

100% HOTEL SHOW



19>22 NOVEMBER 2021

MEDITERRANEAN EXHIBITION CENTRE, PEANIA, ATHENS

SEE
YOU
THERE!

Upgraded Version

Prearranged appointments with name lists

Controlled arrival according to time schedule

Larger corridors

More open space lounges

New controlled areas for one-to-one meetings

Parallel online expo allowing remote participation



This year's Show will include additional topics on Hotels' Safety and Covid-19, focusing on both Planning and Operation, as well as on the solutions related to the accommodations' staff.

Safety Conditions

The official Health Protocol for the prevention of Covid-19 spread during Trade Shows and the Physical Distancing Regulations in places where people gather in large numbers shall apply on all aspects of the 100% Hotel Show, while additional protection measures will also be in place.

1

Temperature screening upon arrival at the Show

2

Visitors' distribution across fixed time zones

3

Mandatory use of face masks by exhibitors and the exhibition staff

4

Hand sanitizers available for the public

5

Additional cleaning services by dedicated cleaning teams



Given that personal contact details are required for the access to the premises, the 100% Hotel Show team has received special training in order to handle any case, in a discreet, respectful and responsible way.

100% Members Card & Pre-arranged Appointments

Since its creation, the 100% Hotel Show has been operating on the basis of pre-registrations and pre-arranged appointments; this year calls for an extra boost of this process, something that translates into more 100% Members and a campaign that encourages people to book their appointment with the Exhibitors before their visit.

HOTEL WORKSHOPS

Workshops have become more interactive, since a large part of these events will be dedicated to the audience's questions. Apart from the specially tailored Workshop Stage, the audience will have the opportunity to watch the workshops from the open space lounges and interact online with the speakers.

New Format
for the presentations,
which will be based on
the audience's

Direct Interaction
with the speaker
through a dedicated
App

Attendance
through the dedicated
points at the Show's
Open Space Lounges

Online Broadcasting
for those unable to
attend

Hotelier Academy Greece will be curating the 100% Hotel Show Workshops, with the audience being able to attend live, remotely, through social media.

New Expo Formats

In line with the high Design Standards of the 100% Hotel Show, apart from the new layout that will prevent crowded exhibition areas, new participation formats have been added, with a view to boost safety and reduce the relevant costs.

Prefabricated Special Design Booths

for upgraded participation, at a controlled cost



More space
More safety
Better deals

Surface subsidy

for special booth categories in Corridor A, 50m²+

5 sq.m. Standing Spots

in the new Lounges that will be created in the Show

Virtual Booth for all Exhibitors

for extra remote communication

New Expo Formats More Space More Safety

The 100% Hotel Show adapts to the particular Covid-19-related circumstances and expands the range of alternative options for participation in the Show, always with an eye to high-quality participation (an established 100% Hotel Show requirement), combined with flexibility and affordable cost.

WAYS TO PARTICIPATE

1

FREE SPACE

The rent price includes the booth floor space, with the exhibitor undertaking to build the booth.

2

FREE SPACE + UPGRADED PREFABRICATED BOOTH

The rent price includes the floor space with an upgraded prefabricated booth from the organization.

3

FREE SPACE + CLASSIC PREFABRICATED BOOTH

The rent price includes the floor space with a standard prefabricated booth from the organization.

4

MINI STANDING SPOT

The rent price includes a 5m² στα νέα Lounges, εντός του χώρου της Έκθεσης.

5

OPEN SPACE BOOTH

The rent price includes a custom-made booth with low dividers (a participation concept specially designed for the “Technology / Digital” section)

Virtual Booth for all the Exhibitors

The Virtual Show edition will run in parallel with the physical 100% Hotel Show Expo, offering the opportunity of remote communication for the professionals who are unable to visit the Show physically.

THE VIRTUAL BOOTH INCLUDES

1

Dedicated environment for the presentation of Hotel Solutions

2

Dedicated Quote Form

3

Option for live communication, either on camera or over the phone

4

Option for online appointment arrangement

5

Option for live connection with the exhibition booth



In order to further facilitate remote communication, the Virtual Booth will remain active one week before and after the Show.

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MEDITERRANEAN EXHIBITION CENTRE, PEANIA, ATHENS

**PARTICIPATING
OPTIONS**

PARTICIPATING OPTIONS

TAILOR-MADE CORPORATE IDENTITY

FREE SPACE

OPTION I

The rent price includes the booth floor space, with the exhibitor undertaking to build the booth.

