



Thessaloniki International Fair

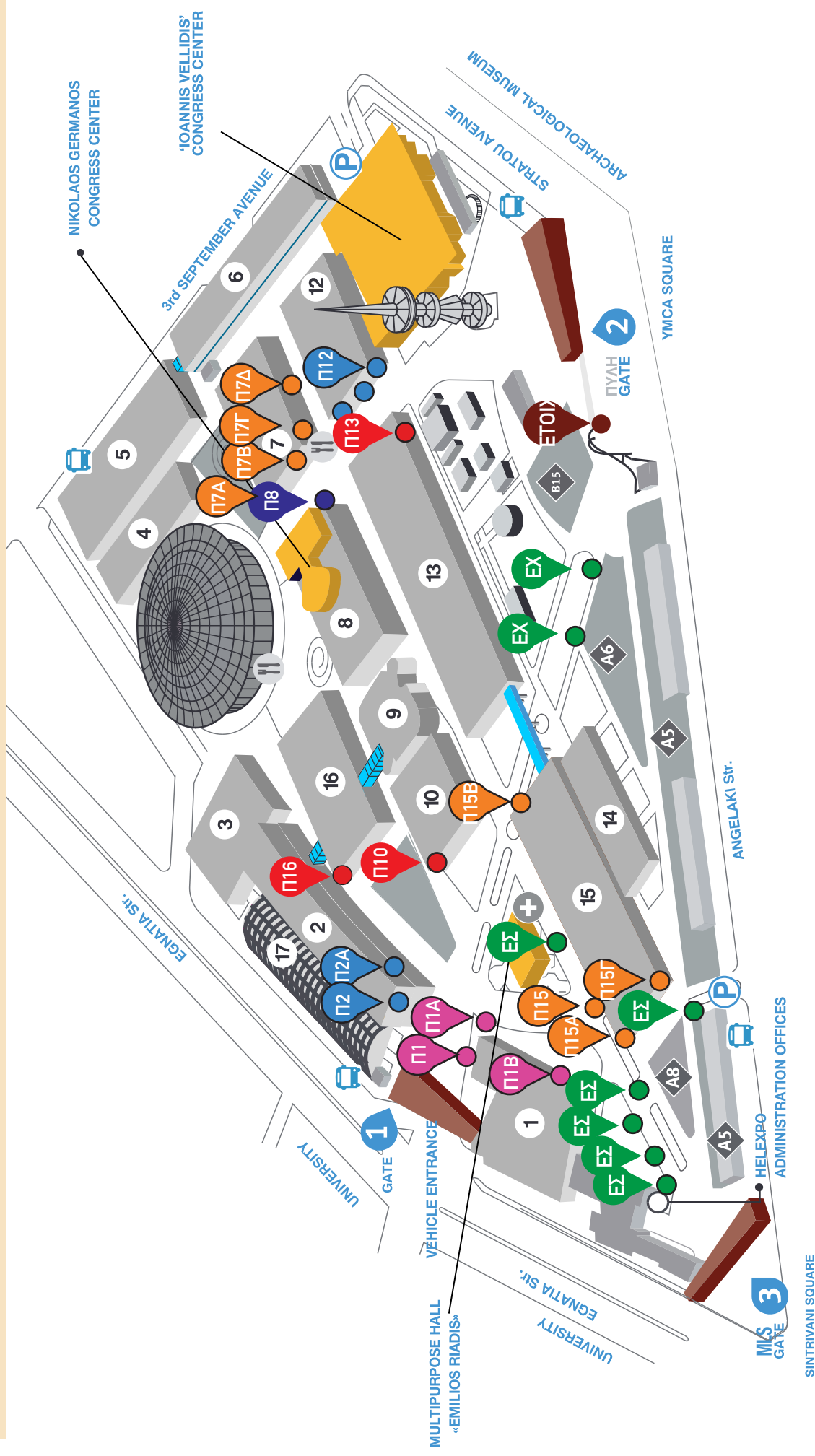
7-15 SEP 2019



TIF
HELEXPO

THESSALONIKI INTERNATIONAL EXHIBITION CENTER

Outdoor Commercial Advertising





E1



E1a



E1b



E2



E2a



E2b, E2c, E2d, E2e



E7a, E7b



E7c, E7d



E7f, E7g, E7i, E7h, E7j



E7l, E7m, E7n, E7o



E7k



E8, E8a



E10



E10a, E10b



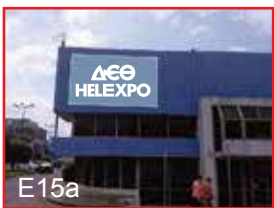
E12a, E12b, E12c



E13



E15



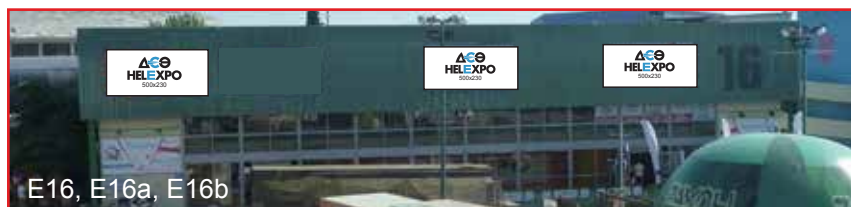
E15a



E15b



E15c



E16, E16a, E16b



EXa, EXb



ESa-ESs



EX



EEa-EEd



ETOX



EES13



EES13a

OUTDOOR PROMOTION SITES

PAVILION FACADES

	Code	Cost / Space	Selection
Pavilion 1 facade / Goods entrance, using Vinyl Banner material. Goods entrance, using Vinyl Banner material.	E1	5,500.00 €	<input type="checkbox"/>
Pavilion 1 facade facing Pav. 15 / Banner Vinyl material; can be split into two halves, each one costing half the price. Dimensions (Width x Height): 10.00m x 5.00m	E1a	3,000.00 € (each)	<input type="checkbox"/>
Pavilion facade 1 (corner) / Banner Vinyl material. 2 pieces; dimensions: (Width x Height), each: 6.00m x 7.85m x 2.00m.	E1b	3,000.00 € (each)	<input type="checkbox"/>
Pavilion 2 facade / Goods entrance, using Vinyl Banner material. Dimensions (Width x Height): 4.00m x 15.00m	E2	5,000.00 €	<input type="checkbox"/>
Pavilion 2 facade / Facing Pav. 16, Banner Vinyl material. Dimensions (Width x Height): 15.00m x 4.00m	E2a	2,500.00 €	<input type="checkbox"/>
Pavilion 15 facade, facing north to Synttrivani Sq. / Banner Vinyl. Dimensions (W x H): 5.50m x 4.30m	E15a	2,100.00 €	<input type="checkbox"/>
Pavilion 15 facade / Facing Pav. 2 / Banner Vinyl. Dimensions (Width x Height): 5.50m x 4.30m	E15	2,000.00 €	<input type="checkbox"/>
Pav 15 south corner facade / Banner Vinyl. (Height x Width): 9.00m x 2.70m + 5.80 x 2.70m.	E15b	2,000.00 €	<input type="checkbox"/>
Pav 15 West corner facade / Banner Vinyl. Dimensions (W x H): (5.50m x 3.00m + 5.50m x 3.00m)	E15c	2,000.00 €	<input type="checkbox"/>
Pavilion 10 facade / Banner Vinyl. (Height x Width): 5.00m x 5.00m	E10	1,500.00 €	<input type="checkbox"/>
Pavilion 13 facade Facing former Sugar industry building / Dimensions (W x H): 5.50m x 4.30m	E13	1,300.00 €	<input type="checkbox"/>
