

# 12 GREEK REGIONS & MAIN CITIES MONEY SHOW-EXPO NETWORK 2016



## THE GREEK REGIONS MONEY SHOW NETWORK PROPOSAL

1.





MONEY  
SHOW

1. ATHENS (ATTIKI)

JANUARY/ 8-10/2016

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2. RODOS (SOUTH AEGEAN)

FEBRUARY /26-28/2016

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3. CORFU (IONION)

MARCH/25-27/2016





# MONEY SHOW

## 4. HERAKLION (CRETE)

APRIL /22-24/2016

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## 5. THESSALONIKI

(CENTRAL MAKEDONIA)

MAY/27-29/2016

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## 6. ALEXANDROUPOLI

(THRAKI)

JUNE/24-26/2016





7. MITILINI (LESVOS)

SEPTEMBER/2-4/2016

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8. KALAMATA  
(PELOPONNESE)

SEPTEMBER/23-25/2016

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9. KOZANI (WEST  
MAKEDONIA)

OCTOBER/7-9/2016



MONEY  
SHOW



10. LARISA (THESSALIA)

OCTOBER/28-30/2016

11. IOANNINA (EPIRUS)

NOVEMBER/25-27/2016

12. LAMIA (STEREA GREECE)

DECEMBER/16-18/2016



## CENTRAL GREECE





# MONEY SHOW

1. ATHENS 1/8-10/2016
2. RODOS 2/26-28/2016
3. CORFU 3/25-27/2016
4. HERAKLION 4/22-24/2016
5. THESSALONIKI 5/27-29/2016
6. ALEXANDROUPOLI/6/24-26/2016
7. MITILINI 9/2-4/2016
8. KALAMATA 9/23-25/2016
9. KOZANI 10/7-9/2016
10. LARISA 10/28-30/2016
11. IOANNINA 11/25-27/2016
12. LAMIA 12/16-18/2016



# MONEY SHOW & EXPO: Objectives



The promotion  
of available  
financial  
products and  
regional services.

# Money Show Network: Objectives



The promotion of available financial products and services.



The promotion of the most significant regional investments.



# Money Show Network 2016: Objectives



The promotion of available financial products and services.



The promotion of the most significant regional investments.



**B2B Investment & Business Regional 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

## Sponsors

- 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 regional customers/stakeholders.

## Events cover all Investors Categories

## Select Collaborators

- All collaborators of each event are selected from among the most significant trade associations or specialized Regional-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/12 Greek Regions



**12 Multi-Conferences**

- 2.000 – 30.000 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 26 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 (per city/region) 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 Regional Media



# THE 2016 BUSINESS PROPOSAL



## **OBJECTIVE:**

**THE PROMOTION OF THE INITIATIVES AND  
BUSINESS OPPORTUNITIES AT THE SELECTED 12  
GREEK REGIONS DEVELOPED AND SUPPORTED  
BY THE LOCAL CHAMBERS OF COMMERCE,  
INSTITUTIONS & LOCAL OR REGIONAL MEDIA**

# PRIMARY TARGET MARKETS



## TARGET AUDIENCE PER REGION

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



The Main Sponsor will be offered exclusive "Title Sponsorship".

QATAR AIRWAYS  
القطرية  
ATHENS  
MONEY SHOW '14  
Green Expo 2014

Hilton Athens  
16 - 17 ΔΕΚΕΜΒΡΙΟΥ 2014  
Από τις 9 το πρωί έως τις 10 το βράδυ. Είσοδος ελεύθερη  
μεγαλύτερο πολυ-συνέδριο στην Ευρώπη



TradeStation Europe Limited  
MEMBER OF MONEX GROUP

26<sup>o</sup> MONEY SHOW  
...εργαλείο εξόδου από την κρίση!



Πρωτογενής παραγωγή  
Εξαγωγές & πράσινη ανάπτυξη  
Καινοτομία & επιχειρηματικότητα

ΜΕΓΑΛΑ ΕΝΕΡΓΕΙΑΚΑ ΕΡΓΑ | MANAGEMENT  
ΕΚΠΑΙΔΕΥΣΗ | ΕΠΕΝΔΥΣΕΙΣ | ΠΛΗΡΟΦΟΡΙΚΗ  
ΕΠΙΚΟΙΝΩΝΙΑ | ΠΕΡΙΒΑΛΛΟΝ | ΠΟΛΙΤΙΣΜΟΣ

Θεσσαλονίκη, 22-24 Μαΐου 2015  
Είσοδος Ελεύθερη | Ώρες λειτουργίας 09:00 - 22:00 καθημερινά

24<sup>o</sup> MONEY SHOW  
...εργαλείο εξόδου από την κρίση!

ΜΕΓΑΛΑ ΕΝΕΡΓΕΙΑΚΑ ΕΡΓΑ | MANAGEMENT | ΕΚΠΑΙΔΕΥΣΗ  
ΕΠΕΝΔΥΣΕΙΣ | ΠΛΗΡΟΦΟΡΙΚΗ | ΕΠΙΚΟΙΝΩΝΙΑ | ΠΕΡΙΒΑΛΛΟΝ | ΠΟΛΙΤΙΣΜΟΣ

ΚΟΖΑΝΗ 12 - 13 ΟΚΤΩΒΡΙΟΥ 2013

ΕΠΕΝΔΥΣΗ ΚΑΙ ΕΞΑΓΩΓΕΣ  
ΕΠΕΝΔΥΣΗ ΚΑΙ ΕΞΑΓΩΓΕΣ  
ΕΠΕΝΔΥΣΗ ΚΑΙ ΕΞΑΓΩΓΕΣ

25<sup>o</sup> CW/MFX MONEY SHOW  
...εργαλείο εξόδου από την κρίση!

