



ECOFESTIVAL was born when organic agriculture was taking its first steps in Greece. It kept up with the evolution of organic farming in Greece, registering its growth. **ECOFESTIVAL** expanded year after year, following its own dynamics, and is now the most reliable point of reference for organic agriculture in our country, constituting a unique bridge of communication between enterprises and consumers.

Our main targets are:

1. To approach and attract a continuously growing public
2. To inform and sensitise the public about the organic way of life
3. To present the whole range of organic products and services.

PARTICIPATING COMPANIES

“**ECOFESTIVAL 2007**” presents companies from the following areas:

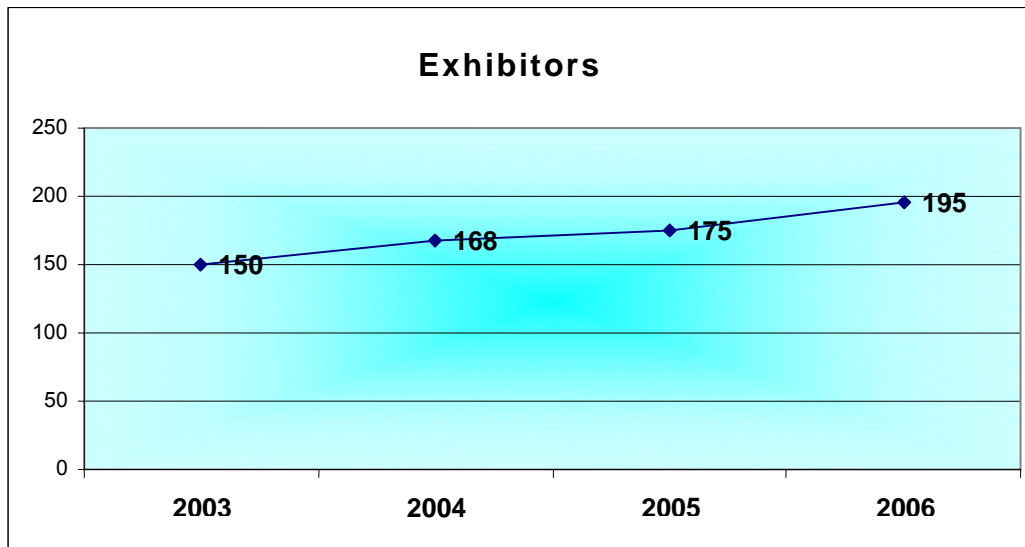
- Organic agricultural and livestock products
- Institutions, unions, associations, enterprises, services of the organic farming sector
- Organic household and personal care products
- Other organic products
- Rural tourism and eco-tourism
- Renewable energy sources
- Alternative forms of transportation
- Recycling
- Environmental organisations
- Publications / Press

VISITORS

As every year, the exhibition “**ECOFESTIVAL 2007**” will attract a great number of Greek and foreign visitors, from various fields, because it:

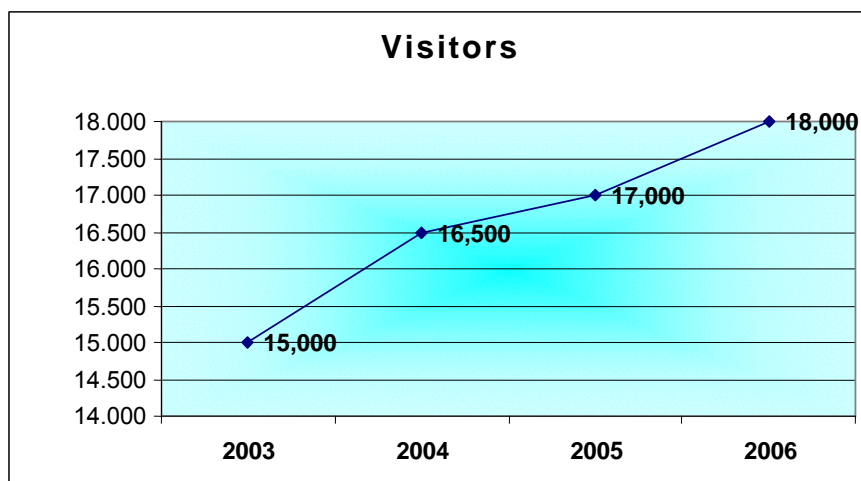
- Offers reliable information on organic products and services
- Presents the majority of organic products in the Greek market
- Offers the possibility of tasting and testing new products
- Offers direct contact with and information on the evolution of the Greek organic market
- Offers the possibility of participating in the exhibition process (speeches, presentations, cultural events etc)
- Is ideal for business meetings and agreements
- Is widely promoted
- Offers the possibility of participating in the 3rd Wine Tasting, with wine made from organic grapes.

