

EXHIBITOR BROCHURE

23-24-25
NOVEMBER
2019
ATHENS - GREECE



xenia
The hospitality experience



ORGANIZED BY:
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General Information

Where the heart of the Tourism Industry beats!

Xenia 2018, with the participation of the industry's leading supplying companies and the presence of thousands of quality visitors from every corner of Greece, has proved to be the most important commercial fair for the development of the Tourism Industry in our country. Xenia 2019 with more than 550 exhibitors, enriched exhibition sectors and a well-designed special events program, is expected to become once again the meeting point for the professionals of the hospitality industry, winning the credit for its huge contribution in the development and modernization of the Greek tourism product.

 550 Exhibitors	 50,000 m² Exhibition area	 45,000 Visitors	 400,000€ Marketing budget
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"Hoteliers come to Xenia to do business. The level of the trade show is indeed exceptional. It is the kind of trade show that Greece needs to help boost its tourism product."

Alexandros Vassilikos / President of HCH



"Xenia is an integrated trade show that can cover all the needs of the industry. We will participate again next year –we believe that we must support our business in the most efficient way!"

Aristeidis I. Kourtis / KOURTIS SA



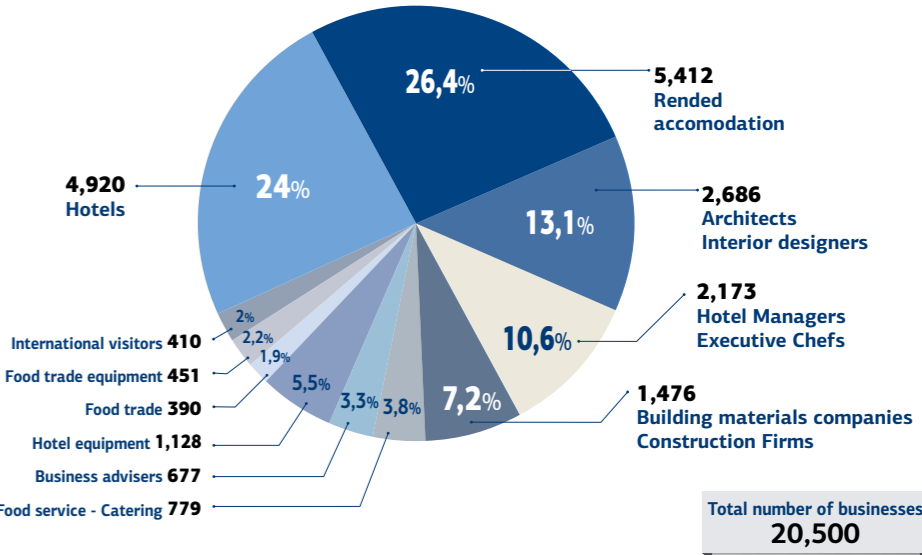
"Xenia is a very important trade show because it offers the Hospitality professionals the opportunity not only to see up close new products and equipment, but also to network."

Nikolaos Vasileiou / BRIGHT SA

37,000 visitors from 20,500 businesses

Xenia 2018 proved to be once again the major event in Greece for the Hospitality Industry, with 37,000 visitors from 20,500 businesses from the Hotel and wider Hospitality sector attending the exhibition.

Visitors by trade category



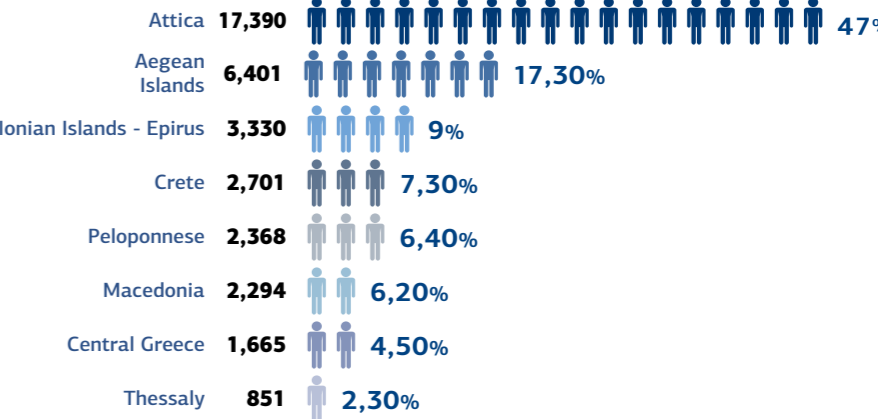
89%

of the professional visitors of Xenia 2018 were the owners, general managers and sales managers in their companies

53% of visitors from various Greek Regions

In Xenia 2018, the number of visitors from various regions of Greece, outside Attica, surpassed every expectation, representing 53% of total visitors.