Pavilion 8 facade / Banner sign, Banner Vinyl. Dimensions (Width x Height): 6.00m x 3.00m	E8	1,200.00 €	<input type="checkbox"/>
Banner facing the YMCA Arc / Banner Vinyl. Dimensions (Width x Height): 5.45m x 2.50m	Etox	2,000.00 €	<input type="checkbox"/>
Pavilion 7 facade / Banner Vinyl. Dimensions (Width x Height): 11,00 m X 1,40 m	E7a	900.00 €	<input type="checkbox"/>
Pavilion 7 facade / Banner Vinyl. Dimensions (Width x Height): 11,00 m X 1,40 m	E7b	900.00 €	<input type="checkbox"/>
Pavilion 7 facade / Banner Vinyl. Dimensions (Width x Height): 11,00 m X 1,40 m	E7c	900.00 €	<input type="checkbox"/>
Pavilion 7 facade facing Pav. 12 / Banner Vinyl. Dimensions (Width x Height): 11,00 m X 1,40 m	E7d	900.00 €	<input type="checkbox"/>
Pavilion 8 facade / Banner Vinyl. Dimensions (Width x Height): 6.00m x 3.00m	E8a	1,200.00 €	<input type="checkbox"/>
Pavilion 7 side facade facing Pav. 4 / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7f	2,200.00 €	<input type="checkbox"/>
Pavilion 7 side facade facing Pav. 4 / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7g	2,200.00 €	<input type="checkbox"/>
Pavilion 7 side facade facing Pav. 4 / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7i	2,200.00 €	<input type="checkbox"/>
Pavilion 7 side facade facing Pav. 4 / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7h	2,200.00 €	<input type="checkbox"/>
Pavilion 7 side facade facing Pav. 4 / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7j	2,200.00 €	<input type="checkbox"/>
Pavilion 7 side facade , second level, facing Pavilion 12 / Banner Vinyl. Dimensions (Width x Height): 4.10m x 2.70m	E7k	1,500.00 €	<input type="checkbox"/>
Pavilion 7 side facade facing Pav. 12 / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7l	2,200.00 €	<input type="checkbox"/>
Pavilion 7 side facade facing Pav. 12 / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7m	2,200.00 €	<input type="checkbox"/>
Pavilion 7 side facade facing Pav. 12 / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7n	2,200.00 €	<input type="checkbox"/>
Pavilion 7 side facade facing Pav. 12 / Banner Vinyl. Dimensions (Width x Height): 5.00m x 7.00m	E7o	2,200.00 €	<input type="checkbox"/>
Pavilion 2 side facade facing Pav. 16 / Banner Vinyl. Dimensions (Width x Height): 4.70m x 4.90m	E2b	1,800.00 €	<input type="checkbox"/>

