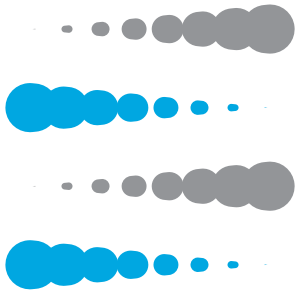


**This is  
a sponsors  
document**



# wpc beyond 2020

7 disruptive conversations  
about work

 by **3g Smart Group**



# Get to know us



**wpc**

**Workplace** Conference

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These conferences have taken place for 10 years.  
They gather knowledge on international trends  
that affect work and therefore corporate spaces.



**rdc**

**Retail Design** Conference

---

Seminars which started in 2015 bring together  
decision makers of the market. Enabling them to  
create trends for customer relation's spaces, as  
well as the integration of the digital world.

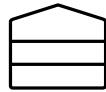




# What is the wpc?

---

The **wpc** is an international event ready to gather and promote the future of corporative spaces and the new ways of working.



Spaces

+



People

+



Technology

=



Innovation

In 2016, there will be

**18** × 

- 18 international** gatherings
- 18 innovation** sparks
- 18 future** encounters
- 18 technological** advances
- 18 opportunities** to grow
- 18 interchanges** of ideas
- 18 potential** businesses



**“Connect attendees with ideas  
and concepts to practice  
on spaces with people and  
technology allowing to  
visualize how it will work in  
the near future”**

# We keep growing every year

here are some interesting numbers:

more than  
**100**

International  
Speakers  
(relevant in the industry)



more than  
**2000**

Attendees



more than  
**50**

Editions in  
10 countries





**how will we work?**  
**beyond**  
**2020**

# Knowing that in 5 years...

**...the first native digital generation will  
definitely close the chapter of this era that we  
are concluding**

---

**...all the knowledge in the history of humanity  
will fit in the palm of your hand**

---

**... We will be closer to crossing the threshold of  
technological singularity**



# The benefits of attending the wpc



# Chance!

## If you want to be a part of the experience...

Networking benefits

Synergy benefits

**Face-to-face  
communication**

**2000**

**Conversations**  
to leave a mark in  
the industry



**Get to know  
trendsetters**

**100**

**New ways**  
to succeed among  
tendencies



**Collaborations  
Potential**

**∞**

**Opportunities** to grow  
in the 3.0 business  
world



3.0

**Afterwork  
Consolidating**

**100%**

**Probability** of getting  
to know better your  
colleagues





**90%**  
**of our attendees are**  
**decision makers**



These decision makers are...

**8%**

CEOs

**10%**

CFOs &  
Purchasing Managers

**20%**

Human Resources  
Directors

**10%**

Architects  
& Engineers

**20%**

Facility Management  
Directors

**22%**

Property Managers  
& Real Estate Managers



# **Our Speakers**



**Dynamic and inspiring lectures  
based on experiences, professionalism  
and courage.**

# Among our speakers 2016...

some very outstanding names like:



**Sergi Corbeto**  
CEO at Mind The Gap  
*Author of: Let's Play*



**Javier Creus**  
Author at Pentagrowth  
*Author of: Change Marketers*



**Edgar Helou**  
Manager at Google for Work



**Beatriz Lara**  
Investor & CEO at Imersivo



**Jaime Moreno**  
CEO and President of Mormedi



**Raquel Roca**  
Journalist and Author  
*Author of: Knowmads*



**Jordi Serrano**  
Founder of Future4Work  
*Author of: El Ocaso del Empleo*



**Daniel Yuste**  
Managing Director at Designit



**The wpc 2016  
is a worldwide event**



These are  
~~not destinations~~  
*these are journeys.*  
Come join us!

