



# 4YFN20 HEALTH HUB

Barcelona, 2020 February 24-26

**4YFN** | Connecting  
Startups

**MWC™**  
Barcelona

24-27 February 2020

In collaboration with:

**ACCIÓ**

 **Generalitat  
de Catalunya**

 **BARCELONA  
TECH CITY**

 **CataloniaBio  
& HealthTech**  
Connecting companies



## WHY 4YFN?

[4YFN](#) is the startup event of the world's largest exhibition for the mobile industry, MWC events, supporting startups, investors and companies to connect and launch new business ventures together.

Last 2019 edition brought together 23,000 attendees, 760 exhibitors and sponsors, including 670 startups, and 950 investors. The program counted with +160 hours of content and 300+ startup pitches as well as 24 hours of bespoke networking alternatives.

- **Corporate Program**

*Access to Clients and Business Partners*

4YFN attracts top multinationals from verticals like telecom, automotive, banking and *healthcare*.

Businesses are connected with startups to encourage high impact collaborations.

- **Investor Program**

*Access to Opportunities*

4YFN brings a vast network of international investors together with leading startups to evaluate and co-explore future investments.

- **Networking**

*Connecting People and Communities*

Onsite meetups and networking events bringing together 4YFN and MWC attendees in a relaxed and fun environment.

- **Conference Program**

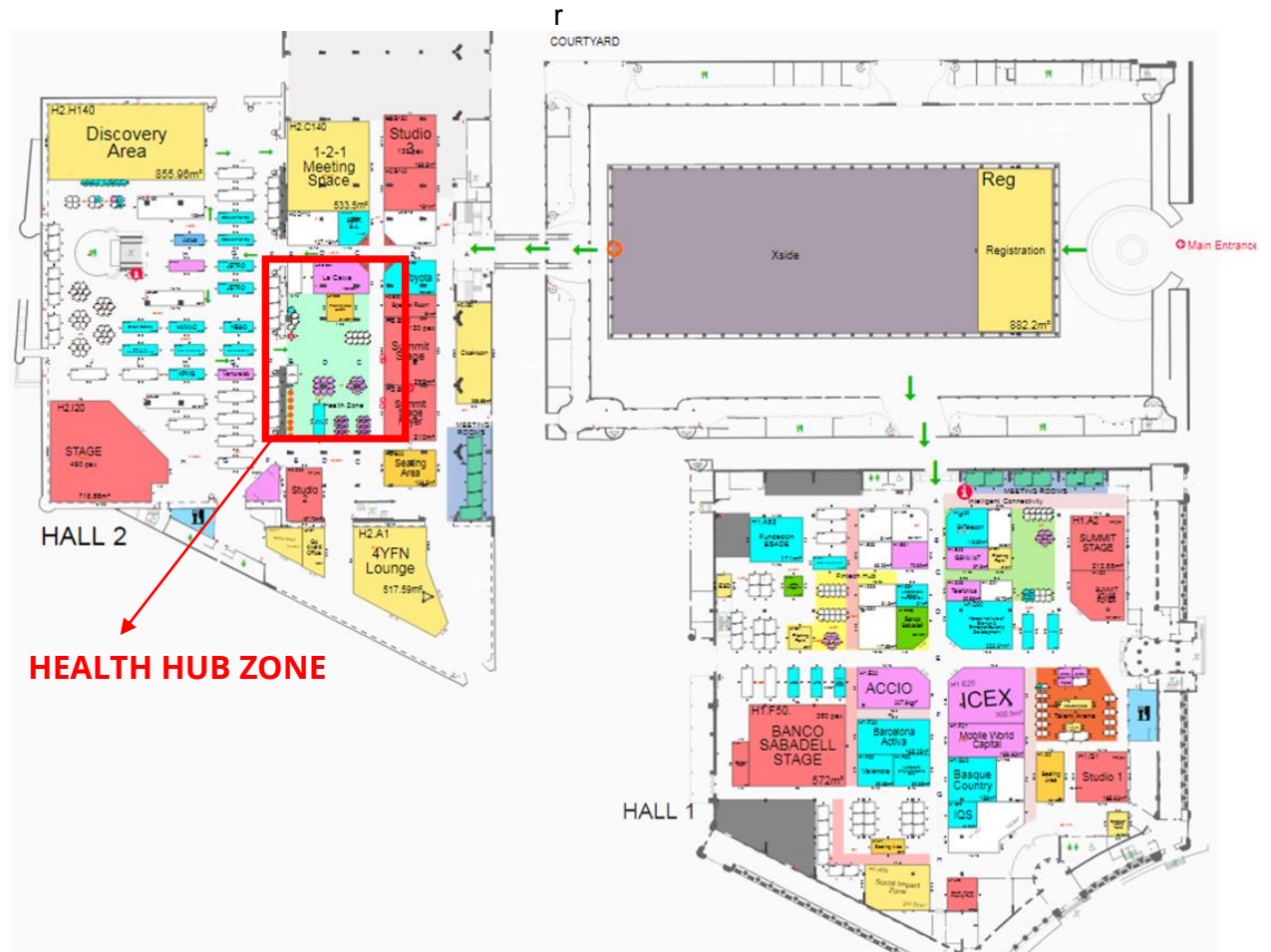
*Envision the future*

Keynote program centered around challenges of disruption, transformation and innovation. Summit stages shed light on emerging technologies and their transformational impact on major industrial sectors.



