile form.

Kindly download the form and **fill in your information** in order to be included in the index of the Exhibitors Catalogue, and mark with an (X) the categories which are relevant to your products.

Once filled in, please send it to our e-mails:

**ms@forumsa.gr & nm@forumsa.gr**,  
mentioning the Trade Show, the Company Name,  
and the words “Exhibitor Profile Form”.





## ADVERTISING SOLUTIONS IN THE TRADE SHOW

Enhance your presence in the trade show by taking advantage of the offered promotion solutions, in order to make a statement, or further showcase your products and/or services.

Kindly contact our commercial department for availability  
***ms@forumsa.gr & nm@forumsa.gr.***



1. ADVERTISE IN THE EXHIBITORS CATALOGUE

(DISTRIBUTED FREE OF CHARGE TO THE VISITORS)

Your advertisement in the Exhibitors Catalogue will bring about the best possible commercial results. The types of advertisements as well as the relevant costs can be found in the price list (VAT is not included).








SPECIFICATIONS:

**Dimensions:** As shown in the following table + 0.5 cm bleed + crop marks

**File:** pdf, resolution 300 dpi

**Deadline for sending the file:** 2 weeks before the opening of the show

Kindly send it to our e-mails: [magazines@forumsa.gr](mailto:magazines@forumsa.gr) & [nm@forumsa.gr](mailto:nm@forumsa.gr), mentioning the Trade Show, the Company Name, and the words “Advertisement In The Exhibitors Catalogue”.

ADVERTISEMENT PRICE LIST			
Type	Placement	Dimensions	Price
Standard Positioning			
Single Page		14,5 x 21,0 cm	600,00€
Spread		29,0 x 21,0 cm	1.050,00€
Premium Positioning			
1 <sup>st</sup> Spread		29,0 x 21,0 cm	1.300,00€
2 <sup>nd</sup> Spread		29,0 x 21,0 cm	1.200,00€
3 <sup>rd</sup> Spread		29,0 x 21,0 cm	1.100,00€
C' Cover Page		14,5 x 21,0 cm	700,00€
Back Cover		14,5 x 21,0 cm	1.600,00€



## 2. ADVERTISE ON A PRINTED CANVAS (PVC TARPAULIN) AT THE CENTRAL CORRIDOR OF THE METROPOLITAN EXPO AN ADVERTISEMENT THAT DOES NOT GO UNNOTICED!

**TOTAL NUMBER OF CANVASES:** 14

**DIMENSIONS:** 4.0m (L) x 5.0m (H), 5.0m (L) x 5.0m (H), 3.0m (L) x 6.0m (H) (SEE FLOORPLAN)

**COST:** 2,500.00 € + VAT

### SPECIFICATIONS:

#### File:

- natural size at 100 dpi
- in the case of a photo, a .tif file
- in the case of a vector file .eps or .pdf
- outlined font (cmyk)

**Deadline for sending the file:** 2 weeks before the opening of the show

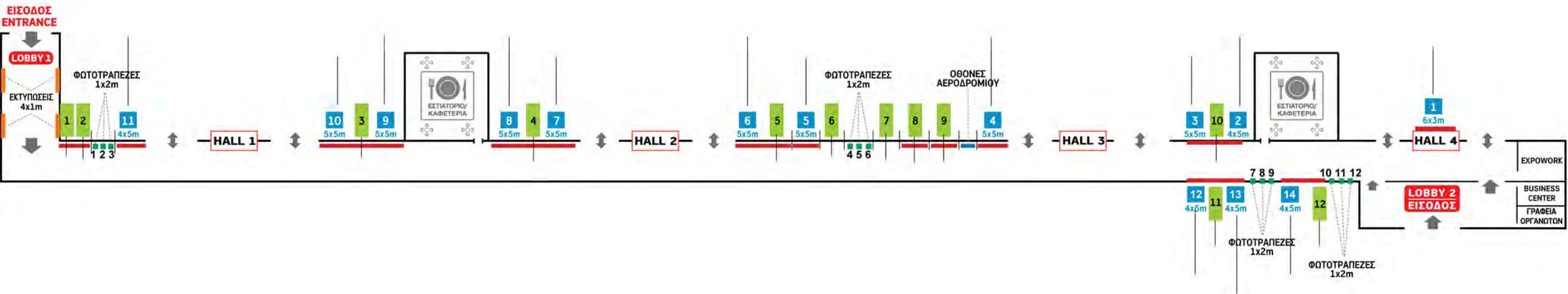
Kindly send it to our e-mails: **ms@forumsa.gr** & **nm@forumsa.gr**, mentioning the Trade Show, the Company Name, and the word "Canvas".





