



**ATHENS MUSIC INSTRUMENTS SHOW**

**23-24 May 2026**

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Serafeio Athletic & Community Complex, Municipality of Athens, FOS hall

## Why to participate

Seeking professional promotion: AMIS can provide manufacturers with an excellent opportunity to showcase their work to a wide audience.

This can lead to new orders and an increase in their visibility in the industry.

Networking and partnerships: AMIS can provide an opportunity to create partnerships with other professionals in the music sector, such as musicians, music schools, instrument repair workshops, etc.

Promotion of new products: participants can use the exhibition to promote new instrument/accessory ranges or new models they have developed.

Exchange of ideas and experiences: Participation in an exhibition can provide an opportunity to exchange ideas and experiences within the industry, as well as with professionals and stakeholders in the music industry.

## Additional information

AMIS aspires to be an excellent and high-level opportunity to achieve important business and communication goals:

- Meeting with your existing buyers, or rekindling relationships with past buyers
- Developing a customer base by attracting new buyers
- Establishing a new client base by building new customers or developing new customers
- Marketing for new musical instruments and accessories
- Branding to targeted audiences
- Confirmation of your business positioning in the industry
- Increase brand awareness
- Exchange of ideas and experiences with other participants
- Networking and partnerships between businesses

## Audience identity

Music amateurs and professionals

Amateur and professional luthiers

Collectors

Music schools and educational institutions

Wholesalers / retailers in the industry

## AMIS sectors

- Showroom
- Showcase I"
- Soundbooths

## Exhibitors - Exhibits - Participants

### **AMIS is attended by:**

Repair & manufacturing companies of instruments and accessories  
Instrument repair and repair companies and instrumentation companies  
Workshops and Schools of Instrument Making  
Amateur and professional luthiers

### **Exhibit categories:**

All kinds of musical instruments and accessories

### **Participants can:**

Exhibit and make available musical instruments and accessories for retail / wholesale.  
Present new musical instruments and accessories  
Provide information about the services they offer.

## Register your participation

Express your interest in participating in AMIS by filling in the form below and you will be contacted directly.

Alternatively you can contact us at

**info@athenmusicinstrumentshow.gr or by phone at 6945298441**

## Communication planning

AMIS will be promoted through a well thought out promotional programme, focusing on the following communication activities:

- Promotion of the event through social networks such as Facebook, YouTube, Instagram Tik Tok.
- Collaboration with bloggers to promote AMIS.
- Promotion on selected radio stations as well as from TV shows.
- Through communication sponsors involved in music in general and in the industry.

## Price list

Participation in the trade show area is defined by space rental only (ground footprint).  
The minimum floor space that a participant can rent is 4 m<sup>2</sup>.  
Each square metre costs 50,00 euro excluding 24% VAT.

### Services included in the price

- Exhibition footprint
- Electricity supply
- 2 chairs and 1 long banquet table
- Cleaning of public areas
- Security of the exhibition premises by a security company
- Civil liability insurance cover
- Advertising promotion. Advertising promotion services:
  1. Display in a separate section on [www.athensmusicinstrumentshow.gr](http://www.athensmusicinstrumentshow.gr) and posting of the Exhibitor's logo with a reference link on the Exhibitor's website.
  2. Promotion through AMIS Social Media, with a separate posting for each participant.
  3. Reference and positioning in the printed programme to be distributed to visitors.
  4. Positioning of the location on the posted maps at the venues.

## Become a sponsor

- Pavilion space (ground footprint) 18 m<sup>2</sup> at an available location of the Sponsor's choice.
  - 15 minute presentation in the Presentation Hall.
  - Logo printing on all promotional promotion (press releases, entries, online banner & email campaign, post publicity, etc).
  - Logo printing on all printing within the event venue (banners, signage, floor plans, programme, etc.).
  - Full-page Advertising Entry in the printed programme to be distributed to all visitors.
  - Additional Promotion on [www.athensmusicinstrumentshow.gr](http://www.athensmusicinstrumentshow.gr), in the Sponsors / Supporters category.
  - Possibility of extra promotional activities (e.g. sample distribution), in consultation with the organisation.
  - Sponsored Post about the Sponsor, on AMIS Social Media.
- Sponsorship Cost: 1800,00 € excluding VAT 24%.

## Become a supporter

The AMIS Support Programme includes the following:

- Pavilion space (ground footprint) 12 m2 at an available location of the Supporter's choice.
  - 15-minute presentation in the Presentation Room.
  - Logo printing on all promotional promotion (press releases, entries, online banner & email campaign, post publicity, etc.).
  - Logo printing on all printing within the event venue (banners, signage, floor plans, programme, etc.).
  - Half-page Advertising Entry in the printed programme to be distributed to all visitors.
  - Additional Promotion on [www.athensmusicinstrumentshow.gr](http://www.athensmusicinstrumentshow.gr), in the Sponsors / Supporters category.
  - Possibility of extra promotional activities (e.g. sample distribution), in consultation with the organisation.
  - Sponsored Post for the Supporter, on AMIS Social Media.
- Support Cost: 1000,00 € excluding VAT 24%.

**Note:** the price list is only valid for industry participants

## Tickets for visitors

**At the entrance of the Exhibition on the days and hours of operation.**

**8 euros per day/ person**

**13 euros two-day ticket / person**

**Disabled persons / children under 12 years old free of charge**

**Pre-sale via [more.com](https://www.more.com)**

**7 euros per day/ person**

**11 euros per two-day ticket / person**





Serafeio Athletic & Community Complex, Municipality of Athens, FOS hall

Organized by: **UNFAMILIAR PRO**

Tel: 0030 6945 298441

E-mail: [info@athensmusicinstrumentshow.gr](mailto:info@athensmusicinstrumentshow.gr)

[www.athensmusicinstrumentshow.gr](http://www.athensmusicinstrumentshow.gr)