

THIS  
IS **ATHENS**  
AGORA

**THE  
SIGNATURE  
DESTINATION  
EVENT**

9 - 10 March 2026

**SPONSORSHIP  
PACKAGE**





9 - 10 March 2026



## WHO WE ARE

**This is Athens – Agora** is a flagship event of “**This is Athens**,” the city's official international brand that promotes Athens as a premier global destination. The brand is overseen by **Develop Athens SA**, the city's growth and development agency, which focuses on sustainable destination strategies.

The event is conceived and managed by the **This is Athens – Convention & Visitors Bureau (CVB)**, which promotes the city for business events, leisure travel, and urban getaways.

**This is Athens – Agora** showcases Athens as a vibrant hub for tourism, business, culture, and authentic experiences, reinforced by a strong commitment to sustainability. The event brings together international buyers, local businesses, and industry leaders in an exceptional setting.

## KEY METRICS & IMPACT

Celebrating its **11<sup>th</sup> edition**, **This is Athens – Agora** builds on the success of nine Travel Trade Athens events, strengthening Athens' position as a leading global tourism destination.

Launched in 2013 during a challenging period for Athens and Greece, the initiative has played a vital role in the city's transformation to a premier global destination. **Key accomplishments include:**



**750+ tourism professionals** hosted from Europe and North America



**20,000+ B2B meetings** to drive business opportunities



**200+ Greek tourism companies** supported in global collaborations

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## WHAT TO EXPECT IN 2026

This is Athens – Agora will evolve into an annual event showcasing Athens as an attractive destination for tourism, business events, culture, and investment.

- **90+ international buyers** from Europe, the USA, Canada, the Middle East, India, participating in a Fully Hosted Program\*.
- A select number of **international media representatives** to amplify the event's reach.
- **120+ Greek companies\*\*** from various sectors within tourism, creating a dynamic environment for B2B networking and strategic partnerships.
- **20% participation** from tourism companies **outside Athens**, showcasing the broader Greek tourism ecosystem.

*\*Buyers and media representatives are fully hosted by the organization.*

*\*\*Registration fees for Greek suppliers are kept minimal to support the Greek tourism industry.*

## Program Highlights

- **B2B Meetings:** Connecting Greek tourism businesses with international buyers through a sophisticated matching system.
- **Talks & Panel Discussions:** Industry experts sharing insights on key topics with an emphasis on sustainability, culture, and innovation.
- **Social & Networking Events:** Showcasing modern Athens through curated experiences. Networking Opportunities: Exclusive networking events fostering new business connections.

Access the preliminary program here: [agora.thisisathens.org](https://agora.thisisathens.org)

Stay updated with confirmed speakers and additional details on our event website, which will be continuously updated in the coming weeks.



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## INVEST IN THIS IS ATHENS – AGORA

By partnering with **This is Athens – Agora**, you'll be positioned at the heart of a diverse professional network and help write the next chapter in Athens' success story.

Through tailored **B2B Meetings, engaging talks, and exclusive networking opportunities**, this event serves as a strategic platform for participants to connect with key stakeholders, foster meaningful partnerships, and contribute to Athens' continued development as a sustainable global destination.

Take an active role in showcasing Athens on the global stage while supporting the Greek tourism ecosystem. Gain unparalleled visibility and connect with high-level stakeholders in a curated, high-impact setting.

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### Under the Auspices



HELLENIC REPUBLIC  
Ministry of Tourism

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### Strategic Partners



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### Institutional Supporters



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### In Cooperation with





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**DIAMOND SPONSOR**  
– €10K



- Company representative interview across all media channels
- Placement of signage at all main areas that are hosting the B2B meetings and panel sessions.
- Digital Banners on display screens in venue foyer
- 5 invitations to Welcome Dinner
- 5 invitations to Farewell Party
- Sponsor recognition and, where appropriate, logo placement in all electronic and print communications
- Complimentary registration for 2 company representatives, for 2 sets of pre-arranged meetings
- Full-page print advertisement in event catalog
- Full-page advertorial in event catalog
- 1-minute corporate video display in venue foyer
- Promotional materials in welcome bag
- Logo display at Athens Airport arrivals

**Additional Options (Subject to Availability):**

- Exclusive logo placement on event lanyard, bag, or notebook: + €1,000
- Exclusive branding of mobile charging station: + €1,000
- Exclusive host sponsorship of Day 1 lunch (buyers and suppliers): + €5,000



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**GOLD SPONSOR**  
– €5K



- Information stand at venue
- Digital Banner on display screens in venue foyer
- 3 invitations to Welcome Dinner
- 3 invitations to Farewell Party
- Sponsor recognition and, where appropriate, logo placement in all electronic and print communications
- Complimentary registration for 2 company representatives, for 2 sets of pre-arranged meetings
- Full-page print advertisement in event catalog
- 1-minute corporate video display in venue foyer
- Promotional materials in welcome bag
- Logo display at Athens Airport arrivals

**Additional Options (Subject to Availability):**

- Exclusive logo placement on event lanyard, bag, or notebook: + €1,500
- Exclusive branding of mobile charging station: + €1,500
- Exclusive host sponsorship of Day 1 lunch (buyers and suppliers): + €6,000



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## OTHER SPONSORSHIP PACKAGES



- Farewell Party Sponsorship: €10,000 Includes: Branding, 3-minute welcome speech, gift packs, additional options by agreement (Includes Gold Sponsor benefits)
- Day 1 Exclusive Lunch Sponsor (buyers only)- 1 placement: €7,000
- Digital Screen Backdrop Branding: €5,000
- Lanyard Sponsorship- 1 placement: €3,000
- Linen Bag Sponsorship- 1 placement: €3,000
- Mobile Charging Station- 1 placement Sponsorship: €3,000
- Custom Fam Trips: €4,000

### **All Special Sponsorship Packages Include:**

- Recognition as Special Sponsor in all communications
- Digital banner display in venue foyer
- 2 invitations to Welcome Dinner
- 2 invitations to Farewell Party
- Complimentary registration for 1 representative for 1 pre-arranged meeting
- Logo placement on official website



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## MEDIA PARTNERS



- logo placement in all communications as Media Partner
- Logo display in venue (digital display)
- 2 invitations to Farewell Party

### **Media Partner Requirements:**

- Distribution of event invitations and newsletters to mailing lists
- Website banner placement linking to event
- Social media event promotion
- Special feature story or interview prior to event

For more information:



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GREECE

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