



06 - 08
OCTOBER
2026

SÃO PAULO EXPO
SÃO PAULO - SP - BRAZIL



Merchandising Catalogue

SAFETY THAT
PREVENTS,
CONNECTIONS
THAT REINVENT.



TECHNOLOGIES
ON THE FRONTLINE



Realization FISP



Organization and Promotion



FIERA MILANO BRASIL

Realization FIRE SHOW



Dear Exhibitor,
Welcome!

Our events aim to exceed expectations by showcasing the market's evolution, which today seeks innovation, high technology and solutions with extreme efficiency.

By adding possibilities for exhibitors to stand out and increase their visibility among visitors, the Merchandising Catalog offers a range of options that fit the company's most diverse demands.

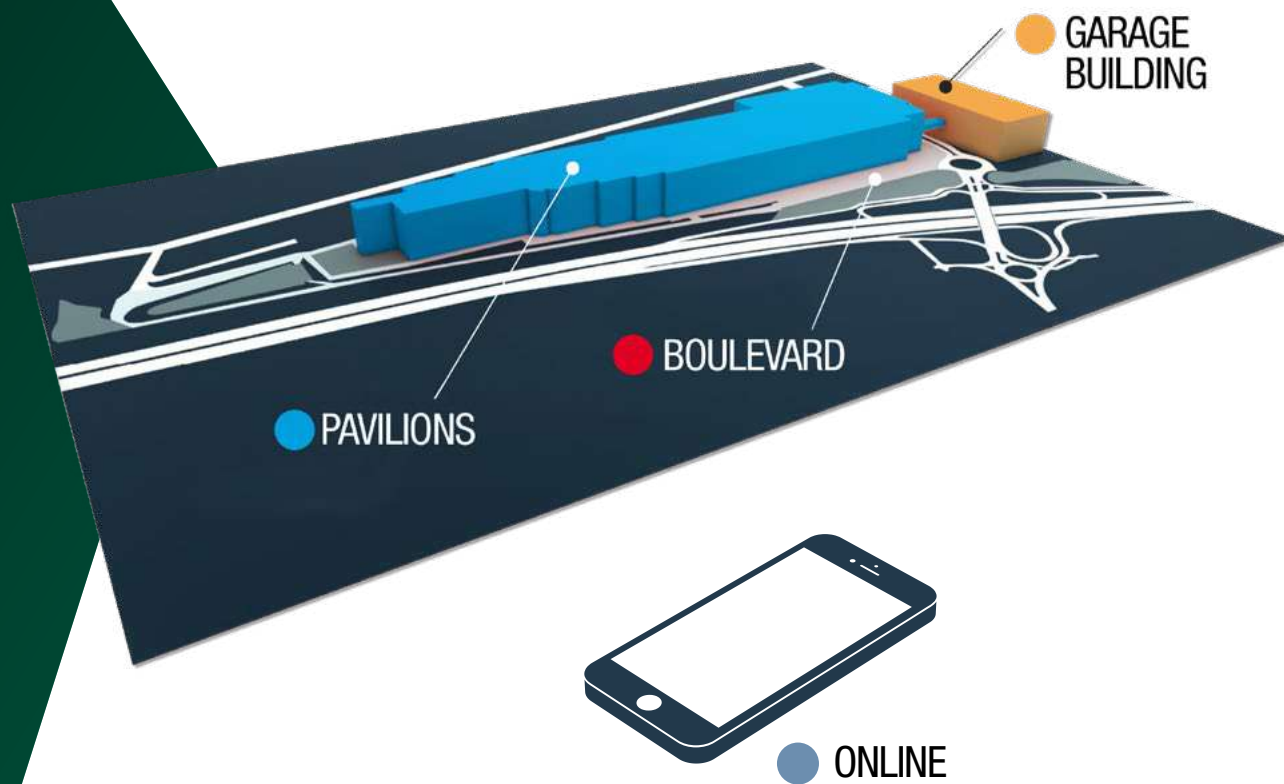
The communication and marketing tools in this Catalog can expand your results and optimize your participation in our fairs, aiming to increase the number of visitors to your booth with the goal of generating business.

Fiera Milano Brasil events are the best opportunity to showcase your solutions to a qualified audience, with final decision-making power.

Check out the opportunities available in the Merchandising Catalog for your company to stand out even more.

Fiera Milano Brasil Team





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WEBSITE – BANNER

DESCRIPTION

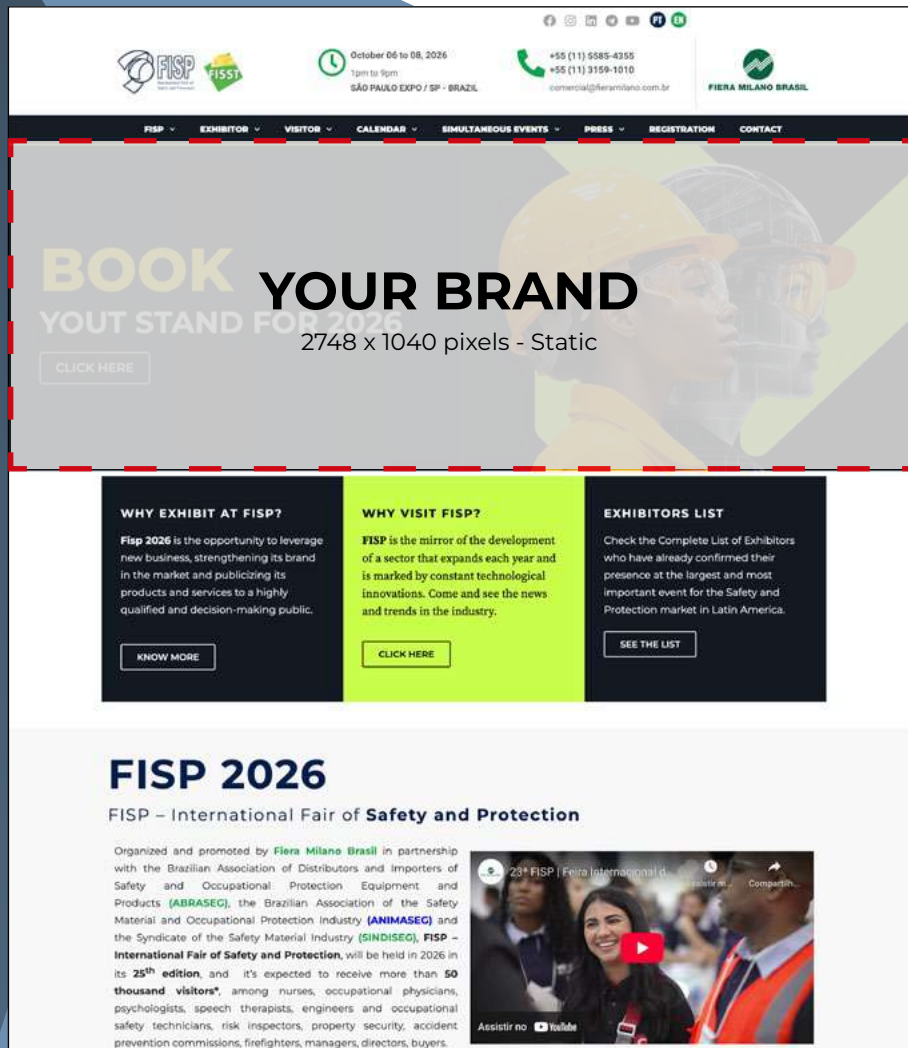
– Static banner on the fair's website.

SPECIFICATIONS

- 2748 x 1040 pixels;
- JPEG, PNG, or GIF file;
- Period: monthly.

QUANTITY

– Upon request.



USD 640,43

period: monthly
one insertion

Visibility



EMAIL MARKETING – BANNER

DESCRIPTION

– Banner inside the fair's email marketing.

SPECIFICATIONS

- 600 x 80 pixels;
- JPEG, PNG, or GIF file;
- Limited number of sends.

QUANTITY

– Upon request.

YOUR BRAND HERE
 600x80px



Mais uma grande edição da FISP chega ao fim!

Nossa mais sincera gratidão pela sua presença em 2024.

A **FISP** foi um sucesso gigantesco, superando a última edição no número de visitantes, em tamanho de área e em presença de marcas expositoras - e isso não seria possível sem a sua participação.

Foram **3 dias de uma experiência única** repleta de networking, geração de negócios e muito conteúdo.

Se você não pode estar conosco, confira um pouco do que foi o maior evento de

USD 640,43

1 send per banner

Visibility





Mais uma grande edição da FISP chega ao fim!

Nossa mais sincera gratidão pela sua presença em 2024.

A **FISP** foi um sucesso gigantesco, superando a última edição no número de visitantes, em tamanho de área e em presença de marcas expositoras - e isso não seria possível sem a sua participação.

Foram **3 dias de uma experiência única** repleta de networking, geração de negócios e muito conteúdo.

Se você não pode estar conosco, confira um pouco do que foi o maior evento de Saúde e Segurança do Trabalho (SST) da América Latina.

GALERIA DE FOTOS!



