

GREEK REGIONS & MAIN CITIES MONEY SHOWS 2018-2020



THE GREEK REGIONS MONEY SHOW NETWORK PROPOSAL

1.





MONEY SHOW

A. ΘΡΑΚΗ 3 CITIES

N. Έβρου -

N. Ροδόπης -

N. Ξάνθης -

MONEY SHOW NETWORK

B. ΜΑΚΕΔΟΝΙΑ 11 CITIES

Αλεξανδρούπολη

Κομοτηνή

Ξάνθη

N. Καβάλας	-	Καβάλα
N. Δράμας	-	Δράμα
N. Κιλκίς	-	Κιλκίς
N. Χαλκιδικής	-	Πολύγυρος
N. Πέλλης	-	Έδεσσα
N. Ημαθίας	-	Βέροια
N. Φλώρινας	-	Φλώρινα
N. Κοζάνης	-	Κοζάνη
N. Καστοριάς	-	Καστοριά
N. Πιερίας	-	Κατερίνη
N. Γρεβενών	-	Γρεβενά



ΘΕΣΣΑΛΙΑ 4 CITIES

Ν. Λαρίσης-Λάρισα

Ν. Μαγνησίας-Βόλο

Ν. Καρδίτσας-Καρδίτσας

Ν. Τρικάλων-Τρίκαλα

ΗΠΕΙΡΟΣ 4 CITIES

Ν. Ιωαννίνων-Ιωάννινα

Ν. Θεσπρωτίας-Ηγουμενίτσα

Ν. Πρεβέζης-Πρέβεζα

Ν. Άρτης-Άρτα



MONEY SHOW





MONEY SHOW

ΣΤΕΡΕΑ ΕΛΛΑΔΑ 7 CITIES

Αττικής-Πειραιάς

Ν. Βοιωτίας-Λιβαδειά

Ν. Φθιώτιδας-Λαμία

Ν. Φωκίδας-Άμφισσα

Ν. Αιτωλοακαρνανίας
-Μεσολόγγι

Ν. Ευρυτανίας-Καρπενήσι

Ν. Ευβοίας-Χαλκίδα





ΠΕΛΟΠΟΝΝΗΣΟΣ 6 CITIES

Ν. Κορινθίας-Κόρινθος

Ν. Ηλείας-Πύργος

Ν. Αρκαδίας-Τρίπολη

Ν. Αργολίδος-Ναύπλιο

Ν. Μεσσηνίας-Καλαμάτα

Ν. Λακωνίας-Σπάρτη



MONEY
SHOW





ΚΡΗΤΗ 4 CITIES

Ν. Χανίων-Χανιά

Ν. Ρεθύμνης-Ρέθυμνο

Ν. Ηρακλείου-Ηράκλειο

Ν. Λασιθίου-Άγιος Νικόλαος



MONEY SHOW



ΝΗΣΙΑ ΑΙΓΑΙΟΥ 4 CITIES

Ν. Κυκλάδων - Σύρος/Ερμούπολη

Ν. Δωδεκανήσου - Ρόδος

Ν. Σάμου - Σάμος

Ν. Λέσβου - Μυτιλήνη

Ν. Χίου - Χίος





ΝΗΣΙΑ ΙΟΝΙΟΥ 4 CITIES

Ν. Κέρκυρας -
Κέρκυρα

Ν. Κεφαληνίας -
Αργοστόλι

Ν. Λευκάδας -
Λευκάδα

Ν. Ζακύνθου -
Ζάκυνθος



MONEY
SHOW



MONEY SHOW NETWORK: Objectives



The promotion
of available
financial
products and
services.

Money Show Network: Objectives



The promotion of
available financial
products and services.



The promotion of the
most significant
investments.

Money Show Network 2018-2020: Objectives



The promotion of available financial products and services.



The promotion of the most significant investments.



B2B Investment & Business
Contacts

Purpose of the Money Show Network



Visitors

- To obtain information and discuss collaboration agreements with the most significant representatives

Conference organizers

- To present their services and discuss collaboration agreements individually

Conference Audience

- To realize contacts and agreements and obtain specialized information

Title Sponsor

- To communicate & Sell to audiences of the highest social and economic order

Design Philosophy



It is a Multi-Conference

- Parallel events run throughout the day
- With specific audiences in each parallel event

Collaborations / Agreements

- Each Conference operates as catalyst for discussions or information disseminators.
- Beyond promoting company profile, participation leads to real discussions and negotiations with the most significant prospective customers.

