

*24<sup>th</sup> International Fair of Agricultural Technology in Action*

# **AGRISHOW**

*OFFICIAL ROUTE OF AGRIBUSINESS*

*MERCHANDISING*

*2017*

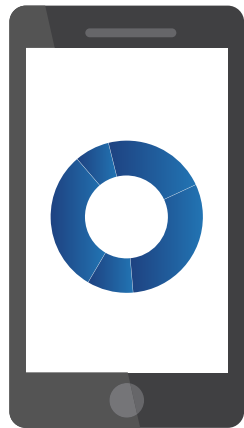


# *ONLINE AND MOBILE*



# *DATA* *AGRISHOW*



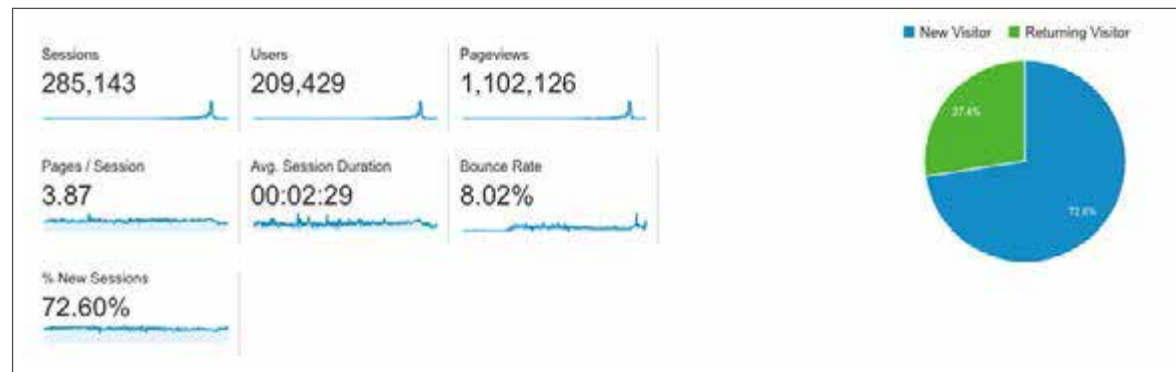


# MOBILE

33% of the people who access the Agrishow website, use their cell phones and this number grows year-on-year. More than **11 thousand downloads** and over **336.000 views**

# WEBSITE

+ 1 million pageviews





# WEBSITE *Most accessed pages:*



- List of Exhibitors
- Travel & Accommodation
- Entry
- How to Get There

**INTERACTIVE PLANT** + 3.4 million views, approximately 58,370 clicks per exhibitor profile, + 19 thousand searches



***WEBSITE  
+ NEWSLETTER  
+ APP CELL PHONE***



# *PREMIUM SPONSORSHIP MOBILE APP CELL PHONE*

## **Benefits**

Anticipates your communication with the Fair visitors. Promotes your products and releases.

You can even invite the visitor to go to your stand and impact a new niche of visitors.

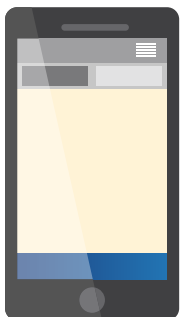
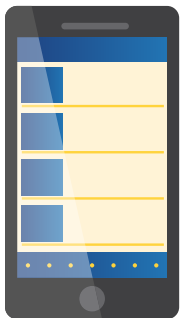
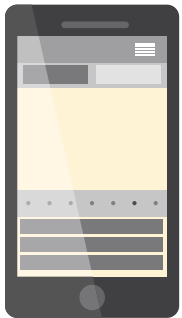
## **Description**

Using it your company/product will be in the hands of the most qualified visitors and on the fair website, before, during and after the event.





