

NEW DATE  
NEW TRENDING BRANDS SECTION  
NEW STAGE WITH COMPANY DEMOS



Athens Main Event

9-11  
NOVEMBER  
2024

100%  
HOTEL  
SHOW

THE LUXURY  
EXHIBITION EVENT  
FOR LUXURY  
ACCOMMODATIONS  
& TOURISM  
PROFESSIONALS

MEC PEANIA



# WHAT'S CHANGING

- 1 100% Hotel Show now has two events: the Main Event in Athens in November and the Seasonal Edition in Crete in February.
- 2 The Main Event in Athens has a new date, taking place a week earlier, providing exhibitors with significant advantages for agreements.
- 3 The Athens Exhibition is restructuring its sections to offer more display options for exhibitors and create a truly unique experience for the audience.



The combination of the two events  
offers the most dynamic tool for approaching  
the hotel market

# NEW CONCEPT FOR EXHIBITION SECTIONS

The new, upgraded approach of the exhibition offers exhibitors a more flexible way to choose the location of their booth, providing for the first time the opportunity for all brands, regardless of their field, to establish a dynamic presence in the first section of the exhibition. Meanwhile, the other sections adopt a more creative approach, featuring special zones and dedicated segments.

## SPECIAL SECTION AT THE ENTRANCE 100% DISCOVERIES

Selected businesses with new products/services discovered by the exhibition that are worth discovering by the visitors.

## SECTION 1 100% TRENDING BRANDS

Companies that invest dynamically in their exhibition participation by creating unique concepts for their booths, covering the entire spectrum of solutions for the hotel market (from construction to sales).

## SECTION 2 100% HOTEL DESIGN

A variety of companies related to hotel design, such as architectural firms, specialty materials, selected furniture and decor items.

## SECTION 3 100% EXPERIENCE & OPERATION

A special section focused on Shaping the Experience of a hotel, from gastronomy to the finer details of the stay.

## SECTION 4 100% HOSPITALITY EXPERTS

The top specialized companies in the hotel industry, providing solutions in sales, technology, and management services.

## SECTION 5 100% WORKSHOP AREA

The new, hybrid presentation section of the exhibition now adopts a workshop format, consisting of two rooms: the Main Stage and the Seminar Room, which serves as a dedicated training hall.



With the new section 100% Discoveries, the Trending Brands, and the upgraded concept of Hotel Design, the most impressive mix at a Greek exhibition will be created.



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## THE VISITORS INCLUDE

New Hotel Investments  
5-Star Resorts & Hotels  
Boutique Hotels  
Villas & Upscale Apartments  
Agrotourism Accommodations  
Glamping & Eco Lodges  
Boats & Yachts  
Luxury Travel Agencies  
Architects, Designers & Technical Offices  
Hotel Development, Management & Consulting Companies

## WHAT THE VISITOR WILL FIND

Architectural & Interior Design Studios  
Hotel Development Solutions  
Premium Architectural Materials  
Luxury Equipment  
High-End Furniture & Design Objects  
Unique Hotel Experience Proposals  
Hospitality Technologies and Software  
Hotel Sales Services  
Hotel Workshops & Seminars



# 100% HOTEL WORKSHOP STAGE

Saturday, November 9th, 2024

## 100% HOTEL DESIGN

Workshops and seminars focusing on accommodation design and development. Ceremony for the 100% Hotel Design Awards.

Sunday, November 10th, 2024

## 100% HOTEL SALES

Workshops & Seminars focusing on Hotel Marketing and Sales.

Monday, November 11th, 2024

## 100% VILLAS & LUXURY LIVING

Workshops & Seminars focusing on Villa Management and Sales.

