

Presentation of the Multi Conference-B2B Expo

Balkans Money Show



April 3-5, 2020. Thessaloniki, Hyatt Regency Hotel

1. BALKANS MONEY SHOW TWO PAGES PRESENTATION.

Who invests in Balkans?

Which problems do investors face?

Which steps should be followed?

—¹Which business sectors are strategically important?

“Balkans Vision 2030”!

What is the Greek officials’ viewpoint?

Trading-Insurance Opportunities.

Money products, Forex and E Trading platforms.

These are the major issues/pillars that will concern the proceedings of the Balkans Money Show, taking place at the Hyatt Regency hotel on April 3-5, 2020



30° MONEY SHOW

Εργαλείο εξόδου από την κρίση
Θεσσαλονίκη 12-14 Απριλίου 2019



**Πρωτογενής παραγωγή
Εξαγωγές & “πράσινη” ανάπτυξη
Καινοτομία & επιχειρηματικότητα**

ΕΠΕΝΔΥΣΕΙΣ | ΠΕΡΙΒΑΛΛΟΝ |
ΠΟΛΙΤΙΣΜΟΣ | ΤΟΥΡΙΣΜΟΣ | ΓΕΩΡΓΙΑ

Θεσσαλονίκη, 12-14 Απριλίου 2019

Είσοδος ελεύθερη | Ώρες λειτουργίας: 09:00 – 22:00

Υπό την αιγίδα:



Con il patrocinio di:



Με την ευγενική χορηγία



Με την υποστήριξη



Χορηγοί επικοινωνίας



Αναλυτικό πρόγραμμα:

Πληροφορίες:

www.moneyshow.org



/ELIAS FARANGITAKIS

Money Show - ORGANOTECNICA • T.: 210 89 74 671 ☎ 697 6435232 • www.moneyshow.org • org_usa@icloud.com



29° MONEY SHOW

Εργαλείο εξόδου από την κρίση
Θεσσαλονίκη 27-29 Απριλίου 2018



Πρωτογενής παραγωγή Εξαγωγές & “πράσινη” ανάπτυξη Καινοτομία & επιχειρηματικότητα

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

Θεσσαλονίκη, 27-29 Απριλίου 2018

Είσοδος ελεύθερη | Ώρες λειτουργίας: 09:00 – 22:00

Υπό την αιγίδα:



Με την ευγενική χορηγία



Με την υποστήριξη



Χορηγοί επικοινωνίας



Συνδιοργάνωση:



Αναλυτικό πρόγραμμα:

www.moneyshow.org



Πληροφορίες:

Money Show - EXCESS • τηλ. 210 89 74 671 & 697 6435232 • www.moneyshow.org • org_usa@icloud.com

The Organotecnica Group co-organizes, for the thirtieth consecutive years, the financial and investment Multi-Conference, Exhibition Money Show. This year, the Money Show will also take place in Thessaloniki, Greece, on April, 3-5. The organization is centrally controlled, as always, by the Centre of Innovative Applications of the Organotecnica Group.

THE MAIN INVESTMENT TOPICS

1. "Balkans: Establishing Bonds between East-West"
2. "Foreign investments in Balkans", organized by Bilateral Commercial & Industrial Chambers.
3. "Greek prospects in Balkans", organized by the financial periodical "Innovation & Entrepreneurship".
4. Capital Markets and Trading Strategies in Balkans", organized by Organotecnica Group.

THE SPEAKERS

1. Greek government officials and Entrepreneurs
2. Foreign entrepreneurs

THE FIRM & INSTITUTIONAL BUSINESS PARTNER

The planning and organization of the Balkans Money Show '2020 is undertaken by Hellenic Italian Chamber, Excess & Organotecnica Group, the oldest Greek-owned business consulting firm. The Group has already established the Money Show organization in Greece, while it is about to organize similar events in other Eurasian and Balkans capitals.

THE PROJECT TEAM

The Balkans Money Show' 2020 consists of 4 specialized collaborators of the Group with specific tasks referring to their particular area of expertise with regard to this project

THE CONFERENCE PARTICIPANTS

1. High-ranking executives of enterprises and organizations.
2. Representatives of the financial and business market/traders/media from Balkans.

