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SÃO PAULO, 09.–11.04.2024

# All About Food

International Trade Show Exclusively for the Food and Beverage Sector

## MERCHANDISING GUIDE



Organiser







## Maximize your company's exposure in Latin America's main Food and Beverage trade fair

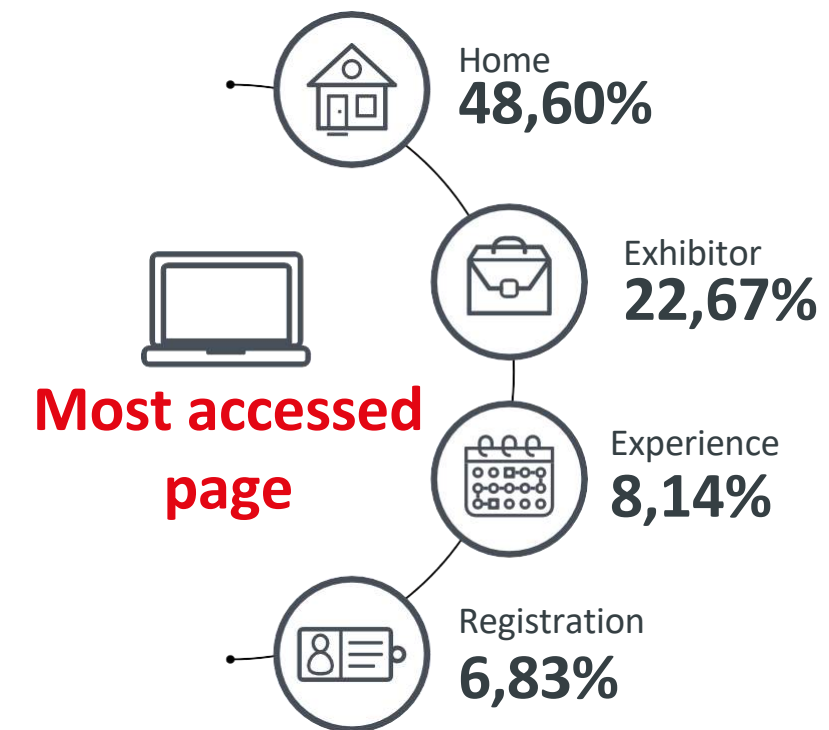
Merchandising actions are opportunities to highlight products, services and publicity actions carried out during the fair. It is your chance to impact investors in the sector, combining visibility and business through lead generation and branding. Take advantage of the special conditions and guarantee privileged and customised exposure according to your company's profile.







# DIGITAL

850.466

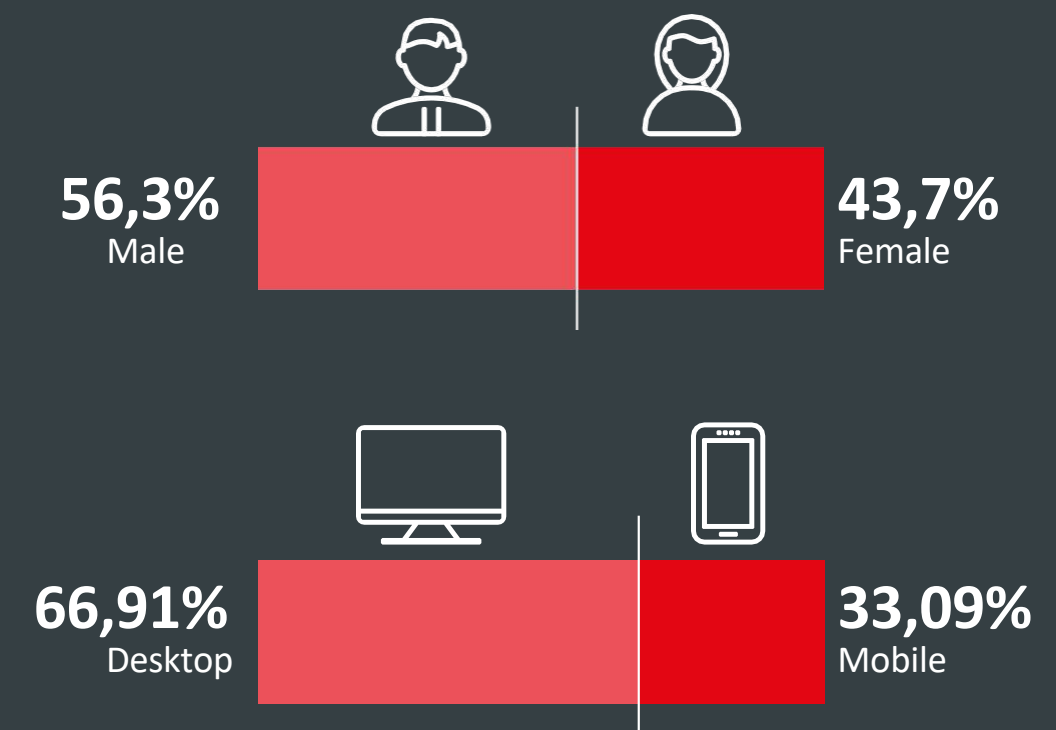
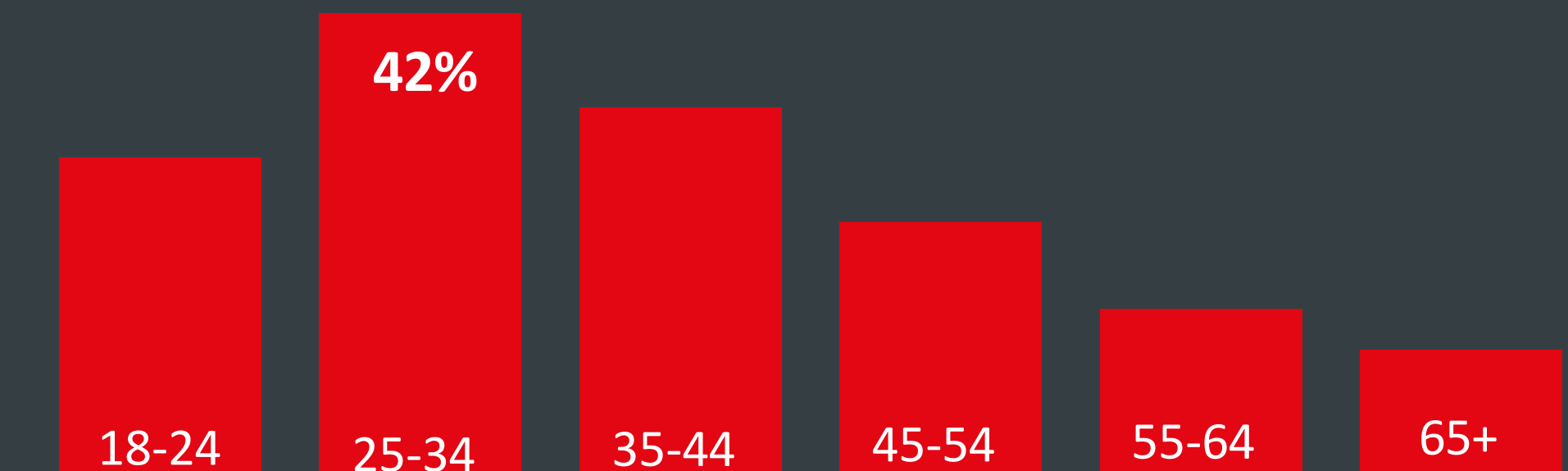
Pageviews over 1 year



