

**exporama**   
**2008** show

The Mediterranean Special Event for Exhibitions  
Conferences and Corporate Meetings

**6-9 December, 2008**

HELEXPO PALACE • ATHENS, GREECE

# sponsorship opportunities

Multiply the return on your participation investment  
by benefiting from ExporamaShow's sponsorship programs.

**Select the one that fits your own objectives!**

# The Event

ExporamaShow is a strictly Business-to-Business event that aims at bringing to **direct contact and under the same roof** companies offering services and products to the Events Industry and companies seeking solutions for their next trade fair participation or their next corporate event.

ExporamaShow is an international event, presenting selected enterprises from the greater Mediterranean region and is reinforced by a **dynamic Hosted Buyers Program**.

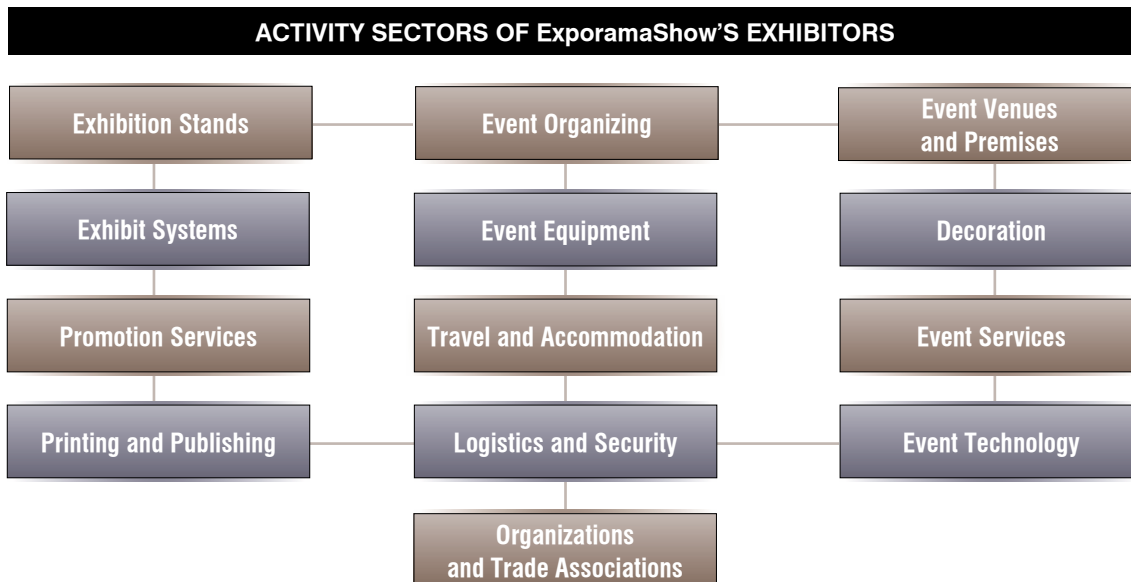
The event is going to take place every two years. It consists of two concurrent sections, the seminar section and the exhibition section.

The first edition of ExporamaShow will be held in Athens, from Saturday 6 to Tuesday 9 December 2008, at the HELEXPO PALACE Exhibition and Congress Center.



# The Exhibitors

ExporamaShow is a unique one-stop-solution platform for the Events Industry presenting new products, innovative services and technology. ExporamaShow's exhibitors will be the leading companies involved in the following business sectors:



# The Visitors

ExporamaShow is the right destination for all first-line professionals and executives, who are responsible for their company's trade fair participations and corporate events.

Marketing Managers, Export Managers, Exhibit Managers, Communication and Public Relations executives from the whole range of industrial, commercial, pharmaceutical and service companies will attend ExporamaShow.

In addition, ExporamaShow welcomes Exhibition and Congress Managers, Meeting Planners (Corporate and Association), Venue Managers, Event Specialists, Architects and Designers, Promotion Specialists, Local Administration Representatives, as well as all industry professionals

who are looking for innovative solutions or pursuit reliable business synergies.

Through the targeted Hosted Buyers Program of ExporamaShow, a great number of Events Industry professionals and representatives of major companies active in the greater Mediterranean region will meet each other.

They will have the chance, at the same time, to witness the opportunities that Greece has to offer in the organization of Exhibitions, Congresses and Corporate Events.



