

B▶TRAVELPRO

WWW.B-TRAVEL.COM

April 20-21, 2018 | Montjuïc Venue

SPONSORSHIP DOSSIER

Innovating in tourism
and leisure industry

B▶TRAVEL



MOBILE
WORLD CAPITAL
BARCELONA



Fira Barcelona

1. Welcome to

B▶TRAVELPRO

A disruptive space in the digital age that will allow:

- Create and provide content an innovation ecosystem around the tourism and leisure industry.
- Expand the experience of professional assistants to B-TravelPro with a program that is developed before, during and after the event.
- Promote the digital transformation of the tourism and leisure sector, key in the economy of Catalonia and Spain.
- Create a program of B2B actions before, during and after the event in which we will put companies, digital entrepreneurs and investors in contact.
- Attract the best international digital startups (talent) and position Barcelona as a benchmark innovation hub in the industry.

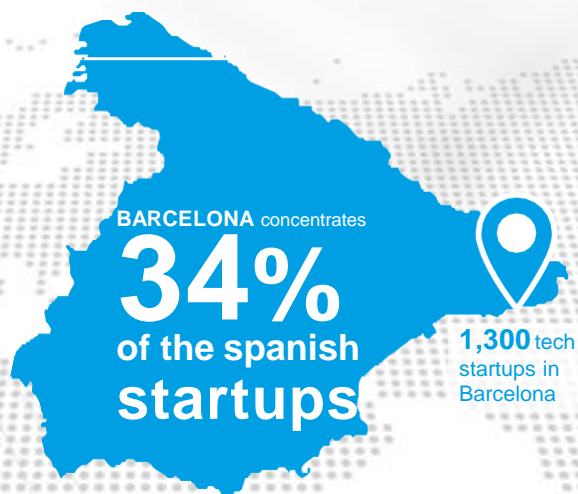
Organized by:



Supported by:



2. Strong growth of startups



Bcn is claimed by the **86%**
of the community to be

**“one of the world’s next
hot startup ecosystems”**



Bcn ranked at 5th
position on the amount
of European Investment

Barcelona
as the 3rd
most attractive
city for founders




58%
of invested
in Spain went to
Barcelona-based startups

3. Innovation

in the tourism sector

“B-TRAVELPRO” is conceived as a unique space that enhances the experience of professional assistants. We have a program of activities that takes place in different actions:

Pre-event actions

- 
- A decorative background graphic consisting of a network of thin grey lines connecting various grey dots of different sizes. Some dots are clustered together, forming larger, more complex shapes, while others are isolated. The overall effect is a sense of interconnectedness and digital structure.
- **TEASERS.** We'll ask our keynote speakers (innovation experts, investors, corporate innovation directors) and best startups to record short Innovation Pills in video to introduce the key topics and trends in order to prepare and warm up the audience to come to the B-TravelPro. It is an on-line presentation of the most relevant ideas/speakers to tempt the corporations in reference to what is found in the Startup Village/Innovation area. They will be addressed to B-TravelPro exhibitors and Executives of the Major Companies of the sector. The objective is to explain why Open Innovation is a necessary concept for any industry and what large companies can learn and use from the startup culture.
 - **Webinar** with selected digital entrepreneurs or experts to explain about digital transformation of the Tourism/Travel industry. These webinars will focus on highlighting the need for digital transformation of the industry and the advantages of Open Innovation for the creation of a differential value in a hypercompetitive market. They will be held before the event, and the advantage of webinars is that the public can see it live and interact with the presenter, without being physically in Barcelona.
 - **Innovation tour/Workshop.** On Thursday 19th April we propose to organize a tour around innovation centers and startup offices (Pier01, Avanade, FCBarcelona, etc) in which the corporations will meet with digital entrepreneurs and innovators to work on different practical experiences. The tour will be targetted for exhibitors of B-Travel before the event starts. Format: four hours (one afternoon) finished with a networking event.

