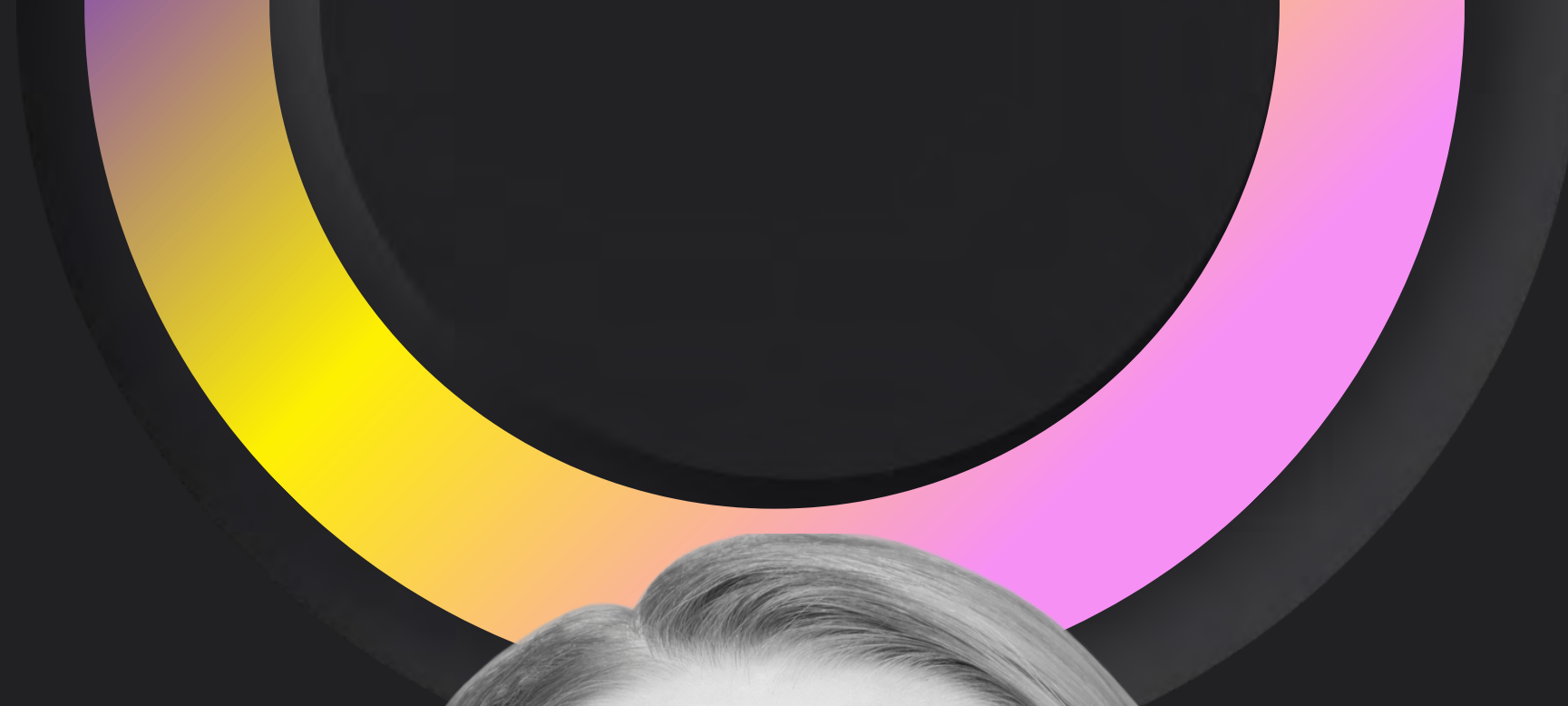


THESSALONIKI



BEYOND
INNOVATION ARENA

24-26
may 2023





Where

Thessaloniki International
Exhibition & Congress
Centre

GENERAL

INFO



When

24-26 May 2023

What is BEYOND?

The International Exhibition/Conference BEYOND is designed to be a focal point for innovative enterprises active in new technologies and their various fields of application. Moreover, developing companies, make their own impact by sharing their vision and innovations in a technologically friendly space, where the term "entrepreneurship" is highly celebrated.

During the last two years, the expo acted as an international platform for exchanging views and ideas that explore the social and economic impact of the 4th Industrial Revolution and the multiple opportunities created in the evolving sector of technologies.



x x x x

How we make it work

x x x x

3-day exhibition in an area of more than 20.000 sqm



Companies focusing on technology & innovation showcase their products & services, as well as cutting-edge technologies to a large number of visitors, a targeted audience eager to learn about the future of technology and how it may transform all the aspects of our lives.

