



MONEY CONFERENCES

High quality information and lobbying experience www.moneyconferences.com



Money Conferences have been organised by Ethos Media S.A. since 2007.



The conferences focus on topics of current interest in exports, pharmaceuticals, corporate social responsibility, energy, investments, insurance, asset & wealth management, banking, commerce, gaming, etc.

Ethos Media S.A. also publishes HRIMA, Insurance World and Pharma & Health Business magazines, the monthly free press newspaper Asfalizomai, the e-newspaper HRIMA WEEK and operates the news portal insuranceworld.gr.

It also represents the internationally renowned Euromoney Conferences in Greece and Cyprus.

Money Conferences undertakes to design new business conference concepts on behalf of companies and agencies and to provide the services for their organization and operation, by building upon its rich contacts database, network of experienced partners and proprietary and affiliated media.

Money Conferences cooperates with **Euromoney Conferences** to jointly hold conferences in Greece and internationally.



MONEYCONFERENCES
www.moneyconferences.com

**Our conferences
are already among
the most successful
and prestigious business
events in Greece.**

> **Pharma & Health Conference** > **Exports Money Conference**
> **CEO & CSR Money Conference** > **Insurance Money Conference**
> **Gaming Money Conference** > **Energy Money Conference**

Money Conferences 2012

Prestigious greek & international speakers

Government officials, renowned executives and leading international specialists set the scene with their introductory speeches for a fruitful and constructive dialogue at every discussion panel.

Interactive discussion panels

The agenda is designed to provide participants with an interactive experience in the form of a discussion panel, which is chaired by experienced journalists and comprised of businessmen, academics, political leaders, representatives of associations and sponsors.

the «recipe» for success





Exhibition stands

Sponsors have the option of setting up a stand in the conference exhibition area, where they can distribute promotional material and interact with delegates and clients.

Workshops and case studies

Selected sponsors are invited to present a 30-minute workshop or case study on topics related to the theme of each conference. The sponsors have the liberty to choose the subject, content and the workshop speakers.

Training seminars

Training seminars are held during certain conferences to educate/train participants. The organization of seminars provides added value to sponsors and delegates. For example, at the Pharma Conference 2011, delegates had the opportunity to attend a seminar (conducted by a specialized communications company) on crisis management in the pharmaceuticals industry, while seminars were conducted by the Greek Institute for Insurance Education within the framework of the Insurance Money Conferences.

Presentations by suppliers

30-minute presentations are conducted by suppliers during certain conferences, which provide delegates with the opportunity to evaluate and select the best supplier at the best possible price, thus saving time and money.

Partenariat

During the proceedings of the export conferences, the delegates are able to arrange personal meetings with representatives from the Hellenic Foreign Trade Board (HEPO), with Economic and Commercial Attachés who have served at the Economic and Commercial Affairs offices of Greek Embassies, as well as representatives of import companies, which are significant to Greek businesses.

123456



pharma
& health



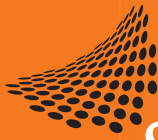
insurance



REIC



exports



ceo&csr



energy

Brand awareness

This is achieved through:

1. The promotion of the sponsors in all of the communication literature (advertisements, press releases, e-banners, e-teasers, backdrops, conference books, invitations, roll-ups etc);
2. The placement of promotional material in the ecological conference bag;
3. The setting up of the stand at the conference exhibition venue; and
4. The publicity of sponsor's offers through press releases.

Lobbying

The sponsors have the opportunity to interact, network and work with industry peers and skilled professionals, to come into contact with political leaders, as well as executives from other companies to promote the interests of the organization that they are representing.

Executive training

Training seminars are held within the context of the conferences, to train and further qualify the participants, as well as the executives of the sponsors.

Presentation of products and services

The sponsors are able to present their products at a 30-minute workshop or case study, which is conducted within the context of the conference agenda, or to have direct contact with interested companies at their own stand.

Information

The sponsors are entitled to a significant number of invitations for prospective clients, staff and associates.

After conference services

Our client service department will send a detailed report to every sponsor, as well as a publicity assessment at the completion of each conference. The proceeding findings are also sent to the stakeholders and journalists for wider public dissemination. Finally, videos, a wealth of photographic material, the findings and an overall report on each conference are posted on the Money Conferences website (www.moneyconferences.com).

