



**100%  
HOTEL  
SHOW**

THE PREMIUM  
EXHIBITION  
FOR LUXURY  
ACCOMMODATIONS  
& TOURISM  
PROFESSIONALS

**18-20  
NOVEMBER  
2023  
MEC EXHIBITION  
CENTER, PAANIA**

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# 100% HOTEL SHOW 2022 FACTS & FIGURES

## EXHIBITION

156	Exhibitors
20	Workshops
28	Curators
21.732	Visitors
3.300	Workshop Attendees
11.171	Owners & Executives of Accommodation Units
6.867	Architects-Interior Designers-Construction Companies
2.651	New Professionals-Investors-Business Consultants
565	Suppliers
152	Students
239	Travel Agents
87	Media & Journalists

WEBSITE — [www.hotelshow.gr](http://www.hotelshow.gr)

1.300.000	Total visits
350.000	Total visits to Exhibitor Profiles before and after the Exhibition
1.200	Scheduled Appointments between Visitors and Exhibitors through Exhibition's Website

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# STARTING WITH THE 2023 EVENT...

The 100% Hotel Show  
customizes the exhibition  
experience it offers, focusing  
on Luxury Accommodation  
and Upgraded sides of  
Tourism

Find more details below!



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# CONCERNING

5-Star Resorts  
& Hotels

Boutique  
Hotels

Villas & Upscale  
Apartments

Agritourism  
Accommodation

Glamping &  
Eco Lodges

Ships & Yachts

Luxury Travel  
Agencies

New Hotel  
Investments

Architects, Designers  
& Technical Offices

Hotel Development  
Companies, Management  
& Consulting

# WHAT YOU WILL FIND

Architects  
& Interior Design  
Offices

Investment  
Services-Hotel  
Development

Premium  
Architectural  
Materials

Luxury Equipment

High-End  
Furniture &  
Design Objects

Hotel Experience  
configuration  
solutions

Hospitality  
Technologies  
and Softwares

Hotel Sales  
Services

Special  
Segments:

Special Section  
for Luxury  
Tourism

Sustainable  
& Energy

Solutions  
Sector

Live Staff  
Training Module

Art Gallery for  
Accommodation

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# HIGH LIGHTS OF 100% HOTEL SHOW 2023

## Architect Zone

Special Zone for the participation of Architectural Offices with a Booth or Installation

## 100% Hotel Development

Separate Sector with Solutions for the creation or renovation of Accommodation Units, from Financing and Planning, to Real Estate and Investment implementation

## Case Study Spaces

Real, tangible examples of the application of Products and Services, through integrated proposals of Hotel Areas

## Cutting Edge Solutions

Room with Innovative Materials and Products for the Construction and Design of Hotels

## 100% Selected Furniture

Selected Furniture for Luxury Accommodation and Villas are presented in special, conceptual ways

## Art & Design Gallery

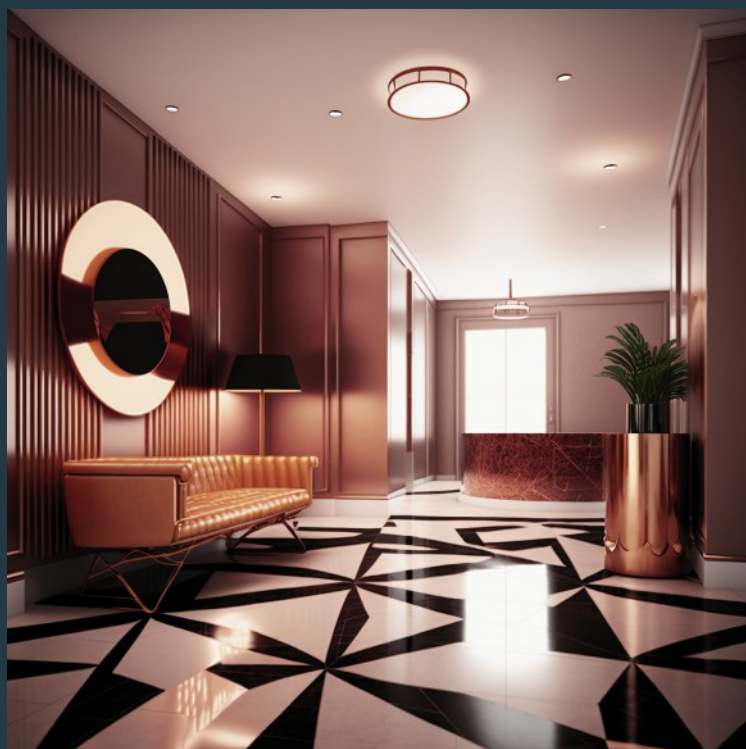
Special Area with Art & Design Proposals for Hospitality Units that want to stand out

