

# TAPCON TRUGUN<sup>™</sup>

MADRID, OCTOBER 23-25TH 2025

## SPONSORSHIP OPPORTUNITIES



A photograph of four people (two women and two men) smiling and posing together at what appears to be a conference or event. They are wearing lanyards with badges. The image is heavily overlaid with a blue color filter. The text 'A MEETING POINT FOR THE DIGITAL SECTOR' is overlaid on the left side of the image.

# A MEETING POINT FOR **THE DIGITAL SECTOR**





**10<sup>TH</sup> EDITION**





# WHAT IS THE TRG?

A tech and business event created by and for the Community, born with a single goal: to organize **the kind of technical conference we always wished we could attend.**

A space for learning and connection, where **the quality of the talks matters as much as the quality of the relationships built — among attendees**, speakers, and sponsors — ones that bring value and endure over time.

After 9 editions, TRG has become **a reference event** for the entire Spanish tech entrepreneurship ecosystem.





AUDITORIUM WITH PROFESSIONAL AUDIOVISUAL PRODUCTION.





PREMIUM FOOD, FRESHLY PREPARED LIVE ON-SITE.





THE BOOTH AREA COMES ALIVE DURING COFFEE BREAKS.





A Q&A SEGMENT WITH THE FLAIR OF A LATE-NIGHT SHOW.





SOLD OUT. EVERY. SINGLE. YEAR.





WATCH THE HIGHLIGHTS FROM 2024 EDITION / [HTTPS://VIMEO.COM/1079153582](https://vimeo.com/1079153582)





# WHAT WILL TRG BE LIKE?

Around **1,000 attendees**: a mix of the public, guests, speakers, sponsors, and organizers.

The event will take place entirely at **La Nave (Madrid)**, a modern, functional space with easy access.

It will span **3 days**, from Thursday 23rd to Saturday 25th October 2025, with Friday as the main conference day.

Sponsors will have a dedicated **booth area and VIP tickets** for employees and clients.

A very **special edition** ❤️ to celebrate our 10th anniversary, with an agenda inspired by "TRON", blending classic conference content with the pace of a late-night show.



TRG spans **three full days of activity, with sponsorships fully integrated throughout — maximizing their visibility and impact.**

The main event is complemented by networking activities and workshops on Thursday and, the much-loved Community Day on Saturday, open to the general public (with hands-on activities to bring computing closer to everyone — kids included)

## THURSDAY OCTOBER 23TH

WORKSHOPS

Networking

Night Show

## FRIDAY OCTOBER 24TH

CONFERENCE  
+  
PARTY

## SATURDAY OCTOBER 25TH

COMMUNITY DAY





RGX?

RGX?

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RGX?

WHY SPONSOR THE TRGX?

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# VALUE

Sponsoring TRGx means **connecting with hundreds of senior tech professionals** in a friendly and relaxed environment.

It's a chance to **showcase your products or services** — no rush, no stress — to the people who actually make decisions.

You can **customize your sponsorship to maximize your objectives**, integrating it naturally into the event and providing value both for the attendees and for your own team.


# SINGULAR





# BECOMING A PARTNER NOT JUST A SPONSOR

- ▶ The **booth area** will be the heart of all scheduled activities — beyond the talks themselves.
- ▶ You'll be able to purchase **discounted ticket packs for employees** — all under a single invoice — and **VIP tickets** for guests and clients.
- ▶ You'll also get **1:1 sessions with the organizers**, where we'll give you early access to the full agenda — both for networking and for high-impact content on social media — so **you can adapt your sponsorship and get maximum ROI**.

 factorial

Tu equipo se  
merece tu 100%.

...managers dedican un 60% de su tiempo  
repetitivas y auto  
se merece



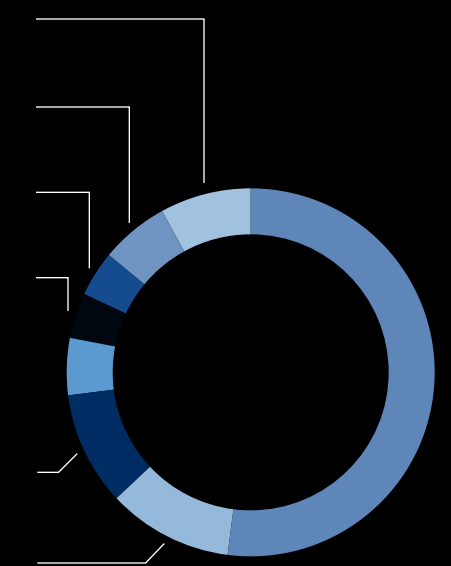


# WHO ATTENDS TRG

Every year, nearly 1,000 professionals from the tech industry attend TRG (including CEOs, CTOs, VCs, developers, designers or marketers) and, **most of them have 10+ years of experience.**

TRGx will expand its reach through live streaming and post-event online content distribution.

