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A T H E N S
G R E E C E



Exhibitors Participation Kit

SERVICES | ADVERTISING SOLUTIONS | EXHIBITOR & ORDERING FORMS

HO|RE|CA|

FORUMSA. Member of NürnbergMesse Group

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NÜRNBERG MESSE

A W O R L D C L A S S T R A D E S H O W



PP. 03-05 TRADE SHOW LOGO - EXHIBITOR'S PROFILE

- PAGE 03** Logo "We participate"
- PAGE 04** Exhibitors Catalogue - Exhibitor Profile
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PP. 06-16 ADVERTISING SOLUTIONS

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- PAGE 08-10** Advertise on a printed canvas (main corridor of the Metropolitan Expo)
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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 or here](#)
- For the English version [click here or 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.



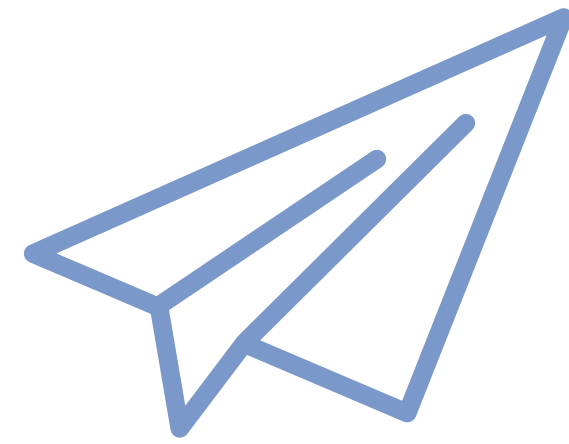
EXHIBITOR COMPANY PROFILE

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 & 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



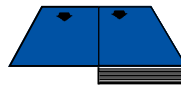




Deadline for sending the file: 2 weeks before the opening of the show

Kindly send it to our e-mails: magazines@forumsa.gr

& 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: 4,0 m (L) x 5,0 m (H) / 5,0 m (L) x 5,0 m (H) / 3,0 m (L) x 6,0 m (H) (see FLOORPLAN)

COST: 3,000,00 € + VAT

SPECIFICATIONS:

File:

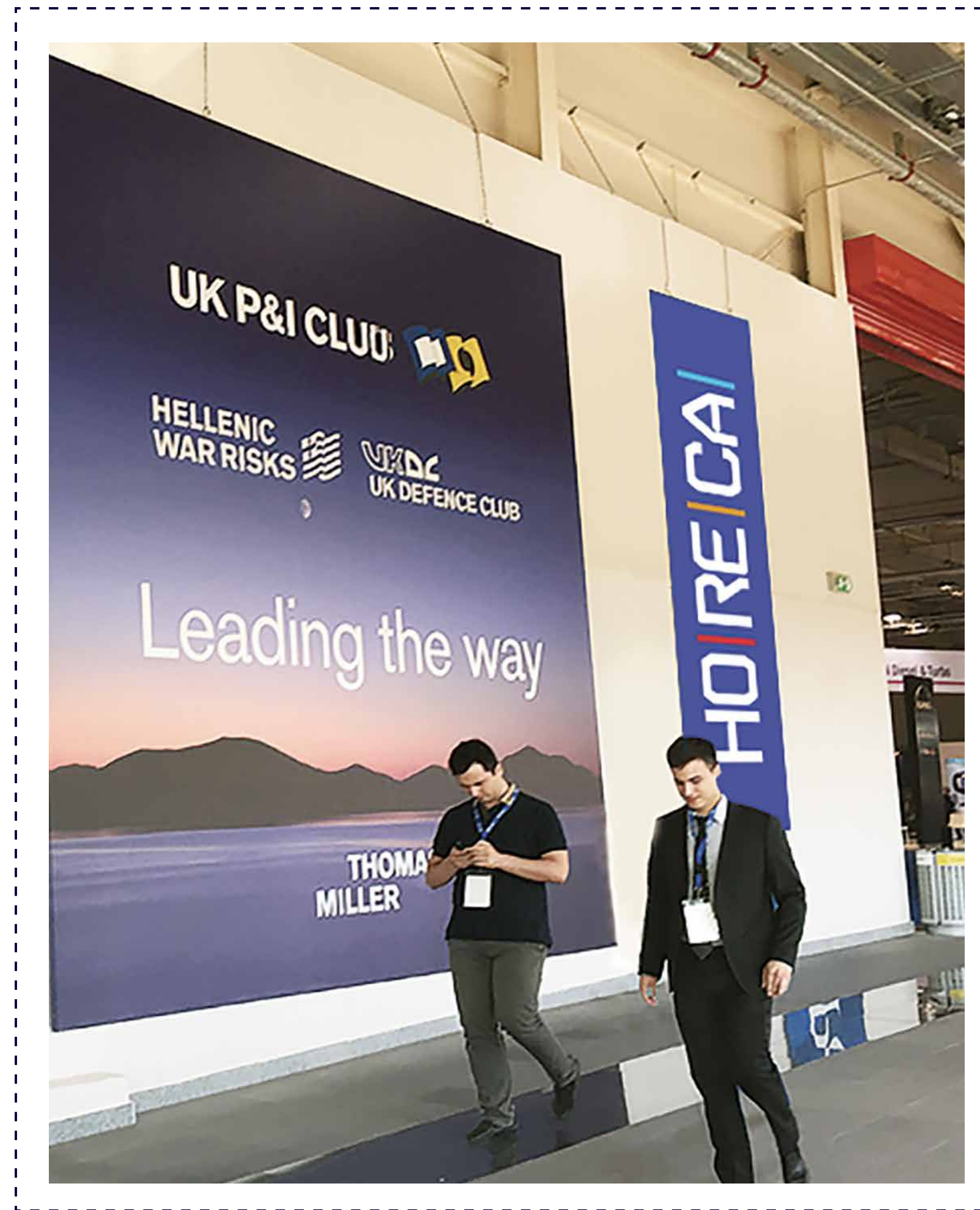
- natural size at 150 dpi
- in the case of a photo, a tif file
- in the case of a vector file eps or pdf
- outlined font (CMYK)

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

Kindly send it to our e-mails: sales.support@forumsa.gr

& nm@forumsa.gr, mentioning the Trade Show,

the Company Name, and the word "Canvas"



NEW ADVERTISE ON A PRINTED CANVAS (PVC TARPULIN) AT THE MAIN CORRIDOR OF THE METROPOLITAN EXPO

AN ADVERTISEMENT THAT DOES NOT GO UNNOTICED!

TOTAL NUMBER OF CANVASES: 18

DIMENSIONS: 6,0 m (L) x 2,5 m (H) / 6,0 m (L) x 1,7 m (H)

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

& nm@forumsa.gr, mentioning the Trade Show,
the Company Name, and the word "Canvas" No.



3

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

AN ADVERTISEMENT THAT DOES NOT GO UNNOTICED!

TOTAL NUMBER OF CANVASES: 12

DIMENSIONS: 1,5 m (L) x 5,0 m (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

& 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: 0,937 m (L) x 2,0 m (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

& nm@forumsa.gr, mentioning the Trade Show, the Company Name, and the word "Lightbox" No.



5

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: 4,0 m (L) x 1,0 m (H)

COST: 700,00 € + VAT

SPECIFICATIONS:

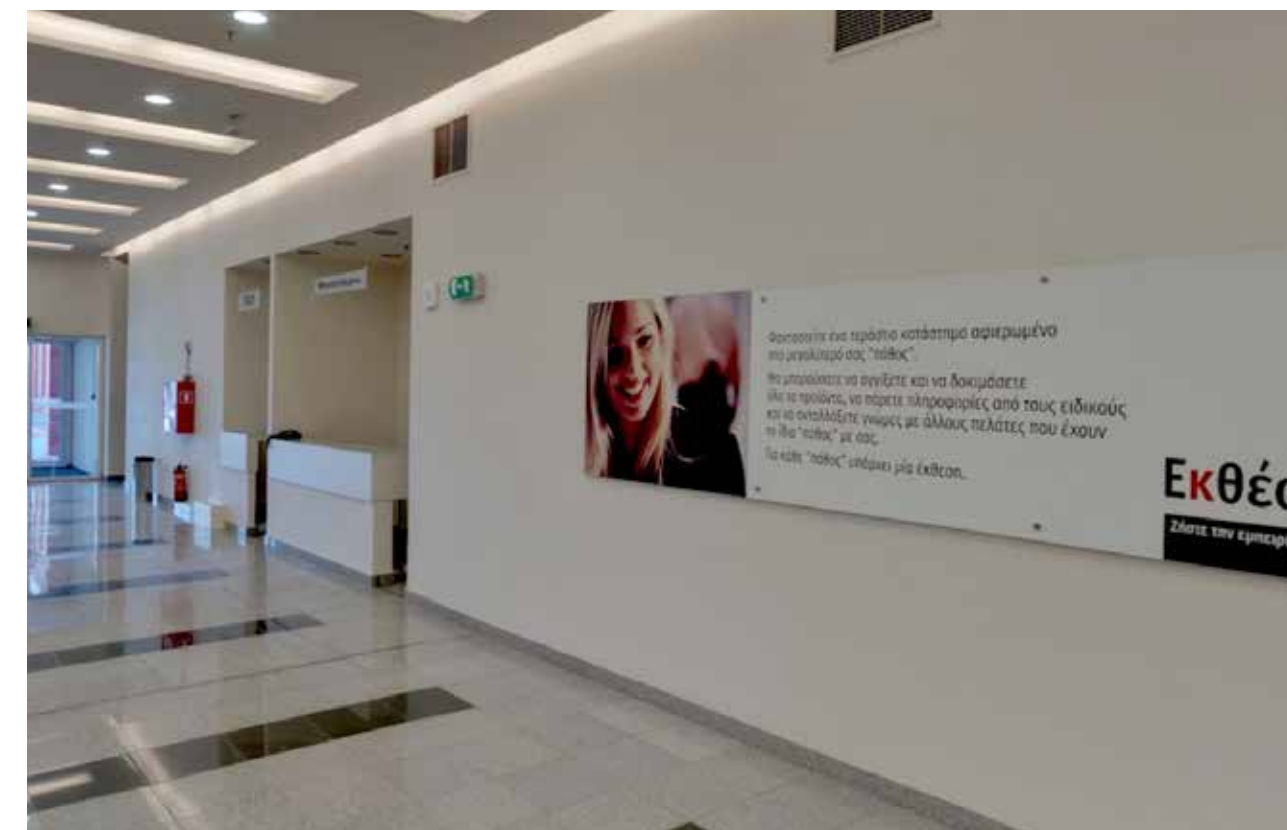
File:

- 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

& nm@forumsa.gr, mentioning the Trade Show, the Company Name, and the word "Poster" No.

