

ABRAFATI SHOW

POSITION YOUR BRAND

Increase the relevance of your brand at the event and impact the largest number of people through our platforms.



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Networking // Sustainability // Innovation //

 abrafatishow.com.br

   [abrafatishow](#)



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ABRAFATI SHOW 2023

ABRAFATI SHOW is the most important event in the sector in Latin America and one of the main worldwide.

The 18th edition of ABRAFATI SHOW took place from November 21 to 23, 2023, at São Paulo Expo, in São Paulo/SP. The next one is already scheduled for September 23 to 25, 2025, at the same location. We now present the most recent data from the last edition of Abrafati, highlighting the main trends and results achieved.



Visitors

11,987 visitors /
544 international visitors



Exhibitors

248 exhibitors
135 national
113 international



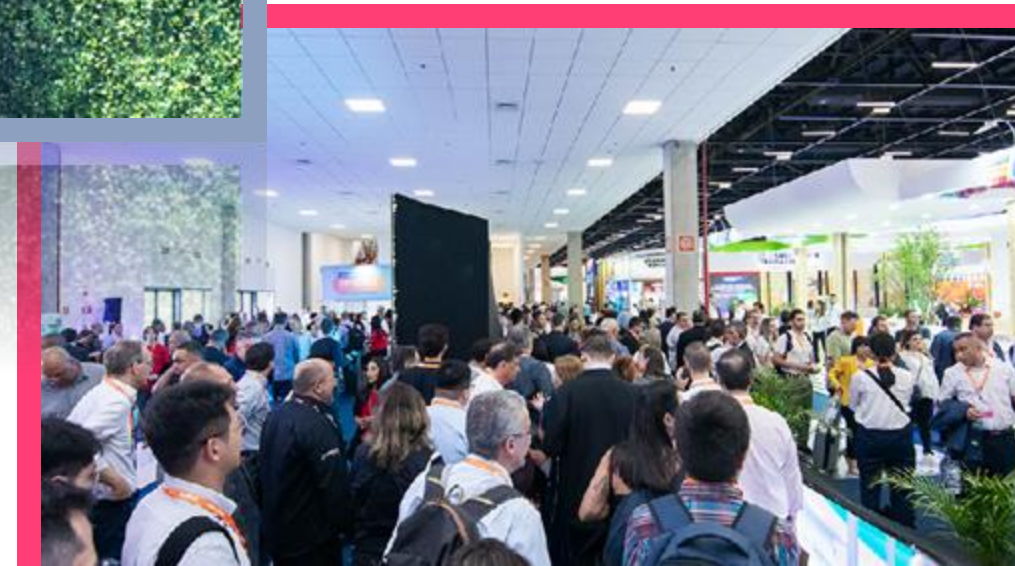
Delegates

1,250 delegates - 89 lectures



Area

25.000 m² of exhibition space



Digital Platforms

Your brand being delivered across all platforms



Social networks

8,380 followers (Instagram/Facebook/LinkedIn and Youtube)



Leads

2,937 since May 2023



Website

26,229 monthly page views (average)



Between **October and November 2023**

Month before and during the event we had 248,158 page views



Content

360 Digital Visibility

Show the public that your brand is a reference in industry topics. Address current and disruptive issues. Important: We do not suggest commercial content.

Important: We do not suggest commercial content.

Investment:

USD 1,000.00

4 quotas

Additional information:

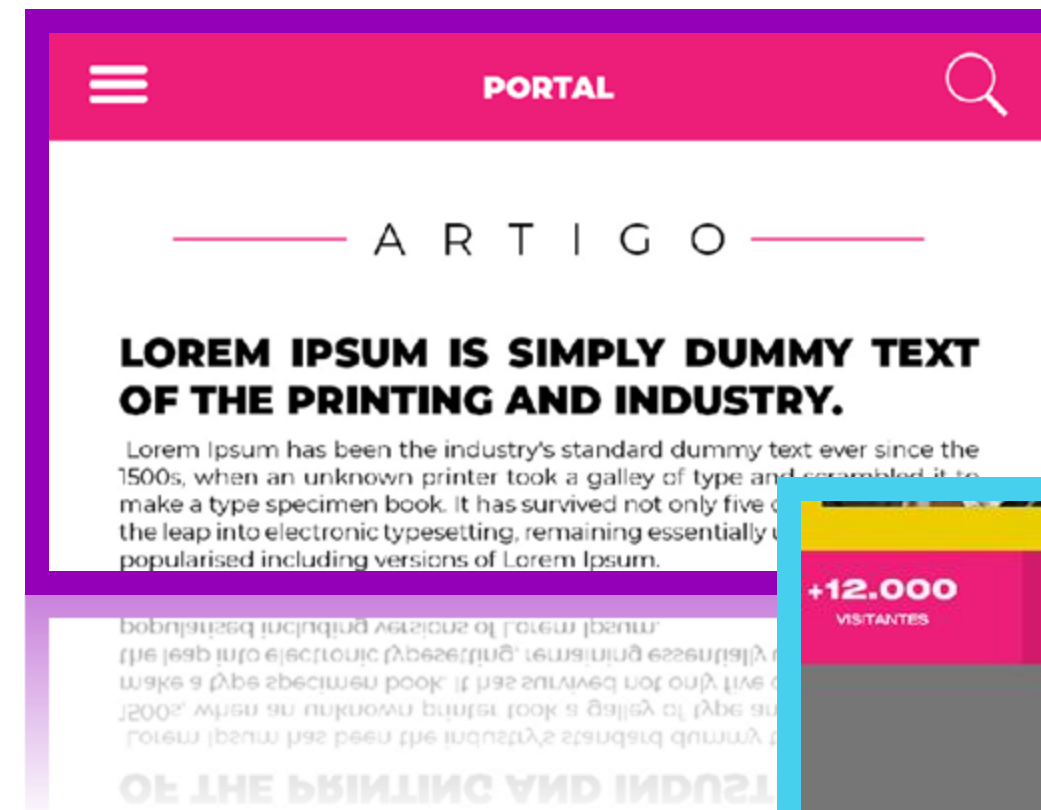
The image to illustrate the content should measure 1110x508.

We recommend that the content be between 400 and 600 words.

Create attractive and concise titles and descriptions, with titles between 50-60 characters and descriptions between 120-160 characters.