# Promotion

ExporamaShow goes around the world in 80 weeks, through an integrated promotional campaign.

ExporamaShow is supported by a **program of intense promotional activities**, through printed and electronic Media in Greece and abroad, which has been running since March 2005.

The campaign is already supported by established Mass Media organizations, **well-known magazines of the MICE Industry** (Meetings, Incentives, Conferences, Exhibitions) in Italy, Germany, Spain, France, Holland, Greece, the United Kingdom, Austria, Russia, the United States, Canada and Latin America as well as major Internet Event Portals.

At the same time, the 2008 agenda of EXHIBIT Magazine and EXPORAMA.com includes participations

in more than **20 international Exhibitions** of all sectors.

EXPORAMA CROSSMEDIA promote ExporamaShow face-to-face to the exhibitors as well as the visitors of these Exhibitions.

Furthermore, over 18,000 companies (active exhibitors) in Greece, 80,000 in the Mediterranean countries and more than 9,000 Industry Buyers (Associations, Venues and Organizers) worldwide constitute a most important target audience.

This audience will be continuously informed about ExporamaShow through the **fully updated Database** of the EXPORAMA CROSSMEDIA.



## DISTINGUISHED

Already with its inaugural organization, ExporamaShow achieved a significant international distinction and honourable recognition: the event was awarded for its promotional excellence at the international "The Art of the Show 2007" competition, which was organized by IAAE (International Association of Exhibitions and Events).

As many as 160 exhibitions from all over the world participated in the competition; ExporamaShow was the winner of the honorable mention at the show size category of under 5,000 m<sup>2</sup>.



## LINKED UP

ExporamaShow maintains significant partnerships with printed and electronic Media from all over the world and participates in a number of major international Meetings Industry and Live Marketing exhibitions.

These activities ensure effective and lasting promotion of the event both prior to and after its organization.





**A** company's participation in an Exhibition as a sponsor constitutes the utmost integrated means for an effective presentation of the company.

Sponsorship is the Industry Leaders' privilege, through which the image of the sponsoring company is enhanced and the company itself is directly connected to the Event.

Moreover, by selecting the appropriate sponsorship program, sponsors reinforce their message to the visitors and the whole intended audience of the Exhibition, make their stand more popular and fully differentiate themselves from their competitors.



# Sponsorship Importance and Value

According to the Exhibit and Event Marketing experts, the sponsors of an event are the ones that make it real, by providing the necessary means for the event to take place.

In return, even a minor sponsorship can multiply the measurable return on a company's participation investment in an Event.

This is concluded from the studies performed by the **Center for Exhibition Industry Research (CEIR)** and is confirmed by further researches that have been conducted. These researches show that the sponsorship "tool" is strengthened continuously throughout the world, since sponsorship investments may reach 25% of an annual marketing budget. Participating in an Exhibition along with sponsoring a certain activity is the **utmost integrated and recognizable means for a company's effective presentation, reinforcing its position among the Industry Leaders.**

Given the above, the team of ExporamaShow knows how vital it is for the marketing department of a company to select the appropriate sponsorship program and ensure return-on-investment **measurable results.**

This is why the team of ExporamaShow continuously works together with the marketing departments of the sponsors, in order to examine each sponsorship's objectives and determine the ways in which these objectives will be met.

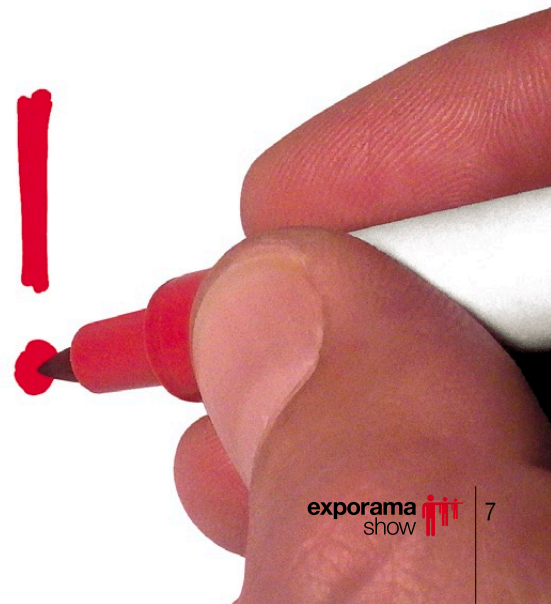
## Sponsorship Programs

**ExporamaShow proposes three main sponsorship programs to a limited number of companies, aiming to maximize the sponsors' benefits.**

