



TRG CON 24

MADRID. NOVEMBER 14-16TH 2024

SPONSORSHIP 2024

A group of diverse people, including men and women of various ethnicities, are gathered together, smiling and laughing. They appear to be at a social event or conference, as evidenced by the red lanyard with the word "TR6CON" visible around one person's neck. The atmosphere is friendly and celebratory.

“A meeting point
for the entire
digital industry.

9th EDITION



What is the TRG?

#TRG23

An event on technology and business created BY and FOR the Community, which was born with the sole objective of organizing **the technical conference 'we would always have liked to attend'**.

A learning space and also a meeting point **where quality of the talks is as important as bond-building** between attendees, speakers and sponsors that add value and last over time.

After 8 editions, **a reference event** for the entire Spanish technological entrepreneurship ecosystem.



Auditorium, with TV-grade sound and lights.



SNGULAR
#SNGULARocks

Pulpeirada (Traditional Food)



Coffee Break at Booth Zone.



Q&A, managed like a late-night show.

How the #TRG24 will be

It will host around **1,000 attendees**, including the public, guests, speakers, sponsors and organizers.

It will take place entirely in **La Nave (Madrid)**, a modern, functional and easily accessible venue.

It will last **3 days**, from Thursday, November 14 to Saturday, November 16, 2024, with Friday as main day.

Sponsors will have a **booth zone and extra VIP tickets** for employees and customers.

An schedule with 7 unique talks that will mix the traditional content of technical conferences and the rhythm of a late night show.



The TRG will last **three days –full of activities– where sponsorships will be fully integrated, multiplying their value.**

The main event is complemented by a networking dynamics and practical workshops on Thursday, and the Community Day on Saturday, open to general public, which will feature activities for everyone to get closer to IT, including children.

THURSDAY NOVEMBER 14

Workshops

Networking

Creators' Night

FRIDAY NOVEMBER 15

Conference
+
Party

SATURDAY NOVEMBER 16

Community Day



Streaming Management.

**Why should you
sponsor the TRG?**



Value

The TRG will allow you to **come into contact with hundreds of senior IT professionals**, in a relaxed and friendly environment.

You will have the chance of **making your products and services known** without any rush or stress.

You will be **able to tailor your sponsorship** to maximize your goals, integrating it naturally into the development of the event and providing value to both your attendees and yourself.



