

Exhibitors Participation Kit

SERVICES | ADVERTISING SOLUTIONS | & ORDERING FORMS

12^o15
Feb 2027
Athens • Greece



Leading the change

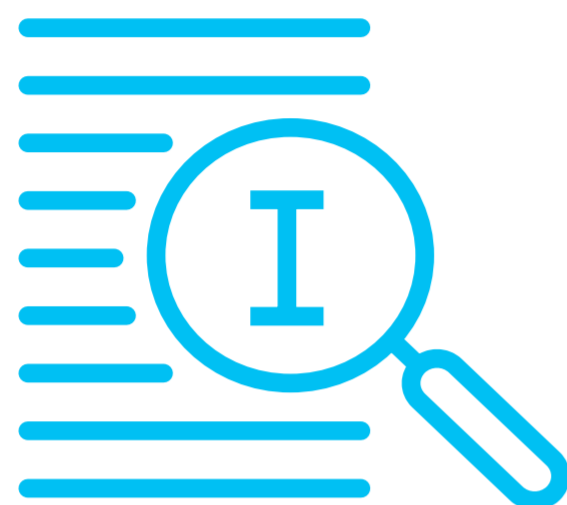
HO|RE|CA|

A WORLD CLASS TRADE SHOW

FORUM S.A. Member of NürnbergMesse Group

328 Vouliagmenis Ave. | 173 42 Athens - Greece | T +30 210 5242100 | www.horecaexpo.gr | VAT EL998644926

**NÜRNBERG
MESSE**



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12°15 Feb 2027 - Metropolitan Expo, Athens - Greece



12°15 Φεβ 2027 - Metropolitan Expo



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 Guide in alphabetical order

The Exhibitors Guide 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

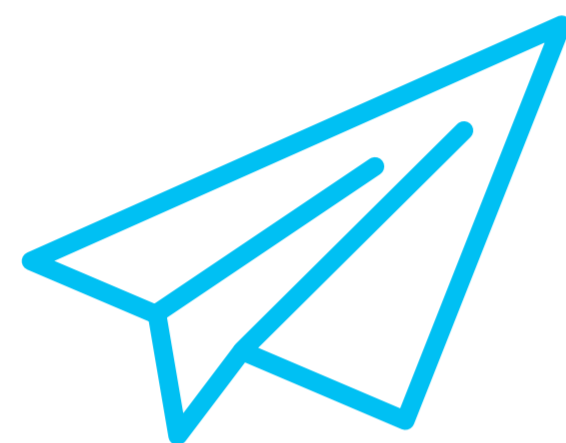
FORUM SA has developed a specialized platform, which you will enter with a unique username & password and create your company's profile.

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

- **Exhibitors Guide**
- **Website of Xenia exhibition** (List of exhibitors and presentation by category and product)
- **3D Virtual Walkthrough**
- **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

1

Advertise in the Exhibitors Guide

DISTRIBUTED FREE OF CHARGE TO THE VISITORS

Your advertisement in the Exhibitors Guide 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 Guide".

Advertising rates			
REGULAR POSITION			
TYPE	POSITION	DIMENSION	PRICE
SINGLE PAGE		16,8x24 cm	700 €
SPREAD		33,6x24 cm	1.250 €
SPECIAL POSITION			
TYPE	POSITION	DIMENSION	PRICE
3RD SPREAD		16,8x24 cm	800 €
BACK COVER		16,8x24 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: 3.500 € + VAT

FILE SPECIFICATIONS:

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



NEO

**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)

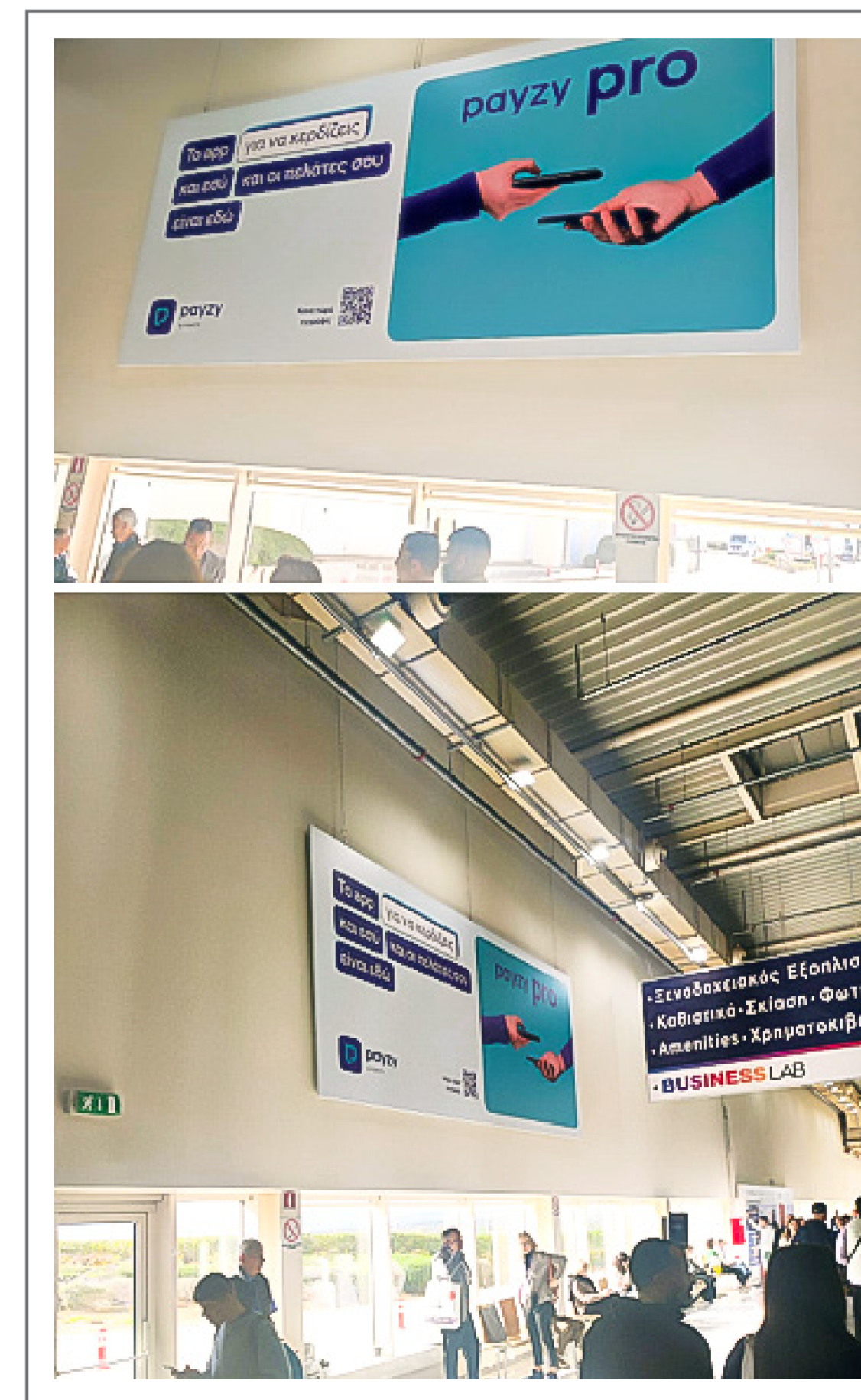
COST: 3.500 € + VAT

FILE SPECIFICATIONS:

- actual 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@forumsa.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: 950 € + VAT

FILE SPECIFICATIONS:

- actual 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 weeks before the opening of the show

