

12-15
Feb
2027
Athens • Greece



Leading the change

HO|RE|CA|
A WORLD CLASS TRADE SHOW

Dynamic. Modern. Innovating.

“**HORECA is the barometer of the market**, which every year gives us a signal of growth for the Tourism and Food Service sectors. We look forward to welcoming you all to the exhibition, to become participants in the most dynamic rhythm of entrepreneurship.

Thanasis Panagoulas,
Chairman of the BoDi & President FORUM S.A.

HORECA 2027 is preparing once again to take center stage as the most vibrant ecosystem of mass catering and hospitality, where entrepreneurship opens new paths, evolves, and redefines its future. The 2027 event draws inspiration from the very pulse of the market and is designed with a focus on the real needs of professionals. HORECA is thus transformed into a comprehensive experience of meeting, knowledge exchange, and the creation of added commercial value. We look forward to welcoming you to an exhibition that will serve as a hub for networking, strategic partnerships, and business growth, where ideas gain clear prospects and synergies are substantially strengthened.



We invest consistently in exhibition innovation.

Our non-negotiable goal is solutions that enhance the visitor experience!

In 2026, HORECA was the first in Greece to launch the innovative **HORECA Live Park** application, which ensures not only more parking spaces, but also real-time updates on their availability. The results were impressive, and therefore we continue to further upgrade the experience of **HORECA Live Park**.

55%

of visitors who used the app stated that the availability of additional parking spaces had a positive influence on their decision to attend the exhibition.

65%

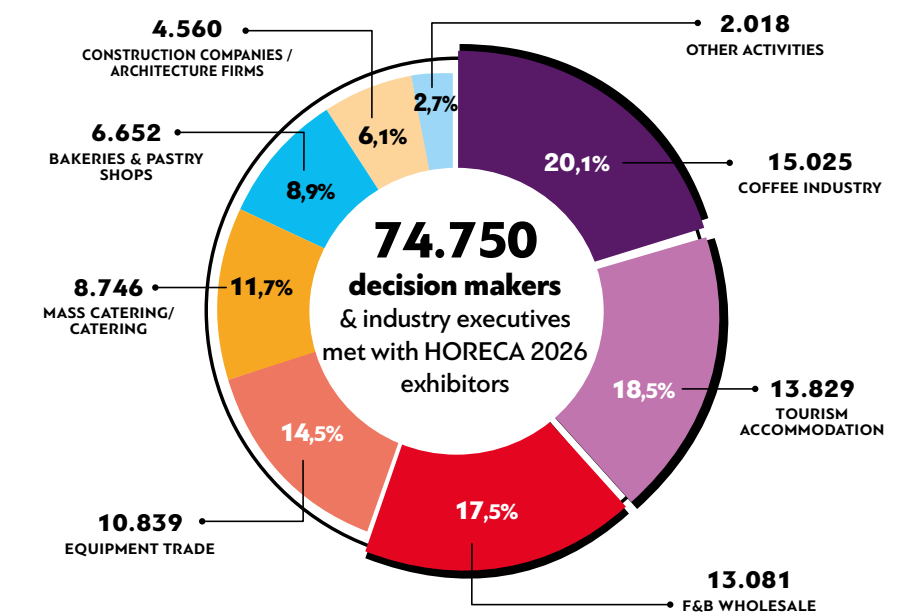
of them stated that the use of the Live Park service and the additional parking spaces improved their overall visitor experience.

Who visits HORECA?