2-day high-end Conference



Distinguished, Greek as well as international, speakers in the field of technology and innovation share their thoughts and concerns for the future, through creative discussions and keynote speeches.

Investing into the startup ecosystem



Entrepreneurship is part of BEYOND's DNA and it is of highest priority to:

- a. Strengthen and support the Greek entrepreneurs & the startup ecosystem
- b. Appoint the disruptive innovations which can then become the driving force for a sustainable and innovative future.

The Exhibition

From large international companies, to SMEs, BEYOND Expo provides an area of **more than 20.000 sqm**, in order to showcase their products and services, to a targeted audience.

More than **300 companies** had the opportunity to share their expertise with **more than 11.000 visitors**. Furthermore, one of BEYOND's main objective is to develop interaction between the different tech areas and fields of innovation. In this context more than **5.000 B2B meetings** were held, last year, throughout the 3 days of the event.



The Conference

In 2022, during the 2-day Conference, 5 **parallel open stages** hosted more than 150 Greek and international **speakers**, who set the frame of the global trends by participating in creative discussions and delivering keynote speeches.

Last year's theme elaborated on how businesses, professionals and stakeholders of the tech field can "**Get Future Ready**": which are the tools and the skills that need to be cultivated and adapted accordingly in the enterprises, in order to cope with the fast paced breakthroughs. Three of our parallel open stages, also hosted discussions regarding the future of smart cities through an institutional perspective.



Startup Ecosystem

In order to strengthen the startup/entrepreneurship ecosystem, BEYOND offers a dedicated area to innovative startups in order to promote their products and services.

Last year the organization hosted **+100 greek and foreign startups**, that had the opportunity to pitch their idea and book meetings with international investors.



Leave your Footprint

BEYOND gives the opportunity to participate at a rich program of B2B & B2G meetings, in order to generate global sales leads, conclude agreements and new partnerships, through face to face interaction.

Discover the latest trends

Save your seat at the BEYOND Conference, discover our parallel open stages & events, and be the first to learn about the global tech trends and how they they are going to shape our future.

Networking is the Key

Grow your network and get inspired! Investors, stakeholders, multinationals but also smaller startups, public and private entities as well as research centers, universities and important executives in the field of technology will be present at BEYOND 2023.



NO FEAR OF MISSING OUT

x x x x

Media Talking

The importance of the organization is proved through the visibility in the Mass Media. Moreover, BEYOND has penetrated into a wide range of Media - focusing on general news, but also sectoral - which has resulted in the diffusion of the message to all audiences.

x x x x

kathimerini.gr

"100 startups στην Έκθεση Beyond"

cnn.gr

"Beyond: Η "καρδιά" της ελληνικής αγοράς ψηφιακών τεχνολογιών χτύπησε στην Θεσσαλονίκη"

real.gr

"Beyond 4.0: Η επόμενη του οικοσυστήματος τεχνολογίας ξεκινά από την Θεσσαλονίκη"

ANA-MPA

"Beyond 4.0: Η επόμενη του οικοσυστήματος τεχνολογίας ξεκινά από την Θεσσαλονίκη"

newsit.gr

"Beyond 2022: Ηχηρά ονόματα της τεχνολογίας δίνουν ραντεβού το Μάιο του '23"



This year BEYOND had more than 700 publications (online & print). More specifically, the relevant publications were hosted in major Media groups, such as Kathimerini, Real, Daily Publications, DPG Media etc.

ΠΕΡΙΟΔΙΚΟ «Κ»

Έκθεση Beyond: Ένας νέος ψηφιακός κόσμος που απλώνεται σε 25.000 τ.μ.

Η τεχνολογική έκθεση που φιλοξενήθηκε στη Θεσσαλονίκη για δεύτερη χρονιά αποκαλύπτει μια αθόρυβη επανάσταση που συμβαίνει στην Ελλάδα.



Featured in "K" Magazine of "Kathimerini" Sunday edition.



BEYOND



Dive into

moments



ΚΑΘΕ ΜΕΡΑ ΜΙΑ ΜΙΚΡΗ ΑΛΛΑΓΗ



BEYOND THESSALONIKI INNOVATION CAPITAL Η ΕΛΛΑ

eit Digital

How new technology is impacting modern education

Federico Menna, COO EIT Digital

Thessaloniki | September 30, 2022

Co-funded by the European Union





Partners & Supporters 2022

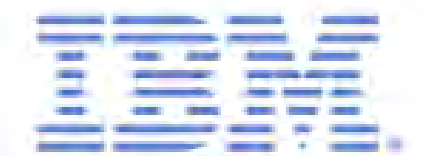
ORGANIZERS



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UNDER THE AUSPICES OF



CO-ORGANIZERS





Join

The New

Tech Era

What About

BEYOND 2023



Focus on how technology can work in accordance with humanity and not as an opponent

