

09-12  
FEB  
METROPOLITAN  
EXPO  
2024

# HORECA

A world class trade show

HO|RE|CA|

## We inspire. We connect. We set the trends!

Taking place from 9 to 12 February at Athens -Greece, HORECA 2024 will be once again an essential business meeting place for thousands of hospitality professionals who wish to discover innovations, network and do business. HORECA trade show has managed through the years to gather forward thinking and dynamic entrepreneurs who envision, evolve and follow the trends. The decision makers of the hospitality industry will visit the trade show in order to meet in person the leading Greek and global brands who exhibit and discover pioneering products and solutions, modern services and cutting-edge technologies for their hotels or foodservice businesses. Furthermore, the trade show delivers valuable insights to help all these professionals to navigate today's new business realities. For all these reasons, HORECA trade show has succeed to rise as the biggest exhibition in Greece and a must -attend event for the hospitality industry. Success is our passion and yours is our reflection.



500  
EXHIBITORS

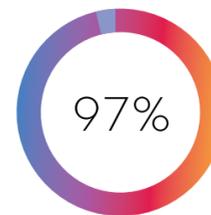
50.000 m<sup>2</sup>  
EXHIBITION  
AREA

70.000\*  
VISITORS

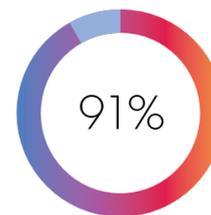
\* Forecast



97% of visitors  
intent to also attend  
the 2024 event

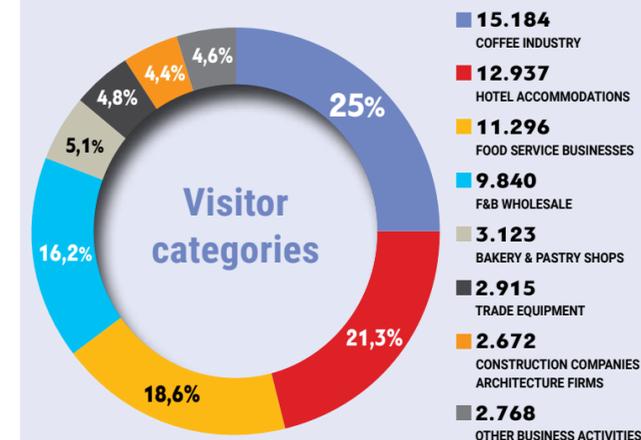


91% of visitors  
found the products  
they were looking for

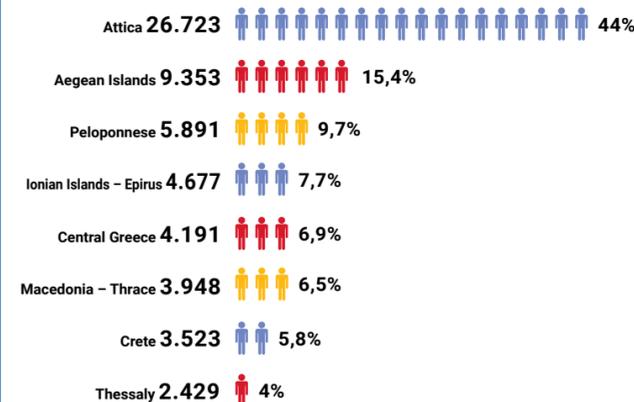


Visitor Survey by ALCO (FEB 2023)

60,735 decision makers met  
with HORECA 2023 exhibitors

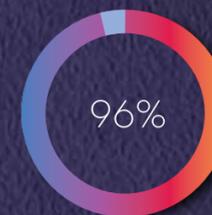


Professionals from all over Greece  
visited HORECA 2023



Exhibitor Survey by ALCO  
FEB  
2023

Percentage  
of satisfied exhibitors



of the exhibitors were optimistic  
that they will close deals after the exhibition





## Coffee & Beverages

- Coffee • Soft Drinks • Coffee accompaniments • Syrups
- Tea • Water • Refreshments • Beers • Wines
- Sorbets • Smoothies • Energy drinks



