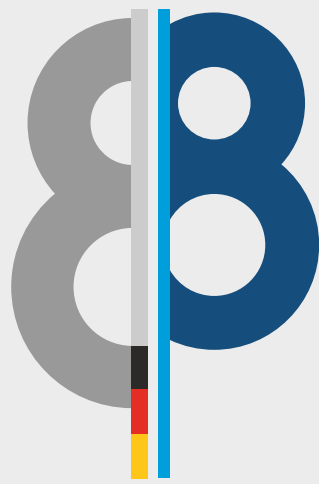




8th THESSALONIKI INTERNATIONAL FAIR

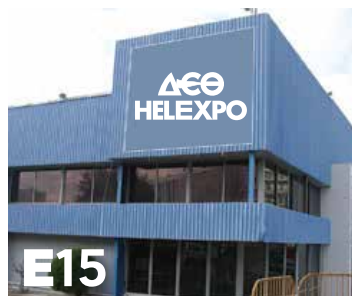
7-15|9|2024

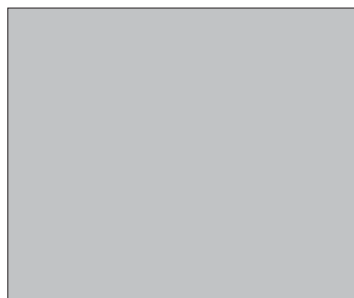
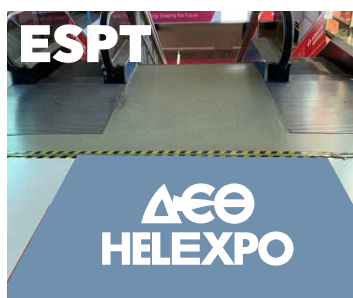
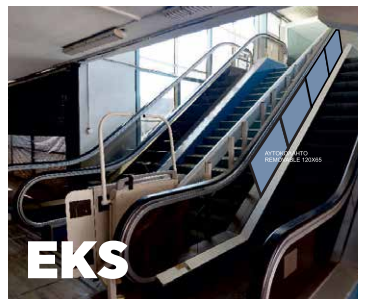
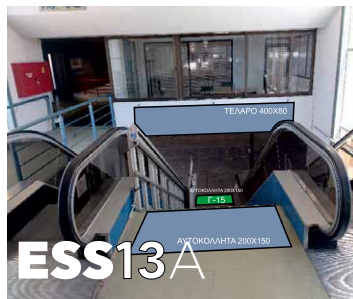


