

HELLENIC REGIONS & MAIN CITIES MONEY SHOWS 2020-2021



THE GREEK REGIONS MONEY SHOW NETWORK PROPOSAL

1.





MONEY
SHOW

A. ΘΡΑΚΗ 3 CITIES

N. Έβρου -

N. Ροδόπης -

N. Ξάνθης -

Αλεξανδρούπολη

Κομοτηνή

Ξάνθη

**MONEY
SHOW
NETWORK**

B. ΜΑΚΕΔΟΝΙΑ 11 CITIES

N. Καβάλας - Καβάλα
N. Δράμας - Δράμα
N. Κιλκίς - Κιλκίς
N. Χαλκιδικής- Πολύγυρος
N. Πέλλης - Έδεσσα
N. Ημαθίας - Βέροια
N. Φλώρινας - Φλώρινα
N. Κοζάνης - Κοζάνη
N. Καστοριάς- Καστοριά
N. Πιερίας - Κατερίνη
N. Γρεβενών - Γρεβενά



MONEY
SHOW

ΘΕΣΣΑΛΙΑ 4 CITIES

Ν. Λαρίσης-Λάρισα

Ν. Μαγνησίας-Βόλο

Ν. Καρδίτσας-Καρδίτσα

Ν. Τρικάλων-Τρίκαλα

ΗΠΕΙΡΟΣ 4 CITIES

Ν. Ιωαννίνων-Ιωάννινα

Ν. Θεσπρωτίας-Ηγουμενίτσα

Ν. Πρεβέζης-Πρέβεζα

Ν. Άρτης-Άρτα





MONEY SHOW

ΠΕΡΙΦΕΡΕΙΑ ΑΤΤΙΚΗΣ &
ΣΤΕΡΕΑ ΕΛΛΑΔΑ 7 CITIES

Αττικής-Πειραιάς

Ν. Βοιωτίας-Λιβαδειά

Ν. Φθιώτιδας-Λαμία

Ν. Φωκίδας-Άμφισσα

Ν. Αιτωλοακαρνανίας -
Μεσολόγγι

Ν. Ευρυτανίας-Καρπενήσι

Ν. Ευβοίας-Χαλκίδα





ΠΕΛΟΠΟΝΝΗΣΟΣ 6 CITIES

Ν. Κορινθίας-Κόρινθος

Ν. Ηλείας-Πύργος

Ν. Αρκαδίας-Τρίπολη

Ν. Αργολίδος-Ναύπλιο

Ν. Μεσσηνίας-Καλαμάτα

Ν. Λακωνίας-Σπάρτη



**MONEY
SHOW**





ΚΡΗΤΗ 4 CITIES

Ν. Χανίων-Χανιά

Ν. Ρεθύμνης-Ρέθυμνο

Ν. Ηρακλείου-Ηράκλειο

Ν. Λασιθίου-Άγιος Νικόλαος



ΝΗΣΙΑ ΑΙΓΑΙΟΥ 4 CITIES

Ν. Κυκλάδων - Σύρος/Ερμούπολη

Ν. Δωδεκανήσου - Ρόδος

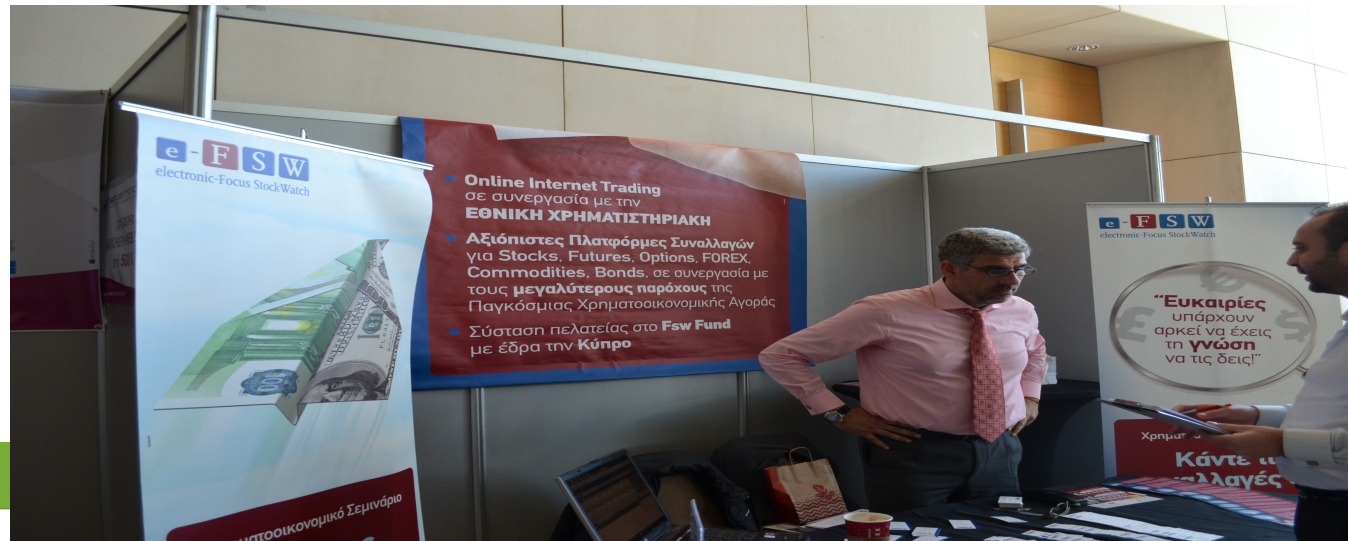
Ν. Σάμου - Σάμος

Ν. Λέσβου - Μυτιλήνη

Ν. Χίου - Χίος



MONEY SHOW





ΝΗΣΙΑ ΙΟΝΙΟΥ 4 CITIES

Ν. Κέρκυρας -
Κέρκυρα

Ν. Κεφαληνίας -
Αργοστόλι

Ν. Λευκάδας -
Λευκάδα

Ν. Ζακύνθου -
Ζάκυνθος



MONEY
SHOW



MONEY SHOW NETWORK: Objectives



The promotion of
available financial
products and
services.

Money Show Network: Objectives



