



**For those who
drive agri.**



**April, 29th
to May, 3rd**

2024
8am to 6pm
RIBEIRÃO PRETO
SP • BRAZIL

Audience

Profile

Together, the **Agrishow website** and the **Agrishow Digital** content channel have:

+350,000 followers



+100,000 contacts in the data base

+8,000 users on the Agrishow Experience

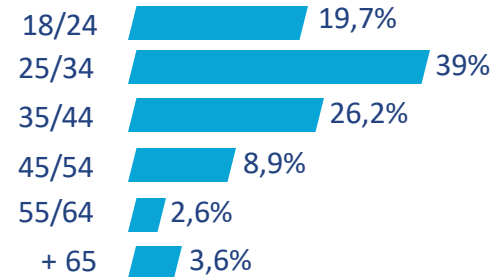
+246,000 page views on Agrishow Digital

+1,8 million for page views on the fair website

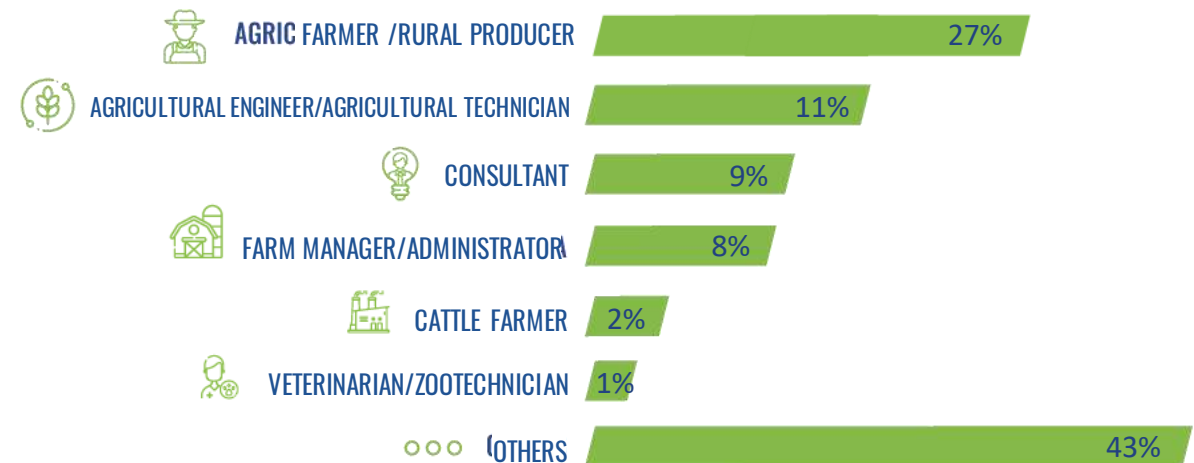
**Data for the period from June/22 to May/23*



Age:

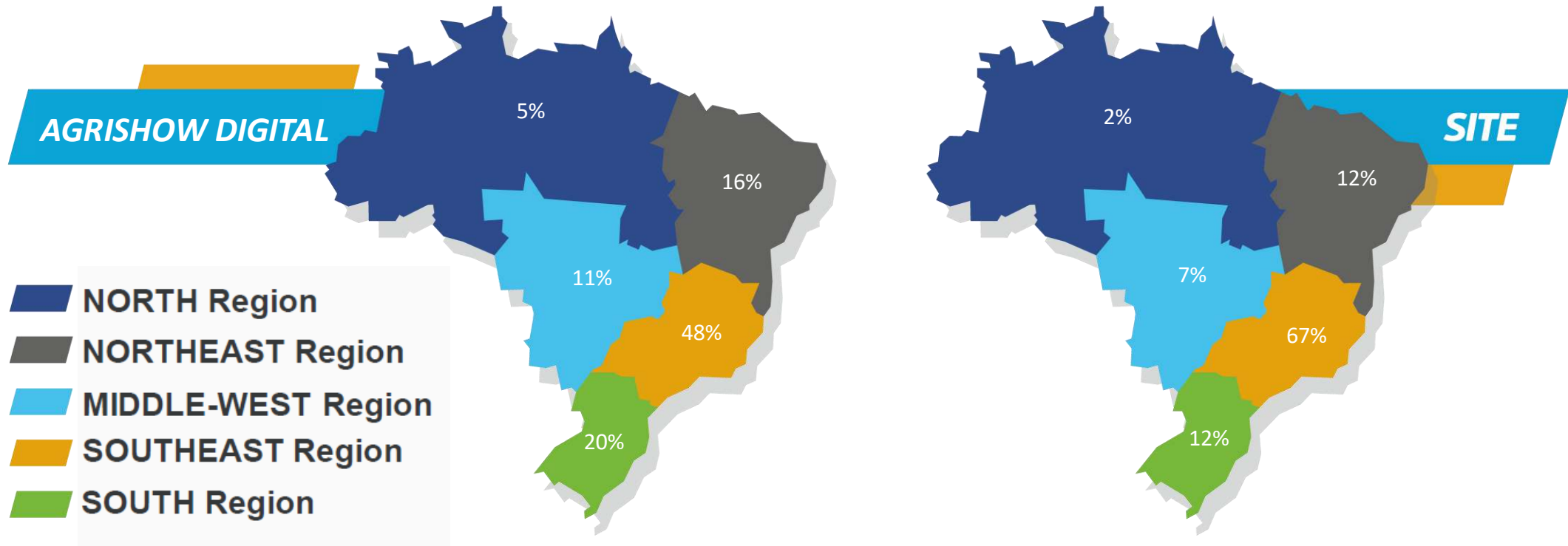


FIELD OF BUSINESS



Audience

Qualified and Diversified



MEDIA

QUALIFIED CONTENT

Focusing on qualified content to help in the purchase decision is a way to engage your target audience and expand your network of customers and potential customers through relevant and valuable information, attracting, engaging and generating value for people in order to create a positive perception of your brand and thus enhance sales.

