

METROPOLITAN EXPO

17-19

JUNE
2026

**SHOWCASE
YOUR BRAND
EXHIBITOR KIT**

NAVIGATING OPPORTUNITY
THROUGH DISRUPTION

BEYOND
INNOVATION ARENA
FRACTURES

ORGANIZERS



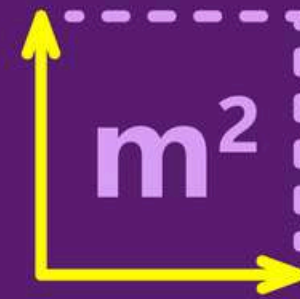
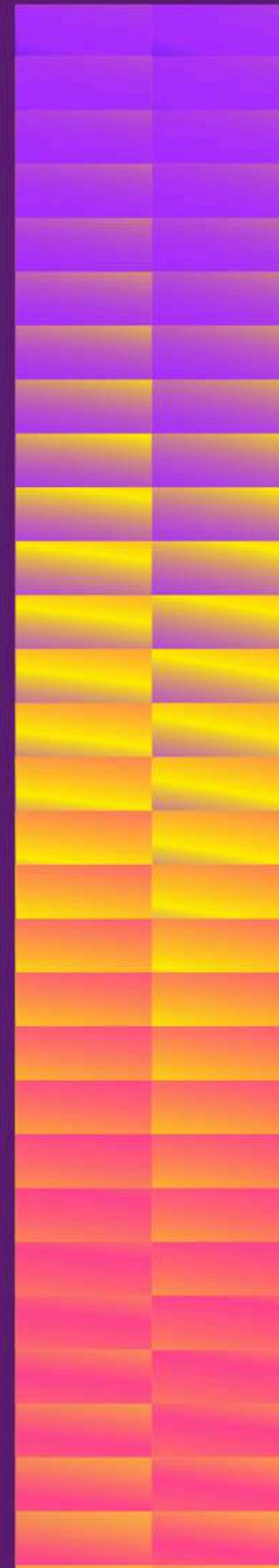
BEYOND is the leading international exhibition for technology, innovation, and entrepreneurship in Southeastern Europe, the Mediterranean, and the Middle East.

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 IN NUMBERS



+20.000

Exhibition Area



+500

B2B & B2G Meetings



+120

Greek & International Speakers



25

Sponsors & Supporters



3

Presentation Stages

+30

Countries



+20.000

Greek & International Visitors



+350

Greek & Foreign Exhibitors



WHO PARTICIPATES



01

TECHNOLOGY COMPANIES



02

STARTUPS



03

UNIVERSITIES & RESEARCH CENTERS



04

POLICYMAKERS & INSTITUTIONAL BODIES

THE VALUE OF YOUR PARTICIPATION



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

BEYOND
TOMORROW
STARTUP VILLAGE

20
26

METROPOLITAN EXPO
ATHENS, GREECE

BEYOND
INNOVATION ARENA

GREECE'S STRATEGIC VALUE IN THE BALKAN STARTUP ECOSYSTEM

ATHENS AS A REGIONAL ANCHOR

- Athens ranks #117 globally, remaining in the Top 200 startup cities worldwide
- +19% annual growth rate, outperforming several mature Balkan hubs

