



Hermes.
the Harmonious Symphony of Commerce



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Welcome to our catalog, where innovation meets excellence and expert guidance paves the way to success. At Hermes Business Idea, we believe in the power of face-to-face communication to foster meaningful connections and drive results. Our dedicated team is committed to providing personalized solutions tailored to your unique needs. With a passion for progress and a relentless pursuit of quality, we strive to bring you the best in “coordinating venue logistics, marketing and promotion, attendee registration, booth allocation, speaker management, and overall event execution.”

We understand the value of international business partnerships in today's interconnected world. Collaborating with global partners not only expands your reach and market potential but also brings diverse perspectives and innovative solutions to the table. By cultivating strong international relationships, we can help you stay competitive in the ever-evolving business landscape. Explore our offerings, engage with us directly, and discover how we can partner with you to achieve your goals.



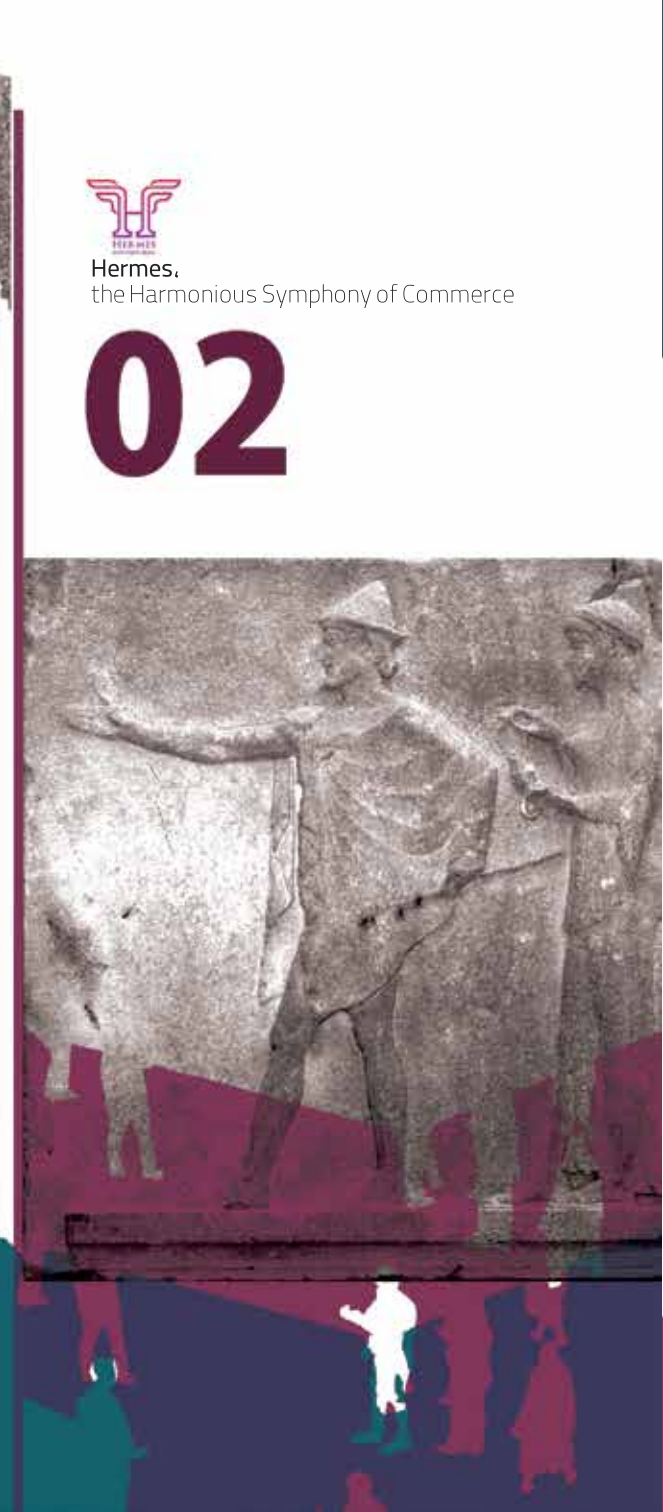


The Cult of Hermes

(A brief narrative about the philosophy of fare shows as well as company's memoir)

In the midst crisis of civil conflicts among neighborhood communities throughout the mystical ancient time, an archetype resurrected, the guardian angel of borders as well as an emissary who ascended as a deity to facilitate commerce.