TIF
HELEXPO

Outdoor Commercial Advertising







OUTDOOR PROMOTION SITES

PAVILION FACADES

	Code	Cost/Space	Selection
Pavilion 1 facade / Goods entrance, using Vinyl Banner material.	E1	6.000,00 €	☐
Pavilion 1 facade facing Pav. 15 / 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	6.600,00 €	☐
Pavilion facade 1 (corner) / Banner Vinyl material. 2 pieces; dimensions: (Width x Height), each: 6.00m x 7.85m x 2.00m.	E1B	6.600,00 €	☐
Pavilion 2 facade / Goods entrance, using Vinyl Banner material.(W x H): 4.00m x 15.00m	E2	5.500,00 €	☐
Pavilion 2 facade / Facing Pav. 16, Banner Vinyl material. (W x H): 15.00m x 4.00m	E2A	2.750,00 €	☐
Pavilion 2 side facade facing Pav. 16 / Banner Vinyl. (W x H): 4.70M x 4.90m	E2B	2.000,00 €	☐
Pavilion 2 side facade facing Pav. 16 / Banner Vinyl. (W x H): 4.70m x 4.90m	E2C	2.000,00 €	☐
Pavilion 2 side facade facing Pav. 16 / Banner Vinyl. (W x H): 4.70m x 4.90m	E2D	2.000,00 €	☐
Pavilion 2 side facade facing Pav. 16 / Banner Vinyl. (W x H): 4.70m x 4.90m	E2E	2.000,00 €	☐
Pavilion 7 facade facing Pav. 8 / Banner Vinyl. (W x H): 11,00 m X 1,40 m	E7A	1.000,00 €	☐
Pavilion 7 facade facing Pav. 8 / Banner Vinyl. (W x H): 11,00 m X 1,40 m	E7B	1.000,00 €	☐
Pavilion 7 facade facing Pav. 8 / Banner Vinyl. (W x H): 11,00 m X 1,40 m	E7C	1.000,00 €	☐
Pavilion 7 facade facing Pav. 12 / Banner Vinyl. (W x H): 11,00 m X 1,40 m	E7D	1.000,00 €	☐
Pavilion 7 side facade facing Pav. 4 / Banner Vinyl. (W x H): 5.00m x 7.00m	E7E	2.400,00 €	☐
Pavilion 7 side facade facing Pav. 4 / Banner Vinyl. (W x H): 5.00m x 7.00m	E7F	2.400,00 €	☐
Pavilion 7 side facade facing Pav. 4 / Banner Vinyl. (W x H): 5.00m x 7.00m	E7G	2.400,00 €	☐
Pavilion 7 side facade facing Pav. 4 / Banner Vinyl. (W x H): 5.00m x 7.00m	E7I	2.400,00 €	☐
Pavilion 7 side facade facing Pav. 4 / Banner Vinyl. (W x H): 5.00m x 7.00m	E7H	2.400,00 €	☐
Pavilion 7 side facade, 2nd level, facing Pavilion 12 / Banner Vinyl. (W x H): 4.10m x 2.70m	E7J	1.650,00 €	☐
Pavilion 7 side facade facing Pav. 12 / Banner Vinyl. (W x H): 4.10m x 2.70m	E7K	1.650,00 €	☐
Pavilion 7 side facade facing Pav. 12 / Banner Vinyl. (W x H): 5.00m x 7.00m	E7L	2.400,00 €	☐
Pavilion 7 side facade facing Pav. 12 / Banner Vinyl. (W x H): 5.00m x 7.00m	E7M	2.400,00 €	☐
Pavilion 7 side facade facing Pav. 12 / Banner Vinyl. (W x H): 5.00m x 7.00m	E7N	2.400,00 €	☐
Pavilion 7 side facade facing Pav. 12 / Banner Vinyl. (W x H): 5.00m x 7.00m	E7O	2.400,00 €	☐
Pavilion 8 facade / Banner sign, Banner Vinyl. (W x H): 6.00m x 3.00m	E8	1.300,00 €	☐
Pavilion 8 facade / Banner Vinyl. (W x H): 6.00m x 3.00m	E8A	1.300,00 €	☐
Pavilion 10 facade / Banner Vinyl. (Height x Width): 5.00m x 5.00m	E10	1.650,00 €	☐
Pavilion 10 side facade facing Pav. 2 / Banner Vinyl. (W x H): 7.00m x 3.00m	E10A	1.650,00 €	☐
Pavilion 10 side facade facing Pav. 2 / Banner Vinyl. (W x H): 7.00m x 3.00m	E10B	1.650,00 €	☐
Pavilion 12 facade / Banner Vinyl. Dimensions (Width x Height): 4.00m x 3.70m	E12A	1.100,00 €	☐
Pavilion 12 facade / Banner Vinyl. (W x H): 4.00m x 3.70m	E12B	1.100,00 €	☐
Pavilion 12 facade / Banner Vinyl. (W x H): 4.00m x 3.70m	E12C	1.100,00 €	☐
Pavilion 13 facade Facing former Sugar industry building / (W x H): 5.50m x 4.30m	E13	1.500,00 €	☐
Pavilion 13 facade, Banner vinyl, (W6,00 X H3,00)	E13A	3.000,00 €	☐

