



ATHENS MUSIC INSTRUMENTS SHOW
3-4 October 2026

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 E"
- 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 m².
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 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 m² 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, 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, 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

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**

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