

EXHIBITOR BROCHURE

27-29

NOVEMBER

2021

ATHENS • GREECE



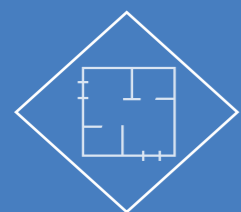
 xenia

The hospitality experience



Xenia: A new dawn for the future of tourism!

After a long period of difficulties and turmoil experienced by the Greek Hospitality industry, we are seeing light at the end of the tunnel. The reopening of Greek tourism on May 15, together with the development of early stages of herd immunity by the end of June, set the conditions for a dynamic restart and the gradual return of the tourism market to the levels of previous years. The next Xenia trade show, which will take place at the end of November 2021, will not only be the leading trade meeting for people in the industry, but will also highlight the main pillars on which the new model of Greek tourism will be built.



50.000 m²
EXHIBITION SPACE



500
EXHIBITORS



400.000 €
MARKETING BUDGET



25.000
VISITORS



“Xenia 2021, after the post covid adventure, marks the beginning of a new era for Greek tourism, as the way to tourism recovery is through the improvement of our product.”

Alexandros Vassilikos / President of HCH



“The organization of Xenia 2021 is a useful tool in the hotel industry’s effort to improve tourism infrastructure and wncecessary in the day after for Greek tourism.”

Yiannis Retsos / President of SETE



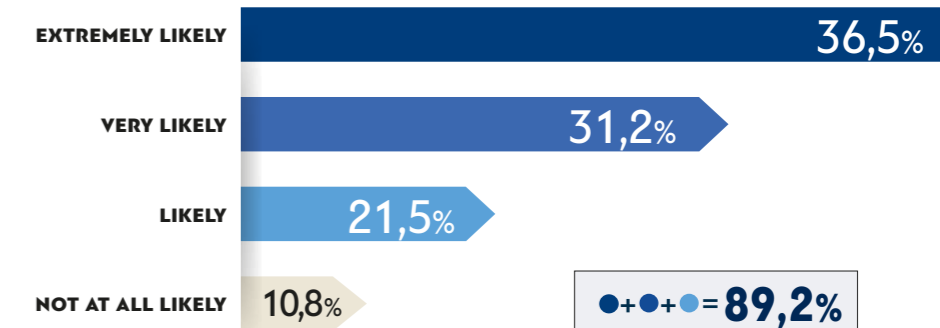
“Xenia 2021 sends a powerful message of optimism regarding the “day after” of Greek tourism. In this new, challenging environment, investing in quality is the way to recovery.”

Gregory Tasios / President of HHF

Visitor survey

The survey was conducted from 5/5 to 12/5/2021 with the participation of 1,517 potential trade visitors to Xenia. Of these, 63.6% are owners and executives in the hotel industry (hotels and rented accommodation), while 16% are architects and executives in the construction industry.

Intention to visit the trade show



57%

of respondents believe that by 2022 Greek tourism will have returned to 2019 levels.

Safe organization of the trade show

79.8% of visitors believe that in November, the conditions will be right for the safe organization of the exhibition.



Organization of Xenia 2021 deemed necessary

84.5% of respondents consider the organization of the Xenia 2021 very important for the recovery of Greek tourism.





Exhibitors & Exhibits



HOTEL EQUIPMENT

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



CONSTRUCTION AUTOMATION

- 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

Visitors



- Hotel Owners & Managers
- Rooms to let • Hostels
- Boutique Hotels • Villas
- Agrotourism Units • Camping
- Architects • Construction companies
- Construction Materials
- Restaurants • Catering
- Equipment merchants • Foodservice
- Beach Bars • Cafes
- Executive Chefs

Xenia Special Events



The Hellenic Chamber of Hotels (HCH) will hold the 5th International Hospitality Forum –with simultaneous physical presence– during the Xenia 2021 trade show. Representatives of international tourism brands and distinguished speakers of the industry will analyze the redesign of the tourism strategy based on global market trends.



The Xenia Digi Hotel will once again be a powerful think tank, which will record the latest developments, trends and challenges in global tourism in the post-covid era. Through discussions with leading tourism industry professionals, the new, dominant role of digital reality in the hospitality industry will be mapped.

400,000 €

is Xenia's advertising budget aimed at the dynamic and targeted promotion of the trade show

Xenia digital platform

Alongside the physical trade show, the Xenia 2021 digital platform will also operate. The platform will bring exhibitors in contact with trade professionals who will not be able to attend the exhibition in person, and who will be provided with free access codes to the platform. Through the digital platform, exhibitors will be able to hold pre-arranged meetings via video call or online chat with selected Greek and international buyers. It should be noted that 77,1% of respondents to the survey also consider the concurrent operation of the digital platform of significant importance.



Video call & chat between exhibitors & visitors



Access to the profiles of digital exhibitors



Search by product or/and by exhibitor

Floor plan & Participation costs

Participation Cost

One sided stand (ground trace)

- a. From 20 to 50 τ.μ. € 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. Carpeting € 4,00/m²
- 3. Basic stand structure* € 17,00/m²
- 4. Back side (sq.m) € 20,00
- 5. Listing in exhibitors' printed catalogue € 200,00
- 6. Participation at the digital edition & wired internet connection at your stand € 100,00

* The basic structure stand includes white melamine panels 3m in height, fascia and signage. Each basic structure stand will be given a socket outlet and lighting spots 100W/3 m²

Exhibitor benefits

Rental price includes the following:

- Availability of exhibition spaces for the setting up, operation and dismantling.
- Brand new carpeting to all indoor common areas of the exhibition center.
- Free use of pallet trucks and highlifters during the setting up and dismantling of stands.
- Free use of single-phase current 100 W/3 m².
- Security and cleaning services.
- Free parking for exhibitors.
- Secretarial services for exhibitors (free internet access, e-mails, fax).
- Fully-equipped medical post.
- Free access cards for exhibitor employees.
- Free invitations for each exhibitor, according to their stand surface area.

