

# 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](http://abrafatishow.com.br)

   [abrafatishow](https://www.abrafatishow.com.br)





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# ABRAFATI SHOW 2023

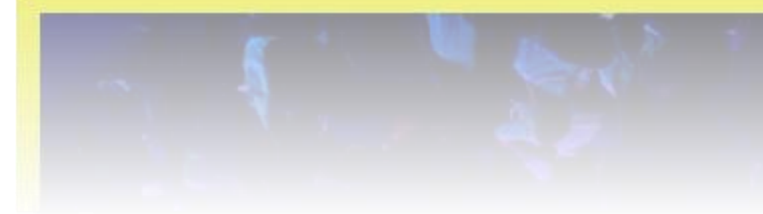
**ABRAFATI SHOW is the most important event in the sector in Latin America and one of the main worldwide.**

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



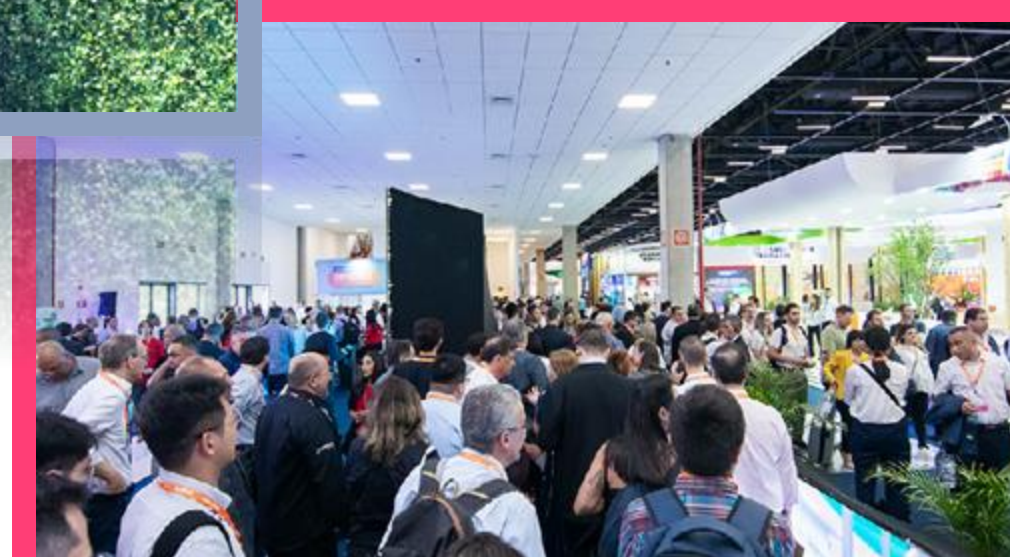
## Delegates

1,250 delegates - 89 lectures



## Area

25.000 m<sup>2</sup> 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:

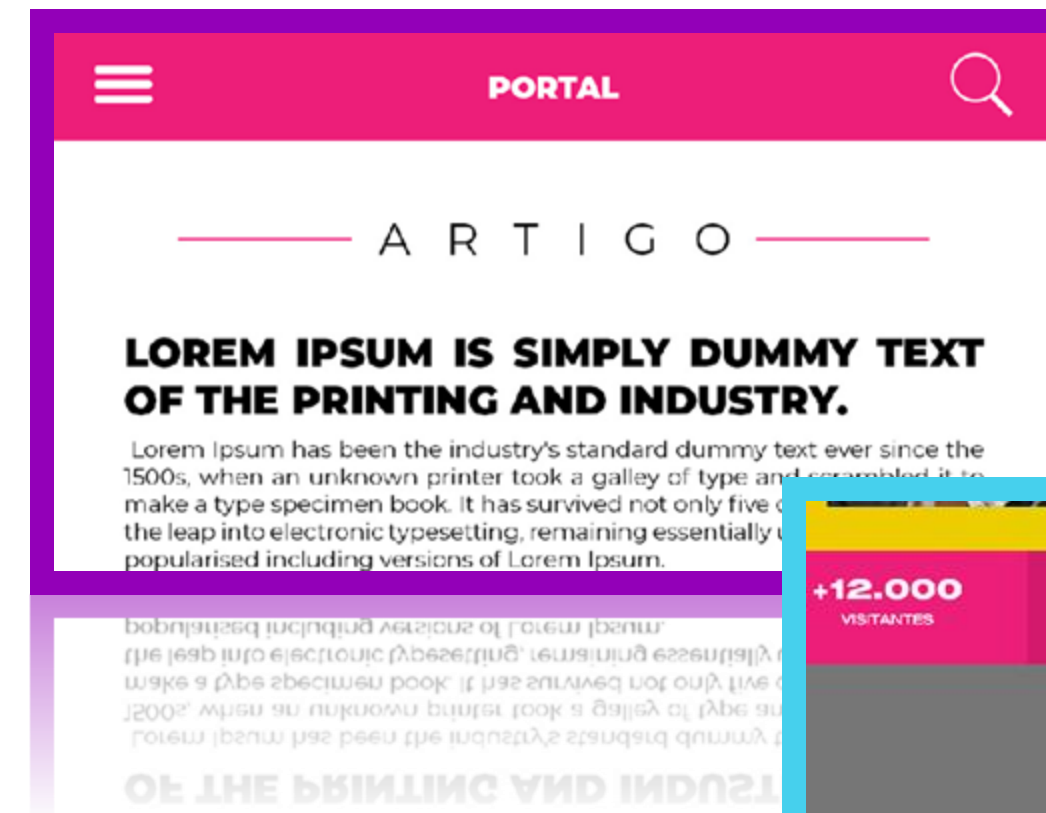
The image to illustrate the content should measure 1110x508.

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.

