

METROPOLITAN EXPO

17-19

JUNE
2026

**SHOWCASE
YOUR BRAND
EXHIBITOR KIT**

NAVIGATING OPPORTUNITY
THROUGH DISRUPTION

BEYOND
INNOVATION ARENA
FRACTURES

ORGANIZERS



HELEXPO



BEYOND is the leading international exhibition for technology, innovation, and entrepreneurship in Southeastern Europe, the Mediterranean, and the Middle East.

Since its debut in Thessaloniki in 2021, it has evolved into a unique meeting point for top technology leaders, innovative startups, global investors, and policymakers. In 2025, its strategic relocation to Athens marked a new era of dynamic growth and international reach.

BEYOND 2026 continues this trajectory, offering even greater international participation, expanded thematic areas, and high-value experiences that showcase the future of digital innovation.

The exhibition returns under the theme “**Fractures – Navigating Opportunity Through Disruption.**”

In a world where technology defines power, politics, and progress, the leading tech exhibition in Southeastern Europe opens the dialogue on digital, geopolitical, and social fractures — and how we can bridge them creatively.

BEYOND FRACTURES

MAIN THEMES

- AI for SMEs
- Smart Governance
- Intelligent Work
- Sustainable Futures
- Ethics & Trust
- BioTech Fusion
- Space Tech
- Next-Gen Innovation
- Secure Tech