Presentation of ECOFESTIVAL



Every November, **ECOFESTIVAL** becomes the meeting point for professionals and consumers of organic products. It has been established as an institution that informs and sensitises the public on issues of the organic way of life.

The increasingly large number of participating companies demonstrates **ECOFESTIVAL's** strong position in the Greek organic market.



At the same time, the number of visitors (both public and professionals) is also increasing rapidly, marking not only the public's turn towards a higher quality of life, with respect to nature and human beings, but also the reinforcement and enhancement of the exhibition itself.

In terms of organising, we aim to keep living up to European standards, showing our respect to the needs of **ECOFESTIVAL's** exhibitors and visitors.

WHY BE AN EXHIBITOR IN “ ECOFESTIVAL 2007”

There are many reasons why you should participate:

1. **Size:** It is the largest exhibition of organic products and services in Greece.
2. **Target group visitors:** The exhibition is visited by thousands of people, with substantial interest in organic food/drinks and products/services related to environment and health.
3. **Commercialism:** It attracts a large number of commercial visitors as well as the general public (visitors numbered over 18,000 in 2006).
4. **Reliability:** The exhibition presents only organic products and services certified by Greek or foreign official certifying organisations.
5. **Contact with professionals:** It offers the possibility of establishing professional contact with the sector, under the right conditions for substantial commercial communication.
6. **Events:** It is complemented by a number of events (day conferences, cultural events, tasting and testing etc) marking the exhibition as “the celebration of ecology”.
7. **International support:** The exhibition is supported by AGIBIOMEDITERRANEO, the Mediterranean sector of IFOAM, proving the institution’s international recognition.
8. **International promotion:** Not only is ECOFESTIVAL promoted by the most important relevant exhibitions abroad (Germany, Italy, Turkey), but it also collaborates with them, aiming to attract even more businessmen and visitors.
9. **Continuous informing – sensitisation of the public:** We inform and sensitise the Greek public with our constant presence in other big exhibitions in Greece (including DETROP, FOOD AND DRINKS, AGROTICA, ZOOTECHNIA etc), as well as in various other events.
10. **Domestic promotion:** The exhibition is widely promoted by the media, combining an intense advertising programme and with press coverage before, during and after the event.
11. **Enhanced organising:** The exhibition’s appearance has improved significantly, through the use of new material and equipment. It takes place in a marvellous exhibition centre, which is easily accessible, well recognised, and provides free parking areas and free transportation for the public.

Accessibility



You can reach the **HELEXPO Athens** exhibition center by different means of transportation.

BY CAR:

- **20'** from the city center through (Kifissias av. - Mesogeion av. - Kimis av.).
- **5'** from the national road network.
- **20'** from the international airport El. Venizelos (Attiki Odos motorway, exit 11).

BY BUS:

A7 (Kaningos sq. - Kifissia)

B7 (Kaningos sq. - Kifissia)

550 (Faliro - Kifissia)

BY LOCAL TRANSPORTATION (MAROUSSI)

Bus line: 10 Filothei - Maroussi

Bus stops:

- HELEXPO Athens exhibition centre.
- Olympic stadium.