## FLOORPLAN WITH THE CANVASES’ ALLOCATIONS

The following floorplan shows in blue (indicated with  ΛΑΒΑΡΟ ) the positions of the printed canvases at the central corridor.




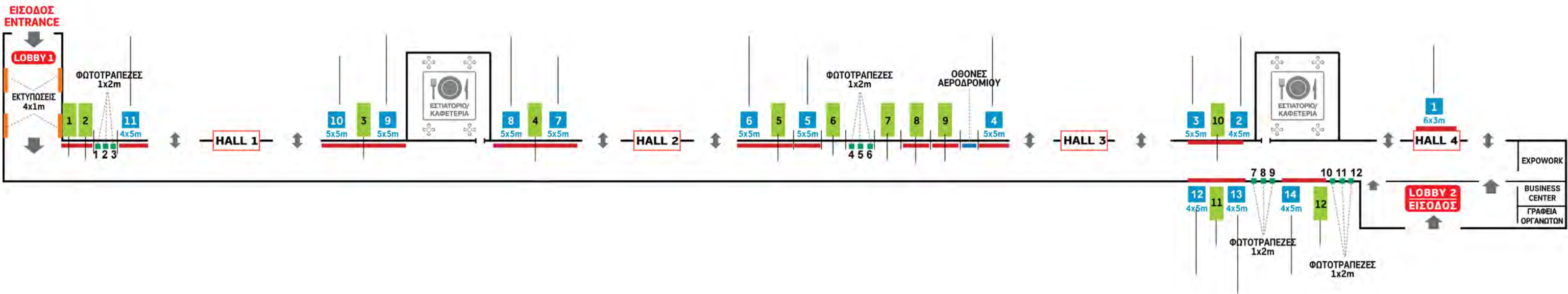
Click [here](#) to view the floorplan at a larger scale.



Kindly send it to our e-mails: **ms@forumsa.gr** & **nm@forumsa.gr**,  
mentioning the Trade Show, the Company Name, and the word “Lightbox”.

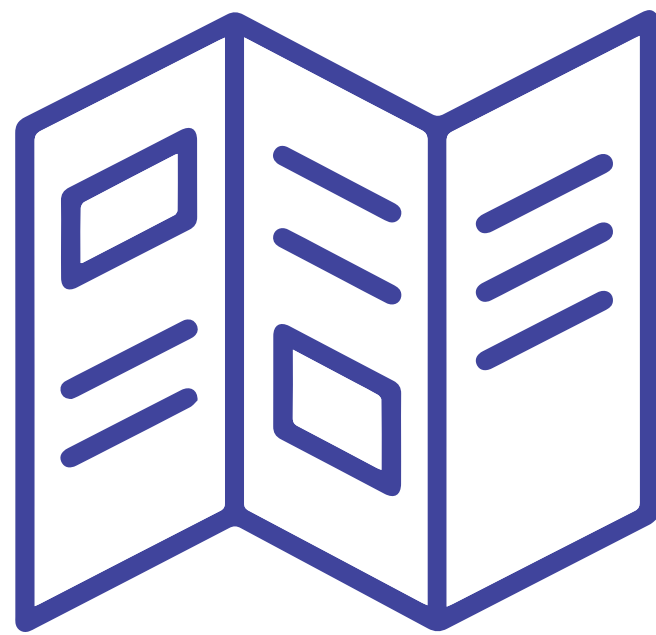
# FLOOR PLAN SHOWING THE VARIOUS POSITIONS OF LIGHTBOXES

The following floorplan shows in dark green (indicated with ) the positions of the lightboxes at the central corridor.