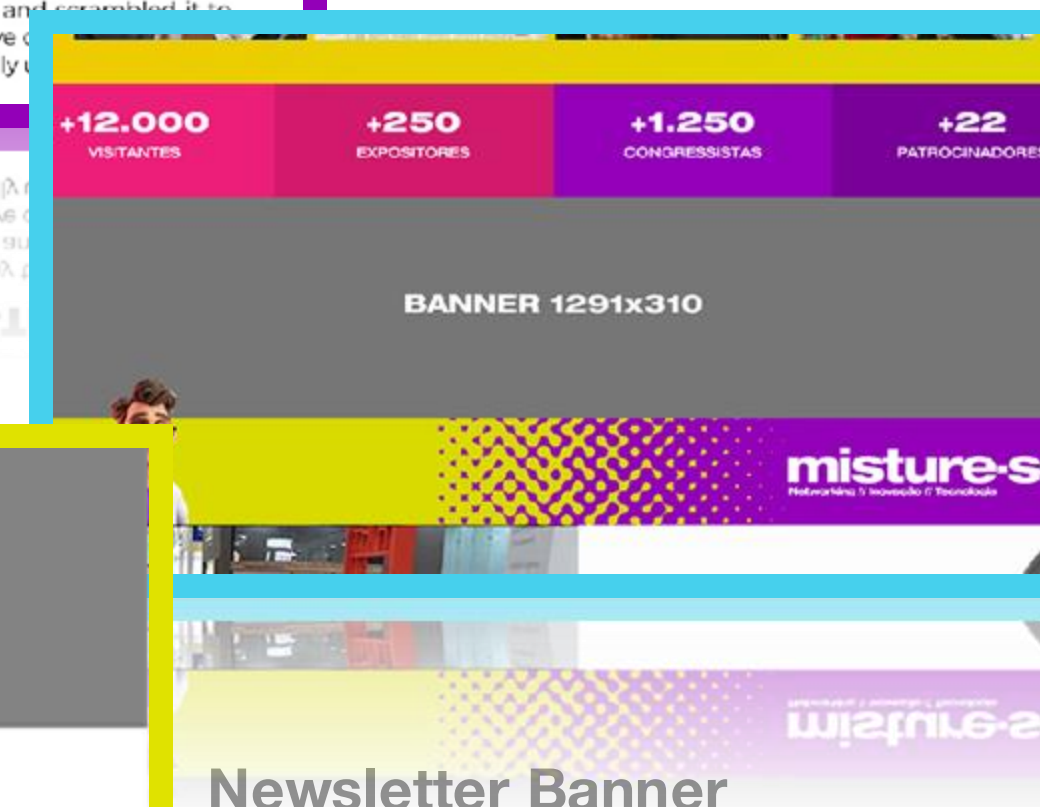
The artwork for the materials mentioned above is the responsibility of the contracting company.

The application on the pieces is the responsibility of the event organizer.



01 published article

Article to be published on the website up to 7 thousand characters. Image preferably.



Banner Digital on Digital Showcase page

Banner on the website in 1291x310 format



Newsletter Banner

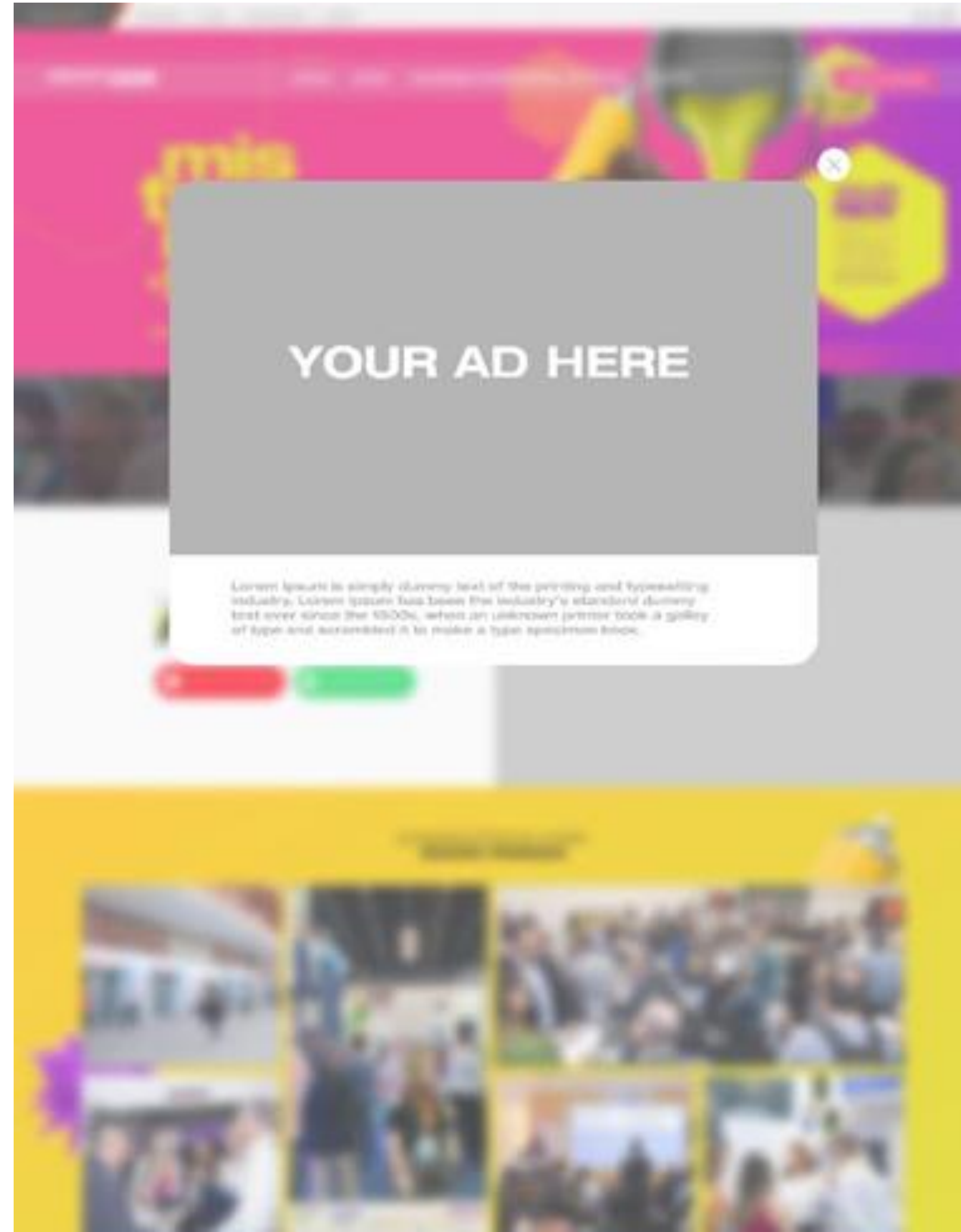
Banner in one of our event newsletters



Page accreditation

Your brand in evidence for ALL those accredited at the event

Investment:
USD 10.000,00



360°



360 digital visibility

Capture visitors' attention throughout their entire journey. Impacting visitors at different times and in different media ensures greater brand recognition.

