

BIOCULTURA MADRID / IFEMA ON A PROFESSIONAL NOTE

BioCultura
Feria de productos ecológicos
y consumo responsable

**IFEMA
MADRID**

ASOBIO
Asociación Española de Elaboradores
y Comerciantes Ecológicos

INTERECO

ecovalia
Asociación Valor Ecológico

SEAE
Sociedad Española de Agricultura
Ecológica y Biodinámica

VIDASANA
ASOCIACIÓN VIDASANA
40 AÑOS DIFUNDIENDO LA PRODUCCIÓN ECOLÓGICA

VENUE	BioCultura Madrid - IFEMA (Pavilion 9)
DATES	6th to 9th November - from 10 am to 8 pm (Sunday until 6 pm)

Organizations coordinating professional actions at BioCultura: ASOBIO, Ecovalia, INTERECO, SEAE and Vida Sana.

VIP AREA

Exclusively for the use of registered ECO food and cosmetics professionals.

Who can use this VIP area:

- **Sponsors** (check fees)
- **Registered exhibitors***
- **Accredited professional visitors** from the food and cosmetics sectors*

WHAT DOES THE VIP AREA OFFER?

- Rest and meeting area
- **On-site catering throughout the fair:** coffee, tea, soft-drinks...
- Innovation area: exhibition of the latest product launches
- Attention for professionals

OBJECTIVES

- **Promoting strategic networking.** Providing a comfortable, exclusive and efficient environment where ECO sector professionals can connect, generate alliances, discover synergies and share their know-how.

- **Fostering knowledge of the organic market.** The aim is to make professionals aware of the **latest trends**, challenges and opportunities of the organic market, from the specialist to the conventional channel.
- **Showcasing innovation.** Promoting the discovery of **new products and emerging brands** within the organic sector, through the Innovation Zone.
- **Enhancing the professional visitor experience.** To offer a welcoming space, well served and with relevant content that improves the experience of accredited professionals, increasing their time spent at the fair and their level of satisfaction with it.
- **Creating an active and committed community.** Turning the area into an **inspirational meeting point** for entrepreneurs, distributors, opinion leaders, content creators, technicians and other key profiles in the organic chain, promoting a common and collaborative vision of the future.

ADVANTAGES FOR BRANDS

1. **Direct contact with key profiles in the sector.**
Privileged access to skilled professionals: distributors, buyers, prescribers, restaurateurs, specialised media, influencers and technicians in the organic sector.
2. **Association with a professional and quality setting.**
Your brand will be associated to an exclusive, carefully designed space with high-level content, in order to **reinforce your positioning as a serious, innovative and forward-looking company.**
3. **Enhanced visibility in strategic media.**
Prominent placement in the programme of activities, accreditations, social networks, newsletters, and in the VIP area itself, which guarantees exposure **before, during and after the event.**
4. **Opportunity to showcase innovation and products.**
If appropriate, you can include your products in the catering offer, as well as displaying them in the Innovation Zone and through other experiential formats where visitors can **see, taste and remember** your value proposal.
5. **Alliances, clients and opportunities.**
Your presence in this area can bring about quality contacts, commercial agreements, **direct feedback from the market** and new lines of collaboration inside and outside the organic channel.

PROFESSIONAL ACTIVITIES

Round tables:

- Bio for modern channel
- Bio for the specialist channel
- FoodService hospitality and catering industry
- Greenwashing or Fraud

B2B:

- Companies with opinion leaders: nutritionists, influencers, therapists, doctors, engineers, etc.

MicroTalks:

- Market trends, which ones and for how long? How to prepare for them?
- Distribution and brand trends
- Consumer trends
- Outlook 2035 - new generations of bio brands
- The AI revolution - how to incorporate it into our business
- Trends of online green shopper-consumers and how to attract them
- Scientific dissemination, thinkers, politicians, economists, environmentalists and artists... to promote inspiring ideas
- Labelling and regulatory interpretation for producers, small businesses, shops and other professionals

Conferences:

- Integrative health

FEES

GOLD Sponsorship

10.000€

Includes:

- Prominent logo in the promotion and different advertisement media of the professional events
- Prominent logo + brands in the area
- Prominent logo in the dissemination of the professional activities
- Logo on the back of professional visitor badges
- 3 pages in the programme of activities of the fair
- 3 posts on social media (instagram @biocultura)
- 1 article or interview in *El Ecomensajero Digital* newsletter
- Banner in *El Ecomensajero Digital*
- Free use of the VIP area
- Possibility to include products in the catering offer
- New products on Innovation shelves. 10 products maximum
- 5 parking spaces

SILVER Sponsorship

3.000€

Includes:

- Logo on the sponsors' board. All logos of equal size
- 1 page in the programme of activities of the fair
- 1 article or interview in *El Ecomensajero Digital* newsletter
- 1 post on social media (instagram @biocultura)
- New products on Innovation shelves. 3 products Maximum
- Free use of VIP space
- Possibility to include products in the catering offer

Advantages	GOLD	SILVER
Logo	Logo featured on: - the promotion and different media advertisement of professional events - the space - dissemination of professional activities - back of accreditations for professional visitors	Logo on: space on the sponsors' board Same-size logos.
Activities Guide	3 pages in the trade fair activities programme	1 page in the fair's programme of activities
<i>El EcoMensajero Digital</i> (newsletter)	1 article or interview + 1 banner	1 article or interview
Social Media	3 posts	1 post
Innovation Zone	10 products Maximum	3 products Maximum
VIP Area	Free use	Free use
Catering	Possibility of including products in the catering offer	Possibility of including products in the catering offer
IFEMA car park	5 parking spaces	-

USE OF THE VIP AREA FOR NON-SPONSORS

Exhibiting companies wishing to use the VIP area for meetings with their clients must pay a fee of **€150**. For non-exhibiting companies, the cost will be **€500**.

The use of the space is subject to availability at any specific time.

Meetings in the VIP area can be scheduled in advance by sending a request to BioCultura.

Exhibitors will be issued with a QR Code that will allow them access to this area.

Registered professionals will also be able to use this area with the QR Code that will be provided to them.

Access will be denied to unregistered exhibitors or professionals.

