

# PLÁSTICO BRASIL

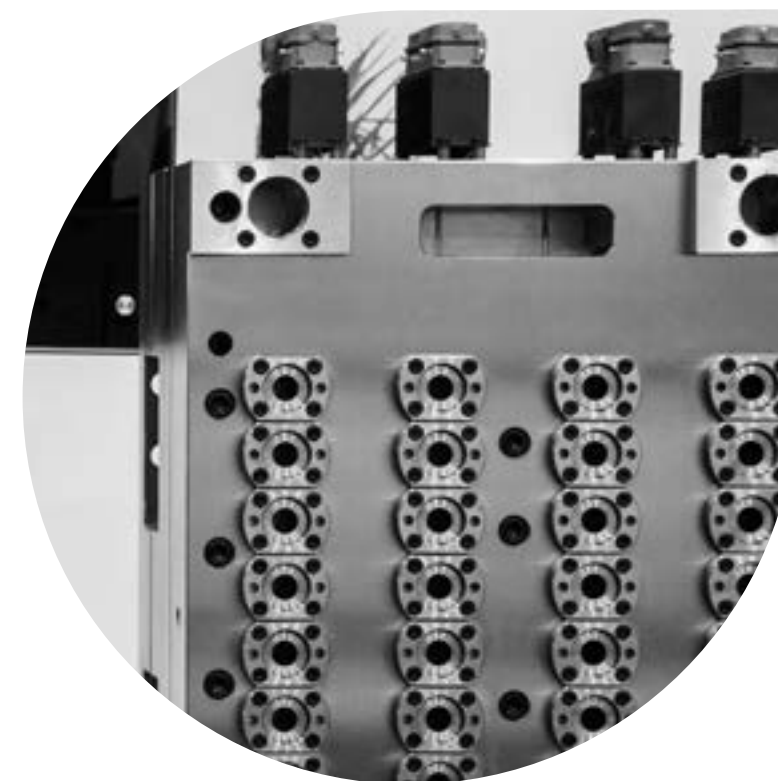
INTERNATIONAL PLASTICS EXHIBITION

NOVEMBER, 08-12, 2021

SÃO PAULO • BRAZIL

MERCHANDISING ACTIONS

PAVILION



INCREASE YOUR  
COMPANY'S  
**VISIBILITY**

The merchandising actions for pavilions are opportunities to highlight products, services and actions that will be carried out during the fair.

Enjoy the benefits of special conditions and guarantee privileged and customized exposure according to your company's profile.

# TALKSLOT

## DIRECT CUSTOMER CONTACT!

A room where visitors can get to know the technical and practical concepts of the industry, involving new technologies, launches and industrial solutions, applicable on a daily basis. A great option to highlight your brand during Plástico Brasil with content developed especially for visitors.

## BENEFITS

- High Visibility
- Strengthened positioning as a market leader and industry specialist
- Highlight for the differentials of its products, launches and news
- Networking and prospecting for new business with a qualified audience

## HIGH VISIBILITY FOR YOUR COMPANY:

- Disclosure on the Attractions page on the Plástico Brasil website
- Disclosure on Plástico Brasil social media
- Disclosure in the attractions communication campaign via email marketing
- Invite your customers and partners to your talk



