



Detrop

boutique

ufi
Approved
Event

the delicatessen show

26-29/2/2016

THESSALONIKI INTERNATIONAL EXHIBITION & CONGRESS CENTER

EXHIBITOR INFORMATION PROCHURE





INTRODUCTION

DETROP BOUTIQUE 2016 **the delicatessen show#**

Detrop Boutique showcases the best delicatessens, food and other kind of products that are produced in Greece and reflect superior quality and best production methods.

This deli fair helps all small producers from even the most remote parts of the country, to show their quality and distinct products to a wider range of Greek and foreign buyers. In this way, not just a limited audience does enjoy the Greek gastronomic greatness but now more people have this opportunity as it becomes more reachable.

Detrop Boutique is organized by TIF HEL-EXPO in February 26-29 of 2016 at the Thessaloniki International Exhibition & Conference Center and is addressed to retailers, wholesalers, supermarket, hotel, restaurant delegates as well as to deli stores, organic product stores, bakeries, fishing shops, liquor shops etc.

Highlight of this year's organization is the special event CHEESE n' WINE. It is known that Greece has some great producers of different types of cheese and wine. For the first time, these two sectors will take part in the same exhibition event, in a specially designed space of upgraded structure. Greek and foreign producers will show their products around the space of cheese and wine tasting. At the same time, the numerous events will help the producers to give life to their products while they will have the opportunity to combine them with the respective wines thus creating alternative suggestions that they shall probably work as vending tools for

the further promotion of their products.

The fair is sub-section of the established biannual Detrop – International Food, Beverage, Machinery, Equipment & Packaging Fair – which is the Sole Greek Fair that represents the dynamics and extroversion of the quality Greek food production. Detrop Boutique is held a year later of each organization of the Detrop fair.





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- Raw Materials of Food
- Fishery Products - Salted Products - Seafood
- Pastries
- Organic Products – Nuts - Sweets
- Dairy & Cheese Products
- Sweet Preserves – Jams - Honey
- Olive Oil – Olives – Olive Products
- Prepared Meals - Dishes
- Meat – Meat Derivatives - Cold Meats
- Frozen Food & Vegetables
- Coffee – Beverages - Soft Drinks – Waters - Juices
- Wine - Drinks - Extracts
- Traditional Foods
- Cereals – Pasta - Legumes
- Food Processing & Packing Pachinery
- Super Market Equipment – Industrial Cooling
- Professional Cleaning Products – Consumables
- Unions, Organizations, Prefectures, Chambers
- Specialized Press



EXHIBITORS/VISITORS

DETROP-OENOS 2015 EXHIBITORS

More than 530 exhibitors:

More than 530 exhibitors in 7 pavilions participated in the previous organization of Detrop and Oenos fairs. Due to the close relation and connection of the Detrop Boutique brand to the above fairs, a truly successfully fair is expected to be held.

DETROP-OENOS 2015 VISITORS

More than 25.000 visitors:

The food & beverages exhibition duet Detrop – Oenos 2015 has gone beyond every expectation having managed to attract 25.850 visitors, 23% more than the previous organization. Both fairs had also strong international character, given that the number of foreign trade visitors was 40% increased. The fair is addressed to the following categories:

Visitor categories:

- S/M, H/M, Cash & Carry, Discount market
- Wholesale food and beverage
- Delicatessen Stores, traditional groceries, organic products shops
- Confectionery & nut stores, coffee shops
- Liquor stores
- Bakeries
- Butchers
- Restaurants
- Hotels

International visitors:

Apart from the hosted foreign professionals who reached the 250 and came from more than 35 countries, there were also independent visits which enriched the international "menu". In total, there were over 3.000 meetings between foreign and Greek companies. Egypt, Bulgaria, Germany, Denmark, Cyprus, Belarus, Lebanon, Luxemburg, Norway, Hungary, Poland, Romania, Estonia, Czech Republic, Austria, Britain, Netherlands, Italy, Albania, Australia, Belgium, Iraq, Israel, Russia, Portugal and other countries were present at the previous organization.



COMMUNICATION

Modern communication methods in national and international level (Balkans). Within the framework of the Detrop Boutique communication strategy, the following methods of targeted communication will be realized, just as modern B2B marketing demands.