OUTDOOR PROMOTION SITES

		Code	Cost / Space	Selection
PAVILION FACADES	Pavilion 2 side facade facing Pav. 16 /Banner Vinyl. Dimensions (Width x Height): 4.70m x 4.90m	E2c	1,800.00 €	<input type="checkbox"/>
	Pavilion 2 side facade facing Pav. 16 /Banner Vinyl. Dimensions (Width x Height): 4.70m x 4.90m	E2d	1,800.00 €	<input type="checkbox"/>
	Pavilion 2 side facade facing Pav. 16 /Banner Vinyl. Dimensions (Width x Height): 4.70m x 4.90m	E2e	1,800.00 €	<input type="checkbox"/>
	Pavilion 12 facade / Banner Vinyl. Dimensions (Width x Height): 4.00m x 3.70m	E12a	1,500.00 €	<input type="checkbox"/>
	Pavilion 12 facade / Banner Vinyl. Dimensions (Width x Height): 4.00m x 3.70m	E12b	1,500.00 €	<input type="checkbox"/>
	Pavilion 12 facade /Banner Vinyl. Dimensions (Width x Height): 4.00m x 3.70m	E12c	1,500.00 €	<input type="checkbox"/>
	Pavilion 12 facade / Banner Vinyl. Dimensions (Width x Height): 4.00m x 3.70m	E1d	1,500.00 €	<input type="checkbox"/>
	Pavilion 16 facade / Banner Vinyl. Dimensions (Width x Height): 5.00m x 2.70m	E16a	1,500.00 €	<input type="checkbox"/>
	Pavilion 16 facade / Banner Vinyl. Dimensions (Width x Height): 5.00m x 2.70m	E16b	1,500.00 €	<input type="checkbox"/>
	Pavilion 10 side facade facing Pav. 2 / Banner Vinyl. Dimensions (Width x Height): 7.00m x 3.00m	E10a	1,500.00 €	<input type="checkbox"/>
	Pavilion 10 side facade facing Pav. 2 / Banner Vinyl. Dimensions (Width x Height): 7.00m x 3.00m	E10b	1,500.00 €	<input type="checkbox"/>
	Dividing Railing	Ek	700.00 €	
FLAGS	YMCA entrance / two, single-sided banners hanging on lamppost. Perforated banner. Dimensions (Width x Height): 1.25m x 5.00m	EX	1,700.00 €	<input type="checkbox"/>
	YMCA entrance / two, double-sided banners hanging from lamppost. Perforated banner. Dimensions (Width x Height): 1.25m x 5.00m & 1.25m x 5.00m	EXa-EXb	1,200.00 €	<input type="checkbox"/>
	Syntrivani Square entrance / two, single-sided banners hanging from lamppost. Perforated banner. Dimensions (Width x Height): 1.25m x 5.00m & 1.25m x 5.00m	ESa-ESf	1,200.00 €	<input type="checkbox"/>
PAVILION INTERIOR SPACES	Interior element on the 'mirror' of Pav. 13 along the connecting corridor to Pav. 13 & 15 Dimensions (Width x Height): 7.00 m x 1.80m	EES13	3,000.00 €	<input type="checkbox"/>
	External element at the public convenience facilities of Pav. 13 Dimensions (Width x Height): 1.00 m x 1.00m	EES13a	800.00 €	<input type="checkbox"/>

