

th Thessaloniki  
International  
Fair

11-19.9.2021

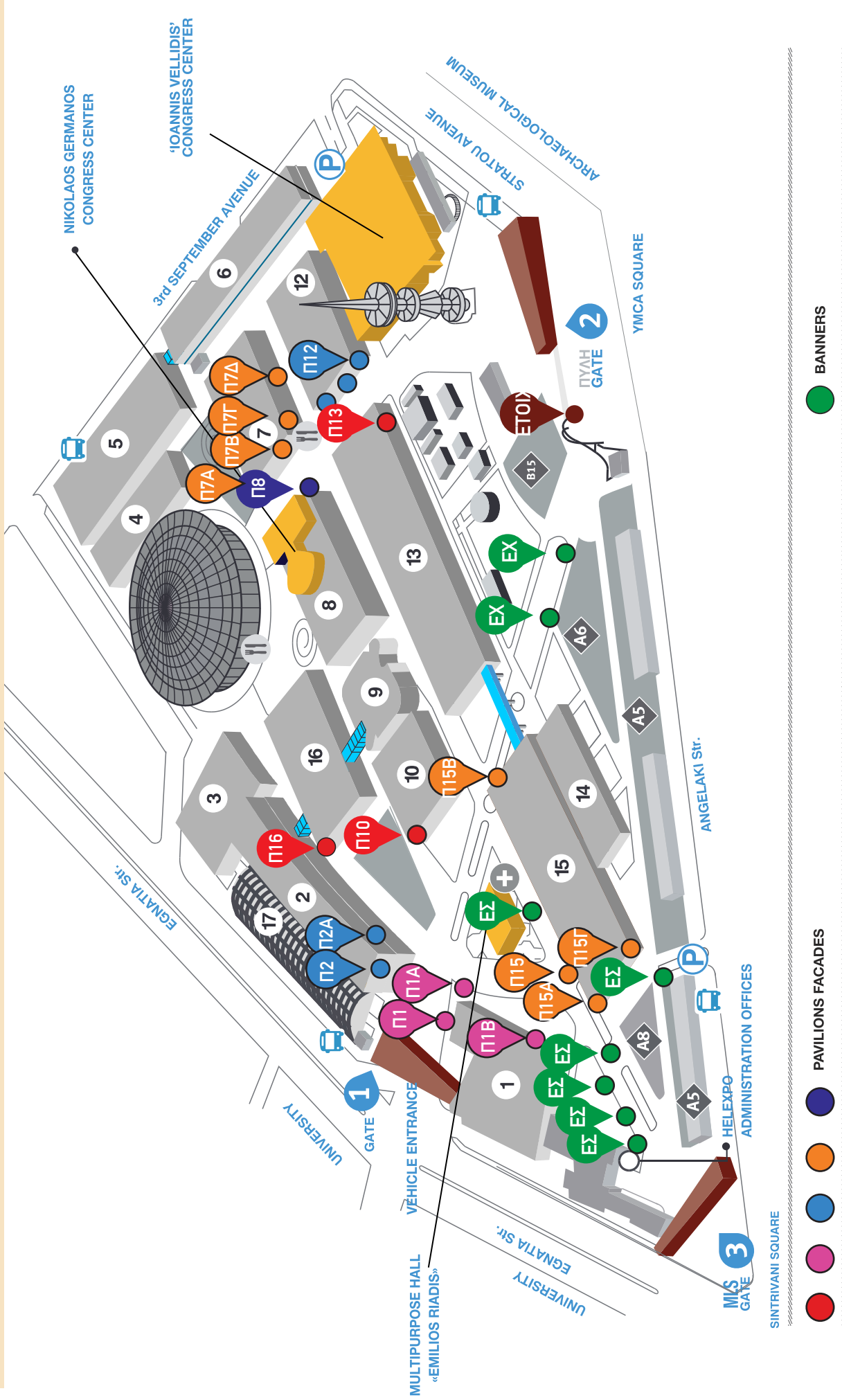
**GREECE:**  
Past - Present - Future



**TIF**  
**HELEXPO**

# THESSALONIKI INTERNATIONAL EXHIBITION CENTER

## Outdoor Commercial Advertising



PAVILIONS FACADES



BANNERS



## OUTDOOR PROMOTION SITES

### PAVILION FACADES

	Code	Cost / Space	Selection
<b>Pavilion 1 facade</b> / Goods entrance, using Vinyl Banner material. Goods entrance, using Vinyl Banner material.	E1	5,500.00 €	<input type="checkbox"/>
<b>Pavilion 1 facade facing Pav. 15</b> / Banner Vinyl material; can be split into two halves, each one costing half the price. Dimensions (Width x Height): 10.00m x 5.00m	E1a	3,000.00 € (each)	<input type="checkbox"/>
<b>Pavilion facade 1 (corner)</b> / Banner Vinyl material. 2 pieces; dimensions: (Width x Height), each: 6.00m x 7.85m x 2.00m.	E1b	3,000.00 € (each)	<input type="checkbox"/>
<b>Pavilion 2 facade</b> / Goods entrance, using Vinyl Banner material. Dimensions (Width x Height): 4.00m x 15.00m	E2	5,000.00 €	<input type="checkbox"/>
<b>Pavilion 2 facade</b> / Facing Pav. 16, Banner Vinyl material. Dimensions (Width x Height): 15.00m x 4.00m	E2a	2,500.00 €	<input type="checkbox"/>
<b>Pavilion 2 side facade facing Pav. 16</b> / Banner Vinyl. Dimensions (Width x Height): 4.70m x 4.90m	E2b	1,800.00 €	<input type="checkbox"/>
<b>Pavilion 2 side facade facing Pav. 16</b> / Banner Vinyl. Dimensions (Width x Height): 4.70m x 4.90m	E2c	1,800.00 €	<input type="checkbox"/>
<b>Pavilion 2 side facade facing Pav. 16</b> / Banner Vinyl. Dimensions (Width x Height): 4.70m x 4.90m	E2d	1,800.00 €	<input type="checkbox"/>
<b>Pavilion 2 side facade facing Pav. 16</b> / Banner Vinyl. Dimensions (Width x Height): 4.70m x 4.90m	E2e	1,800.00 €	<input type="checkbox"/>
<b>Pavilion 7 facade</b> / Banner Vinyl. Dimensions (Width x Height): 11,00 m X 1,40 m	E7a	900.00 €	<input type="checkbox"/>
<b>Pavilion 7 facade</b> / Banner Vinyl. Dimensions (Width x Height): 11,00 m X 1,40 m	E7b	900.00 €	<input type="checkbox"/>
<b>Pavilion 7 facade</b> / Banner Vinyl. Dimensions (Width x Height): 11,00 m X 1,40 m	E7c	900.00 €	<input type="checkbox"/>
