

Promotion
Organization



MARCH 17-20

2020

SÃO PAULO EXPO - SP - BRASIL

26th EDITION

INTERMODAL

2020 SOUTH AMERICA



MERCHANDISING MANUAL

2020

Learn about the key benefits of our merchandising options to increase your event visibility

- ✓ Leverage your marketing action.
- ✓ Reinforce your brand strategy.
- ✓ Attract more visitors to your booth.
- ✓ Expand outreach before, during and after the event.
- ✓ Reach a highly qualified audience for your business.



Sponsorships

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MERCHANDISING

2020

Sponsorships | BUSINESS LOUNGE



Be a sponsor of the space that receives the most important positions in the industry. Contact us to learn about the benefits available for the Intermodal 2020 Business Lounge project.

- Your brand as a sponsor of our VIP lounge
- Logo on all communications for Vips guests
- Possibility of activation within the lounge

Contact us to learn more about sponsorship details and values!

Single quota!



Sponsorships | CONFERENCES

ANFITRIÃO QUOTA



Single quota!

Credentials

- Congressional Credentials - 15 units
- Discount for acquiring additional congressman credentials - 30% off

Digital content

- Right at the top of the conference landing page on the event website with direct link
- Logo available on landing page sponsorship area with direct link
- Logo applied to featured conference emails
- 90 day banner on event website home
- Event Facebook, Instagram and LinkedIn Post - 4 posts

During the event

- 30 "video at the event opening (sponsor upload video)
- Logo applied on stage panel
- Chair cover - sponsor production of covers / measures provided by the organizer
- Logo on congressmen's notepad
- Logo in the Conference Kit
- Mention by the master of ceremonies
- 1 lecture given at the congress
- Art Totem Announcement - 100%

INVESTIMENT	
EXHIBITOR	NOT EXHIBITOR
R\$ 35.000,00	R\$ 49.000,00

Sponsorships | CONFERENCES

BLACK QUOTA



Single quota!

Credentials

- Congressional Credentials - 10 units
- Discount for additional congressman credentials - 25% off

Digital content

- Logo available on landing page sponsorship area with direct link
- Logo applied to conference emails
- Event Facebook, Instagram and LinkedIn Post - 3 posts

During the event

- 30 "video at the event opening (sponsor upload video)
- Logo applied on stage panel
- Logo in the Conference Kit
- Mention by the master of ceremonies
- 1 lecture given at the congress
- Art Totem Announcement - 30%

INVESTIMENT	
EXHIBITOR	NOT EXHIBITOR
R\$ 28.000,00	R\$ 39.200,00

Sponsorships | CONFERENCES

PLATINUM QUOTA



Single quota!

Credentials

- Congressional Credentials - 8 units
- Discount for additional congressman credentials - 20% off

Digital content

- Logo available on landing page sponsorship area with direct link
- Logo applied to conference emails
- Event Facebook, Instagram and LinkedIn Post - 2 posts

During the event

- Logo applied on stage panel
- Logo in the Conference Kit
- Mention by the master of ceremonies

INVESTIMENT	
EXHIBITOR	NOT EXHIBITOR
R\$ 19.000,00	R\$ 26.600,00

Sponsorships | CONFERENCES

SILVER QUOTA



Single quota!

Credentials

- Congressional Credentials - 5 units
- Discount for acquiring additional congressman credentials - 15% off

Digital content

- Logo available on landing page sponsorship area with direct link
- Logo applied to conference emails
- Event Facebook, Instagram and LinkedIn Post - 1 post

During the event

- Logo applied on stage panel
- Logo in the Conference Kit
- Mention by the master of ceremonies

INVESTIMENT	
EXHIBITOR	NOT EXHIBITOR
R\$ 15.000,00	R\$ 21.000,00

Sponsorships | SPONSORSHIP FAIR

GOLD QUOTA

Before the fair

- Application of the logo in email marketing actions of the fair
- Insertion of the logo on the event website (home)
- Banner placement on event website
- Inserting the logo on the website (accreditation page)
- Featured in the exhibitor's list of exhibitors
- Application of logo in institutional ads as a sponsor in national and international magazines.
- Disclosure in our official media: LinkedIn | Instagram | Facebook - 2 posts in each media

