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Wednesday, February 04, 2009

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Fairs & Exhibitions

To be held December 6-9, at HELEXPO Palace exhibition and conference centre

ExporamaShow 2008 in Athens – All about event marketing

Monday, December 01, 2008

Preparations for **ExporamaShow 2008** - the Mediterranean special event for Exhibitions, Conferences and Corporate Meetings are full steam ahead. The biennial exhibition (www.exporamashow.com) is organized by Exporama Crossmedia and is to be held December 6 - 9, 2008, at HELEXPO Palace exhibition and conference centre in Athens, Greece.

Exhibitors at ExporamaShow cover a wide range of industry sectors such as Exhibition and Event Organizing, Venues, Exhibition Stand Production, Exhibit Systems, Event Equipment, Promotion Services, Incentives, Travel, Accommodation, Logistics and Security, Organizations and Trade Associations.

ExporamaShow expects all Marketing Managers, Export Managers, Exhibit Managers, Meeting Planners, Communication and Public Relations Executives from the whole range of industrial, commercial, pharmaceutical and service companies, who will have the chance to find innovative, turn-key solutions and be updated on the latest trends, products and services in Exhibitions, Conferences and Corporate Meetings.

ExporamaShow is fully supported by a number of important international and Greek organizations, including **IFES** - International Federation of Exhibition & Event Services, **IAEE** - International Association of Exhibitions and Events, **EFAPCO** - European Federation of Associations of Professional Congress Organizers, **Thessaloniki International Fair SA** and **HAPCO** - Hellenic Association of Professional Congress Organizers. The event is sponsored by **Helexpo SA**, **Exposystem SA** and **VISION Ltd**.

Exporama Show's media partners list includes ADC - Agenzia della Comunicazione, **Grupo Eventoplus**, Eventos Latinoamericanos, S&M Publication, Kongres Magazine, Exhibit Bulgaria, Travel Daily News, InVentMe.net, eTurboNews, Islamic Tourism, Exponet.ru and a number of printed and electronic media in Greece, while Mash Media, the leading specialist publisher for the events industry, is the show's international media sponsor.

A number of interactive seminar sessions will be held during ExporamaShow 2008, aiming to reinforce professional development and knowledge. Amongst others, the Industry Analyst and Senior Lecturer in Business Travel and Tourism at the University of Westminster, **Rob Davidson**, will present the findings of this year's Industry Trends & Market Share Report. **Fiona Pelham**, Managing Director of Organise This and CSR rep for the UK MPI chapter, will talk about the hot issue of "Implementing Sustainability". **Maarten Vanneste**, CMM, President Meeting Support Institute, will elaborate on the Meeting Architecture topic.

Vicky Karantzavelou - Monday, December 01, 2008
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Interview



Edward A. Cespedes
.travel benefits travel organisations

Presentation



Task Force for the Protection of Children in Tourism



Cyprus Tourism Organization

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6 - 7 March 2009
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How do you expect luxury travel to perform in times of economic downturn?

Providers of luxury travel products are going to witness shorter stays by their customers and an increase in seasonality.

People are going to become more value conscious and will opt for those luxury offers that represent a convincing value-for-money proposition. Providers of overpriced services are those to feel the pinch.

Both people paying for their personal trips and firms paying for their top executives' business trips will cut back on travel expenses, thus affecting all luxury travel providers.