THE B2B "EXHIBITORS"

1. Greek firms aiming to attract investors/traders.
2. Foreign firms. Greek enterprises with an investing/trading interest in Balkans.

2. Balkans Money Show

Short Presentation

1. The Balkans Money Show objectives

- a. To display and examine the investment activities of domestic and foreign firms in Balkans.
- b. To display and examine the money market services and products of domestic and foreign firms in Balkans.
- c. To allow investors in Balkans to inform all firms interested in expanding their investments into this market, of probable obstacles and ways for dealing with them, in the form of case studies referring to the experiences of already active investors.
- d. To educate Traders in expanding their portfolios and sustainable profitability.
- e. To provide a forum to Balkans Government officials for the presentation of their plans “Vision 2030” to potential investors and to potential participants in the investment and credit infrastructure of Balkans.
- f. To provide a communication tool to Money Brokers, Forex, E Trading electronic platforms.
- g. To inform the specialized business press of the investment challenges in Balkans.
- h. To give exposure to specialized Money Market firms offering Insurance products in Balkans.
- i. To inform the specialized capital and trading press of the trading challenges in Balkans Stock Exchanges.

Possibilities offered by the Balkans Money Show

a. *Visitors and Convention Audience*

Representatives of firms interested in investing in Balkans: Presentations by the most significant representatives of investors and administration officials, on the preconditions for successful investment activities in Balkans.

Individual Investors/Traders: Trading Tips and Investment/Trading Strategies

Greek firms interested in collaborating with foreign organizations: Contacts and discussions/ negotiations on the possibilities for an extended collaboration, participation or buy-outs.

b. *Sponsors*

The benefits to sponsors are presented in detail in a relevant analysis. The different sponsorships include those of: title, official, convention, communication, international guests, reception...

Operation summary of the Balkans Money Show

The Balkans Money Show will take place in the Thessaloniki Hyatt. The core of the activities will be the Conferences, which will be organized in the specifically arranged convention areas of the hotel. More than 1.000 speakers and 10.000 visitors will participate (from the Government, Public Sector, the Money and Investment Market).

A specific part of the convention facilities will be organized as the Exhibition area, with stands for sponsors, existing investors in Balkans and relevant Greek firms, Money and Insurance Market participants allowing for contacts and discussions between them and the mass media and would-be investors in Balkans or Traders.

Thus, the Balkans Money Show 2020 is different from other presentations, rendering it creative, practical and useful.

Design philosophy of the Balkans Money Show

The Balkans Money Show' is neither an B2B Exhibition, nor a Convention. It is a practical combination of both, orientated, in the communication sense, to the practical analysis of investment, trading, Insurance issues and the formulation of business, Investment, Trading contacts.

The audience of the Balkans Money Show, is totally pre-selected from the viewpoint of organization, quality, and size.

The Exhibition serves the purpose of an area for collaboration discussions and, secondarily, as a briefing area but, in every case, for a pre-selected public.

All categories of exhibitors are covered by a respective presentation in the conferences.

Participation in the Convention or Exhibition goes beyond the reasoning of a simple business promotion, to the formalized possibility for negotiations and agreements with the most significant potential customers of every participant. Finally, it is worth noting that the most significant investors and Money Market Leaders in Balkans will be among the conferences' speakers.

Communicative innovation of the Balkans Money Show

The Balkans Money Show' 2020 has been substantiated after taking into consideration the following parameters':

- The interest of the investors and the participants of the money/insurance market in Balkans, either for financing or for investment/trading is increasing and will peak after 2020.
- Specific information on the products and services offered by the money market for the Balkans, is fully known only to experts, while, for most businesses and the investing public only a handful of these services is known, leaving a good number of them under- or even non-utilized.
- The information to businesses and entrepreneurs on the products and services that can be offered by the money, insurance market in the case of Balkans is obtained in a partial or sporadic manner through the mass media and specialized seminars, or under an advertising reasoning, even before the installation of actual investment bases that would allow for the immediate realization of the promoted services.
- The fast growing experience of the administration in Balkans, on the subjects of the money, credit, and investment markets, is the principal cause for the rapid changes in the official policies. These policies tend to obtain a final specific form, and now is the time for their official presentation and for negotiations based on solid policy ground.

