

100% HOTEL SHOW EXPO



100%
HOTEL
SERVICES

100%
NEW
PROPOSALS

23 > 25
OCTOBER
2026
MEC PAIANIA

THE LUXURY HOSPITALITY EXPO

THE NEW
STRATEGIC
MANIFESTO



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THE NEW
DECLARATION

Greek hospitality has changed.
And with it, so has the way hoteliers choose their partners.

Today, industry professionals are not looking for products; they are looking for **Experts**.
They are looking for people who can take responsibility, provide direction, and deliver results.

With this new reality as its core, the 100% Hotel Show redefines its role.
It is no longer a fair of objects.
It is **the Fair of Services, New Proposals, and Expertise** for Hotels.
The Event where professionals meet those who can solve real challenges: in Design, Sales, Guest Experience, Operations, Technology, and Human Resources Management.

The move of the Event to October is not simply a change of date.
It is a strategic choice.
It is the moment when Hotels have clear needs, a full season behind them, a budget, and the resolve to act.
Just before they turn to the major international trade shows, the 100% Hotel Show steps in first, creating a meaningful advantage for Exhibitors and a **genuine follow-up** window for all open deals.

The new Founding Declaration is simple, but substantial:
**"Hoteliers are not merely looking for products.
They are looking for Experts who will take on responsibility and bring filtered new ideas that deliver results."**

And we are turning this Declaration into action.

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**WHAT ARE NOWADAYS
HOTELIERS EXPECTING
FROM A FAIR**

Modern Hoteliers have no time for "window shopping" discoveries.

They do not travel to an exhibition to get vague new ideas.

They know what they need, they know what problems they have, and they come with a purpose.

Their expectations have changed fundamentally:

1. They seek guidance, not information.

The Hoteliers want to meet people who can tell them "this is what you need to do, for this reason, with this result."

They want Solutions that have real-world application, not theory.

2. They want Services, not product catalogues.

Products are available everywhere online.

What is not easily found is **Expertise**:

how it is applied, how it is implemented, how it performs.

3. They want to speak with the real people behind each business.

To speak with the Designer, not just to see the material or the furniture.

To discuss with the Revenue Expert, not the platform.

4. They want practical proposals that solve their problems.

The Hoteliers arrive at the exhibition with specific pain points:

Sales, Operations, Staffing, Design, Renovations, Operating Costs.

They want to **leave with answers containing targeted ideas and solutions.**

5. They want to know where to go and why.

The curated structure of the 100% Hotel Show ensures they don't get lost.

The Fair guides them to those they actually need, not to the most impressive-looking stands.

The new generation of hospitality professionals is not looking for "exhibitions."

They are looking for **experts who can take ownership of their next season.**



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**THE REAL NEED OF
EXHIBITORS:
NOT JUST VISIBILITY,
BUT CONVERSION**

For Exhibitors, traditional trade shows now create a sense of saturation: high footfall, low substance.

The Hospitality audience is demanding, and the old logic of "getting seen" is no longer enough.

Companies need an environment that allows them to:

1. Generate real leads, not random contacts.

The 100% Hotel Show is curated: the audience is precise, targeted, and in decision-making mode.

2. Explain their service, not just present it.

A service requires staging, context, and narrative.
It needs space to show what it solves and how it works.
Service companies cannot "hold their ground" with a simple booth.
They need a way to demonstrate their value.

3. Convert interest into contracts.

Exhibitors are no longer chasing visibility.
They are chasing **conversion**.
Appointments, conversations, follow-ups, deals.

4. Speak with the Decision-Maker.

Not with casual browsing visitors.
With the actual Owner, the Architect, the Operations Manager, the Investor.

5. Have greater "longevity", not just a single moment.

The 100% Hotel Show delivers the first impact.
October provides the time for follow-up before the market is absorbed into the trade show calendar of November.

The 100% Hotel Show does not simply bring an audience.
It brings **the right Professional, at the right Moment, with the right Intent**.

