



**USA MONEY SHOW  
NEW YORK  
WASHINGTON DC**

**28/1/2026-2/2/2026**

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**28/1/2026 ΒΡΑΔΥ ΑΦΙΞΗ ΣΤΗΝ ΝΕΑ ΥΟΡΚΗ ΜΕ ΔΥΟ ΜΙΣΘΩΜΕΝΕΣ ΠΤΗΣΕΙΣ ΜΙΑ ΑΠΟ ΑΘΗΝΑ ΚΑΙ ΜΙΑ ΑΠΟ ΘΕΣΣΑΛΟΝΙΚΗ. 29-31/1 ΣΥΝΕΔΡΙΑΚΕΣ ΕΚΔΗΛΩΣΕΙΣ ΚΑΙ ONE2ONE B2B ΣΤΗΝ ΝΕΑ ΥΟΡΚΗ. ΠΑΡΑΛΛΗΛΟ ΠΡΟΓΡΑΜΜΑ 29-31/1 WASHINGTON DC. ΓΙΑ ΕΘΝΙΚΑ ΘΕΜΑΤΑ, ΤΟΥΡΙΣΜΟΣ, ΕΠΕΝΔΥΣΕΙΣ ΑΝΑ ΠΕΡΙΦΕΡΕΙΑ, ΑΝΑΖΗΤΗΣΗ ΚΕΦΑΛΑΙΩΝ ,**



# BRIEF RETROSPECTIVE PRESENTATION MONEY SHOW 1992-2025.



## IN BRIEF ...

THE MONEY SHOW CO ORGANISES, SINCE 1992, IN AN ATHENS/THESSALONIKI/GREEK REGIONS/CYPRUS/BULGARIA/  
LONDON/USA/ASIA/AUSTRALIA HOTEL.

THE *MONEY SHOW*, A MULTI-CONFERENCE FORUM OF FINANCIAL AND INVESTMENT INTERVENTIONS.

I

IN 2001, THE *MONEY SHOW* WAS ALSO ORGANISED, AS A PILOT PROJECT, IN LONDON, NEW YORK.

THE *MONEY SHOW* IS ADDRESSED TO MANAGERS AND HIGH EXECUTIVES OF THE ORGANISATIONS AND ENTERPRISES OF THE WIDER MONEY OR HELLENISM MARKET, WHO PARTICIPATE IN THE CONFERENCES AS SPEAKERS, PANELLISTS AND AUDIENCE. AT THE SAME TIME, IT PROVIDES ORGANISATIONS AND COMPANIES ACTIVE IN THIS MARKET WITH THE OPPORTUNITY TO PRESENT THEIR SERVICES OR AGENDAS IN SPECIALLY ARRANGED SURROUNDINGS AND REALISE ALL NECESSARY BUSINESS OR POLITICAL CONTACTS, IN THE FRAMEWORK OF THE PARALLEL *MONEY OR HELLENISM LAND* EXHIBITION.

IN ITS LAST TWO YEARS, THE *MONEY SHOW* ATTRACTED THE PARTICIPATION OF OVER 100.000 PERSONS IN ITS CONFERENCES, WHILE THE VISITORS OF THE *MONEY LAND* NUMBERED APPROXIMATELY 50.000 PERSONS.

# The Conferences



**The core of all past organisations of the *Money Show*, according to its main design, were the Conferences that took place during the two or three day event period. These Conferences provided every year the central tone of the events and included:**

- a. The Central Convention, taking place on the last day of the events, with the central theme "The new Money Market & Hellenism".
- b. The Parallel Conferences, that covered all distinct sectors of the Hellenism Market and allowed for substantial presentations and interventions on specialised subjects that are of interest to organisations and enterprises involved in these sectors.
- For the organisation of the Conferences, the Money Show Group collaborated with the major organisations expressing the views and interests of those participating in every separate sector, or with mass media selected on the basis of their prestige in this sector. This selection aimed at securing the validity of every Parallel Conference from the viewpoint of speakers-panellists and their respective interventions, whether in the form of presentations regarding policy priorities or in the form of criticism.

# Money Land - The business contacts



**The business part of the activities (*Money Land*) presented the customers of the organisation with three alternatives:**

- a. Special Conference Rooms of the hotel, given to "Privileged Exhibitors" to allow for company presentations and high profile contacts. Furthermore, in special cases, the organisers allowed the use of the Conference areas in specific hours, to allow for company presentations to a selected audience, promoted in the frame of the conference programme.
- b. The Lobbies of the hotel, where stands were set for the presentation of certain "Exhibitors", and their promotion in the framework of the regular flow of the Conferences' audience. Furthermore, a number of customers used hotel rooms as private areas for meetings, to allow for the presentation of their services and the confidential discussion of collaborations.
- c. The promotion of customers-exhibitors either through special arrangements in the event areas, or through advertisements in the *Money Show* Guide and the promotional programme of the events.



## **The discussions of the *Money Land* organisers with the Exhibitors, revealed that the level and size of their business contacts were affected by the following three factors:**

- The experience that most of them had acquired from their participation in previous editions of the *Money Show*. These Exhibitors could utilise the innovative potential for communication, public relations and marketing provided by the structure of the events and the characteristics of the audience attracted by the Conferences and the publicity in the specialised stock and business Press.
- The design of their communication tactics, at the level of presentation, invitations, products and services selection, and promotion. In this area, a number of Exhibitors sought professional design and implementation services from the Hellenic-German Chamber or other consulting firms of the Greek market.
- The characteristics of their products or services and their proximity to the interests of the specific events' audience.

# The sponsors and the supporters



**The *Money Show* was supported financially also by the participation of sponsors from the Public sector, business sector and the Money Market sector.**

- These sponsors did not support the *Money Show* on the "classic" premise that worthwhile efforts should be financed.
- The sponsorship agreements were drawn following in-depth studies of the communication and marketing needs of the sponsoring organisations, in collaboration with the specialised staff of the Organotecnica Group (that remains above all else a Business Consultants Group).
- The M.S. Co allowed the adjustment of certain organisational parameters of the *Money Show*, to best suit the communication and marketing needs of these specific sponsors, yet without altering the basic structure of the event.
- Furthermore, it secured a number of provisions and services to the sponsors, that had a "cost" at least as high as their sponsorship, but could be drawn in a synergistic manner within the framework of the *Money Show*.
- Therefore, in essence, these sponsorships took the indirect form of a strategic collaboration and the financial support of the event provided a net benefit to all those involved.



