

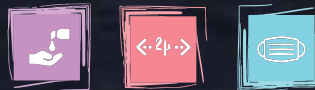
27-30
NOV
2020

ATHENS · GREECE



xenia

The hospitality experience



WE STAY SAFE

The trade show organisers guarantee full compliance with the provisions of the special protocol issued by the Hellenic National Public Health Organisation (EODY) regarding trade shows and exhibitions, as well as strict adherence to the measures currently in force to protect the health of visitors and exhibitors.



76% of the people who visited Xenia 2019 said that holding the show in 2020 is **absolutely necessary**, especially in the conditions that the outbreak of Covid-19 has created for the industry.

* According to a survey conducted by ALCO (July 2020)

A strong message to rekindle the Greek tourism industry

Xenia is the largest and most important trade show for the tourism industry in Greece. This year, Xenia 2020 will open its doors between November 27 and 30, at the Metropolitan Expo exhibition venue. During this unusual and particularly trying period for the tourism industry, there is an even more pressing need for sector professionals to be offered the chance to attend Xenia 2020. With hundreds of important industry suppliers participating as exhibitors and a high percentage of past visitors having already expressed their willingness to return for this year's show (according to a recent survey conducted by ALCO), the conditions are ripe for XENIA 2020 to reclaim its position as an important forum for the hotel sector, and at the same time serve as a starting point for restarting Greek Tourism in the challenging circumstances that have been brought on by the COVID-19 crisis.



“At the present juncture, there is an even more pressing need for sector professionals to jointly seek solutions to their common problems and Xenia can provide the breeding ground for that.”

Alexandros Vassilikos / President of HCH



“This year too we will participate in XENIA to contribute innovative solutions for the hotel industry, because we believe in the future of the sector and in the value that technology can add to it.”

K. Stamatakis / KOTSOVOLOS



3.000 persons can visit the expo at any time. This, together with the fact that the expo will remain open for one day longer than initially scheduled, will raise the total number of visitors and will enable possibly even **more than 20,000 people to attend the trade show!**

EODY Health Protocol

Exhibitor and visitor safety first!

Xenia 2020 will be held in accordance with the health protocol issued by National Public Health Organization (EODY), the principal points of which are the following:

1. 1 visitor every 15 sq. m will be allowed in the exhibition grounds (This places the total number of visitors allowed in the venue at any time at 3,000.)

2. Number of persons allowed at exhibitor stands (employees and visitors)

Uo to 20 sq. m:	4 persons
From 20 έως 100 sq. m:	4 +1 person every 10 sq. m
Over 100 sq. m:	12 άτομα +1 person every 15 sq. m

3. At the exhibitors' stands, physical distancing regulations will be the same as the ones applying for the retail sector. Tables at food serving areas will be spaced in accordance with the regulations of the protocol issued for the Food & Beverage sector.

4. In order to attend the trade show, visitors will need to present a printout of their personalized digital invitation at the entrance of the exhibition center, where a complete

log of visitors' names will be kept. Access to the trade show grounds will be allowed after temperature screening.

5. Exhibitors and their staff will be allowed to enter the venue upon presentation of a personalized, barcoded card supplied to all participants. Access to the trade show grounds will be allowed after temperature screening and the use of prominently displayed name tags will be mandatory at all times while in the exhibition center.

6. Exhibitors and staff working at the stands are required to use protective masks at all times.

7. The organizers must develop a crisis management plan, which they will:

- post in prominent locations as well as in digital media;
- send to exhibitors; and
- make available to the inspection authorities.



55% of exhibitors have already confirmed their participation in **Xenia 2020**, while another 25% is expected to make a final decision by September.



HOTEL EQUIPMENT

- Furniture
- Mattresses, Linen
- Fabrics, Curtains, Carpeting
- Seating
- Shading Systems
- Lighting
- Amenities



CONSTRUCTION

- Building materials
- Flooring, Doors, Frames
- Energy saving systems
- Sanitary items & Bathroom accessories
- Swimming pools, spa, Turkish baths
- Patios, External shading systems
- Air conditioning



FOOD & BEVERAGES/ CATERING EQUIPMENT

- General supply
- Coffee, Beverages
- Kitchen machinery & equipment
- Food Service equipment
- Table equipment
- Washing machines
- Cleaning Equipment & Materials

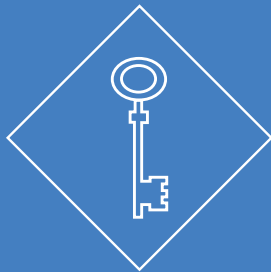


DIGITAL TECHNOLOGY

- Hotel Management & Marketing
- Booking Engines
- Web Development & Design
- Social Media, Mobile Apps
- Call Centers
- Audio & Video Systems
- Safes & Electronic Locks



75% of Xenia 2019 visitors said they were likely or very likely to attend Xenia 2020, according to a recent survey conducted by Alco (July 2020) on a representative sample of 500 past visitors of the show.



