

BEYOND

INNOVATION ARENA

04-06 APRIL 2025

GREECE

ATHENS

AI
REALITY BITES

Brochure





WHEN & WHERE

04-06 APRIL
2025

METROPOLITAN
EXPO EXHIBITION CENTRE

ATHENS
GREECE

What is BEYOND?

BEYOND is an International digital technology and innovation exhibition taking place in Thessaloniki since 2021. It is the leading meeting place of the most brilliant minds in the region, the most innovative companies, as well as cutting-edge technologies, with the main goal of becoming the leading event of its kind in south-eastern Europe, the Mediterranean, and the Middle East.

From artificial intelligence to virtual reality, the exhibition serves as a hub for networking, knowledge sharing, and hands-on experience with pioneering innovations. BEYOND's goal is to promote collaboration and the exchange of knowledge and ideas among participants, and to foster the development of innovative technologies and business opportunities.

BEYOND 2025 would focus on confronting the practical and sometimes harsh realities of artificial intelligence as it integrates into various aspects of society. The theme revolves around addressing both the promises and challenges of AI, emphasizing transparency, practical impact, and real-world implications.

The conference will explore the dual nature of AI technology: its potential to transform industries and improve lives, alongside the real challenges and limitations that come with its implementation and use. The theme highlights the contrast between the optimistic vision of AI and the practical, sometimes difficult realities that practitioners and users face.

ATHENS – THESSALONIKI

In order to increase the impact of BEYOND and penetrate even more markets and even larger target groups, the exhibition will be organized in odd years in Athens and even in Thessaloniki. **BEYOND 2025** will be organized in **Athens**, seeking to exploit all those comparative advantages of the city, which will complement those of Thessaloniki for the benefit of the exhibition. Thessaloniki and Athens have different and special characteristics, from which arise capabilities that can support BEYOND targeting different demographics of the public, but also other scales of exhibitors.

How we make it work

3-day exhibition in an area of 22.000 sqm

Companies focusing on technology & innovation showcase their products & services, as well as cutting-edge technologies to a large number of visitors, a targeted audience eager to learn about the future of technology and how it may transform all the aspects of our lives.

2-day high-end Conference and Side Events

Distinguished, Greek and International speakers in the field of technology and innovation set the frame of the global trends and share their thoughts and concerns for the future, through creative discussions and keynote speeches.

Investing into the startup ecosystem

Entrepreneurship is part of BEYOND's DNA and it is of highest priority to:

- a. Strengthen and support the entrepreneurs & the startup ecosystem
- b. Appoint the disruptive innovations which can then become the driving force for a sustainable and innovative future
- c. Dedicated area to innovative startups & scaleups in order to promote their products and services.

BEYOND in numbers... until today

4
editions

12
days



76.000
Exhibition Area

22.400
B2B & B2G
meetings

33
Countries

137
International
Exhibitors

53.200
Visitors

92
Sponsors &
Supporters

1.812
Greek & International
Speakers

150
Parallel Events
& Workshops

5
Stages

1.930
B2G Visitors

8.370
Foreign Visitors

MAIN EXHIBITION CATEGORIES



TECH INDUSTRY LEADERS

Prominent tech industry leaders converge at BEYOND, showcasing their pivotal roles in steering the 4th Industrial Revolution. Presenting innovative new products and services, they also participate in discussions on the impact of emerging technologies (AI, IoT, quantum computing etc.) paving the way for a digitally integrated world so that we may harness technology for societal advancement, epitomizing the tech industry's evolving role in the 21st century



STARTUPS & SCALEUPS

Startups and scaleups take center stage at BEYOND, showcasing groundbreaking solutions and disrupting industry norms. Startups, marked by agility, present novel concepts, ranging from AI-driven analytics to innovative applications. Scaleups, having traversed initial challenges, demonstrate scalable technologies ready for market integration. BEYOND provides a fertile ground for networking, fostering collaborations between emerging players and established industry leaders.