<b>Pavilion 7 facade facing Pav. 12</b> / Banner Vinyl. Dimensions (Width x Height): 11,00 m X 1,40 m	E7d	900.00 €	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 4</b> / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7f	2,200.00 €	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 4</b> / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7g	2,200.00 €	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 4</b> / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7i	2,200.00 €	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 4</b> / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7h	2,200.00 €	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 4</b> / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7j	2,200.00 €	<input type="checkbox"/>
<b>Pavilion 7 side facade, 2nd level, facing Pavilion 12</b> / Banner Vinyl. Dimensions (Width x Height): 4.10m x 2.70m	E7k	1,500.00 €	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 12</b> / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7l	2,200.00 €	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 12</b> / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7m	2,200.00 €	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 12</b> / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7n	2,200.00 €	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 12</b> / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7o	2,200.00 €	<input type="checkbox"/>
<b>Pavilion 8 facade</b> / Banner sign, Banner Vinyl. Dimensions (Width x Height): 6.00m x 3.00m	E8	1,200.00 €	<input type="checkbox"/>
<b>Pavilion 8 facade</b> / Banner Vinyl. Dimensions (Width x Height): 6.00m x 3.00m	E8a	1,200.00 €	<input type="checkbox"/>
<b>Pavilion 10 facade</b> / Banner Vinyl. (Height x Width): 5.00m x 5.00m	E10	1,500.00 €	<input type="checkbox"/>
<b>Pavilion 10 side facade facing Pav. 2</b> / Banner Vinyl. Dimensions (Width x Height): 7.00m x 3.00m	E10a	1,500.00 €	<input type="checkbox"/>
<b>Pavilion 10 side facade facing Pav. 2</b> / Banner Vinyl. Dimensions (Width x Height): 7.00m x 3.00m	E10b	1,500.00 €	<input type="checkbox"/>
<b>Pavilion 12 facade</b> / Banner Vinyl. Dimensions (Width x Height): 4.00m x 3.70m	E12a	1,000.00 €	<input type="checkbox"/>

