

# PLÁSTICO BRASIL

INTERNATIONAL PLASTICS EXHIBITION

DIGITAL  
MERCHANDISING  
ACTIONS



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

THE PLASTIC  
MARKET  
IS HERE





The best way  
to position  
your company  
as a reference  
in the plastic  
transformation  
industry.

Digital merchandising actions are  
your chance to impact industry  
investors combining **visibility**  
**and business** through lead  
generation and branding for your  
brand during **365 days a year**,  
on our digital channels.

# PLÁSTICO BRASIL REACH

Targeted and qualified audience  
added to a customized strategy  
for your company



More than  
**45,000 contacts**  
in our base!



WEBSITE  
**+ 700,000**  
page views



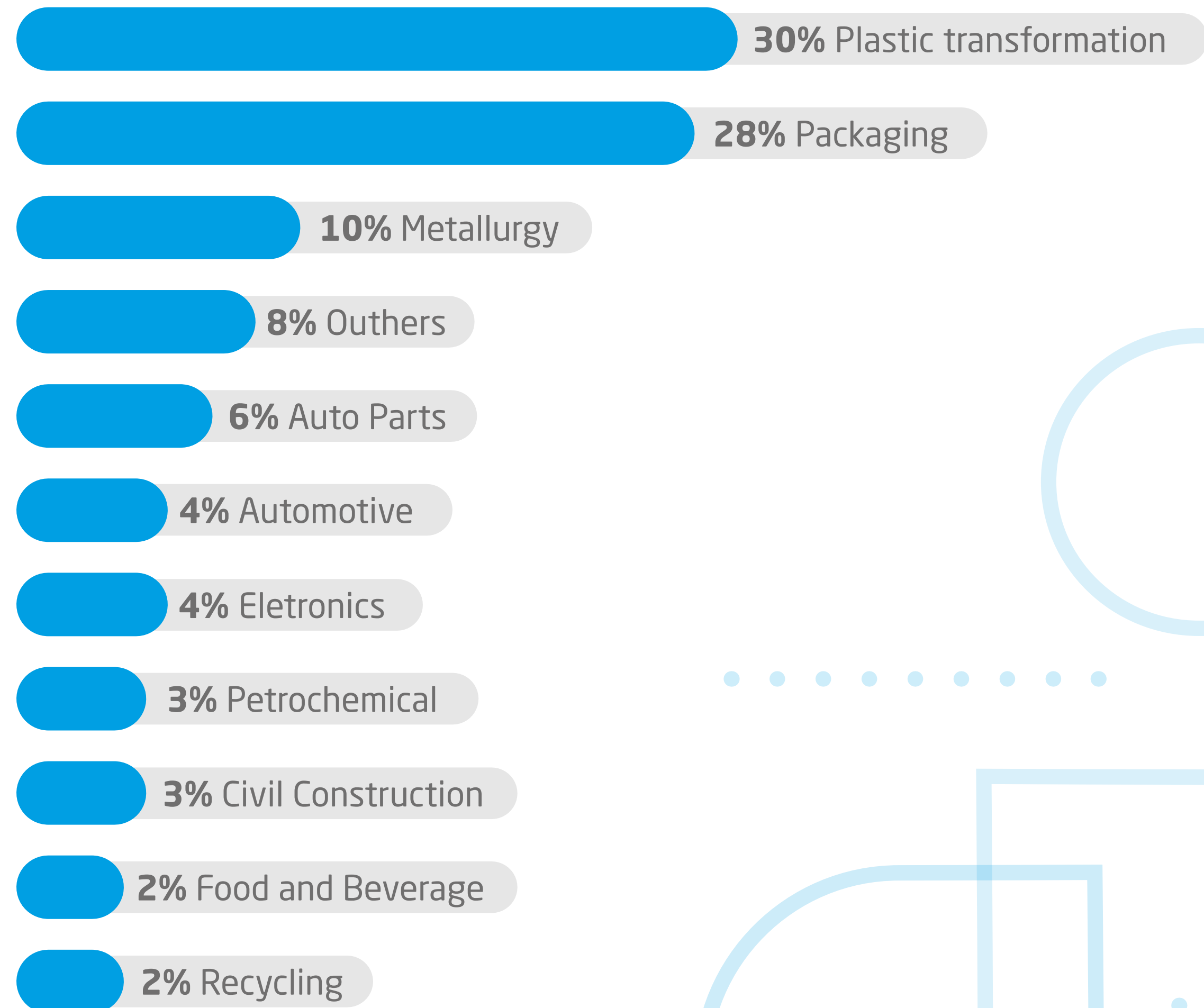
CONTENT CHANNEL  
**+ 240,000**  
page views