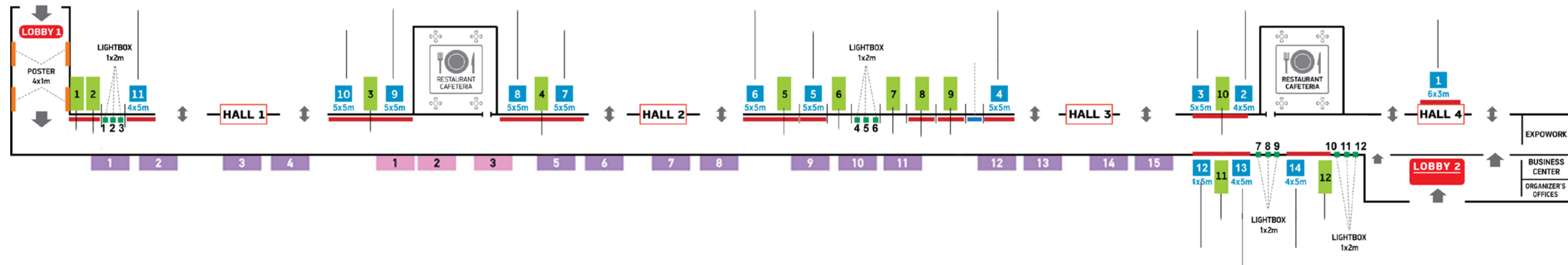


FLOOR PLAN SHOWING THE VARIOUS POSITIONS OF LIGHTBOXES, PVC TARPAULIN

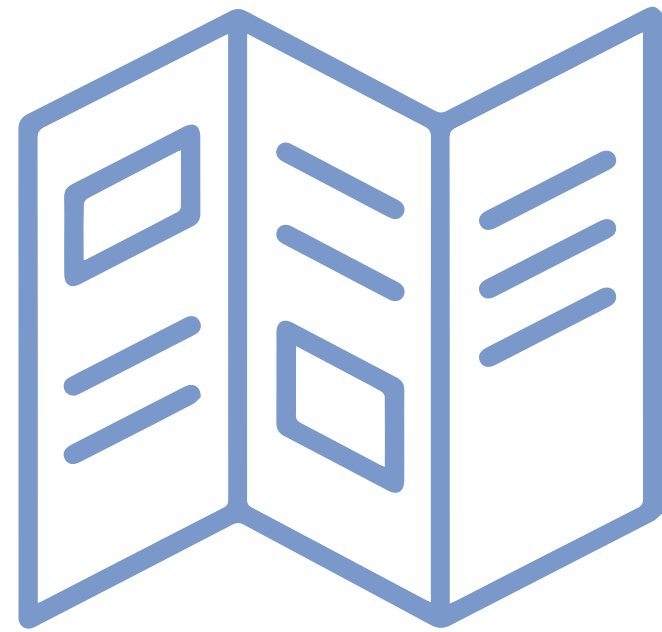
The following floorplan shows (indicated with) the positions of the PVC Tarpaulin, lightboxes at the central corridor & the positions of posters at Lobby 1.

- PVC TAPRAULIN
- PVC TAPRAULIN (1,5x5 m)
- LIGHTBOXES
- POSTER (LOBBY 1)
- PVC TAPRAULIN (6,0x2,5 m)
- PVC TAPRAULIN (6,0x1,7 m)

MAIN CORRIDOR POSITIONS



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



6

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 50 gr

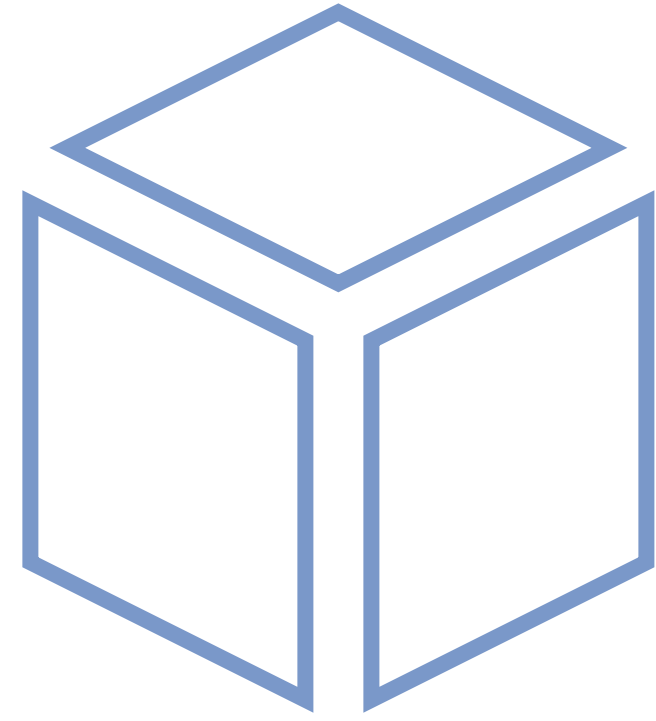
Delivery time: 4 days before the opening of the show at the ATHENS METROPOLITAN EXPO

