



**KING OF  
MACEDONIA**



**ENGLISH PRESENTATION-PROPOSALS  
REAL ESTATE INVESTMENTS CONFERENCE -EXPO**

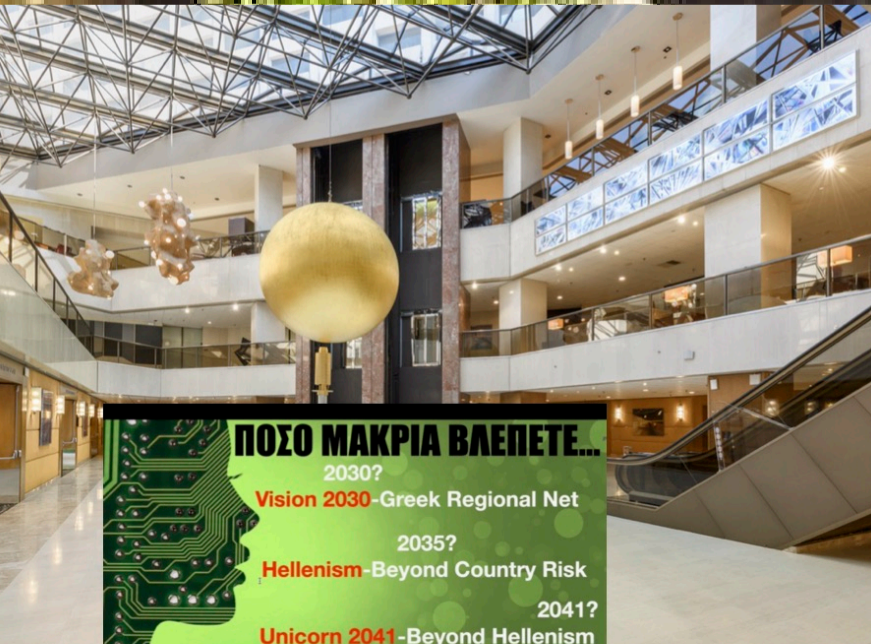
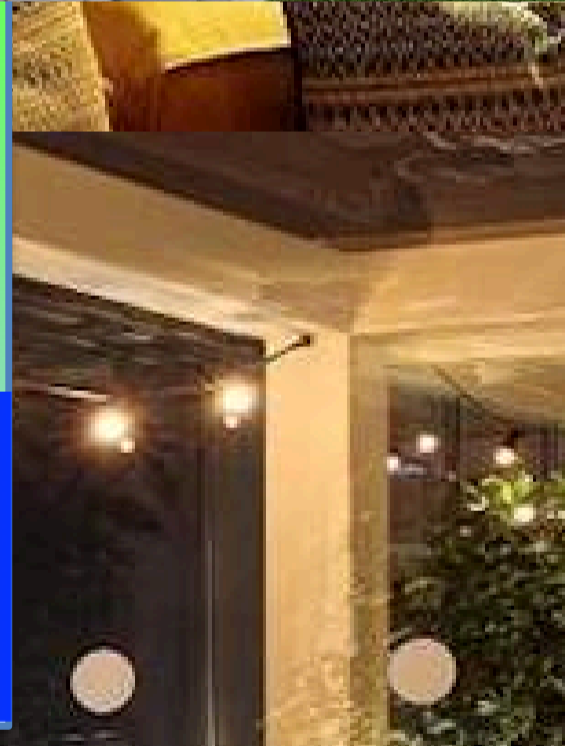
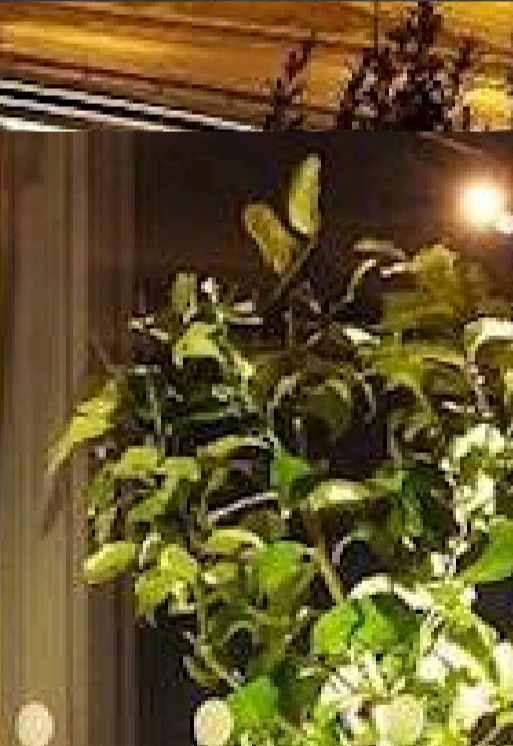
**INTERCONTINENTAL 15/11  
ATHENS MARRIOTT 5-7/12**

