



PARTICIPATING OPTIONS

EXHIBITION SECTIONS @ 100% HOTEL SHOW

At the specially designed exhibition sections, the visitor hotelier, can find solutions for a hotel's different development stages, presented by categories. Grouping by category helps in attracting more targeted audiences with great buying interest, while presenting all exhibition entries equally.

ARCHITECTURE & DEVELOPMENT

- ⊗ Architects
- ⊗ Business & Development Consultants
- ⊗ Interior Designers
- ⊗ Lighting Designers
- ⊗ Real Estate Businesses
- ⊗ Technical - Construction Companies

CONSTRUCTION & RENOVATION

- ⊗ Terraces - Translucent Coverages
- ⊗ Elevators - Escalators - Stairs
- ⊗ Flooring - Building - Covering
- ⊗ Material
- ⊗ Paints - Insulation materials
- ⊗ Electromechanical equipment - Building automations
- ⊗ Frames - Doors
- ⊗ Facades - Roofs - Ceilings
- ⊗ Pools - Spa
- ⊗ Lighting Systems
- ⊗ Awnings & Outdoors Shades
- ⊗ Suspended Ceilings - Dividers - Coatings

INTERIOR & EXTERIOR DESIGN

- ⊗ Bathroom Accessories - Amenities
- ⊗ Garden Decoration - Landscaping
- ⊗ Sanitary Ware & Bathroom furniture
- ⊗ Railing systems
- ⊗ Indoor & Outdoor furniture
- ⊗ Curtains - Linens - Fabrics
- ⊗ Carpets - Wallpapers
- ⊗ Mattresses
- ⊗ Shading Systems
- ⊗ Art - Decorative materials & Accessories
- ⊗ Lighting

SERVICES

- ⊗ Consultants & Service Providers
- ⊗ Destination Marketing
- ⊗ Mystery Shopping
- ⊗ Insurance Services
- ⊗ HR Management
- ⊗ Special Publications
- ⊗ Education - Institutions of Tourism Studies
- ⊗ Indexing Services
- ⊗ Customer transport services
- ⊗ Translation / Interpretation services

OPERATION

- ⊗ Natural Gas installations
- ⊗ Overlays Sports & Entertainment
- ⊗ facilities equipment
- ⊗ Water purification systems
- ⊗ Tableware - Dinnerware - Working uniforms
- ⊗ Heating - Cooling - Ventilation - Solar Systems
- ⊗ Washing Machines - Driers
- ⊗ Cleaning & Sanitary products and services
- ⊗ Security and Fireproof systems
- ⊗ Energy preserving & environmental management systems - Photovoltaics
- ⊗ Labeling systems

SPECIAL SEGMENTS

Since the sectors of technology and gastronomy are among the most important factors in a hotel's overall profitability, 100% Hotel Show creates two special sections: Digital Square and Gastronomy Village, which aim to provide absolute tailor-made solutions to the fair's visitors.

The Special Segments exhibitors will have the opportunity to reach a well-informed audience, since the exhibition itself informs and stresses the need for these specific sections. If you believe that your company belongs to any of these Special Segments, please request to receive the specific presentation of the segment you belong.

BOOTH PARTICIPATION

OPTIONS & COSTS

OPTION 1

SPACE RENTAL (GROUND TRACK), FOR STAND CONSTRUCTION BY THE EXHIBITOR

Booth Size	One open side	Two open sides	Three open sides	Island Booth
Up to 25m²	€ 125,00/m²	€ 130,00/m²		
26m² to 60m²	€ 105,00/m²	€ 110,00/m²	€ 115,00/m²	€ 120,00/m²
61m² to 120m²	€ 95,00/m²	€ 100,00/m²	€ 105,00/m²	€ 110,00/m²
Over 121m²	€ 85,00/m²	€ 90,00/m²	€ 95,00/m²	€ 100,00/m²

ADDITIONAL CHARGES

1. Presentation in the Exhibitors Catalogue (the exhibitor is provided with a two-page feature, which includes a corporate presentation on the left page and a full-page entry in the right page). For all exhibitors:
€ 150,00 / exhibitor
2. Online Exhibitor Profile in the fair's online platform, www.hotelshow.gr, with the possibility of interactive communication with other exhibitors as well as the registered visitors of 100% Hotel Show:
€ 150,00 / exhibitor

FACILITIES INCLUDED IN THE BOOTH RENTAL RATE

- ⊗ Three-phase power supply (100W for every 3m²).
- ⊗ Cleaning of common areas.
- ⊗ Safekeeping of the exhibition premises by a security company.
- ⊗ A number of printed invitations for inviting customers and partners.