Η ανάδειξη της  
φιλοσοφίας  
της Siesta  
στο Iónio

ΔΙΟΡΓΑΝΩΣΗ  
DEMAND  
FAIRS & MEDIA

Η ανάδειξη της  
φιλοσοφίας  
της Siesta  
στο Iónio

100%  
HOTEL  
SHOW



Each day attracts a different profile of hoteliers,  
expanding the spectrum of collaborations  
in the exhibition

# FACTS & FIGURES ATHENS & CRETE 2023-2024

- 180 **Exhibitors** (70% Athens - 30% Crete)
- 42 **Workshops & Presentations** (50% Athens - 50% Crete)
- 4500 **Workshop Attendees** (65% Athens - 35% Crete)
  
- 26293 **Visitors** (80% Athens - 20% Crete)
- 13604 **Hoteliers** (75% Athens - 25% Crete)
- 8372 **Architects - Interior Designers - Construction Companies**  
(85% Athens - 15% Crete)
- 3139 **New Professionals - Investors - Business Consultants**  
(85% Athens - 15% Crete)
  
- 655 **Suppliers** (85% Athens - 15% Crete)
- 523 **Others (Students, Travel Agents, Journalists, etc.)**  
(85% Athens - 15% Crete)

Once again, the main characteristic  
of the visitors of both events, was  
new investments

# WAYS OF PARTICIPATION PROMOTION

Ground Footprint for Custom Booth  
Prefabricated Booth from 100% Hotel Show  
Special Exhibition Zones  
Workshop Presentation at the Main Stage  
Demos Presentation at the Seminar Room  
Additional Display Options / Sponsorship Packages  
360° Exhibiting



Learn about the special packages that combine participation with a booth both at the Main Event in Athens and the Seasonal Edition in Crete, and achieve maximum exposure



## RENT ONLY BOOTH SPACE (GROUND FOOTPRINT) FOR CUSTOM BOOTH



Exhibitors have complete control over their participation concept, presenting their solutions and products in the manner they desire. In this case, the exhibitor only purchases the ground space and is responsible for the complete design and construction of their booth. To finalize the design of custom booths, cooperation with the 100% Hotel Show's Special Exhibitor Department is required to ensure the aesthetic quality and continuity of the Exhibition.

Includes:

- › Exhibition ground space.
- › Three-phase electricity supply (100 W for every 3 m<sup>2</sup>).
- › Provision of a disposal bin for booth dismantling materials.
- › Set up consulting.



## PREFABRICATED BOOTH TYPES

### CLASSIC

Complete exhibition presence with a decent aesthetic result and affordable cost.

Includes:

- › MDF walls with a height of 3 meters, black or white color (depends on the Section).
- › Carpet.
- › Electricity supply.
- › 1 spotlight of 500 watts per 5 m<sup>2</sup>.
- › 1 power socket.
- › 1 glass table.
- › 3 black chairs.

### SMART

A small but complete booth with a high-level, conceptual presence.

Includes:

- › Ready-made prefabricated booth in specific sizes (7.5 m<sup>2</sup> or 9 m<sup>2</sup>).
- › Metal columns and frames (4x4 cm).
- › MDF walls with a height of 3 meters, black color.
- › Black melamine flooring.
- › Basic furniture equipment.
- › Electricity supply.
- › LED strip lighting.
- › 1 power socket.

### PREMIUM

It combines all the advantages of custom-built booths (distinctiveness, corporate identity promotion, impressive presence) with those of pre-fabricated booths (controlled cost, time savings in design, preparation, and installation).

Includes:

- › Perimeter coverage of the stand with a 3 m high aluminum frame.
- › Printing of graphics (based on files sent by exhibitors) on the walls of the stand, on illuminated or non-illuminated –depending on the exhibitor's choice– high-quality fabric.
- › Carpet.
- › Electricity supply.
- › Led lighting.
- › 1 power socket.
- › 1 table.
- › 3 chairs.
- › The possibility to use shelves or/and mount objects on the walls (screen, clothing, curtain, light furniture) at an additional cost.



