



H S



17-20  
**NOV**  
2017  
—  
**MEC**  
PAIANIA

THE PREMIUM  
EXHIBITION FOR  
HOTELIERS  
AND TOURISM  
PROFESSIONALS



17.000+

VISITORS

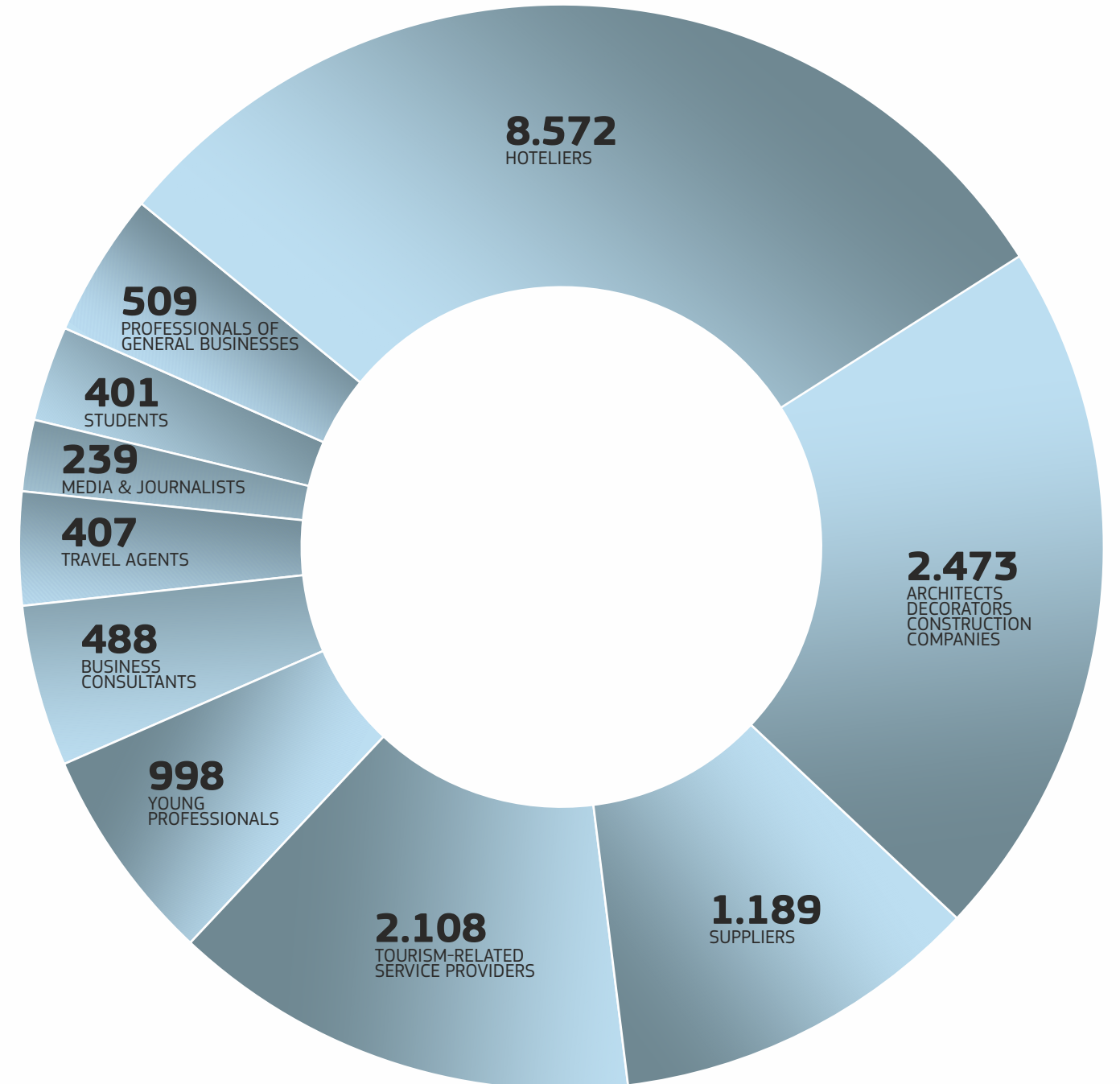
170+

SPECIALIZED EXHIBITORS

2.000+

WORKSHOP ATTENDEES

TOTAL  
**17.384**



## THE NEW UPGRADED EXHIBITION FORM

After 4 successful editions, 100% Hotel Show, passes to a new era, which has as its main objective the full coverage of hotel market needs. Based on the experience gained during the previous editions as well as the feedback from the visitors, the fair presents its new exhibition structure, that divides 100% Hotel Show to **Exhibition Sections**, **Special Segments**, and **Case Study Rooms**.

### EXHIBITION SECTIONS

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 increased buying interest, while presenting all exhibition entries equally.

#### ARCHITECTURE

#### CONSTRUCTION

#### INTERIOR & EXTERIOR DESIGN

#### SERVICES

#### OPERATION

### SPECIAL SEGMENTS

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 qualified audience, as the exhibition itself informs and stresses the need for these specific sections.

#### DIGITAL SQUARE

#### GASTRONOMY VILLAGE

### CASE STUDY ROOMS

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 dimension-specific spaces, aiming to demonstrate the implementation of their product or service.