Digital pr#

(on-line PR strategy),

Google advertising#

(targeted communication via Google tools).

Social media strategy#

(aiming at the heart of the target groups we are addressed to),

Direct marketing#

(invitation sending to a valid list of professionals).

Email marketing strategy#

(with the use of our upgraded database),

Phone marketing#

(keep informed a valid list of professionals by phone).

Web advertising#

(certain media will be integrated that concern our target group).

Mass Media#

(tv and radio spots in international level).

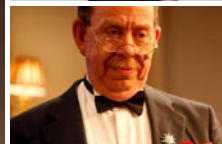
Media relations#

(registrations and presentations by furniture, decoration and architecture media).



CHEESE n' WINE - SPECIAL SECTION

CHEESE n' WINE @ DETROP BOUTIQUE#



During the Detrop Boutique fair, the theme section **Cheese n' Wine** has been scheduled. This special section focuses on the showcase of cheese and wine producers, in other words of two products which thrive in Greece.

For the first time in Greece, cheese and wine producers showcase their products together as they are two kinds of products that are interconnected forming new gastronomic paths. Cheese, the absolute side dish for wine according to the French, finds its ideal match in the exquisite Greek wines. In this way, alternative suggestions are created which shall probably work as vending tools for the further promotion of their products.

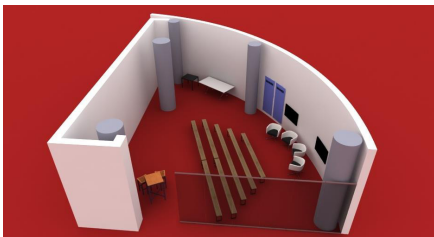
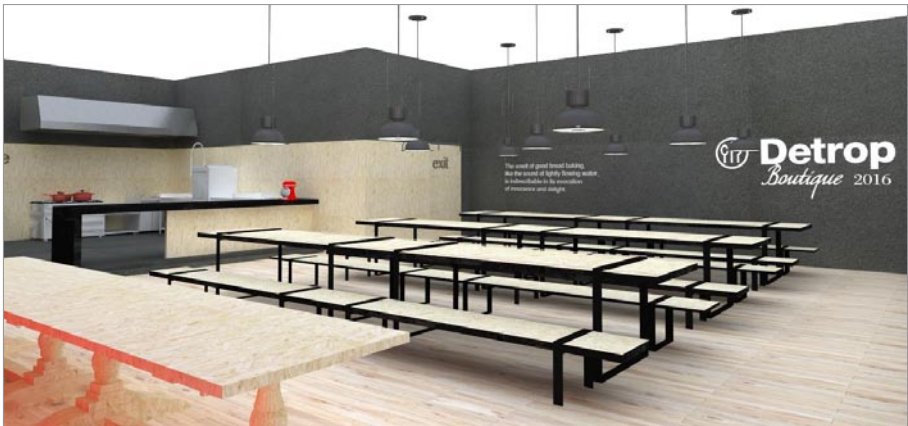
Thanks to the plenty of events, visitors will have the chance to discover new flavors and aromas and select the one that suits best to their temperament. It is worth mentioning that all tasting events during Cheese n' Wine will be carried out by the prestigious gourmet, **Elias Mamalakis** while the presentation of the Greek wine map by the enologist-sommelier, **Apostolos Plachouras**.

Information on the participation in this section (see pg. 12).



PARALLEL EVENTS

OTHER PARALLEL EVENTS#



- “Pop-up Restaurants”
- Seminars, Round Tables, Workshops with well-known speakers
- Corner Showroom “It’s all new to me”



PARALLEL EVENTS

MORE PARALLEL EVENTS#



>Also..

Master classes with

- **Panagiotis Delithanasis**
- **Dimitris Skarmoutsos**
- **Christophoros Peskias**



Tender Loving Companies:



www.tlc.com.gr



WHY PARTICIPATE

Significant professional contacts#

Significant professional contacts for the companies that will take part in Detrop Boutique 2016, with traders, architects, decorators, hoteliers etc.

With the HELEXPO experience#

HELEXPO, the organization company of Detrop Boutique 2016 bears long experience in the organization of similar trade fairs – with regard to the visitors – such as Infacoma, Hotelia, Philoxenia. On the one hand, this creates the preconditions to take advantage of its contacts and on the other, forms a competitive advantage through the creation of a strong database.