ΠΡΩΤΟΓΕΝΗΣ ΠΑΡΑΓΩΓΗ - ΕΞΑΓΩΓΕΣ & ΠΡΑΣΙΝΗ ΑΝΑΠΤΥΞΗ - ΚΑΙΝΟΤΟΜΙΑ & ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ  
ΜΕΓΑΛΑ ΕΝΕΡΓΕΙΑΚΑ ΕΡΓΑ | MANAGEMENT | ΕΠΙΧΕΙΡΗΣΗ | ΕΠΙΚΟΙΝΩΝΙΑ | ΠΕΡΙΒΑΛΛΟΝ | ΠΟΛΙΤΙΣΜΟΣ | ΤΟΥΡΙΣΜΟΣ

ΛΘΗΝΑ 19-21 ΔΕΚΕΜΒΡΙΟΥ 2014

Με την ευγενή χορηγία  
Με την υποστήριξη  
Χορηγοί επικοινωνίας

ΜΕΡΟΣ ΤΗΣ ΕΠΙΧΕΙΡΗΣΗΣ ΤΗΣ ΕΛΛΗΝΙΚΗΣ ΔΗΜΟΚΡΑΤΙΑΣ  
ΕΠΕΝΔΥΣΗ ΚΑΙ ΕΞΑΓΩΓΕΣ  
ΕΠΕΝΔΥΣΗ ΚΑΙ ΕΞΑΓΩΓΕΣ

TITLE SPONSORSHIP 10.000 plus VAT



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

It is cover 10-30 sq.m. and will promote Title Sponsor and various regional & local related Projects.



**MAIN EXHIBITION AREA PER CITY**

# EXHIBITION REGIONAL MONEY SHOW GUIDES



**AIM:** To present the Main Sponsors/Money Show Network.

**DISTRIBUTION:** 12 Main cities/Regions 2016

**COVER PAGE:** Feature the President of Main Sponsor

**SPECIAL FEATURE:** Interview with the President

**LANGUAGES:** Greek

**PAGES:** 16-130 pages A4 size



## Main Conference Centre

Audience

Foreign Delegation

Greek Delegation

Political and financial VIPs

Local authorities

Local Media



**Main Conference Centre per city**



Symposium Dinner

Speech by the President of  
the Main 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:

**THEMATIC**

**B2B**



## Conferences and B2Bs per City



10 nights per City



**ACCOMMODATION PER CITY**



OPTIONAL : The entire Main Sponsors delegation will be taken out to a select music restaurant to enjoy a night out in



**NIGHT OUT IN**



Liaison Officer:

Elias Farangitakis

6976-435232

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

FACEBOOK:

ΗΛΙΑΣ ΦΑΡΑΓΓΙΤΑΚΗΣ

Representative of

Excess Advertising –  
Organotecnica Group



**ORGANIZERS:  
EXCESS ADVERTISING &  
ORGANOTECNICA GROUP**



**12 GREEK REGIONS  
MONEY SHOW 2016  
QUOTATION**

**The prices are for  
minimum 10 cities  
contract paying  
100% in advance  
upon signing the  
contract**

**There is no  
cancelation  
option**

**KEY DATES:**

**30 days before  
every Regional  
Convention.**

<b>EURO</b>	<b>12 DIFFERENT CITIES</b>	
<b>EXCLUSIVE TITLE SPONSORSHIP</b>	10.000 euros x 12 cities=	<b>120.000</b>
EXHIBITION STAND ( 6 sq.m. with simple panels+12 different digital prints. One per city)	1.000 euros x 12 cities =	<b>12.000</b>
48 ADVERTISING ROLL UPS 12 cities=48 roll ups. (4 per city)	1.000 euros x 12=	<b>12.000</b>
OPTICAL ACOUSTICS	500 euros x 12= (Screen, Projector, Laptop)	<b>6.000</b>
LOCAL EXHIBITION GUIDE (16 Pages) 2.000 tiraz per city)	2.500 euros x 12=	<b>30.000</b>
SYMPOSIUM MAIN DINNER (100 x 12 cities=1.200 persons)	5.000 (100 persons x 50 euro) x 12	<b>60.000</b>
B2BS/LOCAL BIZ COMMUNITY	2.000 euros x 12 cities=	<b>24.000</b>
ROOMS ACCOMMODATION (BB) (10 nights per city (preparation-local contacts) – 120 single rooms)	1.000 eu (10 nights x 12 cities x 100 euro) =	<b>12.000</b>
PUBLIC RELATIONS TO LOCAL MEDIA & OPINION LEADERS	2.000 euros x 12 cities=	<b>24.000</b>
<b>SUM TOTAL per city</b>	<b>25.000 12 cities</b>	<b>300.000</b>

**Above costs do not include 23% VAT, which will be included where applicable**