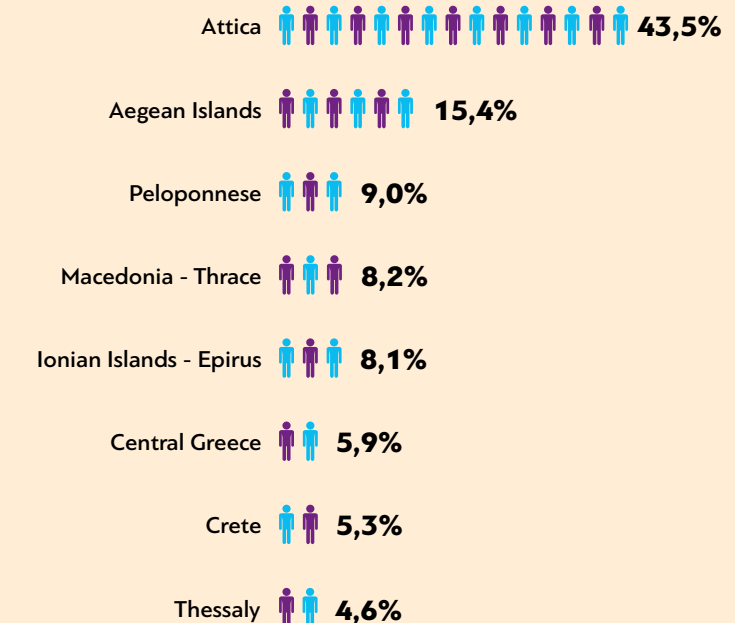
Owners & executives from:

- 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

HORECA 2026 The largest trade exhibition in Greece



Uniting the entire Greek business landscape under one roof.



Leading
the
change

30€

Ticket for non-professionals.

We ensure a B2B environment, protecting the professional nature of the exhibition.

VISITOR SURVEY
FEB. 2026

stated
satisfied by
their visit at
HORECA 2026.

90,3%

stated that they
will visit the
exhibition again
in 2027.

92,5%

praised the exhibitors'
expertise and the
variety of their
products.

96,6%



COFFEE & BEVERAGES

- Coffee • Beverages • Coffee accompaniments • Soft drinks
- Syrups • Tea • Water • Beers • Spirits • Wines
- Sorbets • Smoothies • Energy drinks



FOOD SERVICE

- Meat products • Cooking materials • Fats & oils
- Cheeses • Cold cuts • Bakery products
- Ice cream • Waffles • Ready meals



HOTEL EQUIPMENT • FURNITURE

- Furniture, Seating • 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. 2026

87%

of exhibitors stated that they were satisfied with their participation in the 2026 event.

88%

stated that their participation contributed to the achievement of their business objectives.

74%

expressed their expectation of closing business deals with visitors even after the exhibition had ended.

New Launch!

The exhibition's established Web App is being upgraded and will fully replace the traditional printed HORECA catalogue. It is a modern, user-friendly and sustainable digital tool that ensures complete visibility for your company and products, while integrating features for direct networking with the trade show's visitors.

HORECA 2027 will be a 3D virtual experience!



With the aim of continuously upgrading the exhibition experience and providing new promotional channels for our exhibitors, we are introducing the 3D Virtual Walkthrough feature for HORECA 2027. Exhibitors and visitors will be able to explore the exhibition without limitations, from their office or any electronic device, experiencing HORECA 2027 as if they were physically present at the exhibition venue.

HALL 1

Just Landed

NEW PROJECT
OPENING
TALKS

NEW PROJECT - OPENING Talks becomes the ultimate guide for the next café, restaurant, or bar set to open. Real-life case studies and practical success insights from some of the most influential entrepreneurs in the industry.

Special Host: a personality that combines industry expertise with a lifestyle profile.

HALL 3



The BUSINESS LAB Stage will be transformed into a space of innovation and inspiration. It will host workshops, case studies, and panel discussions featuring leading marketers, active entrepreneurs, and industry executives.

Special Host: distinguished journalist in the field of business and entrepreneurship.

HALL 4



Masters of taste take the stage at GASTRO HUB. Through a rich program of live cooking shows and special tips, they will highlight the global trends that stand out.

Special host: a surprise guest from the hospitality industry!

HALL 1



The coffee industry is once again making its presence felt, participating in and attending the Panhellenic Championships for Barista, Brewers Cup, and Coffee in Good Spirits.



Budget 500,000 €

MARKETING
INVESTMENT



41%
TV



24%
DIGITAL



17%
RADIO



10%
INVITATIONS



8%
PRESS

PARTICIPATION TIMELINE

Booth Reservation **by 30/6/2026**
Contract submission & company profile registration **by 30/7/2026**

HOIREICA
A WORLD CLASS TRADE SHOW

PARTICIPATION COSTS

One-side open booths (floor plan)

a. From 20 to 50 sq.m.	207,50€ / sq.m.
b. From 51 to 90 sq.m.	197,50€ / sq.m.
c. From 91 to 150 sq.m.	192,50€ / sq.m.
d. From 151 to 250 sq.m.	187,50€ / sq.m.