The promotion of available financial products and services.



The promotion of the most significant investments.

Money Show Network 2019-2020: Objectives



The promotion of available financial products and services.



The promotion of the most significant investments.



B2B Investment & Business
Contacts

Purpose of the Money Show Network



Visitors

- To obtain information and discuss collaboration agreements with the most significant representatives

Conference organizers

- To present their services and discuss collaboration agreements individually

Conference Audience

- To realize contacts and agreements and obtain specialized information

Title Sponsor

- To communicate & Sell to audiences of the highest social and economic order

Design Philosophy



● It is a Multi-Conference

- Parallel events run throughout the day
- With specific audiences in each parallel event

● Collaborations / Agreements

- Each Conference operates as catalyst for discussions or information disseminators.
- Beyond promoting company profile, participation leads to real discussions and negotiations with the most significant prospective customers.

● Events cover all Investor Categories

● Select Collaborators

- All collaborators of each event are selected from among the most significant trade associations or specialized local mainly media.

Multi-Conference Subjects



● Investment Market

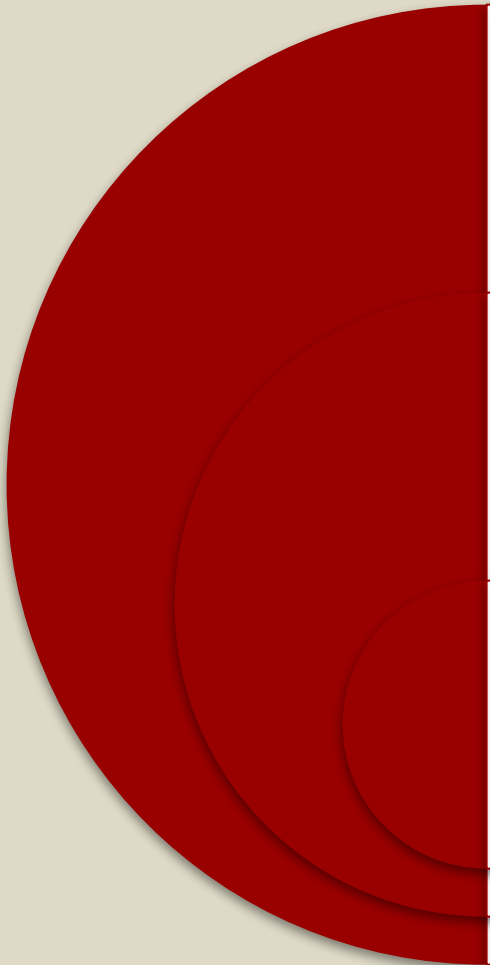
- Real Estate Investments. Development models – Privatization – Modernization – Public Investments – Legal framework – Institutional social innovations – Foreign Investments – Business Strategies of companies in the stock exchange

