

BioCultura



Sponsorship Dossier

| ON

BioCulturaON is born

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

BioCultura ON will connect the international organic community.

What is BioCultura ON?

BioCultura ON is the online channel of BioCultura:

- A channel for content, events and virtual meetings, without boundary throughout the year.
- A channel to connect organic producers, companies and people around the world.
- A communication channel to reach new audiences, become known not only through the physical exhibition.

BioCultura ON will provide access to all types of content inside a new online format, with only one click. From anywhere, securely, sustainably and always broadcasting.

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 a wide audience shared live during three days.

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

The top of BioCultura with only one click!

A program rich in different content and simultaneous activities, from anywhere:

- Presentations, roundtable meetings and talks with high qualified speakers from the organic community.
- Finding out new products and trends
- Showcookings and Cosmetic Shows.
- Interactive sessions and workshops.
- Networking with other people and professionals.
- Exhibitor area: interactive stands, presentations and gatherings.
- Music, therapies, entertainment and more surprises

A novel accessible experience for everybody.

BioCultura ON Welcome

For the first time, BioCultura will be held online.

Dates: 5,6 and 7 of November 2020

Place: Internet

For whom?

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

A international virtual field of knowledge for the organic community. Without boundary!

Tickets:

- ON Ticket : 3€ (access to conferences, live-activities and promotions).
- ON+ Ticket: 6€ (access to networking and on-demand content).
- PROFESSIONAL Ticket: 12€ (access to exclusive professional networking and activities)

Marketing and Communication on-line.

BioCultura will launch a powerful international campaign to raise awareness of the event national and Internationally, including:

- Digital and street advertising, social and mass media.

A unique 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, interact with exhibitors and meet people and professionals.

A different, agile, intuitive and fun experience.

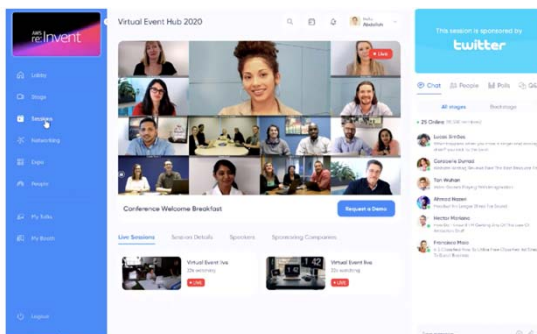
1. Interactive Lobby



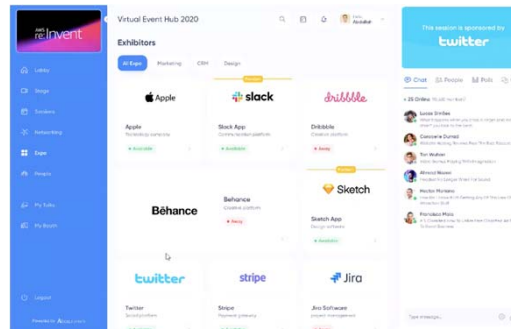
2. Stage / Main stage with not-ending programming



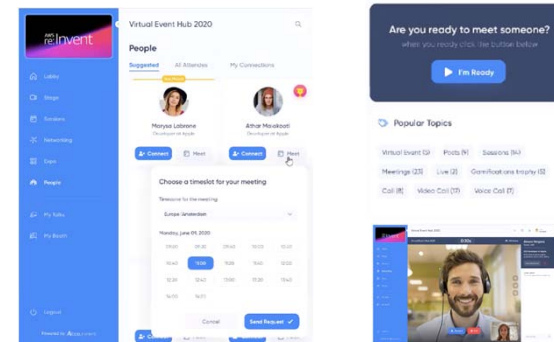
3. Sessions / Simultaneous interactive sessions



