



**PISCINA
& WELLNESS
BARCELONA**

Global Aquatic Exhibition

PARTNERSHIP AND ADVERTISING OPTIONS

17–20 OCTOBER 2017
Gran Via Site

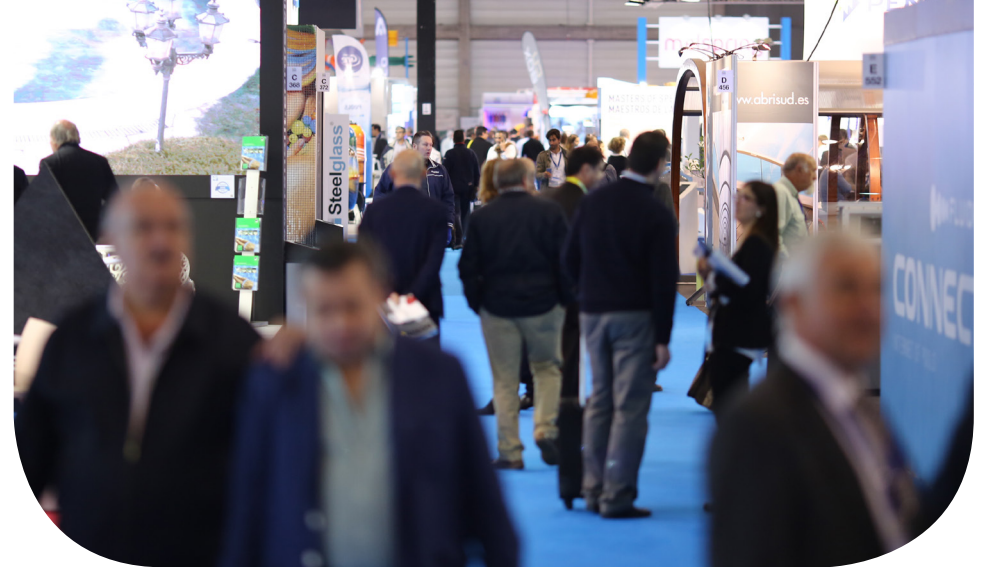


Fira Barcelona

01

PARTNERSHIP OPTIONS

- Piscina & Wellness Partnership**
- Wellness Partnership**



Take part in Piscina & Wellness Barcelona, one of the most highly rated trade shows in the industry, and choose the partnership option that best suits your needs.

Choose the one you like best from those outlined below and enjoy all the advantages on offer.

Piscina & Wellness Partnership

VISIBILITY

	Platinum Partner €18,000 (max. 2)	Gold Partner €6,000 (max. 10)	Silver Partner €3,000 (max. 20)	Bronze Partner €1,000 (max. 30)
Logo on home page 1st level	•	•		
Logo on home page 2nd level			•	•
Interview on the website	•	•		
Logo marking location on easel display	•	•	•	
Logo marking location in app	•	•	•	
Highlighted mention in post-show report	•	•		
Logo in post-show report	•	•	•	
Mention and follow-up in social media	•	•		
Logo in national trade press advert	•	•		
Logo in international trade press advert	•	•		
Logo on accreditation pass (inner side)	•			
Advertising in show digital catalogue	• (two pages)	• (one page)		
Logo on show emailings	•	•	•	
Interview in show emailings	•	•		
Visibility at main entrance to show	•	•	•	
Visibility in Speakers' Corner	•	•	•	
Product presentation in New Product area	•	•	•	•
Company/project description on the website	• 100 words	• 100 words	• 50 words	• 50 words
Corporate video on show monitors (max. length 30")	• 6 per day	• 2 per day		
Permit to distribute advertising in the hall	• 1 person/day			
Innovation Zone Sponsorship	•			
Hanging banner inside the hall (2 x 6 m)	•			



NETWORKING

	Platinum Partner €18,000 (max. 2)	Gold Partner €6,000 (max. 10)	Silver Partner €3,000 (max. 20)	Bronze Partner €1,000 (max. 30)
Introduction to VIP buyers/preferential member of the VIP buyers programme	•	•	•	
Slot in Speakers' Corner	4 x 30'	2 x 30'	30'	
Access to VIP lounge	•	•	•	
VIP Room Sponsorship	•			
Invitation to Piscina Awards	6	4	2	

