



Future
Print

**MEDIA AND
MERCHANDISING
2024**

feirafutureprint.com.br     /FeiraFuturePrint

Media

Qualified Content

Relying 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 to create a positive view of your brand and thus enhance sales.

Targeted Audience

With more than 30 years of experience in the business fair area, 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 connect your company and your customers in the B2B segment.

Support for the purchase decision

We monitor the profile and needs of our audience to keep them informed about trends and innovations and also about the news that inspire 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.



MERCHANDISING DIGITAL PRODUCTS

PARA QUEM ENTREGAMOS

Social Media

+115

Thousand followers

Fair Website

+792

Thousand
page views

Digital FuturePrint

+236

Thousand
page views

Xperience Platform

+45

Thousand users



PARTNERSHIP WITH DIGITAL
INFLUENCERS AND SECTOR
ASSOCIATIONS

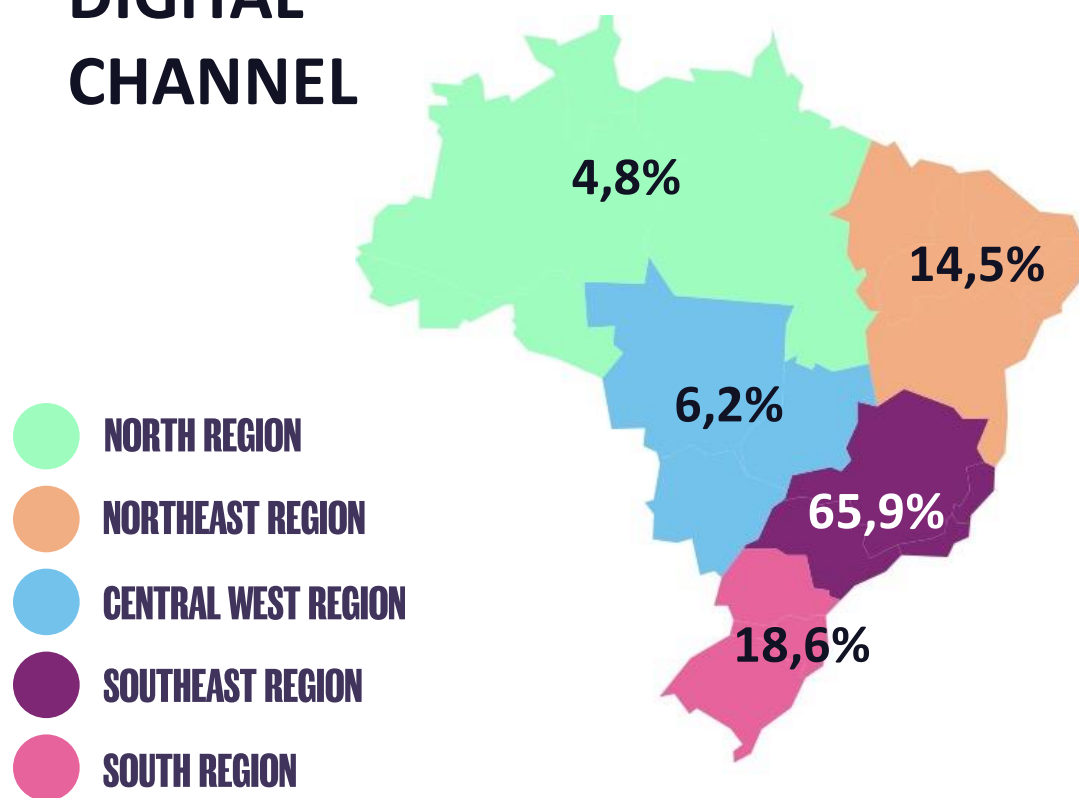


PARTNERSHIP WITH
INDUSTRY PORTALS
AND MAGAZINES

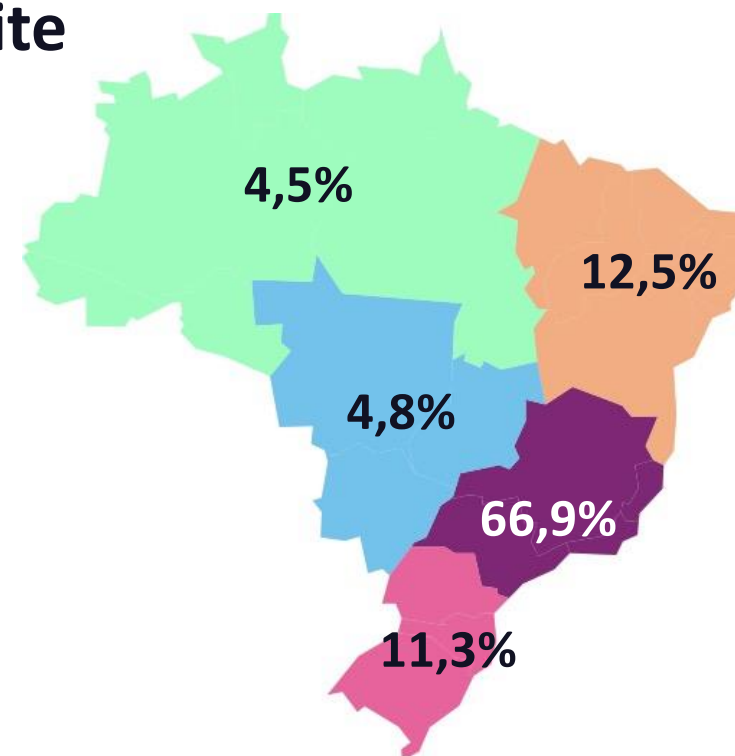
AUDIENCE

QUALIFIED AND DIVERSIFIED

DIGITAL CHANNEL



Site



DIGITAL PRODUCTS

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 the recall of the brand 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.



INFOGRAPHICS

Material presents a complex subject or set of data through visual facilitations to simplify understanding.

WHY?

Infographic makes communication more intuitive and easier to consume.

This content contributes to increase the recall of the brand and also generate leads;

