

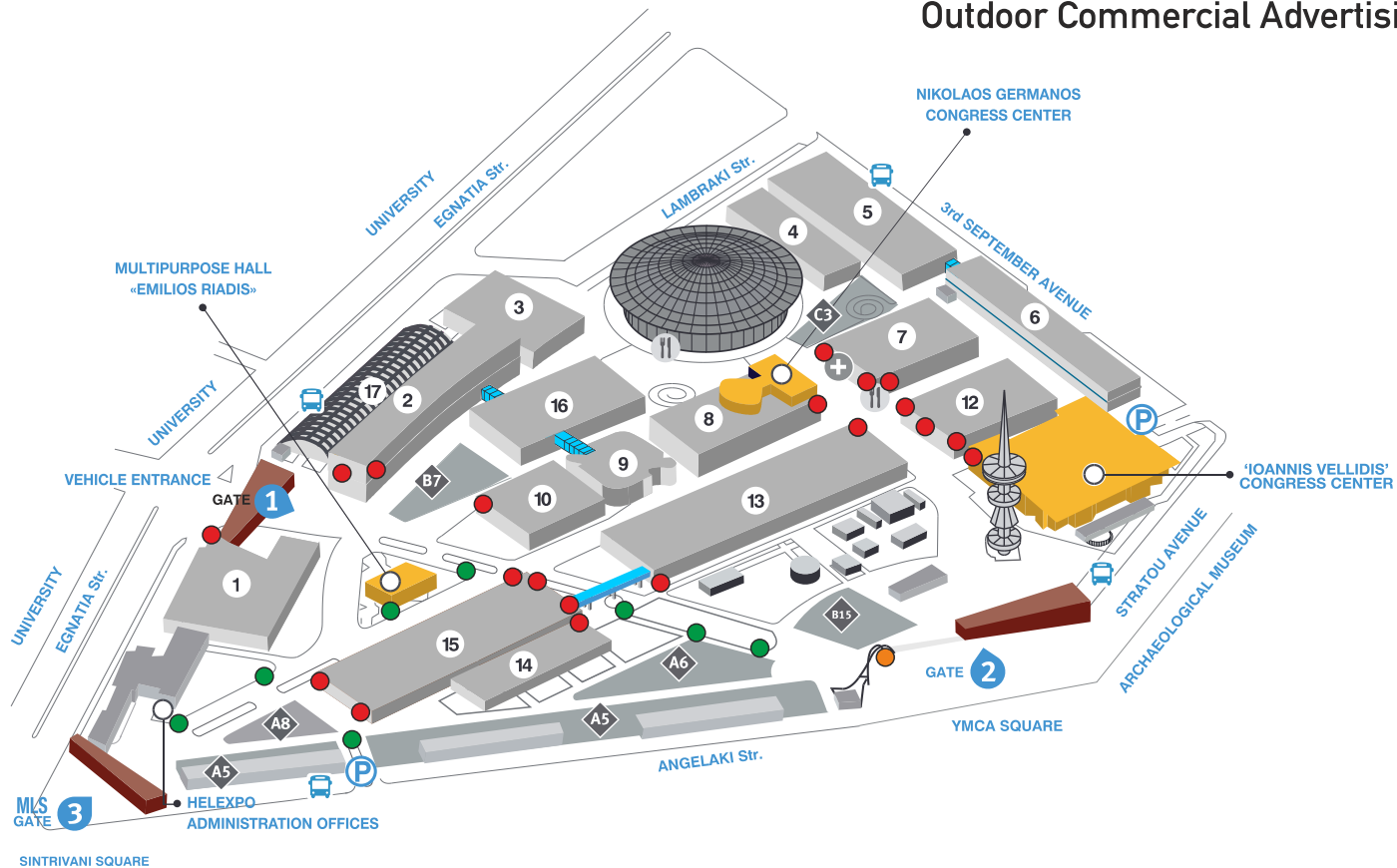


# Hotelia

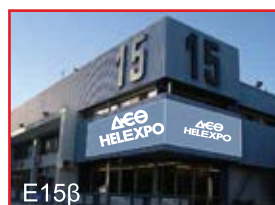
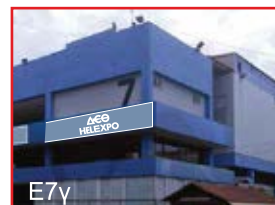


