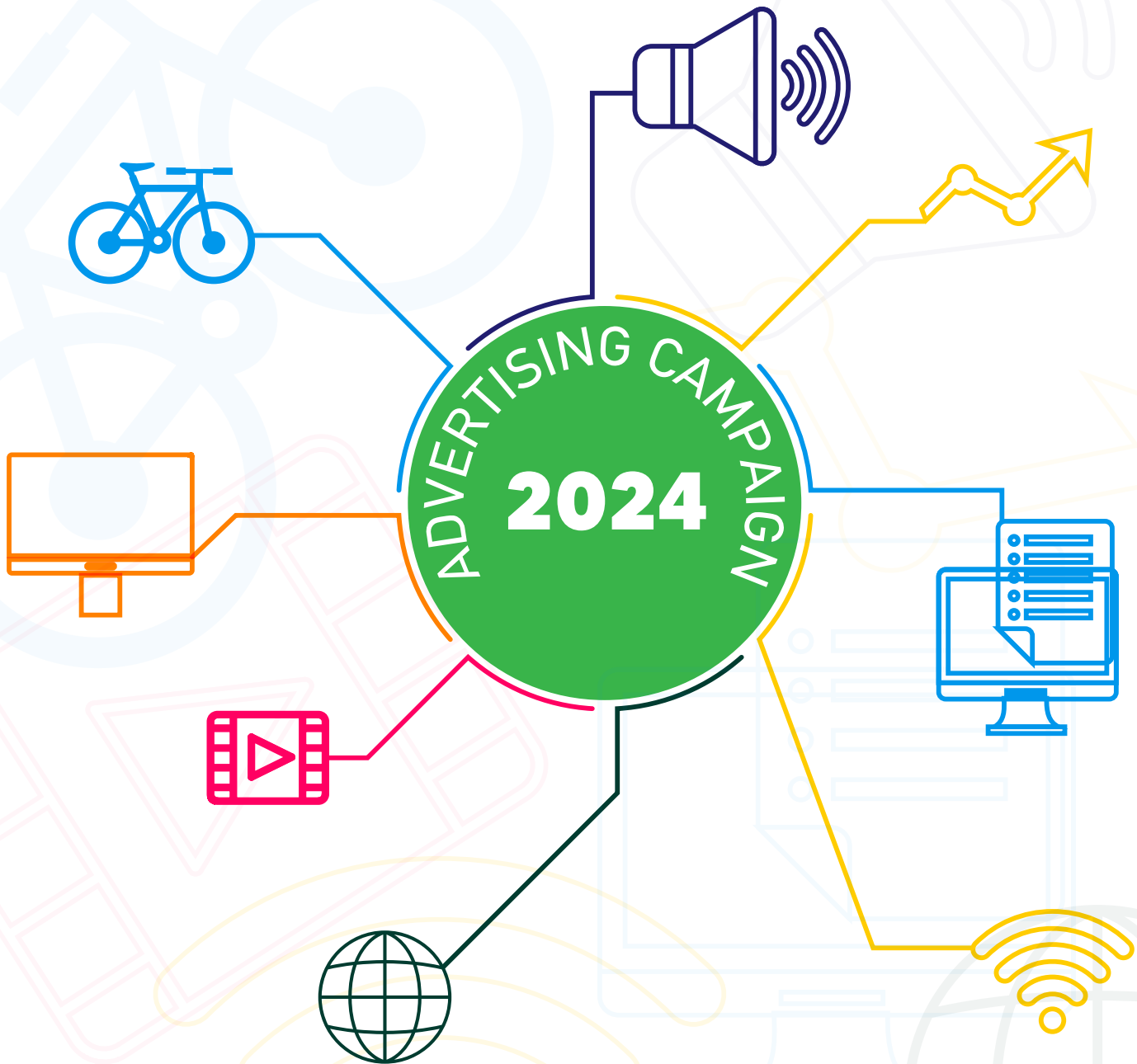




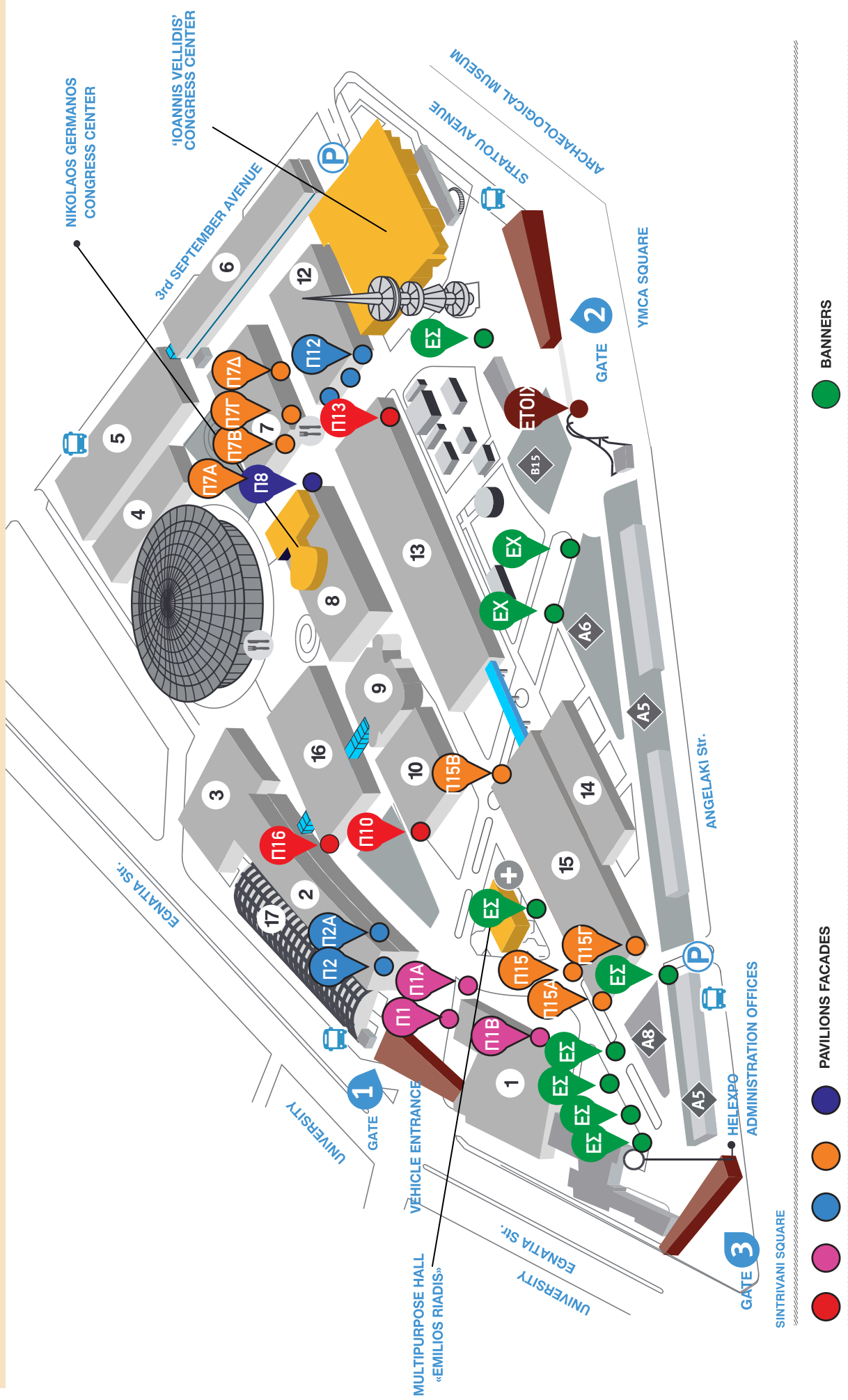
# Freskon

## HELEXPO



# THESSALONIKI INTERNATIONAL EXHIBITION CENTER

## Outdoor Commercial Advertising



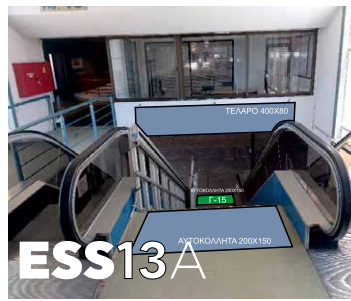




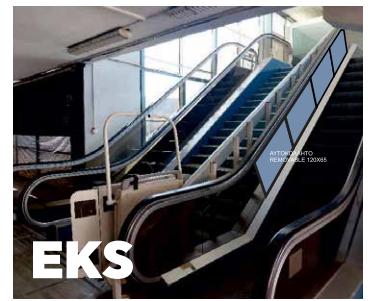
**ESP**



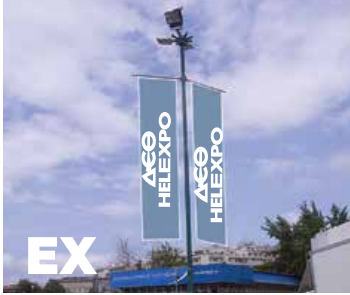
**ESP**



**ESS13A**



**EKS**



**EX**



**EXA-EXB**



**EEA-EED**



**EES13**



**ETOX**

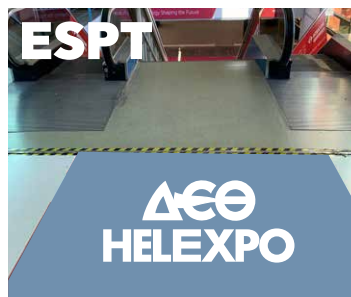


**ESA-B-C-D-E-G**

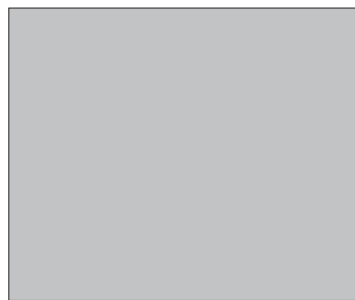


**E15D**

**E15E**



**ESPT**



**EPXS**



**EPXE**



**EKX**



### OUTDOOR PROMOTION SITES

PAVILION FACADES

	Code	Cost/Space	Selection
<b>Pavilion 1 facade</b> / Goods entrance, using Vinyl Banner material.	<b>E1</b>	<b>2.750,00 €</b>	<input type="checkbox"/>
<b>Pavilion 1 facade facing Pav. 15</b> / Banner Vinyl material; can be split into two halves, each one costing half the price. Dimensions (Width x Height): 10.00m x 5.00m	<b>E1A</b>	<b>1.450,00 €</b>	<input type="checkbox"/>
<b>Pavilion facade 1 (corner)</b> / Banner Vinyl material. 2 pieces; dimensions: (Width x Height), each: 6.00m x 7.85m x 2.00m.	<b>E1B</b>	<b>2.650,00 €</b>	<input type="checkbox"/>
<b>Pavilion 2 facade</b> / Goods entrance, using Vinyl Banner material.(W x H): 4.00m x 15.00m	<b>E2</b>	<b>2.400,00 €</b>	<input type="checkbox"/>