COVID SHIELD certification for FORUM SA

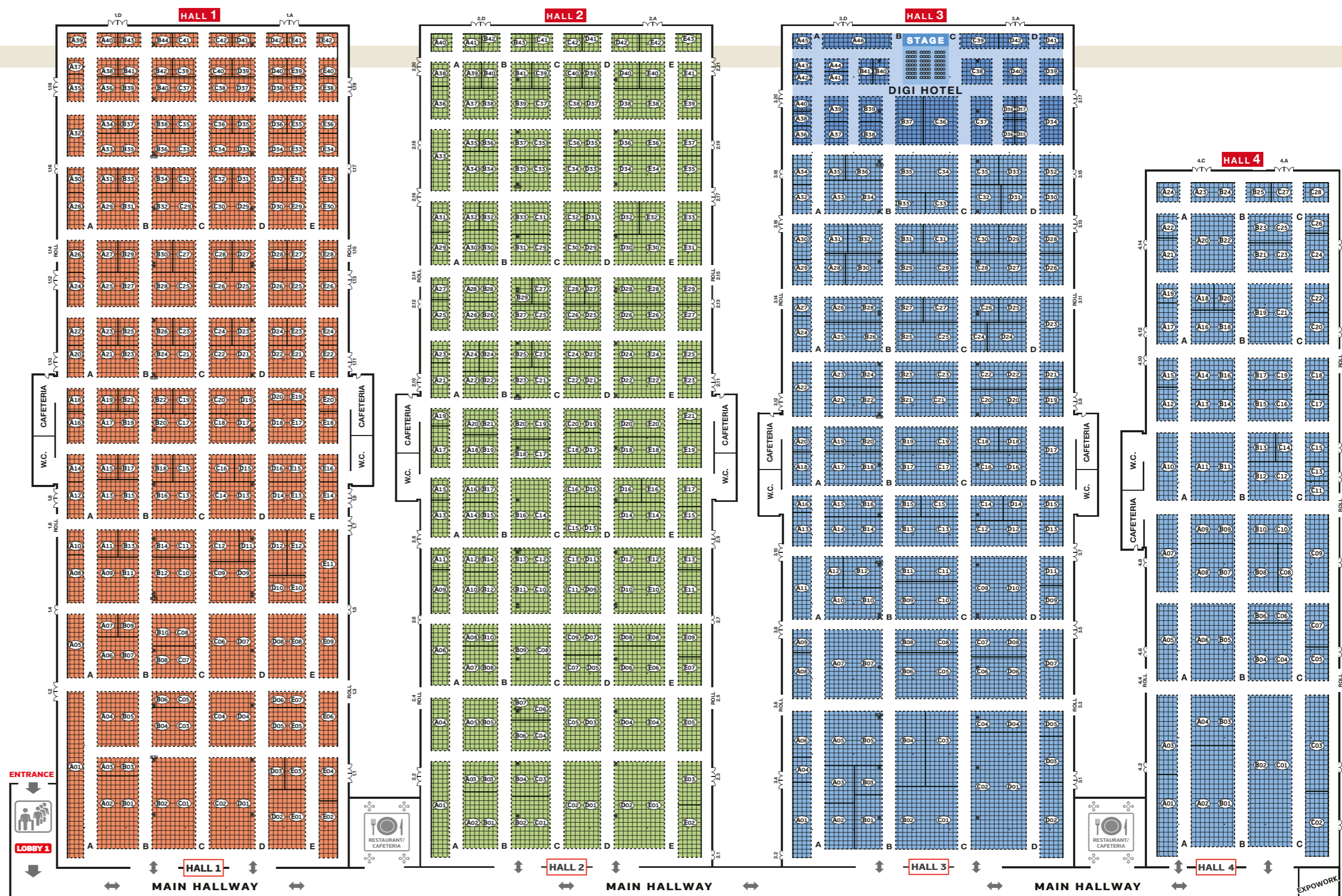


FORUM SA, the XENIA organizers, adapted to the COVID-19 pandemic conditions, and guided by the safety and health of its exhibitors and visitors, was certified by TUV Austria Hellas with the "CoVid-Shield" Certification Scheme, regarding the preparation and organization of trade shows.

Athens Metropolitan Expo



It is the largest and most modern exhibition venue in Greece, with an impressive 55,000 sq.m. of exhibition space. Located at the Athens International Airport Eleftherios Venizelos, it is easy to access by bus, car, Metro or Suburban Railway and offers 5,500 free of charge parking spots. In order to ensure the health safety of its employees and visitors and guarantee the business activity of the hosted exhibitions, it has been certified by TUV Austria Hellas with the "CoVid-Shield" Certification Scheme. In addition, during the trade shows, the exhibition center will operate air conditioning and extractor fan with 100% fresh air for optimal space ventilation.



HALL 1 SECTORS

FOOD & BEVERAGES: COOKING PRODUCTS & RAW MATERIALS
• BROTHS • DRESSING • SAUCES • SOUPS • CEREALS CHEESE • DAIRY
• PASTRIES • READY MEALS • COFFEE • BEVERAGES • TEA • SYRUPS
• JUICES • WATERS • JAMS • ICE CREAM

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

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

HALL 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

 **xenia** 2021

At the heart of the tourist industry!

OPENING DAYS & HOURS

27

NOVEMBER

SATURDAY
10.00 - 19.00

28

NOVEMBER

SUNDAY
10.00 - 19.00

29

NOVEMBER

MONDAY
10.00 - 19.00

www.xenia.gr