



MUSICWORLD EXPO

19-21
MAY 2017
ATHENS - GREECE

ZAPPEION
EXHIBITION CENTER



www.musicworldexpo.gr

Dear Music Industry Colleagues,

We are thrilled to announce the organization of the 3rd annual Music World Expo. This three day event will be held at the Zappeion Hall on the 19th-21st of May 2017 and is co-organised by Vertical Communications and aLive Productions. The expo follows the successful 2016 event and addresses B2B and Consumer market demands and needs.

MWE 2017 offers businesses the opportunity to organize educational and hands on seminars on specialized products and presentations in appropriately designed areas.

The product categories and services that will be showcased and highlighted are: Musical Instruments, Music Technology, DJ'ing, Professional Sound, Lighting and Visual systems for every kind of application (Live, Studio and Installation), specialized e-shops, Digital Signage, Broadcasting, and other relevant technologies.



THE EXHIBITION

The exhibition is the third and more substantial attempt to bring together the Greek Music Industry and showcase the consumer and B2B market with both domestic and internal trends. Music World Expo 2017 framework of conference events, seminars around the music technology, sound, lighting etc, music events and music gigs along with live demo of devices and systems taking place outdoors, in the area surrounding Zappeion.

EXPO 2016 REPORT

44
EXHIBITORS

13.218
VISITORS



musicworldexpo
2016



EXPO 2016 REPORT

EXHIBITORS

Alpha Acoustiki LTD / Athens Pro Audio / Athens Speakers Center / ak Vibe / Audigys / Audiomidi Music Store / Audio & Vision / Autodia / BON STUDIO / P. Vasileiou s.a. / DJ Market / DJ Shop / Digikal / DNA Systems / DRUMstore / Grey Studios / AKMH studies / IMA Audio Lighting / Kariotis Audio & Lighting / Manos Backline Services / Mega Event / Metro Audio Systems / Mipeco / Nedis / Omikron Electronics / Power Case / Rackey's Audiovisual & Lighting / RM Audio / SAE Athens / Smart Audio Services / Sound & Visual - K. Papathanasiou S.A. / Soundworks / Space Lights / Stollas Music / STAZOE / TECHNOLOGICAL EDUCATIONAL INSTITUTE OF IONIAN ISLANDS - Department of Sound and Musical Instruments Technology / PANEL TV / Divitec-BenQ / Thunderboy / AEPI / Phenomenon Pro



musicworldexpo
2016

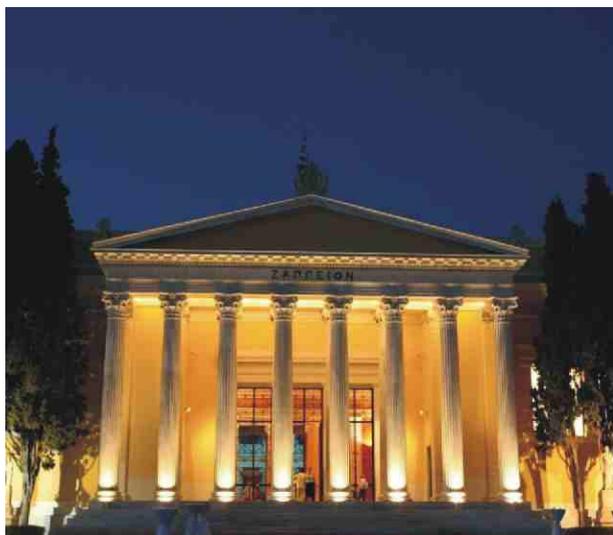


THE ORGANIZERS

Vertical Communications was founded by executives with multi-annual experience in organizing big events. Within its ten-year operation the company has undertaken the organization of major exhibitions partially or exclusively like International Car Expo, Ideas and Solutions for the House Expo, Marketing Expo, Executive Cars, Infrapedia, WebWorldExpo, e-Shops Expo, FiberOptics Expo, MusicWorldExpo, All About Woman, FoodEx, Food and Beverages, Greek Tourist Destinations Contemporary Municipality. Additionally, the company has fully planned and organized various spectacular exhibitions in the METRO manifold in Syntagma Square.

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From 2005, aLive Productions issues the aLive on Line Magazine (www.alive.gr) being an informative Online Magazine about the wide professional Audio, Lighting, Video and Music-Technology community. Its goal is providing the professionals of this field with the daily, valid and timely news, happenings, trials and presentations directly concerning their professional activities.



ZAPPEION EXHIBITION CENTER

Zappeion is located in the center of Athens, next to the Parliament, Syntagma Square and the presidential and Maximou Halls. It is easily accessible using Athens' central roads along with the main means of transportation. It is also used as a conference and exhibition center. Major archeological sites, like the unified archeological area surrounding the Acropolis and Zeus Pillars are in the vicinity.

www.zappeion.gr

ADVERTISING CAMPAIGN

- **outdoor** 6.000 Posters
- **Internet Campaign**
- **Social Media Campaign** (facebook, instagram, youtube, twitter)
- **Radio Campaign** 4 channels 256 Spots
- **TV Campaign** 2 channels 76 Spots
- **Invitations** 50.000 invitations
- **Newsletters Campaign** 120.000 newsletters
- **Publicity** Over 1.000 references

EXPO 2016 REPORT



musicworldexpo
2016

EXHIBITORS IN MWE 2017

Representatives and Manufacturers of Musical Instruments and Products of Musical Technology, representatives of Sound and Lighting systems for Studio, Live and Installation applications, representatives and DJing systems merchandisers, e-shops with musical and musical-technological content, Integrators, Rental businesses, Studios, companies organizing and supporting musical, conferential and other events, companies selling accessories and other components relative to the exhibition's object.



EVENTS

- > SEMINARS
- > SYSTEMS DEMOS
- > PRESENTATIONS
- > HAPPENINGS

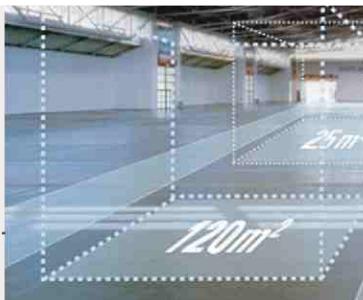
PRICELIST

A

Exhibition Booth

Without
Basic Structure

145€ per square meter



B

Exhibition Booth

With
Basic Structure

155€ per square meter

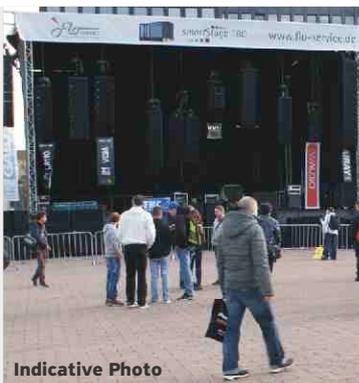


10% discount for booking space more than **30square meters** booth
20% discount for booking space more than **50square meters** booth

C

Outdoor Area For Systems Demos

Cost: **1000€**
maximum 8 systems total



D

Auditorium usage

Includes

Auditorium rental fee,
audiovisual equipment,
promotion by the organizers

Cost: **300€** per hour

Notes

1. Only the exhibitors can make use of the auditorium and outdoor area (systems demos).
2. For any other kind of promotion of the organization such as brochure distribution or promotion in the organization's official site etc. please contact the organizers.
3. All booths include basic structure (see photo), electric power supply (socket) 500 W, lighting 1 spot per 2 m², metope with the company's brand. Any equipment-furniture is not included.
4. All the above prices are without VAT.

For further information

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