Premium



## ITEMS THAT ARE PART OF THE MOBILE PREMIUM SPONSORSHIP:

- 1 Advertisement on the Application\* entry screen
- 1 Advertisement at the Application footer (rotative)
- Company logo in the List of exhibitors and in highlight of the others
- Products Showroom (3 photos of the products and respective descriptions must be sent by the client)
- Publicity of the sponsor's logo on the application's website on the site
- Publicity of the sponsor's logo in the central and rotative animation of the Agrishow website
- Publicity of the sponsor's logo in Social Networks posts of the event promoting the Application and the premium sponsor.
- Send up to 2 Push notifications (Send up to 2 texts of a maximum of 120 characters for people who authorized the sending of messages via Push on the cell phone)

\* The inclusion of this advertisement will only be possible if sent within a maximum of 3 months before the fair start date. After this period is impossible to insert the sponsor's logo in this item.





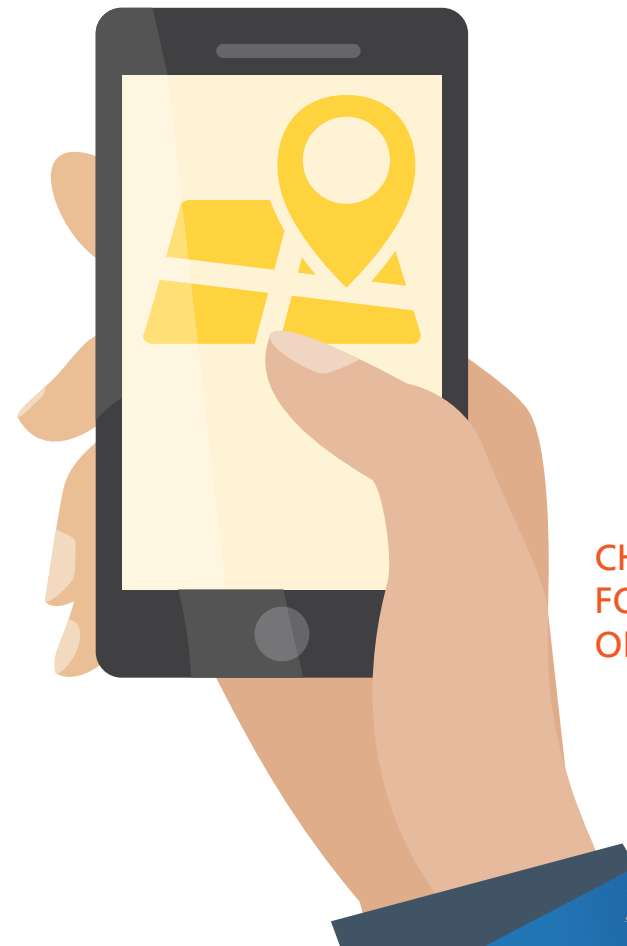
# *CELL PHONE APPLICATION*

## *+ INTERACTIVE WEB SITE PLANT*

### **BENEFITS**

Highlight your stand in the application Mobile from Agrishow and at the Agrishow Interactive Plant on the web site. By downloading the App on the cell phone your company anticipates the communication with the visitors of the Fair.

With it your company/product will be in the hands of the most qualified visitors and on the fair website, before, during and after the event.



CHECK OUT THE  
FOLLOWING  
OPTIONS >>



# PACKAGE: UPGRADE 1



- In the addition to having further highlight in the Interactive Plant of the site you'll also have in the Application of Agrishow in the Cell Phone.
- With upgrade 1 your company will get up to 5 times more visits to the plant!

Upgrade 1 includes, in addition to all features described in the Standard\* package, the following items:

- + Company logo on both plataforms
- + Highlight on lists and searches
- + 4 adittional categories of Products to register
- + Insertion of one video (Youtube)
- + Inclusion of 4 photos of products with description and image
- + Acess to the Leads (Contacts) which marked both the Interactive Plant and the cell phone Application that want to visit your company.

Quantity: Unlimited.



## ***FULL PACKAGE:*** UPGRADE 2

- With this package your company can get up to 11 times more than the average visits to the plant.

Full Package includes all features described in Upgrade 1 and more:

- + 4 additional categories of Products to register (registration must be made by the company)
- + Inclusion of 8 additional Products with description and image
- + Rotative banner at the website directory page's footer (list of exhibitors)



# *BANNER FOOTER + NOTIFICATION PUSH IN APP MOBILE*

## **BENEFITS**

Highlight your company in the Agrishow Mobile application with **banner in the footer + push notification**. Using it your company/product will be in the hands of the most qualified professionals, before, during and after the event. Furthermore, you can send a “push” notification to everyone who owns the Mobile Application.

