



# BNEW

BARCELONA NEW ECONOMY WEEK

October 2-5 2023

SPONSORSHIPS

[www.bnewbarcelona.com](http://www.bnewbarcelona.com)

Organized by:  
**ZF** | CONSORCI barcelona  
ZONA FRANCA

# SPONSORSHIP OPTIONS BNEW 2023

OPTIONS	COMUNICATION	BRAND VISIBILITY	KNOWLEDGE	PUBLIC RELATIONS	NETWORKING	AMOUNT
<b>BGLOBAL</b>						150,000€
<b>BAIR</b>						90,000€
<b>BWATER</b>						60,000€
<b>BEARTH</b>						30,000€
<b>BNATURE</b>						20,000€
BNEW NETWORKING LUNCH (1 DAY)						15,000€
BNEW NETWORKING COFFEE (1 DAY)						10,000€

# BGLOBAL

BAIR

BWATER

BEARTH

BNATURE

Be the image of BNEW and **benefit** from all the communication and publicity actions of the 6 sectors of **BNEW 2023**.



100 PANELS,  
DEBATES AND  
SESSIONS

140  
HOURS OF  
CONTENT

500  
speakers

**150,000 € +VAT**



# BGLOBAL

## BAIR

## BWATER

## BEARTH

## BNATURE

**150,000 € +VAT**

### COMUNICATION

- Highlighted presence in press
- Presence in special BNEW monographic of La Vanguardia
- Sponsor logo in all BNEW ads
- Press release on the signing of the sponsorship agreement
- Pre-BNEW round table in national press
- Participation in a podcast prior to BNEW
- Participation in a radio program during the BNEW
- Interview on BNEW TV set & testimonial, broadcasted on social networks
- Post on the BNEW Blog
- Maximum social media coverage (Twitter, Instagram and LinkedIn)

### BRAND VISIBILITY

- Highlighted presence of the brand as Global Sponsor:
  - Logo on-site:
    - Photocall
    - Session rooms
    - Common area
  - Logo online:
    - Home, footer & list of participating companies at [www.bnewbarcelona.com](http://www.bnewbarcelona.com)
    - BNEW digital platform
    - Promotional actions (newsletter, ads, etc.)
    - Logo in the session rooms in the streaming broadcast
    - Logo and link in knowledge programs
- Video presentation (maximum 30 seconds) before and/or after the session where the sponsor participates

# BGLOBAL

**BAIR**

**BWATER**

**BEARTH**

**BNATURE**

**150,000 € +VAT**

## **PUBLIC RELATIONS**

- 250 personalized invitations for sponsor clients and collaborators
- 5 invitations to the BNEW 2023 opening ceremony
- 6 invitations to the BNEW dinner
- 30 daily invitations for the sponsor and/or clients of the sponsor to the BNEW Networking Lunch

## **KNOWLEDGE**

- Organization of up to 3 specific sessions in the 3 chosen BNEW sector
- Participation with up to 6 speakers or moderators in the chosen BNEW sector
- Unlimited BDigital registrations with the GLOBAL Sponsor invitation

## **NETWORKING**

- Meeting point for the sponsor in BNEW Plaza, networking area of BNEW 2023 (*items included: custom foam, table and chairs*)
- Access to BNEW Experience, a daily and complete program of cultural and gastronomic experiences, designed so that attendees and guests at BNEW have alternative spaces where to network
- Participation at BVillage: create a profile to include photos, videos, brochures, and where to do networking with BVillage companies and virtual BNEW attendees



**BGLOBAL**

**BAIR**

**BWATER**

**BEARTH**

**BNATURE**

**Increase your brand awareness, communication and public relations in the New Economy**



**5.563**  
Networking contacts  
made

**12.368**  
participants

**6**  
TV set

**90,000 € +VAT**



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**90,000 € +VAT**

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**BGLOBAL**

**BAIR**

**BWATER**

**BEARTH**

**BNATURE**

## COMUNICATION

- Highlighted presence in press
- Sponsor logo in all BNEW ads
- Press release on the signing of the sponsorship agreement
- Pre-BNEW round table in national press
- Interview on BNEW TV set & testimonial, broadcasted on social networks
- Post on the BNEW Blog
- Maximum social media coverage (Twitter, Instagram and LinkedIn)

## BRAND VISIBILITY

- Highlighted presence of the brand as BAir Sponsor:
  - Logo on-site:
    - Photocall
    - Session rooms
    - Common area
  - Logo online:
    - Home, footer & list of participating companies at [www.bnewbarcelona.com](http://www.bnewbarcelona.com)
    - BNEW digital platform
    - Promotional actions (newsletter, ads, etc.)
    - Logo in the session rooms in the streaming broadcast
    - Logo and link in knowledge programs
- Video presentation (maximum 30 seconds) before and/or after the session where the sponsor participates

