

**LEARN - GET INSPIRED!**

• Equipment • New Products • Technology • Talks • Competitions & Challenges • Exhibitions

**IMAGE + TECH**

**& PHOTOVISION** **2026**

**Photography - Videography - Cinematography - Printing**  
...where technology empowers creativity!



**Kleisto Palaioi Falirou Exhibition Center**  
**TAE KWON DO / 13-15 March 2026**

CO-ORGANIZED BY



UNDER THE AUSPICES OF



[www.imageandtech.gr](http://www.imageandtech.gr) | [www.photovision.gr](http://www.photovision.gr)

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## IMAGE+TECH Expo & PHOTOVISION 2026

The IMAGE+TECH Expo & PHOTOVISION 2026 is much more than a trade show.

It's a vibrant space of inspiration, knowledge, and interaction, where still and moving image meet technology to reveal the future of visual creation.

For three exciting days, visitors will have the chance to: Discover the latest equipment up close, explore cutting-edge innovations in image and sound capture and editing, experience new tools for content production, and get inspired by the creativity of top professionals from Greece and abroad.

The exhibition is not only a platform for showcasing products, it's a meeting point for professionals and creators who seek to network, exchange ideas, and explore new opportunities for collaboration.

This year's edition features a rich program of parallel events that embrace every aspect of content creation:

- Inspiring talks and educational sessions on the latest trends in imaging and technology
- Presentations and case studies by Greek and international photographers, filmmakers, and video professionals
- Hands-on workshops on shooting, lighting, post-production, and color grading
- Photography and video art exhibitions celebrating the power of the image in all its forms
- Creative contests and challenges giving emerging creators the chance to shine
- Live shows and happenings that turn the visit into an energetic and immersive experience

With all that, the IMAGE+TECH Expo & PHOTOVISION 2026 becomes a truly interactive environment of learning, inspiration, and creation, a unique hub for photographers, filmmakers, and content creators, as well as photography enthusiasts.

### Exclusive Exhibitor Opportunities

Exhibitors have the chance to showcase, let visitors try out, and compare their products, while offering special deals and promotions. This is the perfect opportunity to engage directly with potential clients, boost brand visibility, and close business on the spot.

The IMAGE+TECH Expo & PHOTOVISION 2026 is co-organized by BE-BEST and PHOTOGraphos Magazine, under the auspices of SEKAF.





## Promotion | Clients | Contacts | Support | Success

### Why participate?

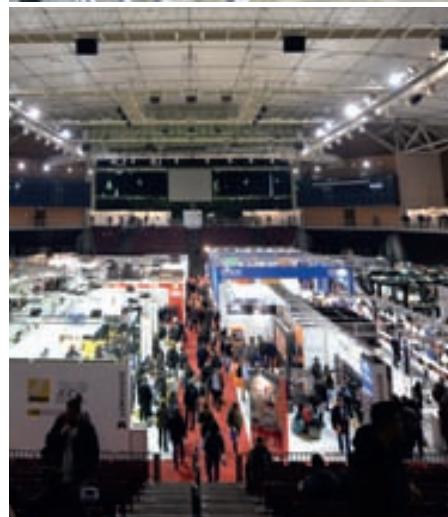
The IMAGE+TECH Expo & PHOTOVISION 2026 is the leading trade show of the sector, the ultimate meeting point for everyone involved in content creation, from photography and video to printing and audiovisual media. Your participation offers a unique opportunity for exposure, networking, and business growth.

For three days, from 13 to 15 March 2026, at the Kleisto P. Falirou Exhibition Center (Tae Kwon Do), the IMAGE+TECH Expo & PHOTOVISION 2026 will be the place where the heart of the market beats!

