

2025 **21** to **24**  
feb

ATHENS • GREECE

UNDER THE  
AUSPICES OF THE  
HELLENIC BAKERS'  
& CONFECTIONERS'  
ASSOCIATIONS



**artoza**  
INTERNATIONAL TRADE FAIR FOR THE BAKERY & PATISSERIE SECTORS

## Exhibitors Participation Kit

SERVICES | ADVERTISING SOLUTIONS | EXHIBITOR & ORDERING FORMS

# Shaping the future of Bakery & Pastry!



## P.03-05 TRADE SHOW LOGO - EXHIBITOR'S PROFILE

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## LOGO “WE PARTICIPATE”

To advertise your participation in the trade show, download the logo “we participate” in a digital form, which can be used in your e-mail (along with your digital signature), or as a banner on your website.

- Click [here](#) to download the logo



## EXHIBITORS CATALOGUE

### EXHIBITORS IN ALPHABETICAL ORDER

The Exhibitors Catalogue will be distributed within a bag, to all visitors. This is more than just a list of each exhibitor's information and products in both Greek and English; it is a comprehensive market guide, a valuable work tool for visitors, which will also be utilized after the end of the trade show.



## EXHIBITOR COMPANY PROFILE

FORUM SA has developed a specialized platform, which you will enter with a unique username & password and create your company's profile. This profile will be used for the alphabetical presentation of your company in all promotional media /material of the exhibition such as:

- ▶ Exhibitors Catalogue
- ▶ Visitor's guide
- ▶ Website of exhibition/List of exhibitors, presentation by category & product
- ▶ Mobile application
- ▶ Hall mapping

You will be fully responsible for the correct entry of your profile and its appearance in the above-mentioned promotional media.

In case you need to change the details of your company, you must log in with your passwords and make all the changes, modifications, corrections, additions, etc. that you wish.

*Instructions will be sent to you shortly!*



## ADVERTISING SOLUTIONS IN THE TRADE SHOW

Enhance your presence in the trade show by taking advantage of the offered promotion solutions, to make a statement, or further showcase your products and/or services.

***Kindly contact our commercial department for availability (ms@forumsa.gr & nm@forumsa.gr).***

1

ADVERTISE IN THE EXHIBITORS CATALOGUE  
(DISTRIBUTED FREE OF CHARGE TO THE VISITORS)

Your advertisement in the Exhibitors Catalogue will bring about the best possible commercial results.  
The types of advertisements as well as the relevant costs can be found in the price list (VAT is not included).

**SPECIFICATIONS:**

**Dimensions:**








As shown in the following table + 0.5 cm bleed + crop marks

**File:** pdf, resolution 300 dpi

**Deadline for sending the file:** 2 weeks before the opening of the show

**Kindly send it to our e-mails:** [magazines@forumsa.gr](mailto:magazines@forumsa.gr) & [nm@forumsa.gr](mailto:nm@forumsa.gr), mentioning the Trade Show, the Company Name, and the words “Advertisement In The Exhibitors Catalogue”.

**ADVERTISING RATES**

Regular position			
TYPE	POSITION	DIMENSION	PRICE
Single Page		14,5x21 cm	700 €
Spread		29x21 cm	1250 €
Special position			
TYPE	POSITION	DIMENSION	PRICE
1st Spread		29x21 cm	1500 €
2st Spread		29x21 cm	1400 €
3st Spread		29x21 cm	1300 €
C' Cover Page		14,5x21 cm	800 €
Back Cover		14,5x21 cm	1700 €

2

## ADVERTISE ON A PRINTED CANVAS (PVC TARPAULIN) AT THE MAIN CORRIDOR OF THE METROPOLITAN EXPO

AN ADVERTISEMENT THAT DOES NOT GO UNNOTICED...