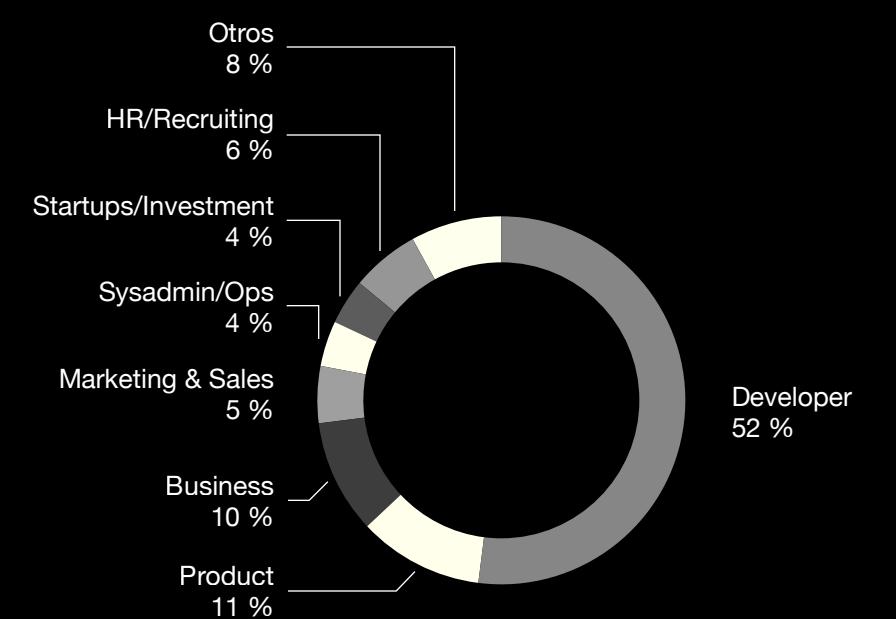
Attendees Profile



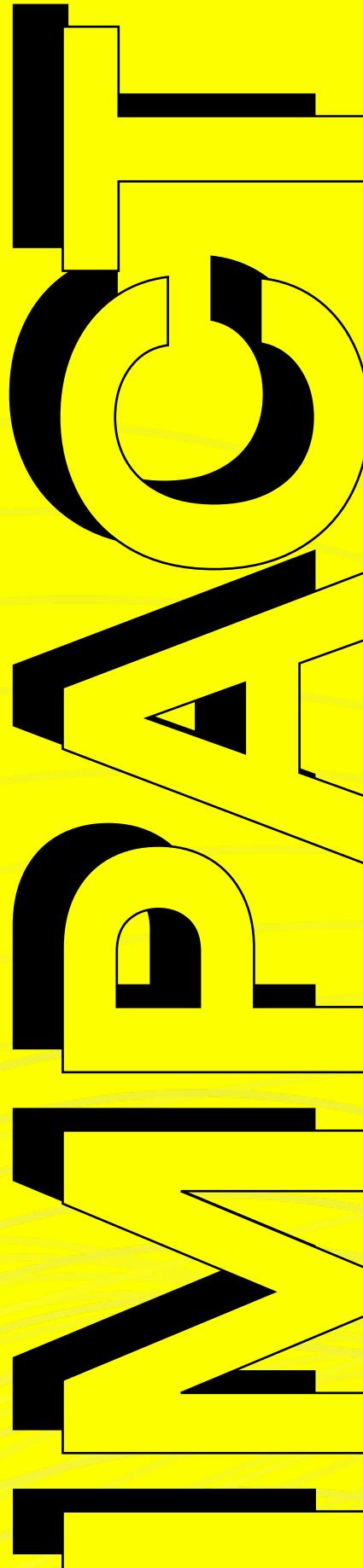
About 750 professionals from the technology industry (CEOs, CTOs, VCs, developers, designers, marketers...) with **more than 10 years of experience on average** attend a TRG.

Thanks to its hybrid nature, #TRG24 will also add an online audience, with more international and heterogeneous profiles.

- Total attendees: c. 1.000
- Age Range 35-44 years
- Origin: 85-90% Spanish
- Strong presence on Social Networks
- Decision-Makers