SOCIAL NETWORKS  
**+ 53,600**  
followers

*\*Data updated 01/2021*

## ACTIVITY BRANCH



# DISPLAY MEDIA

## LOGO ON THE ACCREDITATION PAGE

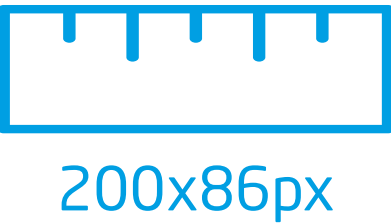
Right at the bottom of the accreditation page on the event website.



+350,000

PAGEVIEWS

(Jun2018 - Jun2019)



.....  
/ It is necessary to send a destination link

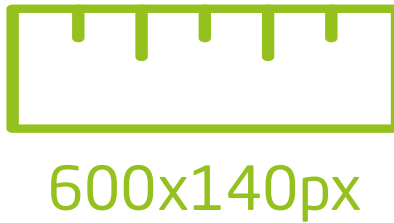
## EMAIL MARKETING • DIGITAL BANNER

For those who want to promote high impact actions, the digital banner is ideal because it is highlighted in the fair's email marketing with information and industry news for visitors.

+527,000

E-MAILS

DELIVERED



.....  
/ It is necessary to send a destination link  
/ The release date will be defined by the promoter according to the event schedule



# DISPLAY MEDIA

## SITE • BANNER LEADERBOARD

The Leaderboard is the most prominent format on the fair's website.


Positioned at the top of all pages of the website, above all the event's advertising content, it is the ideal format to promote your biggest launches and advertising strategies at the fair.

Every update of page, 1 quota banner will be displayed.





200x86px



JPG



5 quotas

/ It is necessary to send a destination link / Broadcasting period: after signing the contract until the fair date

## WEBSITE - BANNER RECTANGLE - A, B AND C

Located in the central area of the website's home page, Rectangles A, B and C are excellent for personalizing and completing your advertising campaign for visitors to the fair.

For each page update, 1 quota banner will be displayed.



300x250px



JPG



3 quotas

/ It is necessary to send a destination link / Delivery period: after signing the contract until the fair date

## WEBSITE - BANNER FULL BANNER

Located in the middle of the website's home page content, Full Banner is a highly efficient action for your brand and products.

For each page update, 1 quota banner will be displayed.



728x90px



JPG



3 quotas

/ It is necessary to send a destination link / Delivery period: after signing the contract until the fair date

# MUNDO DO PLÁSTICO CONTENT CHANNEL

## BANNER ADS DIGITAL CHANNEL HOME

Banners offering your products or services on the home of the digital channel, adding the desktop and mobile versions. Banners will direct users to a specific page on your brand website.



.....  
/ It is necessary to send a destination link





# MUNDO DO PLÁSTICO CONTENT CHANNEL

## WALLPAPER SKIN

Available only on the digital channel home, this ad format has a high impact, offering the sponsor the opportunity to take advantage of the left and right sides of the page.



1920x1080px



1  
bimonthly  
quota

/ It is necessary to send a destination link

# MUNDO DO PLÁSTICO CONTENT CHANNEL

## FLOOR ADS

Opportunity to insert a fixed banner at the bottom of the digital channel window. The message remains on the screen while the user scrolls down the page.



728x90px



.....  
/ It is necessary to send a destination link





# PACKAGE 1 PUBLISHED EDITORIAL

Production and broadcasting of 1 Publieditorial \* **totally** according to the **brand** guidelines



2 display **Media** on the internal page of Publieditorial (Desktop) + **1 media** display (Mobile)



**Photo call at Home**

The proposal is to use the strength of relevant content added to our audience to disclose your brand to our users.