EMAIL MARKETING – SEND

DESCRIPTION

– Use this direct marketing tool in order to improve your company's results. It can be a simple piece of information, sale, notice, electronic newsletter, among other purposes that can generate great results.

SPECIFICATIONS

- Maximum width 600 pixels;
- HTML file;
- Maximum file size: 100Kb;
- Client must provide reply-to email and subject.

USD 640,43

one send

Visibility



ITEM 4

SOCIAL MEDIA

FACEBOOK, INSTAGRAM AND LINKEDIN

DESCRIPTION

- Post on Exposec's social media.
- Increase interaction between target audience and brand.

SPECIFICATIONS

• Feed Images

- Vertical: 1,080 x 1,350 pixels;
- Square: 1,080 x 1,080 pixels;
- Horizontal: 1080 x 566 pixels, 16:9 ratio.

• Feed Videos

- Vertical: 1,080 x 1,350 pixels;
- Square: 1,080 x 1,080 pixels;
- Horizontal: 1080 x 566 pixels, 16:9 ratio;
- Videos under 4GB;
- Duration: 60s.

Instagram Stories

• Image

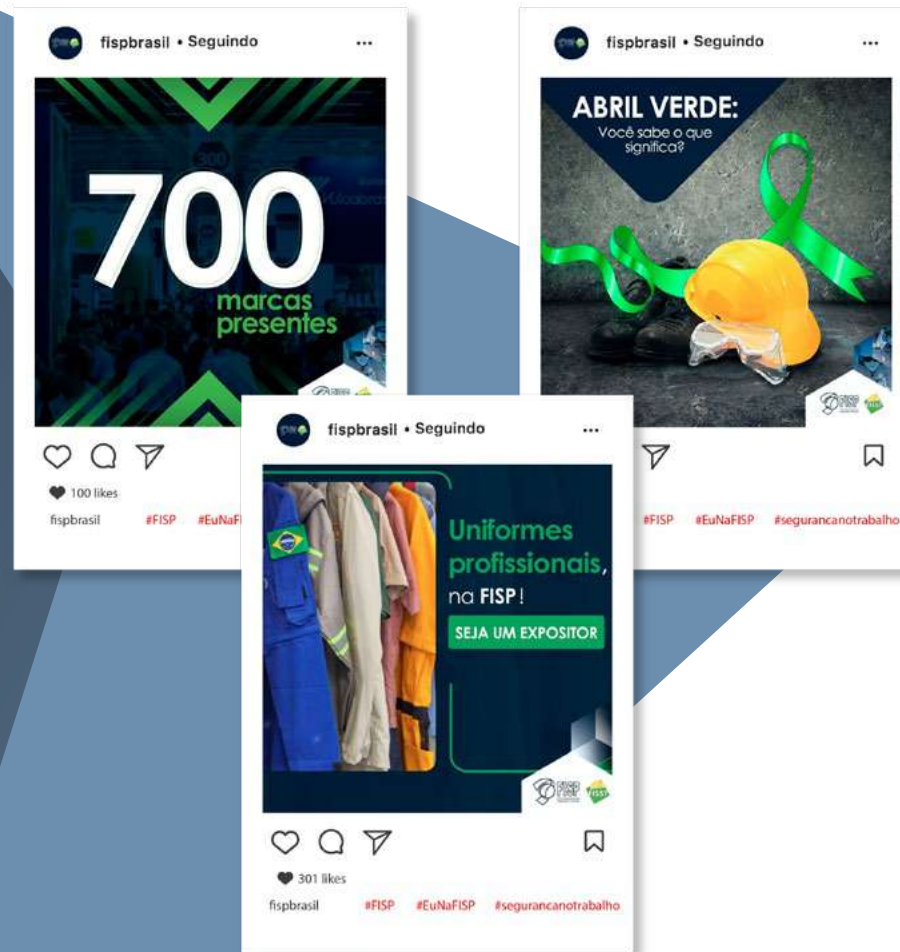
- Aspect ratio: 9:16 and 4:5 to 1.91:1;
- File type: .jpg or .png;
- File size: Up to 30 MB;
- Duration: Six seconds (Boomerang).

Video

- Aspect ratio: 9:16 and 4:5 to 1.91:1;
- File type: .mp4 or .mov;
- File size: Up to 4 GB;
- Duration: 1 to 15 seconds;
- Pixels: Minimum of 500 px.

Reels

- 1080 x 1920 pixels, 9:16 ratio;
- File type: .mp4 or .mov;
- File size: Up to 4 GB;
- Duration recording directly from Instagram's camera: up to 90 seconds;
- Duration of video uploaded via third-party apps: up to 15 minutes.



+35K*
followers

+29K*
page and
profile visits

+260K*
total reach

* Facebook, Instagram e LinkedIn

Visibility



USD 640,43

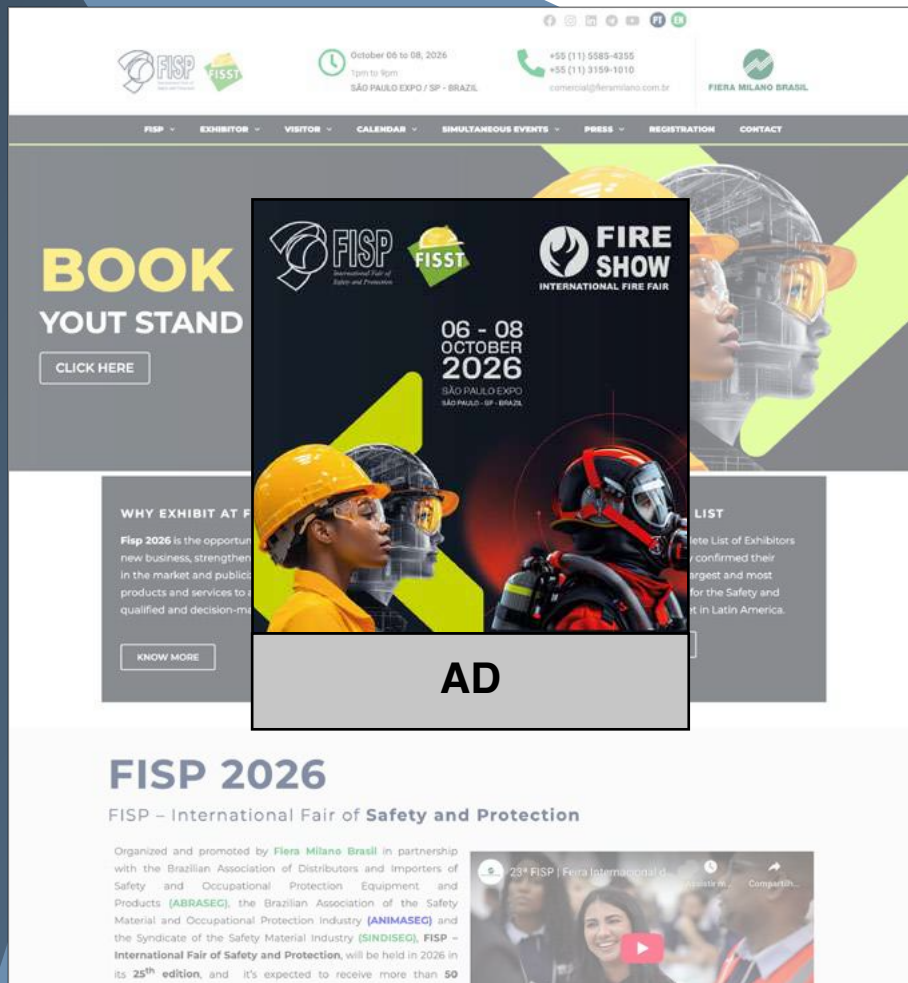
um post

WEBSITE POP-UP**DESCRIPTION**

- Ad in the Registration Pop-Up;
- 1 insertion per month.

SPECIFICATIONS

- Banner in Pop-Up with link
- Banner Size: 500 x 150 pixels;
- Image Format: JPG or PNG;

**AD****USD 640,43**

um post

Visibility



EXHIBITOR PAGE**DESCRIPTION**

The EXHIBITOR PAGE is a page dedicated for each exhibitor to expand their participation in FISP and FIRE SHOW. This space creates the opportunity for relationship building and networking with the main players in the market, enables prospecting for new clients, and increases brand visibility. It is an excellent opportunity to present your portfolio, launch new products/services, build your contact network with highly qualified visitation and with the main leaders in the industry.

INFORMATION:

- 1 Super Banner: 970x250 pixels | **png, jpg or gif** file
- 1 Company logo: 180x180 pixels | **png, jpg or gif** file
- Information on the Street and your booth location
 - Link to Social Media:
 - LinkedIn / Facebook / Instagram / Twitter / Youtube
 - Company contact details:
 - Corporate Name/Trade Name/Phone/Email/Website
 - Brief description of the company
- 1 Product catalog (**PDF File** | **File size: 2MB**)
 - 1 Company or product video
 - 5 Product Photos | **JPG or PDF** file
 - Brief description of the products

+134K
Users
browsing the
website.

Access in
138
countries

450K
Page views
during the 2024
campaign.