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**90,000 € +VAT**

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**BGLOBAL**

**BAIR**

**BWATER**

**BEARTH**

**BNATURE**

## **PUBLIC RELATIONS**

- 200 personalized invitations for sponsor clients and collaborators
- 3 invitations to the BNEW 2023 opening ceremony
- 4 invitations to the BNEW dinner
- 15 daily invitations for the sponsor and/or clients of the sponsor to the BNEW Networking Lunch

## **KNOWLEDGE**

- Organization of up to 2 specific sessions in the 2 chosen BNEW sector
- Participation with up to 4 speakers or moderators in the chosen BNEW sector
- Unlimited BDigital registrations with the BAir Sponsor invitation

## **NETWORKING**

- Meeting point for the sponsor in BNEW Plaza, networking area of BNEW 2023 (*items included: custom foam, table and chairs*)
- Access to BNEW Experience, a daily and complete program of cultural and gastronomic experiences, designed so that attendees and guests at BNEW have alternative spaces where to network
- Participation at BVillage: create a profile to include photos, videos, brochures, and where to do networking with BVillage companies and virtual BNEW attendees



**BGLOBAL**

**BAIR**

**BWATER**

**BEARTH**

**BNATURE**

**Communicate**, promote and connect with decision-makers in the 6 **BNEW** sectors.



**7**  
Sectors  
Connected  
with each  
other

**1500**  
Start-  
ups

**21**  
Sponsorship  
companies

**60,000 € +VAT**

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**60,000 € +VAT**

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**BGLOBAL**

**BAIR**

**BWATER**

**BEARTH**

**BNATURE**

## **COMUNICATION**

- Interview on BNEW TV set & testimonial, broadcasted on social networks
- Post on the BNEW Blog
- Maximum social media coverage (Twitter, Instagram and LinkedIn)

## **BRAND VISIBILITY**

- Highlighted presence of the brand as BWater Sponsor:
  - Logo on-site:
    - Photocall
    - Session rooms
    - Common area
  - Logo online:
    - Home, footer & list of participating companies at [www.bnewbarcelona.com](http://www.bnewbarcelona.com)
    - BNEW digital platform
    - Promotional actions (newsletter, ads, etc.)
    - Logo in the session rooms in the streaming broadcast
    - Logo and link in knowledge programs
- Video presentation (maximum 30 seconds) before and/or after the session where the sponsor participates

## **PUBLIC RELATIONS**

- 150 personalized invitations for sponsor clients and collaborators
- 1 invitation to the BNEW 2023 opening ceremony
- 3 invitations to the BNEW dinner
- 10 daily invitations for the sponsor and/or clients of the sponsor to the BNEW Networking Lunch



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**60,000 € +VAT**

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**BGLOBAL**

**BAIR**

**BWATER**

**BEARTH**

**BNATURE**

## **KNOWLEDGE**

- Organization of up to 2 specific sessions in the 2 chosen BNEW sector
- Participation with up to 2 speakers or moderators in the chosen BNEW sector
- Unlimited BDigital registrations with the BWater Sponsor invitation

## **NETWORKING**

- Meeting point for the sponsor in BNEW Plaza, networking area of BNEW 2023 (*items included: custom foam, table and chairs*)
- Access to BNEW Experience, a daily and complete program of cultural and gastronomic experiences, designed so that attendees and guests at BNEW have alternative spaces where to network
- Participation at BVillage: create a profile to include photos, videos, brochures, and where to do networking with BVillage companies and virtual BNEW attendees

**BGLOBAL**

**BAIR**

**BWATER**

**BEARTH**

**BNATURE**

Spread your **knowledge**, anticipate the future and get feedback from other experts.



**40%**  
Registrados  
International  
participation

**107**  
Participant  
countries

**74%**  
Agreements  
with  
associations  
and sectoral  
cluster

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**30,000 € +VAT**

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**BGLOBAL**

**BAIR**

**BWATER**

**BEARTH**

**BNATURE**

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**30,000 € +VAT**

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## **COMUNICACION**

- Interview on BNEW TV set & testimonial, broadcasted on social networks
- Post on the BNEW Blog
- Maximum social media coverage (Twitter, Instagram and LinkedIn)

## **BRAND VISIBILITY**

- Logo online:
  - Home, footer & list of participating companies at [www.bnewbarcelona.com](http://www.bnewbarcelona.com)
  - BNEW digital platform
  - Promotional actions (newsletter, ads, etc.)
  - Logo in the session rooms in the streaming broadcast
  - Logo and link in knowledge programs
- Video presentation (maximum 30 seconds) before and/or after the session where the sponsor participates

## **PUBLIC RELATIONS**

- 120 personalized invitations for sponsor clients and collaborators
- 2 invitations to the BNEW dinner
- 8 daily invitations for the sponsor and/or clients of the sponsor to the BNEW Networking Lunch



**BGLOBAL**

**BAIR**

**BWATER**

**BEARTH**

**BNATURE**

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**30,000 € +VAT**

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## **KNOWLEDGE**

- Organization of 1 specific session in the chosen BNEW sector
- Participation with up to 2 speakers or moderators in the chosen BNEW sector
- Unlimited BDigital registrations with the BEarth Sponsor invitation