## 100% Hotel Experience

Special Section with ideas for creating Unique Experiences for Hotel guests

## 100% Hotel Services & Technology

The entire range of specialized Technological Solutions, as well as Digital Marketing & Sales for Luxury Accommodation, is highlighted and presented in a unique way



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# 100% HOTEL EVENTS & WORK SHOPS

## 100% HOTEL EVENTS

**SATURDAY  
18 NOVEMBER  
2023**

invite only

.....

12:00

### 100% HOTEL INVESTMENT

The annual hotel investment  
conference

.....

15:00

### 100% HOTEL INNOVATION

10 selected companies present  
new proposals and innovative  
solutions for hotels

.....

18:00

### 100% HOTEL DESIGN AWARDS

The institution for hotel design

## 100% HOTEL WORKSHOPS

**SUNDAY  
19 NOVEMBER  
2023**

upon registration

.....

12:00

### Architectural design of luxury accommodation

.....

15:00

### Hotel branding for high-end accommodation

.....

18:00

### The most important luxury sales channels

**SPECIAL  
DAY**

**MONDAY  
20 NOVEMBER  
2023**

upon registration

.....

11:00

### Design of Villas & Apartments

.....

13:00

### Technologies for Villas & Airbnb

.....

15:00

### Marketing for Luxury Villas

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The Exhibition seeks, evaluates and presents companies with New, Innovative and Timely Solutions.

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A wide range of participation options has been designed, so that the Solutions that will be evaluated as new/innovative/up-to-date can in any case be hosted at the Exhibition, creating a rich content for its visitors.

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The 100% Hotel Specials (the Media of the 100% Hotel Show) systematically and extensively inform the public of the Exhibition about the Selected Solutions that will be presented, urging Registered Visitors to schedule appointments with the Exhibitors.

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Exhibitors have the possibility to send a request for a predetermined appointment with the Registered Visitors of their choice, through the Exhibition Platform ([www.hotelshow.gr](http://www.hotelshow.gr)).

# 100%

**PROFESSIONAL  
ENVIRONMENT /  
AWARE VISITORS /  
TARGETED  
CONTACTS**





# PARTICIPATION OPTIONS



**Booth Space  
for Custom  
Booth**

.....

**Prefabricated  
Stand by 100%  
Hotel Show**

.....

**Showcase  
Propositions in  
Special Zone**

.....

**Installation**

.....

**Event  
Sponsorship**

.....

**Workshops  
Sponsorship**

.....

**Special Day  
Sponsorship**



# PARTICIPATION CONCEPT

## OPTION I

**Rent only booth space (ground footprint),  
for booth construction by the exhibitor**

Exhibitors are 100% responsible for their stand concept and they present their solutions and products as they see fit. Under this option, the exhibitors purchase just the floor space and they are responsible for the entire design and construction of their stand, while they also participate in the Best Stand Context, maximizing their promotion.

Includes:

- › Floor space
- › Electric power supply
- › Stand design advice

### COST PER m<sup>2</sup> (prices excl. VAT)

Περιγραφή	One-sided, looking at a corridor	Two-sided, looking at a corridor	Three-sided, looking at a corridor	Islands
Έως 25 m <sup>2</sup> › 25 m <sup>2</sup> to 60 m <sup>2</sup> › 60 m <sup>2</sup> to 120 m <sup>2</sup> › 120 m <sup>2</sup>	€ 140,00 / m <sup>2</sup> € 120,00 / m <sup>2</sup> € 110,00 / m <sup>2</sup> € 100,00 / m <sup>2</sup>	€ 145,00 / m <sup>2</sup> € 125,00 / m <sup>2</sup> € 115,00 / m <sup>2</sup> € 105,00 / m <sup>2</sup>	€ 150,00 / m <sup>2</sup> € 130,00 / m <sup>2</sup> € 120,00 / m <sup>2</sup> € 110,00 / m <sup>2</sup>	€ 135,00 / m <sup>2</sup> € 125,00 / m <sup>2</sup> € 115,00 / m <sup>2</sup>