Milan

Madrid / Barcelona

Lisbon

Mexico DF

Panama

San Jose

Bogota

Lima

Sao Paulo

Santiago

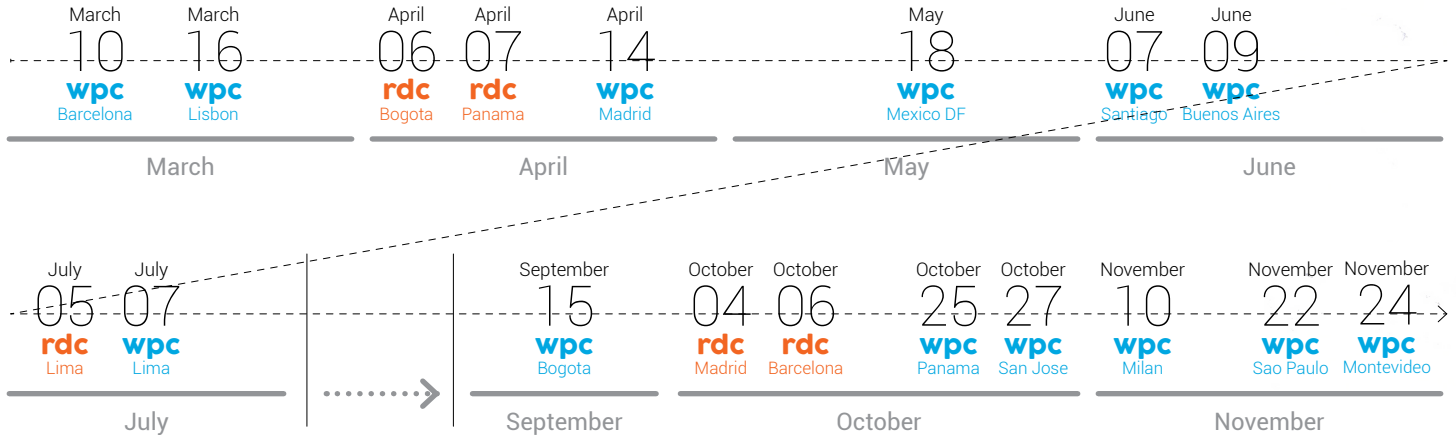
Montevideo

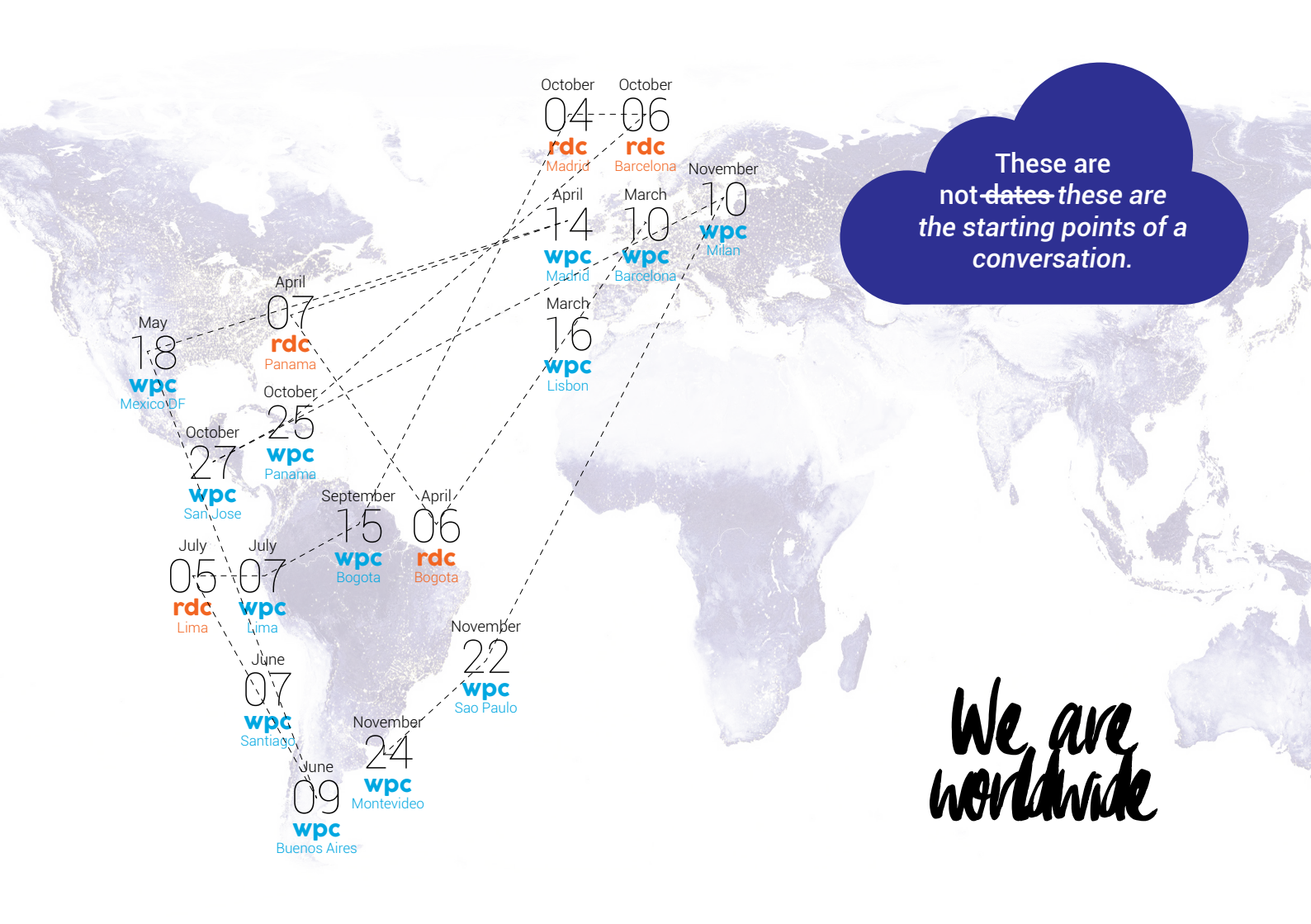
Buenos Aires

We are  
worldwide



# This is our calendar





These are not dates these are the starting points of a conversation.

We are worldwide

May  
1:8  
wpc  
Mexico DF

April  
0:7  
rdc  
Panama

October  
2:7  
wpc  
San Jose

October  
2:5  
wpc  
Panama

July  
0:5  
rdc  
Lima

July  
0:7  
wpc  
Lima

June  
0:7  
wpc  
Santiago

June  
0:9  
wpc  
Buenos Aires

September  
1:5  
wpc  
Bogota

April  
0:6  
rdc  
Bogota

November  
2:2  
wpc  
Sao Paulo

November  
2:4  
wpc  
Montevideo

October  
0:4  
rdc  
Madrid

April  
1:4  
wpc  
Madrid

March  
1:6  
wpc  
Lisbon

October  
0:6  
rdc  
Barcelona

March  
1:0  
wpc  
Barcelona

November  
1:0  
wpc  
Milan

These are not dates these are the starting points of a conversation.

We are worldwide



**“We enjoy working  
with **high-energy  
companies** willing  
to grow and  
improve the same  
way as we do”**

Come join us!

# Opportunity

## If you get on board as our sponsor...

Com benefits

Business benefits

**Brand  
Awareness**

**365**

**Days** of being a  
Front-of-mind  
company



**Social  
Media Visibility**

**100**

**Partners**  
sharing the experience  
via social media



**Brochure  
& Mailing**

**10000**

**Contacts**  
will get to know your  
brand better



**High Profile  
Attendees**

**90%**

**Business Class**  
Attendees  
(CEOs, Managers,...)



**Committed  
Attendees**