OUTDOOR PROMOTION SITES

		Code	Cost/Space	Selection
PAVILION FACADES	Pavilion 15 facade, facing north to Syntrivani Sq./ Banner Vinyl. (W x H): 5.50m x 4.30m	E15A	2.300,00 €	☐
	Pavilion 15 facade/ Facing Pav. 2 / Banner Vinyl. (Width x Height): 5.50m x 4.30m	E15	2.200,00 €	☐
	Pav 15 south corner facade / Banner Vinyl. (Hx W: 9.00m x 2.70m + 5.80 x 2.70m	E15B	2.200,00 €	☐
	Pav 15 West corner facade / Banner Vinyl. (W x H): (5.50m x 3.00m + 5.50m x 3.00m	E15C	2.200,00 €	☐
	Pavilion 15 façade, Banner vinyl, Dim. (W6,00 X H3,00)	E15D	2.200,00 €	☐
	Pavilion 15 façade, Banner vinyl, Dim. (W6,00 X H3,00)	E15E	2.200,00 €	☐
	Pavilion 16 facade / Banner Vinyl. Dimensions (Width x Height): 5.00m x 2.70m	E16	1.650,00 €	☐
	Pavilion 16 facade / Banner Vinyl. Dimensions (Width x Height): 5.00m x 2.70m	E16A	1.650,00 €	☐
	Pavilion 16 facade/ Banner Vinyl. Dimensions (Width x Height): 5.00m x 2.70m	E16B	1.650,00 €	☐
	Interior Banner, in the connecting corridor of Pavilions 13-15 (W5,00 X H1,50)	ESS13	3.300,00 €	☐
	Interior Banner, in the connecting corridor of Pavilions 13-15 (W4,00 X H0,80)	ESS13A	2.750,00 €	☐
	Carpet made of vinyl or plastic. Available 4 places	EC	550,00 €	☐
	Handrail of escalator covered with sticker	EKS	2.750,00 €	☐
	Banner in the corridor of Pavilions 13-15. 2 pieces (W3,45 X H2,45)	ESP	2.750,00 €	☐
	Banner on the corridor outside of YMCA Gate. (W X H): 5,20 X3.	EKX	6.600,00 €	☐
	Banner on the cooper inside at the Emporiou Gate. (W X H): 4,00 X 15,00.	EPXE	5.500,00 €	☐
	Banner on the cooper inside at the Sintrivaniou Gate. (W X H): 4,00 X 15,00.	EPXS	5.500,00 €	☐
FLAGS	Banner YMCA Gate (W5,45 X H2,50)	EX	1.850,00 €	☐
	YMCA entrance / two, double-sided banners hanging from lamppost.	EXA	1.300,00 €	☐
	YMCA entrance / two, double-sided banners hanging from lamppost.	EXB	1.300,00 €	☐
	Syntrivani Square entrance / two, double-sided banners hanging from lamppost.	ESA	1.300,00 €	☐
	Syntrivani Square entrance / two, double-sided banners hanging from lamppost.	ESB	1.300,00 €	☐
	Syntrivani Square entrance / two, double-sided banners hanging from lamppost.	ESC	1.300,00 €	☐
	Syntrivani Square entrance / two, double-sided banners hanging from lamppost.	ESD	1.300,00 €	☐
	Syntrivani Square entrance / two, double-sided banners hanging from lamppost.	ESE	1.300,00 €	☐
	Banner on the internal side of Emptoiou Gate W15,00 X H4,00	ΕΣΣΤ	1.300,00 €	☐
	Banner on the internal side of Syntrivaniou Gate W15,00 X H4,00	EEA	1.300,00 €	☐
	Banner at the peristyle of YAMC Gate (W5,20 X H3,00)	EEB	1.300,00 €	☐

All prices above are net, 24% VAT is added

COMPANY NAME

PERSON IN CHARGE

T. _____

MOBILE _____ E. _____

DATE _____

Signature

RADIO ANNOUNCEMENTS – RADIO BOOTHS



PRICE LIST

1

FREE PROGRAMME FOR 30 SEC SPOT

Spots per day	Days of transmission	Number of spots	€ per spot	Total	Selection
			6.00		☐