### ADDITIONAL CHARGES

- Cost for waste disposal from dismantling  
Special cost for all stands constructed by the Exhibitor:  
**€ 3.00 / m<sup>2</sup>** (excl. VAT)
- Online Exhibitor Profile in [www.hotelshow.gr](http://www.hotelshow.gr), with the possibility of interactive communication with both other Exhibitors and Registered Visitors of 100% Hotel Show. Applicable to all Exhibitors.  
**€ 150.00 / exhibitor** (excl. VAT)
- Presentation at 100% Hotel Specials and on the Exhibition's Visitor's Guide. Applicable to all Exhibitors.  
**€ 150.00 / exhibitor** (excl. VAT)

### BENEFITS INCLUDED IN THE STAND RENTAL PRICE

- › Three-phase power supply (100 W / 3 m<sup>2</sup>)
- › Cleaning of common areas
- › Waste material bin for stand dismantling purposes
- › Security guard
- › Invitations for the exhibitors' clients and associates

### EXTRA BENEFITS WITH ADDITIONAL CHARGE

- › Lights, extra power supply, special structures inside the stand, furniture, water supply or sewage infrastructure, ornamental plants, etc.:

**the relevant price list will be promptly sent.**

# PARTICIPATION CONCEPT

## OPTION 2

### Prefabricated Stand

.....

This is a smart choice for companies that wish to participate with a pre-determined budget but promote their services and products nevertheless. This option offers everything required for your presence in the Show, a decent aesthetic outcome at an affordable price, since there is no other cost to be incurred by the exhibitor for the construction of the stand.

It includes:

- > Mdf walls, 3 m high, black
- > Carpet
- > Electric power supply
- > Led lighting
- > 1 electrical socket
- > 1 glass table
- > 3 black chairs



#### PREFABRICATED STAND COST

(to be added to the space rental cost, as mentioned under Option 1 above):

- A € 55,00 / m<sup>2</sup> (excl. VAT) for a prefabricated stand with carpet on the floor.
- B € 65,00 / m<sup>2</sup> (excl. VAT) for a prefabricated stand with parquet.

#### ADDITIONAL CHARGES

- Presentation in 100% Hotel Specials and on Visitor's Guide of the Exhibition. Applicable to all Exhibitors.  
€ 150,00 / exhibitor (excl. VAT)
- Online Exhibitor Profile in [www.hotelshow.gr](http://www.hotelshow.gr), with the possibility of interactive communication with both other Exhibitors and Registered Visitors of 100% Hotel Show. Applicable to all Exhibitors.  
€ 150,00 / exhibitor (excl. VAT)

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# PARTICIPATION CONCEPT

## OPTION 3

### Stand in a Conceptual Zone

Conceptual zones are a new addition to the Show. In these zones, the participation concept is pre-determined for the exhibitors, with a focus on branding and on highlighting their best products and services. It is the ideal choice for companies that want to go for a small yet complete stand and a high-level, conceptual presence that will make them stand out.

- › Prefabricated stand with specific size (7,5 m<sup>2</sup> or 9 m<sup>2</sup>)
- › Metal columns and frames (4X4 cm)
- › Mdf walls, 3 m high, black
- › Melamine floor
- › Standard furniture
- › Dedicated space for branding
- › Electric power supply
- › Led lighting
- › 1 electrical socket

#### SMART CONCEPTUAL BOOTH 7,5 m<sup>2</sup> ñ 9 m<sup>2</sup>



#### COST FOR SMART CONCEPTUAL BOOTH

- A 7,5 m<sup>2</sup> stands (3 m wide and 2.5 m deep)  
€ 1,800.00 (excl. VAT)
- B 9 m<sup>2</sup> stands (3 m wide and 3 m deep)  
€ 2,200.00 (excl. VAT)

#### ADDITIONAL CHARGES

1. Presentation in 100% Hotel Specials and on Visitor's Guide of the Exhibition. Applicable to all Exhibitors.  
€ 150,00 / exhibitor (excl. VAT)
2. Online Exhibitor Profile in [www.hotelshow.gr](http://www.hotelshow.gr), with the possibility of interactive communication with both other Exhibitors and Registered Visitors of 100% Hotel Show. Applicable to all Exhibitors.  
€ 150,00 / exhibitor (excl. VAT)

Smart Conceptual Booths allow exhibitors to choose whether they will be physically present or not, since there is much room for flexibility and creativity in the presentation method, as indicated by the following examples.