**The "Grand Sponsorship" program is exclusively provided to one Sponsor, the "Sponsorship" programs may include up to three Sponsors, while the "Support" programs may apply to up to five Sponsors.**

Except for the above sponsorship levels, one may also benefit from the special sponsorship programs of ExporamaShow. Special sponsorships apply to the Seminar Cycle, the New Designers Competition, the Hosted Buyers Accommodation and Transportation, the Communication and Catering services and the Business Partners section, producing the respective benefits.

*In the following pages you may see the promotion opportunities of ExporamaShow's sponsors, categorized according to the level of Sponsorship.*



# Promotion Opportunities of the Sponsors

ExporamaShow has already planned a vast number of activities, through which the Sponsors, according to their sponsorship level, will be able to promote their products and services to a qualified audience.

In the following pages you may see the promotion opportunities of ExporamaShow's sponsors, categorized according to the level of Sponsorship.

## 01. ExporamaShow Stands in International Exhibitions

ExporamaShow will be participating with its own stand in more than 20 International Exhibitions by December 2008, which are estimated to attract over 230,000 visitors.

The sponsors' logos appear in prominent positions at the stand.

## 02. Official ExporamaShow Website

ExporamaShow website operates in 5 languages and is linked to EXPORAMA network ([www.exporama.de](http://www.exporama.de), [www.exporama.co.uk](http://www.exporama.co.uk), [www.exporama.com](http://www.exporama.com)), which has over 360,000 visitors per month, according to the measurements of [www.metricsmarket.com](http://www.metricsmarket.com) organization.

Both in the home page and in a special section of the [www.exporamashow.com](http://www.exporamashow.com) website there is a presentation of the sponsors, along with banners providing links to their websites.

## 03. Ads and Presentations in EXHIBIT Magazine

EXHIBIT, the only magazine in Greece about Exhibitions, Congresses and Business Communication Events, is published on a monthly basis and individually mailed to 5,000 selected senior business executives, who are responsible for their companies' Event participations.

Sponsors are displayed in EXHIBIT's pages with ads and/or presentations.

## 04. Ad in MEDITERRANEAN MICE

MEDITERRANEAN MICE is the new publication initiative of EXPORAMA CROSSMEDIA about the MICE Industry (Meetings, Incentives, Conferences, Exhibitions) of the whole Mediterranean region and Southeastern Europe. Its English version has been e-mailed since April 2008 to 60,000 individuals. The

first printed issue will be published in November 2008, in 5,000 copies and it will be delivered to the approximately 700 attendees of ICCA Congress and Exhibition that will be held in Rhodes and will be sponsored by EXPORAMA CROSSMEDIA.

Sponsors are included in MEDITERRANEAN MICE, both in its printed and electronic version, through ads and/or presentations.

## 05. Official ExporamaShow E-mails

By December 2008, and for several months after that, 20 official informative e-mails about ExporamaShow will have been sent to over 420,000 companies worldwide. The recipients, who are registered opt-in users of the EXPORAMA CROSSMEDIA database, represent Events Industry companies and significant exhibitors in international trade shows.

Sponsors are presented in a special section within the e-mail, with banners that provide a link to their websites.

## 06. ExporamaShow Video

In the special presentations of ExporamaShow in international exhibitions and association meetings there will be a video display, which will present the potentials of modern Greece in organizing Events. According to the displayed concept (Congress Infrastructure, Hotels, Exhibitions, Banking Services, Telecommunications etc), the sponsor's logo will appear.

## 07. ExporamaShow Ads

ExporamaShow is supported by an international network of collaborating magazines, which advertise the Event.

The sponsors' logos along with their respective category description appear in ExporamaShow ads.



# Promotion Opportunities of the Sponsors

## 08. ExporamaShow Press Releases

Printed or electronic press releases including the announcements on ExporamaShow are sent to 2,200 journalists throughout the world. In any case, the sponsors' logos with their respective category description appear in these press releases.