BY CITY METRO:

- Nerantziotissa station.
- Doukissis Plakentias station.
Free transportation with shuttle bus from the stations above to the HELEXPO Athens exhibition center and vice versa.
- Kifissias - OTE station (5' minutes walking).

PARKING

The exhibition centre provides comfortable and **free parking areas** for both exhibitors and visitors.

EXHIBITION AREA – STAND TYPES AND COSTS

Stand equipment includes the basic structure (PVC walls with metallic frame), a front top frame with the company's name, a carpet, electrical equipment, two shelves, a desk and two chairs (See "Technical Specifications of Exhibition Stands").

One-sided stand: € 135 per m²
Two-sided stand: € 145 per m²
Three-sided stand: € 155 per m²

DISCOUNTS

From 20 to 35 m ²	10%
From 36 to 49 m ²	15%
From 50 to 99 m ²	25%
More than 100 m ²	30%

CARPET

The floor of both stands and corridors is to be covered by carpet, the colour of which is the organisers' choice. Any change in the colour or the quality of the carpet must be ordered at least fifteen (15) days before the exhibition's opening day and the exhibitor will be charged with the extra cost.

SECURITY

Exhibition areas will be guarded during the preparation, function and disassembly of the exhibition on a 24-hour basis by security guards, provided by the organisers. Exhibitors who desire heavier security must inform the organisers. Exhibitors are fully responsible for the security of their exhibits.

CLEANING

The organisers are responsible for cleaning all public use areas and the floor of the stands, at the end of every day of the exhibition.

Exhibitors who desire further cleaning services for their stands (at their charge) can contact the organisers' cleaning service or any other cleaning service they choose.

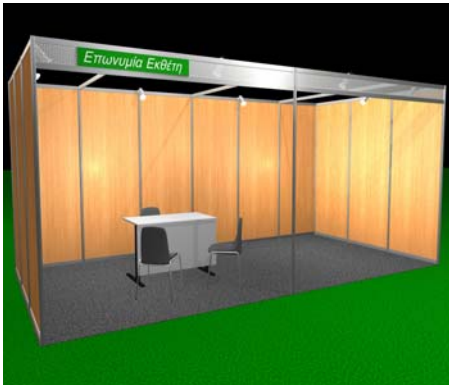
FURNITURE – EQUIPMENT – PLANTS

The organisers' suppliers of furniture, equipment and plants are at the participants' disposal.

TECHNICAL SPECIFICATIONS OF EXHIBITION STANDS

STANDS WITH STRUCTURE (3 types)

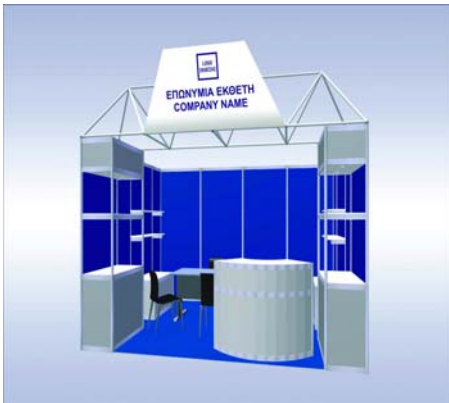
STANDARD



Height:	2,5m
Material of frame:	Aluminum with PVC filling panels
Filling material of frame:	Natural colour melamine 6mm
Roof:	Open roof with netting
Front top frame:	20cm
Company's name:	Exhibitor's name written in standard font on the front top frame
Carpet:	Color decided by organisers
Electricity supplies:	A 100W spotlight for every 3m ² A maximum power 500W plug socket for every 40 m ²
Equipment:	1 desk (grey melamine) 1.20 x 0.70 with a hanging chest of drawers/ 3 chairs / 2 melamine shelves.