**Furthermore, the *Money Show* was actively supported, from the viewpoints of organisation and communication, by its collaborators and supporters, the most significant of which were:**



- ICAP\* (edition of the Hellenic Money Guide)
- CIS ( informatics support)
- Metropolitan Couriers (courier support)
- Network, Nota (advertising stands)
- Minitone (audio-visual)
- Vector Security (security).

\*Note: Since 1996 the Hellenic Money Guide of ICAP has been replaced by the Money Show Guide

# The services to participants and the audience

- The audience and the Conference participants had at their disposal all the services provided by the hotel (restaurants, cafes, bars, etc.). Furthermore, in collaboration with the organisers, Exhibitors and sponsors could rent rooms for their staff, collaborators and customers in special prices.
- Especially for the Conferences audience, the organisers made a number of essential arrangements that facilitated the flow of the participants and their information for the events in the Conference part of the *Money Show* and the *Money Land*.
- **The arrangements included:**
  - Entrance control, to avoid the presence of persons without specific interest in the Money Market and the events.
  - Adjustment of the flow in the Conference area and the hotel lobbies, so that the privileged exhibitors are best served and the audience is given the opportunity to visit all stands in these areas.
  - A number of personal computers providing, in a user-friendly manner, information for the location of all stands and presentations by category of interest. Also, a number of touch screens presenting updated information on the events and the participants.
  - Free distribution, to all visitors, of the Exhibition Guide in the entrance of the events area.
  - A fully equipped Press Bureau, to serve journalists, mass media representatives and the audience.
  - A giant screen displaying rolling messages for the current events in the Conferences.
  - A special Secretariat in every separate area of the events, for the immediate service of the visitors enquiries.
  - Special courier and security services to serve the respective needs of exhibitors and visitors.



# The promotion of the events



- **The *Money Show* events enjoyed vast publicity in the media of direct interest to the participants, i.e.:**
  - - The daily financial and business papers
  - - The periodical business, Money Market and Stock Exchange press
  - - International media (International Herald Tribune, Fortune Magazine, and CNN).
- This coverage, apart from the usual publications of advertisements and Press Releases, took the form of extensive reports on the Conferences' conclusions and most significant presentations, and covered the November-December period of every year.

**NEW YORK-WASHINGTON DC  
BLUE MONEY SHOW 2026  
Brief presentation**

**POLITICAL, SOCIAL,  
FINANCIAL & BUSINESS  
MULTI-CONFERENCE  
EXHIBITION**



# Objectives.

- a. The promotion of Hellenism  
(All 13 Greek Regions & Cyprus)
- b. The promotion of all available  
financial products and services.
- c. The promotion of the most  
significant investments in Greece.

# VALUE PROPOSITION

- \* a. Visitors : To obtain information and discuss collaboration agreements with the most significant representatives of the Greek Government 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 Conference or Meeting Rooms of Jay Suites, Sheraton New York, Hilton, Marriott, Intercontinental, Conference Centers.

# Design philosophy.

- The New York Blue 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.

# New York Blue Money Show visitors.

- \* 1.500-2.000 persons of a preselected ONE2ONE B2B composition, of which 300 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 but without entrance at the networking events and receptions.



# 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.

- |  |  |  |
|--|--|--|
|  | procedures.  | organisational procedures based on the central design philosophy of the Event.   |
| <ul style="list-style-type: none"> <li>• Quality guaranty.</li> <li>• 28 years of organisational work by high-level executives and consultants.</li> <li>• Reasonable pricing - careful timing.</li> <li>• Optimal selection of event host and area.</li> <li>• Expert knowledge of the Target-Market.</li> <li>• Aesthetically adjusted and content-sensitive compilation of the information material.</li> <li>• Control of mailing</li> </ul> | <ul style="list-style-type: none"> <li>• Early planning of Conferences.</li> <li>• Qualitative instead of pressure marketing.</li> <li>• Marketing tests.</li> <li>• Emphasis on the Conference segments and organisation of specific procedures to fulfil the defined commercial targets of exhibitors and sponsors.</li> <li>• Discouragement of direct and (serious) indirect competitors through strategies of dominant positioning, creation of strategic alliances and application of</li> </ul> | <ul style="list-style-type: none"> <li>• Attraction of the decision makers in the Money Market and the Investment Market, with procedural adjustments guarantying their meeting with sponsors and exhibitors.</li> </ul> |

# Communication

Media: Television networks.

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



# Participation of V.I.P.s

- The first floor reserved especially for Money Show V.I.P.s

# 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 20 parallel events, each for 20-150 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.

### The Money Show includes:

- 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.
- a number of events, in the form of Conferences and seminars targeting at the developments in the new Money Market and the Investment Market
- organisational provisions to facilitate the exchange of information and confidential negotiations among companies and participants of the Money Market

# The Structure

- The Money Show is a two-day event held -from 1992 two times (Athens-Thessaloniki) 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 BallRoom of the Hotels, that have a capacity of 1500 and allows the parallel organisation of up to 15 events.
- 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 2026
- 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 advice 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 in Greece.
- 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.



