
Leading the **change**

Exhibitors Participation Kit

SERVICES | ADVERTISING SOLUTIONS | EXHIBITOR & ORDERING FORMS

HO|RE|CA|
A WORLD CLASS TRADE SHOW



TRADE SHOW LOGO - EXHIBITOR'S PROFILE

- PAGE 03 Logo "We participate"
- PAGE 04 Exhibitors Catalogue - Exhibitor Profile
- PAGE 05 Completing exhibitor details via platform

ADVERTISING SOLUTIONS

- PAGE 06 Advertising Solutions
- PAGE 07 Advertise in the Exhibitors Catalogue
- PAGE 08-09 Advertise on a printed canvas (main corridor of the Metropolitan Expo)
- PAGE 10 Advertise on a printed canvas (pvc tarpaulin) at the main corridor of the Metropolitan Expo
- PAGE 11 Advertise on a light box (main corridor of the Metropolitan Expo)
- PAGE 12 Advertise on a poster (Lobby 1 - Entrance)
- PAGE 13 Floor plan with the canvases' allocations
- PAGE 14 Advertise via a leaflet in the visitor' bag
- PAGE 15 3D Virtual Walkthrough
- PAGE 16 Sponsorship packages

SERVICES - ORDERING FORMS

- PAGE 16 Ready-made stands solutions
- PAGE 18 Business stand - Cost & specifications
- PAGE 19 Business stand ordering form
- PAGE 20 Basic stand & carpet - Cost & specifications
- PAGE 21 Basic stand & carpet ordering form

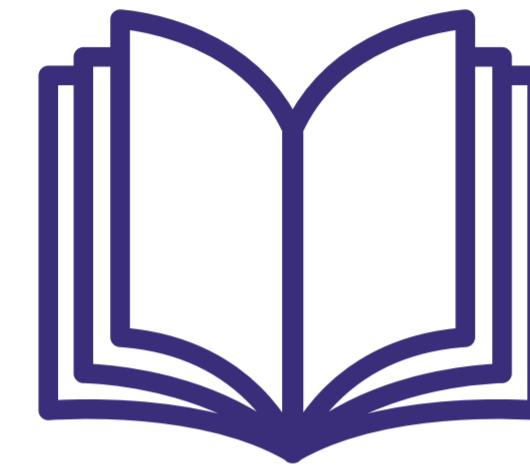
LOGO "WE PARTICIPATE"



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.

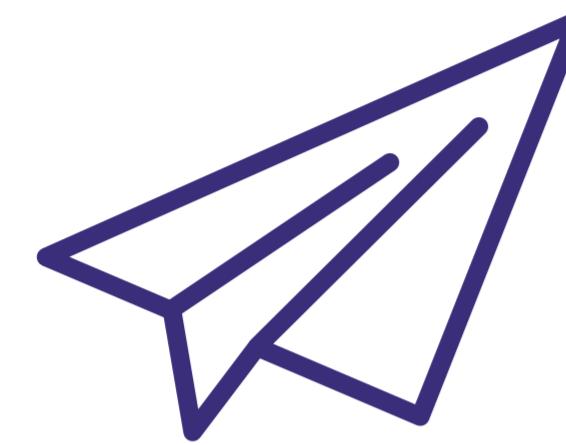
This profile will be used for the alphabetical presentation of your company in all promotional media /material of the exhibition such as:

- **Exhibitors Catalogue**
- **Visitor's guide**
- **Website of Horeca 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



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@forums.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

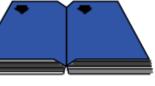
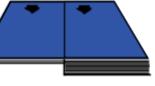
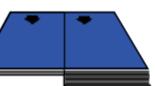
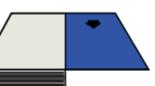
File: pdf, resolution 300 dpi

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

Kindly send it to our e-mail: **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	1.250 €
SPECIAL POSITION			
TYPE	POSITION	DIMENSION	PRICE
1ST SPREAD		29x21 cm	1.500 €
2RD SPREAD		29x21 cm	1.400 €
3RD SPREAD		29x21 cm	1.300 €
C' COVER PAGE		14,5x21 cm	800 €
BACK COVER		14,5x21 cm	1.700 €

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 x 5 m / 5 x 5 m / 6 x 3 m (L x H) - see Floorplan

COST: 3.000 € + 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-mail: sales.support@forums.gr, mentioning the Trade Show, the Company Name and the word "Canvas" No.