Price: included in initial prices

SILVER



Height:	2,5m
Material of frame:	Aluminum with PVC filling panels
Filling material of frame:	Blue Melamine 6mm
Roof:	Open roof with netting
Front top frame:	Final height 3.25m
Company's name:	Exhibitor's name written in vinyl adhesive letters on a construction on the top frame.
Carpet:	Blue carpet
Electricity supplies:	A 500W spotlight for every 4 m ² A maximum power 500W plug socket for every 40 m ²
Equipment:	1 desk (grey melamine) 1.20 x 0.70 with a hanging chest of drawers / 3 chairs (black colour) / 1 info desk / 1 stool / 4 melamine shelves / 2 extra spot lights / 2 shelf cabinets 0.50 x 1.00 x 2.50. / 4 cubes 0.50 x 0 50 x0 60

Price: € 35 per m²

GOLD



Height:	2,5m
Material of frame:	Aluminum with PVC filling panels
Filling material of frame:	Grey Melamine 6mm
Roof:	Open roof with netting and melamine pieces
Front top frame:	Final height 3.00 m
Company's name:	Exhibitor's name written in vinyl adhesive letters both on a construction on the front top frame and on the front shelf cabinet.
Carpet:	Grey carpet
Electricity supplies:	A 500W spotlight for every 6 m ² A maximum power 500W plug socket for every 40 m ²
Equipment:	1 desk (grey melamine) 1.20 x 0.70 with a hanging chest of drawers / 3 chairs (black colour) / 4 melamine shelves / 1 extra spot light / 1 round shelf cabinet 0.50 x 0.50 x 3.00 / 2 info desk 0.50 x 0.50 x 0.50 and 0.50 x 0.50 x 0.80

Price: € 55 per sq.m.

EXHIBITION CATALOGUE

CATALOGUE TEXT

You are requested to send a brief presentation of your company, referring to the products your company represents, manufactures or trades (up to 200 words).

Fax: +30.210.8848164 or e-mail: magazine@dionet.gr

The catalogue texts must not include any advertising expressions as far as the companies or the products are concerned.

Underline the initial letter of your company's name according to which you wish to enlist alphabetically in the catalogue. The presentation of the companies in the catalogue is free of charge.

ADVERTISING AT THE EXHIBITION CATALOGUE

The companies that participate in the exhibition can be advertised in the catalogue.

ENTRY ORDER

You are requested to publish the attached entry according to the instructions below:

Product:

Number of entries:

Size:

Place:

Final price (VAT 19% not included):

PRICE LIST OF ADVERTISEMENT ENTRIES

Full page:	€ 300
Two pages spread:	€ 550
Inside Front cover:	€ 450
Inside Back cover:	€ 350
Back cover:	€ 800

CONDITIONS OF PAYMENT

- Exhibitors can settle their payment with a four (4) months cheque, within a month from the date when the invoice is issued.
- VAT (19%) is not included in the above prices.
- Film or other material must be delivered a month before the opening day (10/10/2007).

Place/date.....

Organising company

Exhibitor
(Signature and stamping)

PARALLEL EVENTS

SPEECHES – SEMINARS

Exhibitors who wish to organise any kind of event during the days of the exhibition must inform the organisers in writing at least 30 days before the opening day of the exhibition (10/10/2007) e.g. Our company wishes to organize the following event/s:

- Kind of event
- Content
- Duration

TELEPHONE LINE – INTERNET ACCESS

Exhibitors who desire the installation of a telephone line or internet access at their stands can order them after having booked the area. No order will be accepted after 31 October 2007.

Cost

Telephone connection – unit: €150

(It includes connection and use for unlimited number of local calls)

Internet line: €200

WEB

A bilingual site (English and Greek), constantly updated, promotes all activities, participating companies and exhibition products. For further information please visit:

www.ecofestival.gr & www.dionet.gr

GENERAL REGULATION

1. GENERAL ORGANISATION

1.1. The exhibition is organised by the Inspection and Certification Organization of Organic Products – **DIO** and the company “**TECHNICAL EXHIBITIONS SA**” (part of the group “**TECHNICAL PRESS SA**”).