TARGETED AUDIENCE

With more than 30 years of experience in the business fair segment, we know our audience well and specialize in producing content to meet the needs of our visitors who seek solutions for their business. During 365 days of the year, we bridge the gap between your company and your customers in the B2B segment.

PURCHASING DECISION SUPPORT

We monitor the profile and needs of our audience to keep them informed about trends and innovations and also about the news that dictate the future of the market. Whether in digital media or at our trade fairs, creativity is the fuel of special projects that bring buyers and sellers together through technical, exclusive and relevant content.

COUNTS WITH:

- Sponsor spokesperson participation;
- Targeting link to the sponsor's website;
- Logo on the cover and on the contact page;
- File delivery with leads generated during the campaign period (shared after user acceptance, according to data policy);
- 30-day campaign on our social networks and digital channel to maximize the reach of the material.

Media for customers who want to:

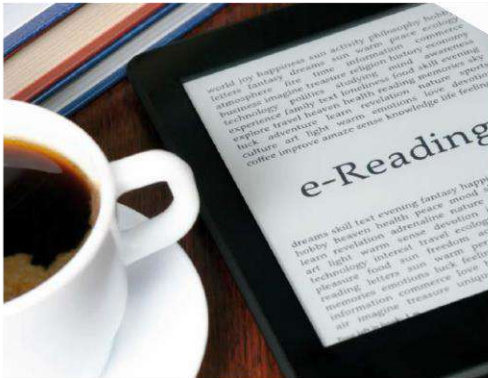
- Branding
- Launch products
- New audiences

E-BOOK

Material presents an overview on a particular subject with the participation of the sponsor and a market expert indicated.

WHY?

- Ebook allows you to reinforce your brand's discourse on a particular topic for a qualified audience;
- This content contributes to increase brand recall and also generate leads;
- The great topic of participation in the event can be anticipated in the ebook with the purpose of warming the audience in the physical environment.



WHITE PAPER

Material exposes a topic in a technical way with the support of research or results with the participation of the sponsor and a market specialist indicated.

WHY?

- White paper demonstrates your brand's know how on a given topic for a qualified audience;
- This content contributes to increase brand recall and also generate leads;
- Complex technology or equipment that will be demonstrated at the event can be previously presented in a white paper in order to warm up the audience in the physical environment.



INFOGRAPHIC

Material presents a complex subject or set of data through visual facilitations in order to simplify Understanding.

WHY?

- Infographics make communication more intuitive and easy to consume;
- This content contributes to increase brand recall and also generate leads;
- It has a high capacity to become a viral content due to the speed of consumption of information and illustrations.



Media for customers who want to:

- Branding
- Launch products
- New audiences

INTERVIEW WITH EXECUTIVE (text)

Sponsor brand executive is interviewed exclusively to talk about perspectives, innovations and solutions in their market.

COUNTS WITH:

- Publication of the executive's photo in the main image.
- Targeting link to the sponsor's website;
- 14 days campaign on our social networks and digital channel to maximize the reach of the material.

WHY?

- It establishes and promotes the executive's leadership on a topic among a qualified audience;
- Open post, without the need to register for reading, which facilitates its consumption;
- Generates rapid brand recognition.

**Published on the Agrishow Digital content channel*

**This product does not generate leads*



“O agro conectado é mais produtivo e inclusivo”: confira entrevista de Alexandre Dal Forno, do ConectarAGRO, para o Agrishow Digital



Membro do Conselho Administrativo da associação fala dos atuais desafios da conectividade no campo e explica por que ampliar o acesso ao 4G nas áreas rurais, antes mesmo do 5G, deve ser uma prioridade no setor

Ana Clara Ferreira | 10 Out, 2022.

ARTICLE

Text content that presents the sponsor's knowledge about an area related to the dissemination of product/service. Allows the use of image or video of the product/service.

COUNTS WITH:

- Sponsor's statement;
- Publication of photo or video of the product/service;
- Targeting link to the sponsor's website;
- 14

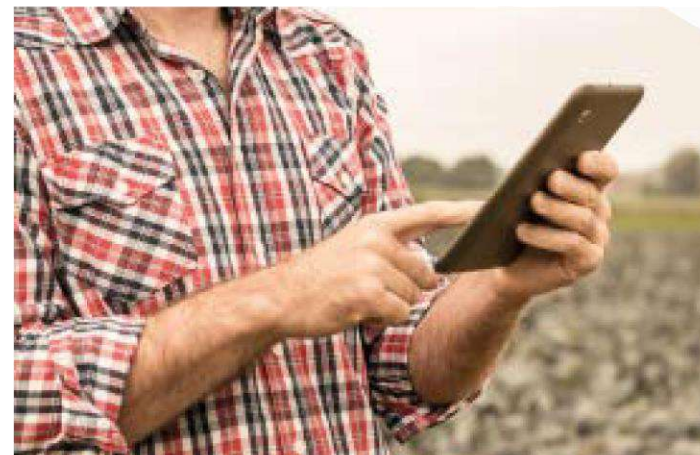
day campaign on our social networks and digital channel to maximize the reach of the material.

WHY?

- Open post, without the need to register for reading, which facilitates its consumption;
- Generates rapid brand recognition

**Published on the Agrishow Digital content channel*

**This product does not generate leads*



SPECIAL PROJECT

Design of digital content tailored to the needs of the sponsor. With strategic value, this product combines various materials for lead generation and brand recall for a period of more than 3 months.

COUNTS WITH:

- Statement of a spokesperson and partners of the sponsor;
- Targeting links to the sponsor's website;
- Logo and contact details at the footer of the material;
- File delivery with leads generated during the shared campaign period after user acceptance, according to data policy);
- Campaign on our social media, digital channel and new sletter to maximize the scope of the project.