On the basis of the design of the Balkans Money Show, its innovative form is obvious, as it provides the following possibilities:

Exhibition part

1. For the dynamic investment market in Balkans, to attain a global presentation of its activities.
2. For the banking and insurance sectors, to present their new products, policies, and services to the most significant investors or investment organizations.
3. For interested exhibitors, to meet with professionals specialized in products and services not linked directly to the banking sector (brokers, factoring, venture capital, etc.).
4. For the money market, to advertise its presence and power in Balkans, through its first own Show promoting its important role.
5. For exhibitors, to meet by prearranged appointment any member of the convention speakers or audience they wish.

Convention part

1. For the participants in the convention audience, to meet with specific conference speakers (investors and administration representatives) that are of interest to them, to discuss specific collaboration possibilities.
2. For the speakers of the conferences, to inform directly audiences interested for a practically useful discussion based on specific investment experiences.
3. For the convention audience, to be globally and responsibly informed about a subject of immediate interest to them.
4. For the Balkans Money Show sponsors, to "exploit" their image as supporters of a series of events of immediate business interest to the convention speakers and audience. Furthermore, beyond the creation of a positive image, a specific procedure is foreseen that will allow them to meet with those participants that present an interest to them.

3. Structure of the Balkans Money Show

The Organotecnica Group organizes, the Financial Multi-Convention "Balkans, investment and trading opportunities and the New Money and Insurance Market", during which Greeks and foreign personalities present their views on the current situation and future tendencies in the greater Investment, Insurance and Money Market. Each Multi-Convention follows the structure of its previous successful annual organizations, and includes one Central and a number of Parallel Conventions:

- (a) The Central Convention includes the most significant presentations from the Greek and international state, banking, and insurance sectors, giving the central tone and orientation of the annual Multi- Convention.
- (b) The Parallel Conventions aim to inform and educate the market of financial products and services, through a number of presentations by experts, on the prevailing situation and apparent trends. These Conventions are carried out by the most significant organizations of each particular market sector.

The Annual Financial Multi-Convention operates in parallel to a Financial Exhibition, under the title "Money Show". The Money Show aims at the promotion and presentation of all available financial products and services.

Organization of conferences. Venue

The conferences of the Balkans Money Show' 2020 will take place in the Conference Center of the Hyatt. The capacity of the Ballrooms are 300, 200, 100, 80, 50, 30 persons in theater style (ten different ballrooms). The selection of this particular venue and style was deemed necessary to meet the needs of the Balkans Money Show'2020.

In parallel to the conferences, the organizers have programmed a series of events based on the needs of the customers. The Organotecnica Group has formed a special team that proceeds with the analysis of every client's communication needs, to formulate a final proposal for their satisfaction.

Liaison between conferences and B2B exhibition

The conferences and the exhibition are not two separate events that coincide in time. Beyond the informative scope of the exhibition, that is of interest to visitors, a specific procedure is in place to link the exhibition to the conferences.

In that respect, the exhibition area is the private space of every exhibitor, where he is presented with the possibility to negotiate agreements and hold personal discussions with the conferences' speakers and participants, who will visit the exhibition stands.

To exhibitors-sponsors that participate in the anticipation of serving specific contact needs with conference speakers or honored guests, apart from their information needs, the events provide them with an environment conducive for such multiple contacts with specific representatives of organizations from Balkans, saving time and money.

On the basis of the above, the axes of the conferences' design are the following two:

- a. Global coverage of the issues of a convention centered on the investment/trading developments in Balkans.
- b. Coverage of specific needs for commercial contacts with the Greek and foreign participants of the conferences.

Speakers and audience of the conferences

The audience of the conferences comprises three groups:

- A. Honored guests.
- B. Specific-interest guests, including: foreign investors, commercial attaches, executives of the exhibitors.
- C. C. Representatives of the Balkans government, domestic business and investment community.

As far as the conferences' audience is concerned, the view of the organizers is centered around the opinion that a convention' success is judged mainly through its selection of the audience. The name of the participants will be in the disposal of every requested party during the events. To attract the convention speakers, the Organotecnica Group has formed a special task force, in cooperation with its strategic collaborators. The final schedule of the conferences will be issued one week before the event.

