



Hotelia

HELEXPO

INTERNATIONAL HOTEL EQUIPMENT EXHIBITION

All about
hotels,
restaurants
and cafes

18-20/11/2022

THESSALONIKI INTERNATIONAL EXHIBITION
& CONGRESS CENTER

ORGANISED BY

HELEXPO



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New Trends in the Hospitality Sector



The major development in tourism being recorded in 2022, the return of hotel enterprises to fully operational status following the pandemic, new trends in hospitality, and technological developments that impact tourism products, will all be covered by the HOTELIA International Hotel Equipment Exhibition, to be held from 18-20 November at the Thessaloniki International Exhibition Centre.

The hotel of the future and the most modern specifications, which determine its construction parameters, will be the focus of HOTELIA, at which all the best practices and materials that respect the environment and enhance the added value of the hotel will also be presented.

Taking consumer preferences and desires into account, hotels are called upon today to attract new customer categories, adopt digital solutions, highlight their sustainable operation, and renew their services, in order to remain competitive.



Meeting with the tourism market



the Hotel Restaurant & Cafe business place



HOTELIA comes to cover these requirements, while at the same time highlighting the developments and all the trends at the Greek and global level in the café-catering and catering industries.

The experience of coffee consumption, its varieties, and the special techniques in preparing drinks, which utilise the pleasure of drinking coffee, are one of the highlighted aspects of HOTELIA.

Visitors: HOTELIA is addressed to hoteliers, architects, decorators, construction companies, as well as professionals from the catering, café-catering, and tourism industries.

Advantage: The concurrent organisation of HOTELIA with the PHILOXENIA tourism exhibition provides a comparative advantage with a considerable increase in the number of visitors from Greece's tourism industry. Structure: The modern approach to organisation and presentation has resulted in a rich, well-rounded exhibition product that attracts interest and covers the needs of all types of professionals, creating additional channels of communication between them.

Informative nature: The side events and conferences constitute vital parts of HOTELIA, adding an informative and educational dimension to the exhibition.



Side events & Sections



Top professionals of the beverage and coffee industries will impress visitors with their techniques and skills, while holding a number of seminars and presentations to present all the latest developments in the wonderful world of coffee.



This specially designed area will feature special food stations where catering specialists will present gastronomic trends from around the world 'in real time'. Their tasty suggestions will highlight a new way of presentation and service, present how to approach new audiences, and provide ideas on different thematic events.



Experienced professionals will present practices for adopting new technologies and digital applications as the key driver for the growth, development and enhancement of hotel competitiveness.












Throughout Hotelia, a number of lectures will be held at a specially designed, open-space area on a variety of topics such as: Architectural Decoration, New Technologies, Ecology & Green Practices, Branding & Marketing, Food & Beverages.



Communication strategy



-  **TV - Radio Campaign**
-  **Digital PR**
-  **Social Media Strategy**
-  **Email Marketing Strategy**
-  **Web Advertising**
-  **Media Relations**
-  **Google Advertising**
-  **Direct Marketing**
-  **Phone Marketing**



Exhibition sections



CONSTRUCCION & RENOVATION

- Indoor furniture • Indoor & outdoor seating • Linen • Mattresses • Curtains
- Upholstery • Carpeting • Lighting • Shading systems-energy-automations
- Construction materials • Decoration Products • Flooring • Doors-Window frames
- Sanitary ware • Bathroom ware • Swimming pools • Jacuzzi • Spa • Electrical equipment • Energy-saving systems • Photovoltaics • Air-conditioning-Ventilation
- Cooling - Heating



COOK & SERVE

- Cooking products & raw materials • Bakery ware • Cereals • Oils-Fats • Cheese Dairy products • Ready meals • Seafood • Sauces-Soups • Jams & marmalades



COFFEE & DRINKS

- Coffee • Beverages • Tea • Syrups • Juices • Water • Beer • Soft drinks



TECHNOLOGIES

- Web Marketing-Digital Technology • Booking Engines • Hotel marketing & management • Social Media & Apps • Web Development & Design • Audiovisual systems • Telecommunications-Call centres • Safes • Electronic Locks • Wireless Ordering • POS



KITCHEN RESTAURANT EQUIPMENT

- Refrigerators-Freezers • Ovens • Shop Display Cases • Washers • Coffee Machines • Serving Utensils • Catering Equipment • Buffets & Salad Bars
- Packaging Materials • Cleaning Materials & Machinery