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A man and a woman in business attire are standing in a modern, minimalist interior space. The woman is wearing a light blue long-sleeved top and a beige skirt, while the man is wearing a dark suit. They are facing each other and appear to be in conversation. The background features a large, light green wall with a circular gold-colored sculpture. To the left, a staircase with wooden steps and a white railing leads up. The floor is made of light-colored wood. The overall atmosphere is professional and sophisticated.

**WHY OCTOBER:
THE STRATEGIC NEED
FOR COMPANIES AND
THEIR TEAMS**

November has become the most overloaded month in the Trade Show calendar.

Various trade fairs in Greece and abroad, back-to-back travel, demanding schedules, minimal preparation time.

Companies of the Hospitality Sector, and especially their staff, are exhausted.

And the truth is simple:

No company can perform well when it has to “run” all the November shows simultaneously.

The 100% Hotel Show strategically disengages from this cycle:

1. October allows for better preparation.

Companies can prepare materials, structure their activities, and train their teams.

2. The Executives still have 'fuel in the tank'.

Without the burnout of back-to-back events.

3. Content quality improves.

Presentations, Workshops, and Business Meetings possess quality and original content, before the overlap of back-to-back exhibitions

4. Commercial Performance increases.

The Visitor is not already “saturated”.

They have not seen everything.

They are not in fatigue mode.

So, Companies can therefore connect with them in a more meaningful way.

5. Follow-up happens at the right time.

The Exhibitor has the entire month of November ahead to convert leads into projects.

The goal is for the follow-up to take place promptly – and not in December, when the industry is in 'holiday mode'.

This is why October is not simply a date.

It is a **Strategic Choice for Companies that want real results.**

An illustration of a modern, multi-story hotel building at night. The building has a light-colored facade and multiple balconies with glass railings. Two tall palm trees are in the foreground, and a smaller palm tree is to the left. A person with a backpack and a red suitcase is walking on a path in the foreground. The sky is dark blue with stars. The overall style is a flat, modern illustration.

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**THE NEW SHOW
WHAT CHANGES IN
THE EXHIBITION**

Participation in the 100% Hotel Show now rests on three pillars:

1. The Show of Experts —Emphasizing the Visitor Experience

Stands are no longer static.

They transform into small Events where the Visitor meets the people behind each solution.

You don't see a piece of Furniture - you meet the Designer.

You don't see a Signage panel - you see a complete Signage Design Study.

You don't see a System - you see the Strategy that makes it deliver results.

The atmosphere now evokes international shows:
curated Lighting, Clear Pathways, Theatrical Content Scenes.

The Visitor does not “pass through stands”.

He experiences a journey that moves from insight to insight.

2. The Business Studio — Companies Bring Their Offices to the Fair

Companies practically set up their Office for three days.

They review all open deals, conduct real presentations, and get to work.

They don't showcase – they solve.

They don't wait for visitors – they actively collaborate.

For the first time, the Fair takes on a purely operational character, designed for real commercial performance.

A space where Service is not just presented — It is practiced.

3. The Catwalk — The New Central Route of the Fair becomes a Point of Reference

At the heart of this new experience lies the **Catwalk**, a single elongated route that runs through the entire Exhibition.

It is not a corridor - it is a **Narrative Stage**.

The Catwalk functions as:

the main flow of movement

the axis connecting all sections

the Curated Platform where Products, Installations, and Visual Statements are presented with aesthetic intention and purpose

the systematic touchpoint between the Visitor and the Exhibition's Storytelling

4. It is a continuous experience, from entry to exit.

A living “thread” that presents the new era of hotel design, concept, and operations, not through scattered exhibits but through **carefully crafted moments**.

The Catwalk gives the Exhibition an Identity.

It guides, inspires, and provides context - so that every Solution is presented where it belongs, in the way it deserves.



