

EXHIBITOR BROCHURE



18th HEALTH EXPO ATHENS

20 & 21 FEBRUARY 2027

MEGARON ATHENS INTERNATIONAL CONFERENCE CENTRE
Vass. Sofias & Kokkali, 115 21 Athens

Organization



Reasons to Participate

Health Expo Athens is the largest conference and exhibition in Greece dedicated to serving 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.

- 3.500+ m² Expo Space • 3.500+ Visitors • 60+ Exhibitors & Sponsors • 4 Lecture Halls • 4 Workshop Rooms • 70+ Speeches, Round Tables & Workshop Rooms • 100+ Speakers • Free Entrance

Our Strength in Content

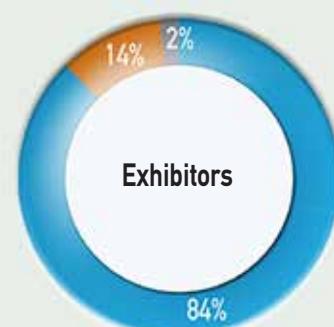
7 Thematic Pillars for Pharmacists, Doctors & Business Executives

- Pharmaceutical Care
- Entrepreneurship & Professional Development
- Digital Strategy
- Workshops
- New Brands & Services Concepts
- Digital Experience Zone
- Program for Business Executives



Our Strength in Organization

Evaluation
16th Health Expo Athens



- Very Satisfied
- Rather Satisfied
- Not satisfied



Participant Profiles
Pharmacies



- 1
- 2-4
- 5 or more



Panoramic View: Skalkotas



Stand Prices

Stand	m ²	Price €
3	8	3.200
4	6	3.000
5	8	3.800
6	18	5.800
7	12	5.600
8	12	5.200
9	12	5.200
10	6	4.800
11	6	4.200
12	6	4.200
15	5	3.400
16	5	3.400
17	6	4.600
19	8	4.800
20	10	5.200
21	3,75	3.000
22	6	4.200
23	8	5.200
24	8	4.800
25	6	4.200
26	6	4.800
27	6	4.600
28	6	4.200

Above prices include space only

Stand	m ²	Price €
29	6	4.800
30	6	4.200
31	9	4.600
32	9	4.600
38	12	5.600
39	12	5.200
40	12	5.200
41	12	5.200
42	12	5.400
43	12	5.400
44	12	5.400
45	12	5.400
46	12	5.200
47	12	5.200
48	6	4.600
49	6	3.300
50	4	2.300
51	4	2.300
52	4	2.300
53	4	2.300
54	4	2.500
55	6	2.700

New Brands Village

Stand	m ²	Price €
A1	4.5	3.200
A2	4.5	3.400
A3	4.5	3.200
A4	4.5	3.200
A5	4.5	3.200
A6	3	3.000
A7	4.5	3.000
A8	4.5	3.100
A9	4.5	3.100
A10	4.5	3.100
A11	4.5	3.100
A12	4.5	3.200
A13	3	3.000

Above prices include:

- 15' presentation of the service concept
- on both days, in Open Stage Hall (70 Seats)
- Promo in the program
- Promo in newsletters to 19K+ recipients
- Promo in Social Media
- Structure (Optional): Back only without side wall constructions. See our proposal for "Back from forex": Page 5

Booth	m ²	Price €
13A	3	1.800
13B	3	1.800
14A	3	1.800
14B	3	1.800
18A	3	1.800
18B	3	1.800

Above prices include:

- Promo in the program
- Promo in newsletters to 19K+ recipients
- Promo in Social Media
- Structure (Optional): Back only without side wall constructions. See our proposal for "Back from forex": Page 5



Services

Free Exhibition Services

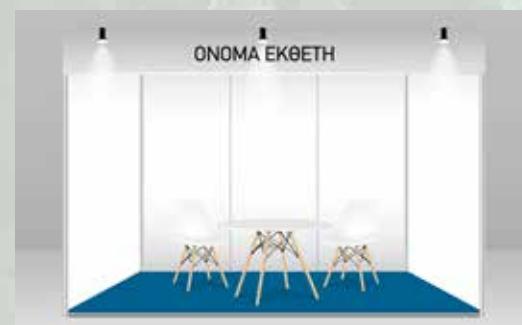
	Sponsor 8.000€ & over	Supporter from 3.000€ to 7.999€	Participant up to 2.999€
Brochure distribution from registration or/and digital promotion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Single - phase electric power supply 500 watt for your stand	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Barcode reader to scan your visitor badges & provision of scanned visitor data	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Shared storage facility	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Security service & cleaning of public areas	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Public Wi-Fi	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Free Promo Services

Logo on the Conference web page with active link	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on the program provision of printed invitations for distribution	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on our newsletters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on the hall screen during program intermissions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo in the Conference program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on our social media & press releases	<input checked="" type="checkbox"/>	-	-
Additional logo	<input checked="" type="checkbox"/>	-	-
Company profile permanently posted in www.PharmaManage.gr	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Banner for 1 month at www.Pharmamanage.gr	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-

Additional Charges

1. Basic stand structure	90€/m ² (*)
2. Overnight stand security service for 2 nights	300€
3. LAN/Wi-Fi with password	upon request
4. 2 days promoter	upon request
5. 2 days stand cleaning (once/day)	6€/m ²



(*) Rental & installation of 2,50m height OCTANORM & aluminum frames and PVC filling panels in gray color.

