



# BALKANS MONEY SHOW 2017

## brief presentation

POLITICAL, SOCIAL, FINANCIAL &  
BUSINESS MULTI-CONFERENCE EXHIBITION  
MAY 19-21 HYATT REGENCY  
THESSALONIKI.

# Objectives.

- a. The promotion of all available financial products and services.
- b. The promotion of the most significant investments.

# Purpose.

- ▶ a. **Visitors** : To obtain information and discuss collaboration agreements with the most significant representatives of the New Money Market or investors.
- ▶ b. **Conference organisers** : To present their services and discuss collaboration agreements in the private areas of every participant .
- ▶ c. **Conference audience** : To realise contacts and agreements and obtain specialised information.
- ▶ d. **Sponsors** : To communicate with audiences of the highest social and economic order.

# Conference halls.

- ▶ The Ball Rooms  
of the Hyatt  
Regency  
Thessaloniki  
Conference Center.

# Design philosophy.

- ▶ The Balkans Money Show ' is more than a Convention; it is a Multi-Conference with specific audiences in all parallel events, fully controllable from the viewpoints of organisation, quality and size.
- ▶ The Conferences operate as catalysts for the discussion of collaboration agreements and, secondarily, as information disseminators for preselected audiences.
- ▶ All categories of investors are covered by at least one respective event.
- ▶ The participation to the Conferences goes beyond the company profile promotion to the possibility for organised discussions and negotiations with every Conference organiser's most significant prospective customers.
- ▶ Our collaborators in every parallel event are selected from among the most significant trade associations or specialised media.

# Multi-Conference subjects.

- ▶ Investments : Macroeconomic development models - Privatisation – Modernisation, Public investments - Legal framework, Institutional social innovations - Foreign investments - Business strategies of companies in the Stock Exchange.
- ▶ b. New Money Market : Banks - Insurance companies - Brokerage firms - Mutual funds - Leasing companies - Credit cards - Real estate market - Art.

# Visitors.

- ▶ 20.000 persons of a preselected composition, of which 15.000 comprise the Conferences audience.

# Organisation of flow information.

- ▶ Central computerised flow organisation and control.



# Price of stands.

- ▶ The price is determined according to square feet, position and special requests of the customers (see Money Land information set).

## Participation price in the Convention.

- ▶ The participation is free of charge.

# Sponsorships

- Communication sponsorship
- Central international conference sponsorship
- Exhibition sponsorship
- Title sponsorship
- International communication sponsorship
- Official sponsorship
- Multi - conference sponsorship
- Reception sponsorship
- Suggestive invested product sponsorship
- International guest sponsorship
- Innovation & Business publication sponsorship
- Conference sponsorship

**(Please ask for a detailed information set on sponsorships)**

# Qualitative elements.

- ▶ Quality guaranty.
- ▶ 28 years of organisational work 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.
- ▶ Early planning of Conferences.
- ▶ Emphasis on the Conference segments and organisation of specific procedures to fulfil 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 strategies of dominant positioning, creation of strategic alliances and application of organisational procedures based on the central design philosophy of the Event.
- ▶ Attraction of the decision makers in the Money Market and the Investment Market, with procedural adjustments guarantying their meeting with sponsors and exhibitors.

# Communication

Media: Television networks.

- ▶ Financial press.
- ▶ Financial - political - securities newspapers and periodicals.
- ▶ Sector press.
- ▶ Associations' bulletins.

# Methodology for the attraction of the requested specific audiences

- ▶ The presence of specific audiences is ensured, in both the requested quantity and quality, through the organisation of about 150 parallel events, each for 20-500 persons, running in parallel to the Central Convention. Every media, association or company collaborating in the organisation of an event undertakes the following:
- ▶ To design and organise the specific event, with full authorisation concerning the invitation of speakers, guests and participants. In this way, the parallel events alone bring to the Money Show 750 different visitors daily, with predefined interests and time allocation.
- ▶ In addition to the invitations issued by the collaborators of the parallel events, and to the promotional programme, it has been agreed with a number with significant media that they will publish a specific free invitational bulletin, 5 days prior to the event.