**NOVEMBER  
15, 2025**



**REAL ESTATE  
INVESTMENTS**

**CONFERENCE**



**ATHENAEUM  
INTERCONTINENTAL  
ATHENS**

**ΠΟΣΟ ΜΑΚΡΙΑ ΒΛΕΠΕΤΕ...**  
2030?  
**Vision 2030**-Greek Regional Net  
2035?  
**Hellenism**-Beyond Country Risk  
2041?  
**Unicorn 2041**-Beyond Hellenism

# ATHENS MARRIOTT



**REAL ESTATE  
INVESTMENTS  
EXPO**



- **Who invests in GREECE?**
- **Which problems do REAL ESTATE investors face?**
- **Which steps should be followed?**
- **Which Greek Regions are strategically important?**
- **“BIG PROJECTS”!**
- **What is the Greek officials’ viewpoint?**

**These are the major issues/  
pillars that will concern the  
proceedings of the REAL ESTATE  
INVESTMENTS CONFERENCE 2025.**

# THE MAIN INVESTMENT TOPICS

## “Greece and foreign Real Estate Investments

Exponential Technologies

Geopolitical events and

Real Estate Markets

Estate Markets

Capital Markets and Real Estate Investment Strategies

## THE SPEAKERS

Greek Government officials and Entrepreneurs. Foreign investors.

## THE FIRM & INSTITUTIONAL PARTNERS

The planning and organization of the REAL ESTATE INVESTMENTS CONFERENCE is undertaken by Hellenic Italian Chamber, Hellenic Chinese Chamber & Money Show-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 annually similar REAL ESTATE events.

## THE PROJECT TEAM

The REAL ESTATE INVESTMENTS CONFERENCE' consists of 5 specialized collaborators of the Group with specific tasks referring to their particular area of expertise with regard to this project

## THE CONFERENCE PARTICIPANTS

High-ranking executives of Real Estate enterprises and organizations. Representatives of the financial and business market/ Media.

## THE B2B “EXHIBITORS”

Greek firms aiming to attract Real Estate Investors investors/traders.  
Foreign firms. Greek enterprises with an investing interest.

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# **REAL ESTATE INVESTMENTS CONFERENCE/EXPO Short Presentation**

## **1.The REAL ESTATE INVESTMENTS CONFERENCE/EXPO objectives**

- **To display and examine the investment activities of domestic and foreign firms.**
- **To display and examine the real estate market services and products of domestic and foreign firms.**
- **To allow investors to inform all firms interested in expanding their investments into the Greek market, examining probable obstacles and ways for dealing with them, in the form of case studies referring to the experiences of already active real estate investors.**
- **To educate real estate investors in expanding their portfolios and sustainable profitability.**
- **To provide a forum to Greek Government officials for the presentation of their plans “Real Estate Vision 2030” to potential investors and to potential participants in the real estate investment and credit infrastructure.**
- **To provide a communication tool to Real Estate Brokers.**
- **To inform the specialized business press of the investment challenges.**
- **To give exposure to specialized Real Estate Market firms**
- **To inform the specialized capital and trading press of the trading challenges in Real Estate Stocks or Real Estate Investments.**
- 

