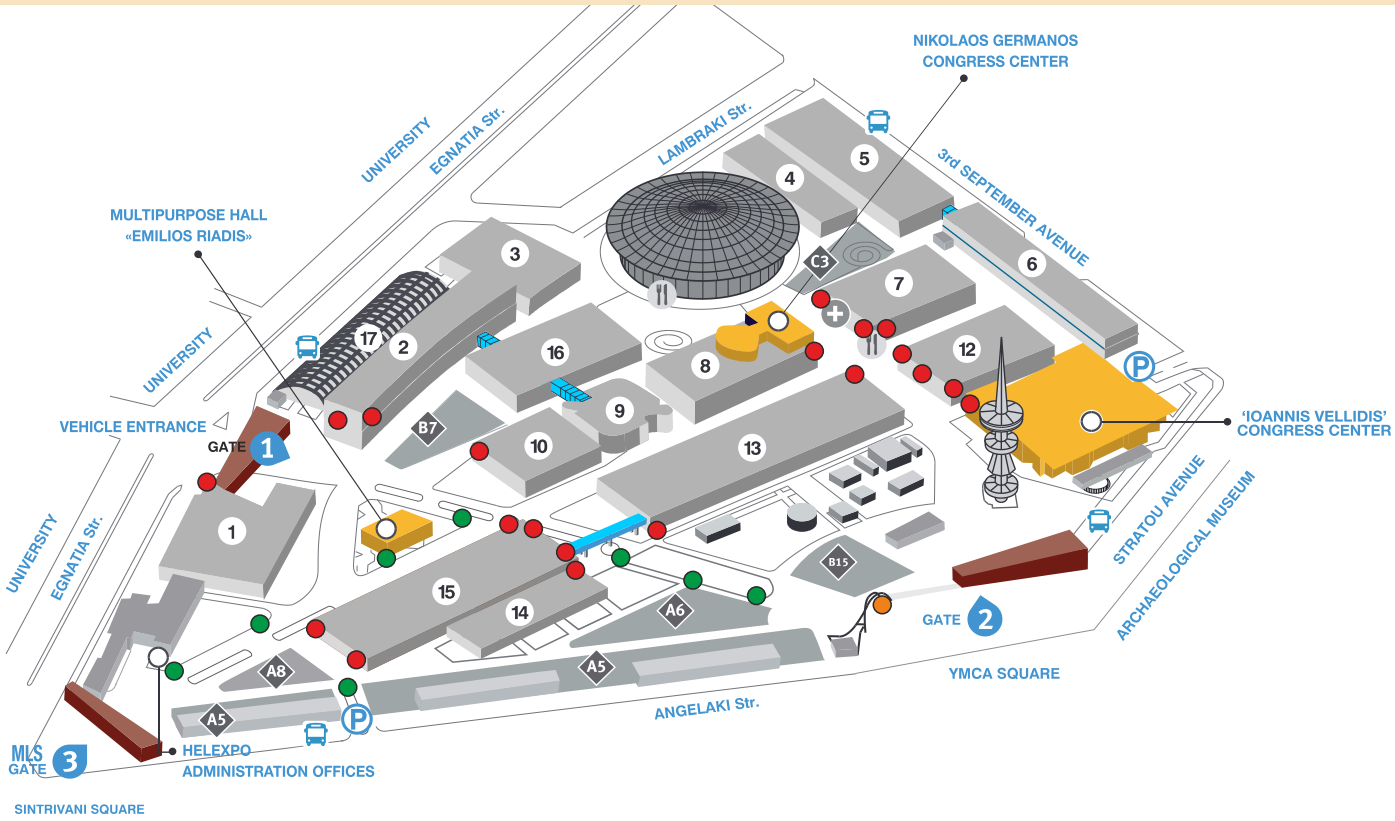
Sportexpo Marathon

TIF HELEXPO

THESSALONIKI INTERNATIONAL EXHIBITION CENTER

TIF HELEXPO

Outdoor Commercial Advertising



PAVILIONS FACADES | BANNERS | PLACES OF SPECIAL PROMOTION | ARC PROMOTION

E1

E2

E2α

E7α-E7β

E7γ

E7δ

E8

E10

E12α-E12β-E12γ

E13

E15

E15α

E15β

E15γ

ΕΧα-ΕΧγ

ΕΣα-ΕΣστ

ΕΧ

ΕΕα-ΕΕδ

ETOX

Sportexpo Marathon

visual promotion

TO BE MAILED: TIF-HELEXPO, 154, EGNATIA str.,
546 36 THESSALONIKI-GREECE OR FAXED: ++302310 291843

ORDER FORM

OUTDOOR ADVERTISING

PAVILIONS FACADES

Description	Code	Cost / Position	Choice
Facade of Pavilion 2. Emporiou Gate, Banner made of Vinyl (dimensions 4m X 15m)	E2	2,100.00 €	☐
Facade of Pavilion 1. Emporiou Gate, Banner made of Vinyl (dimensions 6m X 9m)	E1	2,000.00 €	☐
Facade of Pavilion 2. To the Pav. 16, Banner made of Vinyl (dim. 4m X 15m)	E2α	1.100.00 €	☐
Facade of Pavilion 15, South. Banner made of Vinyl, (dimensions 2.7m X 9m + 2.7m X 5.80m)	E15β	1.000.00 €	☐
Facade of Pav. 15, North, to the Syntrivaniou Gate. Banner Vinyl, (dimensions 4.3m X 5.5m)	E15α	900.00 €	☐
Facade of Pavilion 15, West corner. Banner Vinyl,(dim. 3.5m X 5.5m + 3.5m X 5.5m)	E15γ	900.00 €	☐
Facade of Pav. 15, North corner, to the pav. 2. Banner Vinyl, (dimensions 4.3m X 5.5m)	E15	700.00 €	☐
Facade of Pavilion 10. Banner Vinyl (dimensions 4m X 5m)	E10	700.00 €	☐
Facade of Pavilion 8. Banner label Banner Vinyl, (dimensions 2.6m X 7m)	E8	500.00 €	☐