Visitors by region





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Exhibition Sectors



HOTEL EQUIPMENT

- Furniture
- Mattresses, Linen
- Curtains, Furnishing fabrics
- Carpets / Rugs
- Sitting Areas
- Shading systems
- Lighting
- Amenities



CONSTRUCTION SECTOR

- Building materials
- Flooring, Doors, Frames
- Energy Saving Systems
- Sanitary Articles
- Swimming Pools, Hammam, SPA
- Outdoor patios
- Air conditioning



FOOD & BEVERAGES CATERING EQUIPMENT

- Food service
- Coffee & Beverages
- Kitchen equipment
- Catering equipment
- Table equipment
- Washing machines
- Cleaning Equipment & Materials



DIGITAL TECHNOLOGY

- Hotel Management & Marketing
- Booking Engines
- Web Development & Design
- Social Media, Mobile Apps
- Telecommunications & Call centers
- Audio & Video systems
- Safety boxes, Electronic Locks



"Xenia is a great trade show that paves the way for a better collaboration between hoteliers and tourism entrepreneurs and an even better economic outturn."

Grigoris Tasios / President of HHF



"At Xenia 2018 we made the business contacts we wanted, and we are very pleased not only by the turnout but also by the quality of the people coming to our stand."

Christos Partsos / ELECTROLUX SA

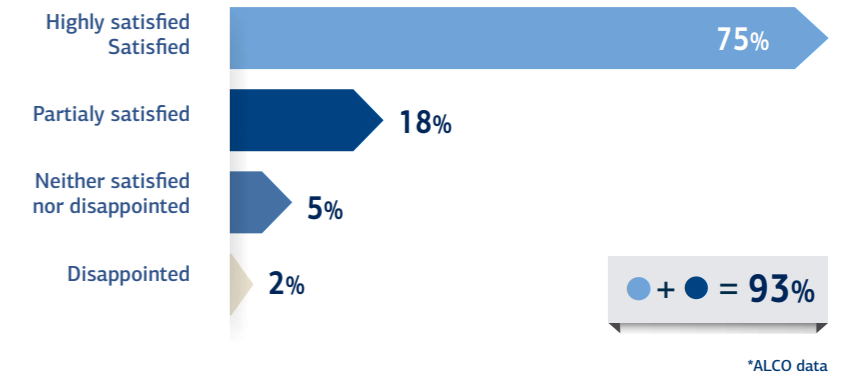


"2018 was the second time we participated at Xenia and we were impressed by the high organizational level. We will definitely participate again in 2019."

Antonis Lakiotis/ LAKIOTIS SA

High level of exhibitor satisfaction*

93% of exhibitors at Xenia 2018 expressed their satisfaction with their participation in the exhibition, as shown by the survey carried out by ALCO, on a sample of 200 exhibitors, on behalf of the organizing company.