**INVESTMENT**

**UNDER REQUEST**

**CONTENT CHANNEL**  
MUNDO DO PLÁSTICO



Broadcasting period: 30 days

\* Article paid / sponsored by the client

# PACKAGE 2 100% ADVERTISING HOME

All home advertising positions:

**1 Site Banner Leaderboard**



**2 side squares**



**1 halfpage**



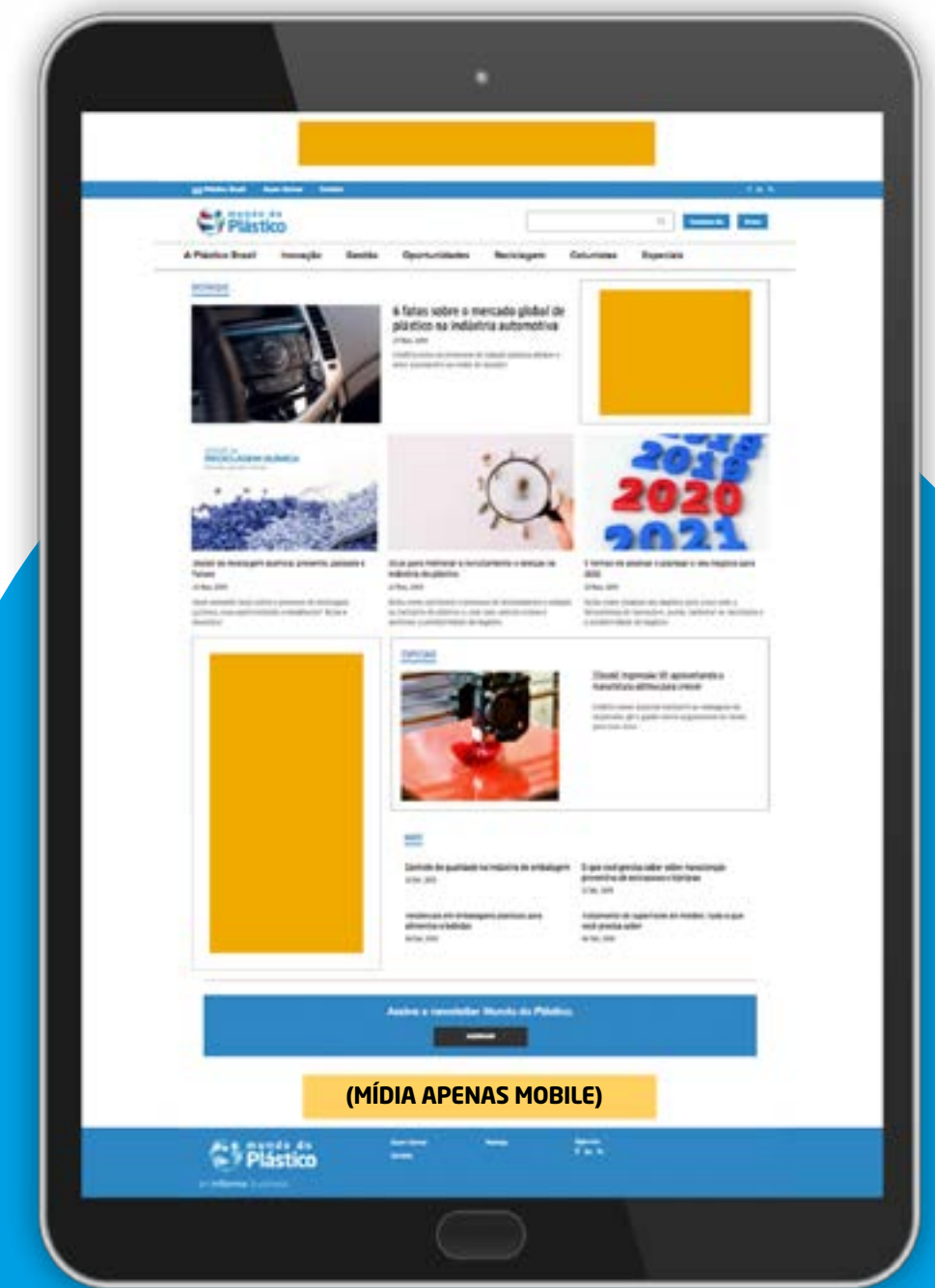
**1 display on mobile**

Directing to your website promoting and **expanding visibility** of brand.

