



July 20th, 2020

HERMES EXPO 2020 - CONTINUOUSLY BRIDGING BUSINESSES IN AMERICA AND EUROPE

Join the Trade Route to Success - Three Cities in One Week September 28 - October 1, 2020

Dear all:

We invite you to participate in the upcoming Hermes Expo Trade 2020. The three-city tour will take place in September and promotion has already started. We are set to kick-off the Hermes Expo Trade Route in Chicago, IL, on Monday, September 28, 2020; on Wednesday, Sept. 30th in Philadelphia and our grand finale will be in New York City on October 1, 2020.

- [Sponsor Packages](#)- Select for Optimum Visibility the package that fits your needs
- [Exhibit Options](#)- Select One to three Cities or all
- [Advertising includes Print Directory and Online Visibility](#)
- [Awards Dinner - PA](#) honoring exceptional individuals and companies
- [Attendee – Options for Seminars, Lunch, Networking Reception and a variety of events](#)

The evolution of the Hermes Expo to a *boutique* B2B Expo is currently revolutionizing networking opportunities of Greeks, Greek-Americans, and Philhellenes through their active participation at this **leading B2B trade route events** where it rationally brings together and connects businesses, business owners, professionals, and attendees from North America and Europe.

This year's focus will be on **Trade, Tourism, Investment Opportunities, Gastronomy**, and how to enter the US Marketplace effectively. We are getting our "TGS" panels and seminars organized. If you have a suggested speaker for any of the following topics, please advise.

- How the new trade laws will affect import/export Industries?
- Investing in Greece and USA / Financing for Business / Supporting Start Ups
- What are the latest trends for restaurants? / Specialty Foods of Greece
- How to benefit from the tourism surge in Greece / Update on Greek Property laws / Where are the real estate deals?
- Legal implications for business start-ups in US or Greece and set up
- Marketing in the age of Artificial Intelligence / Where are the growth markets?
- **Business Opportunities: Greece and USA / medical tourism / ecotourism / senior living / franchises/ Wine Tastings**

Hermes Expo is known for its variety of networking opportunities and choices. Panel discussions and networking receptions will be organized in each city, an awards luncheon will take place in Chicago and an awards dinner in Philadelphia. B2B appointments will be organized in each city and are by appointment only, please contact us for more information. Let us know who your ideal business partner/ client is so we cultivate the right market for you. Hermes Expo attracts leading professionals, entrepreneurs, and business leaders from diverse industries and services.

*We want to thank our initial benefactors, sponsors, and registered exhibitors: **Sigmapharm Laboratories, Grecian Delight, GARA/GARC, GreenCrown Energy, J&M Recordings, EMBCA, Stone Tech Fabrication, Piech Decorating, American Network Solutions, The Queens Chamber of Commerce QCC, (partial list).***

We are looking forward to discussing your participation at the 29th Hermes Expo and curating a program special to your business. Remember, the earlier you register, the more time we have to promote you. We have ensured throughout the years a streamlined synergy between Hermes Expo and Hellenic News of



America where our print, web and social media marketing campaigns have been the essential steppingstone for businesses to advance and succeed.

Deadline to register for participation as a sponsor and or Exhibitor is set for August 28, 2020.

Sincerely,
Paul Kotrotsios, MBA
Founder & President Hermes Expo International
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“Trade, Tourism and Investment Opportunities Through Gastronomy”

Leading sponsor: Grecian Delight, Sigmapharm Laboratories

ABOUT HERMES EXPO:

The Hermes Expo organizes a series of events that are held annually across the Eastern seaboard, which combine executive and exclusive level networking opportunities, professional development seminars, educational panels and a trade show exhibition platform for professionals and businesses seeking to grow and expand.

These events also attract business leaders from diverse industries and professional services; moreover, these events feature unique platforms for companies to showcase their products and services in front of potential customers from the United States and Europe.

Hermes Expo brings together Greek, Greek-American, and American-owned businesses from various industries such as the hospitality industry, banking and finance, real estate opportunities, wealth management, insurance, legal services, medical services, Greek Wine & Spirits, wholesalers, distributors, manufacturers, investment opportunities, foodservice distribution, new technology, textiles, importers and exporters, energy services, among others.

In addition, the Hermes Expo organizes the “Taste of Hellas,” the Hermes Expo Awards Dinner, and it awards scholarships to students of Hellenic origin.