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

Food Shows

Cooking showrooms

Recipes

Interactive sessions with
audience participation

Cosmetic Shows

Cosmetic showrooms

Workshops and
presentations

Interactive sessions with
audience participation

LifeStyle

Therapies, culture,
entertainment and organic
lifestyle

Networking

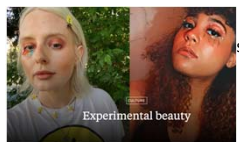
1:1 networking
opportunities, thopics,
professional meetings

Presentations + Demos Sponsors / Exhibitors

Formats

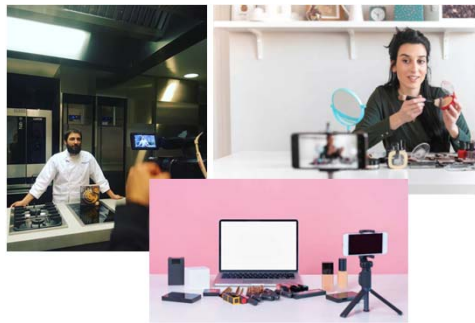
Stage:

Main activities: conferences, round tables...



Interactive Sessions

Interactive activities: workshops, presentations, showcookings, beauty showrooms...



Networking

Main activities: conferences, round tables...

Live Streaming

Broadcasted content



Pre-recorded content

Shows and pre-recorded sessions



Interactive, short and dynamic content

designed for the online audience



SponsorshipON

Like physicals, virtual events represent a great opportunity to expand the range of brands and create connections with their target audiences.

BioCultura ON / Welcome offers brands the opportunity to connect with organic consumers in the online environment.

Why should I sponsor BioCultura ON / Welcome?

By joining BioCultura ON / Welcome the brands get:

- Expand the area of influence and operational range.
- Boost brand image.
- Contact the consumer directly and obtain analysis and audience datum.
- Become a partner in a novel project offering your clients and consumers a new and interactive experience.

Pre, during and post-event sponsorship opportunities

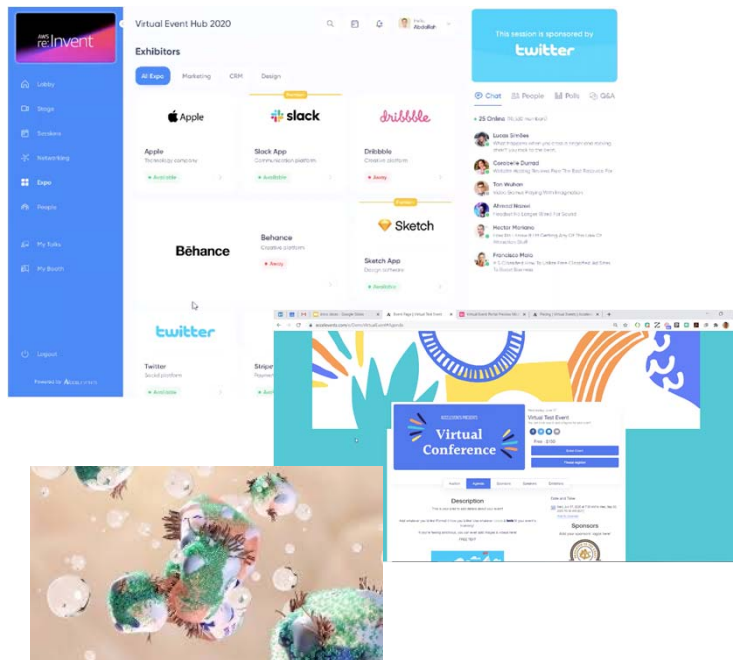
Attractive sponsorship and compensation packages to enhance the presence of the brand throughout the event cycle:

- Participation in content programme, from a thematic block, to giving a lecture, an interview or organizing parallel sessions and workshops.
- Brand presence in marketing materials, e-mailing, social networks, as well as in the different spaces of the virtual campus.
- Brand activations and promotions.
- Interactive stands and outstanding spaces in the Expo area.
- Analysis and datum of assistants.