All prices above are net, 24% VAT is added

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

COMPANY NAME

PERSON IN CHARGE

T. _____ F. _____

MOBILE _____ E. _____

DATE _____

Signature

ORDER FORM

ADVERTISING IN THE EXHIBITORS' PRINTED CATALOGUE

PRICE LIST

advertising position	dimensions	€	
BACK COVER 4-COLOURS	(14X23,5εκ)	700.00 €	<input type="checkbox"/>
2nd FRONT COVER 4-COLOURS	(14X23,5εκ)	400.00 €	<input type="checkbox"/>
2nd BACK COVER 4-COLOURS	(14X23,5εκ)	400.00 €	<input type="checkbox"/>
1st INTERIOR 4-COLOURS	(14X23,5εκ)	300.00 €	<input type="checkbox"/>
FULL PAGE 4-COLOURS	(14X23,5εκ)	280.00 €	<input type="checkbox"/>
BOOKMARK	(Width:6 x Height: 19) 4-colour printing, double-sided, 250 grain illustration paper, ribbon tied to bookmark	800.00 €	<input type="checkbox"/>

Mark ☒ the corresponding box of the advertisement you would like with a tick. To print the advertisement a digital file is required.
The advertisement order and the file (300dpi, PDF/EPS/TIFF/JPEG format) must be sent 25 days prior to the opening of the event at the latest.

All prices above are net 24%, VAT is added

15% discount for exhibitors.

RADIO ANNOUNCEMENTS – RADIO BOOTHS

PRICE LIST

1	FREE PROGRAMME FOR 30 SEC SPOT					
	Spots per day	Days of transmission	Number of spots	€ per spot	Total	Selection
				6.00		<input type="checkbox"/>
2	EXHIBITION PACKAGES FOR 10 30-SEC SPOTS					
	Spots per day of exhibition				Total	Selection
	10				50.00 €	<input type="checkbox"/>

Radio message produced by TIF-HELEXPO using client text

405.00 € ☐

Mark ☒ the corresponding box of the advertisement you would like with a tick.