2

EXHIBITION PACKAGES FOR 10 30-SEC SPOTS

Spots per day of exhibition	Total	Selection
10	405.00 €	☐

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

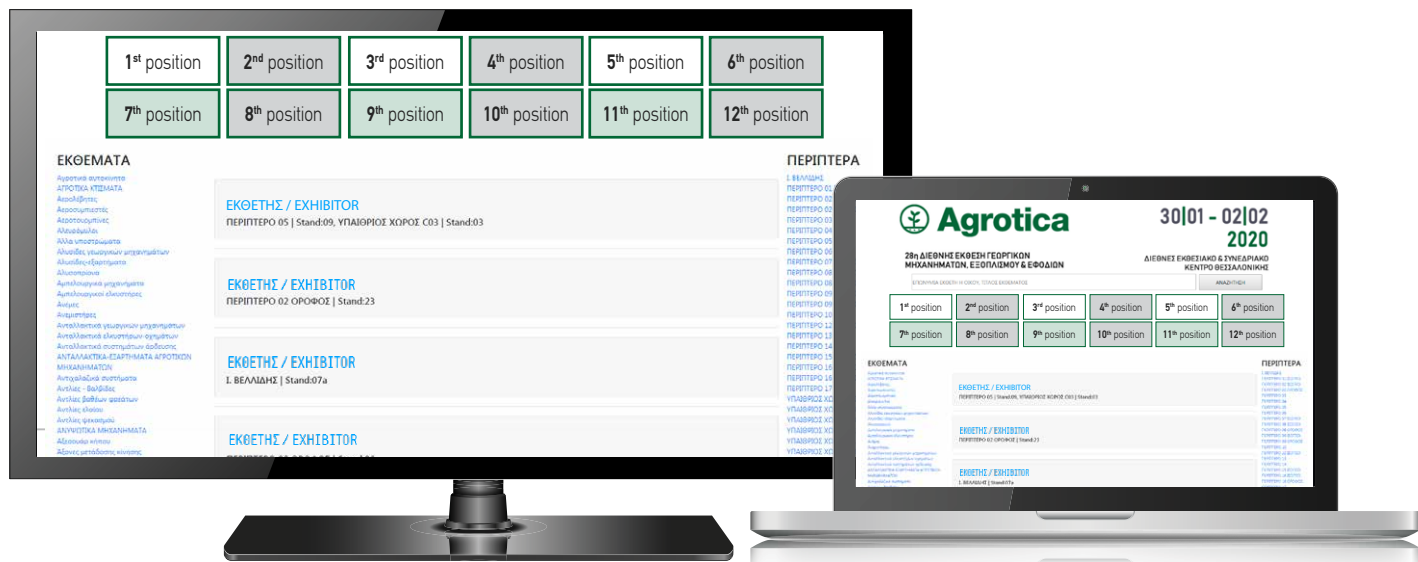
T. _____

MOBILE _____ E. _____

DATE _____

Signature

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 st position ☐	7 th position ☐
2 nd position ☐	8 th position ☐
3 rd position ☐	9 th position ☐
4 th position ☐	10 th position ☐
5 th position ☐	11 th position ☐
6 th position ☐	12 th position ☐

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.

