

# GREEK REGIONS & MAIN CITIES MONEY SHOWS 2021-2030



## THE GREEK REGIONS MONEY SHOW NETWORK PROPOSAL

1.





MONEY  
SHOW

A. ΘΡΑΚΗ 3 CITIES

N. Έβρου -

N. Ροδόπης -

N. Ξάνθης -

**MONEY  
SHOW  
NETWORK**

B. ΜΑΚΕΔΟΝΙΑ 11 CITIES

Αλεξανδρούπολη

Κομοτηνή

Ξάνθη

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



## ΘΕΣΣΑΛΙΑ 4 CITIES

Ν. Λαρίσης-Λάρισα

Ν. Μαγνησίας-Βόλο

Ν. Καρδίτσας-Καρδίτσα

Ν. Τρικάλων-Τρίκαλα

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## ΗΠΕΙΡΟΣ 4 CITIES

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Ν. Ιωαννίνων-Ιωάννινα

Ν. Θεσπρωτίας-Ηγουμενίτσα

Ν. Πρεβέζης-Πρέβεζα

Ν. Άρτης-Άρτα



# MONEY SHOW





# MONEY SHOW

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





## 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 2021-2030: 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



**40 Multi-  
Conferences**

- 1.500 – 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 2021-2030



## **OBJECTIVE:**

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

# FULL PROGRAM PRE- REQUISITES :



- 1. TWO YEARS PROGRAM FOR GREEK REGIONS**
- 2. AT LEAST 10 DEDICATED PERSONS FOR 40 EVENTS**
- 3. CONTRACT 400.000 plus VAT 24%**
- 4. EACH YEAR IN ADVANCE 200.000 PLUS VAT 24%**

# DELEGATION AND TARGET AUDIENCE



## DELEGATION

- Minimum 1 person per City 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 11EXPRESS:ATHENS 11 12/7/11 11:53 AM Page 1

**QATAR AIRWAYS** القطرية **ATHENS INTERNATIONAL AIRPORT** ΔΕΛΦΙΝΙΟΣ ΣΤΑΔΙΟΣ

**MONEY SHOW '11**  
**Green Expo 2011**

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

Δοργανωτής: **VIANGOS** Σύμβουλος Επιχειρήσεων  
Υπό την αιγίδα: **ΠΕΡΙΦΕΡΕΙΑ ΑΤΤΙΚΗΣ**  
Συνδιοργανωτές: **Ukrain Trade**, **FOB**, **apollo**

**Το μεγαλύτερο πολυ-συνέδριο στην Ευρώπη!**

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

**Business & Life Training** **dm** **Global Group A.E.** **APINTECH**  
by A&L Angelen **athens marketing group** ΚΕΝΤΡΟ ΣΤΟΧΑΣΤΩΣ ΑΝΕΦΕΚΤΗΣ ΕΡΕΥΝΑΣ ΚΑΙ ΚΑΝΑΛΙΟΓΡΑΦΗΣ **SUSTAINABLE SOLUTIONS FOR THE GLOBAL COMMUNITY**

**Focus Bari** **DWHITE.gr** **EASY HOME** **spymaster** **Le Coq**

**ALPHA PLAN** **SISTEM** **HELLENIC ENERGY** **Showice** **imarketing.gr**  
ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ **ΕΛΛΗΝΙΚΗ ΕΝΕΡΓΕΙΑ** **International Marketing - Sales - Training - Development**

Χαριτόγος Επικοινωνία: **ESIPES**

Πληροφορίες: Money Show - Αραβαστάς Αναστάσιος & ΣΙΑ ΕΕ • τηλ. 210 89 74 671 & 6943 87 67 47 [www.moneyshow.eu](http://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 15-30 sq.m. and will promote Title Sponsor and various Investment Projects.



**MAIN EXHIBITION AREA PER CITY**

# EXHIBITION REGIONS MONEY SHOW GUIDE



**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:

- a) THEMATIC
- b) B2B



## Conferences and B2Bs per City

15 nights per City



**ACCOMMODATION PER CITY**

OPTIONAL : The entire Title Sponsor delegation will be taken out to a select music restaurant to enjoy a night out in (Free of charge).



**NIGHT OUT IN**



Liaison Officer:

Elias Farangitakis

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url:www.moneyshow.org

FACEBOOK:

ΗΛΙΑΣ ΦΑΡΑΓΓΙΤΑΚΗΣ

Representative of

Organotecnica Group



**ORGANIZERS: MONEY LAB,  
ORGANOTECNICA GROUP**



## GREEK REGIONS MONEY SHOW 2021 -2030 QUOTATION

The prices are for  
minimum 40 cities  
contract 50% upon  
signing the contract  
and 50% on January .

There is no  
cancelation option

KEY DATES:

JANUARY 1,  
Signed Contract

EURO	40 DIFFERENT CITIES	
EXCLUSIVE TITLE SPONSORSHIP	6.000 euros x 40 cities=	240.000
EXHIBITION STAND ( 20 sq.m. with simple construction+40 different digital prints. One per city)	300 euros x 40 cities =	12.000
120 ADVERTISING ROLL UPS 40 cities=40 different. (3 per city)	200 euros x 40=	8.000
AUDIO VISUALS	400 euros x 40=	16.000
EXHIBITION GUIDE (16 Pages) 2.000 tiraz per city)	900 euros x 40=	36.000
SYMPOSIUM DINNER (50 x 40 cities=2.000 persons)	1.000 (20 euro x 50 persons) x 40=	40.000
CONFERENCE / VIPs B2B	500 euros x 40 cities=	20.000
ROOMS ACCOMMODATION (10 nights per city (preparation-local contacts) – 400 single rooms)	400 (10 nights x 50) x 40 cities =	16.000
PUBLIC RELATIONS TO LOCAL MEDIA & OPINION LEADERS	300 euros x 40 cities=	12.000
<b>SUM TOTAL per city</b>	<b>10.000 40 cities</b>	<b>400.000</b>

Above costs do not include 24% VAT, which will be included where applicable