

PAST

FUTURE



**PARTICIPATING OPTIONS**

**100%  
HOTEL  
SHOW**

THE PREMIUM  
EXHIBITION EVENT  
FOR HOTEL  
& VILLA  
OWNERS

**18 > 21  
NOVEMBER  
2022  
MEC  
PAIANIA**

**10th  
ANNIVERSARY  
EVENT**

## EXHIBITOR SELECTION

The IOO% Hotel Show is undoubtedly the Premium Show for Hoteliers, Villa Owners, Architects, etc. and final mix of exhibitors should reflect this. This means that each exhibitor must satisfy certain criteria, such as quality, product originality, innovation and stylish design.

Aiming at the upgrade of the overall Show experience and the more efficient participation of companies, the IOO% Hotel Show has implemented a new system to look for, assess and organize the participation of interested companies.

To this end, the dedicated Exhibitors Department:

1. selects new highly promising products and services from companies that have already participated in the Show, while scouting for new companies offering hotel solutions;
2. prepares a brief regarding each company's participation concept, always in accordance with the Hoteliers' wishes;
3. reviews the draft stands, offering advice that will improve the expected outcomes;
4. develops an individualized communication plan for each company, in order to inform the Show's audience on the company's participation.

The aim is to make the IOO% Hotel Show the one and only point of reference for new ideas in the hotel industry and, at the same time, boost the commercial potential of the exhibitors.



# PARTICIPATION CONCEPT

## OPTION 1

THE RENT PRICE INCLUDES THE STAND FLOOR SPACE, WITH THE EXHIBITOR UNDERTAKING TO BUILD THE STAND

Exhibitors are 100% responsible for their stand concept and they present their solutions and products as they see fit. Under this option, the exhibitors purchase just the floor space and they are responsible for the entire design and construction of their stand, while they also participate in the Best Stand Context, maximizing their promotion.

It includes:

- › Floor space
- › Electric power supply
- › Stand design advice

## OPTION 2

PREFABRICATED STAND

This is a smart choice for companies that wish to participate with a pre-determined budget but promote their services and products nevertheless. This option offers everything required for your presence in the Show, a decent aesthetic outcome at an affordable price, since there is no other cost to be incurred by the exhibitor for the construction of the stand.

It includes:

- › Mdf walls, 3 m high, black
- › Carpet
- › Electric power supply
- › Led lighting
- › 1 electrical socket
- › 1 glass table
- › 3 black chairs

### COST PER m<sup>2</sup> (prices excl. VAT)

#### STANDS

- Up to 25 m<sup>2</sup>
- › 25 m<sup>2</sup> up to 60 m<sup>2</sup>
- › 60 m<sup>2</sup> up to 120 m<sup>2</sup>
- › 120 m<sup>2</sup>

#### ONE-SIDED, LOOKING AT A CORRIDOR

- € 140,00 / m<sup>2</sup>
- € 120,00 / m<sup>2</sup>
- € 110,00 / m<sup>2</sup>
- € 100,00 / m<sup>2</sup>

#### TWO-SIDED, LOOKING AT A CORRIDOR

- € 145,00 / m<sup>2</sup>
- € 125,00 / m<sup>2</sup>
- € 115,00 / m<sup>2</sup>
- € 105,00 / m<sup>2</sup>

#### THREE-SIDED, LOOKING AT A CORRIDOR

- € 150,00 / m<sup>2</sup>
- € 130,00 / m<sup>2</sup>
- € 120,00 / m<sup>2</sup>
- € 110,00 / m<sup>2</sup>

#### ISLANDS

- € 135,00 / m<sup>2</sup>
- € 125,00 / m<sup>2</sup>
- € 115,00 / m<sup>2</sup>

### ADDITIONAL CHARGES

- 1 Cost for waste disposal from dismantling Special cost for all stands constructed by the Exhibitor **€ 3.00 / m<sup>2</sup>** (excl. VAT)
- 2 Inclusion in the List of Exhibitors Applicable to all Exhibitors **€ 150.00 / exhibitor** (excl. VAT)
- 3 Online Exhibitor Profile on [www.hotelshow.gr](http://www.hotelshow.gr), including a feature for interactive communication with the other Exhibitors and Registered Visitors of the 100% Hotel Show. Applicable to all Exhibitors **€ 150.00 / exhibitor** (excl. VAT)

