

SILBARCELONA

expo & congress

5-7 June 2018

//B2B



20
1998-2018
ANNIVERSARY

SILBARCELONA

THE ONLY LOGISTICS FAIR THAT GETS TOGETHER THE WHOLE SUPPLY CHAIN



SIL BARCELONA, organized by El Consorci de la Zona Franca de Barcelona, will celebrate a very special edition on its **20th Anniversary (1998-2018)** being established as the leading annual Fair in the South of Europe and the Mediterranean where all the supply chain is represented- **transport, logistics, distribution, intralogistics, storage, supply chain** and **new technologies**.

The entire chain is brought together in a single event for 3 days, becoming an international business bridge among **Europe, Latin America** and **the Mediterranean**.

THE LEADING FAIR ON LOGISTICS, TRANSPORT, INTRALOGISTICS & SUPPLY CHAIN OF SOUTH OF EUROPE

+ 600

participating companies

+ 200

speakers

+ 250

companies' events

+ 50

represented countries

WHAT IS SILBARCELONA GOING TO OFFER?



SILBARCELONA

EXHIBITOR PROFILE

**A SECTORIZED
EXHIBITION**



47%

Transport, logistics, distribution and logistics services



31%

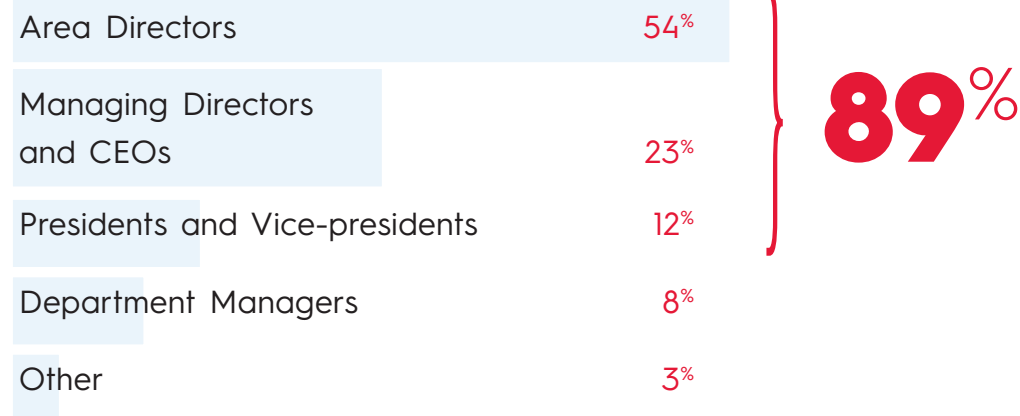
Intralogistics, storage and equipment



22%

IT solutions

VISITORS ARE DECISION MAKERS WITH PURCHASING DECISION



29% OF VISITORS COME FROM **TRANSPORT, LOGISTICS, DISTRIBUTION AND DERIVATIVE SERVICES** SECTORS

71% OF VISITORS COME FROM **TARGET INDUSTRIES**

18%



Mass distribution and food

8%



Pharma, health and cosmetics

8%



Automobile

8%



Chemical

8%



Iron, steel and metallurgy

7%



Textile

7%



Capital goods, machinery and electronics

7%



Other

(Include: construction, rubber, plastic, wood, paper, energy and environment)

SILBARCELONA

INTERNATIONAL BUSINESS BRIDGE AMONG EUROPE, LATIN AMERICA AND THE MEDITERRANEAN

54

REPRESENTED COUNTRIES



Why Barcelona?

- 1** The **main logistics platform** giving you access to European and Mediterranean markets
- 2** **Business bridge** among Latin America, Africa and Asia
- 3** The **largest area of consumption** in Southern Europe to reach commercial and industrial partners
- 4** Market with more than **400 million consumers** to be reached in less than 48h
- 5** The **largest integrated logistics hub** in Southern Europe

AN EVENT WITH THE LAST TRENDS OF THE SUPPLY CHAIN IN ACTION



+ 120
INNOVATIONS

60%

of visitors want to see **INNOVATIONS**

- ◆ **SIL INNOVATION ZONE**
INNOVATION PROJECTS DEDICATED
AREA
- ◆ **BEST INNOVATION AWARD** OF THE
FAIR*

** Jury of 12 specialized journalists of the sector*

SILBARCELONA

DEDICATED SPACE OF
**EXCLUSIVE
NETWORKING**
WITH THE DECISION
MAKERS OF THE
INDUSTRIAL SECTOR



+ 900

MEMBERS

+ 3.000

SPEED DATINGS



Food & FMCG **25,7%**



Chemical, Pharma & Health **24,6%**



Textile & Retail **8,8%**



Electronics & Technology **8,8%**



Automobile **8,4%**



Construction & Real Estate **8,1%**



Machinery & Steel **8,1%**



Other **7,5%**

SIL 2017 data

THE GREATEST PLATFORM FOR COMMUNICATION AND PROMOTION



in + **6.000** Contacts

t + **4.500** Followers

f + **2.800** Fans

+ **180.000** web annual visits

+ **50** annual newsletters

+ **3 Million** media impacts

1.127 Published articles

271 Journalists from 16 countries

SILBARCELONA

CHOOSE THE BEST LOCATION

FOR MAXIMUM VISIBILITY

GET UP TO
25%
OFF BEFORE
21st December
2017

EXHIBITION SPACE PRICES

MAIN CORRIDOR
(up to 70 sqm)

260 €/sqm

MAIN CORRIDOR
(from 71 sqm)

250 €/sqm

ZONE 1

240 €/sqm

sqm	ZONE	PRICE sqm+ STAND	PRICE BIRD RATES sqm + STAND	
49 sqm	Main Corridor	16.808 €	13.623 €	woodwork stand
36 sqm	Main Corridor	12.518 €	10.178 €	
25 sqm	Zone 1	8.388 €	7.188 €	
12 sqm	Zone 1	4.358 €	3.782 €	
9 sqm	Zone 1	3.428 €	2.996 €	
12 sqm	Zone 1	4.058 €	3.482 €	modular stand
9 sqm	Zone 1	3.203 €	2.771 €	

VAT NOT INCLUDED IN THE PRICES

A COMPLETE CONGRESS WITH THE BEST LOGISTICS EXPERTS



25 SESSIONS **200** SPEAKERS **+ 100** CASE STUDIES **+ 3.000** DECISION-MAKING ATTENDEES

CONGRESS SPONSORSHIPS

OFFICIAL	ROOM	GOLD	SILVER
15.000 €	9.000 €	6.000 €	4.000 €

VAT NOT INCLUDED IN THE PRICES



SILBARCELONA

expo & congress

5-7 June 2018

//B2B

OUR SUCCESS,
YOUR BUSINESS GROWTH



www.silbcn.com • sil@elconsorci.es • +34 93 263 81 50 • #sil2018