#### ARCHITECTURAL PLANS

#### MOCK-UP ROOMS

#### PAINTING STYLES

#### TECHNOLOGICAL APPLICATIONS

#### AUTOMATION

# EVENTS



## HOTELIER WORKSHOPS

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



## 100% HOTEL DESIGN AWARDS

100% Hotel Design Awards come to highlight 100% Hotel Show's crucial role in the Construction and Renovation of Greek hotels. The competition aims to reward the best works from Greece and Cyprus as well as to inspire the hotel industry for new investments. Starting this year, 100% Hotel Design Awards become more extroverted, aiming to promote Greek hotel Design abroad, as a powerful competitive advantage for Greek Tourism.



## VIP OPENING PARTY

100% Hotel Show's VIP Opening Party has managed to replace the standard type of event openings. It is already established as an important part of 100% Hotel Show, creating one of the most successful Networking Events of the hotel industry.

The VIP Opening Party is held on the first day of the event, turning the exhibition into a Business Networking Event with professionals from the hotel and tourism industry, providing unique opportunities for new contacts in a more relaxed environment.



## BEST BOOTH COMPETITION

Since its initial launching, high aesthetics and impressive exhibitors' presentations have been among 100% Hotel Show's main characteristics. The first 'Best Booth Competition' was held in 2016 with great success. The massive audience participation and the high-standard entries, marked a new era for Greek Exhibition standards, raising the bar for fair organization as well as for the visitor experience.

## TO WWW.HOTELSHOW.GR

Following international exhibition standards, 100% Hotel Show has invested in the creation of the high-end online platform **www.hotelshow.gr**. The website is the reference point of all the promotional campaigns and an interactive communication portal between exhibitors and visitors, before, during and after each event. The web platform of [www.hotelshow.gr](http://www.hotelshow.gr) exceeded more than 100,000 visits during October – December 2016, recording significant traffic and interest.



### THE PLATFORM ENABLES VISITORS TO

1. Register as visitors and receive their personal entrance badge.
2. See exhibitors' profiles updated with products and services, acting as a constant Buyers Guide for the entire year.
3. Communicate & schedule appointments with the exhibitors.
4. Register in Hospitality Workshops and receive special ticket.



### THE PLATFORM ENABLES EXHIBITORS TO

1. Create their Exhibitor Profiles, including information and photos about their products and services.
2. Access the list of 100% Hotel Show's registered visitors.
3. Communicate & schedule appointments with visitors through [www.hotelshow.gr](http://www.hotelshow.gr).
4. Have the possibility of adding banners in different parts of [www.hotelshow.gr](http://www.hotelshow.gr) for maximum promotion.
5. Have the possibility of sending personalized newsletters to the 100% Hotel Show database (consisting of hoteliers, architects, tourism professionals).

## COMMUNICATION STRATEGY

Having become the most important Exhibition Event for Hoteliers and Tourism Professionals, 100% Hotel Show invests in a dynamic communication plan; Using Online, Video, and Offline methods, 100% Hotel Show extends its range of visitors, always from the hotel industry.

The aim is to enrich the mixture of visitors, both from large hotels and boutique establishments, as well as from smaller hotels and villa owners, which is a new dynamic trend in the hotel industry.

### TV SPOTS & RADIO

- ⊗ TV Spots in major stations, for the broader visibility of the event and the enhancement of the hotel industry's value.
- ⊗ Radio Spots in nation-wide stations for the most effective event communication.
- ⊗ Broadcasting Campaigns in local media to inform local entrepreneurs.

### OFFLINE CAMPAIGNS

- ⊗ Personal invitations to the 100% Hotel Show database.
- ⊗ Posters and advertisements in strategically selected points and media.
- ⊗ Printed Material Campaigns of high aesthetics, in points of increased interest.

### ONLINE CAMPAIGNS & SOCIAL MEDIA

- ⊗ Direct Newsletter Campaigns to the 100% Hotel Show database, which consists of Hoteliers and Tourism Professionals.
- ⊗ Social Media Campaigns to specially targeted audiences, and continuous communication with the 100% Hotel Show Fans.
- ⊗ Advertising Campaigns through Google and tourism-related websites, on a nation-wide level.

### AFFILIATE NETWORKS

- ⊗ Communication Sponsorships by important tourism, news, and design media.
- ⊗ Auspices by important institutions that effectively enhance the organization's profile in the Greek hotelier and tourism industry.
- ⊗ Strategic partnerships with major networks and professional associations that provide important and qualified traffic from professionals.

WHO  
WHERE  
WHEN

WHO

Demand Customize Marketing Ltd, a company which operates since 2000 in the field of organizing exhibitions and events, envisioned and undertook the responsibility of organizing an event that would contribute to the further development of the Greek hotel product.

A basic principle of the organizing company is the belief in “team work”. For this reason, 100% Hotel Show is the result of collective work. The important role of strategic partners such as Morantis Group, Vassilis Papadatos, the architectural office Mind the Ark and Vassilis Bartzokas must be noted.

WHERE

The venue of 100% Hotel Show is the Mediterranean Exhibition Center - MEC, situated at Lavriou Street 301 in Paiania of Attica. It can be directly reached through Lavriou Street (Number 301) as well as through Attiki Odos (Exit 17 - Kantza). MEC has been recently renovated and is one of the most modern exhibition facilities in Greece.

WHEN

Friday	17	November 2017	 17.00-21.00
Vip Opening Party			
Saturday	18	November 2017	 10.00-20.00
Sunday	19	November 2017	 10.00-20.00
Monday	20	November 2017	 10.00-18.00

**ORGANIZATION**

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CUSTOMIZE MARKETING

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