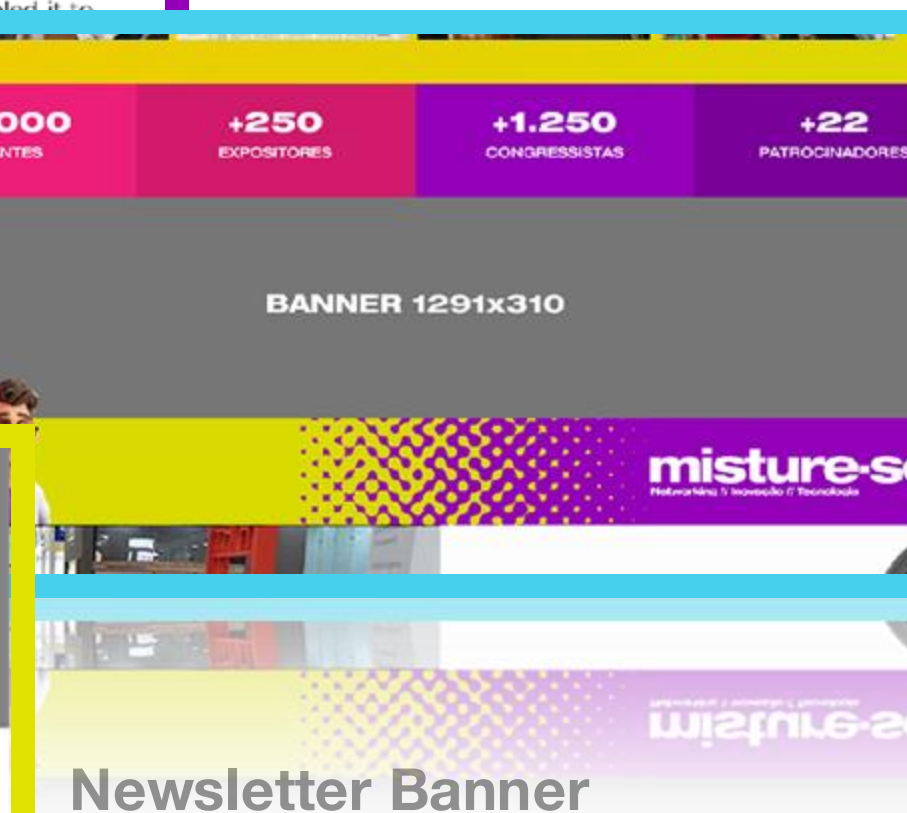
The artwork for the materials mentioned above is the responsibility of the contracting company.

