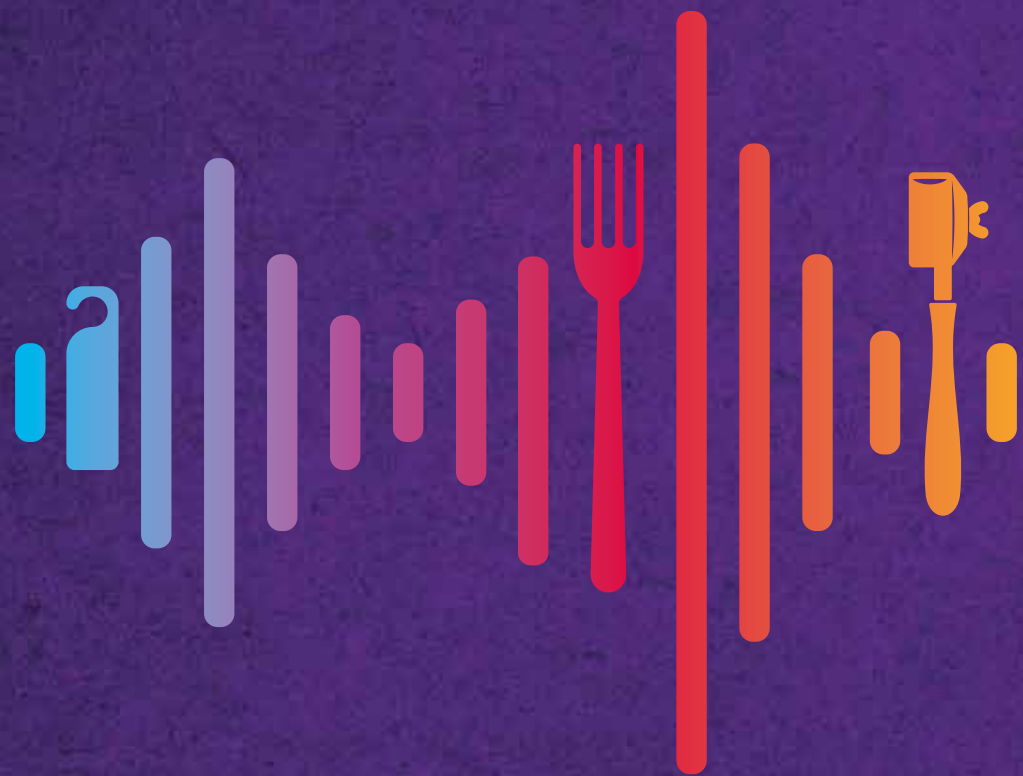


ATHENS  
GREECE  
13-16 Feb  
2026



Leading the change

HORECA  
A WORLD CLASS TRADE SHOW





Leading the change

Upgraded  
Edgy  
Exciting

“ I am committed to welcoming you in 2026 to an upgraded and pioneering HORECA, which leads the change! ”

Thanasis Panagoulas,  
President & CEO, FORUM S.A.

Twenty Years of HORECA. Twenty years of innovation, inspiration, networking, and investment. The year 2026 will mark a milestone for the exhibition that has become synonymous with the rapidly evolving sectors of Foodservice and Hospitality.

Together with the thousands of professionals and entrepreneurs who embody the unique DNA of HORECA, we will deliver a bold and iconic edition — one that ensures seamless and high-quality participation for all involved.

We look forward to welcoming you!



We are upgrading  
the experience of exhibition.

For the first time, we are introducing operational measures that usher in a new era.



**20% more parking spaces will be available** for HORECA visitors in independent areas adjacent to the Exhibition Center. Visitors will be able to get live updates on parking availability through the exhibition's website as well as the new web app, allowing them to choose which area to head to. At the same time, free mini Vans will transport them to and from the Exhibition Center.



**Increased frequency of shuttle buses** transporting visitors to and from the Exhibition Center. This way, we eliminate waiting times for visitors using the Doukissis Plakentias and Airport Metro stations.