## OUTDOOR PROMOTION SITES

	Code	Cost / Space	Selection
<b>PAVILION FACADES</b>	<b>Pavilion 12 facade/</b> Banner Vinyl. Dimensions (Width x Height): 4.00m x 3.70m	E12b	1,000.00 € <input type="checkbox"/>
	<b>Pavilion 12 facade /</b> Banner Vinyl. Dimensions (Width x Height): 4.00m x 3.70m	E12c	1,000.00 € <input type="checkbox"/>
	<b>Pavilion 13 facade Facing former Sugar industry building /</b> Dimensions (W x H): 5.50m x 4.30m	E13	1,300.00 € <input type="checkbox"/>
	<b>Pavilion 15 facade/ Facing Pav. 2 /</b> Banner Vinyl. Dimensions (Width x Height): 5.50m x 4.30m	E15	2,000.00 € <input type="checkbox"/>
	<b>Pavilion 15 facade, facing north to Syntrivani Sq./</b> Banner Vinyl. Dimensions (W x H): 5.50m x 4.30m	E15a	2,100.00 € <input type="checkbox"/>
	<b>Pav 15 south corner facade /</b> Banner Vinyl. (Height x Width): 9.00m x 2.70m + 5.80 x 2.70m	E15b	2,000.00 € <input type="checkbox"/>
	<b>Pav 15 West corner facade /</b> Banner Vinyl. Dimensions (W x H): (5.50m x 3.00m + 5.50m x 3.00m)	E15c	2,000.00 € <input type="checkbox"/>
	<b>Pavilion 16 facade /</b> Banner Vinyl. Dimensions (Width x Height): 5.00m x 2.70m	E16	1,500.00 € <input type="checkbox"/>
	<b>Pavilion 16 facade /</b> Banner Vinyl. Dimensions (Width x Height): 5.00m x 2.70m	E16a	1,500.00 € <input type="checkbox"/>
	<b>Pavilion 16 facade/</b> Banner Vinyl. Dimensions (Width x Height): 5.00m x 2.70m	E16b	1,500.00 € <input type="checkbox"/>
	<b>Banner facing the YMCA Arc /</b> Banner Vinyl. Dimensions (Width x Height): 5.45m x 2.50m	Etox	2,000.00 € <input type="checkbox"/>
<b>Dividing Railing</b>	Ek	700.00 € <input type="checkbox"/>	
<b>FLAGS</b>	<b>YMCA entrance /</b> two, single-sided banners hanging on lamppost. Perforated banner. Dimensions (Width x Height): 1.25m x 5.00m	EX	1,700.00 € <input type="checkbox"/>
	<b>YMCA entrance / two, double-sided banners hanging from lamppost.</b> Perforated banner. Dimensions (Width x Height): 1.25m x 5.00m & 1.25m x 5.00m	EXa-EXb	1,200.00 € <input type="checkbox"/>
	<b>Syntrivani Square entrance / two, single-sided banners hanging from lamppost.</b> Perforated banner. Dimensions (Width x Height): 1.25m x 5.00m & 1.25m x 5.00m	ESa-ESf	1,200.00 € <input type="checkbox"/>
<b>PAVILION INTERIOR SPACES</b>	<b>Interior element on the 'mirror' of Pav. 13 along the connecting corridor to Pav. 13 &amp; 15</b> Dimensions (Width x Height): 7.00 m x 1.80m	EES13	3,000.00 € <input type="checkbox"/>
	<b>External element at the public convenience facilities of Pav. 13</b> Dimensions (Width x Height): 1.00 m x 1.00m	EES13a	800.00 € <input type="checkbox"/>

All prices above are net, 24% VAT is added

COMPANY NAME

PERSON IN CHARGE

T. \_\_\_\_\_ F. \_\_\_\_\_

MOBILE \_\_\_\_\_ E. \_\_\_\_\_

DATE \_\_\_\_\_

Signature



**RADIO ANNOUNCEMENTS – RADIO BOOTHS**



PRICE LIST



FREE PROGRAMME FOR 30 SEC SPOT

Spots per day	Days of transmission	Number of spots	€ per spot	Total	Selection
			6.00		<input type="checkbox"/>



EXHIBITION PACKAGES FOR 10 30-SEC SPOTS

Spots per day of exhibition	Total	Selection
10	405.00 €	<input type="checkbox"/>

Radio message produced by TIF-HELEXPO using client text 50.00 €

Mark  the corresponding box of the advertisement you would like with a tick.