TOURIST ACCOMMODATION

- Hotels
- Rental rooms
- Boutique hotels
- Guesthouses
- Villas
- Agrotourism units
- Camping



CONSTRUCTION SECTOR

- Architecture
- Construction companies
- Interior design
- Building material trading
- Technical - Design companies
- Landscaping companies



FOOD & BEVERAGE

- Food chains
- Catering companies
- Food franchisors
- Restaurants - Taverns
- Equipment
- Food trading sector
- Beach Bars



TOURISM INDUSTRY DECISION-MAKERS

- Hotel owners
- Hotel managers
- Operation Managers
- Procurement Officers
- F&B Managers
- Executive Chefs



54% of Xenia 2019 visitors believe that in the summer of 2021 tourism will rebound significantly, eventually returning to its normal levels (ALCO survey, July 2020).

Special Events



Hotel Megatrends project

The central theme of this year's project is sustainability. Participants will present innovative ideas and suggestions aimed at helping hotel owners and the hospitality sector in general to adopt sustainable practices and solutions.



4th International Hospitality Forum

Renowned tourism industry professionals will depict the new tourism landscape shaped in the wake of Covid-19 pandemic and tackle a range of important topics.



Xenia Digi hotel

Expert speakers will map the day after and present their views about the state of Greek tourism in the aftermath of the pandemic. In addition, they will discuss the role of digital media in relation to new market expansion.



“In these unprecedented circumstances that have impacted us all in one way or another, Xenia will help improve the tourist product and provide the sector with much needed support.”

Yiannis Retsos / President of SETE



“At this most critical turning point in the history of world tourism, NEF-NEF responds with a dynamic presence at Xenia 2020. A well-established institution within the tourism industry, the trade show will tread the path for restoring growth in 2021.”

Konstantinos Kleideris / NEF-NEF Managing Director



Optimum conditions for a safe trade show

ATHENS METROPOLITAN EXPO: It is the largest and most modern exhibition center currently operating in Greece with a gross exhibition surface that spans 55,000 m². It is situated less than 2 miles from the Athens International Airport, while the nearest station with links to the Athens metro and Suburban Railway networks is just a short walk away. It has a car parking capacity of 5,000 spaces. It has obtained the TUV Austria Covid Shield certification, which guarantees the implementation of the appropriate mechanisms, resources and infrastructure to stop and prevent the coronavirus from entering to, or spreading within, the exhibition premises. Furthermore, during the trade show, the all the units of the central air conditioning will be adjusted to provide up to 100% fresh air.



FORUM SA: COVID SHIELD CERTIFICATION

FROM TÜV AUSTRIA FORUM SA, adapted to the new conditions that have developed due to the coronavirus pandemic and guided by the safety

and health of exhibitors and visitors, has taken all the necessary steps and was certified by TÜV Austria Hellas with the “CoVid-Shield” Certification, regarding the preparation and organization of the trade shows.