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investment



banking



commerce



gaming



asset
management



a worthwhile participation

Founding Sponsor (45.000€+VAT*)

- > Founding sponsor will be acknowledged as co-organiser of the conference.
- > Founding sponsor executive will be the plenary speaker at the conference.
- > Founding sponsor executive may give a 15-minute speech at the conference.
- > Founding sponsor executive may participate in a conference panel discussion.
- > Founding sponsor may organize a 30-minute workshop.
- > Founding sponsor may set up a 3mx2m kiosk at the exhibit area (lobby) of the conference.
- > Founding sponsor logo will be displayed in a highly prominent position on all printed and electronic conference promotional materials.
- > Founding sponsor senior executive may give an interview to HRIMA magazine (including magazine cover).
- > Founding sponsor senior executive may give an interview to Insurance World or Pharma & Health Business magazines.
- > Founding sponsor may provide promotional materials to be inserted in the conference bag.
- > Founding sponsor is entitled to eighty (80) invitations to the conference.
- > Founding sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.

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Platinum Sponsor (30.000€+VAT*)

- > Platinum sponsor executive may give a 15-minute speech at the conference.
- > Platinum sponsor executive may participate in a conference panel discussion.
- > Platinum sponsor may organize a 30-minute workshop.
- > Platinum sponsor may set up a 3m x 2m kiosk at the exhibit area (lobby) of the conference.
- > Platinum sponsor logo will be displayed in a prominent position on all printed and electronic conference promotional materials.
- > Platinum sponsor may provide promotional materials to be inserted in the conference bag.
- > Platinum sponsor is entitled to sixty (60) invitations to the conference.
- > Platinum sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.

Gold Sponsor (20.000€+VAT*)

- > Gold sponsor executive may participate in a conference panel discussion.
- > Gold sponsor may organize a 30-minute workshop.
- > Gold sponsor may set up a 3m x 2m kiosk at the exhibit area (lobby) of the conference.
- > Gold sponsor logo will be displayed in a prominent position on all printed and electronic conference promotional materials.
- > Gold sponsor may provide promotional materials to be inserted in the conference bag.
- > Gold sponsor is entitled to forty (40) invitations to the conference.
- > Gold sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.





Panel Sponsor (12.500€+VAT*)

- > Panel sponsor executive may give a 15-minute speech at the conference.
- > Panel sponsor executive may participate in a conference panel discussion.
- > Panel sponsor may organize a 30-minute workshop.
- > Panel sponsor may set up a 2m x 2m kiosk at the exhibit area (lobby) of the conference.
- > Panel sponsor logo will be displayed in a prominent position on all printed and electronic conference promotional materials.
- > Panel sponsor may provide promotional materials to be inserted in the conference bag.
- > Panel sponsor is entitled to twenty (20) invitations to the conference.
- > Panel sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.

Silver Sponsor (10.000€+VAT*)

- > Silver sponsor may set up a 2m x 2m kiosk at the exhibit area (lobby) of the conference.
- > Silver sponsor logo will be displayed in a prominent position on all printed and electronic conference promotional materials.
- > Silver sponsor may provide promotional materials to be inserted in the conference bag.
- > Silver sponsor is entitled to twenty (20) invitations to the conference.
- > Silver sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.

*VAT=23%

sponsorship programme

Bronze Sponsor (5.000€+VAT*)

- > Bronze sponsor is granted a table at the exhibit area (lobby) of the conference for the purpose of distributing promotional materials.
- > Bronze sponsor logo will be displayed on all printed and electronic conference promotional materials.
- > Bronze sponsor may provide promotional materials to be inserted in the conference bag.
- > Bronze sponsor is entitled to ten (10) invitations to the conference.
- > Bronze sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.

Distinguished Corporate Participation (3.000€+VAT*)

- > Company promotional materials may be provided in the conference bag.
- > Company logo will be displayed on printed and electronic conference promotional materials.
- > Company is entitled to ten (10) invitations to the conference.
- > Company will receive a conference summary report after the end of the conference.

Corporate Participation (1.500€+VAT*)

- > Company promotional materials may be provided in the conference bag.
- > Company logo will be displayed on printed and electronic conference promotional materials.
- > Company is entitled to five (5) invitations to the conference.
- > Company will receive a conference summary report after the end of the conference.

SPONSORSHIP BENEFITS	Founding Sponsor	Platinum Sponsor	Gold Sponsor	Panel Sponsor	Silver Sponsor	Bronze Sponsor	Distinguished Corporate Participation	Corporate Participation
	45.000€	30.000€	20.000€	12.500€	10.000€	5.000€	3.000€	1.500€
Plenary speaker	+	-	-	-	-	-	-	-
Keynote speaker	+	+	-	+	-	-	-	-
Speaker at panel discussion	+	+	+	+	-	-	-	-
Workshop or Case Study Organisation	+	+	+	-	-	-	-	-
Exhibition stand at the conference venue	3x2m ²	3x2m ²	2x2m ²	2x2m ²	2x2m ²	table	-	-
Sponsor exposure on conference promotional materials	+	+	+	+	+	+	+	+
Sponsor exposure at the conference venue	+	+	+	+	+	+	+	+
Cover and interview in HRIMA or Insurance World or Pharma & Health Business magazines	+	-	-	-	-	-	-	-
Promotional materials in conference bag	+	+	+	+	+	+	+	+
Number of invitations	80	60	40	20	20	10	10	5
Conference summary report	+	+	+	+	+	+	+	+