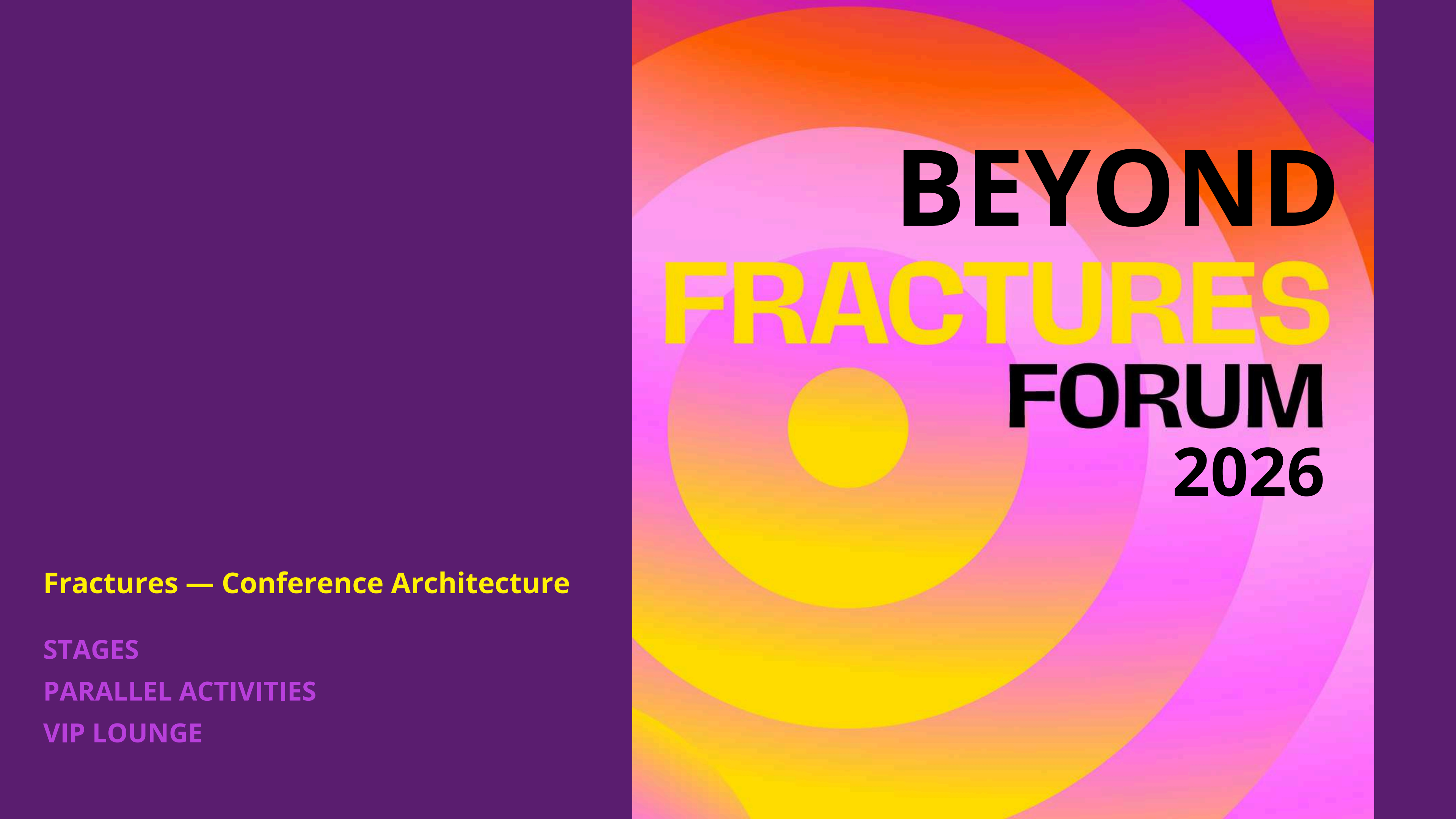
GREECE WITHIN THE BALKAN ECOSYSTEM

- 21% of all Balkan startups are based in Greece
- 2nd strongest ecosystem after Romania
- Part of a ~12,300 total startups Balkan market (3x growth since 2015)
- Greece consistently ranks Top 3 in number of VC deals in the region
- 148 active VC funds, with Greece, Bulgaria & Romania accounting for 82% of local investors
- 6 Unicorns & 4 Soonicorns originating from Greece
- Highest concentration in the Balkans



Greece punches above its weight, combining global city relevance (Athens) with regional leadership in Southeast Europe.

*Source: Crunchbase, Pitchbook, Dealroom, Innotechnics



BEYOND FRACTURES FORUM 2026

Fractures — Conference Architecture

STAGES

PARALLEL ACTIVITIES

VIP LOUNGE

FRACTURES FORUM

CONFERENCE OVERVIEW

Four Stages. One Vision.

Main Forum: Power, Policy & Society

Strategic dialogue & global tech leadership

Strategic Tech & Infrastructure

AI adoption, productivity & workforce transformation

GovTech, Cyber & Digital States

Digital governments, cybersecurity & sovereignty

Frontier Innovation & Startup Arena

Emerging technologies, startups & research breakthroughs

ALL 3 DAYS

Parallel Activities



Business Connections

B2B meetings, hosted buyers program & investor meetings



Startup Showcase

Startup exhibition & pitching contest with live technology demos



Knowledge Sessions

Workshops & policy roundtables running throughout all three days

FRACTURES FORUM

CONFERENCE PROGRAMME

The Stages

Stage 1 — Main Forum: Power, Policy & Society

The stage that sets the grand narrative of the conference.

Focus: Geopolitics of technology · AI governance · Ethics & trust · Sustainability · Societal impact of technology

Stage 3 — GovTech, Cyber & Digital States

The stage for public sector transformation and digital security.

Focus: Smart governance · Digital public infrastructure · Cybersecurity · Digital sovereignty · Secure digital systems

Stage 2 — Strategic Tech & Infrastructure

The deep tech / geopolitical tech stage.

Focus: AI infrastructure · Data centers · Semiconductors · Cloudsovereignty · Space technology · Dual-use technologies · Robotics infrastructure

Stage 4 — Frontier Innovation & Startup Arena

The stage that shows where innovation is born.

Focus: Startups · Biotech · Emerging technologies · University spin-offs · AI innovation

CLOSED ACCESS

FRACTURES FORUM

VIP & Investors Lounge

Core Participants

- Investors — VCs, CVCs, funds
- Corporate executives
- Government representatives & policymakers
- Institutional stakeholders
- International delegations

Proposed Activities

- Strategic closed-door roundtables
- Investor–founder speed meetings
- Policy dialogues between governments & industry
- Sovereign funds & strategic capital discussions
- Corporate innovation briefings
- Government–startup collaboration sessions
- Private leadership fireside chats
- Strategic partnership announcements
- Investor and policy breakfasts

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:

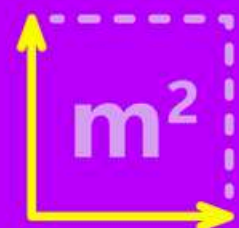
- Infodesk with stool
- Access to Investors' Lounge
- Logo display & branding
- Pitching slot on the special stage

PAYMENT METHODS

The signed Participation Agreement must be accompanied by full payment of the total participation fee.