All prices above are net 24%, VAT is added

COMPANY NAME \_\_\_\_\_

PERSON IN CHARGE \_\_\_\_\_

T. \_\_\_\_\_ F. \_\_\_\_\_

MOBILE \_\_\_\_\_ E. \_\_\_\_\_

DATE \_\_\_\_\_

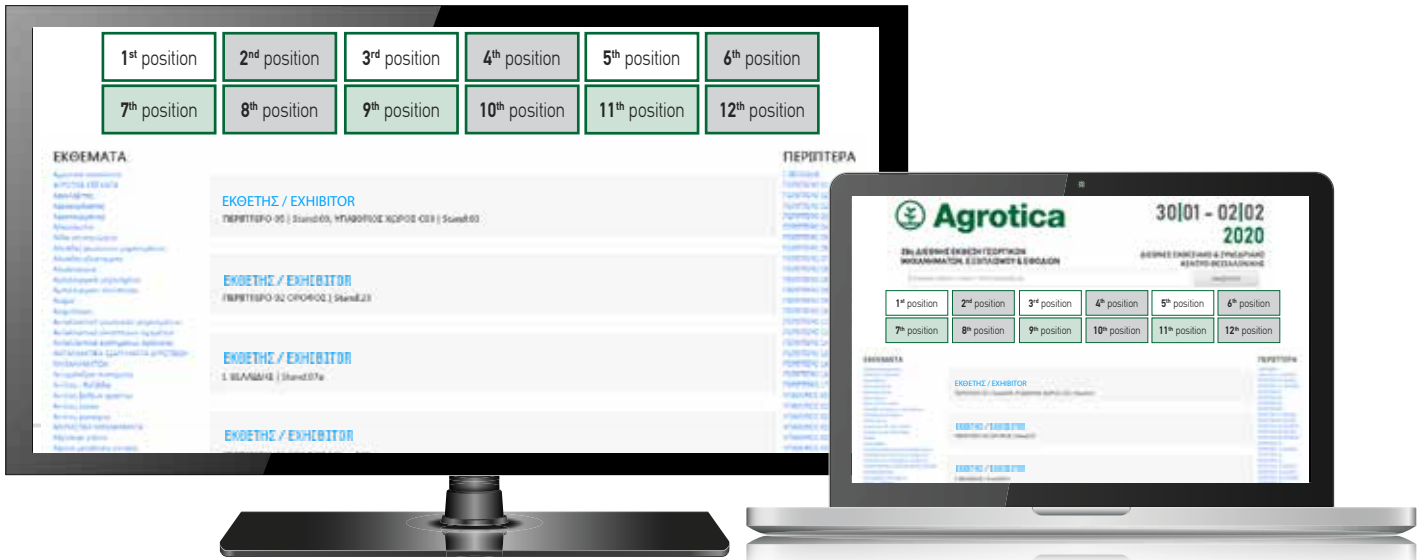
Signature



INFORMATION: KYRIAKOS TSANTEKIDIS, T. +302310 291274, M: +306932541575 - E.kt@helexpo.gr

# ORDER FORM

## ADVERTISING IN THE EXHIBITORS' ELECTRONIC CATALOGUE



### ADVERTISING - DESCRIPTION



- Twelve advertising positions

Places' dimensions:  
160 X 125px image file.

For the insertion of advertisements, a file is required, in 300dpi PDF/EPS/TIFF/JPEG format.

Cost

Selection

900.00 €  
Per  
position

1 <sup>st</sup> position <input type="checkbox"/>	7 <sup>th</sup> position <input type="checkbox"/>
2 <sup>nd</sup> position <input type="checkbox"/>	8 <sup>th</sup> position <input type="checkbox"/>
3 <sup>rd</sup> position <input type="checkbox"/>	9 <sup>th</sup> position <input type="checkbox"/>
4 <sup>th</sup> position <input type="checkbox"/>	10 <sup>th</sup> position <input type="checkbox"/>
5 <sup>th</sup> position <input type="checkbox"/>	11 <sup>th</sup> position <input type="checkbox"/>
6 <sup>th</sup> position <input type="checkbox"/>	12 <sup>th</sup> position <input type="checkbox"/>

Mark  the corresponding box of the advertisement you would like with a tick.