## Social Media Followers

	2.321
	6.086
	15.875
	297 subscriptions

## Visitors Profile



# DIGITAL OPTIONS

# Banner - Home Site

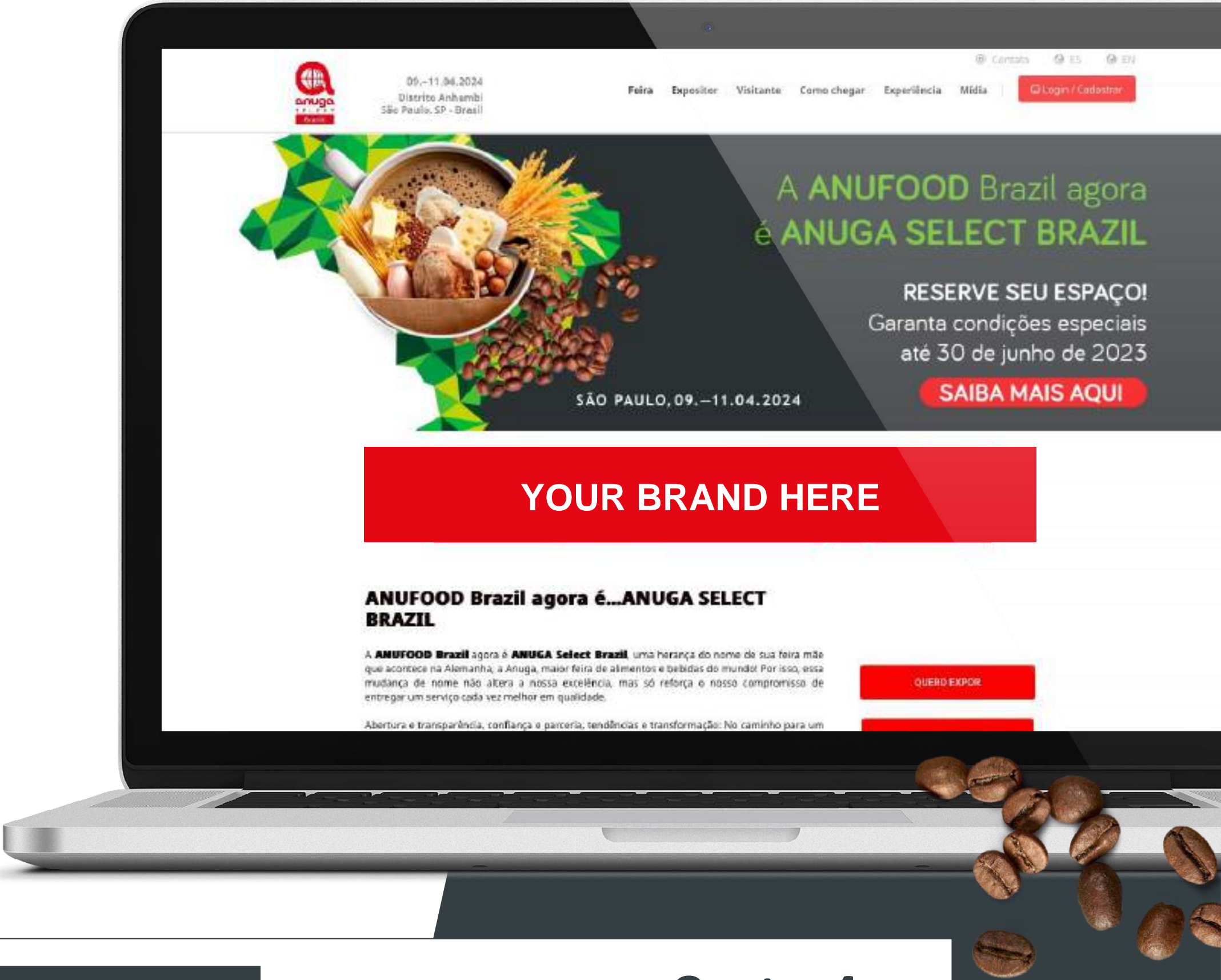
The banner is an advertising piece created for publication on websites, internet portals and e-mails with the aim of directing the audience to the channel of interest of the client.