Brand visibility

Branding

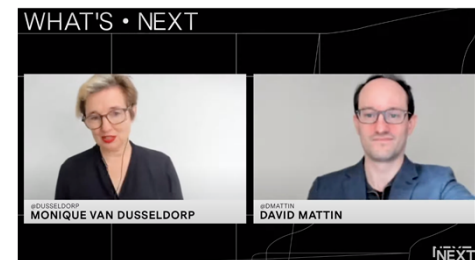
Brand image in all pages and spaces of the event. Presence in audiovisual formats.



Content

Conferences, roundtable meetings, workshops, presentations

Activator s, promotions, contests



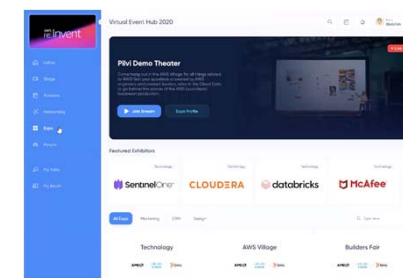
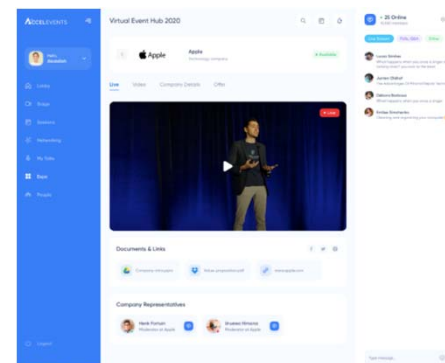
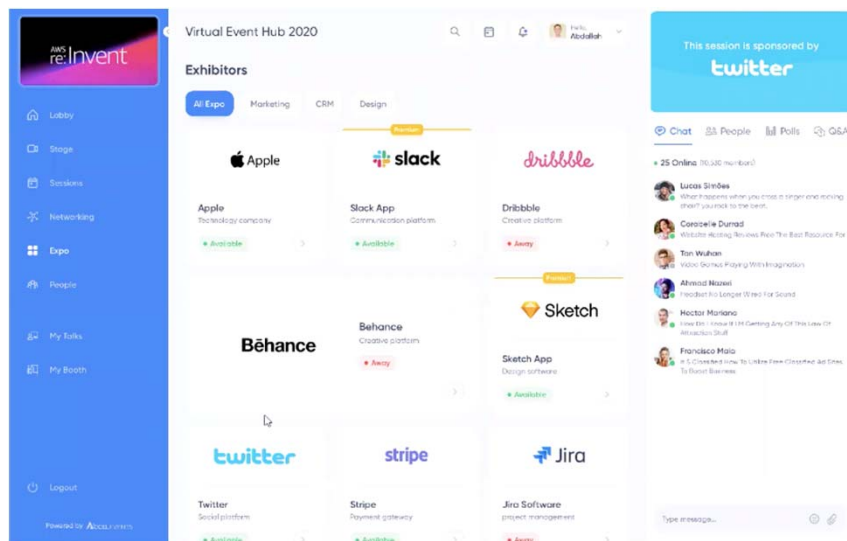
Brand visibility / Expo

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 on live and request information through chat, e-mail or video



SponsorshipON Options

1 Main Sponsor	2 ON + Sponsor	3 ON Sponsor	4 Collaborator
Contribution : 5.000€	Contribution : 2.500€	Contribution : 1.200 €	TBC