**THE PRICES ARE FOR N.Y.  
GREEN & WASHINGTON DC  
BLUE MONEY SHOW 2026**

**CATALOGUE OF SPONSORSHIPS**

**I. National Communication Sponsorship**  
(barter agreement)

# II. Central Convention Sponsorship

## Catalogue of main tasks/costs for the organisation of the Money Show ' Central Convention (for budgetary use)

- The sponsorship covers the total expenses of the Central Convention, while the promotion of the sponsor constitutes a separate collaboration agreement.
- A. Activities/costs for the preparation of the event**
  - Selection of Organizational and Scientific Committee of the event/Selection of event secretariat
  - - Identification of audience-target from the viewpoint of sponsors, guests, exhibitors, visitors, reporters and of promotion strategy
  - - Identification of area and time of the event
  - - Identification of final form of event
  - - Identification of timetable and contents of public relations activities
  - - Approachment of target-groups from the task forces
  - - Preparation of pamphlet, invitations, folders, posters and letterheads of the event
  - - Decoration of event area
  - - Mailing expenditures
  - - Purchase of consumables
  - -

# II. Central Convention Sponsorship

## Catalogue of main tasks/costs for the organisation of the Money Show ' Central Convention (for budgetary use)

- Presents / commemoratives for public relations
  - - Production of advertising spot
  - - Publicity costs (television, radio, newspapers, periodicals)
  - - Public relations expenditures (business meals, etc.)
  - - Travel costs (inland and abroad) of organizational and scientific committees' members
  - - Organization of interpretation department with the renting of booths and the conclusion of contracts with interpreters
  - - Organization of coffee breaks, lunches, dinners and receptions in the framework of the event
  - - Early reception of speaking notes from the speakers for reproduction and distribution during the event
  - - Organization of audience flow
  - - Booking of tickets for the transportation of conference participants
  - - Coverage of audio-visual needs of the event
  - - Organization of a business centre for the needs of the participants.
- Coverage of the participants' communication and office needs.



## B. Activities/costs for the duration of the event

- **Reception and allocation of participants to Hotels and event areas**
  - - Distribution of presentations during the Conferences
  - - Air tickets for speakers, guests, officials, reporters, personnel and collaborators
  - - Additional fees to personnel and collaborators
  - - Transportation costs to and from airports, other transportation costs
  - - Rent of event area
  - - Cost of hotel rooms
  - - Cost of coffee breaks and meals during the Convention
  - - Organization of official and parallel events in the framework of the M.S.
  - - Security
  - - Interpreters fees
  - - Rent of interpretation system
  - - Taping-typing of event speeches
  - - Photographs-videos
  - - Distribution of newspapers and other information material (press clippings) during the event
  - - Medical coverage of the event

# C. Costs after the event

- **Post-convention events and general follow-up**

- - Costs of post-convention events
- - Fees of translators of event tapes
- - Publication of minutes-results of the Conferences
- - Cost of mailing the minutes

- **D. Other costs**

- - Fees of organizational committee
- - Fees of scientific committee
- - Fees of Conferences secretariat
- - Fees of external collaborators
- - various costs

- **E. Predicted total budget**

- **70.000 euro plus VAT.**

# F. Short budget analysis in chapters

- Approachment of target-groups from the task forces
- - Preparation of pamphlet, invitations, folders, posters and letterheads of the event
- - Decoration of event area
- - Mailing expenditures
- - Purchase of consumables
- - Presents / commemoratives for public relations
- - Production of advertising spot
- - Publicity costs (television, radio, newspapers, periodicals)
- - Public relations expenditures (business meals, etc.)
- - Travel costs (inland and abroad) of organizational and scientific committees' members
- - Coverage of audio-visual needs of the event
- - Organization of a business centre for the needs of the participants. Coverage of the participants' communication and office needs (typing, photocopies, etc.)
- - Air tickets for speakers, guests, officials, reporters, personnel and collaborators
- - Additional fees to personnel and collaborators
- - Transportation costs to and from airports, other transportation costs
- - Rent of event area
- - Cost of hotel rooms
- - Cost of coffee breaks and meals during the Convention



## F. Short budget analysis in chapters

- Security
  - - Interpreters fees
  - - Rent of interpretation system
  - - Taping-typing of event speeches
  - - Photographs-video
  - - Medical coverage of the event
  - - Post-convention events and general follow-up
  - - Costs of post-convention events
  - - Fees of translators of event tapes
  - - Publication of minutes-results of the Conferences
  - - Cost of mailing the minutes
  - - Fees of organizational committee
  - - Fees of scientific committee
  - - Fees of Conferences secretariat
  - - Fees of external collaborators
  - - various costs

# III. Multi-Conference Sponsorship

## 50.000 euros plus VAT

### • PROVISIONS

- 1. Mention of the Sponsor in the advertising programme of the Multi-Conference in Emirates, with the indication in every page MULTI-CONFERENCE SPONSOR. The advertising program will run from May to December and will include at least 100 full-page ads in financial periodicals and 50 in financial newspapers.
- 2. Appearance of the sponsor's logo on the 120.000 personal invitations of the Multi-Conference visitors
- 3. Up to 5000 invitations for the conferences, to be disposed at the sponsor's discretion
- 4. Distribution of sponsor's pamphlet in the multi-conference, the exhibitors and the exhibition visitors, care of the organiser.
- 5. Appearance of the sponsor's logo on the advertising stands of the Money Show, in the Multi-Conference area, with the indication MULTI-CONFERENCE SPONSOR.
- 6. Commitment that the other sponsors will not be companies directly competitive to the Multi-Conference sponsor.
- 7. Speech from a person selected by the sponsor in the Convention, for the presentation of the sponsor's business and social aims, with parallel projection of television material selected by the sponsor.
- 8. Provision of 15,000 exhibition guides (issue of KAINOTOMIA & EPIHEIRIMATIKOTITA periodical. with front cover offered to a person selected by the sponsor and a parallel presentation of all activities and participation's of the sponsor. Clear indication in every page of the exhibition guide with the sponsor's logo and the words MULTI-CONFERENCE SPONSOR
- 9. Appearance of the sponsor's logo on the invitations of the visitors that will be given to exhibitors (5,000 per exhibitor)
- 10. Exhibition area-stand, with its full equipment, for the promotion of the sponsor's business activities.
- 11. Publication of the minutes of the sponsored conference with the logos of sponsors.

# IV. Sponsorship of International Communication and Promotion

- **PROVISIONS**
  - - Advertisement of the Money Show, at the discretion of the organiser in the periodicals and newspapers Economist, Bloomberg-Business Week, International Herald Tribune, Wall Street Journal, Fortune. The appearance of the sponsor's logo in every international advertisement is provided.
  - - The advertisement can have the form of a National Supplement
  - - With the consent of the organiser and the sponsor, advertisement of the New York Blue Money Show, with a clear mention of the sponsor, on the CNN with the form of either television spots or a short National Presentation.
  - - Furthermore, the sponsor will be mentioned in all press releases that will be sent by the Public Relations Bureau to the international media.