OUR PHILOSOPHY:

“Hermes Expo strongly believes it’s not about who you know, but how well they know you. Hermes Expo is an asset to our strategic partners and provides a forum that links businesses and professional communities in the USA, Europe, and the Eastern Mediterranean region. The Greek-American community is playing a major role in the success of Hermes Expo events, where the expo continuously contributes to advancing, promoting, and facilitating the success of businesses by offering endless networking opportunities.” - Paul Kotrotsios, Founder & President

REASONS YOU SHOULD EXHIBIT:

Establish new business leads • Display your products and services • Taste test • Launch and



promote a new concept • Advertise your business and brand • Learn about trends affecting your business • Attend professional development seminars • Discover new technologies, products & services that will help your business grow • Network • Share experiences • Expand your network, locally, regionally and on a national spectrum • Learn about importing-exporting to European nations • Increase your business opportunities

[Sponsorship Opportunities continued onto the next page](#)

Sponsorship Opportunities Offered

Benefactor Level (\$50,000)

- Main Sponsor of the Hermes Expo International
- Prominent company logo placement in all Hermes Expo print/online marketing materials
- Logo displayed on Hermes Expo's website with link to website
- Premium booth location at all (4) Hermes Expo locations
- Keynote Speaker at the Hermes Expo Luncheon and the Awards Dinner
- Company official presenting all of the Hermes Expo Awards
- Company's advertisement on the back cover of the Hermes Expo Directory
- Prominent dinner seating & 20 dinner tickets
- Video Promo Presentation
- Design your own panel discussion
- Added value: Full color page advertisement in the Hellenic News of America with your company profile **two** times a year
- Added value: Stand alone social media promotion

Aristotle Level (\$25,000)

- Prominent company logo placement in all Hermes Expo print/online marketing materials
- Logo displayed on Hermes Expo's website with link to website
- Premium booth location at (2) Hermes Expo locations
- Keynote Speaker at the Hermes Expo Luncheon or Awards Dinner
- Company official presenting 3 of the Hermes Expo Awards
- Company's advertisement on the inside front cover of the Hermes Expo Directory
- Prominent dinner seating & 20 dinner tickets
- Video Promo Presentation
- Design your own panel discussion
- Added value: Stand alone social media promotion

National Level (\$15,000)

- Prominent company logo placement in all Hermes Expo print/online marketing materials
- Logo displayed on Hermes Expo's website with link to website
- Premium booth location at (1) Hermes Expo location
- Opportunity for company official to address the Hermes Expo audience
- Company official presenting 2 of the Hermes Expo Awards



- Company's advertisement on the inside back cover of the Hermes Expo Directory
- Prominent dinner seating & 10 dinner tickets
- Design your own panel discussion
- Social media promotion

Platinum Level (\$9,500)

- Prominent company logo placement in all Hermes Expo print/online marketing materials
- Logo displayed on Hermes Expo's website with link to website
- Premium booth location at (1) Hermes Expo location
- Company official presenting 1 of the Hermes Expo Awards
- Company's full page advertisement in the Hermes Expo Directory
- Prominent dinner seating & 10 dinner tickets
- Design your own panel discussion
- Social media promotion

Gold Level (\$7,500)

- Prominent company logo placement in all Hermes Expo print/online marketing materials
- Premium booth location at (1) Hermes Expo location
- Company official presenting 1 of the Hermes Expo Awards
- Company's full page advertisement in the Hermes Expo Directory
- Prominent dinner seating & 5 dinner tickets
- Discussion Panelist
- Social media promotion

Silver Level (\$5,500)

- Prominent company logo placement in all Hermes Expo print/online marketing materials
- Booth at (1) Hermes Expo location
- Company's ½ page advertisement in Hermes Expo Directory
- Prominent dinner seating & 2 dinner tickets
- Social media promotion

Single Booth Exhibit (\$2,500)

- Company listing in all Hermes Expo print and online marketing materials
- Booth location at the Hermes Expo (includes 6 ft table, tablecloth, name sign & two chairs)
- Social media promotion

Benefactor (Any Amount): \$ _____

Additional Sponsorship Opportunities and Event Sponsorships listed at \$3,500 *Welcome Reception * Educational Seminar * Email Blast * Opportunities to address and introduce Speakers *

Please specify selected sponsorship: _____



Paul Kotrotsios
Founder & President
Hermes Expo International
Date:

Name:
Business:
Title:
Date:

