

BioCultura



Expo | ON

BioCulturaON is born

For 40 years, BioCultura has been leading the universe of biological, sustainable and responsible consumption culture in Spain.

BioCultura ON is the bridge that will allow us to reach the whole world.

What is BioCultura ON?

BioCultura ON is the online channel of BioCultura:

- A channel for content, events and virtual meetings of all kinds, without physical or geographical limits throughout the entire year.
- A channel to connect bio producers, companies and the public from anywhere in the world.
- A communication channel to reach new audiences and relate in new ways, beyond just the fairs.

BioCultura ON will allow access to all types of content and new formats online with just one click. From anywhere, in a totally secure, sustainable way and always ON.

BioCultura ON Welcome

For the first time, BioCultura will be held online.

Dates: 5,6 and 7 of November 2020

Place: Internet

What is BioCultura ON / Welcome?

A virtual event for all audiences, to be held live for three days.

Welcome to the online community of unconditional followers of ecological culture and responsible consumption. A 100% aligned target with companies, foundations, NGO's and awareness campaigns of the organic sector.

The best of BioCultura at a click!

A wide program of content and simultaneous activities, from any place one click away:

- Conferences, presentations, round tables and meetings with speakers and references from the eco community.
- Discovering new products and trends
- Show Foods and Cosmetic Shows.
- Interactive sessions, workshops and presentations.
- Networking: contacts, meetings and encounters with other people and professionals.
- Exhibitor area: interactive stands, presentations and meetings.
- Music, therapies, entertainment and many more surprises

A new, attractive and accessible experience for everyone.

BioCultura ON Welcome

For the first time, BioCultura will be held online.

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For who?

- Consumers and followers of organic culture and eco-friendly lifestyle
- Professionals
- Producers, manufacturers and distributors
- Associations, NGOs and institutional bodies

The virtual meeting point for the eco community in Spain and the world. No geographical limits!

Tickets

- Ticket ON: 3 Euros (access to conferences and live activities and promotions).
- Ticket ON+: 6 Euros (access to networking and on-demand content).Professional
- Ticket: 12 Euros (access to exclusive activities for professionals and professional networking):

Marketing and Communication ON

BioCultura will launch a powerful international campaign to raise awareness of the event at the local, national and Latin American levels, including:

- Digital and outdoor advertising, social networking and media outreach.

A memorable digital experience

BioCultura ON / Welcome is not just another virtual event, but a unique and memorable digital experience that reproduces the essence of BioCultura in an online format.

As in the physical space, attendees will be able to walk around different spaces, listen and attend conferences, participate in activities, visit the Expo area and interact with exhibitors and meet other people and professionals.

A different, agile, intuitive and fun experience.

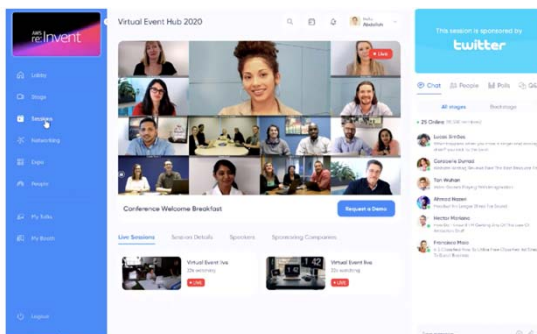
1. Interactive Lobby



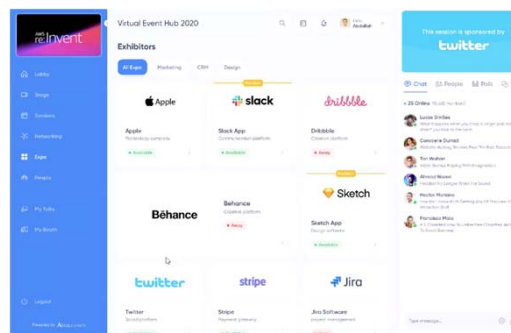
2. Stage / Main stage with continuous programming



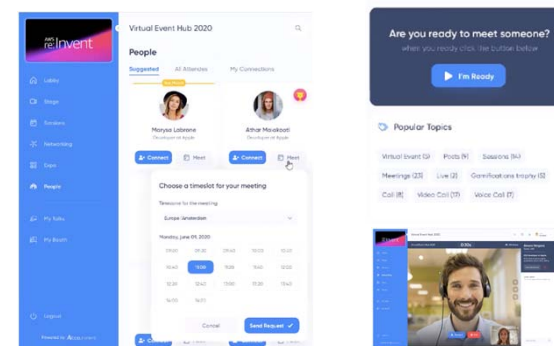
3. Sessions / Simultaneous interactive sessions



4. Expo ON



5. Networking



Program/Contents

Keynotes

Conferences
key speakers

Expert interviews

What's Next

Ideas and trends in a short
and dynamic format

Panels, discussions and
expert dialogues

Show Food

Cooking Show

Recipes

Interactive sessions with
audience participation

Cosmetic Shows

Cosmetic shows

Workshops and
presentations

Interactive sessions with
audience participation

LifeStyle

Therapies, culture,
entertainment and organic
lifestyle

Networking

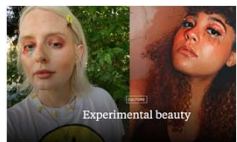
1:1 networking
opportunities, themes,
professional meetings

Presentations + Demos Sponsors / Exhibitors

Formats

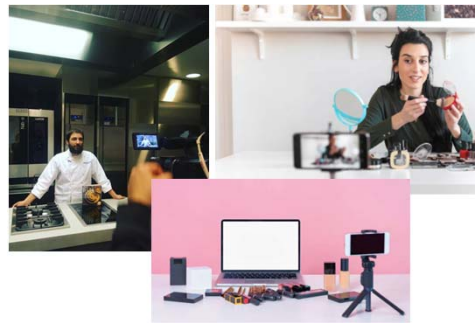
Stage:

Main activities (conferences, round tables..)



Interactive Sessions

Interactive activities (workshops, presentations, showcookings, beauty showrooms..)



Networking

Main activities (conferences, round tables..)

Live Streaming

Contents broadcasted live



Pre-recorded content

Shows and pre-recorded sessions



Interactive, short and dynamic content

designed for the online audience



ExpoON

Expo ON is the exhibition space at BioCultura.ON / Welcome.

Expo ON is a platform that connects exhibitors with professionals and consumers in real time.

Connect, interact, sell.

What is ExpoON?

It is the interactive fair area where attendees can walk around, freely visit the stands and interact with the exhibitors in real time.

Why be an Exhibitor ON?

- Expand audiences and reach new markets without physical or geographical limits.
- Boost sales: increase qualified contacts, connect with customers and close sales in real time
- Measure the results. Obtain traffic reports and access data on potential customers.

What do I get as an Exhibitor ON?

- Stand during the days of the event.
- Space to present marketing and commercial materials (presentations, videos, links, product catalogue...).
- Possibility to organize workshops, presentations and interactive activities.
- Possibility to activate offers and promotions.
- Networking with professionals, meetings and presentations
- Live connections and presentations (livestreaming via zoom)
- Data on stand visitors for commercial follow-up.