The Stands include transoms to support the structure & mount the lights as well as a perforated aluminum front on which a 1,20 x 0,25m inscription with the name of the exhibitor is placed and it includes: 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 19/02/27 by 18:00

Rental & Installation Equipment

Equipment	Description	Dimensions	Price €
	Back from Forex with printing	180 x 250 cm	850
	Digital Totem	60 x 200 cm	650
	TV	43"	150
	TV	50"	170
	TV floor stand	-	50
	Round tables: Glass, white or wooden (acacia)	60 cm	70
	Round tall glass table	60 cm	70
	Chair white or black		35
	Round tall stool white or black		40
	White bench	120 x 70 x 72 cm	90
	Glass showcase	43 x 37 x 163 cm	100
	Cube	50 x 50 x 90	60
	Printed cube	50 x 50 x 90	160
	Reception printed in front	100 x 100 x 50 cm	170
	HQL lights LED lights		50
	Carpet: White - Black - Gray Green - Red - Blue	9/m ² 9/m ²	
	Printing	30/m ²	

Orders until 15/02/2027

05

Additional Promo Services

1. 35' Conference Hall Speech

- Your speaker & topic
- Electronic registration & provision of audio - visual media, laptop, distribution of promotional material inside or outside the hall
- Video production & hosting on the Conference website (on demand)
- Rights to use the video from your channels & your webpage
- Video promo from our media
- Promo video playback up to 1', before the start of the speech
- Promo in the program, social media & newsletters

HALL	SEATS	PRICE €
SKALCOTAS	380	2.500
MC2	150	1.700
MC3*	180	2.000
MC3.2 / MC3.4	60	1.400

Video promotion Nationwide 1 month
for online viewing on demand
Price €: 1,600 / Speech



2. Hall Sponsorship

- Display with roll up banner & distribution of promotional material inside or outside the hall
- Showing a promotional video of up to 1' during a break
- Permanent hosting of the video on the Conference website (on demand)
- View in the program

HALL	SEATS	1/2 DAY	DAY
MC2	150	-	1.600
MC3	180	-	1.700
MC3.2 / MC3.4	60	900	1.400

3. Workshops

- Your program, speaker & topic
- Electronic registration & provision of audio - visual media, laptop, distribution of promotional material inside or outside the workshop room
- Promo in the program
- For videography, ask us

Saturday 20/02/27 11:00-15:45 or 16:00-20:00

Sunday 21/02/27 10:00-13:45 or 14:00-18:00

HALL	SEATS	1/2 DAY	ALL DAY
MC3.2	60	2.100	3.200
MC3.3	40	1.800	2.700
MC3.4	60	2.100	3.200

Program to be provided by 12/01/27 for your early promotion.



Additional surcharge of 35% applies to Sponsors without stand

Additional Advertising Opportunities

Promotional Package

Communicate your presence at the event & your message to 20K+ professionals in the pharmacy market:

- 2 Newsletter Announcements, to 20K+ recipients
- 1 monthly Facebook campaign, to 27K+ followers
- 1 banner rotating 50% 336x280 for 1 month

Price: 1.200€

Stand Promo & Interview

- Production of a 4' - 5' video with an interview & presentation of your stand
- Direct posting of the Video on Harami SA's Social Media
- Video editing & montage
- Hosting of the video on the Conference website & on Harami SA's Youtube channel
- Promotion of the video via Harami SA's newsletter
- Delivery of the video for use by your own media & your website

Price: 600€

Video Promo

- Playback of your video up to 1', for 2 days
 - on the Video Wall,
 - on a 50" TV at Registration,
 - in 1 break & in the 3 rooms
- Hosting of the video on the Conference website & on the Youtube channel of Harami SA

Price: 800€

Additional Logo

Display both product & company logo for maximum brand recognition

Price: 500€

Promo Material Distribution

- Your logo on the material provided by you (bag, pen, pad, etc.)
- Distribution from the registration area

Price: 900€

Branding

Χώρος Προβολής	Ειδος	Τιμή €
Registration	Unattended Stand / TV	1100
	Banner / Digital Totem	900
Εκθεσιακός Χώρος	Banner / Digital Totem	700

Terms of Participation - Payment & Invoicing

- All booths, speeches & workshops are available on a first-come, first-served basis & are only reserved upon signing the agreement & paying the deposit.
- Please check the lecture & workshop rooms as well as your exhibition space for the completeness of your requirements.
- For stand construction, additional equipment or catering services, ask us.
- The organizer has the right to modify the exhibition spaces.
- By participating, you confirm that you have read & accepted the Rules of Participation.

▪ Stand Preparation	19/02/2027	07:00 - 22:00
▪ Stand Dismantling	21/02/2027	20:00 - 00:00

- All prices are subject to VAT.

- Upon signing the Participation Agreement, 50% of the participation fee (including VAT) is paid. Full payment required until 19/01/2026

Invoicing: February 2027



OPERATION DAYS & HOURS

SATURDAY

20

FEBRUARY

09.00 - 20.00

- Stand Preparation
- Stand Dismantling

SUNDAY

21

JANUARY

09.00 - 18.00

19/2/2027	07:00 - 22:00
21/2/2027	20:00 - 00:00

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