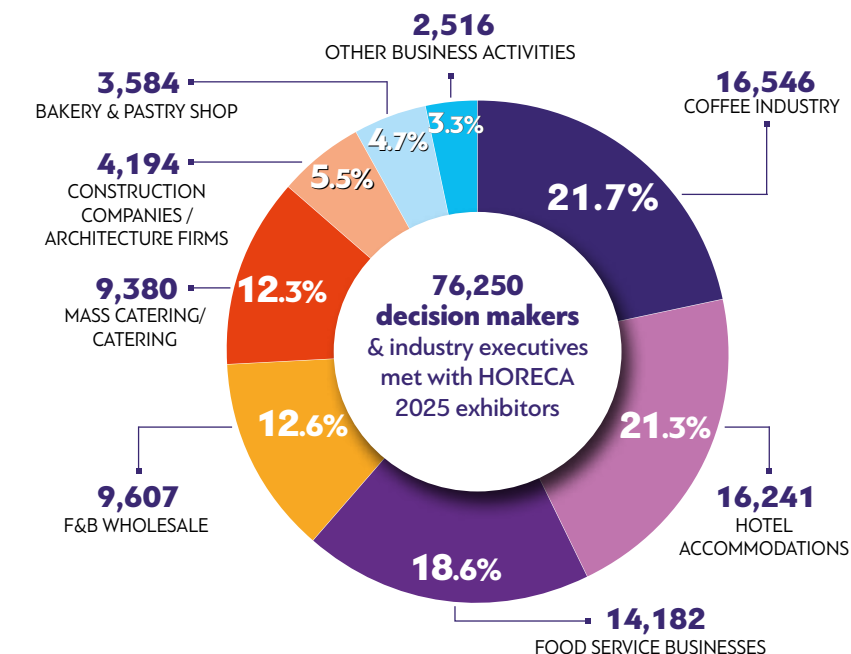
**Ticket price increased to €30**  
Our goal is to further ensure the professional character of the exhibition and the exclusive presence of a B2B audience.

#### Who visits HORECA

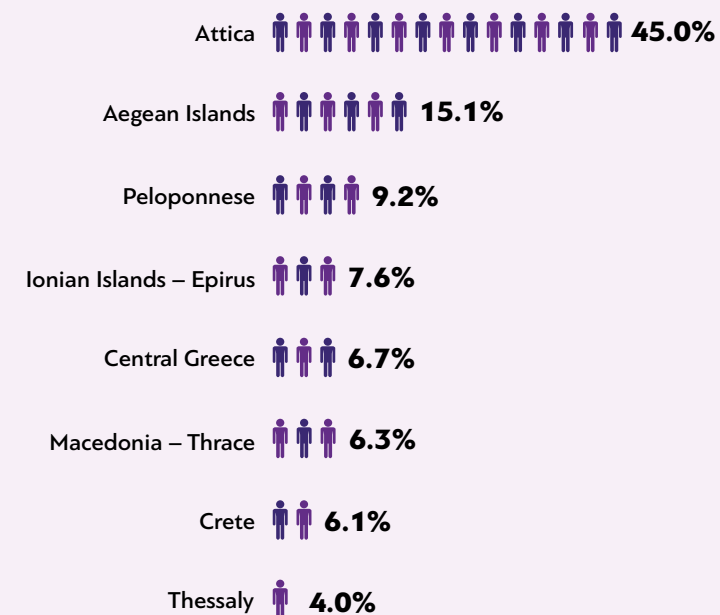
##### Owners & Executives from:

- Coffee shops, Cafés - Bars, Bakeries
- Hotels, Guesthouses, Villas, Rooms for Rent
- Agrotourism units
- Restaurants, Steakhouses
- Catering Companies
- Canteens, Fast Food stores, Pizzerias
- Ice Cream & Patisserie Workshops
- Food Wholesale, Ship Supplies, Retail stores
- Machines & Equipment trade companies
- Construction Companies, Architecture & Interior design firms

