

Infacoma Athens



INTERNATIONAL EXHIBITION FOR CONSTRUCTION
MATERIALS, INSULATION, DOOR & WINDOW FRAMES,
SANITARY WARE, PRECONSTRUCTION & TECHNOLOGY

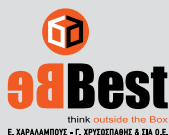
2-5 MARCH 2017

HELEXPO MAROUSSI

Let's Build
The Future!

Co-Organizers

HELEXPO



Official bank

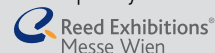


NATIONAL BANK
OF GREECE

In parallel with



Developed by



Let's Build The Future!

Dear friends and associates,

After **33 years of a successful presence** in exhibitions, **Infacoma** has been established and has been the long-lasting fair in building and construction sector.

For 2017 Infacoma is being held in Athens from 2 to 5 of March 2017 in the exhibition and conference center HELEXPO in MAROUSSI.

The broader sector of trade fairs and exhibitions is currently running through the majority of business areas quickly emerging as the most popular one among the general public and professionals.

At this time, we realize that one of the most important market sectors- buildings, constructions, renovations, contemporary architecture - has been so far successfully represented by **Infacoma** only in Thessaloniki.

For these reasons **TIF Helexpo SA** in cooperation with **Be-Best**, are co-organizing **Infacoma Athens**

A guaranteed success

In the frames of the two great exhibitional events in which is expected to reach more than **35.000 visitors** in an exhibitional space of **10.000 sq.m.**, **parallel events** will take place involving energy saving and water management.

Taking under consideration the multiple benefits that anyone participated in **Infacoma** and **Aquatherm** in **Thessaloniki** has gained, the exhibitional duo is attracting respectively a large number of exhibitors in **Athens**.

in parallel with the internationally known fair Aquatherm, that represents the sections of residential and industrial heating, air-conditioning and ventilation, water management, water supply & sewerage, energy and equipment for Spa, Sauna and Swimming Pools.

Having organized some of the most important and successful exhibitions in Greece, **TIF Helexpo** and **Be-Best**, is more certain that have the experience and the expertise to carry out successfully this fair.

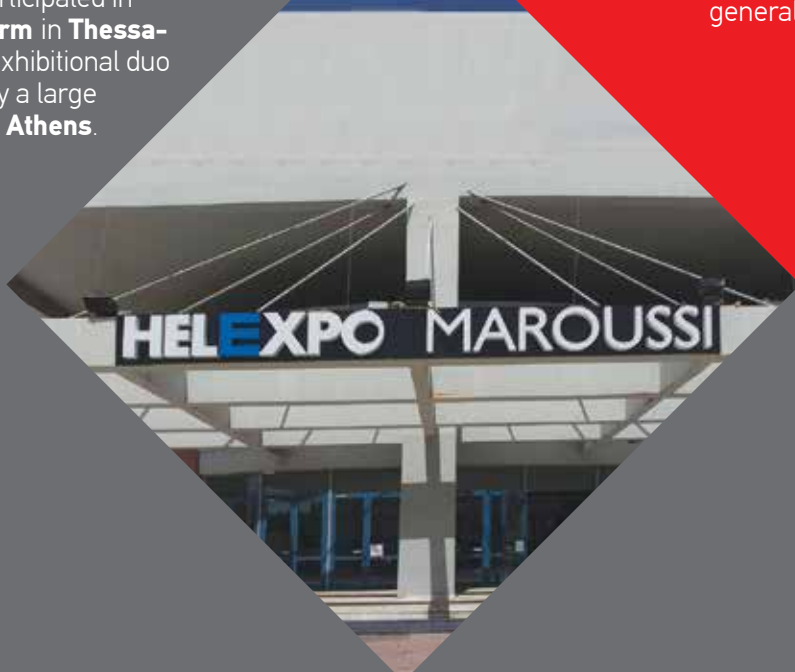
Therefore, we invite you in two exhibitions of great importance, that will focus on building, constructions, equipment, energy, heating, cooling, ventilation and water technologies by emphasizing in innovation and the sustainable development.

Infacoma Athens and **Aquatherm Athens**: the strongest exhibitional duo for construction and energy for the **first time in Athens**, at **Helexpo in Maroussi**.

Thank you

Our target

The goal of Infacoma Athens 2017 is to enhance the extroversion of the domestic building material and construction companies, create suitable conditions for new trade agreements and partnerships for the exhibitors and present all modern and innovative building and construction technologies to all exhibitors, organizers, media and general public.





Infacoma Athens

2-5 MARCH 2017



Infacoma Athens

Points of excellence!!!

- ✓ More than **35.000** visitors
- ✓ More than **10.000** trade visitors
- ✓ **10.000sq.m** exhibitional space
- ✓ **Hosted Buyers** (foreign trade visitors)
- ✓ **Scheduled B2B meetings**
- ✓ **Wide Advertising Campaign**
- ✓ **Parallel events**
- ✓ **33 Years of Experience**

Exhibits

Building - Construction

- Construction materials and systems
- Coloring
- Coating
- Plaster boards
- Panels
- Roof tiles - bricks
- Patios

Insulation & Protection

- Fanade systems & outdoor coatings
- Frames - Rolling shutters - Insect screen systems
- Doors & Windows
- Glass constructions
- Internal partitions
- Flooring & ceiling

Machinery

- Mechanisms & equipment
- Tools
- Frame machines
- Building machines & tools
- Automations
- Security systems
- Electrical equipment
- Hardware
- Lifts

Two of the greatest exhibition actors are joining together ...

Tif-Helexpo has great experience and the know-how of organizing trade fairs of such importance.

This creates the appropriate conditions of taking advantage its national and international connection through its partners' network.

Be-Best organizes with absolute success some of the biggest fairs in the greek market with confirmed reliability and effectiveness.



Infacoma Athens

2-5 MARCH 2017

Targeted Communication Strategy

Infacoma Athens 2017 will apply a dynamic action plan which will include all **above and below the line** marketing activities such as:

- **TV, radio, on line communication** (direct web advertisement, google etc..),
- **Press office / digital pr, - social media strategy** (32.000 helexpo facebook members),
- **Advertisements in magazines of special interest and newspapers.**
- **Newsletters** to **HELEXPO's** and **Be-Best's** valid and targeted data base,
- **Sponsor's marketing strategy.**

Opening Hours

Thursday 2/3: 10:00 - 20:00

Friday 3/3: 10:00 - 20:00

Saturday 4/3: 10:00 - 21:00

Sunday 5/3: 10:00 - 20:00

Contact Details

TIF HELEXPO

Chatziioannou Panagiotis
T 2310 291548, **F** 2310 291553
E infacoma@helexpo.gr
<http://infacoma.helexpo.gr/el>

Be-Best

Theodoropoulou Christina
T 210 26.26.267 (int. 14)
F 210 82.50.130
E cthe@be-best.gr
www.be-best.gr