It has a high capacity to become a viral content due to the speed of consuming information and images.



INFOGRÁFICO

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

WHY?

E-book allows you to reinforce your brand's discourse on a particular topic for a qualified audience.

This content contributes to increase the recall of the brand and also generate leads;

The main topic of participation in the event can be anticipated in the e-book to warm up the audience in the physical environment



COUNTS WITH:

Sponsor spokesperson participation.

Referral link to the sponsor's website.

Logo on the cover and exclusive contact page.

Delivery of file with pre-qualified leads generated during the campaign period (shared after user acceptance, according to data policy).

30-day campaign on our social media and digital channel to maximize the reach of the material

Published on the FuturePrint Digital content channel.

** Production time: 30 days.

PRODUTOS DIGITAIS

INTERVIEW WITH EXECUTIVE (EM TEXTO)

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

WHY?

Establishes and promotes executive leadership on a topic among qualified audiences.

Open publication, without the need to register for reading, which facilitates its consumption.

Generates rapid brand recognition.



Published on the FuturePrint Digital content channel. •

** This product does not generate leads.

*** Production time: 14 days.

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 media and digital channel to maximize the reach of the material.

WHY?

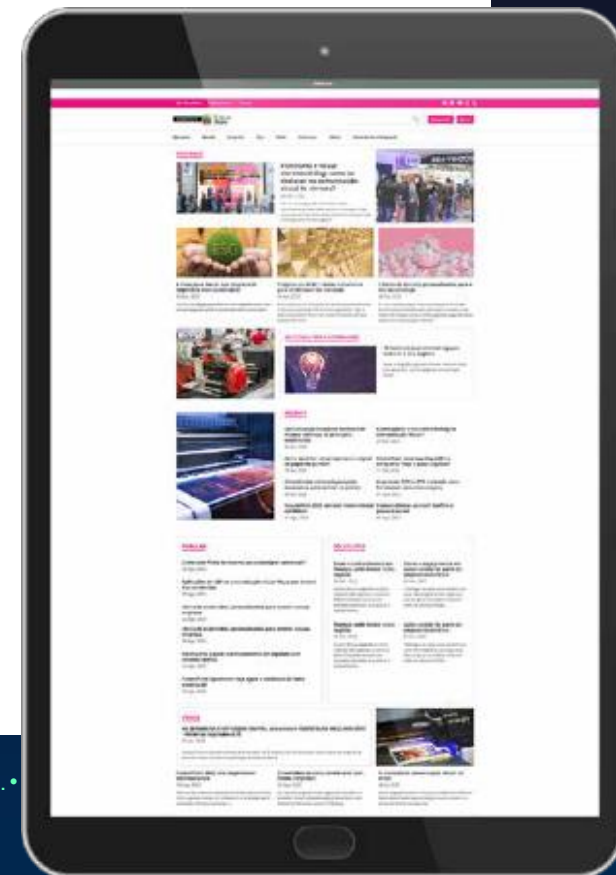
Open post, without the need to register for reading, which facilitates its consumption.

