

09-12  
FEB  
ATHENS • GREECE  
2024



# Exhibitors Participation Kit

SERVICES | ADVERTISING SOLUTIONS | EXHIBITOR & ORDERING FORMS

A world class trade show

HORECA





## ΣΕΛ.03-05 TRADE SHOW LOGO - EXHIBITOR'S PROFILE

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## LOGO “WE PARTICIPATE”

In order to advertise your participation in the trade show, 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. .

- For the Greek version **click [here](#)**
- For the English version **click [here](#)**



## 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.



## EXHIBITOR COMPANY PROFILE

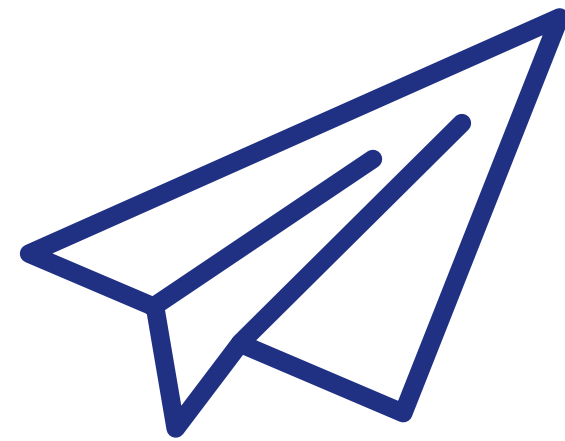
FORUM SA has developed a specialized platform, which you will enter with a unique username & password and create your company's profile. This profile will be used for the alphabetical presentation of your company in all promotional media /material of the exhibition such as:

- **Exhibitors Catalogue**
- **Visitor's guide**
- **Website of exhibition** / List of exhibitors and presentation by category and product
- **Mobile application**
- **Hall mapping**

You will be fully responsible for the correct entry of your profile and its appearance in the above promotional media. In case you need to change the details of your company, you must log in with your passwords and make all the changes, modifications, corrections, additions, etc. that you wish.

**Instructions will be sent to you shortly!**





## 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](mailto:ms@forumsa.gr) & [nm@forumsa.gr](mailto: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”.

ADVERTISING RATES

Regular position			
TYPE	POSITION	DIMENSION	PRICE
Single Page		14,5x21 cm	700 €
Spread		29x21 cm	1250 €
Special position			
TYPE	POSITION	DIMENSION	PRICE
1st Spread		29x21 cm	1500 €
2st Spread		29x21 cm	1400 €
3st Spread		29x21 cm	1300 €
C' Cover Page		14,5x21 cm	800 €
Back Cover		14,5x21 cm	1700 €

2

## ADVERTISE ON A PRINTED CANVAS (PVC TARPAULIN) AT THE MAIN 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:** 3.000.00€ + VAT

### SPECIFICATIONS:

#### File

- natural size at 150 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:** [sales.support@forumsa.gr](mailto:sales.support@forumsa.gr)

& [nm@forumsa.gr](mailto:nm@forumsa.gr), mentioning the Trade Show,  
the Company Name, and the word "Canvas"





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## ADVERTISE ON A PRINTED CANVAS (PVC TARPAULIN) AT THE MAIN CORRIDOR OF THE METROPOLITAN EXPO

AN ADVERTISEMENT THAT DOES NOT GO UNNOTICED!

**TOTAL NUMBER OF CANVASES:** 12

**DIMENSIONS:** 1.5m (L) x 5.0m (H)

**COST:** 850,00€ + VAT

### SPECIFICATIONS:

#### File:

- natural size at 150 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:** [sales.support@forumsa.gr](mailto:sales.support@forumsa.gr)

& [nm@forumsa.gr](mailto:nm@forumsa.gr), mentioning the Trade Show,  
the Company Name, and the word "Canvas" No.



4

## ADVERTISE ON A LIGHTBOX AT THE MAIN CORRIDOR OF THE METROPOLITAN EXPO

AN ADVERTISEMENT THAT DOES NOT GO UNNOTICED!