WHY?

- Establishes and promotes the leadership of the sponsoring brand on a topic among a qualified audience;
- It helps to increase the brand recall and also generate leads;
- Some materials that can compose the long term content delivery timeline: e book, article, webinar, podcast, video of participation in the event.



INTERVIEW WITH AN EXECUTIVE (on video/at the boot)

Sponsor brand executive is interviewed for 5 to 10 minutes on video to enhance their visibility of the brand and/or lead generating material (e book, for example). Published on Agrishow's digital channel.

COUNTS WITH:

- Editing the video with insertion of:
- Opening screen with sponsor logo;
- Text with the executive's name;
- Closing screen with logo and sponsor's website.
- Campaign on our social networks and digital channel to maximize the reach of the material.

WHY?

- Establishes and promotes the leadership of the sponsoring brand on a topic among a qualified audience.
 - Presents market trends and brand solutions;
 - Contributes to increase the recall of the brand.
- *recording by the streamyard.



“DIRETO AO PONTO” VIDEOS

Agrishow Fair Social Media Educational Campaign. “Response” videos focusing on how your product can add value in the producer's daily life. Always in an objective way, going "straight to the point".

COUNTS WITH:

- Each video should take 1-3 minutes.
- Delivered by the exhibitor, Informa includes lettering and vignette.
- Open post, without the need to register for reading, which facilitates its consumption.
- Published on the social media of the event
- 14 days campaign on social media

WHY?

- Generates rapid brand recognition



VIDEO INVITATION

Social Media

Invite visitors and promote your brand and/or product that will be showcased during the trade show. Pre-event.

- The video will be displayed on all Agrishow's social media platforms.
- The video should be recorded by the exhibitor in horizontal format, with your brand in the background.

Action from March to April.

60

quotas



INTERVIEW WITH AN EXECUTIVE (at the booth)

Sponsor brand executive is interviewed and finalized for 5 to 10 minutes during participation in the event. The posting may happen during the event on social media and on the digital channel of the fair.

COUNTS WITH:

- Opening screen with sponsor logo
- Text with the name of the executive;
- Campaign on our social media to boost consumption

WHY?

- Establishes and promotes the leadership of the sponsoring brand on a topic among a qualified audience.
- Presents market trends and brand solutions.

20

quotas



Entrevista | Coplacana



Agrishow Feira
6,63 mil inscritos

Analytics

Editar vídeo

7



Compartilhar



FEATURED EXHIBITORS

Product Recording at the exhibitor company's booth, focusing on new releases and special offers. The video will be posted at the end of the day on Instagram and YouTube in the format: "Highlights of the Day"

Non-exclusive. Up to 30 minutes.

There will be 2 videos per day - featuring 5 companies in each highlight.

INCLUDES:

- Video editing and narration, exclusive exhibitor highlight intro, provided during the event.

WHY?

Contributes to increasing brand recognition.

Draws attention to the products/services/special offers presented during the event.



ADS By informa

Promote your brand effectively with "Ads by Informa Markets" and ensure an extended audience reach among all customers who visited our channels, along with the promotion of your product across the entire Internet display network.

INCLUDES:

- Posting IAB format banners across the web.
- Direct link to the sponsor's website.
- We provide a dashboard for you to monitor the results, including information such as the banner display period, impressions, clicks, CTR, and the top 10 display channels.

WHY:

- Our solution will propagate your campaign across the entire web network.
- An excellent "top-of-funnel" solution, also known as the awareness stage and the first stage of the sales funnel.
- Generates rapid brand recognition.

	PACK 1	PACK 2	PACK 3	PACK 4
Impressões	500 mil	1 milhão	1,5 milhão	2 milhões
Duração da Campanha	15 dias	15 dias	15 dias	15 dias
Setup, Execução e Otimização	-	-	-	-
Report Final da Campanha	-	-	-	-
Praças	2	3	5	5

SOCIAL by Informa

They are ads that leverage the social characteristics of the internet to reach a specific audience. Promote your brand assertively with Social, Informa Markets' new product, which ensures audience extension through 1st party data via the profiles of Informa's social media products. This integrates audience information from in-person events, digital events, content channels, and social media.



Agrishow Ao Vivo

There will be 5 episodes broadcasted at different points of the event, showcasing the latest technological advancements in the agricultural sector, product launches, innovations, and all the attractions of the event. All of this will be presented by experts who are passionate about agriculture.

Additionally, we will have live interviews with key industry leaders, sharing valuable insights about the current and future state of agribusiness.



Broadcasted on the Agrishow platform and also on the fair's YouTube channel.

Formatos de Participação

	Cota Oferecimento	Cota Apoio	Cota Entrevista
1 Entrevista	x		x
Banner na home da plataforma Agrishow	x		
Aplicação de logo no rodapé da plataforma Agrishow	x	x	
Aplicação de logo no rodapé dos e-mails marketing de divulgação	x	x	
Aplicação de logo na vinheta de abertura de cada episódio - 5 episódios	x	x	
Menção da marca patrocinadora nos posts de divulgação	x	x	
Menção da marca pela apresentadora: "Agrishow Ao Vivo" by empresa X - 5 episódios	x		
Menção da marca pela apresentadora como apoiador - 5 episódios		x	
1 Comercial até 30 segundos	x	x	

STORIES Instagram

Instagram Stories Space at the event's Instagram account during the fair period.

INCLUDES:

- Clients can submit a 60-second video or up to 4 images.

WHY?

- Tagging the sponsor's Instagram page.



VIDEO AT THE BOOTH

Social Media

Recording of up to 5 minutes from the booth, presenting the news of the sponsoring brand Post for Instagram, during the event

COUNTS WITH

- Participation of a brand spokesperson.
- Mention of the booth location.

