

# BNEW

BARCELONA NEW ECONOMY WEEK

2024 7-10 October

## SPONSORSHIPS

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

Organized by:

**ZF** CONSORCI  
**barcelona**  
ZONA FRANCA



# 7 EVENTS

CONNECTED TO EACH OTHER

AVIATION HEALTH DIGITAL INDUSTRY TALENT  
SUSTAINABILITY MOBILITY EXPERIENCE

The **Barcelona New Economy Week - BNEW** is a physical and digital B2B event that brings together unique events in **Aviation, Digital Industry, Mobility, Sustainability, Talent, Health and Experience**, all of them with a common denominator: **the new economy**.

**BNEW** is a different and unique event because it is the first with a hybrid character: a physical event that is supported by a digital platform, to facilitate the presence of people from all over the world.

**GREEN DEAL** event

**A TAILOR-MADE** event

**A CREATIVE & SENSITIVE** event



8.000  
NETWORKING  
CONTACTS

+12.500  
ATTENDEES

1.500  
STARTUPS

103  
COUNTRIES

4 DAYS



# WHAT DOES BNEW OFFER YOU?

The value proposition of each of **BNEW's** unique events is based on **3 fundamental aspects**:

## KNOWLEDGE

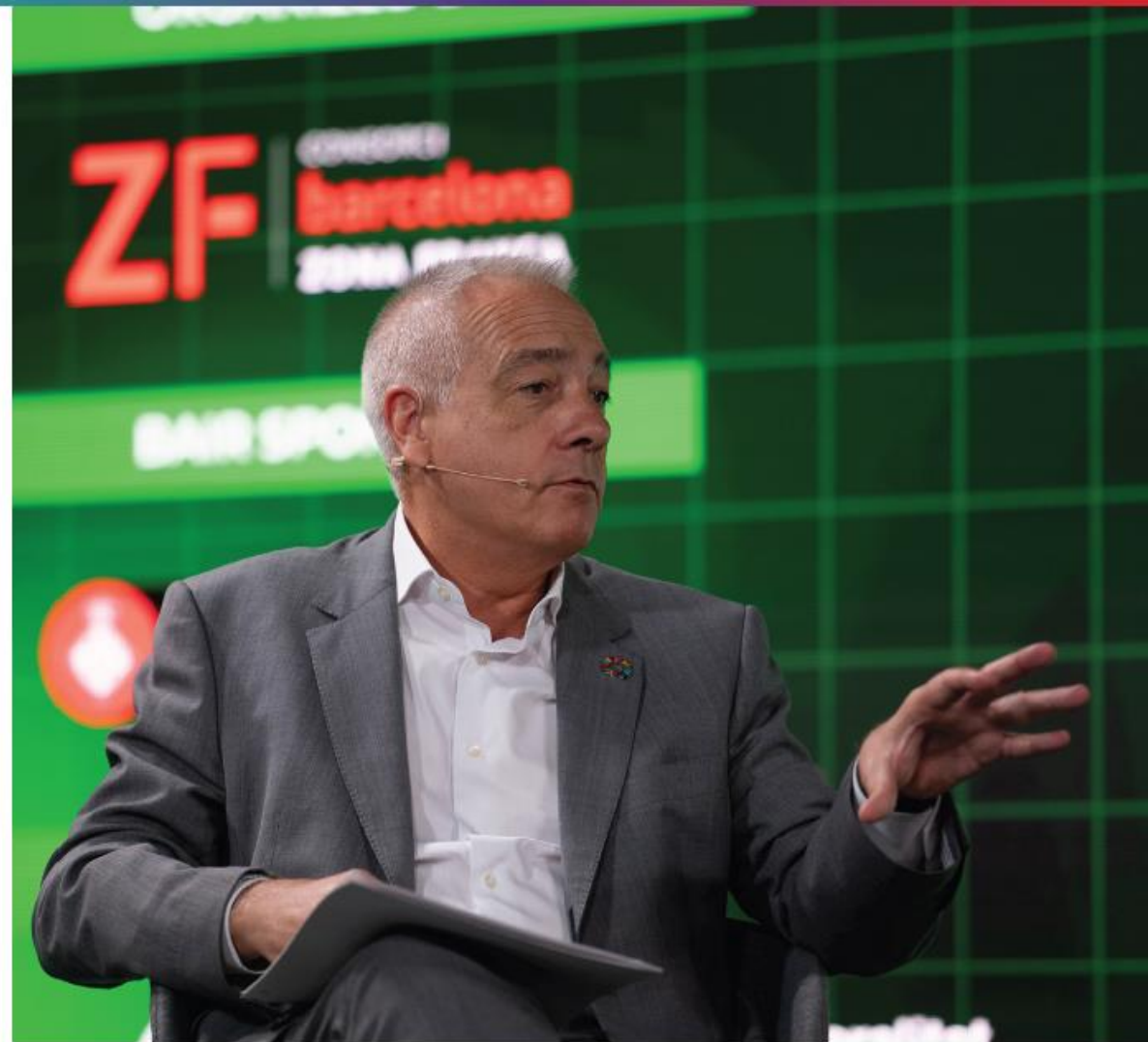
Develop, expand your knowledge, solve doubts and anticipate the future. Have feedback from the opinions of other experts in an unprecedented, agile and innovative format. You can't be left behind!