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

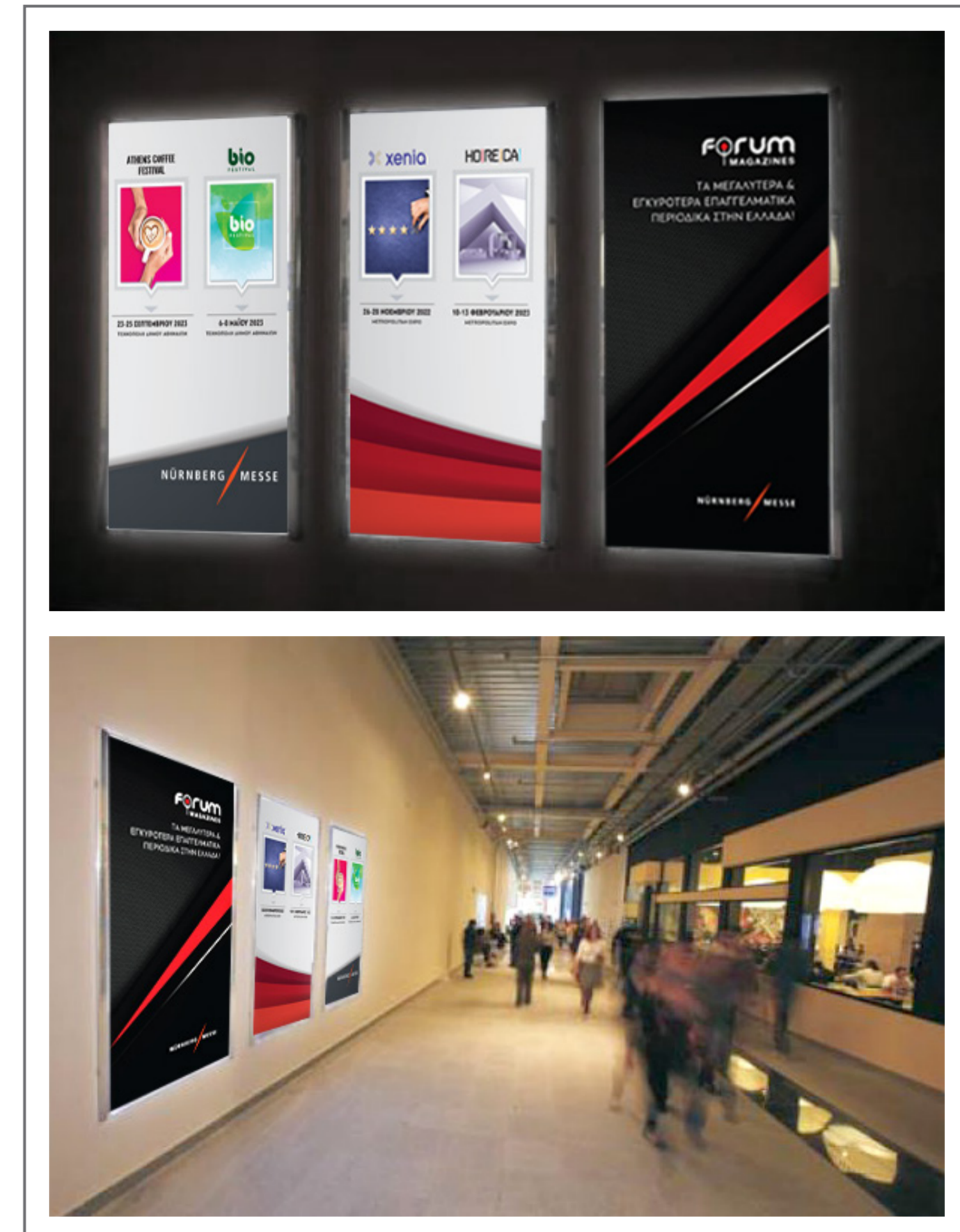
COST: 800 € + VAT

FILE SPECIFICATIONS:

- actual 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@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 x 1 m (L x H)