**INVESTIMENTO**

**UNDER REQUEST**

**4**  
quotas



Broadcasting period: 30 days

\* Article paid / sponsored by the client

# CONTENT PRODUCTION

## SPONSORSHIP E-BOOK

### WHAT IS IT?

Educational material that provides extensive discussions on specific subjects. It is divided into three chapters and uses visual aids to give an overview of the market.

### AN E-BOOK IS PERFECT FOR:

Companies that want to expose knowledge about their sector or area of activity.



INVESTMENT

UNDER REQUEST

## WHITEPAPER SPONSORSHIP

### WHAT IS IT?

Material that addresses a single topic in a technical way, through research or results.

### A WHITEPAPER IS PERFECT FOR:

Companies that want to expose technical knowledge on a given subject.



INVESTMENT

UNDER REQUEST



# CONTENT PRODUCTION

## INFOGRAPHIC SPONSORSHIP

### WHAT IS IT?

Material that presents complex contents for visual facilitations that allow a better understanding of it.

### AN INFOGRAPHIC IS PERFECT FOR:

Who wants to present processes, research results and ideas in a step-by-step or comparative format of production systems or processes.



INVESTMENT

UNDER REQUEST

## ARTICLE SPONSORED

### WHAT IS IT?

A written publication in which the sponsoring company will address a specific topic in its market through an expert on the subject and / or a company spokesperson.

### A WHITEPAPER IS PERFECT FOR:

Who needs to express opinion or positioning on a specific topic of public interest.



INVESTMENT

UNDER REQUEST

# CONTENT PRODUCTION

## INTERVIEW WITH EXECUTIVE

(VIDEO OR TEXT)

### WHAT IS IT?

A representative of the sponsoring company will be interviewed in order to bring relevant information, perspectives of the market in which it is inserted, innovations or market solutions. Great option for brand exposure and recognition.



INVESTMENT

UNDER REQUEST

## VIDEO ANIMATION

### WHAT IS IT?

Material that aims to simplify concepts of a given market, using the explanatory video format to bring the public closer to information, in an entertaining way.



INVESTMENT

UNDER REQUEST



# BOOST EVEN MORE YOUR RESULTS WITH COMPLEMENTARY ACTION

.....

## SPONSORED POST ON SOCIAL NETWORKS

Posting on the event's Instagram timeline posting the rich material produced, combined with a sponsorship campaign to reach even more leads.



INVESTMENT

UNDER REQUEST

## HIGHLIGHT IN THE NEWSLETTER + EXCLUSIVITY

Disclosure of the rich material produced in the following month's newsletter with prominence and exclusivity.



INVESTMENT

UNDER REQUEST





The market connection happens here!

Plástico Brasil No Ar is an online talk show of debates and interviews focused on promoting the role of plastic in society, through themes that highlight and strengthen initiatives in the manufacturing industry and their impacts on the sector and the economy.

In addition, it is a space for the industry to present launches, news and solutions to the audience with the inbound marketing strategy, promoting its brand and its initiatives with qualified content.

Among the topics covered are: new technologies, innovations, trends, regulation and legislation, management, good practices, impacts on the sector and much more.