- ▶ ~1,000 total attendees
- ▶ Ages: 35-44
- ▶ Nationality: 85-90% Spanish
- ▶ Strong social media footprint
- ▶ Buying decision makers

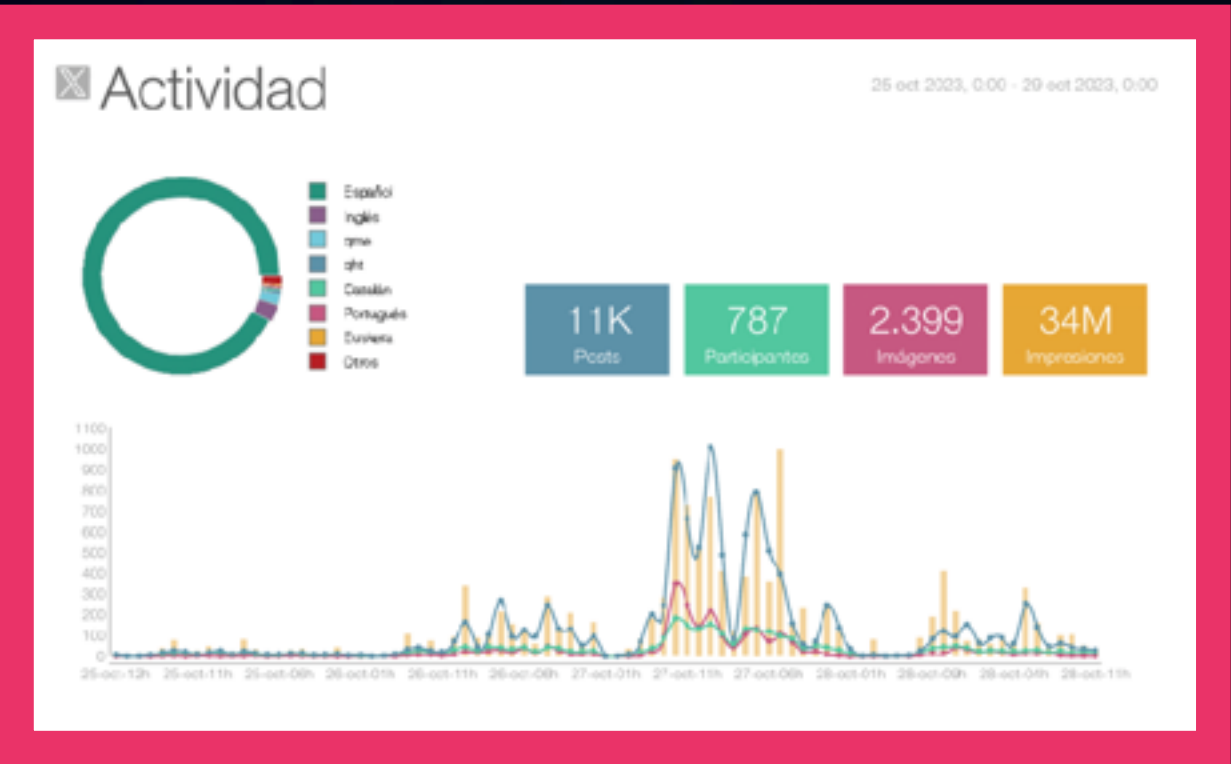




Because of the type of audience we attract, TRG often achieves greater impact than much larger events. Here's **what we accomplished in 2024**:

- ▶ 34 million X (formerly Twitter) impressions
- ▶ 11,000 tweets and 2,399 images
- ▶ **National trending topic** on X for nearly 2 full days
- ▶ Dozens of **pre-scheduled meetings** between attendees and sponsors via our networking platform, plus **hundreds of visits to sponsor booths**.