For every sponsorship an exclusive press release is edited, presenting the sponsor's activities.

## 09. ExporamaShow Invitations

More than 90,000 invitations for ExporamaShow will be printed in three languages and will be sent to selected recipients in Greece and abroad. There will be special invitations for the opening of the Event, for the visitors of the Exhibition, for the VIP visitors, for the seminar attendees and for the official parallel events.

In these invitations the sponsors' logos are displayed, occupying a surface that corresponds to the sponsorship level.

## 10. ExporamaShow Press Conferences

The Media representatives will be informed through a number of press conferences, in which journalists from all printed and electronic Media will be invited. In the specially tailored hall, the sponsors' logos will be displayed on the set, on the panels of the hall and in the press kit distributed to the journalists.

## 11. Printed Promotional Material for ExporamaShow

ExporamaShow is also promoted through plenty of printed material, such as event folders, admittance badges folders, parallel events schedules, general information publications about the Exhibition, a presentation publication of the seminars' topics and speakers etc.

The sponsors' logos appear in all printed promotional material of the Exhibition, based on their sponsorship category.

## 12. ExporamaShow Official Catalogue

The complete official catalogue of ExporamaShow will be published in 10,000 copies and will be distributed both at the entrance and at the info kiosks that will be set up in selected locations within the exhibition centre. This catalogue displays the

sponsors' logos, based on their sponsorship level. Moreover, there will be several page ads of the sponsors within the catalogue of ExporamaShow.

## 13. Stands at ExporamaShow

Sponsors are assigned a privileged space within ExporamaShow to set up their stands. The exhibition space allocated corresponds to the sponsorship level, with a minimum surface of 40sq.m. The sponsors are responsible for their stands construction.

## 14. Banners and Signage at ExporamaShow

HELEXPO PALACE exhibition centre is conveniently located in the business district of Athens, in Kifissias Avenue, one of the busiest roads in Athens. Over 40,000 vehicles have been recorded to move along Kifissias Avenue on a daily basis. Both on the façade of the exhibition centre and in the wider surrounding area there will be ExporamaShow giant posters, outdoor advertising banners and flags. The sponsors' logos are clearly displayed on the printed surfaces. Moreover, the sponsors are assigned an exclusive banner at the Reception Hall of ExporamaShow, as well as a special promotional stand at the Welcome Area.

The sponsors' logos will also appear on ExporamaShow signage, i.e. aisle direction ceiling cubes, info kiosks, floor plan panels of the exhibition area etc.

## 15. Registration in ExporamaShow

Registration procedure in ExporamaShow includes the distribution of the admission badge, the lanyard, the exhibition bag with printed material and gift, as well as a welcome drink. The sponsors may benefit from all the above activities through their logos display, advertising material distribution, business gift or welcome drink offer.

## 16. Daily News Publication on ExporamaShow

On a daily basis and throughout ExporamaShow there will be a publication in the form of a newspaper, which will be distributed to the exhibitors and the visitors of the show. Daily News will report the previous day's highlights, the current day's schedule and the exhibitors' press releases.

The sponsors will appear on Daily News through ads/banners or presentations.

## Promotion Opportunities of the Sponsors

### **17. Advertising Spots on Exporama Show's Screens**

Plasma screens will be situated within Exporama Show exhibition area, which will display the highlights of the seminars and the parallel events, as well as Events Industry videos.

The sponsors will be advertised through spots displayed on the screen, the frequency and duration of which will depend on the sponsorship level. Making the advertising spots is the sponsors' responsibility.

### **18. Pre-Scheduled Meetings with Hosted Buyers**

The Hosted Buyers Program of Exporama Show ensures the attendance of a significant number of buyers, coming from the wider Mediterranean region and other countries.

The sponsors, in collaboration with the organizers, may pre-schedule meetings with specific Hosted Buyers and invite (at the organizers' expense) professionals of the international industry. The number of meetings and invitations depends on the sponsorship level.

### **19. Exporama Show Reception and Gala**

In the Welcome Dinner of Exporama Show and the Reception for the Hosted Buyers, the Media and the Associations representatives, the sponsors will be specifically announced and their logos will appear in specific positions on the signage of the hall. The sponsors will also have invitations at their disposal to give to their employees and visitors.

### **20. Exporama Show Happenings and Presentations**

During Exporama Show several happenings will take place at the meeting points and corporate presentations will be held in the seminar halls. For their corporate presentation, the sponsors will have at their disposal a room of a 120-140 person capacity with audiovisual equipment and the possibility for a coffee break provision.

The selection of the room, the duration of its use, the level of equipment and the provision of additional services depend on the sponsorship level. A sponsor may also give a press conference for the Media representatives. The corporate presentations and any other activity on behalf of the sponsors will be included in the daily events schedule of Exporama Show.

### **21. Sponsor's Promotion Duration**

The promotion of Exporama Show continues after the end of the actual event. Participations in international exhibitions, post-exhibition reports, information e-mails, advertisements and all promotional activities of Exporama Show will be implemented continuously until the next edition of the show.

Together with Exporama Show, its sponsors will be promoted as well for two whole years.



The Grand Sponsor's benefits are listed in the table below.

For those provisions with no quantity specifications, see the graph at the bottom of the page for a sponsorship level comparison.

Grand Sponsor (Exclusive)	
01	Display of the Grand Sponsor's logo through ExporamaShow's participations in international Exhibitions.*
02	<b>a. 120x180 px banner</b> with a link to the Grand Sponsor's website, displayed in a privileged position on all pages of ExporamaShow's official website (www.exporamashow.com). <b>b.</b> Presentation of the Grand Sponsor's activities.*
03	<b>6 full-page</b> , full color ads in EXHIBIT & EVENT Magazine and a <b>2-page advertorial</b> .
04	<b>a. 2-page ad (spread)</b> in MEDITERRANEAN MICE publication. <b>b.</b> Presentation in the respective electronic Newsletter.*
05	Banner with a link to the Grand Sponsor's website, displayed in a special position within the informative e-mails of ExporamaShow.*
06	Display of the Grand Sponsor, depending on its activity, in the presentation video of ExporamaShow.*
07	Display of the Grand Sponsor's logo in the ads of ExporamaShow in the Events Industry publications.*
08	<b>a.</b> Special Press Release with a presentation of the Grand Sponsor's activities. <b>b.</b> Specific reference in all ExporamaShow Press Releases and display of the Grand Sponsor's logo.*
09	Display of the Grand Sponsor's logo in all kinds of ExporamaShow invitations (90,000 invitations in 3 languages).*
10	<b>a.</b> Specific reference to the Grand Sponsor in the Press Conferences. <b>b.</b> Display of the Grand Sponsor's logo on the Press Conference set, panels and press kit.*
11	Display of the Grand Sponsor's logo in every printed promotional material of ExporamaShow.*
12	<b>a. 2-page ad (spread)</b> and a greeting note in ExporamaShow's official catalogue. <b>b.</b> Display of the Grand Sponsor's logo in ExporamaShow's official catalogue.*
13	Allocation of a 100sq.m. exhibition space for stand construction, in a privileged location.
14	<b>a.</b> Exclusive banner of the Grand Sponsor in the Reception Hall of ExporamaShow. <b>b.</b> Display of the Grand Sponsor's logo on the giant posters and outdoor banners of ExporamaShow.*
15	Advertising material distribution and inclusion in ExporamaShow's visitor bags.
16	<b>a. 4 full-page</b> , full color ads in Daily News, the special ExporamaShow publication. <b>b. 2-page advertorial</b> about the Grand Sponsor's activities or events.
17	Display of advertising spot on the screens within ExporamaShow exhibition area.*
18	Invitation and accommodation of <b>15 Hosted Buyers</b> selected by the Grand Sponsor, at the Organizers' expense.
19	<b>a. 15 free invitations</b> for ExporamaShow receptions and specific reference to the Grand Sponsor. <b>b.</b> Display of the Grand Sponsor's logo on the signage of the reception hall.*
20	<b>a.</b> A room with a 120-140 person capacity and audiovisual equipment at the Grand Sponsor's disposal for the organization of a meeting or corporate presentation. <b>b. One-day</b> use duration with a coffee break.

(\*) Indicative comparison of display space and time, in proportion to the Sponsorship level.



The Sponsors' benefits are listed in the table below.

For those provisions with no quantity specifications, see the graph at the bottom of the page for a sponsorship level comparison.