**TOTAL NUMBER OF CANVASES:** 9 (No 1, 2, 3, 4, 5, 6, 12, 13, 14)

SEE FLOOR PLAN -> PAGE 12 -> COLOUR ->



Attention!! up to the dividing line Hall 2)

**DIMENSIONS:** 4x5m, 5x5m, 6x3m ->(length x height)

**COST:** 3.000,00€ (+ VAT)

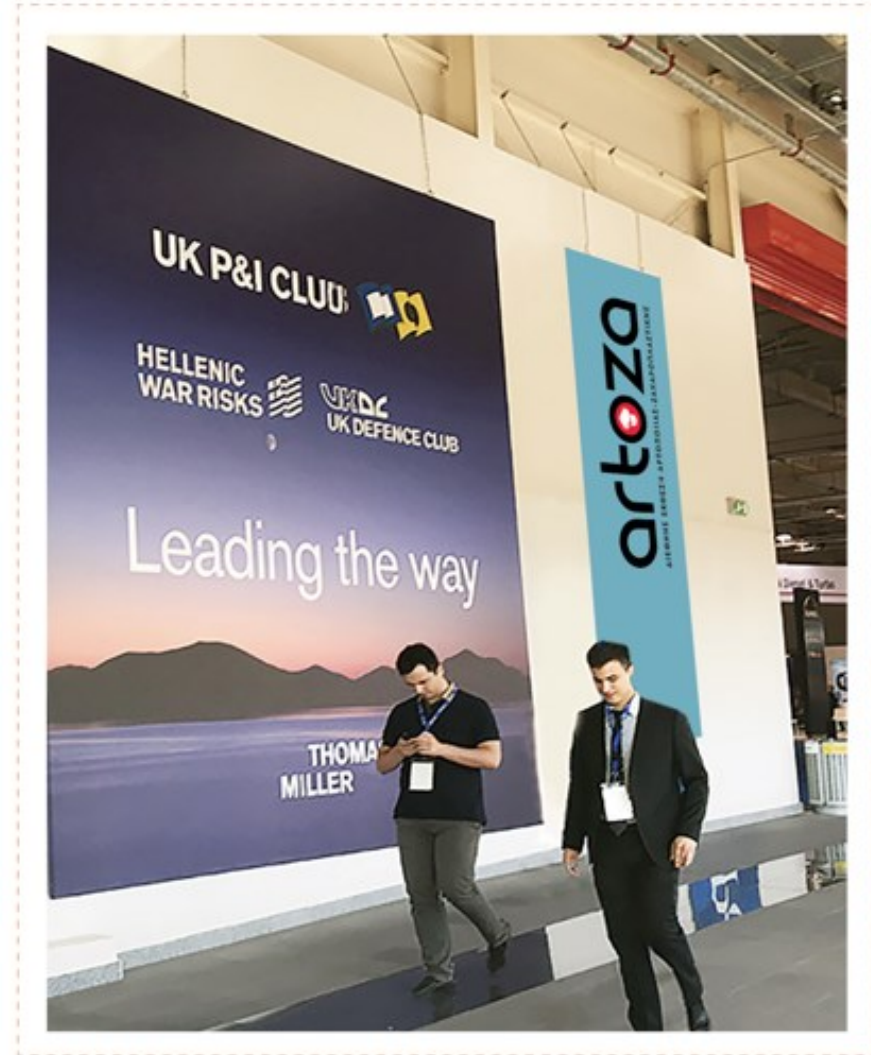
### SPECIFICATIONS:

#### File:

- natural size at 150 dpi
- in the case of a photo, a .tif file
- in the case of a vector file .eps or .pdf
- outlined font (CMYK)

**Deadline for sending the file:** 2 weeks before the opening of the show

**Kindly send it to our e-mails:** [sales.support@forumsa.gr](mailto:sales.support@forumsa.gr) & [nm@forumsa.gr](mailto:nm@forumsa.gr),  
mentioning the Trade Show, the Company Name, and the word "Canvas"





**NEW-> ADVERTISE ON A PRINTED CANVAS (PVC TARPAULIN) AT THE MAIN CORRIDOR OF THE METROPOLITAN EXPO**

AN ADVERTISEMENT THAT DOES NOT GO UNNOTICED...