Generates rapid brand recognition

Published on the FuturePrint Digital content channel. •

** This product does not generate leads.

*** Production time: 14 days.



DIGITAL PRODUCTS

INTERVIEW WITH EXECUTIVE (BOOTH)

Sponsor brand executive is interviewed and filmed from 5 to 10 minutes while attending the event. The posting may happen during the event on social media and on the digital channel of the fair.

COUNTS WITH:

- Editing the video with insertion of:
 - Opening screen with sponsor logo
 - Text with the name of the executive;
 - Closing screen with logo and sponsor's website.
- 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.



INTERVIEW WITH EXECUTIVE (IN VIDEO/REMOTE)

Sponsor brand executive is interviewed and filmed for 10 minutes, during participation in the event so that, in the following weeks, he continues to be remembered in the market for his perspectives and solutions.

COUNTS WITH:

- Editing the video with insertion of:
 - Opening screen with sponsor logo
 - Text with the name of the executive;
 - Closing screen with logo and sponsor's website.
- Campaign on our social media to reach more stakeholders.

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.



* Prazo de produção : Durante o evento.

PRODUTOS DIGITAIS

WEBINAR RECORDED

COUNTS WITH:

Speech space for the brand spokesperson to discuss and present their solutions.

Campaign on our digital channels to attract audiences.

Citation of the brand as a sponsor of the webinar.

WHY?

Establishes and promotes the leadership of the sponsoring brand on topic among qualified audiences.

It works the positive perception of the company's spokesperson.

Contributes to increase the recall of the brand



* Production time: 21 days.

MEET UP

Online meeting for up to 15 guests, live streaming, developed based on the need of the sponsor, which indicates the main content you want to discuss. Session has the participation of 1 market expert, moderator and spokesperson of the sponsor.

Duration: up to 1 hour and with guests to stimulate interaction

COUNTS WITH:

Speech space for the brand spokesperson to discuss and present their solutions.

File delivery with guest data (shared after user acceptance, according to data policy).

Citation of the brand as the sponsor of the meeting.

WHY?

Establishes and promotes the leadership of the sponsoring brand on a topic among a qualified audience.

It works the positive perception of the company's spokesperson.

Contributes to increase the recall of the brand.

Stimulates guest interaction and directs to business contacts.



DIGITAL PRODUCTS

#CONEXÃO COM VOCÊ

FuturePrint #CONEXÃO COM VOCÊ are chats with specially invited professionals to discuss actions, ideas and best practices to mitigate the effect of the crisis, as well as the resumption of business and future discussions



FuturePrint DIRETO AO PONTO

Interview with three questions, divided into three videos, focusing on how your product can add value in the daily lives of field professionals. Always in a very objective way, going straight to the point.

* 3 VIDEOS of up to 5 minutes.



DIGITAL PRODUCTS

VIDEO INVITATION SOCIAL MEDIA



Invite visitors and promote your brand and/or product that will be presented during the fair.

The video will appear on all FuturePrint social media. The video should be recorded by the exhibitor in horizontal format, with its brand in the background. Send the file to the marketing team with the name/position of the person presenting it.

Specifications with marketing:
futureprint@informa.com
* Actions taken within 60 days
prior to FuturePrint date
* Engagement report after 30
days from post date



* Production time: 7 days

VIDEO ON 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.



POST & STORY SPONSORED



Post on the Instagram, Facebook, LinkedIn and/or Stories timeline (shorter format on Instagram, Facebook and LinkedIn) of the event with a commercial or content message, which may be images, short text, short video.

COUNTS WITH:

Multiple content formats.
Link to the customer's website (or specific page).
Promotion of the post for 48 hours to increase brand reach.

WHY?

Contributes to increase the recall of the brand.
Draws attention to the brand's products/services.
Increases brand awareness on social media.



DIGITAL PRODUCTS

DIGITAL CHANNEL

Counts With:

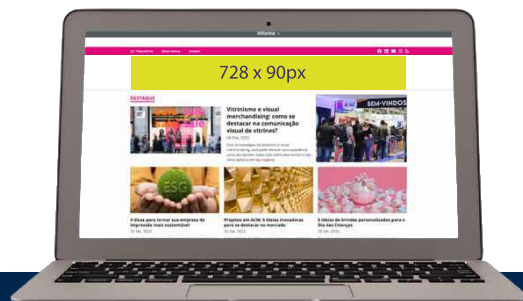
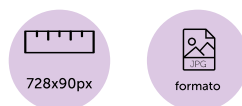
Broadcasting for 30 days, it is not possible to change the image;
High brand recognition and conversion;
Possibility to using static or animated message (GF);
It is necessary to send a destination link;
Rule: 3 clients per month, rotating banner.

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.