Click [here](#) to view the floor plan at a larger scale.





## 4. PROMOTION THROUGH AN ADVERTISING LEAFLET - INSERT

You can place a leaflet inside the non-woven bag that will be distributed along with the Exhibitors Catalogue to every visitor.

**COST:** 1,500.00 € + VAT

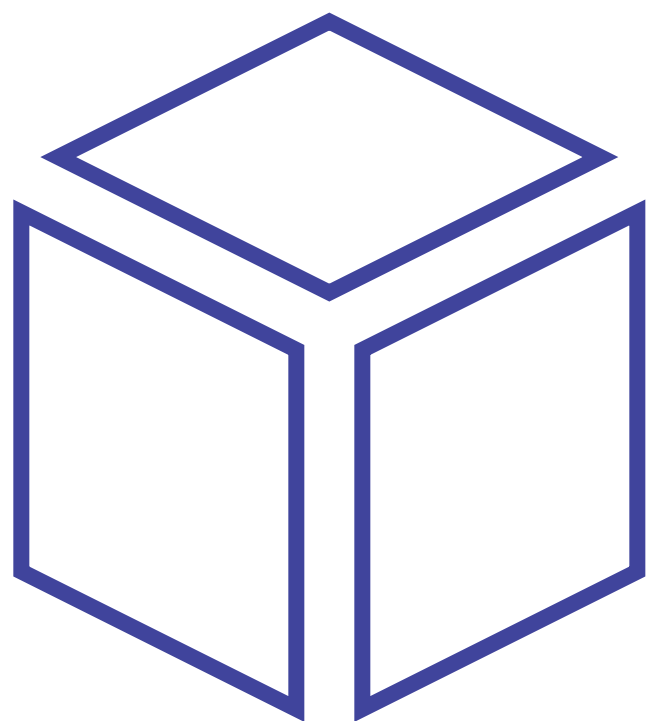
**Pieces:** 12,000

**Specifications:** Dimensions up to 22 x 29 cm (maximum A4 size), weight -> up to 50gr

**Delivery time:** 4 days before the opening of the show at the ATHENS METROPOLITAN EXPO

**Deadline for orders:** 1 week before the opening of the show

For ordering, kindly contact our commercial department at [ms@forumsa.gr](mailto:ms@forumsa.gr) & [nm@forumsa.gr](mailto:nm@forumsa.gr).



## SPONSORSHIP PACKAGES

For sponsorship packages kindly send an e-mail at:  
**[sales@forumsa.gr](mailto:sales@forumsa.gr) & [nm@forumsa.gr](mailto:nm@forumsa.gr)**



## RENT A FRIDGE/ DEEP FREEZER FOR THE TRADE SHOW

You can rent at a very low cost (for all the days of the trade show) fridges, deep freezers or fridge displays for cheese & cold cuts, from our company. Kindly send an e-mail to check the availability to **ms@forumsa.gr** & **nm@forumsa.gr**.



## FRIDGE DISPLAY “400 LT CRYSTAL CR400 ECONOMY”

**NUMBER OF AVAILABLE PIECES:** 35

**RENTAL COST (FOR ALL DAYS):** 150.00 € + VAT

Natural air circulation with ventilator assistance. Adjustable shelves and illuminated promotional sign.