**TOTAL NUMBER OF CANVASES: 10** (No 6, 7, 8, 9, 10, 11, 12, 13, 14, 15)

SEE FLOOR PLAN -> PAGE12 ->COLOUR-> 

Attention!! up to the dividing line Hall 2

**DIMENSIONS:** 6.0 x 2.5 ->(length x height)

**COST:** 3.000,00€ (+ VAT)

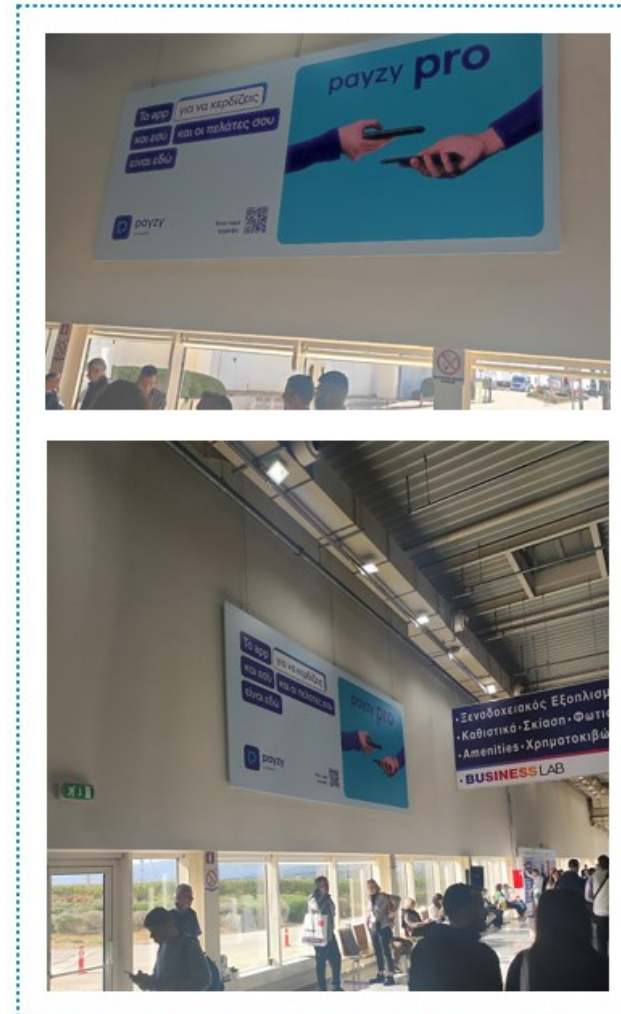
**SPECIFICATIONS:**

File:

- natural size at 150 dpi
- in the case of a photo, a .tif file
- in the case of a vector file .eps or .pdf
- outlined font (CMYK)

Deadline for sending the file: 2 weeks before the opening of the show

Kindly send it to our e-mails: [sales.support@forumsa.gr](mailto:sales.support@forumsa.gr) & [nm@forumsa.gr](mailto:nm@forumsa.gr), mentioning the Trade Show, the Company Name, and the word "Canvas"



**3**

## ADVERTISE ON A PRINTED CANVAS (PVC TARPAULIN) AT THE MAIN CORRIDOR OF THE METROPOLITAN EXPO

AN ADVERTISEMENT THAT DOES NOT GO UNNOTICED...

**TOTAL NUMBER OF CANVASES: 8** (No 5, 6, 7, 8, 9, 10, 11, 12)

SEE FLOOR PLAN -> PAGE12 ->COLOUR (light green)-> ■

Attention!! up to the dividing line Hall 2)

**DIMENSIONS:** 1.5 x5m->(length x height)

**COST:** 850,00€ (+ VAT)

### SPECIFICATIONS:

#### File:

- natural size at 150 dpi
- in the case of a photo, a .tif file
- in the case of a vector file .eps or .pdf
- outlined font (CMYK)

**Deadline for sending the file:** 2 weeks before the opening of the show

**Kindly send it to our e-mails:** [sales.support@forumsa.gr](mailto:sales.support@forumsa.gr) & [nm@forumsa.gr](mailto:nm@forumsa.gr), mentioning the Trade Show, the Company Name, and the word "Canvas"




4

ADVERTISE ON A LIGHT BOX AT THE MAIN CORRIDOR OF THE METROPOLITAN EXPO

AN ADVERTISEMENT THAT DOES NOT GO UNNOTICED...

**TOTAL NUMBER OF CANVASES:** 9 (No 4, 5, 6, 7, 8, 9, 10, 11, 12)

SEE FLOOR PLAN -> PAGE12 ->COLOUR dark green -> 

Attention!! up to the dividing line Hall 2

**DIMENSIONS:** 0.937 x 2m ->(length x height)

**COST:** 700,00€ (+ VAT)

**SPECIFICATIONS:**

File:

- natural size at 150 dpi
- in the case of a photo, a .tif file
- in the case of a vector file .eps or .pdf
- outlined font (CMYK)

