



A DIVISION OF OSTRAKO SA

## PRESS RELEASE

### ExporamaShow 2006 A Quality Launch of the Special Event for Event Specialists

ExporamaShow 2006 opened its gates for its first edition in Athens from December 8 to 11 and succeeded in becoming the focal point of the exhibitions, conferences and corporate events industry.

The first Business-to-Business event for the events in Greece and the wider Southeastern Europe proved to be a virtual communication platform and source of effective business contacts between sellers and buyers, industry suppliers and event managers.

The opening ceremony of ExporamaShow was held on Friday, December 8, at Helexpo Palace exhibition and conference centre, in the presence of established professionals and academics from the international and Greek exhibition and conference community, ExporamaShow's exhibitors and VIP & Hosted Visitors. After his warm "welcome" to all attendees, Mr Chris Antypas, Managing Director of the organizing company Exporama CrossMedia, emphasized on the fact that ExporamaShow is a unique opportunity for every industry member to meet with friends, colleagues and business partners, to be inspired and acquainted with significant innovations, to exchange ideas and - above all - make the best business contacts ever.

The initiative of Exporama CrossMedia to organize ExporamaShow in Greece was greeted with enthusiasm by Steven Hacker, CAE, President of IAEE - International Association of Exhibitions and Events, Dr Bernd Hallier, President of EuroShop as well as Jose Maria Perez de Olacochea, President of IFES - International Federation of Exhibitions and Events Services during their brief greeting remarks. Mr Antypas also conveyed the greetings of Greece's Minister of Foreign Affairs, Ms Dora Bakoyanni, who could not attend the ceremony.

#### The exhibition

ExporamaShow's exhibitors, all of which play a leading role in the successful organization of every event - exhibitions, congresses or corporate events - once again proved that Greece offers high-quality products and services in organizing, setting up and supporting events of all types and sizes.

Over 160 exhibitors showcased their products and services to ExporamaShow's visitors, in approximately 9,000sq.m. of exhibiting space. Their overall presence was remarkable, the vast majority of participations were of high aesthetic and quality standards, providing innovative and comprehensive solutions for the visitors' next trade fair participation or corporate event.

ExporamaShow's exhibitors made a number of appointments with the 80 foreign buyers that were invited and fully hosted by the organizers. The buyers that participated in the VIP & Hosted Visitors' Programme came mainly from Europe, as well as the United States and Asia.

Awaiting the final post-show report and the official set of statistics, the early signs show that ExporamaShow was attended by approximately 2,000 registered trade visitors, which is considered a good starting point for the event's future editions. The high-quality profile of visitors was unanimously recorded, with regard to their capability to influence or their power to make buying decisions on event products and services.

FACE TO FACE

exporama  
show

IN PRINT

EXHIBIT & EVENT

DIGITALLY

libropage

ON LINE

EXPORAMA

ADDRESS

8, Herakleous Street  
GR 117 43, Athens, Greece

PHONE

+30 21-06197311

FAX

+30 21-06197310

WEBSITES

www.ostrako.com  
www.exporamashow.com  
www.exhibit-event.com  
www.exporama.com  
www.libropage.com  
www.events-in-greece.com

E-MAIL

info@ostrako.com  
office@exporamashow.com  
info@exhibit-event.com  
info@exporama.com  
info@libropage.com  
global@events-in-greece.com

FACE TO FACE

**exporama**  
show 

IN PRINT

**EXHIBIT & EVENT**

DIGITALLY

**libropage**

ON LINE

**EXPORAMA**

ADDRESS

8, Herakleous Street  
GR 117 43, Athens, Greece

PHONE

+30 21-06197311

FAX

+30 21-06197310

WEBSITES

[www.ostrako.com](http://www.ostrako.com)  
[www.exporamashow.com](http://www.exporamashow.com)  
[www.exhibit-event.com](http://www.exhibit-event.com)  
[www.exporama.com](http://www.exporama.com)  
[www.libropage.com](http://www.libropage.com)  
[www.events-in-greece.com](http://www.events-in-greece.com)

E-MAIL

[info@ostrako.com](mailto:info@ostrako.com)  
[office@exporamashow.com](mailto:office@exporamashow.com)  
[info@exhibit-event.com](mailto:info@exhibit-event.com)  
[info@exporama.com](mailto:info@exporama.com)  
[info@libropage.com](mailto:info@libropage.com)  
[global@events-in-greece.com](mailto:global@events-in-greece.com)

Already, the organizers along with the exhibitors of ExporamaShow are analyzing the show's outcomes and feedback, so that in the future the momentum of events industry in Greece can be reflected through ExporamaShow both in terms of quality and quantity.

### Satellite Events

ExporamaShow's intriguing seminar programme took place on Saturday 9 and Sunday 10 December and was a great success. The top-ranking keynote speakers from Greece and abroad managed to shed light on several important aspects of Exhibit and Event Marketing, based on their expertise and experience.

ExporamaShow's side events also included IFES, MPI and IAEE scheduled events, as well as the Presentation of the Transnational Conference Quality Network by HAPCO and the Conference and Training Centre of the National Bank of Greece SA.

### The sponsors

ExporamaShow, the first specialized event in Southeastern Europe that focuses exclusively on Exhibitions, Conferences and Below-the-Line-Activities, was sponsored by the following companies (listed in chronological order of sponsorship): Thessaloniki International Fair SA, Vision, Redecoration, Messe Frankfurt, World Trade Fairs and Services, NuernbergMesse, HELEXPO and DOTO. The event's Business and Media Partners contributed decisively to the unanimously perfect organization and aesthetic outcome of ExporamaShow.

### For the fellows Editors and Publishers

For more information please contact us:

**EXPORAMA CROSSMEDIA**

8 Herakleous Street  
GR-117 43 Athens, Greece  
Tel.: +30-21-06197311  
Fax: +30-21-06197310

[office@exporamashow.com](mailto:office@exporamashow.com)

Thank you for publishing this article.