## Food service - Meat products

- Cooking materials • Fats, Oils, Cheeses • Sausages
- Bakery products • Ice cream • Waffles • Ready meals



## Hotel Equipment - Furniture

- Furniture, Seats • Mattresses, Linen • Furnishing Fabrics – Curtains
- Floors, Doors, Frames • Bathroom equipment, Amenities
- Patios, Shading, Lighting • Air Conditioning • Swimming Pools • Spa



## Kitchen & Catering Equipment

- Kitchen equipment • Catering supplies • Serving utensils
- Catering & Buffet equipment • Refrigerators-Showcases
- Furnitures for Mass Catering businesses



## Digital Marketing - Pos - Consumables

- Digital Marketing systems • Telecommunications • POS • Logistic Applications • Computerization • Menus-Price lists • Delivery equipment
- Cleaning Equipment & Materials • Packaging Materials & Supplies



## Owners & Executives from:

- Hotels, Guesthouses, Villas, Rooms for Rent
- Agrotourism units
- Coffee shops, Cafés - Bars, Bakeries
- Restaurants, Steakhouses
- Catering Companies
- Canteens, Fast Food stores, Pizzerias
- Ice Cream & Patisserie Workshops
- Food Wholesale, Ship Supplies, Retail stores
- Machines & Equipment trade companies
- Construction Companies, Architecture & Interior design firms

# VISITORS

2024

"We have been participating in the exhibition since its first organization and will keep on participating on the years to come. We are honored to be part of the big HORECA family."

Antonis Vekiaris, Owner LINEA STROM

"Visitors are overwhelmingly decision makers, which allows us to do business with a targeted audience and create a great network."

Andreas Varanakis, CEO VARANAKIS A.&D.

"We will always participate in HORECA, as during the exhibition we close many important deals with new and old business partners."

Christoforos Tsiapatos, CEO ELETRO S.A

"HORECA is the ultimate meeting point for us and our clients. Here, we meet our partners, make new business contacts and get inspired."

Gianna Rouliou, Senior Brand Manager NESCAFÉ / NESTLÉ GREECE

## HORECA BUSINESS LAB

Analysis, data, opinions, trends and all the developments for hotels and catering businesses will be presented by leading marketers, business owners and market executives.

HALL 3

## BEER & SPIRITS SHOW

We will once again host the Panhellenic Greek Cocktail, Non Alcohol, Classic Cocktail and Battle of the Bars Competitions, which are organized by the Greek Bartenders Association.

HALL 1

## COFFEE EVENTS

The Greek coffee industry meets at the stage of Coffee Events for the Panhellenic Barista, Cup Tasters & Brewers Cup Championships 2024, which are organized by SCA Greece.

HALL 1

## GASTRONOMY LAB

Gastronomy Lab's cooking seminars will be a source of inspiration for chefs & catering professionals who want to enrich their knowledge and learn new techniques.

HALL 4



## 7th International Hospitality Forum

HORECA will be once again the meeting point for top Greek and international executives of the tourism industry, who will visit the exhibition in order to attend the 7th International Hospitality Forum, organized by the Hellenic Chamber of Hotels.



## MARKETING PLAN

### We invest for HORECA, we invest for you

With the aim of dynamically promoting the exhibition on all communication channels and maximizing its attendance, we will invest €500,000 at a 360° media plan.



41%  
TV



20%  
DIGITAL



17%  
RADIO



14%  
INVITATIONS



8%  
PRESS

# INFO

## FLOOR PLAN

### EXHIBITION AREA & STANDS

#### Participation Costs

Raw space (one open side)

- a. From 20 to 50 sq.m 195,00€ / sq.m
- b. From 51 to 90 sq.m 185,00€ / sq.m
- c. From 91 to 150 sq.m 180,00€ / sq.m
- d. From 151 to 250 sq.m 175,00€ / sq.m

Extra charges:

- 1. Registration (basic package) 300,00€  
*Includes registration in the exhibitor catalogue and in the online platform of the exhibition's 3D Virtual Walkthrough, as well as in all communication materials of the exhibition.*
- 2. Additional side 5,00€ / sq.m
- 3. Basic structure\* 25,00€ / sq.m
- 4. Carpet 5,00€ / sq.m
- 5. Plain wall (per linear meter) 25,00€
- 6. 3D Virtual Walkthrough 500,00€  
*(Advanced package)*

\* The basic structure includes a 3m high white melamine panel, metope and inscription. Each stand with a basic structure is provided with a socket outlet and a 100Watt/3 sq.m. lighting spot.