BEYOND IN NUMBERS

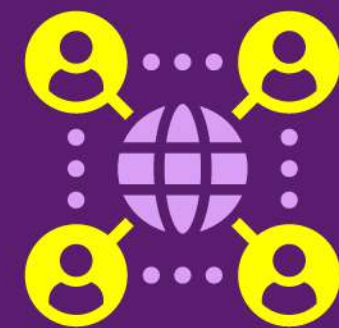
+30

Countries



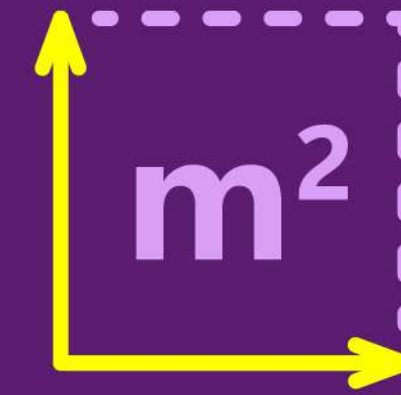
+20.000

Greek & International Visitors



+350

Greek & Foreign Exhibitors



+20.000

Exhibition Area



+500

B2B & B2G Meetings



+120

Greek & International Speakers



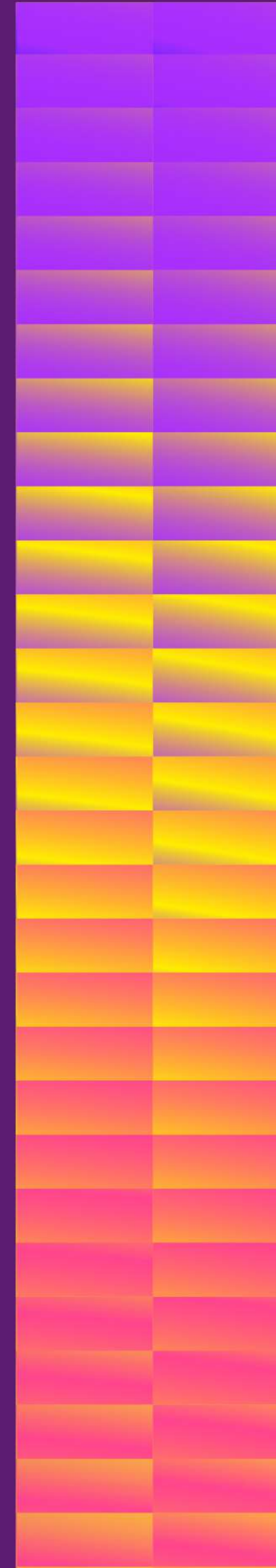
25

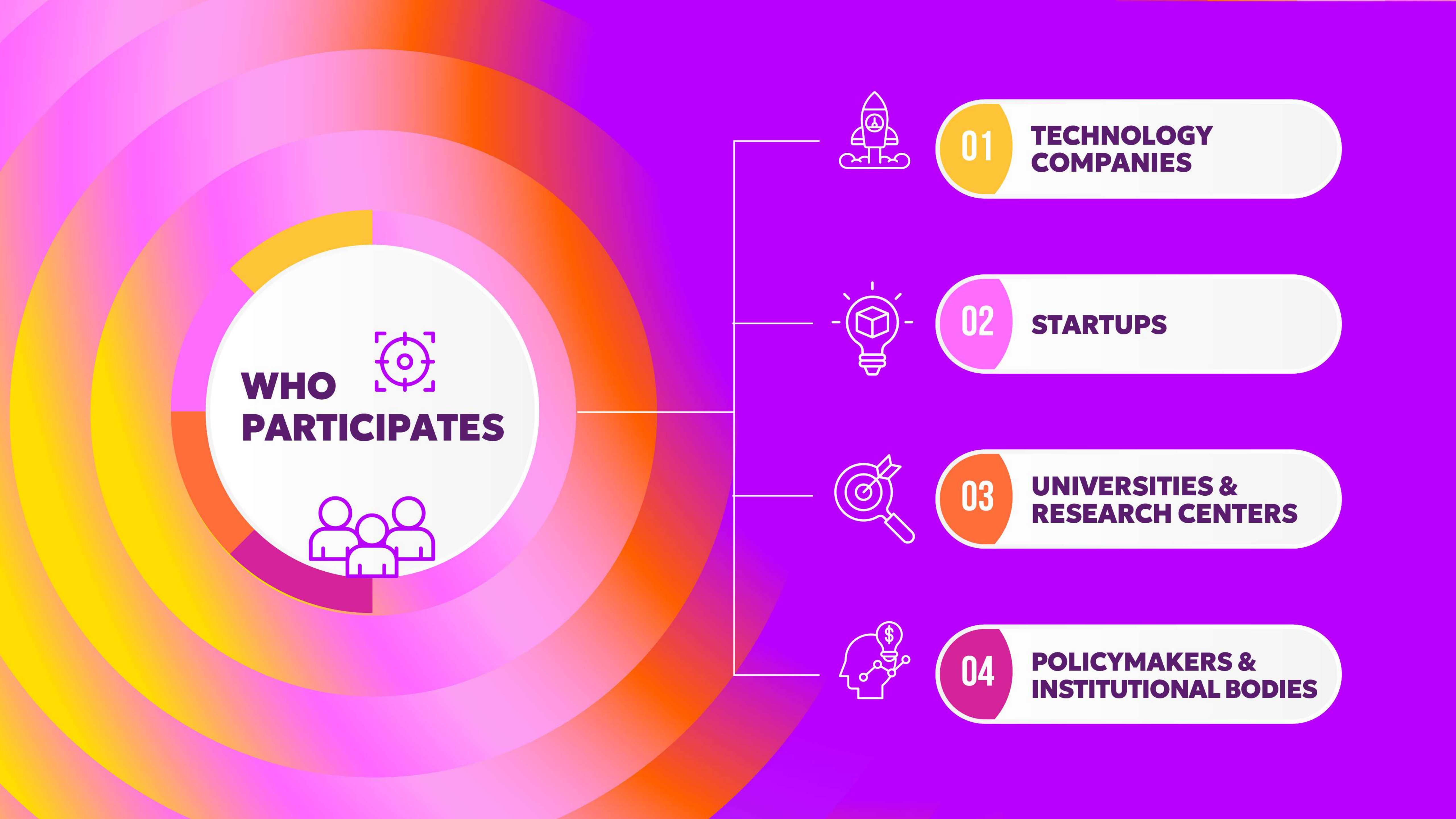
Sponsors & Supporters



3

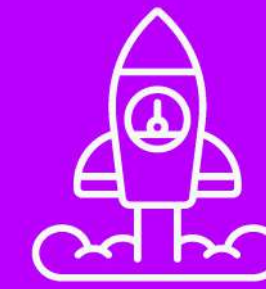
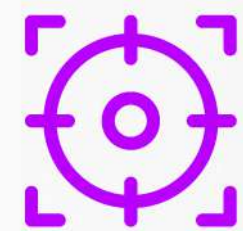
Presentation Stages





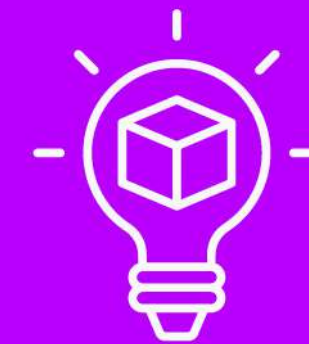
The infographic features a series of concentric circles on the left side, with colors transitioning from yellow at the outer edge to pink and then purple towards the center. A white circle is at the very center. To the right of this central circle is a vertical line that branches out to four horizontal bars, each representing a different participant group. Each bar contains an icon, a number, and the name of the group.