The BANNER - HOME SITE is positioned on the home page of the official website of the event. In this space the banner can be in rotating motion with up to 3 other brands.

## Additional Information

- The artwork must be supplied by the exhibitor respecting all size and format specifications.
- The banner will be available only on the homepage of the official website of the event, below the main banner of the event.

\* Period of exhibition on the website: until May/ 24



Specification			Quota: 4	
	Extension		Investiment	
970x90px	  	40kb	USD 1.800,00	



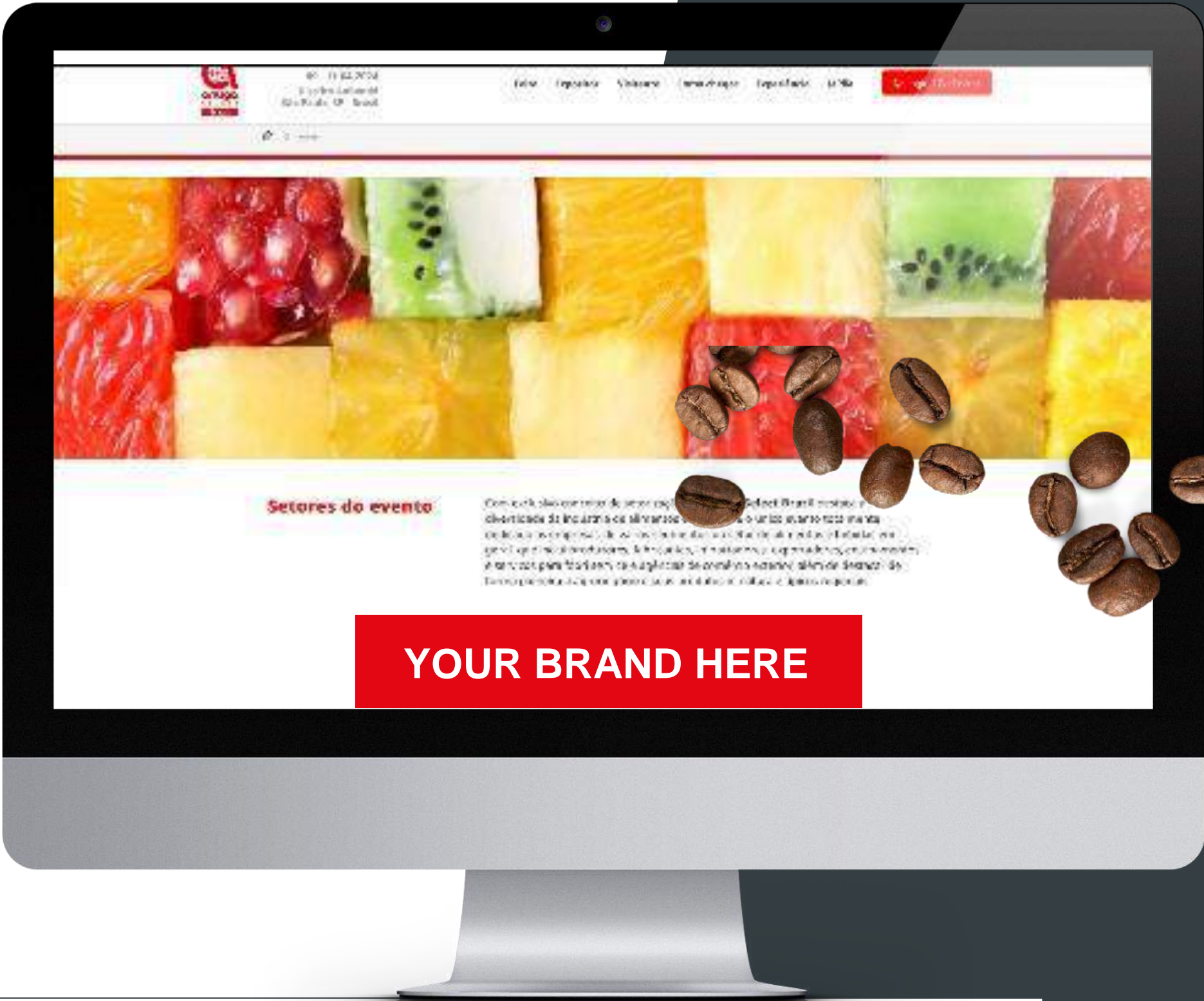
# Feature Banner - Internal Site Pages






The featured banner is positioned on all internal pages of the event official website except the home page. The artwork may be rotated with up to 3 other brands.

## Additional Information

- The artwork must be supplied by the exhibitor respecting all size and format specifications.
- The banner will be available only on the internal pages of the official event website (except exhibitor page and registration page).