## **Possibilities offered to Visitors and Convention Audience**

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

**Individual Investors: Investment Tips and Investment Strategies**

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

## **a. 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**

**The REAL ESTATE INVESTMENTS CONFERENCE/EXPO will take place in the INTERCONTINENTAL and ATHENS MARRIOTT HOTEL. 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, Business and Real Estate Investment Market).**

**A specific part of the conventions facilities will be organized as the Exhibition area, with stands for sponsors, existing real estate investors in Balkans and relevant Greek firms, Money, Bank, Insurance, Real Estate Market participants allowing for contacts and discussions between them and the mass media and would-be investors.**

**Thus, the REAL ESTATE INVESTMENTS CONFERENCE/EXPO is different from other presentations, rendering it creative, practical and useful.**

## **Design philosophy**

**The REAL ESTATE INVESTMENTS CONFERENCE/EXPO 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 real estate investment issues and the formulation of business, Investment contacts.**

**The audience of the REAL ESTATE INVESTMENTS CONFERENCE/EXPO 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 Real Estate Market Leaders in Balkans will be among the conferences' speakers.

## **Communicative innovation.**

The **REAL ESTATE INVESTMENTS CONFERENCE/EXPO** has been substantiated after taking into consideration the following parameters':

The interest of the investors and the participants, either for financing or for investment is increasing and will peak after 2030

Specific information on the products and services offered by the market, 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 real estate 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, on the real estate 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 **REAL ESTATE INVESTMENTS CONFERENCE/EXPO** its innovative form is obvious, as it provides the following possibilities:

## **Exhibition part**

1. For the dynamic real estate investment market, to attain a global presentation of its activities.
2. For the real estate 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 real estate products and services not linked directly to the banking sector.
4. For the real estate market, to advertise its presence and power, through its f own Show promoting its important role.
5. For exhibitors, to meet 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 convention audience, to be globally and responsibly informed about a subject of immediate interest to them.
3. For the **REAL ESTATE INVESTMENTS CONFERENCE/EXPO**, 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

The Organotecnica Group organizes, the Multi-Convention "Greek investment opportunities and the New Real Estate Market", during which Greeks and foreign personalities present their views on the current situation and future tendencies in the greater Real Estate Investment, Insurance and Money Market.

Each Multi-Convention follows the structure of its previous successful annual organizations of Money Show, 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, Real Estate, 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 real estate 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 Real Estate Exhibition, under the title "**REAL ESTATE INVESTMENTS CONFERENCE/EXPO**". The **REAL ESTATE INVESTMENTS CONFERENCE/EXPO** aims at the promotion and presentation of all available real estate products and services.

## Organization of conferences.

The capacity of the Ballrooms are 200, 150, 100, 70, 40, 35, 70, 50, 30, 20

persons in theater style.

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 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
- b. investment developments.
- 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:

- Honored guests.
- Specific–interest guests, including: foreign investors, commercial attaches, executives of the exhibitors.
- Representatives of the 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 “**REAL ESTATE INVESTMENTS CONFERENCE/EXPO**” aims at exhibiting the real estate products and services available in the market. More specifically, the following categories are included:

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

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 to obtain a global idea of the current situation, developments, and real estate 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 "Hellenism, real estate investment, trading, insurance opportunities and the new market ", aims at:

The specific provision of information to the real estate, 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

### 5.1. The real estate market in Greece

Greece 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 real estate 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 real estate, money, insurance market and have created significant voids in the public awareness of its potential and limitations.**

**In its initial form, the real estate market has been known, by its numbered real estate 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 developments in the European integration, coupled with the increase in the demand for financing due to cash flow problems in the real estate investments and the normal operation of enterprises, have led to a more intense presence of the market, 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 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.**

**Finally, the gradual "deregulation" of the real estate, 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 real estate investment opportunities.**

**From the above summary presentation stem the following specific comments:**

- the Balkans Real Estate 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 real estate market**
- the awareness of products and services offered by the Greek real estate 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 real estate 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 **REAL ESTATE INVESTMENTS CONFERENCE/EXPO** be detailed as follows:

(a)it serves as an annual central tribune for the identification of developments in the various sectors of the Real Estate Market.