<b>Pavilion 2 facade</b> / Facing Pav. 16, Banner Vinyl material. (W x H): 15.00m x 4.00m	<b>E2A</b>	<b>1.300,00 €</b>	<input type="checkbox"/>
<b>Pavilion 2 side facade facing Pav. 16</b> / Banner Vinyl. (W x H): 4.70M x 4.90m	<b>E2B</b>	<b>1.000,00 €</b>	<input type="checkbox"/>
<b>Pavilion 2 side facade facing Pav. 16</b> /Banner Vinyl. (W x H): 4.70m x 4.90m	<b>E2C</b>	<b>1.000,00 €</b>	<input type="checkbox"/>
<b>Pavilion 2 side facade facing Pav. 16</b> /Banner Vinyl. (W x H):4.70m x 4.90m	<b>E2D</b>	<b>1.000,00 €</b>	<input type="checkbox"/>
<b>Pavilion 2 side facade facing Pav. 16</b> /Banner Vinyl. (W x H): 4.70m x 4.90m	<b>E2E</b>	<b>1.000,00 €</b>	<input type="checkbox"/>
<b>Pavilion 7 facade facing Pav. 8</b> / Banner Vinyl. (W x H): 11,00 m X 1,40 m	<b>E7A</b>	<b>550,00 €</b>	<input type="checkbox"/>
<b>Pavilion 7 facade facing Pav. 8</b> / Banner Vinyl. (W x H):11,00 m X 1,40 m	<b>E7B</b>	<b>550,00 €</b>	<input type="checkbox"/>
<b>Pavilion 7 facade facing Pav. 8</b> / Banner Vinyl. (W x H): 11,00 m X 1,40 m	<b>E7C</b>	<b>550,00 €</b>	<input type="checkbox"/>