During the fair

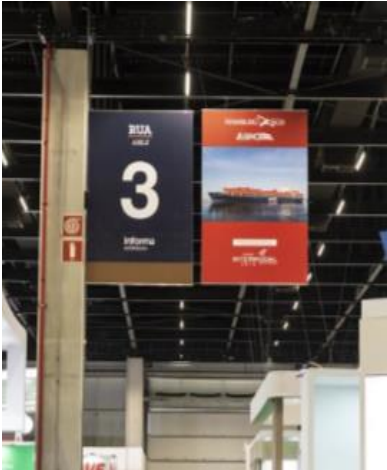
- Disclosure in our official media: LinkedIn | Instagram | Facebook - 1 post in each media
- Application of the logo in email marketing actions of the fair
- Insertion of the logo on the visitor badge
- Applying the logo to displays Locate yourself distributed within the event
- Application of the logo on the entrance porch of the event
- Press conference on the 1st or 2nd day of the event
- Opportunity to distribute promotional material in the press room during the event.
- Inclusion as featured in the exhibitor list in the fair's app
- Conference Attendance with Speaker
- 10 Accreditation Totems (0.90 x 0.33 m)
- 07 Street Banners (2.00 x 3.00 m)
- 06 Event Signal Totems (0.80 x 0.40 m)

Single quota!



Sponsorships | SPONSORSHIP FAIR

GOLD QUOTA



During the fair

- Disclosure of press releases from your company to the press office of the event, which will be triggered for all news distributors and journalists registered.
- Air banner
- 02 giant floor stickers (3.00 x 3.00 m) at the event entrances
- 06 stickers (1.40 x 1.40 m) at strategic points
- Application of the logo on the mega plant
- 10 conference registrations
- 07 parking credentials
- 10 tickets lunch

Post

- Application of the logo in e-mail marketing actions of the fair balance
- Application of the logo as a sponsor in the fair's institutional video

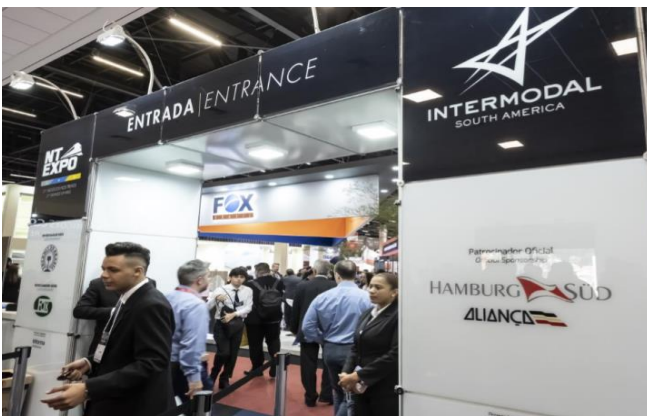
SOLD OUT

INVESTIMENT

R\$ 200.000,00

Sponsorships | SPONSORSHIP FAIR

SILVER QUOTA



Before the fair

- Application of the logo in email marketing actions of the fair
- Insertion of the logo on the event website (home)
- Banner placement on event website
- Application of logo in institutional ads as a sponsor in national and international magazines.
- Disclosure in our official media: LinkedIn | Instagram | Facebook - 1 post in each media

During the fair

- Disclosure in our official media: LinkedIn | Instagram | Facebook - 1 post in each media
- Application of the logo in email marketing actions of the fair
- Applying the logo to displays Locate yourself distributed within the event
- Application of the logo on the entrance porch of the event
- Press conference on the 1st or 2nd day of the event
- 05 Accreditation Totems (0.90 x 0.33 m)
- 03 Street Banners (2.00 x 3.00 m)
- 03 Event Signal Totems (0.80 x 0.40 m)
- Application of the logo on the mega plant
- 2 conference registrations

Post

- Application of the logo in e-mail marketing actions balance sheet of the fair
- Application of the logo as a sponsor in the fair's institutional video

Single quota!

INVESTMENT

R\$ 120.000,00

Sponsorships

SPONSOR OFFICIAL TRANSPORT



Get access to Intermodal visitors before and during the event by transporting professionals and technical visits during the event. Contact us to learn more about the benefits!

- Your brand as an official Intermodal transportation
- Logo on all materials as official transportation
- Possibility to provide your company bus / vans

Single quota!

INVESTIMENT

R\$ 33.000,00

SPONSOR INTERNET



Offering wireless connection to all event visitors. Network with sponsor name logged in every 30 '.

Specifications:

- Logo on event website home
- Signaling totem announcement (100%) - 3 units

Single quota!

INVESTIMENT

R\$ 80.000,00

Products Outdoor Pavilion

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Products Outdoor Pavilion

PARKING GATES



Be the first to be seen at the event! Upon arrival, visitors will already be impacted by your mark on the parking gates of the São Paulo Expo.