ADDITIONAL SERVICES

Assembly parking (access hours)	24 hours	24 hours	12 hours
Parking spaces	6	4	2
Priority in booking rooms	•	•	•
Buffet tickets	30	15	10
Discount on exclusive sponsorship elements	25%	15%	10%

STAND SPACE IN PREFERENTIAL LOCATION

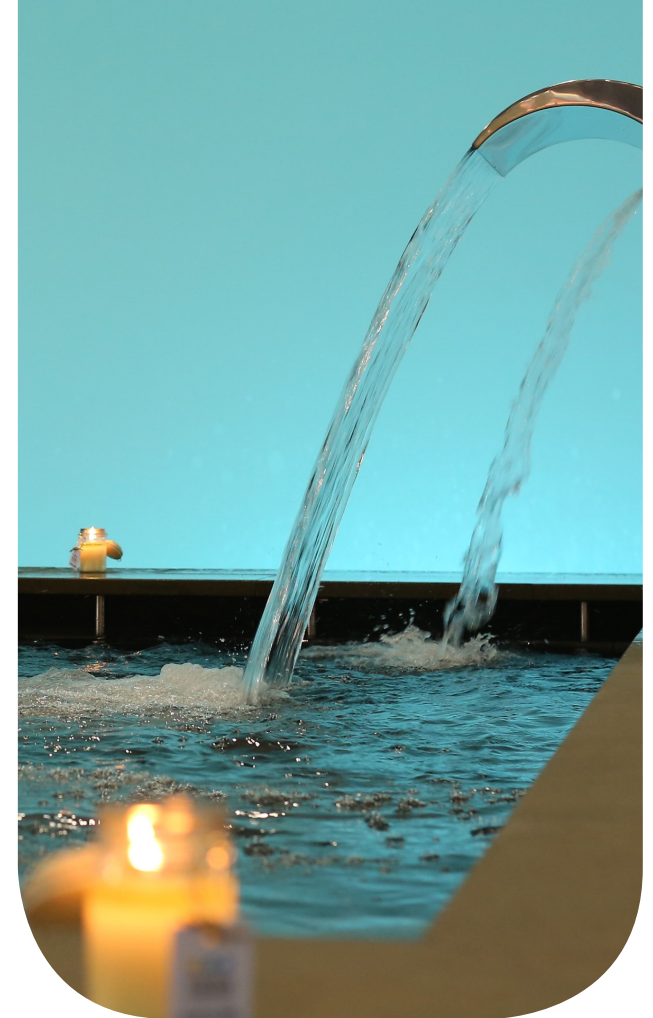
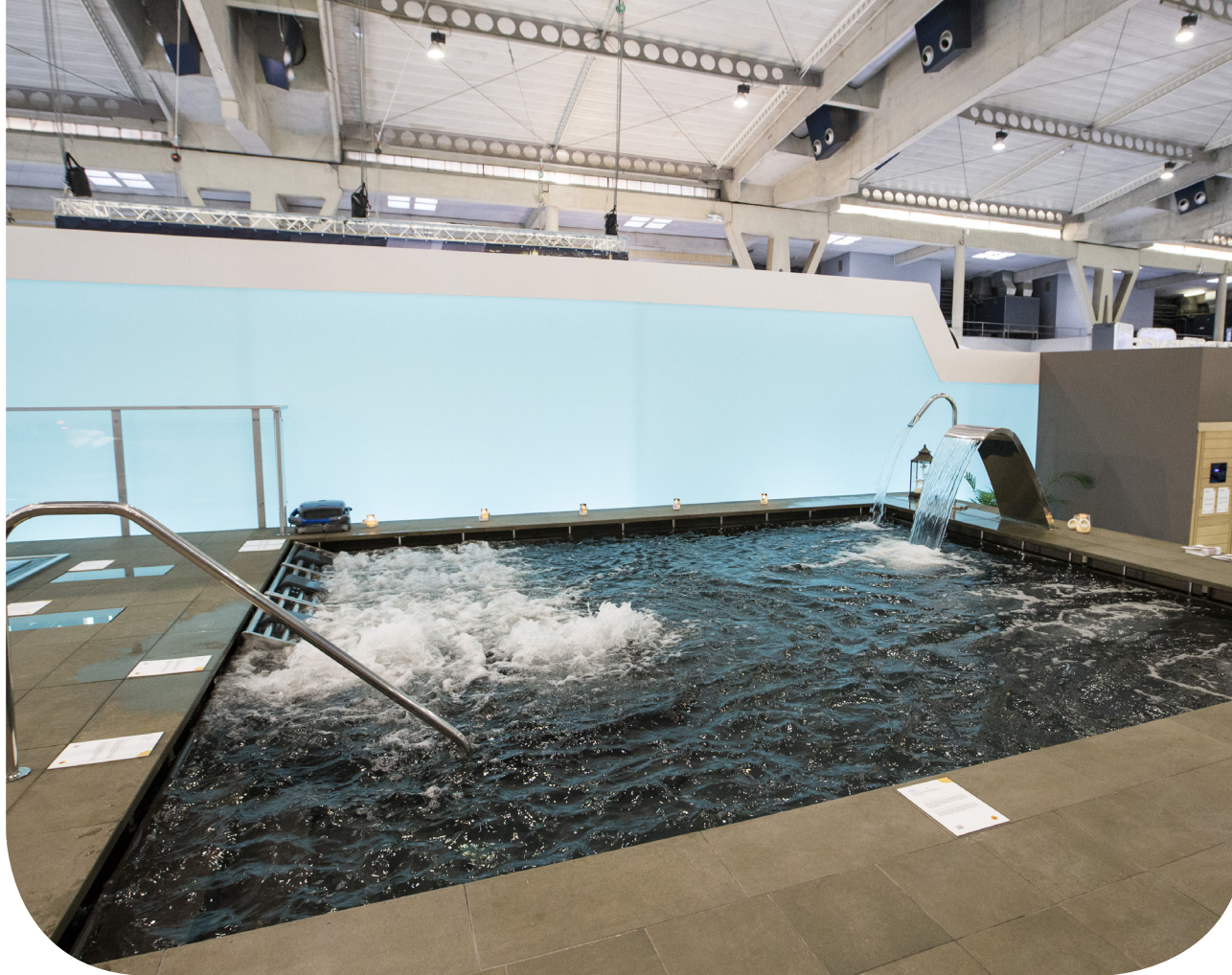
Stand space in preferential location	Minimum space 100 m ² (island)	Minimum space 100 m ² (island)	Minimum space 60 m ² (3 sides open)
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Wellness Partnership