<b>Pavilion 7 facade facing Pav. 12</b> / Banner Vinyl. (W x H): 11,00 m X 1,40 m	<b>E7D</b>	<b>550,00 €</b>	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 4</b> / Banner Vinyl. (W x H): 5.00m x 7.00m	<b>E7E</b>	<b>1.200,00 €</b>	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 4</b> / Banner Vinyl. (W x H): 5.00m x 7.00m	<b>E7F</b>	<b>1.200,00 €</b>	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 4</b> / Banner Vinyl. (W x H): 5.00m x 7.00m	<b>E7G</b>	<b>1.200,00 €</b>	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 4</b> / Banner Vinyl. (W x H): 5.00m x 7.00m	<b>E7I</b>	<b>1.200,00 €</b>	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 4</b> / Banner Vinyl. (W x H): 5.00m x 7.00m	<b>E7H</b>	<b>1.200,00 €</b>	<input type="checkbox"/>
<b>Pavilion 7 side facade, 2nd level, facing Pavilion 12</b> / Banner Vinyl. (W x H):4.10m x 2.70m	<b>E7J</b>	<b>1.000,00 €</b>	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 12</b> /Banner Vinyl. (W x H):4.10m x 2.70m	<b>E7K</b>	<b>1.200,00 €</b>	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 12</b> /Banner Vinyl. (W x H): 5.00m x 7.00m	<b>E7L</b>	<b>1.200,00 €</b>	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 12</b> /Banner Vinyl. (W x H): 5.00m x 7.00m	<b>E7M</b>	<b>1.200,00 €</b>	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 12</b> /Banner Vinyl. (W x H): 5.00m x 7.00m	<b>E7N</b>	<b>1.200,00 €</b>	<input type="checkbox"/>
<b>Pavilion 7 side facade facing Pav. 12</b> /Banner Vinyl. (W x H): 5.00m x 7.00m	<b>E7O</b>	<b>1.200,00 €</b>	<input type="checkbox"/>