WHO PARTICIPATES



01

**TECHNOLOGY
COMPANIES**



02

STARTUPS



03

**UNIVERSITIES &
RESEARCH CENTERS**



04

**POLICYMAKERS &
INSTITUTIONAL BODIES**

EXHIBITORS

Information & Communication
Technology (ICT) Companies

Innovative Enterprises

Small & Medium-sized Enterprises (SMEs)

National Trade Organizations

Chambers of Commerce

Research & Development Departments (R&D)

Start-ups

Research Centers

Universities

Innovation Agencies

VISITORS

Representatives of International
and National Organizations

Municipal Representatives

Chambers, Embassies & Trade Missions

Investment Funds & Venture Capital Firms

Marketing Professionals

Product Designers

Industrial Designers

IT & Software Specialists

Business Executives

Corporate Visitors

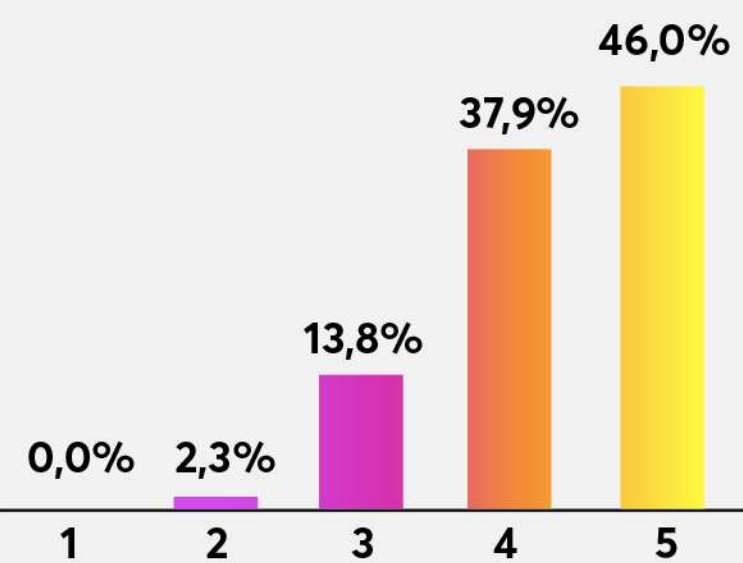
Software Companies



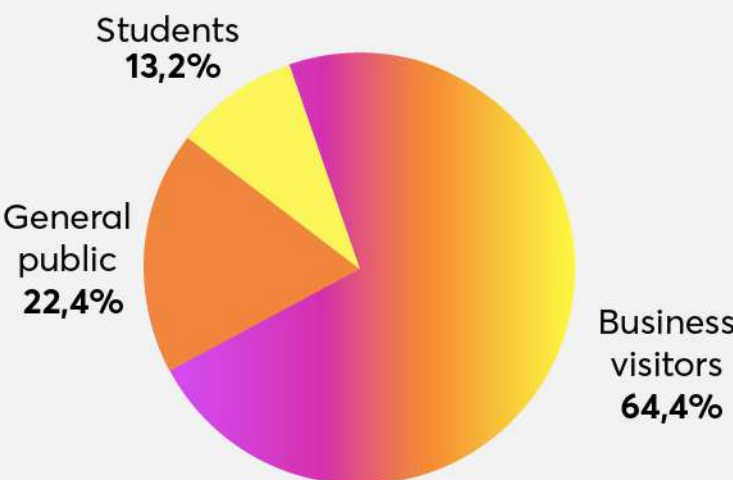
THE FOOTPRINT OF THE EXHIBITION - BEYOND 2025