(b)it provides those interested with an opportunity to meet with professionals specializing in goods and services not directly related to the real estate sector

(c)it allows real estate 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 real estate market with an opportunity to publicize its existence, dynamism, and potential, through its own unique specialized Exhibition.

(e)it presents an opportunity for 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 real estate 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 real estate goods and services not directly related to the banking sector**
- **allow companies in the Stock Exchange to present their financial situation and future prospects in order to attract new investors**

- provide the real estate market with an opportunity to publicize its existence, dynamism, and potential, through a, so far inexistent, specialized Exhibition
- present an opportunity for 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.

## 6. Presentation of the Exhibition's organizer.

The **REAL ESTATE INVESTMENTS CONFERENCE/EXPO** 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.

The idea of the organization of stemmed from the long contacts of the Group companies with Greek real estate, financial/investment markets, which allowed them to identify the need for a general presentation and information of those interested in the real estate 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 real estate market to those interested in Balkans and abroad.

The Organotecnica Group carried out successfully the organization of past 33 year's Money Shows and can guarantee for the autonomous organization and execution of the **REAL ESTATE INVESTMENTS CONFERENCE/EXPO Multi-Conference and Exhibition** combination, through the participation in the project team of its specialized companies.

## 7. Organization of the **REAL ESTATE INVESTMENTS CONFERENCE/EXPO** until today

The **REAL ESTATE INVESTMENTS CONFERENCE/EXPO** from two months of design and organizational work by a team of 6 collaborators. The project has requested, 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.

Research of possible venues

# Road Map...

Advertising programme, television interviews and press releases in the Greek mass media, for the promotion of the **REAL ESTATE INVESTMENTS CONFERENCE/EXPO**

Market research and over 300 business meetings with the most significant real estate business organizations.

Issue of special documentation on the real estate, distributed, to over 1.000 specifically interested business organizations.

## Invitations

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.

Finalization of conference details.

Invitation of official guests and media representatives.

Compilation of **REAL ESTATE INVESTMENTS CONFERENCE/EXPO Guide**.

## Exhibition facilities

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

- the protection of the prestige associated to the Exhibition and the real estate 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 U.I.Ps and high ranking state officials the provision for the realization of special presentations by personalities of the sector.**

# **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**
- **point for the Exhibition Guide**

**The Exhibition area:**

**The main area of the Exhibition will cover parts the main lobbies 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 real estate investments in Balkans, participating through representatives**



**Real Estate Brokers**

**Developers**

**Banking establishments.**

**Firms to be privatized.**

**Chambers and Unions of Businesses.**

**State organizations. Joint enterprises.**

## **Exhibition Visitors**

**The visitors fall into the following categories:**

**Greek and Foreign real estate investors.**

**Greek and international mass media. Directors of the exhibitors.  
Prospective investors in Balkans. Greek businessmen.**

**Representatives of the Greek government.**

## **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 of the hotel, and their capacity varies**

## **Exhibitors' profiles**

**State authorities responsible for the real estate market, Commerce, Industry Research & Technology, Bank of Greece, State real estate organizations, Real Estate Companies in the Stock Exchanges, Real Estate Brokers, Banks, Insurance companies, real estate Investment consultants, Real estate agents, Mass media and specialized publications, Software houses for real estate**

real estate applications, Economic education organizations,  
Organizations for the collection of information of real estate  
financial nature, Companies seeking investors, Franchisors,.

## 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

## 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.
- 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 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
- h. The possibility for contacts with competition

## 8. Visitors

### 1. Identification of visitors

there are two groups of visitors:

Visitors of immediate interest, that include:

- exhibitors' executives,
- businessmen (industrialists, artisans, merchants)
- professionals (lawyers, economists, accountants, business consultants, agents,

etc.)

