

# Sponsorship & advertising

Sign up for innovation, knowledge and networking



23-26 May 2017  
Gran Via precinct



# Promote the visibility of your company before, during and after Barcelona Building Construmat.

Choose from a wide range of sponsorship and publicity options that will allow you to connect with key agents in the sector.

Link your brand to a forward-looking event committed to innovation and knowledge.

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- 01. Sponsorship
  - 02. Advertising

# 01. Sponsorship

On-site activities

Off-site activities

Coffee break, lunch & cocktails

Elements that can be sponsored

Benefits for all sponsors:

- Presence of the company logo at the activity or event.
- Presence of the company logo on the website.
- The sponsor will be mentioned in all public announcements of the activity or event (press releases, social networks, visitor guide, etc.).



# On-site activities

## Meetings Arena

	Description of activity	Sponsors	Price/unit
<b>Investment Forum</b>	Business forum that puts investors and investment funds in touch with property projects in the residential and tertiary sector (retail and contract) to enable projects to be carried out.	1	€10,000
<b>Investment Forum – Startups</b>	Business forum that puts innovative startups in the construction sector which are looking for financing in touch with investors and investment funds.	1	€10,000
<b>National and International Contract Forum</b>	Interior design and architecture professionals and hotel industry representatives from all over the world will talk about their projects, their vision of the sector and new business opportunities.	1	€10,000
<b>Employment Forum</b>	An event created with the aim of developing effective networking to facilitate the creation of quality networks of contacts and act as a source of talent for recruitment.	1	€5,000
<b>European-Latin American Chambers of Construction Forum</b>	Forum created to analyse shared interests and promote alliances between representatives of Chambers of Construction in 20 Latin American and European countries.	2	€6,000
<b>Brokerage Event</b>	Business encounter, in bilateral 30-minute interview format, aimed at helping companies and professionals to find commercial partners in the construction sector in this country and abroad.	2	€10,000



## Sponsorship

# On-site activities

## Future Arena

	Description of activity	Sponsors	Price/unit
<b>Technical Corner</b>	The sector's most innovative projects explained by their promoters in 25–30 minute slots.	4	€6,000
<b>Start-up Area</b>	Exhibition area, led by 4 Years From Now and Mobile World Capital, with the best 20 start-ups in the construction sector.	2	€10,000
<b>BBConstrumat Awards</b>	Awards for the year's best projects and products. An act of public recognition for companies at the cutting edge of the sector.	5	€10,000
<b>BBConstrumat Party</b>	A great celebration with live music and entertainment to thank all attendees for their support and involvement in the project.	1	€10,000
<b>Live music</b>	Jazz fusion and ambience music as a background to the after-work session at the end of the day. May 23, 24 and 25 at the Future Arena.	3	€2,000



# On-site activities

## Talks Arena

	Description of activity	Sponsors	Price/unit
<b>Social Housing Congress</b>	Forum for discussion and reflection with the participation of representatives from all the disciplines linked to social housing, in both the public and private sectors: architecture, town planning, technology, legal issues, etc. May 23.	1	€5,000
<b>Innovation Congress</b>	Innovation, creativity and technological development are the cornerstones of the renewal currently taking place in the sector. Via talks and round tables, the congress will analyse the medium- and long-term future of construction. May 24 and 25.	2	€15,000
<b>Circular Economy Congress</b>	The construction sector and strategies for transition towards a circular economic model based on reducing, reusing and recycling waste. May 26.	1	€15,000



## Sponsorship

# Off-site activities

	Description of activity	Sponsors	Price/unit
<b>Architecture Routes</b>	Six architectural itineraries focusing on three themes: Social Housing, Engineering and the Circular Economy. Routes organised by 48h Open House Bcn.	1	€15,000

# Coffee break, lunch & cocktails

	Description of activity	Sponsors	Price/unit
<b>Coffee break</b>	Coffee for 100 people on 24, 25 and 26 of May at 11:00.	4	€1,200
<b>Aperitif</b>	Cocktails for 200 people on 24, 25 and 26 of May at 13:00.	4	€1,500
<b>After Work</b>	Cocktails for 200 people on 24, 25 and 26 of May at 18:00.	3	€2,200





