GEN EXPO
EXHIBITORS KIT
2019

Athens, Greece
13 - 15 June
gensummit2019.org
You can take a virtual tour of the space on the venue’s website at https://snfcc.org/en/snfcc/meet-the-snfcc

Are you a construction supplier? This document should be read alongside the venue’s Guidelines for Setup document.
The 9th edition of the GEN Summit will be hosted in a unique venue designed and built by Renzo Piano: the Stavros Niarchos Foundation Cultural Center (SNFCC). The venue has an exceptional location overlooking the sea and the surrounding islands, a few kilometers from the city centre of Athens (15 minutes from Syntagma square or the Acropolis).
Inaugurated last year, this special eco-building gathers the new Athens Opera and the Greek National Public Library constructed with a 500 million euros investment - the most important in Europe in recent years. At the SNFCC, you will enjoy variety of conference rooms with an extraordinary quality of sound and also the Lighthouse, on top of the building, for networking with friends and colleagues.
The GEN Summit Expo will take place inside the Lighthouse of the SNFCC. It is a 2,000SQM at the top of the SNFCC complex. It is an exceptional location overlooking the sea and the surrounding islands of Athens. In the centre of the Lighthouse is a 700SQM ultra-modern glass-walled hall, accessible by 2 elevators from the Ground floor of the building and fully air-conditioned with electrical fittings and Wifi connectivity. Here the Expo booths, the coffee bar etc will be situated for all our expo visitors. It is the perfect location for business meetings, workshops lunch, networking and exhibitions.
GEN Expo Floorplan

1) Overview of the Lighthouse, including the spaces for masterclasses and workshops  
2) Overview of the GEN Expo (closed space with air conditioned), including the bar and different lounges  
3) Detailed floorpan with standard booths, startup booths and the registration desk.
9m$^2$ Standard Booth

Width: 3m  
Depth: 3m  
Height: 3m

The following is included:

Partition walls (sides and back)  
One counter table and two stools  
Storage  
Carpet  
Lighting  
Electricity sockets  
Wireless & wired internet
3m² StartUp booth

Width: 1m
Depth: 1m
Height: 2.5m
Surrounding space: 1m

The following is included:

Partition wall
One Stool (optional)
One counter table Storage
Carpet
Lighting
Electricity sockets Wireless & wired internet
Construction System

With the beMatrix® frame system possibilities are endless

Since our beMatrix® aluminum frames can be combined with both panels and fabric they can adapt to almost every design.

Furthermore, our frame system is also the strongest, most light-weight, and only system-less system in the market. This provides many advantages:

- Durable
- Lightweight
- Design Flexibility
- Graphically adaptable
- Quick Installation
- Ease of Use
- Inventory Management
- Tremendous ROI

beMatrix products

Frames

Original wall frame system with big holes, according to the 62mm grid. Straight, curved, door frames... for multiple applications: stand building, events, displays, pop ups, conference rooms... Designed to be creative. Frames can be oriented horizontally, vertically or flat: your perfect 360° solution. Keep the body, change the skin: change the entire look by using new infills and rearrange the same frames to create a new stand. Appear dynamic and creative!
Booth Signage

You will be able to nail or use adhesive tape on the partitions to display your branding material. All wall surfaces at the booth can be used for branding and/or promotion except for the totem. GEN also offers printing services for an extra fee.

**Totem:** Exhibitor name and booth number printed in standard font at the top of the totem. This space is uniform for all booths and is branding-free to ensure visibility and consistency.

You will have the option of printing your logo on the outer facade of the counter. Size of the logo should be between 800mm x 500mm.

**Please check with GEN on any non-standard signage you wish to bring. Exhibitors are kindly requested not to extend their signage beyond the carpet space.**
Booth Signage Handling
Venue Regulations

Sticking material to venue walls and surfaces

• Other than the partition walls of your booth, it is strictly forbidden to stick any material to the venue walls, pillars or the floor.
• Only transparent glass surfaces can be plastered.
• If you need to lay out a carpet, please make sure to use masking tape directly on the floor. The double-sided adhesive tape may only be adhered to the masking tape – doing otherwise will leave visible residues and will be treated as chargeable damage.

Cleaning and disposal

• Every exhibitor is responsible for its own waste disposal (i.e. packing material).
• There are no disposal services at the venue.
• Please make sure you clean out your booth properly and completely at the end of the GEN Expo before we dismantle the structure of the booth.
Extras (not provided by GEN)

Furniture

- Set of 1 table (D:60cm) and 3 chairs: 265€
- Additional chairs: 55€
- Leather cube white: 60€
- Low cocktail table (D:110cm), white: 105€
- High cocktail table, D:60 x H:110 white: 105€
- Additional bar stool: 55€

Structure Support

- Pedestal screen stand: 130€
- Wall bracket (for TV): 40€

Audio & Video Rental

- 21.5-inch screen: 170€
- 32-inch screen: 295€
- 42-inch screen: 390€
- 46-inch screen: 450€
- 55-inch screen: 635€

Graphics & Logo Printing

- Printing on one partition wall: 170€
- Logo printing on table: 55€

Laptop Rentals

- ASUS laptop2: 325€
- Macbook Pro3: 405€
  1. ASUS F555L core 17/1Tb / graphic card 2 GB
  2. Apple MacBook PRO 15” 17/16GB

Payment conditions:

1. 50% of total price paid at time of placing request
2. 50% of total price paid by May 31th
3. Rental amount is for entire GEN Expo duration, including installation
4. Rental and graphics request must be made before May 15.
   Late requests will incur a 20% penalty
5. On site order will occur a 20% penalty + 200€ for delivery and installation on site.