# V. Title Sponsorship

## 100.000 euros plus VAT

- PROVISIONS
- 1. Extension of the title and logo of the Money Show' with a second part that is constituted by the name and logo of the sponsor. All mentions of the Money Show' in advertisements, reports and releases will be escorted by this extension.
- 2. Appearance of the sponsors logo on the 120.000 personal invitations to the Conferences.
- 3. Provision of up to 12000 invitations for the Conferences to the sponsor, for distribution at his discretion.
- 4. Distribution of sponsor's pamphlets in the Multi-Conference, the parallel events and the exhibition visitors.
- 5. Appearance on the advertising boards of the Money Show, in the Multi-Conference and parallel events area, of the sponsor's logo as an extension of the Money Show title.
- 6. Commitment that the other sponsors will not be companies directly competitive to the Multi-Conference sponsor.
- 7. Speech from a person selected by the sponsor in the Convention, for the presentation of the sponsor's business and social aims, with parallel projection of television material selected by the sponsor.
- 8. Provision of an area in the Lobby II of the hotel as exhibition stand.

# VI. Exhibition Sponsorship

## 30.000 euros plus VAT

- **Advertisements in the Conference area**
  - Provision of all advertising boards (20) exclusively to the sponsor.
- **2. Invitation of conference participants**
  - Design, printing and mailing of a invitation to the Money Show', per 1.000 invitations. Should the sponsor wish a telephone verification of the invitation, it can be charged under a separate agreement.
- **3. Invitations of conference participants**
  - Free distribution by the Sponsor of personal invitations to the Conferences. The number of possible invitations is 5,000, while the price of sponsorship includes the creation and printing of special invitations, its mailing by courier and the telephone verification of its reception.

# VI. Exhibition Sponsorship

- **4. Distribution of company pamphlets in the Multi-Conference**
  - a. At the Lobby entrance.
  - b. At the Central Convention.
  - c. per Parallel event.
  - d. At the entrance of the Conferences area.
  -
- **5. Advertising boards**
  - a. Exclusively in the Central Convention (20 boards).
  - b. Lobby II: Special construction at the centre of the Lobby II with the logo of the sponsor.
  - Advertising boards per parallel event
  -
- **6. Convention breaks**
  - a. Projection of advertising spot per repetition
  - b. Presentation of special show
    - - in the Central Convention.
    - - at the Lobby II
  -



# VI. Exhibition Sponsorship

- **Publication of the Conferences' minutes**

- a. Convention minutes: They will be distributed free of charge to the 30.000 visitors of the Money Show and the sponsor will carry the publication cost. (ask for detailed information).
- b. Minutes of every parallel event: Minimum sponsorship cost
- 

- **8. MoneyShow Exhibition Guide**

- In the bottom of every page in the Money Show Guide appears -- exclusively -- the logo of the sponsor, with the indication: PUBLICATION : ...
- 

- **9. Flour plans with detailed mention of exhibitors**

- The sponsorship price is related to the aesthetic-publication specifications. The pamphlet with the flour plans will be distributed free of charge to all visitors..
- 

- **10. Money & Art Show'**

- In view of the interest of selected companies for sponsorships in the fine arts, the organiser proposes specific sponsorships. They include:
- 

- a. An exhibition of paintings and sculptures (Lobby).
- b. An exhibition of a luxurious catalogue of the participating artists and their works..
- c. Artistic constructions in the Lobby area with a discreet promotion of the sponsor.
- d. Art Happenings..
- e. Special communication sponsorship "Money & Art Show
- f. Multi Media Events.
- 

- The above are also followed by a sponsor's speech in a special conference event.
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# VI. Exhibition Sponsorship

- **11. Receptions**

- Cases:
- a. Reception of Central Convention.
- b. Reception per parallel event.
- c. Receptions for the special guests of the Money Show. (they will take place in Hotel suites). The different categories are:
  - - Politicians
  - - Representatives of Eastern European Governments
  - - Representatives of mass media
  - - Bank administrations
  - - Stock exchange firms administrations
  - - Specific prospective customers of the sponsor

- **12. Computerised visitors' and flow control**

- This sponsorship provides a data base with all visitors of the Money Show'.
- (This sponsorship will be delivered, as a priority, to credit card companies or mutual funds. Additional information is available to all serious prospective sponsors).





PROXY TRADING CO



# OPEN CALL TO A PARTNERSHIP FOR THE FUTURE

We have written this proposal in the belief that honest, capable, ethical leadership is needed and possible for a 10X startup.

## GUIDING PRINCIPLES, CULTURE, VALUES AND NEW LEADERS ORIENTATION:

In leadership character counts We believe that character continually evolves as we collaborate with others and acquire their trust, gain their commitment, and build their partnership to realize a shared vision.

Our vision of leadership is one in which each person who applies these ideas and who explores these activities can become a more effective leader.

Decades of observation has taught us that no single leader can save the day. The leadership which we are seeking is one that is empowering, supportive, visionary, problem solving, creative and collaborative. We seek new leaders who embody a clear commitment to values, ethics, and integrity. They inspire collaboration, stimulate synergistic connections, support honest interactions, build trusting relationships, and encourage self-management and strategic integration across organizational lines. They link people through dialogue and collaborations they can intelligently choose the right direction and become responsible for the results they produce.

## FOUR DEMANDS FROM NEW LEADERS THAT ENABLE US TO MEET THE CHALLENGES OF THE FUTURE:

1. Purpose, direction and meaning
2. Trust
3. Optimism
4. Action and results

## THREE ORGANIZATIONAL REQUIREMENTS:


1. Alignment, 2. Empowerment, 3. Learning Culture

**THE FUTURE IS HERE IF WE  
ALIGN AND RESPECT PEOPLE,  
AND EXECUTE THE STRATEGY**





# LEGAL ANNOUNCEMENT



The statements contained herein may include statements of future expectations and other forward-looking statements that are based on management's current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance, or events to differ materially from those expressed or implied in such statements. Forward-looking statements speak only as of the date hereof, and the under formulation company undertakes no obligation to revise or update them.

