



Athens Travel & Tourism Expo '26

WAR MUSEUM

March 16-18, 2026

www.athenstravelexpo.com

The best vacations suggestions in 2026

Key Exhibitors | Conference Events | Gastronomic Presentations

Great promotion for exhibitors and sponsors!



ORGANIZER

fmw
financial media way

RESERVATIONS FOR BOOTH UNTIL 23/2/2026

Greece, a beautiful country that attracts over 35 million tourists every year, while around 5 million of its citizens travel once a year, can further capitalize on its travel and tourism footprint.

Within this context, our company FMW Financial Media Way, based on both Cyprus and Greece and specializing in the organization of targeted and thematic Conferences and Exhibitions, is organizing the "Athens Travel & Tourism Expo '26" in the heart of Athens.

The Exhibition will take place on Monday, Tuesday, and Wednesday, March 16, 17, and 18, 2026, at the exhibition hall (foyer) of the War Museum in Athens, aiming to serve as an information platform for holidays, travel, and tourism.

The Exhibition is addressed both to Greek businesses active in the broader travel and tourism sector, as well as to interested organizations and foreign countries seeking to promote their tourism profile in Greece.

Exhibition Opening Hours

The Exhibition will operate as follows:

- Monday, March 16: 16:00 - 20:00 (Opening ceremony at 17:00)
- Tuesday, March 17: 14:00 - 20:00
- Wednesday, March 18: 14:00 - 20:00

The scheduled parallel conference events will take place during the Exhibition's opening hours.



The Exhibition

The Exhibition, which aspires to become an annual meeting point for professionals and travelers, aims to promote, on the one hand, Greece's tourist destinations and, on the other hand, travel opportunities both within Greece and abroad. Its primary objective is to attract and inform Greek travelers about domestic holidays as well as international travel options for 2026.

The overall event will feature a rich exhibition area, conference events, gastronomic presentations from regions across Greece, traditional dance groups, and other cultural activities. Within this framework, participating public and private sector bodies, as well as companies, will present their services, travel programs, destinations, and corporate activities.

Exhibition Objective

The goal of the "Athens Travel & Tourism Expo '26" is to create a direct channel of communication and information, where all interested parties (professionals and travelers) will meet annually to plan and select their holidays and travel experiences.

Gastronomic Presentations

Within the framework of the Exhibition, interested local organizations from Greece will present traditional products, highlighting their local production. The gastronomic presentations will take place within the exhibition area.

Dance Groups

In addition, traditional dance groups will add a festive atmosphere to the Exhibition by presenting dances and songs from various regions of Greece.

Gift Draws for Visitors

Visitors to the Exhibition will have the opportunity to win gifts through a prize draw that will take place at the end of the final day of the event. Participation will be based on the number of the free admission ticket, valid for all three days of the Exhibition.



Conference Events by Organizations and Companies

Furthermore, interested organizations and companies, regardless of whether they are exhibitors, will be able to organize (for a specified time duration) their own Parallel Conference Event, in order to present their products and services, programs, new initiatives, destinations, and business activities. For this purpose, dedicated space will be available at the War Museum for the Parallel Conference Events.

Each interested organization may invite its own guests and provide them with information about its programs, products, and services, while other Exhibition visitors may also attend these presentations.

Each organizer of a Parallel Conference Event will be entitled to bring a promotional roll-up banner as well as informational or advertising material to the event venue.

The exact time and duration of each Parallel Conference Event must be declared in advance in order to ensure optimal scheduling of all planned events.

The cost for hosting and organizing the Parallel Conference Events is set at €500 (plus VAT) for exhibitors and €800 (plus VAT) for non-exhibitors.

A Rich and Multi-Themed Exhibition

Visitors

Exhibition visitors, with free admission, may include anyone interested in travel and holidays for 2026 who wishes to be informed about the proposals and offers of professionals in the sector.