INVESTMENT

UNDER REQUEST

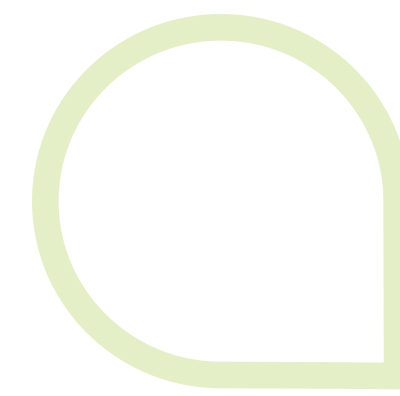


# PLÁSTICO BRASIL

## Xperience

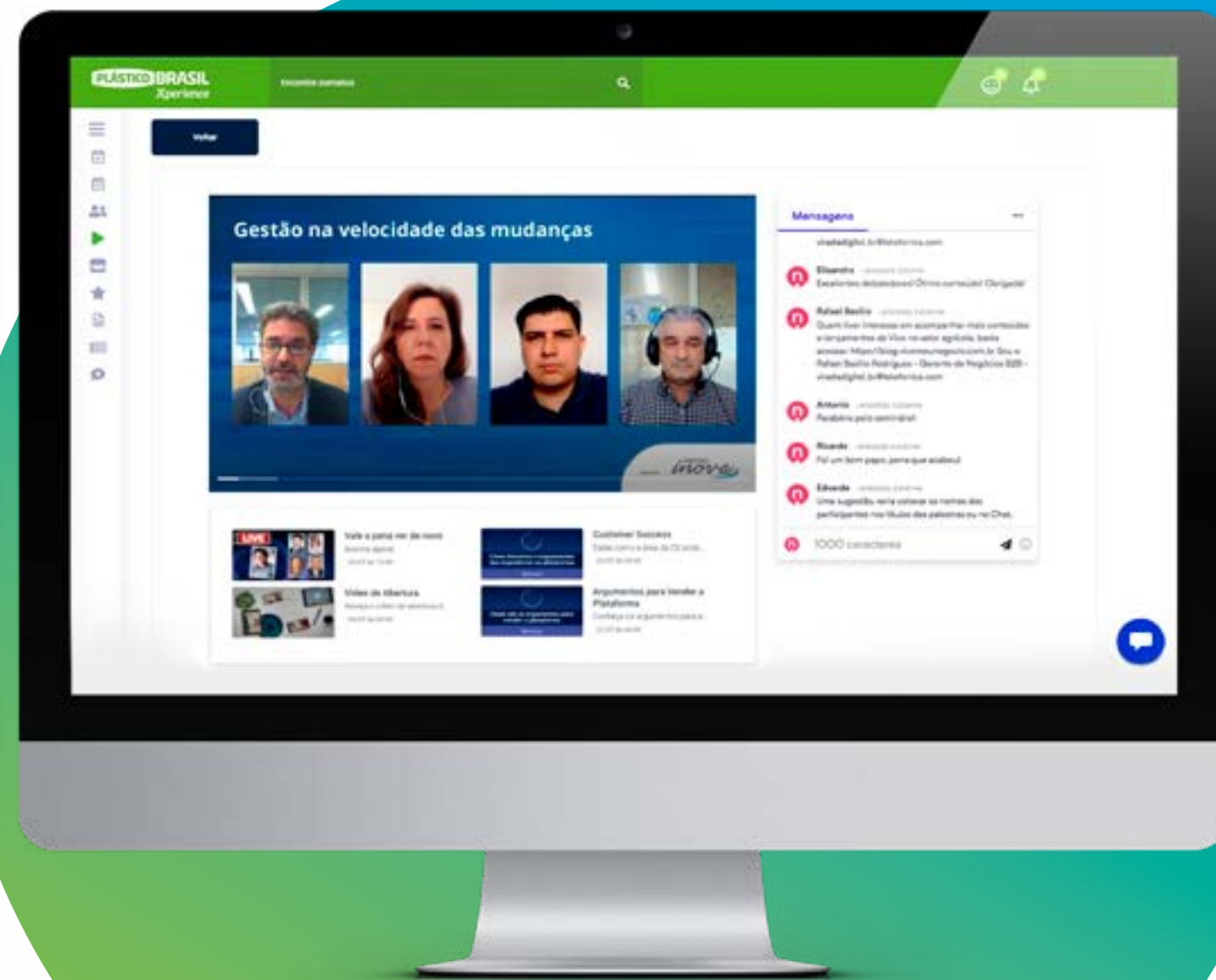
The new platform brings together in one environment, the same concepts that make physical events a success: content, networking and business.