Events cover all Investor Categories

Select Collaborators

- All collaborators of each event are selected from among the most significant trade associations or specialized local mainly media.

Multi-Conference Subjects



Investment Market

- Real Estate Investments. Development models – Privatization – Modernization – Public Investments – Legal framework – Institutional social innovations – Foreign Investments – Business Strategies of companies in the stock exchange

New Money Market

- Forex-Banks – Insurance companies – Brokerage Firms – Mutual Funds – Leasing companies – Credit Cards – Real Estate Market - Art

Money Show Conventions/Greek Regions



**40 Multi-
Conferences**

- 1.500 – 3.000 visitors participants per City

**100.000
Visitors**

- 80.000 comprise from the Conferences audiences

**Flow &
Organization**

- Controlled through Central Computer

Qualitative Elements of Money Show Network



- Quality guarantee.
- Over 30 years of organizational experience by high level executives and consultants.
- Reasonable pricing – Careful timing
- Optimal selection of Event host and area
- Expert knowledge of the target market
- Aesthetically adjusted and Content sensitive compilation of the information material
- Control of e-mailing procedures & personal local contacts

Qualitative Elements of Money Show (continued)



- Early planning of Conferences.
- Qualitative instead of pressure marketing.
- Marketing tests.
- Emphasis on the Conference segments and organization of specific procedures to fulfill the defined commercial targets of exhibitors and sponsors.
- Specific actions ensuring the representative appearance of all exhibitor's categories.
- Discouragement of direct and (serious) indirect competitors through specific strategies
- Attraction of the decision makers in the Money Market and the Investment market

Money Show Network Structure



The Money Show Network is a two day event and has five main structural parts:

1. Central convention & Reception
2. Parallel conferences and events
3. Professional meetings and collaboration negotiations
4. Privileged promotion of products and services
5. Targeted Communication to Local or National Media

THE PROPOSAL 2018-2020



OBJECTIVE:

**THE PROMOTION OF THE INITIATIVES AND
BUSINESS OPPORTUNITIES SUPPORTED BY THE
LOCAL CHAMBERS OF COMMERCE, INSTITUTIONS
& LOCAL OR NATIONAL MEDIA**

PRE- REQUISITES :



- 1. THREE YEARS PROGRAM FOR GREEK REGIONS
(13+13+14 CITIES FOR 2018-2020)**
- 2. AT LEAST 2 DEDICATED PERSONS FOR THE 40
EVENTS**
- 3. THREE YEARS CONTRACT 400.000 plus VAT 24%**
- 4. EACH YEAR IN ADVANCE 100.000 PLUS VAT 24%**

DELEGATION AND TARGET AUDIENCE



DELEGATION

- Minimum 2 persons annually.

TARGET AUDIENCE

- The entire Greek business and financial sector & Individual Investors
- Including decision making political and business personalities and authorities

The Title Sponsor will be offered exclusive “Title Sponsorship”.

- Title Sponsorship
- Exhibition Stand
- Central Convention
- Advertisement throughout the event’s program material
- Press coverage
- Exhibition Guide

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QATAR
AIRWAYS القطرية



MONEY SHOW '11
Green Expo 2011

16 - 17 ΔΕΚΕΜΒΡΙΟΥ 2011
Από τις 9 το πρωί έως τις 10 το βράδυ. Είσοδος ελεύθερη

Διοργανωτής: **Hilton Athens**

Υπό την αιγίδα: **LIANGOS** σύμβουλος Επιχειρήσεων ΕΣ

Συνδιοργανωτές: **ΠΕΡΙΦΕΡΕΙΑ ΑΤΤΙΚΗΣ**, **ΥΠΟΥΡΓΕΙΟ ΠΕΡΙΧΕΙΡΙΣΜΟΣ**, **FOB**, **apollo**

Το μεγαλύτερο πολυ-συνέδριο στην Ευρώπη!

i-learn, **Build Your Dream**, **life**, **ICAP**, **SUNNYWELL**
Interactive Concepts

Business & Life Training by Axis - Angora, **athens marketing group**, **Global Group A.E.** ΚΕΝΤΡΟ ΣΤΑΔΙΟ ΑΝΘΡΩΠΙΝΗΣ ΕΞΕΛΙΞΗΣ ΟΙΚΟΝΟΜΙΑΣ & ΚΟΙΝΩΝΙΚΗΣ ΕΠΙΧΕΙΡΗΣΗΣ, **APINTECH** SUSTAINABLE SOLUTIONS FOR THE GLOBAL COMMUNITY