4. Aims of the Exhibition

The "Balkans Money Show" aims at exhibiting the financial products and services available in the Balkans market. More specifically, the following categories are included:

All sorts and forms of loans
Other cases of financing, leasing, guaranties, insurance, etc. capital investment methods
Consulting services available, directly related to the above financial products.

The exhibition of these products and services has two mutually supported aspects:

The opportunity for the exhibitors to present every one of their exceptional products to the visitors of the Exhibition, in surroundings well-adjusted to the importance and prestige of their sector, through:

The organization of the Exhibition in an environment matching the expected level of contacts, specifically in Conference rooms and Ballrooms of the **Hyatt Hotel**, securing all measures necessary for uninhibited discussions between exhibitors and visitors, and for the arrival and circulation of visitors in the Exhibition facilities.

The open possibility for group presentations by the exhibitors of new financial and insurance products and services, with the alternative aims of:

Either promoting integrated "package solutions' or breaking into new markets.

From the visitors' point of view, the display of the products and services covered by the Exhibition, aims directly at:

The creation of an opportunity for every interested investor/trader to obtain a global idea of the current situation, developments, and trends in a market that is expected to be greatly affected by the changes that will continue to occur on the way to 2030.

Finally, in parallel to the main Exhibition activities, a number of side-activities, under the form of a Symposium, will carry an important weight. This Symposium, under the main title "Balkans, investment, trading, insurance opportunities and the new money market ", aims at:

The specific provision of information to the financial and insurance products and services market, through presentations from Greeks and foreign specialists, on the current situation and visible trends in this fast-changing environment.

5. Purpose of the Balkans Money Show

5.1 The money market in Balkans

Balkans belongs to the group of developing countries/regions and, for this reason, presents a time lag in comparison with the developed countries, especially in the sector of services related to the financial markets. These markets, in their broader sense, have been making their appearance visible, obvious, and demanding. The pressure to achieve European integration and secure a real participation of Balkans to the Economic and Monetary Union schemes have accelerated the process for developing the money, insurance market and have created significant voids in the public awareness of its potential and limitations.

In its initial form, the money market in Balkans (Banks, Stock Exchange) has been known, by its numbered products, solely to organizations and participants of the upper manufacturing and services sectors. The general public had a perception of this market as being confined to Savings and Building Loans.

The entry of Balkans into the EC and the developments in the European integration, coupled with the increase in the demand for financing due to cash flow problems in the investments and the normal operation of

enterprises, have led to a more intense presence of the money market in Balkans, through the creation or adoption of new products and services.

In particular, during the last few years, a number of old or new products have been widely covered by the mass media, with the direct result of increased public awareness on subjects such as the Stock Exchange, the issue of Government and Private Bonds, etc. At the same time, the introduction of new players in this market resulted, through the increased level of competition and the sales support expenses, in a wide promotion among prospective clients of an extensive range of "modern" financing methods and tools (factoring, forfaiting, franchising, etc.).

Finally, the gradual "deregulation" of the money market, in view of the European integration, has boosted competition, with a parallel increase of the range of available products and services and in the number of market suppliers, directly resulting in the availability of wider options in the search both for capital and for new and novel investment opportunities.

From the above summary presentation stem the following specific comments:

- the Balkans Money Market is of a satisfactory size and growing, the interest of the general public and the market organizations, for either financing or investments, is ever increasing, especially as a result of the gradual deregulation of the money market
- the awareness of products and services offered by the Greek money market is complete only among specialists, while the general public is informed and/or educated solely on selected items, with the rest of them remaining virtually unexploited.
- the public awareness of products and services offered by the Greek money market, is achieved by sporadic reports in the mass media and by specialized seminars organized by individual companies for each product or service separately. This form of communication results in a void in the framework of the intended complete and global awareness of the Greek money market from the part of those interested at investing or obtaining financing.