Specifications:

- 1.20 x 0.15 m
- 10 gates

SOLD OUT

Single quota!

INVESTIMENT

R\$ 8.000,00

LIFTING PANEL



High impact on the pavilion access garage building, before entering the fair. Have your brand with high visibility to a large audience of the event!

Specifications:

- 2 panels on each floor
- 11.60 x 2.25 m

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SOLD OUT
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4 quotas!

(1º, 3º, 4º and 5º floor)

INVESTIMENT

R\$ 14.000,00/quota

Products Outdoor Pavilion

PARKING COLUMN



Leave your strategic communication in the event parking lot! Enjoy these benefits and increase your visibility at Intermodal.

- High visibility action
- Brand Activation
- high impact
- 100 sided package

Specifications:

- 0.45 x 0.80 m

4 quotas available!

INVESTIMENT

R\$ 25.000,00/quota

PORTAS ELEVADORES



High impact on the ground floor of the building pavilion access garage, before entering the fair. Have your brand with high visibility to a large audience of the event!

Specifications:

- 4 dimensions with 10 doors each
- 1.10 x 2.10 m

4 quotas available!

INVESTIMENT

R\$ 15.500,00/ quota

Products Outdoor Pavilion

LIFTING MIRROR



High impact on the pavilion access garage building, before entering the fair. Have your brand with high visibility to a large audience of the event!

Specifications:

- 1 quota with 10 mirrors
- 1.90 x 1.37 m

Single quota!

INVESTMENT

R\$ 18.000,00

“PASSARELA” PANEL



High impact on the outdoor area, in the connection of the garage building with the pavilions. Have your brand with high visibility to a large audience of the event!

Specifications:

- 4.00 x 1.00 m

3 quotas available!

3 quotas
SOLD OUT

INVESTMENT

R\$ 9.000,00/ quota

Products Outdoor Pavilion

TOTEM LED



Strategic totem on the event access catwalk, where your brand is available on the 3 days of the event and will impact a high number of visitors!

Specifications:

- 384x960px
- Rotary totem

2 cotas disponíveis!

INVESTIMENT

R\$ 10.000,00/ quota

ESCALATOR STICKER



Have your brand highlighted in the external area of the event. The stairs give access from the parking lot to the event entrance, enjoy!

Specifications:

- 12.05 x 1.35 m

Single quota!

SOLD OUT

INVESTIMENT

R\$ 12.000,00

Products Outdoor Pavilion

AIR PANEL



High impact on pavilion access.

Have your brand with high visibility to all the public of the event!

Specifications:

- 5 x 3.70 m
- double side

SOLD OUT

INVESTIMENT

R\$ 14.500,00

Single quota!

“OLHAL” PANEL



Very high impact on access to the pavilions before entering the fair.

Have your brand with high visibility to all the public of the event!

Specifications:

- 5 x 5 m
- double side

9 quotas available!

INVESTIMENT

R\$ 15.000,00/ quota

Products Outdoor Pavilion

LED PANEL



The led panel is the biggest highlight of São Paulo Expo, where your brand is available on the 3 days of the event.

Have your brand with high visibility to a large audience of the event!

Specifications:

- 672 x 1152 px
- 10 second displays every 2 minutes 24 hours a day during the fair period.

INVESTIMENT

R\$ 45.000,00

4 quotas available!

EXPOSURE



With high visibility at the entrance of the event, the trailer exhibition is part of the public passage at the entrance of Intermodal and has a dedicated space to expose the innovation of your business. Take this opportunity!

5 quotas!

SOLD OUT

INVESTIMENT

R\$ 37.500,00

Products Outdoor Pavilion

WALL MODULE



Take advantage of one of the best event locations to increase your visibility at the event. The display is positioned near the event entrance.

Specifications:

- 8.00 x 5.00 m

SOLD OUT

Single quota!

INVESTMENT

R\$ 13.650,00

SAMPLING ACTION



With high impact on the entrance of the event, this action helps to generate greater visibility of your company and greater visitation at your booth, as well as the possibility of relationship and interactivity with the entire public of the event.

Specifications:

- Material distribution at the event entrance.
- Responsibility of the contractor sending the material and a person responsible for the disclosure and distribution at the event.

6 cotas disponíveis!