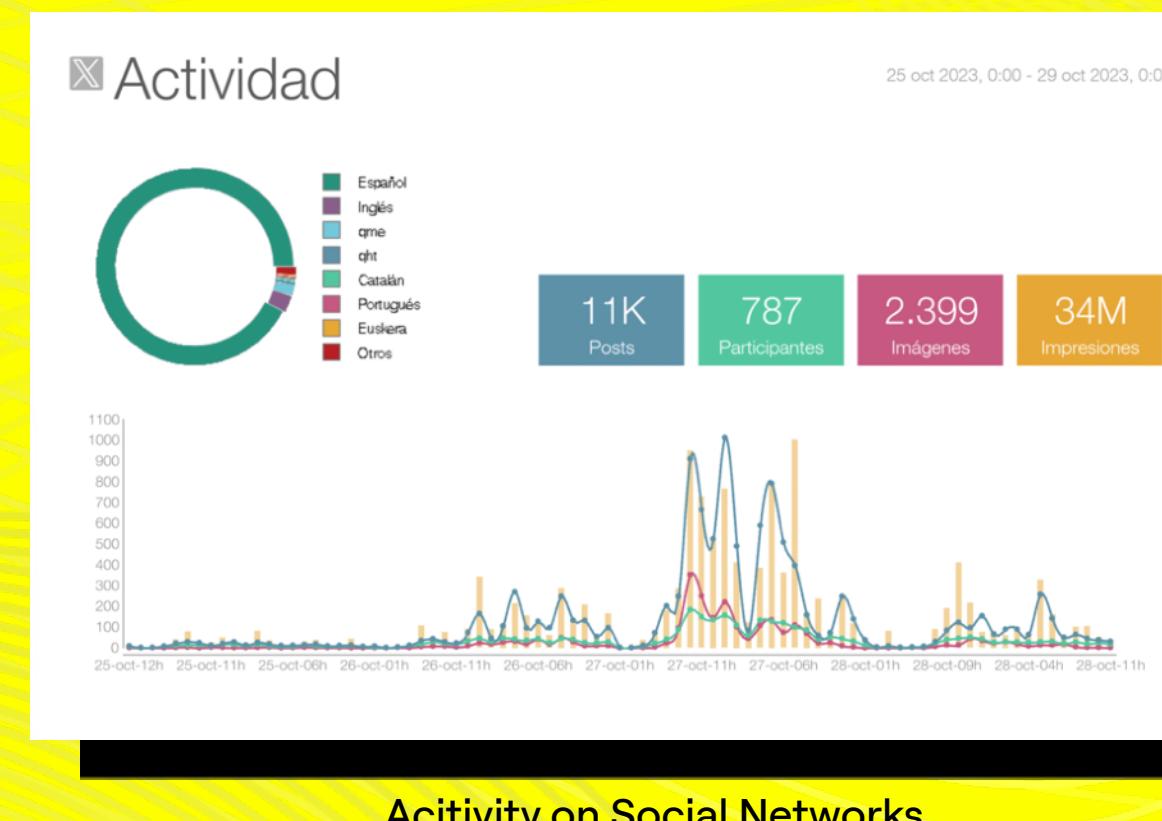


Due to the high-profile of its attendees, the TRG surpasses the influence of much larger events year after year. This was evident in **the 2023 edition's impact:**



- 34 million impressions on X/Twitter
- 11.000 tweets and 2.399 images
- National Trending Topic for almost 2 days
- 150 meetings arranged between attendees and sponsors on our networking platform, in addition to hundreds of visits to the different stands.

Can you imagine **what we can achieve together this year?**



Trending topics

Lugar	País	Tipo	Comienzo	Fin	Duración
Spain	España	Todo el país	27 oct 2023 8:25	28 oct 2023 10:05	16h 45m
Madrid	España	Ciudad	26 oct 2023 11:20	28 oct 2023 10:05	22h 40m
Bilbao	España	Ciudad	27 oct 2023 8:30	28 oct 2023 10:05	16h 40m
Murcia	España	Ciudad	27 oct 2023 8:25	28 oct 2023 10:05	16h 40m
Zaragoza	España	Ciudad	27 oct 2023 8:25	28 oct 2023 10:05	16h 40m
Barcelona	España	Ciudad	27 oct 2023 8:25	28 oct 2023 10:05	16h 35m
Malaga	España	Ciudad	27 oct 2023 8:30	28 oct 2023 10:05	16h 35m
Palma	España	Ciudad	27 oct 2023 8:25	28 oct 2023 10:05	16h 35m
Valencia	España	Ciudad	27 oct 2023 8:25	28 oct 2023 10:05	16h 35m
Las Palmas	España	Ciudad	27 oct 2023 8:25	28 oct 2023 10:05	16h 30m

Trending Topic on X





Production Control.

How to design your Sponsorship

1

Choose your Sponsorship Package

2

Customize it with PowerUps*

* Available only for **Partner** and **Host** sponsors.

3

Add your Add-Ons

4

Contact us to close all the details. :)

You can contact us and ask any questions at trg@bonillaware.com | trgcon.com



Sponsorship Packages

COLLABORATOR

Designed **for companies that, above all, want to be able to access and connect with the TRG Community**, ensuring their attendance at all activities, including the exclusive Speakers and Sponsors Dinner.

PARTNER

Our standard Sponsorship. Designed **for companies that want to make their job offers, products or services well known** to event attendees and, in addition, have levers to build valuable relationships with them.

HOST

The TRG's most powerful sponsorship. Designed **for companies that want to make a BIG impact in the Digital Community**, beyond the scope of the event, to announce a new product or service, a rebranding or new strategy.



Sponsorship Packages

COLLABORATOR

2.250 €

- Small logo on the website
- Mention in the Keynote
- 1 VIP ticket (access to Speakers' Dinner, Party, Community Day, etc.)
- Chance of including an item (digital or physical) in the welcome bag (€1,000 additional, plus the cost of the goodie)
- Chance of acquiring complements and PowerUps (with priority for Partners and Host)

PARTNER

5.500 €

- Medium logo on the website
- **Medium logo on posters**
- **Mailing to all attendees**
- Mention in the Keynote
- **Chance of setting up booth (up to 3m wide) in the coffee area + 2 booth tickets**
- **Presence at the Community Day on Saturday**
- **2 VIP tickets** (access to speakers' dinner, party, Community Day, etc) **+5 invitations** to the event party on Friday
- Chance of including an item (digital or physical) in the welcome bag, at NO COST other than the goodie included
- **JOB POST ADD-ON INCLUDED.**
Chance of advertising a job post on the event's digital board.
- **Priority when purchasing add-ons and PowerUps (with highest priority for Host)**

HOST

16.000 €

- **Limited to one single sponsor**
- **Logo placed next to TRG logo on web and signage**
- **Logo on badges**
- **Logo on event T-shirt**
- Mailing to all attendees
- **Presence on the event stage**
- Chance of setting up a booth (up to 5m wide) in the coffee area + 4 booth passes
- Presence at the Community Day on Saturday
- **4 VIP tickets** (access to speakers' dinner, party, family day, etc) **+10 invitations** (clients, employees) to the event party on Friday.
- Chance of including an item (digital or physical) in the welcome bag, at no cost other than the goodie included.
- **JOB POST ADD-ON INCLUDED**
- Chance of advertising a job post on the event's digital board.
- **DONATION ADD-ON INCLUDED**
- **MAKING-OF ADD-ON INCLUDED**
- Priority when purchasing add-ons and PowerUps

PowerUps

Sponsors have the option to purchase PowerUps, an extension of the sponsorship that complements it and makes it unique, as **they allow the sponsor to exclusively leverage a specific aspect or area of the event.**

The sponsor can **choose the PowerUps that best fit their sponsorship strategy**. They are allocated using strict FIFO (first in, first out).

~~ROCK BAND~~

WORKSHOP*

~~COMMUNITY DNA~~

~~COFFEE~~

~~PULPEIRADA~~

PARTY

~~CONTEST~~

SOCIAL DASHBOARD

RAFFLE

~~MAKING OF~~

SKETCHNOTING

WIFI NAME

~~SCARF~~

~~DANCE GAME~~

CUSTOM DRAWING SHEET*

PADEL COUPLE* (TBC)

TRG CON24 PowerUps

—ROCK BAND— (+€1,500)

At the TRG, speakers take the stage accompanied by live music, just like in any late night show.

The band, situated to the left of the stage, will display **your brand on the drum bass and their t-shirts**.



WORKSHOP* (+€1,250)

A great opportunity, above all, for companies and individuals that offer complex products or added-value services.

You can invite up to 30 attendees to **an exclusive in-person workshop taught by you**. In addition, we will record it and send it to the rest of the audience



—COMMUNITY DNA— (+€1,250)

One of the busiest meeting points in past editions.

We use a board of biblical proportions to visually discover the “DNA” of the Community... **with your brand present and in view during the whole event :)**



* This PowerUp can be requested by more than one Partner

TRG CON24 PowerUps

COFFEE

(+€1,000)

You can **theme with your brand the area where the morning and afternoon coffee breaks will take place**. And, if you look for a fantastic excuse to introduce yourself to the attendees, just put on your barista apron and help us serve them :)



PULPERADA

(+€1,500)

The soul of the TRG –a rustic lunch, based on octopus "a feira" or Galician style– will be associated with **your brand in the memories of the attendees**.