Additional Costs:

1. Registration (basic package)	400,00€
<i>Includes exhibition guide listing, upgraded digital tour platform (3D Virtual Walkthrough), exhibition web app, parking app, and visibility across all exhibition communication materials.</i>	
2. Additional side	5,00€ / sq.m.
3. Basic Structure*	30,00€ / sq.m.
4. Carpet	5,00€ / sq.m.
5. Plain wall (per linear meter)	25,00€

*Basic structure includes: 3m high white melamine panels, fascia, and company name sign. Each basic booth includes one Schuko power outlet and one 100W spotlight per 3 sq.m.

EXHIBITOR BENEFITS

The rental cost includes the following:

- Access to and use of the exhibition space for installation, operation, and dismantling.
- New carpet flooring throughout all common areas of the exhibition venue.
- Electricity supply allowance of 100W per 3 sq.m.
- Exhibition security services.
- Cleaning of the exhibition's common areas (aisles, restrooms, and waste bins).
- Free parking for exhibitors.
- Secretarial support for exhibitors (including free internet access, e-mails, fax).
- Fully equipped medical station.
- Free use of lifting equipment.
- Free visitor invitations and complimentary staff entry badges.

TURNKEY SOLUTIONS

Description

Structure Aluminium grey colored frame

3,50 m height.

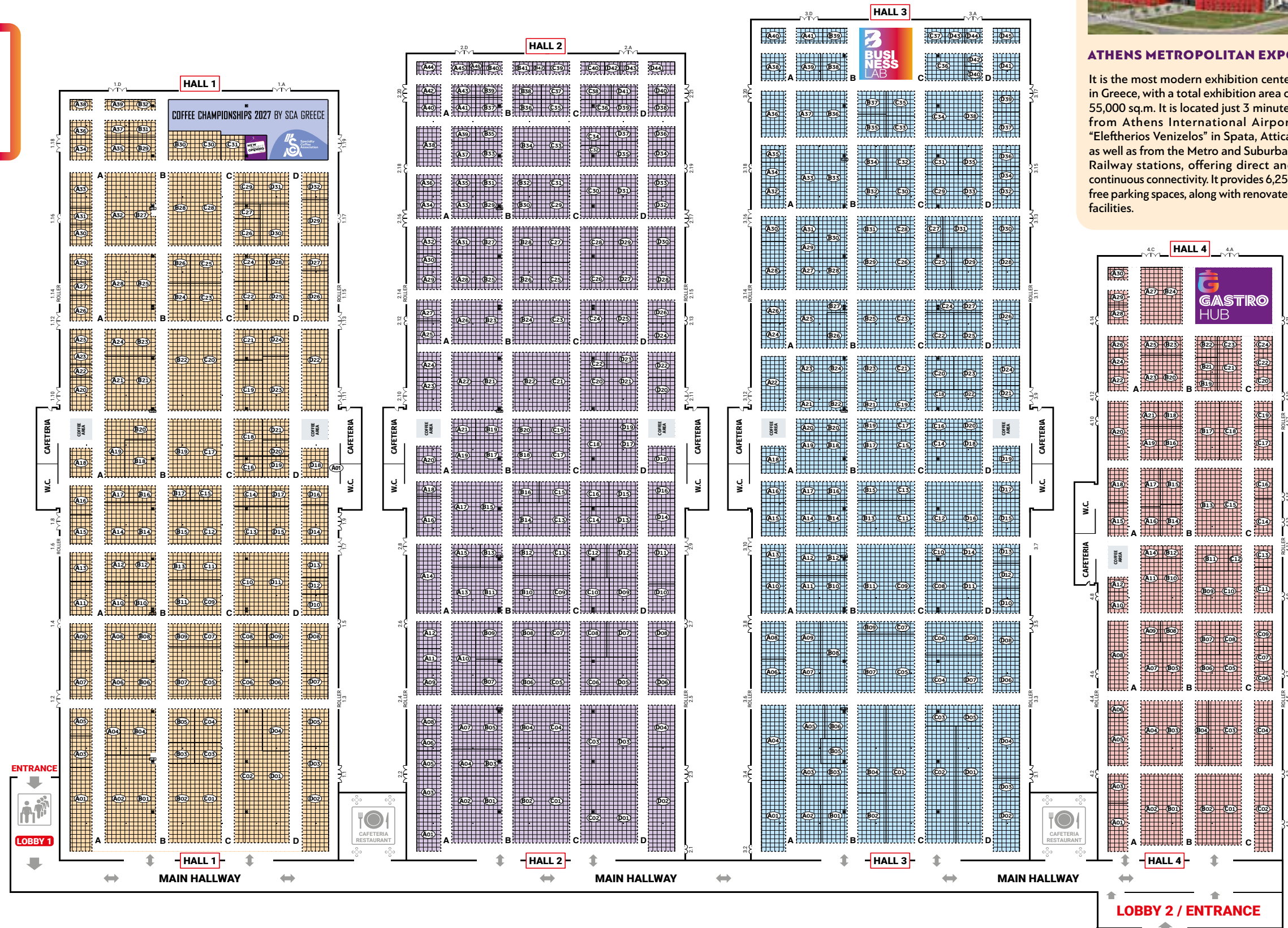
Panel: White color 3,00 m. height and 2 transparent lighted boxes (1,00 m x 3,00 m) with printings (0,91 m x 2,38 m and 0,91m x 0,45 m.)