Interior from non-toxic sheet metal. Certified. (Lock included)

### FEATURES:

- EXTERIOR DIMENSIONS: 0.59m x 0.61m x 2.0m (H)
- INTERIOR DIMENSIONS: 0.51m x 0.47m x 1.57m (H)
- SIGN DIMENSIONS: 55.0cm (L) x 16.5cm (H)
- CAPACITY: 400 LT
- COLD STORAGE CAPACITY: +2°C / +8°C
- CONSUMPTION: 310W
- OPERATING POWER: 257 WATT (SINGLE PHASE CURRENT)
- OPERATING CURRENT: 1.92 AMP
- NET / GROSS WEIGHT: 80/84KG
- ENERGY CONSUMPTION: 2.8 KW / 24H
- WATTAGE: 36 WATT
- KWH/24HRS: 5.86
- ENVIRONMENTAL CLASS: 4 (30°C - 55% RH )



## DEEP FREEZER “CRYSTAL EKTOR 36 SGL”

**NUMBER OF AVAILABLE PIECES:** 10

**RENTAL COST (FOR ALL DAYS):** 150.00 € + VAT

Professional horizontal deep freezer with sliding doors (Lock included)

### FEATURES

- DIMENSIONS: 1,184m (H) x 0.644m (W) x 0.895m (L)
- TOTAL NET CAPACITY: 356 LT
- COLD STORAGE CAPACITY: -18°C / -26°C
- OPERATING POWER: 374 WATT (SINGLE PHASE CURRENT)



## FRIDGE DISPLAY FOR CHEESE & COLD CUTS “ERMIS”

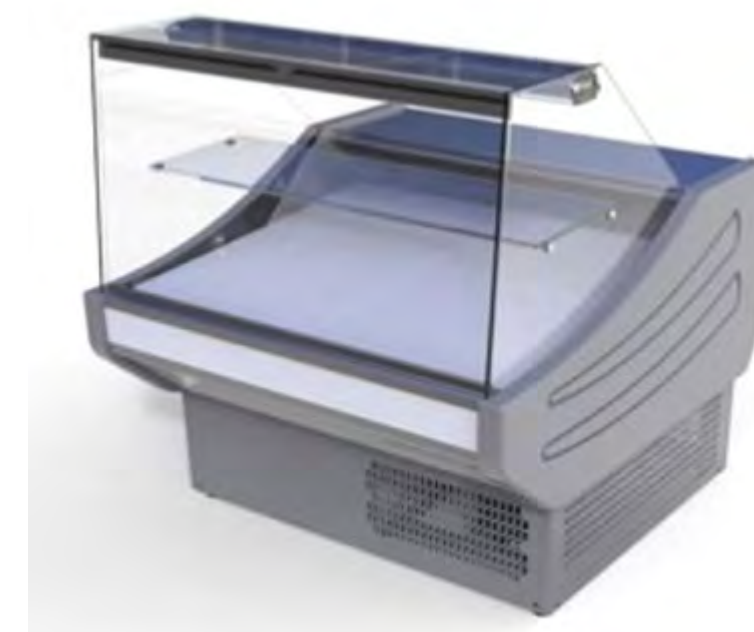
**NUMBER OF AVAILABLE PIECES:** 11

**RENTAL COST (FOR ALL DAYS):** 200.00 € + VAT

Professional fridge display for cheese & cold cuts (Lock included)

### FEATURES:

- DIMENSIONS: 1.05m x 0.87m x 1.29m
- DISPLAY TEMPERATURE: +3°C
- ENVIRONMENT: +32°C
- ABSORBED NOMINAL POWER: 455 W (SINGLE PHASE CURRENT)
- NOMINAL COOLING CAPACITY: 330W
- INTERIOR LIGHTING
- HUMIDITY: 80%R.H
- NATURAL AIR CIRCULATION COOLING
- COOLING STORAGE UNIT WITH NATURAL AIR CIRCULATION





FRIDGE/DEEP FREEZER  
ORDER FORM

Should you wish to rent a fridge and/or deep freezer, kindly fill in the order form, sign and stamp it and send it to our e-mails: **ms@forumsa.gr** & **nm@forumsa.gr**, mentioning the Trade Show, the Company Name, the items of interest and the quantity.