Participation Costs

Booths	One-sided in a corridor	Two-sided in a corridor	Three-sided in a corridor	Islets
Up to 25 m ² › 25 m ² up to 60 m ² › 60 m ² up to 120 m ² › 120 m ²	€ 130,00 / m ² € 110,00 / m ² € 100,00 / m ² € 90,00 / m ²	€ 135,00 / m ² € 115,00 / m ² € 105,00 / m ² € 95,00 / m ²	€ 140,00 / m ² € 120,00 / m ² € 110,00 / m ² € 100,00 / m ²	€ 125,00 / m ² € 115,00 / m ² € 105,00 / m ²

ADDITIONAL COSTS

- 1 Cost of disposal of decommissioning products / materials. Special cost for all kiosks built by the Exhibitors.
€ 3,00 / m²
- 2 Presentation in Exhibitors Catalog. Applies to all Exhibitors.
€ 150,00 (+VAT) / Exhibitor
- 3 Online Exhibitor Profile in www.hotelshow.gr with the possibility of interactive communication with other Exhibitors and Registered visitors of the 100% Hotel Show. Applies to all Exhibitors.
€ 150,00 (+VAT) / Exhibitor

FACILITIES INCLUDED IN THE BOOTH RENTAL PRICE

- › Three phase power supply (100 W for every 3 m²).
- › Communal area cleaning.
- › Provision of bucket for the disposal of decommissioning products / materials.
- › Security guard protection of the exhibition areas
- › Invitations to Exhibitors, to invite customers and collaborators

EXTRA FACILITIES WITH ADDITIONAL COSTS

- › Lighting, additional power, special constructions inside the kiosks, furniture, water supply or drainage, decorative plants etc.

Prices based on a pricelist that will be sent on time.

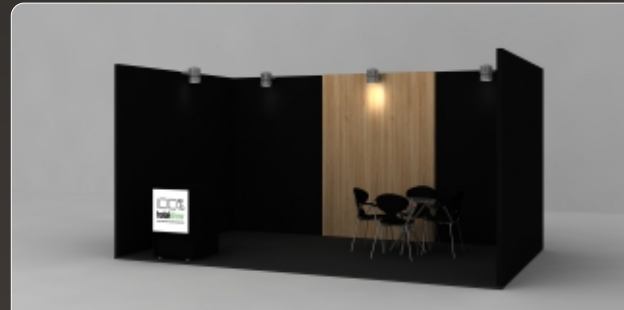
PARTICIPATING OPTIONS

FREE SPACE +UPGRADED PREFABRICATED BOOTH

OPTION 2

Participation with upgraded, prefabricated booth (delivered by the Show's Technical Partner).

STYLISH RESULT - CONTROLLED COST



Booth without concealed lighting



Booth with concealed lighting

INCLUDES

- › Perimeter mdf walls, 3 m high, black.
- › Additional beech melamine wall (with or without concealed lighting). Wall dimensions: 3 m (height) x 1 m (width).
- › Floor carpet (or parquet floor).
- › 1 500 Watt iodine projector per 5 m
- › 1 socket
- › 1 glass table
- › 3 black chairs
- › 1 sticker with the name of the exhibitor

COST OF BOOTH CONSTRUCTION (ADDED TO THE RENTAL COST REFERRED ABOVE, IN OPTION 1):

- A **€ 50,00 / m² (+VAT)** for prefabricated booth without concealed lighting and with carpeted floor.
- B **€ 60,00 / m² (+VAT)** for prefabricated booth without concealed lighting and with parquet floor.
- C **€ 60,00 / m² (+VAT)** for prefabricated booth with concealed lighting and with carpeted floor.
- D **€ 70,00 / m² (+VAT)** for prefabricated booth with concealed lighting and with parquet floor.

ADDITIONAL COSTS

- 1 Presentation in Exhibitors Catalog. Applies to all Exhibitors.
€ 150,00 (+VAT) / Exhibitor
- 2 Online Exhibitor Profile in www.hotelshow.gr with the possibility of interactive communication with other Exhibitors and Registered visitors of the 100% Hotel Show. Applies to all Exhibitors.
€ 150,00 (+VAT) / Exhibitor

PARTICIPATING OPTIONS

FREE SPACE +CLASSIC PREFABRICATED BOOTH

OPTION 3

Participation with the standard, prefabricated booth (delivered by the Show's Technical Partner).

FULL EXPO PRESENCE - STYLISH AND AT AFFORDABLE COST

INCLUDES

- › Perimeter mdf walls, 3 m high, white.
- › Floor carpet (or parquet floor).
- › 1 500 Watt iodine projector per 5 m².
- › 1 socket.
- › 1 glass table.
- › 3 black chairs.
- › 1 sticker with the name of the exhibitor.



