

EXHIBITOR BROCHURE

24 - 25
FEB
2024

15th



HEALTH
EXPO
ATHENS

MEGARON ATHENS INTERNATIONAL CONFERENCE CENTRE

Discover the Greek Health Market

INFO

Reasons to Participate

Health Expo Athens is the largest conference and exhibition in Greece dedicated to servicing the health market. Whatever you stake in the health sector, Health Expo Athens will guarantee valuable face-to-face engagement with the most proactive decision makers, the health profession has to offer.

It addresses pharmacists, physicians, their associates and health market executives that actually seek to boost their business and build loyalty with their customers. For 2 days, it will offer fresh ideas and solutions for the development and evolution of exhibitors and visitors.

- 2.500 m² Expo Space
- 3.000+ Visitors
- 60+ Exhibitors & Sponsors
- 1000+ Byers / Sellers
- 3 Lecture Halls
- 4 Workshop Rooms
- 70+ Speeches & Round Tables
- 100+ Speakers
- Free Entrance

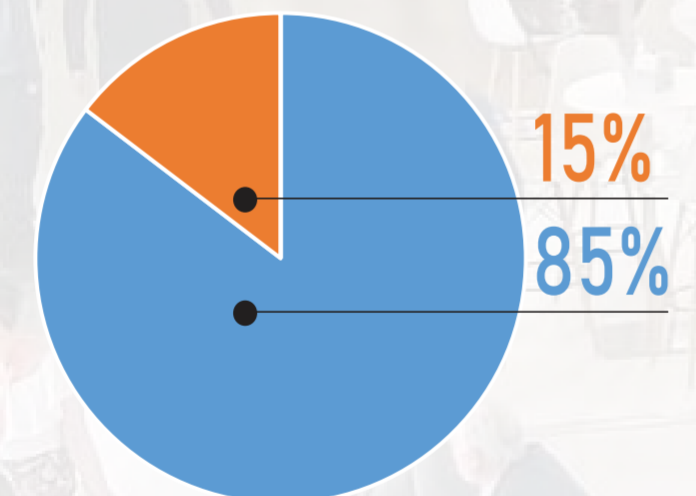


3.358 visitors attended the 14th Health Expo Athens and marked the return of health professionals to on site events.