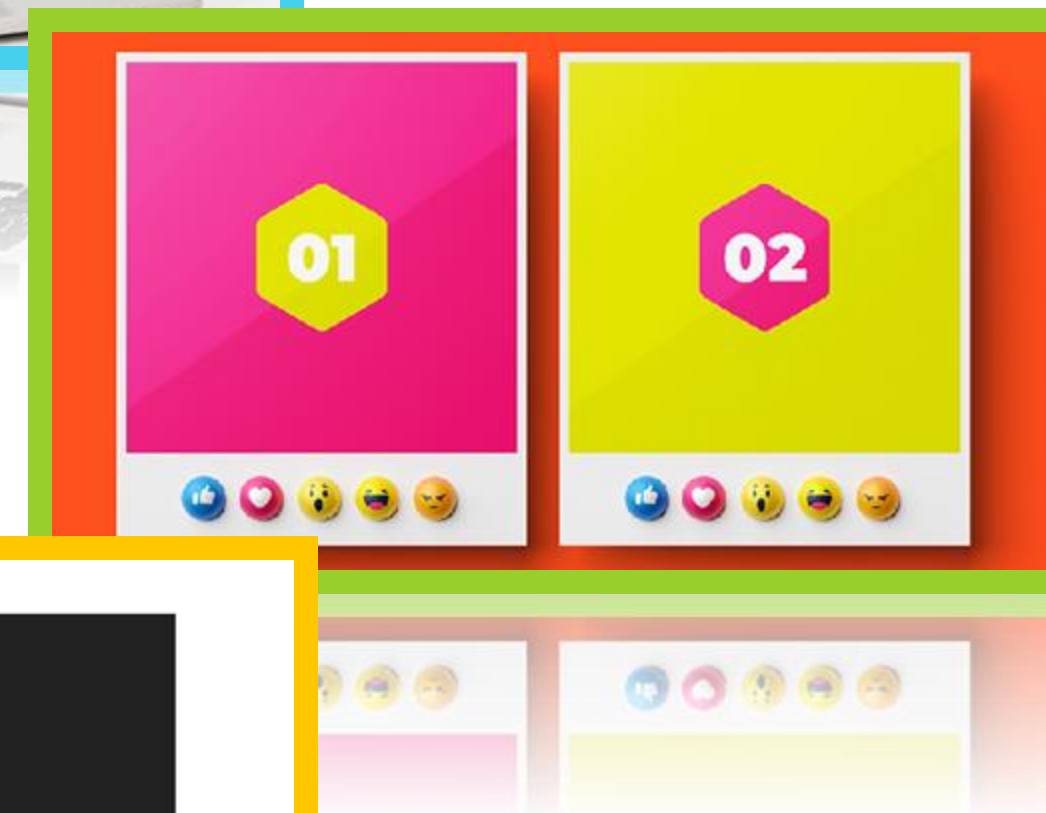
Investment:

USD 1,800.00

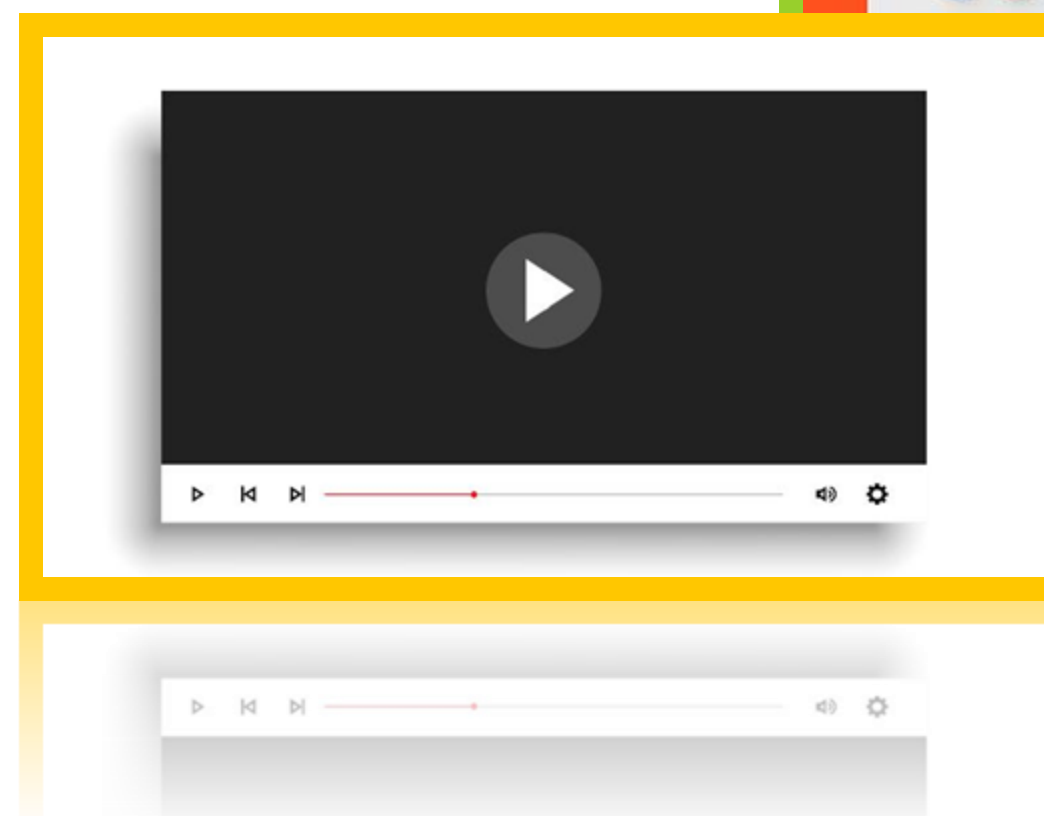
5 quotas



Random digital banner on the site's Digital Showcase
300x250 format



02 posts on the event's social networks
1 pre-event and 1 post-event



01 video of up to 30 seconds

Recorded at the event and posted on social media to promote your participation

Additional information:

This content will be published with a sponsored content label.

We recommend attractive content about your products and services.