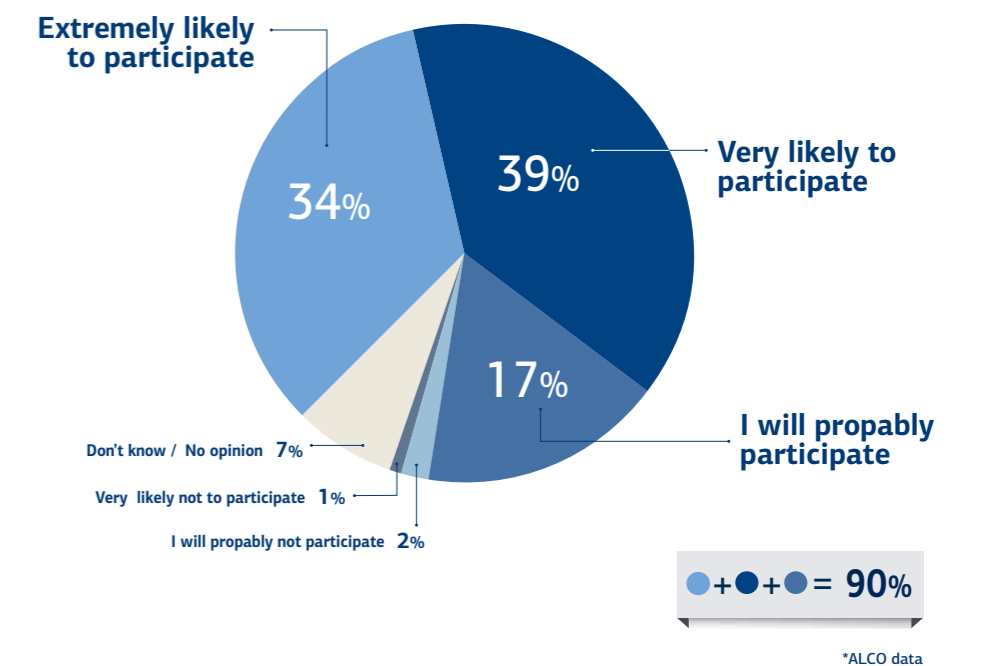


92%

of Xenia 2018 exhibitors stated they are expecting to conclude agreements within the next 6 months

90% of Xenia 2018's exhibitors will participate also in Xenia 2019*

In the same survey, the overwhelming majority of exhibitors consider it rather to extremely likely to participate in Xenia 2019.

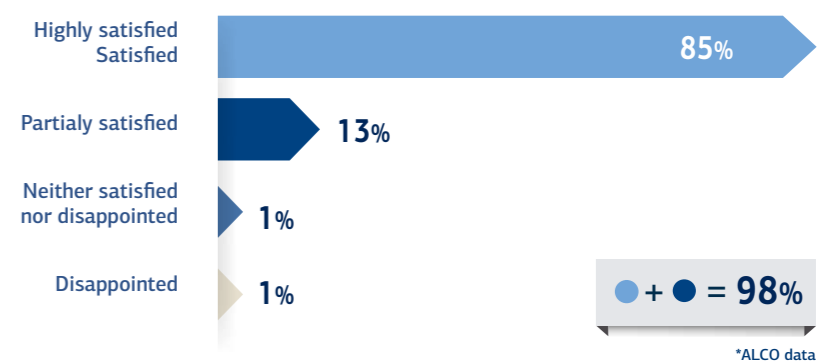




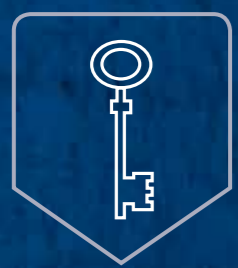
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Visitors

Visitors express absolute satisfaction*

The overwhelming majority of visitors at Xenia 2018 expressed their satisfaction with their visit at the exhibition, as shown by the survey carried out by ALCO during the trade show, on a sample of 500 sector professionals.



69% of visitors of Xenia 2018, stated that they haven't visited any other of the industry's exhibition rather than Xenia



- TOURIST ACCOMMODATION**
- Hotels
 - Rooms to Let
 - Boutique Hotels
 - Hostels & Villas
 - Agrotourism Units
 - Camping



- CONSTRUCTION SECTOR**
- Architects
 - Construction companies
 - Decorators
 - Construction Materials
 - Technical Firms
 - Landscaping Firms



- FOODSERVICE**
- Restaurants – Taverns
 - Beach Bars
 - Restaurant Chains
 - Catering companies
 - Equipment merchants
 - Catering Groups
 - Food wholesalers



- TOURISM EXECUTIVES**
- Hotel owners
 - Hotel managers
 - Operation managers
 - Supply managers
 - F&B managers
 - Executive Chefs