#### Visitors HORECA 2025 - Per business category



#### Professionals from all over Greece visited HORECA 2025



#### VISITOR SURVEY FEB. 2025

stated  
satisfied by  
their visit at  
HORECA 2025

91.5%

declared that  
they will visit the  
exhibition again  
in 2026

93.4%

praised the  
exhibitors' expertise  
and the variety  
of their products

96.8%



34



EXHIBITORS

## Leading the change



### COFFEE & BEVERAGES

- Coffee • Soft Drinks • Coffee accompaniments • Syrups
- Tea • Water • Refreshments • Beers • Wines
- Sorbets • Smoothies • Energy drinks



### FOOD SERVICE

- Cooking materials • Fats, Oils, Cheeses • Sausages
- Bakery products • Ice cream • Waffles • Ready meals



### HOTEL EQUIPMENT • FURNITURE

- Furniture, Seats • Mattresses, Linen
- Furnishing Fabrics – Curtains • Floors, Doors, Frames
- Bathroom equipment, Amenities • Patios, Shading, Lighting
- Air Conditioning • Swimming Pools • Spa



### KITCHEN & CATERING EQUIPMENT

- Kitchen equipment • Catering supplies • Serving utensils
- Catering & Buffet equipment • Refrigerators - Showcases
- Furnitures for Mass Catering businesses



### DIGITAL MARKETING • POS • CONSUMABLES

- Digital Marketing systems • Telecommunications • POS
- Logistic Applications • Computerization • Menus-Price lists
- Delivery equipment • Cleaning Equipment & Materials
- Packaging Materials & Supplies

EXHIBITOR SURVEY  
FEB. 2025

91%

stated satisfied  
by their participation  
in the 2025  
organization

80%

closed business  
deals with industry  
professionals during  
the 2025 exhibition

88.5%

expressed their  
expectation of closing  
business deals with  
visitors even after the  
end of the exhibition

## HORECA experience will become 3D Virtual

With the aim of continuing to offer an upgraded exhibition experience for all and innovative promotional tools for our exhibitors, we are introducing the 3D Virtual Walkthrough feature at HORECA 2026. Both exhibitors and visitors will be able to explore the HORECA 2026 exhibition without limitations, from the comfort of their office and on any device — as if they are physically there once again!

Walkthrough  
HORECACOFFEE  
CHAMPIONSHIPS  
BY SCA GREECE

HALL 1

Once again, the coffee industry will gather at HORECA to compete in the Hellenic Barista, Brewers Cup, and Coffee in Good Spirits Championships.

BUSI  
NESS  
LAB

HALL 3

The Business Lab stage is transforming into an incubator of innovation and inspiration, featuring engaging workshops, successful case studies, and thought-provoking panel discussions led by top marketers, dynamic entrepreneurs, and industry experts.

GASTRO  
NOMY  
LAB

HALL 4

Over 20 leading figures from Greek and international gastronomy will present impressive menu ideas and concepts during the Live Cooking Shows on the Gastronomy Lab stage.



## 8TH INTERNATIONAL HOSPITALITY FORUM

The future of Greek tourism will take center stage and be thoroughly explored at the 8th International Hospitality Forum, once again organized by the Hellenic Chamber of Hotels and hosted within the HORECA 2026 exhibition.

MARKETING PLAN

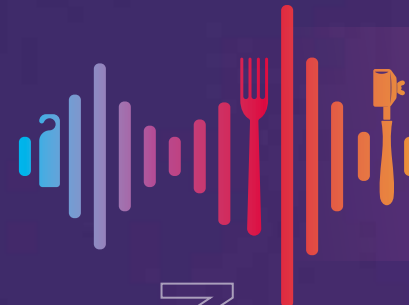
Budget 500,000 €

41%  
TV20%  
DIGITAL17%  
RADIO14%  
INVITATIONS8%  
PRINTHORECA  
A WORLD CLASS TRADE SHOW

35

EVENTS AND MORE





## Participation Timeline

Participation declaration & booth reservation **by 15/6/2025**

Contract submission **by 15/7/2025**

Completion of catalog profile **by 28/7/2025**

**HORECA**  
A WORLD CLASS TRADE SHOW

## Participation Costs

Raw space (one open side)

a. From 20 to 50 sq.m	202,50€ / sq.m
b. From 51 to 90 sq.m	192,50€ / sq.m
c. From 91 to 150 sq.m	187,50€ / sq.m
d. From 151 to 250 sq.m	182,50€ / sq.m

