



3-5 FEB.
2024

10th EXPOTROF

The Greek Fine Food Exhibition



ORGANIZATION

www.expotrof.gr



10 years EXPOTROF

After a successful 10-year journey the exhibition that incorporates the promotion of premium Greek products returns. Introducing new themes, EXPOTROF remains dedicated to innovative representation of domestic products and hosting rich culinary events.

Over a decade, the exhibition has become the essential meeting point for Greek and foreign decision makers of the industry, who are interested in premium products.

10 YEARS OF SUCCESS!

In its ten-year long history, EXPOTROF has achieved a staggering amount of:

Over

20.000

new products have been showcased

More than

60.000m²

square meters of exhibition space have been filled with exciting innovations.

With over

100.000

visitors, the event has been a resounding success and continues to evolve year after year.

From **Saturday 03 to Monday 05 February 2024**, the 10th EXPOTROF - The Greek Fine Food Exhibition will host (at MEC Peanias) more than **400 Greek producers** of premium Greek products participating **exclusively** in EXPOTROF.



Why participate?

Benefits of participating in the exhibition you ensure:

- B2B meetings with buyers and decision makers from major food chains from the national and international market
- Presentation of your products through gastronomic events
- Promotion of your products in Greece and abroad
- Promotion of your business through the online platform Thedelifair at a preferential price
- Free participation in training workshops and professional seminars in the Food Expert Stories section

Our visitors:

- Super market chains
- Representatives of delicatessen & fine food stores
- Hotels, Luxury apartments
- Restaurants / Chefs
- Food and beverage distributors

Premium products

- Beekeeping products
- Small Breweries
- Premium olive oil
- Selected Wineries
- Certified Dairy Products
- AFFA award-winning products
- Cold Cuts
- Organic products



BUYERS FROM NATIONAL & INTERNATIONAL MARKETS

Hosted Buyer Program

The 10th EXPOTROF offers exhibitors a unique opportunity to engage directly with decision makers in the food and beverage industry. In the dedicated Buyers Square area, participants can interact with both national and international food traders.

EXPOTROF will bring together 100 leading companies from various sectors - including F&B, Hotels, Distribution, and Catering – originating from countries like the UAE, EU, Balkans, Cyprus, and Greece.

EXPOTROF is a distinguished exhibition that plays a vital role in promoting top-notch products, fostering meaningful connections, and facilitating business growth.

1500+ B2B meetings

Exhibitors can leverage the online platform - www.thedelifair.gr - of the B2B meetings to showcase their company profile, products, and schedule appointments with Hosted Buyers in advance.

This targeted approach enhances the promotion of EXPOTROF's quality products, as evidenced by the 1500 pre-scheduled B2B appointments during the exhibition.



Interactive Events

During the traditional event «Cooking Greece» the distinguished chef Kostas Bougiouris, will highlight the excellence of local Greek products through traditional recipes and food pairing.



Meanwhile, the Drink & Spirits offers a sneak-peek into the best secrets of brewing, mixology and winemaking from various producers.

Additionally, the Food Expert Stories area will host open space professional seminars and workshops aimed at keeping industry professionals informed of the latest trends.

AFFA 2024

Don't forget to check out Athens Fine Foods Awards (AFFA) by EXPOTROF 2024, presented during the 10th EXPOTROF.



Types and costs of stands

1. Ground Trace

130€/m²



**from 18 sq.m. and over*

- Empty ground trace
- Booth / Trade Stand to be constructed by the exhibitor at it's own surcharge
- Booths must be self – supported
- All constructions must remain within the limits of the sq.m of the ground trace

2. Basic Trade Stand

+30€/m² from the price of Ground Trace

from 6m² and over



- FLOOR: Alma Elea light beige carpet.
- STRUCTURE: Octanorm aluminum system, 2.50m high.
- Panels of black leatherette in combination with OSB
- INSCRIPTION: Name of Exhibitor
- EQUIPMENT: aluminum Infodesk combined with OSB, 1 pc. Stool, 1 pc. Round table, 1 pc. (from 9 sqm and above), Chairs, 3 pcs. (from 9 sqm and above) Showcase (3 glass shelves), 1 pc. Shelves, 100x30cm, 2 pcs.
- ELECTRICAL Socket 500W, 1 position, 1 pc. HQI 3 pcs

**NOTE: The furniture equipment is configured according to the square meters of the stand as follows:*

From 9sqm - 20sqm: infodesk 1sqm, stool 1sqm, table 1sqm, chairs 3sqm, display case 1sqm, shelves 2sqm. From 24sqm - 30sqm: infodesk 1pcs, stool 1pcs, table 1pcs, chairs 3pcs, showcase 1pcs, shelves 5pcs. From 32sqm and over: Infodesk 2pcs, stool 2pcs, table 2pcs, chairs 6pcs, showcase 1pcs, shelves 5pcs