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# Elements that can be sponsored

	Description	Sponsors	Price/unit
<b>Wi-fi</b>	Logo as sponsor on the free wi-fi network home screen. Logo as sponsor in displays to promote the app. Logo as sponsor in the Visitor Guide.	1	€5,000
<b>Event bags</b>	Logo as sponsor on the bags distributed at the entrance to the event. Pack of 3,000 bags per sponsor.	4	€3,600
<b>Guide to restaurants in the city</b>	Logo as sponsor	1	€6,000
<b>Charging points for telephones and tablets</b>	Logo as sponsor on the screen of the device		
	Charging point in Meetings Arena - Cafeteria	1	€800
	Charging point in Meetings Arena - Press Corner	1	€600
	Charging point in Future Arena - Cafeteria	1	€800
	Charging point in Talks Arena - VIP and Speakers room	1	€800
	Outdoor charging point. Solar / ecological charging point in street	1	€2,400
<b>Lanyard <sup>1</sup></b>	Logo as sponsor on accreditation badges. Packs of 5,000.	Several	€3,900



# 02. Advertising

## On-site advertising

- Outdoor advertising

- Guide and accreditations

- Indoor advertising

## On-line advertising

- Website advertising

- App advertising

- E-mail campaign



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Advertising

# On-site advertising

## Outdoor advertising

	Size	Advertisers	Units	Price/unit
<b>Vinyl on floor</b> <sup>1</sup>	300 x 300 cm	1	1	€1,500
<b>Kiosk display</b> <sup>2</sup>	100 x 400 cm	4	4	€1,000
<b>Banners</b> <sup>3</sup>	100 x 400 cm	1	6	€2,000
<b>Banners on the frames of the entrance to the car park</b>	500 x 150 cm	2	2	€1,000
<b>Vinyl on façade opposite Metro exit</b> <sup>5</sup>	2,800 x 1,380 cm	1	1	€21,450
<b>Large format vinyl at entrance to precinct</b> <sup>6</sup>	4,500 x 1,100 cm	1	1	€29,315



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## On-site advertising Guide and accreditations

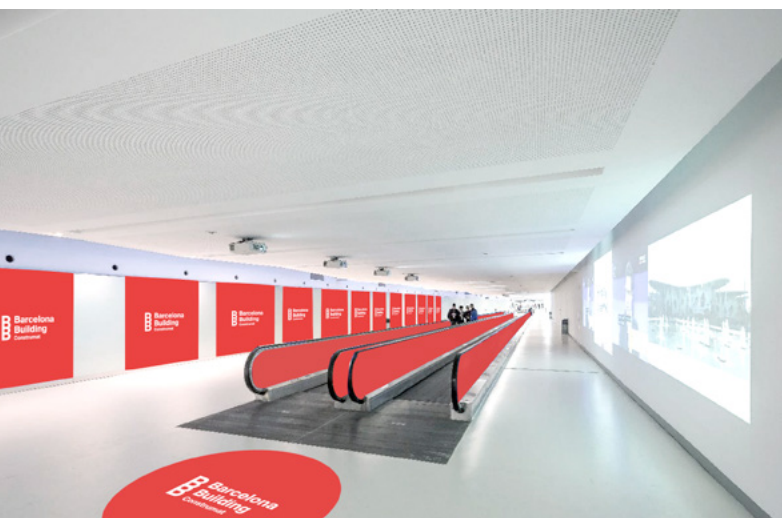
	Size	Advertisers	Units	Price/unit
<b>Visitor guide</b> <sup>4</sup>	17 x 24 cm	5	5	€5,000
<b>Professional visitor accreditation pass</b> <sup>8</sup>	10 x 12 cm	1	1	€5,000
<b>Trays in catering establishments</b> <sup>7</sup>	-	1	5,000	€5,000



