

EXHIBITOR'S
INFO
KIT

6th INTERNATIONAL EXPO



LOGISTICS SUPPLY CHAIN

TRANSPORTATION • STORAGE • PACKAGING • MATERIAL HANDLING

4-5-6 NOVEMBER 2017 • ATHENS

METROPOLITAN
EXPO EXHIBITION CENTRE
EL. VENIZELOS INTERNATIONAL AIRPORT - ATHENS



Join the
Greek Hub

ORGANIZER

o.mindcreatives

ADVERTISING • PUBLICATIONS • TRADE SHOWS • PRODUCTIONS

Under the Auspices



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
ΥΠΟΥΡΓΕΙΟ ΥΠΟΔΟΜΩΝ ΚΑΙ ΜΕΤΑΦΟΡΩΝ

With a deep knowledge and the accumulated expertise over a 10-year operation, the unique "Supply Chain & Logistics' Fair", renews its appointment with the market on 4, 5 and 6 of November 2017, introducing a new era in fair events through a novel organizational approach.

6th Fair with international orientation both for visitors and exhibitors

What is different in the 2017 Fair?

We, at o.mind Creatives aim to offer you comprehensive solutions, spanning the full spectrum of developments in the market while facilitating businesses and at the same time filling the gaps existed in the past. We are glad to formally announce the organization of the 2017 "Supply Chain & Logistics" Business Fair to be held at the Metropolitan Expo Centre on 4, 5, and 6 of November 2017, anticipating that you will embrace it and will project onto it the positive messages you wish to communicate to the market.

The Fair, in its 6th annual organization, transcends the Greek boundaries and seeks collaborations with markets abroad, consolidates its relations with Embassies, bilateral Chambers of Commerce, establishes new sections, such as the Professional Vehicle, and sets sail for an ambitious and much-promising marketing plan, travelling –amongst others– to Germany for the 2017 Transport Logistics Fair in May, where it will be advertised through the special edition of the Supply Chain & Logistics Magazine, in both English and German.

Having international orientation and multiple new "Horizontal Initiatives" for our exhibitors, we are setting off to promote Greek logistics around the world.

We are expecting you, to be fellow travellers in our effort, to jointly promote the NEW ERA in Greek logistics through the 6th International 2017 "Supply Chain & Logistics" Business Fair.





Logistics in figures

A robust market showing strong signs of recovery

Greek logistics business sector, with an 11% contribution to the Greek GDP, constitutes a key sector which can give the Greek economy a great impetus in the years to come. All the large investments, infrastructure works, and privatisations announced, and materialized to date, have placed a great emphasis on the existence of a strong supply chain network, a value network, which our "market" can offer.

The European Logistics sector is one of the most dynamic ones since it encompasses one million companies in Europe in a broader supply chain, where more than nine million workers are employed.

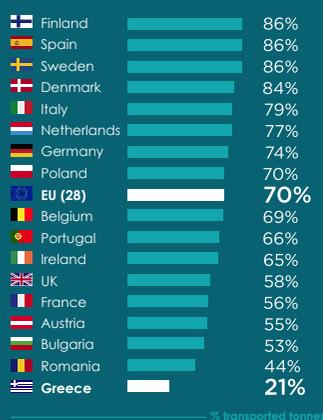
In Greece, with the market being restructured due to the crisis, there are 7.000 dynamically active companies which offer logistics services and 20.000 transportation companies which seek collaborations and synergies in order to create economies of scale and enhance their added value services. The solid institutional developments in the Greek logistics sector over the last five years, for which all sector stakeholders have contributed, the recognizability of Greek logistics in pan-European fora and the awards acclaimed, the updated Legislation on Logistics, the great demand for storage and also the interest of the companies to participate in broader business clusters prove the positive change in the business climate.

A change which is also portrayed in the image of the country as an investment destination. Greece offers significant investment opportunities due to its geographical position in southeastern Europe and its proximity to the Middle East and the Arab world. There are potential benefits in the fields of Commerce, Transportation and Energy, since Greece aspires to become a transit and energy hub in the coming years, which entails significant investment needs in infrastructures and networks.

Our goal, through the synergies that the 6th "Supply Chain & Logistics" Fair will create, is to contribute to the uplift of the Greek economy and the boosting of Greece's role as a Hub.

THE HIDDEN POTENTIAL OF LOGISTICS IN GREECE

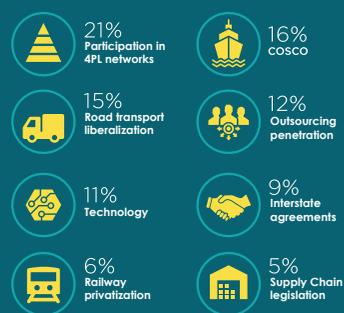
Low penetration of land logistics in Greece



30-40% demand increase over the next five years, even greater if the information gap diminishes



Driving forces for logistics' growth



5% of the sector reported other driving forces



Collaborations with bilateral Chambers of Commerce and Embassies of Central Europe, the Balkans, the Middle East, Russia, northern Africa & China.

With a view to promoting the Fair beyond the Greek borders in order to attract both foreign visitors and exhibitors, the organizing host has contacted and collaborated with bilateral Chambers of Commerce and the commercial departments of Embassies to build awareness and promote the Fair to foreign countries. Information to foreign companies is provided by post and electronic correspondence, through direct communication with the Chambers of Commerce and Embassies, as well as through B2B meetings during international fair visits. The aim is to inform companies in all the countries, whose cooperation with Greece is of interest, that they may attend the Fair as visitors or exhibitors in the cases of companies which seek to establish commercial relations with Greek firms. Visitor business delegations as well as group participations of foreign countries will be organized with the coordination of Embassies and the organizing host company.

B2B meetings of exhibitors and hosted foreign visitors with Greek business leaders

In the 2017 Fair the organizing host company will introduce a new method of "Horizontal Initiatives" towards the exhibitors: the method of direct B2B meetings between exhibitors and visitors from Greece and abroad. Two months before the 6th "Supply Chain & Logistics" begins, when the exhibitor list has been finalized, it will be uploaded to a special electronic platform on the official web site of the Fair so that Greek companies will be able to submit requests for meetings with the exhibitors according to a specific meeting schedule.

Exhibitors will be able to accept requests for meetings to be held at the specially designed meeting areas.

In addition, the organizing company will invite and host, at its own expense, 120 hosted buyers from 10 countries, who will have been selected in collaboration with Embassies and Chambers of Commerce of the respective countries. Foreign businessmen who will be guests of the organizing company will be at the disposal of the exhibitors so that they will be able to ask for a meeting in the framework of the B2B meetings. The profiles of the relevant businesses personnel will be at the disposal of exhibitors so that they will be able to evaluate them and arrange meetings with foreign businesses. The selection of countries on which the organizing company has focused in order to invite businessmen was made after relevant research conducted in collaboration with the exhibitors concerning the countries of interest for Greek business leaders.

**120
hosted
buyers**



The promotion of the Fair in Greece and abroad

Through a dynamic advertising campaign, the 2017 "Supply Chain & Logistics" Fair as well as the new "CARGO Truck & Van" sector will convey a strong message to the vast market it aims, as described in the table below.

Moreover, with extrovert orientation, the organizing company consolidates collaborations with major Logistics magazines in Europe and the Middle East in order to transmit the message and an invitation to the Fair invite visitors from abroad.

Furthermore, the organizing company will participate in "Transport & Logistics 2017", the largest transport and logistics fair held in Munich, Germany, May 2017, in collaboration with the German Hellenic Chamber of Commerce in order to convey a strong European message concerning the Fair which will be held in Greece.

With a generous advertising budget of € 120.000 for 2017, in order to stimulate the market interest at the Fair, the organizing host company has planned the following promotional activities:



€120.000
Advertising Budget

ADVERTISING PROMOTION ACTIVITIES

- Television promotion through commercial spots in selected channels of Greece, countrywide
- Radio promotion through advertising spots in selected radio stations with high ratings throughout the country
- Outdoor promotion
- Classified advertising and Press releases in newspapers and sectoral magazines
- Promotion through the Internet, information newsletters and the social media

- Collaboration with sectoral magazines on professional vehicles
- Promotion through the "Supply Chain & Logistics" magazine
- Promotion through the www.supply-chain.gr site and the weekly Supply Chain newsletter
- Participation of the organizing company in other sectoral fairs and conferences both in Greece and abroad
- Mailings/distribution of 200.000 invitations in Greece and abroad
- Self-adhesive stickers which will be given to exhibitors to indicate their participation in the Fair



All the world of transportation will be here!

From agencies to the largest Greek and multinational LOGISTICS SERVICES companies

The entire commercial transportation community will be present in the 2017 Fair. Small agencies, national and international road transportation companies, freight forwarders, logistics services companies, shipping companies as well as courier companies. With special exhibition structures and solutions to all the promotional needs of transportation services, the Fair, in collaboration with exhibitors, aims at presenting a full spectrum of the transportation needs of every Greek or foreign company which will visit the Fair.

**From A to Z:
solutions
for the
supply chain**

Warehouse and Material Handling equipment for modern facilities

In each "Supply Chain & Logistics" Fair, companies which provide solutions for the warehouse equipment, material handling, transportation and secondary packaging present a special interest. Forklifts, warehouse shelves, internal handling systems, bar coding, warehouse labeling and signage systems and secondary packaging machinery and a lot more will be presented in the Fair so that visitors are brought up to date with new technologies. Having new technologies as our allies, and the desire of Greek companies for modernization of their premises and infrastructures, the sector of equipment in the Fair will provide comprehensive solutions for the organization of the modern warehouse.

A New sector of Professional Vehicle in Hall 4, "Cargo Truck & Van Expo"



Professional vehicles for road transportation are here! International transportation haulers, distribution trucks, public transportation vans and pickups will impress visitors to the Metropolitan expo and Hall 4. Also, bodywork, superstructure, refrigerated storage rooms, tachographs, telematics and truck parts and supplies will be included in CARGO Truck & Van, the new sector of the Fair.

The landscape has now changed in road transportation with transportation and commercial companies dealing with large vehicle fleets and adapting to EU directives for EURO 6. The linking of the 2017 "Supply Chain & Logistics" Fair with the new

sector of "CARGO Truck & Van" constitutes an ideal combination for the promotion of commercial vehicles in the new era of logistics which Greece is entering.

The favorable reception from and participation of auto dealers is expected to be high and complete.



FAIR SECTORS & EXHIBITS of

LOGISTICS, CARGO & FREIGHT SERVICES

- › Storage, Logistics services, 3PL, 4PL
- › Transport and Distribution services
- › National, and international road transportation
- › Maritime Cargo, shipping companies, Port Authorities
- › Air transportation
- › Rail transportation
- › Freight Forwarders
- › Courier companies
- › Real Estate Logistics
- › Container Sale and Lease
- › Logistics Consulting companies, Personnel Training and Certification
- › Transportation insurance
- › Professional cargo vehicles

WAREHOUSE EQUIPMENT - MATERIAL HANDLING

- › Forklifts and warehouse handling equipment
- › Shelves and Warehouse and shop Management Systems
- › Hand trucks, fork lifts, warehouse labelling and signage
- › Conveyor belts, internal handling lines
- › IT and logistics systems (WMS, ERP, CRM)
- › Bar coding, RFID, ex-van, and picking systems
- › Retail shop IT systems
- › Industrial refrigeration (Cold Store Chambers, Machinery, Food logistics)
- › Construction of industrial buildings and warehouses