These statements include, but are not limited to, statements about the economic and social effects of the COVID-19 pandemic; growth of our agent and broker future base; expansion of our regional network consulting business into domestic and foreign markets; demand for remote working and distance learning solutions and virtual events; and our ability to attract tied agents; and revenue growth and financial performance.

Such statements are not guarantees of financial performance. Important factors that may cause actual results to differ materially and adversely from those expressed in forward-looking statements include changes in business or other market conditions; the difficulty of keeping expense growth at modest levels while increasing revenues; and other risks



**A hybrid  
Investment  
platform  
for  
Tied  
Agents  
&  
Traders.**



**Proxy Trading**

Group

**“SKIN IN THE GAME”**

**Proxy  
Trading  
by being  
a shareholder  
into a  
professional  
Proprietary  
Trading  
Company.**





# WHY...

**Nothing is more difficult, than to be able to decide. Most of the world will make investment decisions by either guessing or using their gut. They will be either lucky or wrong.**

**If you delegate trading decisions to money brokers and consultants they gain when you lose.  
“No “skin in the game”**



# PROBLEM

## Trading in the black swan era.

**As an individual trader you can't win the trading war especially with cryptos extreme volatile ecosystem.**

**Now the black swans are the norm . Huge technological and geopolitical risks. Legal protectionism prohibits free access to global world class ETF.**

**No training , no qualitative benchmarks, no fair & ethical promotion of money and investments products,**

**Markets don't care for you as an individual investor unless you are very rich. The majority of investors are doomed because forex, derivatives, cryptos salesmen aren't friends but "enemies" protected by the law. Survivors are a rare exception and are a very small minority of experienced professionals.**



# BEYOND...

Guessing  
or using  
your gut.  
Being either  
lucky or wrong.  
Delegating trading  
decisions  
when there isn't  
“skin in the game”



## SOLUTION

**Proprietary trading rather than blind trades losing money for consulting fees and commissions.**

**We as professional traders and co-partners under the same roof do the job having knowledge, experience, money management tactics, risk mitigation models.**

**No intuition but strictly technical trading assisted by cutting edge systems. No dogmas. Reality checks. Re-think. Openess.**

**We haven't any legal limitation for investments outside Europe.**

**Direct annual contact with 100.000 traders in Greece, Cyprus and Globally at the big Hellenism cities assisted by 50 one2one investment hybrid events.**



# Legal Entities

## 1. PROXY TRADING CO L.L.C. U.S.A.

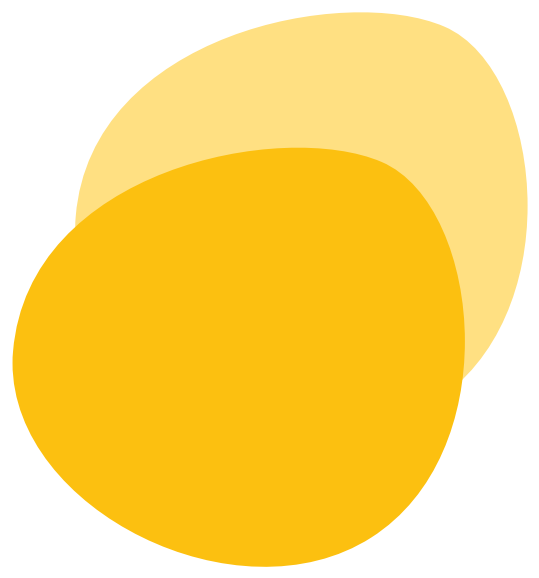
Proprietary Trading for cryptos by trading proxy stocks, AAA temporarily distressed stocks, American ETFs, networking startups to VCs

## 2. MONEY SHOW-ORGANOTECNICA I.K.E.

43 B2B. Money Show Pro Road Show in Greece & Cyprus and globally contacting 100.000 traders, recruiting 300 Tied Agents, Fund Raising 2,000,000 euros (rounds B/C), offering organizational and educational services.

## 3. MONEY LAB CRYPTO

Disrupting the Hellenism Investment Consulting Industry offering non proprietary investments and trading strategies.



# VALUE PROPOSITION

“Beyond Human Error, Bias and Noise”

## PROXY TRADING CO L.L.C. U.S.A.

“Skin in the game” & Professional Trading at your service.

## MONEY SHOW-ORGANOTECNICA I.K.E.

“Hellenism Interactive Hybrid Network for 100.000 traders, investment consultants and startups aiming to Scale up or to be Unicorns”

## MONEY LAB CRYPTO

“World class investment consulting for zero cost to losers and near zero for winners”

## TIED AGENTS & BROKERS.

Free shares, unique financial & income opportunities





# Blitzscaling. From Local to Regional and Global Scaling

## Hellenism

**Cyprus, New York,  
Toronto, Germany,  
Switzerland, United  
Kingdom, Australia.**

## Greece

**13 Greek Regions, 43 Greek cities:**

Alexandroupolis, Komotini, Xanthi, Thessaloniki, Kavala, Drama, Serres, Kilkis, Polygyros, Edessa, Kozani, Grevena, Larisa, Volos, Trikala, Karditsa, Ioannina, Igoumenitsa, Preveza, Arta, Athens, Piraeus, Agrinio, Pyrgos, Patra, Karpenisi, Lamia, Amfisa, Livadeia, Xalkida, Korinthos, Nafplio, Tripoli, Kalamata, Sparti, Chania, Rethymno, Heraklion, Lasithi, Rodos, Syros, Mykonos, Corfu, Argostoli, Zakynthos, Mytilini, Xios, Samos,...



# Business Model

## Cryptos

We are trading proxy stocks for 10% profit for twenty to thirty times a year

## AAA Distressed

We are trading AAA stocks only when there is extreme fear or blood in the streets.

Networking Events.  
Startups and VCs

Only success fee 7%

Proxy Trading Co

## B2B Money Show

- Zero or near zero cost for hotels. Revenues from Money and Local Market for Sponsorship and stands
- Organizational cost near zero
- Visitors the most important asset for exploitation as clients-shareholders.