## NETWORKING

Access an extensive contact list, schedule meetings, and get face-to-face and digital contacts. Create productive relationships, optimizing time with the right target. Don't put limits on your business, we help you generate the maximum opportunities for your company.

## INNOVATION & TALENT

The ideal platform to launch disruptive services and products. A space to discover the latest in innovation and trends in each sector. Strengthen your competitive advantages now more than ever.







# 3 KNOWLEDGE SETS

## 7 SECTORS OF THE NEW ECONOMY

An innovative program with:

- Discussions and panels
- Inspirational Talks
- Interviews with unique professionals
- TV sets to spread knowledge
- Disruptive experiences
- Commitment to talent

100 PANELS,  
DEBATES &  
SESSIONS

140  
HOURS OF  
CONTENT

350  
TOP  
SPEAKERS







# FACE-TO-FACE AND MULTI-SECTOR NETWORKING

Since its inception, **BNEW** has been characterized by its networking potential, especially online. In this new edition, it will be further enhanced, if possible, with face-to-face networking activities, immersive experiences, afterworks... **DFactory Barcelona** will become the venue for the face-to-face event of all attendees at **BNEW 2024**.

This multisectoral and transversal nature, which will continue to be promoted in this new edition, is one of the main differentiating factors of **BNEW**.

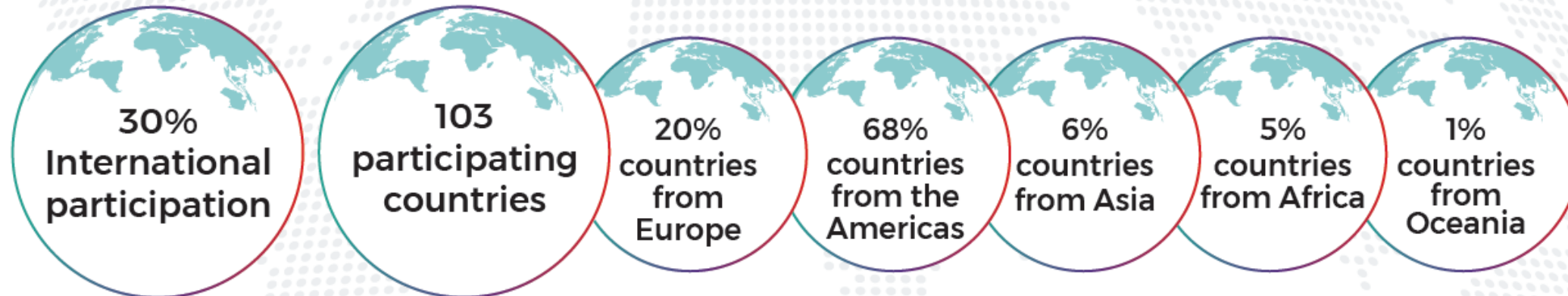






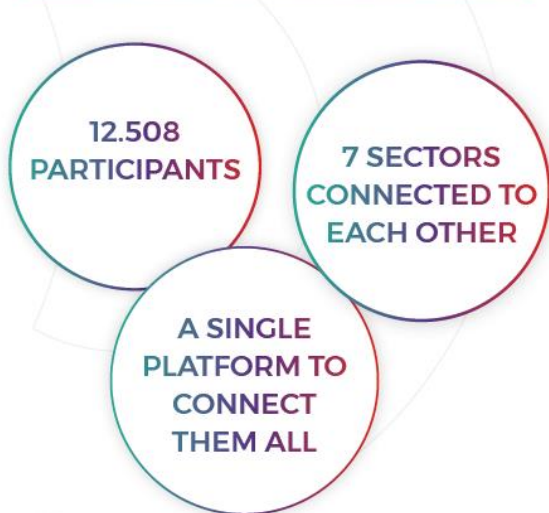
# AN INTERNACIONAL EVENT

**BNEW** was born with a clear **international vocation** and connects the sectors it brings together globally, thanks to technology.



BNEW Figures 2023

## BNEW Figures 2023



## BNEW Figures 2023



## AWARD FOR THE BEST STARTUP AT BNEW 2023

**BNEW Sustainability:**

Agualytics

**BNEW Mobility:**

Vecla

**BNEW Talent:**

HDR

**BNEW Health:**

Myorcare

**BNEW PropTech:**

Additive Spaces

**BNEW Digital Industry:**

Zentinel Machine Data  
Solutions



# GREAT PLATFORM FOR COMMUNICATION & PROMOTION

265.000  
annual visits  
on the website

42  
newsletters

1.145 articles  
published

20 million impacts  
on the media  
campaign

32 national  
and international  
media partners

63 appearances  
on radio and TV  
programs



Linkedin **3.824 connections**



X **4.718 followers**



Facebook **1.928 fans**



Instagram **1.904 followers**

BNEW Figures 2023





## BNEW 2024 SPONSORSHIP

Be the image of BNEW and benefit from all the communication and advertising actions of the 6 BNEW verticals.

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

Communicate, promote and connect with all decision makers in the sectors of BNEW knowledge.


































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