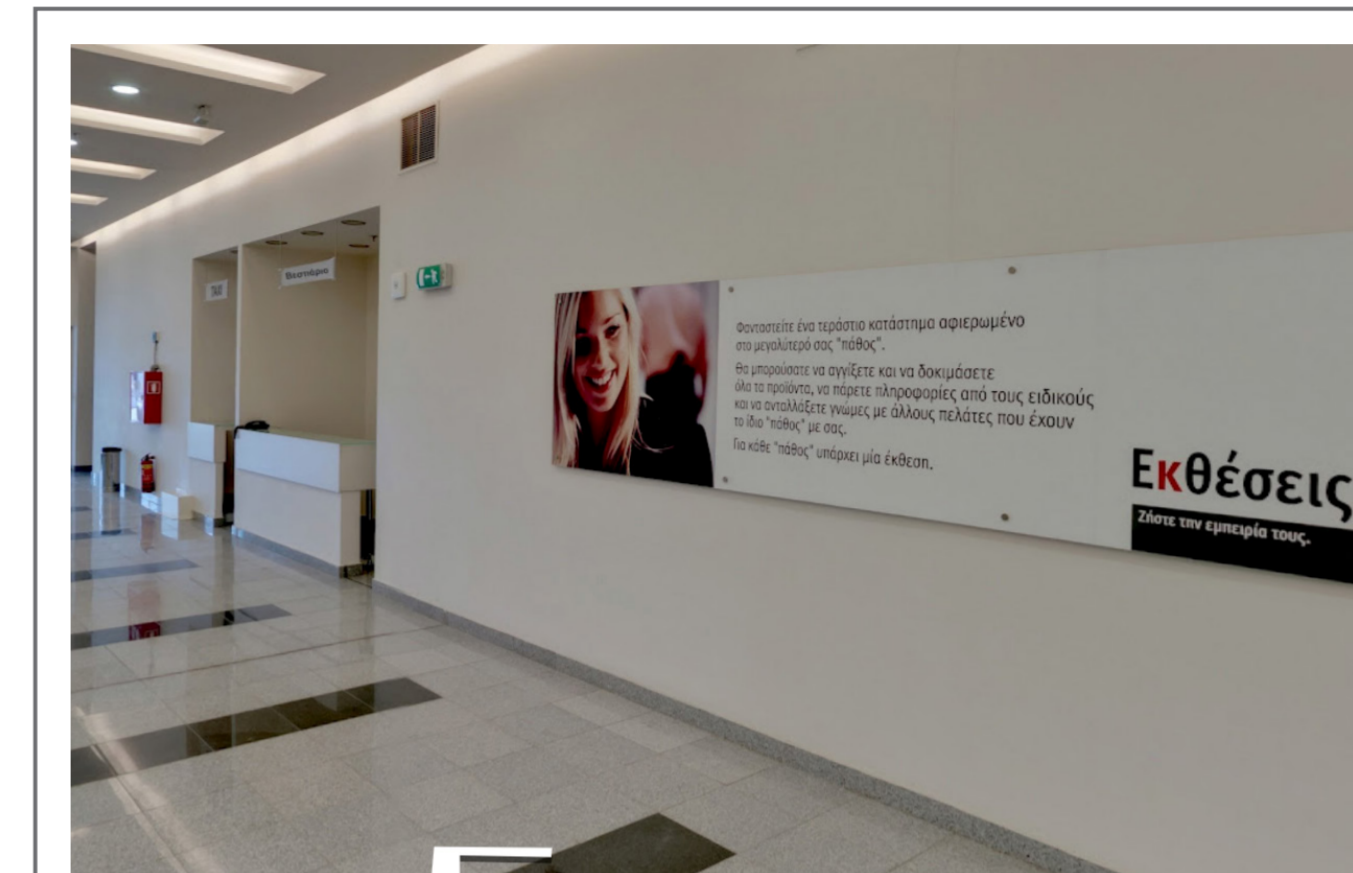
COST: 800 € + VAT

FILE SPECIFICATIONS:

- actual 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)