NEW

ADVERTISE on a printed canvas (pvc tarpaulin)
at the main corridor of the Metropolitan Expo

NEW POSITIONS OPPOSITE THE HALLS

An advertisement that does not go unnoticed

TOTAL NUMBER OF CANVASES: 18

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

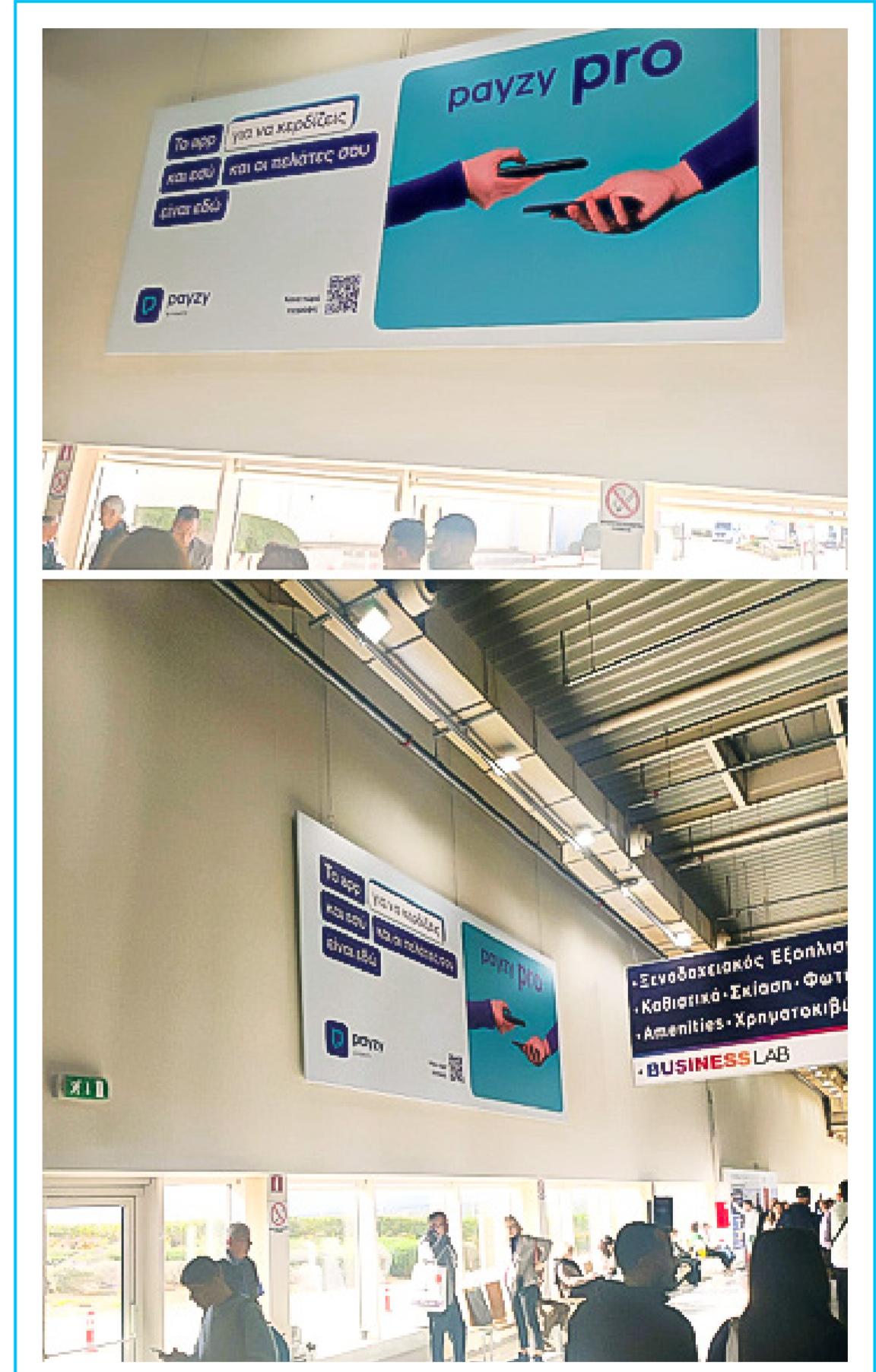
COST: 3.000 € + VAT

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-mail: sales.support@forums.gr, mentioning the Trade Show,
the Company Name and the word "Canvas" No.



3

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: 1,5 x 5 m (L x H)

COST: 850 € + VAT

ΠΡΟΔΙΑΓΡΑΦΕΣ:

Άρχειο:

- 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 αποστολής μακέτας:

2 εβδομάδες πριν τη λειτουργία της έκθεσης

Kindly send it to our e-mail: sales.support@forums.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: 91,8 x 198,6 cm (L x H)

COST: 700 € + 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-mail: sales.support@forums.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 x 1 m (L x H)

COST: 700 € + 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)

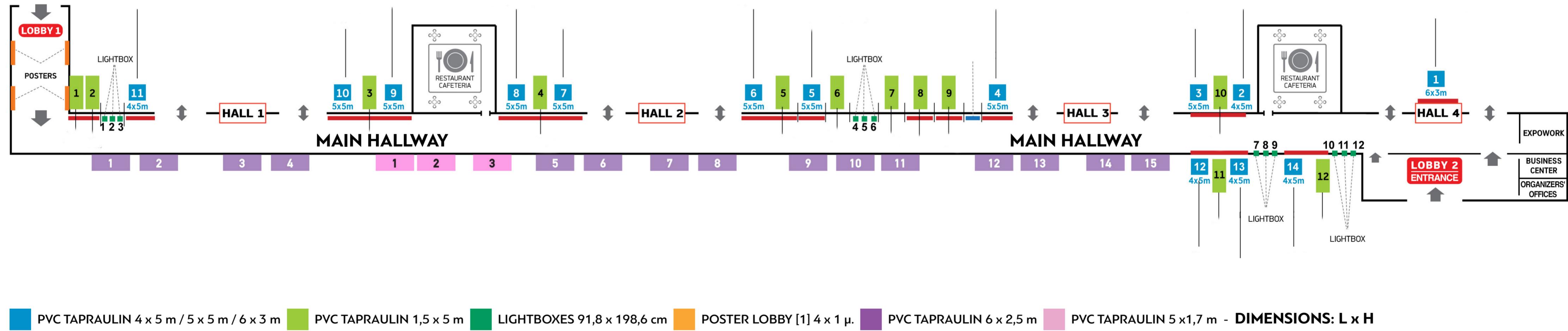
Deadline for sending the file: 2 weeks before the opening of the show

Kindly send it to our e-mail: sales.support@forums.gr, mentioning the Trade Show, the Company Name, and the word "Poster" No.