### BENEFITS INCLUDED IN THE STAND RENTAL PRICE

- › Three-phase power supply (100 W / 3 m<sup>2</sup>)
- › Cleaning of common areas
- › Waste material bin for stand dismantling purposes
- › Security guard
- › Invitations for the exhibitors' clients and associates

### EXTRA BENEFITS WITH ADDITIONAL CHARGE

- › Lights, extra power supply, special structures inside the stand, furniture, water supply or sewage infrastructure, ornamental plants, etc.: the relevant price list will be promptly sent.

### PREFABRICATED STAND COST

(TO BE ADDED TO THE SPACE RENTAL COST, AS MENTIONED UNDER OPTION 1 ABOVE)

- A) **€ 55,00 / m<sup>2</sup>** (excl. VAT) for a prefabricated stand with carpet on the floor.
- B) **€ 65,00 / m<sup>2</sup>** (excl. VAT) for a prefabricated stand with parquet.

### ADDITIONAL CHARGES

1. Inclusion in the List of Exhibitors Applicable to all Exhibitors **€ 150.00 / exhibitor** (excl. VAT)
2. Online Exhibitor Profile on [www.hotelshow.gr](http://www.hotelshow.gr), including a feature for interactive communication with the other Exhibitors and Registered Visitors of the 100% Hotel Show Applicable to all Exhibitors **€ 150.00 / exhibitor** (excl. VAT)



# PARTICIPATION CONCEPT

## OPTION 3

STAND IN A  
CONCEPTUAL  
ZONE

Conceptual zones are a new addition to the Show. In these zones, the participation concept is pre-determined for the exhibitors, with a focus on branding and on highlighting their best products and services. It is the ideal choice for companies that want to go for a small yet complete stand and a high-level, conceptual presence that will make them stand out.

After careful research and study, the 100% Hotel Show team introduces two new types of stand for the conceptual zones

### SMART CONCEPTUAL BOOTH

It includes:

- › Prefabricated stand with specific size
- › Metal columns and frames
- › Mdf walls, 3 m high, black
- › Melamine floor
- › Standard furniture
- › Dedicated space for branding
- › Electric power supply
- › Led lighting
- › 1 electrical socket



#### COST FOR SMART CONCEPTUAL BOOTH

- A) 7.5 m<sup>2</sup> stands  
(3 m wide and 2.5 m deep)  
€ 1,800.00 (excl. VAT)
- B) 9 m<sup>2</sup> stands  
(3 m wide and 3 m deep)  
€ 2,200.00 (excl. VAT)

#### ADDITIONAL CHARGES

1. Inclusion in the List of Exhibitors Applicable to all Exhibitors € 150.00 / exhibitor (excl. VAT)
2. Online Exhibitor Profile on [www.hotelshow.gr](http://www.hotelshow.gr), including a feature for interactive communication with the other Exhibitors and Registered Visitors of the 100% Hotel Show Applicable to all Exhibitors € 150.00 / exhibitor (excl. VAT)

Smart Conceptual Booths allow exhibitors to choose whether they will be physically present or not, since there is much room for flexibility and creativity in the presentation method, as indicated by the following examples.