\* Period of exhibition on the website: until May/ 24



Specification		Quota: 4	
	Extension		Investiment
970x90px	  	40kb	USD 320,00

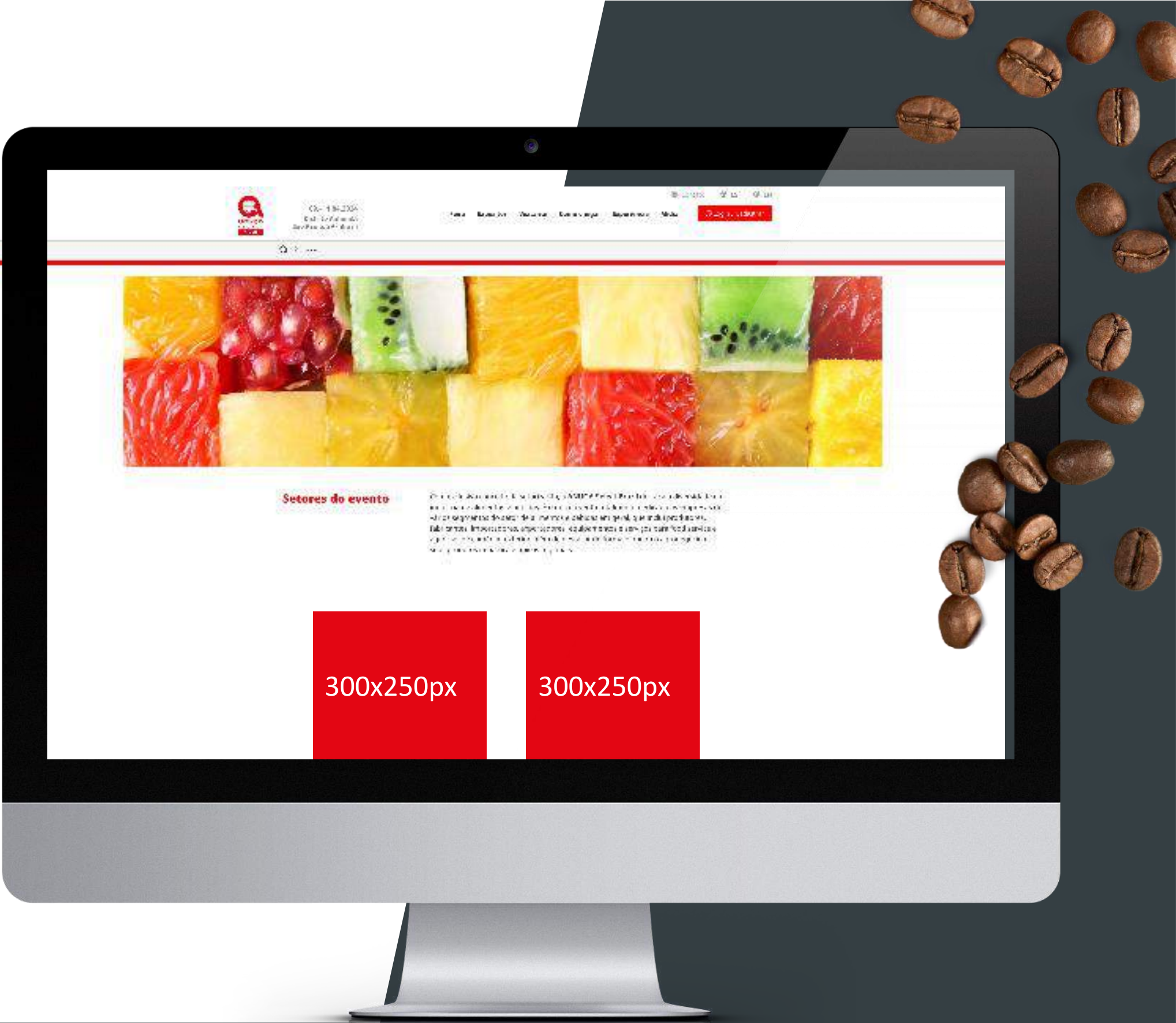
# Rectangle Banner






Located in the central area of the website home, rectangle banners are great for personalising and completing your outreach campaign to tradeshow visitors.

## Additional Information

- The artwork must be supplied by the exhibitor respecting all size and format specifications.
- It is necessary to send a target link Period of placement.
- Rotating advertising banner.