Banner at cooling tower of Pav. 13 Banner Vinyl (dimensions 2.50m X 5.60m)	ΕΠΨ	500.00 €	☐
Facade of Pavilion 13. To the ex sugar industry , Banner made of Vinyl (4,2x6)	E13	500.00 €	☐
Banner at YMCA ARC. Banner Vinyl (dimensions 5.45m X 2.5m)	Ετοχ	400.00 €	☐
Facade of Pavilion 12. Banner Vinyl, (dimensions 3.7m X 4m)	E12α	400.00 €	☐
Facade of Pavilion 12. Banner Vinyl, (dimensions 3.7m X 4m)	E12β		☐
Facade of Pavilion12. Banner Vinyl, (dimensions 3.7m X 4m)	E12γ		☐
Facade of Pavilion 7. Banner Vinyl, (dimensions 1,4m X 11m)	E7α	300,00 €	☐
Facade of Pavilion 7. Banner Vinyl, (dimensions 1,4m X 11m)	E7β		☐
Facade of Pavilion 7. Banner Vinyl, (dimensions 1,4m X 11m)	E7γ		☐
Facade of Pavilion 7 to the pav. 12. Banner Vinyl (dimensions 1,4m X 4m)	E7δ		☐

BANNERS

Axis of YMCA gate, double banners one sided on DEI pillar Perforate banner (1,2x5)+(1,2x5)	ΕΧ	600,00 €	☐
Axis of YMCA gate, double banners one sided on DEI pillar Perforate banner (1,2x5)+(1,2x5)	ΕΧα ΕΧγ	400,00 €	☐
Sintrivaniou Gate double banners one sided on DEI pillar perforate banner (1,2x5)+(1,2x5)	ΕΣα ΕΣστ	400,00 €	☐
Emporiou Gate. double banners one sided on DEI pillar perforate banner (1,2x5)+(1,2x5)	ΕΕα	400,00 €	☐

The above prices are charged with V.A.T. 24%.

INFORMATION: KYRIAKOS TSANTEKIDIS, T. +302310 291274, F. +302310 291843, E: kt@helexpo.gr

COMPANY NAME

PERSON IN CHARGE

T. F.

MOBILE E.