In the center of Balkans#

Thessaloniki International Exhibition & Conference Center forms a geographical advantage which makes easier for the professionals of the wider area to be kept up-to-date

In parallel with the international Artozymba fair#

Detrop Boutique is held together with the international bakery and confectionery fair, Artozymba. Goal of this parallel organization is the formation of a complete and interconnected exhibition product so as for both exhibitors and visitors to make the best of the dynamics of the two fairs.

Targeted communication strategy#

Detrop Boutique 2016 will apply a dynamic communication plan which will include all above & below the line communication actions such as TV, radio, online communication (direct web advertising, google etc), press office/digital pr, social media strategy (32.000 TIF HELEXPO Facebook members), advertorials in magazines of special interest as well as newspapers, newsletter sending to valid and targeted TIF HELEXPO databases, communication sponsor strategy.

EXHIBITION CENTER PLAN VIEW



26-29/2/2016



Opening Hours:

26-29/2/2016

Thursday & Friday: 10.00-20.00

Saturday: 11.00-21.00

Sunday: 10.00-20.00

***Free parking spots for all exhibitors and visitors**



DETROP BOUTIQUE EXHIBITORS PARTICIPATION COSTS

| | No of SIDES | TYPES | € / SQ.M. | TOTAL SQ.M. | TOTAL € |
|--|-------------|-------|-----------|-------------|---------|
| COVERED AREA | ONE SIDE | 1 | 85.00 | | |
| | TWO SIDES | 1 | 94.00 | | |
| | THREE SIDES | 1 | 102.00 | | |
| | FOUR SIDES | 1 | 110.00 | | |
| OREN AIR SPACE | | | 55.00 | | |
| DISCOUNT | | | | | |
| SUB TOTAL AFTER DISCOUNT | | | | | |
| TYPE 2 / SHELL SCHEME | | | 19.00 | | |
| TYPE 3 / SHELL SCHEME | | | 43.00 | | |
| REGISTRATION FEE FOR EXHIBITOR (site entry included) | | | | | 100.00 |
| TOTAL | | | | | |
| V.A.T. 23% | | | | | |
| GRAND TOTAL | | | | | |

DISCOUNTS

- From 24-50 sq.m. discount 10%
- from 51-100 sq.m. discount 15%
- from 101 sq.m. and over discount 20%

All discounts are calculated on the price of space rent.

1.Fill in the participation form from the following link:

<http://detropboutique.helexpo.gr/en/inquiry%20form>

2.Download the application form from the following link:

http://detropboutique.helexpo.gr/sites/default/files/Documents/Application_En.pdf



“CHEESE n’ WINE” EXHIBITORS PARTICIPATION COSTS



TYPE OF STAND



EQUIPMENT

Carpet ALMA ELEA Light beige Colored,
STRUCTURE

Aluminum system OCTANORM (2.5m)

FILLING

Artificial leather black color panel with OSB

FACADE

Aluminium system OCTANORM black
colored with companies name

EQUIPMENT

1 info aluminum with OSB, 1 inox footstool
with metal frame, 1 table, 3 chairs,

1 showcase with three crystal shelves
(over 9sqm) or fridge, 2 shelves

ELECTRICS

1 power socket 500w, 3 HQI

PRICE LIST OF RENTED SPACE

| STAND TYPE | | € / STAND | NUMBER OF STAND | TOTAL € |
|--------------|----------------|-----------|-----------------|---------|
| COVERED AREA | STAND 6 sq.m. | 890.00 | | |
| | STAND 9 sq.m. | 1,250.00 | | |
| | STAND 12 sq.m. | 1,590.00 | | |
| | STAND 15 sq.m. | 1,980.00 | | |
| | V.A.T. 23% | | | |
| GRAND TOTAL | | | | |

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2.Download the application form from the following link:

http://detropboutique.helexpo.gr/sites/default/files/Documents/Application_En_Cheese.pdf



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More Information

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<http://detropboutique.helexpo.gr/en>

Special Section

Cheese & Wine

Parallel Exhibition



Artozyma

Organised By

HELEXPO