The artwork for the banner and post is the responsibility of the contracting company and will be adapted to an event mask. The video for social media will be produced in partnership with the event organizers.



Welcome

Visibility, exclusivity and relationship at the fair

Be the first to welcome all visitors to the event. If first impressions are lasting impressions, this package offers the advantage of highlighted areas not sold separately.

Investment:
USD 6,160.00
Exclusive quota



Please note: the hiring and training of the receptionist, as well as the material to be produced and distributed, is the sole responsibility of the contractor. Deadline: 30 days before the event
Exclusive quota for items: sticker at the entrance



Mega floor sticker at the entrance

Format: 3x2m



LED circuit

Panel at the entrance + cubes and overhead panels



02 printed totems at the entrance to the fair

Format: 0.80x1.80m
Deadline: Up to 30 days before the event



Sampling at the the fair entrance

A receptionist can hand out material to be defined by the contractor when all visitors enter.



Pavilion



Visibility, exclusivity and relationship at the fair

Increase your brand's visibility in different points of the pavilion! Stand out in strategic points. Make your presence felt in the corridors!!

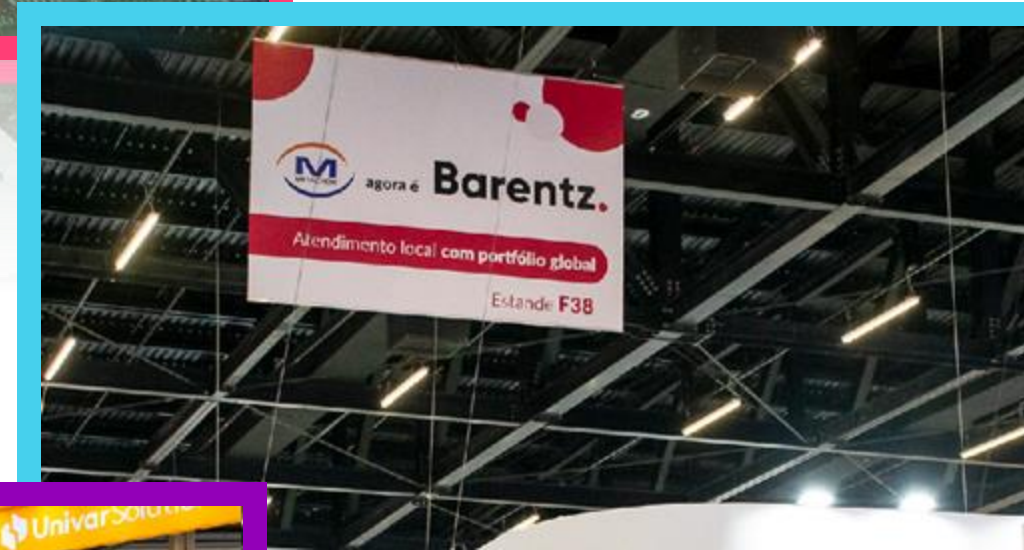
Investment:
 USD 1,870.00
 9 quotas

Additional information:
 Choose the location of your pieces.
 Deadline: 30 days before the event.



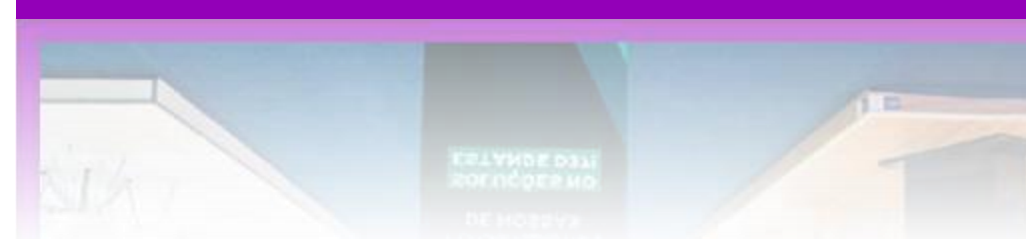
03 floor stickers

Format: send the artwork in PDF format with 300 dpi measuring 1.4m x 1.4m. Location to be defined



01 aerial banner

Format: 3x2m under your stand.



01 double-sided totem

Format: Send the artwork in PDF format 300 dpi, measuring 0.8x1.8m with 300mm of free space at the bottom (without writing) following the guideline. Location to be defined.



items detached

Visibility, exclusivity and relationship at the fair

Exclusive opportunity for exhibitors!

Get the greatest

visibility for your brand among your target audience!

Additional information:
Choose the location of your pieces.
Deadline: 30 days before the event.



03 floor stickers

Format: send the artwork in PDF format with 300 dpi measuring 1.4m x 1.4m. Location to be defined

Investment:
USD 600,00



01 aerial banner

Format: 3x2m under your stand.

Investment:
USD 1.100,00



01 double-sided totem

Format: Send the artwork in PDF format 300 dpi, measuring 0.8x1.8m with 300mm of free space at the bottom (without writing) following the guideline.

Location to be defined.

Investment:
USD 800,00



Logo



Reach, visibility and relationship with the event's audience

Increase the visibility of your brand in different points of the pavilion! Stand out in strategic points. Make your presence felt in the corridors!!

Investment:

USD 2,640.00

10 quotas



Additional information:
Choose the location of your pieces.

Logo on the mega-plan

Inserção de logo na megaplanta do evento. Sempre na entrada. Formato: Enviar em PDF em alta resolução. Deadline: até 30 dias antes do evento.

Logo on the plan

Find your location.

Insertion of logo on the plan Find your location. Format: JPG, PNG or high-resolution PDF. Deadline: up to 30 days before the event.

1 Banner on the event accreditation page

Format: 728x90px in JPG or PNG. Deadline: for good performance, we suggest sending it up to 30 days before the event.

Insert logo on the pocket map.

Format: High-resolution PDF. Deadline: up to 30 days before the event.

Relationship

Visibility, exclusivity and relationships at the fair

Be present during visitors' networking moments.

Investment:

USD 3,300.00

Exclusive quota

Rest area

Resting area with seating, two cell phone charging towers and a mega customized TV totem with the exhibitor's video.



Additional information:
Video must be sent by the exhibitor.
The totem will be positioned according to the layout.



LED

Visibility, exclusivity and relationship at the fair

Each share consists of 01 10-second video to be reproduced in the entire media circuit.