\* Period of exhibition on the website: until May/ 24



Specification			Quota: 2	
	Extension		Investiment	
300x250px	  	40kb	USD 280,00	

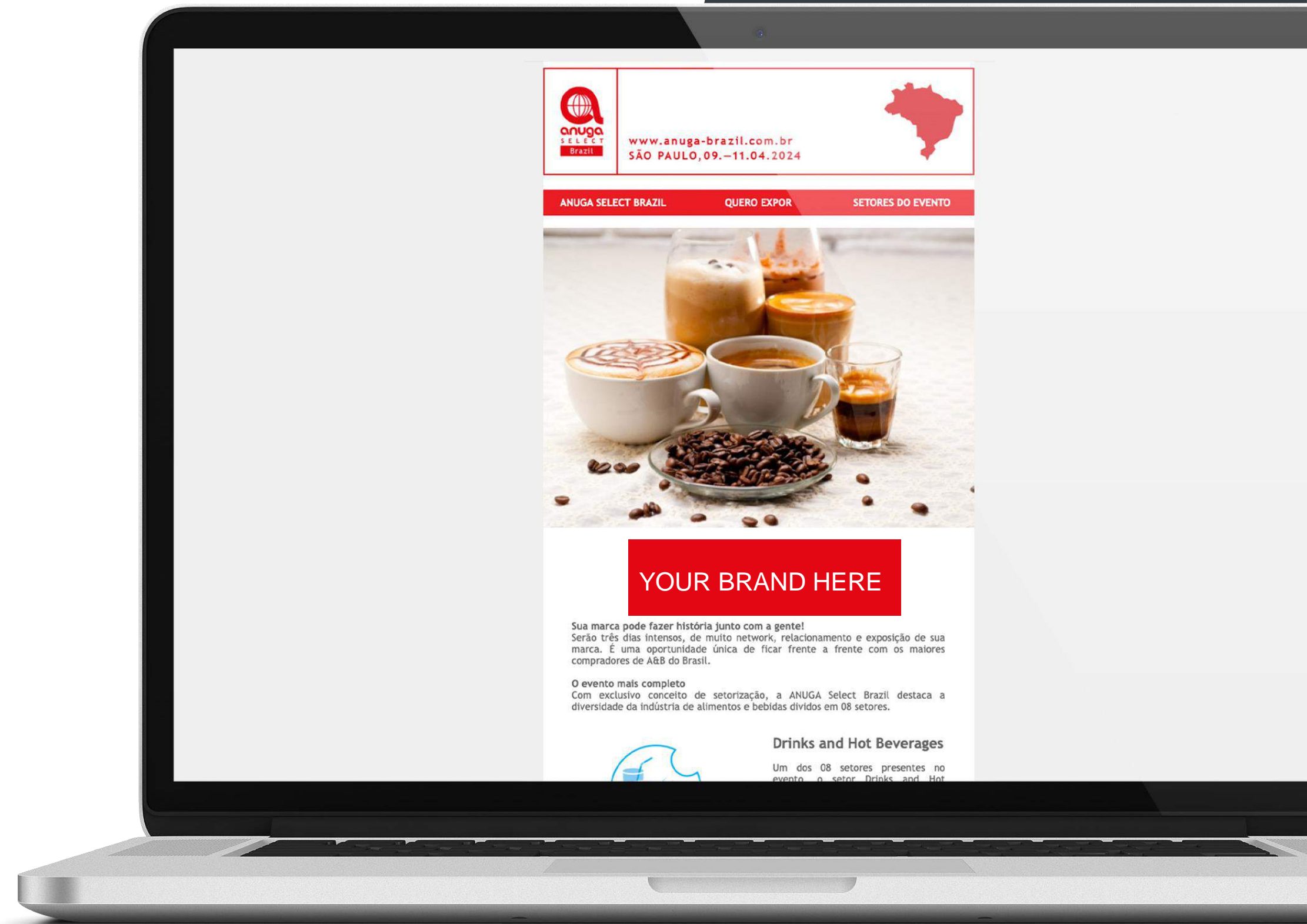


# E-mail Marketing Banner

For those who want to promote high impact actions, the digital banner is ideal because it is highlighted in the fair's email marketing with information and news from the sector for visitors. Your brand will have visibility with the insertion of a prominent digital banner, with a link to your company's website. You can promote products and services and highlight your actions to the market.

## Additional Information

- The artwork must be supplied by the exhibitor respecting all size and format specifications.
- It is necessary to send a destination link.
- Period of publication: 8 email marketing until May/24



## Specification

  
500x140px

Extension  
  

  
40kb

Quota: 5

Investiment  
**USD 700,00**



# Exhibitor List Banner

The EXHIBITOR LIST BANNER is positioned exclusively on the exhibitor/brand/product list page of the official event website. Expore to more than 16.000 buyers

## Additional Information

- The artwork must be supplied by the exhibitor respecting all size and format specifications.
- It is necessary to send a destination link.
- Rotating advertising banner.