# PARTICIPATION CONCEPT

## OPTION 3

STAND IN A  
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ZONE

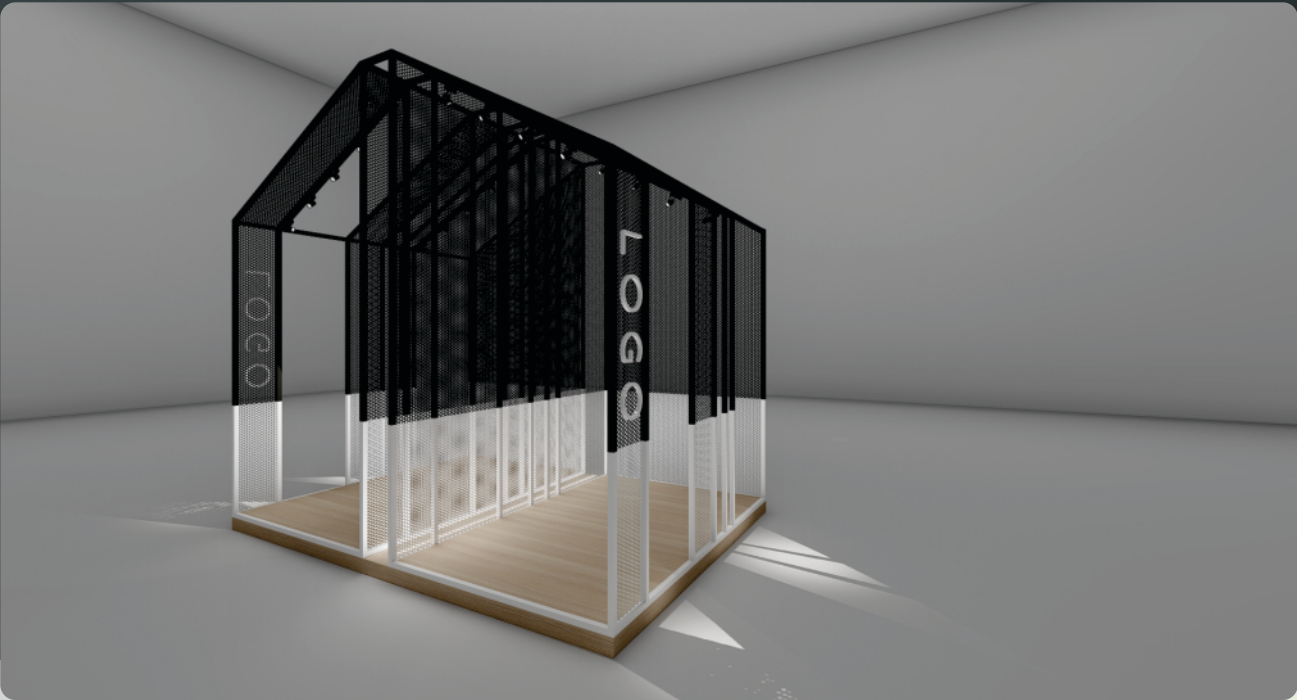
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After careful research and study, the 100% Hotel Show team introduces two new types of stand for the conceptual zones

### LUXURY CONCEPTUAL BOOTH

It includes:

- › Prefabricated stand with specific size Stands are deployed in pairs
- › Constructed with aluminum beams with a 40 x 40 mm profile and perforated sheet metal, using a combination of black and white
- › Floor raised by 16 cm, laminated, natural wood color
- › Electric power supply
- › 1 electrical socket
- › Spotlight rails, which run along the aluminum beams on the ceiling Led strips among the stands of each pair
- › Available area for logos on the front side of the stand



#### COST FOR LUXURY CONCEPTUAL BOOTH

- A) 7.5 m<sup>2</sup> stands  
(3 m wide and 2.5 m deep)  
**€ 4,200.00** (excl. VAT)
- B) 9 m<sup>2</sup> stands  
(3 m wide and 3 m deep)  
**€ 4,800.00** (excl. VAT)

#### ADDITIONAL CHARGES

1. Inclusion in the List of Exhibitors Applicable to all Exhibitors **€ 150.00 / exhibitor** (excl. VAT)
2. Online Exhibitor Profile on [www.hotelshow.gr](http://www.hotelshow.gr), including a feature for interactive communication with the other Exhibitors and Registered Visitors of the 100% Hotel Show Applicable to all Exhibitors **€ 150.00 / exhibitor** (excl. VAT)

Smart Conceptual Booths allow exhibitors to choose whether they will be physically present or not, since they are designed for both cases.