## **DESCRIPTION**

- 1 Banner in the footer (rotative)
- 1 Push Notification

**Quantity:** 3 quotas

**Push Text:** 120 characters for the people who authorized the sending of messages via push on the cell phone

# *ADVERTISE ON THE AGRISHOW WEBSITE*





# **BANNER BUTTON**

LOCATION: **INTERNAL  
PAGES ONLY**



**Quantity:** 4 quotas on each page

## **BENEFITS**

- Anticipates your communication with the visitors of the Fair;
- Promotes your products and releases;
- Generates more interest for your stand;
- High number of impacted visitors;
- Brand activation.

## **DESCRITIVO**

- The Island Banner is one of the most viewed formats by the visiting public. It is positioned on the right side of all internal pages of the site.

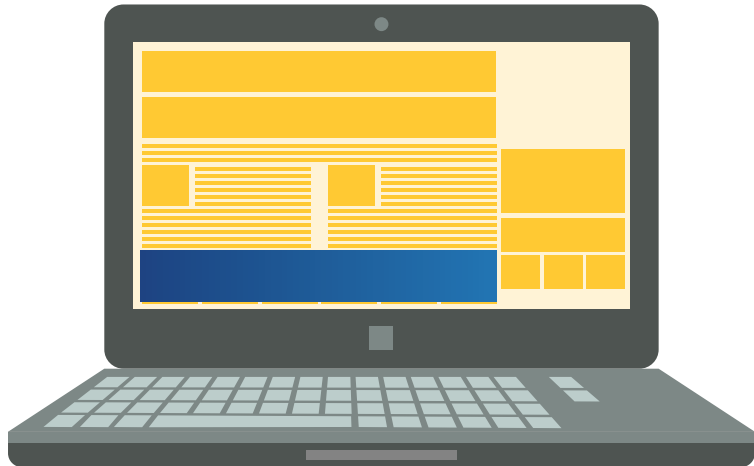
## **TECHINICAL SPECIFICATIONS:**

**Dimensions:** 230x300 px



# BANNER

LOCATION: **HOMEPAGE**



## BENEFITS

- Anticipates your communication with the visitors of the fair;
- Promotes your products and releases;
- Generates more interest for your stand;
- High number of impacted visitors;
- Brand activation.

## DESCRIPTION

- This particular banner is positioned in Premium location, on the home page of the site below the main text.

## TECHINICAL SPECIFICATIONS:

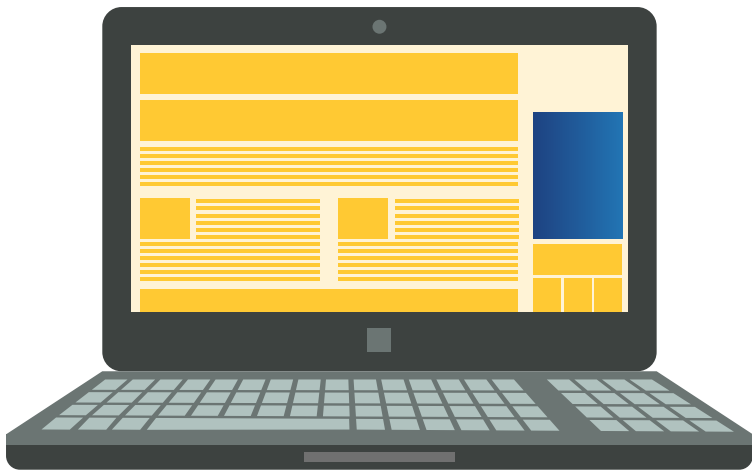
**Dimensions:** 728x90 px

Quantity: 2 quotas



# SKYCRAPER

LOCATION: **INTERNAL  
PAGES**



**Quantity:** 1 quota on the right and 1 quota on the left

## BENEFITS

- Anticipates your communication with the visitors of the fair;
- Promotes your products and releases;
- Generates more interest for your stand;
- High number of impacted visitors;
- Brand activation;
- Greater exposure.