## THE PACKAGE INCLUDES:

audio, video, furniture and receptionist

## Participant profile:

general fair visitors or exhibitor guests

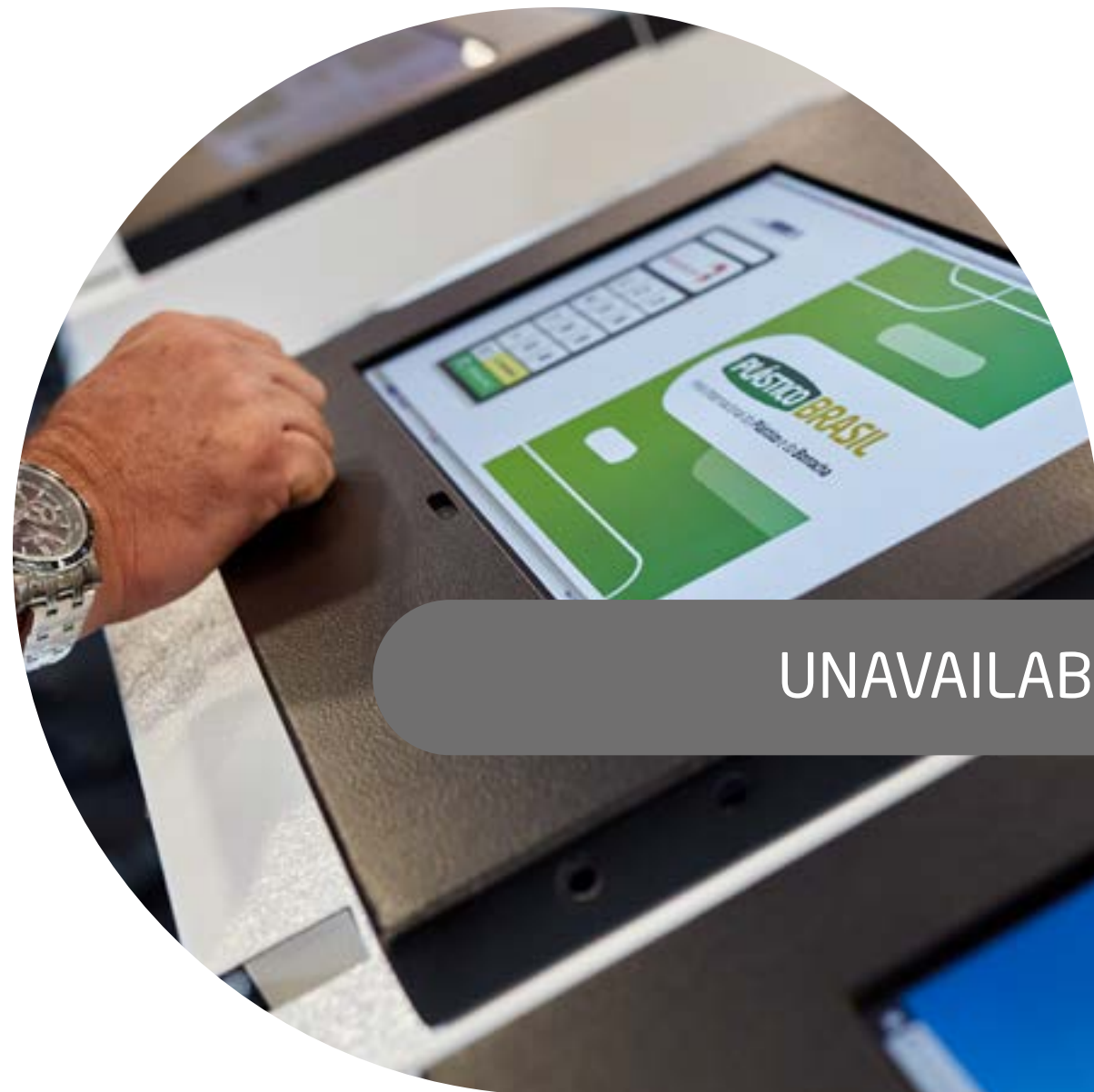
## RECORDING:

Consult values for recording and promoting your content.

45  
MINUTES

30  
PEOPLE

# ACCREDITATION TOTEM



UNAVAILABLE FOR SALE

Include your company's logo on the fair's accreditation totems. Ensure visibility for thousands of visitors who issue their credentials at the entrance to the fair.



/ Production and installation are the promoter's responsibility

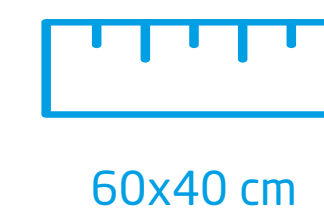
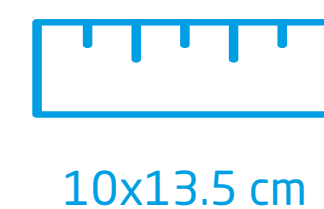
# POCKET MAP



UNAVAILABLE FOR SALE

Include your company's ad on the fair Pocket, and encourage the visitors to come to your booth, products and services and indicating your location at the fair.

## MAP FRONT



/ Production and installation are the promoter's responsibility

# FLOOR STICKER



Highlight your brand in the halls of the fair, indicating direction and attracting more visitors to your booth. Floor stickers are also an excellent way to promote the brand and its location at the fair.

## SMALL



1.5x1.5m



8 quotas

## BIG



4x4m



2 quotas

/ Production and installation are the promoter's responsibility

# AIR BANNER



Promote your booth, your products and services with banners strategically placed on top of your booth.