## WEBINAR

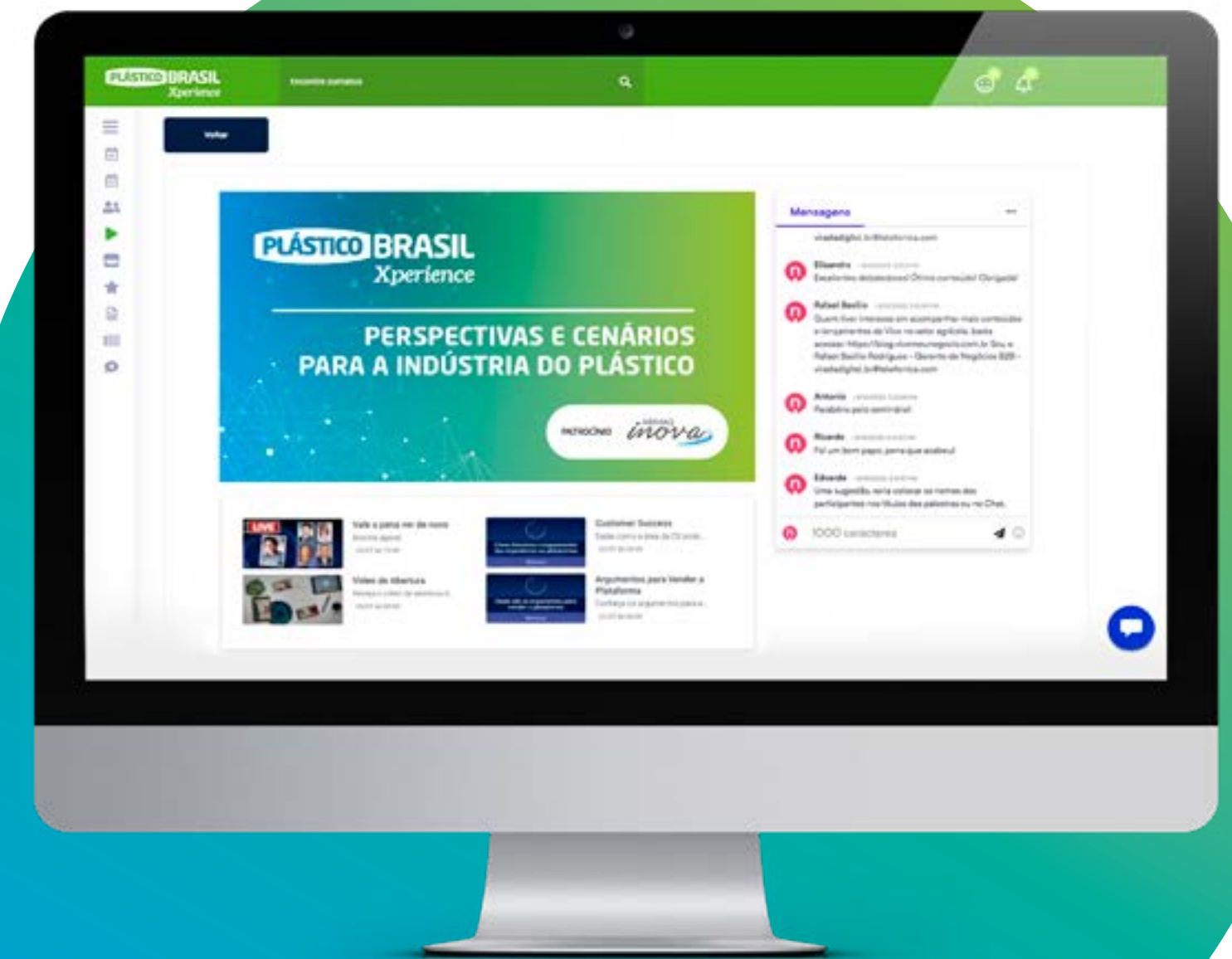
Live, recorded, via zoom, with the promoter's production or own production, there are many ways to make this material feasible.



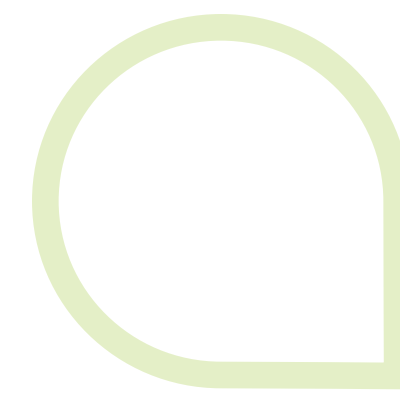
Check all  
available  
options.

## CONGRESS SPONSORSHIP

Packages that support the generation of an audience for debate on topics defined by the organization of the event.