WHY?

- Contributes to increase the recall of the brand.
- Draws attention to the products/services presented during the event.



Leadster

Data Collector App

Your entire team with data collector.
Team effectiveness management.
Instant relationship with collected leads.

Export contacts at any time



WEBINAR*

Recorded webinar developed based on the sponsor's needs, featuring 2 to 3 speakers discussing relevant agricultural topics related to the sponsor's expertise. Minimum 2 months of project.

INCLUDES:

- Speaking slot for the brand's spokesperson to discuss and present their solutions.
- Pre-campaign on our digital channels to attract the audience.
- Delivery of a file with leads generated during the campaign period (shared after user's acceptance, following data policy).
- Brand mention as the webinar sponsor.

WHY?

- Establishes and promotes the sponsor's brand leadership on a specific topic among the audience.
- Enhances the positive perception of the company's spokesperson.
- Contributes to increasing brand recall.

**Broadcast on the AgrishowExperience platform*



COUNTS WITH:

- Broadcasting for 30 days, it is not possible to change the image;
- High brand recognition and conversion;
- Possibility to using static or animated message (GF);
- It is necessary to send a destination link;
- Rule: 3 clients per month, rotating banner.

SUPER BANNER

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

WHY?

- Conveys a message clearly and quickly;
- Click direct to the sponsor brand website.

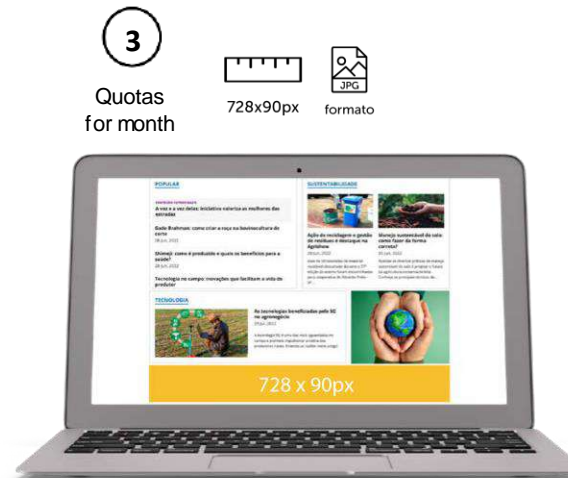


BANNER FLOOR

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

WHY?

- Conveys a message clearly and quickly;
- Click direct to the sponsor brand website.



RECTANGLE BANNER

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

WHY?

- Conveys a message clearly and quickly;
- Click direct to the sponsor brand website.



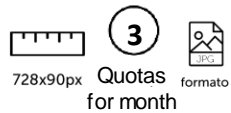
COUNTS WITH:

- Broadcasting for 30 days, it is not possible to change the image;
- High brand recognition and conversion;
- Possibility to using static or animated message (GF);
- It is necessary to send a destination link;
- Rule: 3 clients per month, rotating banner.

SUPER BANNER

Super Banner is the most prominent format on the fair's homepage website, it is the ideal format to promote its biggest launches and dissemination strategies at the fair.

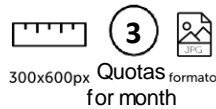
With each page refresh, 1 quota banner will be displayed.



HALF PAGE BANNER

Located in the right corner of the website's home page, it is a highly effective action for your brand and its products.

With each page refresh, 1 quota banner will be displayed.

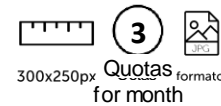


RECTANGLE BANNER

I, II & III

Located in the central area of the website's homepage, they are good for customizing and completing your advertising campaign for the fair's visitors.

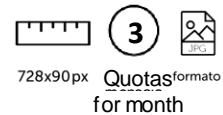
With each page refresh, 1 quota banner will be displayed.



BANNER ON THE REGISTRATION PAGE

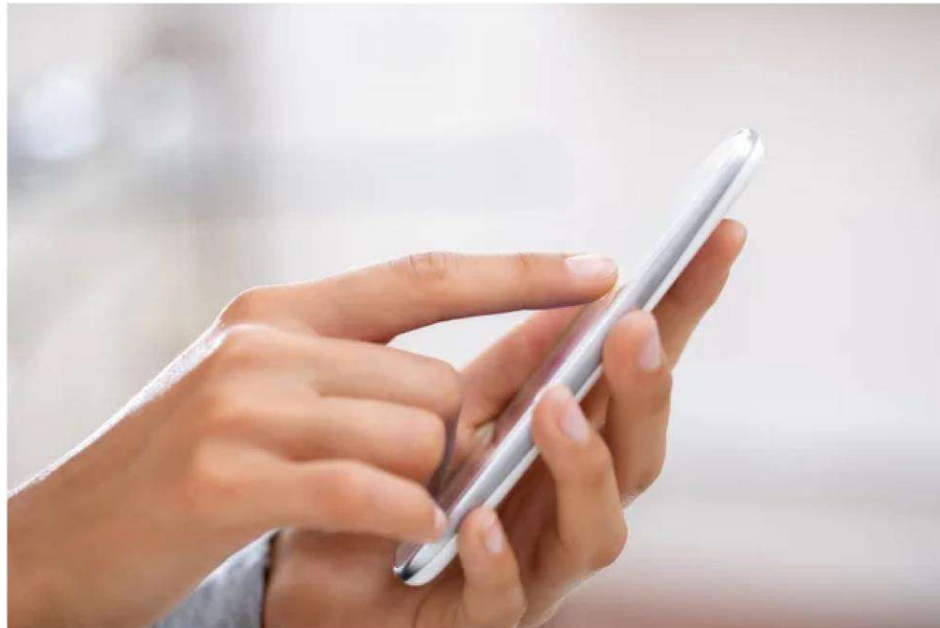
This is the ideal format to announce your presence at the trade show and draw attention to your brand.