Investment:

USD 2,640.00

8 quotas



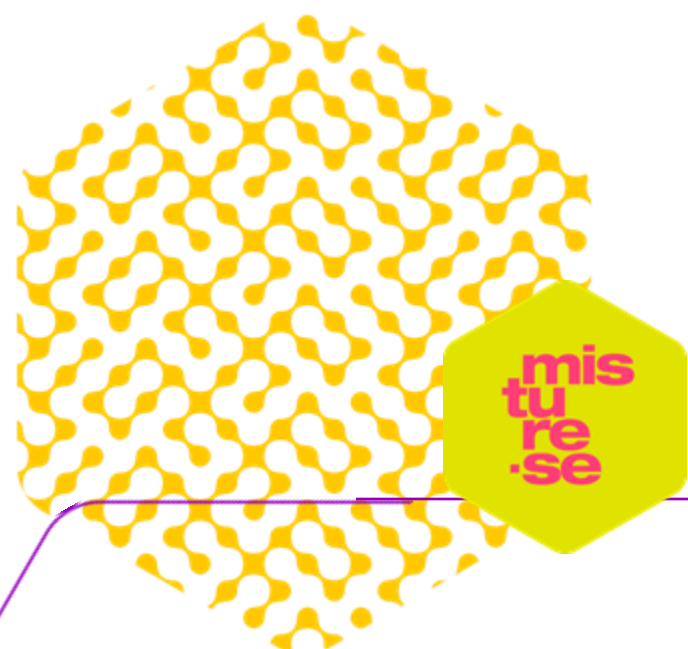
Video on **the entrance panel**

Video on **2 cubes**

Video on **1 panel**

Video on **3 overhead banners**

Additional information:
Videos must be sent by the exhibitor.
The positioning of the panels will be defined by the event promoter.



Exclusive quota for items: guardrail and entrance sticker

Abracast

Visibility and relationship with the public at the fair and after the fair

Capture the attention of visitors during the event and have your brand and your speech displayed to the entire audience at the fair after the event. Impacting the visitor at different times and in different ways ensures greater brand recognition. The journey matters!

Investment:

Sponsor: USD 1,760.00

Exhibitor: USD 2,200.00

Additional information:
For the project to be viable the minimum quota is 15 talk shows.



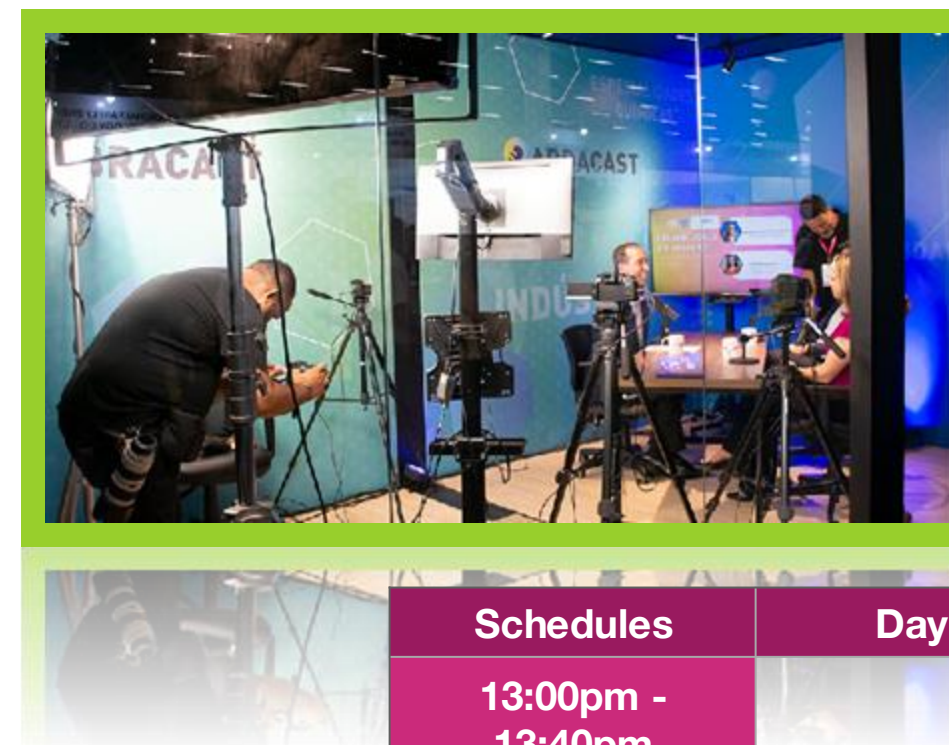
Abracast Studio

Abracast studio located inside the fair.



Recorded material

Recorded material will be made available on a landing page for the digital audience.



Chat

The chat will be led by an experienced journalist with up to 3 people from the company.



Distribution

Distribution through digital channels.

Schedules	Day 23	Day 24	Day 25
13:00pm - 13:40pm			
15:00pm - 15:40pm		Transal Transportadora	
17:00pm - 17:40pm			
19:00pm - 19:40pm			Abrafati



Hospitality Class

Relationship and exclusivity for the **Public Prime** guest at the fair

Investment:

USD 7,000.00

Quotas available upon request

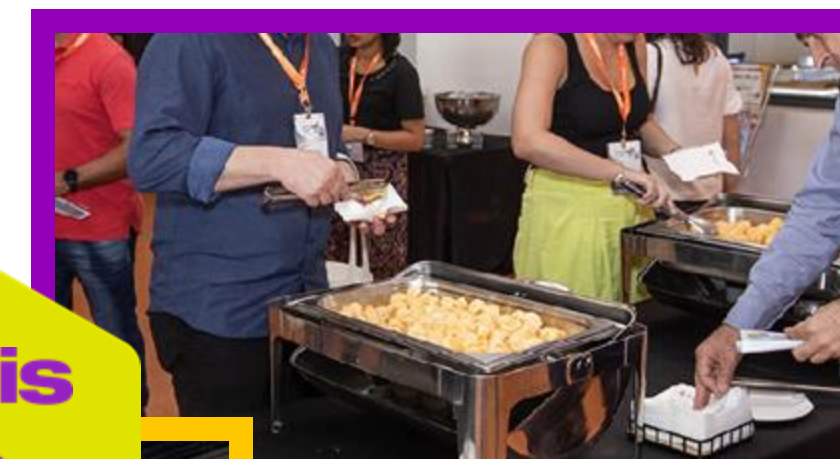


Welcome Coffee

The NürnbergMesse Brasil relationship program was created to serve executives from major companies and facilitate their increasingly scarce participation in industry events.

In this package included:

Space for 50 people for a 2-hour event (before the fair starts - from 9am to 11am)



Welcome coffee for 50 people and exclusivity of the space during the event

Decorated room



Audio and image system.