## DESCRIPTION

- The Skycraper Banner is the format with the largest area of advertisement in the entire site of the event. Located on the right side of the site, it is present on every page and has an exclusive quota. This is the ideal format to promote your biggest release in the event.

## TECHINICAL SPECIFICATIONS:

**Dimensions:** 120x600 px





# NEWS AGRISHOW



- **SUPER BANNER / E-MAIL MARKETING**

**Location:** Above the top of the email.

**Dimensions:** 600x100 px. (4 quotas per submission)

- **ISLAND BANNER / E-MAIL MARKETING**

**Dimensions:** 300x300 px. (2 quotas per submission)

**PERIOD:** Before and during the event

**OBSERVATIONS:** Spaces are marketed per newsletter submission.

Consult us for availability of dates and formats.

\* Sent to the base of Agrishow and registered by the website - Banner must be sent in the JPG format.

# ADVERTISEMENT ON FACEBOOK

## AGRISHOW POST ON FACEBOOK:

**Benefits:** Anticipates your communication with the visitors of the fair.

More than **100 thousand followers**

Promotes your products and releases.

**Description:** The Post provides greater interaction and quick engagement with the visitors of the fair. Using it, your company can advertise a product, service or promotion. Get the immediate return of your action, through "Likes", "Shares" and comments in the post.

**Media:** On-line.

**Dimensions:** Advertisement in JPG format, 400x400 px + link and text of 2 lines provided by the client.

**Period:** Before and during the event.

**Observations:** Included boosting of Facebook.

**Quantity:** 20 quotas





# *INCLUDED IN YOUR STANDARD PACKAGE*

ADVERTISEMENT OF YOUR COMPANY ON THE  
WEBSITE AND IN THE CELL PHONE APPLICATION  
USING THE FOLLOWING RESOURCES:

- Company description up to 250 characters
- Up to 4 products categories to register
- Stand number
- Company website with Link
- Company address showing the location in the Google Maps
- Integrated system which allows to search your company in different ways, through the website and in the cell phone application

WHAT YOU  
EXHIBITOR  
ALREADY HAVE  
IN THE STANDARD  
PACKAGE AND  
SHOULD ENJOY!



# *ADVERTISING ITEMS AT THE FAIR*



# POCKET MAP

## Benefits:

- Most requested material at the fair
- Generates more visitation to your stand;
- Strategic communication at the fair;
- High number of impacted visitors;
- Brand activation.

**Description:** Advertisement on the back of the pocket map deliver in the event.

**Observação:** Design made by the sponsor.

Authorization until: 03/25.

Advertisement delivery until: 04/03

**Quantity:** 1 exclusive quota (38 x 45cm), or 4 quotas (18 x 22cm)

**Circulation:** Minimum of 30 thousand units



(Hight impact)

# *GUIDES OF ROUTES BY CROPS*

## *VISITORS*

In order to facilitate and expedite the localization of products/ services to the visitors during the trade fair, your company can sponsor the VISITOR'S GUIDE BY CROPS. This guide will offer a list of companies which provide solutions for specific cultures, such as: Tomato, Coffee, Corn, Soy, Cane, etc.

### **Special project on request.**

In case your company is interested in sponsoring this project, get in touch with your sales executive.

**Note:** For other types of cultures, refer to Agrishow board. The format can be changed, as long as it fits in the pocket or in a credential pouch and it must be approved by Informa.



Illustrative images



# BATHROOMS WOMEN'S ROOM



## MIRROR QUOTA

**Description:** Place for printed adhesive with the logo of the exhibitor fixed above or below the bathroom mirrors.

**Quantity:** 1 quota = 5 adhesives



# BATHROOMS MEN'S ROOM

## URINALS\* QUOTA

**Description:** Place for printed adhesive with the logo or art of the exhibitor fixed on the walls, above the urinals.

**Quantity:** 1 quota = 15 adhesives



## MIRRORS\* QUOTA

**Description:** Place for printed adhesive with the logo of the exhibitor fixed above or below the bathroom mirrors.

**Quantity:** 1 quota = 15 adhesives

\* **Dimensions:** Consult us.