Extra charges

1. Registration (basic package)	300,00€
<i>Includes registration in the exhibitor catalogue and in the online platform of the exhibition's 3D Virtual Walkthrough, as well as in all communication materials of the exhibition.</i>	
2. Additional side	5,00€ / sq.m
3. Basic structure*	25,00€ / sq.m
4. Carpet	5,00€ / sq.m
5. Plain wall (per linear meter)	25,00€
6. 3D Virtual Walkthrough (Advanced package)	500,00€

*The basic structure includes a 3m high white melamine panel, metope and inscription. Each stand with a basic structure is provided with a socket outlet and a 100Watt/3 sq.m. lighting spot.*

## Provisions to exhibitors

The price includes:

- Access to the exhibition venue during preparation, operation and dismantling.
- New carpeting fitted throughout the communal spaces of the exhibition center.
- Single-phase power supply 100W/3 m2
- Cleaning and guarding of exhibition stands outside official opening hours
- Free parking on site
- Admin support (free internet access, emailing, fax).
- Fully equipped medical station
- Highlifters and pallet trucks provided during preparation and dismantling of the trade show.
- Free entry passes for the exhibitor's stand employees.
- Free invitations for exhibitors.

## Turnkey Solutions

### DESCRIPTION:

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

**Panel:** White 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.).

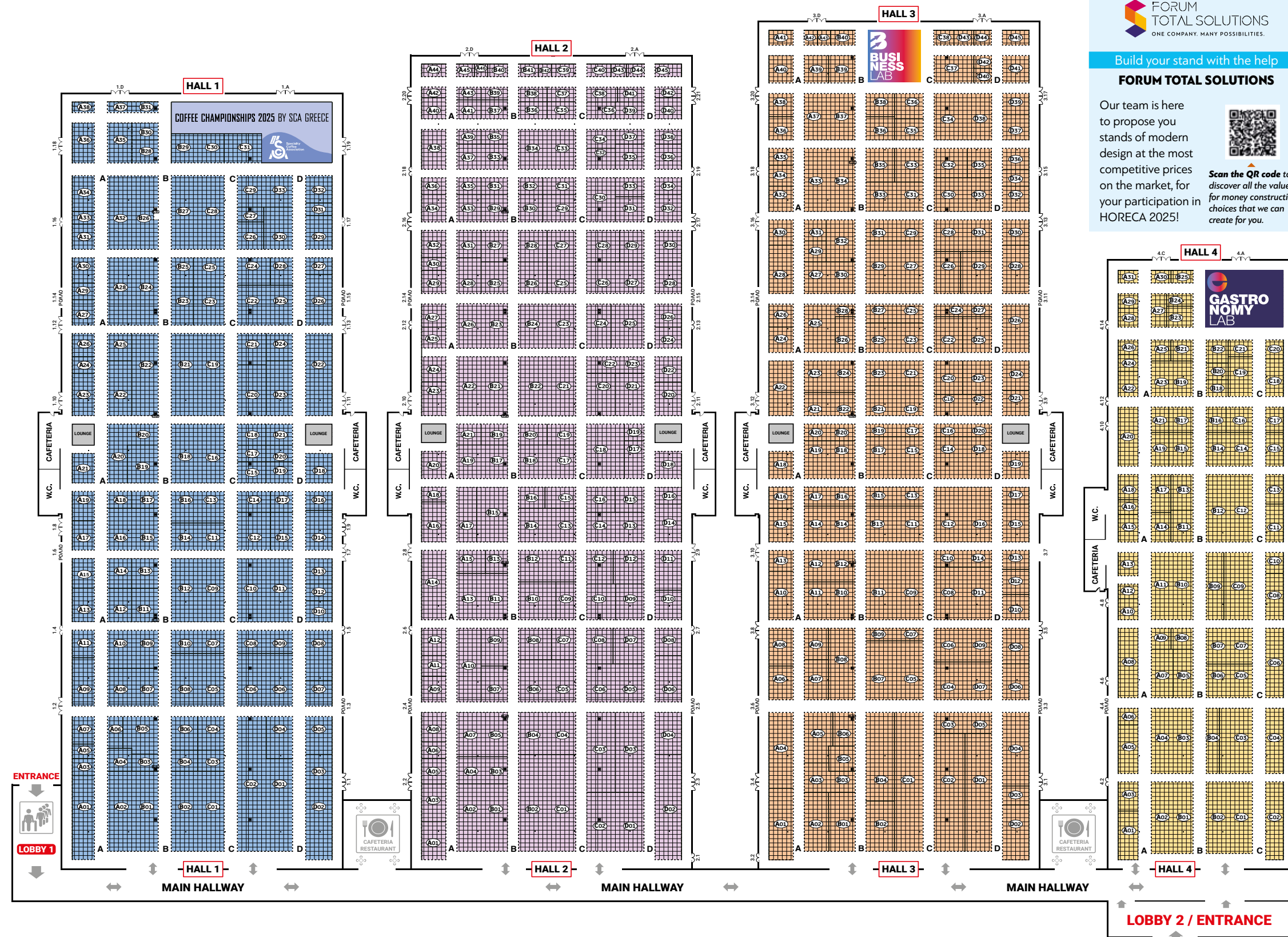
**Equipment:** Blue color carpet,,

- 1 round table 0,80 m diameter, 3 chairs (white) and 1 stool.
- White curved infodesk with print 1,47m x 0,946 m. 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 name 2,00 x 0,50 m.