Company logo on HC TV as sponsor during the 3 days of the event.



Hospitality Class

Relationship and exclusivity for the **Public Prime** guest at the fair

*Seating capacity on request

Investment:

USD 1,400.00

02 quotas



Meeting rooms

Enjoy all the comfort that the HC space offers with your guests!

In this package included:

Possibility of exclusive use of one of the HC meeting rooms for a period of 2 hours in the morning - from 8am to 10am



Access to the venue's catering: coffee, water and finger food

3 Quotas: 1 for each day of the event



Hospitality Class

Relationship and exclusivity for the **Public Prime** guest at the fair

Investment:

USD 10,000.00

02 quotas



Happy Hour

Enjoy with your guests all the comfort that the HC space offers!



In this package included:

Space for 50 people
2 hours of event (starting after the end of the fair, from 7:30 pm to 9:30 pm)



Food (package for 50 people): finger food and a hot dish

Drink (package for 50 people): wine and beer included

Exclusive use of the space during the event



Decorated room with audio and visual system



Visibility and relationship

Have the greatest visibility for your brand among your target audience!



Banner on accreditation page

Your brand exclusively for all accredited participants.

Format: 728x90

Deadline: up to 30 days before the event

Investment: USD 600.00

Exclusive quota



Banner on the website

Individual banners where you will reach the online audience even before the event

Format: 728x90

Deadline: up to 30 days before the event

Investment: USD 600.00

Exclusive quota



Floor stickers Exhibitor route

Sequence of floor stickers that will direct the visitor to your booth

Format: to be defined

Quantity: 10

Investment: USD 1,200.00

3 quotas



Pocket map advertisement

Your brand in the hands of visitors

Format: to be defined

Deadline: up to 30 days before the event

Investment: USD 3,300.00

Exclusive quota



Badge lanyard

Sponsor production

Format: to be defined

Deadline: 2nd and 3rd day of assembly of the event, at Caex

Investment: USD 6,600.00

Exclusive quota



Deposit

Area for storing boxes, gifts, brochures, etc.

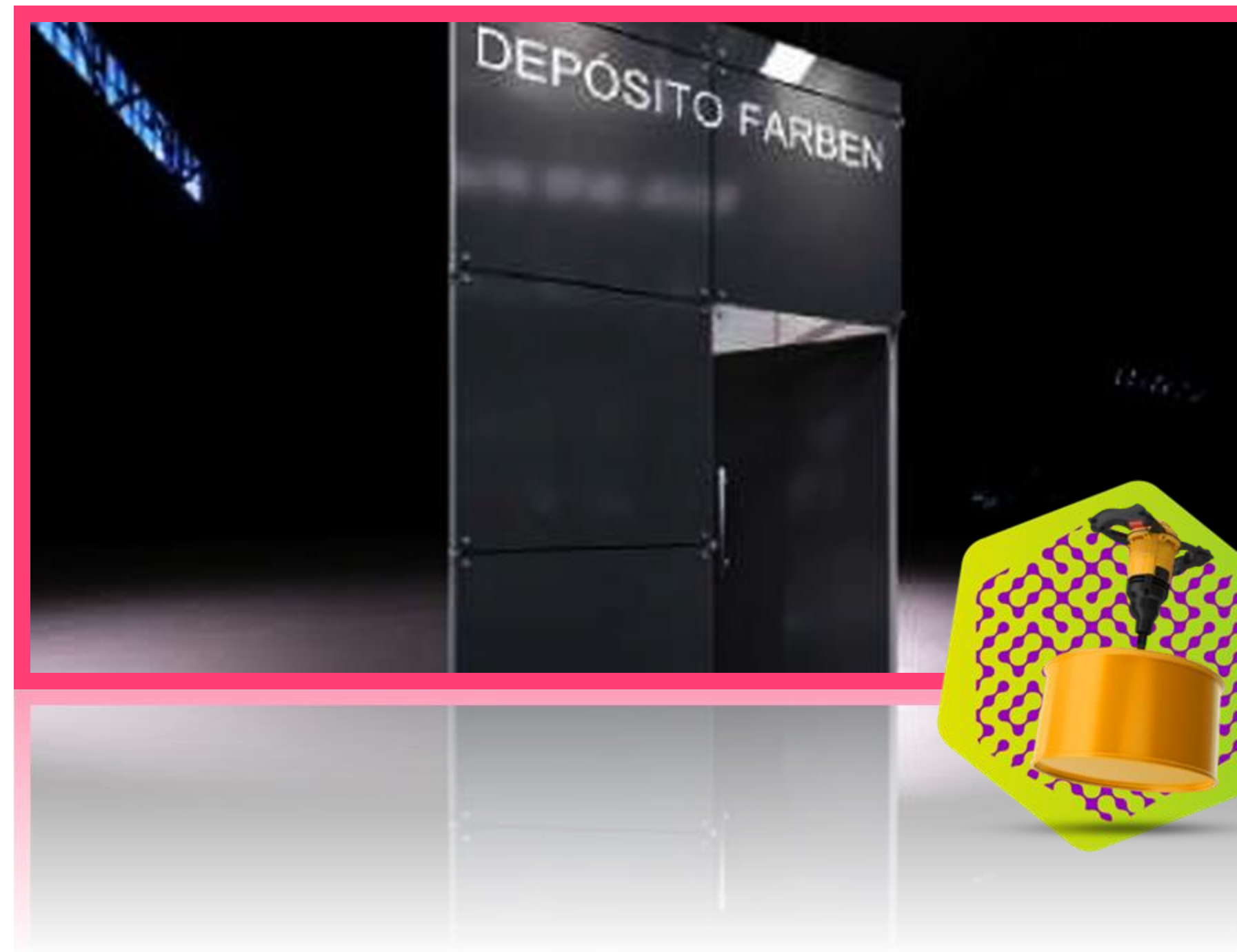
Investment:

4m²:

USD 700.00

6m²:

USD 1,100.00



Storage

Areas of 4m² and 6m², assembly according to the layout on the side.

Shelves;
Electricity;
Keys.

Additional information:
The storage does not include the hiring of a security guard; if necessary, he can be purchased through the fair's e-commerce site



Outside the pavilion

Visibility for the fair public.

Enter the visitor's experience journey and grab their attention before they even enter the event! Check out the opportunities to display your brand in the pavilion, from the parking lot to the external access area to the event.