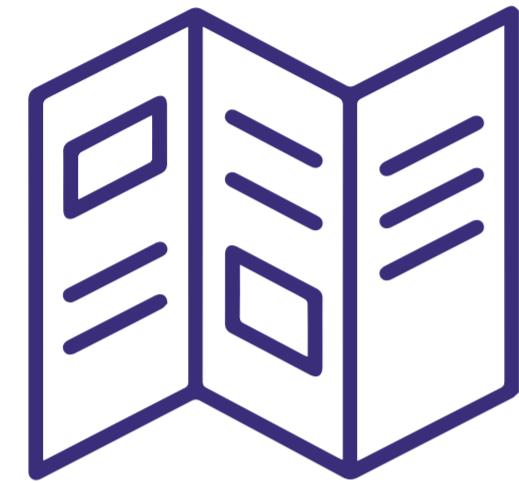


FLOOR PLAN SHOWING THE VARIOUS POSITIONS OF LIGHTBOXES, PVC TARPAULIN

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



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 € + VAT

PIECES: 10.000

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

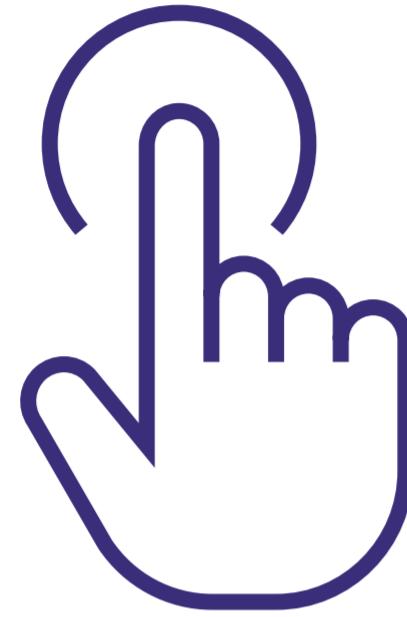
Delivery time: 4 days before the opening of the show at the ATHENS METROPOLITAN EXPO

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@forums.gr & ms@forums.gr



7

3D VIRTUAL WALKTHROUGH

RELIVE THE EXPERIENCE OF THE EXHIBITION ONLINE!

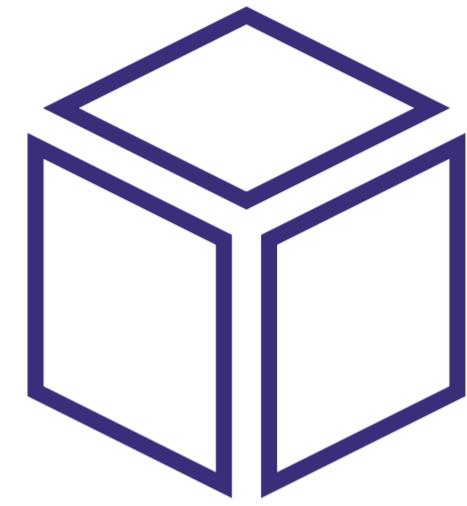
For the first time, through a 3D Virtual experience, all the professionals from the Hospitality and Foodservice industry will have the possibility to explore, without any restrictions, from the comfort of their office and any electronic device, the exhibition, as if they were really there again! Even 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€

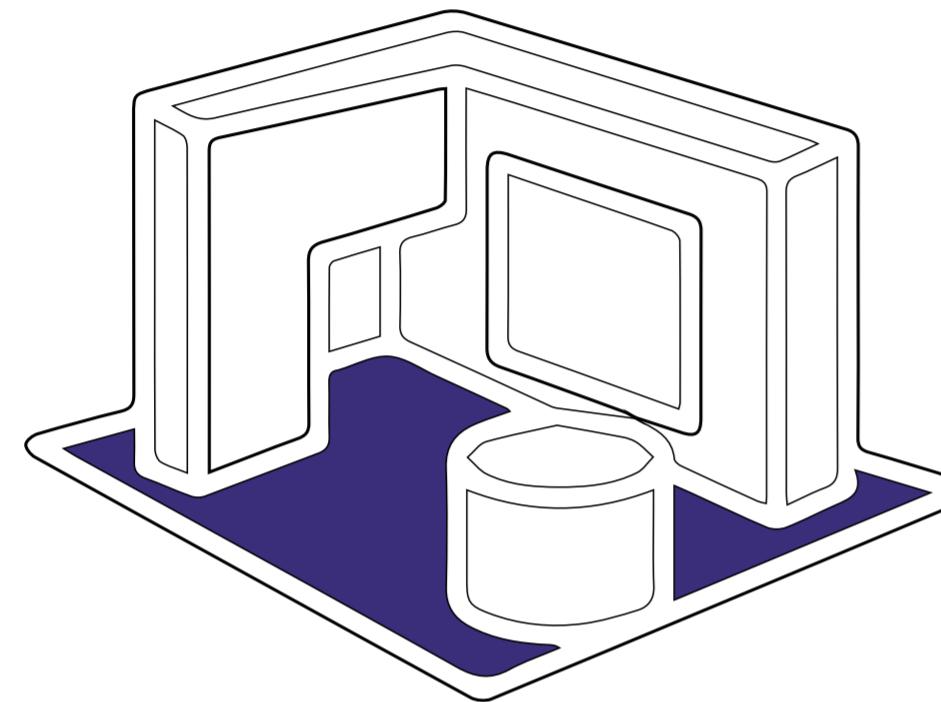
Click [HERE](#) to relive the experience of HORECA 2025 online.