● New Money Market

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

Money Show Conventions/Greek Regions



- 
- A large red semi-circular graphic on the left side of the slide, composed of several concentric semi-circles of varying shades of red, creating a layered effect.
- **40 Multi-Conferences**
 - 1.000 – 3.000 visitors participants per City
 - **100.000 Visitors**
 - 80.000 comprise from the Conferences audiences
 - **Flow & Organization**
 - Controlled through Central Computer

Qualitative Elements of Money Show Network



- Quality guarantee.
- Over 30 years of organizational experience by high level executives and consultants.
- Reasonable pricing – Careful timing
- Optimal selection of Event host and area
- Expert knowledge of the target market
- Aesthetically adjusted and Content sensitive compilation of the information material
- Control of e-mailing procedures & personal local contacts

Qualitative Elements of Money Show (continued)



- Early planning of Conferences.
- Qualitative instead of pressure marketing.
- Marketing tests.
- Emphasis on the Conference segments and organization of specific procedures to fulfill the defined commercial targets of exhibitors and sponsors.
- Specific actions ensuring the representative appearance of all exhibitor's categories.
- Discouragement of direct and (serious) indirect competitors through specific strategies
- Attraction of the decision makers in the Money Market and the Investment market

Money Show Network Structure



The Money Show Network is a two day event and has five main structural parts:

1. Central convention & Reception
2. Parallel conferences and events
3. Professional meetings and collaboration negotiations
4. Privileged promotion of products and services
5. Targeted Communication to Local or National Media

THE PROPOSAL 2019-2020



OBJECTIVE:

**THE PROMOTION OF THE INITIATIVES AND
BUSINESS OPPORTUNITIES SUPPORTED BY THE
LOCAL CHAMBERS OF COMMERCE, INSTITUTIONS &
LOCAL OR NATIONAL MEDIA**

PRE- REQUISITES :



- 1. TWO YEARS PROGRAM FOR ATHENS & GREEK REGIONS
(20+20 CITIES FOR 2019-2020)**
- 2. AT LEAST 6 DEDICATED PERSONS FOR THE 40 EVENTS**
- 3. EACH YEAR TOTAL COSTS 200.000 Euros.**

DELEGATION AND TARGET AUDIENCE



DELEGATION

- Minimum 4 dedicated persons & 2 Founders
- Plus freelancers annually.

TARGET AUDIENCE

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

The Title Sponsor will be offered exclusive “Title Sponsorship”.

- Title Sponsorship
- Exhibition Stand
- Central Convention
- Advertisement throughout the event’s program material
- Press coverage
- Exhibition Guide



Ad MoneyAthens 11EXPRESSATHENS11 12/7/11 11:53 AM Page 1

QATAR AIRWAYS القطرية **ATHENS INTERNATIONAL AIRPORT** ΑΘΗΝΑΙΩΝ ΑΕΡΟΔΡΟΜΟΣ

MONEY SHOW '11
Green Expo 2011

Hilton Athens **16 - 17 ΔΕΚΕΜΒΡΙΟΥ 2011**
Από τις 9 το πρωί έως τις 10 το βράδυ. Είσοδος ελεύθερη

διοργανωτής: **LIANGOS** συμβούλοι επικοινωνίας
Υπό την αιγίδα: **ΠΕΡΙΦΕΡΕΙΑ ΑΤΤΙΚΗΣ**
Συνδιοργανωτής: **Ustav Group** **FOB** **apollo**

Το μεγαλύτερο πολυ-συνέδριο στην Ευρώπη!

i-learn **Build Your Dream** HOME-INDUSTRIAL INVESTMENT **INTELLIGENT LIFE** **ICAP** **SUNNYWELL** Interactive Concepts

Business & Life Training by A&L Angelika **dm** **athens marketing group** **Global Group A.E.** ΚΕΝΤΡΟ ΣΥΣΤΑΣΕΩΣ ΑΚΙΝΗΤΩΝ ΕΠΙΣΤΑΣΕΩΣ ΟΙΚΟΝΟΜΙΚΩΝ & ΑΣΦΑΛΙΣΤΙΚΩΝ ΕΠΙΧΕΙΡΗΣΕΩΝ **APINTECH** SUSTAINABLE SOLUTIONS FOR THE GLOBAL COMMUNITY