PACKAGING FOR TRANSPORTATION AND HANDLING

- › Packaging materials and machinery
- › Cardboard boxes, pallets, barrels, packaging sacks
- › Secondary Handling and transportation packaging
- › Robot systems, palletizing machinery
- › Printing and labeling
- › Weighing systems
- › Repackaging and services
- › Recycling



Fair visitors

Visitors of the Fair are business leaders and managers from all the sectors of the Industry, and Commerce as well as from the sector of Freight Transportation from Greece and abroad

More specifically, they come from the following business categories:

- Commercial companies from all sectors
- Wholesale and retail
- Industries from all the manufacturing sectors
- Industry & Food Trade, Super Market chains, Pharmaceutical industries, Clothing and Footwear industries, Building materials & accessories, spare part warehouses, Agricultural produce, Fertilizers
- Transportation, logistics, distribution, courier and storage companies
- Motorists and forwarding agencies
- Warehouse organization and equipment
- Banks, Public sector and Institutional bodies
- Professors, Business consultants, university students

From the above business categories, Fair visitors will be:

Businessmen, General Managers, Supply Chain & Logistics Managers, Financial consultants, Factory Managers, Warehouse Managers, Import- Export Directors, Procurement Directors, Quality Assurance officials, Fleet managers, machine operators, warehouse staff and professional drivers.



**20.000
visitors from
Greece and
abroad**

Exhibitor's Accommodation

For the exhibitors' accommodation, the organizing host company has secured collaboration with central hotels near the exhibition centre but also at popular parts of Athens with public transport connection, for a 2- or 4- day-stay.

The hotel list can be found as of May, 2017 at the official site of the Fair at www.sce.gr. For further information, you can contact the Fair secretariat on +30 210 9010040.



The Exhibition Centre

The 6th "Supply Chain & Logistics" Fair in 2017 will be held in the state-of-the-art METROPOLITAN EXPO Exhibition Centre at the "El. Venizelos" Athens International Airport (at the end of Attiki Road). The Fair is upgraded and enriched by the facilities offered to exhibitors and visitors by the Exhibition Centre. METROPOLITAN EXPO is the most advanced and modern Exhibition Centre in Greece today, bringing together a plethora of benefits such as:

- State-of-the-art facilities and high quality benefits for exhibitors and visitors at a covered exhibition space of 45.000 sqm
- Easy access by car or public transportation (Metro, Suburban Railway, bus) from all the Attica basin and the national road network (via Attiki Road, exit to the Airport)
- Direct visitor access, allowing for same-day visits due to its proximity to the airport and the shuttle bus service which offers access to the exhibition centre within 5 min
- Comfortable free parking
- Restaurant, Café and shopping at the Airport's Retail Park



Fair visiting Days and times

- ➔ Saturday 4th November 10:00-20:00
- ➔ Sunday 5th November 10:00-20:00
- ➔ Monday 6th November 10:00-20:00

Conferences and one-day symposia **Logi-C 17**

LOGISTICS CONFERENCES

During the Fair, there will be one-day symposia, workshops, company presentations, seminars and other thematic events covering the full range of the supply chain issues. The significance of interactive communication has been proven in practice and once again in the 2017 "Supply Chain & Logistics" Fair participants will be able to follow whichever thematic modules they are interested in, receive sound knowledge and make important contacts.

The thematic units of the one-day symposia will be announced in May 2017 and will include important issues on transportation and logistics which derive from both the Greek and the international academic community and the market. At the same time subjects pertaining to new technologies and material handling solutions will be at the epicenter of the one-day symposia.

be a sponsor! Special sponsorship packages for exhibitors who wish to participate and promote their brands through events in the Fair.

be an organizer! Organize your own corporate event in the framework of the Fair conferences and combine public relations with visitor briefing.