COST OF BOOTH CONSTRUCTION

(ADDED TO THE RENTAL COST REFERRED ABOVE, IN OPTION 1)

- A € 40,00 / m² (+VAT) for prefabricated booth with carpeted floor.
- B € 50,00 / m² (+VAT) for prefabricated booth with parquet floor.

ADDITIONAL COSTS

- 1 Presentation in Exhibitors Catalog. Applies to all Exhibitors.
€ 150,00 (+VAT) / Exhibitor
- 2 Online Exhibitor Profile in www.hotelshow.gr with the possibility of interactive communication with other Exhibitors and Registered visitors of the 100% Hotel Show. Applies to all Exhibitors.
€ 150,00 (+VAT) / Exhibitor

MINI STANDING SPOT

OPTION 4

Participation with a 5 m² Standing Spot in the new Lounges, within the Exhibition area.



TARGETED AND FLEXIBLE PARTICIPATION - LOW COST

INCLUDES

- › 1 Reception Desk.
- › 1 Stool.
- › 1 socket.
- › General lighting and carpet.

PARTICIPATION COST

€ 850,00 (+VAT)

ADDITIONAL COSTS

- 1 Presentation in Exhibitors Catalog. Applies to all Exhibitors. **€ 150,00 (+VAT) / Exhibitor**
- 2 Online Exhibitor Profile in www.hotelshow.gr with the possibility of interactive communication with other Exhibitors and Registered visitors of the 100% Hotel Show. Applies to all Exhibitors. **€ 150,00 (+VAT) / Exhibitor**

PARTICIPATING OPTIONS

OPEN SPACE BOOTH

OPTION 5

The rent price includes a custom-made booth with low dividers (a participation concept specially designed for the “Technology/Digital” section).



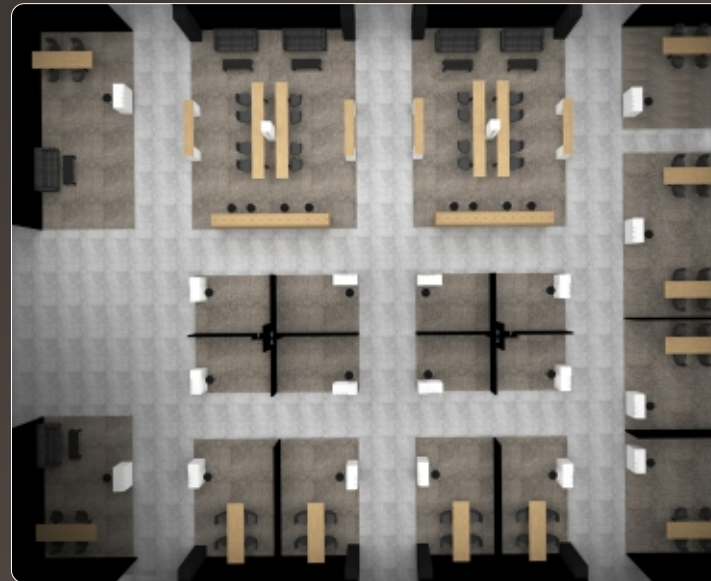
INCLUDES

- › 1 Reception Desk.
- › 1 Stool.
- › 1 socket.
- › General lighting and carpet.

COMMUNITY FEELING – VALUE FOR MONEY PARTICIPATION

Participation Costs

Booths	One-sided in a corridor	Two-sided in a corridor	Three-sided in a corridor	Islets
Up to 25 m ² > 25 m ²	€ 170,00 / m ² € 150,00 / m ²	€ 175,00 / m ² € 155,00 / m ²	€ 180,00 / m ² € 160,00 / m ²	€ 165,00 / m ²



ADDITIONAL COSTS

- 1 Presentation in Exhibitors Catalog.
Applies to all Exhibitors.
€ 150,00 (+VAT) / Exhibitor
- 2 Online Exhibitor Profile in www.hotelshow.gr with the possibility of interactive communication with other Exhibitors and Registered visitors of the 100% Hotel Show. Applies to all Exhibitors.
€ 150,00 (+VAT) / Exhibitor

See you There

100%

100% DESIGN — 100% MATERIALS — 100% EQUIPMENT
100% TECHNOLOGY — 100% SALES — 100% OPERATION — 100% F&B
100% WELLNESS — 100% DEDICATED TO COVID-19 SOLUTIONS

100% HOTEL SHOW

SEE YOU THERE!

ORGANIZATION

DEMAND
FAIRS & MEDIA

Μέλος • Member

SETE

INFORMATIONS

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