SPONSORSHIP PACKAGES

For sponsorship packages kindly send an e-mail at:

sales@forums.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 € / 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: Prime 3.50 m high with square maxima 4cm column

Carpet: Blue elea vel carpet

Panel: White PVC 3.00 m

Info Desk: White with printing 1.47 x 0.946 m

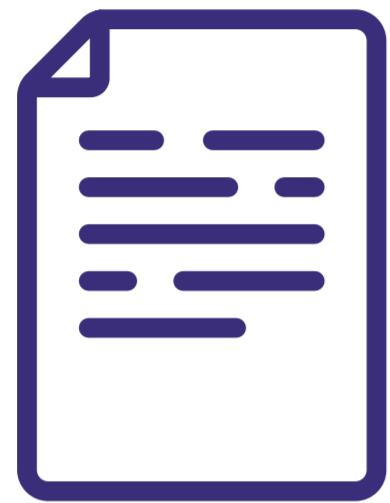
Electrical: 1 100 watt/4 sq.m. Led spotlight, 1 500 watt/220 volt socket

Stand equipment:

- 3 grey fabric seats
- 1 round table 0.70 m
- 1 bar stool with black back
- 1 bright transparencies 1.00 x 3.00 m. with printing (0.91 x 2.38 m. and 0.91 x 0.45 m.)
(over 12 sq.m. additional 1 transparencies with printing)
- 1 metal brochure holder with 3 A4 positions
- Digital printing 2.00x0.50 m. in PVC for kiosk facade

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





ORDERING FORM BUSINESS STAND

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**, mentioning the Trade Show, the Company Name and the words “Business Stand”.

FORUM S.A.
TRADE SHOWS • PUBLICATIONS

artoza foodexpo Greece FOODTECH Global Pack HOIRECA oenotelia xenia

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., 173 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 facia 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.





ORDERING FORM BASIC STAND & CARPET

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

FORUM S.A.
TRADE SHOWS • PUBLICATIONS

artoza foodexpo FOODTECH Global Pack HOIREICA oenotelia xenia

ФОРМА ПАРАГЕЛИАΣ ΔΟΜΗΣ & ΜΟΚΕΤΑΣ

EΚΘΕΣΗ:	HALL:	No:	
ΕΠΩΝΥΜΙΑ ΕΤΑΙΡΙΑΣ:			
ΥΠΕΥΘΥΝΟΣ ΠΑΡΑΓΕΛΙΑΣ:			
ΤΗΛΕΦΩΝΟ:	ΚΙΝΗΤΟ:		
EMAIL:			
ΒΑΣΙΚΗ ΔΟΜΗ	ΤΙΜΗ ΜΟΝΑΔΑΣ / Τ.Μ.	Τ.Μ ΠΕΡΙΠΤΕΡΟΥ	ΑΞΙΑ
	€ 25,00		€
ΜΟΚΕΤΑ	€ 5,00		€
		Φ.Π.Α. (24%)	€
		ΣΥΝΟΛΙΚΗ ΑΞΙΑ	€

Ο Δηλών/ Αποδοχή προσφοράς
Υπογραφή & σφραγίδα

FORUM SA
Δ. Βουλιαράτης 328, 173 42, Αγίος Δημήτριος
Τ: +30 210 5242100, Φ: 210 5246581, info@forumsgr.gr, www.forumsgr.gr
Member of NürnbergMesse Group