SATISFACTION SURVEY

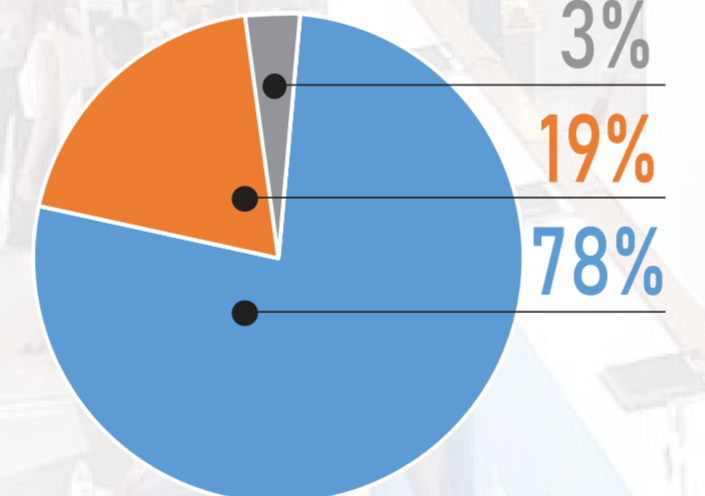


Exhibitor Satisfaction



- Satisfied
- Rather Satisfied
- Not Satisfied

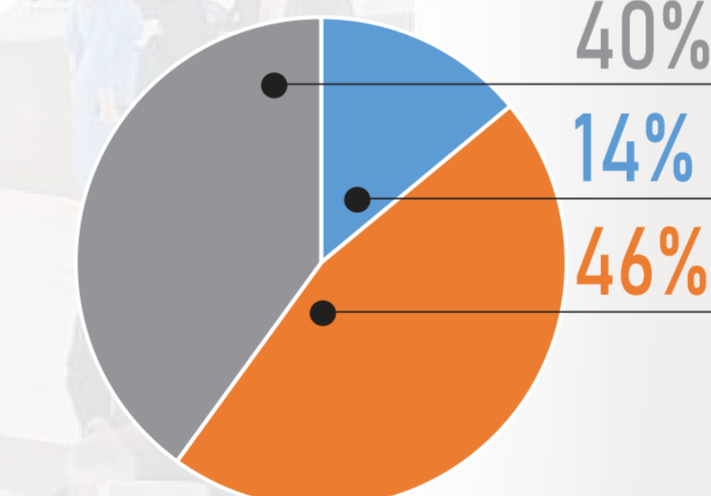
Visitor Satisfaction



- Satisfied
- Rather Satisfied
- Not Satisfied

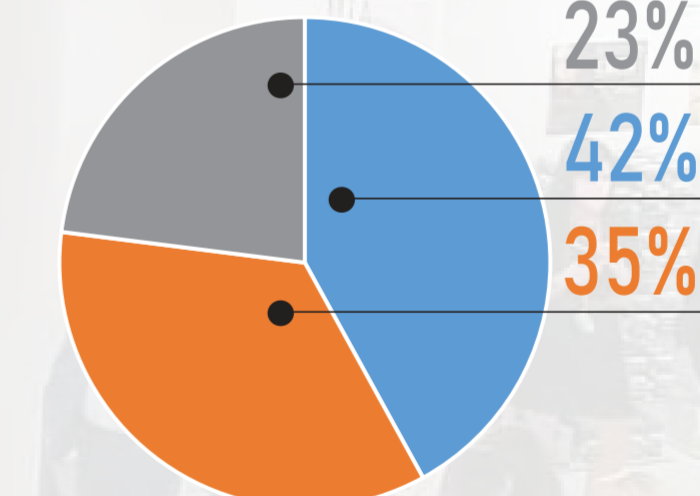
NUMBER OF VISITOR PHARMACY PROFILES

Number of Staff



- 1
- 2 to 4
- 5 or more

Annual Turnover (€)



- Up to 250.000
- From 250.000 to 1.000.000
- More than 1.000.000

5 THEMATIC PILLARS

- Pharmaceutical Care
- Entrepreneurship & Professional development
- Innovation & Technology
- Workshops
- New Brands Concepts



SKALKOTAS Level



| Stand | m ² | Price € | Stand | m ² | Price € | Stand | m ² | Price € |
|-------|----------------|---------|-------|----------------|---------|-------|----------------|---------|
| 1 | 8 | 3.600 | 21 | 10 | 6.000 | 41 | 12 | 4.800 |
| 2 | 8 | 3.200 | 22 | 3,75 | 3.300 | 42 | 12 | 4.800 |
| 3 | 6 | 2.800 | 23 | 5 | 3.800 | 43 | 12 | 4.800 |
| 4 | 9 | 3.600 | 24 | 7,5 | 4.200 | 44 | 12 | 5.000 |
| 5 | 8 | 3.600 | 25 | 6 | 4.000 | 45 | 12 | 5.000 |
| 6 | 9 | 3.400 | 26 | 8 | 4.800 | 46 | 12 | 4.700 |
| 7 | 12 | 5.000 | 27 | 8 | 4.800 | 47 | 12 | 4.700 |
| 8 | 12 | 4.700 | 28 | 6 | 4.000 | 48 | 6 | 3.800 |
| 9 | 12 | 5.000 | 29 | 5 | 3.600 | 49 | 6 | 2.800 |
| 10 | 6 | 4.400 | 30 | 6 | 4.000 | 50 | 4 | 2.100 |
| 11 | 6 | 4.000 | 31 | 6 | 4.400 | 51 | 4 | 2.100 |
| 12 | 6 | 4.000 | 32 | 6 | 4.400 | 52 | 4 | 2.100 |
| 13 | 10 | 6.000 | 33 | 6 | 4.800 | 53 | 4 | 2.100 |
| 14 | 7,5 | 4.200 | 34 | 6 | 4.800 | 54 | 4 | 2.400 |
| 15 | 4 | 2.700 | 35 | 18 | 9.000 | 55 | 6 | 3.200 |
| 16 | 4 | 2.700 | 36 | 8 | 4.000 | 56 | 6 | 2.800 |
| 17 | 4 | 2.700 | 37 | 8 | 4.600 | | | |
| 18 | 6 | 4.400 | 38 | 12 | 4.800 | | | |
| 19 | 8 | 5.000 | 39 | 12 | 4.800 | | | |
| 20 | 10 | 5.800 | 40 | 12 | 4.800 | | | |