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

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

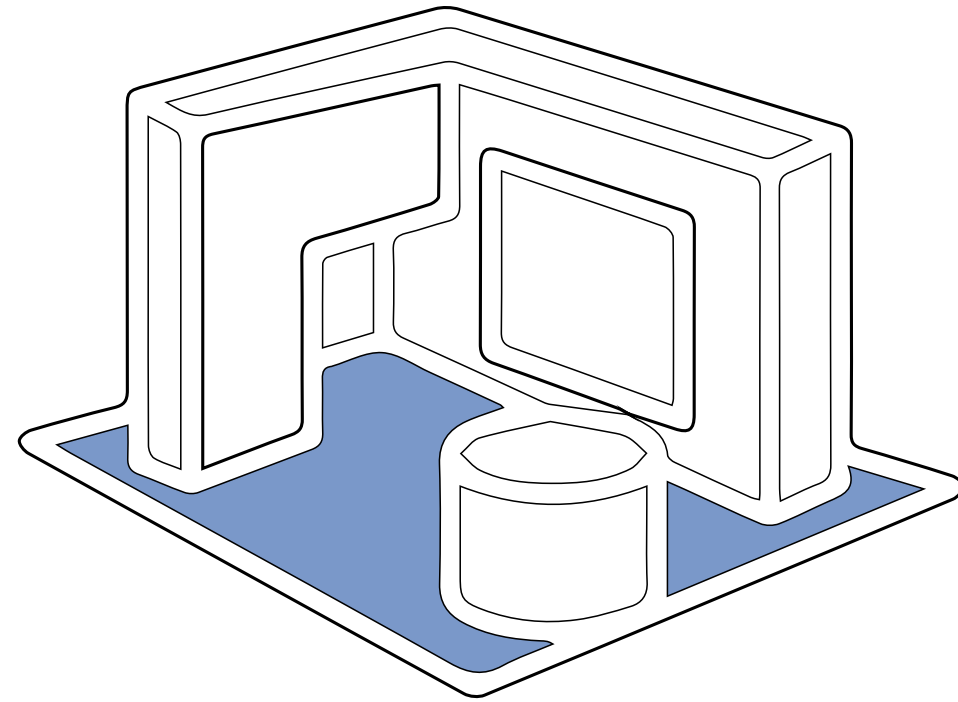
For ordering, kindly contact our commercial department at:

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



SPONSORSHIP PACKAGES

For sponsorship packages kindly send an e-mail at:
sales@forumsa.gr & nm@forumsa.gr



READY-MADE STAND (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 **75,00 € / m² + 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).