Visibility

**USD 768,51**

The information and assets must be provided by the client. Run from contract signature until 30 days after the event

MAGAZINE WEBSITE

DESCRIPTION

Keeping pace with digital growth, Cipa and Incêndio magazines present the new version of their completely redesigned portal, with an intuitive layout, interactive design, and the most important news about the sector.

Promote your brand and/or product to a qualified audience by adding exposure through your participation in our events.



DOWNLOAD THE MEDIA KIT

CIPA & INCÊNDIO MAGAZINE – Click here

OFFICIAL CATALOG* AD IN CIPA & INCÊNDIO MAGAZINE

DESCRIPTION

The FISP/FIRE SHOW catalog is a special supplement to Cipa & Incêndio magazine and will be distributed free of charge to visitors and exhibitors during the fair. After the event, the catalog will be available for consultation on the FISP and FIRE SHOW websites.

SPECIFICATIONS

- Size: 21x28cm (WxH);
- Interior: 90gsm matte coated paper.
- Send file in PDF or JPG format with 300 dpi + 0.5cm bleed on all sides.

PRINT RUN

- Consult our commercial team.



USD 1.402,38

1 undetermined page

Visibility



SOLD OUT

ITEM 2

LOCATION MAP

DESCRIPTION

- Printed map with the floor plan and exhibitor list;
- Distributed free of charge during the event days.

SPECIFICATIONS

- Open Format: 62x44 cm (WxH);
- Closed Format: 15.5x22 cm (WxH);
- Gloss coated paper 115g.
- Files at the size of the reserved space, sent in PDF or JPG 300 dpi.

PRINT RUN

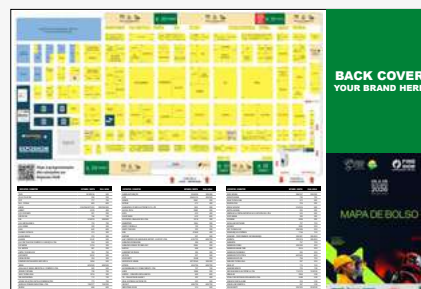
- Consult our sales team.



MODEL 1 Modules + Back Cover



MODEL 2 - Exclusive Poster + Back Cover



Visibility



MODEL 1 - 4 modules + Back Cover	INVESTMENT
Back Cover: 15.5x22 cm	USD 1.092,20
1 module: 15x14.5 cm	USD 936,17

MODEL 2 - Poster + Back Cover	INVESTMENT
Back Cover: 15.5x22 cm + Full Ad in the back: 62x44 cm	USD 3.159,57

STREET BANNER

DESCRIPTION

- Overhead banner signaling the aisles of the fair with your logo or artwork;
- 2-Sided.

SPECIFICATIONS

- Banner Size: 1.50x2.5 m (WxH);
- Artwork Size: 1.50x0.80 m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on Vinyl.

QUANTITY

- Upon request.



USD 575,89

per unit (2-Sided)

Visibility



FOOD COURT BANNER



DESCRIPTION

- Overhead banner signaling the food court with your logo or artwork;
- 2-Sided.

SPECIFICATIONS

- Banner Size: 1.50x2.5 m (WxH);
- Artwork Size: 1.50x0.80 m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on Vinyl.

QUANTITY

- Upon request.

USD 575,89

per unit (2-Sided)

Visibility



BANNER ABOVE THE BOOTH - INSTALLATION ONLY

DESCRIPTION

- Banner hung above the booth on the pavilion structure;
- Production and finishing are the client's responsibility;
- Installation by the organizer;
- Deliver the banner at Caex on the 1st setup day;
- Inform the salesperson if you will retrieve the banner after the event.
Deadline of up to 7 calendar days to retrieve the banner. After this period the material will be discarded for recycling

SPECIFICATIONS

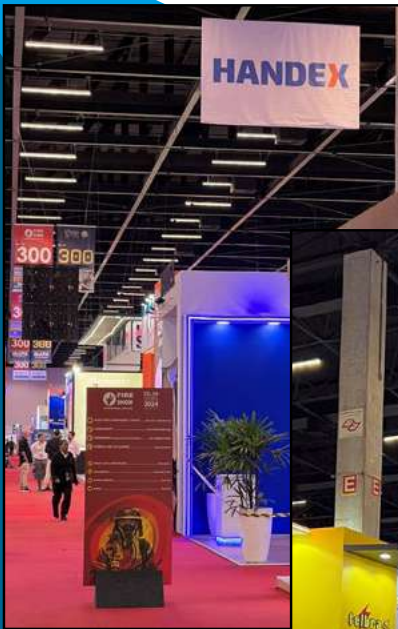
- Banner Size: 2x3m ou 3x2m (WxH);
- 2-Sided Printing;
- Pocket and pipe/rod finishing at the ends (we will refuse the banner if it does not meet the requested specifications);

QUANTITY

- 1 unit per booth.

USD 575,89

produced by the client and
installed by the organizer



Visibility



OVERHEAD BANNER ABOVE THE BOOTH - PRODUCTION AND INSTALLATION

DESCRIPTION

- Banner hung above the booth on the pavilion structure;
- Production, finishing, and installation are the responsibility of the organizer;
- Sending the logo or artwork is the client's responsibility;
- 2-Sided Printing;
- Inform the salesperson if you will retrieve the banner after the event.
Deadline of up to 7 calendar days to retrieve the banner. After this period the material will be discarded for recycling

SPECIFICATIONS

- Banner Size: 2x3m ou 3x2m (WxH);
- Pocket and pipe/rod finishing at the ends;

QUANTITY

- 1 unit per booth.

USD 1.199,43

produced and installed by the organizer
(client will provide the artwork)

Visibility



TOTEM 80

DESCRIPTION

- Totem with two exclusive sides for the exhibitor located at the intersection of the fair aisles;
- Artwork provided by the client;
- Production and installation by the organizer.

SPECIFICATIONS

- Total Size: 0.80x1.80 m (WxH).
- Artwork View Area: 0.80x1.60 m (WxH).
- PDF or JPG file with 120 dpi at the artwork size;

QUANTITY

- 1 unit = 1 quota.
- 40 quotas



USD 575,89

1 unit (2 Faces)

Visibility



TOTEM 120

DESCRIPTION

- Totem with two exclusive sides of the exhibitor's artwork located at the registration entrance or in the entrance corridor;
- Artwork provided by the client;
- Production and installation by the organizer.

SPECIFICATIONS

- Total Size: 1.00x2.00 m (WxH).
- View Area: 1.00x2.00 m (WxH).
- PDF or JPG file with 120 dpi at the artwork size;

QUANTITY

- 1 unit = 1 quota.



USD 1.216,31

1 unit (2 Faces)

Visibility



LOGO ON THE PRINTED FLOOR

DESCRIPTION

- Your logo indicating the booth location on the entrance floor plan and on the floor plan totems inside the fair positioned in strategic locations;
- Logo file provided by the client;
- Production and installation by the organizer.

SPECIFICATIONS

- Vectorized (outlined) logo file in EPS or PDF format.

QUANTITY

– 1 unit.

USD 480,17

a unit

Visibility





GIANT FLOOR STICKER

DESCRIPTION

- Special floor sticker with the exhibitor's artwork.
- Artwork provided by the client;
- Production and installation by the organizer.
- Applied at registration or in the entrance corridor of the fair.

SPECIFICATIONS

- 4x4 m (WxH);
- PDF or JPG file with 120 dpi at the artwork size.

QUANTITY

- Upon request.

USD 1.126,31
per unit

Visibility





MEDIUM FLOOR STICKER

DESCRIPTION

- Special floor sticker with the exhibitor's artwork;
- Applied in the aisles inside the fair;
- Artwork provided by the client;
- Production and installation by the organizer.

SPECIFICATIONS

- 2.80x2.80 m (WxH);
- PDF or JPG file with 120 dpi at the artwork size.

QUANTITY

- Upon request.

USD 607,66
per unit

Visibility



SMALL FLOOR STICKER

DESCRIPTION

- Special floor sticker with the exhibitor's artwork;
- Applied in the aisles inside the fair;
- Artwork provided by the client;
- Production and installation by the organizer.

SPECIFICATIONS

- 1.40x1.40 m (WxH);
- PDF or JPG file with 120 dpi at the artwork size.

QUANTITY

- Upon request.



USD 384,26
per unit

Visibility



SAMPLING

DESCRIPTION

- Distribution of promotional materials at the entrance or exit of the event such as bags, giveaways, pens, and leaflets.

SPECIFICATIONS

- Content subject to evaluation by the fair's management;
- All material production at the exhibitor's expense.

QUANTITY

- Upon request.



USD 1.921,28

Visibility





REGISTRATION TOTEM

DESCRIPTION

- Your logo or artwork on the wallpaper of the self-service totems;
- Logo or artwork provided by the client;
- Installation by the organizer.

QUANTITY

- Upon request.

USD 768,51

Visibility



VIP VISITOR BADGE - ADVANCE REGISTRATION

DESCRIPTION

- Exposure of your brand on the badges sent by mail to visitors who pre-register for the fair on the website.