## BANNER 6m<sup>2</sup>



3x2m



## BANNER 12m<sup>2</sup>



4x3m



/ Production and installation are the promoter's responsibility

# STREET BANNER



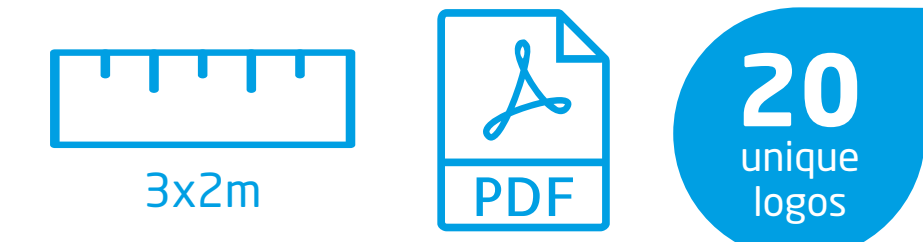
Application of the company's logo on the street banners of the fair, which serve as a guide for all visitors.



/ Production and installation are the promoter's responsibility

# LOGO ON THE FLOOR PLAN

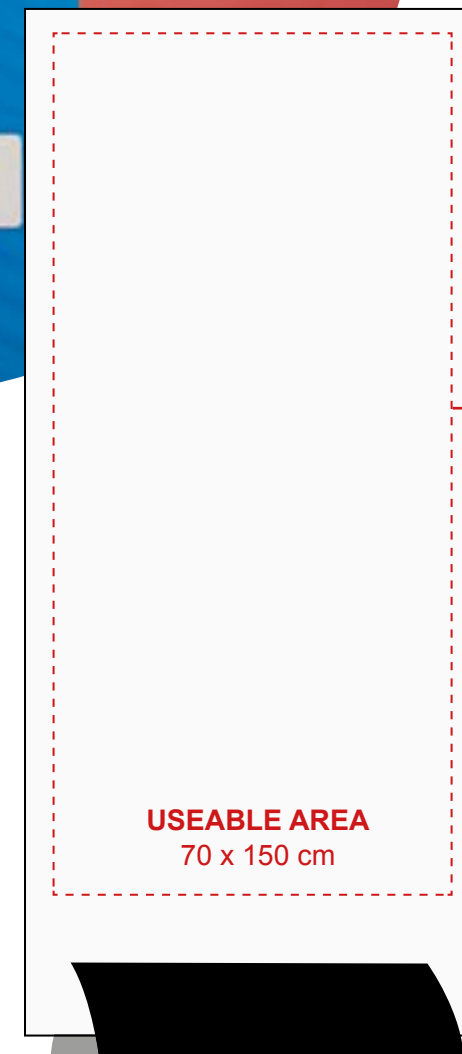
Strengthen your company's brand during the fair, and encourage visitors to look for your booth with several actions focused on visual communication. Inclusion of the company's logo in all location plans, along with the list of exhibitors at the fair, highlighting the exhibitor.



/ Production and installation are the promoter's responsibility

# TOTEM DOUBLE SIDE

Promote your company in the halls of the fair. Strengthen your brand and encourage visitors to look for your booth. Printing on two sides exclusively for the exhibitor, the totems will be positioned at the main intersections of the event's streets.



**Final Artwork**  
80x180cm

**Safety margin**  
5cm for sides and top and 25cm for base

(Do not apply information outside the dashed line)

**USEABLE AREA**  
70 x 150 cm



0.80x1.80m



PDF



10

quotas

/ Production and installation are the promoter's responsibility

# LOGO ON THE APP

To customize and complete your campaign promotion, promote your company on the fair's app, impacting visitors before and during the event.



- **PACKAGE INCLUDES:** Logo on the APP as sponsor + publicity totem + push



0.80x1.80m



PDF



1

exclusive quota

# TOTEM MOBILE RECHARGE

EXCLUSIVE

Promote your brand at the mobile recharge point.

- Exclusive brand sponsorship on the totem
- Institutional video screen
- Uniformed receptionist with the sponsoring company's Slogo with data collector and distributing materials and/or gifts.
- Strategic points of the fair