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ORDER FORM

ADVERTISING IN THE EXHIBITORS' ELECTRONIC CATALOGUE

Full page on Home Page

Cost

Selection

ΕΝΑΡΧΗ

Position dimensions: 800x600px picture file.
Appears on opening, click to go to home page

Five positions

400.00 €

☐

Home page banner: Horizontally at the base of the 1st page

Position

Cost/Position

Selection

**HORIZONTAL
HOME PAGE**

Position dimensions: 192x200 px picture file.
Appearing horizontally at the base of the 1st page

1st

2nd

3rd

4th

5th

60.00 €

☐
☐
☐
☐
☐

Internal banner, vertical, right side of page

Position

Cost/Position

Selection

LEVEL 1

Position dimensions: 160 x125 px picture file.
As follows: Vertical along the right side of the page under exhibitors,
exhibition, exhibits, pavilions, houses (search and list)

1st

2nd

3rd

4th

100.00 €

☐
☐
☐
☐

LEVEL 2

Position dimensions: 160 x125 px picture file.
As follows: vertically along the right side of the page under
exhibition, exhibits, pavilions, houses (search and list)

Position

Cost/Position

Selection

1st

2nd

3rd

4th

80.00 €

☐
☐
☐
☐

LEVEL 3

Position dimensions: 160 x125 px picture file.
As follows: Vertically along the right side of the page under
exhibits, pavilions, houses (search and list)

Position

Cost/Position

Selection

1st

2nd

3rd

4th

50.00 €

☐
☐
☐
☐

Positions in the horizontal opening banner and at levels 1, 2 & 3 are sold individually or together at a 10% discount for every additional position.

Mark ☒ the corresponding box of the advertisement you would like with a tick.

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COMPANY NAME

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ORDER FORM

ADVERTISING ON HELEXPO VEHICLES

PRICE LIST

DESCRIPTION

● Decal transfers along the vehicle perimeter

Further promotion is possible by placing your logo on the perimeter of the three small electric vehicles which are used during the exhibition to transport materials, VIP guests, executives, etc., throughout the TIF Exhibition Premises.

Cost

Selection

ALL 3 TOGETHER

1,100.00 €

☐

EACH

434.00 €

☐


DIMENSIONS

A2 VEHICLE 1) SIDE 45 x 20cm (TWICE) 2) REAR 100 x 20cm

A3 VEHICLE 1) SIDE 45 x 20cm (TWICE) 2) REAR 110 x 24cm

A1 VEHICLE 1) SIDE 45 x 20cm (TWICE)
2) REAR 93 x 40cm

Please mark with a (✓) the box corresponding to the advertising spaces you would like. For an advertisement to be printed, it has to be delivered in digital form. The advertising order and the file (300dpi, PDF/EPS/TIFF/JPEG format) have to be sent at least 25 days before the opening of the event.

All prices above are net 24%, VAT is added

POSTING ON TIF-HELEXPO FACEBOOK ACCOUNT

500.00 €

☐

This includes one post chosen by the client (e.g., site, banner, etc.) for 10 calendar days before, during and after the exhibition event. N.B. THE PROFILE OF TIF HELEXPO has more than 41,500 friends.

Please mark with a (✓) the box corresponding to the advertising spaces you would like. For an advertisement to be printed, it has to be delivered in digital form. The advertising order and the file (300dpi, PDF/EPS/TIFF/JPEG format) have to be sent at least 25 days before the opening of the event.

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ADVERTISING THROUGH TIF HELEXPO FREE Wi Fi

Visitors and exhibitors demand top quality Internet access. They expect a fast and safe WiFi connection when they use their mobile phone, tablet or computer. TIF HELEXPO's high-speed network provides just that and now offers much more: advertisements shall appear to all those using the wireless network on the premises.

- You can advertise your company or products implementing real time campaigns.
- You can promote yourselves on visitors' and participants' mobile devices quickly in a direct manner.
- Advertising can be feature images, text or even video and it appears when users are on line.



ADVERTISING - DESCRIPTION

	Κόστος	Επιλογή
• Three advertising positions	500.00 € Per position	Position A' <input type="checkbox"/> Position B' <input type="checkbox"/> Position C' <input type="checkbox"/>

Please mark with a (✓) the boxes corresponding to the advertising positions you would like.