SPECIFICATIONS

- Badge format 10x12cm (WxH);
- Space for logo placement: 9x2cm (WxH);
- Vectorized (outlined) logo file in EPS or PDF formats;
- The organizer is responsible for printing and distributing the badges.

QUANTITY

- 1 quota = 10 thousand badges;
- maximum of 2 quotas.



USD 5.494,03

quota of 10 thousand badges

Visibility





VISITOR BADGES - ON-SITE REGISTRATION

DESCRIPTION

- Exposure of your brand on the badges distributed on the event day.

SPECIFICATIONS

- Badge format 10x12cm (WxH);
- Space for logo placement: 9x2cm (WxH);
- Vectorized (outlined) logo file in EPS or PDF formats;
- The organizer is responsible for printing and distributing the badges.

QUANTITY

- 1 quota = 10 thousand badges;
- maximum of 4 quotas;

USD 3.842,55

quota of 10 thousand badges

Visibility



PERSONALIZED LANYARD



DESCRIPTION

- Lanyards distributed at registration together with the visitor badges.

SPECIFICATIONS

- Production and delivery of the lanyards are the exhibitor's responsibility
- The organizer is responsible for distribution at event registration.

QUANTITY

- 1 quota = 10 thousand badges;
- 4 quotas.

USD 2.978,72

1 quota = 10 thousand badges

Visibility



PRESS ROOM

DESCRIPTION

- Notepad;
- Pen with the brand;
- Logo on the Monitors;
- Logo/artwork stickered on the walls 1,00x0,50 m (WxH).

QUANTITY

- Production and installation of the stickers by the organizer;
- Client will provide the artwork/logo file;
- Exhibitor will be responsible for producing and delivering the remaining materials.



USD 768,51

Visibility





LOGO ON ACCREDITATION BEHIND THE SERVICE AREA

DESCRIPTION

- Application of the mark on the wall behind the attendant in the internal area, may be printed on sticker or canvas.

SPECIFICATIONS

- Measurement: 1.00x0.50 m (WxH);
- The promoter is responsible for the production and application;
 - Exhibitor must provide file with art or logo.
- PDF or JPG file with 120 dpis in art measurement;

QTY

- Minimum of 5 stickers

USD 1.120,00

1 quota = 5 stickers
additional sticker upon request

Visibility





LOGO ON ACCREDITATION RECEPTION DESK

DESCRIPTION

- Application of the brand at the reception desk.

SPECIFICATIONS

- Measurement: 1.00x0.50 m (WxH);
- The promoter is responsible for the production and application;
 - Exhibitor must provide file with art or logo.
- PDF or JPG file with 120 dpis in art measurement;

QTY

- Minimum of 5 stickers
- Maximum = 2 quotas

US\$ 1.120,00

Minimum package with 5 stickers
Additional **US\$ 600.00**

Visibility



SOLD OUT

ITEM **20**

AERIAL BANNER - * ACCREDITATION FRONT

DESCRIPTION

- Aerial banner above the accreditation;
- 1 Side.

SPECIFICATIONS

- Banner Measurement: 20x1.5 m (WxH);
- Printed on Canvas;
- The promoter is responsible for the production and installation;
- Exhibitor must provide file with art.
- PDF or JPG file with 120 dpis in art measurement;

QTY

- 1 unit.



US\$ 8.002,84

Visibility



SOLD OUT

ITEM **21**

AERIAL BANNER - * ACCREDITATION SIDE

DESCRIPTION

- Aerial banner above the accreditation totems;
- Front.

SPECIFICATIONS

- Banner Measurement: 15x1.5 m (WxH);
- Printed on Canvas;
- The promoter is responsible for the production and application;
- Exhibitor must provide file with art.
- PDF or JPG file with 120 dpis in art measurement;

QTY

- 1 unit



USD 6.404,26

Visibility



CELL PHONE CHARGER

DESCRIPTION

- Associate your brand and product with the most used technology for smartphones. It has multiple charging points + seating.
- Adhesive labeling of the space is optional and the responsibility of the exhibitor
- Models may change depending on supplier availability

LOCATION

- PDF or JPG file with 120 dpi at the artwork size.

QUANTITY

- Upon request.

USD 1.408,94

1 unit



Visibility



SOLD OUT

ITEM **23**

ENTRANCE HALL

DESCRIPTION

- Your brand displayed in the hallway that gives access to the entrance of the fair.

SPECIFICATIONS

- **Module A:** up to 3 units, measurement: 10.0x3.0m (WxH);
- **Module B:** 1 unit, measurement: 4.0x3.0m (WxH);
- **Module C:** 1 unit, measurement: 18.0x3.0m (WxH);
- Canvas printing and finishing in boxtruss / enveloped tranel;
- The promoter is responsible for the production and assembly, the exhibitor must provide file with art.
- PDF or JPG file with 120 dpis in art measurement;

QTY

- On request.



Módulo A - 10x3m



Módulo B - 5x3m



Módulo C - 18x3m



A1 - US\$ 4.801,70

1 module 10x3m

A2 - US\$ 4.801,70

1 module 10x3m

A3 - US\$ 4.801,70

1 module 10x3m

B- US\$ 3.308,37

module 4x3m

C- US\$ 8.002,84

module 18x3m

Visibility



QUADRIHEDRON TOTEM

DESCRIPTION

- Exposure of your brand on a piece with wide visibility.

LOCATION

- Entrance (near registration) or food court.

SPECIFICATIONS

- 4-sided;
- Each side measures 0,65m x 1,96m (WxH);
 - Artwork provided by the client;
- Production and installation by the organizer.
- PDF or JPG file with 120 dpi at the artwork size.

QUANTITY

- Maximum of 6 units.



USD 672,40

1 unit

Visibility



TOTEM GEL ALCOHOL DISPENSER

DESCRIPTION

– Structure showing your brand with alcohol gel dispenser.

LOCATION

– Entrance of the event and strategic points of the fair.

SPECIFICATIONS

- One side;
- Production and installation of the promoter;
- PDF or JPG file with 120 dpis in art measurement.

QTY

– On request.



Visibility



USD 667,23

1 unit

ITEM 26

LED CIRCUIT

DESCRIPTION

With the solutions of New Digital Experiences Circuit your Company will be able to impact the right audience in the most dynamic and creative way, in strategically selected locations ensuring a higher number of effective Impacts, with more lasting and measurable results, using more sustainable materials and processes.

10-second video loop

Minimum number of insertions: 2,310

LOCATION

Request floor plan to comercial team

SPECIFICATIONS

- 01 Portico;
- 02 Panels;
- 05 Aerial Banners.

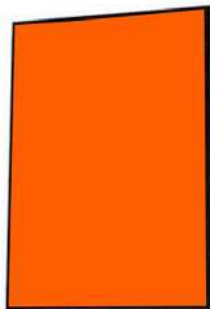
QUANTITY

- 30 quotas.

PÓRTICO



BANNER AÉREO



PAINEL



USD 3.415,60

1 quota

ITEM 27

RESTROOMS

DESCRIPTION

- Your brand displayed and communicated inside the restrooms on the mezzanine and in the pavilions;
- 1-Sided



STALL DOORS - USD 292,00

1 cota = 1 unidade

MIRRORS - USD 137,18

1 cota = 1 unidade

URINALS - USD 77,90

1 cota = 1 unidade

Visibility



ELEVATOR DOOR

DESCRIPTION

- Your brand displayed on the doors of the internal elevators on the mezzanine and in the pavilions;
- 1-Sided.

SPECIFICATIONS

- Size: 0.80x2.10m (WxH);
- Artwork Size: 0.80x2.10m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on sticker.

QUANTITY

- 1 unit = 1 quota
- 3 quotas.



USD 633,30

1 quota = 1 unit

Visibility



ELEVATOR MIRROR

DESCRIPTION

- Your brand displayed on the mirrors of the internal elevators on the mezzanine and in the pavilions;
- 1-Sided.

SPECIFICATIONS

- Mirror Size: 1.00x1.20m (WxH);
- Mirror Artwork Size: 11.00x1.20m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on sticker.

QUANTITY

- 1 unit = 1 quota
- 9 quotas.



USD 155,59

1 quota = 1 unit

Visibility



ELEVATOR FLOOR MAT

DESCRIPTION

- Your brand displayed on the floors at the exits of the internal elevators on the mezzanine and in the pavilions;
- 1-Sided

SPECIFICATIONS

- Size: 1.30 x 1.30m (WxH);
- Artwork Size: 1.30 x 1.30m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on special floor sticker.

QUANTITY

- 1 unit = 1 quota
- 9 quotas.



USD 438,19

1 quota = 1 unit

Visibility



ESCALATOR



DESCRIPTION

- Your brand displayed on the inside of the escalators on the mezzanine and in the pavilions;
- 1-Sided

SPECIFICATIONS

- Size: 12.60x0.56m (WxH);
- Artwork Size: 12.60x0.56m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on sticker.

QUANTITY

- 2 units = 1 quota
- 2 quotas.

USD 1.745,14

1 quota = 2 unit

Visibility



PANEL 4

DESCRIPTION

- Come place your brand on the wall facing the internal escalator access to pavilion 4;
- 1-Sided

SPECIFICATIONS

- Size: 3.64x4.32m (WxH);
- Artwork Size: 3.64x4.32m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on vinyl.