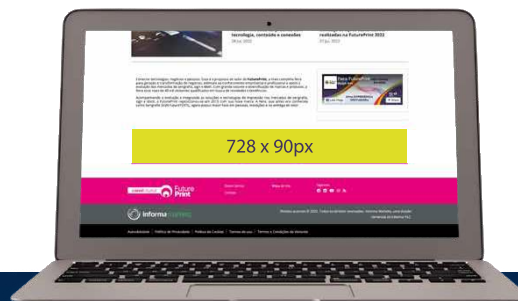


BANNER FLOOR

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.

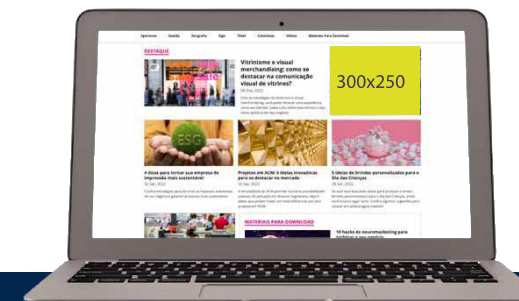


RECTANGLE BANNER

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.



DIGITAL PRODUCTS

WEBSITE

BANNER SUPER

Banner Super 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.

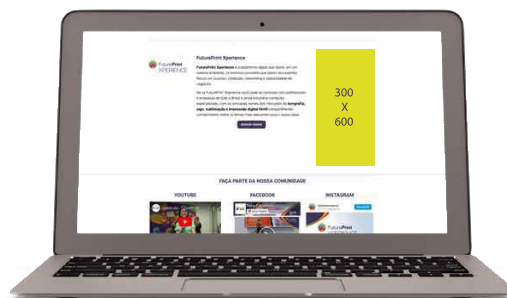
With each page refresh, 1 quota banner will be displayed.



BANNER HALF PAGE

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

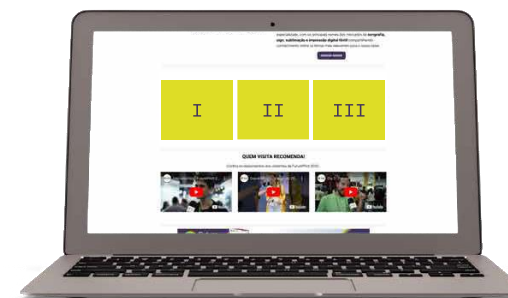
With each page refresh, 1 quota banner will be displayed.



BANNER RETANGLE 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.



*A destination link must be sent.
* Broadcasting period: 30 days.

DIGITAL PRODUCTS

HIGHLIGHT BANNER IN THE NEWSLETTER

For those who want to promote actions of great impact, the digital banner is perfect because it is featured in the fair newsletter with information and industry news for visitors.

- * A destination link must be sent.
- * The release date will be defined by the promoter according to the event schedule.



600x140px



cota

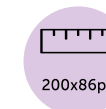


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HIGHLIGHT BANNER IN THE NEWSLETTER

Footer logo of the accreditation page on the event website

- * A destination link must be sent.



200x86px



cotas

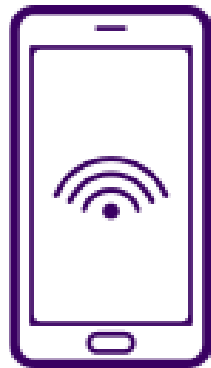


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DIGITAL PRODUCTS

SPONSORED WIFI

Achieve extraordinary results with your brand exposure as soon as visitors arrive at the event pavilion. With personalized strategies we can communicate different messages according to your sponsorship quota and deliverables, don't miss the opportunity to talk to visitors at the most important moment in the sales funnel.



INTERACTIVE MAP

Highlight your brand on our Interactive Event Map and take advantage of countless opportunities to make visitors' experience even more fluid and attractive.

With a strong presence on the map, you not only make it easier for each visitor to get around, but also motivate them to explore your stand with enthusiasm.



DIGITAL PRODUCTS

LEADSTER

Credential reader for fairs and events through a mobile application that allows the reading and storage of visitor credential information in real time and organizes the data, facilitating the identification of “hot leads” and the management of the sales team’s performance.



DIGITAL PRODUCTS

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 bottom of the material.

File delivery with prequalified leads generated during the campaign period (shared after user acceptance, according to data policy)

Campaign on our social media, digital channel and newsletter 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's memory 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.





