



Solutions for company creation,
financing and growth

Participation Guide 2012



Fira Barcelona

**Montjuïc venue
13-14 July 2012**

www.bizbarcelona.com



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What is bizbarcelona?

bizbarcelona is the meeting point for entrepreneurial proposals and support initiatives concerning the creation, growth and internationalization of **companies and business ideas**.

This tremendously successful event is the key to propelling your company further forward and strengthening its position within a sector that's on the up and up.

The event is supported by leading organizations in the field of entrepreneurship (bizcommunity), as well as local and state institutions.

Partners:



Within the framework of:





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Who is it for?

bizbarcelona is a unique opportunity to make contacts and present your products and/or services to **entrepreneurs** with business ideas, **people with their own companies and investors** on the lookout for new business opportunities and franchises.

Visitors

- Entrepreneurs
- Managing Directors of companies and SMEs
- Self-employed professionals
- Investors
- Students

Exhibitor

- Marketing and sales
- Internet, hosting, social networking
- Public and private financing
- Investment. Insurance
- IT companies and telecommunication
- Advice on legal and work-related issues. Temping agencies
- Logistics and operations
- Consulting and training
- Services and management
- Equipment and business centers
- Franchises and related business
- Public institutions and support networks
- Media



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Why participate in bizbarcelona 2012?

- The event is tailored to the entrepreneurial and investment sector and 100% focused on fostering business and partnerships.
- To access a wide public convened by more than 150 public and private entities, entrepreneurs and business people.
- The success of previous editions endorses the event as a unique opportunity to present your products and position yourself in an expanding sector with great potential.
- Its dynamic and innovative format guarantees participants the best possible contacts and commercial repercussion.
- To take advantage of the best activities and seminars tailor-made for companies, entrepreneurs and business and franchise investors.
- **14,072** visitors
- **87** exhibitors
- **22,300 m²** exhibition space
- **1,800** meetings
- **152** speakers
- **991** consulting sessions
- **875** investment contacts
- **54** private investment funds and business angels
- **102** event partners

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Everything in your favor to get the best results

- **Easy**
"all-included" Stand-Packs.
- **Profitable**
Competitive prices assure optimum returns on your investment.
- **Efficient**
Contact your target public in just 2 days, be it entrepreneurs, companies or business and franchise investors.



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Major media coverage

bizbarcelona is widely covered in all the media, including press, television, radio and internet (online advertising and presence in social networks such as Facebook, Twitter, LinkedIn, YouTube, etc).

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With the best possible promotional campaign

The event organizers put together a comprehensive program of radio and television commercials, inserts in newspapers or specialized magazines and an extensive e-mail campaign. In addition, around 200,000 programs are given out free with one of the national Sunday newspapers.

- **Ads in the daily press**
- **Ads in economics or business magazines**
- **TV commercials**
- **Radio commercials**
- **Street advertising**
- **E-mail marketing:**
more than 500,000 mails from our database to our partners
- **Event catalogue**
(200,000 copies)

bizbarcelona

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Participate as an exhibitor

bizbarcelona offers a number of formulas to participate in the event, starting at 2,096€.

Module 9m² (3x3)

Includes: space, stand with beech-colored furnishing, black carpet, 1 table, 3 chairs, 1 information counter, 1 brochure display unit, 2 x 300W spotlights, vinyl signage, electrical connection and electricity consumption, participation fee, insurance and 1 parking space.

8% VAT not included.

2,096 €

Module 16m² (4x4)

Includes: space, stand with beech-colored, black carpet, 1 table, 3 chairs, 1 information counter, 1 brochure display unit, 3 x 300W spotlights, vinyl signage, electrical connection and electricity consumption, participation fee, insurance and 1 parking space.

8% VAT not included.

3,082 €

Module 32m² (8x4)

Includes: space, stand with beech-colored furnishing, black carpet, storage space, 2 tables, 6 chairs, 1 brochure display unit, 6 x 300W spotlights, vinyl signage, electrical connection and electricity consumption, participation fee, insurance and 1 parking space.

8% VAT not included.

5,339 €

Floor space only (a partir de 32m²)

For companies contracting 32m² or more. Doesn't include participation fee or obligatory insurance.

8% VAT not included.

165 € /m²





Module open on 1, 2 or 3 sides



Module open on 1, 2 or 3 sides



Module open on 3 sides





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Participate as a sponsor

bizbarcelona offers 3 sponsorship formulas:

- **Global Sponsor** Includes sponsor's logo on all information media concerning the event and 64m² of floor space to participate in the commercial exhibition.
- **Premium Sponsor** Includes sponsor's logo on specific types of information media concerning the event and 32m² of floor space to participate in the commercial exhibition.
- **Activity Sponsor** Includes sponsor's logo within the sponsored activity and a 16m² stand pack.

More details follow about the main characteristics and advantages of each sponsorship type.