## Local Agents

- We are creating a network of 300 local representatives selling 12 different sub products and shares.

Money Show I.K.E.

## Creating Brand unique Value:

3 years without profits by design giving to Tied Agents unique price incentives and world class service to investors at near zero cost.

Proprietary tested system  
Technical analysis for signals is the edge and the source of clients retention.

Money Lab **Crypto**

# TARGET MARKET:HELLENISM

## The very rich minority

1%

We are contacting them in  
Switzerland, United Kingdom,  
U.S.A., Germany, Australia, Africa

## “Robinhood Generation”

We are selling mainstream  
cryptos using proxy stocks  
and targeted marketing

25%

## The majority of retail investors

We are contacting them in  
Greece and Cyprus at 43 local  
B2B Money Show events

74%



# Target Market

*After securing initial customers, we change the product constantly—much too fast by traditional standards—shipping new versions of our product dozens of times every single day.*

*Ries, Eric. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses (p. 4). The Crown Publishing Group.*



**Proxy  
Trading  
Group**

**Target Market: Hellenism.**

**Hellenes and Cypriots are an underserved group of Investors.**

**We studied for thirty years their choices and preferences.**

**We have as a starting point one marketing dogma aiming:**

- a. the very rich minority,**
- b. the majority of retail small investors.**
- c. The new generation of young investors**



**The first group has his money in Switzerland, United Kingdom, U.S.A., Germany, Australia, Africa.**  
**The second group lives in Greece and Cyprus and invest mainly in the XA, XAK. (A.S.E., C.S.E.)**  
**The third group has “Robinhood” characteristics and trade very dangerous cryptocurrencies or forex.**

**We are not interested for investors of conservative investments (UCITS).**



# MARKET SIZE

Total Addressable Market

**200+ BILLION**

Serviceable Available  
Market

**20+ BILLION**

Share of Market

**100 MILLION**

**0.5%**



**43 Trading Hellenic Conferences**  
**7 Global Hellenism B2B Networks**  
**100.000 Traders Direct Contact**  
**300 Tied Agents as Shareholders**

# Network effect

*Vertical or intensive progress means doing new things—going from 0 to 1. Vertical progress is harder to imagine because it requires doing something nobody else has ever done.*

Masters, Blake; Thiel, Peter. Zero to One . Ebury Publishing.



**Money  
Show  
I.K.E.**



**HUMAN CAPITAL**

**DETERMINATION**

**LEADERSHIP**

**X**

**DISCIPLINE**

**STRATEGY**

**10**

**INNOVATION**

**EXECUTION**

**OBJECTIVES,**

**MINDSET**

**KNOWLEDGE**

**KEY RESULTS.**

**SPEED**



# Innovation Metrics and Financial

*You will have to cut to fit and stage your success, systematically focusing your limited resources on proving out the “leaps of faith” (the core assumptions in your plan that must be correct for you to succeed) at each juncture, until you can demonstrate to your stakeholders that your business is firing on all cylinders and only requires more fuel to reach your destination.*

Komisar, Randy; Reigersman, Jantoon. Straight Talk for Startups (p. 22). Harper Business.



## Proxy Trading Group

We are looking for 18 months financing to reach our “Innovation Metrics” and Financial short term targets.

**100.000 Visitors-Traders  
one2one direct contact**

**Conversion of 100.000 as  
1.000 Clients & Shareholders**

**Conversion of 100.000 as 300  
Tied Agents & Shareholders**

**The initial financing is for the creation of three companies, offices, minimum stable staff, travel expenses, accounting and legal costs, hotels for conferences. 100.000 euros from the initial capital of Proxy Trading Co is the first trading capital for proxy trading related to mainstream cryptocurrencies and AAA temporarily distressed stocks.**

**Founders refuse to take any salary!!!**

**Double Digit Growth annually**



1

2

3



**200,000** EURO FOR 10% OF PROXY TRADING CO

**200,000** EURO FOR 10% OF MONEY SHOW I.K.E.

**200,000** EURO FOR 10% OF MONEY LAB. **CRYPTO**

**A ROUND. INVESTMENT PROPOSAL TO  
STRATEGIC PRE-SEED INVESTOR**



# Proxy Trading

# THANKS!

Do you have any questions?  
Contact the founders:

**Ilias Farangitakis.**  
**+30 6976-435232**  
**faraggitakis@icloud.com**

**ONLY FOR  
STRATEGIC  
CO-FOUNDERS**

## TAKE OFF STRATEGIES

**Many black swans, lethal risks and your company is at a strategic inflection point**

Organizational Advisors isn't the right solution. Exponential development Consulting (10X) is missing, testing ideas/business models, blitzscaling. Simply maintaining your position is a death sentence. In these situations "only the paranoid survives" Andy Grove. **Act non linear...**

## DARE TO DREAM

**ORGANOTECNICA BUSINESS CONSULTANTS**

**UNICORN MINDSET.**

**CONTACT: [org\\_usa@icloud.com](mailto:org_usa@icloud.com)**

**+30 210 89 74 671, +30 6976 435232**

**URL: [www.moneyshow.org](http://www.moneyshow.org)**



# SINCE 1960...

When back in 1960, a small firm under the name "Spyros Zevgaridis and Associates, Management and Marketing Consultants" was founded in Athens, only few people were talking of management in Greece, and just a handful were familiar with the term "marketing". Today, the descendants of the original core, 22 offices in Greece and 3 in other countries, constitute the proof of success and a unique presence in the field of business consulting services.

In the early 1970s the firm was reorganised to become "**Organotecnica Ltd**". Within a few years, a number of specialised companies stemmed from it (the Organotecnica Group) to deal with a spectrum of entrepreneurial and development problems.

## ...WE PROVIDE EXTENDED SERVICES TO THE PRIVATE AND THE PUBLIC SECTORS

The Organotecnica Group provides its consultancy and studies services to both the private and the public sectors in Greece and abroad.