# Structure.

## ▶ **Balkans Money Show includes:**

- ▶ a number of events, in the form of Conferences and seminars targeting at the developments in the new Money Market and the Investment Market
- ▶ b. organisational provisions to facilitate the exchange of information and confidential negotiations among companies and participants of the Money Market
- ▶ Each annual event of the Money Show is fully adjusted according to developments in the following issues:
- ▶ The changes in emerging investment opportunities, from the macroeconomic developments in the Greek Economy and its international surroundings.
- ▶ the increasing communication potential of the Event, due to its ever widening use as a vehicle for lobbying, promotion, and collaboration agreements.

# The form.

- The Money Show is a three-day event held -from 1992 two times (Athens (Eurasian)-Thessaloniki(Balkans) each year and takes place in the Hilton Athens & Hyatt Regency Thessaloniki. The event uses all significant areas of the hotel for the following purposes:
- a. **Central Convention and Parallel Conferences:** They are held in the Ball Room of the Hotels, that have a capacity of 1500 and allows the parallel organisation of up to 50 events per day.
- b. **Parallel events and receptions:** The parallel events (company presentations, special seminars) and receptions are allocated, with early programming among:
  - the Ball Rooms, as far as the Conferences program allows it
  - the Conference Rooms
  - the reception and dining areas of the Hotel.



# Professional meetings and collaboration negotiations:

- ▶ They are mostly held in three areas, according to the “size” of the participation in the Exhibition part of the organisation:
  - ▶ - the Conference Rooms, that can be allocated for the full duration of the events.
  - ▶ - Hotel suites especially arranged to allow for meetings and the promotion of products and services.
  - ▶
- ▶ d. **Privileged promotion of products and services:** Privileged exhibitors are allowed to promote their services through stands in the Lobby II of the Hotel, located on the main flow of visitors and the Conferences’ audience.

# The communicative innovation of the Conferences and Exhibition and the resulting potential benefits.

**The Money Show obtained a entrepreneurial substance considering the following parameters:**

- ▶ The public and sectoral interest for financing or investments is increasing and expected to peak after 2018.
- ▶ The information pertaining to the products and services offered today in the Global market is available, to its full extent, only to experts, while the investing public is familiar with only part of it, resulting at the under-utilisation of many of them. The dissemination of relevant information is currently being accomplished sporadically from the mass media or through seminars organised by companies in the sector and promoting the companies' individual products.

# A. EXHIBITION

**According to the design of the Money Show, the innovation of its Conferences and Exhibition rests on its providing the opportunity:**

- a. for the dynamic investment market to globally present its activities.
- b. for exhibitors to present new banking or insurance products and services to the most significant investors or investment organisations.
- c. for exhibitors to closely meet professionals specialised in products and services not immediately connected to the banking sector (brokers, venture capital, etc.).
- d. For the money market to publicise its presence and dynamism through the promotion of its decisive role in its own specialised event.
- e. for Greece and its financial organisations to attract foreign capital, through an event of international prestige, organised according to the standards of similar events abroad (London, Hong Kong, a.e).
- f. for exhibitors to meet in predefined appointments their selected conference speakers or guests.
- A special binding procedure is adopted for speakers and guests of the Conferences, that provides for their obligation to meet in private with the exhibitors that express such an interest.

## B. CONFERENCES

- ▶ a. for Conference participants to meet with specific speakers in order to discuss collaboration schemes.
- ▶ (The Conference speakers, guests and participants are either investors or directors of organisations or entrepreneurial groups active in the money market)
- ▶ b. for Conference speakers to directly inform audiences (specific for each event) that have a vital interest for a dissemination that exceeds broad analyses of the market potential and seek data and advise that will cover their specific “consumption” needs.
- ▶ c. for the Conference audience to be globally informed in matters of their immediate interest. For instance, the audience of the event on mutual funds will have the opportunity to meet and discuss with the investment consultants of all mutual funds available.
- ▶ For the Convention sponsors, the opportunity is provided to “exploit” the image of the financier as a series of events that contain immediate entrepreneurial interest for both the speakers and the audience. Apart from the creation of a positive image, a special procedure is enforced to allow sponsors to meet the participants of his choice.