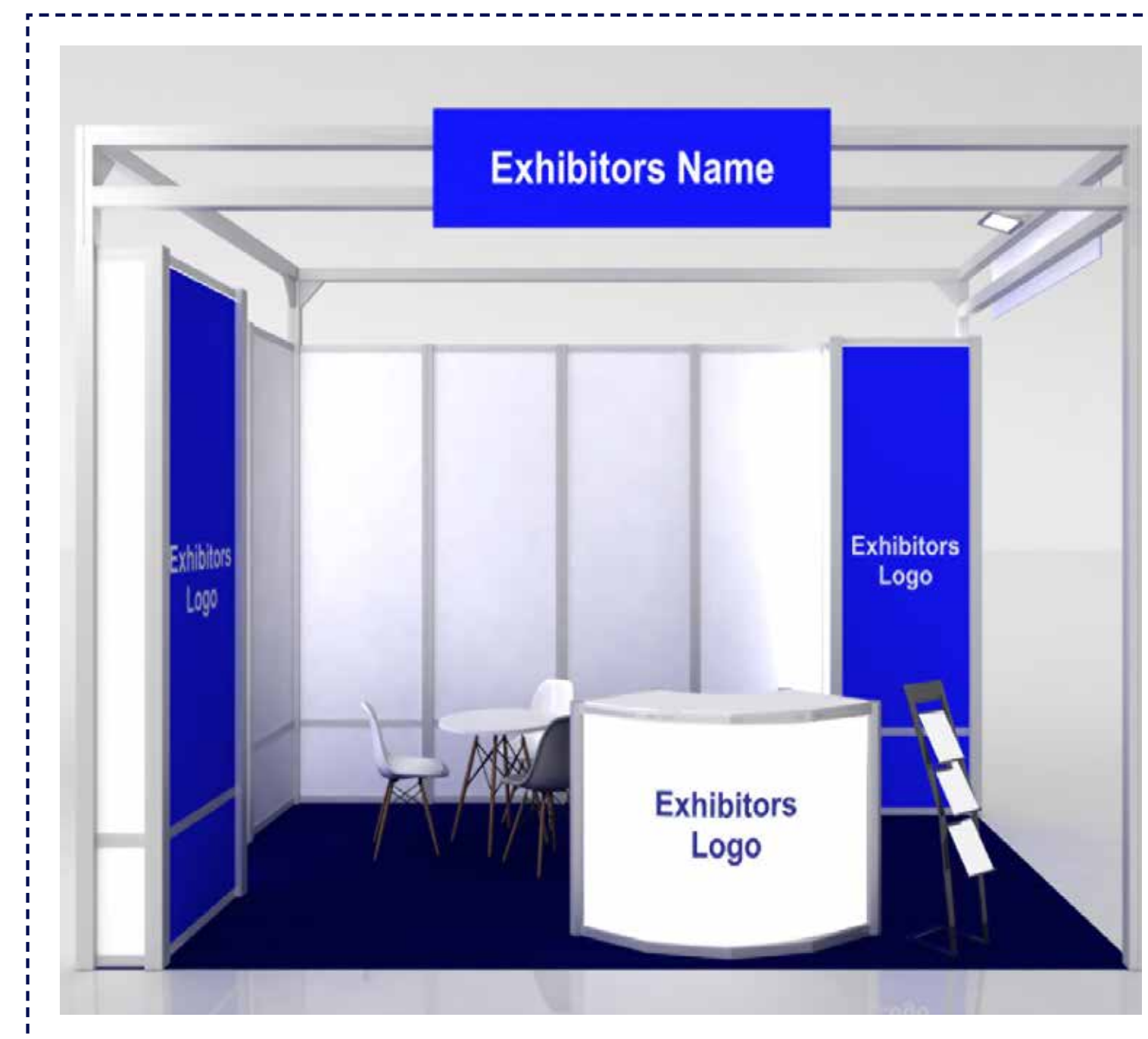
Structure: Aluminum structure, grey colored frame 3,50 m height

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

Equipment:

- Blue color carpet
- 1 round table, 0,80 m diameter
- 3 chairs (white) and 1 stool
- White curved infodesk with print 1,47 m x 0,946 m
and 1 brochure holder with 3 A4 slots
- 1 LED 100 floodlight per 4 m² and 500 W grounded socket
- 2 signages with the exhibitor's name 2,00 x 0,50 m

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





BUSINESS STAND ORDERING FORM

Should you wish to order the Business structure, 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 "Business Stand".

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BUSINESS STRUCTURE 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
BUSINESS STRUCTURE	75.00 €		€
		VAT (24%)	€
		TOTAL VALUE	€

Exhibitor's Name/Surname

Sign & stamp

FORUM SA
 328 Vouliagmenis Ave., 175 42 Athens - Greece
 T: +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

BASIC STAND - COST & SPECIFICATIONS

RENTAL COST:

- Structure as it is described comes at a cost of **25,00 € / m² + VAT**
- Dark grey carpet at an extra charge of **5,00 € / m² + VAT**

SPECIFICATIONS:

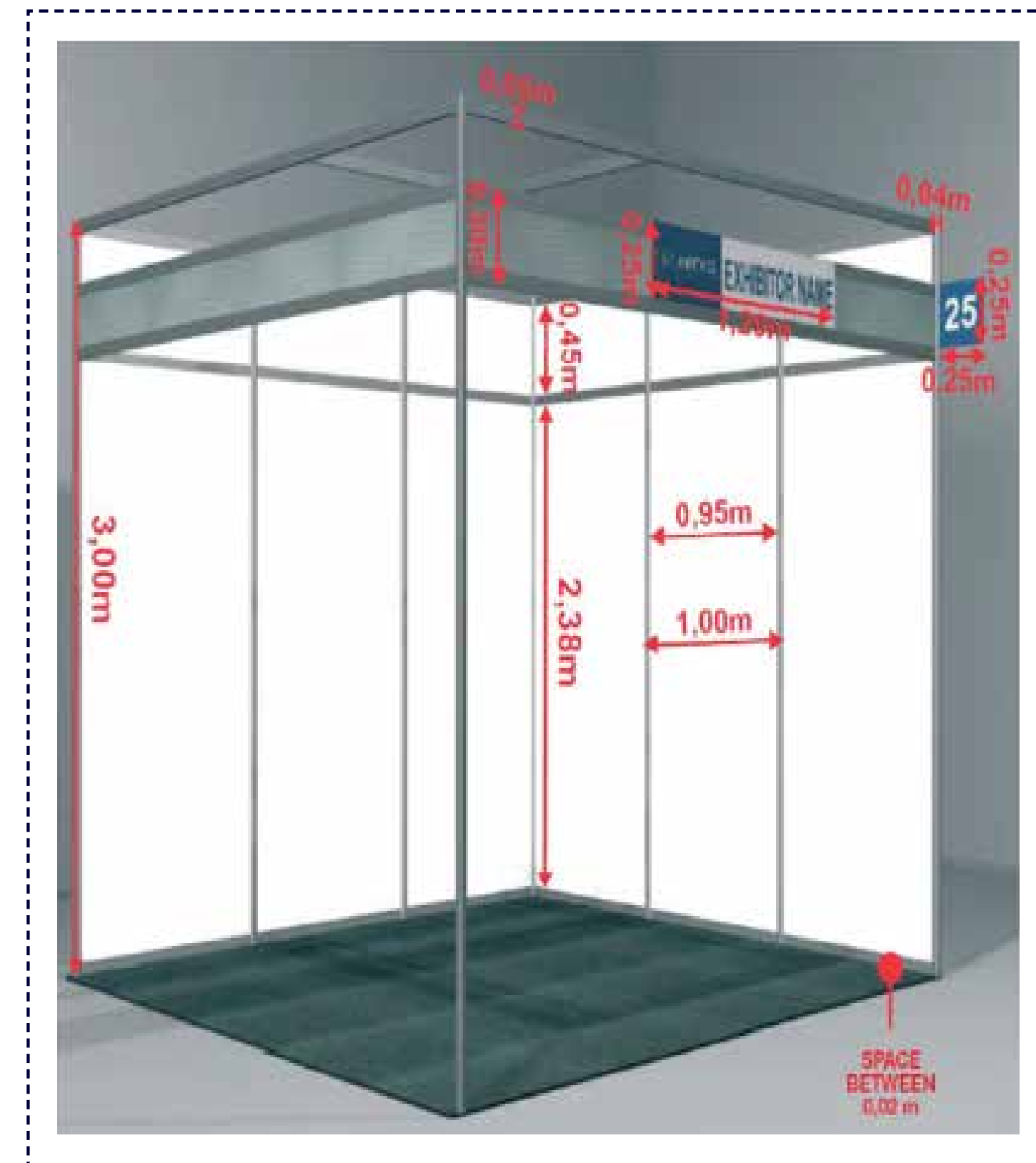
On the picture on the side you can see an indicative photo of a basic structure (9 m²) as well as what is included (specifications & equipment)

- 3 m high aluminum structure, with white and grey PVC panel(s)
- PVC partition
- Fitted carpeting
- Company name (not logo) printed at the facade of the stand (1,20 m x 0,25 m), at every open facade
- 1 x 100 W spotlight / 3 m² 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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TRADE SHOWS • PUBLICATIONS

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
526 Vouliagmenis Ave., 175 42 Athens - Greece
T: +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

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