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# PARTICIPATION CONCEPT

## OPTION 4

### Participation with Premium Customized Stand

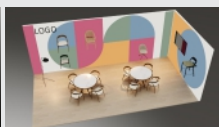
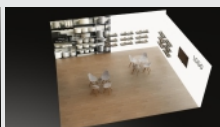
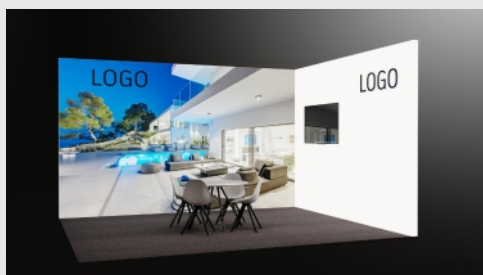
Excellent Booth choice that combines all the advantages of special construction stand (distinctness, highlighting company's identity, possibility of an impressive presence) with those of prefabricated booths (manageable cost, saving time in design, preparation and also installation). It can be applied to areas larger than 24m<sup>2</sup>.

#### Description:

- > The structure is an aluminum system with prints on high quality fabric with perimeter silicone.
- > The prints on the stand walls are delivered already placed alongside with the stand. The creatives of the prints are to be determined & delivered by the exhibitor.
- > The structure has the feature of backlit if requested.
- > The structure can accommodate the use of shelves and/or support objects on the walls (screen, clothing, curtain, light-weighted furniture) at an additional cost.

#### Includes:

- > Perimeter coverage of the Stand by a 3m high aluminum frame.
- > Graphic printing (based on files sent by the exhibitors) on the walls of the Stand in illuminated or non-illuminated high quality fabric - depending on the exhibitor's choice.
- > Floor carpet
- > Electricity supply
- > LED lighting
- > 1 socket
- > 1 table
- > 3 chairs



#### PREMIUM CUSTOMIZED STAND COST (exclude VAT)

(It is added to the cost of space rental mentioned above, in Option 1)

Stand type back	Non Backlit	Backlit
3 Sides Open	€ 90,00 / m <sup>2</sup>	€ 100,00 / m <sup>2</sup>
2 Sides Open	€ 100,00 / m <sup>2</sup>	€ 110,00 / m <sup>2</sup>
1 Side Open	€ 110,00 / m <sup>2</sup>	€ 120,00 / m <sup>2</sup>

#### ADDITIONAL EQUIPMENT FEATURES WITH AN EXTRA CHARGE (exclude VAT)

- > White or gray wooden floor (cement shade)
- > Infrastructure for wall-mounted column with 3 shelves each (80 cm long x 28 cm wide x 0.05 cm thick)
- > Infrastructure for curtain support with 2.5 m long bars.
- > Infrastructure for wall support of a chair (or object of equivalent weight)
- > Infrastructure for wall-mounted clothing support

€ 35,00 / m<sup>2</sup>  
 € 130,00 / piece  
 € 160,00 / piece  
 € 160,00 / piece  
 € 160,00 / piece

# PARTICIPATION CONCEPT

## OPTION 5

### Participation in the Special "100% Selected Furniture" Zone

In the special section "100% Selected Furniture", selected Furniture for Luxury Accommodation and Villas are presented.



#### WAY OF PRESENTATION

- › Each company has its own space on a special pedestal, where it can present its furniture in physical form.
- › The way of presentation is absolutely the same for all participations and includes:
  - Column for the Branding of each company (same dimensions for all participants).
  - Cards with printed information about technical characteristics of the Product, the name of the company that supplies it and a special qr code, for comprehensive information of the visitor who scans it.
- › In the "100% Selected Furniture" Special Zone, there's a mini lounge, enabling the participating companies to have a representative, who can interact and inform the visitors.

**Cost of Participation: € 140,00 / m<sup>2</sup> (excl. VAT)**

#### It includes:

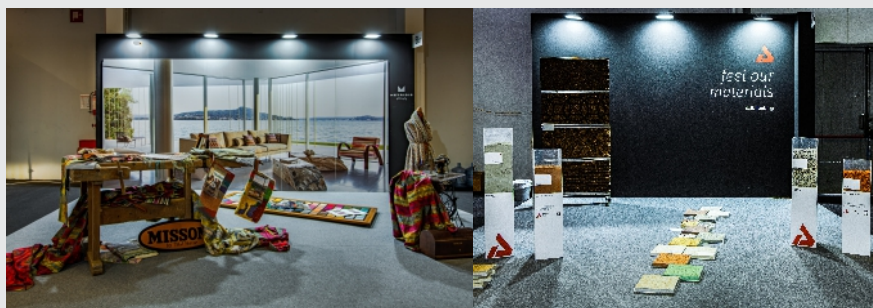
- › Floor space
- › Special pedestal based on the needs of the selected furniture
- › Furnished mini lounge for the presence of representatives of the participating companies, for the period they wish
- › Power supply
- › General signage
- › Equable Branding for each participant
- › Special Communication Plan