RESEARCH CENTERS & UNIVERSITIES

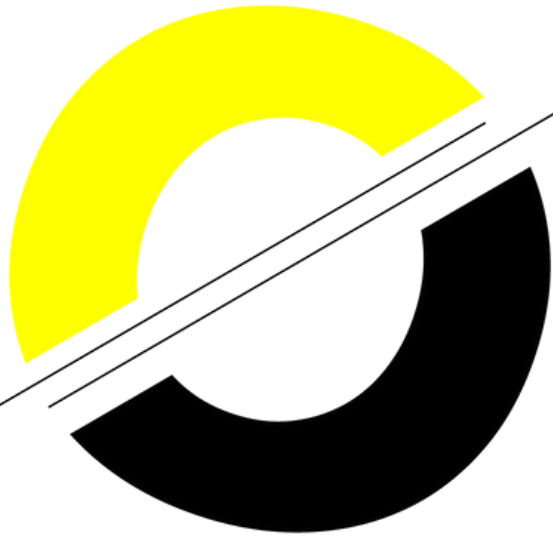
Distinguished research centers and universities enrich BEYOND with intellectual prowess and cutting-edge discoveries. Leading academic institutions showcase groundbreaking research into emerging technologies, emphasizing their potential impact on various industries. BEYOND serves as a knowledge exchange hub, fostering dialogue between research luminaries and industry professionals.



VISIONARIES & THOUGHT-LEADERS

Trailblazing visionaries and thought-leaders illuminate BEYOND with their profound insights and future-oriented perspectives. BEYOND provides a platform for these luminaries to share their forecasts and inspire a collective vision for the digital era and a tech-infused tomorrow.

Smart Cities
Software
Cloud



Cyber Security
Data Centers
Robotics

EXHIBITION
SECTORS

AI FORUM

AI in Education

AI for Climate Change

AI-Driven Automation

Generative AI

Edge AI

AI in Healthcare

AI Ethics & Regulation

7 main axis

Generative AI: Models like GPT-4 and beyond are increasingly used for creating content, from text to images and even video. This technology is expanding into more creative and practical applications.

AI Ethics and Regulation: There's a growing focus on developing frameworks to ensure AI is used responsibly and ethically, addressing concerns around privacy, bias, and accountability.

AI in healthcare: Advancements in AI are improving diagnostic accuracy, personalized medicine, and drug discovery, transforming how healthcare services are delivered.

Edge AI: Processing data on local devices (edge computing) is becoming more prevalent, reducing latency and increasing efficiency in applications like autonomous vehicles and smart devices.

AI-Driven Automation: Businesses are increasingly adopting AI for automating complex workflows and decision-making processes, enhancing productivity and operational efficiency.

AI in Education: Adaptive learning platforms and intelligent tutoring systems are becoming more sophisticated, providing personalized educational experiences.

AI for Climate Change: AI is being utilized for climate modeling, predicting environmental changes, and optimizing energy use to address climate issues.