<b>Pavilion 8 facade</b> / Banner sign, Banner Vinyl. (W x H): 6.00m x 3.00m	<b>E8</b>	<b>750,00 €</b>	<input type="checkbox"/>
<b>Pavilion 8 facade</b> / Banner Vinyl. (W x H): 6.00m x 3.00m	<b>E8A</b>	<b>750,00 €</b>	<input type="checkbox"/>
<b>Pavilion 10 facade</b> / Banner Vinyl. (Height x Width): 5.00m x 5.00m	<b>E10</b>	<b>750,00 €</b>	<input type="checkbox"/>
<b>Pavilion 10 side facade facing Pav. 2</b> / Banner Vinyl. (W x H): 7.00m x 3.00m	<b>E10A</b>	<b>750,00 €</b>	<input type="checkbox"/>
<b>Pavilion 10 side facade facing Pav. 2</b> / Banner Vinyl. (W x H): 7.00m x 3.00m	<b>E10B</b>	<b>750,00 €</b>	<input type="checkbox"/>
<b>Pavilion 12 facade</b> / Banner Vinyl. Dimensions (Width x Height): 4.00m x 3.70m	<b>E12A</b>	<b>550,00 €</b>	<input type="checkbox"/>
<b>Pavilion 12 facade</b> / Banner Vinyl. (W x H): 4.00m x 3.70m	<b>E12B</b>	<b>550,00 €</b>	<input type="checkbox"/>
<b>Pavilion 12 facade</b> /Banner Vinyl. (W x H): 4.00m x 3.70m	<b>E12C</b>	<b>550,00 €</b>	<input type="checkbox"/>
<b>Pavilion 13 facade Facing former Sugar industry building</b> / (W x H): 5.50m x 4.30m	<b>E13</b>	<b>650,00 €</b>	<input type="checkbox"/>
<b>Pavilion 13 façade, Banner vinyl,</b> ( W6,00 X H3,00)	<b>E13A</b>	<b>2.000,00 €</b>	<input type="checkbox"/>