Focus Bari, **DWHITE.gr**, **HEASY HOME**, **spymaster**, **Coopertec**

ALPHA PLAN, **SISTIS**, **HELLENIC ENERGY**, **Showice**, **imarketing.gr**
Internet Marketing - Web Design - Contentment - Consulting - Social-Marketing

Κοινωνία για την αειανασφάλεια μέλλουσα: **SOL**, **ΕΕΑΕΒΕ**, **ΕΝΩΣΗ ΕΠΙΧΕΙΡΗΣΕΩΝ ΑΛΛΗΛΩΝΕΙΕΣ & ΕΠΙΧΕΙΡΗΣΕΩΝ ΒΟΡΕΙΟΥ ΕΛΛΑΔΟΣ**, **ΕΛΛΗΝΙΚΟ ΚΕΝΤΡΟ ΕΠΙΧΕΙΡΗΣΕΩΝ**, **BBN**, **infomark**

Χαριτίδης Επισκοπινιάς: **ΕΣΠΙΡΕΣ**

Πληροφορίες: Money Show - Αραβαστάς Αναστάσιος & ΣΙΑ ΕΕ • τηλ. 210 89 74 671 & 6943 87 67 47 www.moneyshow.eu

TITLE SPONSORSHIP



The MAIN Exhibition Stand is located in a prominent area near the entrance of the main Convention Centre.

It is cover 15-30 sq.m. and will promote Title Sponsor and various Investment Projects.



MAIN EXHIBITION AREA PER CITY

EXHIBITION REGIONS MONEY SHOW GUIDE



AIM: To present the Title Sponsor and Money Show.

DISTRIBUTION: At the Exhibitions Center/Hotel

COVER PAGE: Feature the President of Title Sponsor

SPECIAL FEATURE: Interview with the President

LANGUAGES: Greek

PAGES: 16 pages A4 size



Main Conference Centre

Audience

- Sponsor Delegation
- Greek Delegation
- Political and financial VIPs
- Local authorities
- Local Media



Main Conference Centre per city



Symposium Dinner

Speech by the President of
the Title Sponsor

Seated dinner

Audience

- Delegation
- Local Delegation
- Political and financial
VIPs



Symposium Dinner per City



B2B MEETINGS

Use of conference rooms

Meetings in TWO phases:

- a) THEMATIC
- b) B2B



Conferences and B2Bs per City

15 nights per City



ACCOMMODATION PER CITY

OPTIONAL : The entire Title Sponsor delegation will be taken out to a select music restaurant to enjoy a night out in (Free of charge).



NIGHT OUT IN



Liaison Officer:

Elias Farangitakis

6976-435232

organotecnica@icloud.com

[url:www.imoneyshow.eu](http://www.imoneyshow.eu)

FACEBOOK:

ΗΛΙΑΣ ΦΑΡΑΓΓΙΤΑΚΗΣ

Representative of

Excess Advertising –
Organotecnica Group



**ORGANIZERS:
EXCESS ADVERTISING &
ORGANOTECNICA GROUP**

GREEK REGIONS MONEY SHOW 2018 -2020 QUOTATION

The prices are for
minimum 40 cities
contract 50% upon
signing the contract
and 50% on January .

There is no
cancelation option

KEY DATES:

February 1, 2018

Signed Contract

EURO		40 DIFFERENT CITIES	
EXCLUSIVE TITLE SPONSORSHIP		6.000 euros x 40 cities=	240.000
EXHIBITION STAND (20 sq.m. with simple construction+40 different digital prints. One per city)		300 euros x 40 cities =	12.000
120 ADVERTISING ROLL UPS 40 cities=40 different. (3 per city)		200 euros x 40=	8.000
AUDIO VISUALS		400 euros x 40=	16.000
EXHIBITION GUIDE (16 Pages) 2.000 tiraz per city)		900 euros x 40=	36.000
SYMPOSIUM DINNER (50 x 40 cities=2.000 persons)		1.000 (20 euro x 50 persons) x 40=	40.000
CONFERENCE / VIPs B2B		500 euros x 40 cities=	20.000
ROOMS ACCOMMODATION (10 nights per city (preparation-local contacts) – 400 single rooms)		400 (10 nights x 50) x 40 cities =	16.000
PUBLIC RELATIONS TO LOCAL MEDIA & OPINION LEADERS		300 euros x 40 cities=	12.000
SUM TOTAL	per city	10.000 40 cities	400.000
Above costs do not include 24% VAT, which will be included where applicable			