



The **Hellenic Event Rental Companies Association (HERCA)** was founded in 2020 with the objective of becoming the common place and the link between the rental companies for events, concerts, conferences, television and in general in the productions in the field of culture, entertainment and social events.

It was established with the aim to promote, by any appropriate and legal means, the professional interests of its members. In particular, its main concern is both the cooperation between the members, as well as the promotion – support of their requests to the Greek State, with the elaboration of studies and the submission of proposals aimed at defending the common financial and professional interests. The second pillar of its activity concerns the promotion of safety regulations, certification and specifications during the undertaking of projects, as well as the establishment of regulations in support of healthy competition.

Members of the Union can become companies in the field of entertainment (concerts, festivals, film, theater, television and advertising productions), in the field of events (political and social events), conferences and in general in the culture and tourism industry and provide rental services, such as:

- musical instruments
- sound, lighting, projector equipment
- support and suspension systems (metal grids – lifting motors)
- platforms, metal scaffolding, stands, railings, partitions
- fixed and self-propelled generators
- effect machines (laser, smoke, dry ice, CO2 launchers, confetti, flame)
- awnings, shelters
- furniture, table seating, catering equipment (dishes, glasses, cooking utensils, etc.)
- portable heating and cooling machines
- carpets, rugs, protective turf
- electrical panels, cables, lighting fixtures for exhibitions
- marking and projection systems, aluminum and wood panels and partitions
- cameras, vans for recording and transmitting TV and audio signal
- portable WCs
- advertising stands and structures

In addition to the goals set by the Union, which by definition profit all its members, there are some other reasons that benefit the participants in it:

- networking with other professionals, collaboration and advice
- defending and promoting their financial and professional interests
- constant updating through closed groups on social media
- continuous training and information about international actions and news
- new opportunities for cooperation between members and the establishment of the brand in respective EU countries
- logo as a quality mark in the provision of services will be the passport for participation in public and private quality events with customers both from the domestic market and from abroad.

Members are distinguished into regular and basic. In order for a member company to be a regular, it must have 3 years of operation, employ employees who cumulatively complete at least 3 annual work units and in the last year, the turnover of the company amounts to € 200,000 or alternatively, the turnover of the last three years amounted to € 600,000. VAT is not included in the turnover.

Those members who do not qualify to be regular are then defined as basic. Each candidate member should have recommendations from 3 full members. All members, both regular and basic, are required to pay an annual subscription to HERCA.