### OUTDOOR PROMOTION SITES

		Code	Cost/Space	Selection
PAVILION FACADES	<b>Pavilion 15 facade, facing north to Syntrivani Sq./</b> Banner Vinyl. (W x H): 5.50m x 4.30m	<b>E15A</b>	<b>1.100,00 €</b>	<input type="checkbox"/>
	<b>Pavilion 15 facade/ Facing Pav. 2 /</b> Banner Vinyl. (Width x Height): 5.50m x 4.30m	<b>E15</b>	<b>1.000,00 €</b>	<input type="checkbox"/>
	<b>Pav 15 south corner facade /</b> Banner Vinyl. (Hx W: 9.00m x 2.70m + 5.80 x 2.70m	<b>E15B</b>	<b>1.000,00 €</b>	<input type="checkbox"/>
	<b>Pav 15 West corner facade /</b> Banner Vinyl. (W x H): (5.50m x 3.00m + 5.50m x 3.00m	<b>E15C</b>	<b>1.000,00 €</b>	<input type="checkbox"/>
	<b>Pavilion 15 façade,</b> Banner vinyl, Dim. (W6,00 X H3,00)	<b>E15D</b>	<b>1.000,00 €</b>	<input type="checkbox"/>
	<b>Pavilion 15 façade,</b> Banner vinyl, Dim. (W6,00 X H3,00)	<b>E15E</b>	<b>1.000,00 €</b>	<input type="checkbox"/>
	<b>Pavilion 16 facade /</b> Banner Vinyl. Dimensions (Width x Height): 5.00m x 2.70m	<b>E16</b>	<b>750,00 €</b>	<input type="checkbox"/>
	<b>Pavilion 16 facade /</b> Banner Vinyl. Dimensions (Width x Height): 5.00m x 2.70m	<b>E16A</b>	<b>750,00 €</b>	<input type="checkbox"/>
	<b>Pavilion 16 facade/</b> Banner Vinyl. Dimensions (Width x Height): 5.00m x 2.70m	<b>E16B</b>	<b>750,00 €</b>	<input type="checkbox"/>
	<b>Interior Banner, in the connecting corridor of Pavilions 13-15</b> (W5,00 X H1,50)	<b>ESS13</b>	<b>1.650,00 €</b>	<input type="checkbox"/>
	<b>Interior Banner, in the connecting corridor of Pavilions 13-15</b> (W4,00 X H0,80)	<b>ESS13A</b>	<b>1.650,00 €</b>	<input type="checkbox"/>
	<b>Carpet made of vinyl or plastic.</b> Available 4 places	<b>EC</b>	<b>275,00 €</b>	<input type="checkbox"/>
	<b>Handrail of escalator covered with sticker</b>	<b>EKS</b>	<b>3.300,00 €</b>	<input type="checkbox"/>
	<b>Banner in the corridor of Pavilions 13-15.</b> 2 pieces (W3,45 X H2,45)	<b>ESP</b>	<b>1.800,00 €</b>	<input type="checkbox"/>
	<b>Banner on the corridor outside of YMCA Gate.</b> (W X H): 5,20 X3.	<b>EKX</b>	<b>4.400,00 €</b>	<input type="checkbox"/>
	<b>Banner on the cooper inside at the Emporiou Gate.</b> (W X H): 4,00 X 15,00.	<b>EPXE</b>	<b>2.750,00 €</b>	<input type="checkbox"/>
	<b>Banner on the cooper inside at the Sintrivaniou Gate.</b> (W X H): 4,00 X 15,00.	<b>EPXS</b>	<b>2.750,00 €</b>	<input type="checkbox"/>
	FLAGS	<b>Banner YMCA Gate</b> (W5,45 X H2,50)	<b>EX</b>	<b>1.000,00 €</b>
<b>YMCA entrance /</b> two, double-sided banners hanging from lamppost.		<b>EXA</b>	<b>650,00 €</b>	<input type="checkbox"/>
<b>YMCA entrance /</b> two, double-sided banners hanging from lamppost.		<b>EXB</b>	<b>650,00 €</b>	<input type="checkbox"/>
<b>Syntrivani Square entrance /</b> two, double-sided banners hanging from lamppost.		<b>ESA</b>	<b>650,00 €</b>	<input type="checkbox"/>
<b>Syntrivani Square entrance /</b> two, double-sided banners hanging from lamppost.		<b>ESB</b>	<b>650,00 €</b>	<input type="checkbox"/>
<b>Syntrivani Square entrance /</b> two, double-sided banners hanging from lamppost.		<b>ESC</b>	<b>650,00 €</b>	<input type="checkbox"/>
<b>Syntrivani Square entrance /</b> two, double-sided banners hanging from lamppost.		<b>ESD</b>	<b>650,00€</b>	<input type="checkbox"/>
<b>Syntrivani Square entrance /</b> two, double-sided banners hanging from lamppost.		<b>ESE</b>	<b>650,00 €</b>	<input type="checkbox"/>
<b>Banner on the internal side of Emptoiou Gate</b> W15,00 X H4,00		<b>ΕΣΣΤ</b>	<b>650,00 €</b>	<input type="checkbox"/>
<b>Banner on the internal side of Syntrivaniou Gate</b> W15,00 X H4,00		<b>EEA</b>	<b>650,00 €</b>	<input type="checkbox"/>
<b>Banner at the peristyle of YAMC Gate</b> (W5,20 X H3,00)	<b>EEB</b>	<b>650,00 €</b>	<input type="checkbox"/>	