The participation fee does not include booth construction or additional services

THE EXHIBITION CENTER



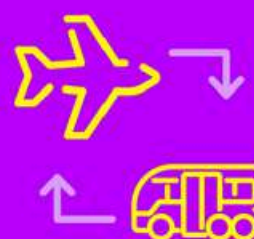
50.000 m²
total exhibition area



500.000
Annual visitors



5.000
parking spaces



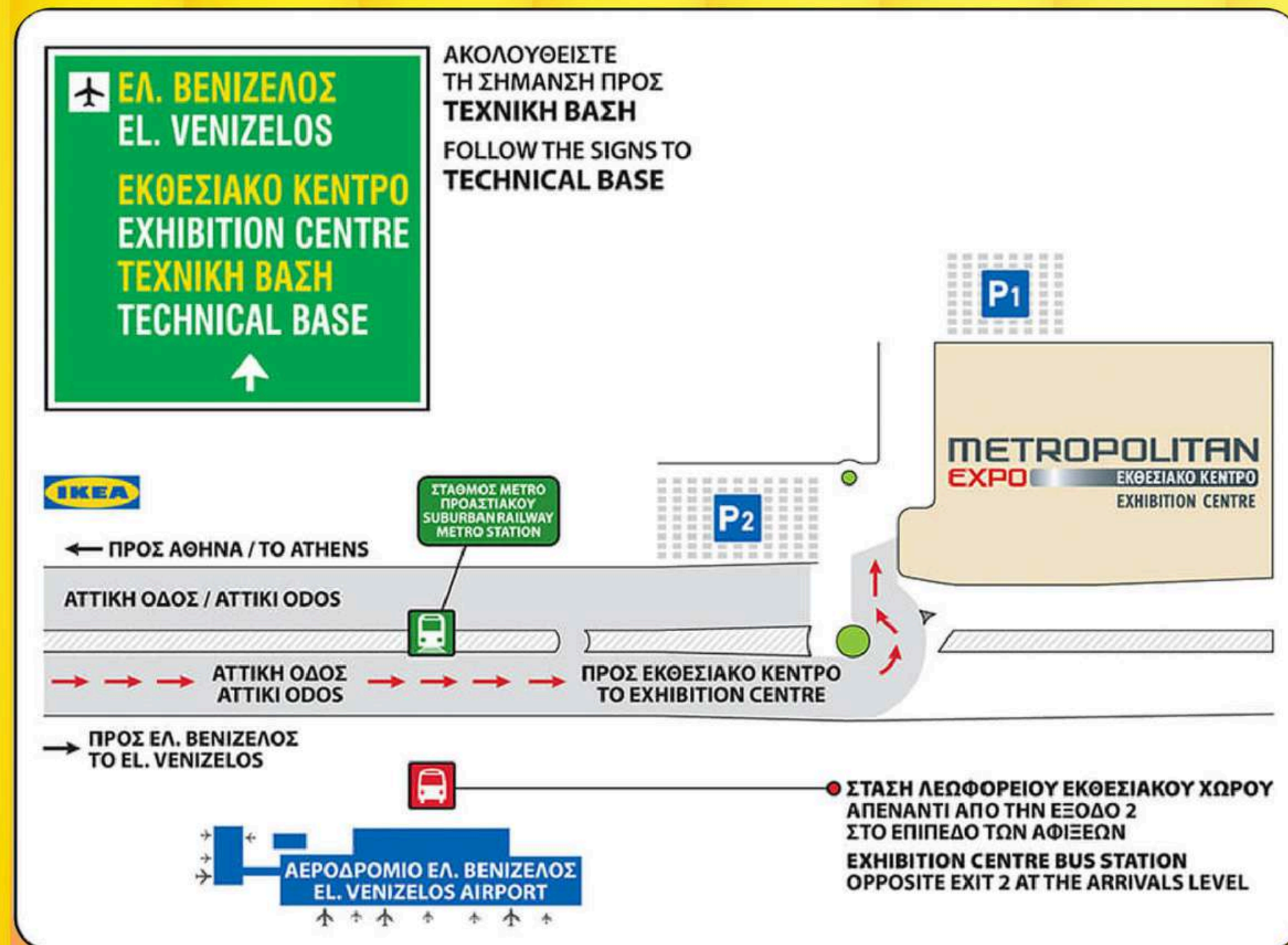
3'
from Athens International Airport
"Eleftherios Venizelos" and
public transport stations



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**



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Shaping the Future, Together!

BETTER HERE

As we navigate the complexities and "fractures" of tomorrow's technological landscape, BEYOND 2026 serves as the essential forum to converge, collaborate, and co-create solutions that will define our shared future.

Thank you for being part of this pivotal journey