**TIC**  
**HELEXPO**

## Outdoor Commercial Advertising



- PAVILIONS FACADES
- BANNERS
- PLACES OF SPECIAL PROMOTION
- ARC PROMOTION





### OUTDOOR ADVERTISING

#### PAVILIONS FACADES

Description	Code	Cost / Position	Choice
Facade of Pavilion 2. Emporiou Gate, Banner made of Vinyl (dimensions 4m X 15m)	E2	2,100.00 €	<input type="checkbox"/>
Facade of Pavilion 1. Emporiou Gate, Banner made of Vinyl (dimensions 6m X 9m)	E1	2,000.00 €	<input type="checkbox"/>
Facade of Pavilion 2. To the Pav. 16, Banner made of Vinyl (dim. 4m X 15m)	E2α	1,100.00 €	<input type="checkbox"/>
Facade of Pavilion 15, South. Banner made of Vinyl, (dimensions 2.7m X 9m + 2.7m X 5.80m)	E15β	1,000.00 €	<input type="checkbox"/>
Facade of Pav. 15, North, to the Syntrivaniou Gate. Banner Vinyl, (dimensions 4.3m X 5.5m)	E15α	900.00 €	<input type="checkbox"/>
Facade of Pavilion 15, West corner. Banner Vinyl, (dim. 3.5m X 5.5m + 3.5m X 5.5m)	E15γ	900.00 €	<input type="checkbox"/>
Facade of Pav. 15, North corner, to the pav. 2. Banner Vinyl, (dimensions 4.3m X 5.5m)	E15	700.00 €	<input type="checkbox"/>
Facade of Pavilion 10. Banner Vinyl (dimensions 4m X 5m)	E10	700.00 €	<input type="checkbox"/>
Facade of Pavilion 8. Banner label Banner Vinyl, (dimensions 2.6m X 7m)	E8	500.00 €	<input type="checkbox"/>
Banner at cooling tower of Pav. 13 Banner Vinyl (dimensions 2.50m X 5.60m)	EΠΨ	500.00 €	<input type="checkbox"/>
Facade of Pavilion 13. To the ex sugar industry, Banner made of Vinyl (4,2x6)	E13	500.00 €	<input type="checkbox"/>
Banner at YMCA ARC. Banner Vinyl (dimensions 5.45m X 2.5m)	Eτοχ	400.00 €	<input type="checkbox"/>
Facade of Pavilion 12. Banner Vinyl, (dimensions 3.7m X 4m)	E12α	400.00 €	<input type="checkbox"/>
Facade of Pavilion 12. Banner Vinyl, (dimensions 3.7m X 4m)	E12β		<input type="checkbox"/>
Facade of Pavilion 12. Banner Vinyl, (dimensions 3.7m X 4m)	E12γ		<input type="checkbox"/>
Facade of Pavilion 7. Banner Vinyl, (dimensions 1,4m X 11m)	E7α	300.00 €	<input type="checkbox"/>
Facade of Pavilion 7. Banner Vinyl, (dimensions 1,4m X 11m)	E7β		<input type="checkbox"/>
Facade of Pavilion 7. Banner Vinyl, (dimensions 1,4m X 11m)	E7γ		<input type="checkbox"/>
Facade of Pavilion 7 to the pav. 12. Banner Vinyl ( dimensions 1,4m X 4m)	E7δ		<input type="checkbox"/>

#### BANNERS

Axis of YMCA gate, double banners one sided on DEI pillar Perforate banner (1,2x5)+(1,2x5)	EX	600.00 €	<input type="checkbox"/>
Axis of YMCA gate, double banners one sided on DEI pillar Perforate banner (1,2x5)+(1,2x5)	EXα EXγ	400.00 €	<input type="checkbox"/>
Sintrivaniou Gate double banners one sided on DEI pillar perforate banner (1,2x5)+(1,2x5)	EΣα EΣστ	400.00 €	<input type="checkbox"/>
Emporiou Gate, double banners one sided on DEI pillar perforate banner (1,2x5)+(1,2x5)	EEα	400.00 €	<input type="checkbox"/>

The above prices are charged with V.A.T. 24%.

INFORMATION: KYRIAKOS TSANTEKIDIS, T. +302310 291274, F. +302310 291843, E: kt@helexpo.gr

COMPANY NAME

PERSON IN CHARGE

T. \_\_\_\_\_ F. \_\_\_\_\_

MOBILE \_\_\_\_\_ E. \_\_\_\_\_

DATE \_\_\_\_\_

Signature



TO BE MAILED: TIF-HELEXPO, 154, EGNATIA str.,  
546 36 THESSALONIKI-GREECE OR FAXED: +302310291843

### ORDER FORM

## RADIO ANNOUNCEMENTS

### ADVERTISING RATES

1

#### FREE PROGRAM FOR 30 SEC SPOT

Spot per day	Transmission period	Spot number	€ / Spot	Total	Choice
			4.50		<input type="checkbox"/>

2

#### EXHIBITION PACKAGE FOR 10 SPOT OF 30 SEC PER DAY

Spot per day	Transmission period	Spot number	€ / Spot	Total	Choice
10	4	40	3.00	120.00 €	<input type="checkbox"/>

Spot production by RADIO TIF HELEXPO (client's texts required)

50.00 €

Mark with  the box of the advertisement you prefer.  
The client delivers a ready advertising spot of 30''  
The above prices are charged with V.A.T. 24%.

