

COMMERCIAL
DIGITAL
EDITORIAL
LABELS
PACKAGING
VISUAL COMMUNICATION
TEXTILE

IF IT'S PRINTING IT'S EXPOPRINT 2018



MERCHANDISING MANUAL

APOIO ENTIDADES | ENTITIES SUPPORT | APOYO ENTIDADES



APOIO INTERNACIONAL | INTERNATIONAL SUPPORT | APOYO INTERNACIONAL



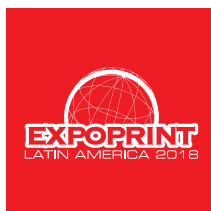
WHERE THERE IS PRINTING, THERE ARE OPPORTUNITIES

Welcome to ExpoPrint Latin America 2018, the largest printing event in the Americas, which runs concurrently with ConverExpo, an exhibition of the packaging and label conversion market! The exhibitions are set to surpass expectations by showing the evolution of the market, which today seeks innovation, cutting-edge technology and highly efficient solutions.

Always seeking to provide opportunities for exhibitors to stand out and increase their visibility, the Merchandising Manual offers a series of options that fit the most diverse demands of the company.

The communication and marketing tools herein can increase your results and optimize your attendance at the ExpoPrint Latin America / ConverExpo, aiming at increasing the number of visitors to your booth in order to generate business.

ExpoPrint Latin America / ConverExpo 2018 is the best opportunity to present solutions to a qualified decision-making audience. Check out the opportunities in the Merchandising Manual for your company to stand out even more in this great moment of the printing industry of the Americas.





CREDENTIAL



BADGE LOGO

Direct communication with visitors.
Motivates their presence in your booth.
Only included on the visitor badges.

- Logo size: 30x8mm;
- Does not include cord.

SOLD OUT



BADGE CORD

Embrace your customers as soon as they enter the exhibition with your brand on the badge cord.

The cord must be produced by the sponsor and delivered to the exhibition secretariat on the day before the opening.

R\$ 10.000,00

48.000 CORDS

ONE QUOTA



MAP



OFFICIAL MAP ADDS

The printed maps are much used by the visitors, due to its practicality. It fits easily in the pocket and provides reference for location in the pavilion. The ad on the back of the map entitles the application of the logo on the floor plan, in the space corresponding to the exhibitor.

- Format: 64x46cm - colored

R\$ 16.000,00

50.000 MAPS



LOGO INCLUSION ON THE OFFICIAL MAP

Insert your logo in the area assigned to your booth in order to become more visible on the visitors' map.

Small booths may not allow adequate visualization of your logo

R\$ 1.000,00



STREET BANNER



YOUR BRAND ON A STREET BANNER

Banners shows the streets and avenues of the event.

- Banner: 150x250cm
- Space for sponsor trade logo: 36 x 150 cm (footer)

SOLD OUT



CATALOG



VARIOUS FORMATS

The Exhibitor Official Catalog is the main tool for any visitor. With it, the professionals can directly jot down notes on exhibitors' data, and also use it as a guide with undefined validity.

Entire page
21x28 cm



Double page
42x28 cm



Half page
21x28 cm



- Página Inteira Interna **R\$ 4.000,00**
- Página Dupla **R\$ 7.360,00**
- 2.^a capa **R\$ 5.600,00**
- 3.^a capa **R\$ 5.600,00**
- 4.^a capa **R\$ 6.600,00**
- Meia página **R\$ 3.220,00**
- Logo na lista de expositores **R\$ 600,00**

Quantity: 20,000 copies

Exhibitor is responsible for creating the ad. Delivery deadline of the digital file: **to be defined**

- HIGH QUALITY PDF;
- BLEED OF 5 MM ON EACH SIDE;
- MINIMUM MARGIN OF 7 MM ON EACH SIDE



FLYERS



FLYERS FOR CREDENTIAL PROCESS

Opportunity to present your company to the visitor before entering the event. The flyers must have a maximum A4 format, single paper sheet (front or both sides only) and will be distributed during the badge's registration, at the moment of accreditation.

OBS.: Available 10 thousand flyers per day.