You can **theme the lunch area** and, if you wish, become another waiter to be able to interact with people.



PARTY

(+€1,000)

The finishing touch to the event main day, with live music, drinks and games.

You can exclusively **theme the entire party venue** and also invite 10 additional customers, employees and/or suppliers.





PowerUps

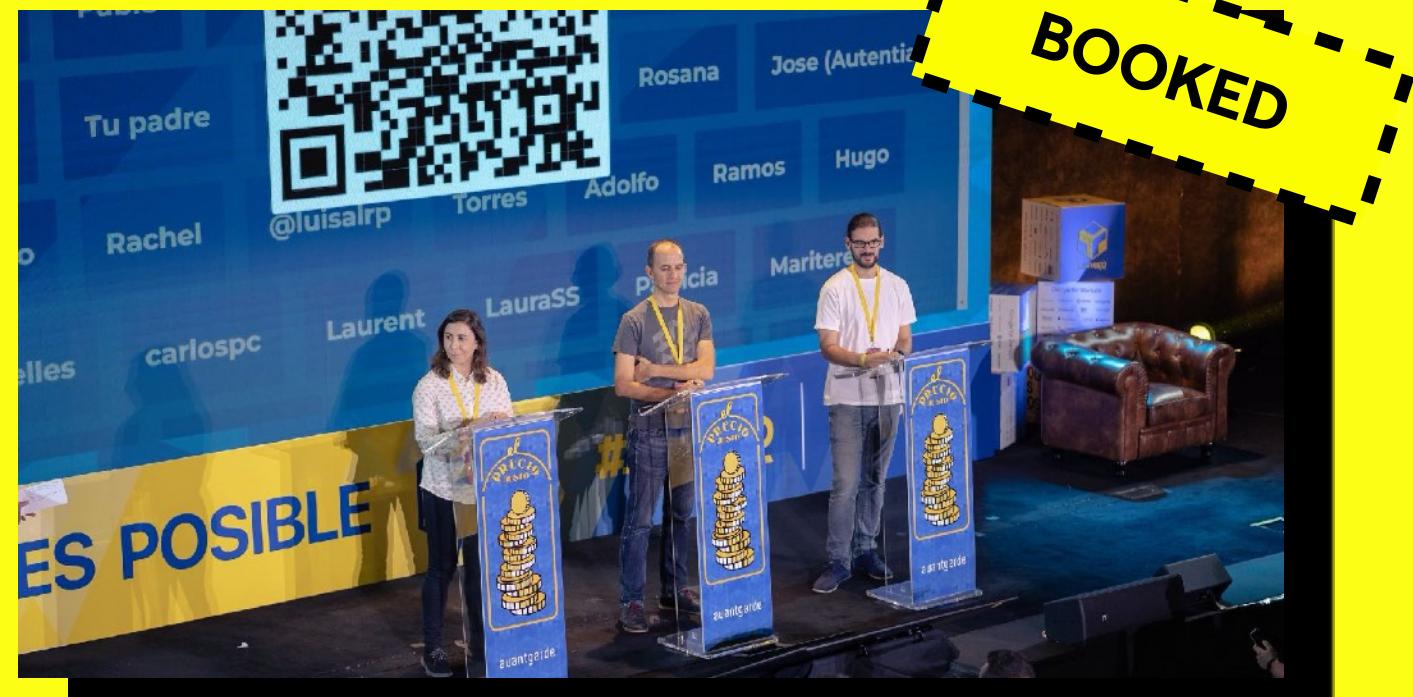
(AS A PACK, ONLY FOR +€2,000)

CONTEST

(+€1,000)

We will host a live contest in the style of 'The Price Is Right', where attendees will have to guess the pricing of some projects and software tools.