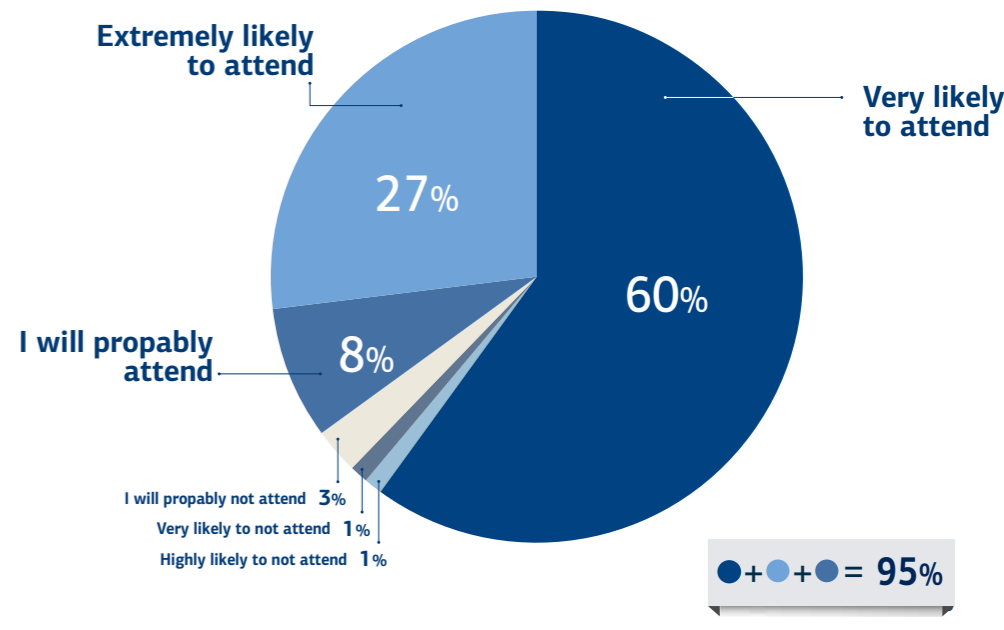
 *"Xenia is the exhibition that brings together professionals from different sectors of the Greek economy, interested in all the latest developments in the Hospitality industry!"*
Yiannis Retsos / President of SETE

 *"Xenia is the ultimate destination for all businesses active in the Hospitality sector. Its visitors are exactly the kind of professionals to which we want to focus in the coming years!"*
Panagiotis Zontas / DOUWE EGBERTS

 *"We are very pleased with our participation at Xenia 2018. Most of the visitors that we met here and had a great number of appointments were professionals from the hotel industry!"*
Yiannis Spinos / ELITE STROM SA

Intention to attend Xenia 2019*

The quality of the exhibitors and their products, the high level of organization and the important commercial contacts they made, resulted in 95% of visitors to Xenia 2018 declaring they will also visit Xenia 2019.





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Special Project

HOTEL MEGATRENDS

Innovation & Tradition

Hotel Megatrends by Xenia 2019 makes a dynamic comeback to present itself even more sophisticated, giving solutions and inspiring the full range of visitors of the exhibition! In this context, five renowned architects and designers will present five innovative hospitality concepts on an area of 355 sq. m., placing architecture and design at the centre as key tools for creating unforgettable experiences. The purpose is to create different concepts of hospitality spaces responding to the wishes and expectations of the modern traveller. A traveller looking for experiences that are always developed in conjunction with the specific elements of the place they visit, but also through a creative blending process: innovation and tradition / sustainability and technology / wellness and well-being.



400,000€ Marketing Budget!

43% TV SPOTS
Tv commercials on major Greek and Cypriot channels for a total of 4 weeks.

17% RADIO SPOTS
Radio ads will air on 22 major stations in Attica and the rest of Greece.

18% DIGITAL MARKETING
Newsletter, Social media, Display και Google Ads.

14% BARCODE INVITATION
The organizing company will send 60,000 personalised barcoded invitations.

8% PRINTED ADS
On professional magazines and targeted newspapers with high circulation.

Special Events

3rd International Hospitality Forum

The 3rd International Hospitality Forum, an important platform for all the latest Hospitality trends, will be held again during the Xenia trade show and will be organized by the Hellenic Chamber of Hotels. International and Greek experts from the tourism industry, prominent representatives of the academic community, as well as high profile consulting companies will discuss the latest trends and developments in the global hospitality industry.

Xenia Digi hotel

The largest and most significant event in the digital hotel sector will take place at this year's Digi Hotel, during the course of the Xenia 2019 trade show and will feature: strategy, sales, sites, content, OTAs, advertising, social media, distribution channels, reservations, and marketing, etc. For three days world-renowned experts from the fields of digital technologies, marketing and hospitality will consolidate all points of interest and best practices for sector entrepreneurs.