Targeted Communication in the Greek and International Market

Connecting Greece as a country that innovates and pioneers in the field of Technology

Significant increase in Greek and Foreign participation of Exhibitors Businesses

Establishing Beyond as a reference institution in the International Facts Industry





Although Industry 4.0 has brought incredible advances in our everyday life, as well as in the business sector, such as Artificial Intelligence, logistics' optimization, IoT, additive manufacturing, robotics etc, there is still one aspect of the industry that needs to be highlighted:

the need of a human-centric industry

In the coming technological age, the main idea, is to complement the existing "Industry 4.0" approach, by focusing on research and innovation, so to provide a space for humans and AI to collaborate in harmony.

This year, during the 2day Conference, BEYOND is ready to seek the balance between efficiency and productivity, through creative dialogues and keynote speeches from distinguished experts of multiple technological sectors.



Become an exhibitor

Participation

Type 1 / Without Equipment

Stand marked out on the floor,
general cleaning charges.

Power supply and connection is
not included (wiring plan is
necessary).

Cost €35/kw

Discounts*

- I. From 50-99 sq.m. discount 5%
- II. From 100-149 sq.m. discount 10%
- III. From 150 sq.m. & over discount 15%

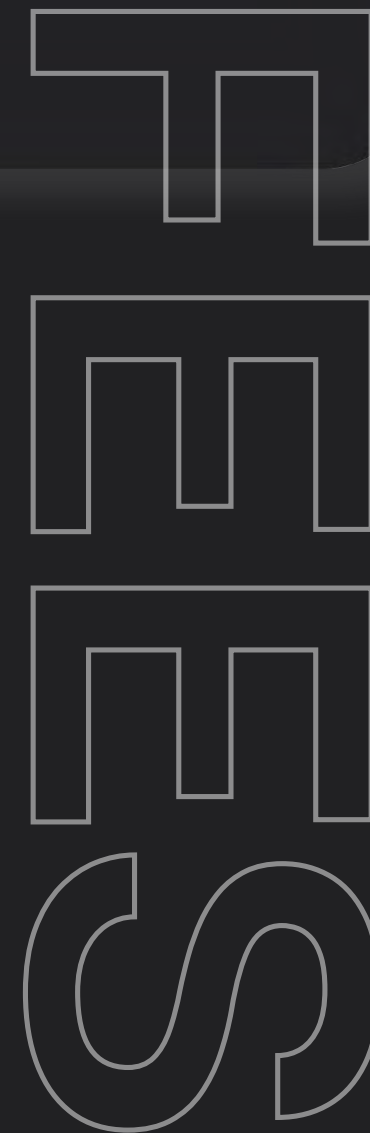
*All discounts are calculated on the price of space rent

TERMS OF PAYMENT

Bank transfer 40% of the total amount upon the signing of the agreement
The remaining 60% should be paid 20 days before the start of the exhibition

Covered Area

Rented Space	€/m2
One Side Open	140
Two Sides Open	150
Three Sides Open	160
Four Sides Open	170
Open Air Space	105
Registration Fee	150
Start ups Fee	500



*All prices are without 24% VAT. The VAT will be applied where appropriate, according to national fiscal policy.

Become an exhibitor

Types of Stands

Type 4

SHELL SCHEME
40€/sq.m.