## Athens Metropolitan Expo

It is the most contemporary exhibition center in Greece expanding over a total surface of 55,000 m2. Metropolitan Expo is located at Athens International Airport "Eleftherios Venizelos" in Spata - Attica, just 2 kms after Airport buildings and 3 minutes from the station of the metro and suburban railway. It has got 6,250 free parking spots. It has been certified according to TUV Austria with Covid Shield.



Build your stand with the help

**FORUM TOTAL SOLUTIONS**

Our team is here to propose you stands of modern design at the most competitive prices on the market, for your participation in HORECA 2025!



Scan the QR code to discover all the value for money construction choices that we can create for you.

### CATEGORIES BY HALL

#### HALL 1

- Coffee • Beverages
- Coffee accompaniment & Sirups
- Beers • Spirits • Wines
- Water • Soft drinks • Juices
- Energy Drinks • Tea
- Ice creams • Waffles • Sorbets • Smoothies
- Coffee machines & Coffee Grinders
- Dispensers

#### HALL 2

- Kitchen Machinery & Equipment
- Ovens - BBQ
- Refrigerators-Showcases
- Table accessories
- Catering & Buffet Equipment
- Pools - Spa • Patios
- Cash systems • POS
- Cleaning materials • Consumables

#### HALL 3

- Room furnishing • Living Rooms
- Furnishing Fabrics • Curtains
- Linen • Mattresses
- Carpets
- Patios & Shading Systems
- Lighting Systems • Amenities
- Security Sytems • Safes
- Digita Marketing - Digital Technologies

#### HALL 4

- Catering Supplies • Oils - Fats
- Cooking Products
- Meat & Meat Products
- Cheeses • Cold cuts • Sauces - Dressings
- Frozen Doughs
- Pastries
- Fresh salads • Ready meals
- Frozen fish



# HOIREICA

A WORLD CLASS TRADE SHOW



**Book**  
**your stand**  
**now**

Tel: (+30) 210 5242100 • e-mail: [sales@forumsa.gr](mailto:sales@forumsa.gr)

## Leading the change

OPENING DATES & TIMES