1.2. The exhibition will be held in the **HELEXPO Palace Exhibition Center** (39 Kifissias Ave., Athens).

It will open on Thursday 8/11/2007 at 16:00 and will close on Sunday 11/11/2007 at 22:00. It will be open daily from 10:00 to 21:00.

2. PARTICIPATION TERMS

2.1. Companies that can participate in the exhibition include:

- a. Producers of organic products
- b. Dealers of organic products
- c. Importers of organic products
- d. Shops that sell mainly organic products (under control)
- e. Institutions, unions, services, companies of the agriculture area (if related to organic agriculture)
- f. Environmental organisations, publications and magazines
- g. Rural tourist and Eco-tourist services

Products presented must be certified organic products and shops must be subject to a control and certification procedure.

Products that do not fulfill the above conditions will not be accepted and the exhibitor will have to remove them, otherwise the organisers are entitled to forbid his participation.

2.2. To finalise participation in the exhibition, exhibitors have to send participation contract to the organizers and settle their financial obligations. In case of canceling the participation, exhibitors are charged with the total agreed amount (deposit and remaining amount).

2.3. Organisers are not responsible for any tax, labor and market inspection law violations conducted by the exhibitors.

2.4. Exhibits are presented in groups; their separation and clustering in groups is the organisers' responsibility. Exhibitors can choose a stand based on the already existing separation in priority order, according to the date of sending the contract of participation.

2.5. Joint participation of exhibitors in a single stand is allowed, as long as it is explicitly written in the participation contract.

3. ALLOCATION OF STANDS

3.1. Stands will be allocated to interested companies in priority order, according to the date of application. Applications should be sent by fax: +30 210 8848164, or e-mail: magazine@dionet.gr

3.2. Participation in the exhibition is considered final by the delivery of the application form to the organisers.

3.3. Change of stands between exhibitors can be allowed only if it is declared on time to the organisers and they agree with it.

3.4. Participation approval of exhibitors lies solely with the organisers. The organisers are not obliged to justify their decision. Participation approval cannot be transferred or resold. Exhibitors can neither rent their area or part of it nor advertise products not produced, imported or traded by their company, without the organisers' approval.

4. PREPARATION OF STANDS

4.1. The preparation of stands will take place on Wednesday 7/11, 8:00 - 22:00. Thursday 8/11, 8:00 - 12:00, is dedicated only to preparation details inside the stands. During the preparation, exhibitors have to inform the organisers in writing in case of any damages or shortages.

4.2. If for any reason an exhibitor fails to receive the agreed stand by Wednesday 7/11, 18:00, the organisers can allocate it elsewhere and the exhibitor is still obliged to pay the agreed rental cost.

4.3. Exhibitors are responsible for the construction and the precise measurement of the stands, as well as for the transportation of the exhibits / constructions to and from the exhibition area. For security reasons, the organisers have the right to ask for the certification of a licensed engineer regarding any construction added to the stand.

4.4. Any construction in the stands should be done with special adhesive tapes that do not leave any marks on the floor. Sticking on the walls and columns of the exhibition area is forbidden (even with double face tapes or common tapes etc). No workers are allowed to use the public WC of the exhibition area to clean their construction materials.

5. DEPARTURE

5.1. Departure will take place on Sunday 11/11, after the exhibition is closed for the visitors, from 21:30 to 24:00, and on Monday 12/11 from 08:00 to 20:00. For security reasons, that day only authorised partners of the exhibitors will be allowed to enter the exhibition area. Please note that the packaging and the transportation of the exhibits is forbidden on Sunday 11/11/2007 before the closing of the exhibition (21:00). In case the exhibits are not transferred from the exhibition area by Monday 12/11 at 18:00, the organisers have the right to transport and store them at the exhibitors' cost.