MERCHANDISING PAVILION

BEM-VINDOS WELCO



Our audience*

40.000

Visitors in 2023

WE PROVIDE
OPPORTUNITIES
THAT EXCEED THE
LIMIT OF YOUR
BOOTH

MAIN ADVANTAGES:

Strengthen your brand for the
visiting audience;

Disclose your location at the event;

Attract more customers to your booth;

Pavilion merchandising actions
increase booth traffic by more
than 100%.

PAVILION

ACCREDITATION TOTEM

Include your company logo in the fair's accreditation totems.
It is the ideal disclosure for thousands of visitors who issue their credentials at the entrance of the fair.



* Production and installation are the responsibility of the promoter.



POCKET MAP

Include the ad of your company in the Pocket Map, and encourage the visitor to go to your booth promoting products, launches, services and indicating your location at the fair.



FRENTE DE MAPA



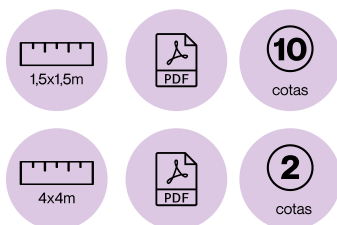
EXCLUSIVO VERSO



PAVILION

FLOOR STICKER

Highlight your brand in the fair hallways indicating direction and attracting more visitors to your booth. Floor stickers are also an excellent way to disseminate your location at the fair.



* Production and installation are the responsibility of the promoter.



TOP BANNER

Promote your booth, products and services with strategically positioned banners on top of your booth.

BANNER 4m²



* Production and installation are the responsibility of the promoter.



PAVILION

STREET BANNER

Highlight your brand in the fair hallways indicating direction and attracting more visitors to your booth. Floor stickers are also an excellent way to disseminate your location at the fair.



* Production and installation are the responsibility of the promoter.



LOGO ON MAPS LOCATE YOURSELF

Strengthen your company's brand during the fair and encourage visitors to look for your booth with several actions focused on visual communication. Inclusion of the company logo in all location plants, next to the list of exhibitors of the fair, with emphasis on its brand.



* Production and installation are the responsibility of the promoter



PAVILION

MOBILE RECHARGE TOTEM

Promote your brand at the mobile recharge station, an area used by visitors for rest.



* Production and installation are the responsibility of the promoter.



MATERIAL DISTRIBUTION | SAMPLING

Permission for distribution of materials at the entrance or exit of the event. Materials for distribution and promoters are the responsibility of the exhibitor.



* Production and installation are the responsibility of the promoter.



PAVILION

DOUBLED SIDED TOTEM

Divulgue sua empresa nos corredores da feira. Fortaleça a sua marca e incentive visitantes a procurarem por seu estande. Impressão em duas faces exclusivas para expositor, os totens serão posicionados nos principais cruzamentos das ruas do evento.



Production and installation are the responsibility of the promoter.

* Possibility of distributing material inside the van.

Área útil:
70x150cm

Arte final:
80x180cm

Margem de segurança:
5cm p/ laterais e superior e
25cm para base
(Não aplicar informações fora do tracejado)

VIP CLUB | SPONSORSHIP

Increase your communication with the main buyers in the sector, promoting your company in the VIP Club lounge of the fair, an area that will be frequented by the most important buyers in the market. Inclusion of the company logo in several points of the VIP Club lounge.

THE PACKAGE INCLUDES:

Distribution of promotional materials within the room;
Possibility to use the room for pre-scheduled meetings.



Gifts produced and distributed by the customer.

* Other materials are the responsibility of the promoter.

PAVILION

TRANSFER

Communication of your company inside the vans that will make the transfer service of the Portuguesa-Tietê station of the subway during the period of the fair.



Production and installation are the responsibility of the promoter.
* Possibility of distributing material inside the van.

MATERIAL DISTRIBUTION

Your company's printed material will be delivered to visitors at the event's information desks, further increasing your visibility



* Material produced and delivered to the pavilion by the customer.



PAVILION

WAST DUMPS

Promote your brand at the mobile recharge point, an area used by visitors for rest.

Production and installation are the responsibility of the promoter.

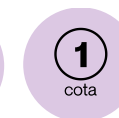
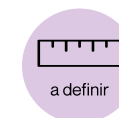
* Possibility of distributing material inside the van.



CREDENTIAL LANYARD | VISITORS

Delivered along with the credential at the entrance of the event to visitors, the lanyard features printing of your company name to the fullest extent.

* Note: The artwork to be Applied must be submitted for approval as determined by the promoter. The production of the lanyard is the responsibility of the exhibiting company.



Future Print

WE ARE COUNTING ON YOUR PARTICIPATION!

Please contact us to budget your Project.

COMERCIAL.FUTUREPRINT@INFORMA.COM