# PRESS

Agrishow attracts in the event over thousand journalists from several places of Brazil and abroad. Is a great opportunity to put your brand in direct touch with the entire sector press!

## SPONSORSHIP OF THE SCREENSAVER AND WALLPAPER

### Description:

- Screensaver with logo or animation provided by sponsor;
- Wallpaper (desktop) with logo or image produced by sponsor;

**Period:** During the event.

**Quantity:** 5 quotas (daily) or exclusive 5 days.





# PRESS



## SPONSORSHIP KIT FOR JOURNALIST

**Description:** During the accreditation of the journalists in the event, each one will receive in hands this kit containing:

- Folder with the logo in 1 color \*;
- Notepad – logo in 1 color\*;
- Pen – logo in 1 color\*;
- Folder/Sponsor's Printed;
- Advertising gift.

**Period:** During the event.

**Quantity:** Single quota.

## SPONSORSHIP PRESS COFFEE BREAK

**Description:**

- Authorization to offer coffee break exclusively to journalists;
- Hiring of Buffet on behalf of the sponsor;
- Labeling with logo or art on the stand;
- Banner on the wall behind the stand of 80cm x 1.00m.

**Period:** During the event.

**Quantity:** Single quota.

## EXCLUSIVE SPONSORSHIP

Includes all press items + product display in front of press room. \*\*\*

Only authorization, all items must be produced, contracted and delivered by the sponsor.

\* Materials that must also contain the logo of the fair, organization and performance, obligatorily.

\*\* Materials only with the sponsor and event logo.

\*\*\* Settings, installation and logistics on behalf of the client.



# ECOPO FOR DRINKING FOUNTAINS

ECOPO is a 100% ecological media, the paper used in the manufacture comes from reforestation woods and is produced with 100% virgin fibers and certified by ISEGA and the visitor still takes home with his brand.

## ECOPO

### Description:

Paper cup personalized with logo in at least two colors, with 4 uniformed promoters positioned just after the fair ticket office for distribution.

**Period:** All the days of the event.

**Quantity:** Single quote (40.000 e-copos units.)

**Observations:** Delivery time 15 days as soon as the art is approved.

Obs: Production of the e-cups, promoters and uniforms on behalf of the sponsor.  
\*\*not recommended for hot liquids. The user runs the risk of getting burned.

**Authorization:** Until 03/30





# *INFORMATION DESK ENTRANCE NORTH AND SOUTH*

**Description:** Place where the fair materials are distributed, such as official catalog, pocket map, information about transfer, taxi etc.

**Quantity:** 02 Adhesive Stands, one in the north entrance and other in the south entrance, 04 Receptionists, 2 in each stand

**Quota:** Individual: North or South  
Exclusive: North and South

**Obs:** Stand and receptive production on behalf of Informa.





# UNIFORMS GENERAL STAFF OF THE FAIR

## Description:

Sponsor logo on all shirts worn by all Agrishow frontline team, that is:

- Service
- Ticket office
- Press Accreditation
- Receptionists of the Administrative Areas
- Electric carts drivers