Just imagine what we could achieve *together* this year.



Social Networks Activity

Trending topics

Lugar	País	Tipo	Contenido	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
Málaga	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



2024 Partners







# HOW TO DESIGN YOUR SPONSORSHIP

**1**

**Choose your sponsorship pack**

**2**

**Customize it with PowerUps\***

\* Available only for Partner and Host sponsors

**3**

**Add optional AddOns**

**4**

**Get in touch to finalize everything :)**

We are available to answer any questions at [trg@bonillaware.com](mailto:trg@bonillaware.com) | [trgcon.com](https://trgcon.com)





# SPONSORSHIP PACKAGES

## COLLABORATOR

€2,500

**Designed for companies that want to connect with the TRG Community**, ensuring attendance at all activities — including the speakers & sponsors dinner.

## PARTNER

€20,000

Our standard package. For companies that want **to promote job openings, products, or services** while building meaningful personal and professional relationships.

## HOST

€20,000

**Our top-tier sponsorship.** For companies looking to make a big splash in the digital community — to announce a new product, rebrand, or strategy shift.





# SPONSORSHIP PACKAGES

## COLLABORATOR

2.500€

- Small logo on the Website
- Mention in the Keynote
- 1 VIP Ticket (includes Sponsors' Dinner, Party, Community Day, etc.)
- Option to include an item (digital or physical) in the welcome bag (+€1,000 extra, not including cost of the goodie itself)

## PARTNER

6.500€

- Medium logo on the Website
- **Medium logo on the Signage**
- **Email Blast to all Attendees**
- Mention in the Keynote
- **Booth Space (up to 3m wide) in the Coffee Break Area + 2 booth passes**
- **Presence during Community Day**
- **2 VIP tickets** ((includes Sponsors' Dinner, Party, Community Day, etc.) + **5 invitations for the Friday closing party**)
- **Option to include an item (digital or physical) in the welcome bag with no cost** (only pay for the goodie itself)
- **JOB POST ADDON INCLUDED.** Option to publish an open position on the event's digital job board.

## HOST

20.000€

- **Exclusive. Only ONE Host Sponsor.**
- **Host logo placed alongside TRG logo on Website and Signage**
- **Logo on Event Badges**
- **Logo on the official TRG T-Shirt**
- Email Blast to all Attendees
- **Presence on the event Stage**
- **Booth Space (up to 4m wide) in the Coffee Break Area + 4 booth passes**
- Presence during Community Day
- **4 VIP tickets** ((includes Sponsors' Dinner, Party, Community Day, etc.) + **10 invitations for the Friday closing party**)
- Option to include an item (digital or physical) in the welcome bag with no cost (only pay for the goodie itself)
- **JOB POST ADDON INCLUDED.** Option to publish an open position on the event's digital job board.



# POWERUPS

PowerUps are sponsorship upgrades that give your brand exclusive visibility by owning a unique part of the event. They **allow you to enhance your presence and make your sponsorship truly stand out — by tying your brand to a specific activity or area.**

Each sponsor can choose the PowerUps that best **align with your strategy.** They are booked on a first-come, first-served basis.

\* Some PowerUps may be booked by more than one Partner.





# POWERUPS

## ROCK BAND

(+€1,750)

At TRG, speakers hit the stage like rock stars — literally. Each one is welcomed with live music, just like a late-night show.

The band, positioned on the left side of the stage, will **feature your logo on the drum kit and wear your branded t-shirts.**



## WORKSHOP\*

FROM €1,000 TO €1,750

\* Available to multiple Partners. Price depends on capacity.

An ideal opportunity, especially for companies offering training or education.

You can invite 16 to 75 top attendees to an **exclusive in-person workshop led by your team.** And if you record it, we'll send it to the rest of the Community.



## TARUGO DNA

(+€1,750)

One of the most popular corners of TRG.

We'll build a massive wall to visually reveal the "genetic makeup" of the community — and **your brand will be front and center the whole time.**







# POWERUPS

## COFFEE

(+€1,000)

**Brand the coffee break area**, where attendees gather in the morning and afternoon.

And if you're up for it, throw on a barista apron and help us serve — a perfect excuse to chat with people in a natural, memorable way.