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

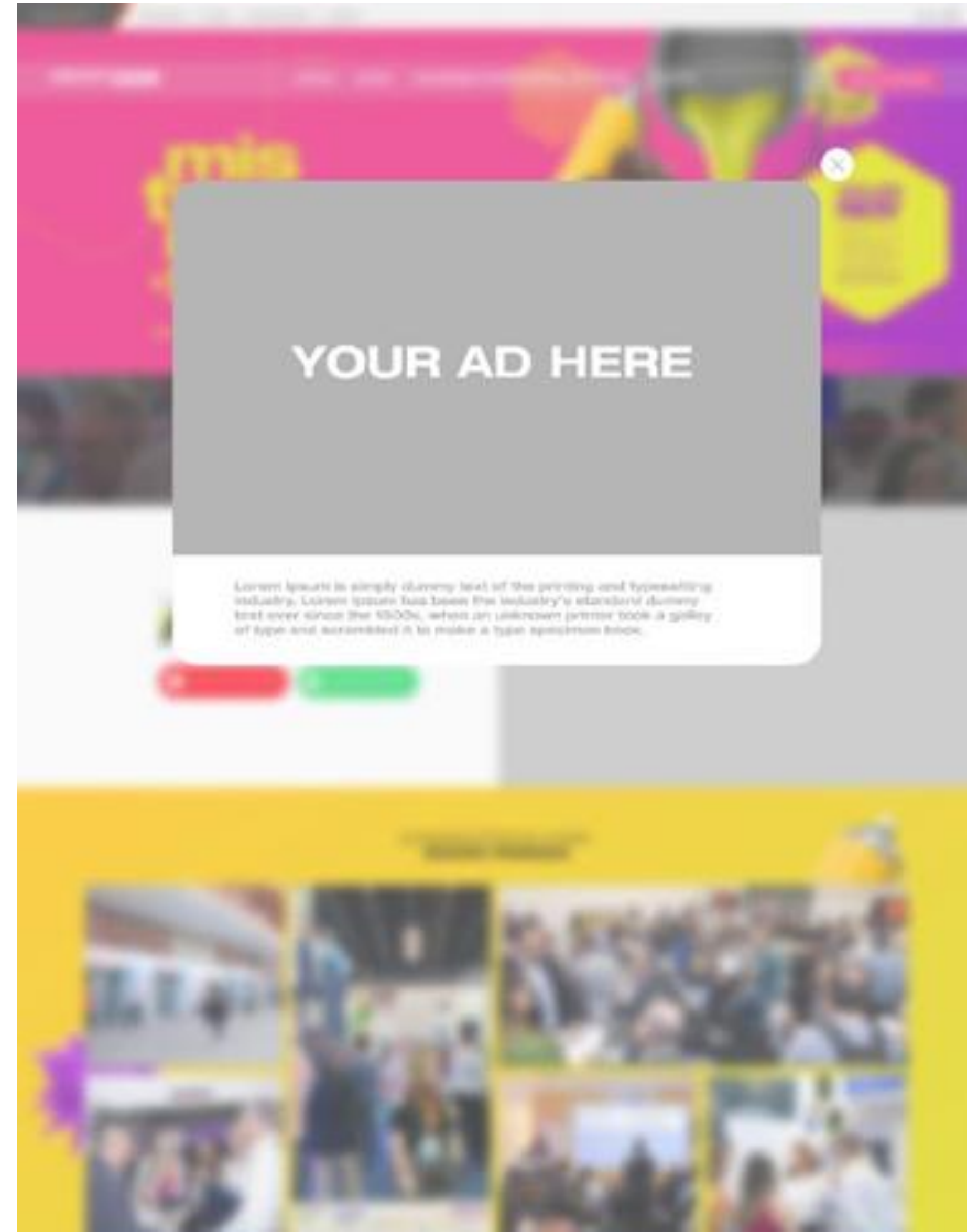
Banner in one of our event newsletters



# Page accreditation

Your brand in evidence for ALL those accredited at the event

**Investment:**  
USD 10.000,00





# 360°



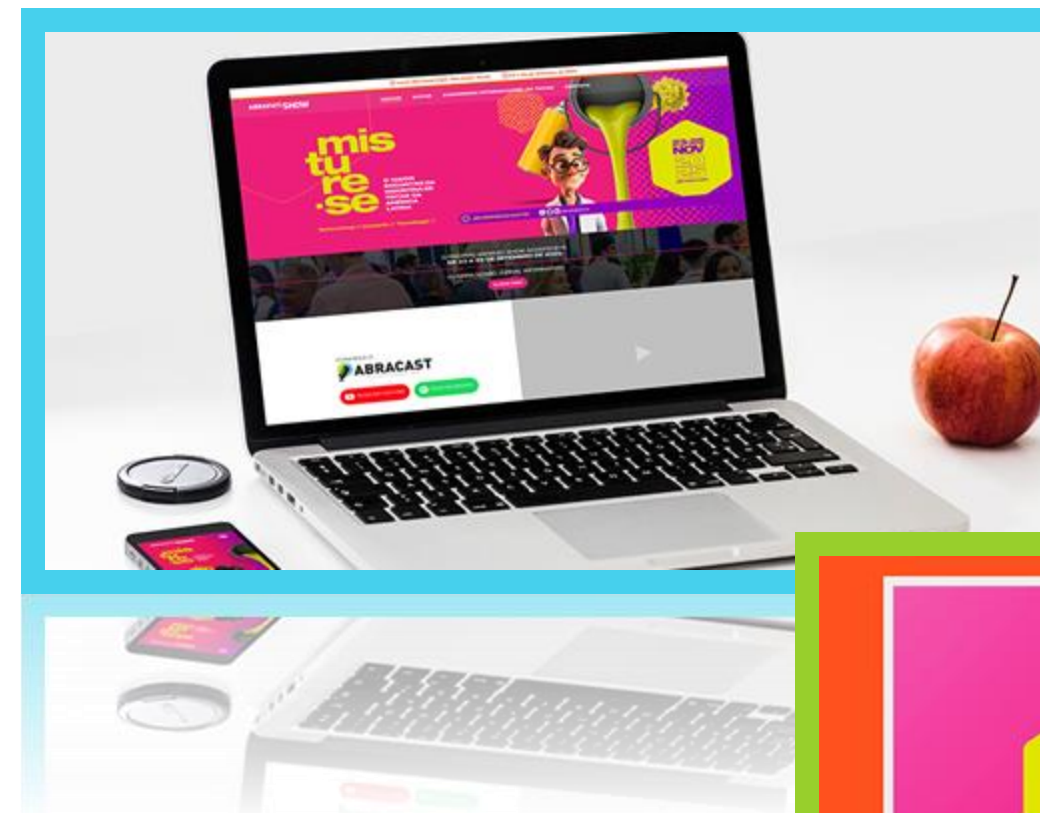
## 360 digital visibility

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

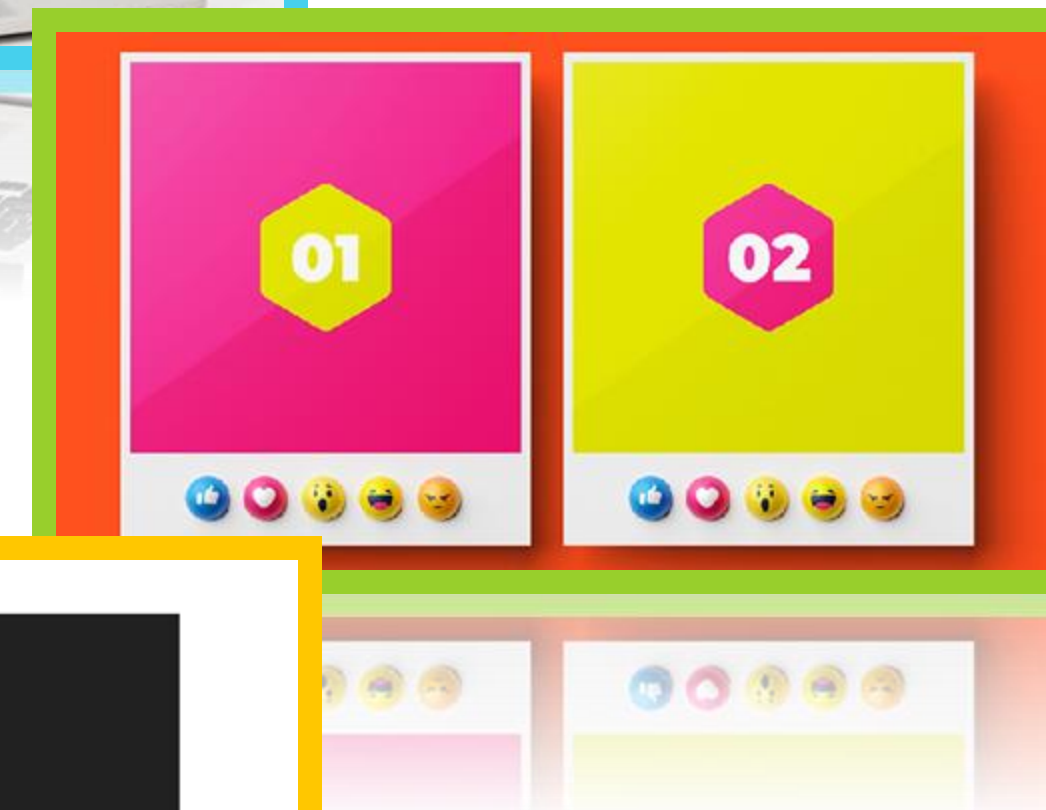
## Investment:

USD 1,800.00

**5 quotas**

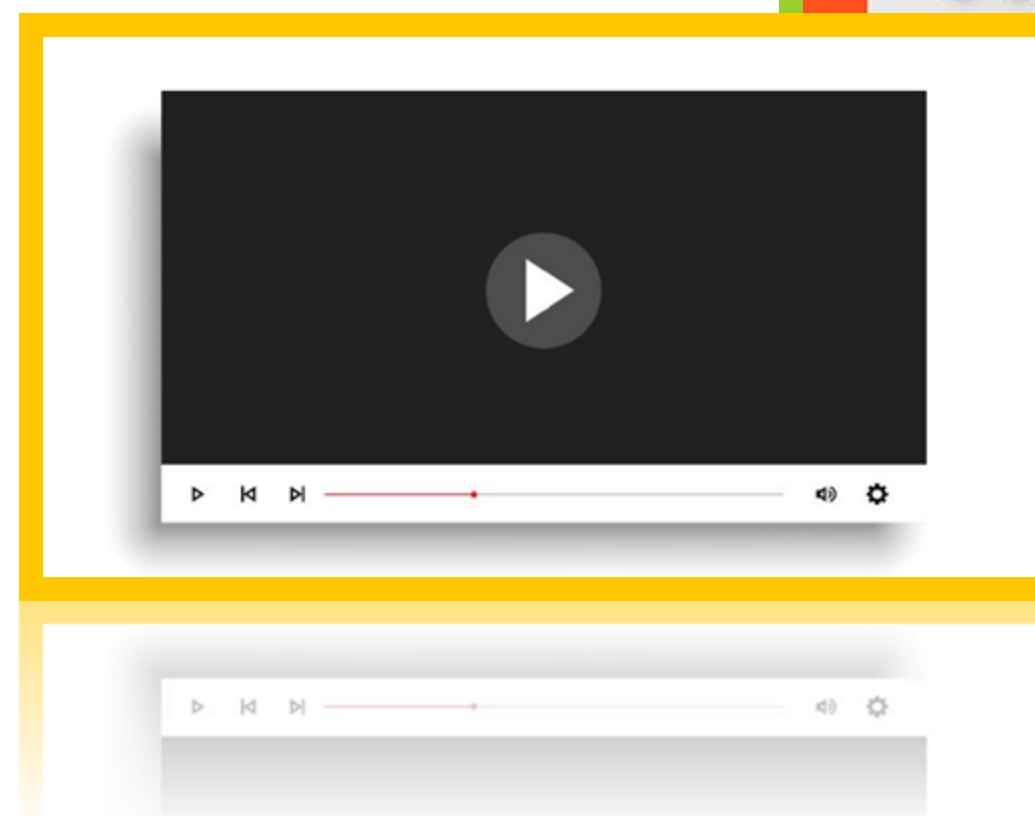


Random digital banner on the  
**site's Digital Showcase**  
300x250 format



**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**

**SOLD**

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.



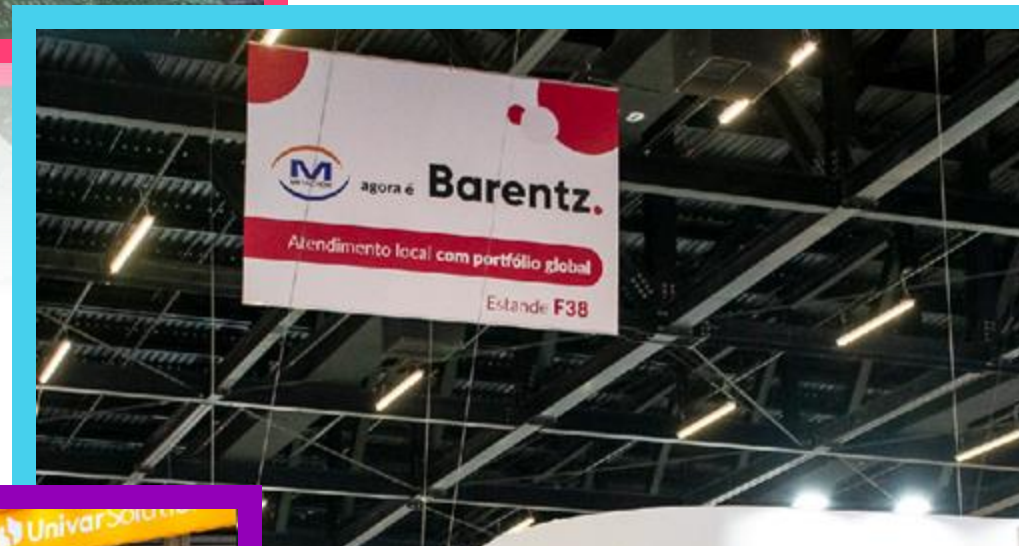
## 03 floor stickers

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!