	Global Sponsor	Premium Sponsor	Activity Sponsor
	45,000 €	25,000 €	10,000 €
• Direct marketing			
VIP passes	✓	✗	✗
Visitors Guide	✓	✓	Specific activity
Annual report	✓	✓	Specific activity
• E-mail marketing			
E-News	✓	✓	Specific activity
E-mailings	✓	✓	Specific activity
Website	✓	✓	Specific activity
Social Media	✓	✓	Specific activity
• Press			
Press release	✓	✗	Specific activity
Interview	✓	✗	✗
Blog	✓	✗	✗
• Advertising			
Technical press	✓	✗	✗
Daily press	✓	✗	✗
TV	✓	✗	✗
Banners	✓	✗	✗
• Signage within venue			
Indoor banners	✓	✓	Specific activity
Billboards	✓	✓	Specific activity
Flag banners	✓	✓	Specific activity
Indoor electronic signage	✓	✓	Specific activity
• Street advertising			
Street banners	✓	✗	✗
Bus-side displays	✓	✗	✗
Building banner in Plz España	✓	✗	✗
Four-face pavement boards	✓	✗	✗
• Merchandising			
Congress material	✓	✗	✗
• Activity sponsoring			
	✓	✗	Specific activity
• Services			
Floor space only	64 m ²	32 m ²	16 m ²
Stand	✗	✗	✓
Parking spaces (2)	✓	✓	✓



Activity Sponsor

Consulting Areas

- Expert advice on setting up a business
- Expert advice on business growth

The set-up:

Experts from over 40 different entities offer personalized consulting sessions for entrepreneurs who require advice in the following fields:

- Business creation and growth
- Financing
- Innovation and technology
- Marketing and sales
- Management and business strategies

Sponsorship benefits:

- Exclusiveness as activity sponsor.
- Use of your logo on all promotional material that includes the event: website and program of activities brochure. (200,000 copies)
- A "sponsored by" label on the indoor signage for the activity (in the designated activity zone and corridors).
- 1 brochure display unit with corporate literature* in the activity zone.
- 2 designated spaces for promotional display stands/roll-up banners* at the activity entrance.
- Information counter/front-office desk with sponsor's logo.
- A 16m² stand pack in the commercial exhibition.

* Sponsor is responsible for the design and production

Price: 10,000 €



Networking Areas

- Speed networking
- Face2Face
- Wall of ideas

The set-up:

Speed Networking

Space set up for accelerated networking sessions. You have five minutes to explain your idea and exchange business cards before moving on to the next person.

Face2Face

Virtual and physical meeting point for entrepreneurs with the aim of joining creative forces, closing business deals or establishing collaboration agreements. This initiative is backed up by a website and a system of managing contacts via SMS.

Wall of ideas

A 90m² wall used as an advertising display board by visitors to the show. This is a space where people can express themselves, introduce themselves, contact others, etc. using business cards, posters, photos, ads, etc.

Participants:

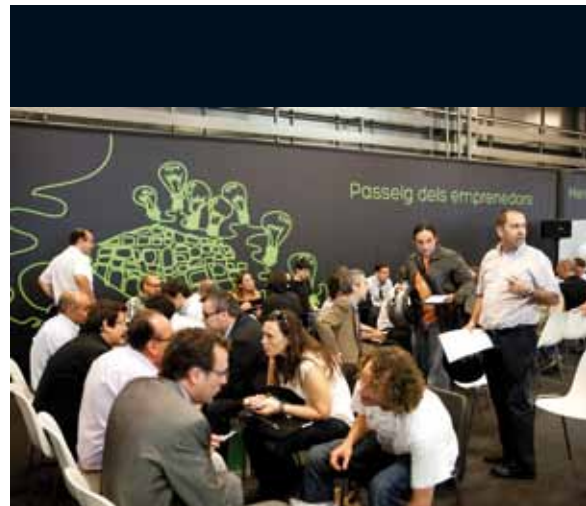
Activities are open to all visitors to **bizbarcelona** 2012.

Sponsorship benefits:

- Exclusiveness as activity sponsor in the 3 aforementioned activities.
- Use of your logo on all promotional material that includes the event: website and program of activities brochure. (200,000 copies)
- A "sponsored by" label on the indoor signage for the activity (in the designated activity zone and corridors).
- 1 brochure display unit with corporate literature* in the activity zone.
- 2 designated spaces for promotional display stands/roll-up banners* at the activity entrance.
- Information counter/front-office desk with sponsor's logo at the activity entrance.
- A 16m² stand pack in the commercial exhibition.

* Sponsor is responsible for the design and production

Price: 10,000 €





Ánspiration Areas

- **Global Entrepreneurship Competition (GEC)**
- **Start-up Zone**

The set-up:

- **Global Entrepreneurship Competition**

A competition in which the top 25 business projects in the world, selected by the most prestigious international entrepreneurial centres, will compete for the funding they need to develop their projects.