5.2. The exhibition area must be delivered in the same good condition as it was received. If the exhibition area is not delivered in a good condition, the organisers will clean and repair the place at the exhibitors' cost. In case of accidents and damages, the exhibitors' responsibility expires only after the cleaning and repairs have been completed.

5.3. If the above dates for the preparation and the disassembly of the stands aren't kept, exhibitors will be charged with a fine equal to 10% of the rental cost of the stand.

6. EXHIBITION AREA – STAND AND COSTS

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7. ENTRANCE TICKET – EXHIBITOR PASSES – INVITATIONS

The organizers set the price of the entrance ticket. A number of Exhibitors' passes and ten (10) invitations for every m² of the stand will be delivered to the exhibitors free of charge. The cards are strictly personal and their sale, transferring or renting is forbidden.

8. STAND SPECIFICATIONS

8.1. Exhibitors can use only the interior part of their stand. It is forbidden to place any kind of constructions or to hand out any advertising leaflets at the exhibition entrance and corridors.

8.2. The organisers have the right to change the allocation of stands, informing the exhibitors concerned on time, only for technical and operative reasons.

8.3. The organisers have the right to move or modify any installation deemed harmful to the general image of the exhibition or dangerous or bothersome for other exhibitors or the public and the exhibitor concerned will be charged for it.

9. EXHIBITION CATALOGUE

An exhibition catalogue will be published handed out at the exhibition entrance free of charge. All exhibitors have the right to present their company in half a page, free no charge.

10. SECURITY

10.1. Term insurance

Exhibitors are fully responsible for securing their exhibits and their stands during the preparation, function and disassembly of the exhibition.

10.2. Security

The exhibition area will be guarded on a 24-hour basis by security guards. Exhibitors who desire heavier security of their stands must notify the organisers. Exhibitors are fully responsible for the security of their exhibits, staff and visitors, and also for any damage that might occur to the structure of the booth and to the public use areas of the exhibition. Security guards have the right to check bags, suitcases or suspicious packages.

10.3. Exhibitors can neither transport exhibits to and from the exhibition areas nor conduct any construction in their stands during the function of the exhibition, unless approved by the organisers.

10.4. Exhibitors or their authorised personnel must be present at their stands throughout the exhibition. Exhibitors must be at their stands thirty minutes (30') before opening (at 9:30) and leave fifteen minutes (15') after the exhibition's closing time (at 21:45).

10.5. Exhibitors must check on their booths, especially during the preparation and disassembly days, when there will be a lot of workers in the area. The organisers are not responsible for any possible injury or accident of any worker during the preparation and disassembly of any stand of any exhibitor or exhibitors. Nor are they responsible for any damage or loss of the exhibits or goods of any kind.

10.6. Exhibitors are requested to facilitate the organisers' representatives conducting the necessary protection and safety controls during the preparation, function and disassembly.

10.7. It is forbidden to carry or use flammable materials during the preparation, function and disassembly is forbidden.

10.8. Emergency exits

Access to emergency exits, electrical boards and the corridors that lead to them must be kept unobstructed at all times security reasons.

10.9. Firefighting

Access to firefighting boards must be kept unobstructed at all times security reasons. All exhibitors have to equip their stands with a fire extinguisher of six (6) kg for every ten (10) m². During the exhibition, in every stand there must be a person capable of operating the fire extinguisher. Extra measures against fire can be asked from the organisers in special cases.

11. GENERAL INFORMATION

11.1. Sales during the exhibition are forbidden by Greek law. Exhibitors can only make agreements for sales after the exhibition.

11.2. Only the organisers' electricians are responsible for the electrical installations of the stands and public use areas. Exhibitors can use their own technician to serve the functional needs of their stands. In the case of any possible intervention, the organisers' electrician in charge must be notified. He has the right to permit or not the intervention. The organisers are not responsible for any electricity malfunctions caused by the Public Power Corporation (DEI). All extra electrical facilities required by the exhibitor must be requested in writing, at least fifteen (15) days prior to the exhibition's opening day.

11.3. Cleaning

Exhibitors must keep their booths clean, functional and presentable during the exhibition. The organisers are responsible for cleaning all public use areas and the floor of the stands, at the end of every day of the exhibition.

11.4. Photos – Videos

It is prohibited to film or to take photos of the exhibition without the organisers' written consent. Exhibitors can film or take photos of their stands only. This does not apply to the organisers, the authorised photographer and the media.

12. GENERAL PROVISIONS

12.1. The organisers have the right to change the place or the time of the exhibition if they decide that this will benefit the exhibition.

12.2. The organisers are not responsible if the exhibition is cancelled due to force majeure, emergency or accidental reasons like: war, military call up, fire, flood, natural disasters, strikes, acts of terrorism, public authorities' acts or omissions, etc. However, the organisers have to inform the exhibitors in any of the above cases.

12.3. No oral agreement between exhibitors and organizers is valid unless confirmed in writing. Also, any demands or complains against the organisers are not acceptable except in written form.

12.4. In the case of a disagreement that cannot be solved in a friendly way, both parts agree that they are subjected solely to the jurisdiction of Greek justice. Only Greek law is applicable for the explanation and application of the present regulations, and for solving any differences in court.

12.5. All exhibitors agree with and accept the above participation rules, as well as the instructions in other documents published by the organisers, and any modifications deemed necessary for the enhancement of the exhibition. If participants refuse to conform to the above rules, after being notified, the organisers reserve the right to refuse or discontinue the exhibitors' participation.

Comments

Exhibitors are responsible for the precise measurement of the dimensions of the stands.

Exhibitors who desire more furniture can address the organisers' suppliers or any other supplier they wish.

Note

Exhibitors interested in further facilities (electrical facilities, carpet, cleaning services, security, furniture, equipment, plants etc) can choose any supplier only if the providing of the above mentioned services doesn't cause any danger or problems to the normal function of the exhibition.



PARTICIPATION CONTRACT FOR ECOFESTIVAL 2007

EXHIBITOR

Company name:.....
Company type (LTD, SA, etc):.....
Activity:
Person to contact:.....
Address (head office):.....
Postal code – City:
Taxpayer identification number: Tax Office:.....
Telephone: Fax:.....
E-mail:..... Website
Company name as should appear on the stand:

EXHIBITS

Products:
Packing:..... Certification:.....

EXHIBITION AREA & STAND TYPE

Stand No. Area in m²:
Without structure:
With structure: Standard Silver Gold

COST

Rental cost of stand: Advertisement in exhibitors' catalogue.....
Advertisement in site www.ecofestival.gr
VAT (19%):
Total cost:

FINANCIAL TERMS

The total amount of your participation cost is to be paid off as follows:
A. Cash deposit of 40% of the total cost, along with the submission of the present form.....
B. Cash payment of the remaining 60% before the exhibition, by 30/10/2007

The Inspection and Certification Organization of Organic Products "DIO", account number at EFG EUROBANK Ergasias, will accept both payments:
Swift No.: EFGBGRAA
IBAN: GR 9102602150000470100116980
Please kindly fax (0030-210-88.48.164) or email us (magazine@dionet.gr) the deposit receipt.

The participation contracts forms will be accepted at DIO – Dpt. For Promotion & Public Relations, Aristotelous str. 38, 10433 ATHENS or under the fax no. 0030 210 88.48.164.

Our company participates in the exhibition "ECOFESTIVAL 2007", 8 -11 of November 2007, at the HELEXPO Palace Exhibition Center, with the characteristics mentioned above, accepting at the same time the conditions and the regulation of the exhibition, that are listed in detail.

Place & date

Organizers

Exhibitor
(Signature and company stamp)