\* Period of exhibition on the website: until May/ 24



## Specification



970x90px

Extension



40kb

Quota: 4

Investiment

USD 820,00

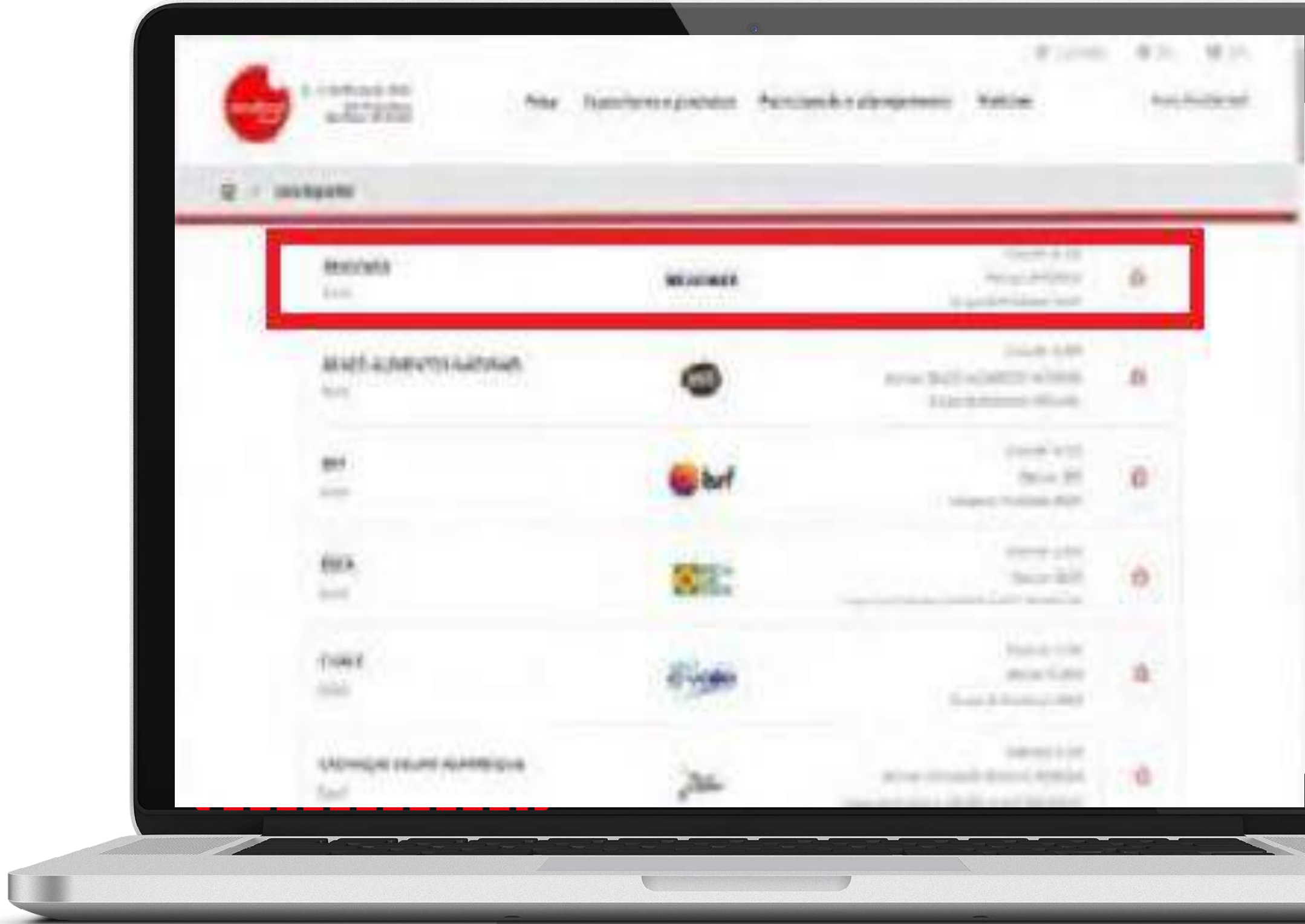
# Exhibitor List | Featured Exhibitor

Feature your brand on the exhibitor list of the official event website. It will be at the top of the list with prominent borders for access. Most accessed page 3 months before the fair takes place.

## Additional Information


Logo sent by the company to the extent requested by the organization.

\* Period of exhibition on the website: until May/ 24







Specification

Quota: 5

  
-

Extension

  
40kb

  
Investiment

USD 550,00



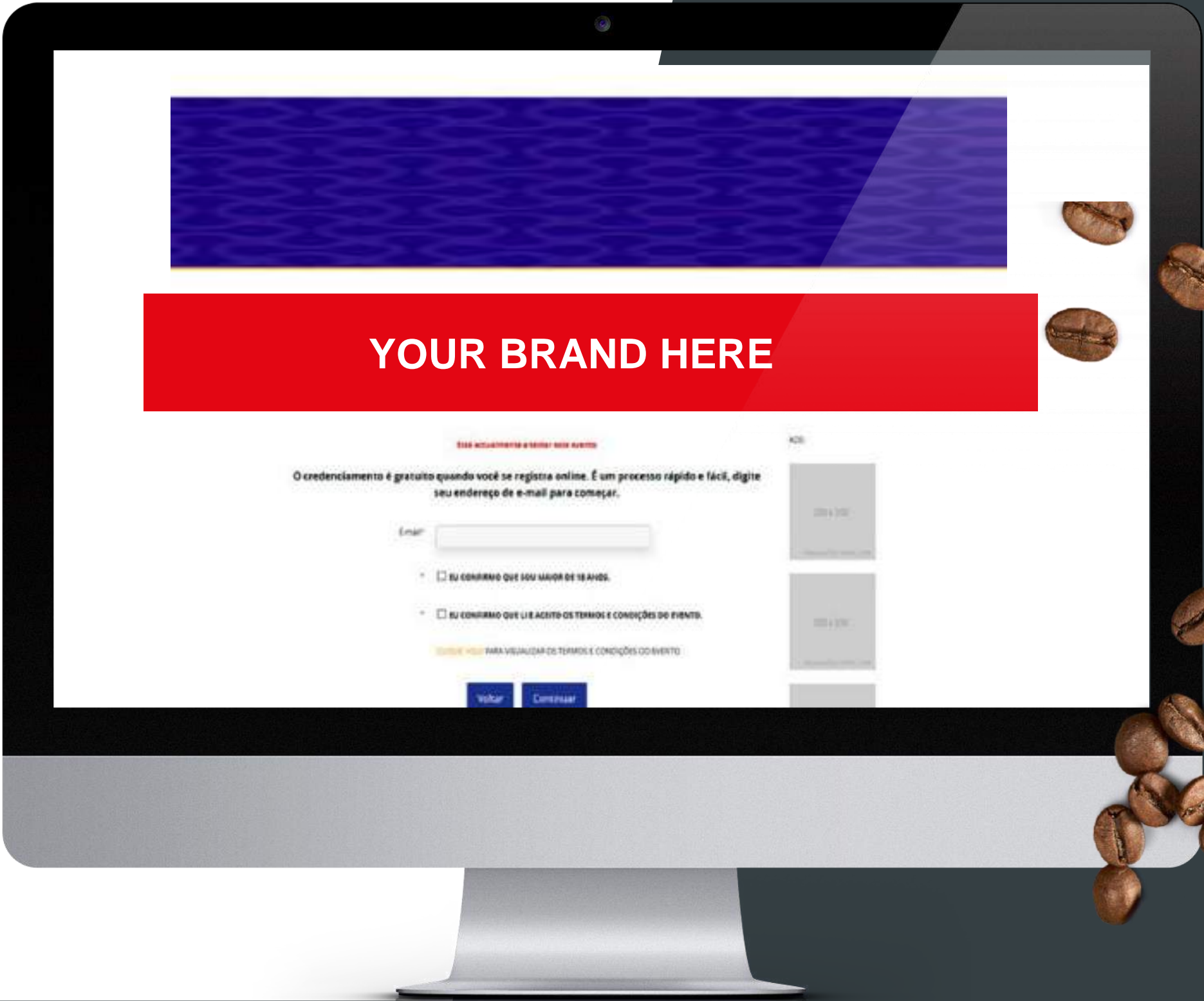
# Registration Page

Banner located at the top of all registration pages. This means that the banner will be available to all users who register for the fair. Exposure to more than 16.000 buyers

## Additional Information


- The artwork must be supplied by the exhibitor respecting all size and format specifications.
- It is necessary to send a destination link.
- Rotating advertising banner

\* Period of exhibition on the website: Until the edition of 24 deliver.



## Specification

  
970x90px

Extension  
  



70kb

Quota: 4

Investiment

**USD 1.000,00**

## Event App - Push

Spread the message you want for those who have the event app downloaded, informing about your company news, lecture, novelty, product launch.

