



IBERFLORA

INTERNATIONAL PLANTS, FLOWERS, LANDSCAPING,
TECHNOLOGY AND GARDEN DIY TRADE FAIR

1-3 OCTOBER 2019



• *Sponsorship opportunities* •



FERIA VALENCIA

SPONSORING IBERFLORA



FERIA VALENCIA'S MARKETING DEPARTMENT CAN ADVISE
ON THE BEST OPTION FOR YOUR COMPANY.

The brands that generate the most credibility
are those that invest in events.

JOIN US!

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12.000 VISITORS

PROFESSIONALS FROM THE WORLDS OF ORNAMENTAL
HORTICULTURE, FLORISTRY, D.I.Y., LANDSCAPING,
AGRICULTURAL TECHNOLOGY AND LOGISTICS.



PROMOTE YOUR BRAND VIA THE RANGE OF ON-SITE MEDIA
STRATEGICALLY LOCATED THROUGHOUT FERIA VALENCIA
TO GIVE YOU VISIBILITY AS A LEADING BRAND.

One of brands' main concerns is how to create recall amongst their target audience.

Recent research shows that companies can develop brand recall by associating themselves with an approach that helps the customer. The question is no longer "what can I sell you?" but, instead, "how can I help you?"

It is all about giving the customer an experience.

It has been proved that brands that align themselves with initiatives that offer an experience enjoy a higher rate of recall and association than is generated by any other kind of device. In this instance the experience can be created through a quality trade fair or learning event.

Our fairs have become central to those looking to keep in step with trends and continue learning. They showcase the latest product developments and host lectures, seminars, workshops and conferences. Brands that sponsor the fairs are therefore well received because they are associated with facilitating learning and the acquisition of information whilst the sponsorship also creates a link between the brand and the audience. What is interesting is that aligning yourself with a trade fair enables you to take the brand message to where the audience is, at a time when it is ready to hear it.

PRICE LIST

1. Advertising within the venue

a. Giant banners	3.500 €/un.
b. Floor graphic (entrance)	1.200 €/un.
c. Feather banners (plaza)	2.600 €/4 uns.
d. Feather banners (access area)	2.800 €/4 uns.
e. Escalators	1.200 €/un.
f. Glass graphics	2.500 €/un.
g. Turnstile graphics	1.000 €/un.
h. Lobby area graphics	2.000 €/un.
i. Balcony glass graphics	3.500 €/un.
j. Boulevard bridge graphics	1.200 €/un.
k. Boulevard side balcony graphics	1.000 €/un.
l. Floor graphics (in halls)	800 €/un.
m. Side balcony graphics (Level 3)	900 €/un.
n. Glass balustrade graphics (Level 3)	1.300 €/un.
o. Styling (Central Forum)	4.000 €/un.
p. Column wrap (main entrance)	1.000 €/un.
q. Iberflora Direct screens	2.000 €/8 uns.

2. Communications campaign

a. Media	
Website	500 €
E-marketing	600 €
Catalogue	600 €
Social Networks	300 €
Online Ticket	3.000 €
Iberflora App	600 €
Floorplan Guide	600 €
Information packs	500 €
b. Premium Sponsorship	2.000 €
c. Iberflora Direct Programme Sponsorship	
Basic option	400 €
Plus option	1.000 €

3. La Noche + Verde sponsorship

a. Gold Sponsorship	7.000 €
b. Silver Sponsorship	3.000 €
c. Partners	1.000 €

4. Arboriculture and Landscaping sponsorship

a. Ágora Verde sponsorship	
Main sponsor	3.000 €
Partners	400 €
b. Tree Climbers Corner Sponsorship	
Main sponsor	1.500 €
Partners	400 €

5. berflora Floral Arts Cup Sponsorship (CIAF)

a. "First Prize" sponsor	5.000 €
b. "Second Prize" sponsor	3.000 €
c. "Third Prize" sponsor	2.000 €
d. Partners	500 €

6. Premio Nacional de Jardinería FEEJ-IBERFLORA

a. Patrocinio "Primer Premio"	6.000 €
b. Patrocinio "Segundo Premio"	5.000 €
c. Patrocinio "Tercer Premio"	4.000 €
d. Partners	500 €

IVA not included. 2,000 € surcharge for non-exhibitors.

1. ADVERTISING WITHIN THE VENUE

SPACES ALL DESIGNED TO GIVE SPONSOR
BRANDS MAXIMUM VISIBILITY.

GIANT BANNERS

3.500€/un.