Get the greatest

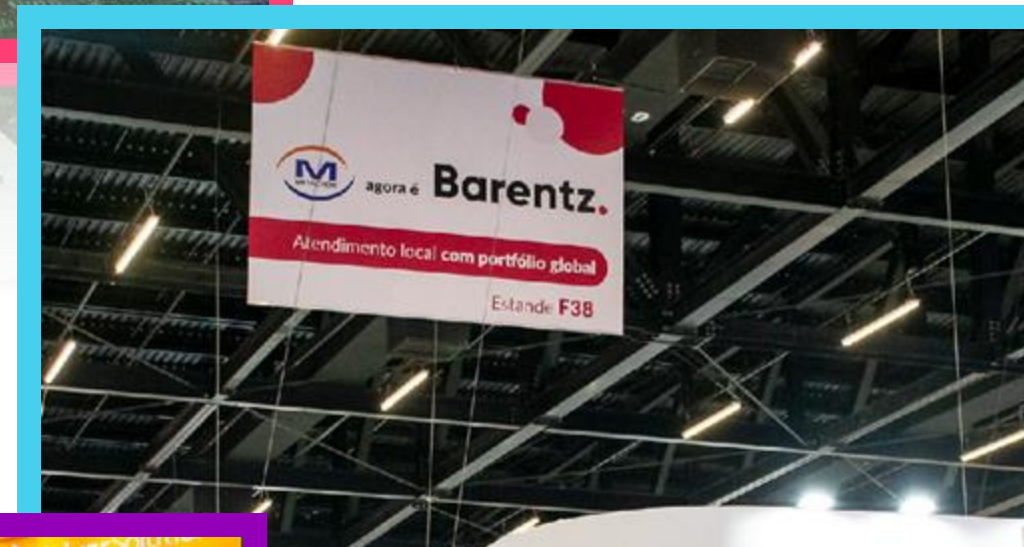
Additional information:  
Choose the location of your pieces.  
Deadline: 30 days before the event.



## 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

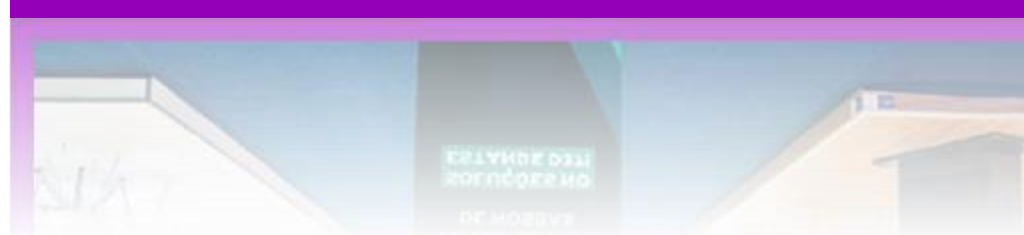


## 01 double-sided totem

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



### 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.

Additional information:  
Choose the location of your pieces.



# 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.



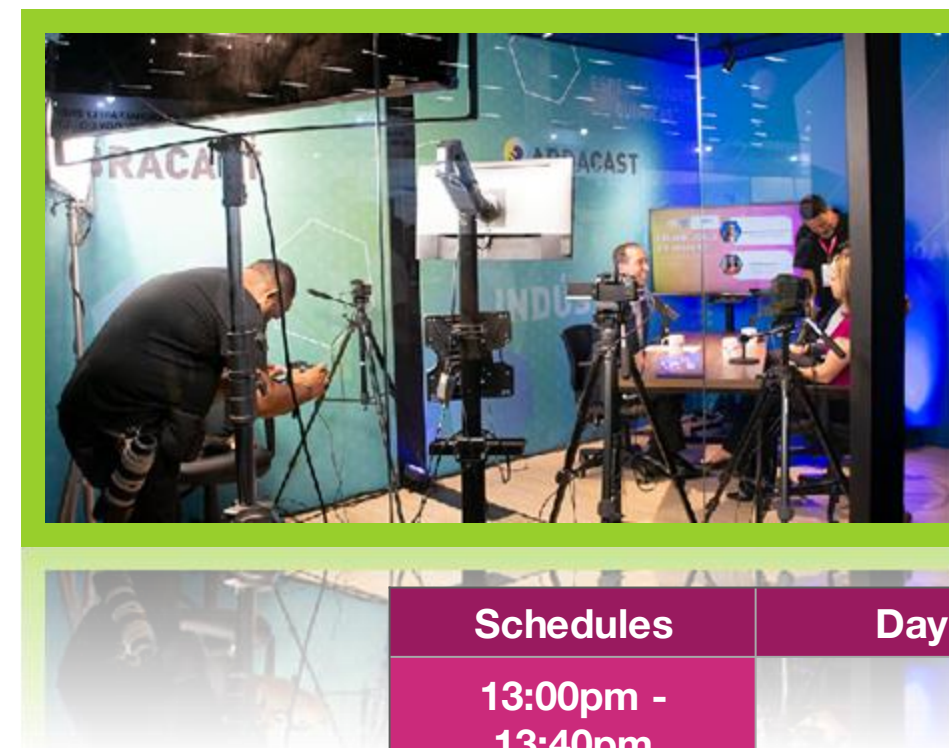
### Abracast Studio

Abracast studio located inside the fair.



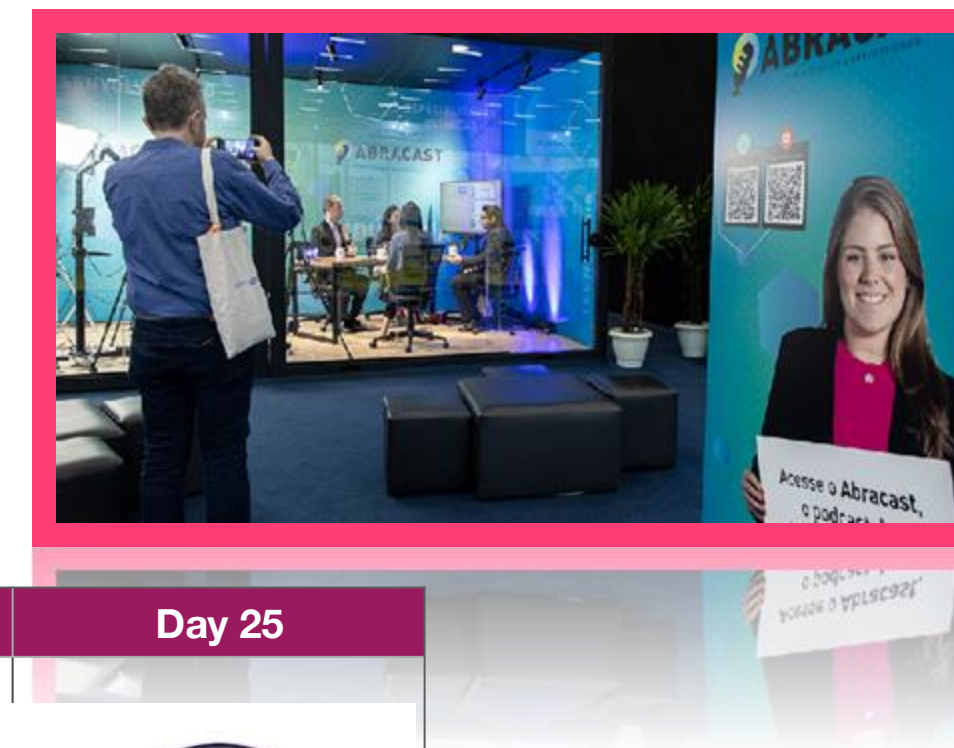
### Recorded material

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	Wana	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:

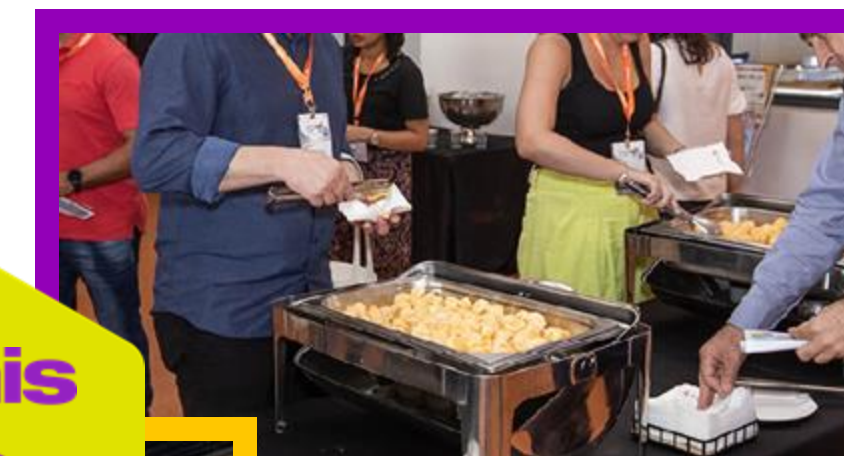
USD 7,000.00

**Quotas available upon  
request**



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

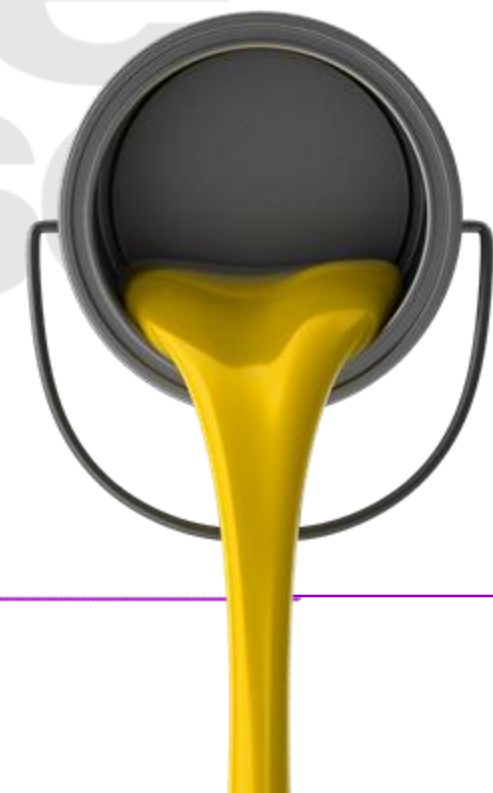
Relationship and exclusivity for the **Public Prime** guest at the fair

\*Seating capacity on request

## Investment:

USD 1,400.00

**02 quotas**

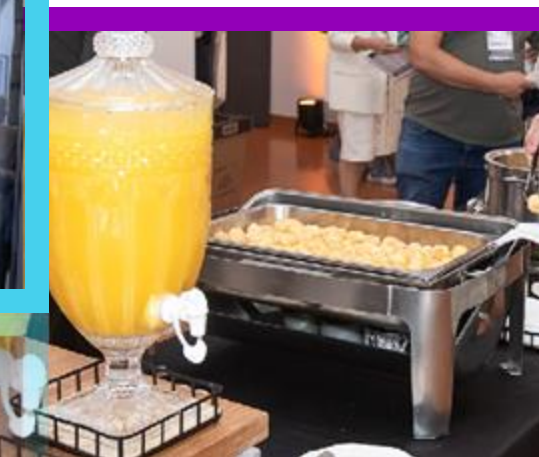


## Meeting rooms

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:

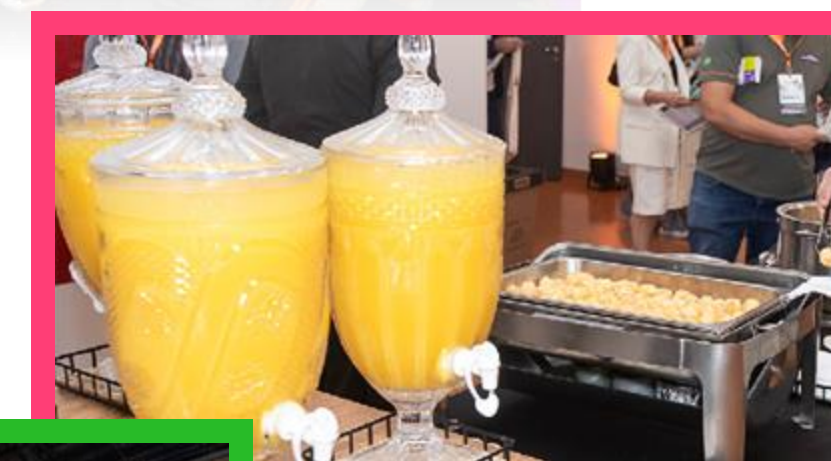
USD 10,000.00

**02 quotas**

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



In this package included:



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

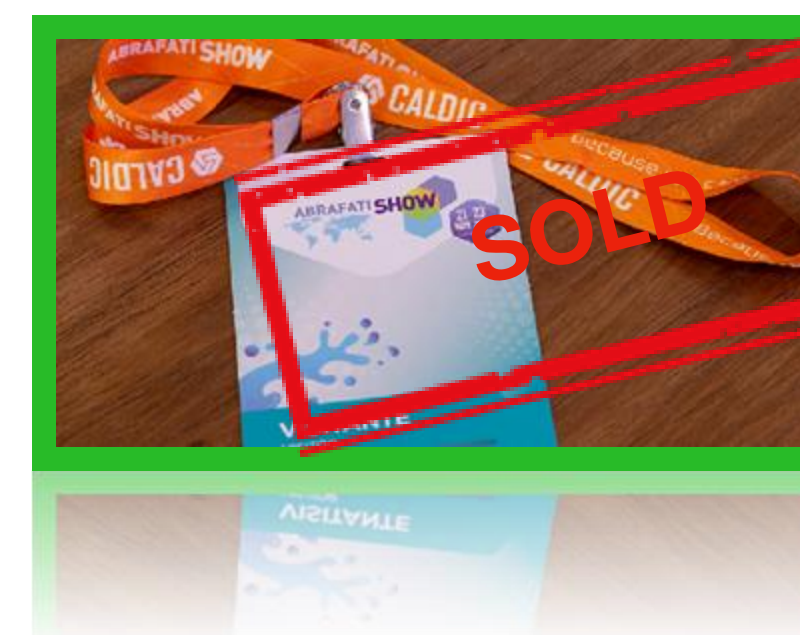
Your brand in the hands of visitors

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**

Closing the ad in the pocket map  
GET 50% off the logo package!



# Deposit

Area for storing boxes, gifts, brochures, etc.

## Investment:

4m<sup>2</sup>:

USD 700.00

6m<sup>2</sup>:

USD 1,100.00

6m<sup>2</sup> branded sticker:

USD 1,500.00



## Storage

Areas of 4m<sup>2</sup> and 6m<sup>2</sup>, 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:



### 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)

**EXIT AVAILABLE**

**NEW! - LED**



### 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.  
4 quotas: USD 1.600.00  
(up to 10 brands)  
**EXCLUSIVITY**  
USD 7.800

**NEW! - LED**

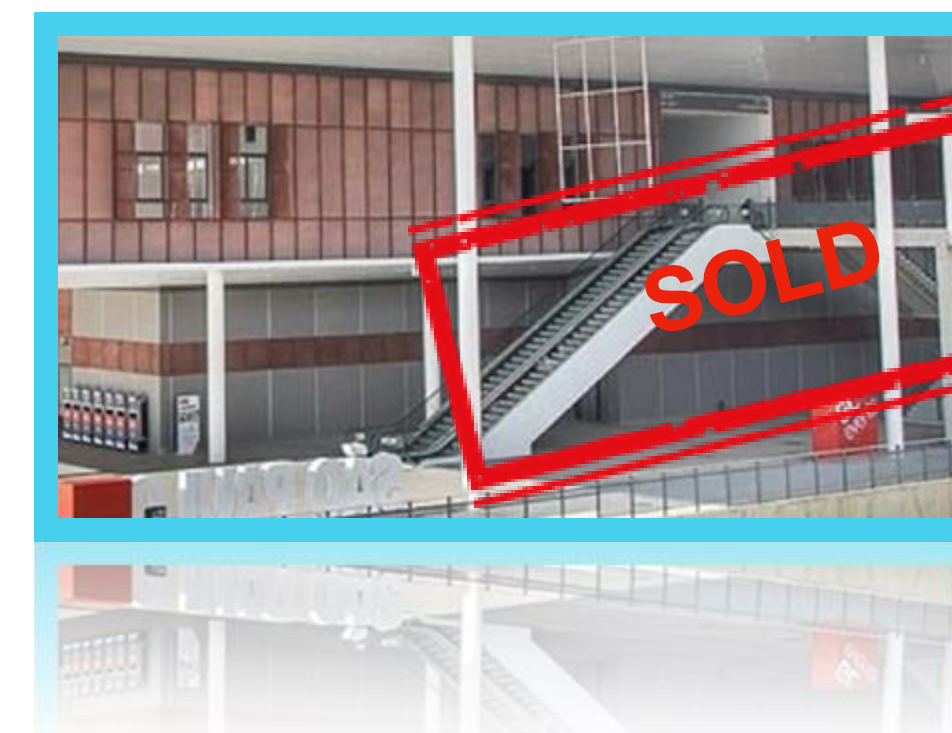


### Eyelet panel on the marquee

Format: 216x864 pixels

Deadline: up to 30 days before the event

Investment.  
USD 3.200  
5 Quotas with up to 5 brand insertions  
**EXCLUSIVITY OF INSERTIONS.**  
USD 16.000,00



### Escalator

Format: Consult

Deadline: up to 30 days before the event

Investment:  
USD 4,800.00



### 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](mailto: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](mailto: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](mailto:atendimento@nmbtravel.com.br)