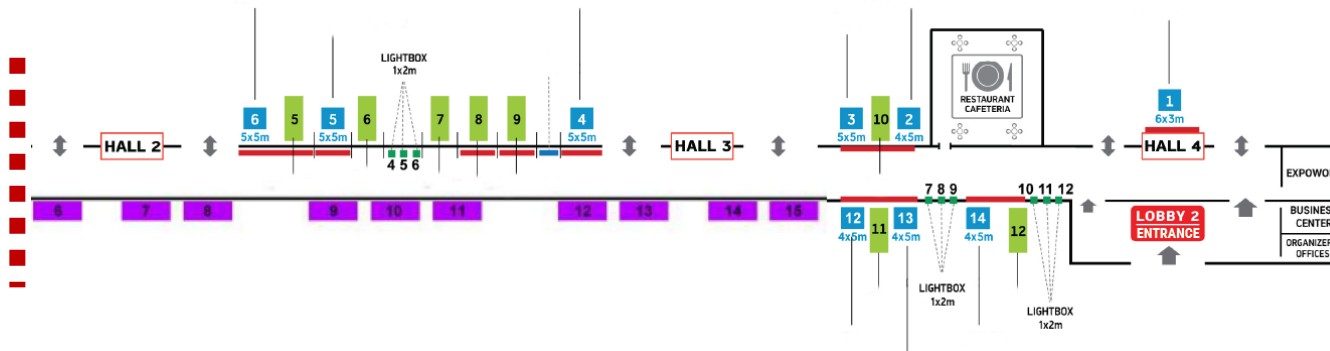
Deadline for sending the file: 2 weeks before the opening of the show

Kindly send it to our e-mails: [sales.support@forumsa.gr](mailto:sales.support@forumsa.gr) & [nm@forumsa.gr](mailto:nm@forumsa.gr), mentioning the Trade Show, the Company Name, and the word "Light Box"



## FLOOR PLAN SHOWING THE VARIOUS POSITIONS OF LIGHTBOXES, PVC TARPAULIN

The following floorplan shows (indicated with ) the positions of the PVC Tarpaulin, lightboxes at the central corridor



## MAIN CORRIDOR POSITIONS

- PVC TARPAULIN
- PVC TARPAULIN (1.5 x 5)
- LIGHTBOXES
- POSTER (LOBBY 1)
- PVC TARPAULIN (6 x 2.5)

Click [here](#) to download the floorplan

Attention!! The positions of the PVC Tarpaulins & Light Boxes begin from the dashed line at Hall 2



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## PROMOTION THROUGH AN ADVERTISING LEAFLET-INSERT

You can place a leaflet inside the non-woven bag that will be distributed along with the Exhibitors Catalogue to every visitor.

**COST: 2,000.00 € (+ VAT)**

**Pieces: 10,000**

**Specifications:** Dimensions up to 22 x 29 cm (maximum A4 size), weight -> up to 50gr

**Delivery time:** 4 days before the opening of the show at the ATHENS METROPOLITAN EXPO

**Deadline for orders:** 1 week before the opening of the show

MAXIMUM NO OF LEAFLETS INSIDE THE NON-WOVEN BAG: **15** (1 PER CLIENT)

For ordering, kindly contact our commercial department at:

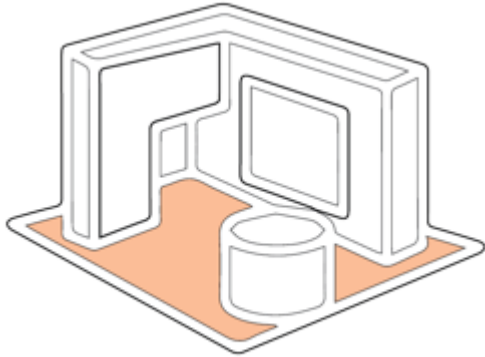
**[sales.support@forumsa.gr](mailto:sales.support@forumsa.gr) & [nm@forumsa.gr](mailto:nm@forumsa.gr)**



## SPONSORSHIP PACKAGES

For sponsorship packages kindly send an e-mail at:

**[sales@forumsa.gr](mailto:sales@forumsa.gr) & [nm@forumsa.gr](mailto:nm@forumsa.gr)**



## READY - MADE STAND (BUSINESS, BASIC STRUCTURE AND CARPET)

For the exhibitors wishing to have an upgraded presence at the lowest possible cost, our company offers ready-made stands or structures of high aesthetic and functionality as:

- **Business**
- **Basic structure & a carpet**

## BUSINESS STAND – COST & SPECIFICATIONS

(ALLOCATED AT HALL 2 & 3)

### RENTAL COST:

Structure as it is described comes at a cost of **240,00€ / m<sup>2</sup>(Includes the space rental cost)**

### SPECIFICATIONS:

On the picture on the side, you can see an indicative photo of a Business stand - as well as what is included (specifications & equipment).