2. Purpose of the Exhibition

In the framework of the previous presentation, the purpose and position of the Money Show can be detailed as follows:

- (a) it serves as an annual central tribune for the identification of developments in the various sectors of the Money Market.
- (b) it provides those interested with an opportunity to meet with professionals specializing in goods and services not directly related to the banking sector (brokers, venture capital, etc.)
- (c) it allows companies in the Stock Exchange, and companies planning their entry in the Stock Exchange, to present their financial situation and future prospects, in order to attract new investors
- (d) it provides the money market with an opportunity to publicize its existence, dynamism, and potential, through its own unique specialized Exhibition.
- (e) it presents an opportunity for Balkans and its institutional organizations to attract foreign capitals, through an Exhibition of international glamour, organized on the standards set by respective annual Exhibitions abroad.
- (f) in parallel to the above, the Multi-Convention provides the opportunity to interested clients for a briefing on specific subjects, through presentations by the specialists in the market.

On the basis of the above, the purpose of the Exhibition becomes obvious, as it plans to:

- provide the Balkans money market with an opportunity to present globally all the products and services that can be offered to each individual client
- provide the opportunity to present new products and services to clients of an immediate interest
- provide the opportunity of an extensive presentation of products and services in the appropriate surroundings, guarantying the confidentiality of discussions with each client

- provide the opportunity to interested clients for a briefing on specific subjects through the presentations that will take place by specialists, in the framework of the Exhibition and the Symposium
- present the participating exhibitors with an opportunity to meet the competition
- provide those interested with an opportunity to meet with professionals specializing in goods and services not directly related to the banking sector (brokers, venture capital, etc.)
- allow companies in the Stock Exchange to present their financial situation and future prospects in order to attract new investors
- provide the money market with an opportunity to publicize its existence, dynamism, and potential, through a, so far inexistent, specialized Exhibition
- present an opportunity for Balkans and its institutional organizations to attract foreign capitals, through an Exhibition of international glamour, organized on the standards of the respective annual Exhibitions in other countries (London, Hong Kong, etc.)

The above indicative points provide a good measure of the purpose of the Exhibition and of its necessity, in view of the radical developments in the framework of the United European Financial Market, at the same time supporting the organizer's ambition to realize it annually.

6. Presentation of the Exhibition's organizer. Project Team

The Money Show is organized by the Organotecnica Group. The Group has its headquarters in New York and is the consortium of some of the oldest Business Consulting Houses in Greece, active in Greece and abroad since 1960. Today, the Group includes 5 specialized consulting firms, 3 non-profit research organizations and 20 representatives offices in significant provincial Greek cities.

The idea of the organization of Money Show stemmed from the long contacts of the Group companies with the Greek financial/investment markets, which allowed them to identify the need for a general presentation and information of those interested in the financial products and services offered in Balkans today. At the same time, the contacts of the Group with European collaborators, and the experience of respective exhibitions abroad, identified the concept of a Multi-Convention/Exhibition combination as the most valid and effective vehicle for the introduction and knowledge of the money market to those interested in Balkans and abroad.

The Organotecnica Group carried out successfully the organization of past year's Money Shows and can guarantee for the autonomous organization and execution of the Multi-Conference and Exhibition combination, through the participation in the project team of its specialized companies.

'The responsibility for the organization and execution of the Exhibition has been assigned to the following:

Project Leader:

Ilias Farangitakis, President, Organotecnica Group

Project Team Coordinator:

Anna Magrioti, Managing Director, Organotecnica Group

Participation Team

- Communication, Public Relations Managers
- International Relations Managers,

- Customer Support Managers
- Sales Managers

7. Organization of the Exhibition

7.1 Organization of the Money Show Balkans until today

The Money Show'2020 comes from five months of design and organizational work by a team of 4 collaborators. The project has requested, since January 2019, the exclusive work of a team of collaborators.

The most significant organizational tasks accomplished, in addition to the project's design, have as follows:

Creation of a project team with, among others, two Greeks members.

Research of possible venues for the Money Show Balkans, resulting at the selection of the Balkans Hyatt.

Advertising programme, television interviews and press releases in the Greek mass media, for the promotion of the Organotecnica Group and the Money Show.

Market research and over 1.000 business meetings with the most significant business organizations in Balkans.

Issue of special documentation on the Money Show Balkans, distributed, since March 2020, to over 2.000 specifically interested business organizations.

Business trips to Balkans, as official guests to ensure the support of the domestic business community for the Money Show Balkans.

7.2 Organization of the Money Show Balkans up to its official opening

Final invitation of speakers.

Conclusion of sponsorship contracts.

Distribution of final information material to conference participants and exhibitors.