# PARTICIPATION CONCEPT

## OPTION 6

### Installation

For the companies that want to stand out for their creativity and those wishing to highlight their presence in the Show, installations are the ideal option, since they bring out imagination and creativity and they stand out among the other stands. Since they are Instagram friendly, they will be a point of reference when it comes to communication, multiplying the communication benefits for the companies that go for them



It includes:

- › Floor space for the installation
- › Electric power supply
- › Stand design advice
- › General labeling and branding
- › Special communication plan

**Installation cost: € 140,00 / m<sup>2</sup>**  
(excl. VAT)

# PARTICIPATION CONCEPT

## 360° EXHIBITING

Complete promotion campaign before, during and after the Exhibition

100% Hotel Show wants to be more than just an exhibition for participating companies, enabling those interested to set up an effective positioning campaign in the hotel industry. Studying the needs of companies, but also the ways in which hoteliers respond to communication messages, 100% Hotel Show presents the concept of "360° Exhibiting", which enables those who want to choose some or all campaign stages, in order:

- › To dynamically communicate their brand to a wide audience of Hoteliers, Architects and Tourism Professionals, before and after the Exhibition.
- › To boost the traffic in their stand, with special actions aimed at the visitors of the 100% Hotel Show.
- › To maximize the benefits of their participation in the 100% Hotel Show, through automated and targeted Follow Up.

100% Hotel Specials (<https://specials.hotelshow.gr>), which is the official "Media" of the 100% Hotel Show, has an important role in achieving the above goals, through the following ways:

### BEFORE THE EXHIBITION

- › In their weekly issues, 100% Hotel Specials prepare 100% Hotel Show Visitors for what they will see at the Show, presenting selected Exhibitor Solutions, with content shaped by the specialized team of 100% Hotel Specials (see below a sample newsletter issue before the 100% Hotel Show).
- › Encouraging Visitors to make an appointment with the Exhibitors they are interested in, so that they can be sure fully informed.
- › Giving Exhibitors the opportunity to stand out, with their Company Banner, both on Platform and Newsletter of 100% Hotel Specials, as well as on the Exhibition's official Website ([www.hotelshow.gr](http://www.hotelshow.gr)).





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# PARTICIPATION CONCEPT

## 360° EXHIBITING

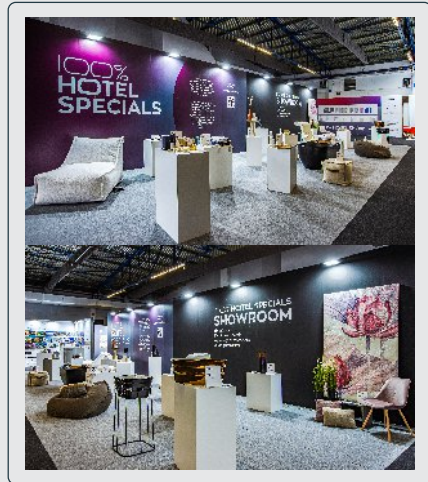
Ολοκληρωμένη καμπάνια προβολής πριν, κατά τη διάρκεια, και μετά την Έκθεση

### DURING THE EXHIBITION

- › Selecting the most interesting Solutions from the Exhibitors' Stands and present them in the "100% Hotel Specials Showroom", which is located at the start of the Visitor's tour, leading him, but also ensuring that everybody will visit each stand of their interest (see a sample from "100% Hotel Specials Showroom" in 100% Hotel Show 2022).

### AFTER THE EXHIBITION

- › Keeping the momentum developed during 100% Hotel Show, showing the highlights of the Exhibition to the Visitors, but also to those who could not visit.
- › Offering the ability for effective follow-up of the contacts made during the Exhibition, through the various Promotion Options, at Special Prices for the Exhibitors.



- › Through "Live Broadcast by 100% Hotel Specials" service, short video interviews are organized of Exhibitors' Stands, with a brief presentation of each Company and the main Solutions it presents. The videos are uploaded on the 100% Hotel Show YouTube channel, and shown on the 100% Hotel Show social media, both during the Exhibition and after it.