LOCATION

- Entrance to Central Forum (main entrance to the venue)

SPECIFICATIONS

- Dimensions: 10,4 x 7,8 m.
- Microperforated banner.
- 2 units.
- Option to book single unit.

FLOOR VINYL (ENTRANCE)

1.200€/un.



LOCATION

- These graphics will be sited in the Lobby Area on Level 2, Feria Valencia.

SPECIFICATIONS

- Dimensions: 5 x 3 m.
- 3 units available.
- Option to book single units.

FLYING BANNERS (SQUARE)

2.600€/4 uns.



LOCATION

- In the square in front of the venue.

SPECIFICATIONS

- Dimensions: 0,75 x 2 m. double sided..
- 16 units available.
- Minimum booking: 4 units.

FLYING BANNERS (ENTRANCE)

2.800€/4 uns.



LOCATION

- At the entrance to the Central Forum (the main entrance to the venue).

SPECIFICATIONS

- Dimensions: 1,50 x 2 m.
- 4 units available.
- Minimum booking: 4 units.

ESCALATORS

1.200€/un.



LOCATION

- At the access points to the venue's different levels.
- Graphics positioned along the side of the escalators.

SPECIFICATIONS

- Dimensions:
 - Inside face 1,35 x 5,70 m.
 - Side face 0,90 x 7,60 m.
- 4 units available
- Option to book single units.

GLASS GRAPHICS

2.500€/un.



LOCATION

- Glass wall opposite the entrance to the Central Forum.

SPECIFICATIONS

- Dimensions: 12 x 1 m.
- 2 units available.
- Option to book single units.

TURNSTILE GRAPHICS

1.000€/un.



LOCATION

- On top of the entrance turnstiles.

SPECIFICATIONS

- Dimensions: 26,5 x 30,80 cm. double-sided.
- 4 units available.
- Option to book single units or sets of 2.

LOBBY AREA GRAPHICS

2.000€/un.



LOCATION

- At the entrance to the lobby area.

SPECIFICATIONS

- Dimensions: 3,24 x 3,59 m.
- 2 units available
- Option to book single unit.

BALCONY EDGE GRAPHICS

3.500€/un.



LOCATION

- Boulevard balcony, main entrance.

SPECIFICATIONS

- Dimensions: 56 x 1 m.
- 1 unit available.

EVERY VISITOR TO IBERFLORA WILL SEE YOUR BRAND AS THEY ARRIVE.

BOULEVARD BRIDGE GRAPHICS

1.200€/un.



LOCATION

- Bridges over the Boulevard, on every level.

SPECIFICATIONS

- Dimensions: 9 x 1 m.
- 8 units available.
- Option to book single units.

BOULEVARD SIDE GRAPHICS

1.000€/un.



LOCATION

- Boulevard Lobby Area.

SPECIFICATIONS

- Dimensions: 9 x 1 m.
- 10 units available.
- Option to book single units.

FLOOR GRAPHICS
(IN HALLS) 800€/un.



SIDE GRAPHICS
(LEVEL 3) 900€/un.



LOCATION

- At the entrances to the halls.

SPECIFICATIONS

- Dimensions: 5 x 3 m.
- 24 units available.
- Option to book single units.

LOCATION

- Level 3 lobby area.

SPECIFICATIONS

- Dimensions: 9 x 1 m.
- 10 units available.
- Option to book single units.

ESCALATOR GLASS SURROUND (LEVEL 3) 1.300€



LOCATION

- Entrance to the Central Forum.

SPECIFICATIONS

- 12 units available.
- Booked in sets according to location (check with us).

DIMENSIONS AVAILABLE:

- A: 8,1 x 1 m.
- B: 3,57 x 2 m.
- C: 1,78 x 1 m.
- D: 9,06 x 1 m.
- E: 3,65 x 1 m.

CENTRAL FORUM STYLING

4.000€/un.



LOCATION

- Inside the Central Forum.

SPECIFICATIONS

- 2 spaces available.
- Option to book single unit.

COLUMN WRAPS

(MAIN ENTRANCE)

1.000€/un.



LOCATION

- Venue's main lobby area (Level 2)

SPECIFICATIONS

- Dimensions: 1,71 x 3,84 m.
- 2 units available.
- Option to book single units.

SCREENS

(IBERFLORA DIRECTO)

2.000€/8 uns.



LOCATION

- Throughout the venue.

SPECIFICATIONS

- Poster branded with sponsor's corporate logo on the upper part of the screen.
- Screens will show the programme for Iberflora Direct.
- Sponsorships available: 1
- 8 units available.