Fulfillment of the promotional programme in the Greek, Greek and international media,

Finalization of procedural details for the transportation of conference participants and visitors for the Money Show Balkans.

Finalization of conference details.

Invitation of official guests and media representatives.

Compilation of Money Show Balkans Guide.

7.3 Exhibition facilities

The Exhibition will take place in Conference rooms and exhibition areas of the Hyatt Hotel. This particular selection was dictated by the following factors:

- the protection of the prestige associated to the Exhibition and the money market
- the necessity for high quality services to the exhibitors the need to maintain a high level of confidentiality in the personal contacts between exhibitors and visitors, that could only be guaranteed by a closed meeting set
- the high level and financial power of both exhibitors and visitors the presence in the Exhibition of V.I.Ps and high ranking state officials the provision for the realization of special presentations by personalities of the sector.

7.4 Internal arrangements

The Exhibition will be internally arranged to comprise the following:

a) **Reception area and Cashier:** This area, properly arranged, will be located in the Exhibition entrance and operate as:

- information desk
- selling point for the Exhibition Guide
- control desk for visitors

The area will be manned by expert personnel

The Exhibition area:

The main area of the Exhibition will cover the main lobby of the Hotel with their expo-rooms and expo-stands serving as the exhibitors' booths. There will be clear indicator of the start and end of the Exhibition that will guarantee a single direction flow of visitors, thus providing for their access to all exhibitors. Each room will carry an indication of the exhibitor's identification, but all such signs and messages will *necessarily* be arranged so as to respect the area and the Exhibition's prestige.

Finally, we stress the existence of a comprehensive package of facilities to the exhibitors (see below and in the attached documents), that ensure the uninhibited promotion of their goods and services.

8. Exhibitors

The exhibitors fall into the following categories:

Sponsors.

Firms with significant investments in Balkans, participating through representatives in the Money Show.

Balkans banking establishments.

Balkans firms to be privatized.

Chambers and Unions of Businesses.

State organizations.

Joint enterprises.

Exhibition Visitors

The visitors fall into the following categories:

Foreign investors in Balkans.

Greek and international mass media.

Directors of the exhibitors.

Prospective investors in Balkans.

Greek businessmen.

Representatives of the Greek government.

Admission to the activities: MoneyLab Card

The flow information control, will take place through the Money Show Club, MoneyLab, membership card.

Stands/Pavilion categories

Stands in the entrance of the hotel Ballrooms. (table and chairs available).

Conference Rooms. The conference rooms are located on the lobby 1 of the hotel, they are 4.000 sq. meters and their capacity varies as follows: - class room: 50-200 persons - theater style: 100-500 persons

7.5 Identification of exhibitors

On the basis of what has already been presented regarding the aims of the Exhibition, it has been concluded that, to achieve them best, the exhibitors should necessarily have profiles compatible with the ones presented below:

Exhibitors' profiles

1. State authorities responsible for the money market (Ministries of National Economy Finance. Commerce, Industry Research & Technology, Bank of Balkans, etc.)
2. State organizations
3. European Investment Bank
4. Balkans Stock Exchanges
5. Companies in the Stock Exchange
6. Brokers
7. Banks
8. Insurance companies
9. Investment consultants
10. Real estate agents
11. Merchants of art, antiques, precious stones, metals, coins, etc.
12. Mass media and specialized publications
13. Credit cards
14. Software houses for financial applications
15. Economic education organizations
16. Organizations of respective foreign exhibitions
17. Organizations for the collection of information of financial nature
18. Companies seeking investors
19. Franchisors
20. Leasing firms
21. Time sharing companies

7.6 Participation of exhibitors

On the basis of the information presented so far, the participation of exhibitors is predicted to be massive. Below, we identify the most important arguments for the participation of exhibitors, as they stem from the analysis of the Exhibition characteristics:

- a. The aims and purpose of the Exhibition.
- b. The possibility to present products and services directly to an audience of specific interest.
- c. The services provided by the Exhibition's organizers.