All prices above are net, 24% VAT is added

COMPANY NAME

PERSON IN CHARGE

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

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

DATE \_\_\_\_\_

Signature



INFORMATION: KYRIAKOS TSANTEKIDIS, T. +302310 291274, M: +306932541575 - E:kt@helexpo.gr

## ORDER FORM

### 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
	10			405.00 €	<input type="checkbox"/>

Radio message produced by TIF-HELEXPO using client text	50.00 € <input type="checkbox"/>
---	----------------------------------

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

All prices above are net 24%, VAT is added

COMPANY NAME \_\_\_\_\_

PERSON IN CHARGE \_\_\_\_\_

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

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

DATE \_\_\_\_\_

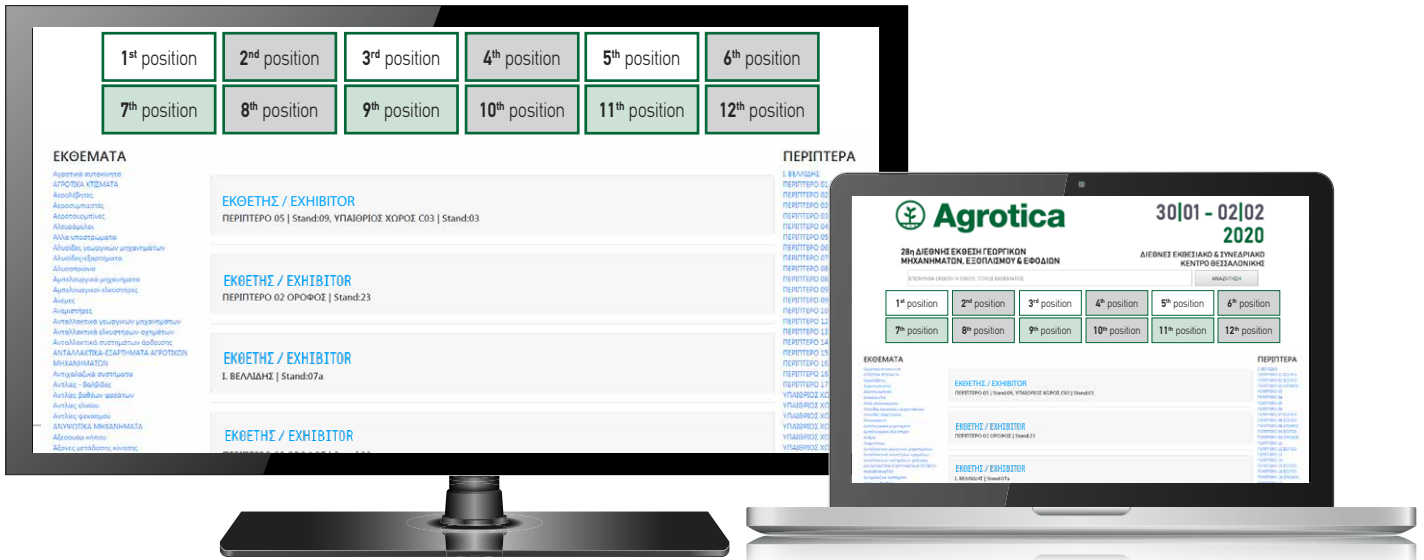
Signature



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ORDER FORM

## ADVERTISING IN THE EXHIBITORS' ELECTRONIC CATALOGUE



### ADVERTISING - DESCRIPTION

- Twelve advertising positions

Places' dimensions:  
160 X 125px image file.

For the insertion of advertisements, a file is required, in 300dpi PDF/EPS/TIFF/JPEG format.