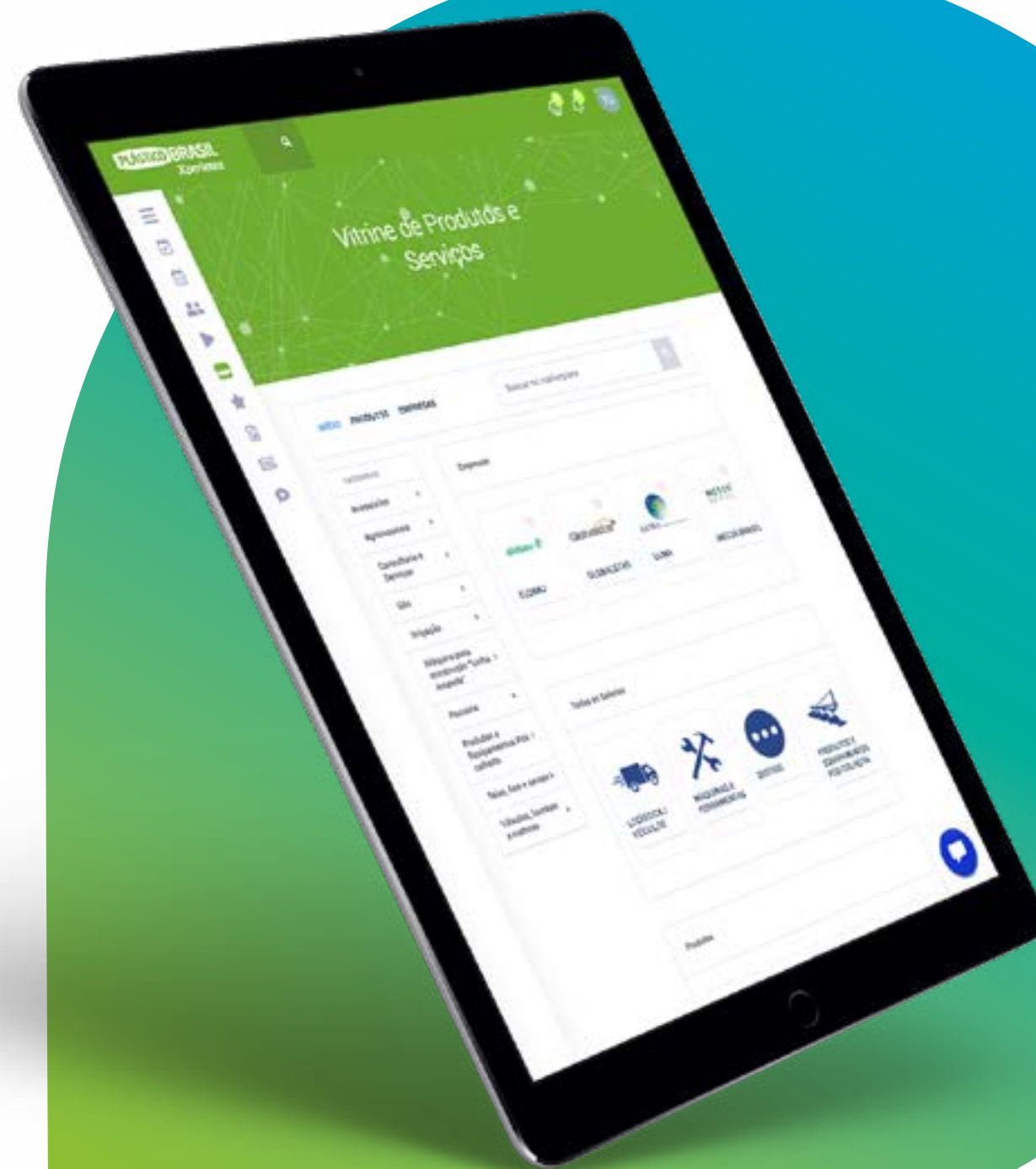






## MARKETPLACE

Space to promote companies, products, services and information (video and documents), and to create a connection between buyers and sellers via chat and video conference



## BANNERS XPERIENCE

All positioned in the News Feed, in three different formats.

- 300x600 rotating
- 300x250 rotating
- 600x300 fixed



.....  
/ It is necessary to send a destination link



# PLÁSTICO BRASIL

## Xperience

TEH PLASTIC  
MARKET  
IS HERE



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