Participation Cost (for 3 days)

Cost for one sided stands

(trace of soil)

- a. From 9 to 30 m²: € 125/m²
- b. From 31 to 90 m²: € 120/m²
- c. From 91 to 200 m²: € 110/m²
- d. For Block of 201 m² or above: € 100/m²

Prices are exclusive of VAT

Further to the basic structure

1. For every additional side: € 5.00/m²
2. For basic structure: € 23.00/m²
3. For carpet: € 4.00/m²
4. Melamine partition panels: € 15,00/ linear meter

Prices are exclusive of VAT

Composite standard structures

(amounts refer to construction cost only)

Basic Structure: € 23/m²

- ◆ The basic structure includes white melamine panels with facade and sign with the number of the stand and the company name or logo (panel dimensions: 0.97m x 2.48m)
- ◆ Basic structure stands include the following amenities:
 - 1 desk • 3 chairs • 1 power supply socket • 1 spot light of 100W per 3 m²
- ◆ Grey carpet



BUSINESS type: € 50/ m²

- ◆ **Carpet:** Grey colour / beige colour / blue colour • **Panels:** white PVC / beige PVC / blue PVC
- ◆ **Storage area:** dimensions 1.00 x 1.00 m with a white folding door
- ◆ **Equipment:** 3 beige seats • 1 round beech table ø.70m • 1 black stool with back support
- ◆ 1 info desk in white, beige or blue • 1 set of shelves 1.03x0.54 x 2m
- ◆ **Signage:** 1 digital print 1.00x2.50m in adhesive vinyl • 1 digital print on a PVC trapezium surface
- ◆ **Lighting:** 1 iodine floodlight 500watt or HQI 150watt
- ◆ 1 three-phase power socket 0,5KW / 220V.

EXECUTIVE type: € 60/ m²

- ◆ **Carpet:** Grey colour / beige colour / blue colour • **Panels:** white PVC / beige PVC / blue PVC
- ◆ **Storage area:** dimensions 1.00 x 1.00 m with aluminium openable door and lock
- ◆ **Equipment:** 3 black leather seats • 1 round beech table ø.70m • 1 black stool with back support
- ◆ 1 info desk in white or blue with doors' dimensions 1.00x0.50x0.90m
- ◆ **Signage:** 1 digital print 2.00x0.25x2.50m on a milky lighted surface with plexiglass
- ◆ 1 digital print 1.00x2.50m in adhesive vinyl • 1 digital print 0.80x0.30m on PVC
- ◆ **Lighting:** 1 iodine floodlight 500watt or HQI 150watt / 4 m² • 1 three-phase power socket 0,5KW/220V



CARGO type from € 975 for 7.5m² (final price for structure and trace of soil stands)