Our extended services provide clients with advice in organisation, productivity, innovation, informatics, auditing control, mergers and acquisitions, applied office automation and procedure rationalization, industrial design, marketing research, personnel training, public relations, and business publications.

At the Organotecnica Group we recognise that to serve clients well, we need a broad range of specialist skills. We have thus deliberately developed an organisation of specialists in many different fields.

Above all, we are management consultants committed to results. This commitment frequently calls for skillful blending of specialties to ensure that the most appropriate techniques are applied to each client's benefit.

For every specific project a "work team" is formed by our experienced associates. Most of them are university graduates, many of a postgraduate level, several of a PhD level.





# OUR CODE OF ETHICS

The Organotecnica Group is a member of HACF (The Hellenic Association of Consulting Firms) and CEBI (The European Committee of Consulting Firms International Association), following therefore its established code of ethics. On the basis of that code, the Organotecnica Group places emphasis on:

- **the ability of multidisciplinary teams working in the interest of the client,**
- **the impartiality assuring the primacy of the studies and the autonomy for the selection of suppliers,**
- **the liability assumed towards the collectivity, the clients, the contractors and the profession.**

Our philosophy is to strengthen the client position with workable advice and programs. We assist the clients in attaining objectives in the two areas in which management consultants are most often called upon:

- **decision making,**
- **planning and implementing improvements.**

Our recommendations must not be theoretical but useful and practical within the limits of client capability to carry them out.

Our objective is to work not only for our clients, but with them in a joint effort to achieve improved decision-making and useful changes. In-depth understanding of the client's own environment is blended with the rigour and objectivity of the Organotecnica Group's professional specialists. The client must see the project as his project not that of the consultants.

Furthermore, the client must feel that is in full control of the study which usually results in feeling a greater sense of commitment to the results and enthusiasm for implementing the recommendations.



# HOW WE COOPERATE WITH OUR CLIENTS

## 1. SITUATION IDENTIFICATION

- A client contacts our Group and describes in general terms a perceived problem or challenge and perhaps an initial opinion as to the nature of a project that might help.
- One or more senior Group professionals meet with the client and develop a thorough understanding of his/her needs and priorities. Our goal at this point is to define the objective and possible scope of the consulting work required.
- During those meetings we seek to arrive at a mutual agreement on the terms and the manner in which the program should be conducted.

## 2. PROPOSAL DEVELOPMENT

- Drawing on the advice of technical specialists where appropriate, our Group's experts discuss in complete confidence among themselves the nature of the situation and the type of project or program that would be most suited to assisting the client.
- Our specialist's team returns to the client and submits a formal proposal. It outlines in detail our understanding of the background which has led to the need for consulting assistance, the scope and objectives of the proposed project, the methodology and work program, proposed project organization and division of responsibilities, suggested staffing and qualifications, the nature of the project output or "deliverables" and estimated timetable and cost.
- At this point the prospective client may wish to review our firm's past performance on similar work. We are happy to provide names of specific organizations for which we have worked. We encourage our new clients to contact them in confidence and discuss our performance with them.
- To this point there is no financial or other obligation on the part of the client. No fee will be required except under special circumstances where the client has previously agreed to reimburse the consultants for their exploratory time and costs.

## TAKE OFF STRATEGIES

**Many black swans, lethal risks and your company is at a strategic inflection point**

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*Jeffrey F. Gattorna*  
Secretary of the Treasury

## DARE TO DREAM

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### 3. START-UP PROJECT

○ The client and the consultants discuss the proposed approach making adjustments where appropriate to ensure that the program is indeed the client's program and will lead to the desired results. Start-up consists of three activities to be directed by our professionals in cooperation with the client: detailed preplanning, committing resources and communicating the project.

○ Detailed preplanning, includes the definition of specific activities, scheduling them and developing individual work assignments for members of the project team (both Organotecnica Group and the client staff). Each work assignment has a specified purpose and planned results. The project reporting schedule is defined at this time as well.

○ Both our Group and the client define their resource commitments to the project. The participants and their planned time on the project is agreed upon and the availability of the best blend of experience, knowledge and technology is thereby ensured.

○ We assist the client in communicating the general nature of the project within his organization. This avoids unnecessary concerns and possibly disruptive rumours and misinformation. Further, it alerts client personnel to the possible needs for information as the project progresses.

### 4. EFFECTIVE COMPLETION

○ The project proceeds with frequent formal and informal discussion and liaison with key client personnel to ensure all benefits can be achieved at the earliest possible time. Further, the process insures that the client maintains control over the execution of the project.

○ The client always retains the option of redirecting or terminating the relationship with the Group. The client's only responsibility is for charges (fees and expenses) incurred to the termination date, unless otherwise agreed.

○ The assignment is typically concluded with a final presentation and, where appropriate, a complete report with thorough documentation of all findings, action plans, and sources of information.



