



GCUC SOUTH AMERICA

2016 GLOBAL COWORKING UNCONFERENCE CONFERENCE

Sponsorship Opportunities



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Coworking is a global trend and the coworking movement in South America is booming, but with its own unique flare. It is attracting startups, incubators, accelerators, freelancers, entrepreneurs, small business, fablabs, government, corporate, education, real estate, architecture, space and furniture design among others in diverse locations. Local events are happening everywhere such as WAG Week in Bogotá and the Brazilian Coworking Conference in São Paulo.

Industry leaders and talented delegates will join forces in one of the most melting pot cities in the world to share best practices and shape the new work landscape. Speakers and panelists will explore the complex nature of the independent workforce, self-employment, shared workspace, community building, the sharing economy and our rapidly expanding industry. Our conversations begin around the basic themes of coworking and collaboration, yet each year while gathered together we ride a powerful wave of accelerated serendipity and collectively explore workplace design, technology, accessibility, cultural and economic development, real estate, property management, entrepreneurship, the sharing economy and city planning.

* What began in 2006 as a simple "Coworking Meetup" for about 30 held in a bar in Austin, TX during SXSW, GCUC USA is now a three day program. After drawing over 300 people from over 11 countries this past May, GCUC is going global. And GCUC South America is part of the GCUC global platform for learning that can take place all over the continent on a rotating annual basis.

SÃO PAULO, BRAZIL • PROGRAM HIGHLIGHTS

March 3rd / DAY ONE.....

Profitability of coworking spaces

South American industry trends &
coworking survey results

Panel Discussion: Coworking around South
America

Networking Breakfast & Happy Hour

March 4th / DAY TWO.....

18 unique peer-to-peer Unconference sessions

Unconference Learning

Tour 24 of São Paulo's best collaborative spaces

Closing party for GCUC South America

What are people saying about **GCUC**?

GCUC is an excellent source of content and knowledge for Coworking space owners, and it's also an unparalleled opportunity to connect with a wide range of players in the industry. At last year's conference, I met Scott Chambers from Pacific Business Centers while waiting for a speaker to start. Five months later we opened Enerspace Palo Alto together!

Jamie Russo / Enerspace & LEXC

Attending GCUC is like coming home to a huge family gathering. The time is spent telling stories, laughing, catching up and learning new knowledge. Our first time at GCUC was nothing short of eye opening on what challenges this unique marketplace faces. In a former life, we spent our resources at SXSW thinking that is where workplace innovation was happening. Boy were we wrong. It's happening at GCUC and we no longer go to SXSW.

Brendan O'Neil / Robin

I look forward to attending GCUC every year because I am guaranteed to learn something that I can bring home to improve my coworking community and implement it immediately. GCUC is a highlight of the year for me because I truly look forward to meeting my peers in the industry. The attendees are highly educated, ambitious, driven people who love coworking as much as I do. There is so much talent and experience in the audience, it truly is a meeting of great minds.

Ashley Proctor / Foundry & Creative Blueprint

I have loved attending GCUC because of the opportunity to have everyone in the room from different sectors working towards creating the future of work.

Brad Krauskopf / Third Spaces Group, Hub Australia

Why should you be there?

Are you the kind of organization that would be interested in reaching out to a global audience of entrepreneurs, thought leaders, real estate, lease signers, early adopters and brand enthusiasts? You see, coworking owners and operators are all these things and more...and as an added bonus, they influence an even broader audience - all the members in their spaces and their network.

We expect to have 300 passionate people from across South America and around the globe joining us in São Paulo this fall. At GCUC South America we are shaping the future of work. Let us help you make connections, make memories and make history.

Sponsorship Benefits

MAIN SQUEEZE (BRL\$ 50,000)

- Company logo on event collateral and signage (print and digital)
- Company logo (clickable) on the sponsor page of the GCUC South America 2016 website under “Main”
- 8 tickets to GCUC South America 2016
- Minimum six (6) sponsored content blog posts *
- Minimum fifty (50) twitter mentions (per calendar year - no less than 30 original tweets*)
- Minimum twelve (12) co-branded GCUC South America/sponsor Facebook posts (per calendar year - sponsored/suggested by GCUC South America/FB)
- Minimum ten (10) sponsor branded Instagram posts (1 per week; 10 weeks leading up to GCUC South America 2016)
- Expo Booth space on day one (5 x10)
- Custom Activation available for an additional fee

FRESH PRESSED (BRL\$ 30,000)

- Company logo on event collateral and signage (print and digital)
- Company logo (clickable) on the sponsor page of the GCUC South America 2016 website under “Fresh Pressed”
- 5 tickets to GCUC South America 2016
- Minimum four (4) sponsored content blog posts (one per quarter*)
- Minimum thirty (30) twitter mentions (per calendar year - no less than 20 original tweets*)
- Minimum eight (8) co-branded GCUC South America/sponsor Facebook posts (per calendar year - sponsored/suggested by GCUC South America/FB)
- Minimum five (5) sponsor branded Instagram posts (1 per week; 5 weeks leading up to GCUC South America 2016)
- Custom Activation available for an additional fee

**provided by sponsor*

Sponsorship Benefits (continued)

PURE EXTRACT (BRL\$ 15,000)

- Company logo (clickable) on the sponsor page of the GCUC South America 2016 website under “Pure Extract”
- Company logo on applicable event signage (print)
- 3 tickets to GCUC South America 2016
- Minimum fifteen (15) twitter mentions (per calendar year - no less than 5 original tweets *)
- Minimum six (6) co-branded GCUC South America/sponsor Facebook posts (per calendar year - sponsored/suggested by GCUC South America/FB)
- Minimum two (2) sponsor branded Instagram posts (1 per week; 2 weeks leading up to GCUC South America)
- Custom Activation available for an additional fee

NOT FROM CONCENTRATE (BRL\$ 10,000)

- Company logo (clickable) on the sponsor page of the GCUC South America 2016 website under “Not From Concentrate”
- Company logo on applicable event signage (print)
- 2 tickets to GCUC South America 2016
- Company logo on applicable event signage (print)
- Custom Activation available for an additional fee

**provided by sponsor*

For more information, contact:

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Make connections, make memories, make history.



Soundcraft V14