SPONSORS	
01	Display of the Sponsors' logos through ExporamaShow's participations in international Exhibitions.*
02	<b>a. 120x90 px banner</b> with a link to each Sponsor's website, displayed in a privileged position on all pages of ExporamaShow's official website (www.exporamashow.com). <b>b.</b> Presentation of the Sponsor's activities.*
03	<b>3 full-page</b> , full color ads in EXHIBIT & EVENT Magazine and a <b>single-page advertorial</b> .
04	<b>a. A single-page ad</b> in MEDITERRANEAN MICE publication. <b>b.</b> Presentation in the respective electronic Newsletter.*
05	Banner with a link to each Sponsor's website, displayed in a special position within the informative e-mails of ExporamaShow.*
06	Display of the Sponsors, depending on their activity, within the presentation video of ExporamaShow.*
07	Display of the Sponsors' logos within the ads of ExporamaShow in the Events Industry publications.*
08	<b>a.</b> Special Press Release with a presentation of each Sponsor's activities. <b>b.</b> Specific reference in all ExporamaShow Press Releases and display of the Sponsors' logos.*
09	Display of the Sponsors' logos in all kinds of ExporamaShow invitations (90,000 invitations in 3 languages).*
10	Display of the Sponsors' logos on the Press Conference set, panels and press kit.*
11	Display of the Sponsors' logos in every printed promotional material of ExporamaShow.*
12	<b>a. A single-page ad</b> in ExporamaShow's official catalogue. <b>b.</b> Display of the Sponsors' logos in ExporamaShow's official catalogue.*
13	Allocation of a 70sq.m. exhibition space for stand construction, in a privileged location.
14	<b>a.</b> Banners of the Sponsors in the Reception Hall of ExporamaShow. <b>b.</b> Display of the Sponsors' logos on the giant posters and outdoor banners of ExporamaShow.*
15	Advertising material distribution and inclusion in ExporamaShow's visitor bags.
16	<b>a. 2 full-page</b> , full color ads in Daily News, the special ExporamaShow publication. <b>b. A single-page</b> advertorial about each Sponsor's activities or events.
17	Display of advertising spot on the screens within ExporamaShow exhibition area.*
18	Invitation and accommodation of <b>8 Hosted Buyers</b> selected by each Sponsor, at the Organizers' expense.
19	<b>a.</b> 10 free invitations for ExporamaShow receptions to each Sponsor. <b>b.</b> Display of the Sponsors' logos on the signage of the reception hall.*

(\*) Indicative comparison of display space and time, in proportion to the Sponsorship level.





The Supporters' benefits are listed in the table below.

For those provisions with no quantity specifications, see the graph at the bottom of the page for a sponsorship level comparison.

SUPPORTERS	
01	Display of the Supporters' logos through ExporamaShow's participations in international Exhibitions.*
02	<b>a. 120x60 px banner</b> with a link to each Supporter's website, displayed in a privileged position on all pages of ExporamaShow's official website (www.exporamashow.com). <b>b.</b> Presentation of the Supporter's activities.*
03	<b>2 full-page</b> , full color ads in EXHIBIT Magazine.
04	<b>a. A half-page ad</b> in MEDITERRANEAN MICE publication. <b>b.</b> Presentation in the respective electronic Newsletter.*
05	Banner with a link to each Supporter's website, displayed in a special position within the informative e-mails of ExporamaShow.*
06	Display of the Supporters, depending on their activity, within the presentation video of ExporamaShow.*
07	Display of the Supporters' logos within the ads of ExporamaShow in the Events Industry publications.*
08	<b>a.</b> Special Press Release with a presentation of each Supporter's activities. <b>b.</b> Specific reference in all ExporamaShow Press Releases and display of the Supporters' logos.*
09	Display of the Supporters' logos in all kinds of ExporamaShow invitations (90,000 invitations in 3 languages).*
10	Display of the Supporters' logos on the Press Conference set, panels and press kit.*
11	Display of the Supporters' logos in every printed promotional material of ExporamaShow.*
12	<b>a. A single-page ad</b> in ExporamaShow's official catalogue. <b>b.</b> Display of the Supporters' logos in ExporamaShow's official catalogue.*
13	Allocation of a 50sq.m. exhibition space for stand construction, in a privileged location.
14	Display of the Supporters' logos on the giant posters and outdoor banners of ExporamaShow.*
15	<i>[not provided]</i>
16	<b>2 full-page</b> , full color ads in Daily News, the special ExporamaShow publication.
17	Display of advertising spot on the screens within ExporamaShow exhibition area.*
18	Invitation and accommodation of <b>4 Hosted Buyers</b> selected by each Supporter, at the Organizers' expense.
19	<b>a. 5 free invitations</b> for ExporamaShow receptions to each Supporter. <b>b.</b> Display of the Supporters' logos on the signage of the reception hall.*
20	<b>a.</b> A room with a 120-140 person capacity and audiovisual equipment at the Supporters' disposal for the organization of a meeting or corporate presentation. <b>b. 2-hour</b> use duration.

