3

quotas

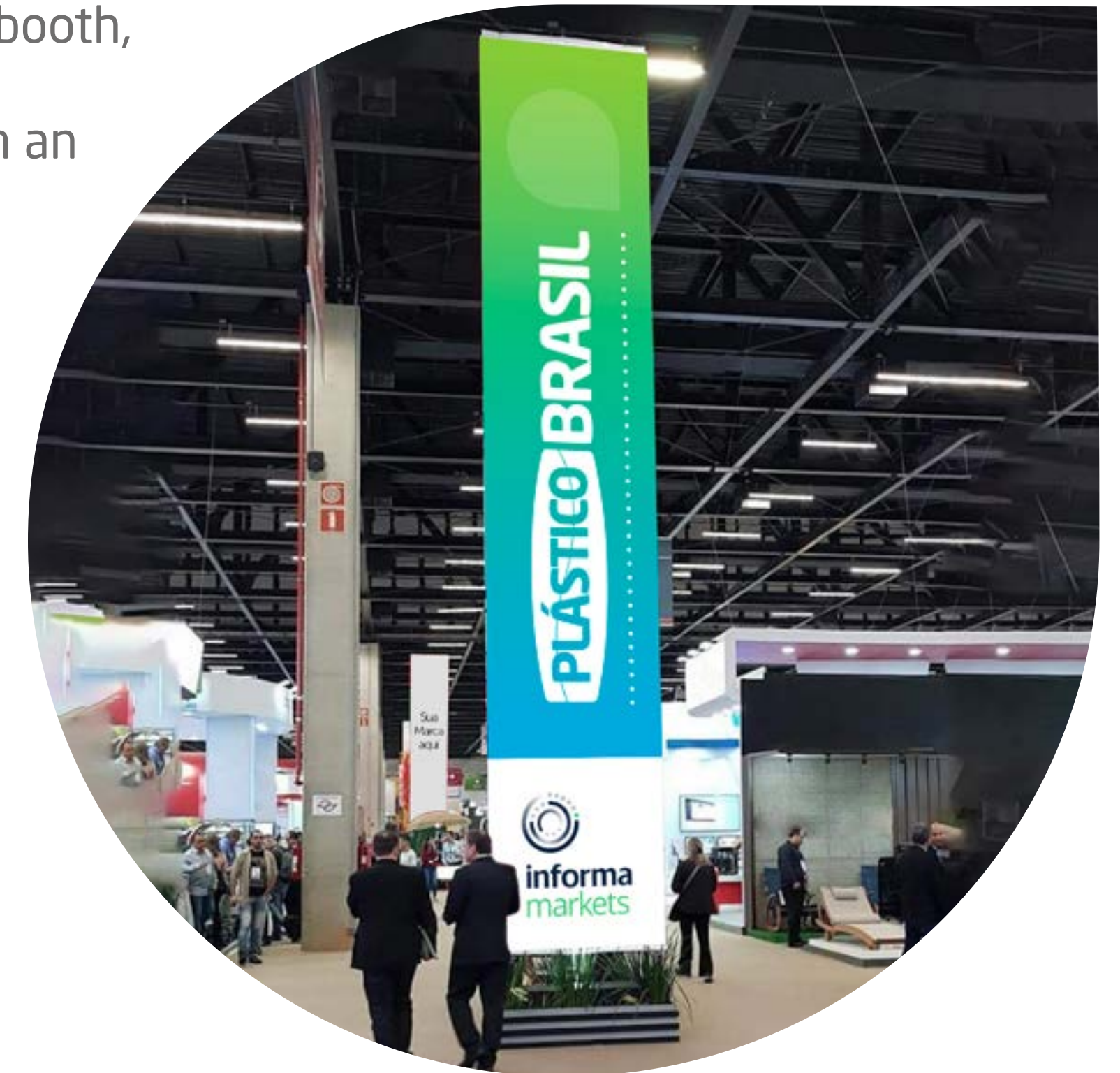
each quota = **1 totem**

\* Promoters, collectors and materials for distribution are the exhibitor's responsibility.

\*\* Production and installation of the totem are the promoter's responsibility.

# BIG BANNER

Promote your booth, your products and services in an impactful way with a big banner.



1.5x0.8m



/ Production and installation are the promoter's responsibility



.....

# SHUTTLE



Seats covers with your company's brand on the vans that will provide the free shuttle service from Congonhas airport and Conceição subway station during the fair.



Distribution of promotional material inside the vans (customer's responsibility).  
Quantity: 300 / day



.....

/ Production and installation are the promoter's responsibility

---

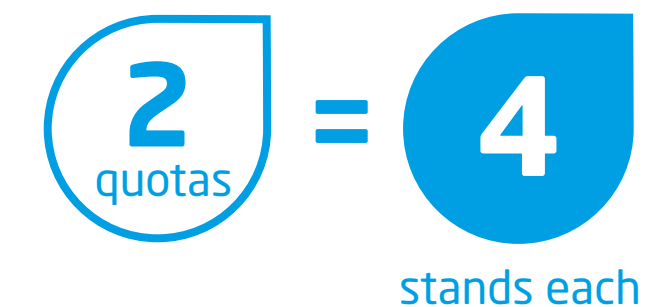
# CARTS

## FOR VISITOR TRANSPORT



02 quotas, each of which contains:

- 4 carts (each cart holds 6 people)
- 1 counter, where is the meeting point
- Sponsor's logo: 1 at the counter and 2 logos on each cart



.....