A jury made up of high-ranking multinational executives and representatives from private investment funds will choose the 3 best projects.

The winners will receive cash prizes and will have to chance to show international investors the great potential of their projects.

- **Start-up Zone**

Designated area within the commercial exhibition set aside to a selection of the best start-ups. Newly created companies, or companies created less than 5 years ago with innovative proposals will present their projects to potential partners or investors.

Sponsorship benefits:

- Exclusiveness as activity sponsor in the 2 aforementioned activities.
- Use of your logo on all promotional material that includes the event: website and program of activities brochure. (200,000 copies)
- A "sponsored by" label on the indoor signage for the activity (in the designated activity zone and corridors).
- 1 brochure display unit with corporate literature* in the GEC activity zone.
- 2 designated spaces for promotional display stands/roll-up banners* at the GEC activity entrance.
- Information counter/front-office desk with sponsor's logo at the GEC activity entrance.
- A 16m² stand pack in the commercial exhibition.

* Sponsor is responsible for the design and production

Price: 10,000 €

Financing areas

- **Speed dating (Business Angels)**
- **Venture Capital Corner**

The **Investment Marketplaces** are the ideal place for networking through **speed dating** and matching: short sessions for entrepreneurs to present their projects to investors (Business Angels), who in turn will choose to back those with the greatest potential.

This is a unique gathering of large and small-scale investors and the best business projects in IT, multimedia and cleantech, amongst others.

At the **Venture Capital Corner** entrepreneurs are given the opportunity to apply for financial backing to leading global investment funds face to face. Candidates have just one minute to sell their project and gain an in-depth interview.

Sponsorship benefits:

- Exclusiveness as activity sponsor.
- Use of your logo on all promotional material that includes the event: website and program of activities brochure. (200,000 copies)
- A "sponsored by" label on the indoor signage for the activity (in the designated activity zone and corridors).
- 1 brochure display unit with corporate literature* in the activity zone.
- 2 designated spaces for promotional display stands/roll-up banners* at the activity entrance.
- Information counter/front-office desk with sponsor's logo.
- A 16m² stand pack in the commercial exhibition.

* Sponsor is responsible for the design and production

Price: 10,000 €





Outdoor relaxation area

Area for relaxing located in the space that connects halls 1 and 5. All visitors to **bizbarcelona** have free access to this outdoor area where they can relax, chat, eat or listen to music.

Sponsorship benefits:

- A "sponsored by" label on the signage for the space (in the designated zone and corridors).
- Space for corporate literature* in the area.
- A 16m² stand pack in the commercial exhibition.

* Sponsor is responsible for the design and production

Price: 10,000 €





Sponsorship of rooms 1 and 2 (Hall 1)

Sponsorship of the rooms includes:

- Distributing notebooks and writing material*.
- Company logo on the indoor signage of the hall.
- A "sponsored by" label on the poster containing the activity program situated at the entrance to the rooms.
- Including the logo on the show's website (in the section for seminars, conferences and workshops).
- 1 brochure display unit with corporate literature* at the entrance to the activity zone.
- 2 roll-up stands*.
- Information counter with the sponsor's logo.

* Sponsor is responsible for the design and production

- **Room for conferences and workshops on creating companies (400 seats).**

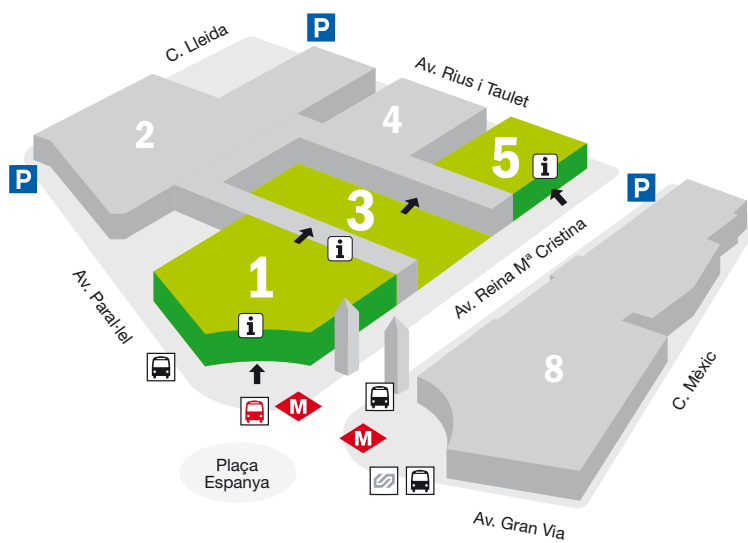
Room price: 10,000 €

- **Room for franchises, co-operatives and social entrepreneurship (400 seats).**

Room price: 10,000 €



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