VISIBILITY

	Strategic Partner €20,000 (max. 1)	Wellness Excellence €15,000 (max. 1/sector)	Wellness Partner €1,500 (max. 20)
Logo on home page 1st level	•	•	
Logo on home page 2nd level			•
Interview on the website	•	•	
Logo on show easel display	•	•	•
Logo marking location in app	•	•	•
Highlighted mention in post-show report	•	•	
Logo in post-show report	•	•	•
Mention and follow-up in social media	•	•	•
Logo in national trade press advert	•	•	
Logo in international trade press advert	•	•	
Logo on accreditation pass (inner side)	•	•	
Advertising in show digital catalogue	• (two pages)	• (one page)	
Logo on show emailings	•	•	•
Interview in show emailings	•	•	
Visibility at main entrance to show	•	•	•
Visibility in the main entrance to Wellness Experience	•	•	•
Highlighted visibility in Wellness Experience	•	•	
Product presentation in Wellness Experience*		5	1
Company/project description on the website	• 100 words	• 100 words	• 50 words
Logo marking location in app	•	•	•

* Preselection by a scientific committee



NETWORKING

	Strategic Partner €20,000 (max. 1)	Wellness Excellence €15,000 (max. 1/sector)	Wellness Partner €1,500 (max. 20)
Introduction to VIP buyers/preferential member of the VIP buyers programme	•	•	•
Slot in Speakers' Corner	4 x 30'	2 x 30'	30'
Access to VIP lounge	•	•	•
VIP Room Sponsorship	•		
Invitation to Piscina & Wellness Barcelona Awards	6	4	2

02

ADVERTISING OPTIONS

- Accreditation and lanyards
- Outdoor advertising
- Indoor advertising
- Digital advertising

Increase the visibility and impact of your brand before, during and after Piscina & Wellness Barcelona.