Hermes is the ambassador of peace during the intercommunal fare shows, protecting men in dealing with strangers. The concept was rooted in the rituals prescribed for ceremonial contact between tribes. Village communities, self-acting and autonomous, each cultivating its arable land in the middle of its waste; each at perpetual discord with its neighborhood, but at several points where the domains of two or three villages converged, there appear to have been spaces of what we should now call "neutral ground." They were the only places at which members of primitive groups met for any purpose except warfare!



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A Neutral Ground for businesses and visitors Quotation: "if you don't make your own manifestation, you can't apprehend the market; for like is known by like." -Hermetica

In 2009 a group of professional businessmen, who are well experienced in the Exhibition industry, gathered to make a difference in old-school fare shows. Innovation has always been our first & foremost perspective towards setting up an exhibition. Since then, we've hosted and organized various ingenious shows, events, and festivals, ranging from the Auto Industry and FinTech to Horse and Pet shows and even Art festivals. Manifesting this, we are privileged to meet our clients' demands and come up with the necessary intelligence for the targeted market, a premium favor for our premium partners.



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Time passed, and commerce evolved so did the culture and civilizations. The villages became city-states known as "Agora," a pseudomamma which Hermes privileged to bear as 'Hermes the Agoraios.'" Passing through the renaissance, Industries were blasting an enlightening revolution of mass production, and festivals were celebrated to inaugurate merchandise for consumers' global appeal, exchanging wisdom and knowledge between professional enterprises that tied up nations among nations and businesses to businesses.

We are the professional boundary-crossers settled at the heart of the silk road in the era of fast-forwarding network communication to meet the demands of diverse businesses. Our privileged expertise is to make the most of an exhibition for our everlasting satisfied clients and professional audiences. Hermes Business Idea coordinates your commerce, expands your consumers, and arranges your future partners. "As above, so below; As exhibit, so grow."




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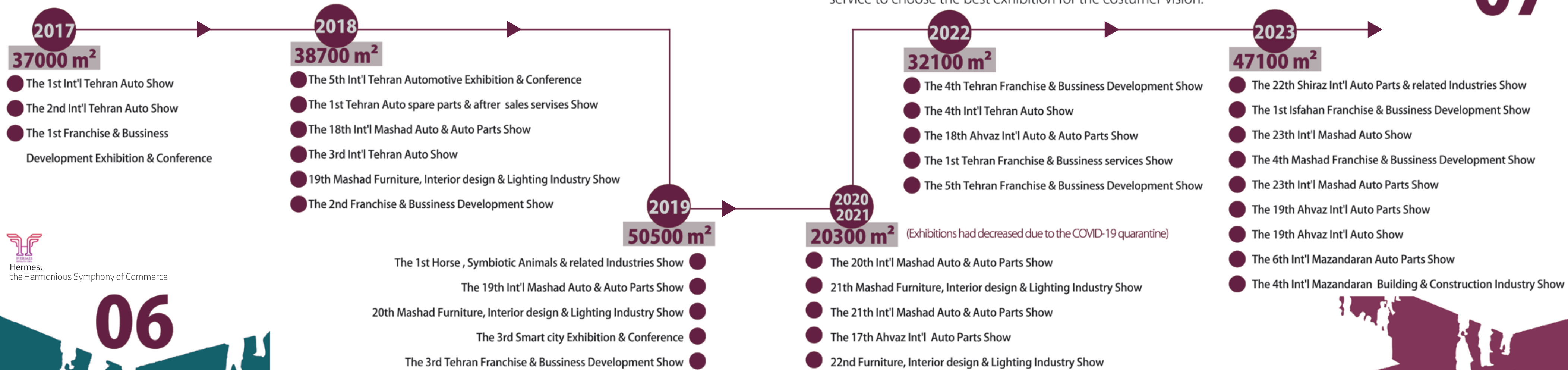

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We organise unique events to contribute to the success of our clients' businesses and the growth of their industries. Our exhibitions provide our clients with access to a wide target audience, offering efficient and innovative solutions for networking, development, and professional growth, while also facilitating dialogue between business and the government.