Boost your business among market decision-makers thanks to networking and synergies between participants in BNEW and our disruptive platform.





# BNEW SPONSORSHIP OPTIONS

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

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**150,000 € +VAT**

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### 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**

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**150,000 € +VAT**

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## **PUBLIC RELATIONS**

- 250 personalized invitations for sponsor clients and collaborators
- 5 invitations to the BNEW 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

## **NETWORKING**

- Meeting point for the sponsor in BNEW Plaza, networking area of BNEW (*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

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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





**BGLOBAL**

**BAIR**

**BWATER**

**BEARTH**

**BNATURE**

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**90,000 € +VAT**

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## **PUBLIC RELATIONS**

- 200 personalized invitations for sponsor clients and collaborators
- 3 invitations to the BNEW 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

## **NETWORKING**

- Meeting point for the sponsor in BNEW Plaza, networking area of BNEW (*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

**60,000 € +VAT**

**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 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

## **NETWORKING**

- Meeting point for the sponsor in BNEW Plaza, networking area of BNEW (*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**

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**30,000 € +VAT**

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## **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**

- 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

## **NETWORKING**

- Meeting point for the sponsor in BNEW Plaza, networking area of BNEW (*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

**20,000 € +VAT**

**BGLOBAL**

**BAIR**

**BWATER**

**BEARTH**

**BNATURE**

## **COMUNICATION**

- 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

## **NETWORKING**

- Meeting point for the sponsor in BNEW Plaza, networking area of BNEW (*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 1speaker or moderator in the chosen BNEW sector
- Unlimited BDigital registrations

## 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

## 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

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2024 October 7-10

7 EVENTS CONNECTED TO EACH OTHER

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