- investors
- students of business and
- the non-specialized public that is interested in being informed on the specifics of the money market.
- financial executives and

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)The opportunity for a comprehensive and direct investigation of the money market.
- (b)The opportunity for participation in the presentations and discussions, organized in the framework of the Exhibition with market specialists.
- (c)The opportunity to be informed of all new financial products and services.
- (d)Their participation to a lottery of significant prizes.
- (e)The special advertising campaign aimed at them.
- (f) 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

## 9.Sponsorships

### 1. "TITLE" SPONSORSHIP

- I. Extension of the title and logo of the **REAL ESTATE INVESTMENTS CONFERENCE/EXPO** a second part that is constituted by the name and logo of the sponsor. All mentions of the **REAL ESTATE INVESTMENTS CONFERENCE/EXPO** in the advertisements, reports and releases will be escorted by this extension.
- II. Appearance of the sponsors logo on the personal invitations of the Conferences attendees 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 30 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 "**REAL ESTATE INVESTMENTS CONFERENCE/EXPO Title Sponsor**".

## 2. CENTRAL RECEPTION" SPONSORSHIP

Reception Ball of 200 persons of the events Free provision of 50 invitations for the Central Reception sponsor.

- o Mentioning of the Reception Sponsor in all the advertising program of the **REAL ESTATE INVESTMENTS CONFERENCE/EXPO** with the indication in every advertisement "Reception Host Sponsor".
- o Full page 4 color advertisement in the periodical Innovation & Entrepreneurship
- o Distribution of sponsor's pamphlets in the Multi- Conference and the parallel events. o Distribution of Sponsor's pamphlets to the visitors of the Exhibition.
- o Appearance on the advertising boards of the **REAL ESTATE INVESTMENTS CONFERENCE/EXPO** in the Multi- Conference, parallel events and the Exhibition area, of the sponsor's logo with the indication "Reception Host Sponsorship"
- o Speech from a person selected by the sponsor in the Convention, for the presentation of the sponsor's business and social aims.
- o Placement of reception hostesses with the sponsors logo on their lapel, in the Convention Area as well as in The Reception Ball.
- o A 4page supplement presenting the Reception Host

## 3. EXPO SPONSORSHIP

Appearance of the sponsor's logo in all the digital advertising program (barter agreements) of the **REAL ESTATE INVESTMENTS CONFERENCE/EXPO** This program

includes digital advertisement in the financial press and in the financial-  
securities periodicals.

Appearance on all the advertising boards of the **REAL ESTATE INVESTMENTS CONFERENCE/EXPO** 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. GUIDES SPONSORSHIP**

- Appearance of the sponsor's logo on the front page the back page of the Guide",
- Company's logo in each page of the periodical " Innovation & Entrepreneurship", which is to be distributed for free during the 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 **REAL ESTATE INVESTMENTS CONFERENCE/EXPO**
  - 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**

- ❖ Appearance of the sponsor's logo in each of the digital advertisements of the **REAL ESTATE INVESTMENTS CONFERENCE/EXPO** advertisements in the financial press, with the indication "Official Sponsor"
- ❖ The permission of placing an exhibitor stand, in the entrance of the Convention area
- ❖ Appearance on the advertising boards, in the Multi-Conference, the parallel events and the Exhibition area, of the sponsor's logo indicated as the "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**

**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, 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**

**✓ Mention of the Sponsor in all the advertising program 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, in the Multi-Conference, the parallel events and the Exhibition area, of the sponsor's logo indicated as the "Distinguished Guests Sponsor".**

# **10. 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 available luxurious stands of the Exhibition. Price 300 euros per square meter**
- b. b. regular exhibitors: They cover at least one of the remaining stands. The size of each stand is between 4 to 100 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: 100% upon signing the contract. These amounts of money are paid upon reception of the corresponding invoice.**