corporate sponsorship table

NAME/PRENAME	POSITION	ORGANISATION
ABATZOGLOU THEODOROS	PRESIDENT	PANHELLENIC PHARMACEUTICS ASSOCIATION
ABAZA HUSSEIN	CHIEF OF THE ENVIRONMENT PROGRAMME	UNITED NATIONS
APOSTOLIDIS PASHALIS	CEO	ABBOTT LABORATORIES HELLAS LTD
BOON BRAM	EX CEO	ING GREECE
BRAVOS FOKION	CHAIRMAN	HELLENIC ASSOCIATION OF INSURANCE COMPANIES
CHARALAMBAKIS JOHN	CHIEF ECONOMIST	BLACKSUMMIT FINANCIAL GROUP
CHATZIARGYRIOU NIKOS	DEPUTY MANAGING DIRECTOR	DEI
CHRISSIKOS GEORGE	CEO	EUROBANK EFG PROPERTIES
CREUTZMANN JURGEN	MEMBER OF THE EUROPEAN PARLIAMENT	EUROPEAN PARLIAMENT
DALARA ANNA	DEPUTY MINISTER	MINISTRY OF ENVIRONMENT, ENERGY & CLIMATE CHANGE
DIMAS STAVROS	EUROPEAN COMMISSIONER FOR THE ENVIRONMENT	EUROPEAN COMMISSION
DRETTA ATHINA	SECRETARY GENERAL OF SOCIAL SECURITIES	MINISTRY OF HEALTH AND SOCIAL SOLIDARITY
DRIMOUSIS GIANNIS	SECRETARY GENERAL	MINISTRY OF REGIONAL DEVELOPMENT & COMPETITIVENESS
ELKINGTON JOHN	FOUNDER	SUSTAINABILITY
ESPARRAGO MANUEL	BRUSSELS MANAGER	REMOTE GAMBLING ASSOCIATION
ESTERMANN RENE	MANAGING DIRECTOR	MYCLIMATE
EVRIPIDIS KOSTAS	CEO	GENESIS PHARMA
FILIOTIS DIONYSIS	EX PRESIDENT	GREEK ASSOCIATION OF PHARMACEUTICAL COMPANIES
FOURLAS ALEXANDROS	SECRETARY GENERAL OF INDUSTRY	MINISTRY OF REGIONAL DEVELOPMENT & COMPETITIVENESS
GENNIMATAS PANAGIOTIS	HONORARY VICE CHAIRMAN	EUROPEAN INVESTMENT BANK
GEORGAKOPOULOS CHRIS	MANAGING DIRECTOR	EUROPEAN RELIANCE S.A.
KALAMPOKIS ALKIVIADIS	CHAIRMAN	EXPORTERS' ASSOCIATION OF CRETE
KARASSO PARIS	GENERAL MANAGER	ALPHA ASSET MANAGEMENT A.E.D.A.K.
KARAVASILIS MARGARITA	SPECIAL SECRETARY FOR THE ENVIRONMENT AND ENERGY INSPECTORATE	MINISTRY OF ENVIRONMENT, ENERGY & CLIMATE CHANGE
KARVOUNIS PANOS	HEAD OF THE EUROPEAN COMMISSION DELEGATION IN GREECE	EUROPEAN COMMISSION
KARYTINOS ARISTOTELIS	GENERAL MANAGER OF REAL ESTATE	NATIONAL BANK OF GREECE
KATRIS ATHANASIOS	CHAIRMAN	SEVIAN
KATSOS VASSILIS	PRESIDENT	PHARMATHEN
KATZOURAKIS GIORGOS	CEO	GLAXOSMITHKLINE
KORKIDIS VASSILIS	PRESIDENT	NATIONAL CONFEDERATION OF HELLENIC COMMERCE
KRALL MARKUS	SENIOR PARTNER, GLOBAL HEAD RISK MANAGEMENT	ROLAND BERGER
LENGYEL ISTVAN	SECRETARY GENERAL	BANKING ASSOCIATION FOR CENTRAL & EASTERN EUROPE
LOVERDOS ANDREAS	MINISTER	MINISTRY OF HEALTH AND SOCIAL SOLIDARITY
MEHRA MADHAV	PRESIDENT	WORLD COUNCIL FOR CORPORATE GOVERNANCE
MANIATIS GIANNIS	DEPUTY MINISTER	MINISTRY OF ENVIRONMENT, ENERGY & CLIMATE CHANGE
MANOS ALEXANDROS	MANAGING DIRECTOR	PIRAEUS BANK
MATTHIOUDAKIS KOSTAS	SECRETARY GENERAL	MINISTRY OF ENVIRONMENT, ENERGY & CLIMATE CHANGE
MITSO TAKIS KYRIAKOS	MEMBER OF PARLIAMENT	NEW DEMOCRACY POLITICAL PARTY
MOISIS MINOS	MANAGING DIRECTOR	ETHNIKI INSURANCE COMPANY
MORAITAKIS ALEXANDROS	PRESIDENT	ASSOCIATION OF MEMBERS OF ATHENS EXCHANGE