DATE

Signature

Sportexpo Marathon

audio promotion

TO BE MAILED: TIF-HELEXPO, 154, EGNATIA str.,
546 36 THESSALONIKI-GREECE OR FAXED: ++302310 291843

ORDER FORM

RADIO ANNOUNCEMENTS

ADVERTISING RATES

1

FREE PROGRAM FOR 30 SEC SPOT

Spot per day	Transmission period	Spot number	€ / Spot	Total	Choice
			4.50		☐

2

EXHIBITION PACKAGE FOR 10 SPOT OF 30 SEC PER DAY

Spot per day	Transmission period	Spot number	€ / Spot	Total	Choice
10	4	40	3.00	120.00 €	☐

Spot production by RADIO TIF HELEXPO (client's texts required) 50.00 € ☐

Mark with ✔ the box of the advertisement you prefer.
The client delivers a ready advertising spot of 30''
The above prices are charged with V.A.T. 24%.

ADVERTISEMENT IN RADIO PRAKTOREIO FM 104,9 - BY TIF RADIO FREQUENCY

1

RADIO SPOT PACKAGE

Spot per day	Transmission period	Spot number	Total	Choice
5	7	35	70.00 €	☐

Special price for exhibitors.

A 30% discount on the pricelist of Radio Praktoreio FM 104,9 – by TIF radio frequency - is included

Mark with ✔ the box of the advertisement you prefer.
The client delivers a ready advertising spot of 30''
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ORDER FORM

ADVERTISING RATES IN THE ELECTRONIC EXHIBITORS' CATALOGUE

START

Full page dimension	Cost	Choice
Places' dimensions: 800X 600 px image file It comes up at the inception. Click to transfer in the 1st page	400.00 €	☐

HOME PAGE BANNER

Home page banner: horizontal at the bottom of the 1st page	Places	Cost per place	Choice
Places' dimensions: 192X200 px image file They come up horizontal at the bottom of the 1st page.	1 st	60.00 €	☐
	2 nd		☐
	3 rd		☐
	4 th		☐
	5 th		☐

LEVEL 1

Banner internal level 1: vertical & right of page	Places	Cost per place	Choice
Places' dimensions: 160X 125 px image file. They come up at exhibition, searching & list: at exhibitors, exhibits, pavilions and houses. There is no charge at favorites.	1 st	100.00 €	☐
	2 nd		☐
	3 rd		☐
	4 th		☐

LEVEL 2

	Places	Cost per place	Choice
Places' dimensions: 160X 125 px image file. They come up at exhibitor's data, searching & list: at exhibitors, exhibits, pavilions and houses. There is no charge at favorites.	1 st	80.00 €	☐
	2 nd		☐
	3 rd		☐
	4 th		☐

LEVEL 3

	Places	Κόστος / θέση	Choice
Places' dimensions: 160X 125 px image file. They come up at exhibitor's data, exhibits and houses	1 st	50.00 €	☐
	2 nd		☐
	3 rd		☐
	4 th		☐

Mark with (✔) the box of the advertisement you prefer.
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on the move

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ORDER FORM

ADVERTISING ON HELEXPO CARS - VIDEO WALL ADVERTISING

ADVERTISING RATES

DESCRIPTION	THREE CARS	ONE CAR
• Double sided label, 7 cm thick, with clips and double plexi glass, without illumination, made of aluminum profiles. Digital printed in paper of 150 grams. • Stickers ordered in perimeter	400,00 € ☐	200,00 € ☐

A1

A2

A3

Except of the ways explained above, you can be advertised further, placing your logo on the roof and perimetrically of three electric cars which are used during the exhibition for transferring goods, staff and Vip visitors inside the whole exhibition centre of Thessaloniki TIF .

Mark with ✔ the box of the advertisement you prefer. For the insertion of advertisements, your material is required, 25 days before the event in 300dpi PDF/EPS/TIFF/JPEG format.

The above prices are charged with V.A.T. 24%.

POSTING –ANNOUNCEMENT AT FACEBOOK PAGE OF TIF- HELEXPO	500.00 €	☐

A post of customer's selection is included (site, banner, etc) for a 10 day period before, during and after the end of the exhibition. Note that the TIF- HELEXPO profile has over than 41.500 friends.