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**THE NEW EVENTS
WHAT CHANGES IN THE
THEMATIC ACTIVITIES**

The Exhibition's Thematic Activities take on a new, organized structure built around two central pillars, which simultaneously express the institutional and practical character of the 100% Hotel Show.

1. The 100% Hospitality Events — The Practical Pillar for Companies

The Hospitality Events replace the traditional Workshop format with something entirely new: **full Corporate Events**, designed and delivered by the companies participating in the Exhibition themselves.

Industry Events can take various forms, depending on each company's strategy:

- > **Educational content** using tools, frameworks, and real case applications
- > **Announcements of new products or services** in live presentations
- > **Client awards ceremonies** and recognition of partnerships
- > **Specialized sessions** for hotel groups, architects, or investors
- > **Live demonstration experiences**, where the company shows how it works in practice
- > **Strategic presentations** on new markets, new operating models, and best practices

The Hospitality Events do not have a single unified goal.

They share one common philosophy:

to give companies the space to show **the substance of their work**, not a superficial showcase.

A company's presence in the Hospitality Events section is not simply participation in a workshop. It is the **creation of a small, autonomous event within the 100% Hotel Show** — an event that brings real value to the hotelier and a clear market positioning to the company.

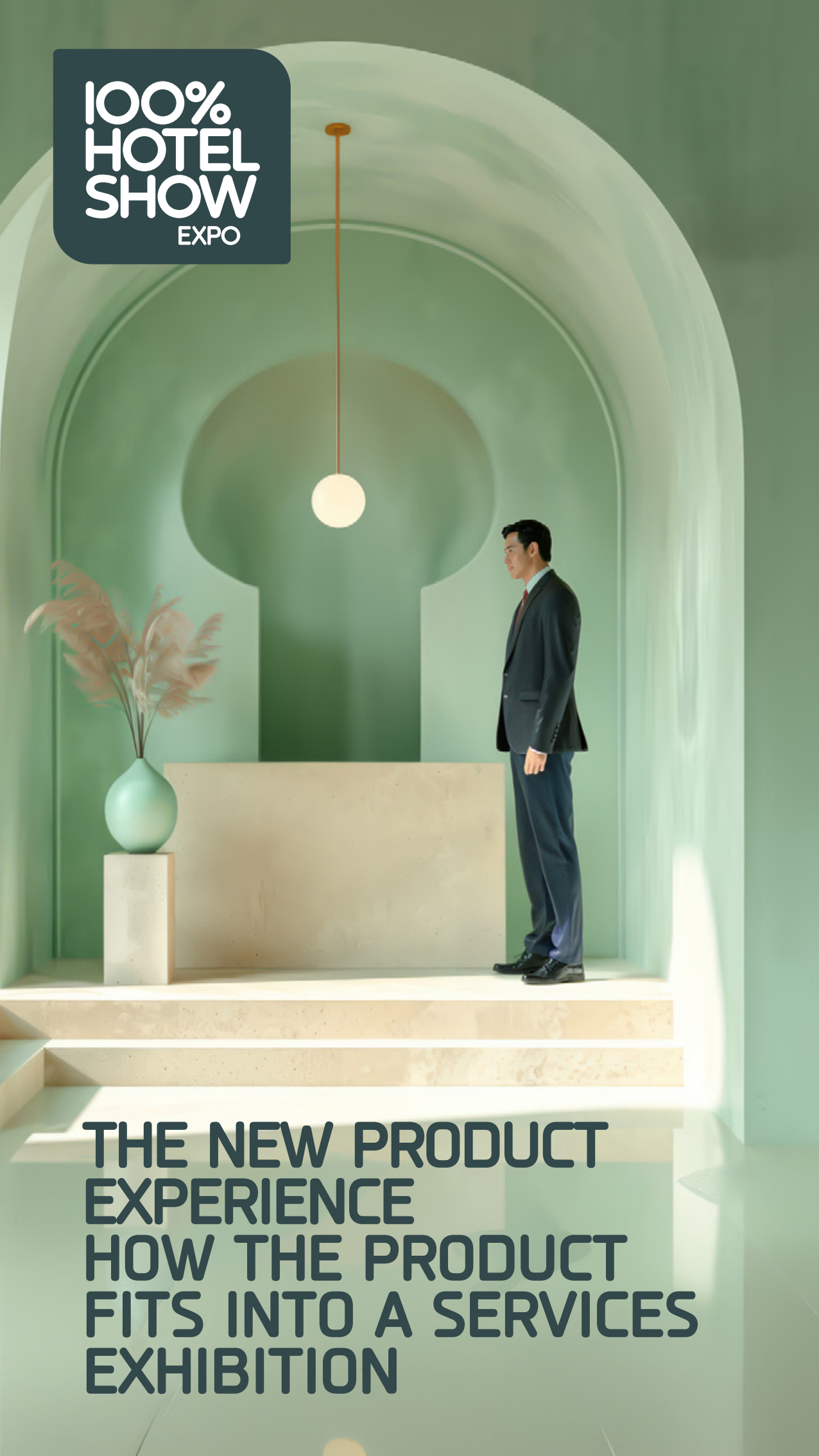
2. The 100% Lounges — Interactive Showcase Points for Companies