3. Business Premium

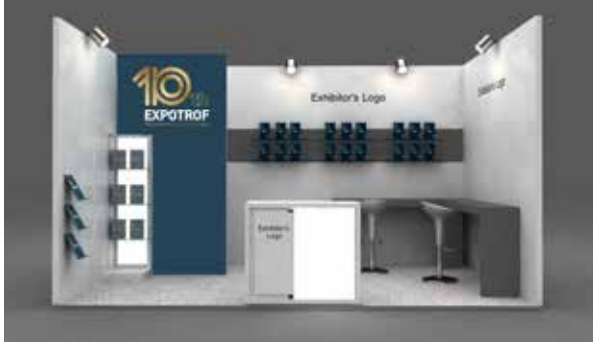


+60€/sq.m. from the price of the Ground Trace for a 2,5m high stand

+70€/sq.m. from the price of the Ground Trace for a 3m high stand

- Special construction with aluminium system,
- 3m high, with white PVC.
- Storage room 1m x 1m with opening door
- Grey Carpeted flooring
- Lighting with 50watt LED spotlights, one per 6sqm.
- 1 socket of 500W socket per stand.
- Round glass table with metal leg and 3 white seats
- Info Counter in white mdf (lacquer), dimensions 70x55x100cm and 1 white stool
- Light box 2,00X0,25X3,00m with milky plexiglass and digital print canvas
- Digital vinyl printing 1,00X2,50m
- Digital printing 0,80X0,30m on PVC, on the top front of the pavilion

4. Premium

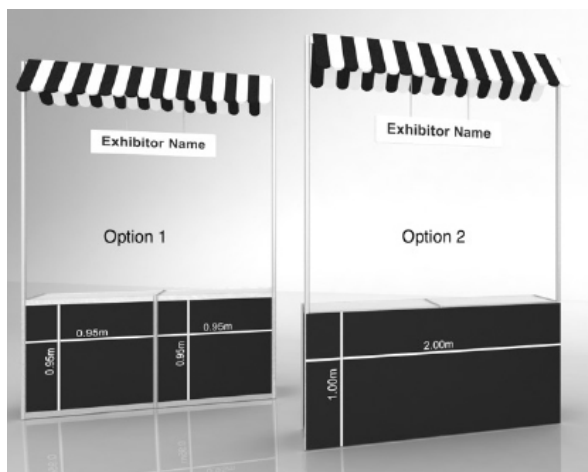


**NOTE: The stands are available from 12-24sqm.*

+80€/sq.m. from the price of Trace Ground

- FLOOR Alma Elea light grey carpet.
- STRUCTURE 3m high MDF wooden panels.
- PAINT Plastic color: White masonry & elements in shades of gray - blue - orange - green - red
- GRAPHICS Exhibitor name on self-adhesive vinyl, 3 pcs., Light box 150x300cm in self-adhesive vinyl, 1 pc.
- EQUIPMENT
 - Wooden infodesk 120x50x105cm, 1 pc.
 - Stool, 3 pcs.,
 - Wooden bench 200x50x105cm, 2 pcs.
 - Floor wooden showcase 50x50x180cm, 1 pc.
 - Glass shelves, 100x20cm, 3 pcs.
 - Wall-mounted A4 file, 3 pcs.
- ELECTRICAL Socket 500W, 1 position, 1 pc. HQI 4 pcs.

5. Kiosk



Option 1: No printing 600€/unit.

(additionally, it can be covered with a sticker on each bench 0,95mX0,95m at a price of 35€/piece), monochrome carpet, 1 100W socket per participant

Option 2: Printed - 660€/unit.

(front cover with 5mm PVC print with 2,00x1,00m dimension), monochrome carpet, 1 100W socket per participant

** Prices do not include VAT 24% **

Add - ons

A. Digital platform thedelifair.gr

Additional Promotion Plans

Annual subscription Thedelifair.gr		Price
● Company profile (company details, photos, price list, certifications, awards), ● Unlimited online meetings with Greek and foreign buyers		499€
Annual subscription Thedelifair.gr		
● Package renewal		249€
● Top of the List		349€

	Allowances	Price
EXPOTROF Exhibitor	● All the benefits of the annual subscription ● Participation in the physical exhibition for B2B meetings	300€

* Prices do not include VAT 24% *





B. Social Media

Extra promotion plan

Extra promotion package	Price
Promotion of your company's participation in the exhibition's social media	200€

* Prices do not include VAT 24% *



10th

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EXPOTROF

The Greek Fine Food Exhibition

More than
3.000
new products

More than
9.000m²
exhibition space

More than
400
exhibitors

More than
7.000
targeted visitors

REGISTER AT www.expotrof.gr

Opening hours of the exhibition:

SATURDAY	3 February	11.00 - 20.00
SUNDAY	4 February	10.00 - 20.00
MONDAY	5 February	10.00 - 19.00