Display period: 90 days, from March to May.



- Necessário envio de um link de destino
- Período de veiculação: 30 dias

SPONSORSHIP OF THE AGRISHOW APP



5

cotas

10

Visibilidade
cota

INSERTION OF NOTE IN NEWSLETTER (content)

Sent periodically to exhibitors and visitors, the newsletter is a great opportunity to keep in touch with your customer throughout the year.

COUNTS WITH:

Text content to call an article, ebook, White paper or customer infographic.

Targeting links to the sponsor's website or to article, ebook, Whitepaper or infographic on our channels.

May contain image.

WHY?

Enhances the dissemination of customer content. Click direct to the sponsor brand website.



BANNER IN EMAIL

Email marketing banner for visitors

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

Your brand will have visibility with the insertion of a highlighted digital banner, with a link to your company's website. You can promote products and services, as well as highlight your actions to the market.

COUNTS WITH:

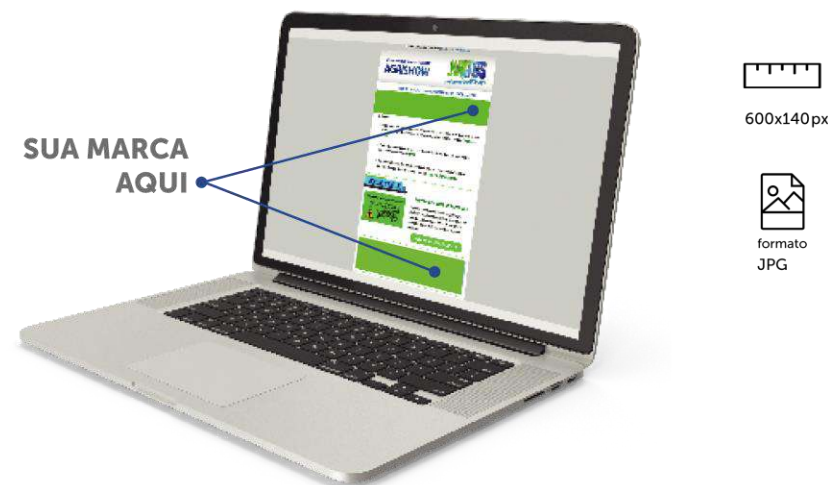
728x90 banner at the top or footer of the Newsletter.

Targeting links to the sponsor's website.

WHY?

Conveys a message clearly and quickly. Click direct to the sponsor brand website.

+100 thousand qualified contacts receive the email marketing



*+100 mil contatos qualificados recebem o e-mail marketing Agrishow

MERCHANDISING

MAIN ADVANTAGES

- *Strengthen your brand for the visitors;*
- *Disclose your location at the event;*
- *Attract more customers to your booth;*
- *Merchandising actions during the fair increase the traffic at the booth by more than 100%.*

Our audience*

195,000

visitors

*in 2023

POCKET MAP

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

Advertisement on the back of the pocket map distributed at the event.

NOTE:

- Artwork to be provided by the sponsor;
- Authorization until: March 20th;
- Advertisement submission by: March 27th.

PRINT RUN:

Minimum of 20,000 units.



INFORMATION DESK

NORTH AND SOUTH ORDINANCES

Brand exposure on information desks located at the north, south, and east entrances.

- Distribution of sponsor's brochures;
- Authorization for uniformed receptionists.

QUANTITY:

03 Branded Counters, with one at the north entrance, one at the south entrance, and another at the east entrance. 06 Receptionists, with 2 at each counter.



Note: Counter and receptive production on behalf of Informa.

LOGO ON THE PLANT

LOCALIZE YOURSELF

Inclusion of 1 logo highlighting your location in up to 8 units of the map distributed at the fair.

PERIOD:

During the event.

The logo should be sent in vector format (EPS or AI) to the Informa Markets Customer Success team.

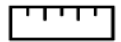
QUANTITY:

Up to 14 logos on the Outdoor floor plan

Up to 10 logos on the Agro Solutions Arena floor plan

Size of the "Locate Yourself" Map

3.14 x 2.22 m



Quotas = 2 cabins each



SPONSORSHIP OF A SOLAR CHARGER FOR VISITOR USE

- Display of the company's brand at the bottom of the charger panels (sponsor to provide the artwork).
- The organization is responsible for the charger installation.
- The exhibitor is allowed to install a totem with brochures or a QR code for product or brand promotion.
- The exhibitor will receive one daily mention on Agrishow Radio regarding the sponsorship of the initiative and the brand's stance on Sustainability.

5

Quotas



FOOD TRUCK SQUARE

Sponsors have the right to communication: 'Company X' maintains this area.

Includes:

- Educational sign about waste separation
- Exclusive team to maintain the area



REST AREA

Authorization for the setup of a rest area (hammocks, bean bags, etc.) with the display of the sponsor's brand.

The project must be pre-approved by the organizer.
10 event access credentials.



SUSTAINABLE ACTIONS

Agrishow will support exhibitors who present projects for sustainable actions at the fair.

The project must be pre-approved by the organizer.



