

10 > 12  
MAY  
2024

TECHNOPOLIS  
CITY OF ATHENS

WORLD OF  
*Beer*



# The Great Beer Festival of Athens

UNDER THE AUSPICES



FORUMSA. Member of NürnbergMesse Group

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NÜRNBERG MESSE



The **Great Beer Festival** of Athens

# Celebrating the high art of beer at WORLD OF Beer!

We present you **WORLD OF Beer**, a festival that aims to highlight the fascinating culture of beer. Let's brew together the recipe to its success.

**Thanasis Panagoulas**

*President & CEO of FORUM S.A- Member of Nürnbergmesse Group*

WORLD OF Beer festival, which will be organized 10-12 May in the city of Athens, set the tone to become one of the biggest, most exciting and well-known annual events in the beer and cider world, in Greece.

The festival aims to acquaint people with the beer-making traditions and unite beer lovers with top global beer companies, diverse and innovative breweries, local producers, brew pubs and microbreweries.

The festival's visitors will witness lots of beer from leading breweries, will get to know the peculiar taste of different types and discover the newest innovations and products on the market. In addition to beer tasting, the event will be full of live music performances, dances, fun, games, workshops, contests, a varied selection of street food and snacks from the best local pubs and restaurants that will also take part in the festival.

Join us at **WORLD OF Beer** and introduce your beer or products to a vibrant community of beer enthusiasts.

About **WoB**

## BEER MARKET in Greece

**75 breweries** active in 2023, in comparison to 12 in 2009

**36lt consumption** per person

**4,22 million hectoliters** was the production of beer at 2022

**90% of the breweries** are based in the Greek region

**Positive trade balance**



### A festival for beer lovers!

We will welcome thousands of beer enthusiasts from all over Greece and abroad. Our exhibitors will showcase and sell their product to a captive, beer-loving audience.

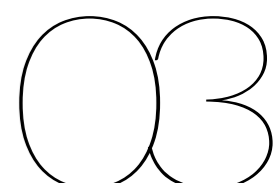
Made by



### Our experience & know-how in organizing events guarantee the success of the festival

WORLD OF Beer is being organized by FORUM S.A- Member of NürnbergMesse Group, organizing company of the most important and largest exhibitions in Greece and the region of S.E Europe. Our portfolio includes: HORECA, FOOD EXPO, ARTOZA, XENIA, OENOTELIA, GLOBAL PACK, FOODTECH, ATHENS COFFEE FESTIVAL. The 35 years of experience in organizing successful exhibitions guarantee that the festival will be a great commercial and cultural event.

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# The Great Beer Festival of Athens

## Who exhibits?

The exhibitors of the festival are:

- Breweries • Microbreweries • Nomadic Breweries • Beer Distributors & Wholesalers
- Beer Importers • Restaurant chains • Street food Canteens

As well as businesses with:

- Beer accessories • Beer serving items • Commercial coolers • Draft machines • Coasters - Professional wear • Bartender tools & equipment • Beer cases



## Who will attend the festival?

WORLD OF Beer will gather a wide range of audience who will enjoy beer paired with live entertainment, amazing street food and interactive games. The festival will welcome:

- Beer enthusiasts • Beer experts • Group of friends • Singles

At the same time, the exhibitors will welcome to their booths also a professional audience who will visit the festival in order to search new beer proposals, accessories and serving items for their businesses. Specifically, they will meet in person:

- Owners, managers and staff from cafe-bars
- Catering executives
- F&B Managers
- Sommeliers & Bartenders
- Food & Beverage Distributors and Wholesalers
- Cellar owners
- Super Market Cellar directors



FREE PASS

### PROFESSIONALS

Beer industry and catering executives will be invited to visit the festival for free in order to discover up close beers and products for their businesses. **This category of visitors will bear a distinguishing feature.**



Let's WoB together



### STAGE

The stage will host every day live radio broadcastings, dj sets and concerts, creating the best atmosphere!

- ✓The day will start with live broadcasts of radio shows from popular radio stations.
- ✓Then, famous radio producers will take over the dj booth.
- ✓The day will end with live concerts from famous artists / bands. The line up will include three artists—each with a unique musical style.

Live music outdoors drinking a cold beer is the perfect combination! We look forward to delivering an incredible music experience to you all!



### WORKSHOPS

Sommeliers, bartenders, brewers, executives from global beer brands and local craft breweries will discuss about the culture, types and production process of beer.



### GAMES

Family, friends, and groups of all sizes will have fun together at this specially designed area with games and activities and hosts -beloved stand up comedians!



### WOB TASTING

The audience will have the opportunity to taste the custom festival's beer in a specially designed area inside Technopolis.

## Building a dynamic festival!

Our goal is for the WORLD OF Beer name to be heard everywhere and to win everyone's love and attention. That's why we have invest at a comprehensive & modern marketing strategy.

42% DIGITAL

43% RADIO

4% OUTDOOR

11% PRINT

5€

### BEER ENTHUSIASTS

Entrance fee is €5 and includes a branded WoB bag filled with festival's goodies, branded WoB 300ml glass with 100ml fill line for tastings. Also, it includes a token in order to taste for free the festival's custom beer.



# Floor Plan

## Ready-made outdoor stands

Exhibitors can participate with ready-made stands, of high aesthetics and functionality. The options are:

A. Stand with common tent 2,5X2 sq.m	€1.200
B. Tent Pavilion 3X3 sq.m	€2.160
C. Tent Pavilion 4X4 sq.m	€3.840



## Ready - made tent stands include:

-Raised floor 70-100mm high from galvanized metal frame, covered with wooden melamine -Metal construction of the frame of a 2X4 four-tiered awning covered by white PVC -Covering of the outer sides of the awning with black melamine and decorative wooden strips -Sign with the exhibitor's name in self-adhesive white letters -Sign with the festival's logo -Black melamine counter 1,80m x 0.60m x 1.05m high

## Ready - made indoor stands

Cost: €150 / sq.m

The stands include:

- Black bench (dimensions 1.10mx0.60mx1.05m)
- Low black wall (dimensions 3mx0.10mx0.90 high)
- Electrical socket 500W



Walkthrough

## Discover in real time your booth!

Scan the QR code to see the exact spot of the stand you have chosen, inside the event's venue, and what it will look like when it will be completed.



**Floor Plan analysis**

- Indoor stands
- Outdoor stands
- Special events areas
- Areas for corporate events and festival's workshops

**Host your corporate event**

At the modern and fully equipped Innovathens Hall. Call us to discover the attractive & flexible packages.

The hall has a theatrical layout and a capacity of 70 people.

The rental cost includes:

- Lecture podium stand
- Visual equipment: 2.00mx2.00m screen
- Wireless Microphone System

- We will take all the necessary measures for responsible consumption and there will be appropriate signage everywhere in the area.
- We will arrange Taxi counters for the safe transportation of guests and private security.
- A first aid clinic will operate.

- A significant number of security personnel will be present at the entrance, exit and all the areas of the festival, ensuring safety and enjoyment for all attendees.
- We will place recycling containers (plastic, aluminum and glass) in central areas of the festival venue.
- Glass cups will be used in order to reduce waste, which will be washed by event staff.
- We will count the number of people entering or exiting the event.



[www.worldofbeerfestival.gr](http://www.worldofbeerfestival.gr)

**Book your stand now**

Tel.: +30 210 5242100 • e-mail: [sales@forumsa.gr](mailto:sales@forumsa.gr)

<b>10</b> MAY		<b>11</b> MAY		<b>12</b> MAY
FRIDAY 12:00-23:00		SATURDAY 12:00-23:00		SUNDAY 12:00-23:00

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