**TOTAL NUMBER OF LIGHTBOXES:** 12

**DIMENSIONS:** 0.937m (L) x 2.0m (H)

**COST:** 700.00 € + VAT

### SPECIFICATIONS:

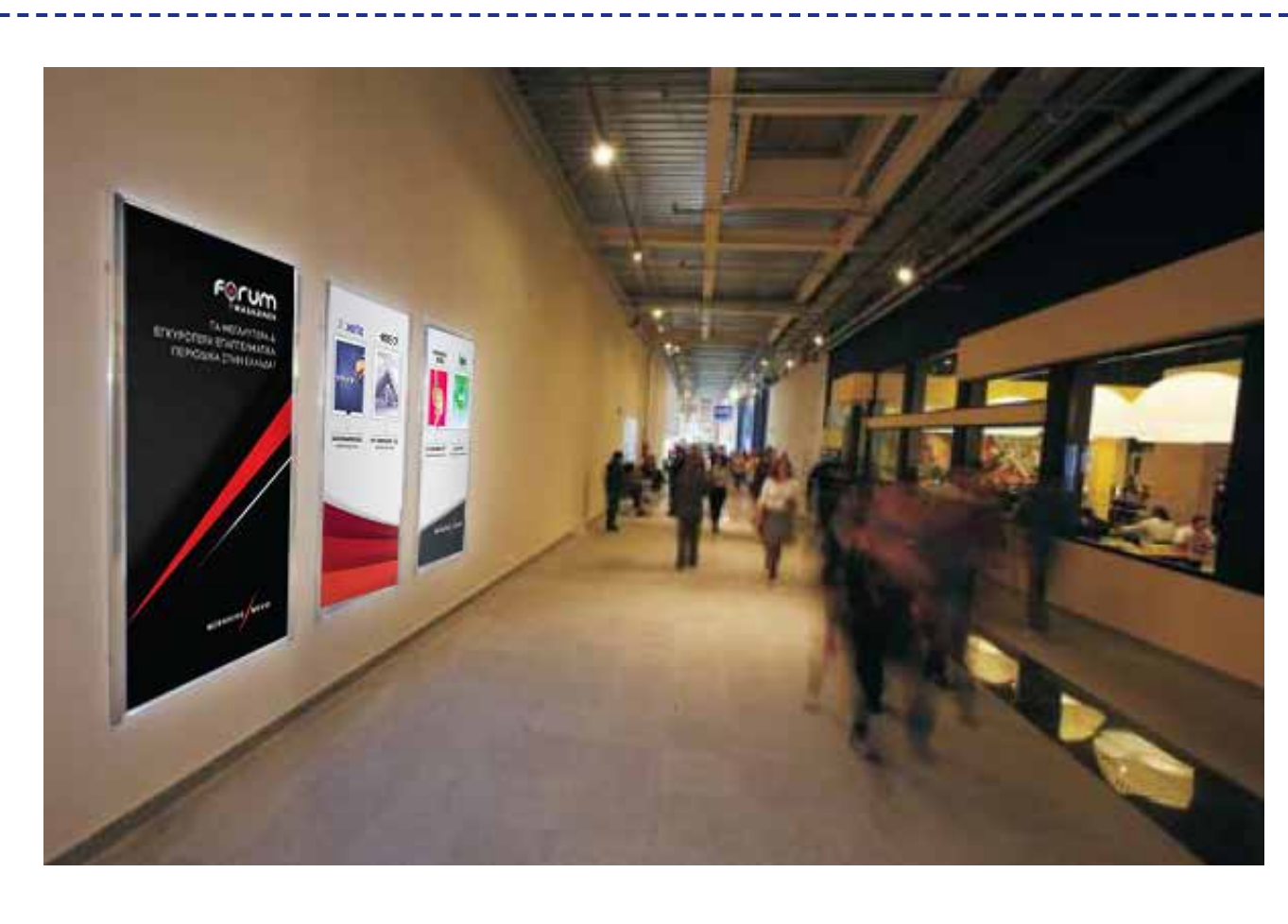
#### File:

- natural size at 150 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:** [sales.support@forumsa.gr](mailto:sales.support@forumsa.gr)

& [nm@forumsa.gr](mailto:nm@forumsa.gr), mentioning the Trade Show, the Company Name, and the word "Lightbox" No.





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## ADVERTISE ON A POSTER AT THE ENTRANCE OF LOBBY 1 OF THE METROPOLITAN EXPO

AN ADVERTISEMENT THAT DOES NOT GO UNNOTICED!