The Toughest Startup Question:  
**Pivot or Proceed?**

**SEMINAR 4:**  
Introduction  
to Customer  
Validation

**TAKE OFF STRATEGIES**  
Many black swans, initial risks and your company as a strategic inflection point

**DARE TO DREAM**



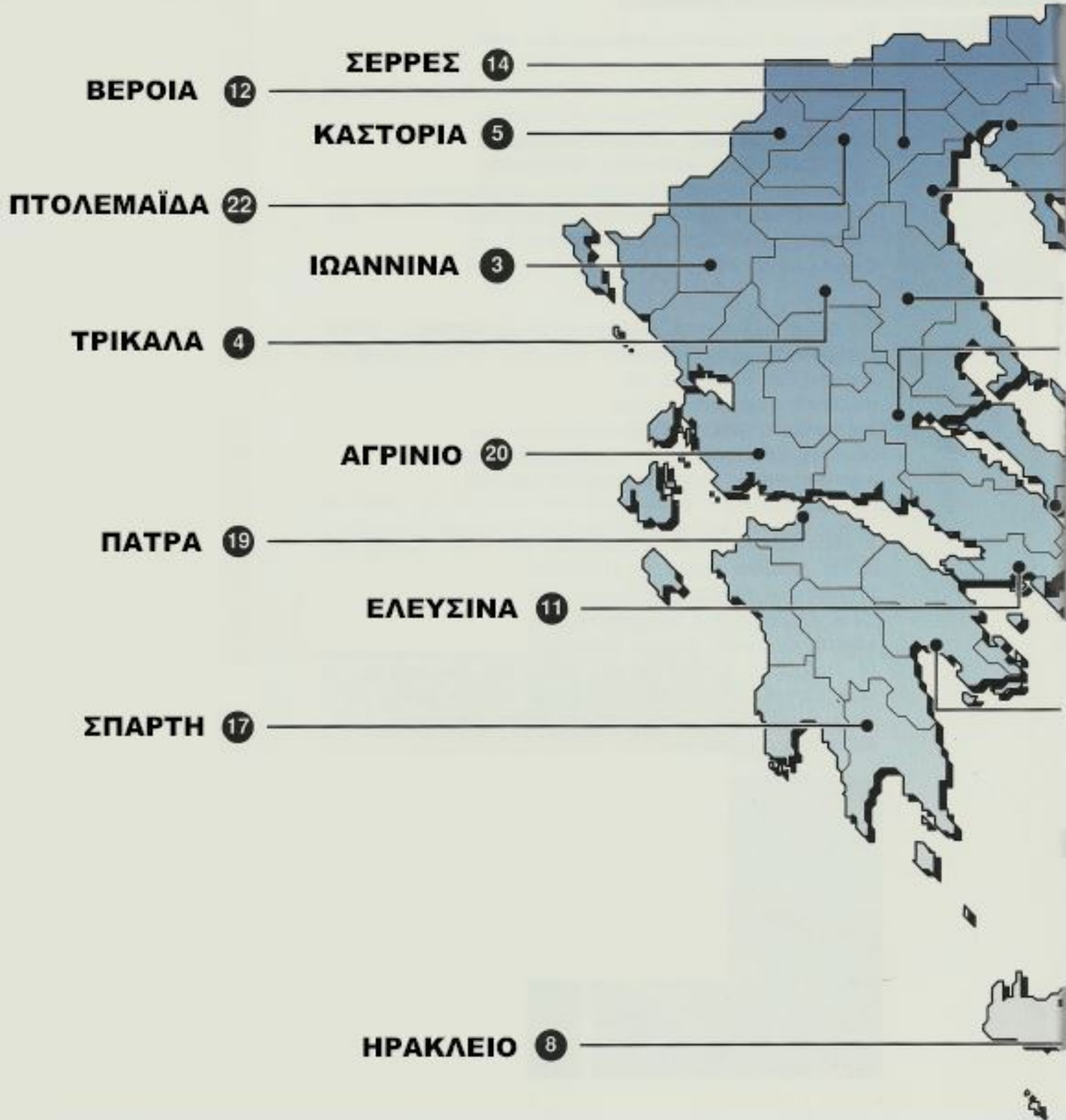
**ΕΙΔΗ ΠΕΡΙΦΕΡΕΙΑΚΗΣ ΚΑΙ ΤΟΠΙΚΗΣ ΑΝΤΙΠΡΟΣΩΠΕΥΣΗΣ ΤΟΥ ΟΜΙΛΟΥ ORGANOTECNICA**

1. ΤΟΠΙΚΟΙ ΨΗΦΙΑΚΟΙ ΔΑΓΗΓΟΙ
2. ΕΠΙΧΕΙΡΗΣΙΑΚΑ ΣΕΜΙΝΑΡΙΑ ΔΑΕΚ
3. ΣΥΝΕΔΡΙΑ MONEY SHOW
4. ΕΠΙΧΕΙΡΗΜΑΤΙΚΑ ΤΑΞΙΔΙΑ
5. ΠΙΣΤΟΠΟΙΗΣΗ ΕΚΠΑΙΔΕΥΤΩΝ
6. ΣΥΜΒΟΥΛΕΥΤΙΚΕΣ ΥΠΗΡΕΣΙΕΣ
7. ΤΟΠΙΚΗ ΕΝΕΡΓΟΠΟΙΗΣΗ-ΣΥΝΕΚΜΕΤΑΛΕΥΣΗ ΣΤΑ ΤΟΠΙΚΑ ΟΙΚΟΣΥΣΤΗΜΑΤΑ ΠΑΡΟΧΗΣ ΥΠΗΡΕΣΙΩΝ ΜΕ JOINT VENTURES
8. ΤΟΠΙΚΕΣ ΣΥΜΜΕΤΟΧΕΣ ΣΤΟ NEW YORK B2B EXPO
9. ΑΝΑΖΗΤΗΣΗ ΕΠΕΝΔΥΣΕΩΝ Η ΑΓΟΡΑΣΤΩΝ ΕΠΙΧΕΙΡΗΣΕΩΝ, ΚΙΝΗΤΩΝ ΑΞΙΩΝ, ΑΚΙΝΗΤΩΝ
10. REGIONAL COMPETITIVE INDEX ΤΟΠΙΚΑ ΦΟΡΑ
11. PROPRIETARY TRADING ΓΙΑ ΕΠΕΝΔΥΣΤΕΣ MONEYLAB
12. ΤΟΠΙΚΑ ΠΡΟΓΡΑΜΜΑΤΑ ΓΙΑ ΔΗΜΑΡΧΟΥΣ ΕΝΕΡΓΟΠΟΙΗΣΗΣ ΠΟΛΙΤΩΝ Η ΕΠΙΧΕΙΡΗΣΕΩΝ CSR/E.K.E.

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**ΓΙΝΕ ΣΗΜΕΡΑ ΤΟΠΙΚΟΣ ΠΙΣΤΟΠΟΙΗΜΕΝΟΣ ΣΥΝΕΡΓΑΤΗΣ**





SEMINAR

# FIRING BACK

the moment we can be on the top of the world and the next trodden underfoot

by ORGANOTECNICA LLC U.S.A. CONTACT: 6976435232, [org\\_usa@icloud.com](mailto:org_usa@icloud.com), [organotecnica@icloud.com](mailto:organotecnica@icloud.com) URL: [moneyshe.com](http://moneyshe.com)

## LEADING ON THE EDGE OF CHAOS