Request an appointment  
with a specialized  
consultant of 100%  
Hotel Specials for the  
complete setup of your  
campaign.

# PARTICIPATION CONCEPT

## ADDITIONAL PROMOTION CHOICES

Complete promotion campaign before, during and after the Exhibition

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### 1. ONLINE PROMOTION

- › Primary Banner of dimension 728x90 px, at the top of all pages of [www.hotelshow.gr](http://www.hotelshow.gr).  
**Duration: 60 days** (before & during Exhibition).  
**Cost: € 600,00** (excl. VAT)
- › Pop up Banner that appears when the visitor enters [www.hotelshow.gr](http://www.hotelshow.gr).  
**Duration: 60 days** (before & during the Exhibition).  
**Cost: € 1.500,00** (excl. VAT)
- › Sending a Personalized Newsletter to the special database of the 100% Hotel Show, edited by the Organization team.  
**Cost: € 700,00** (excl. VAT)

### 2. PRINTED PROMOTION

- › Advertiser's logo on one side of the bag that the visitors take when entering the 100% Hotel Show.  
**Cost: € 5.000,00** (excl. VAT)
- › Advertiser's logo printed on the lanyards that all visitors take when they enter the Exhibition.  
**Cost: € 4.000,00** (excl. VAT)
- › Promotion of advertiser's logo in the special hanging banners placed at the Exhibition's corridors.  
**Cost: € 3.000,00** (excl. VAT)
- › Advertiser's logo printed alongside with 100% Hotel Show logo, on special badges which all visitors receive upon entry in the Exhibition.  
**Cost: € 2.000,00** (excl. VAT)
- › Advertisement on the Back Cover of the Visitor's Guide distributed to visitors of 100% Hotel Show 2023.  
**Cost: € 2.000,00** (excl. VAT)
- › Advertisement on the centerfold of Visitor's Guide distributed to visitors of 100% Hotel Show 2023.  
**Cost: € 2.000,00** (excl. VAT)
- › Advertisement on the Right Page next to Visitor's Guide Editorial distributed to visitors of 100% Hotel Show 2023.  
**Cost: € 1.000,00** (excl. VAT)
- › Advertisement on the Back Page of Visitor's Guide distributed to visitors to the 100% Hotel Show 2023.  
**Cost: € 800,00** (excl. VAT)

### 3. 100% HOTEL SHOW 2023 WORKSHOPS PROMOTION

- › Case Study presentation in Workshops.  
**Duration: 20 minutes**
- Includes:
- Specification of presentation's topic and creating a special step outline.
  - Editing the final content.
  - Published in the special unit of 100% Hotel Show Workshops.
  - Case Study Promotion through Newsletters & Exhibition's social media.

**Cost: € 1.500,00** (excl. VAT)

### 4. SPONSORED PROMOTION PROGRAMS

- › Official Sponsorship Programs.
- › 100% Hotel Design Awards Sponsorship Programs.
- › Events Sponsorship Programs.

**Contact the 100%  
Hotel Show Team to  
choose the Sponsorship  
Program that meets  
your communication  
needs and budget.**

# WHO WHERE WHEN

## WHO

Demand Fairs & Media, the management company, which has been active since 2000 in the field of Organization of Exhibitions and Events, envisioned and took the responsibility of organizing an Institution that will contribute to the further development of the Greek Hotel Product, based on the belief that the Greek tourist product is inherently luxury and this is how it should be treated, structured and sold. However, a basic principle of the Organizing Company is faith to the team, as 100% Hotel Show is a result of team work. So, we can't help but mention how important is the role of Exhibition's strategic cooperates, such as Hotelier Academy, the Creative Director Vasilis Papadatos and Chrysi Tomi Collective Architecture.

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## WHERE

The place where the 100% Hotel Show 2023 will take place, the Exhibition Center – MEC, located at Athens-Lavriou 301 Avenue in Paiania, Attiki and is directly accessible both via Lavriou Avenue (No. 301) and via Attiki odos motorway (Exit 17 - Kantza).

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## WHEN

Saturday, November 18 - 2023	10.00-19.00
Sunday, November 19 - 2023	10.00-19.00
Monday, November 20 - 2023	10.00-19.00

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P R E S E N T A T I O N

# 100% HOTEL SHOW 2022 GALLERY



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ORGANIZATION

DEMAND

FAIRS & MEDIA

Μέλος • Member

SETE

INFORMATION S

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fax 21 2213 4125

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[www.hotelshow.gr](http://www.hotelshow.gr)