## PULPEIRADA

(+€1,750)

A TRG signature: our famous Galician-style octopus lunch, “wedding-sized.”

This year, **your brand will be associated with one of the most unforgettable parts of the event** — and if you'd like, **you can even serve alongside us and mingle with attendees.**



**BOOKED**

## PARTY

(+€1,000)

The grand finale of the main day — with live music and drinks.

You'll get **exclusive branding across the party venue**, and you can invite up to 20 guests (clients, employees, friends...).







# POWERUPS

€2,500 IF PURCHASED AS A BUNDLE

## SOCIAL DASHBOARD

(+€1,500)

We'll set up real-time leaderboards on screens around the venue: most tweets, most likes, best pics... and the winners will get prizes.

**Your brand will headline the rankings and be front and center during the prize ceremonies!**

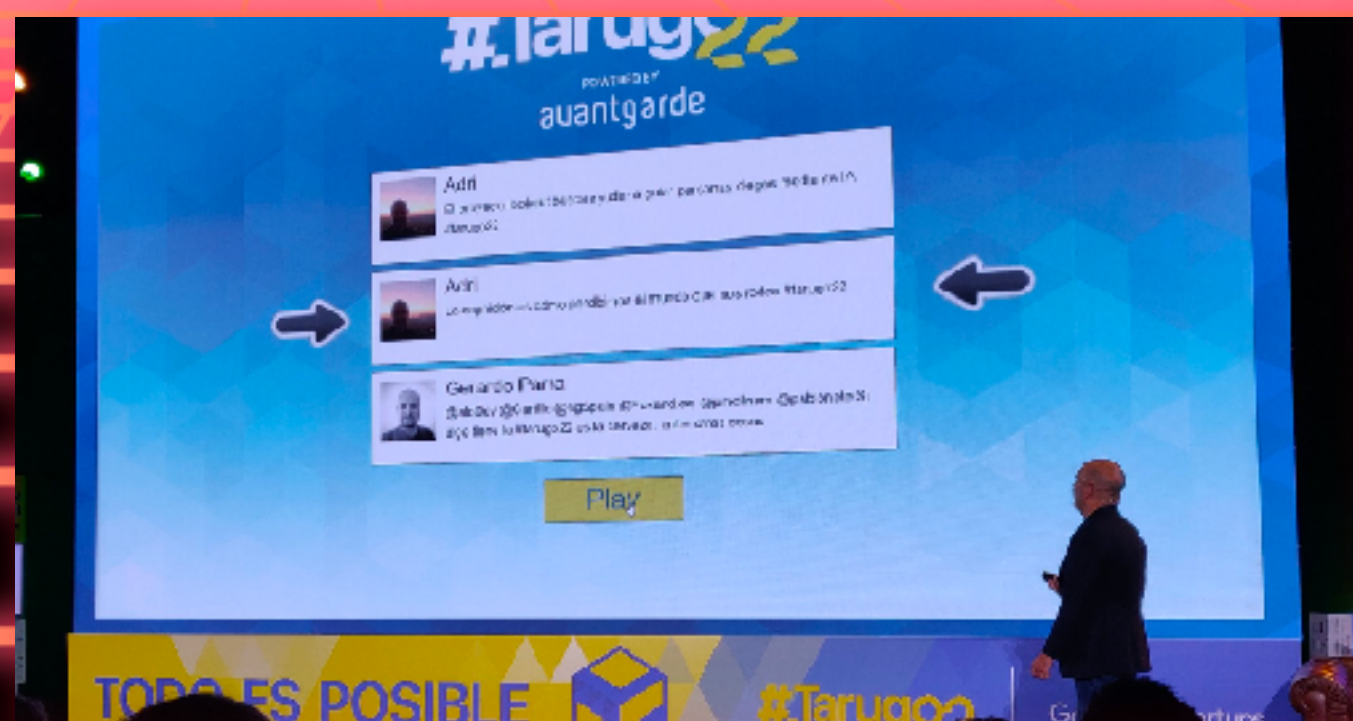


## GIVEAWAY

(+€1,500 + PRIZE)

We'll use our famous “Jerocleta” (a digital roulette) — **branded with your logo** — to give away something awesome to anyone who posts on X (Twitter) using #TRGx.