Their premium participation cost can include (specifically for Royal Exhibitors or sponsors):

- i. an exhibition space of high quality standards
 - ii. special prices in hotel rooms for guests
 - iii. a special kit on public relations activities
 - iv. special prices for secretarial services in the Exhibition
 - v. special prices for public relations services
- d. The attractive advertising and international promotion of the Exhibition and its outcome.
- e. The good timing of the Exhibition.
- f. The official guests/speakers, who will raise the prestige and practicality of the Exhibition.
- g. The annual organization of the Exhibition that will provide the money market with a presentation forum.
- h. The possibility to promote new products and services in the frame of group presentations, that will allow the exhibitors to invite prospective clients and present these services in a prestigious environment
 - i. The possibility for contacts with competition

8. Visitors

1. Identification of visitors

there are two groups of visitors:

14

Visitors of immediate interest, that include:

- exhibitors' executives,
- businessmen (industrialists, artisans, merchants)
- professionals (lawyers, economists, accountants, business consultants, agents, etc.)
- investors
- financial executives and
- students of business and finance.

Visitors of general interest, including

- the non-specialized public that is interested in being informed on the specifics of the money market.

Especially for the visitors in the second group (and partly for those in the first), appropriate controls will be applied at the Exhibition's entrance (and through the advertising campaign) so as to exclude non-interested individuals.

8.2 Attractions to visitors

With regard to the attractions the Exhibition offers to visitors, most of the arguments that applied for exhibitors are valid for them too. In addition to these, a number of specific attractions to visitors apply:

- (a) "The possibility provided by the Exhibition for a comprehensive satisfaction of their financing needs (in either capacity -as investors or businessmen)
- (b) The opportunity for a comprehensive and direct investigation of the money market.
- (c) The opportunity for participation in the presentations and discussions, organized in the framework of the Exhibition with market specialists.
- (d) The opportunity to be informed of all new financial products and services.
- (e) Their participation to a lottery of significant prizes.
- (f) The special advertising campaign aimed at them.
- (g) The attractions of the services offered by the Exhibition.

The above, combined with the operation of the selection mechanisms that will operate indirectly as additional attractions to serious visitors, will ensure the massive presence of the public interested in the money market.

Participation Proposals

15

10. Sponsorships





1. "TITLE" SPONSORSHIP 150.000 plus VAT

- I. Extension of the title and logo of the Balkans Money Show with a second part that is constituted by the name and logo of the sponsor. All mentions of the Balkans Money Show in advertisements, reports ad releases will be escorted by this extension.
- II. Appearance of the sponsors logo on the personal invitations of the Conferences attendants and visitors with a second part that is constituted by the name and logo of the sponsor.
- III. Appearance of the sponsors logo on the banners of the Conferences with a second part that is constituted by the name and logo of the sponsor.
- IV. The "Royal Stand" at the entrance 20 sq.m
- V. Commitment that the other sponsors will not be companies directly competitive to the title sponsor.
- VI. Press Conference addressed to at least 25 Mass Media representatives
- VII. Provision of the cover page of the special edition supplement of the periodical "Innovation & Entrepreneurship", including a space coverage and presentation of the Title sponsor. On the low part of each page of this edition, there will be a stripe with the sponsor's logo with the indication "Balkans Money Show Title Sponsor".

2. CENTRAL RECEPTION" SPONSORSHIP 40.000

- Reception Ball of 600 persons at the end of the second day of the events
Free provision of 300 invitations for the Central Reception sponsor.
- Mentioning of the Reception Sponsor in all the advertising program of the Balkans Money Show, with the indication in every advertisement "Reception Host Sponsor".
- Full page 4 color advertisement in the periodical Innovation & Entrepreneurship
- Distribution of sponsor's pamphlets in the Multi- Conference and the parallel events.
- Distribution of Sponsor's pamphlets to the visitors of the Exhibition.
- Appearance on the advertising boards of the Balkans Money Show, in the Multi-Conference, parallel events and the Exhibition area, of the sponsor's logo with the indication "Reception Host Sponsorship"
- Speech from a person selected by the sponsor in the Convention, for the presentation of the sponsor's business and social aims.
- Placement of reception hostesses with the sponsors logo on their lapel, in the Convention Area as well as in The Reception Ball.
- A 4page supplement presenting the Reception Host