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HOIREICA   xenia   artoza   foodExpo Greece   oenotelia   FOODTECH

FRIDGE/DEEP FREEZER ORDER FORM  
*(Only valid for the relevant trade show)*

TRADE SHOW:	HALL:	No:
COMPANY NAME:		
ORDERING PERSON:		
TELEPHONE-NO:	MOBILE:	
EMAIL:		

	UNIT PRICE	QUANTITY	VALUE
FRIDGE	150.00 €		€
DEEP FREEZER	150.00€		€
CHEESE – COLD CUTS FRIDGE	200.00€		€
		VAT (24%)	€
		TOTAL VALUE	€

Exhibitor's Name/Surname

Sign & stamp

FORUM S.A.  
328 Vouliagmenis Ave., 173 42 Athens - Greece  
T: +30 210 5242100, F: 210 5246581, info@forumsa.gr, www.forumsa.gr  
Member of NürnbergMesse Group

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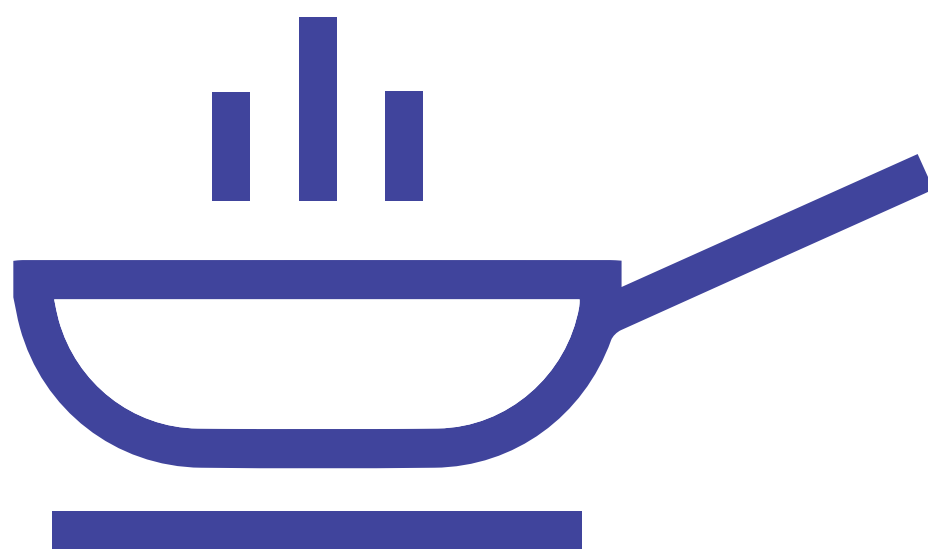
Click [here](#) to download the order form.

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TRADE SHOWS • PUBLICATIONS

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• T: +30 210 52 42 100 • E: info@forumsa.gr  
Member of NürnbergMesse Group

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## COOKING INSIDE THE STAND

In case of cooking/frying/grilling, the Exhibitor must inform the Organizer in advance. The exhibitors who wish to grill or fry inside their stand meat, fish, potatoes, croquettes etc., which produce intense odor, are obliged to accept the installation of an exhaust hood, in order to absorb the odor and pay the relevant costs.

## COSTS & SPECIFICATIONS FOR COOKING

When liquefied gas and/or deep fryer are used, the exhaust hood must be equipped with an Automatic extinguishing system. The exhaust hood should be bigger than the burner and the burner should be closed at all three sides. The exhibitors' contractor will have to take the exhaust hood into consideration and make space for the installation. The capability of odor absorption should not be taken for granted and the organizer retains the right to prohibit cooking to exhibitors who do not comply with the requirements.