New Brands Village

| Stand | m ² | Price € |
|-------|----------------|---------|
| A1 | 4,5 | 2.900 |
| A2 | 4,5 | 2.900 |
| A3 | 3 | 2.500 |
| A4 | 4,5 | 2.700 |
| A5 | 3 | 2.500 |
| A6 | 4,5 | 2.700 |
| A7 | 4,5 | 2.700 |
| A8 | 4,5 | 2.700 |
| A9 | 4,5 | 2.700 |
| A10 | 4,5 | 2.700 |
| A11 | 4,5 | 2.700 |
| A12 | 3 | 2.500 |

- Above prices include:
- 15' presentation of the new brand concept on both days, in MC3.5 Room (25 seats)
 - Promo in the program
 - Promo in Newsletters to 19K+ recipients

- New Brands Village**
12 Stands + 1 Workshop Room
- Stands with max height 3m**
- Conference Halls (3)**
- Workshop Rooms (3)**
- Storage Areas (3)**
- Bar (2)**
- Lounge**
- Wardrobe**
- Registration**
- Pillars**

Free Promotional Benefits

Exhibition

| | SPONSOR 8.000€ & over | SUPPORTER from 3.000€ up to 7.999€ | PARTICIPANT up to 2.999€ |
|--|--------------------------|---------------------------------------|-----------------------------|
| Distribution of your brochure offer from Registration | ✓ | ✓ | ✓ |
| Single-phase electric power supply up to 100 Watt/3m ² for your stand | ✓ | ✓ | ✓ |
| Barcode reader to scan your visitor badges and provision of scanned visitor data | ✓ | ✓ | ✓ |
| Shared storage facility | ✓ | ✓ | ✓ |
| Security service and cleaning of public areas | ✓ | ✓ | ✓ |
| Free Wi-Fi | ✓ | ✓ | ✓ |

Promotion

| | | | |
|--|---------|---------|---|
| Logo on the Conference web page with active link | ✓ | ✓ | ✓ |
| Logo in the Conference Program | ✓ | ✓ | ✓ |
| Logo on our Newsletters | ✓ | ✓ | ✓ |
| Logo on our social media and press releases | ✓ | - | - |
| Logo in PHARMACY management AND COMMUNICATION magazine (March 2024 issue) | ✓ | - | - |
| Additional logo | ✓ | - | - |
| Company profile permanently posted in www.PharmaManage.gr | ✓ | ✓ | ✓ |
| 1 Month Rotating, Run-of-Site Banner in www.PharmaManage.gr or in www.MedicalManage.gr | 160x600 | 208x420 | - |

Additional Charges

| | |
|--|--------------------------|
| 1. Basic Stand Structure | 90€ / m ² (*) |
| 2. Background only | 80€ / m ² |
| 3. Overnight Stand Security Service for 2 Nights | 220€ |
| 4. LAN/Wifi with Password | upon request |
| 5. Promoter for 2 days | upon request |

(*) Rental and Installation of Stand of 2,50m height OCTANORM aluminum frames and PVC filling panels in grey color. The Stands include transoms to support the structure and mount the lights as well as a perforated aluminum front on which a 1.20 x 0.25 m inscription with the name of the exhibitor is placed and it includes:
Blue Carpet, 3 Chairs, 1 Round Table, 1 Spotlight of 100 watt per 3m², 1 Socket 0.5 KW.