SPONSORSHIP: STAY HYDRATED AT AGRISHOW

Sponsorship: Water Dispenser Unit

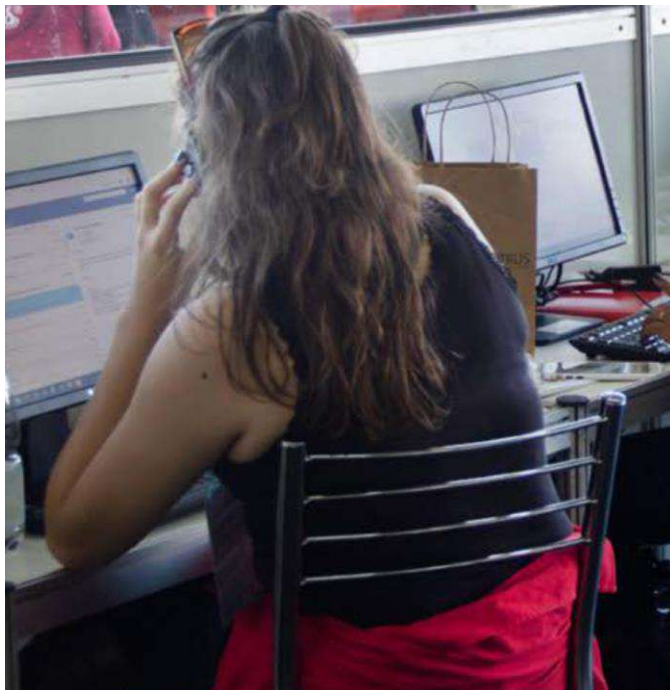
- Display of the company's brand in front of the water dispenser (sponsor provides the artwork).
- Informa is responsible for the installation of the water dispenser.
- 1 water dispenser unit per restroom, except for restroom 5 (2 units), and in the Central Square (2 units).
- The exhibitor is authorized to distribute eco-cups at the sponsored water dispenser (promotion by the sponsor).



PRESS

Direct brand activation in the accreditation of journalists and industry advisors.

Agrishow attracts more than 700 journalists from Brazil and abroad to the event. A great opportunity to have your brand in direct contact with all the press in the industry.



TVS PRESS ROOM (EXCLUSIVE QUOTA)

1 42-inch TV in the press room (reception)
Exclusive sponsor content
FORMAT: Video in mp4 format, up to 30 seconds in duration (no sound)



GIFT TO THE PRESS

Authorization of kit (gift) that will be available to journalists in the press room.

BANNER

Inclusion of a banner at the reception of the press room.

COUNTER (EXCLUSIVE QUOTA)

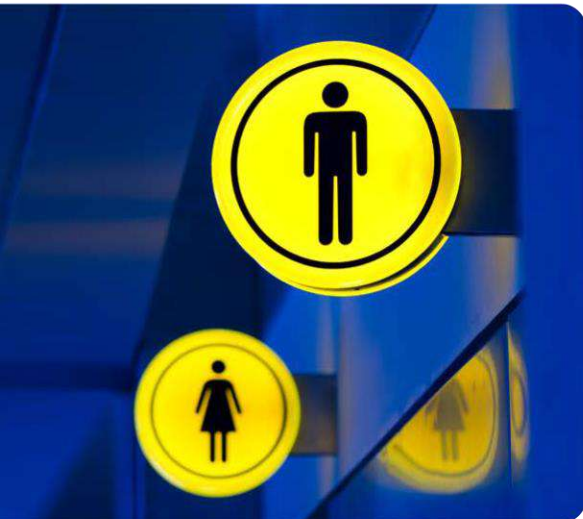
Sticker on the reception counter in the press room.
The production and application of the adhesives is the sponsor's responsibility.



TOILETS

RESTROOM FEMALE & MALE

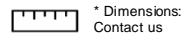
- Authorization to install a sunscreen and hand sanitizer dispenser in all bathrooms;
- Possibility of sticking the area above the dispenser;
- Production/supply/installation of sunscreen and sticker on behalf of the sponsor



RESTROOM FEMALE

MIRROR QUOTA

- Place for sticker printed with the display logo affixed on top or below the mirrors of the 7 female restrooms.
- The production and application of the adhesives is the sponsor's responsibility.



* Dimensions:
Contact us

1

= 15 stickers
in each restroom

BATHROOM DOOR QUOTA

Possibility of sticking behind the doors of the cabins of the female restrooms.

The production and application of the adhesives is the sponsor's responsibility.



RESTROOM MALE

MIRROR AND URINAL SPONSORSHIP

- Space for printed stickers with the exhibitor's logo affixed above or below the mirrors in the 8 men's restrooms.
- The production and application of the stickers are the sponsor's responsibility.



* Dimensions:
Contact us

1

= 15 stickers
in each restroom

RESTROOM DOOR SPONSORSHIP

Option for applying stickers between the doors of the stalls in the men's restrooms.

The production and application of the stickers are the sponsor's responsibility.



RESTROOM

AD PLACEMENT IN FRONT OF THE RESTROOMS

Exhibitor Advertisement Space in Front of One of the 8 Restrooms at the Fair. The artwork must be provided by the exhibitor. Informa will handle the installation of the advertisement. Restroom locations:

- Restroom 1: Caex
- Restroom 2: Av.A
- Restroom 3: Arena de Soluções
- Restroom 4: Behind the fair's management office
- Restroom 5: Av.D (Press)
- Restroom 6: Food Truck Plaza F
- Restroom 7: Behind Coopercitrus
- Restroom 8: Av.H.



ITEM 1

Time Check Sponsorship on Agrishow Radio.
Mention of the sponsor every hour.
Throughout all days of the event.

Exclusive sponsorship



ITEM 2

Signature on Agrishow Radio's weather forecast
(morning and afternoon). Mention of the sponsor's
slogan for 10 seconds, followed by the weather forecast,
and a 30-second spot produced by the sponsor.
Throughout the event.

QUANTITY:
4 inserts (2 in the morning + 2 in the afternoon on event
days).



ITEM 3

Advertisement/Spot production at the advertiser's
expense.

QUANTITY:
6 inserts of 30 seconds each per day for 5 days
during the event.



GENERAL FAIR STAFF UNIFORMS

Sponsor Logo authorization on T-shirts worn by all Agrishow staff, i.e.:

- Reception;
- Ticket office;
- Press Accreditation | International;
- Receptionists of the Administrative Areas;
- Drivers of electric carts.

All Event Days.
Produced by the sponsor.