EXTRAS WITH ADDITIONAL CHARGE

- ⊗ Luminaires, additional power supply, special constructions inside the booth, furniture, water supply or drainage, ornamentals etc:
the official prices will be announced in time.

OPTION 2

SPACE RENTAL WITH A PRE-CONSTRUCTED BOOTH BY THE ORGANIZATION

This exhibiting method (which has nothing to do with the old-fashioned, standard basic structure booths), was selected after research, giving the opportunity to exhibitors to have a complete exhibition presence, with high aesthetics and affordable price, as there will be no need to spend additional money on their booth's construction.

As seen in the picture, the "pre-constructed stand by the organization", includes:

- ⊗ 3m tall MDF wall, painted in white.
- ⊗ Floor Carpet
- ⊗ 1 iodine projector of 500 watts per 5m².
- ⊗ 1 power socket
- ⊗ 1 glass table 1,20x0,70
- ⊗ 3 black chairs
- ⊗ 1 sticker with the name of the exhibitor 1,00m x 0,80 m.



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

- A) **€ 35,00 / m² (excluding VAT)** for a pre-constructed booth with carpeted floor
- B) **€ 45,00 / m² (excluding VAT)** for a pre-constructed booth with parquet floors

CASE STUDY ROOMS @ 100% HOTEL SHOW

REAL EXAMPLES OF PRODUCT AND SERVICE IMPLEMENTATIONS



Since a product or service's application is one of the best presentation ways, 100% Hotel Show has created a new, innovative exhibition area where companies and professionals can present real examples to the visitors. In a specially designed environment, companies will have the option to rent specific dimension spaces, aiming to demonstrate the implementation of their product or service.

"Case Study Rooms" are one of 100% Hotel Show's most ambitious projects, and for the first time, companies will have the exhibition opportunity to present concrete examples of products and services in a specially designed environment. This powerful new segment is considered the most influential for the hoteliers, as they will have the possibility to:

1. Better understand the products' implementation and benefits, offered by the participating companies.
2. Find ready suggestions and solutions to contemporary needs and challenges they are facing.
3. Discuss directly with the company representatives about questions and cooperation prospects.

HOW CAN I PARTICIPATE?

- ⊗ Candidate companies express their interest to participate in the special exhibition section «Case Study Rooms».
- ⊗ The 100% Hotel Show specialized team evaluates the participation request and offers advice for the Case Study Room Concept's best possible execution.
- ⊗ The company-exhibitor is in charge of building its own Case Study Room, while 100% Hotel Show promotes the participation through a dynamic communication plan.

The companies that will participate in the special section «Case Study Rooms» will receive additional promotion through:

1. The special section «Case Study Rooms» in www.hotelshow.gr.
2. Special Newsletter for promoting «Case Study Rooms».
3. Social Media Platforms of 100% Hotel Show.

SPECIAL «CASE STUDY ROOMS»

IN A FUTURISTIC HOTEL CORRIDOR

To meet the presentation needs of «Case Study Rooms», a special exhibition section will be created, where companies will be able to purchase a pre-defined space, where they can present products and service applications. Particular emphasis will be given on new ideas.

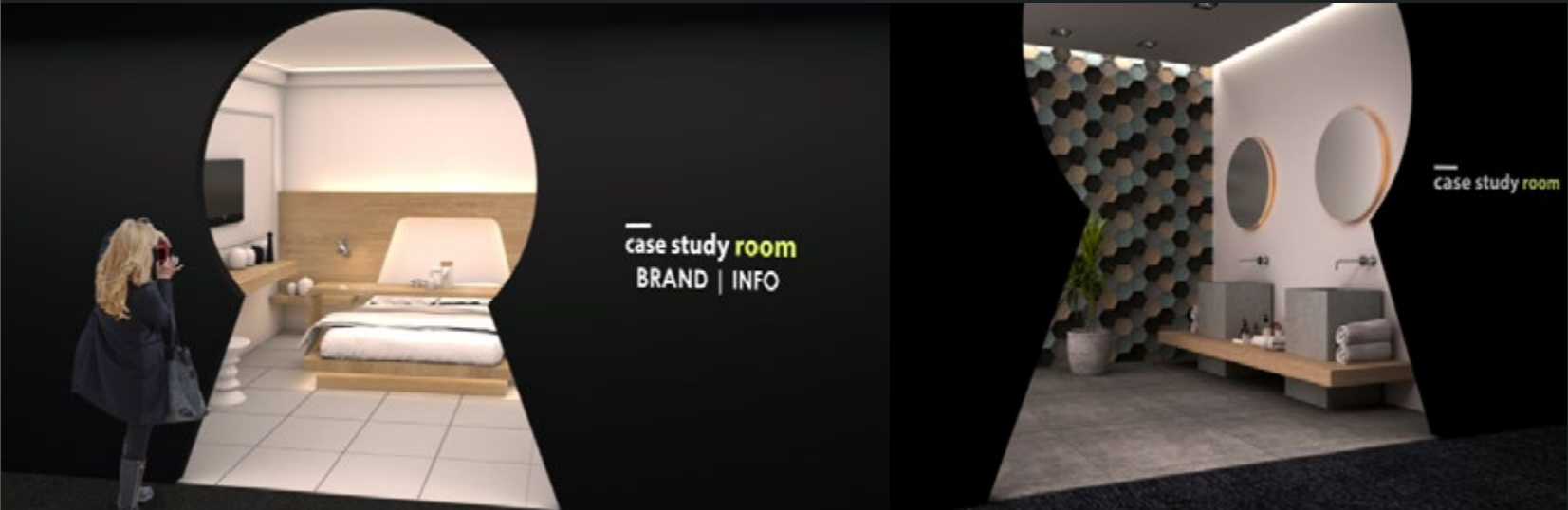
The special exhibition area of «Case Study Rooms», simulates a futuristic hotel corridor, along which the visitor will find:

- ⊗ Mock-Up Rooms
- ⊗ Painting Styles
- ⊗ 3D Architectural Rendering
- ⊗ Technological Applications

The specialized team of 100% Hotel Show will be at the disposal of the participating companies for the best possible presentation and showcasing of each Case Study Room.



PARTICIPATION AS AN EXHIBITOR IN THE SECTION «CASE STUDY ROOMS»



The exhibition spaces of the section «Case Study Rooms» have specified dimensions (24 and 32 m2) and are prefabricated (back and side walls made with mdf wood, height 2.5m, carpet, power supply). The exhibitor uses this space to create a hotel room setting (room, bathroom, lobby, kitchen, breakfast area, restaurant etc), according to the specifications that will be set or approved by the team of 100% Hotel Show.

Participation Fee: € 135,00 / m²

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- ⊗ 3 Black chairs
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HOTELIER WORKSHOPS MORE THAN 2000 ATTENDEES

The Hotelier Workshops are among the organization's focal parts, since they not only attract high-ranking hotel executives, but also provide visitors with solutions offered by exhibitors participating in the event. Maintaining their successful model of selecting topics and speakers, the Hotelier Workshops are expected to be more dynamic than ever.

The Hotelier Workshops 2017 will cover the following topics:

- ⊗ Digital Sales
- ⊗ Upselling Guests
- ⊗ New Hotel Development

Smart Tip: Companies may acquire additional promotion from the special sponsorship packages "Workshop Sponsorships" through which they will receive a dynamic display in the workshops' main hall, via screens and roll up banners as well as promotional flyer distribution. Learn more by requesting to receive the specific file "Workshop Sponsorship Programs".

360° EXHIBITING AT 100% HOTEL SHOW

100% Hotel Show has managed to evolve into something much more than a simple trade fair participation for the participating companies. It offers the companies the possibility to set up a complete positioning campaign in the hotel market. Studying the needs of companies in detail as well as the ways hoteliers correspond in communication messages, 100% Hotel Show presents the new concept of "360° Exhibiting". This gives the opportunity to exhibitors to choose some, or all, the campaign stages, so that they can:

1. Dynamically communicate their brand to a broad audience of hoteliers and tourism professionals before and after the exhibition.
2. Increase traffic to their booth with specific actions that target the 100% Hotel Show visitors.
3. Maximize their participation benefits in 100% Hotel Show with the automated and targeted Follow Up.

BEFORE THE EXHIBITION

- ⊗ Exhibitor's Online Profile.
- ⊗ Banners at www.hotelshow.gr.
- ⊗ Promotion through the Weekly Newsletter of 100% Hotel Show.

DURING THE EXHIBITION

- ⊗ Booth in the specific section of each company's industry
- ⊗ Additional display at specific spots within the Exhibition grounds
- ⊗ Communication Sponsorship Packages

AFTER THE EXHIBITION

- ⊗ Re-marketing campaign to the visitors of www.hotelshow.gr through Social Media.
- ⊗ Sending a personalized newsletter to the visitors of 100% Hotel Show
- ⊗ Banners in www.hotelshow.gr.

Request an appointment with a specialist consultant for the complete setup of your campaign.

ORGANIZATION

DEMAND
CUSTOMIZE MARKETING

Μέλος • Member

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