INVESTMENT

R\$ 3.500,00/day/door

*Art under approval of the organizer

Products Indoor Pavilion

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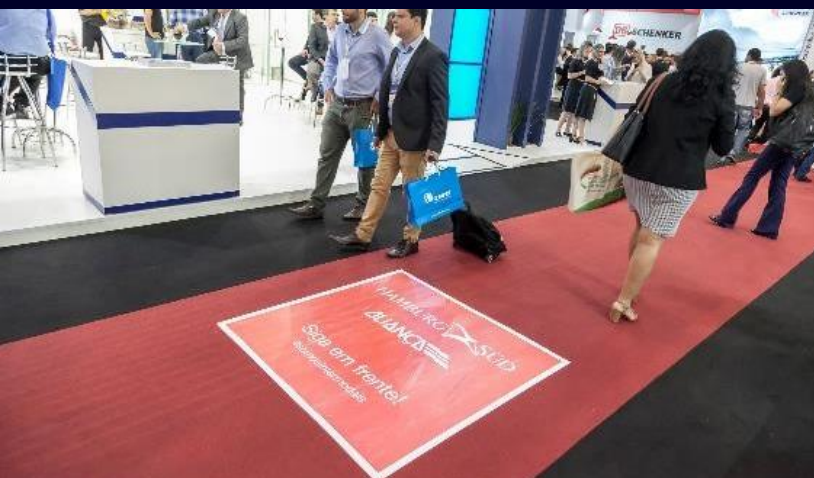


MERCHANDISING

2020

Products Indoor Pavilion

GROUND STICKER



Generate more visitation at your booth! With the floor sticker at your chosen strategic location, the number of impacted visitors grows and you further promote your brand activation at the event.

Specifications:

- 1.40 x 1.40 m

25 quotas available!

6 quotas
SOLD OUT

INVESTIMENT

R\$ 1.500,00/ quota

GIANT GROUND STICKER



Upgrade your floor sticker with this unique action! The Giant Floor Sticker has a high impact at the fair because it is more visible, attracting more visitors to your booth. Enjoy!

Specifications:

- 3.00 x 3.00 m

6 quotas available!

2 quotas
SOLD OUT

INVESTIMENT

R\$ 3.500,00/ quota

Products Indoor Pavilion

TOTEM AD



With your brand on the totem pole, you have great visibility at strategic fair locations.

Specifications:

- 0.80 x 1.80m
- double side

7 quotas
SOLD OUT

5 quotas available!

INVESTMENT

R\$ 5.200,00/ quota

TOTEM SIGNAL AD



With your mark on the sign totem, you have visibility into strategic fair locations, as well as key signs for event attractions.

Specifications:

- 0.80 x 0.40m
- double side

10 quotas available!

INVESTMENT

R\$ 1.500,00/ quota

Products Indoor Pavilion

POCKET MAP ADVERTISING



Your brand circulating throughout the fair! Pocket Map is the most sought after material by the public during the event and your brand and product will be in direct contact with all visitors. Take advantage of this visibility action and further activate your participation in the fair.

- Specifications: When matching with organizer

Single quota!

SOLD OUT

INVESTMENT

R\$ 60.000,00

INFORMATION DESK



This action has the strategic visibility to activate your participation in the event! Located at the entrance to the fair, where all visitors go, the information desk increases the area of your company and product promotion and attracts more visitors to your booth.

Specifications:

- 0.90 x 0.96 m (front)
- 0.90 x 0.46 m (sides)

4 quotas available!

INVESTMENT

R\$ 1.500,00/ quota

Products Indoor Pavilion

AIR BANNER



The aerial banner will be located above your booth and, due to its height, allows all visitors to easily see your brand, product and booth during the event.

Specifications:

- 6 x 2m

12 quotas available!

INVESTIMENT

R\$ 8.800,00/ quota

STREET BANNER



Take the opportunity to further activate your brand and increase viewership at your booth! The aerial banner allows all visitors to easily see your company, product and booth number during the event.

Specifications:

- 2 x 3m

10 quotas available!

7 quotas
SOLD OUT

INVESTIMENT

R\$ 6.000,00/ quota

Products Indoor Pavilion

TEST TOTEM ACCREDITATION



Space for disclosure of access to all pre-accredited Intermodal.

Specifications:

- 0.49 x 0.33 m
- 10 plates per quota

01 quota
SOLD OUT

2 quotas available!

INVESTIMENT

R\$ 5.000,00/quota

CREDENTIAL CORD



The action has a high impact of visibility, as the company's brand will be in direct contact with the public of the event. The strings are distributed with the credentials of visitors, VIP's, congressmen and speakers.

Specifications: Alligator Cord

SOLD OUT

Single quota!