Your brand will be featured in content that is guaranteed to go viral.



SOCIAL DASHBOARD

(+€1,500)

At the TRG there will be several digital panels displaying real-time social rankings (attendee with the most tweets, tweet with the most likes, etc.). Leaders will receive prizes and gifts.

Your brand will headline the rankings and award ceremonies!

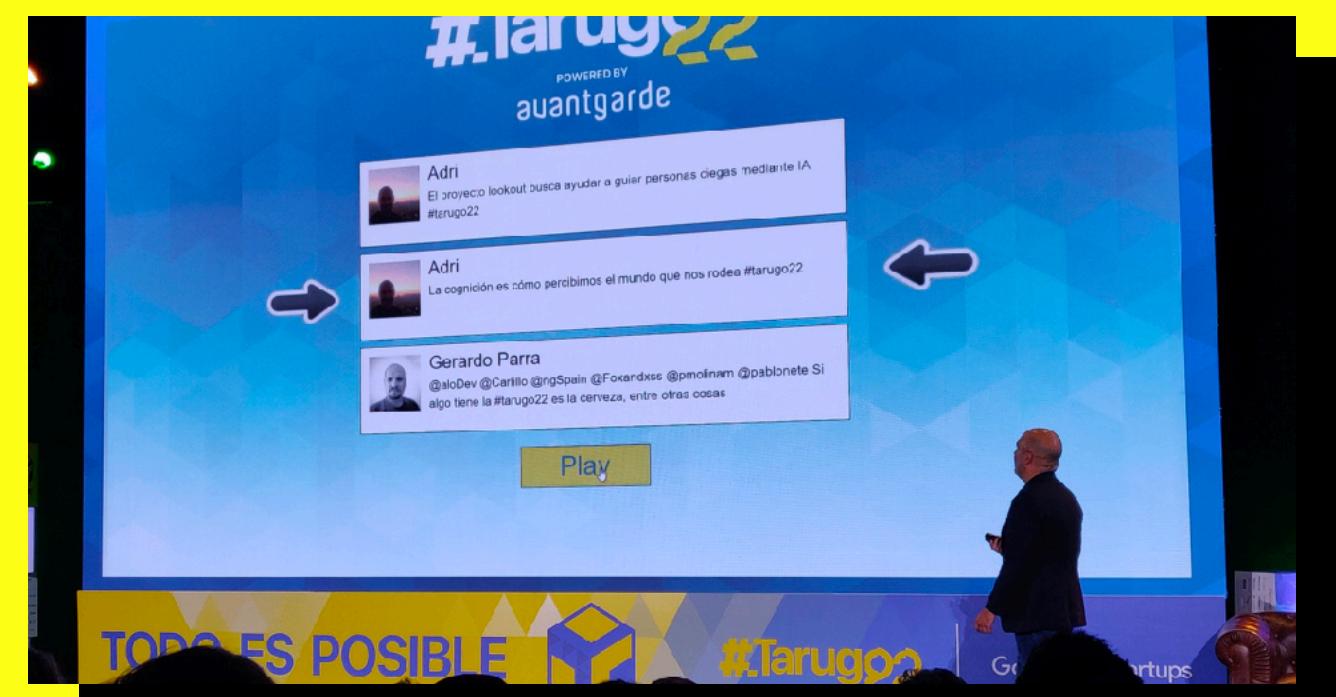


RAFFLE

(+€1,000 + prize)

We will use **the famous Jerocleta, themed with your brand**, to raffle something awesome among everyone who tweeted with the event hashtag, #trg24.

You will come on stage to host the whole segment and to present the prize to the winner!





PowerUps

(AS A PACK, ONLY FOR +€2,000)

DRAWING SHEET* (+€1,000)

The TRG will produce a board game in the style of 'Where's Waldo?' for all attendees.

We will **design an extra sheet with your brand and we will give you 200 units** so that you can distribute them among the people who come to your stand asking for it.