At the Exhibition, visitors will be able to find proposals for:

- Travel within Greece and abroad
- Tour programs offered by Travel Agencies for 2026
- Programs of airline and ferry companies for 2026
- Holidays in destinations in Greece and abroad
- Hotels, tourist accommodations, and organized lodging facilities in Greece and abroad
- Car rental services
- Banking products related to holidays and travel
- Other tourism-related services



Benefits for Exhibitors

Companies participating as exhibitors with a booth will enjoy the following benefits:

1. Free brief corporate presentation, including their name and logo, in the electronic exhibitors' catalogue.
2. Discount on the allocation of space for organizing a Parallel Conference Event.
3. Inclusion of their name and logo in the video that will be screened during the Exhibition.
4. Inclusion of their name and logo on the photowall located at the entrance of the Exhibition.
5. Inclusion of their name and logo in all informational and promotional material of the event (print, online, social media, etc.).
6. Mention of their name by the Organizers during the Exhibition opening ceremony.
7. Networking opportunities throughout the Exhibition.
8. Invitations to the Exhibition.

Visitors Will Discover the Best Offers

Exhibition Booths

The Exhibition will feature 22 standard-type booths, each measuring 6 sq.m., which will be constructed by a specialized company contracted by the organizing company.

The technical specifications of the exhibition booths are as follows:

Booth structure 3m x2 m:

1. Aluminum frame, gray color.
2. The basic booth structure will be 2m x 3m, total area 6 sq.m., and height 2.5m.
3. Each booth will include 1 table and 3 chairs.
4. Carpet installation on the floor.
5. Each booth will have an electrical installation and connection of lighting fixtures (100-watt spotlights, 1 per 3 sq.m., and 1 power socket 500 watts).
6. The exhibitor's logo size 96cm x 19cm and booth number may appear on the fascia panel.

Exhibitors are strictly prohibited from drilling, painting, or gluing on the panels and trusses, or carrying out any actions that may cause damage. In case of any damage, the cost will be charged to the exhibitor.

Interested parties wishing to upgrade to premium-type booths with special equipment are kindly requested to contact us so that we may accommodate their specific needs.



Booth Costs

The cost of a 6 sq.m. booth with the standard structure, as described above, is €1,500 (plus VAT).

Interested parties may secure more than one booth if desired.

National Booths

The organizers offer foreign countries the opportunity to secure a unified national booth at the Exhibition, in order to host organizations and companies from their country.

Corporate Participation with Booths

Participants with a booth at the Exhibition may include:

- Travel Agencies
- Airline and Ferry Companies
- Countries with National Booths
- Regions, Municipalities, and destinations from Greece and abroad
- Hotels, tourist accommodations, and organized holiday facilities from Greece and abroad
- Tourism consultants
- Tourism companies
- Banks
- Car rental companies
- Companies selling tourism and hotel products
- Other businesses in the tourism and holiday sector

Reserve Your Exhibition Space Early

Benefits for Sponsors

Organizations and companies interested in becoming Sponsors of the “Athens Travel & Tourism Expo ‘26” can take advantage of the designated sponsorship packages, which include the following benefits:

GOLD SPONSOR | €10,000

1. Free allocation of a 6 sq.m. standard booth at the Exhibition.
2. Free space for organizing a Parallel Conference Event.
3. Right for a brief welcome speech by the Sponsor’s representative during the Exhibition opening.
4. Inclusion of the Sponsor’s name and logo in the video that will be screened during the Exhibition.
5. Inclusion of the Sponsor’s name and logo on the photowall at the Exhibition entrance.
6. Inclusion of the Sponsor’s name and logo in all informational and promotional material of the event (print, online, social media, etc.).
7. Mention of the Sponsor’s name by the Organizers during the Exhibition opening ceremony.
8. Placement of promotional or advertising material by the Sponsor, to be distributed to visitors upon entry to the Exhibition.
9. Display of a roll-up advertising banner at the Exhibition entrance.
10. Visibility of the Sponsor’s name and logo in email campaigns and in Press Releases issued before and after the event.
11. Networking opportunities throughout the Exhibition.
12. Free presentation of the Sponsor in the electronic Exhibitors’ Catalogue.
13. Invitations to the Exhibition.