## ADVERTISEMENT IN RADIO PRAKTOREIO FM 104,9 - BY TIF RADIO FREQUENCY

1

#### RADIO SPOT PACKAGE

Spot per day	Transmission period	Spot number	Total	Choice
5	7	35	70.00 €	<input type="checkbox"/>

Special price for exhibitors.

A 30% discount on the pricelist of Radio Praktoreio FM 104,9 – by TIF radio frequency - is included

Mark with  the box of the advertisement you prefer.  
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### ORDER FORM

## ADVERTISING RATES IN THE ELECTRONIC EXHIBITORS' CATALOGUE

	Full page dimension	Cost	Choice	
<b>START</b>	<b>Places' dimensions: 800X 600 px image file</b> It comes up at the inception. Click to transfer in the 1st page	400.00 €	<input type="checkbox"/>	
<b>HOME PAGE BANNER</b>	<b>Home page banner: horizontal at the bottom of the 1st page</b> <b>Places' dimensions: 192X200 px image file</b> They come up horizontal at the bottom of the 1st page.	60.00 €	Places	
	1 st		<input type="checkbox"/>	
	2 nd		<input type="checkbox"/>	
	3 rd		<input type="checkbox"/>	
	4 th		<input type="checkbox"/>	
5 th	<input type="checkbox"/>			
<b>LEVEL 1</b>	<b>Banner internal level 1: vertical &amp; right of page</b> <b>Places' dimensions: 160X 125 px image file.</b> They come up at exhibition, searching & list: at exhibitors, exhibits, pavilions and houses. There is no charge at favorites.	100.00 €	Places	
	1 st		<input type="checkbox"/>	
	2 nd		<input type="checkbox"/>	
	3 rd		<input type="checkbox"/>	
<b>LEVEL 2</b>	<b>Places' dimensions: 160X 125 px image file.</b> They come up at exhibitor's data, searching & list: at exhibitors, exhibits, pavilions and houses. There is no charge at favorites.	80.00 €	Places	
	1 st		<input type="checkbox"/>	
	2 nd		<input type="checkbox"/>	
	3 rd		<input type="checkbox"/>	
<b>LEVEL 3</b>	<b>Places' dimensions: 160X 125 px image file.</b> They come up at exhibitor's data, exhibits and houses	50.00 €	Places	
	1 st		<input type="checkbox"/>	
	2 nd		<input type="checkbox"/>	
	3 rd		<input type="checkbox"/>	
			4 th	<input type="checkbox"/>

Mark with ( ✓ ) the box of the advertisement you prefer.

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## ORDER FORM

### ADVERTISING ON HELEXPO CARS - VIDEO WALL ADVERTISING

#### ADVERTISING RATES

##### DESCRIPTION

- Double sided label, 7 cm thick, with clips and double plexi glass, without illumination, made of aluminum profiles. Digital printed in paper of 150 grams.
- Stickers ordered in perimeter

**THREE  
CARS**

400,00 €

**ONE  
CAR**

200,00 €



Except of the ways explained above, you can be advertised further, placing your logo on the roof and perimetrically of three electric cars which are used during the exhibition for transferring goods, staff and Vip visitors inside the whole exhibition centre of Thessaloniki TIF .

Mark with ✓ the box of the advertisement you prefer. For the insertion of advertisements, your material is required, 25 days before the event in 300dpi PDF/EPS/TIFF/JPEG format.

The above prices are charged with V.A.T. 24%.

**POSTING –ANNOUNCEMENT AT FACEBOOK PAGE OF TIF- HELEXPO**

500.00 €

A post of customer's selection is included (site, banner, etc) for a 10 day period before, during and after the end of the exhibition. Note that the TIF- HELEXPO profile has over than 41.500 friends.

Mark with ✓ the box of the advertisement you prefer. For the insertion of advertisements, your material is required, 25 days before the event in 300dpi PDF/EPS/TIFF/JPEG format.

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## ORDER FORM

### ADVERTISING ON BICYCLES - ADVERTISING ON BILLBOARDS



#### ADVERTISING ON BICYCLES - DESCRIPTION

DESCRIPTION	Cost	Choice
<ul style="list-style-type: none"> <li>● Logo on double side banner mounted on a stationary bike.</li> <li>● Dimensions: W: 1,11 cm X H: 1,68 cm.</li> <li>● Bikes Available: 4</li> </ul>	€ 150.00	<input type="checkbox"/>

The bike is fitted at customer's option in the main visitors' entrance of the Exhibition Centre (Commodity gate, gate YMCA, Fountain Gate). Alternatively, it is mounted at customer's option in the outdoor or indoor entrance of pavilion.