### Additional Information

- Text sent by the company that acquired the promotional action.

#### Specification



Text up to 150  
characters

Quota: up to 6 messages  
per exhibitor

**Investiment**

**USD 350,00**





# Venue

Expand your brand's visibility beyond the limits of your booth.

**+ 12.000**    **+ de 330**    **+ de 13.000**

m<sup>2</sup> of exhibition

exhibitors

visitors from 34 countries



OPTIONS

AT THE VENUE

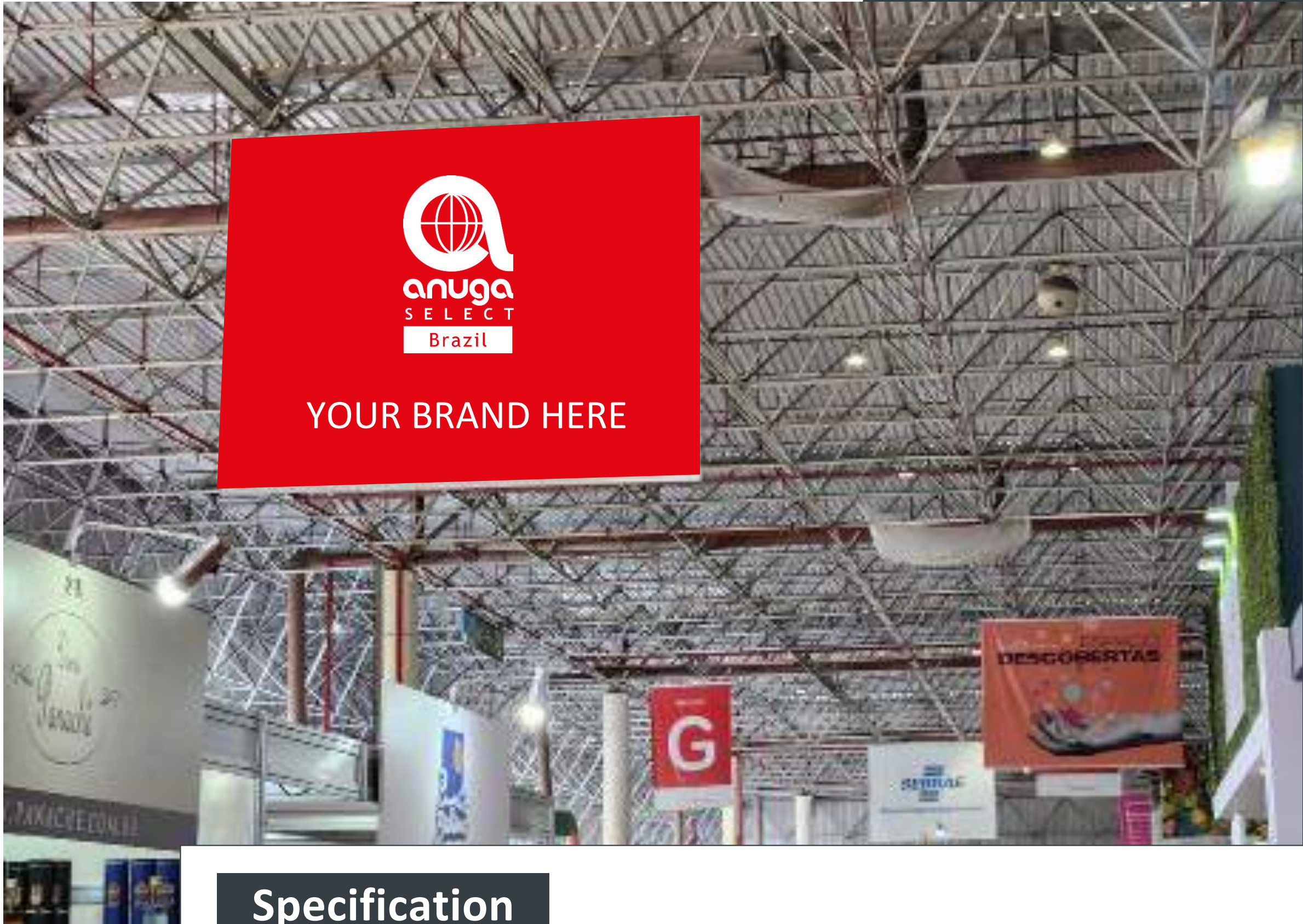


# Hanging Banner (12m²)

Exclusive hanging banner of your company, placed above your booth.

## Additional Information

- Double-sided canvas banner.
- Production, installation and promotion under the organiser responsibility.
- Artwork under the exhibitor responsibility and subject to the organiser approval.
- Placed above the area of your booth.



## Specification



4x3m (12m²)

Extension



-

Investiment

USD 1.300,00



# Double-sided stand-up stationary Banner Passageways

Your brand promoted on stand-up banners strategically placed on the main passageways.

## Additional Information

- Double-sided stand-up stationary banner.
- Production, installation and promotion under the organiser responsibility.
- Artwork under the exhibitor’s responsibility and subject to the organiser approval.
- Placement will be defined together with the exhibitor.



### Specification



80x170cm

### Extension



Quota: 20



-

### Investiment

USD 600,00



# Giga Floor Decal

Your company's logo and/or products, showing the location of your booth on the carpet of the event's entrance hall.

## Additional Information

- Production, installation and promotion under the organiser responsibility.
- Artwork under the exhibitor responsibility and subject to the organiser approval.
- Printed Vinyl sticker.



### Specification



4x4m (16m<sup>2</sup>)

### Extension



### Single Quota



-

### Investiment

USD 1.800,00

# Floor Decal

Displayed in the aisles

Your company's logo and/or products, showing the location of your booth on the carpet of the main aisles of the event.