SCARF (+€1,500)

This year, we will give a sports scarf to all attendees so they can cheer on the speakers and celebrate breaks and dance cams.

Your logo will be embroidered on all scarves and will travel home with attendees.



DANCE CAM (+€1,000)

In the style of American sporting shows, the TRG breaks will be enlivened by a 'dance cam' focused on the attendees.

Your branding will be displayed throughout the pre-show and at the beginning of each content block.



* This PowerUp can be requested by more than one Partner

TRG CON24 PowerUps

—MAKING OF— (+€1,000)

We'll shoot a **video feature**, presented by **your brand and distributed online**, about everything that happens behind the scenes and can't be seen during the event.

Here you have, as an example, [the last year coverage](#).



SKETCHNOTING (+€1,500)

Your brand will appear in all the **visual summaries**, which Javier "Oyabun" Alonso will draw live during the event.

Also in the PDFs that will be published later.



WIFI NAME (+€1,000)

The **WIFI** of the event will have the name **of your company** and the password will be a term related to your business.

We will repeat it several times during the event, it will be published on Social Networks and present in written materials and banners.





PowerUps

PADEL COUPLE*

(+€1,000 €500)

You will be able to **sponsor a couple** who will fight to win and gain the public's favor in the MULTITUDINARY Charity Paddle Tournament that we will host on Saturday.

All profits will be donated to an open source project.



* This PowerUp can be requested by more than one Partner

CUSTOM POWERUP

(+€X,XXX)

Would you like to have **Joaquín Reyes dressed as Steve Jobs** at your stand? **OBK** cheering up the party?

As long as it brings value to attendees, we are open to any idea and can also design original proposals just for you. Remember, TRG's motto is "EVERYTHING IS POSSIBLE"





Add-Ons

Optional add-ons for sponsors

JOB POST

+€300 / post

Job offer ad on both the TRG Twitter/X account (4 tweets) and the event digital Job Board.

CHRISTMAS CARD

+€500

The total amount of this add-on will be donated entirely to UNICEF and we will send a digital Christmas Card with your brand to all attendees.

EXTRA BOOTH PASS

+€100 / pass

(subject to availability)
If the passed included are not enough to staff your booth, you can purchase more. Passes include catering and access to the event party like any other attendee.