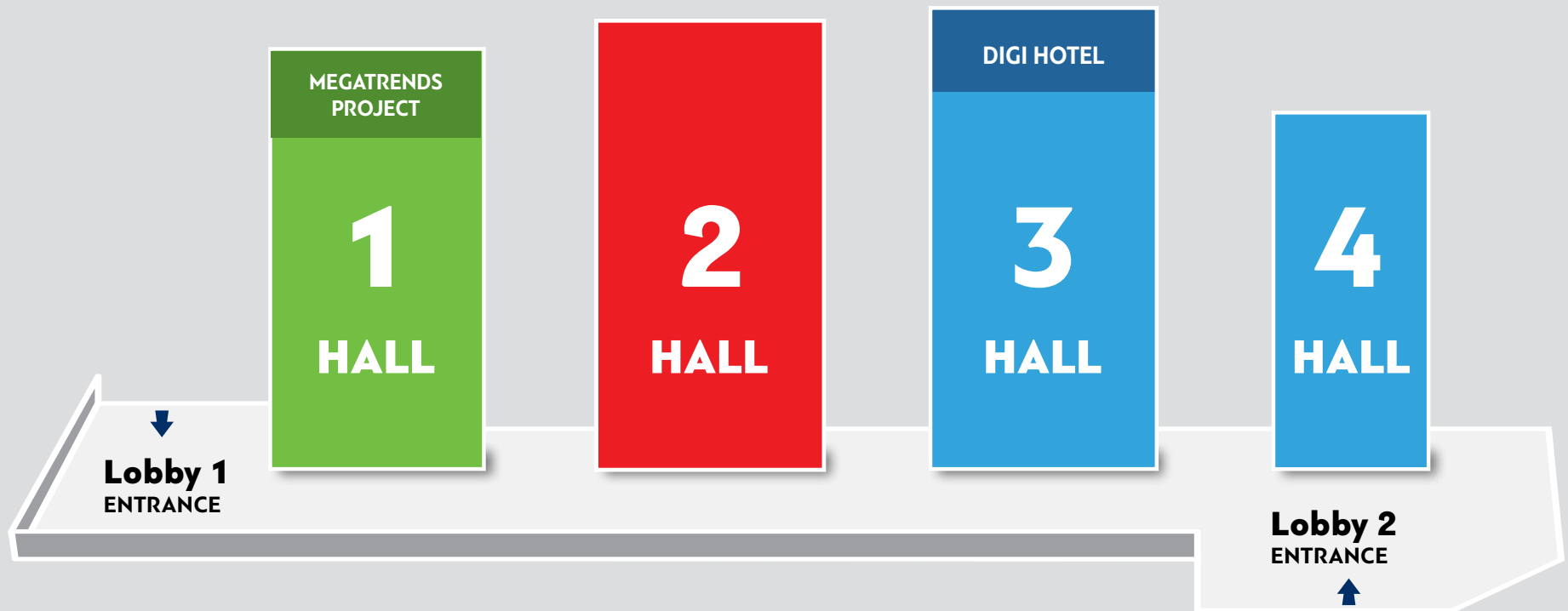
“XENIA 2020 marks the beginning of the effort we need to make collectively as a sector to ensure that the 2021 season will be recorded as the golden page of success that followed that of a bleak pandemic.”

Grigoris Tasios / President of H.F.H



“ XENIA 2020 places innovative solutions high in the list of priorities that will bring the sector one step closer to achieving its goals for the 2021 season, despite the adverse conditions created in the wake of the pandemic.”

Panos Moraitis / President of SEEME



[Click here to see a larger view of the exhibition space floor plan and the booths >>](#)

Exhibitor prices

Row stand, one side only (includes the floor space without any stand constructions).

α. From 20 to 50 sq. m	€ 165,00/sq. m
β. From 51 to 90 sq. m	€ 160,00/sq. m
γ. From 91 to 150 sq. m	€ 155,00/sq. m
δ. From 151 sq. m and over	€ 150,00/sq. m

Επιπλέον χρεώσεις:

1. Listing in the trade show's print catalogue & online promotional material (website, mobile app, etc.):	€ 200,00
2. Additional sides	€ 5,00/sq. m
3. Carpeting	€ 4,00/sq. m
4. Basic stand structure*	€ 17,00/sq. m
5. Background (per meter)	€ 20,00

* The basic stand structure includes 3-meter-long white melamine panels and a fascia board displaying the company's name. Every basic stand is equipped with an electrical socket and one 100W spotlight per 3 sq. m. of stand space.

Exhibitor benefits

The price includes:

- Access to the exhibition venue during preparation, operation and dismantling of the trade show.
- New carpeting fitted throughout the communal spaces of the exhibition centre.
- Single-phase power supply 100W/3 sq. m
- Cleaning and guarding of exhibition stands outside official opening hours
- Free parking on site
- Admin support (free internet access, emailing, fax).
- Fully equipped medical station
- Highlifters and pallet trucks provided during preparation and dismantling of the trade show
- Free entry passes for the exhibitor's stand employees
- Free hard copy and digital invitations for exhibitors – the exact number will depend on stand surface.



xenia 2020

At the heart of the tourist industry!

OPENING DAYS & HOURS

<p>27 NOVEMBER</p> <hr/> <p>FRIDAY 10.00 - 19.00</p> <hr/>	<p>28 NOVEMBER</p> <hr/> <p>SATURDAY 10.00 - 19.00</p> <hr/>	<p>29 NOVEMBER</p> <hr/> <p>SUNDAY 10.00 - 19.00</p> <hr/>	<p>30 NOVEMBER</p> <hr/> <p>MONDAY 10.00 - 19.00</p> <hr/>
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