SILVER SPONSOR | €8,000

1. Free allocation of a 6 sq.m. standard booth at the Exhibition.
2. Free space for organizing a Parallel Informational Event.
3. Inclusion of the Sponsor’s name and logo in the video that will be screened during the Exhibition.
4. Inclusion of the Sponsor’s name and logo on the photowall at the Exhibition entrance.
5. Inclusion of the Sponsor’s name and logo in all informational and promotional material of the event (print, online, social media, etc.).
6. Mention of the Sponsor’s name by the Organizers during the Exhibition opening ceremony.
7. Placement of promotional or advertising material by the Sponsor, to be distributed to visitors upon entry to the Exhibition.
8. Display of a roll-up advertising banner at the Exhibition entrance.
9. Visibility of the Sponsor’s name and logo in email campaigns and in Press Releases issued before and after the event.
10. Networking opportunities throughout the Exhibition.
11. Free presentation of the Sponsor in the electronic Exhibitors’ Catalogue.
12. Invitations to the Exhibition.

BRONZE SPONSOR | €6,000

1. Free allocation of a 6 sq.m. standard booth at the Exhibition.
2. Free space for organizing a Parallel Informational Event.
3. Inclusion of the Sponsor’s name and logo in the video screened during the Exhibition.
4. Inclusion of the Sponsor’s name and logo on the photowall at the Exhibition entrance.
5. Inclusion of the Sponsor’s name and logo in all informational and promotional material of the event (print, online, social media, etc.).
6. Mention of the Sponsor’s name by the Organizers during the Exhibition opening ceremony.
7. Placement of promotional or advertising material by the Sponsor, to be distributed to visitors upon entry to the Exhibition.
8. Display of a roll-up advertising banner at the event entrance.
9. Networking opportunities throughout the Exhibition.
10. Free presentation of the Sponsor in the electronic Exhibitors’ Catalogue.
11. Invitations to the Exhibition.

Significant Benefits for Exhibition Sponsors

SPONSORS | €4,000

1. Display of the Sponsor's name and logo in the video screened during the Exhibition.
2. Inclusion of the Sponsor's name and logo on the photowall at the Exhibition entrance.
3. Inclusion of the Sponsor's name and logo in all informational and promotional material of the event (print, online, social media, etc.).
4. Mention of the Sponsor's name by the Organizers during the Exhibition opening ceremony.
5. Placement of promotional or advertising material by the Sponsor, to be distributed to visitors upon entry to the Exhibition.
6. Display of a roll-up advertising banner at the Exhibition entrance.
7. Networking opportunities throughout the Exhibition.
8. Free presentation of the Sponsor in the electronic Exhibitors' Catalogue.
9. Invitations to the Exhibition.

SUPPORTERS | €2,000

1. Display of the Supporter's name and logo in the video at the Exhibition entrance.
2. Inclusion of the Supporter's name and logo on the photowall at the Exhibition entrance.
3. Inclusion of the Supporter's name and logo in all informational and promotional material of the event (print, online, social media, etc.).
4. Mention of the Supporter's name by the Organizers during the Exhibition opening ceremony.
5. Placement of promotional or advertising material by the Supporter, to be distributed to visitors upon entry to the Exhibition.
6. Networking opportunities throughout the Exhibition.
7. Free presentation of the Supporter in the electronic Exhibitors' Catalogue.
8. Invitations to the Exhibition

Expression of Interest

Organizations and companies interested in participating in the Exhibition must complete the attached Expression of Interest Form, providing their contact details and specifying the exact type of participation, i.e., whether it is for a booth, sponsorship, a Parallel Conference Event, or a combination of these options.

Event Promotion

The Exhibition will receive extensive promotion using all communication and advertising channels, including press releases, interviews and features in media outlets, advertisements at the display areas of the War Museum, posts on news websites and social media, email campaigns, and distribution of informational and promotional material at central locations throughout Athens.

In this context, collaborations have been established with media outlets for coverage of the Exhibition (press releases, interviews, TV and radio informational broadcasts, etc.).

Communication Sponsors include the Athens News Agency –Macedonian Press Agency (ANA-MPA), ERT (Hellenic Broadcasting Corporation), the financial website nomisma.com.cy, and the tourism website grvisit.com.

Participation Rules

These regulations, together with the Participation Form, as well as all binding documents between the two parties, constitute the Agreement between the Organizer and the Exhibitor regarding the booth and the Exhibitor's participation in the Exhibition.

The booth will be used by the company whose name is listed on the Participation Form and at the specified Exhibition venue, which is also indicated on the same form. All related documents concerning this Exhibition form an integral part of these Regulations.