The 100% Lounges are not simply waiting areas.

They are small stages where companies can engage with their audience in a more direct and immediate way.

They replace the classic presentation formats and offer a more spontaneous mode of communication.

From product presentations to open discussions, the 100% Lounges will serve as an additional channel of visibility and engagement.

A man in a dark suit and red tie stands in profile, looking towards the left. He is positioned in a minimalist, modern interior space. The room features a large, light-colored archway that frames the background. A single, round, white pendant light hangs from the ceiling. To the left of the man, a large, light-colored vase sits on a small, square, light-colored pedestal. The floor is made of light-colored stone tiles. The overall atmosphere is clean, bright, and architectural.

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**THE NEW PRODUCT
EXPERIENCE
HOW THE PRODUCT
FITS INTO A SERVICES
EXHIBITION**

Although the 100% Hotel Show clearly shifts towards the era of Services, the product continues to play a role - not as a static object, but as part of the Experience, the Concept, the Narrative.

The goal is not the "presentation" of the Product, but **its integration into a real Context of Use.**

The new approach is built on three modes of display:

1. Product Placement within Designer Booths

The Product appears as part of a structured Concept Booth. It is curated, selected for a specific reason, embedded in the narrative of an Architecture Firm or Designer.

In this way:

- › the Furniture piece is not an "exhibit", but an element of a room or lobby concept
- › the Light Fixture does not stand alone, but supports an atmosphere
- › the Material is presented through spatial storytelling

This allows the Hotelier to perceive the real-world application, not the "abstract idea" of the product.

2. Installations within the Exhibition

Selected Companies can create Micro-Installations, where the Product is presented as part of a brief immersive experience.

Installations function as:

- › Moments of Pause within the Show
- › Visual Statements
- › Aesthetic Interventions that give meaning to the visitor's journey

They are not product demos. They are curated scenes where the object explains its role within the experience of a hospitality property.

3. Display on the New Catwalk Corridor

The new elongated corridor of the exhibition functions as the "Catwalk" of Hospitality, a continuous flow of experiences that accompany the Visitor from entry to exit.

What can be placed there:

- › Signature Pieces
- › Functional Objects worth highlighting
- › Conceptual Displays that connect the product with the new hotel design

This corridor is not a shop window. It is a Curated Route that highlights selected choices, not a mass of products. Brief stops, clean visuals, products presented with aesthetic purpose and intention.

4. The New Role of the Product: From Object to Experience

In this new Services Exhibition, the Product does not disappear; it simply ceases to be the focal point.

Its new role is to:

- › support the narrative of the Experts
- › demonstrate Application, not mere existence
- › allow the Hotelier to envision their property in operation
- › be integrated into Curated Routes and Themes

An object gains value when placed in the right space, **in the right way, for the right reason.**



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**THE NEW
COMMUNICATION
EMPHASIS ON
PEOPLE**

The Exhibition's communication undergoes a fundamental shift, turning towards what truly defines the new era of hospitality: **People**.