QUANTITY

- 1 unit = 1 quota



USD 2.554,94

1 quota = 1 unit

Visibility



MEZZANINE DOORS

DESCRIPTION

- Your brand displayed on the side glass of the mezzanine doors (201 to 210);
- 1-Sided

SPECIFICATIONS

- Size: 0.94 x 2.10m (WxH);
- Artwork Size: 0.94 x 2.10m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on Sticker.

QUANTITY

1 quota = 1 door



USD 664,96

1 quota = 1 door

Visibility



COLUMNS

DESCRIPTION

– Your brand displayed on the columns of pavilions 6, 7, and 8;

SPECIFICATIONS

– 3-SIDED;

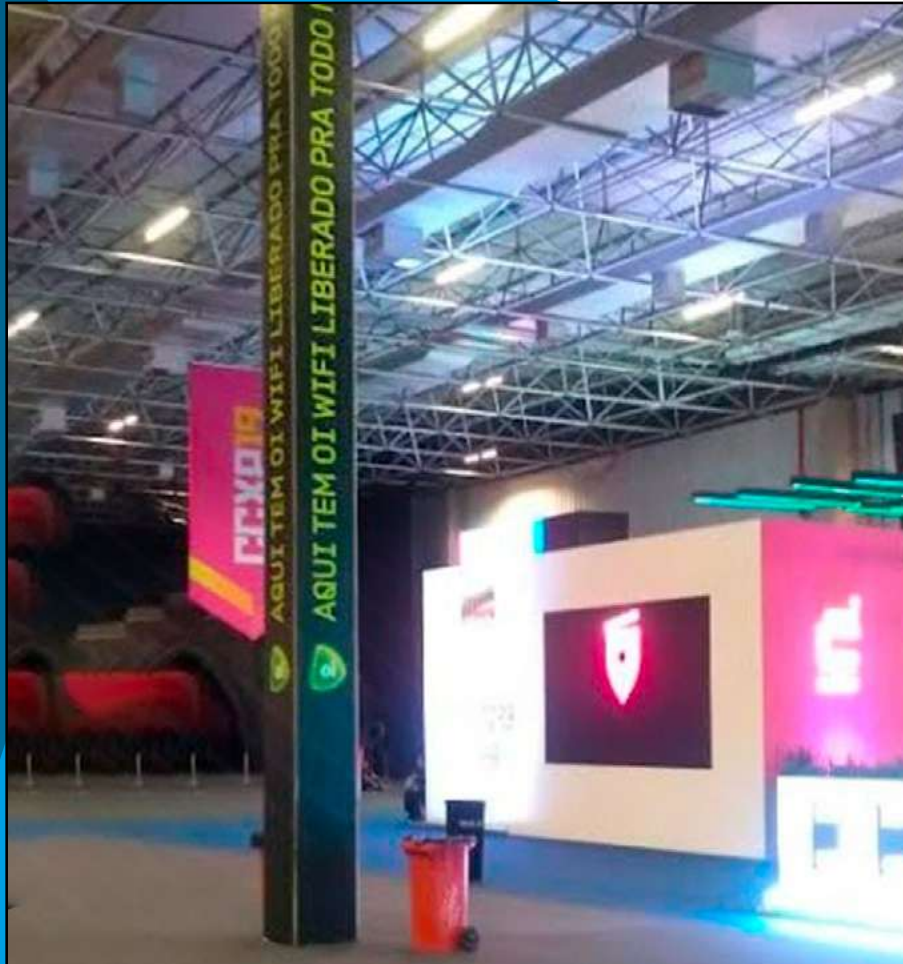
- Size: 0.56x10.00m (WxH);
- Artwork Size: 0.56x10.00m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on vinyl

– 4-SIDED;

- Size: 0.56x10.00m (WxH);
- Artwork Size: 0.56x10.00m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on vinyl

QUANTITY

– 1 unit = 1 quota



3-SIDED - USD 2.792,14

1 quota = 1 unit

4-SIDED - USD 3.722,80

1 quota = 1 unit

Visibility



FREE SHUTTLE

DESCRIPTION

- Application of the brand on the free transport vans during the event.

SPECIFICATIONS

- Measurement: 0.50x0.40m (WxH);
- The promoter is responsible for the production and installation, exhibitor must provide file with art;
 - PDF or JPG file with 120 dpis in art measurement;
 - Printed on magnetic blanket.

QTY

- 2 quotes.



US\$ 1.152,77

1 quote = 7 units

Impacto



ITEM 2

LED PANEL - ESCALATOR



DESCRIPTION

- Your brand displayed on the LED panel in front of the escalator on the SP EXPO marquee;
- 1-Sided

SPECIFICATIONS

- Size: 2.50x5.00m (WxH);
- Artwork Size: 2.50x5.00m (WxH);
- mp4 video file with 640x1280 pixels;
- MP4 file of 10s;

QUANTITY

- 1 insertion of 10s = 1 quota on one of the sides;
- 10 quotas.

USD 3.072,14

- 1 insertion of 10s per side = 1 quota;
- 10 quotas.

Visibility



LED PANEL EYELET



DESCRIPTION

- Your brand displayed on LED panels in the corridor of pavilions 1 to 5 during all event days;
- Exclusivity option;
- 1-Sided.

SPECIFICATIONS

- Size: 2.00 x 4.00m (WxH);
- Artwork Size: 512 x 1204 pixels (WxH);
- MP4 file of 10s;

QUANTITY

- 1 insertion of 10s = 1 quota;
- 50 quotas.

USD 2.014,57

- 1 insertion of 10s per side = 1 quota;
- 50 quotas.

Visibility



ESCALATOR ACM

DESCRIPTION

- Your brand displayed on the outside of the escalator;
- 1-Sided.

SPECIFICATIONS

- Size: 19.50x1.35m (WxH);
- Artwork Size: 19.50x1.35m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on sticker.

QUANTITY

- 1 unit;



USD 4.108,65

check availability

Visibility





ESCALATOR ACM WITH SPECIAL DIE-CUT

DESCRIPTION

- Your brand/product displayed on the outside of the escalator;
- 1-Sided.

SPECIFICATIONS

- Size: 19.50x1.35m (WxH);
- Artwork Size: 19.50x1.35m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on PS.

QUANTITY

- 1 unit;

UPON REQUEST

check availability

Visibility



ITEM 6

ESCALATOR GLASS



DESCRIPTION

- Your brand/product displayed on the glass of the marquee escalator;
- 1-Sided.

SPECIFICATIONS

- Size: 12.05x0.55m (WxH);
- Artwork Size: 12.05x0.55m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on Sticker.

QUANTITY

- 1 unit = 1 quota;

USD 4.258,64

check availability

Visibility



WALL MODULE



DESCRIPTION

- Your brand displayed on an adhesive piece on a section of wall on the marquee;
- 1-Sided.

SPECIFICATIONS

- Size: 8.00x5.00m (WxH);
- Artwork Size: 8.00x5.00m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on sticker.

QUANTITY

- 1 unit = 1 quota;
- up to 5 quotas.

USD 7.665,03

- 1 unit = 1 quota;
- up to 5 quotas.

Visibility



MARQUEE LIGHTS

DESCRIPTION

– External lighting of the marquee façade of the event pavilions in your company's colors;

QUANTITY

1 quota;



USD 1.841,95

– 1 quota;

check availability

Visibility



SIGN CUBE CHANNEL LETTER SPE

DESCRIPTION

- Placement of your brand on the outside of the boulevard;
- Front

SPECIFICATIONS

- Size: 1.60x1.60m (WxH);
- Artwork Size: 1.60x1.60m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on PVC sign and sticker.

QUANTITY

- 1 unit = 1 quota;



USD 1.196,76

- 1 unit = 1 quota;
- check availability

Visibility



FLOOR STICKER BUS

DESCRIPTION

- Placement of your brand on a floor sticker near the waiting area for minibuses at the access to the pavilions;
- 1-Sided

SPECIFICATIONS

- Size: 4.00x2.80m (WxH);
- Artwork Size: 4.00x2.80m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on sticker.

QUANTITY

- 1 unit = 1 quota;



USD 2.725,16

- 1 unit = 1 quota;

check availability

Visibility



SAMPLING

DESCRIPTION

- Distribute giveaways and promotional materials in the external area at the fair entrance;
- Hiring promoters, production, and distribution of materials are the exhibitor's responsibility.

SPECIFICATIONS

- Sales promoter
- Giveaway/material distribution

QUANTITY

- 1 representative = 1 quota;
- 4 quotas



USD 2.134,75

1 quota = 1 representative

Visibility



INFLATABLE (SIMPLE CATEGORY)

DESCRIPTION

- Placement of a personalized inflatable balloon in front of the event pavilion;
- Exhibitor production;
- 1-Sided.