All prices above are net 24%, VAT is added

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MOBILE _____ E. _____

DATE _____

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ADVERTISING ON BIKES & HELEXPO BILLBOARDS



ADVERTISING ON BIKES - DESCRIPTION

- Logo on double-sided banner placed on a stationary bike
- Dimensions: 1.11cm wide x 1.68cm high
- Bikes available: 4

Cost

Selection

500.00 €

☐

Depending on the client's choice, the bike is placed at the central visitors' entrance to the exhibition centre (goods entrance, YMCA entrance, Syntrivani Square entrance). Alternatively, a client may choose to have the bike placed outdoors or at the entrance inside a pavilion with roofing. When 2 bikes are rented, there is a 10% discount. When 3 bikes are rented, there is a 20% discount and if all bikes (4) are rented a total of 30% discount is offered.

ADVERTISING ON BILLBOARDS- DESCRIPTION

- Logo appearing on illuminated double-sided banner placed on a mobile billboard
- Dimensions: front: 57.6cm wide x 64cm high
- Dimensions: rear: 57.6cm wide x 144cm high
- Billboards available: 4

Cost

Selection

650.00 €

☐

Depending on the client's choice, the billboard is placed at the central visitors' entrance to the exhibition centre (goods entrance, YMCA entrance, Syntrivani Square entrance). Alternatively, a client may choose to have the billboard placed outdoors or at the entrance inside a pavilion with roofing. When 2 billboards are rented, there is a 10% discount. When 3 billboards are rented, there is a 20% discount and if all billboards (4) are rented a total of 30% discount is offered.

Please mark with a (✓) the box corresponding to the advertising spaces you would like. For an advertisement to be printed, it has to be delivered in digital form. The advertising order and the file (300dpi, PDF/EPS/TIFF/JPEG format) have to be sent at least 25 days before the opening of the event.

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COMPANY NAME

PERSON IN CHARGE

T. _____ F. _____

MOBILE _____ E. _____

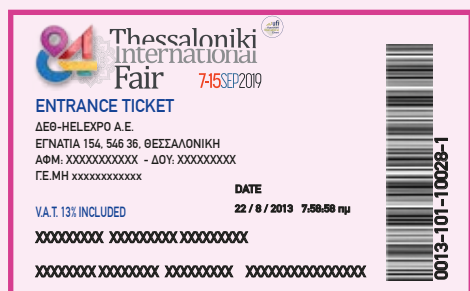
DATE _____

Signature

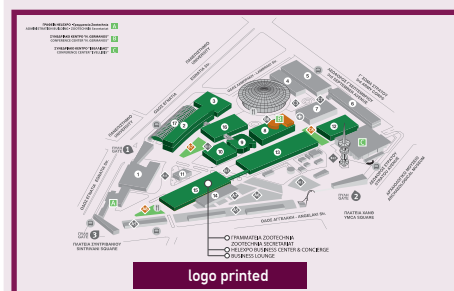
ORDER FORM

ADVERTISING ON VISITORS' TICKETS & THE GROUND PLAN

PRICE LIST



SPONSOR'S LOGO



Logo printed on the flip side of visitors' tickets.

Ticket dimensions: 8.5 x 5.5cm; for an advertisement to be printed it needs to be sent in digital form. The advertisement order and the 300dpi file (PDF/EPS/TIFF/JPEG format) must be sent at least 25 days before the opening of the event

Logo printed on side A of the floor plan and reference to the company on side B of the floor plan. The floor plan dimensions are 21cm x 29.7cm in digital form. The advertisement order and the 300dpi file (PDF/EPS/TIFF/JPEG format) must be sent at least 25 days before the opening of the event.

Space

Cost

Selection

Logo printed on the flip side of visitors' tickets

3,000.00 €

☐

Logo printed on sides A and B of the floor plan

1,500.00 €

☐

ADVERTISING PROMOTION WITH DISTRIBUTION OF PRINTED MATERIAL

It is possible to have printed material distributed to exhibitors outside their stands and anywhere within Exhibition Centre. Printed material is distributed by the staff of the company being advertised or appointed by the company advertised.

Printed material distributed within the exhibition centre per distribution point-person

1,000.00 €

☐

All prices above are net; 24% VAT is added

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COMPANY NAME

PERSON IN CHARGE

T. F.

MOBILE E.

DATE

Signature