All prices above are net 24%, VAT is added

COMPANY NAME

---

PERSON IN CHARGE

---

T.  F.

MOBILE  E.

DATE

Signature



## ADVERTISING ON HELEXPO VEHICLES

### PRICE LIST

#### DESCRIPTION

● Decal transfers along the vehicle perimeter

Further promotion is possible by placing your logo on the perimeter of the three small electric vehicles which are used during the exhibition to transport materials, VIP guests, executives, etc., throughout the TIF Exhibition Premises.

Cost

Selection

ALL 3 TOGETHER  
1,000.00 €

EACH  
334.00 €



#### DIMENSIONS

A2 VEHICLE 1) SIDE 45 x 20cm (TWICE) 2) REAR 100 x 20cm

A3 VEHICLE 1) SIDE 45 x 20cm (TWICE) 2) REAR 110 x 24cm

A1 VEHICLE 1) SIDE 45 x 20cm (TWICE)  
2) REAR 93 x 40cm

Please mark with a ( ✓ ) the box corresponding to the advertising spaces you would like. For an advertisement to be printed, it has to be delivered in digital form. The advertising order and the file (300dpi, PDF/EPS/TIFF/JPEG format) have to be sent at least 25 days before the opening of the event.

All prices above are net 24%, VAT is added

#### POSTING ON TIF-HELEXPO FACEBOOK ACCOUNT

500.00 €

This includes one post chosen by the client (e.g., site, banner, etc.) for 10 calendar days before, during and after the exhibition event. N.B. THE PROFILE OF TIF HELEXPO has more than 41,500 friends.

Please mark with a ( ✓ ) the box corresponding to the advertising spaces you would like. For an advertisement to be printed, it has to be delivered in digital form. The advertising order and the file (300dpi, PDF/EPS/TIFF/JPEG format) have to be sent at least 25 days before the opening of the event.

All prices above are net 24%, VAT is added

COMPANY NAME

PERSON IN CHARGE

T. \_\_\_\_\_ F. \_\_\_\_\_

MOBILE \_\_\_\_\_ E. \_\_\_\_\_

DATE \_\_\_\_\_

Signature



## ADVERTISING THROUGH TIF HELEXPO FREE Wi Fi

Visitors and exhibitors demand top quality Internet access. They expect a fast and safe WiFi connection when they use their mobile phone, tablet or computer. TIF HELEXPO's high-speed network provides just that and now offers much more: advertisements shall appear to all those using the wireless network on the premises.

- You can advertise your company or products implementing real time campaigns.
- You can promote yourselves on visitors' and participants' mobile devices quickly in a direct manner.
- Advertising can be feature images, text or even video and it appears when users are on line.



### ADVERTISING - DESCRIPTION

	Cost	Selection
<ul style="list-style-type: none"> <li>• Three advertising positions</li> </ul>	<p><b>500.00 €</b> Per position</p>	Position <b>A'</b> <input type="checkbox"/> Position <b>B'</b> <input type="checkbox"/> Position <b>C'</b> <input type="checkbox"/>

Please mark with a ( ✓ ) the boxes corresponding to the advertising positions you would like.

All prices above are net 24%, VAT is added

COMPANY NAME \_\_\_\_\_

PERSON IN CHARGE \_\_\_\_\_

T. \_\_\_\_\_ F. \_\_\_\_\_

MOBILE \_\_\_\_\_ E. \_\_\_\_\_

DATE \_\_\_\_\_

Signature

## ADVERTISING ON BIKES & HELEXPO BILLBOARDS



BIKE

BILLBOARD



### ADVERTISING ON BIKES - DESCRIPTION

- Logo on double-sided banner placed on a stationary bike
- Dimensions: 1.11cm wide x 1.68cm high
- Bikes available: 4

Cost

Selection

500.00 €

Depending on the client's choice, the bike is placed at the central visitors' entrance to the exhibition centre (goods entrance, YMCA entrance, Syntrivani Square entrance). Alternatively, a client may choose to have the bike placed outdoors or at the entrance inside a pavilion with roofing. When 2 bikes are rented, there is a 10% discount. When 3 bikes are rented, there is a 20% discount and if all bikes (4) are rented a total of 30% discount is offered.