3. EXPO SPONSORSHIP 30.000 plus VAT

-  Appearance of the sponsor's logo in all the advertising program (barter agreements) of the Balkans Money Show. This program includes printed advertisement in the daily financial press and in the financial-securities periodicals.
-  Appearance on all the advertising boards of the Money Show, in the Exhibition Area, of the sponsor's logo.
-  Speech from a person selected by the sponsor in the Convention, for the presentation of the sponsor's business and social aims.
-  Provision of a privileged area in the hotel, as an exhibition stand

4. GUIDE SPONSORSHIP 30.000 plus VAT

- Appearance of the sponsor's logo on the front page the back page of the periodical "Innovation & Entrepreneurship Guide",
- Company's logo in each page of the periodical "Innovation & Entrepreneurship", which is to be distributed for free during the Balkans Money Show
- Eight pages' interview of a company's President
- Appearance of the sponsor's logo on the personal invitations of visitors and panelists of the Balkans Money Show
- Free provision of twenty invitations for the Central Convention
- Distribution of sponsor's pamphlets in the Multi- Conference, the parallel events and the exhibition visitors
- Appearance of the sponsor's logo in the visitors' personal invitations, which are to be distributed to all exhibitors.
- Provision of an area- exhibitor stand, for the appointments of the sponsor's representatives with prospective clients.

5. "OFFICIAL SPONSORSHIP 25.000 plus VAT

- ❖ Appearance of the sponsor's logo in each of the printed advertisements of the Balkans Money Show in the Financial-Insurance-Securities periodicals, as well as in the printed advertisements in the daily financial press, with the indication "Money Show Balkans Official Sponsor"
- ❖ The permission of placing an exhibitor stand, in the entrance of the Convention area
- ❖ Appearance on the advertising boards of Balkans Money Show, in the Multi-Conference, the parallel events and the Exhibition area, of the sponsor's logo indicated as the "Balkans Money Show Official Sponsor"
- ❖ Speech from a person selected by the sponsor within the opening of the Convention, for the presentation of the sponsor's business and social aims.
- ❖ Distribution of sponsor's pamphlets in the Multi- Conference, the parallel events and the exhibition visitors

6. CONVENTION SPONSORSHIP 20.000 plus VAT

- ✚ Appearance of the sponsor's logo in the visitors' personal invitations, which are to be distributed to all exhibitors
- ✚ Distribution of sponsor's pamphlets in the Multi- Conference, the parallel events and the exhibition visitors
- ✚ Appearance on the advertising boards of the Balkans Money Show, in the Multi-Conference and parallel events area, of the sponsor's logo indicated as the "Convention Sponsor"
- ✚ Provision of two printed advertisements in the periodical "Innovation & Entrepreneurship"

7. DISTINGUISHED GUESTS SPONSORSHIP 20.000 plus VAT

- ✓ Mention of the Sponsor in all the advertising program of the Money Show Balkans with the indication in every printed advertisement mentioning "Distinguished Guests Sponsor".
- ✓ Appearance of the sponsor's logo in the visitors' personal invitations, which are to be distributed to all exhibitors
- ✓ Distribution of sponsor's pamphlets in the Multi- Conference, the parallel events and the exhibition visitors
- ✓ Appearance on the advertising boards of the Balkans Money Show, in the Multi-Conference, the parallel events and the Exhibition area, of the sponsor's logo indicated as the "Distinguished Guests Sponsor".

11. Expo Participation Prices & Benefits to exhibitors

The exhibitors are divided into two categories, according to the zone of their stands:

a. Privileged exhibitors: They cover one of the 10 available luxurious stands of the Exhibition.

Price 300 euros per square meter

regular exhibitors: They cover at least one of the remaining stands.

The size of each stand is between 4 to 6 sq.m. and their cost comes to 200 euro per sq.m.

Several of these stands can communicate, and can thus be used in pairs, to increase the available space.

The cost of the participation to the Exhibition is paid for as follows: 50% upon signing the contract 50% one week before the event. These amounts of money are paid upon reception of the corresponding invoice.

12. Contact Details

ORGANOTECNICA LLC

ELIAS FARANGITAKIS
Founder Money Show Network

Mobile +306976 435232
 +357 99089123,
 +1 347 380-1857

Telephone +30 210 8974671

URL: www.moneyshow.org

E-MAIL

org_usa@icloud.com
organotecnica@icloud.com