## 4YFN20

Next Edition will take place on **2020 February 24-26** at **Fira de Barcelona**. For the first time, the *healthcare vertical* will be located in an exclusive area, the **Health Hub Zone**, where all the health start-ups and institutions will be placed to be more reachable by the investors.



4YFN20 Floorplan

# JOIN 4YFN20 HEALTH HUB ZONE

Biocat along with Barcelona Tech City, CataloniaBio&HealthTech and Startup Catalonia will host a pavilion for health startups within the **Health Hub Zone** and encourage the *startup* community to join this health hub corner.

## What do we offer?

- Mini-booth with furniture package
- 3 Tickets entrance
- Brand awareness
- 4 minutes pitch



## Space (mini-booth):

- Information Counter 1,5x 1,5 sqm
- 2x stools, waste bin, 2x sockets
- Company Name, Logo and short description per startup on the top of the information counter

## Conference Access:

- 4YFN Pass Allocation including access to Mobile World Congress on Thursday 27 February 2020 - [3] passes per startup ( MWC – 2020 February 24 to 27)

## Brand Awareness:

- Start-up logo and hyperlink included on the 4YFN and MWC event websites and Biocat
- 80 words description of the company included on 4YFN, MWC websites
- Start-up mention included in marketing communication email (content and frequency determined by 4YFN)
- Start-up included in 4YFN newsletter (content and frequency determined by 4YFN)
- Start-up mentioned on 4YFN social media sites
- Start-up mentioned on Biocat, Barcelona Tech City, CataloniaBio & HealthTech and Startup Catalonia social media sites (content and frequency determined by each partner)
- Start-up logo included in Biocat website 4YFN event section
- Mention of the start-up in a Biocat press release
- Media coverage during the event by Biocat
- Mention of the start-up in a post-event report by Biocat

## Premium services:

- 4 minutes pitch per startup in the Health Hub zone in front of potential investors

## Get on board!



Selection criteria:

- Company based in Catalonia
- Companies of up to 8 years of life. As the date of incorporation of the company, the date will be considered of registration in the Mercantile Registry or, where applicable, in the Register of cooperatives of Catalonia; or one analogous document in the case of private civil societies
- Limited spaces available

**Fee: €599 + 21% VAT** (to be paid in one single instalment)

## How to book your booth?

In order to reserve your space please fulfill the document “*Order Form*” and send it to [arovira@biocat.cat](mailto:arovira@biocat.cat) before **November 5<sup>th</sup>2019**.

After sending your email, you will receive in a few days the confirmation of whether you have an assigned booth or not.

## Any questions?

Please contact: Anna Rovira, Head of Corporate Image and Events - [arovira@biocat.cat](mailto:arovira@biocat.cat) - +34 933103369.



## Order Form

### Company Details

Company: XXXXXX  
 Address: XXXXXXXXXXXXXXXXXXXXXXXX  
 XXXXX  
 XXXXX  
 Main Contact: XXXXX  
 Email Address: XXXXX  
 Telephone Number: +34 XXXXX

Event	Purchase Order No	Purchase Order Date
2020 4 Years From Now		

	Stand	Size (m <sup>2</sup> )	Dimensions (m)	Price
<b>Exhibition Space</b>				
Health Hub Zone - Start Up Corner	1	2,25 m2	1,5 x 1,5 sqm 1sqm	€599.00

Total Order Value: €599.00 + 21% VAT

Complimentary Passes	Quantity	Value**
4YFN Exhibition Visitor Pass	3	€ 0.00

### Additional Details

#### 4YFN STARTUP HEALTH HUB

##### Space (mini-booth):

- ✓ Information Counter 1,5x 1,5 sqm
- ✓ 2x stools, waste bin, 2x sockets
- ✓ Company Name, Logo and short description per startup on the top of the information counter

##### Conference Access:

- ✓ 4YFN Pass Allocation including access to Mobile World Congress on Thursday 27 February 2020 - [3] passes per startup

##### Brand Awareness:

- ✓ Start-up logo and hyperlink included on the 4YFN and MWC event websites and Biocat
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- ✓ Mention of the start-up in a Biocat press release
- ✓ Media coverage during the event by Biocat
- ✓ Mention of the start-up in a post-event report by Biocat

##### Premium services:

- ✓ 4 minutes pitch per startup in the Health Hub zone in front of potential investors