Become a sponsor of the various spaces, products and services on offer at the show and benefit from all the advantages of being part of such a unique international event.





Passes and lanyards

	Description/advertisers	Sizes	Price
¹ Trade visitor pass	<p>Sponsorship limited to a single advertiser.</p> <p>Imagine your brand on the back of the pass.</p>	10 x 12 cm	€ 5,000
² Lanyards	<p>Sponsorship limited to a maximum of two advertisers.</p> <p>Your brand will appear on the pass lanyard.</p>		€ 12,000

Outdoor advertising



	Description/advertisers	Sizes	Price
3 Posts		1 x 4 m	€ 1,700 each
4 Banners		1 x 4 m	€ 1,100 each Max 20 units
Hanging banners at the car park entrance	Sponsorship limited to two advertisers	5 x 1.5 m	€ 1,000 each Max 2 units



Description/advertisers	Sizes	Price
¹ Large vinyl at the site entrance	45 x 11 m	€ 29,315
² Two-sided light boxes	1.20 x 2 m	€ 1,200 each

3



4



5



Indoor advertising

	Description/advertisers	Sizes	Price
³ Light boxes	Include the digital content of your choice	91 x 14 cm	€ 1,200 each (Total available 2 units)
⁴ Turnstiles			€ 6,000 each
⁵ Europa Hall Banners	Sponsorship limited to two advertisers	0.80 x 5 m	€ 1,940 each (Total available 6 units)



	Description/advertisers	Price
¹ Promo video on metro access tunnel projectors		€ 2,000 each
² Promo videos on the metro access tunnel projectors		€ 2,000 each
Authorisation to distribute promotional material	4 companies	€ 300 person/day
Logo on stand location on the show exhibitor map		€ 300 each
Sponsorship of the architecture design competition	1 company	€ 6,000



Description/advertisers

Sizes

Price

3 Large banner in hall

2 x 6 m

€ 1,500 each

4 Tritón digital signs

High resolution luminous digital medium designed for outdoors and indoors. Exclusive triangular-based design, the product lets you project content on its three sides, for viewing from all angles.

3.27 m²

€ 3,600 each
(Total available 10 units)

The Tritón system is fitted with a spectacular 3.27 m² LED screen and two back-lit sides to increase impact and improve the visuals. The system permits real-time online message modifications.

Each of the 10 packs available includes 420 ad projections.



Description/advertisers

Sizes

Price

¹ Split flap installation

Split flap is an installation inspired by old airport and train station signage. It is made up of a set of motorised cells containing 50 sheets each, inserted on a central axis.

The rotating axis lets the images drop down one after the other, building up new ones. A spectacular tribute to innovation that rediscovers and updates an abandoned technology.

Up to six advertisers. Minimum 5 advertisers contracted.

4.30 x 3.50 m

€ 6,000 each
(A single unit)

² WordFall

WordFall is a digital water screen. An eye-catching waterfall in which your brand logo or the message of your choice will appear printed in water droplets.

€ 7,000 each



Vinyls

All elements described below will be vinyl

Description/advertisers	Sizes	Price
3 Dynamic XL light box in Europa Hall	100 x 70 cm	€ 1,200 each (Total available 2 units)
Inner side of the WC Hall doors and Hall 1&2		€ 250 each (Total available 137 units)
4 Floor of the access tunnel to Hall 2	200 x 200 cm	€ 1,500 each (Limited to a single advertiser)
5 Show entrance floor	1.163 x 0.45 m	€ 8,598 each
6 Metro entrance tunnel walls	500 x 300 cm	€ 250 each (Total available 98 units)



Digital advertising

	Description/advertisers	Price
¹ Proximity marketing	Bluetooth devices installed on the site that send information on products, offers and discounts directly to visitors' smartphones.	€ 6,000
Free Wi-Fi naming	Limited to a single advertiser Sponsor logo on the home page of the show free Wi-Fi network.	€ 6,000



APP

	Description/advertisers	Price
² Splash screen	Limited to a single advertiser Advert on the show app welcome screen.	€ 6,000
Logo marking the location of the stand on the app map		€ 300



PISCINA & WELLNESS BARCELONA

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