Participation cost

One-sided Stands (ground trace)

- a. From 20 to 50 m² € 165,00/m²
- b. From 51 to 90 τ.μ. € 160,00/m²
- c. From 91 to 150 τ.μ. € 155,00/m²
- d. From 151 and over € 150,00/m²

Additional charges:

- 1. For every additional side € 5,00/m²
- 2. Registration at the Exhibition catalogue and other promotional channels (site, mobile app etc) € 200,00
- 3. For carpet € 3,50/m²
- 4. For basic structure* € 16,50/m²
- 5. For backs (per sq.m.) € 15,00

* The basic structure includes 3-meter-high melamine panels of white color, façade and sign. A schuko socket and a spotlight 100W/3 m² are provided in every basic structure pavilion.

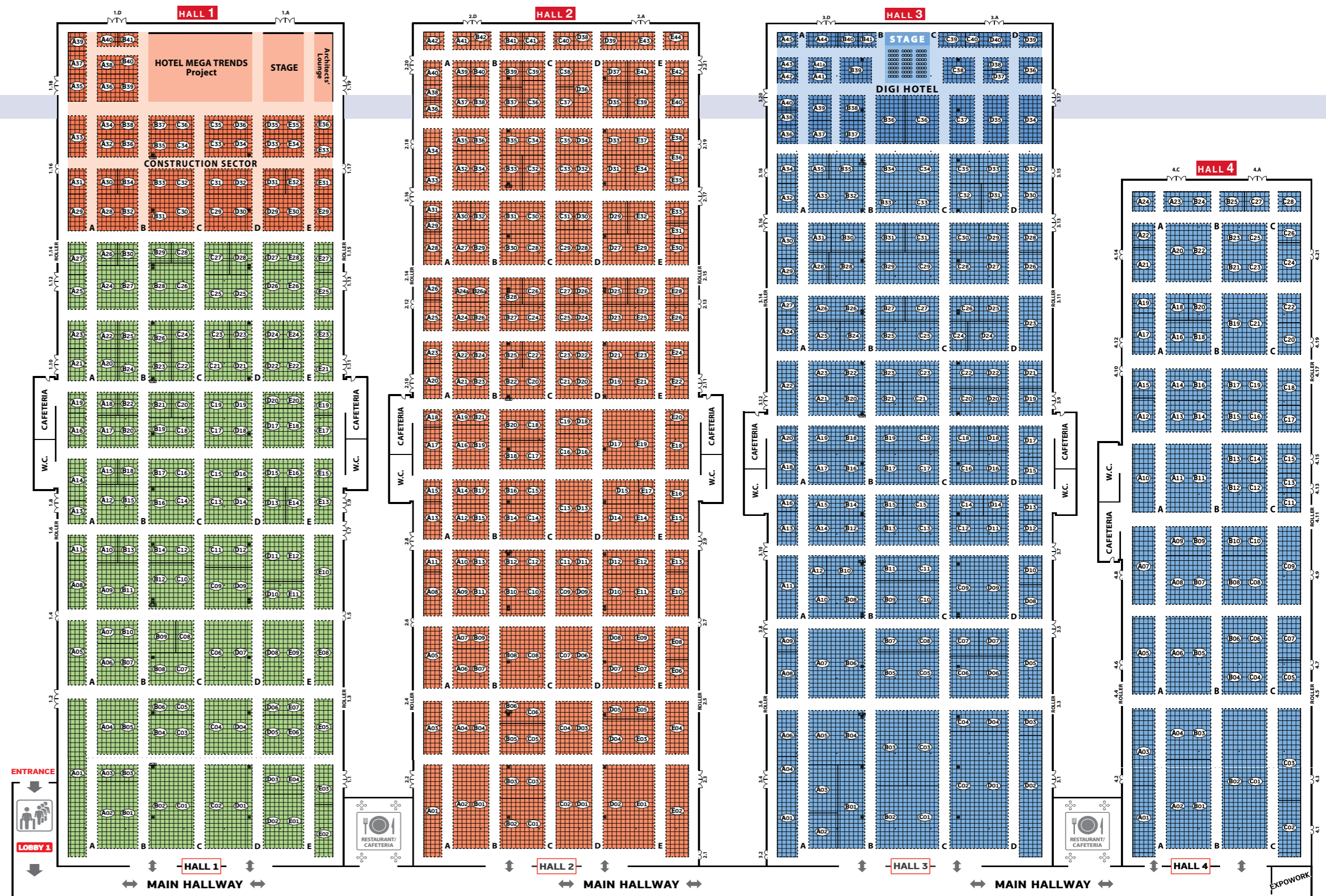
Provisions to exhibitors

Rental price includes:

- Provision of exhibition areas for set-up, operation and dismantling.
- New carpets in all common-use areas.
- Single-phase electricity supply 100 Watt / 3 sq.m.
- Exhibition security and cleaning.
- Free exhibitor and visitor parking.
- Exhibitor administrative support (free internet access, e-mails, fax).
- Fully equipped and manned medical center.
- Provision of pallet trucks and lifting equipment during the preparation and dismantling of the stands.
- Free visitor invitations and free entry cards for exhibitor staff.
- Free handwritten and electronic invitationsto each exhibitor, depending on the surface area of their stand.

Athens Metropolitan Expo

METROPOLITAN EXPO is the largest, most modern and functional venue for exhibitions, conferences and events in Greece. It is located in a privileged location, next to the Athens International Airport “Eleftherios Venizelos” and features spacious parking. It has been designed to the highest standards, ensuring functionality, flexibility and aesthetic integrity of facilities. Access to the Metropolitan Expo is easy, with multiple means of transportation.



HALL 1 SECTORS

- KITCHEN & TABLE EQUIPMENT:** Kitchen Equipment & Appliances • Refrigerators - Freezers • Ovens • Washing Machines • Commercial Showcases • Coffee Machines • Serving Utensils • Catering Equipment • Salad Bar • Packaging Materials • Cleaning Materials & Machinery
- FOOD & BEVERAGES:** Cooking Products & Raw Materials • Broths • Dressing • Sauces - Soups • Pastries • Cereals • Oils - Fats • Cheese - Dairy • Ready Meals • Coffee • Beverages • Tea • Syrups • Juices • Waters • Jams • Butter • Ice Cream

CONSTRUCTION SECTOR

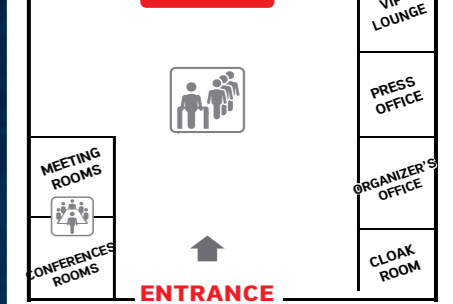
HALL 2 SECTORS

- CONSTRUCTION - DECORATION - ENERGY - AUTOMATION**
- Architectural & Construction Companies • Building Materials • Decoration Items • Patios & Design of Exterior Areas • Flooring - Doors - Frames • Sanitary Articles • Bathroom Accessories • Marble - Granites • Tiles • Paints - Waterproofing Solutions • Swimming Pools • Jacuzzi
 - Spa • Electrical Equipment • Building Automation • Energy Saving Systems • Photovoltaic Systems • Air Conditioning - Ventilation • Cooling - Heating • Soundproofing • Solar Thermal Systems & Pumps • Water Treatment Systems

HALLS 3 & 4 SECTORS

- HOTEL EQUIPMENT:** Interior Furnishings • Interior & Outdoor Sitting Rooms • Linen • Mattresses • Curtains • Furniture Fabrics • Carpets • Amenities • Lighting • Shading Systems • Gyms • Marine Entertainment
- WEB MARKETING - DIGITAL TECHNOLOGY:** Booking Engines • Hotel Marketing & Management • Social Media & Apps • Web Development & Design • Audio & Video Systems • Telecommunications • Call Centers • Safes • Electronic Locks • Wireless Ordering - POS

LOBBY 2



The logo for Xenia 2019 features a stylized icon on the left composed of several parallel lines of varying lengths and colors (white and gold) that suggest a building or architectural structure. To the right of this icon, the word "xenia" is written in a lowercase, white, sans-serif font, followed by the year "2019" in a similar but slightly larger font.

xenia 2019

23
NOVEMBER

SATURDAY
10.00 - 19.00

24
NOVEMBER

SUNDAY
10.00 - 19.00

25
NOVEMBER

MONDAY
10.00 - 18.30