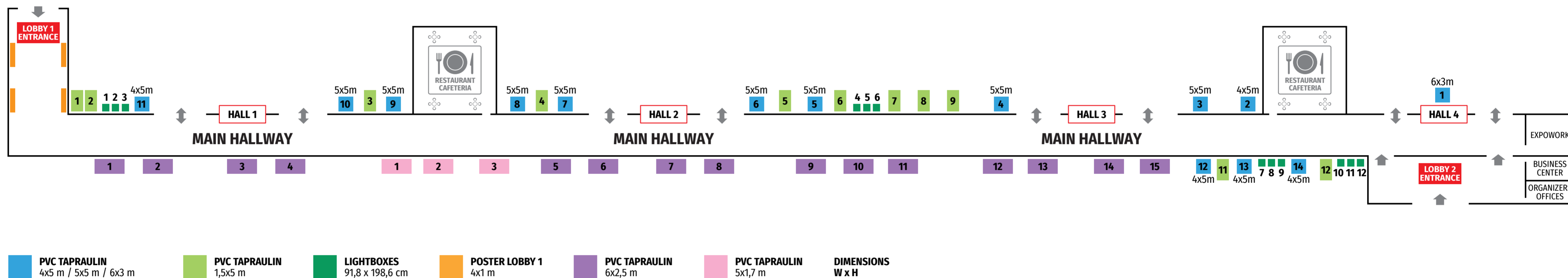
Deadline for sending the file: 2 weeks before the opening of the show

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

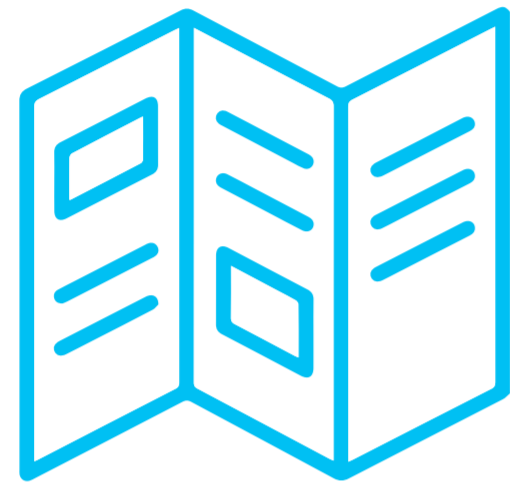


FLOORPLAN SHOWING THE VARIOUS POSITIONS OF LIGHTBOXES, PVC TARPAULIN

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 Guide to every visitor.

COST: 2.500 € + 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 & ms@forumsa.gr



7

3D VIRTUAL / WALKTHROUGH

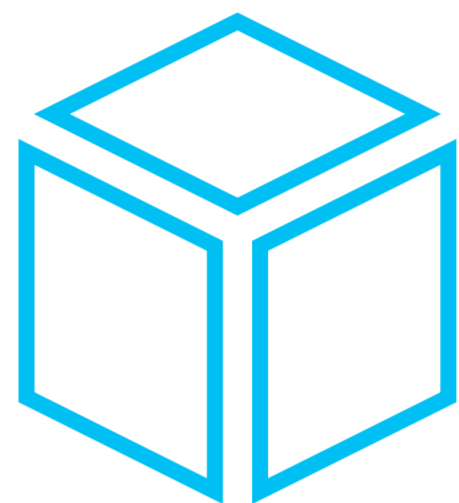
RELIVE THE EXPERIENCE OF THE EXHIBITION ONLINE!

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.