/ Production and installation are the promoter's responsibility

.....

## LIVE (SOCIAL MEDIA) AT THE BOOTH

Interview with live broadcast of up to 5 minutes from the booth directly to the event page on Facebook or Instagram, presenting the news of the sponsoring brand.



---

## STORIES (INSTAGRAM) AT THE BOOTH

Sponsor is entitled to use 2 Instagram stories of the event, for 1 day, during the event. Stories can be images, short text, short video on a topic or on what you are exhibiting.

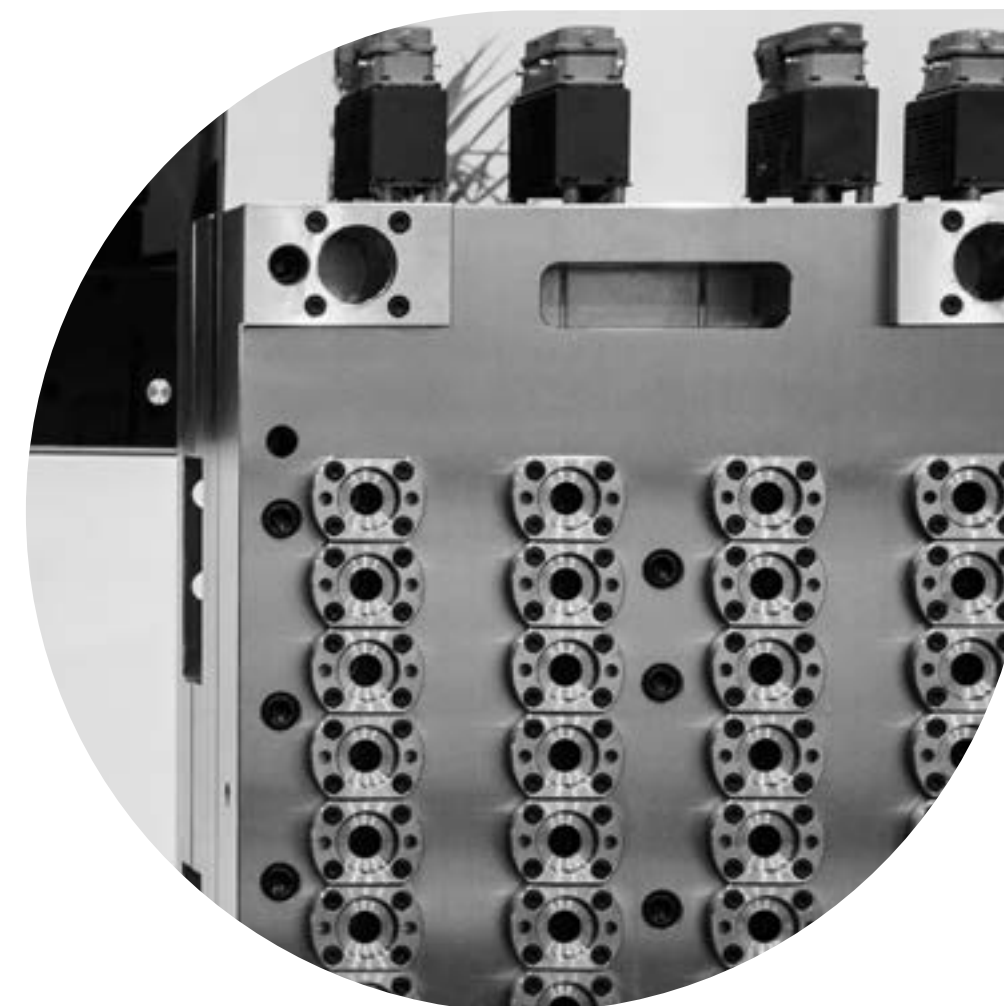


# PLÁSTICO BRASIL

INTERNATIONAL PLASTICS EXHIBITION

NOVEMBER, 08-12, 2021

SÃO PAULO • BRAZIL



 /plasticobr  /plastico-brasil  /feiraplasticobrasil  /plastico.brasil

[www.plasticobrasil.com.br](http://www.plasticobrasil.com.br)

Initiative



Promotion and Organization



Official Sponsorship



Venue



Member of