### ADVERTISING ON BILLBOARDS- DESCRIPTION

- Logo appearing on illuminated double-sided banner placed on a mobile billboard
- Dimensions: front: 57.6cm wide x 64cm high
- Dimensions: rear: 57.6cm wide x 144cm high
- Billboards available: 4

Cost

Selection

650.00 €

Depending on the client's choice, the billboard is placed at the central visitors' entrance to the exhibition centre (goods entrance, YMCA entrance, Syntrivani Square entrance). Alternatively, a client may choose to have the billboard placed outdoors or at the entrance inside a pavilion with roofing. When 2 billboards are rented, there is a 10% discount. When 3 billboards are rented, there is a 20% discount and if all billboards (4) are rented a total of 30% discount is offered.

Please mark with a (✓) the box corresponding to the advertising spaces you would like. For an advertisement to be printed, it has to be delivered in digital form. The advertising order and the file (300dpi, PDF/EPS/TIFF/JPEG format) have to be sent at least 25 days before the opening of the event.

All prices above are net 24%, VAT is added

COMPANY NAME

PERSON IN CHARGE

T. \_\_\_\_\_ F. \_\_\_\_\_

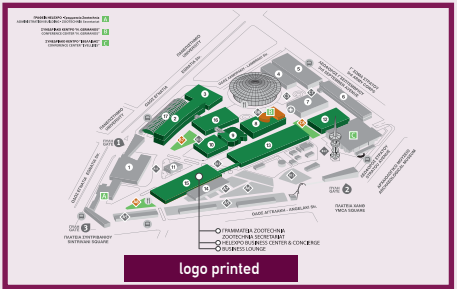
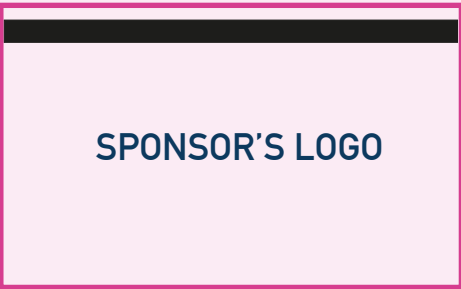
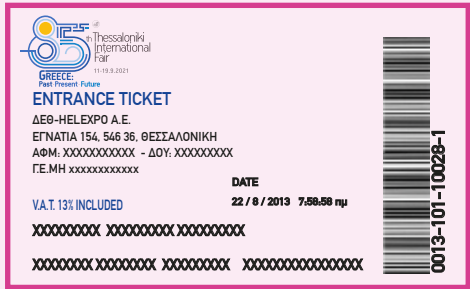
MOBILE \_\_\_\_\_ E. \_\_\_\_\_

DATE \_\_\_\_\_

Signature



ADVERTISING ON VISITORS' TICKETS & THE GROUND PLAN

PRICE LIST



Logo printed on the flip side of visitors' tickets.  
 Ticket dimensions: 8.5 x 5.5cm; for an advertisement to be printed it needs to be sent in digital form.  
 The advertisement order and the 300dpi file (PDF/EPS/TIFF/JPEG format) must be sent at least 25 days before the opening of the event

Logo printed on side A of the floor plan and reference to the company on side B of the floor plan. The floor plan dimensions are 21cm x 29.7cm in digital form. The advertisement order and the 300dpi file (PDF/EPS/TIFF/JPEG format) must be sent at least 25 days before the opening of the event.

Space	Cost	Selection
 Logo printed on the flip side of visitors' tickets	3,000.00 €	<input type="checkbox"/>
 Logo printed on sides A and B of the floor plan	1,500.00 €	<input type="checkbox"/>

ADVERTISING PROMOTION WITH DISTRIBUTION OF PRINTED MATERIAL

It is possible to have printed material distributed to exhibitors outside their stands and anywhere within Exhibition Centre. Printed material is distributed by the staff of the company being advertised or appointed by the company advertised.

Printed material distributed within the exhibition centre per distribution point-person	1,000.00 €	<input type="checkbox"/>
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All prices above are net; 24% VAT is added

COMPANY NAME \_\_\_\_\_

PERSON IN CHARGE \_\_\_\_\_

T. \_\_\_\_\_ F. \_\_\_\_\_

MOBILE \_\_\_\_\_ E. \_\_\_\_\_

DATE \_\_\_\_\_

Signature



NATIONAL INSTITUTION FOR THE ORGANIZATION OF EXHIBITIONS,  
CONFERENCES AND CULTURAL EVENTS

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[www.helexpo.gr](http://www.helexpo.gr)