**TOTAL NUMBER OF posters:** 4

**DIMENSIONS:** 4.0m (L) x 1.0m (H)

**COST:** 700.00 € + VAT

### SPECIFICATIONS:

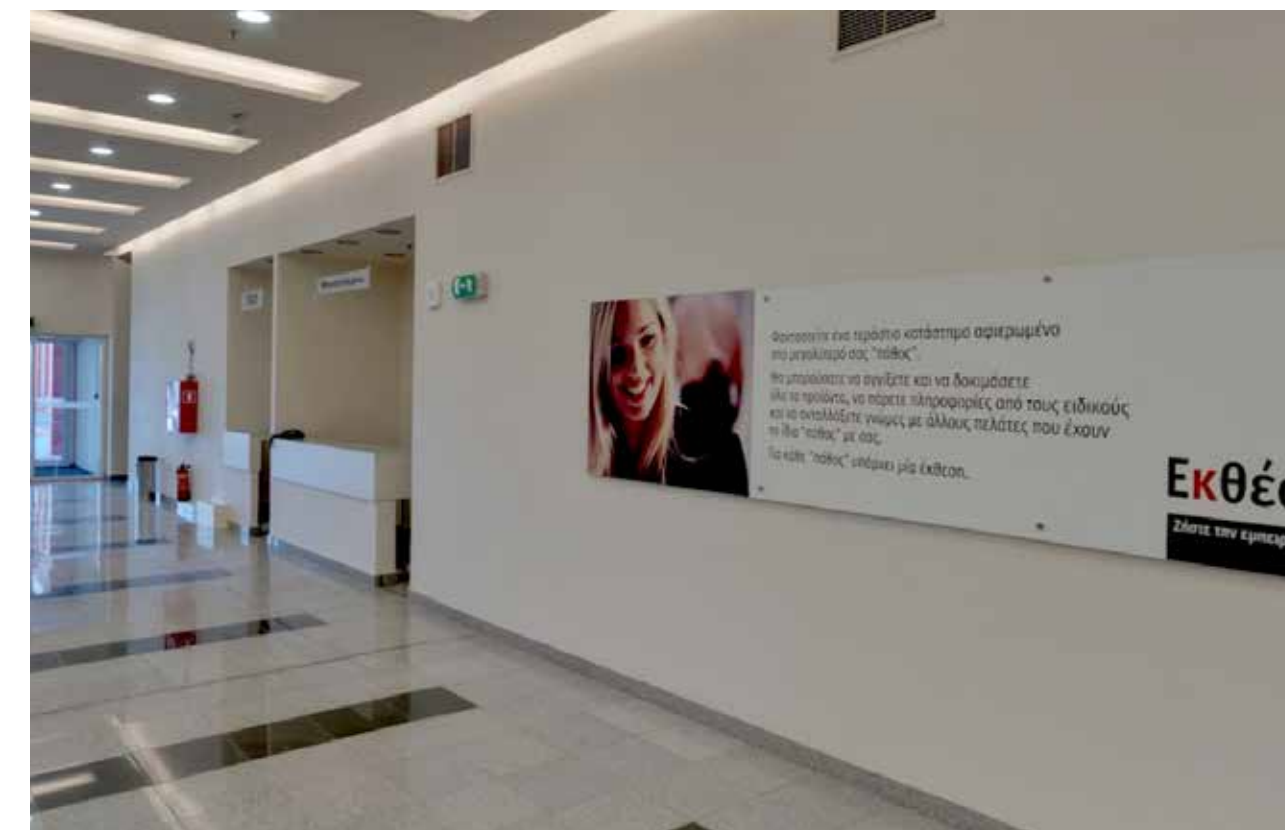
#### File:

- natural size at 150 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

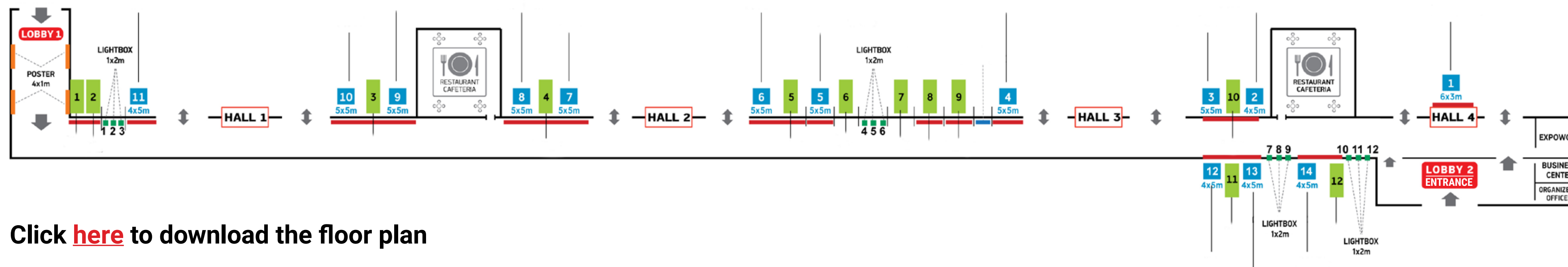
**Kindly send it to our e-mails:** [sales.support@forumsa.gr](mailto:sales.support@forumsa.gr)

& [nm@forumsa.gr](mailto:nm@forumsa.gr), mentioning the Trade Show, the Company Name, and the word "Poster" No.



## FLOOR PLAN SHOWING THE VARIOUS POSITIONS OF LIGHTBOXES, PVC TARPAULIN

The following floorplan shows (indicated with ) the positions of the PVC Tarpaulin, lightboxes at the central corridor & the positions of posters at lobby 1.

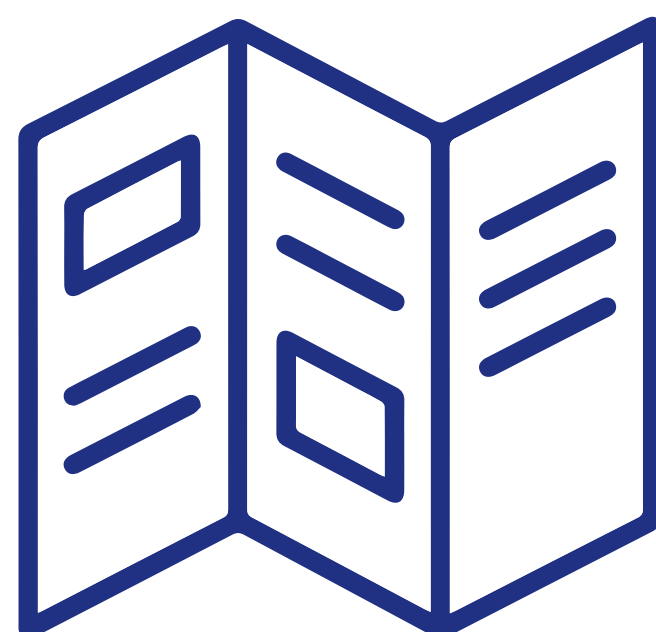


Click [here](#) to download the floor plan

## MAIN CORRIDOR POSITIONS

- PVC TARPAULIN
- PVC TARPAULIN (1.5 x 5)
- LIGHTBOXES
- POSTER (LOBBY 1)





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## 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:** 2,000.00 € + VAT

**Pieces:** 12,000

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

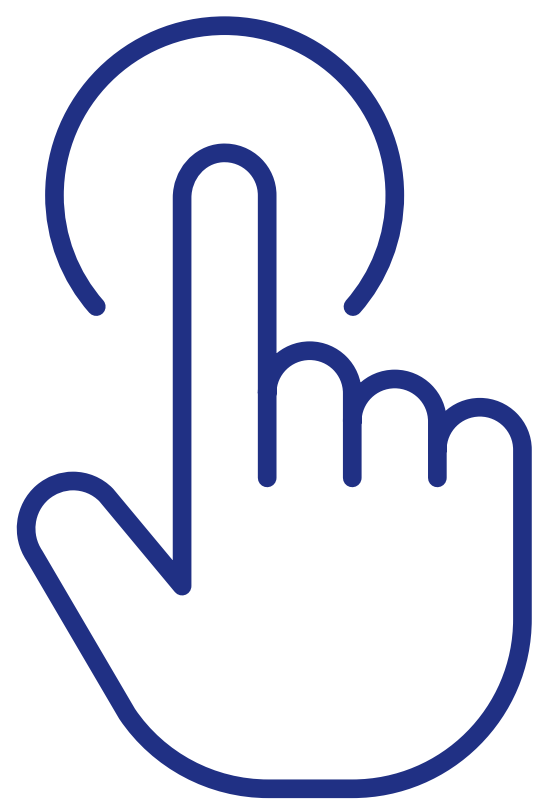
**Delivery time:** 4 days before the opening of the show at the ATHENS METROPOLITAN EXPO