Cost

900.00 €  
Per  
position

Selection

1 <sup>st</sup> position <input type="checkbox"/>	7 <sup>th</sup> position <input type="checkbox"/>
2 <sup>nd</sup> position <input type="checkbox"/>	8 <sup>th</sup> position <input type="checkbox"/>
3 <sup>rd</sup> position <input type="checkbox"/>	9 <sup>th</sup> position <input type="checkbox"/>
4 <sup>th</sup> position <input type="checkbox"/>	10 <sup>th</sup> position <input type="checkbox"/>
5 <sup>th</sup> position <input type="checkbox"/>	11 <sup>th</sup> position <input type="checkbox"/>
6 <sup>th</sup> position <input type="checkbox"/>	12 <sup>th</sup> position <input type="checkbox"/>

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

All prices above are net 24%, VAT is added

COMPANY NAME

PERSON IN CHARGE

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

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

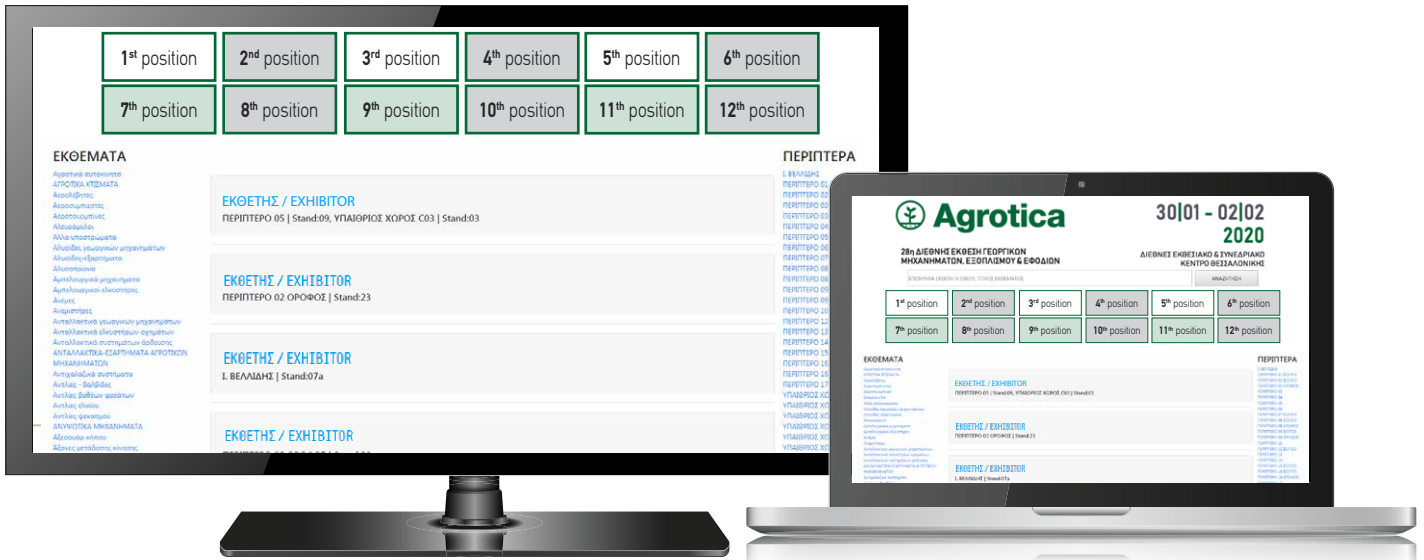
DATE \_\_\_\_\_

Signature





### ADVERTISING IN THE EXHIBITORS' ELECTRONIC PLATFORM



The electronic platform of exhibitors is used by those who are interesting to apply a form to participate in an Exhibition. Already exhibitors use the same platform to obtain their account and access services such as exhibitor cards etc.

#### ADVERTISING - DESCRIPTION

- Twelve advertising positions

Places' dimensions:  
160 X 125px image file.

For the insertion of advertisements, a file is required, in 300dpi PDF/EPS/TIFF/JPEG format.

Cost	Selection	
1,200.00 € Per position per year	1 <sup>st</sup> position	<input type="checkbox"/>
	2 <sup>nd</sup> position	<input type="checkbox"/>
	3 <sup>rd</sup> position	<input type="checkbox"/>
	4 <sup>th</sup> position	<input type="checkbox"/>
	5 <sup>th</sup> position	<input type="checkbox"/>
	6 <sup>th</sup> position	<input type="checkbox"/>
	7 <sup>th</sup> position	<input type="checkbox"/>
	8 <sup>th</sup> position	<input type="checkbox"/>
	9 <sup>th</sup> position	<input type="checkbox"/>
	10 <sup>th</sup> position	<input type="checkbox"/>
	11 <sup>th</sup> position	<input type="checkbox"/>
	12 <sup>th</sup> position	<input type="checkbox"/>

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

All prices above are net 24%, VAT is added

COMPANY NAME \_\_\_\_\_

PERSON IN CHARGE \_\_\_\_\_

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

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

DATE \_\_\_\_\_

Signature \_\_\_\_\_



### 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 1,000.00 €	<input type="checkbox"/>
EACH 334.00 €	<input type="checkbox"/>



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
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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.

All prices above are net 24%, VAT is added

COMPANY NAME

PERSON IN CHARGE

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

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Signature



INFORMATION: KYRIAKOS TSANTEKIDIS, T. +302310 291274, M: +306932541575 - E:kt@helexpo.gr

## ORDER FORM

### 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

	Cost	Selection
<ul style="list-style-type: none"> <li>• Three advertising positions</li> </ul>	<b>500.00 €</b> Per position	Position <b>A'</b> <input type="checkbox"/> Position <b>B'</b> <input type="checkbox"/> Position <b>C'</b> <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

COMPANY NAME \_\_\_\_\_

PERSON IN CHARGE \_\_\_\_\_

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

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

DATE \_\_\_\_\_

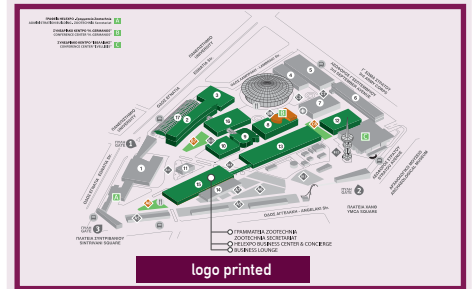
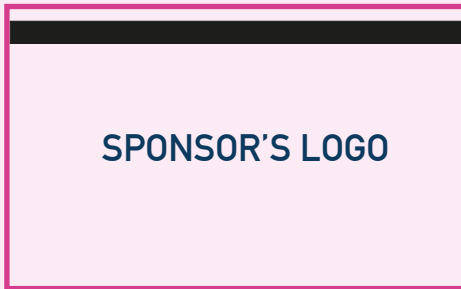
Signature



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## ORDER FORM

### ADVERTISING ON VISITORS' TICKETS & THE GROUND PLAN



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
<div style="background-color: #e91e63; width: 20px; height: 20px; display: inline-block;"></div> Logo printed on the flip side of visitors' tickets	<b>3,000.00 €</b>	<input type="checkbox"/>
<div style="background-color: #9c27b0; width: 20px; height: 20px; display: inline-block;"></div> Logo printed on sides A and B of the floor plan	<b>1,500.00 €</b>	<input type="checkbox"/>

### 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	<b>1,000.00 €</b>	<input type="checkbox"/>
---	-------------------	--------------------------

Οι παραπάνω τιμές επιβαρύνονται με Φ.Π.Α. 24%

COMPANY NAME

PERSON IN CHARGE

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

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

DATE \_\_\_\_\_

Signature



# Freskon HELEXPO



INTERNATIONAL TRADE SHOW FOR FRUIT & VEGETABLES

# 11-13|4|2024

THESSALONIKI INTERNATIONAL  
EXHIBITION & CONGRESS CENTER,  
GREECE



# THE FRESH SHOW



fruit  
attraction

THE GREEK PARTICIPATION



INTERNATIONAL  
APRICOT  
CONGRESS  
Thessaloniki 11 April 2024



kiwiforum  
THESSALONIKI 13/4/2024  
*Quō Vādis?*



FreshCon2024  
MARKET 11-12/4  
THESSALONIKI

freskon-expo.gr



ORGANIZED BY  
**HELEXPO**





# Freskon

## HELEXPO



NATIONAL INSTITUTION FOR THE ORGANIZATION OF EXHIBITIONS,  
CONFERENCES AND CULTURAL EVENTS

**Head Office:** Thessaloniki International Exhibition Center  
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