All Extras requests must be made to:

EvenExpo
Jean-Charles Daninos
jean-charles.daninos@evenexpo.fr
+33 6 43 69 40 24

Prices indicated above do not include tax

1 108 x 65 cm
2 ASUS F555L core 17/1Tb/2 GB graphics card
3 Apple Macbook Pro 15” 17/16 GB
4 800 x 500 mm logo
Promotional items

1. If you are sending promotional items or printouts for participant bags, you will need to send 1000 items/copies.

2. Please notify us of any important packaging instructions regarding promotional items that we need to place inside participant bags.

Shipping Dates

1. We will receive your shipments from 05 June through 11 June, from 8am until 5pm.

2. Before shipping any items, please email Dimitra Kalantoni (d.kalantoni@snfcc.org) with the following details before 31 May:
   a. Type of items in shipment
   b. Shipping date
   c. Expected delivery date
   d. Tracking number

Shipping Address

DIMITRA KALANTONI/EIRINI DIAKOMANOLI
(GEN SUMMIT Athens 2019)
SYGGROU AVENUE 364
17674 KALLITHEA
GREECE
+30 216 809 1147
Loading Bay

Please inform of us beforehand if you are planning to use the loading bay at the venue for vehicle deliveries. Please note that truck deliveries can only be arranged according to the following schedule:

<table>
<thead>
<tr>
<th>Day</th>
<th>From</th>
<th>Until</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wed 12 June</td>
<td>7:00</td>
<td>18:00</td>
</tr>
<tr>
<td>Thurs 13 June</td>
<td>7:00</td>
<td>19:00</td>
</tr>
<tr>
<td>Fri 14 June</td>
<td>8:00</td>
<td>19:00</td>
</tr>
<tr>
<td>Sat 15 June</td>
<td>8:00</td>
<td>23:00</td>
</tr>
<tr>
<td>Sun 16 June</td>
<td>8:00</td>
<td>10:00</td>
</tr>
</tbody>
</table>

» You will be provided with a time slot in which your vehicle can drive in for unloading or picking items.
» Only two vehicles (i.e. trucks) are allowed at the loading bay at the same time.
» Every vehicle has 30 minutes at the loading bay.
» Parking is not possible at the loading bay before or after deliveries or pick-ups.
» In order to book a time slot, please inform us of what you will be delivering and when you intend to deliver it.

Loading Bay Address:

DIMITRA KALANTONI/EIRINI DIAKOMANOLI
(GEN SUMMIT Athens 2019)
SYGGROU AVENUE 364
17674 KALLITHEA
GREECE
d.kalantoni@snfcc.org
## Timeline

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday-Tuesday</td>
<td>5 - 11 June</td>
<td>8:00 – 17:00</td>
<td>Receiving your shipments</td>
</tr>
<tr>
<td>Wednesday</td>
<td>12 June</td>
<td>7:00 – 19:00</td>
<td>Construction by suppliers (venue inaccessible)</td>
</tr>
<tr>
<td>Thursday</td>
<td>13 June</td>
<td><strong>9:00 – 12:00</strong></td>
<td>Your arrival &amp; setting up your booth</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12:30 – 18:30</td>
<td>Opening of GEN Expo</td>
</tr>
<tr>
<td>Friday</td>
<td>14 June</td>
<td>8:30 – 18:30</td>
<td>GEN Expo continues</td>
</tr>
<tr>
<td>Saturday</td>
<td>15 June</td>
<td>8:30 – 17:00</td>
<td>GEN Expo continues</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>17:30 – 00:00</strong></td>
<td>Closing, Dismantling</td>
</tr>
<tr>
<td>Sunday</td>
<td>16 June</td>
<td>7:30 – 12:00</td>
<td>Last-minute pick-ups</td>
</tr>
</tbody>
</table>

» The Expo will be officially open to all participants from Thursday 13 June at 9:00 through Saturday 15 June at 17:00.

» Dismantling all booths and packing/disposing of material will happen on Saturday 15 June beginning 17:30. It should conclude before midnight according to venue regulations.

» Last-minute loading bay pick-ups operations will be accommodated on Sunday 16 June from 7:30 until 12:00.
Looking forward to seeing you in Athens!

Contact

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