1. Main Sponsor / Benefits

Pre-Event		Event		Post-Event	
Marketing	<ul style="list-style-type: none"> •Logo/mention in marketing and communication materials •Logo/Link Landing BioCulturaON (pral level) •Logo/Link Land/Platform registration (pral level) <p>E-mailing</p> <ul style="list-style-type: none"> •Mention/Logo •Specific Email <p>Social Networks</p> <ul style="list-style-type: none"> •Logo/Mention •Specific post 	Content	<ul style="list-style-type: none"> •Stage •Thematic block - 4-hour / 2-hour day •Talk / Panel: 2 participations •Sessions - Up to 2 per day •Ad-hoc content/formats 	Marketing	<ul style="list-style-type: none"> •E-mailing •Social Networks
		Platform	<ul style="list-style-type: none"> •Logo Lobby / main page (main level) •Logo page Stage / Sessions (pral level) •Sponsors page (pral level) •Chat messages 	Content	<ul style="list-style-type: none"> •Access to recordings
		Audiovisual graph	<ul style="list-style-type: none"> •Branded video (several passes) •Spot - (praline level passes) •Bumpers (pral level) •Keynotes/sponsored sessions entry/exit mask •Agenda 	Data	<ul style="list-style-type: none"> •Access to list of attendees
		Expo	<ul style="list-style-type: none"> •Carousel Featured Exhibitors •Premium Stand •Push notifications to generate traffic 		
		Gamification	<ul style="list-style-type: none"> •Incentive stand visit •Winning prizes 		
		Marketing	<ul style="list-style-type: none"> •Social Networks •Announcement of activities 		

2. Patrocinador ON+ / Beneficios

Pre-Event		Event		Post-Event	
Marketing	<ul style="list-style-type: none"> • Logo/mention in marketing and communication materials • Logo/Link Landing BioCulturaON (level 1) • Logo/Link Landing /Platform registration (level 1) E-mailing <ul style="list-style-type: none"> • Mention/Logo Social Networks <ul style="list-style-type: none"> • Logo/Mention • Specific post 	Content	<ul style="list-style-type: none"> • Stage • Conference: 1 • Talk / Panel: 1 participations • Sessions – Up to twice daily 	Marketing	<ul style="list-style-type: none"> • E-mailing • Social Networks
		Platform	<ul style="list-style-type: none"> • Logo Lobby / main page (level 1) • Logo page Stage / Sessions (level 1) • Sponsors page (level 1) • Chat messages 	Content	<ul style="list-style-type: none"> • Access to recordings
		Audiovisual graph	<ul style="list-style-type: none"> • Spot - (level 1 passes) • Bumpers (level 1) • Exit keynotes/sponsored sessions / bumper • Schedule 	Data	<ul style="list-style-type: none"> • Access to list of attendees
		Expo	<ul style="list-style-type: none"> • Carousel Featured Exhibitors • Stand Level 1 • Push notifications to generate traffic 		
		Gamification	<ul style="list-style-type: none"> • Incentive stand visit • Winning prizes 		
		Marketing	<ul style="list-style-type: none"> • Social Networks • Announcement of activities 		

3. Sponsor ON / Benefits

Pre-Evento		Evento		Post-Evento	
Marketing	<ul style="list-style-type: none"> •Logo/mention in marketing and communication materials •Logo/Link Landing BioCulturaON (level 2) •Logo/Link Landing/Platform registration (level 2) E-mailing <ul style="list-style-type: none"> •Mention/Logo Social Networks <ul style="list-style-type: none"> •Logo/Mention •Specific post 	Content	<ul style="list-style-type: none"> •Sessions - Up to 2 daily 	Marketing	<ul style="list-style-type: none"> •E-mailing •Social Networks
		Platform	<ul style="list-style-type: none"> •Logo Lobby / main page (level 2) •Logo page Stage / Sessions (level 2) •Sponsors page (level 2) •Chat messages 	Data	<ul style="list-style-type: none"> •Access to list of attendees
		Audiovisual graph	<ul style="list-style-type: none"> •Session entrance/ sponsored bumper •Schedule 		
		Expo	<ul style="list-style-type: none"> •Carousel Featured Exhibitors •Stand Level 2 •Push notifications to generate traffic 		
		Gamification	<ul style="list-style-type: none"> •Incentive stand visit •Winning prizes 		
		Marketing	<ul style="list-style-type: none"> •Social Networks •Announcement of activities 		

BioCultura
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VIRTUAL EVENTS STUDIO