1. IMPORTANT DATES

- The Exhibition's operating period is as stated in the informational brochure.
- Booth Construction and Decoration:
- Exhibit Delivery: 16/03/2026 (by noon)
- Dismantling / Space Restoration: 18/03/2026

2. PARTICIPATION FORM – ACCEPTANCE OF REGULATIONS

- The Participation Form is attached. Once completed, stamped, and signed by the Applicant, it must be sent to the offices of FMW no later than the final submission date as specified.
- By signing the form and affixing the company's official stamp, the Applicant acknowledges that they have read and unconditionally accept all the Regulations.
- Exhibitors are required to strictly comply with all terms and provisions of these Regulations, as well as any instructions issued periodically by the Exhibition Organizer. Non-compliance grants the Organizer the right to immediately terminate the Exhibitor's participation and use of the space, without releasing the Exhibitor from any obligations toward the Organizer.
- Any Participation Form submitted under conditions or restrictions will be considered invalid and without effect.

3. PAYMENT TERMS

- Upon submission of the Participation Form, the Exhibitor is required to pay 50% of the requested space or sponsorship cost.
- The remaining 50% must be paid by 06/03/2026.
- For bank transfers, please clearly state the Exhibitor's name.

4. EXHIBITORS' CATALOGUE

- All exhibitor information will be recorded in a special electronic catalogue.
- The company's logo, as well as a brief text describing its activities, should be sent in Word format (doc.) to info@fmw.gr.

- The company logo should be high resolution in vector/line format.
- All materials must be submitted to FMW Financial Media Way by 2/03/2026.
- In case of delay, FMW Financial Media Way will not be responsible for the omission of any exhibitor from the electronic catalogue.

5. EXHIBITORS & EXHIBITS

a. Exhibitors

The Exhibition is open to the public, and an Exhibitor includes any natural or legal person.

b. Exhibits

- Products/services presented at the Exhibition must be directly related to the theme and purpose of the Exhibition.
- Goods located within the Exhibition venue may only be removed once the Exhibitor has settled all obligations to the Organizer and obtained an exit permit.

6. TECHNICAL SPECIFICATIONS

Booth Construction

Booth construction is carried out under the responsibility and supervision of the Organizer.

The Standard Booth Structure includes the following:

Booth structure 3m x2 m:

- Aluminum frame, gray color.
- The basic booth structure will be 2m x 3m, total area 6 sq.m., and height 2.5m.
- Each booth will include 1 table and 3 chairs.
- Carpet installation on the floor.
- Each booth will have an electrical installation and connection of lighting fixtures (100-watt spotlights, 1 per 3 sq.m., and 1 power socket 500 watts).
- The exhibitor's logo and booth number may appear on the fascia panel.

Cleaning

The Organizer is responsible for the general cleaning of common areas, as well as the floors of the booths.

7. ADVERTISING & PROMOTION

- Exhibitors may advertise and promote their exhibits, commercial activities, or services only within their own booth or in specially designated and rented areas.
- Exhibitors may provide the public with small promotional items or product samples that have no commercial value.