#### 11.Contact Details

**ANDRONIKI-MONEY SHOW-ORGANOTECHNIKA**

**ANNA MAGRIOTI Co-Founder Money Show**

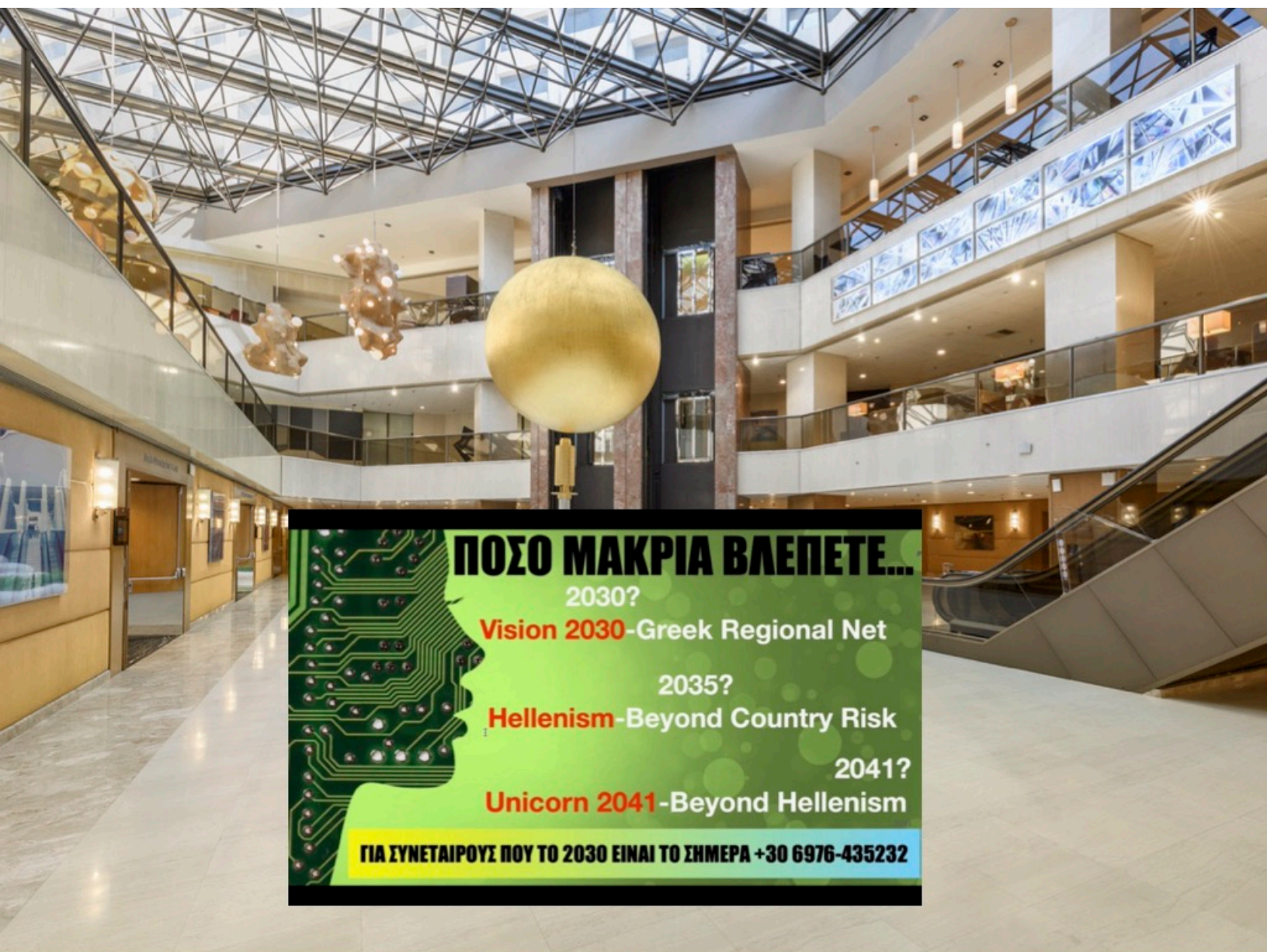
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**ΠΟΣΟ ΜΑΚΡΙΑ ΒΛΕΠΕΤΕ...**

**2030?**

**Vision 2030-Greek Regional Net**

**2035?**

**Hellenism-Beyond Country Risk**

**2041?**

**Unicorn 2041-Beyond Hellenism**

**ΓΙΑ ΣΥΝΕΤΑΙΡΟΥΣ ΠΟΥ ΤΟ 2030 ΕΙΝΑΙ ΤΟ ΣΗΜΕΡΑ +30 6976-435232**