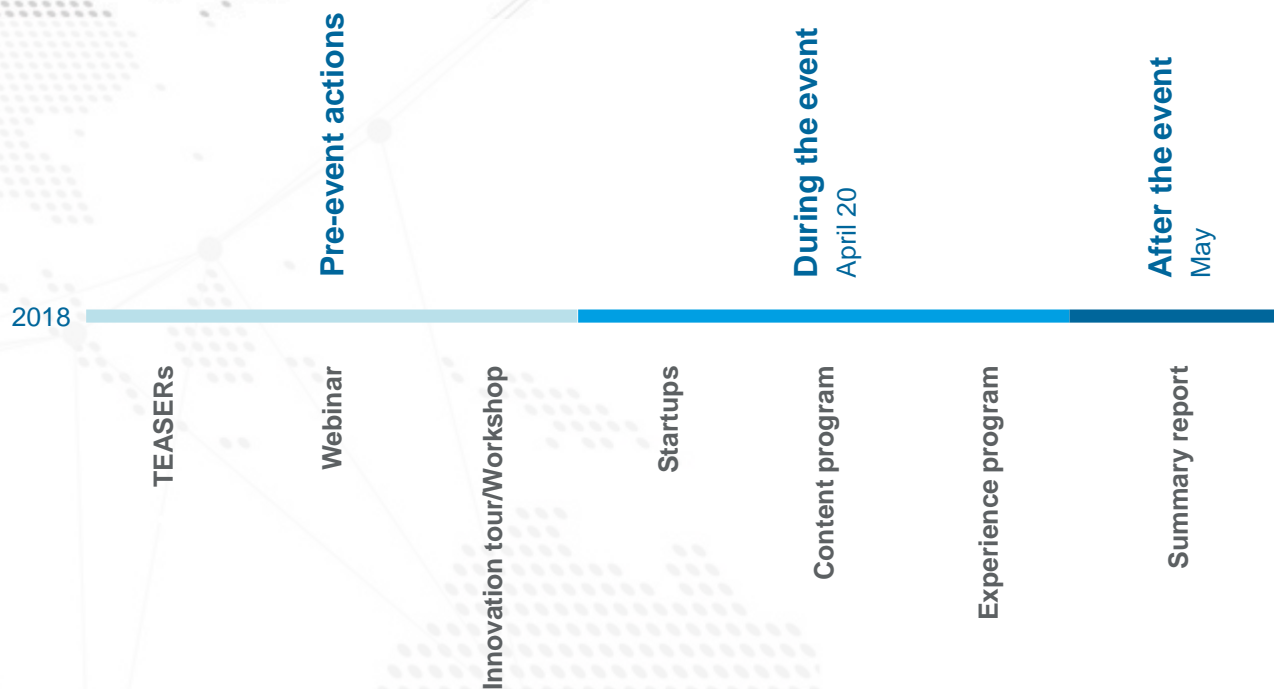
During the event (Friday 20th April)

- ▶ **Startups:** STARTUP VILLAGE. Mobile World Capital will bring between 15 and 20 startups (50% on each track: Sport-Hospitality / Airlines & Airport experience) who will have an exhibition space (startup village) in the networking area.
- ▶ **Content program:** Mobile World Capital proposes to use the stage of B-TravelPro to develop activities where corporations, investors, media and digital entrepreneurs can present their innovation projects. This would take 2,5 hours for each track (around 4-5 hours in total). The activities for each track would be: 1 keynote speaker, 1 panel with local initiatives, 1 startup pitching session where all the startups of each track will pitch their projects in front of the audience who can give feedback or ask questions.
- ▶ **Experience program:** within the networking area of B-TravelPro, the Mobile World Capital Barcelona will organize mentoring and networking activities with the big companies so that they feel with startups of interest for their business and exchange experience and knowledge with the idea of exploring a possible collaboration. We will also create a training program and with investors so that startups get more value from their experience at the event.