The Stand is delivered to the Exhibitor on Friday 23/02/24 by 18:00



Rental & Installation of Equipment

| Equipment | Description | Dimensions | Price € |
|---|--|-------------------|--------------------------------------|
|  | TV | 43" | 130 |
| | TV | 50" | 150 |
| | TV Floor Stand | - | 35 |
|  | Round Tables: Glass, white or wooden (Acacia) | 60 cm | 60 |
| | Round Tall Glass Table | 60 cm | 60 |
|  | Chair white or black | | 25 |
|  | Round Tall Stool white or black | | 30 |
|  | White Bench | 120 x 70 x 72 cm | 70 |
|  | Glass Showcase | 43 x 37 x 163 cm | 80 |
|  | Cube | 50 x 50 x 90 | 50 |
| | Printed Cube | 50 x 50 x 90 | 140 |
|  | Reception printed in front | 100 x 100 x 50 cm | 150 |
|  | HQI Lights LED Lights | | 35 35 |
|  | Slat Panel with 30 Hooks | | 110 |
|  | Carpet White - Black - Grey Green - Red - Blue | | 8/m ² 8/m ² |

INFO

Additional Promo Services

1. 30' HALL SPEECH

- Your speaker and topic
- Electronic registration, full provision of audio-visual media, laptop and the possibility of placing or distributing promotional material inside or outside the hall
- Video production and hosting on the Conference website
- Video promo from our media
- Rights to use the video from your channels
- Promo video playback up to 1' before the start of the speech
- Promo in the program

| ROOM | SEATS | PRICE € |
|-----------|-------|---------|
| SKALKOTAS | 380 | 2.300 |
| MC2 | 150 | 1.600 |
| MC3 | 180 | 1.700 |

All topics and structure of speeches will be agreed with the organizing committee to be in the thematic framework of the **15th Health Expo Athens**.
Title and summary to be provided by **3/1/24** for your early promotion.

2. 30' PRESENTATION

| ROOM | SEATS | PRICE € |
|-------|-------|---------|
| MC3.2 | 60 | 800 |
| MC3.3 | 40 | 600 |
| MC3.4 | 60 | 800 |

3. 1/2 DAY WORKSHOPS

Saturday 24/02/24 09:00-15:45 or 16:00-20:00
Sunday 25/02/24 09:00-13:45 or 14:00-18:00

| ROOM | SEATS | 1/2 DAY | ALL DAY |
|-------|-------|---------|---------|
| MC3.2 | 60 | 2.000 | 3.000 |
| MC3.3 | 40 | 1.700 | 2.500 |
| MC3.4 | 60 | 2.000 | 3.000 |

- Your program, speaker and topic
- Catering services (upon request)
- Electronic registration and provision of audio-visual media, laptops and possibility of placing or distributing promotional material inside or outside the workshop room
- Promo in the program

Program to be provided by **3/1/24** for your early promotion.



Speeches and Workshop prices are subject to a 35% surcharge for Sponsors without a stand.

15th HEALTH EXPO ATHENS

MEGARON ATHENS INTERNATIONAL CONFERENCE CENTRE

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OPERATION DAYS AND HOURS

SATURDAY

24

FEBRUARY

09.00 - 21.00

- Stand Preparation 23/2/2024: 07:00 - 22:00
- Stand Dismantling 25/2/2024: 18:00 - 00:00

SUNDAY

25

FEBRUARY

09.00 - 18.00



CHARAMI SA
PUBLICATIONS & COMMUNICATIONS SERVICES
Empowering Health Communications