# Important informations



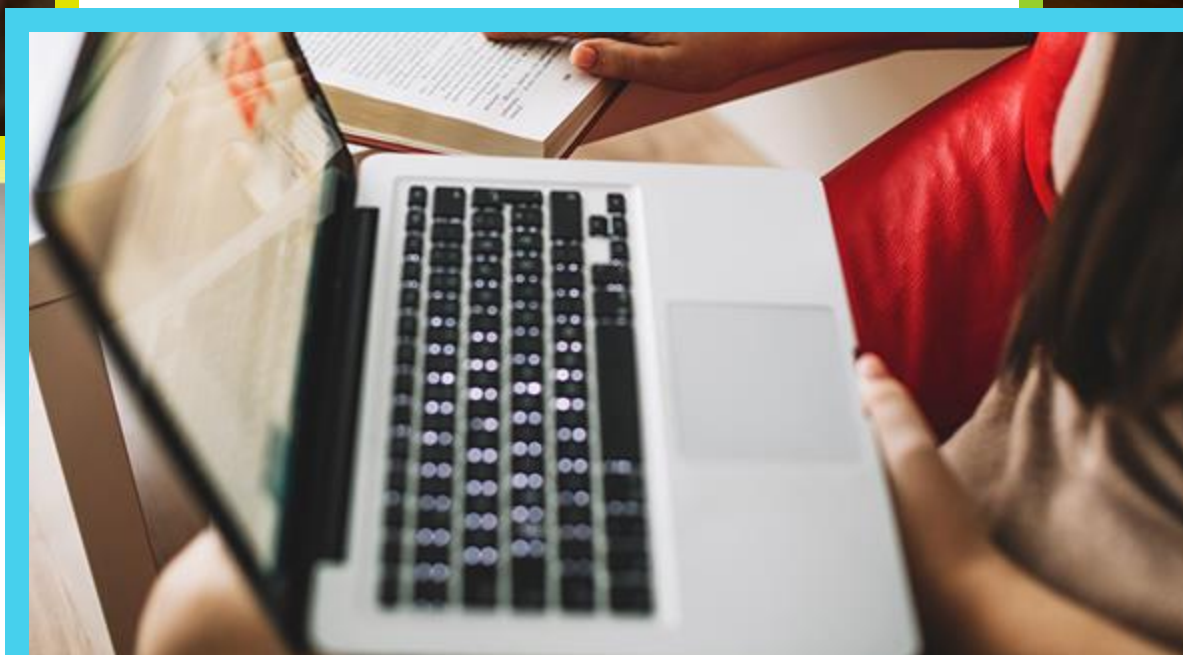
## Printed materials

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.

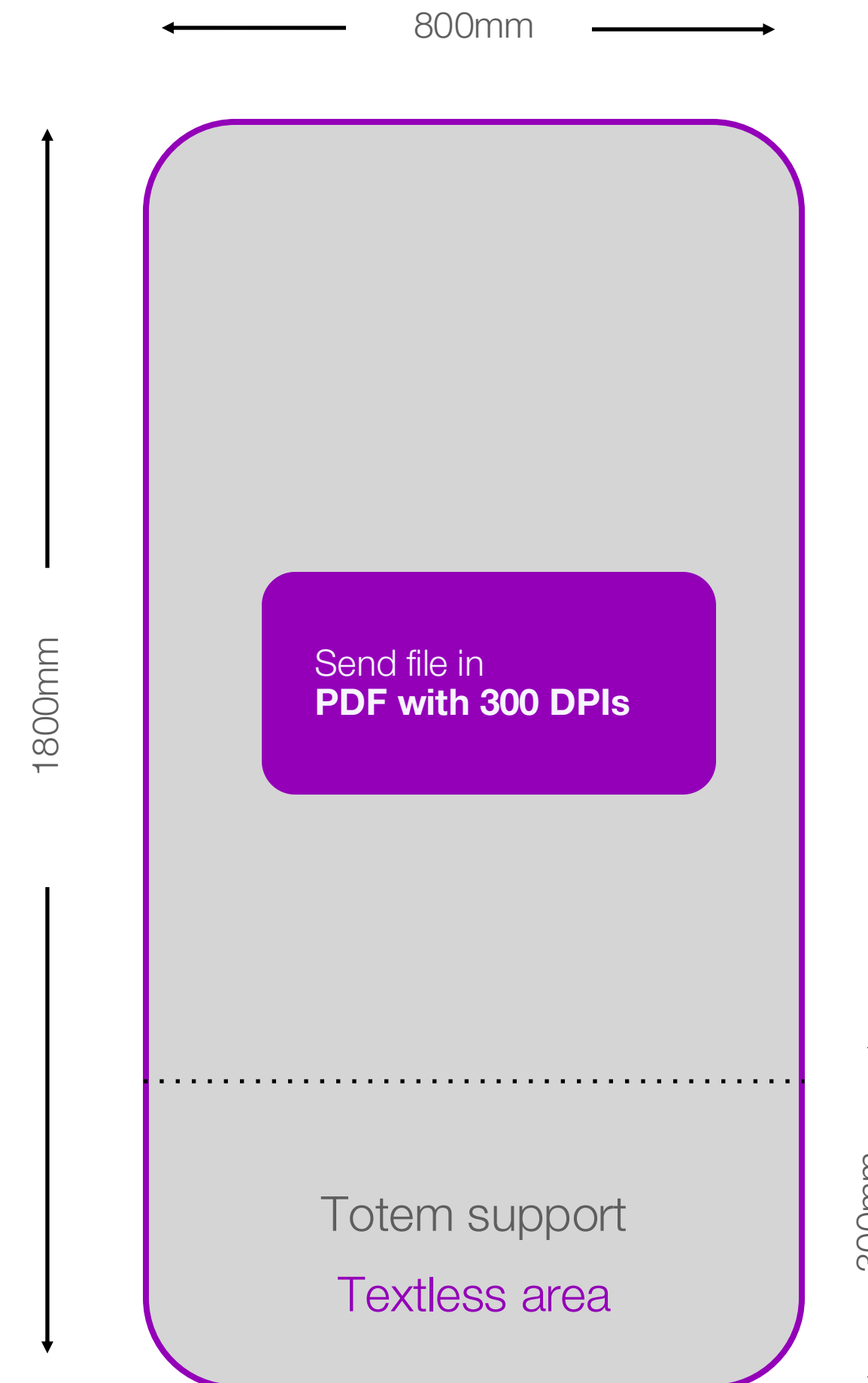
Questions: Consult MKT





# Guideline Totem

Check out the guideline for the item double-sided totem



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



mis  
tu  
re  
-se

**Maria Valle**

International Sales Coordinator

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