(\*) Indicative comparison of display space and time, in proportion to the Sponsorship level.



# Sponsorship Levels and Respective Benefits

## Summary

The sponsorship benefits and the sponsorship levels proposed by ExporamaShow are indicatively summarized in the table below.

§	SPONSORSHIP BENEFITS	GRAND SPONSOR	SPONSORS	SUPPORTERS
01	ExporamaShow Stands in International Exhibitions			
02	ExporamaShow Official Website	120x180 BANNER	120x90 BANNER	120x60 BANNER
03	Ads and Presentations in EXHIBIT	6 ADS, 2 ADVERTORIALS	3 ADS, 1 ADVERTORIAL	2 ADS
04	Ad and Presentation in MEDITERRANEAN MICE	2 PAGES, NEWSLETTER	1 PAGE, NEWSLETTER	HALF PAGE, NEWSLETTER
05	Official ExporamaShow E-mails	BANNER WITH A LINK	BANNER WITH A LINK	BANNER WITH A LINK
06	ExporamaShow Presentation Video			
07	ExporamaShow's Ads			
08	ExporamaShow Press Releases			
09	ExporamaShow Invitations			
10	ExporamaShow Press Conferences			
11	Printed Promotional Material of ExporamaShow			
12	ExporamaShow Official Catalogue			
13	Stand in ExporamaShow	100 m <sup>2</sup>	70 m <sup>2</sup>	50 m <sup>2</sup>
14	Banners and Signage in ExporamaShow			
15	Registration in ExporamaShow			-
16	Daily News Publication about ExporamaShow	4 ADS, 2 ADVERTORIALS	2 ADS, 1 ADVERTORIAL	2 ADS
17	Advertising Spots on the Screens of ExporamaShow			
18	Pre-scheduled Meetings with ExporamaShow's Hosted Buyers	15 HOSTED BUYERS	8 HOSTED BUYERS	4 HOSTED BUYERS
19	ExporamaShow Reception and Gala	15 INVITATIONS	10 INVITATIONS	5 INVITATIONS
20	ExporamaShow Happenings and Presentations	ONE DAY	HALF DAY	2 HOURS

ExporamaShow also proposes the special sponsorship programs, which apply to the Seminar Cycle, the New Designers Competition, the Hosted Buyers Accommodation and Transportation, the Communication and Catering services and the Business Partners section, producing the respective benefits.

**ExporamaShow Sponsorship Rates start from €15,000**

Sponsorship Manager: Chris Antypas, Tel: +30 21 06197311, e-mail: [chris@exporama.com](mailto:chris@exporama.com)



# Supporting Associations

International organizations and all Greek associations of the Events Industry fully and actively support ExporamaShow.

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**These Organizations include:**

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**IFES**

International Federation of Exhibition and Event Services

**IAEM**

International Association for Exhibition Management

**EFAPCO**

European Federation of the Associations of PCOs

**MPI**

Meeting Professionals International

**TIF SA**

Thessaloniki International Trade Fair

**HAPCO**

Hellenic Association of Professional Congress Organizers



sharing knowledge



**INTERNATIONAL FEDERATION  
OF EXHIBITION AND EVENT SERVICES**



MEETING PROFESSIONALS INTERNATIONAL



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**2008** show

The Mediterranean Special Event for Exhibitions  
Conferences and Corporate Meetings

**6-9 December, 2008**

HELEXPO PALACE • ATHENS, GREECE

# sponsorship opportunities

ORGANIZED BY:

**EXPORAMA**  
CROSSMEDIA



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