**Period:** Every day of the event.

**Quantity:** 500 customize shirts

**Obs:** Only authorization. Production on behalf of the sponsor.



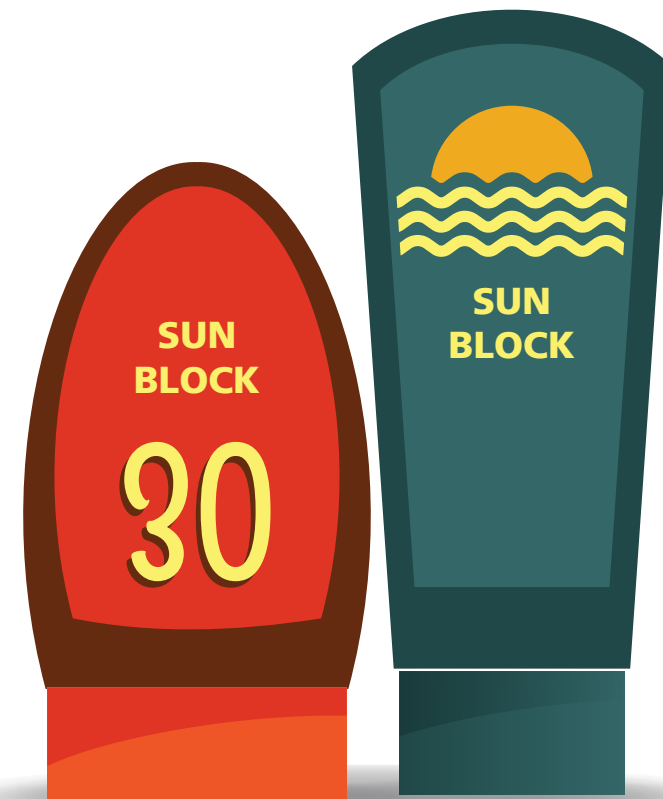


# *DISTRIBUTION OF SUNSCREEN*

## AGRISHOW PROVIDES:

### Description:

- 2 advertisements/day on Agrishow Radio
- Deposit Space to store samples and materials
- Distribution at the entrance of Visitors and Exhibitors Parking (or after the ticket office)
- Distribution on Caravans Buses with our monitored guides
- Advertisement on the Agrishow website in a specific page with sponsor's logo
- 2 posts on Agrishow social network (art must be provided by the client)
- 10 invitations



\*Production/Delivery of samples of 10ml sachets on behalf of the sponsor (10 thousand/day, the event logo or name should be placed on the front)

\*\* Uniformed promoters for distribution (hiring promoters and uniforms on behalf of the sponsor).

Other special actions during the event may be suggested and presented to Informa Exhibitions for evaluation.



# *SAMPLING (DELIVERY OF ADVERTISING GIFTS)*



## **Description:**

Authorization only for the distribution of promotional material at the visitors parking entrance booths. Two promoters can perform this action.

**Duration:** During the event.

**Observation:** This action requires evaluation of the direction of the fair. Only with authorization. Production, delivery of advertising gifts, promoters and uniforms on behalf of the sponsor.

**Quantity:** 4 quotas for visitor parking.



# LOG AT PLANT LOCATE YOURSELF



## **Description:**

Insertion of 1 logo highlighting your logo in all units of the plant distributed at the fair.

**Duration:** During the event.

**Observation:** Logo should be sent in vector (EPS or AI) to the Marketing department of Informa Exhibitions.

**Quantity:** Up to 10 logos – 1 logo per Exhibitor (21 units scattered in the event).





# ***SIGN OF AVENUES***

## **Description:**

Place for publicity in the signs.

**Format:** 70 x 25 cm.

## **Observation:**

Unit value per lot/avenue

## **Quantity:**

01 lot of 21 signs on Avenue A;  
01 lot of 21 signs on Avenue B;  
01 lot of 21 signs on Avenue C;  
01 lot of 42 signs on Avenue E, F e G.

## **Obs:**

Production on behalf of Informa Exhibitions.





# *ELECTRIC CART EXHIBITORS*

## **Description:**

Authorization to use the electric cart (cart rental, production and installation of tarpaulins and adhesives on behalf of the client) with a driver provided by the organization.

**Observation:** Only for exhibitors with an area equal or greater than 1800 m<sup>2</sup>





# *ELECTRIC CARTS* *OVERHEAD - VISITORS*

## **Description:**

Sponsorship of only the electric carts overhead of the event. Cart with driver provided by the organization

**Observation:** Art and printing on behalf of the client and installation on behalf of Informa. Art on the sides and front (3 surfaces) of the cart.





# PARKING OVERLOOK

## **Description:**

Enveloping of the Parking Overlook, with art/logo of the sponsor.

**Format:** 145 x 225 cm (each surface).

**Observation:** Only location, production on behalf of the sponsor.

**Quantity:** Exclusive Quota - 3 Surfaces





# *BLIMP RESTROOMS SIGNALS*

**Description:**

Authorization for installation of blimps  
restrooms signals (Only the place for  
installation, the Blimp is responsibility of the  
exhibitor).