# PARTICIPATION CONCEPT

## OPTION 4 INSTALLATION

For the companies that want to stand out for their creativity and those wishing to highlight their presence in the Show, installations are the ideal option, since they bring out imagination and creativity and they stand out among the other stands. Since they are Instagram friendly, they will be a point of reference when it comes to communication, multiplying the communication benefits for the companies that go for them.

(The images below are indicative and not binding installation ideas)

It includes:

- › Floor space for the installation
- › Electric power supply
- › Stand design advice
- › General labeling and branding
- › Special communication plan

### INSTALLATION COST

€ 140,00 / m<sup>2</sup> (excl. VAT)



## OPTION 5 PRESENTATION OF MATERIAL OR PRODUCT

This new participation method, via the presentation of material or products in the new zones dedicated to cutting-edge materials and the special Art & Design Gallery, is ideal for companies that wish to promote super targeted solutions in an easy yet effective manner. This participation method does not require physical presence, while it is also boosted by an additional communication plan.

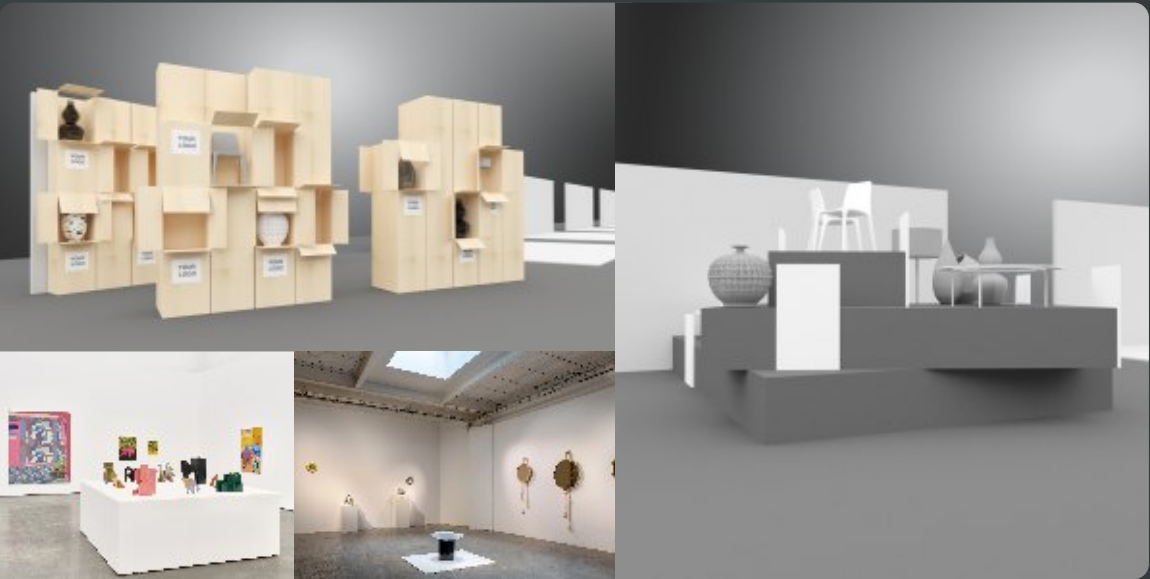
A review and approval by the 100% Hotel Show team is required in order for materials and products to be included in the Cutting Edge and Art & Design Gallery segments.

It includes:

- › A dedicated position in a special construction
- › Labeling and branding
- › Special communication plan

### COST FOR PRESENTATION OF MATERIAL OR PRODUCT

€ 300,00 / m<sup>2</sup> (excl. VAT)