Focus Bari **DWHITE.gr** **Home** **apartments** **Le Coq**

ALPHA PLAN **BISTIS** **HELLENIC ENERGY** **Showico** **imarketing.gr**

κοινωνία για **SOL** **ΕΕΑΕΒΕ** ΕΝΔΕΙΞΗ ΕΠΙΧΕΙΡΗΣΕΩΝ ΔΙΑΦΗΜΙΣΤΙΚΗΣ & ΕΠΙΚΟΙΝΩΝΙΑΣ ΒΟΡΕΙΟΥ ΕΛΛΑΔΟΣ **ΕΛΛΗΝΙΚΟ ΚΕΝΤΡΟ ΕΠΙΧΕΙΡΗΣΕΩΝ** **BBN** **Redline**

Χαριτόγιος Επικοινωνία: **ΕΣΠΙΡΕΣ**

Πληροφορίες: Money Show - Αραβοσιτάς Αναστασίας & ΣΙΑ ΕΕ • τηλ. 210 89 74 671 & 6943 87 67 47 www.moneyshow.eu

TITLE SPONSORSHIP



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

It is cover 5-30 sq.m. and will promote Title Sponsor and various Investment Projects.



MAIN EXHIBITION AREA PER CITY

EXHIBITION REGIONS MONEY SHOW GUIDES



AIM: To present the Title Sponsor and Money Show.

DISTRIBUTION: At the Exhibitions Center/Hotel

COVER PAGE: Feature the President of Title Sponsor

SPECIAL FEATURE: Interview with the President

LANGUAGES: Greek

PAGES: 16 pages A4 size



Main Conference Centre

Audience

Sponsor Delegation

Greek Delegation

Political and financial VIPs

Local authorities

Local Media



Main Conference Centre per city



Symposium Dinner

Speech by the President of
the Title Sponsor

Seated dinner

Audience

Delegation

Local Delegation

Political and financial VIPs



Symposium Dinner per City



B2B MEETINGS

Use of conference rooms

Meetings in TWO phases:

THEMATIC

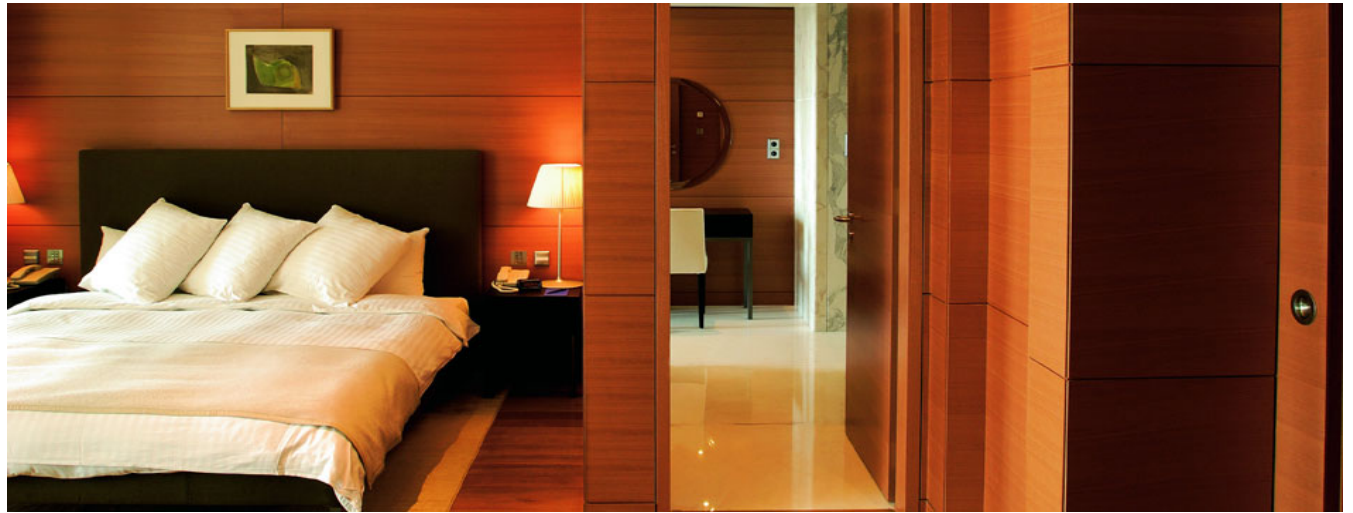
B2B



Conferences and B2Bs per City



10-15 nights
per City for
founders, staff.



ACCOMMODATION PER CITY



Liaison Officer:

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[url:www.moneyshow.org](http://www.moneyshow.org)

FACEBOOK:

ELIAS FARANGITAKIS

Representative of

Organotecnica Group



**ORGANIZER:
ORGANOTECNICA GROUP**