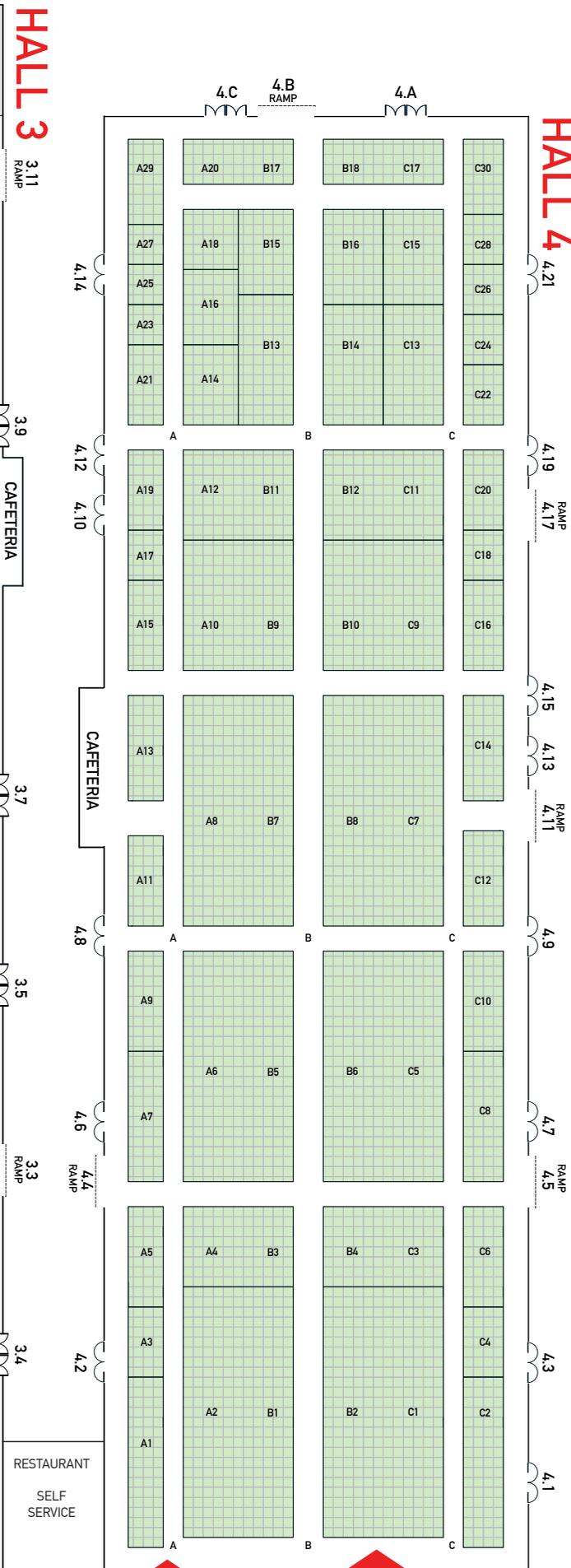
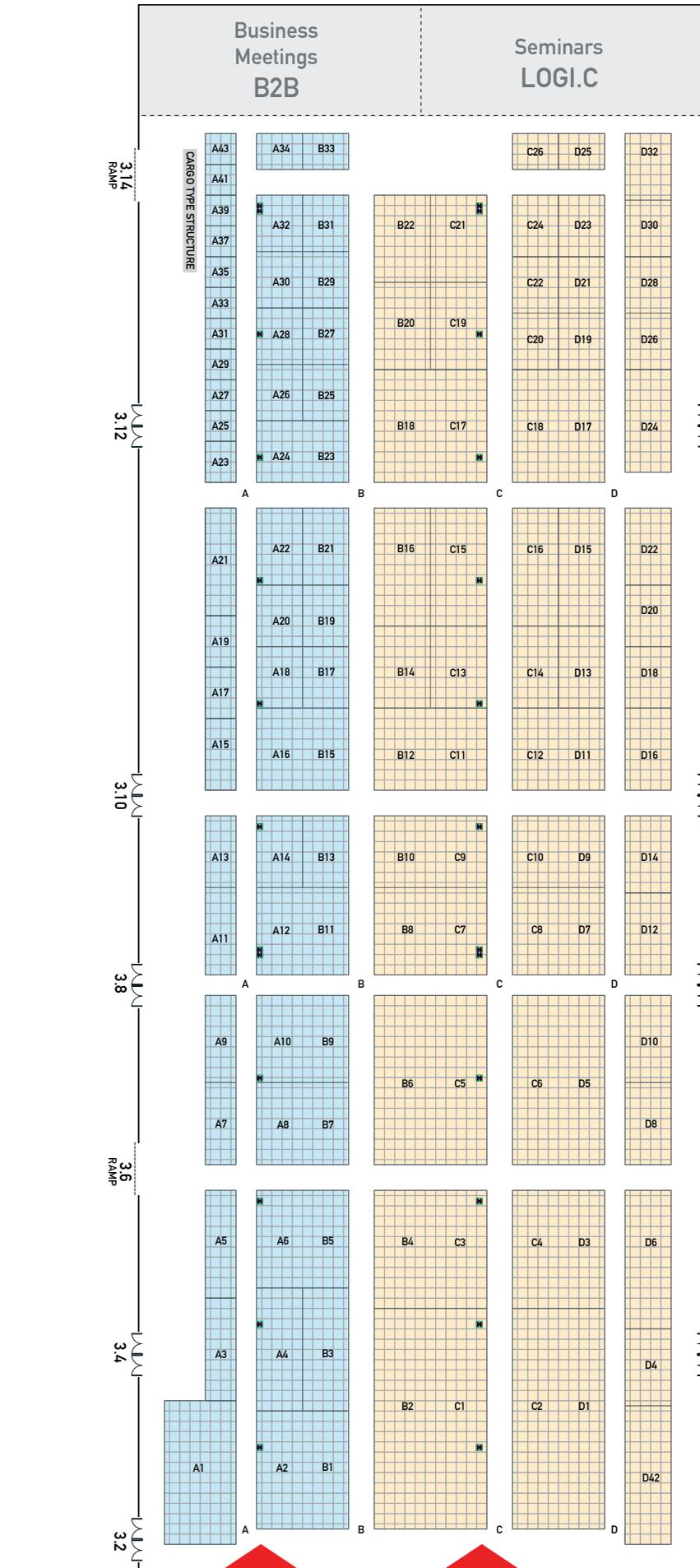
- ◆ The specific structure is aimed at service provider companies (national transport agencies and international transportation forwarders)
- ◆ The specific structure is designed for the particular area in Room 3 in corridor A
- ◆ The Cargo structure includes • white panels and grey fitted carpet • 1 small table and 3 chairs
- ◆ 1 reception desk and stool • 1 floodlight 150watt HQ1 • Facade with exhibitor's name.
- ◆ The size of these stands is: • **(A)** 7,5m² - €975 • **(B)** 9m² - €1.170
- ◆ **(C)** 12m² - €1.560 • **(D)** 15m² - €1.950