# 360° EXHIBITING

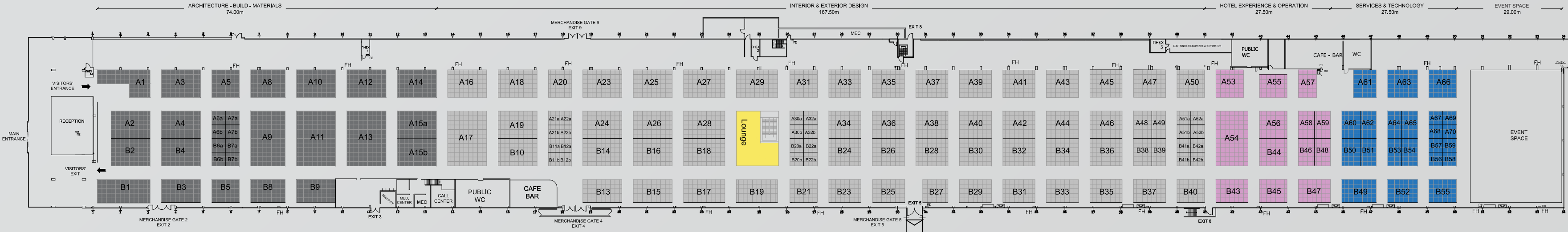
## THE 100% HOTEL SHOW THROUGHOUT THE YEAR

The 100% Hotel Show has grown to become more than just a showcase for the participating companies, giving stakeholders the opportunity to set up an integrated placement campaign in the hotel market. By carefully studying the needs of the companies and the ways that the hoteliers respond to communication messages, it presents the “360° Exhibiting” concept, which enables those who wish to choose some or all of the campaign stages so that they:

1. Dynamically disclose their brand to a wide range community by Hoteliers and Tourism Professionals before and after the Exhibition.
2. Increase their accessibility with special actions aimed to the visitors of the 100% Hotel Show.
3. Maximize the benefits of participating in the 100% Hotel Show through automated and targeted follow up.
  - › **Contacts through [www.hotelshow.gr](http://www.hotelshow.gr)**  
[www.hotelshow.gr](http://www.hotelshow.gr) is the main point of reference for the 100% Hotel Show. Visits to the site exceed 150,000 in the quarter leading to the trade fair.
  - The Platform enables visitors to:**
    - › Register as visitors and receive their personal entrance badge.
    - › See exhibitors' profiles updated with products and services, acting as a constant Buyers Guide for the entire year.
    - › Communicate & schedule appointments with the exhibitors.
    - › Register in Hospitality Workshops and receive special ticket.
  - The Platform enables exhibitors to:**
    - › Create their Exhibitor Profiles, including information and photos about their products and services.
    - › Access the list of 100% Hotel Show's registered visitors.
    - › Communicate & schedule appointments with visitors through [www.hotelshow.gr](http://www.hotelshow.gr).
    - › Have the possibility of adding banners in different parts of [www.hotelshow.gr](http://www.hotelshow.gr) for maximum promotion.
    - › Have the possibility of sending personalized newsletters to the 100% Hotel Show database (consisting of hoteliers, architects, tourism professionals).
  - › **100% HOTEL SPECIALS**  
“100% Hotel Specials” is a media tool, oriented to the information needs of the hospitality industry.
    - › Constant Article Writing Throughout the Year.
    - › Presentation of new projects and case studies in the hospitality industry.
    - › Hoteliers discover new products & services through the 100% Products Directory.
    - › News for the upcoming events.
  - › **100% HOTEL WORKSHOP TOUR**
    - › 10 key destinations in Greece and Abroad.
    - › The biggest touristic online campaign from January until June.
    - › Over 1.400 attendees from professionals in the tourism industry.

Request an appointment with a qualified consultant for your campaign's complete set-up.

FLOORPLAN



ARCHITECTURE-BUILD-DEVELOPMENT

B.N	Dim.	m <sup>2</sup>	B.N	Dim.	m <sup>2</sup>
A1	(11,5X3)+(4,5X3)	48	B1	11,5X5	57,5
A2	8,5X6	51	B2	8,5X6	51
A3	8,5X6	51	B3	8,5X5	42,5
A4	8,5X6	51	B4	8,5X6	51
A5	6X6 36		B5	6X5	30
A6a	3X3	9	B6a	3X3	9
A6b	3X3	9	B6b	3X3	9
A7a	3X3	9	B7a	3X3	9
A7b	3X3	9	B7b	3X3	9
A8	7,5X6	45	B8	7,5X5	37,5
A9	7,5X12	90	B9	8,5X5	42,5
A10	8,5X6	51			
A11	8,5X12	102			
A12	8,5X6	51			
A13	8,5X12	102			
A14	8,5X6	51			
A15a	8,5X6	51			
A15b	8,5X6	51			

