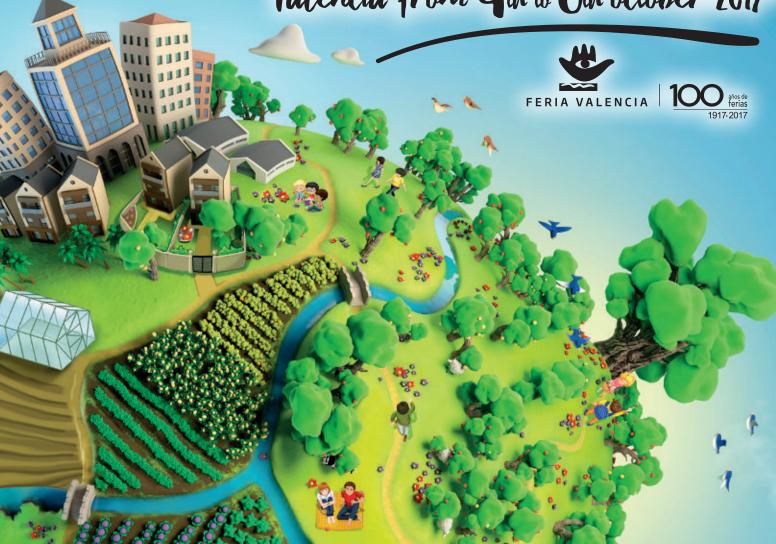


International Plants, Flowers, Landscaping, Technology and Garden DIY Trade Fair

www.iberflora.com

Passica ter Green

Valencia from 4th to 6th october 2017



SPONSORSHIP OPTIONS





















12,000 visitors

Professionals related to the world of ornamental horticulture, DIY, landscaping, agricultural technology and logistics.

Show them you're a leader

There is a range of different formats available at strategic points around the Feria Valencia venue that provide an opportunity to show that you are a leader.

The Marketing Department of Feria Valencia will advise you on the best option for your company.

Contact us at: iberflora@feriavalencia.com / Tel. + 34 963 86 12 72

SPONSORING IBERFLORA

The best way to foster brand recall among your target audience

The current situation and different consumer behaviour are changing the conventional advertising models. At present, advertising saturates consumers and they pay little attention to it. Hence, brands have to offer contents where the target audience is receptive. These days, a major concern of the brands is how to foster brand recall among their audiences.

Recent studies indicate that the companies may foster their brand recall joining projects that help their customer. The question is no longer what can I sell to my customer? But, How can I help my customer? It is about offering experiences to the customer.

When experiences are offered, we have the possibility to make the brand become "One of Ours" because their content automatically adapts to the customer needs.

It has been established that the brands committed with a project, offering an experience, enjoy a recall and association rates higher than with the generation of any kind of contents. Experience in this case may be achieved by collaborating with a high quality trade fair o training project.

Our fairs have become key points in the search of trends and training sources. There, the latest developments and conferences are exhibited, and workshops and seminars take place. As a result, sponsoring brands are welcomed as they help delivering training and providing information on the sector, and that creates a connection between the brand and its audience. Interestingly, being associated with a fair allows you to convey the contents of the brand there where the target audience is and wants to use it.

In this regard, IBERFLORA is the right place to advertise / sponsor, as far as it is the visitor who attends the fair and, additionally, is prepared to ask for information.



The brands that develop a project are the ones that generate the most credibility.

Join us!



Index and Prices

1. Advertising on the fairgrounds
1 a. Giant canvases
1 b. Set, feather banner on pole with base, Central Forum 350 €/ud.
1 c. Floor adds
1 d. Mechanic stairs
1 e. Lifts
2. Communication campaign
2 a. Premium Sponsorship
2 b. Communication Elements
2b1. Web banner
2b2. Banner newsletter
2b3. Logo Catalog
2b4. Logo Guide Plan
2b5. Social networks
2b6. Note and Press Dossier 500 €/ud.
3. Sponsorship The Green Night
3a. Gold Sponsorship
3b. Silver Sponsorship
3c. Bronze Sponsorship
3d. Collaborators
4. Sponsorship Arboriculture and Landscaping
4 a. Green Agora Sponsorship
4a1. Main Sponsorship
4a2. Collaborators
4b. Sponsorship Tree Climbers Corner
4b1. Main Sponsorship
4b2. Collaborators
E Jacobskie Consequie
5. Inspiratio Sponsorship
5 a. Trends Project
5 b. Decoration of Environments
6. Sponsorship of the Iberflora Floral Art Cup
6 a. Gold Sponsorship
6 b. Silver Sponsorship
6 c. Collaborators 200 €/ud.

VAT not included. 40% surcharge for NO exhibitor companies.



Advertising in the enclosure

We provide all the fair spaces for the sponsorship brands to get the most of visibility



Location: outside Pavilions 1, 2 and 3



Placed next to the Forum Center, main access to the fairground. The perfect place for leaders.

Technical characteristics

- · Measures: 10 x 7,5 m.
- · icroperforated canvas.
- · 4 Units.
- · Possibility of hiring per unit.

Location

· Exterior of the fairground.



