

INTERNATIONAL EXPO



**FOOD &
DRINKS**

by **Detrop**

HELEXPO

Ways & Media of Promotion

Advertising Media



| A | A BRANDING – LOGO PLACEMENT | PIECES | COST |
|----|--|------------------------|--------|
| 1. | EXCLUSIVE logo display on LANYARDS (Exhibitors, Guests, Partners) | 4.000pcs | 4.000€ |
| 2. | On Badges of Exhibitors, Visitors, Guests, etc. (printed & electronic) | minimum 20.000pcs | 600€ |
| 3. | Placement of the Logo on the Printed Floor Plan (Exhibitors list) | 5.000pcs | 800€ |
| 4. | Placement of the Logo on the Printed Floor Plan (Exhibitors list) with marking (arrow) the point of the Exhibition Area | 5.000pcs | 1.500€ |
| 5. | In Non-Wooven bags distributed to exhibitors, VIP guests, government officials and press representatives | 2.000pcs | 3.000€ |
| 6. | Placement of an Advertising Leaflet inside the Non-Wooven bag which is distributed to all visitors. MAXIMUM number of Leaflets placed in the bag: 10pcs (1pc per partner) | 2.000pcs | 700€ |
| 7. | Distribution of informational material with Info Desk or Roll Up at the ENTRANCE (or exit) of the Stand 1 Info Desk | 1 Info Desk 0,60m x 1m | 800€ |

In the above amounts:

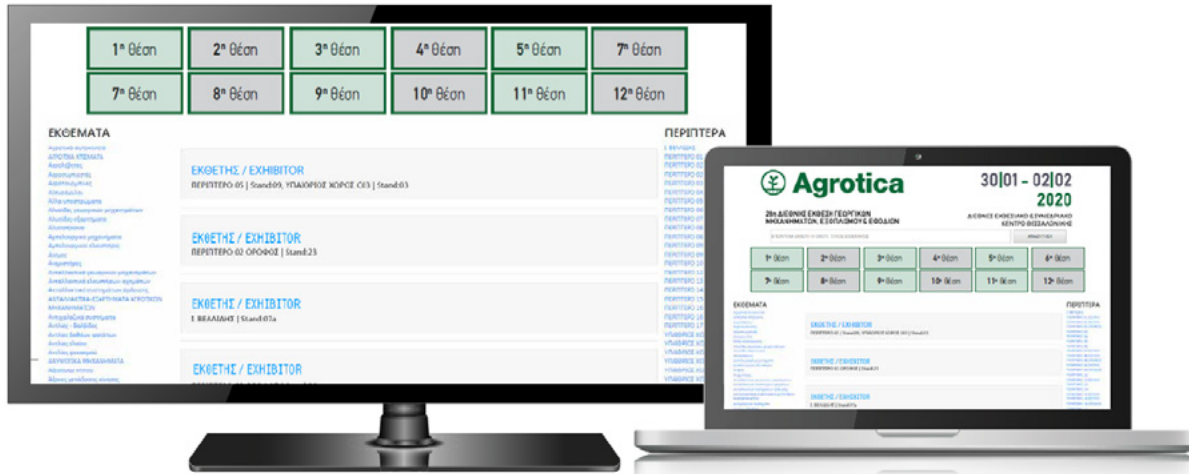
- Production costs for LANYARDS, Badges, Floor Plans and Non-Woven Bags are included
- Promotional costs (Info Desk - Brochures - Personnel) are NOT included
- VAT is NOT included

Advertising Media



| B. | DIGITAL BANNER H LOGO ME HYPERLINK | DIGITAL BANNER / LOGO | COST |
|----|---|----------------------------|----------------|
| 1. | POST & STORY on the Exhibition's Social Media (Facebook/ Instagram/ LinkedIn – 1 time) | Digital Banner/ Logo/ Text | 300€ |
| 2. | In the electronic Exhibitors' directory (5 places) | Digital Banner/ Logo | 500€/ position |
| 3. | In the electronic Visitor registration platform (5 places) | Digital Banner/ Logo | 400€/ position |
| 4. | On the FREE WiFi homepage Logo | Logo | 300€/ position |
| 5. | On the FREE WiFi homepage and in the Android/ iOS Mobile App (3 places) | Logo | 300€/ position |
| 6. | Display in the Exhibition Newsletter with reference to the Collaboration (Company Profile) and placement of the logo with hypelink to the Company's site (50,000+ recipients) | Logo/ Text | 500€ |
| 7. | Exclusive Newsletter and placement of the logo/digital banner with hypelink to the Company's site | Digital Banner/ Logo/ Text | 1.000€ |