CLEAN & MAINTAIN

- Hygiene and Sanitation Equipment



Participation cost



PRICE LIST OF RENTED SPACE

SIDES	TYPE	€/SQ.M.
ONE/ TWO/ THREE SIDE	1	95.00
FOUR SIDES	1	115.00
OPEN AIR SPACE		51.00
REGISTRATION FEE FOR EXHIBITOR		90.00

DISCOUNTS

from 24-48 sq.m. : 10% discount
 from 49-72 sq.m. : 15% discount
 from 73-110 sq.m. : 20% discount
 from 111 sq.m. and more : 25% discount

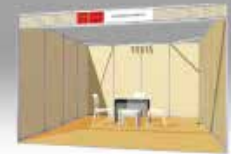
TYPE 2 /Construction 19.00€/SQ.M. TYPE 3 /Construction 55.00€/SQ.M. DPOINT /Construction 50.00€/SQ.M.

TYPE
1

Space renting without equipment includes: ground trace, cleaning. Electricity provision and connection not included.
 (wiring plan is necessary). COST: 22.00 € / KW

TYPE
2

Space renting with equipment includes: partitions, front panel with exhibitor's sign, stand number, one plug/12sq.m, ten electric spots/12sq.m., 1 desk, 1 table, 3 chairs.



TYPE
3

Floor: alma elea vel carpet in black color
Structure: octanorm maxima (H:3.00m.) with white color & wenge panels
Ceiling: aluminium frames 1 m x 1 m & 1 m x 0.5 m. with white panels
Sign: lightbox 1.5 m x 0.5 m. with the company in vinyl
Furnishing: infodesk with black surfaces/1 pc, worktop with black surface/1 pc, stool in black color/1pc, glass table/1pc, black chairs/4 pcs
Power Supply: lights double outlet socket 500W-2 pcs, HQI-4 pcs



TYPE
DPOINT
SHELL
SCHEME

Flooring: Alma Elea Vel carpet, white, black or beige
Structure: Heavyweight Woodwork in White, Black or Olive-Beige (H: 3.00m)
Front: H:0.50m along the open sides
Sign: Company logo in vinyl
Electrical installations: 500W Power strip with 2 outlets: 1 piece; HQI: 4 pcs.



EXHIBITION PLAN



Hotelia HELEXPO

INTERNATIONAL HOTEL EQUIPMENT EXHIBITION

18-20/11/2022

Opening Hours

Friday 11:00-20:00

Only for business visitors

Saturday 10:00-20:00

For business visitors & the public

Sunday 10:00-18:00

For business visitors & the public

Free parking for exhibitors and visitors



- ΓΡΑΦΕΙΑ ΔΕΘ HELEXPO
TIF HELEXPO ADMINISTRATION BUILDING
- ΣΥΝΕΔΡΙΑΚΟ ΚΕΝΤΡΟ "Ν. ΓΕΡΜΑΝΟΣ"
CONFERENCE CENTRE "N. GERMANOS"
- ΣΥΝΕΔΡΙΑΚΟ ΚΕΝΤΡΟ "Ι. ΒΕΛΛΙΔΗΣ"
CONFERENCE CENTRE "I. VELLIDIS"
- ΑΙΘΟΥΣΑ ΕΚΔΗΛΩΣΕΩΝ "ΑΙΜ. ΡΙΑΔΗΣ"
EVENT HALL "AIMILIOS RIADIS"
- ΙΑΤΡΕΙΟ-FIRST AID
- ΕΙΣΟΔΟΣ-ΠΛΗΡΟΦΟΡΙΕΣ
ENTRANCE-INFORMATION



ΔΙΕΘΝΕΣ ΕΚΘΕΣΙΑΚΟ & ΣΥΝΕΔΡΙΑΚΟ ΚΕΝΤΡΟ ΘΕΣΣΑΛΟΝΙΚΗΣ
THESSALONIKI INTERNATIONAL EXHIBITION & CONGRESS CENTRE





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HELEXPO

UNDER THE AUSPICES
ΕΣΧΕΙΡΟΛΟΓΗΣΗ
ΥΠΟΥΡΓΕΙΟ
ΕΣΩΤΕΡΙΚΩΝ
(ΜΑΚΕΔΟΝΙΑΣ - ΘΡΑΚΗΣ)
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