QUANTITY

- 1 unit = 1 quota



USD 3.096,82

1 quota

Visibility



[check availability](#)

INFLATABLE (REPLICA CATEGORY)

DESCRIPTION

- Placement of a replica of your product as a personalized inflatable balloon in front of the event pavilion;
- Exhibitor production;

QUANTITY

- 1 unit = 1 quota



USD 5.110,24

1 quota

Visibility



[check availability](#)

ITEM 14

GUARDRAIL

DESCRIPTION

- Your brand displayed on the guardrail of the corridors of the pavilion where the event is being held;
- 1-sided.

SPECIFICATIONS

- Pavilion 1 (1st mod): 87.0x0.70m (WxH);
- Pavilion 1 (2nd mod): 106.0x0.70 (WxH);
- Pavilion 2 (1st mod): 96.0x0.70 (WxH);
- Pavilion 2 (2nd mod): 24.70x0.70 (WxH);
- Pavilion 3 (1st mod): 48.0x0.70 (WxH);
- Pavilion 3 (2nd mod): 24.0x0.70 (WxH);
- Pavilion 4: 52.70x0.70 (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on vinyl and attached to the structure.

QUANTITY

- Upon request.



PAV1 (1ST MOD.): USD 2.581,56

PAV1 (2ND MOD.): USD 3.551,63

PAV2 (1ST MOD.): USD 1.678,01

PAV2 (2ND MOD.): 1.373,46

PAV3 (1ST MOD.): 1.937,06

PAV3 (2ND MOD.): 1.329,14

PAV4: 839,21

check availability

Visibility





VEHICLE EXHIBITION

DESCRIPTION

– Exhibit your customized vehicle in the external area of the pavilion;

QUANTITY AND LOCATION

– Upon request.

CAR: **USD 8.237,09**

VANS: **USD 10.186,87**

SMALL TRUCK: **USD 12.127,57**

LARGE TRUCK: **USD 14.064,94**

TRUCK BOOTH: **UPON REQUEST**

Visibility



check availability



3X1M² SPACE + BISTRO WITH 2 STOOLS + QUADRIHEDRON

DESCRIPTION

- Exposure of your brand in a space in the external area on a piece with wide visibility
- The package includes exposure in a 3x1m² space and a bistro with 2 stools

SPECIFICATIONS

- 4-sided;
- Each side measures 0.8m x 2.0m (WxH);
- Artwork provided by the client;
- Production and installation by the organizer.
- PDF or JPG file with 120 dpi at the artwork size

QUANTITY

- 1 unit = 1 quota

USD 2.036,23

1 quota

Visibility



[check availability](#)



5X1M² SPACE + BISTRO WITH 2 STOOLS + QUADRIHEDRON

DESCRIPTION

- Exposure of your brand in a space in the external area on a piece with wide visibility
- The package includes exposure in a 3x1m² space and a bistro with 2 stools

SPECIFICATIONS

- 4-sided;
- Each side measures 0.8m x 2.0m (WxH);
- Artwork provided by the client;
- Production and installation by the organizer.
- PDF or JPG file with 120 dpi at the artwork size

QUANTITY

- 1 unit = 1 quota

USD 3.082,22

1 quota

Visibility



[check availability](#)

PENNANT



DESCRIPTION

- Your brand displayed on pennants on light poles in the external arrival area of SP EXPO (visible to pedestrians and vehicles);
- 2-sided.

SPECIFICATIONS

- 2-sided;
- Each side measures 0.9m x 2.89m (WxH);
- Artwork provided by the client;
- PDF or JPG files with 120 dpi at the artwork size;
- Printed on fabric

QUANTITY

- 10 units = 1 quota

USD 8.516,12

- 10 units = 1 quota

Visibility



[check availability](#)

ITEM 19

WINDFLAG

DESCRIPTION

- Your brand displayed on windflags strategically placed in the external area in front of the pavilions;
- 2-sided.

SPECIFICATIONS

- 2-sided;
- Each side measures 0.61m x 2.80m (WxH);
- Artwork provided by the client;
- PDF or JPG files with 120 dpi at the artwork size;
- Printed on fabric

QUANTITY

- 1 unit = 1 quota
22 quotas

USD 1.167,99

- 1 unit = 1 quota
22 quotas



Visibility



check availability

WHITE BOX STICKER TOTAL

DESCRIPTION

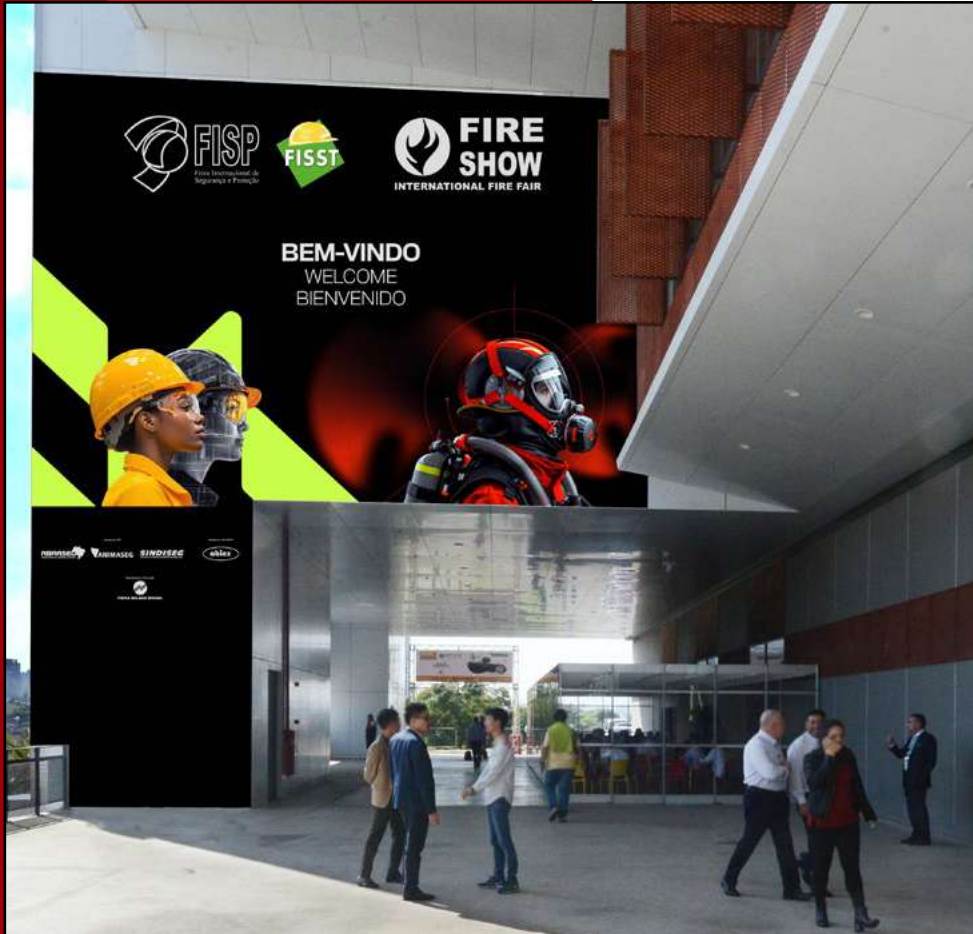
- Sticker with the exhibitor's artwork applied to the exterior of the pavilion, providing visibility for those entering the fair;
 - Artwork provided by the client;
 - Production and installation by the organizer.

SPECIFICATIONS

- Sticker artwork measures 10.40 x 12.85m (WxH).
- PDF or JPG file with 120 dpi at the artwork size.

QUANTITY

- 1 quota (exclusive).



USD 17.872,34

1 quota

Visibility





WHITE BOX STICKER* SQUARE

DESCRIPTION

- Sticker with the exhibitor's artwork applied to the exterior of the pavilion, providing visibility for those entering the fair;
 - Artwork provided by the client;
 - Production and installation by the organizer.

SPECIFICATIONS

- Sticker artwork measures 6.5m x 6.5m (WxH).
- PDF or JPG file with 120 dpi at the artwork size.

QUANTITY

- 1 quota (exclusive).

USD 12.464,29

1 quota

Visibility



[check availability](#)



WHITE BOX STICKER SIDE

DESCRIPTION

- Sticker with the exhibitor's artwork applied to the exterior of the pavilion, providing visibility for those entering the fair;
 - Artwork provided by the client;
 - Production and installation by the organizer.

SPECIFICATIONS

- Sticker artwork measures 3.80m x 12.85m (WxH).
- PDF or JPG file with 120 dpi at the artwork size.

QUANTITY

- 1 quota (exclusive).

USD 7.138,76

1 quota

Visibility



[check availability](#)



LED - WHITE BOX PANEL

DESCRIPTION

- Your brand displayed on the LED panel at the access to pavilions 6, 7, and 8 on the SP EXPO marquee;
- 1-Sided.

SPECIFICATIONS

- Size: 4.00x2.00m (WxH);
- Video file mp4 with 1024x512 pixels at artwork size;

QUANTITY

- 1 insertion of 10s per side = 1 quota;
- 10 quotas.

USD 1.726,84

1 Quota = 1 Side

USD 1.295,18

1 Quota / Back
(must buy 1 side)

Visibility





LED - ENTRANCE PORTAL

DESCRIPTION

- Your brand displayed on the LED panel at the entrance doors of pavilions 4 and 5
- 1-Sided.