2.COMMUNICATIONS CAMPAIGN

ALL COMMUNICATIONS CHANNELS
AVAILABLE TO SPONSORS.

ONLINE SPONSORSHIP

• WEBSITE	Logo on fair's landing page	500€
• E-MARKETING*	Logo in fair Newsletter	600€
• CATALOGUE	Logo in digital catalogue	600€
• SOCIAL NETWORKS*	Presence on fair's social networks: Facebook, Twitter, Instagram & LinkedIn	300€
• ONLINE TICKET	Ad on the fair's e-ticket	3.000€
• IBERFLORA APP	Logo on the fair's official app	600€

OFFLINE SPONSORSHIP

• FLOORPLAN/GUIDE	Logo at sponsor's location on the floorplan	600€
• INFORMATION PACKS	Presence in Press Pack and New Products Pack	500€

PREMIUM SPONSORSHIP* 2.000€

SPONSORSHIP FEATURES INCLUSION IN ALL COMMUNICATIONS MEDIA LISTED ABOVE (ONLINE AND OFFLINE), EXCEPT THE E-TICKET.

IBERFLORA DIRECT PROGRAMMING

BASIC OPTION

400€

- Ad, with sponsor's logo, inviting visitors to the sponsor's stand and giving its location.
- Duration: 20 seconds
- Impacts: minimum 3 each day.

PLUS OPTION

1.000€

- Sponsor's corporate video shown.
- Ad, with sponsor's logo, inviting visitors to the sponsor's stand and giving its location.
- Maximum duration of corporate video: 3 minutes 40 seconds.
- Impacts: the ad and the video will be shown one after the other a minimum of three times each day.

SERVICE SPECIFICATIONS

* E-MARKETING

- Company logo featured in the four emails circulated prior to the fair opening.
- Mailings will take place weekly in September.
- The emails will be sent to a database of more than 38.000 industry professionals.

* SOCIAL NETWORKS

This sponsorship includes:

- Two references to the company's website on Facebook, Twitter and Instagram, in advance of the fair.
- Publication of two press releases about the company, citing it as a sponsor. The releases will be issued in advance of the fair, via Facebook, Twitter and LinkedIn.
- Followers: 4,171 on Facebook; 3,260 on Twitter; 872 on Instagram and 70 on LinkedIn.

* PREMIUM SPONSORSHIP

- This sponsorship **DOES NOT INCLUDE** the sponsor's logo on the fair's e-ticket.



3. LA NOCHE + VERDE SPONSORSHIP

THE GREEN INDUSTRY'S GRAND GALA.



THE GREAT NIGHT OUT FOR GARDEN CENTRES, A UNIQUE EVENT THAT REINFORCES THE ROLE OF GARDEN CENTRES AS THE LEAD PLAYERS IN THE GREEN INDUSTRY.

La Noche + Verde is back as the Green Industry's annual gala evening, an unforgettable evening where exhibitors and customers build networking relationships in a relaxed atmosphere that always gets Iberflora off to a good start.



GOLD SPONSORSHIP

7.000€

(Maximum two sponsors.)

- Prominent presence in the **EXHIBITION VENUE** for the 3 days Iberflora is open:
 - GRAPHIC on the plate glass in the Central Forum.
 - BANNER ON COLUMNS in the Central Forum.
- Prominent presence on the fair's **SIGNAGE** with:
 - LOGO highlighted on the official La Noche + Verde poster.
 - 2 FEATHER BANNERS per sponsor (Dimensions: 80 x 470 cm.)
 - LOGO ON PHOTOCALL (large size, in upper section)
- **WEBSITE** presence: logo on landing page and priority publication of information and press releases.
- Presence on **SOCIAL NETWORKS***: priority uploading of sponsor content onto Iberflora's official social networks (Facebook, Twitter, Instagram and LinkedIn).
- Prominent presence in the fair's **COMMUNICATIONS MEDIA** (events programme, bulletins, brand identity across the event, floorplan/guide etc.).
- This sponsorship includes **10 INVITATIONS** to attend the fair.

**Suitable for companies thinking of organising a promotional event or launching new product or service during the fair.*

SILVER SPONSORSHIP

3.000€

(Maximum of three sponsors.)

- Inclusion on **SIGNAGE** throughout the fair with:
 - LOGO on GIANT BANNER (140 X 470 cm), space shared with other sponsors.
 - LOGO ON PHOTOCALL in lower section.
- **WEBSITE** presence: logo on landing page and priority publication of information and press releases.
- Presence on **SOCIAL NETWORKS***: priority uploading of sponsor content onto Iberflora's official social networks (Facebook, Twitter, Instagram and LinkedIn).
- Prominent presence in the fair's **MEDIA** (programme of events, bulletins, brand identity across the event, floorplan/guide etc.).
- This sponsorship includes **6 INVITATIONS** to attend the fair.