Advertising Media



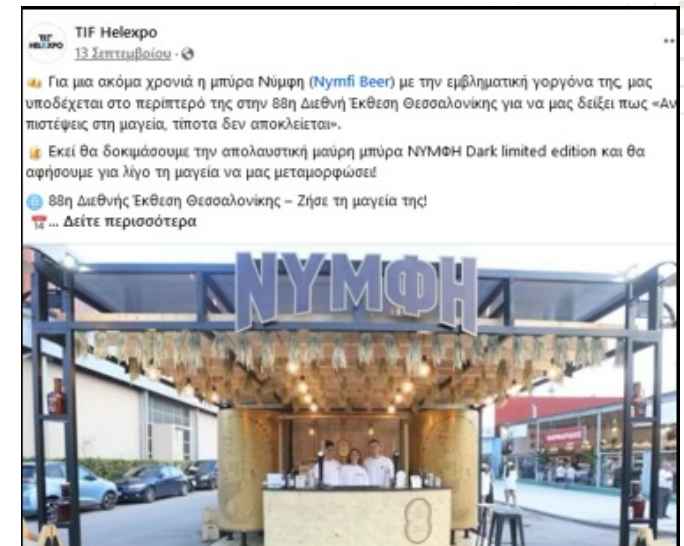
Online Catalog



Web page Head Banner

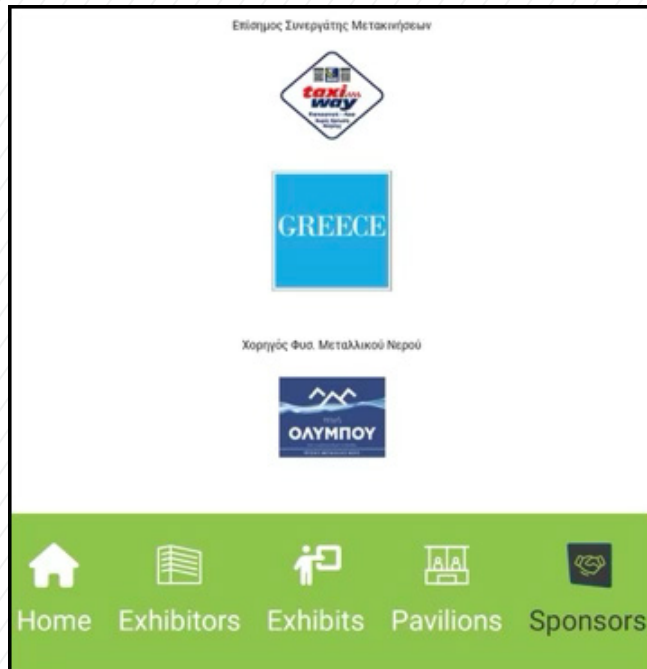


Webpage Footer



Facebook Post

Advertising Media



Home Page Helexpo App



Distribution of Promotional Material



Free Wi-Fi Login Page



Order Form

PROMOTION LOCATIONS:

01. _____

02. _____

03. _____

04. _____

05. _____

TOTAL AMOUNT _____ (_____ €) plus VAT

Construction, installation, and dismantling costs are borne by TIF-HELEXPO S.A.

The creative product (logo, banner, video, etc.) will be sent by the COMPANY when requested by TIF-HELEXPO S.

Construction costs for special structures (e.g. inflatable banners) are NOT included.

NAME: _____

ADDRESS: _____

VAT NUMBER: _____

TAX OFFICE.: _____

FULL NAME OF THE PERSON RESPONSIBLE FOR ADVERTISING: _____

TEL No.: _____

MOB. No: _____

E-MAIL: _____

DATE: ____ // ____ // ____

SEAL AND SIGNATURE:

The file must be .PDF with outline fonts, CMYK format, natural size - resolution at 300dpi and 1/10 reduction.





**NATIONAL INSTITUTION FOR THE ORGANISATION
OF EXHIBITIONS, CONFERENCES AND CULTURAL
EVENTS & THE MANAGEMENT OF EXHIBITION
AND CONGRESS CENTERS**

HEAD OFFICE:
THESSALONIKI INTERNATIONAL EXHIBITION & CONGRESS
CENTER 154, EGNATIA STR., 546 36 THESSALONIKI, GREECE
T.: +30 2310 291 111

ATHENS OFFICE:
HELEXPO MAROUSSI ATTICA EXHIBITION & CONGRESS
CENTER 39, KIFISSIAS AV., 151 23 MAROUSSI, GREECE
T.: +30 210 61 68 888

Konstantinos Stylos

Sponsorship Manager TIF HELEXPO S.A.

Tel No.: **+30 6945 80 60 64**

E-mail: **ks@helexpo.gr**

HELEXPO.GR