**CONNECTION COST: 750 € + VAT.**

**EXHAUST HOOD COST: 100 € + VAT.**

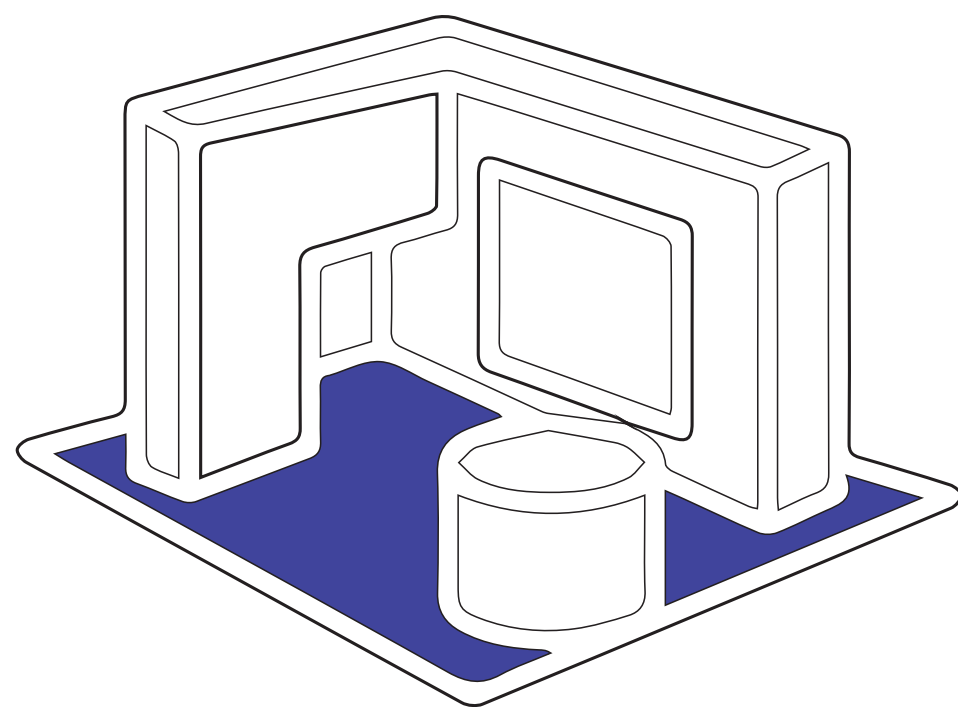
**AUTOMATIC EXTINGUISHING SYSTEM COST: 150 € + VAT.**

**Note:** Any exhibitor who wishes to cook in their stand should send a drawing with the exact position of the exhaust hood and its dimensions 30 days before the opening of the show to [eg@forumsa.gr](mailto:eg@forumsa.gr) & [nm@forumsa.gr](mailto:nm@forumsa.gr).



Should you wish to cook inside your stand, kindly fill in the order form, sign and stamp it and send it to our e-mails: **ms@forumsa.gr** & **nm@forumsa.gr**, mentioning the Trade Show, the Company Name, the items of interest and the quantity.

Click [here](#) to download the form.



## BASIC STAND & CARPET

Our company offers a package for a basic structure and a carpet to the exhibitors wishing to keep the construction cost at a very low level.

## BASIC STAND - COST & SPECIFICATIONS

### RENTAL COST:

- Structure as it is described comes at a cost of **20.00 € / m<sup>2</sup>** + VAT
- Dark grey carpet at an extra charge of **5.00 € / m<sup>2</sup>** + VAT