INTERIOR EXTERIOR DESIGN

B.N	Dim.	m <sup>2</sup>	B.N	Dim.	m <sup>2</sup>	B.N	Dim.	m <sup>2</sup>	B.N	Dim.	m <sup>2</sup>	B.N	Dim.	m <sup>2</sup>
A16	8,5X6	51	A33	7X6	42	A52b	3X3	9	B26	7X6	42	A53	6X6	36
A17	8,5X12	102	A34	7X6	42	B10	8,5X6	51	B27	5,5X5	27,5	A54	7X12	84
A18	8,5X6	51	A35	7X6	42	B11a	2,5X3	7,5	B28	7X6	42	A55	6X5	30
A19	8,5X6	51	A36	7X6	42	B11b	2,5X3	7,5	B29	7X5	35	A56	6X6	36
A20	5X6	30	A37	7X6	42	B12a	2,5X3	7,5	B30	7X6	42	A57	4X6	24
A21a	2,5X3	7,5	A38	7X6	42	B12b	2,5X3	7,5	B31	7X5	35	A58	3,5X6	21
A21b	2,5X3	7,5	A39	7X6	42	B13	8,5X5	42,5	B32	7X6	42	A59	3,5X6	21
A22a	2,5X3	7,5	A40	7X6	42	B14	8,5X6	51	B33	7X5	35	B43	7X5	35
A22b	2,5X3	7,5	A41	7X6	42	B15	8,5X5	42,5	B34	7X6	42	B44	6X6	36
A23	8,5X6	51	A42	7X6	42	B16	8,5X6	51	B35	7X5	35	B45	6X5	30
A24	8,5X6	51	A43	7X6	42	B17	9X5	45	B36	7X6	42	B46	3,5X6	21
A25	8,5X6	51	A44	7X6	42	B18	9X6	54	B37	7X5	35	B47	7X5	35
A26	8,5X6	51	A45	7X6	42	B19	9X5	45	B38	4X6	24	B48	3,5X6	21
A27	9X6	54	A46	7X6	42	B20a	3X3	9	B39	3X6	18			
A28	9X6	54	A47	7X6	42	B20b	3X3	9	B40	6X5	30			
A29	9X6	54	A48	4X6	24	B21	6X5	30	B41a	3X3	9			
A30a	3X3	9	A49	3X6	18	B22a	3X3	9	B41b	3X3	9			
A30b	3X3	9	A50	6X6	36	B22b	3X3	9	B42a	3X3	9			
A31	6X6	36	A51a	3X3	9	B23	7X5	35	B42b	3X3	9			
A32a	3X3	9	A51b	3X3	9	B24	7X6	42						
A32b	3X3	9	A52a	3X3	9	B25	7X5	35						

HOTEL EXPERIENCE & OPERATION

B.N	Dim.	m <sup>2</sup>
A53	6X6	36
A54	7X12	84
A55	6X5	30
A56	6X6	36
A57	4X6	24
A58	3,5X6	21
A59	3,5X6	21
B43	7X5	35
B44	6X6	36
B45	6X5	30
B46	3,5X6	21
B47	7X5	35
B48	3,5X6	21

SERVICES & TECHNOLOGY

B.N	Dim.	m <sup>2</sup>
A60	4X6	24
A61	5X6	30
A62	3,5X6	21
A63	6,5X6	39
A64	3X6	18
A65	3,5X6	21
A66	6X6	36
A67	3X3	9
A68	3X3	9
A69	3X3	9
A70	3X3	9
B49	7,5X5	37,5
B50	4X6	24
B51	3,5X6	21
B52	6,5X5	32,5
B53	3X6	18
B54	3,5X6	21
B55	6X5	30
B56	3X3	9
B57	3X3	9
B58	3X3	9
B59	3X3	9



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S E E   Y O U   T H E R E !

O R G A N I Z A T I O N

**DEMAND**  
FAIRS & MEDIA

Μέλος • Member

**SETE**

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