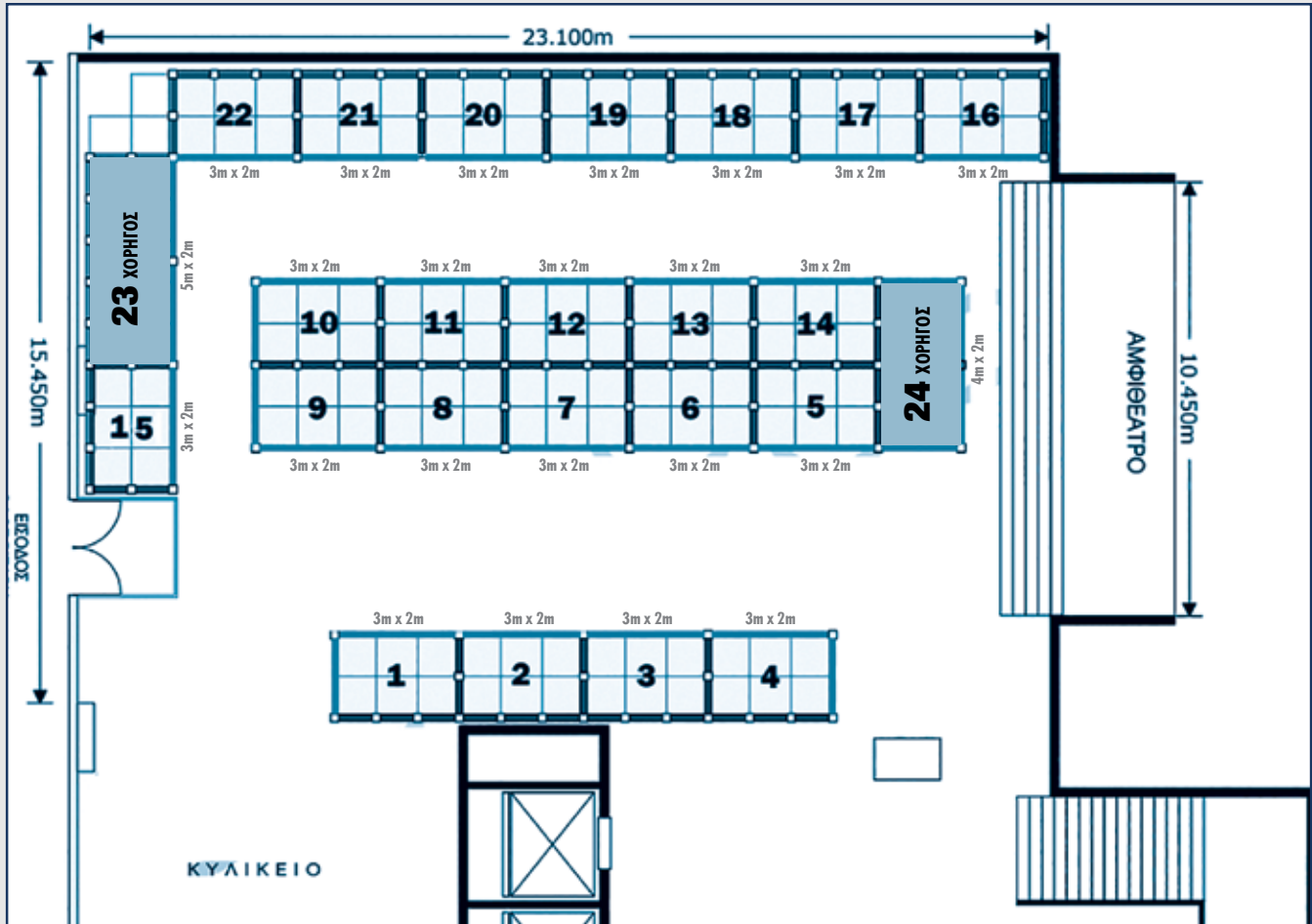
Prohibited:

- Distribution of brochures or samples outside the booth area without the Organizer's approval.
- Any advertising that may cause disturbance or inconvenience to other Exhibitors or the public, or that may damage the venue.
- Posting posters on the external walls of the booth.
- Placement or installation of objects that extend beyond the external walls of the booth.
- Demonstrations using audiovisual equipment must be conducted in a position and with sound levels adjusted so as not to disturb others.

8. GENERAL PROVISIONS

- Exhibitors may not erect or decorate their booth in a way that obstructs aisles, blocks free access, or creates hazards.
- The Organizer assumes no responsibility for damages caused by interruptions in electricity, water, or other services.
- The Organizer reserves the right, for any reason, to postpone, change, or modify the Exhibition's dates and operating hours. The Organizer shall not be held responsible for any damage or loss incurred by Exhibitors as a result. The notice period for Exhibitors in such cases is set at 15 days.

Booth Layout



**MARCH 16-18
WAR MUSEUM**

**RESERVATIONS FOR BOOTH
UNTIL March 2, 2026**



**GREAT PROMOTION FOR
EXHIBITORS AND SPONSORS!**

**FIND THE BEST
HOLIDAY SUGGESTIONS**

ORGANIZATION

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**ORGANIZING COMPANY
FMW FINANCIAL MEDIA WAY**

*FMW Financial Media Way,
headquartered in Cyprus and Greece,
is a leading expert in Communications,
Public Relations, Publications, Advertising,
and Conferences. Each year, the company
organizes around 10 to 12 Conferences
and other events.*

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