See some of these options below:



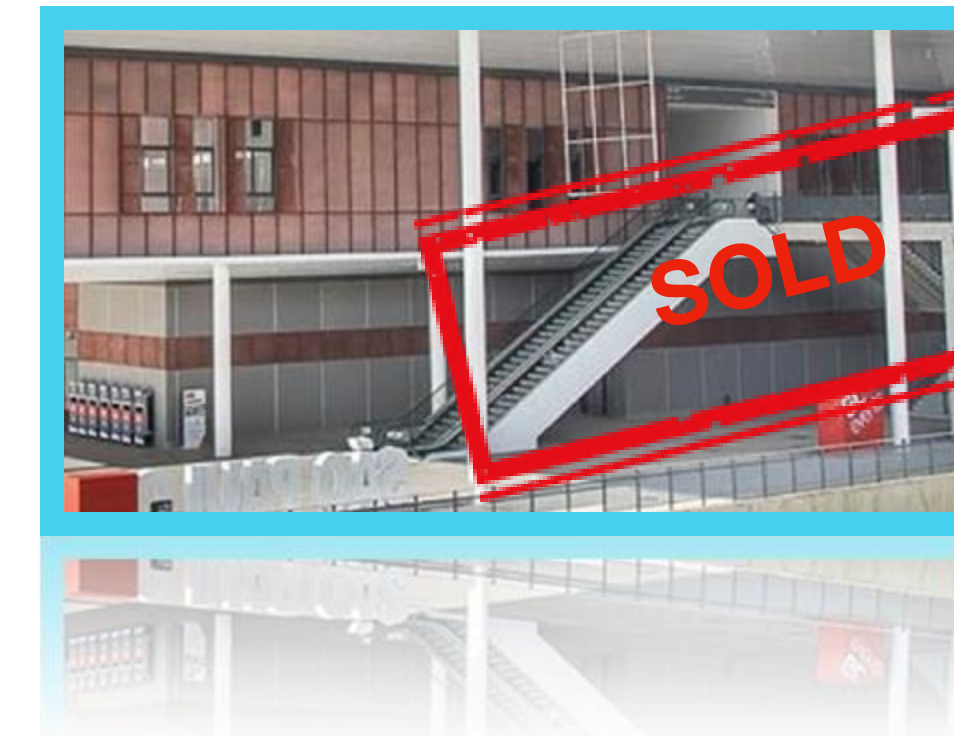
Walkway panel

Walkway that connects the garage building to the pavilions (front and back)

Format: 1210x160mm

Deadline: up to 30 days before the event

Investment:
USD 1,560.00



Escalator

Format: Consult

Deadline: up to 30 days before the event

Investment:
USD 4,800.00



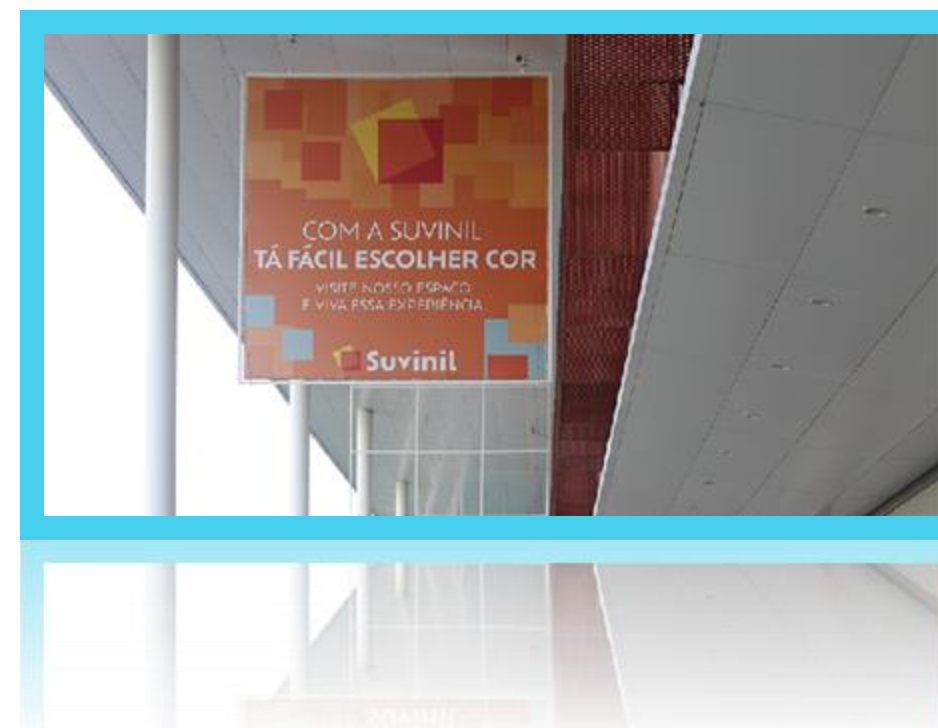
Parking barrier

Format: 1210x160mm

Deadline: up to 30 days before the event

Entrance:
USD 2,000.00 *(10 barriers)

Exit:
USD 4,238.00*(20 barriers)



Eyelet panel on the marquee

Format: 5.00m x 5.00m

Deadline: up to 30 days before the event

Investment:
USD 6,000.00



Inflatable customized

Format: Customized

Deadline: up to 30 days before the event

Investment:
USD 2,200.00

Additional information:
All artwork for the materials mentioned above is the responsibility of the contracting company. The application on the pieces remains the responsibility of the event organizer. Customized inflatables must be delivered filled and aligned with the promoter.

On-Demand

Different solutions for those seeking innovation and quality



Actions Customized solutions so that you can offer your customers physical and/or digital experiences or even qualified content to achieve your business goals.

Regardless of the size of your event, we are here to help you.

Learn more: fabio.rocha@nm-brasil.com.br

NMB SERVICES

Check out special assembly options for all types of booths, ensuring the success of your business at the fair.

Learn more: comercial1@nmbpartner.com.br

NMB TRAVEL

With NMB Travel, you can go further. Exclusive and customized travel packages according to your company's needs, through business missions and events with official delegations in Brazil and abroad.