MOSIALOS ELIAS	MEMBER OF PARLIAMENT	PASOK POLITICAL PARTY
MPAKOURIS KONSTANTINOS	CHAIRMAN	TRANSPARENCY INTERNATIONAL GREECE
NIKITIADIS GEORGE	DEPUTY MINISTER	MINISTRY OF CULTURE & TOURISM
NOURSE WILLIAM	MANAGING DIRECTOR, FINANCIAL INSTITUTIONS GROUP	DEUTSCHE BANK
OPPENHEIMER PETER	CHIEF EUROPEAN EQUITY STRATEGIST AND HEAD OF THE EUROPEAN STRATEGY GROUP	GOLDMAN SACHS
PAPARSENOS ALEXANDROS	CHAIRMAN OF THE BOD	ETEAN S.A.
PAPARSENOS GIORGOS	MANAGING DIRECTOR	NATIONAL GAS SYSTEM MANAGER
PATERAKIS MANOLIS	SPECIAL SECRETARY OF COMPETITIVENESS	MINISTRY OF REGIONAL DEVELOPMENT & COMPETITIVENESS
PECHLIVANIDIS YIANNIS	DEPUTY CHAIRMAN AND DEPUTY CEO	NBG
POLYZOS NIKOS	SECRETARY GENERAL OF HEALTH	MINISTRY OF HEALTH AND SOCIAL SOLIDARITY
RIZZO LUIGI	MANAGING DIRECTOR, FINANCIAL INSTITUTIONS GROUP	GOLDMAN SACHS
ROWE ROSALIND	TAX PARTNER IN THE REAL ESTATE TAX PRACTICE	PRICEWATERHOUSECOOPERS LLP
SAKELLARIDI CHRISTINA	CHAIRMAN	PAN-HELLENIC EXPORTS ASSOCIATION
SPECKHARD DANIEL	U.S. AMBASSADOR TO GREECE	EMBASSY OF THE UNITED STATES ATHENS
STAIKOURAS CHRISTOS	MEMBER OF PARLIAMENT	NEW DEMOCRACY POLITICAL PARTY
STOURNARAS GIANNIS	GENERAL MANAGER	FOUNDATION FOR ECONOMIC AND INDUSTRIAL RESEARCH
STRATIKOPOULOS DIMITRIS	MANAGING DIRECTOR, HEAD OF M&A CENTRAL & EASTERN EUROPE	DEUTSCHE BANK
TAMVAKAKIS PHAEDON	VICE CHAIRMAN & CEO	ALPHA TRUST INVESTMENT SERVICES S.A.
VAN LUTTERVELT PETER	CO-FOUNDER AND MEMBER OF THE BOARD	GLOBAL ACTION PLAN
VAZQUEZ ARYAM	VICE PRESIDENT ECONOMIST-COUNTRY RISK GLOBAL EMERGING MARKETS	WELLS FARGO
VISSER WAYNE	FOUNDER & CEO	CSR INTERNATIONAL
XENOFOS ARIS	CHAIRMAN	ASSOCIATION OF GREEK INSTITUTIONAL INVESTORS
ZORBAS DIMITRIS	GENERAL MANAGER	SINETERISTIKI ASFALISTIKI

indicative past speakers

>1 Discussion panel >2 Mr. **Jurgen Creutzmann**, Member of the European Parliament >3 Mr. **Dionysis Filiotis**, President of the Greek Association of Pharmaceutical Companies >4 Mrs. **Anna Dalara**, Deputy Minister of Labour and Social Security >5 Mr. **Andreas Loverdos**, Minister of Health and Social Solidarity >6 Mr. **Alexandros Cholevas**, President of the Hellenic Foreign Trade Board (HEPO)

conference snapshots







14



15



16



17



18



19



conference snapshots

>14 Mr. **Panos Karvounis**, Head of the European Commission Delegation in Greece >15 Conference room >16 Discussion panel >17 Mr. **Panagiotis Gennimatas**, Honorary Vice Chairman of the European Investment Bank >18 Mr. **Constantine A. Papadopoulos**, Secretary General for International Economic Relations & Development Cooperation, Ministry of Foreign Affairs >19 Ms. **Christina Sakellari**, Chairman of the Pan-Hellenic Exports Association (PEA)



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