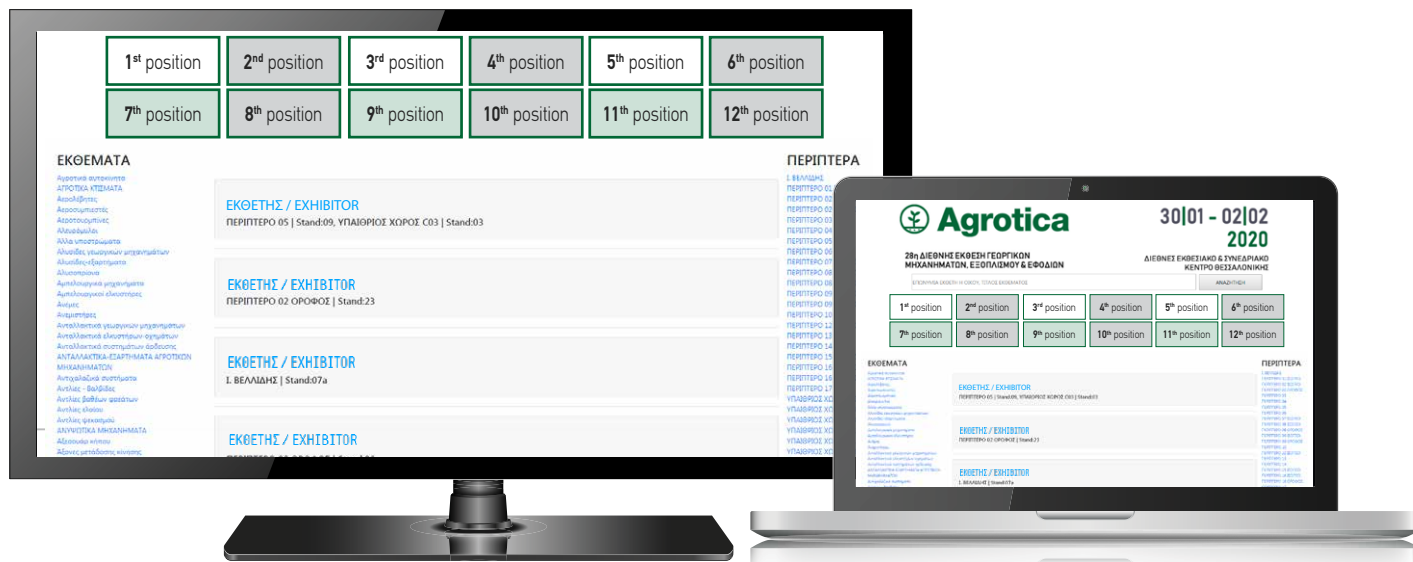
MOBILE

E.

DATE

Signature

ADVERTISING IN THE EXHIBITORS' ELECTRONIC PLATFORM



The electronic platform of exhibitors is used by those who are interesting to apply a form to participate in an Exhibition. Already exhibitors use the same platform to obtain their account and access services such as exhibitor cards etc.

ADVERTISING - DESCRIPTION

	Cost	Selection			
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.	1,200.00 € Per position per year	1 st position	☐	7 th position	☐
		2 nd position	☐	8 th position	☐
		3 rd position	☐	9 th position	☐
		4 th position	☐	10 th position	☐
		5 th position	☐	11 th position	☐
		6 th position	☐	12 th position	☐

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.

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 €

☐


A1



A2



A3

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.

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
• Three advertising positions	500.00 € Per position	Position A' ☐ Position B' ☐ Position C' ☐

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. _____

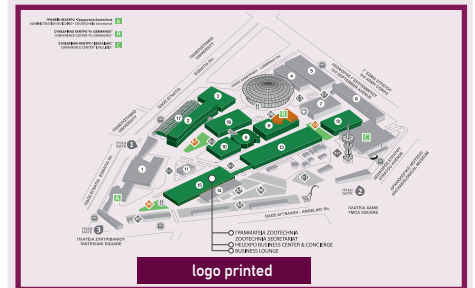
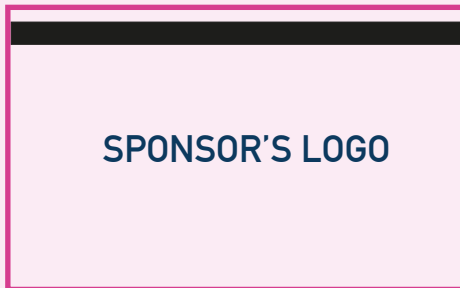
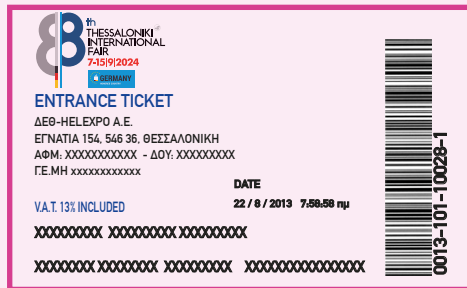
MOBILE _____ E. _____

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 €

☐

Logo printed on sides A and B of the floor plan

1,500.00 €

☐

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 €

☐

All prices above are net; 24% VAT is added

COMPANY NAME

PERSON IN CHARGE

T.