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## Advertising

# On-site advertising

## Indoor advertising

	Size	Advertisers	Units	Price/unit
<b>Free standing panel<sup>1</sup></b>	91 X 14 cm	1	2	€1,200
<b>Vinyl:</b>				
<b>Dynamic XL panels in Europa Hall<sup>2</sup></b>	100 X 70 cm	1	2	€1,200
<b>Inside surface WC doors in Hall and Pavilion 2</b>	50 x 100 cm	137	137	€250
<b>Carpet at intersection of aisles in Pavilion 2<sup>3</sup></b>	100 X 100 cm	4	3	€250
<b>Floor of Europa Hall<sup>3</sup></b>	150 X 150 cm	5	1	€250
<b>Floor of main entrance to Europa Hall<sup>4</sup></b>	200 X 200 cm	1	1	€1,500
<b>Floor of access tunnel to Pavilion<sup>4</sup></b>	200 X 200 cm	1	1	€1,500
<b>Walls of Metro entrance tunnel<sup>5</sup></b>	150 X 295 cm	98	98	€250
<b>Wall leading in to event<sup>6</sup></b>	1,163 X 455 cm	1	1	€8,598
<b>Pillars in entrance to Hall 2</b>	150 X 300 cm	1	8	€16,000



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	Size	Advertisers	Units	Price/unit
<b>Turnstiles<sup>7</sup></b>	-	1	13	€6,000
<b>Advertising in map of exhibitors</b>	300 X 30 cm	1	2	€1,500
<b>Banners Europa Hall</b>	500 x 80 cm	2	6	€1,940
<b>Flyer distribution service</b>	-	4	4	€741
<b>Promotional videos:</b>				
<b>Metro entrance projectors</b>	-	8	8	€1,000
<b>60" screens in BIM area of Future Arena<sup>8</sup></b> (20 screenings / day per company and screen)	60"	4	2	€500



## Advertising

	Size	Advertisers	Units	Price/unit
<b>Split Flap installation</b>	4,30 m x 3,50 m	Minimum 6	1	€6,000

The Split Flap installation in the Future Arena, the event's innovation area, will be a high profile element attracting the attention of visitors.

The Split Flap is a design inspired by the old signboards at airports and stations. It consists of a set of motorised cells that contain 50 leaves each, attached to a central axis. In response to the rotation of the axis, images fall away, making way for those following, creating new images in turn. A spectacular tribute to innovation that recovers and updates a technology that had fallen into disuse.





## Advertising

	Size	Advertisers	Units	Price/unit
<b>Triton (Think &amp; Make)</b>	3,27m <sup>2</sup>	10	10	€3,600

Triton is a high resolution high luminosity digital support for outdoor and indoor use. Based on an exclusive design with a triangular base, the product allows users to project content on its three faces, so that it can be seen from any angle.

Triton is equipped with a spectacular 3.27 m2 LED screen and with two backlit faces that allow more spectacular effects and improve visual quality. The support allows messages to be modified on line in real time.

Each of the 10 packs available includes 420 repetitions of the advertisement.

# On-line advertising

## Website & App

### Website advertising

	Description	Advertisers	Units	Price/unit
<b>Banner on accreditation page</b>	Side banner. Displayed for 2 months.	1	1	€1,800
<b>Banner on home page</b>	Banner above website header. Displayed for two months.	1	1	€5,000
<b>Content on home page</b>	Highlighted product on home page of website.	3	3	€1,000
<b>Pack content</b>	<ul style="list-style-type: none"> <li>- Publication on home page of a highlighted product</li> <li>- 3 mentions in social networks</li> <li>- Displayed for 1 month</li> </ul>	3	3	€2,000

### E-mail campaign

	Description	Advertisers	Units	Price/unit
<b>Banner in e-mail confirming accreditation</b>	E-mail of confirmation received by all those pre-registered for the event	1	1	€2,700
<b>Banner in "Prepare your visit" e-mail</b>	E-mail with practical information received by all those pre-registered for the event	1	1	€2,700
<b>Banner in electronic newsletter</b>	A single banner in each newsletter	1	1	€5,000



## App advertising

	Description	Advertisers	Units	Price/unit
<b>Beacons</b>	Bluetooth devices installed in the precinct that allow information regarding products, offers and discounts to be sent directly to the smartphones of visitors.	5	5	€3,000
<b>Splash Screen</b>	Advertisement on the home screen of the event's app.	1	1	€6,000



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