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

MAXIMUM NO OF LEAFLETS INSIDE THE NON-WOVEN BAG: **15** (1 PER CLIENT)

For ordering, kindly contact our commercial department at:

**sales.support@forumsa.gr, nm@forumsa.gr & ms@forumsa.gr**



## 3D VIRTUAL /WALKTHROUGH

### RELIVE THE EXPERIENCE OF THE EXHIBITION ONLINE!

For the first time , through a 3D Virtual experience, all the professional from the Hospitality and Foodservice industry will have the possibility to explore, without any restrictions, from the comfort of their office and any electronic device, the exhibition, as if they were really there again! Even if they didn't manage to visit the physical exhibition and see its exhibitors up close, or even if they visited it but they want to remember again the exhibitors and stands that interest.

**Through this unique 3D virtual experience** we give the opportunity to professionals to:

**Walk through all 4 Halls** of the exhibition and explore them

**Choose any of the 4 Halls** of the exhibition and with a simple click on the interactive floor plan of the exhibition they will be transported to it and to the booth of the exhibitor that they are interested in.

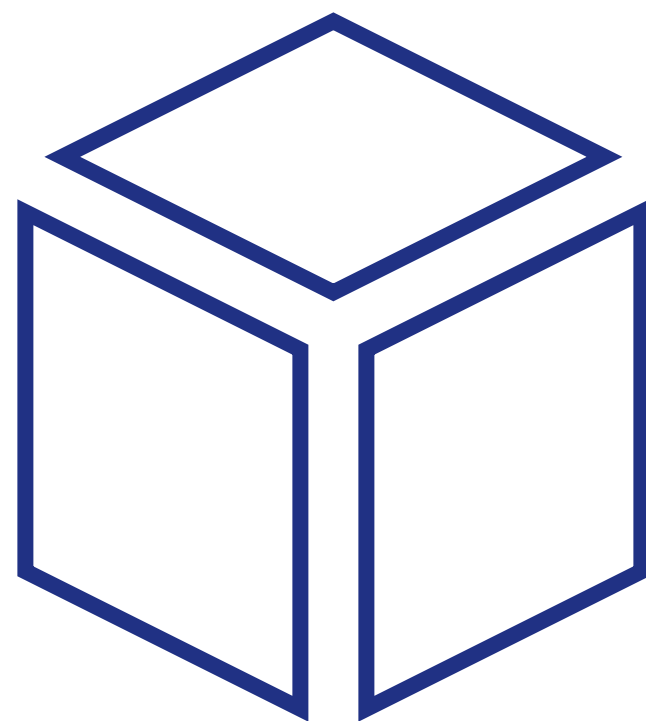
Visit the booths of the exhibitors they have chosen and find all the necessary info and contact details.

See interactive video presentation of the company's products.

**Participation Cost: 500,00€**

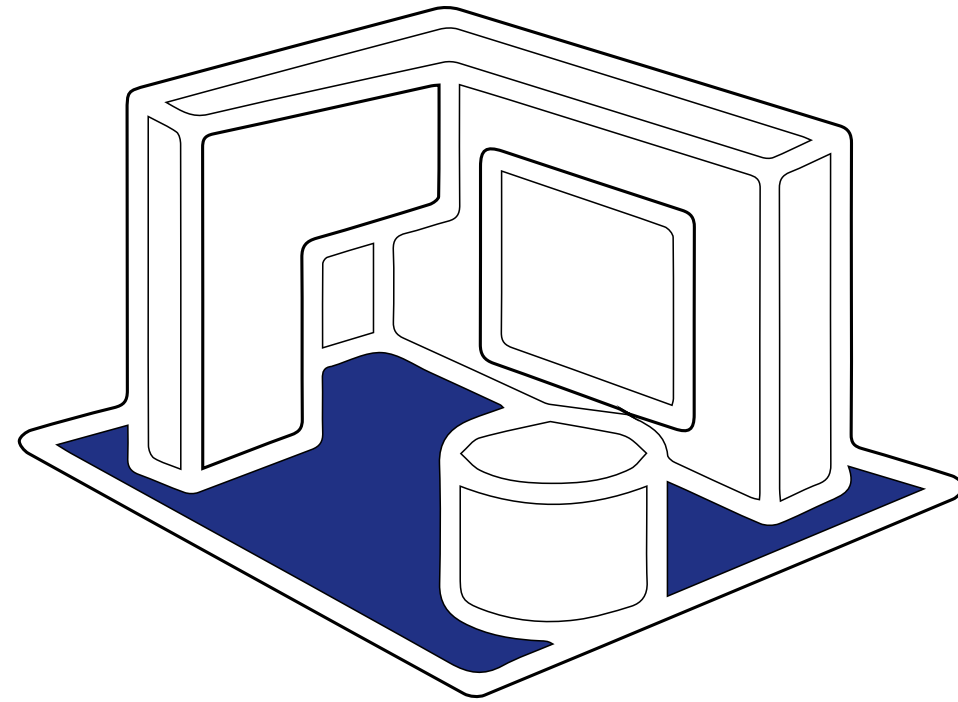
**[Click here](#)** to relive the experience of HORECA 2023 online





## 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)**



## READY - MADE STAND

(EXECUTIVE, BUSINESS, BASIC STRUCTURE AND CARPET)

For the exhibitors wishing to have an upgraded presence at the lowest possible cost, our company offers ready-made stands or structures of high aesthetic and functionality as:

- Business
- Basic structure & a carpet



## BUSINESS STAND - COST & SPECIFICATIONS

### RENTAL COST:

- Structure as it is described comes at a cost of **60.00 € / m<sup>2</sup> + VAT**  
(The above mentioned cost **does not include** the space rental)

### SPECIFICATIONS:

On the picture on the side you can see an indicative photo of a Business stand - as well as what is included (specifications & equipment).

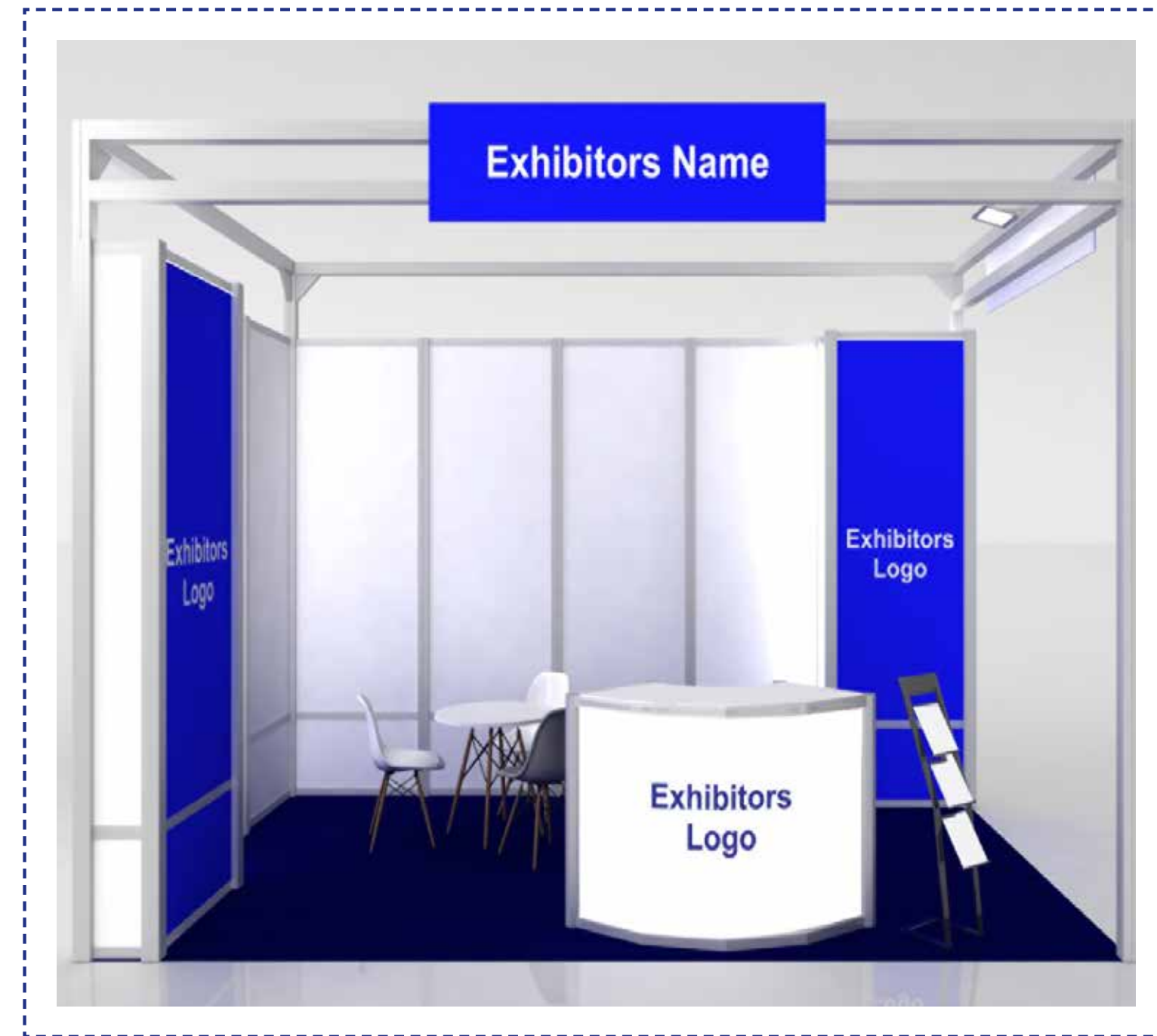
**Structure:** Aluminium structure grey colored frame 3,50 m height