AI FORUM

The exhibition centre

METROPOLITAN
EXPO EXHIBITION CENTRE

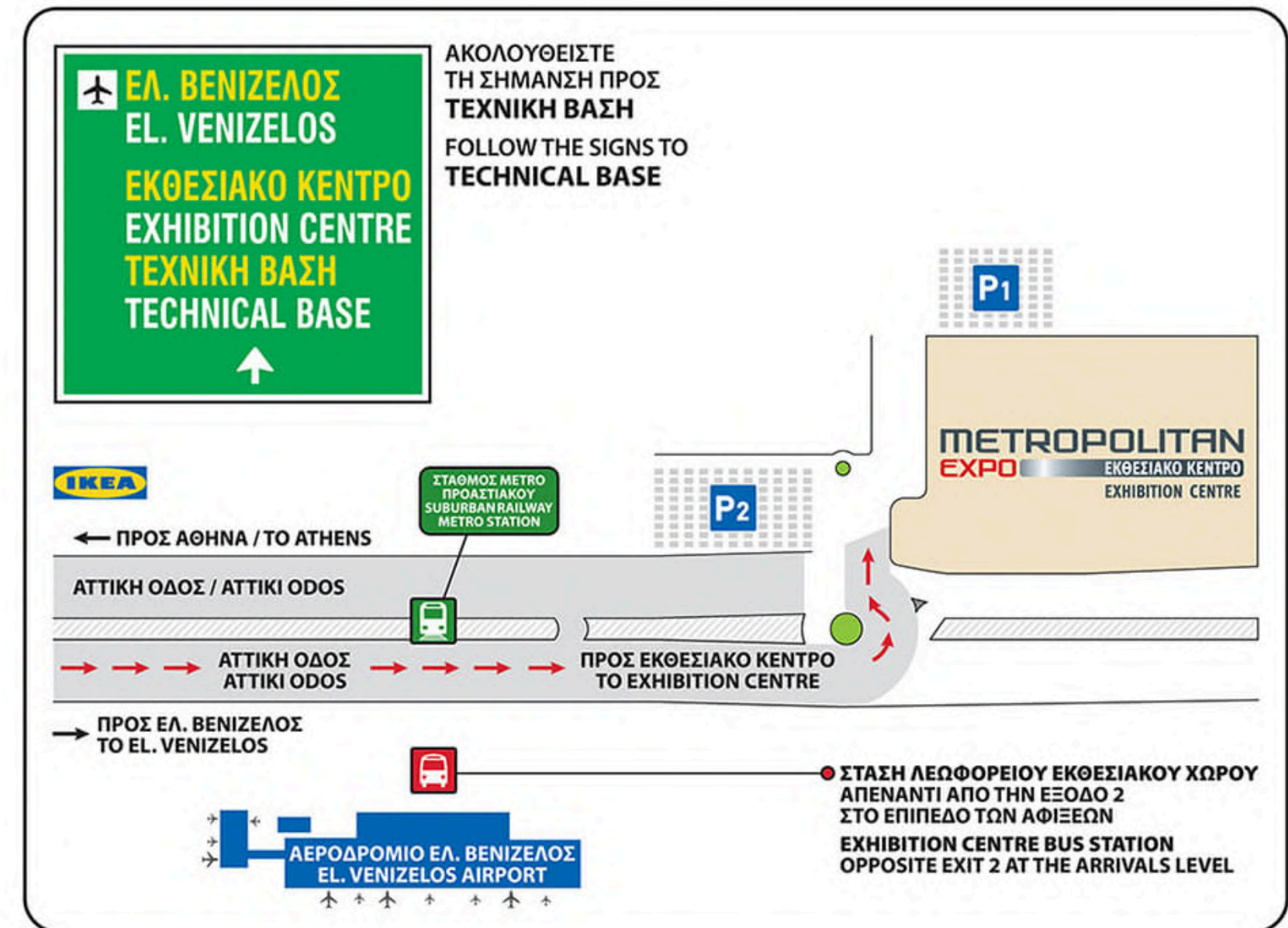
50.000spm area

500.000 visitors | year

5.000 parking spaces

3' from the Athens International
Airport & the public transport stations

35' from Athen's city centre



Why attend

BEYOND is a one-of-a-kind tech event - innovation arena, a world-class trade show which takes place for 2025 at Athens Metropolitan expo, an ultra-modern exhibition center, designed to the highest standards and with impressive facilities and characteristics, located at Athens International Airport “Eleftherios Venizelos” in Spata, Attica

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Investors, stakeholders, multinationals, but also startups, public and private entities, as well as research centers, universities and leading executives in the field of technology will participate in BEYOND 2025

A rich program of B2B & B2G meetings, roundtables, side events, presentations, workshops, as well as distinguished networking opportunities provide ample opportunities for growth, networking and collaboration