#### Turnkey Solutions

DESCRIPTION:

- Structure:** Aluminium grey colored frame 3,50 m height
- Panel:** White color 3,00 m. height and 2 transparent lighted boxes (1,00 m x 3,00 m) with printings (0,91 m x 2,38 m and 0,91 m x 0,45 m.).
- Equipment:** Blue color carpet,,
  - 1 round table 0,80 m diameter, 3 chairs (white) and 1 stool.
  - White curved infodesk with print 1,47 m x 0,946 m. and 1 brochure holder with 3 A4 slots.
  - 1 LED 100 floodlight per 4 sq.m. and 1 500W grounded socket.
  - 2 signages with the exhibitor name 2,00 x 0,50 m.



**Business stand**

COST: 60€/m<sup>2</sup>

#### Athens Metropolitan Expo

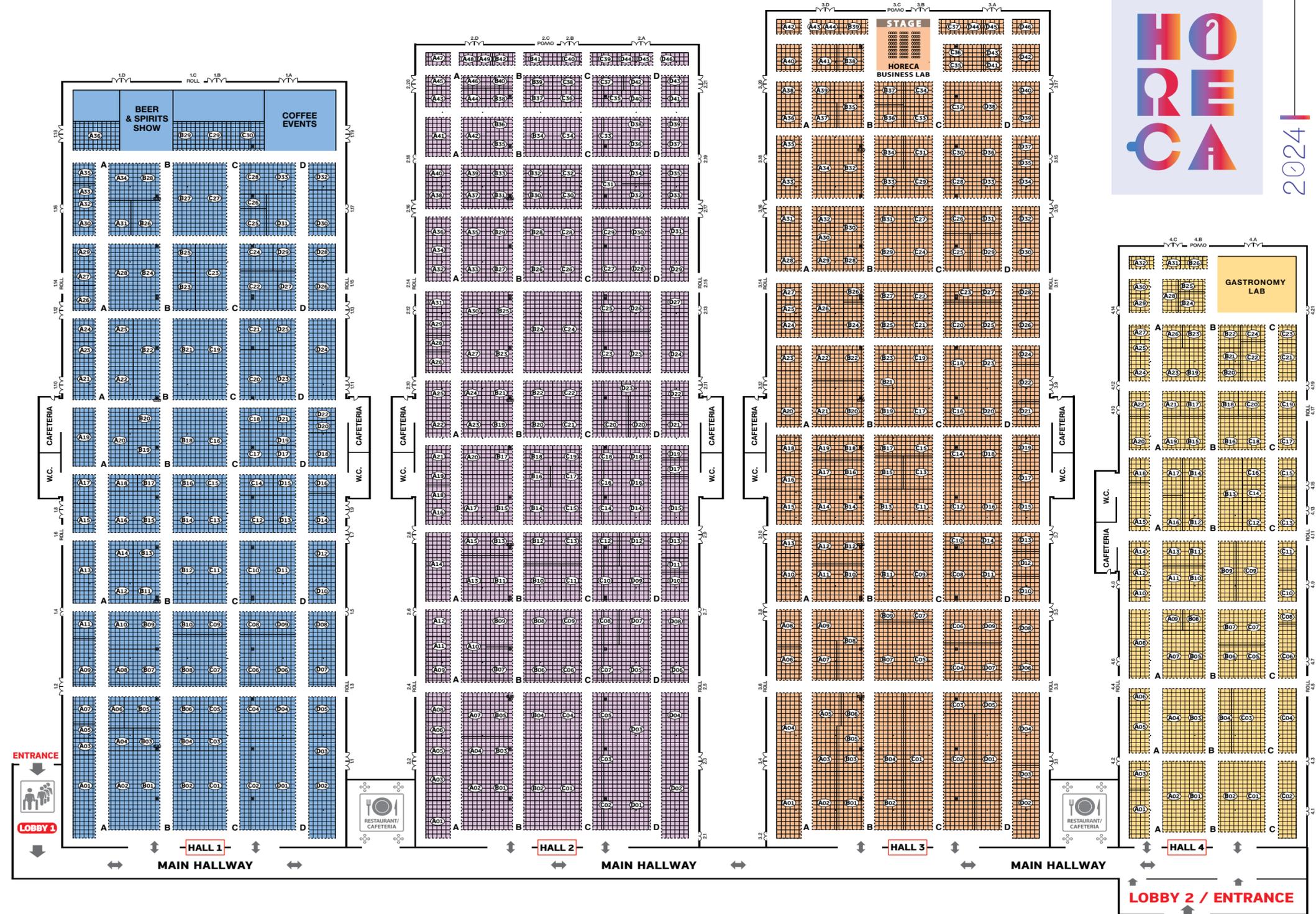
It is the most modern exhibition center in Greece, with a gross exhibition area of 55,000 sq.m. Metropolitan Expo is located at the Athens International Airport "Eleftherios Venizelos", in Spata Attica. It has very easy access by all means of public transport (Metro, Suburban, City Buses). It is only 3' from the Airport and the Metro and Suburban stations, with the possibility of direct and continuous connection. It has 5,500 free parking spaces. It has also obtained Covid Shield certification – Principal Level by TUV Austria.