SPECIFICATIONS

- **Pavilion 1 SIDE double entrance door:** – 18.0x3.50m
- MP4 video file with 4608x896 pixels at artwork size;
- **Pavilion 1 BOULEVARD double entrance door:** 13.0x3.50m
- MP4 video file with 3,328x896 pixels at artwork size;

QUANTITY

- 1 insertion of 10s = 1 quota;

USD 8.633,34

1 quota

Visibility



ITEM 25

LOCKERS



DESCRIPTION

– Come display your brand by wrapping the lockers intended for the public in the external area of the marquee near the entrance of pavilion 1

– Upon request

QUANTITY

– 1 quota = 1 unit;
– 10 quotas.

USD 664,96

1 quota = 1 unit;
10 quotas

Visibility



[check availability](#)

ITEM 26

CARPOOL



DESCRIPTION

- Display your brand on the vehicles that will take visitors to the event entrance;
- Your brand will be seen by everyone passing through the pavilions;
- Exit from the Boulevard escalator to pavilion 4.

SPECIFICATIONS

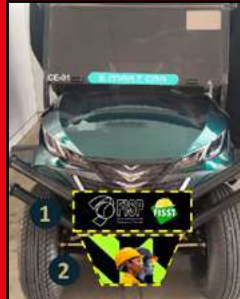
- Front 1 - 0.90x0.15m (WxH)
- Front 2 - 0.90x0.15m (WxH)
- Sign 1 - 0.50x0.25m (WxH)
- Sign 2 - 0.45x0.20x0.25m (WxH)
- Rear 1 - 1.01x0.36m (WxH)
- Luggage rack - 0.50x0.38m (WxH)
- Side - 0.40x0.27m (WxH)
- Steering wheel - 0.15x0.12m (WxH)

QUANTITY

- 1 quota = 1 unit
- Up to 5 quotas.



FRONT 1 - 0.90X0.15M (WxH)
FRONT 2 - 0.90X0.15M (WxH)



SIGN 1 - 0.50X0.25M (WxH)
SIGN 2 - 0.45X0.20X0.25M (WxH)



REAR 1 - 1.01X0.36M (WxH)



LUGGAGE RACK - 0.50X0.38M (WxH)



SIDE - 0.40X0.27M (WxH)



STEERING WHEEL - 0.15X0.12M (WxH)

Visibility



USD 2.730,39

1 quotas

BARRIER GATE

DESCRIPTION

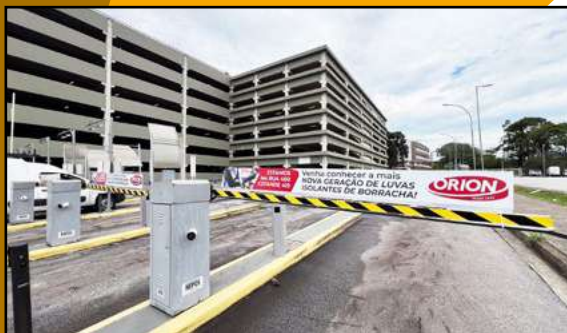
- Your brand right at the entrance to the parking lot of the garage building;
- 1-Sided.

SPECIFICATIONS

- Size: 2.00x0.20m (WxH);
- Artwork Size: 2.00x0.15m (WxH);
- PDF or JPG file with 120 dpi at the artwork size.

QUANTITY

- Quota 1: Entrance with 10 gates;
- Quota 2: Exit with 6 gates;



QUOTA 1 - USD 2.835,00
QUOTA 2 - USD 1.701,45

Visibility



[check availability](#)



BARRIER GATE (SAMPLING)

DESCRIPTION

- Distribute giveaways and promotional materials right at the gates at the entrance and/or exit of the parking lot;
- Hiring promoters, production, and distribution of materials are the exhibitor's responsibility.

QUANTITY

- Quota 1: Entrance with 10 gates;
- Quota 2: Exit with 6 gates;

QUOTA 1 - USD 3.228,74
QUOTA 2 - USD 1.937,16

Visibility



[check availability](#)

ACCESS RAMPS

DESCRIPTION

- Your brand displayed on the uphill of the access ramps to the floors of the garage building;
- 1-Sided.

SPECIFICATIONS

- Size: 5.00x1.00m (WxH);
- Artwork Size: 4.95x0.95m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on vinyl and attached to the structure.

QUANTITY

- 1 Quota = 2 units per floor
- 6 Quotas



USD 2.842,00

1 quota = 2 units per floor

Visibility



[check availability](#)

COLUMNS

DESCRIPTION

- Your brand displayed on the columns of the garage building;
- 1-Sided.

SPECIFICATIONS

- Size: 0.45x0.80m (WxH);
- Artwork Size: 0.45x0.80m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on PS.

QUANTITY

- 1 quota per floor = 100 units
- 7 Quotas;



USD 9.040,62

1 quota = 100 units

Visibility



[check availability](#)



PANEL ON THE BACKS OF THE ELEVATORS

DESCRIPTION

- Your brand displayed on the internal panel near the entrance of the elevators in the garage building;
- 1-Sided.

SPECIFICATIONS

- Size: 11.60x2.25m (WxH);
- Artwork Size: 11.45x2.14m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on vinyl and attached to the structure.

QUANTITY

- 1 quota per floor = 2 units
- 7 Quotas;

USD 9.489,00

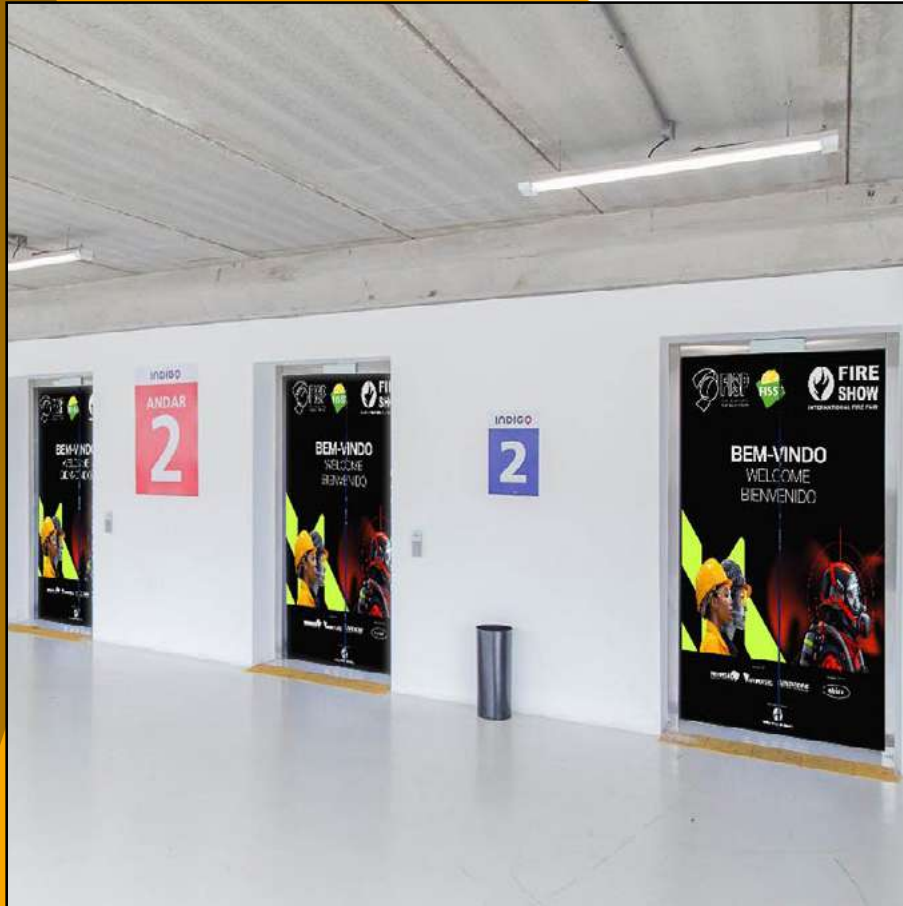
1 quota per floor = 2 units

Visibility



[check availability](#)

ELEVATORS – DOORS



DESCRIPTION

- Your brand displayed on the doors of the elevators in the garage building;
- 1-Sided.

SPECIFICATIONS

- Size: 1.10x2.10m (WxH);
- Artwork Size: 1.10x2.10m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on sticker.

QUANTITY

- 1 quota per floor = 10 elevators
- 7 Quotas;

USD 5.488,79

1 quota per floor = 10 units

Visibility



[check availability](#)



ELEVATORS - FLOOR MAT

DESCRIPTION

- Your brand displayed on the floor mats at the doors of the elevators in the garage building;
- 1-Sided.

SPECIFICATIONS

- Size: 1.30x1.30m (WxH);
- Artwork Size: 1.30x1.30m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on special floor sticker.

QUANTITY

- 1 quota per floor = 10 units;
- 7 Quotas;

USD 4.843,21

1 quota = 10 units

Visibility



[check availability](#)

ELEVATOR MIRROR

DESCRIPTION

- Your brand displayed on the mirrors inside the elevators of the garage building;
- 1-Sided.