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.

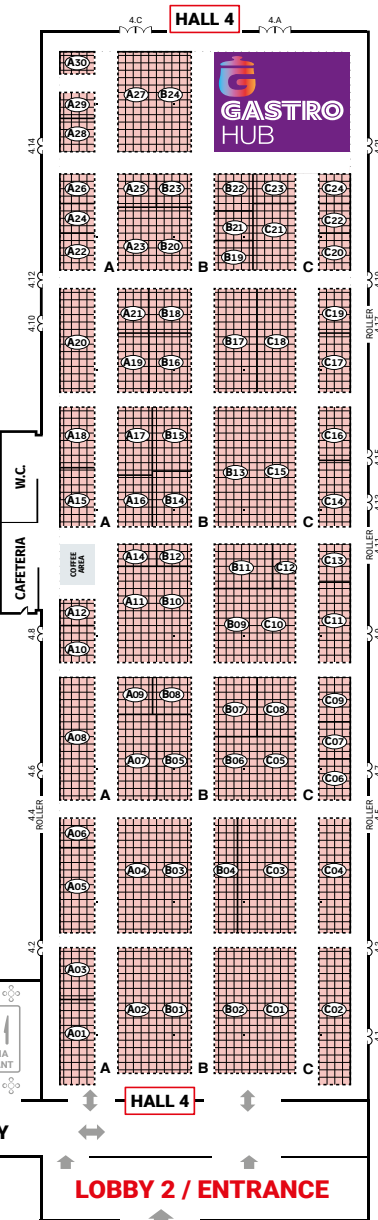


Business Cost: 80€/m²



ATHENS METROPOLITAN EXPO

It is the most modern exhibition center in Greece, with a total exhibition area of 55,000 sq.m. It is located just 3 minutes from Athens International Airport "Eleftherios Venizelos" in Spata, Attica, as well as from the Metro and Suburban Railway stations, offering direct and continuous connectivity. It provides 6,250 free parking spaces, along with renovated facilities.



Your strategic partner for a successful exhibition presence



Scan the QR code and explore our full range of services.

From booth construction, equipment supply, and services, to printing, design, and corporate event planning.

Stand Construction

Modern & practical construction solutions

Events

Corporate event planning & execution.

Services

Equipment & services for your exhibition stand.

Printings

Results that stand out for their quality & aesthetics.

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



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Book your stand now

Tel: (+30) 210 5242100, e-mail: sales@forumsa.gr

OPENING DATES & TIMES



FORUM S.A.
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LEADING EXHIBITION
ORGANIZER IN GREECE