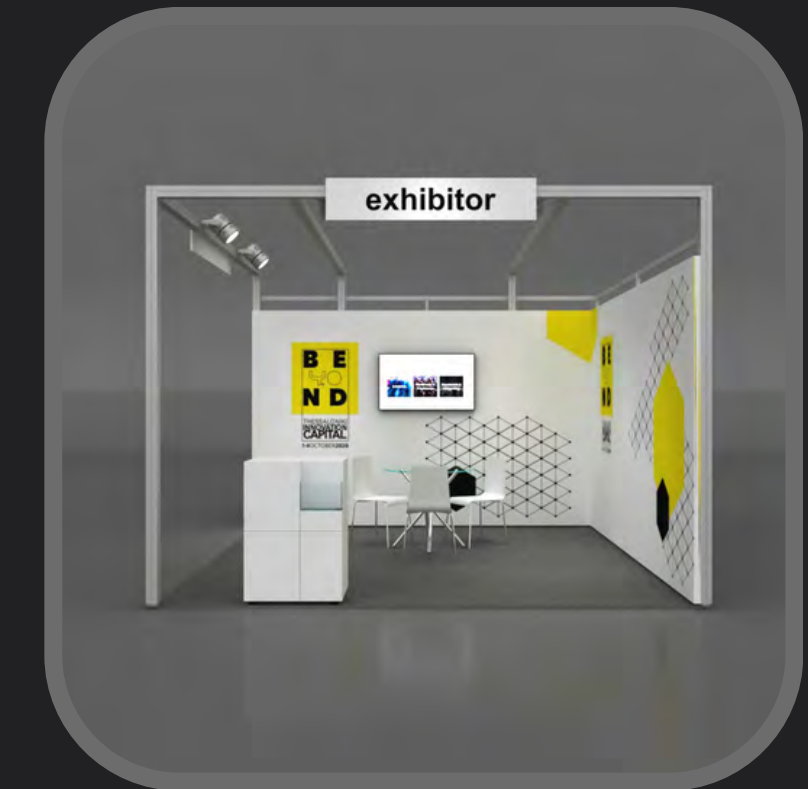
FLOOR: ALMA ELEA CARPET IN PETROL COLOR
STRUCTURE: OCTANORM ALUMINIUM SYSTEM (H:2.50m)
WITH PANELS IN WHITE COLOR
SIGN: EXHIBITOR'S NAME IN RECTANGULAR SIGN
FURNISHING: INFODESK WITH ALUMINIUM STRUCTURE & WHITE PANELS,
1 PIECE, TABLE, 1 PIECE, CHAIRS, 3 PIECES, STOOL, 1 PIECE
POWER SUPPLY/ LIGHTS*: SINGLE SOCKET, 1 PIECE, SPOTLIGHTS, 10 PIECES



Beyond Special Construction

SHELL SCHEME
70€/sq.m.

FLOOR: ALMA ELEA VEL CARPET IN GRAY COLOR
STRUCTURE: OCTANORM MAXIMA (H:3.00m.) WITH WHITE COLOR PANELS.
SIGN: MELAMINE 1.50x0.30m. WITH THE COMPANY LOGO IN VINYL
GRAPHICS*: DIGITAL PRINTINGS 4.00x2.50m., 2PIECES IN FRAMED CANVAS
FURNISHING*: INFODESK IN WHITE COLOR, 1PIECE, STOOL IN WHITE COLOR,
1PIECE, GLASS TABLE, 1PIECE, WHITE CHAIRS, 3PIECES
AUDIO VISUAL: FLOOR STANDING PLASMA 42", 1PIECE
POWER SUPPLY/ LIGHTS*: OUTLET SOCKET 500W, 1PIECE, LIGHTS, 4PIECES



*All prices are without 24% VAT. The VAT will be applied were appropriate, according to national fiscal policy.

*The equipment depends on the sq.m. of the stand

Wanna be part of the journey?



Contact us



Learn about our sponsorship packages

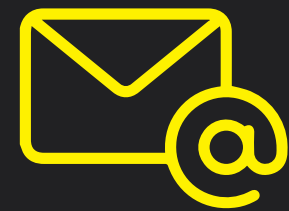


Find the one that suits you the most

Leave your footprint at the greatest
tech event in Greece!

Become a sponsor

Don't hesitate
to get in touch



expo@beyond-expo.gr



www.beyond-expo.gr/

The Team Behind The Scenes



HELEXPO

TIF HELEXPO SA is the national entity for the organising of exhibitions, congresses, and cultural events in Greece. It owns two important exhibition and congress centres, in Thessaloniki where it is based, and in Athens. It organises more than 20 trade fairs with exclusive brand names, Thessaloniki International Fair being its flagship, while at the same time it also operates as an official advisor to the State on exhibition matters.

HELEXPO

BE-BEST

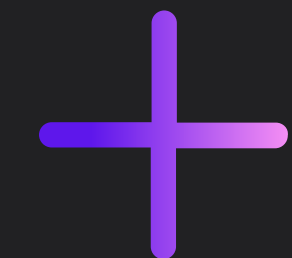
Be-Best is a greek awarded leading company that specializes in the Organisation of Fairs, Conferences and Events for more than 17 years. It is important to mention the many years of experience that it has in the field, counting more than 2,000 customers and having successfully organized numerous and varied exhibitions and related events. Mission of the company is the growth of customers through communication strategy.

BE-BEST

ID-GC

Industry Disruptors Game Changers (IDGC) is an independent organization established with the vision to create an extrovert ecosystem that fosters innovative entrepreneurship on a global scale. Since 2012, IDGC has achieved organic growth in over 64 countries across 5 continents. Its strategy is focused on industry sectors that offer a competitive advantage, through the exploitation of the unique characteristics and business potential of the region.

ID-GC





HELEXPO



Thank You
For Your
Attention