Hoteliers no longer connect with Brands, they connect with Persons, with Experience, with Genuine Professionals who can guide them.

The new communication approach of the 100% Hotel Show is built on three pillars:

1. Exhibitors Take Centre Stage

Promotion is no longer about the product or the stand, but about the Expert themselves.

Short video portraits present Exhibitors as people who solve problems: what they do, how they help, what expertise they bring to the market.

The Hotelier sees the Professional, not the company.

2. Workshops Focus on the Speaker- not the topic

The new educational identity is built on a relationship of trust.

The campaign does not announce sessions; it announces **People worth listening to**.

For example:

"Stella Tanilidou presents Sales Strategy",
with the speaker's own face as the visual.

The content becomes human, immediate, and memorable.

3. The 100% Hotel Design Awards Spotlight the Designers First

The Fair moves away from an object-centered approach.

At the Design Awards, the primary point of recognition is the Creator, the Studio, the Team- and then the Project.

The philosophy is clear:

design is the result of People, not of objects.

Overall, communication becomes more direct, more personal, and closer to the way decisions are genuinely made in the Hospitality Sector.

The new identity of the Event is built around those who carry real influence.

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THE NEW
PARTICIPATION
MODEL
PARTICIPATION
OPTIONS FOR
COMPANIES

The 100% Hotel Show introduces a comprehensive participation model, with options that cater to different goals in terms of visibility, experience, and commercial performance.

The logic is flexible, yet deeply oriented towards the value of service and the substance of real-world application.

The main participation options for 2026 are as follows:

1. Stand — 8+1 Standard Options

Eight pre-defined Stand Sizes and Formats, ideal for Companies seeking a clear presence with a defined budget and immediate visibility.

The additional option is an Open Format for those who wish to create a more experiential or conceptual installation.

2. Event Organization — 3 or 4 Hours of Live Presence

Companies can now take ownership of a full thematic session.

This is a **Mini-Event within the Event**, built around cohesive content that functions as a consulting activation.

It is the option with the greatest impact for those who wish to present their methodology, the depth of their services, and their way of thinking.

3. Sponsorships — of the Exhibition or the Conferences

Sponsorship packages that connect the company either with the Main Event or with the Thematic Conferences (Investment, Design, HR).

Sponsorship does not function as superficial Branding.

It is **Positioning within the Narrative of the Exhibition**, a Thought Leadership role that reinforces the company's credibility and influence.

4. Product Activation — Placement, Installations & Catwalk Display

For Product Companies, the Exhibition now offers an entirely new mode of participation: **the Product is integrated into the experience**, not placed alongside it.

Options include:

› Placement in Designer Stands

Products are presented as part of a fully realised space or concept, highlighting Application rather than isolated existence.

› Installations within the Exhibition:

Small curated installations that function as aesthetic landmarks along the visitor's route. The product acquires a role, a narrative, and a context.

› Display on the new Catwalk Corridor

Selected objects are placed along the Fair's central Catwalk, functioning as curated vignettes that define the style and trends of Hospitality Design.

The Product Activation option is aimed at Companies that want to show **how their product lives within a hospitality property**, not simply how it looks.

5. Mini Workshop – Presentation at the 100% Lounges

Interactive Workshops and Presentations held in the specially designed lounges along the central catwalk, with direct engagement with Visitors.

Topics are chosen 100% by the Companies themselves and are included in the Exhibition's communication plan.

THE NEW
GENERATION OF
HOSPITALITY
PROFESSIONALS
ARE NOT JUST
LOOKING FOR
"FAIRS"

THEY ARE LOOKING
FOR EXPERTS

Become part
of the first targeted
Exhibition of
Services,
New Proposals,
and Expertise for
Hotels.



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SETE

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