**You'll take the stage** to announce the winner and hand over the prize.



## ARCADE TOURNAMENT

(+€1,000)

We're bringing in classic arcade machines and organizing a full tournament open to all attendees.

**Your brand will give the tournament its name and be featured on stage during the awards.**



BOOKED





# POWERUPS

## MAKING-OF

(+€1,250)

We'll produce a **behind-the-scenes video** about everything that happens offstage during TRG — and your brand will present it.

Here's last year's example.



BOOKED

## TRG BOARD GAME

(+€1,500)

TRG will produce a custom card game (think Magic: The Gathering style) to be handed out to all attendees.

**Your logo will appear on the game box** — the one people take home — and you'll present the game during the event.



## CUSTOM CARD\*

(+€500)

\* Available to multiple Partners.

**We'll create a limited-edition card featuring your brand, and give you 200 units.**

Getting that card will be the perfect excuse for attendees to stop by your booth and complete their collection.







# POWERUPS

## MICROPHONES

(+€1,000)

We'll have two foam cube microphones that attendees will throw around during Q&A sessions.

**Your brand will be printed on the mic covers**, making it highly visible — live and in every photo and video.



## DANCE CAM

(+€1,500)

Just like in American sports events, our breaks will feature a Dance Cam zooming in on the crowd.

**Your logo will appear during the entire pre-show and at the start of every content block.**



## WIFI NAME

(+€1,000)

**The event's WiFi network will be named after your company**, and the password will be a fun, branded term.

We'll repeat it multiple times during the event, post it on social media, and display it in all printed materials.



TRGCon @tarugoconf • 25 oct. 2019

Gracias a [@StackScale\\_ES](#), el cloud privado que nunca te deja tirado, todos los tarugos podéis conectaros a la **WIFI 'Stackscale'** ¡Tenéis la clave en carteles por toda la [#tarugo4!](#)



**BOOKED**





# POWERUPS

## THURSDAY SHOW

(+€1,000)

On Thursday, we'll host a live coding show on stage.

**Your brand will be linked to the show, and you'll be invited on stage to present it — and yourselves.** An ideal moment to showcase your product or service to a receptive audience.



## COMMUNITY DAY

(+€1,500)

**Your brand will be associated with Saturday's Community Day,** which is open to families and friends.

You'll have stage presence during the day and can invite up to 30 people to enjoy the activities.



## IDENTITY DISC

(+€1,000)

**Your logo will be printed on the frisbee, inspired by TRON's iconic Identity Disc, that all attendees receive as a gift.**

It's both a nod to the movie and a fun excuse for tournaments and networking activities throughout the day.



BOOKED





# POWERUPS

## CUSTOM POWERUP

(+€X,XXX)

Want **Joaquín Reyes** dressed up as **Steve Jobs** at your booth? How about **OBK** headlining your sponsored party? As long as it brings value to attendees, we're open to (almost) anything.

Remember the TRG's motto: "Anything is possible."







# ADDONS

Optional add-ons to fit your goals and enhance your sponsorship package.

JOB POST	CHRISTMAS CARD	EXTRA STAND PASS	STANDARD TICKET	VIP TICKET
+€300 / position	+€500	+€100 / pass	+€225 / ticket	+€500€ / ticket
Promote a job opening both on the TRG digital job board at the venue and in 4 dedicated tweets from our X Official Account.	<b>We'll donate the full amount to UNICEF.</b> <u>They'll send a digital Christmas card branded with your logo to all TRG attendees.</u>	<i>(Subject to availability)</i> If your 2 standard booth passes aren't enough, you can buy more. Includes access to catering and the event party, just like any attendee.	<i>(Subject to availability)</i> Buy extra event tickets for employees or clients with 10% discount off the regular price.	<i>(Subject to availability)</i> If your included VIP tickets aren't enough, you can buy more to fulfill your commitments.



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# A sponsorship designed to **connect — not just be there**

If you believe a successful sponsorship shouldn't be measured in page views, this is your event. At TRG, we spark and strengthen real relationships, not just clicks or impressions.

If you want your company to be part of it on October 23, 24, and 25, 2025 —  
let's talk :)

**[trg@bonillaware.com](mailto:trg@bonillaware.com)**

**TRGCONX**  
**TRGCONX**



# CHANGE LOG

v1.3 | 07/07/2025 – First Version in English



**Anything is possible.**