



# NEW YORK BLUE MONEY SHOW 2017





The  
promotion of  
Hellenism and  
Hellenic Spirit.

NEW YORK BLUE MONEY SHOW  
2017: OBJECTIVES





The promotion of  
Hellenic Tourism.



The promotion of the  
most promising  
investments at 13  
Hellenic Regions.

NEW YORK BLUE MONEY SHOW  
2017: OBJECTIVES





The promotion of available financial products and services.



The promotion of the most significant investments.



B2B Business Contacts

# NEW YORK BLUE MONEY SHOW 2017: OBJECTIVES



## 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

## Sponsors

- To communicate with audiences of the highest social and economic order

# PURPOSE OF THE NEW YORK BLUE MONEY SHOW 2017

## 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 media.

# DESIGN PHILOSOPHY



## Investment Market

- Macroeconomic development models – Privatization – Modernization – Public Investments – Legal framework – Institutional social innovations – Foreign Investments – Business Strategies of companies in the stock exchange

## New Money Market

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

MULTI-CONFERENCE SUBJECTS





20 Conferences	<ul style="list-style-type: none"><li>• 20 – 150 participants</li></ul>
2.000 Visitors	<ul style="list-style-type: none"><li>• 1.500 comprise the Conference audience</li></ul>
Flow & Organization	<ul style="list-style-type: none"><li>• Controlled through Central Computer</li></ul>

MONEY SHOW CONVENTIONS





- Quality guarantee.
- Over 28 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 mailing procedures

## QUALITATIVE ELEMENTS OF MONEY SHOW

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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

# QUALITATIVE ELEMENTS OF MONEY SHOW (CONTINUED)

The New York Blue Money Show is a three day event held once a year and has four main parts:

1. Central convention & parallel conferences
2. Parallel events and receptions
3. Professional meetings and collaboration negotiations
4. Privileged promotion of products and services

## NEW YORK BLUE MONEY SHOW STRUCTURE

