



# IBERFLORA

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

[www.iberflora.com](http://www.iberflora.com)

# Passion for Green

Valencia from 4th to 6th October 2017



FERIA VALENCIA

100 años de ferias  
1917-2017

## SPONSORSHIP OPTIONS



Plants and Flowers



Landscaping and Arboriculture



Production and Technology



Garden DIY and Decor

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**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](mailto: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 or 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

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## 1. Advertising on the fairgrounds

1a. Giant canvases	3,500 €/ud.
1b. Set, feather banner on pole with base, Central Forum...	350 €/ud.
1c. Floor adds	900 €/ud.
1d. Mechanic stairs	300 €/ud.
1e. Lifts	300 €/ud.

## 2. Communication campaign

2a. Premium Sponsorship.	2,000 €/ud.
2b. Communication Elements	
2b1. Web banner.	500 €/ud.
2b2. Banner newsletter	600 €/ud.
2b3. Logo Catalog	600 €/ud.
2b4. Logo Guide Plan..	600 €/ud.
2b5. Social networks	300 €/ud.
2b6. Note and Press Dossier..	500 €/ud.

## 3. Sponsorship The Green Night

3a. Gold Sponsorship	18,000 €/ud.
3b. Silver Sponsorship	5,000 €/ud.
3c. Bronze Sponsorship	2,000 €/ud.
3d. Collaborators	1,000 €/ud.

## 4. Sponsorship Arboriculture and Landscaping

4a. Green Agora Sponsorship	
4a1. Main Sponsorship	7,000 €/ud.
4a2. Collaborators	1,200 €/ud.
4b. Sponsorship Tree Climbers Corner	
4b1. Main Sponsorship	3,000 €/ud.
4b2. Collaborators	1,200 €/ud.

## 5. Inspiratio Sponsorship

5a. Trends Project..	5,000 €/ud.
5b. Decoration of Environments	3,000 €/ud.

## 6. Sponsorship of the Iberflora Floral Art Cup

6a. Gold Sponsorship	14,000 €/ud.
6b. Silver Sponsorship	5,000 €/ud.
6c. Collaborators	200 €/ud.

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

# 1. Advertising in the enclosure

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

## 1a. Giant canvases

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.
- icroporated canvas.
- 4 Units.
- Possibility of hiring per unit.

### Location

- Exterior of the fairground.

# 1b. Feather banner on pole with base, Central Forum



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.

# 1c. Floor Vinyls

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.

# 1d. Mechanic stairs

Location: Interior of Pavilions 1, 2 and 3



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

## Technical characteristics

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

# 1e. Elevators

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.





## 3a. Gold Sponsorship



It includes:

- Presence and notoriety in all the previous communication.
- 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.

## 3b. Silver Sponsorship



It includes:

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

## 3c. Bronze Sponsorship



It includes:

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

## 3d. Collaborators

It includes:

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

# 4. 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.

### 4a2. Collaborators

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

## 4b. Tree Climbers Corner Sponsorship



### 4b1. General Sponsorship

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

### 4b2. Collaborators

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



## 5. 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.



### 5a. Trends Project

It includes:

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

### 5b. Decoration

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

# 6. Sponsorship of the Iberflora Cup of Floral Art (CIAF)

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



## 6a. 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

## 6b. Silver Sponsorship

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

## 6c. Collaborator

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



# IBERFLORA

VALENCIA from 4<sup>th</sup> to 6<sup>th</sup> october 2017



## CONTACT

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