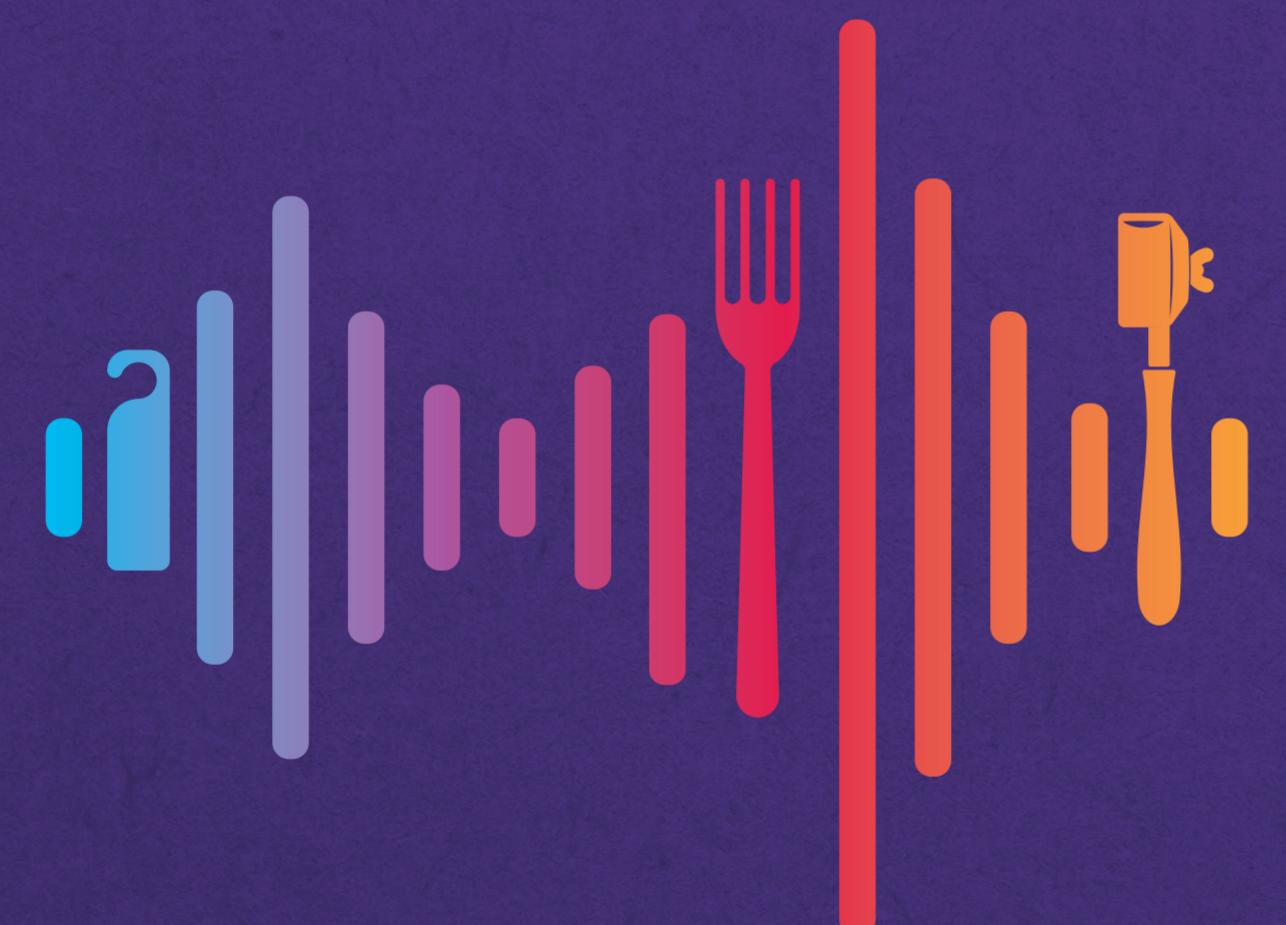
NÜRNBERG MESSE

Click [HERE](#) to download the ordering form.



HO|RE|CA|

A WORLD CLASS TRADE SHOW



Leading the **change**



www.horecaexpo.gr