## **NETWORKING**

- Meeting point for the sponsor in BNEW Plaza, networking area of BNEW 2023 (*items included: custom foam, table and chairs*)
- Access to BNEW Experience, a daily and complete program of cultural and gastronomic experiences, designed so that attendees and guests at BNEW have alternative spaces where to network
- Participation at BVillage: create a profile to include photos, videos, brochures, and where to do networking with BVillage companies and virtual BNEW attendees



**BGLOBAL**

**BAIR**

**BWATER**

**BEARTH**

**BNATURE**

**Boost** your business among decisión-makers between BNEW 2023 attendees and thanks to our disruptive platform.



**300**  
Direct  
Jobs  
generated

**6000**  
Attendees  
in person

**700**  
Indirected  
Jobs  
generated

**20,000 € +VAT**

**BGLOBAL**

**BAIR**

**BWATER**

**BEARTH**

**BNATURE**

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**20,000 € +VAT**

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## **COMUNICACION**

- Interview on BNEW TV set & testimonial, broadcasted on social networks
- Maximum social media coverage (Twitter, Instagram and LinkedIn)

## **BRAND VISIBILITY**

- Logo online:
  - Home, footer & list of participating companies at [www.bnewbarcelona.com](http://www.bnewbarcelona.com)
  - BNEW digital platform
  - Promotional actions (newsletter, ads, etc.)
  - Logo in the session rooms in the streaming broadcast
  - Logo and link in knowledge programs

## **PUBLIC RELATIONS**

- 80 personalized invitations for sponsor clients and collaborators
- 1 invitation to the BNEW dinner
- 6 daily invitations for the sponsor and/or clients of the sponsor to the BNEW Networking Lunch



**BGLOBAL**

**BAIR**

**BWATER**

**BEARTH**

**BNATURE**

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**20,000 € +VAT**

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## **KNOWLEDGE**

- Participation with up to 2 speakers or moderators in the chosen BNEW sector
- Unlimited BDigital registrations with the BNature Sponsor invitation

## **NETWORKING**

- Meeting point for the sponsor in BNEW Plaza, networking area of BNEW 2023 (*items included: custom foam, table and chairs*)
- Access to BNEW Experience, a daily and complete program of cultural and gastronomic experiences, designed so that attendees and guests at BNEW have alternative spaces where to network
- Participation at BVillage: create a profile to include photos, videos, brochures, and where to do networking with BVillage companies and virtual BNEW attendees

**BAIR****BWATER****BEARTH****BNATURE****BNEW NETWORKING  
LUNCH****15,000 € +VAT****COMUNICATION**

- Interview on BNEW TV set & testimonial, broadcasted on social networks

**BRAND VISIBILITY**

- Logo in Networking Lunch area:
  - Custom foam with the sponsor image

**PUBLIC RELATIONS**

- 30 personalized invitations for sponsor clients and collaborators
- 1 invitation to the BNEW dinner
- 20 daily invitations for the sponsor and/or clients of the sponsor to the BNEW Networking Lunch

**KNOWLEDGE**

- Participation with 1 speaker or moderator in the chosen BNEW sector
- Unlimited BDigital registrations with the Sponsor invitation

**NETWORKING**

- Access to BNEW Experience, a daily and complete program of cultural and gastronomic experiences, designed so that attendees and guests at BNEW have alternative spaces where to network
- Participation at BVillage: create a profile to include photos, videos, brochures, and where to do networking with BVillage companies and virtual BNEW attendees



SAIR

**BWATER**

**BEARTH**

**BNATURE**

**BNEW NETWORKING  
LUNCH**

**BNEW  
NETWORKING  
COFFEE**

**10,000 € +VAT**

## **COMUNICATION**

- Interview on BNEW TV set & testimonial, broadcasted on social networks

## **BRAND VISIBILITY**

- Logo in Networking Coffee area:
  - Custom foam with the sponsor image

## **PUBLIC RELATIONS**

- 30 personalized invitations for sponsor clients and collaborators
- 1 invitation to the BNEW dinner
- 3 daily invitations for the sponsor and/or clients of the sponsor to the BNEW Networking Lunch

## **KNOWLEDGE**

- Participation with 1 speaker or moderator in the chosen BNEW sector
- Unlimited BDigital registrations with the Sponsor invitation

## **NETWORKING**

- Access to BNEW Experience, a daily and complete program of cultural and gastronomic experiences, designed so that attendees and guests at BNEW have alternative spaces where to network
- Participation at BVillage: create a profile to include photos, videos, brochures, and where to do networking with BVillage companies and virtual BNEW attendees

# BNEW

BARCELONA NEW ECONOMY WEEK

October 2-5 2023

7 EVENTS CONNECTED WITH EACH OTHER

**BNEW BNEW BNEW BNEW BNEW BNEW BNEW**

PROPTech

HEALTH

DIGITAL INDUSTRY

TALENT

SUSTAINABILITY

MOBILITY

EXPERIENCE

[www.bnewbarcelona.com](http://www.bnewbarcelona.com)

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ZONA FRANCA