**84%**

**of the attendees**  
**repeat** the experience  
(followers)



**Decision making  
Attendees**

**100%**

**of potential**  
**Handshakes**  
= future businesses





**“Sponsoring the wpc 2016  
gives you unrivalled access to  
individuals and organizations  
that are embracing change and  
are looking for solutions that can  
enable them to drive efficiencies  
and productivity”**

## Among our sponsors...

some relevant brands like:



BBVA



Haworth



Microsoft



Herman Miller



Milliken



Mind The Gap



Opinno



Pfizer



SPACE



PWC



Repsol



Steelcase



Unilever



Vitra

---

## We are also glad to count on the sponsorship of:

30Treinta / Actiu / AHK / AmCham / APA FAM / APFM / ARAPLEI / Asset and more / Atlantis / BALKO / Bamer / Carvajal / Carvajal Espacios / Casa de España / CITI Col·legi d'Arquitectes de -catalunya / Colliers / Cookie Box / Cresa / Chile Diseno / DecorOffice / DIADEC / Desso / Dyamobel / Emerald / Emotion Experience / FM / FMSB / Forma 5 / Giuliani / Grupo BCL / HRC / ICEX / IE / IHO Espacios / Intelec / Interface / Interfloor / Interieur Forma / los Offices / ISS / Koster / Magia Liquid / Mepal / Mixo / Monday happy Monday / MTS / My Taxy / ODM / Ofita / On the spot / Oproler / Organitec / Organo Gold / PATAGONIA / Philips / Plantronics / Powernet / Proyecciones Digitales / Rhino Linings / Seisocho / Selecta / Silogia / Simon / Smart Working / sodexo / Spoluz / Squadra / Sumarise / Super Service / The Senator Group / Total Office / Tribeca / Vectormais / Vida Inmobiliaria / Workplace innovation group / YPASA