1b. Feather banner on pole with base,



Location: Access to Halls 1, 2 and 3

Located in the Central Forum, Access to pavilions. (Minimum 3)

Technical characteristics

- Measures: 4.70 x 0.80 m.
- · 6 Units.
- · Cane banner.

Location

· Exterior of the enclosure.



Location: Interior of Pavilions 1, 2 and 3



Make all visitors to the fairs see your brand. The vinyl will be placed in the Level 2 Distributor of Feria Valencia.

Technical characteristics

- · 2 Units.
- · Possibility of hiring per unit.



Mechanic stat

Location: Interior of Pavilions 1, 2 and 3



ACCESS POINTS AT DIFFERENT LEVELS OF EXPOSURE Side Vinyl on mechanic stairs (Minimum 2).

Technical characteristics

- Inner face 1,35 x 5,70 m.
- Side face 0,90 x 7,60 m.
- · 6 Units.
- · At least 2 units.



Location: Interior of Pavilions 1, 2 and 3



ACCESS POINTS AT DIFFERENT LEVELS OF EXPOSURE Side vinyl on the glass walls of the elevators.

Technical characteristics

- · Measures 2,70 x 3,70 m.
- · 8 Units.
- · At least 2 units.

2. Communication campaign

All communication channels available to sponsors.

2a. Premium Sponsorship



Sponsorship that includes participation in the entire communication campaign of the contest.

- * Logo in Fair Web.
- * Logo in E-mail Marketing campaign.
- * Logo in Iberflora Digital Catalog.
- * Presence in Social Networks: Facebook and Twitter.
- * Presence in the Press Dossier.
- *Logo on location of the company in the Guide Plane.



2b. Communication Elements

Sponsorship that allows you to select the format that best suits your needs.

BANNERS

WEB

Logo on the Iberflora website

NEWSLETTER

Logo in the fair Newsletter

LOGO

CATALOG

Logo in the fair Digital Catalogue

GUIDE PLAN

Logo in the company's location on the show's floorplan guide

SOCIAL

NETWORKS

Presence in the social media used by the fair

NOTE AND DOSSIER

PRESS

Press releases sent out via the website and social networks

3. The Green Night Sponsorship

The great night of the gardens, a unique event that reaffirms the role of garden centers as major players in the green sector.









Sponsor



It includes:

- Presence and notoriety in all the previous communication.
- O Presence with aerial signage in the HALL of the Pavilion, which will last every day of celebration of Iberflora
- Presence and notoriety on the web, social networks and news of Iberflora and The Green Night.
- Main presence in the photocall along with the Jardinarium and Iberflora logo.
- Presence with signage in the Central Forum (Main Entrance) that will last every day of celebration of Iberflora.
- 10 access invitations.



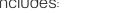


It includes:

- O Presence with signage in the HALL of the Pavilion, which will last every day of celebration of Iberflora.
- O Presence in the photocall at the bottom.
- O Presence in web and social networks.
- O 6 access invitations.







- Presence in the photocall at the bottom.
- Presence in web and social networks.
- 4 access invitations



It includes:

- O Presence at the bottom of the photocall.
- O 3 Access invitations.

Arboriculture and Landscaping Sponsorship

Arboriculture and landscaping sessions in the Green Agora, Tree Climbers, II Tree Show ... a range of sponsorship possibilities.

4a. Sponsorship of the Green Agora



4a1. Home Sponsorship

General sponsorship including:

- Exhibition area next to the stage (32 m2 of floor).
- Logo in program of acts as main sponsor.
- Logo on canvas of the area.



- Logo in acts program and signage canvas of the zone.



4h. Tree Elimbers Corner Sponsorship





- Logo as main sponsor in truss canvas of the zone.



- Logo in program of acts and signage canvas of the zone.





Sponsorship Inspiratio*

Iberflora will present the trends for the spring of 2018 in 2017.

A dynamic area, where exhibitions, showrooms and activities will be combined. A space where the visitor can see practical ideas and move them to your garden in a simple way.







It includes:

- Advertising on all media made
 - · INSPIRATIO* website.
 - · Feather banner.
 - · Newsletters



Three different spaces will be set up in the "Inspiratio* Sponsorship for" Pavilion, which will show decoration proposals.



C. Sponsorship of the Iberflora Cup of Floral Art (CIAF)

The main event of the ROUND OF FLORISTS 2017, the CIAF (lberflora Cup of Floral Art), which returns this year to its origins adopting its original name and with spectacular awards valued at 14.000€.



ba. Gold Sponsorship

- It will reward the last 4 finalists with checks worth € 1,000, and the winner checks for € 10,000. The amount in cash can be substituted by amount in material.
- Includes: LOGO of the company in all advertising of the event as a sponsor

6h. Silver Sponsorship

- O Contribution of the amount in cash or the material for the shop windows and the contest participants.
- O Includes: LOGO of the company in all the advertising of the event.

6. Colaborator

- Contribution in cash or the material for 200 €.
- Includes: LOGO as collaborator in all the publicity of the event.



VALENCIA from 4th to 6th october 2017





CONTACT

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