A total discount of 10% is offered when two bicycles are rented, 20% is offered when three bicycles are rented and a total discount of 30% is offered when all bicycles (4) are rented.

#### ADVERTISING ON BILLBOARDS - DESCRIPTION

DESCRIPTION	Cost	Choice
<ul style="list-style-type: none"> <li>● Logo on illuminated, double side banner, mounted on a moving billboard.</li> <li>● Dimensions of the front view: W: 57,6 cm X H: 64 cm.</li> <li>● Dimensions of the rear view: W: 57,6 cm X H: 1,44 cm.</li> <li>● Available billboards: 4</li> </ul>	€ 195.00	<input type="checkbox"/>

The billboard is moving for six hours in all outdoor areas of the Exhibition Centre or in indoor stands or entrances and gates (Commodity gate, gate YMCA, gate Sintrivaniou) according to customer's option.

A total discount of 10% is offered when two billboards are rented, 20% is offered when three billboards are rented and a total discount of 30% is offered when all billboards (4) are rented.

Mark with  the box of the advertisement you prefer. For the insertion of advertisements, your material is required, 25 days before the event in 300dpi PDF/EPS/TIFF/JPEG format.

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## EXHIBITION VIDEO PRODUCTION

### PRICE LIST

DESCRIPTION	Cost	Choice
<p>The video production includes the following actions:</p> <ul style="list-style-type: none"> <li>● Production organization and execution</li> <li>● Music edition- copyright of music theme</li> <li>● Direction</li> <li>● Video Shooting in H D (High Definition) up to half an hour</li> <li>● Image processing-Logo importation-edition and sound mix</li> <li>● Duration of video presentation 1-2'</li> <li>● Mastering Web conversions</li> </ul>	€ 150,00	<input type="checkbox"/>



The video records and promotes in the most attractive way the presence of your company in HOTELIA. By uploading your video your company will be promoted on your website, you tube, facebook and other social media, even after the exhibition. Specifically, specialized staff (cameraman, director) and equipment (camera, sound and lighting) are available for the provision of audiovisual services. The services provided are videotaping and creation of the video, duration from 1 to 2 minutes and also delivery of 10 photographs (digital) with dimensions 1920x1080 in 150 dpi.

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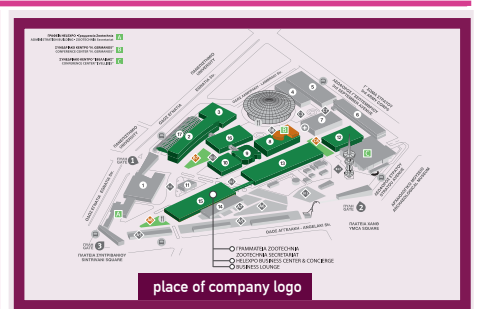
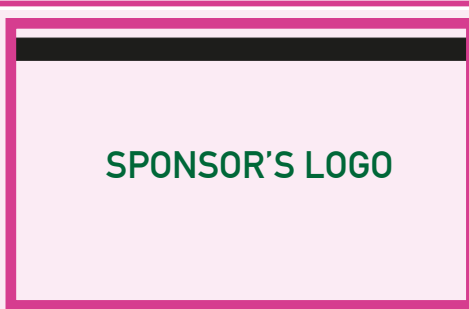


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## ORDER FORM



### ADVERTISING AT THE VISITOR'S TICKET & AT THE GENERAL PLAN

#### PRICE LIST



Print logo on the back side of the visitor's ticket. The dimensions of the ticket are 8,5cm X 5,5cm. In order to print the logo is required a file in digital format. The form and the file (300dpi, format PDF/EPS/TIFF/JPEG) must be sent at least 25 days before the opening of exhibition.

Print logo on the A' side of the general plan of exhibition and at the B' side the name of the company. The dimensions of the general plan is 21 cm X 29,7 cm. In order to print the logo is required a file in digital format. The form and the file (300dpi, format PDF/EPS/TIFF /JPEG) must be sent at least 25 days before the opening of exhibition.

Position	Cost	Choice
 Print logo on the back side of the visitor's ticket	900.00 €	<input type="checkbox"/>
 Print logo on the A' and B' side of the general plan of exhibition	450.00 €	<input type="checkbox"/>

### ADVERTISING WITH DISTRIBUTION

The ability of printed material distribution is provided to exhibitors outside of their stand and within the entire Exhibition Center. Distribution will be done by the staff of the advertiser or appointed by him.

Distribution of printed within the exhibition center. Person/ distribution point.	600,00 €	<input type="checkbox"/>
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