**Panels:** White panels color 3,00m. height  
and 2 transparent lighted boxes (1,00m x 3,00m)  
with printings (0,91 m x 2,38m and 0,91m x 0,45m.).

### Equipment:

- Blue color carpet
- 1 round table 0,80 m diameter
- 3 chairs (white) and 1 stool.
- White curved infodesk with print 1,47m x 0,946m.
- and 1 brochure holder with 3 A4 slots.
- 1 LED 100 floodlight per 4 sq.m. and 1 500W grounded socket.
- 2 signages with the exhibitor's name 2,00 x 0,50 m.T

**Deadline for ordering the business stand:** up to 1 month before the opening of the show, and according to availability.







## BASIC STAND - COST & SPECIFICATIONS

### RENTAL COST:

- Structure as it is described comes at a cost of 25.00 € / 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 (9 m<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.





## BASIC STAND & CARPET ORDERING FORM

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: **sales.support@forumsa.gr** & **nm@forumsa.gr**, mentioning the Trade Show, the Company Name and the words “Basic Stand & Carpet”.

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**BASIC STAND & CARPET RENTAL FORM**  
*(Only valid for the relevant trade show)*

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

	UNIT PRICE:	TOTAL FLOOR AREA OF THE STAND:	VALUE
BASIC STRUCTURE	25.00 €		€
CARPET	5.00 €		€
VAT (24%)			€
TOTAL VALUE			€

Exhibitor's Name/Surname

**FORUM SA**  
Α. Βουλιαγμένης 328, 173 42, Άγιος Αντώνιος  
Τ: +30 210 5242100, F: 210 5246581, info@forumsa.gr, www.forumsa.gr  
Member of NürnbergMesse Group

**NÜRNBERG MESSE**

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





## 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 at **ms@forumsa.gr** & **nm@forumsa.gr**.

## FRIDGE DISPLAY “400 LT CRYSTAL CR400 ECONOMY”

**NUMBER OF AVAILABLE PIECES: 35**

**RENTAL COST (FOR ALL DAYS): 200.00 € + 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): 200.00 € + 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): 300.00€ + 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
- INTERIOR LIGHTING







## FRIDGE/DEEP FREEZER ORDERING 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: **sales.support@forumsa.gr** & **nm@forumsa.gr**, mentioning the Trade Show, the Company Name, the items of interest and the quantity.