By exhibiting, you gain:

- Maximum visibility for your products and services among thousands of targeted, specialized visitors
- Direct access to decision-makers, professionals, and partners who shape the trends of the industry
- Valuable new contacts with clients, collaborators, and key opinion leaders
- A strong boost to your brand identity, credibility, and reputation, helping you stand out from the competition
- The chance to showcase your company's latest innovations to an audience eager for new technologies
- Insightful market data and feedback, helping you adapt your strategy and stay one step ahead
- Opportunities for new partnerships and business deals with real impact on your company's growth
- Increased sales and revenue through exposure to an audience ready to invest in the ever-growing content creation market

The IMAGE+TECH Expo & PHOTOVISION 2026 is the event no company in the field should miss. We invite you to be part of this dynamic edition and make the most of all it has to offer: exposure, a targeted audience, networking, prestige, growth, deals, and sales!



# AREAS OF FOCUS

## PHOTOGRAPHY

- Cameras (DSLR, mirrorless, compact)
- Lenses, filters, adapters
- Digital backs – medium & large format
- Tripods, mounts, accessories, consumables,
- LED & flash lighting, softboxes, modifiers
- Backdrops, props, lighting support systems
- Film & darkroom consumables
- Telescopes, optical equipment
- 360° photography & special applications
- Photography schools, books, albums, magazines
- Frames, photo booths
- Photography groups, associations & clubs

## CINE-VIDEO & POST PRODUCTION

- Broadcast & cine cameras, camcorders
- Lenses, adapters, filters
- Lighting, green screens, backdrops & accessories
- Drones & accessories
- Mounting & stabilization systems (gimbals, sliders, cranes)
- Monitors, microphones, booms, recorders
- Live streaming systems (software, mixers, cameras)
- Post-production tools & software: editing, color grading, audio
- Storage media & data management solutions
- Video publications, schools of TV, sound & image



## PRINTING | ALBUM & PHOTOFINISHING

- Printing systems: wide, flat-bed & large format
- Screen & eco-solvent printing, inkjet, heat transfer
- Digital albums, photobooks & printed albums
- Binding & finishing systems
- Printing consumables: papers, inks, heat-transfer materials
- Cutting systems, laser engraving, scanners
- Color management tools & software

## EDUCATION | COMMUNITIES | INSTITUTIONS

- Photography & video schools
- Photo books & albums
- Photography groups, clubs & communities
- Associations & professional organizations
- Cultural institutions & festivals

# VISITORS PROFILE

## PROFESSIONALS

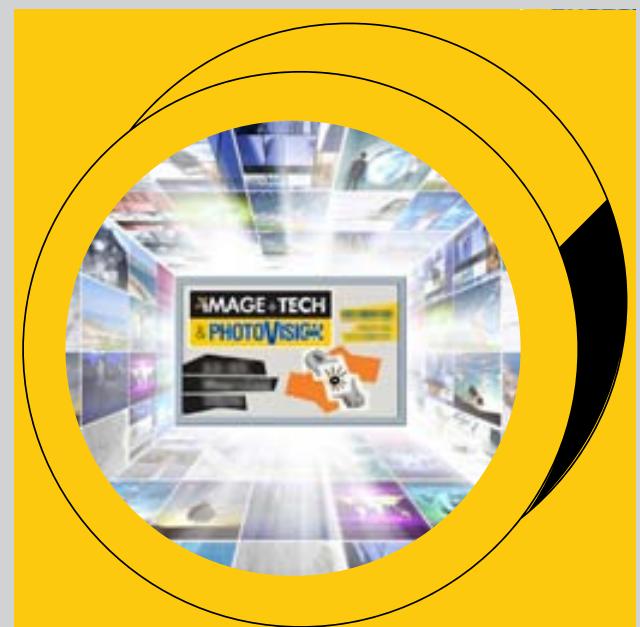
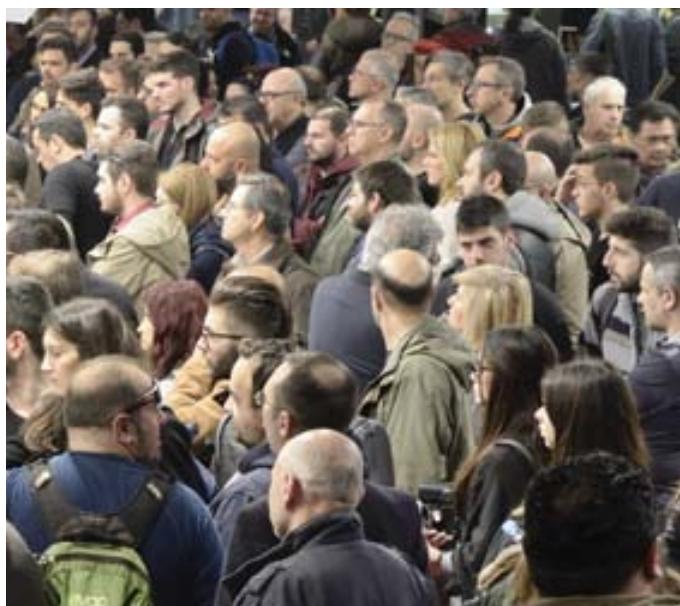
The exhibition attracts professionals from every field of imaging and content creation, including:

- Photographers of all specialties, as well as photo store owners and staff
- Videographers, drone operators & audiovisual content creators
- Filmmakers, directors, directors of photography & TV/ cinema technicians
- Production & post-production professionals
- Graphic designers, prepress specialists, printing technicians & professionals in the graphic arts sector
- Event organizers, wedding planners & event management companies
- Retail businesses & chains in the fields of image, sound & technology
- Students of photography, audiovisual and digital arts

## GENERAL PUBLIC

The event also welcomes thousands of photography and audiovisual art enthusiasts — from amateur photographers and content creators to YouTubers, TikTokers and technology lovers. Visitors discover new ideas, products and experiences through a vibrant program of exhibitions, talks and creative happenings that make the show a true celebration of imaging and innovation!

Last edition attendance: Over 20,000 visitors explored the exhibition, making it a prime opportunity to showcase your products and services.



## PROMOTIONAL PLAN

A comprehensive multi-channel promotional campaign ensures strong visibility across all media, maximizing awareness and attendance while highlighting the dynamic profile of the exhibition.

### Mass Media

TV, radio, print advertisements & online campaigns

### Web & Social

Banners, Google Ads, Meta Ads, X (Twitter) posts, YouTube & TikTok campaigns

### Outdoor

Posters and visuals in key retail and interest points across major locations

### Additional Actions

- Distribution of 50,000 printed invitations to targeted professionals
- Press releases to general-interest and specialized media outlets
- Email newsletters to industry audiences
- VIP invitations to market opinion leaders
- Online registration with full visitor profiling
- Printed & digital invitations for exhibitors to share with their clients and partners



## PARALLEL EVENTS

Our goal is to stay one step ahead, promoting the exchange of ideas and knowledge. With a focus on both the present and the future, we create an exhibition environment where professionals and enthusiasts in the wider imaging sector can interactively explore trends, innovations, and industry dynamics.

### Open Stage

Dozens of talks and live presentations by top creators and industry professionals. Sessions cover a wide spectrum, from content creation with photography and video, post-production, business & marketing for creators, to future trends and opportunities enabled by emerging technologies.

### Creators' Corner

The Creators' Corner is a dedicated space within the exhibition, offering three days of non-stop action, hands-on experiences, and challenges with leading creators. Whether you are a professional, an emerging creator, or simply looking to capture unique images, the Creators' Corner is the perfect place to learn, experiment, and create.

### Live Shooting Stage by SEKAF

Live equipment demonstrations and photography & filmmaking techniques by the biggest brands in the market and SEKAF members. Professionals showcase how they use the latest gear to create, while also providing continuous updates on new products and the full potential of today's imaging technology.

### Photography Exhibitions

- Group & solo exhibitions
- Great Photo Awards | World of Nature
- PHOTOGalleries

The full lineup of speakers for 2026, along with the complete schedule of parallel events and exhibitions, will be announced soon on the official exhibition websites!