**Quantity:** 4 units.



# *BLIMP ABOUT THE STAND*



**Description:**  
Authorization to install  
blimps on the exhibitor  
stand

**Observation:** Production  
and installation on behalf  
of the exhibitor, obeying  
the standards in the  
manual of the sponsor.



# *BLIMP PARKING*

## *- VISITOR/EXHIBITOR*



### **Description:**

Authorization to install blimp. (Only the place for the installation, the blimp is the responsibility of the exhibitor).

**Quantity:** 10 units  
(north parking of visitors)



# *SPONSORSHIP OF BUSES FOR VISITORS BOARDING*

## **Description:**

Authorization for application of external tarpaulins on the bus, authorization for distribution of advertising gifts and promotional material on boarding the bus. Ex: Bags, pens, caps, among others. Uniform sponsorship and locution of monitors guides/promoters.

## **Observation:**

Production of tarpaulins/adhesive, uniform and advertising gifts on behalf of the client. This action requires evaluation of the direction of the fair. Monitors/promoters on behalf of the sponsor.

**Quantity:** Up to 12 buses - Under consultation.







# OUTDOOR WELCOME

## Description:

Panel located on the highway, near the north entrance. High visibility.

**Quantity:** 2 quotas

**Format:** 10m x 4m

## Obs:

Production and installation on behalf of Informa Exhibitions.



# *ADVERTISEMENT OF THE BRAND IN THE PARKING LOT*



## **Description:**

Place for installation of blimp, authorization to supply bumping for division of parking spaces of visitors and authorization of supply and exploration of uniforms of parking lot employees (reflective vest + cap – 150 people).

**Quantity:** Exclusive quota.

# VIP PARKING AT AGRISHOW

Agrishow is the only agricultural trade fair that has a VIP parking to receive visitors who wish for a unique treatment with all confort.

## Description:

- Stand Assembly Authorization  
*(assembly by the customer upon project approved by Informa)*
- Authorization to execute actions and materials to be distributed inside the stand area with promotor  
*(action and hiring of the promotor at the expense of the client)*
- One Facebook post for more than 100,000 followers
  - Promote on the website on the Parking page
- Promote on Agrishow Newsletter for visitors and exhibitors with a banner
- 05 exhibitor credentials to access the trade fair



## Important:

- Parking should open at 7 a.m. and close at 7 p.m. with a 30' tolerance (Fair hours from 8 a.m. to 6 p.m.)
- Date: May 1st – 5th, 2017
- Stand assembly date: to be confirmed with operation department.
- VIP Parking localization – North entrance of the trade fair (main)



# *RADIO AGRISHOW - WEATHER FORECAST*



**Description:**

Signature in Agrishow Radio weather forecast  
Quantity: - 20 insertions (2 afternoons on the days of the event) -  
Sponsor's 10' slogan quote, followed by the weather forecast and 30' spot produced by the sponsor.

**Period:** During the event.

**Quantity:** Limited quantities.



# *RADIO AGRISHOW ADVERTISEMENT BROADCASTING*



**Description:**  
Advertisement broadcasting  
on Agrishow Radio

**Observation:** Production of  
the advertisement/spot by  
the advertiser.

**Quantity:** Limited - Package of 30  
insertions of 30" (6 per day).



# RECHARGE OF CELL PHONE

## Description:

- Cell phone recharging totems at specific locations at the fair.
  - Advertisement on the Agrishow website in a internal page with sponsor's logo
  - 2 posts on Agrishow social network
- (art must be provided by the client)

## Observation:

- Contracting of totems on behalf of the sponsor
- (Suggestion of contracting 4 totems with maintenance, assembly and disassembly)
- Promoters, uniforms and taxes on behalf of the sponsor.

**Quantity:** Exclusive quota.





***GARANTA VISIBILIDADE DA SUA MARCA  
DE FORMA RÁPIDA E COM IMPACTO!  
ENTRE EM CONTATO COM NOSSA EQUIPE DE VENDAS!***

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Obs: Merchandising values do not include agency tax.  
The formats may be changed without prior notice.