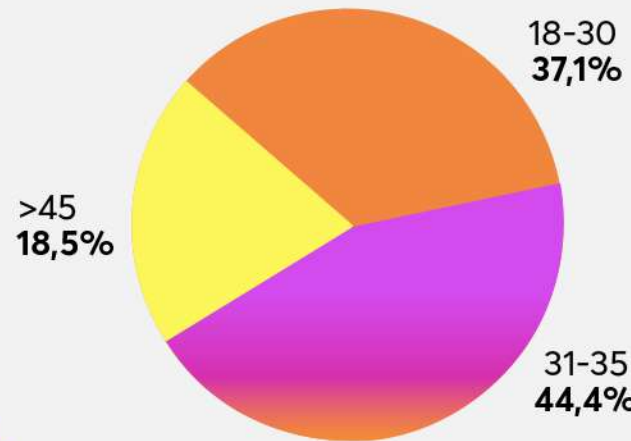
How satisfied would you say you are with the services provided by Beyond, on a scale from 1 to 5
5 = completely satisfied,
1 = not at all satisfied)?



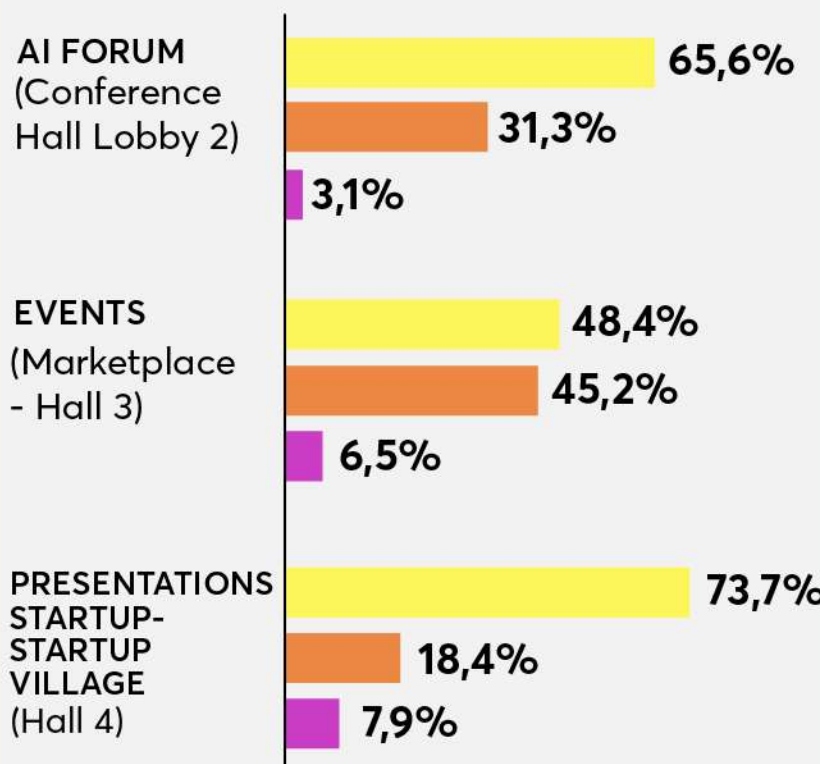
Type of visitor



Visitor age



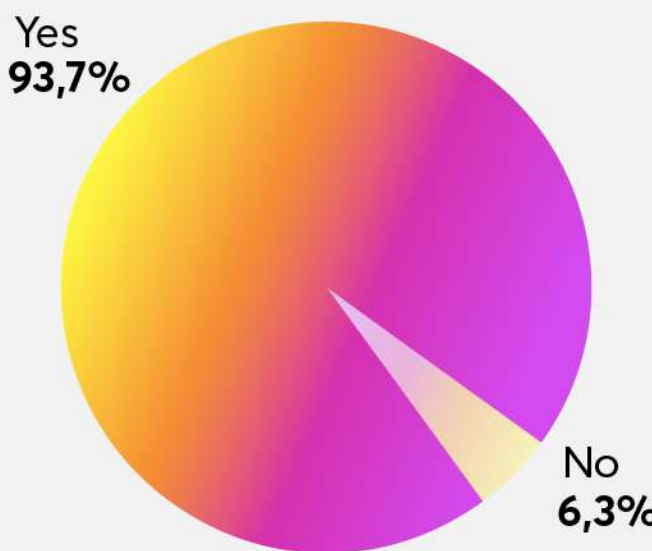
Please rate the events you attended



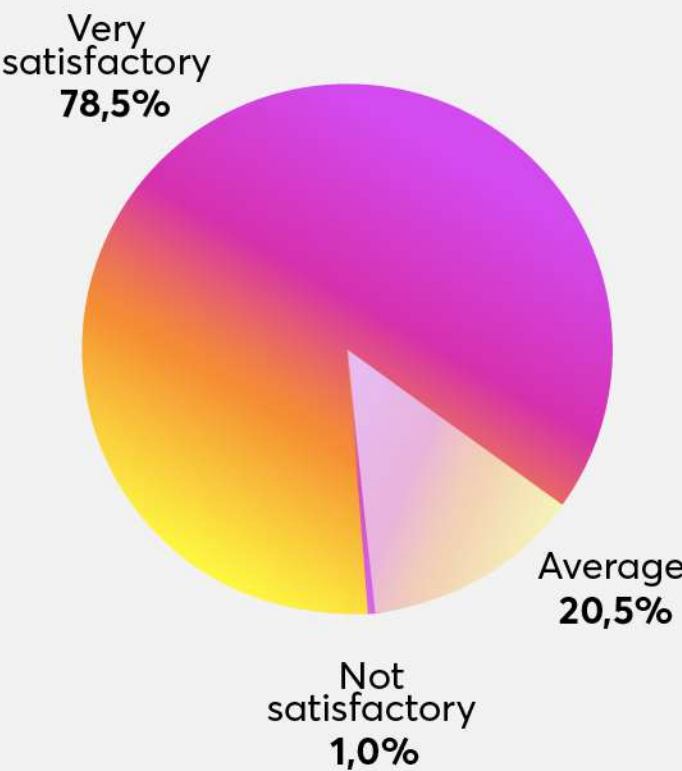
Excellent
Moderate
Inadequate



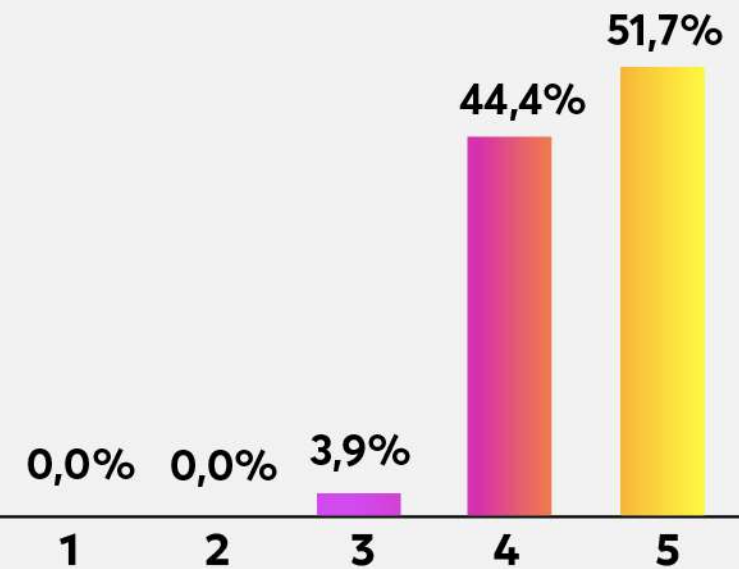
Is there a representative number of exhibitors?



Variety of exhibits



If you talked with friends or acquaintances about Beyond, would you speak positively or negatively, on a scale from 1 to 5?



WHY PARTICIPATE



STRATEGIC POSITION

Position your brand on the international landscape of technological innovation in Southeastern Europe, the Mediterranean, and the Middle East.



HIGH-LEVEL NETWORKING

As the leading event in Southeastern Europe, BEYOND brings together policymakers, tech pioneers, and investors — creating real collaborations, access to new markets, and funding opportunities.



MAXIMUM VISIBILITY

Gain high recognition through multi-channel marketing activities before, during, and after the exhibition, enhancing your brand presence.



POSITIONING ON KEY ISSUES

Join panels and discussions that shape the future of Artificial Intelligence, Smart Cities, Cybersecurity, Sustainability, and more.



BUSINESS DEVELOPMENT – HIGH-LEVEL NETWORKING

Explore new markets, build valuable partnerships, attract investors, and secure collaborations through specialized B2B networking opportunities.



