



**Philoxenia**  
**Hotelia** **HELEXPO**



INTERNATIONAL TOURISM AND INTERNATIONAL HOTEL EQUIPMENT EXHIBITION

# Ways & Media of Promotion

# Advertising Media



A	A BRANDING - LOGO PLACEMENT	PIECES	COST
1.	EXCLUSIVE logo display on LANYARDS (Exhibitors, Guests, Partners)	4.000pcs	6.000€
2.	On Badges of Exhibitors, Visitors, Guests, etc. (printed & electronic)	minimum 20.000pcs	1.000€
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	5.000€
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	500€
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	1.000€

## 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

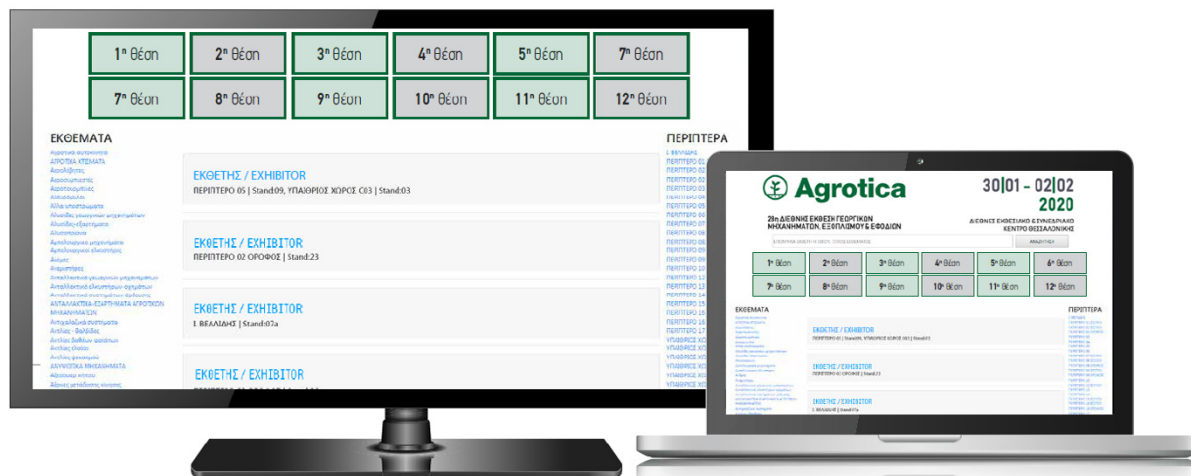


# Advertising Media



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 30,000+ recipients - 15,000+ accommodations in Greece and abroad - 15,000+ tourism businesses	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



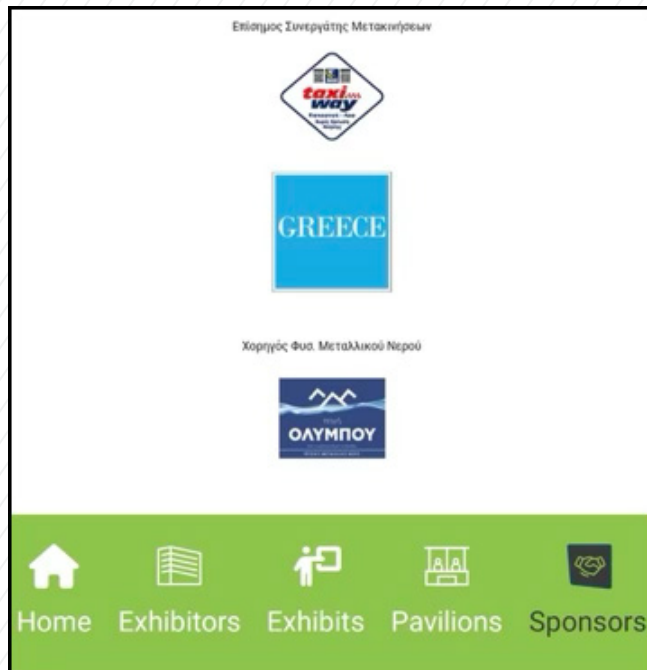
Webpage Footer



Facebook Post



# Advertising Media



Home Page Helexpo App



Distribution of Promotional Material

Συνδεθείτε στο HELEXPO  
10.3.0.1



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**

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