Become an Exhibitor

Participation fees

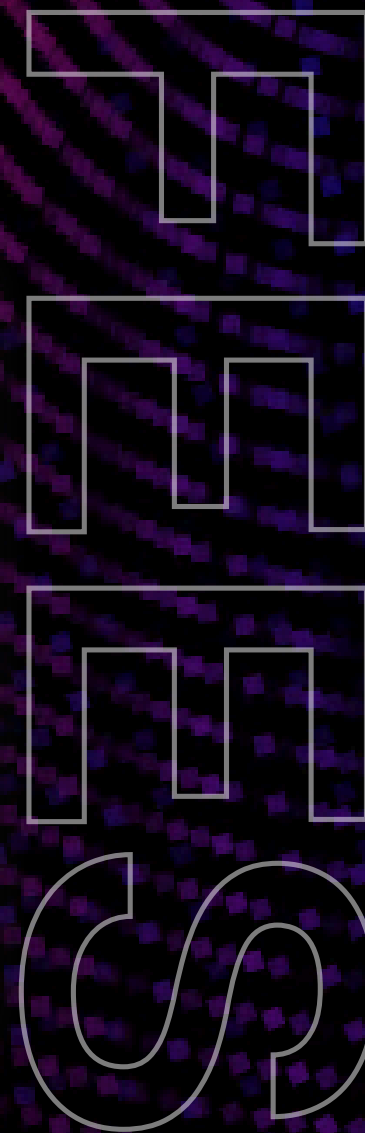
BEYOND
INNOVATION ARENA

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Covered Area

Registration Fee	170€
Rented Space	€/m2
One Side Open	150
Two Sides Open	160
Three Sides Open	170
Four Sides Open	180

*All prices are without 24% VAT. The VAT will be applied where appropriate, according to national fiscal policy.



TYPE 1

Net Space Only - Without Equipment

Stand marked out on the floor, general cleaning charges. Power supply and connection is not included (wiring plan is necessary).

Discounts*

- I. From 50-99 sq.m. discount 5%
- II. From 100-149 sq.m. discount 10%
- III. From 150 sq.m. & over discount 15%

TERMS OF PAYMENT

Bank transfer 40% of the total amount upon the signing of the agreement.
The remaining 60% should be paid 20 days before the start of the exhibition.

For the receipt and use of the rented space - stand it is mandatory to pay in advance the total cost of participation.

AI
REALITY BITES

Become a Sponsor

Be part of the journey and
leave your footprint at the
greatest tech event in
Greece

- Contact us
- Learn about our sponsorship packages
- Find the one that suits you the most

The Team Behind The Scenes

HELEXPO

TIF HELEXPO SA is the national entity for the organising of exhibitions, congresses, and cultural events in Greece. It owns two important exhibition and congress centres, in Thessaloniki where it is based, and in Athens. It organises more than 20 trade fairs with exclusive brand names, Thessaloniki International Fair being its flagship, while at the same time it also operates as an official advisor to the State on exhibition matters.

BE-BEST

Be-Best is a greek awarded leading company that specializes in the Organisation of Fairs, Conferences and Events for more than 17 years. It is important to mention the many years of experience that it has in the field, counting more than 2,000 customers and having successfully organized numerous and varied exhibitions and related events. Mission of the company is the growth of customers through communication strategy.

ID-GC

Industry Disruptors Game Changers (IDGC) is an independent organization established with the vision to create an extrovert ecosystem that fosters innovative entrepreneurship on a global scale. Since 2012, IDGC has achieved organic growth in over 64 countries across 5 continents. Its strategy is focused on industry sectors that offer a competitive advantage, through the exploitation of the unique characteristics and business potential of the region.

Don't hesitate to get in touch

www.beyond-expo.gr

UNDER THE AUSPICES OF



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(ΜΑΚΕΔΟΝΙΑΣ-ΘΡΑΚΗΣ)



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CO-ORGANISED BY



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ΠΕΡΙΦΕΡΕΙΑ ΚΕΝΤΡΙΚΗΣ ΜΑΚΕΔΟΝΙΑΣ

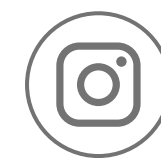


ΔΗΜΟΣ ΘΕΣΣΑΛΟΝΙΚΗΣ

SUPPORTERS



expo@beyond-expo.gr



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