## Sponsor levels (WPC/RDC 2016)

	Platinum	Gold	Silver	Bronze
Official sponsorship recognition on all communication, incl logo on the website, agenda and event-based media.	👍	👍	👍	👍
A Senior Executive from your organization will have the opportunity to deliver a 20 minute presentation at the main session of the conference.	👍	👍		
Exhibition space in the main networking area for the duration of the event. Size according to the size of the venue.	👍	👍	👍	
Bespoke marketing via our multichannel marketing campaign, delivering your tailored message to our database, and the delegates at the event.	👍	👍	👍	
Banner: Your company banner will be strategically placed in the conference hall.	👍	👍	👍	👍
VIP Passes for the event (additional passes with 50% discount).	Ilimitado	10	5	2
Insert corporate information into delegate bag.	👍	👍	👍	
Complimentary passes to the VIP drinks reception or dinner.	5	2	1	-
Posibility of additional paid tickets (50% discount).	👍	👍	👍	👍
Logo on conference slides – introduction and closing powerpoint slides.	👍	👍	👍	👍

## Delegate details (WPC/RDC 2016)

	Platinum	Gold	Silver	Bronze
Advance details of the delegates will be given prior to the event.	👍	👍	👍	
Full details of the delegates will be given to you after the event.	👍	👍	👍	👍
Support Service: Pre-summit scheduling support service to create your best return on your objectives. We will approach key clients or potential clients you would like to see represented at the event.	👍	👍	👍	
Acknowledgement at welcome / programme overview	👍	👍	👍	👍
Logo incorporated into venue signage.	👍	👍	👍	
Logo on event website with reciprocal link.	👍	👍	👍	
Media coverage before, during and post event, to define jointly with media partner.	👍	👍	👍	👍

**If you want to join us as our sponsor or partner,  
please contact us on:**

**[eventos@3g-office.com](mailto:eventos@3g-office.com)**



**Do you want to join us  
as a partner?**



## Partnerships (WPC/RDC 2016)

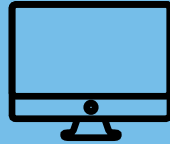
Official sponsorship recognition on all communication, incl logo on the website, agenda and event-based media.	👍
A Senior Executive from your organization will have the opportunity to deliver a 20 minute presentation at the main session of the conference.	👍
Exhibition space in the main networking area for the duration of the event. Size according to the size of the venue.	👍
Bespoke marketing via our multichannel marketing campaign, delivering your tailored message to our database, and the delegates at the event.	👍
Banner: Your company banner will be strategically placed in the conference hall.	👍
VIP Passes for the event (additional passes with 50% discount).	Ilimitado
Insert corporate information into delegate bag.	👍
Complimentary passes to the VIP drinks reception or dinner.	5
Posibility of additional paid tickets (50% discount).	👍
Logo on conference slides – introduction and closing powerpoint slides.	👍

## Delegate details (WPC/RDC 2016)

Advance details of the delegates will be given prior to the event.	👍
Full details of the delegates will be given to you after the event.	👍
Support Service: Pre-summit scheduling support service to create your best return on your objectives. We will approach key clients or potential clients you would like to see represented at the event.	👍
Acknowledgement at welcome / programme overview	👍
Logo incorporated into venue signage.	👍
Logo on event website with reciprocal link.	👍
Media coverage before, during and post event, to define jointly with media partner.	👍



**Do you want to join us  
as a media partner?**



## Media Partnerships (WPC/RDC 2016)

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Official recognition on all communication, incl logo on the website, agenda and event-based media.	👍
Bespoke marketing via our multichannel marketing campaign, delivering your tailored message to our delegates at the event.	👍
Banner: Your company banner will be strategically placed in the conference hall.	👍
VIP Passes for the event (additional passes with 50% discount).	10
Insert corporate information into delegate bag.	👍
Logo on conference slides – introduction and closing powerpoint slides.	👍

## Delegate details (WPC/RDC 2016)

---

Advance details of the delegates will be given prior to the event.	👍
Full details of the delegates will be given to you after the event.	👍
Acknowledgement at welcome / programme overview.	👍
Logo incorporated into venue signage.	👍
Logo on event website with reciprocal link.	👍

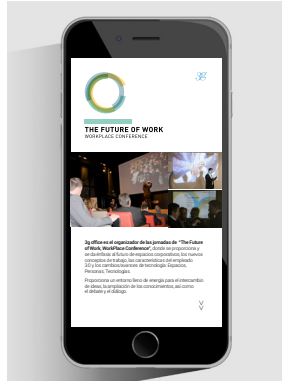
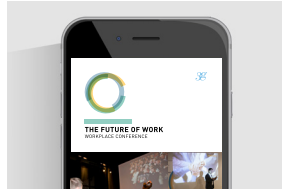
## Media Partners agrees to...

---

Advertise/communicate the events into the Media Partner website.	✓
Advertise/communicate the events into to the Media Partner Data Base.	✓
Publish a resume after each conference into the Media Partner Publications.	✓



# Our Conferences in pictures



# Contact us!

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