## 360° EXHIBITING

Comprehensive promotion campaign before, during, and after the Exhibition

The 100% Hotel Show has evolved into more than just an exhibition participation for its exhibitors, offering them the opportunity to set up a comprehensive positioning campaign in the hotel market. By carefully studying the needs of companies and how hoteliers respond to communication messages, 100% Hotel Show presents the concept of "360° Exhibiting," which allows those who wish to choose some or all stages of the campaign, so that:

- › Dynamically promote their brand to a wide audience of hoteliers, architects, and tourism professionals, before and after the exhibition.
- › Increase the visibility of their booth with special actions targeting visitors of the 100% Hotel Show.
- › Maximize the benefits of their participation in the 100% Hotel Show through automated and targeted follow-up.

The 100% Hotel Specials platform (<https://specials.hotelshow.gr>) plays a significant role in achieving the above goals, serving as the official "Media" of the 100% Hotel Show, through the following ways:

### BEFORE THE EXHIBITION

- › **Weekly Issues:** The 100% Hotel Specials team prepares visitors for the 100% Hotel Show by featuring selected solutions from exhibitors in their weekly issues. This content is crafted by the specialized team to highlight what visitors can expect at the exhibition.
- › **Appointment Encouragement:** Visitors are encouraged to book appointments with exhibitors they are interested in, ensuring they receive the best possible information and attention.
- › **Exhibitor Highlights:** Exhibitors have the opportunity to stand out with their company banner featured on the 100% Hotel Specials platform, newsletter, and the official exhibition website ([www.hotelshow.gr](http://www.hotelshow.gr)).

### DURING THE EXHIBITION

- › **Curating Top Solutions:** Select the most interesting solutions from the exhibitors' booths and showcase them in the "100% Hotel Specials Showroom", located at the start of the exhibition. This not only piques their interest but also directs them and ensures they visit every potentially relevant booth (see a sample of the "100% Hotel Specials Showroom" from the 100% Hotel Show 2023).
- › **Live Broadcasts:** Through the "Live Broadcast by 100% Hotel Specials" service, short video interviews are organized at the exhibitors' booths, providing a brief presentation of each company and their main solutions. These videos are uploaded at the 100% Hotel Show YouTube channel and shared on the 100% Hotel Show's social media platforms during and after the exhibition.

### AFTER THE EXHIBITION

- › **Maintain Momentum:** Sustain the momentum developed during the 100% Hotel Show by conveying the highlights and impact of the exhibition to visitors, as well as to those who couldn't attend for various reasons.
- › **Effective Follow-Up:** Provide the opportunity for effective follow-up with contacts made during the exhibition through various promotional options offered at special prices for exhibitors.



Schedule a meeting with a specialized consultant from 100% Hotel Specials to develop a wholesome setup of your campaign





# WHO WHERE WHEN

## WHO

Demand Fairs & Media, the organizing company is active since 2000 in the field of Exhibitions and Events, and has envisioned and took on the responsibility of organizing an event that would contribute to the further development of the Greek hotel industry. They are driven by the belief that the Greek tourism product is inherently luxurious and should be treated, structured, and consequently sold as such. However, a fundamental principle of the organizing company is a belief in teamwork, and the 100% Hotel Show is a result of collective effort. Therefore, it is essential to highlight the significant role of the exhibition's strategic partners, such as Hotelier Academy, Creative Director Vassilis Papadatos, and Chrysi Tomi Collective Architecture.

## WHERE

The 100% Hotel Show 2024 will be held at the Mediterranean Exhibition Center (MEC), located at Athinon-Lavriou Avenue 301, Paiania, Attica. It is easily accessible via both Lavriou Avenue (No. 301) and the Attiki Odos (Exit 17 - Kantza).

## WHEN

Saturday, November 9, 2024	10.00-18.00
Sunday, November 10, 2024	10.00-18.00
Monday, November 11, 2024	10.00-18.00

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# 100% HOTEL SHOW 2023 GALLERY





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# 100% HOTEL SHOW OFFICIAL VIDEO 2023

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## ORGANIZATION

DEMAND

FAIRS & MEDIA

Μέλος • Member

SETE

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