SPECIFICATIONS

- Size: 1.90x1.40m (WxH);
- Artwork Size: 1.90x1.40m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on sticker.

QUANTITY

- 1 Quota = 10 units;



USD 6.457,48

1 quota = 10 units

Visibility



[check availability](#)



ELEVATORS - FLOOR

DESCRIPTION

- Your brand displayed on the floors inside the elevators of the garage building;
- 1-Sided.

SPECIFICATIONS

- Floor Size: 1.92x1.92m (WxH);
- Artwork Floor Size: 1.92x1.92m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on sticker.

QUANTITY

- 1 Quota = 10 units;

USD 6.342,16

1 quota = 10 units

Visibility



[check availability](#)

ELEVATOR HALL - SAMPLING



DESCRIPTION

- Distribute giveaways and promotional materials in the parking hall;
- Hiring promoters, production, and distribution of materials are the exhibitor's responsibility

SPECIFICATIONS

- Sales promoter
- Giveaway/material distribution

QUANTITY

- 1 representative = 1 quota;
- 7 quotas

USD 876,18

1 quota = 1 representative

Visibility



check availability



WALKWAY CLOSURE

DESCRIPTION

- Your brand displayed across 7 boxes on the outside (cars) and inside (pedestrians) of the walkway connecting the garage building and the pavilions;
- Outside and Inside.

SPECIFICATIONS

- Size of 5 Larger Boxes: 5.65x2.95m (WxH);
- Size of 5 Larger Artworks: 5.65x2.95m (WxH);
- Intermediate Box Size: 2.95x2.95m (WxH);
- Intermediate Artwork Size: 2.95x2.95m (WxH);
- Smaller Outside Box Size: 1.95x2.95m (WxH);
- Smaller Outside Artwork Size: 1.95x2.95m (WxH);
- Smaller Inside Box Size: 2.55x2.95m (WxH);
- Smaller Outside Artwork Size: 2.55x2.95m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on perforated vinyl and attached to the structure;
- Consult GL Eventos for specification adjustments.

QUANTITY

- 1 unit = 1 quota
- 2 quotas

USD 43.624,91

- 1 unit = 1 quota

check availability

Visibility





WALKWAY GUARDRAIL CONNECTION

DESCRIPTION

- Your brand displayed across 7 boxes on the outside (Zoo) and inside (Imigrantes) guardrails of the walkway connecting the garage building and the pavilions.

SPECIFICATIONS

- Size of 5 Larger Boxes: 5.85x0.65m (WxH);
- Size of 5 Larger Artworks: 5.85x0.65m (WxH);
- Intermediate Box Size: 3.20x0.65m (WxH);
- Intermediate Artwork Size: 3.20x0.65m (WxH);
- Smaller Outside Box Size: 2.16x0.65m (WxH);
- Smaller Outside Artwork Size: 2.16x0.65m (WxH);
- Smaller Inside Box Size: 2.72x0.65m (WxH);
- Smaller Outside Artwork Size: 2.72x0.65m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on perforated vinyl with grommets; – Consult GL Eventos for specification adjustments.

QUANTITY

- 1 unit = 1 quota
- 2 quotas

USD 8.093,76

- 1 unit = 1 quota

check availability

Visibility





MEGA HORIZONTAL BANNER

DESCRIPTION

- Your brand displayed on the outside of the garage building;
- 1-Sided.

SPECIFICATIONS

- 1st, 2nd, and 6th floors Size: 59.70x1.50m (WxH);
- 1st, 2nd, and 6th floors Artwork Size: 59.70x1.50m (WxH);
- Right Ground Floor Template Size: 37.40x1.00m (WxH);
- Right Ground Floor Template Artwork Size: 37.40x1.00m (WxH);
- Left Ground Floor Template Size: 21.90x1.00m (WxH);
- Left Ground Floor Template Artwork Size: 21.90x1.00m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on vinyl and attached to the structure.

QUANTITY

- 1 unit = 1 quota;
- 4 quotas

USD 17.032,36

1 quota = 1 unit

Visibility



check availability



MEGA HORIZONTAL BANNER LED

DESCRIPTION

- Your brand displayed on the external façade of the garage building on horizontal LED panels;
- Content/video produced by the exhibitor;
- Available during the entire period of the fair.
- 1-Sided.

SPECIFICATIONS

- Size: 39.36x0.96m (WxH);
- Artwork Size: 39.36x0.96m (WxH);
- 10s MP4 video file with 7872x192 pixels (WxH);

QUANTITY

- 3 panels with 5 quotas each;
- 15 quotas

USD 6.232,27

1 quota = 1 10s insertion

Visibility



LED PANEL

DESCRIPTION

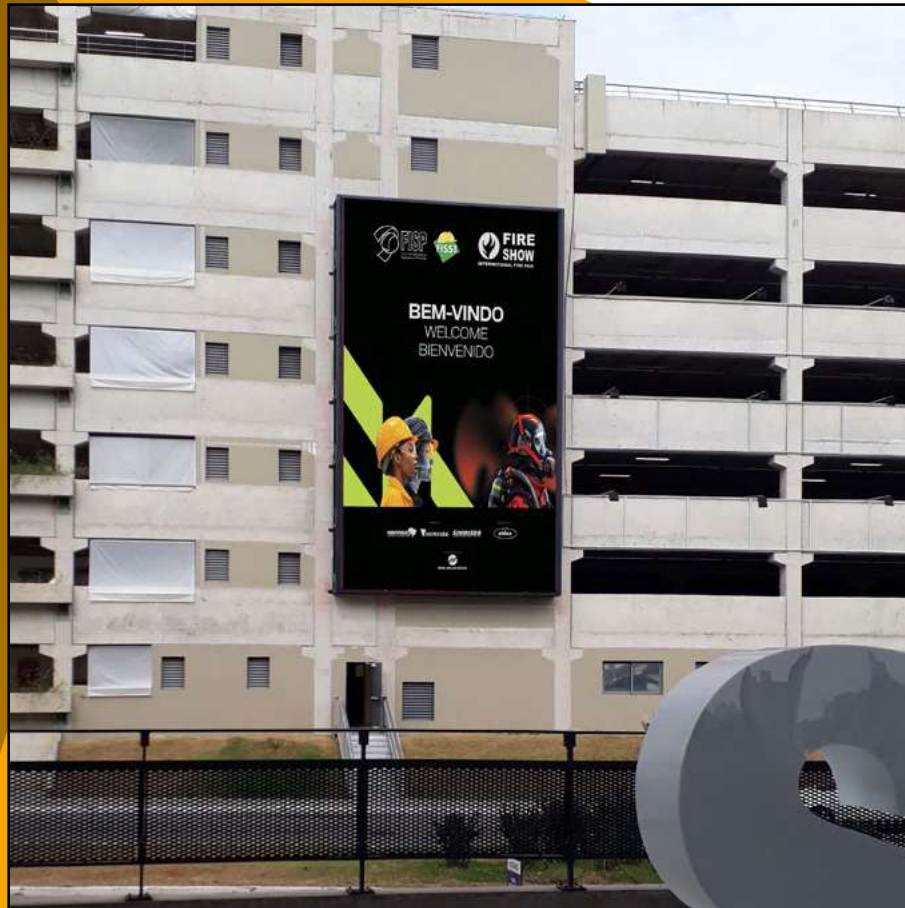
- Video or image of your brand on the outside of the garage building;
- Content/video produced by the exhibitor;
- Available during the entire period of the fair.
- 1-Sided.

SPECIFICATIONS

- Panel size: 11x18m (WxH);
- Video or image size: 672 x 1152 pixels (WxH);
- The exhibitor is responsible for producing the content;
- Duration: 10s.

QUANTITY

- 12 quotas;



USD 9.779,00

1 quota = 1 10s insertion

Visibility



WALKWAY LED TOTEM

DESCRIPTION

- Video or image of your brand aired on a LED panel at the access to the escalator on the walkway connecting the parking garage building and pavilions;
- Content/video produced by the exhibitor;
- Available during the entire period of the fair.
- 2-Sided.

SPECIFICATIONS

- Panel size: 1.28x1.92m (WxH);
- MP4 video or image Size: 336 x 672 pixels (WxH);
- Duration: 10s;
- The exhibitor is responsible for producing the content

QUANTITY

- 1 quota = 1 10s insertion
- 6 quotas;

USD 2.769,98

1 quota = 1 10s insertion



Visibility



WALKWAY LED PANEL

DESCRIPTION

- Your brand displayed on the walkway connecting the parking garage building to the pavilions on horizontal LED panels;
 - Content/video produced by the exhibitor;
 - Available during the entire period of the fair.
 - 1-Sided.

SPECIFICATIONS

- Size: 3.84x0.96m (WxH);
- Artwork Size: 3.84x0.9 (WxH);
- MP4 video file with 1248x312 pixels at artwork size;

QUANTITY

- 1 quota = 1 10s insertion;
 - 40 quotas
- 4 LED panels (2-sided);



Visibility



USD 1.122,52

1 quota = 1 10s video

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