EXCLUSIVE OPPORTUNITIES

Enjoy premium sponsorship packages, keynote talks, branded content, and VIP networking tailored to your goals.

**BEYOND IS THE ULTIMATE MEETING
POINT FOR TECHNOLOGY INNOVATORS.**



BEYOND

BECOME AN EXHIBITOR



TYPE 1

SPACE RENTAL (Without Booth Construction)

Space rental includes a defined floor area and basic cleaning services. Power supply and connection, as well as submission of the electrical plan, are mandatory.

DISCOUNTS*

- For areas 50-99 m²: **5%** discount
- For areas 100-149 m²: **10%** discount
- For areas 150 m² & above: **15%** discount

Market Place
(Open Presentation
Stage)

30' | **500€**
(Indicative pricing 20')

* Prices do not include VAT (24%)

BEYOND

PRICE LIST

Registration fee €170

Space Rental €/m2

1 open side €150

2 open sides €160

3 open sides €170

4 open sides €180

Start-up Registration Fee: €500
Includes:

- Infodesk with stool
- Access to Investors' Lounge
- Logo display & branding
- Pitching slot on the special stage

PAYMENT METHODS

A. By bank deposit to the account of TIF-HELEXPO S.A.

Upon signing the Participation Agreement, 40% of the total amount must be paid. The balance must be settled as follows: 1st installment by 15/05/2026
2nd installment by 15/09/2026

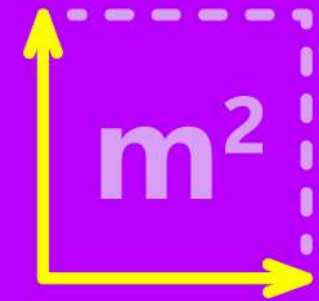
B. By bank cheque

Post-dated cheque payable to TIF-HELEXPO S.A. under the same deadlines as above.