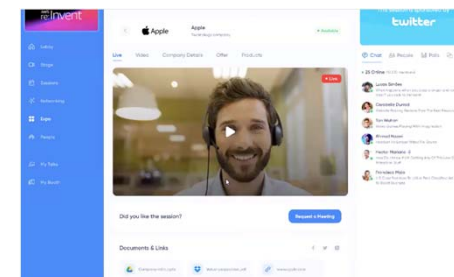
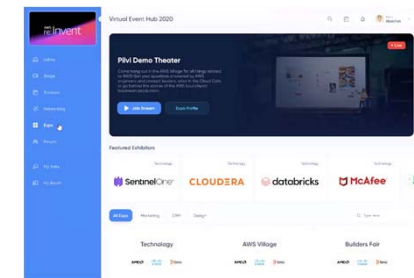
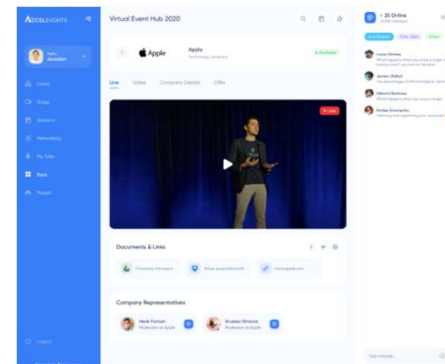
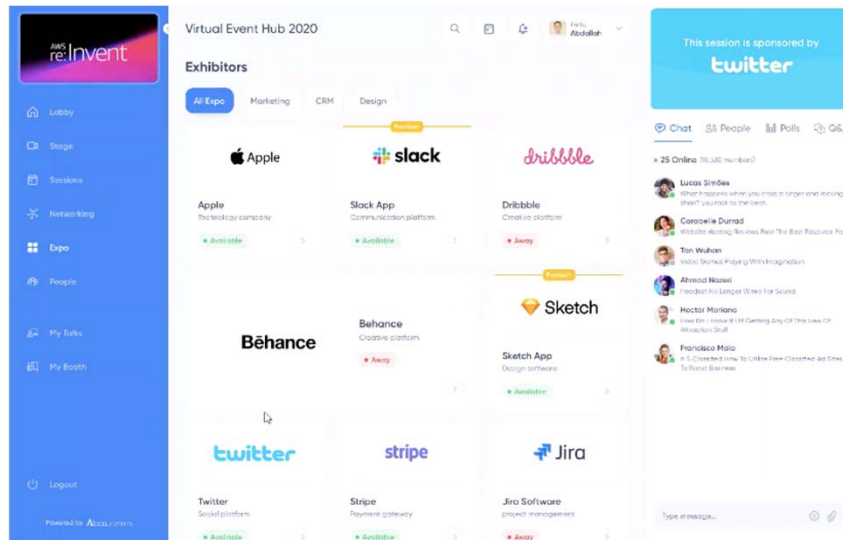
ExpoON

Exhibitors Area

Exhibitors and attendees can interact 1:1, in groups, request meetings, and provide documents and links

Virtual and Interactive Stands

Customizable spaces with the company's branding and messages. The public can interact with the exhibitors in real time and request information via chat, e-mail or video.



ExpoON

Opciones

1
Exhibitor ON

Cost: 500€

2
Exhibitor ON+

Cost: 1.000 €

3
Activities

Cost according to activity

1 Exhibitor ON

•Stand

- Medium size booth and exhibition level 2

Marketing and sales materials (videos, images, PDF's)

Up to 5

Promotions and Offers

Up to 3

Networking

- Requesting meetings and contacts with other attendees

Data

- Analysis and data of stand visitors

Brand

- Logo on the arrival page of the event (level 2)

Activities

- Possibility of organizing 1 activity (interactive sessions: show cooking, beauty workshop)

2 Exhibitor ON +

•Interactive Stand

- Large size stand and level 1 exhibition
- Live Streaming via Zoom for live chat with attendees

Marketing and sales materials (videos, images, PDF's)

Unlimited

Promotions and Offers

Up to 10

Networking

- Requesting meetings and contacts with other attendees

Data

- Analysis and data of stand visitors

Brand

- Logo on the arrival page of the event (level 1)

Activities

- Possibility of organizing 3 activity (2 sessions or beauty workshosps and 1 show cooking)

Activities

Session

- Chat, conference or presentation in online format:
- Pre-recorded.
- Direct
- Interactive (Q&A and public participation).
- Dissemination campaign
- Social Networks

Cost: 200€

Showcooking

- Cooking workshop in online format:
- Pre-recorded.
- Direct
- Interactive (Q&A and public participation).
- Dissemination campaign
- Social Networks

Cost: 300€

Beauty/Fashion Workshop

- Workshop with beauty or fashion specialists in online format.
- Pre-recorded.
- Direct
- Interactive (Q&A and public participation).
- Dissemination campaign
- Social Networks

Cost: 200€

BioCultura
bio

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VIRTUAL EVENTS STUDIO