### SPECIFICATIONS:

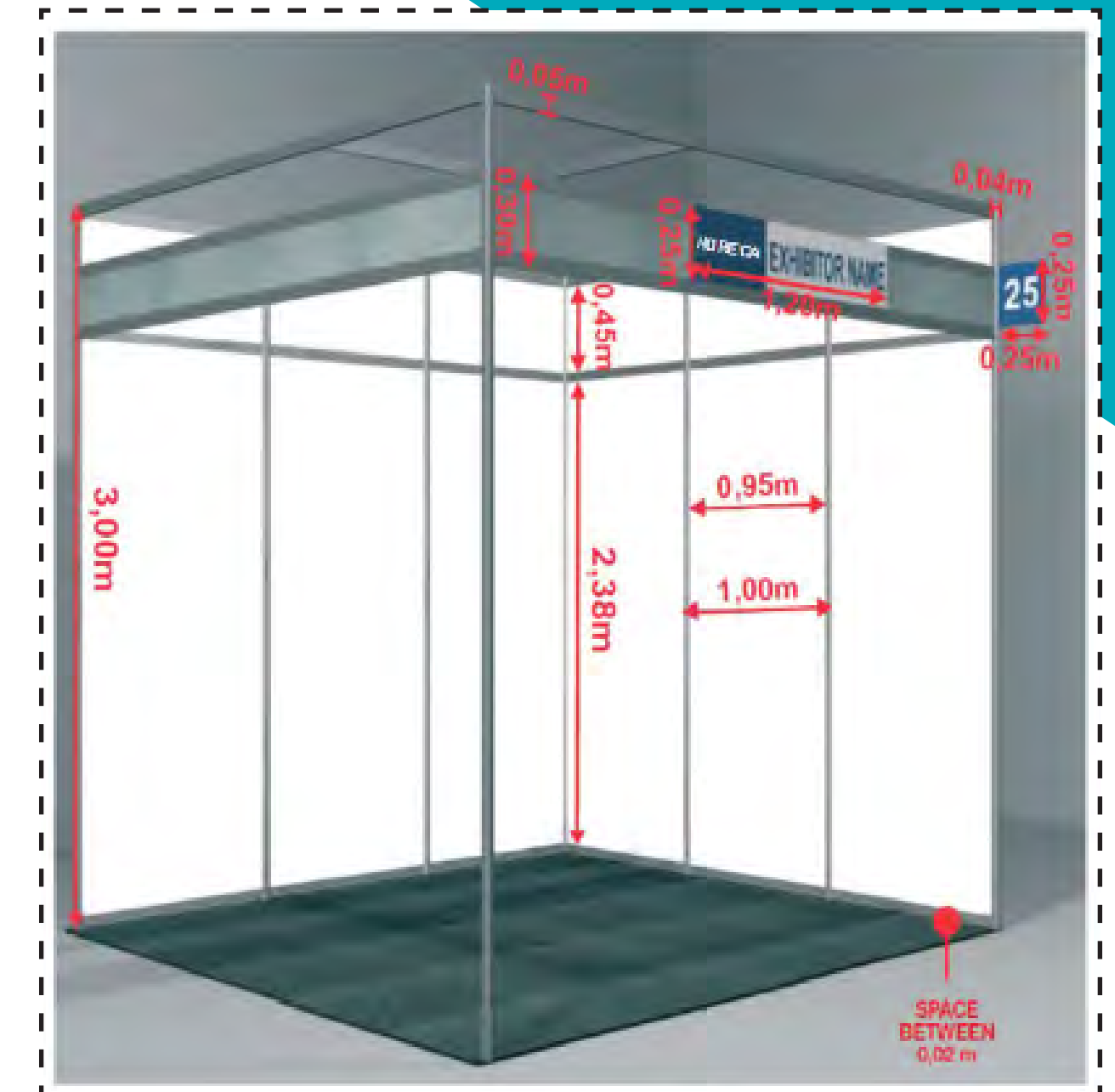
On the picture on the side you can see an indicative photo of a basic structure (9m<sup>2</sup>) as well as what is included (specifications & equipment)

- 3m high Aluminum structure, with white and grey PVC panel(s)
- PVC partition
- Fitted carpeting
- Company name (not logo) printed at the fascia of the stand (1,20m x 0,25 m), at every open facade
- 1 x 100W spotlight / 3 m<sup>2</sup> and a 220 Volt socket

The exhibitors are not allowed to drill the walls or the aluminum transverses.

It is also prohibited to paint those materials as well as to act in any way that will damage them.

**Deadline** for ordering the basic stand & carpet: up to 1 week before the opening of the show.





Should you wish to order the basic structure and the carpet, kindly fill in the order form, sign and stamp it and send it to our e-mails: **ms@forumsa.gr** & **nm@forumsa.gr**, mentioning the Trade Show, the Company Name and the words “Basic Stand & Carpet”.

Click [here](#) to download the form.



# A WORLD CLASS TRADE SHOW

**A constant for tourism & foodservice industry!**

*HORECA has been the largest business forum and the single most important destination for potential investors in our country's tourism industry.*

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