QUANTITY:
400 custom T-shirts



*The printing of the T-shirts must comply with quality standards presented by the organization.
*Layout must be approved by the fair organization

SUNSCREEN DISTRIBUTION

INDIVIDUAL SACHETS

AGRISHOW OFFERS:

- Authorization for distribution of sachets in the visitors' parking lot and bus parking;
- Storage space for storing samples and materials;
- 8 invitations to access the fair;

*Production/Supply of 10 ml sachets samples on behalf of the sponsor 10 000 / the event logo or name must be placed on the front
**Uniformed promoters for distribution (hiring the promoters and uniforms on behalf of the sponsor)



SAMPLING

DELIVERY OF PROMOTIONAL MATERIAL IN PARKING TURNSTILES

Only authorization for the distribution of promotional material in two entrance booths of the visitors' parking lot (towards Ribeirão/Sertãozinho).

- Two promoters can perform this action, one in each cabin;
- This action requires evaluation of the direction of the fair.
- Production, delivery of gifts, promoters and uniforms on behalf of the sponsor.

QUANTITY:
7 quotas for visitor parking.

PERIOD:
During the event.

7

Quotas = 2 cabins each



GUEST WIFI

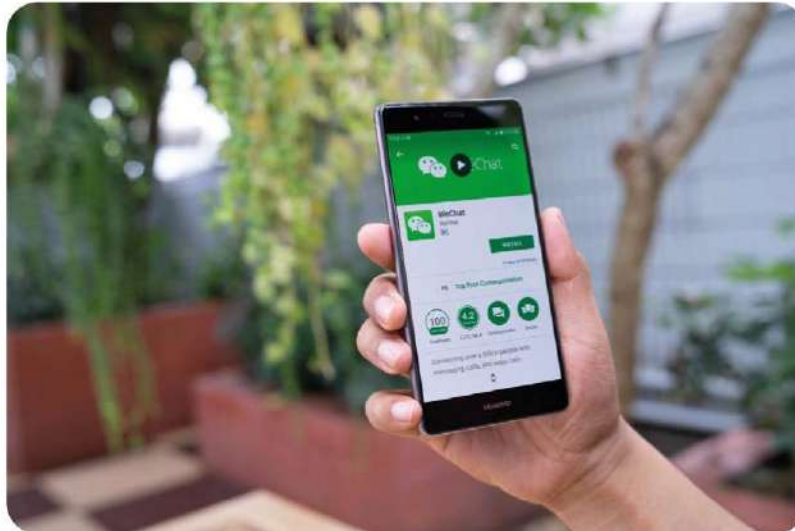
Points available for the initiative:

- Central Square (Bench Square)- up to 8 promotional signs - Size: 60x40cm, adhesive on PVC.
- Restaurant area (Avenue 22)- up to 8 promotional signs - Size: 60x40cm, adhesive on PVC.

The sponsor will have the right to capture leads from connection data. The sponsor's logo will be displayed during the Wi-Fi login.

2

Quotas



LANDSCAPING CONSERVATION

Sponsors have the right to communication:

"CompanyX" maintains this area.

- Praça dos Bancos praça Central): "Company" conserves this area - up to 10 plates of 60 x 40cm
- Restaurant area (rua 22): "Company" conserves this area - up to 8 plates 60 x 40cm
- Avenida "D" (main): "Company" conserves this area - up to 22 plates 60 x 40cm

PLACE:

- A. Praça dos Bancos (praça Central)
- B. Rua 22 Restaurants
- C. Avenida D Main

3

Quotas



AVENUE SIGNAGE PLATE

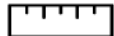
Location for disclosure of your company logo on the avenue signposts.

Unit value per lot/avenue (21 plates).

QUANTITY:

1 batch of 21 plates per avenue (Av.A - Av.H)

* Production on behalf of Informa Markets.



70x25cm



"REFRESQUE-SE" ACTION

Authorization for installation of 1 unit of "Refresque se"

- The installation location will be informed by the coordinator
- The rental of the equipment will be the sponsor's responsibility

5

Quotas



ELECTRIC CART

EXHIBITORS

Authorization to use the electric cart.

- Available only for exhibitors with an area equal to or greater than 1800m²

Rental and sticking (plotting) of the cart at the customer's expense.

The driver will be assigned by the organization.



BUS SPONSORSHIP

ON BOARDING VISITORS

- Authorization for application of external tarpaulin on the 2 sided bus;
- Authorization for distribution of gifts and promotional material on boarding the bus. Example: Bags, pens, caps, water, among others;

Production of canvas/adhesive, uniform and gifts on account of the customer. This action requires evaluation of the direction of the fair.



4

Quotas = 3 buses

MINI OUTDOOR

Mini Outdoor located on Avenue B, in front of the Agro Solutions Arena. Invite visitors to come to your booth, and your brand will be prominently displayed on one of the busiest avenues.

FORMAT:
5x5m

NOTE:
Artwork to be provided by the sponsor.
Advertisement submission by: March 30th

Production and installation are the responsibility of Informa Markets.

10

Quotas

MINI OUTDOOR

Located on the side of Street 04 (adjacent to the Agro Solutions Arena).

FORMAT:
5x5m

NOTE:
Artwork to be provided by the sponsor.
Advertisement submission by: March 30th

Production and installation are the responsibility of Informa Markets.

9

Quotas



MINI OUTDOOR FOR SOCIAL MEDIA MENTION

Located on Avenue B, in front of the Agro Solutions Arena. Opportunity to strengthen relationships with visitors. Authorization for 1 promoter (at the sponsor's expense).

FORMAT: 5x5m

NOTE: Artwork to be created by Informa. Logo delivery by 30/03.

Production and installation are the responsibility of Informa Markets.