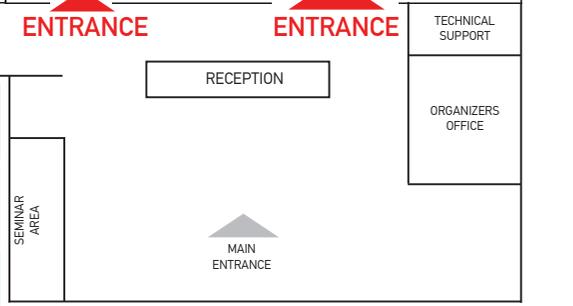
Prices are exclusive of VAT

GENERAL EXHIBITOR AMENITIES

- Availability of exhibition areas (for preparation, operation, dismantling) • Free parking for exhibitors in special area • Free visitors' invitations
- Exhibitors' identification cards with barcode • Provision of pallet trucks and forklifts for the transportation of exhibits
- Cleaning of stands before the commencement of the Fair (excluding exhibits) • Daily cleaning of the Fair common areas • Daily guarding of the areas of the exhibition by a specialized security company • Fully equipped medical practice with a doctor on duty • Special prices for exhibitors at cooperating hotels • Free bus transportation from and to nearby Metro stations and the airport on the Fair days



- Professional Vehicles, Heavy Goods Vehicle, Vans, Vanettes, Pickup Trucks, Bodywork & Superstructure, Truck Cold Rooms, Tyres, Lubricants, Fuel, Tachographs & Accessories, Vehicle Technical Control Centres, Telematics Services
- Forklifts, warehouse and shop shelves, internal transport systems, construction of warehouses & metal buildings, Industrial doors, ramps, loading bridges, Industrial flooring, Barcode & RFID, secondary packaging machinery, transport packaging materials, Printing and Labelling
- Transportation companies (Road, Sea, Air, Rail), 3PL Services & Storage, Freight Forwarders, Port authorities, transport agencies, courier companies, Software, WMS, ERP, Certification, Education, Logistics Consulting



Under the Auspices



ORGANIZER

o.mindcreatives

ADVERTISING >>> PUBLICATIONS >>> TRADE SHOWS >>> PRODUCTIONS

Supply Chain
& Logistics sc&log

187 SYGROU AVENUE, NEA SMIRNI,
17121, ATHENS, GREECE

T. +30 210 90 10 040 - F. +30 210 90 10 041

info@omind.gr

www.sce.gr