#### Provisions to exhibitors

The price includes:

- Access to the exhibition venue during preparation, operation and dismantling.
- New carpeting fitted throughout the communal spaces of the exhibition center.
- Single-phase power supply 100W/3 m2
- Cleaning and guarding of exhibition stands outside official opening hours
- Free parking on site
- Admin support (free internet access, emailing, fax).
- Fully equipped medical station
- Highlifters and pallet trucks provided during preparation and dismantling of the trade show.
- Free entry passes for the exhibitor's stand employees.
- Free invitations for exhibitors.



#### HALL 1 PRODUCT CATEGORIES

- Coffee • Beverages
- Coffee accompaniment & Sirups
- Beers • Spirits • Wines
- Water • Soft drinks • Juices
- Energy Drinks • Tea
- Ice creams • Waffles • Sorbets • Smoothies
- Coffee machines & Coffee Grinders
- Dispensers

#### HALL 2 PRODUCT CATEGORIES

- Kitchen Machinery & Equipment
- Ovens - BBQ
- Refrigerators-Showcases
- Table accessories
- Catering & Buffet Equipment
- Pools - Spa • Patios
- Cash systems • POS
- Cleaning materials • Consumables

#### HALL 3 PRODUCT CATEGORIES

- Room furnishing • Living Rooms
- Furnishing Fabrics • Curtains
- Linen • Mattresses
- Carpets
- Patios & Shading Systems
- Lighting Systems • Amenities
- Security Sytems • Safes
- Digita Marketing - Digital Technologies

#### HALL 4 PRODUCT CATEGORIES

- Catering Supplies • Oils - Fats
- Cooking Products
- Meat & Meat Products
- Cheeses • Cold cuts • Sauces - Dressings
- Frozen Doughs
- Pastries
- Fresh salads • Ready meals
- Frozen fish



2024

www.horecaexpo.gr



**BOOK YOUR STAND NOW**

T: +30210 5242100 • e-mail: sales@forumsa.gr

### OPENING DATES & TIMES

<b>9</b> FEB	<b>10</b> FEB	<b>11</b> FEB	<b>12</b> FEB
FRIDAY	SATURDAY	SUNDAY	MONDAY
10.00 - 19.00	10.00 - 19.00	10.00 - 19.00	10.00 - 18.30

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**UNDER THE AUSPICES:** • Ministry of Tourism • Greek Tourism Confederation (SETE) • Hellenic Chamber of Hotels • Hellenic Hoteliers Federation  
• Athens - Attica & Argosaronic Hotel Association • SCA Greece • Panhellenic Association of Catering Equipment Companies