**Suitable for companies thinking of organising a promotional event or launching new product or service during the fair.*

SUPPORTERS

1.000€

(Maximum of five supporters.)

- **WEBSITE** presence: logo on landing page and priority publication of information and press releases.
- Presence on **SOCIAL NETWORKS***: priority uploading of sponsor content onto Iberflora's official social networks (Facebook, Twitter, Instagram and LinkedIn).
- Prominent presence in the fair's **MEDIA** (programme of events, bulletins, brand identity across the event, floorplan/guide etc.).
- This sponsorship includes **4 INVITATIONS** to attend the fair.

**Suitable for companies thinking of organising a promotional event or launching new product or service during the fair.*



4. ARBORICULTURE AND LANDSCAPING

A WIDE ARRAY OF SPONSORSHIP
OPPORTUNITIES.

GIVE YOURSELF VISIBILITY IN ONE OF IBERFLORA'S BUSIEST AREAS, THE ÁGORA VERDE, WHERE THE ARBORICULTURE & LANDSCAPING AND TREE CLIMBERS SESSIONS AND THE 4TH TREE SHOW ETC. ARE TAKING PLACE.

▶ ÁGORA VERDE SPONSORSHIP



1. MAIN SPONSOR 3.000€

- Logo in the programme of events and floorplan/ guide, as main sponsor.
- Logo on the stage backdrop.
- Presence on social networks and on the fair's official website.

2. PARTNERS 400€

- Logo in the programme of events and on signage banners in the area.

▶ TREE CLIMBERS SPONSORSHIP

1. MAIN SPONSOR 1.500€

- Logo on truss banners in the area and in programme of events, as main sponsor.

2. PARTNERS 400€

- Logo in programme of events and on signage banners in the area, as partner.



5. CIAF SPONSORSHIP

IBERFLORA FLORAL ARTS CUP: ONE OF
THE FAIR'S MOST SUCCESSFUL EVENTS.

THE IBERFLORA FLORAL ARTS CUP (CIAF) IS THE FLORISTRY COMPETITION THAT TAKES PLACE EVERY YEAR AT IBERFLORA, AND IS BEING HELD THIS YEAR IN THE GARDEN SHOW, IN HALL 4.



▶ "FIRST PRIZE" SPONSORSHIP

5.000€

The sponsor will reward the winner of the competition with a cheque for 5,000€. (The cash prize can be substituted with materials to the same value.)

Includes:

- Company logo in all publicity for the event, as main sponsor.

▶ "SECOND PRIZE" SPONSORSHIP

3.000€

The sponsor will reward the competitor who comes second with a cheque for 3,000€. (The cash prize can be substituted with materials to the same value.)

Includes:

- Company logo in all publicity for the event.

▶ "THIRD PRIZE" SPONSORSHIP

2.000€

The sponsor will reward the competitor who comes third with a cheque for 2,000€. (The cash prize can be substituted with materials to the same value.)

Includes:

- Company logo in all publicity for the event.

▶ SUPPORTER

500€

Supporters will provide 500€ cash or products to be used in the competition.

Includes:

- Logo as a supporter in all advertising for the event at the venue.

6. FEEJ-IBERFLORA NATIONAL GARDENING PRIZE

NEW THIS YEAR



▷ "FIRST PRIZE" SPONSORSHIP 6.000€

▷ "SECOND PRIZE" SPONSORSHIP 5.000€

▷ "THIRD PRIZE" SPONSORSHIP 4.000€

▷ "PARTNERS" SPONSORSHIP 500€

- **LOGO** included on all graphic material created by the organisers from the moment the sponsorship begins. *(Sponsors will need to provide artwork of the logos to be reproduced in several formats, to be specified).*
- **MENTION** of sponsors during the events.
- Sponsors **HAND** the **PRIZES PERSONALLY** to the respective winners on 1st October. *(Any taxes payable in relation to the prizes will be paid by the winners.)*
- Publicity on **SOCIAL NETWORKS** and via **PRESS OFFICE AND** trade and promotional **PUBLICATIONS** used by Feria Valencia, FEEJ and all its members and member associations. *(Promotion prior to the fair then publicising of results afterwards).*
- Opportunity to give **CASH GIFTS** or materials for contestants to use.



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