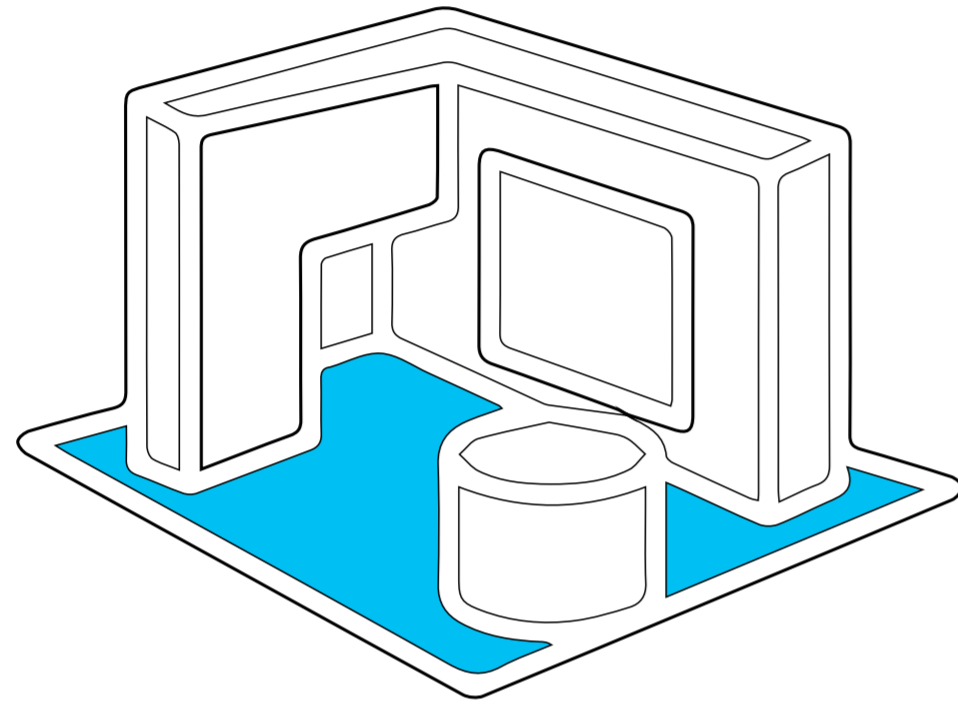
Click [HERE](#) to relive the experience of HORECA 2026 online.



SPONSORSHIP PACKAGES

For sponsorship packages kindly send an e-mail at:

sales@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 80 € / 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.






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”.





BUSINESS CONSTRUCTION ORDER FORM

EXHIBITION	HALL	No
COMPANY NAME		
ORDER MANAGER		
TEL.	MOB.	
EMAIL		

PRICE SQ.M.	SQ.M. KIOSK	PRICE	VAT (24%)	TOTAL PRICE
80€				

ACCEPTANCE OF OFFER
The Applicant
(signature and stamp)

FORUM AE | Members of NürnbergMesse Group
328 Vouliagmenis Ave. | 173 42 Athens - Greece | T +30 10 5242100 | www.horecaexpo.gr | VAT 998644926

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

BASIC STAND

COST & SPECIFICATIONS

Rental cost:

- Structure as it is described comes at a cost of 30,00 € / m² + VAT
- Dark grey carpet at an extra charge of 5,00 € / m² + VAT

Specifications:

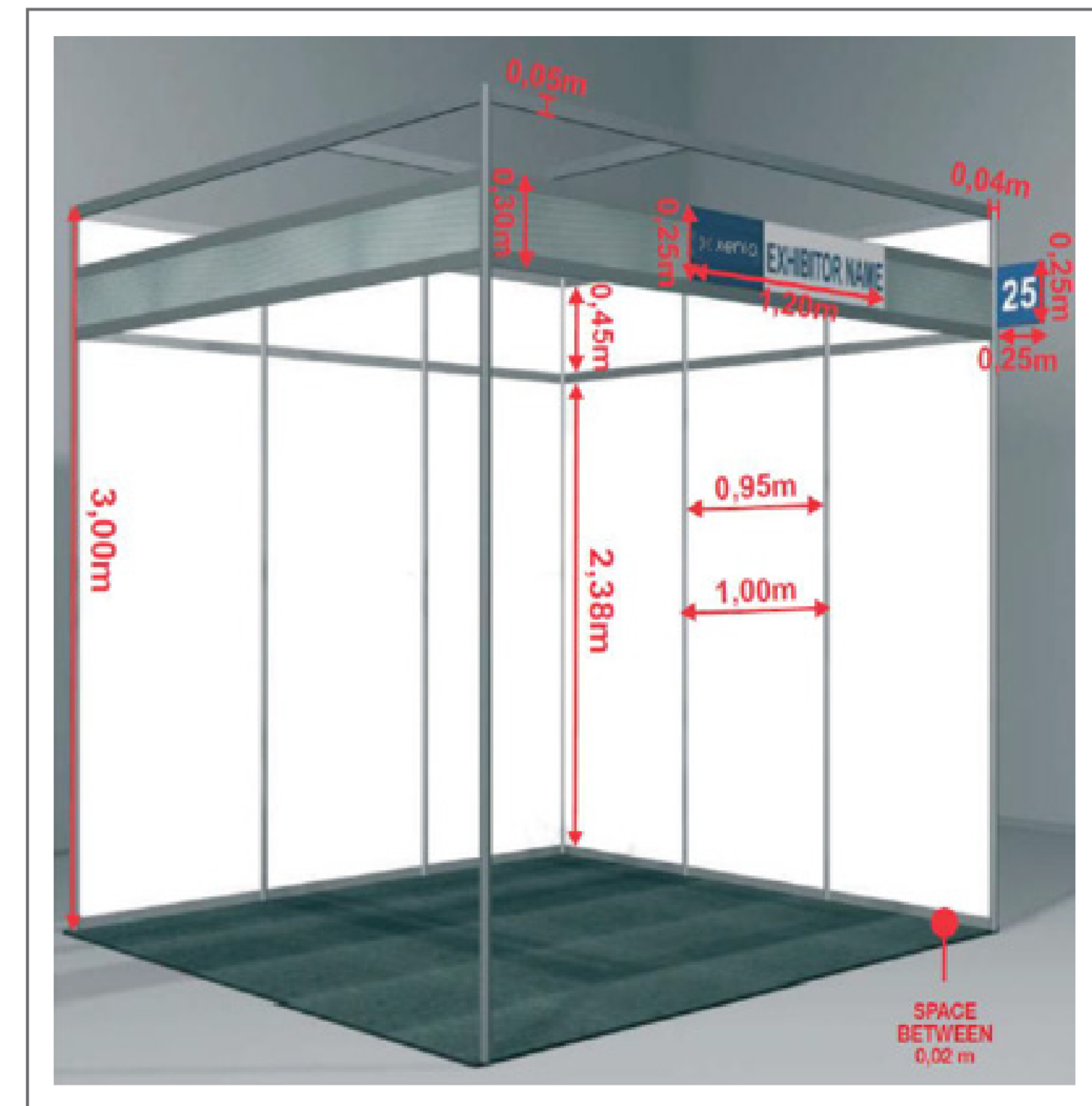
On the picture on the side you can see an indicative photo of a basic structure (9 m²) as well as what is included (specifications & equipment)

- 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.






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





BASIC STAND & CARPET CONSTRUCTION ORDER FORM

TRADE SHOW	HALL	No
COMPANY NAME		
ORDER MANAGER		
TEL.	MOB.	
EMAIL		

	PRICE SQ.M.	SQ.M. KIOSK	PRICE
BASIC STRUCTURE	30€		€
CARPET	5€		€
		VAT (24%)	€
		TOTAL PRICE	€

ACCEPTANCE OF OFFER
The Applicant
(signature and stamp)

FORUM AE | Members of NürnbergMesse Group
328 Vouliagmenis Ave. | 173 42 Athens - Greece | T +30 10 5242100 | www.hoireicaexpo.gr | VAT 998644926

forum SA NÜRNBERG MESSE

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

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A WORLD CLASS TRADE SHOW

OPENING DATES & TIMES

FRIDAY 12 Feb 10.00 - 18.00	SATURDAY 13 Feb 10.00 - 18.00	SUNDAY 14 Feb 10.00 - 18.00	MONDAY 15 Feb 10.00 - 18.00
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