C. By credit card up to 12 monthly installments.

The participation fee does not include booth construction or additional services

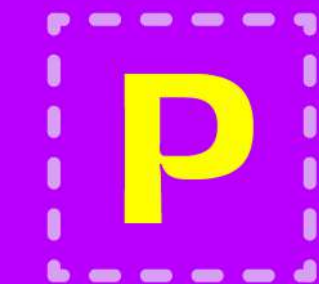
THE EXHIBITION CENTER



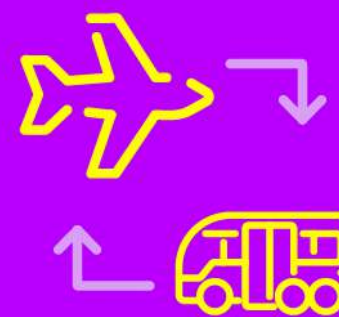
50.000 m²
total exhibition area



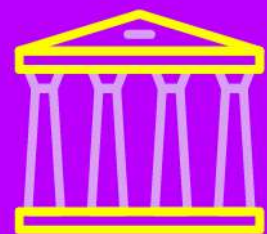
500.000
Annual visitors



5.000
parking spaces



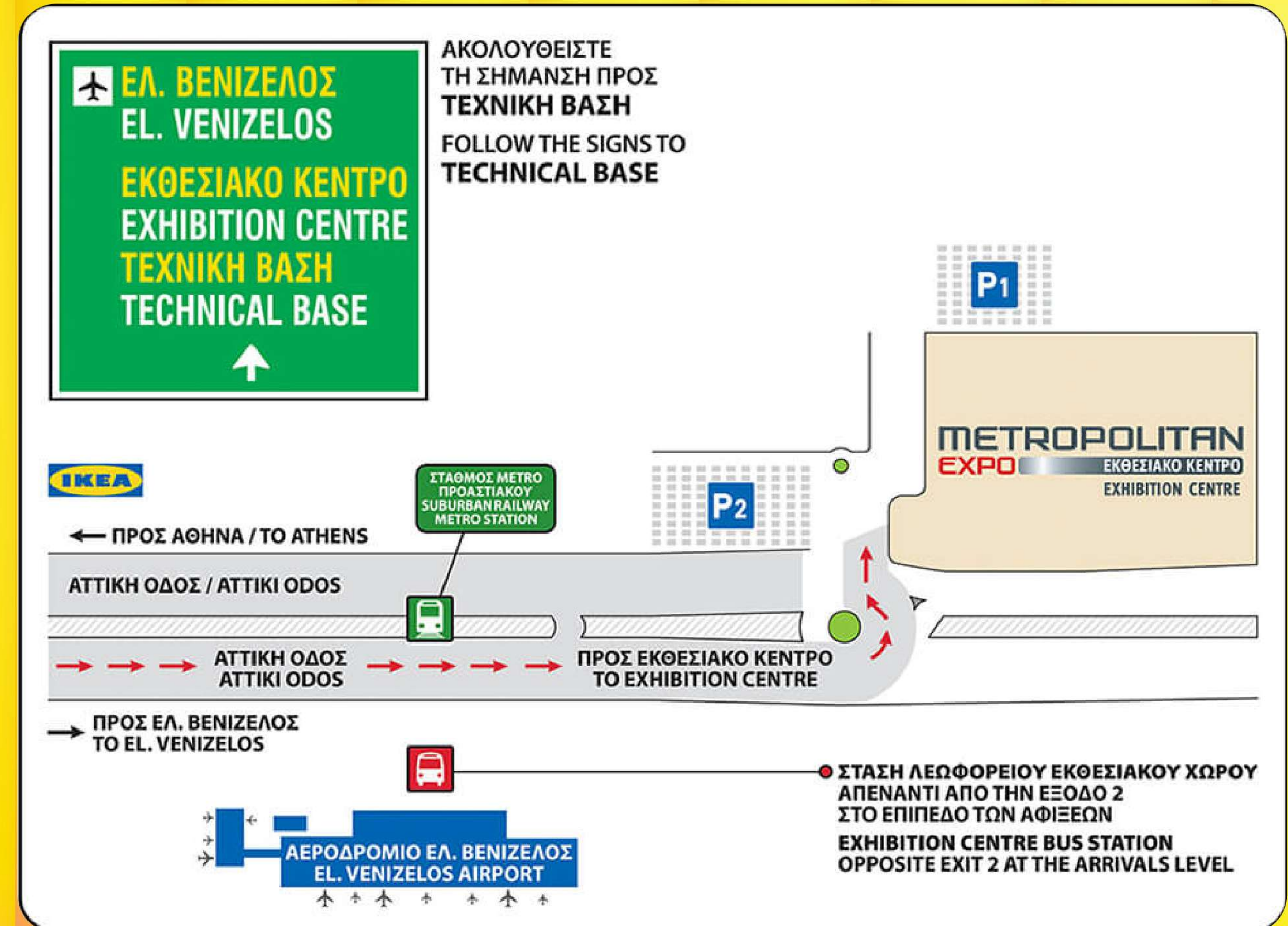
3'
from Athens International Airport
“Eleftherios Venizelos” and
public transport stations



35'
from Athens
city center

BEYOND

ΜΕΤΡΟΠΟΛΙΤΑΝ EXPO ΕΚΘΕΣΙΑΚΟ ΚΕΝΤΡΟ





**DON'T JUST EXHIBIT. LEAD.
BECOME A SPONSOR. ASK US!**

THE BEYOND TEAM

HELEXPO

TIF-HELEXPO S.A. is Greece's national exhibition and conference organizer. It operates two exhibition and convention centers — in Thessaloniki and Athens. With more than 20 trade fairs annually, including the renowned Thessaloniki International Fair, HELEXPO also acts as an official advisor to the Greek State on exhibition-related matters.



Designing Experiences. Empowering Connections.

Since 2004, Be Best has been among Greece's leading exhibition and conference organizers, managing both national and international events. We design impactful events that connect people, ideas, and innovation — driven by technology, creative strategy, and a forward-looking approach that highlights trends and strengthens Greece's position as a hub for innovation and culture.



Industry Disruptors Game Changers (IDGC) Founded in 2012, IDGC is an organization dedicated to fostering an ecosystem that promotes entrepreneurship and innovation in Greece and beyond. IDGC has achieved significant growth, expanding activities across six countries and five continents, implementing impactful initiatives and collaborations with international organizations, policymakers, and major corporations.

BEYOND

INNOVATION ARENA

FRACTURES

beyond-expo.gr

**DON'T HESITATE
TO GET IN TOUCH**



beyond@helexpo.gr
info@be-best.gr





BETHERE

**BEYOND
INNOVATION AWARD**