Learn more: atendimento@nmbtravel.com.br



Important informations



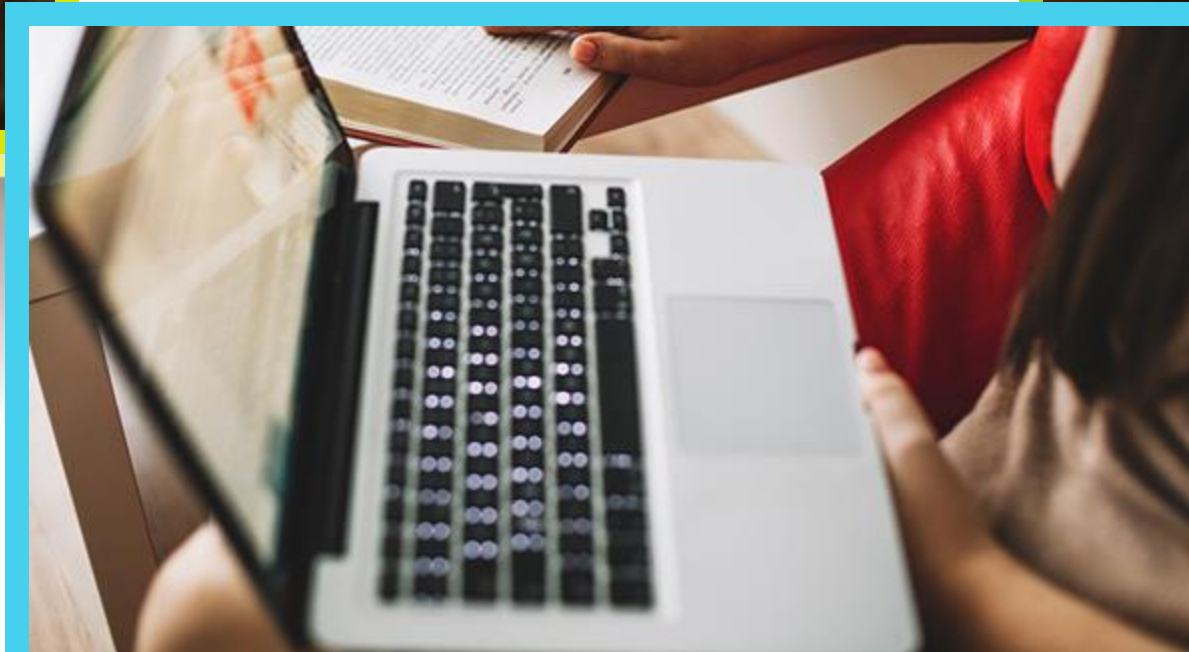
Printed materials

Files must be submitted in one of the following formats: AI / PDF - curved / EPS



Deadline for receiving files

Online material: Consult MKT



Online material

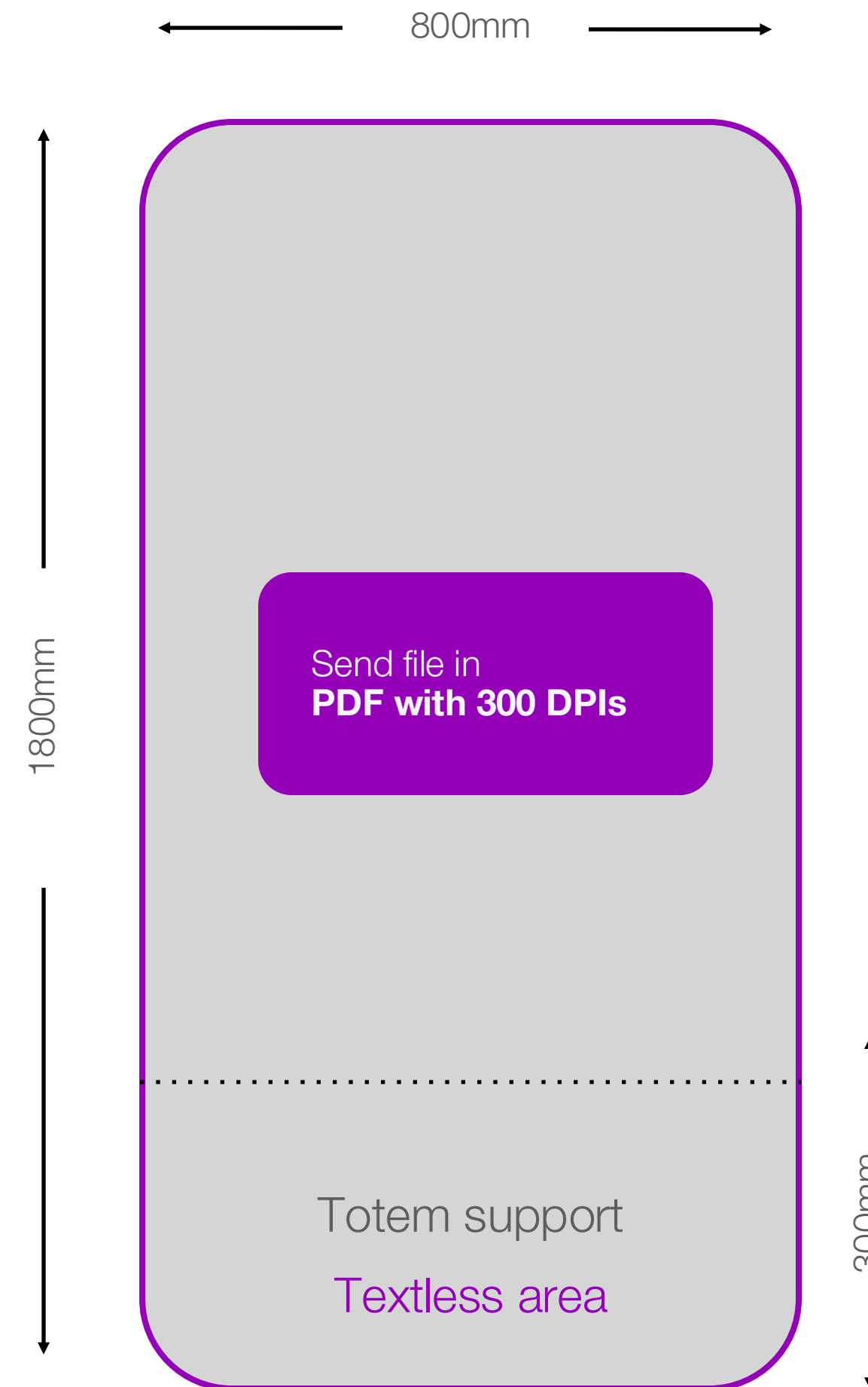
Files must be sent in JPG / PDF / PNG or GIF.

Questions: Consult MKT



Guideline Totem

Check out the guideline for the item double-sided totem



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Additional information:
Keep the free space at the bottom (without writing) as specified opposite.

Contact

GET IN TOUCH WITH OUR SALES TEAM AND CHECK OUT

Packages that can be customized to achieve your brand's goals



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