TICKET

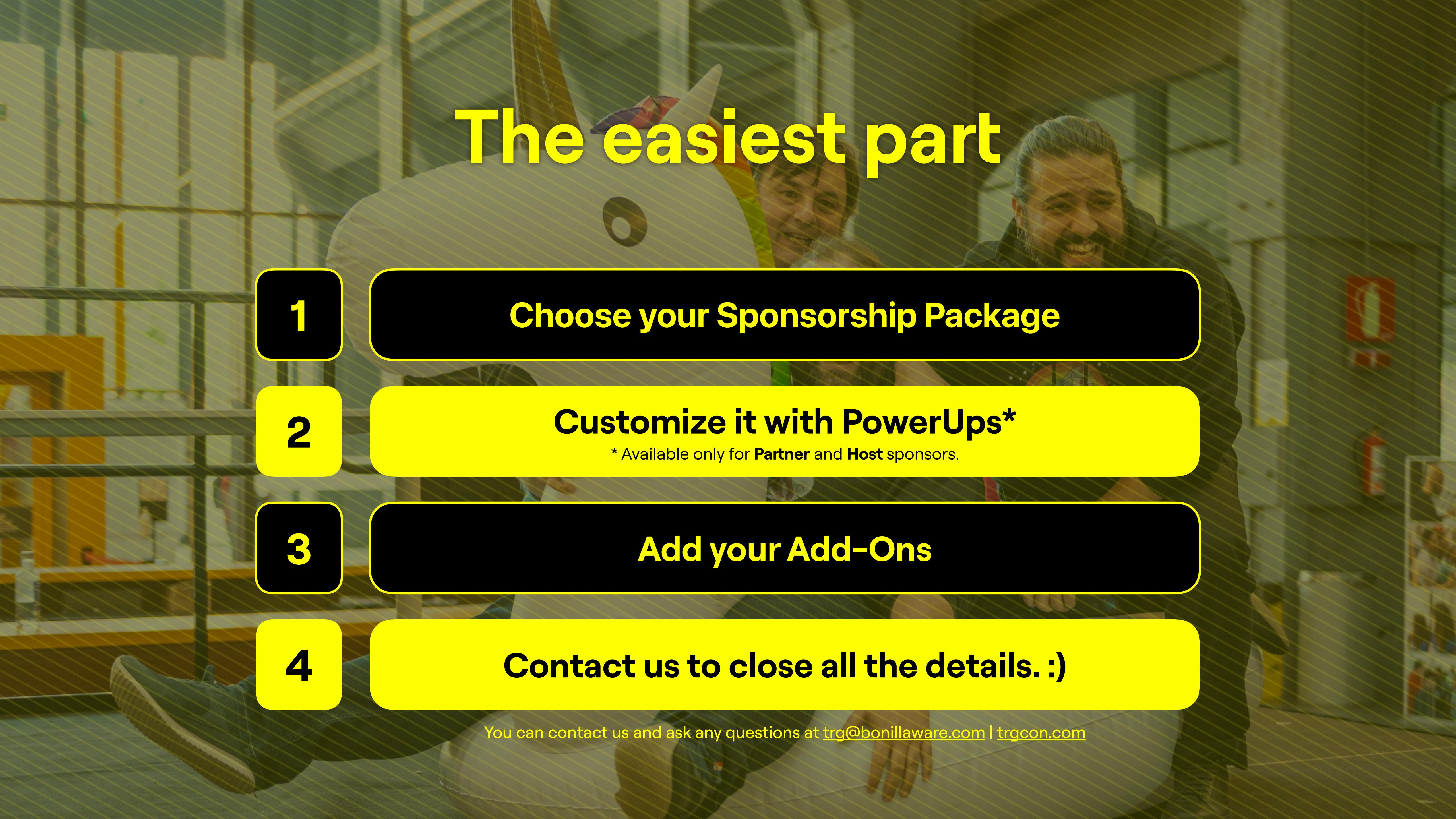
+€225 / ticket

(subject to availability)
You can purchase tickets for your employees or clients with a 10% discount on the official price.

VIP PASS

+€500 / pass

(subject to availability)
If the VIP tickets attached to your sponsorship fall short of meeting all your commitments, you can purchase additional passes.



The easiest part

1

Choose your Sponsorship Package

2

Customize it with PowerUps*

* Available only for **Partner** and **Host** sponsors.

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Contact us to close all the details. :)

You can contact us and ask any questions at trg@bonillaware.com | trgcon.com

A sponsorship designed to connect, not just be there.

If you believe that the success of a sponsorship should not be measured in page views, this is your event. At TRG, relationships are initiated and consolidated instead of web sessions.

If you want your company to be part of it on November 14th, 15th, and 16th, 2024,
LET'S TALK :)

trg@bonillaware.com

**TRG
CON24**
MADRID. NOVEMBER 14-16TH 2024



Allison Salcedo



Borja Alonso



@LM_Marta @oscardemadriz



@jrjunc0



@esguev4 @LauraCastroV



Pablo Miñor



@minaMRP



@beajmnz



@ydarias



@jerolba



@roldanTV



@oyabun



@candelamd Los Inspectores



Paula Mascarós



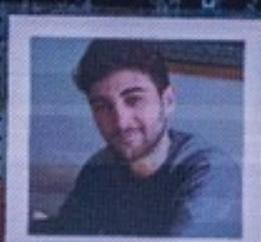
@sofianiksla



@adrifihe



@Leirelban



Borja Pérez



@MartaMasuvi2008



@daniRebner



@misteroom



Paula Mascarós



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