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HEAD OFFICE: THESSALONIKI INTERNATIONAL EXHIBITION CENTRE: 154 EGNATIA str., 546 36 THESSALONIKI-GREECE, TEL.: +302310 291111 - FAX: +302310284732

Sportexpo Marathon

on the move

TO BE MAILED: TIF-HELEXPO, 154, EGNATIA str.,
546 36 THESSALONIKI-GREECE OR FAXED: ++302310 291843

ORDER FORM

ADVERTISING ON BICYCLES - ADVERTISING ON BILLBOARDS

ADVERTISING ON BICYCLES - DESCRIPTION	Cost	Choice
• Logo on double side banner mounted on a stationary bike. • Dimensions: W: 1,11 cm X H: 1,68 cm. • Bikes Available: 4	€ 150.00	☐

The bike is fitted at customer's option in the main visitors' entrance of the Exhibition Centre (Commodity gate, gate YMCA, Fountain Gate). Alternatively, it is mounted at customer's option in the outdoor or indoor entrance of pavilion.

A total discount of 10% is offered when two bicycles are rented, 20% is offered when three bicycles are rented and a total discount of 30% is offered when all bicycles (4) are rented.

ADVERTISING ON BILLBOARDS - DESCRIPTION	Cost	Choice
• Logo on illuminated, double side banner, mounted on a moving billboard. • Dimensions of the front view: W: 57,6 cm X H: 64 cm. • Dimensions of the rear view: W: 57,6 cm X H:1,44 cm. • Available billboards: 4	€ 195.00	☐

The billboard is moving for six hours in all outdoor areas of the Exhibition Centre or in indoor stands or entrances and gates (Commodity gate, gate YMCA, gate Sintrivaniou) according to customer's option.

A total discount of 10% is offered when two billboards are rented, 20% is offered when three billboards are rented and a total discount of 30% is offered when all billboards (4) are rented.

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Sportexpo Marathon

video promotion

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ORDER FORM

EXHIBITION VIDEO PRODUCTION

PRICE LIST

DESCRIPTION	Cost	Choice
The video production includes the following actions: • Production organization and execution • Music edition- copyright of music theme • Direction • Video Shooting in H D (High Definition) up to half an hour • Image processing-Logo importation-edition and sound mix • Duration of video presentation 1-2' • Mastering Web conversions	€ 150,00	☐

The video records and promotes in the most attractive way the presence of your company in SPORTEXPO. By uploading your video your company will be promoted on your website, you tube, facebook and other social media, even after the exhibition. Specifically, specialized staff (cameraman, director) and equipment (camera, sound and lighting) are available for the provision of audiovisual services. The services provided are videotaping and creation of the video, duration from 1 to 2 minutes and also delivery of 10 photographs (digital) with dimensions 1920x1080 in 150 dpi.

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promotion

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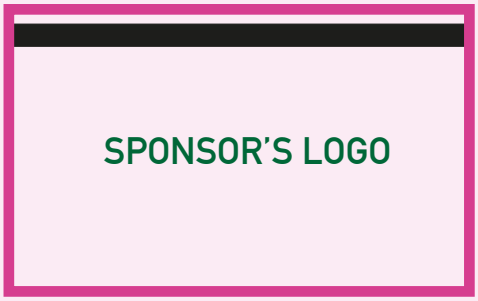
ORDER FORM

ADVERTISING AT THE VISITOR'S TICKET & AT THE GENERAL PLAN

PRICE LIST



Print logo on the back side of the visitor's ticket. The dimensions of the ticket are 8,5cm X 5,5cm. In order to print the logo is required a file in digital format. The form and the file (300dpi, format PDF/EPS/TIFF/JPEG) must be sent at least 25 days before the opening of exhibition.

Print logo on the A' side of the general plan of exhibition and at the B' side the name of the company. The dimensions of the general plan is 21 cm X 29,7 cm. In order to print the logo is required a file in digital format. The form and the file (300dpi, format PDF/EPS/TIFF /JPEG) must be sent at least 25 days before the opening of exhibition.

Position	Cost	Choice
Print logo on the back side of the visitor's ticket	900.00 €	☐
Print logo on the A' and B' side of the general plan of exhibition	450.00 €	☐

ADVERTISING WITH DISTRIBUTION

The ability of printed material distribution is provided to exhibitors outside of their stand and within the entire Exhibition Center. Distribution will be done by the staff of the advertiser or appointed by him.

Distribution of printed within the exhibition center. Person/ distribution point.	600,00 €	☐

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

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www.helexpo.gr