INVESTIMENT

R\$ 52.500,00

Digital Products

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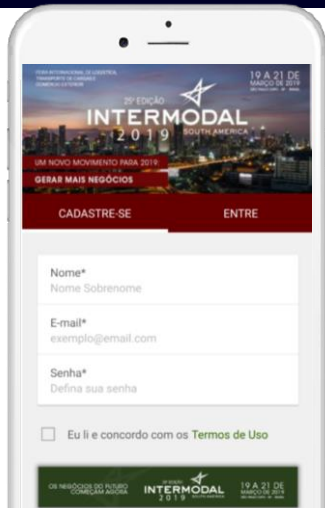


MERCHANDISING

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Digital Products

BANNER MOBILE APP



Engage audiences and generate leads even before the event with the event's official APP. Contact us for more information.

Specifications:
By matching with the organizer

3 quotas available!

INVESTIMENT

R\$ 2.500,00/quota

NEWSLETTER BANNER



Gain visibility of your brand and enhance your participation in Intermodal through visual communication sent to a mailing with approximately 200,000 contacts from industry professionals.

Specifications: Provide 15-day jpeg artwork
Email trigger background

8 quotas available!

INVESTIMENT

R\$ 1.500,00/quota

Digital Products

BANNER SITE - HOME



Get qualified access to your site at the best value for money on the internet. The placement of electronic banners is the most efficient way to advertise companies and products, providing great return on your investment.

+ 610,205 pageviews
+ 136,500 users

Specifications: To match the organizer

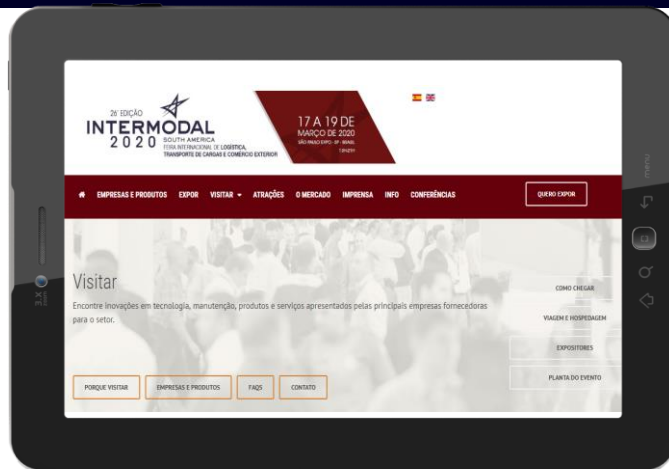
5 quotas available!

2 quotas
SOLD OUT

INVESTIMENT

R\$ 2.500,00/quota

BANNER SITE - ACCREDITATION



Opportunity to have your brand on the page where all visitors access to be accredited at the event.

Specifications:

- JPG or GIF format
- Send referral link.

3 quotas available!

INVESTIMENT

R\$ 5.000,00/cada

Digital Products

INTERMODAL INTERVIEW



Show more than 200,000 professional contacts about your participation in the event, telling you about news and releases. The interview reinforces your brand in the market and attracts bigger audience in your booth!

Specifications:

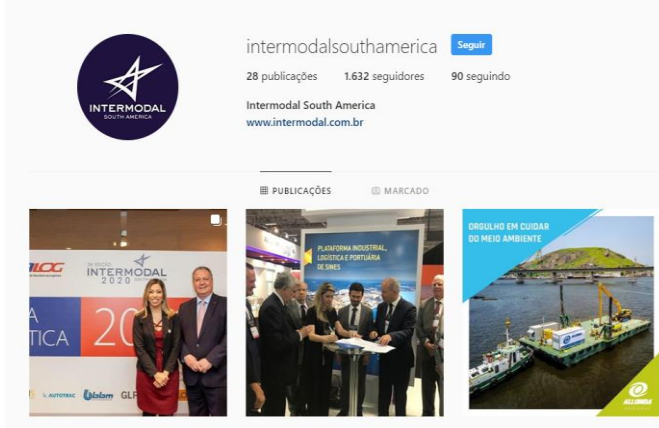
- Respond to the interview questionnaire;
- Provide interviewee's name, photo, and job title to compose the material.

INVESTMENT

R\$ 3.500,00/quota

7 quotas available!

POST SOCIAL MEDIA



Promote your products and participation to a qualified audience, getting more interaction with event visitors and an immediate return through shares.

Specification:

Event Facebook, LinkedIn and Instagram Post

INVESTMENT

R\$ 1.500,00/quota

30 quotas available!

Thank you

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