R\$ 5.000,00

4 QUOTAS (1 PER DAY)



SAMPLING ACTION

The exhibitor hiring this promotional action will have an exclusive welcome service, i.e., there will be a person delivering leaflets, bags, pens, directly to each visitor who enters the Exhibition.

DESCRIPTION:

- **Duration of action: 1 hour;**
- **Distribution of 1 item;**
- **1 person doing the distribution;**
- **Place assigned by the organization – event entrance/exit.**

R\$ 650,00 / HOURLY



ADVERTISING TOTEM



With a unique opportunity to stand out in this exhibition, you can impact your visitor as he or she goes through the aisles.

- Size: 1,80m X 0,80m

R\$ 950,00 / TOTEM

14 QUOTAS



A SET OF PLACEMATS



PLACEMATS / DAY

Being present at the Food Court is an opportunity to promote your brand in an exclusive manner at a moment when the visitor is satisfied.

OBS.: The artwork must be provided by the client and the printing by the organization.

R\$ 3.500,00

4 QUOTAS (1 PER DAY)



PLACEMATS / UNIQUE

Being present at the Food Court is an opportunity to promote your brand in an exclusive manner at a moment when the visitor is satisfied.

OBS.: The artwork must be provided by the client and the printing by the organization.

R\$ 12.000,00

ONE QUOTA



BAGS



OFFICIAL EVENT CARRY BAG / 5 DAYS

Direct communication with visitors. It encourages visiting your booth. The official event carry bag, with company and event logo, will be delivered at the exhibition entrance during the accreditation. It is an interesting way to keep your brand next to the customer for longer periods.

- It is not allowed to insert any type of gift and/or flyer in the bag;
- Bag replacement (in case they run out), it is the sponsor's sole responsibility, directly at the place indicated (at the entrance to the exhibition).

R\$ 6.000,00

SINGLE AMOUNT



OFFICIAL EVENT CARRY BAG / PER DAY

Direct communication with visitors. It encourages visiting your booth. The official event carry bag, with company and event logo, will be delivered at the exhibition entrance during the accreditation. It is an interesting way to keep your brand next to the customer for longer periods.

- It is not allowed to insert any type of gift and/or flyer in the bag;
- Bag replacement (in case they run out), it is the sponsor's sole responsibility, directly at the place indicated (at the entrance to the exhibition).

R\$ 2.000,00

4 QUOTAS (1 PER DAY)



TRANSPORTATION



OFFICIAL EXPOPRINT & CONVEREXPO 2018 VAN

The official van of the ExpoPrint 2018 carries passengers between the Tietê Bus Terminal and the exhibition venue, the Expo Center Norte. Visitors will get acquainted with your brand even before they get to the event.

OBS.: It is allowed to leave the sponsor's material inside the van.

R\$ 2.000,00

2 QUOTAS



ON LINE



EXPOPRINT & CONVEREXPO SITE BANNER

The best place to advertise your brand is where you are sure to be seen. In our web site (www.expoprint.com.br and www.converexpo.com.br), you have this opportunity!

DESCRIPTION 1:

- Internal banner will be on the sides of the page;
- Size: 120 x 90px

DESCRIPTION 2 :

- Unique format: 300 x 100px

DESCRIPTION 1

R\$350,00 MONTHLY

3 QUOTAS

DESCRIPTION 2

R\$1.000,00 MONTHLY

ONE QUOTA



NEWSLETTER

Be closer to your target customer by having your brand appear in our newsletter.

FREQUENCY: 1 triggered campaign every 15 days – the client must choose the month when the campaign will be triggered.

TARGET AUDIENCE: 117,000

DESCRIPTION 1:

- Top format: 600x100px

DESCRIPTION 2 :

- Half format: 190x100px

DESCRIÇÃO 1

R\$1.000,00 MONTHLY

ONE QUOTA

DESCRIÇÃO 2

R\$350,00 MONTHLY

3 QUOTAS



EXHIBITION OFFICIAL APP



The official app of ExpoPrint and ConverExpo will be an essential tool widely used by the visitors. Having your brand in the app will boost your visibility in the exhibition.

R\$ 16.000,00

ONE QUOTA

COUNT ON US TO SET UP YOUR MARKETING AND COMMUNICATION STRATEGY.

Please consult one of our sales assistants

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