**Structure** Aluminum structure grey colored frame 3,50 m height

**Panel** White panels color 3,00 m. height and 2 transparent lighted boxes (1,00 m x 3,00 m) with printings (0,91 m x 2,38 m and 0,91 m x 0,45 m.).

### Equipment:

- Blue color carpet
- 1 round table 0,80 m diameter
- 3 chairs (white) and 1 stool.
- White curved info desk with print 1,47m x 0,946 m.
- and 1 brochure holder with 3 A4 slots.
- 1 LED 100 floodlight per 4 sq.m. and 1 500W grounded socket.
- 2 signages with the exhibitor's name 2,00 x 0,50 m.T

**Deadline for ordering the business stand:** up to 1 month before the opening of the show, and according to availability.







## BUSINESS STAND ORDERING FORM


Should you wish to order the business structure, kindly fill in the order form, sign and stamp it and send it to our e-mails:








**sales.support@forumsa.gr &**

**nm@forumsa.gr**, mentioning

the Trade Show, the Company Name

and the words "Business Stand".


  
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**BUSINESS STAND RENTAL FORM** ->Includes the space rental cost.  
(Only valid for the relevant trade show)

TRADE SHOW:	HALL:	No:
COMPANY NAME:		
ORDERING PERSON:		
TELEPHONE-NO:	MOBILE:	
EMAIL:		


  

	UNIT PRICE:	TOTAL FLOOR AREA OF THE STAND:	VALUE
BUSINESS STAND	240.00 €		€
		VAT (24%)	€
		TOTAL VALUE	€

Exhibitor's Name/Surname

Sign & stamp

FORUM SA  
 328 Vouliagmenis Ave., 173 42 Athens - Greece  
 T: +30 210 5242100, F: 210 5244581, info@forumsa.gr, www.forumsa.gr  
 Member of NürnbergMesse Group



Click [here](#) to download the ordering form

## BASIC STAND & CARPET– COST & SPECIFICATIONS

### RENTAL COST:

- Structure as it is described comes at a cost of **25,00€ / m<sup>2</sup>** (**Does not include the space rental cost**)
- Dark grey carpet at an extra charge of **5.00 € / m<sup>2</sup>**

### SPECIFICATIONS:

On the picture on the side, you can see an indicative photo of a basic structure (9 m<sup>2</sup>) as well as what is included (specifications & equipment)

- 3m high Aluminum structure, with white and grey PVC panel(s)
- PVC partition
- Fitted carpeting
- Company name (not logo) printed at the fascia of the stand (1,20m x 0,25 m), at every open facade
- 1 x 100W spotlight / 3 m<sup>2</sup> and a 220 Volt socket

The exhibitors are not allowed to drill the walls or the aluminum transverses. It is also prohibited to paint those materials as well as to act in any way that will damage them.

**Deadline for ordering the basic stand & carpet:** up to 1 month before the opening of the show, and according to availability.






## BASIC STRUCTURE & CARPET ORDERING FORM







Should you wish to order the basic structure and/or carpet, kindly fill in the order form, sign and stamp it and send it to our e-mails:

**sales.support@forumsa.gr** &

**nm@forumsa.gr**, mentioning

the Trade Show, the Company Name and the words "Basic Stand & Carpet".


  
TRADE SHOWS • PUBLICATIONS

**BASIC STAND & CARPET RENTAL FORM**  
(Only valid for the relevant trade show)

TRADE SHOW:	HALL:	NO:
COMPANY NAME:		
ORDERING PERSON:		
TELEPHONE-NO:	MOBILE:	
EMAIL:		


  

	UNIT PRICE:	TOTAL FLOOR AREA OF THE STAND:	VALUE
BASIC STRUCTURE	25.00 €		€
CARPET	5.00 €		€
		VAT (24%)	€
		<b>TOTAL VALUE</b>	<b>€</b>

Exhibitor's Name/Surname

Sign & stamp

FORUM SA  
 328 Vouliagmenis Ave., 173 42 Athens - Greece  
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Click [here](#) to download the ordering form

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