Our platforms help businesses meet, discover products, trade and grow through large exhibitions, virtual events, online marketplaces, specialized content and data services. Across both organizing exhibition and conferences, we provide a service to choose the best exhibition for the customer vision.



Automobile



- **2017** The 1st Int'l Tehran Auto Show
- **2017** The 2nd Int'l Tehran Auto Show
- **2018** The 18th Int'l Mashad Auto & Auto Parts Show
- **2018** The 3rd Int'l Tehran Auto Show
- **2019** The 19th Int'l Mashad Auto & Auto Parts Show
- **2020** The 20th Int'l Mashad Auto & Auto Parts Show
- **2021** The 21th Int'l Mashad Auto & Auto Parts Show
- **2022** The 4th Int'l Tehran Auto Show
- **2022** The 18th Ahvaz Int'l Auto & Auto Parts Show
- **2023** The 23th Int'l Mashad Auto Show
- **2024** The 19th Ahvaz Int'l Auto Show

Auto Parts



- **2018** The 1st Tehran Auto spare parts & after sales services Show
- **2021** The 17th Ahvaz Int'l Auto Parts Show
- **2023** The 22th Shiraz Int'l Auto Parts & related Industries Show
- **2023** The 23th Int'l Mashad Auto Parts Show
- **2023** The 19th Ahvaz Int'l Auto Parts Show
- **2023** The 6th Int'l Mazandaran Auto Parts Show



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We believe that exhibition industry plays a vital role in driving business growth, fostering industry connections, and facilitating market expansion for companies and professionals across different sectors. So we play a crucial role in bringing together exhibitors, sponsors, and attendees to showcase products, services, and innovations, facilitate networking opportunities, and promote industry knowledge exchange.

Interior design & Construction



- **2018** 19th Mashad Furniture, Interior design & Lighting Industry Show
- **2019** 20th Mashad Furniture, Interior design & Lighting Industry Show
- **2021** 21th Mashad Furniture, Interior design & Lighting Industry Show
- **2021** 22nd Furniture, Interior design & Lighting Industry Show
- **2024** The 4th Int'l Mazandaran Building & Construction Industry Show

Franchise & Business Development



- **2017** The 1st Franchise & Business Development Exhibition & Conference
- **2018** The 2nd Franchise & Business Development Show
- **2019** The 3rd Tehran Franchise & Business Development Show
- **2022** The 4th Tehran Franchise & Business Development Show
- **2022** The 1st Tehran Franchise & Business services Show
- **2022** The 5th Tehran Franchise & Business Development Show
- **2023** The 1st Isfahan Franchise & Business Development Show
- **2023** The 4th Mashad Franchise & Business Development Show
- **2019**
 - The 1st Horse, Symbiotic Animals & related Industries Show **2019**
 - The 3rd Smart city Exhibition & Conference **2019**



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We believe in the power of collaboration and the strength of strategic partnerships.

Together, we can create compelling content, drive impactful campaigns, and elevate each other's visibility in the ever-evolving media landscape.

Our Media Partner Program is designed to foster mutually beneficial relationships with media outlets, content creators, and distribution channels.

Media Partner



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Expo Management Software (EMS)

Aim Facilitating the process of holding exhibitions

Audience

Organizers

Exhibition sites

Exhibitors

Visitors

Service providers (such as equipment, booth construction, etc.)

Available services:

Financial management of the event and transactions

strategic management and Event productivity

Event information dissemination

Registration and participation

Booth reservation

Accommodation

Equipment setup and rental for exhibitors

Ticket purchase and visit management

Online exhibition catalog and information



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Nothing beats the power of face-to-face!

Let your customers see, feel and source products that will help elevate their business to new heights. Meet your customers and suppliers in-person, build lifelong relationships and grow your business.

Clients



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SYMPHONY
OF COMMERCE



Phone +98 2154512
UK +447506693738
Iran +989356302419
info@hermesbi.com
www.hermesbi.com

Iran, Tehran Office: **Unit 2, No. 51, West Sinai Boali St., Bistun St., Jihad Square, Tehran, Iran.**

Iran, Mashhad Office: **Unit 6, No. 7, 10th Khayam St., Mashhad, Iran.**

UK office: **No 5, Trinity St., Coventry, UK.**

UAE Office: **One Omniyat, Business Bay, Dubai, United Arab Emirates**