2

Quotas



Outdoor desembarque do visitante

PAINEL LOCALIZADO NO DESEMBARQUE DOS ÔNIBUS COM VISITANTES, NA LATERAL DA ENTRADA NORTE.

Panel located at the bus drop-off point for visitors, on the side of the north entrance. Artwork provided by the sponsor. Production and installation covered by Informa Markets.



3m x 2m



cotas



VIEWPOINT PARKING

Authorization for the wrapping of the northern parking lot viewpoint with artwork/logo of the sponsor.

Artwork, production, and installation to be provided by the sponsor.



145cm x 225cm
(each side) = 3 sides



Quotas = 3 sides



"THANK YOU FOR VISITING" OUTDOOR

PANEL LOCATED AT THE EXIT OF THE PARKING LOT YELLOW / VISITORS LOCATED ON THE HIGHWAY

Artwork to be provided by the sponsor.
Production and installation covered by Informa Markets.
Format: 3x2m - Box Truss

1

Quotas

EXCLUSIVE QUOTA



WELCOME OUTDOOR

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

Artwork, production, and installation to be provided by the sponsor.



10m x 4m

3

Quotas



PEDESTRIAN PASSAGE TUNNEL - NORTH ENTRANCE

Up to 8 sponsor promotional signs in the pedestrian passage tunnel.

Located at the North Entrance.



3m x 0,3m

3

Quotas



BLIMP ABOVE THE BOOTH

An excellent strategic advertising tool for your promotion at the fair!

Authorization for the installation of blimps above the booth with the exhibitor's logo.

Production and installation to be provided by the exhibitor, following the guidelines in the exhibitor's manual.



BLIMP AGRO SOLUTIONS ARENA

Authorization for the installation of a blimp in the Agro Solutions Arena with the exhibitor's logo.

Production and installation to be provided by the exhibitor, following the guidelines in the exhibitor's manual.

2

Quotas



6

Quotas

BLIMP VISITOR PARKING/YELLOW

Authorization for the installation of a blimp in the visitor parking with the exhibitor's logo.

Production and installation to be provided by the exhibitor, following the guidelines in the exhibitor's manual.



BRAND PROMOTION

YELLOW/VISITOR PARKING - EXHIBITION

Authorization for the exhibition of a machine/equipment in the Yellow/Visitor Parking.

The action must be pre-approved by the organization.

2

Quotas



DISTRIBUTION OF WATER IN THE YELLOW PARKING LOT

Authorization for the distribution of water to visitors in the Yellow parking lot.

The sponsor may also distribute promotional brochures.

EXCLUSIVE QUOTA



ENTRANCE ARCHWAY

YELLOW/VISITOR PARKING

Wrapping of the entrance archway's side at the Yellow/Visitor Parking with the sponsor's artwork.

Artwork, production, and installation to be provided by the sponsor.

1,5m x 4,75m

2

Quotas

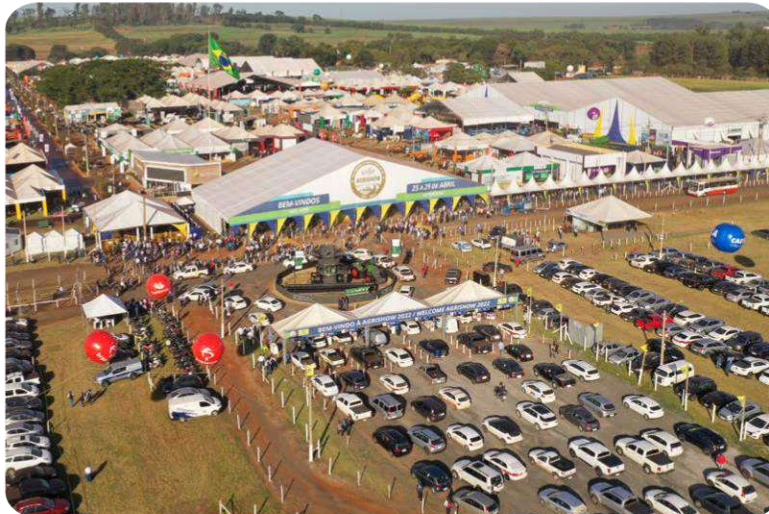


BRAND PROMOTION

VISITOR PARKING - SUPPLY

Supply of bumping, custom plastic tape for dividing parking spaces in the visitor parking lot.

Bumping and tape provided by the sponsor.



VIP PARKING

Agrishow is the only agricultural fair with a VIP parking lot to provide all the convenience for visitors who require special treatment.

Authorization for exhibitor's visual communication (1 wall) (assembly by the organizer and VIP Valet visual communication).

- Authorization for the implementation of actions and materials to be distributed within the booth area (promoters provided by the sponsor).
- Authorization for the use of tags on car rearview mirrors (production by the sponsor).
- Authorization for the installation of a signaling Blimp: VIP Valet by 'company'.
- 5 credentials for access to the fair.

During the event.

Location of the VIP parking: North Entrance.



TV's – CAEX

EXHIBITOR SERVICE CENTER

If your interest is to communicate with our exhibitors and service providers, this is your best opportunity! Highlight your brand in the space they frequent the most.

DESCRIPTION:

1 42-inch TV in the ESAC (Exhibitor Service Center) with exclusive sponsor content.

FORMAT:

Video in mp4 format, up to 30 seconds in duration (no sound).
Broadcasting from the 1st day of fair setup until the event concludes.

1 Quotas (rotative)

Non-exclusive



STREET TOTEM

AGRO SOLUTIONS ARENA

Double-sided totems distributed at strategic points in the Agro Solutions Arena to promote your brand.


FORMAT:

80x170cm

NOTE:

Artwork to be provided by the sponsor.

*Production and installation are the responsibility of Informa Markets.


80cm x 170cm

40
Quotas





**For
those
who
drive
agri.**



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

AGRISHOW.COM.BR