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HOREICA

xenia

aragoza

foodExpo

oenotelia

FOODTECH

Global Pack

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

<b>TRADE SHOW:</b>	<b>HALL:</b>	<b>No:</b>
<b>COMPANY NAME:</b>		
<b>ORDERING PERSON:</b>		
<b>TELEPHONE-NO:</b>	<b>MOBILE:</b>	
<b>EMAIL:</b>		

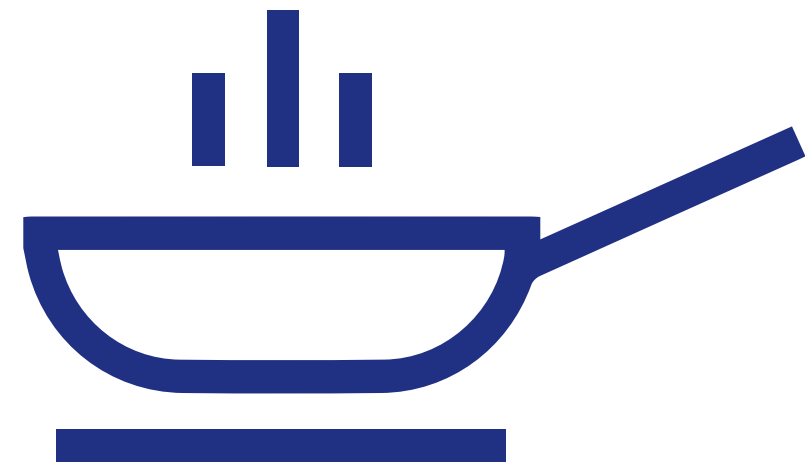
	<b>UNIT PRICE</b>	<b>QUANTITY</b>	<b>VALUE</b>
<b>FRIDGE</b>	200.00 €		€
<b>DEEP FREEZER</b>	200.00€		€
<b>CHEESE – COLD CUTS</b>			
<b>FRIDGE</b>	300.00€		€
		<b>VAT (24%)</b>	€
		<b>TOTAL VALUE</b>	€

Exhibitor's Name/Surname

**FORUM SA**  
Α. Βουλιαγμένης 328, 173 42, Άγιος Δημήτριος  
Τ: +30 210 5242100, F: 210 5246581, info@forumsa.gr, www.forumsa.gr  
Member of NürnbergMesse Group

**NÜRNBERG MESSE**

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



## 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. Necessary prerequisite to observe the basic conditions - requirements and the Regulation as mentioned in the Cooking/frying/grilling Agreement.



## COSTS & SPECIFICATIONS FOR COOKING

When liquefied gas and/or deep fryer are used, the exhaust hood must be equipped with only one (1) Automatic extinguishing system with maximum length 3m of hood The exhaust hood should be bigger than the burner and the burner should be obligatory closed at all three sides.

The capability of odor absorption should not be taken for granted.

***The terms of conditions & the regulation are mentioned in the Cooking/frying/grilling Agreement***

### CONNECTION WITH VENTILATION NETWORK (CHANNELS)


HOOD UP TO 1m LONG:	800 €
HOOD UP TO 2m LONG:	950 €
HOOD UP TO 3m LONG:	1.150 €
HOOD INSTALLED BY FORUM / METER	50 €
AUTOMATED FIRE EXTINCTION SYSTEM UP TO 1.5M	300 €
AUTOMATED FIRE EXTINCTION SYSTEM	50 €
For every extra m (over 1.5m)	

***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 at [eg@forumsa.gr](mailto:eg@forumsa.gr) & [nm@forumsa.gr](mailto:nm@forumsa.gr). The organizer retains the right to prohibit cooking to exhibitors who do not comply with the requirements.***



VENTILATION SERVICE  
ORDER FORM (COOKING)-  
REGULATION & TERMS  
OF CONDITIONS

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.  
Also required the regulation and the terms  
of conditions- requirements  
with signature & stamp



TRADE SHOWS • PUBLICATIONS

COOKING AGREEMENT / ORDER FORM

CONNECTION WITH VENTILATION NETWORK (CHANNELS)	UNIT PRICE	QUANTITY	VALUE
HOOD up to 1m long	800.00 €		
HOOD up to 2m long	950.00 €		
HOOD up to 3m long	1,150.00 €		
HOOD INSTALLED BY FORUM / METER	50.00 €		
AUTOMATED FIRE EXTINCTION SYSTEM Up to 1.5m	300.00 €		
AUTOMATED FIRE EXTINCTION SYSTEM - For every extra m (over 1.5m)	50.00 €		
TOTAL			
VAT (24%)			
TOTAL VALUE			
<div><div></div><div>ATHENS</div><div>THE APPLICANT EXHIBITOR</div></div>			

\*NOTE: For each stand, a maximum 3m long hood can be installed over 1 cooking area.  
PLEASE NOTE: The cooking area must be closed at all three (3) sides (from the hood till the counter)

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



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# HORECA

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