MOBILE E.

DATE

Signature

8th ΔΙΕΘΝΗΣ ΕΚΘΕΣΗ ΘΕΣΣΑΛΟΝΙΚΗΣ

th THESSALONIKI INTERNATIONAL FAIR

7-15|9|2024

 **GERMANY**
ΤΗ ΓΕΡΜΑΝΙΑ ΧΩΡΑ-ΕΠΙΘΕΤΟ

ΔΙΕΘΝΕΣ ΕΚΘΕΣΙΑΚΟ & ΣΥΝΕΔΡΙΑΚΟ ΚΕΝΤΡΟ ΘΕΣΣΑΛΟΝΙΚΗΣ
THESSALONIKI INTERNATIONAL EXHIBITION & CONGRESS CENTRE



thessalonikifair.gr

ΟΡΓΑΝΩΣΗ / ORGANISED BY

HELEXPO

ΜΕ ΤΗΝ ΑΓΙΔΑ
UNDER THE AUSPICES



ΕΠΙΣΗΜΗ ΤΡΑΠΕΖΑ
OFFICIAL BANK



ΕΠΙΣΗΜΟΣ ΧΟΡΗΓΟΣ
ΑΕΡΟΜΕΤΑΦΟΡΩΝ
OFFICIAL AIR CARRIER SPONSOR



ΕΠΙΣΗΜΟΣ ΠΑΡΟΧΟΣ ΕΝΕΡΓΕΙΑΣ
OFFICIAL ENERGY PROVIDER



ΕΠΙΣΗΜΟΣ ΤΗΛΕΠΙ-
ΚΟΙΝΩΝΙΑΚΟΣ ΠΑΡΟΧΟΣ
TELECOMMUNICATION PROVIDER



ΕΠΙΣΗΜΟΣ ΠΑΡΟΧΟΣ
ΜΕΤΑΚΙΝΗΣΕΩΝ
OFFICIAL CAR PROVIDER



ΚΥΚΛΙΚΗ ΟΙΚΟΝΟΜΙΑ
CIRCULAR ECONOMY



COSMOS
INTERNATIONAL
PARTICIPATION



ΨΗΦΙΑΚΗ ΕΛΛΑΔΑ
START UPS
DIGITAL GREECE



ΓΑΣΤΡΟΝΟΜΙΑ
ΔΙΑΤΡΟΦΗ
GASTRONOMY
NUTRITION



ΟΡΓΑΝΙΣΜΟΙ
PUBLIC ENTITIES
ORGANISATIONS



ΟΙΚΙΑΚΟΣ ΕΞΟΠΛΙΣΜΟΣ
ΕΠΙΠΛΑ
FURNITURE
HOME EQUIPMENT



ΑΚΑΔΕΜΙΑ
ΕΚΠΑΙΔΕΥΣΗ



ΕΛΛΑΔΑ &
ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ
GREECE &
ENTREPRENEURSHIP



Η ΕΛΛΑΔΑ
ΤΩΝ ΠΕΡΙΦΕΡΕΙΩΝ
GREEK REGIONS





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

Head Office: Thessaloniki International Exhibition Center
154, Egnatia str. - GR 546 36 Thessaloniki - Greece
T.: +30 2310.291111

Athens Office: HELEXPO MAROUSSI
39, Kifissias Ave. - GR 151 23 Marousi - Greece
T.: +30 210.6168888

www.helexpo.gr