After the event (May 2018)

➤ **Summary report:** the months before and during the event, Mobile World Capital Barcelona will develop an analytical document on the state of innovation in the tourism and leisure industry, with interviews to the large companies and startups attending B-TravelPro.

The objective of this report is to give continuity and value to the program and highlight the achievements and shortcomings in innovation in the industry.



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4.New tracks for 2018

Airline & Airport Experience

- Challenge Big Data
- Communication protocols (airline with other sales agents) to cross-selling and sell new products and ancillary revenue in general.
- Airport experience (control & security, traceability, luggage, VIP rooms, Travel retail).
- Airports facilitating self-connecting passengers
- Inflight entertainment / Internet Connectivity on board / on board customization services.
- Long Haul Low cost Space.
- Potential sponsors: startups, airlines, airport operators, service providers

- | | |
|---------------|--------------|
| • AMADEUS | • AIRBUS |
| • SABRE | • BOEING |
| • TRAVELPORT | • BOMBARDIER |
| • SITA | • EMBRAER |
| • SEABURY | • NAVITARE |
| • FORWARDKEYS | • SKYSCANNER |
| • OAG | • FARELOGIX |
| • ACCELYA | |

Sport Hospitality

- Technology applied to Innovation in hospitality services. Visitors experience design
- Service providers – aggregators (All inclusive service)
- Immersive experience
- Apps for networking and VIP service
- Magical & Digital entertainments
- Feedback control- satisfaction survey

General Topics

- City value “Barcelona”
- Mobile experience
- New consumers
- Technologies: RV, RA, Big Data, IoT

5. Sponsorship

modalities

Mobile World Capital:

- Raise your profile in the emerging market, locally and internationally
- Promote your brand through our global network
- Position yourself as a leading business that supports startups technology, investors and corporates
- Strengthen your strategic relationship with Mobile World Capital

Key objectives:

- Branded logo across Mobile World Capital which includes 20 exhibitors and a networking lounge
- Logo and company description included on Mobile World Capital assets: website, newsletters, marketing communications, press releases and media
- Editorial content regarding partnership in Mobile World Capital social network and press communications

GLOBAL PARTNER

30,000€

IN SITU

- Logo in Networking Lounge
- Sponsorship of an onstage talk TRACK
- Participation in a talk with a keynote speaker
- Inclusion on B-TravelPro signs
- Opportunity to sponsor the April 19 Innovation Tour (TBC by mobile)

OFFLINE

- Mentions in press releases as a keynote speaker
- Inclusion of logo as Global sponsor in press advertising
- Inclusion in the professional pdf from confirmation until the event (released February 27)
- 50 physical passes for B-Travel

ONLINE

- Inclusion of logo as Global sponsor in the B-TravelPro section of the website
- Inclusion in the sponsor footer in B-TravelPro news items
- Several mentions on your social media profile
- Top Banner in the SDA
- 50 online passes for B-TravelPro

GOLD PARTNER

10,000€

IN SITU	<ul style="list-style-type: none"> • Logo in Networking Lounge
OFFLINE	<ul style="list-style-type: none"> • Inclusion of logo as Gold sponsor in press advertising • 30 physical passes for B-Travel
ONLINE	<ul style="list-style-type: none"> • Inclusion of logo as Gold sponsor in the B-TravelPro section of the website • Inclusion in the sponsor footer in B-TravelPro news items • 1 mention on your social media profile • Banner in the SDA • 30 online passes for B-TravelPro

SILVER PARTNER

5,000€

IN SITU	<ul style="list-style-type: none"> • Logo in Networking Lounge
OFFLINE	<ul style="list-style-type: none"> • 20 physical passes for B-Travel
ONLINE	<ul style="list-style-type: none"> • Inclusion of logo as Silver sponsor in the B-TravelPro section of the website • Inclusion in the sponsor footer in B-TravelPro news items • 20 online passes for B-TravelPro

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Search

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