## WHEN & WHERE

**March 13-15|2026**  
Exhibition Center P. Falirou  
**TAE KWON DO**

## OPENING DAYS & HOURS

**Friday, 13/3**  
12:00 – 20:00  
**Saturday, 14/3**  
11:00 – 19:00  
**Sunday, 15/3**  
11:00 – 19:00

## BOOTH RATES | Booth Exposure Floor Space / m<sup>2</sup>\* Price (€)

One Side per m<sup>2</sup>  
**110€**

Two Sides per m<sup>2</sup>  
**125€**

Three Sides per m<sup>2</sup>  
**135€**

\*All prices  
excluding VAT

**Rental Includes:** • Invitations for trade visitors • Badges for booth staff • Listing in the online exhibitor directory • Promotion via the exhibition website and social media channels

## Specifications for Exhibition Booths

### ALUMINIUM STRUCTURE BOOTHS

Additional cost: €25/m<sup>2</sup> + VAT. Includes:

- Aluminium frame with 250 cm high melamine panels
- Uniform floor carpet
- Fascia panel (24 cm high x 100 cm long) with company name & booth number
- Spot lighting 100W per 10 m<sup>2</sup>
- One 500W / 220V power outlet per 50 m<sup>2</sup>

### WOODEN WALL BOOTHS

Custom wooden wall booths (white) are available. Cost depends on booth size and exhibitor requirements. Includes:

- Wooden walls 3 m high
- Uniform floor carpet
- LED spot lighting 100W per 5 m<sup>2</sup>
- 500W / 220V power outlet per 20 m<sup>2</sup>



### ADDITIONAL SERVICES:

- Security for the exhibition
- Daily cleaning of the common areas
- Inclusion in the exhibitors' catalog
- Promotion through the exhibition's websites & social media

## Payment Terms

■ 40% upon signing the Exhibitor Agreement

■ 60% 30 days before the exhibition opens

All detailed information regarding booth setup and dismantling will be provided to exhibitors in the full exhibition regulations.



## With the prestige of Be-Best and the credibility of PHOTOfraphos magazine

### Be-Best

BE BEST, a member of SOKEE and the Global Association of the Exhibition Industry (UFI), is one of the leading trade show organizers in Greece, with 20 years of continuous growth and high-standard production.

Its portfolio includes 12 strategic exhibitions, featuring:

Flagship & Internationally Influential Exhibitions

AUTO ATHINA, MOTO SHOW, AUTO THESSALONIKI, AUTOTEC EXPO, OPAP MARATHON EXPO, ERGO HALF MARATHON EXPO, ARTATHINA, IMAGE+TECH & PHOTOVISION, HEALTH | WELLNESS | FITNESS EXPO, USED CAR EXPO, SCHOOL & OFFICE.

At the same time, BE BEST maintains a strong presence in the field of strategic communications, offering integrated services that combine innovation, expertise, and measurable effectiveness. With a high level of professionalism, the company provides holistic support to partners and clients, acting as a reliable and trusted strategic collaborator.



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### PHOTOfraphos Magazine

A pioneer and the oldest photography magazine in Greece, PHOTOGRAFOS has been continuously published since 1989. From 2003, it began a successful partnership with the Kathimerini Group, distributing the magazine with the penultimate Saturday issue of each month for ten years.

PHOTOfraphos was a founding member of TIPA, the International Association of Photography Magazines, and now with members across all continents. Its established reputation naturally led to the launch of PHOTOVISION (1995), the major biennial imaging exhibition in Greece, with 15 successful editions to date.

Alongside PHOTOfraphos, the group publishes Photo Business (bimonthly for imaging professionals), the daily online news PHOTO Today, and the photography portal [www.photo.gr](http://www.photo.gr).

The experienced PHOTOfraphos team, specialized in photography, video, printing, and new visual communication technologies, consistently delivers fresh ideas and original thinking, guaranteeing the success of all projects undertaken.

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



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Under the auspices of SEKAF | Hellenic Association of Manufacturers, Representatives and Traders of Photographic Equipment and Imaging Systems