## Additional Information

- Printed vinyl sticker.
- Production, installation and promotion under the organiser responsibility.
- Artwork under the exhibitor’s responsibility and subject to the organiser approval.
- Placement will be defined together with the exhibitor.



### Specification

Quota: 15



1x1m

Extension



-

Investiment

USD 420,00



# Logo on the floor plan

Displayed on all floor plans

Your company's logo displayed on the event's mega floor plan, on pocket maps and "you are here" displays.

## Additional Information

- Production, installation and promotion under the organizer’s responsibility.
- Artwork under the exhibitor’s responsibility and subject to the organizer approval.



Specification

Limited Quota



Extension



Investiment

USD 320,00



# Badge Lanyard - Visitors

Badge distribution at the entrance of the fair with your company's logo on a personalized lanyard.

## Additional Information

- Production under the exhibitor's responsibility.
- Distribution will take place at the main entrance of the fair and will be under the organiser responsibility.
- Artwork under the exhibitor's responsibility and subject to the organiser approval.



### Specification



-

### Extension



-

### Limited Quota

### Investiment

USD 4.800,00

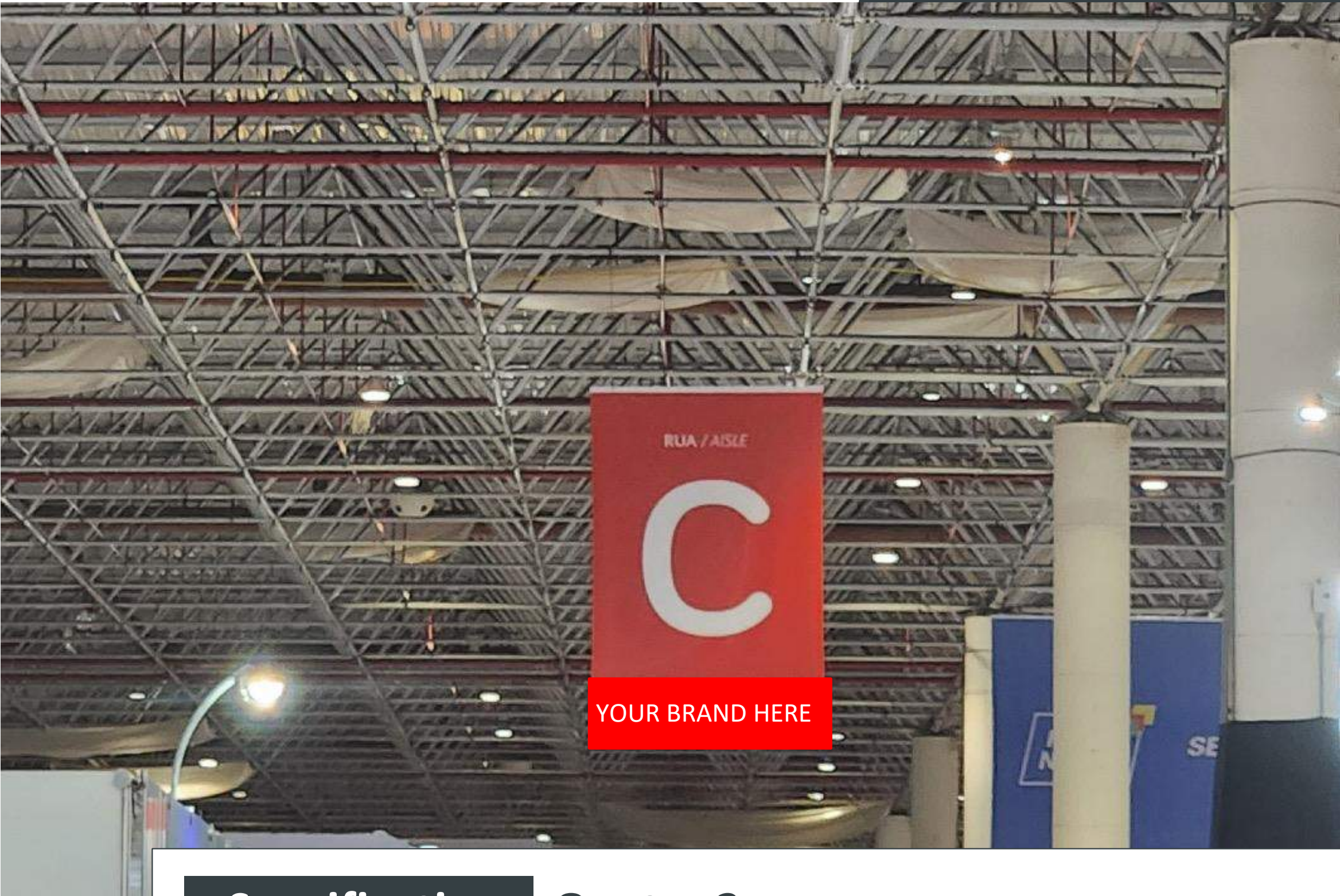


# Passageway Banners

Hanging banner signaling the fair’s passageways, with your company's logo

## Additional Information

- Double-sided canvas banner.
- Production, installation and promotion under the organizer's responsibility.
- Artwork under the exhibitor’s responsibility and subject to the organizer approval



### Specification

Quota: 2



2x2m

Extension



-

Investiment

USD 4.200,00



# Self-service kiosk

## Visitor Registration

Include your company logo on the self-service kiosk visitor registration at the fair. It's a good way to promote your company to thousands of visitors who issue their badges at the entrance of the fair.

### Additional Information

- Production, installation and promotion under the organiser responsibility.



### Specification



To be defined

### Extension



-

Quota: 6

### Investiment

USD 280,00

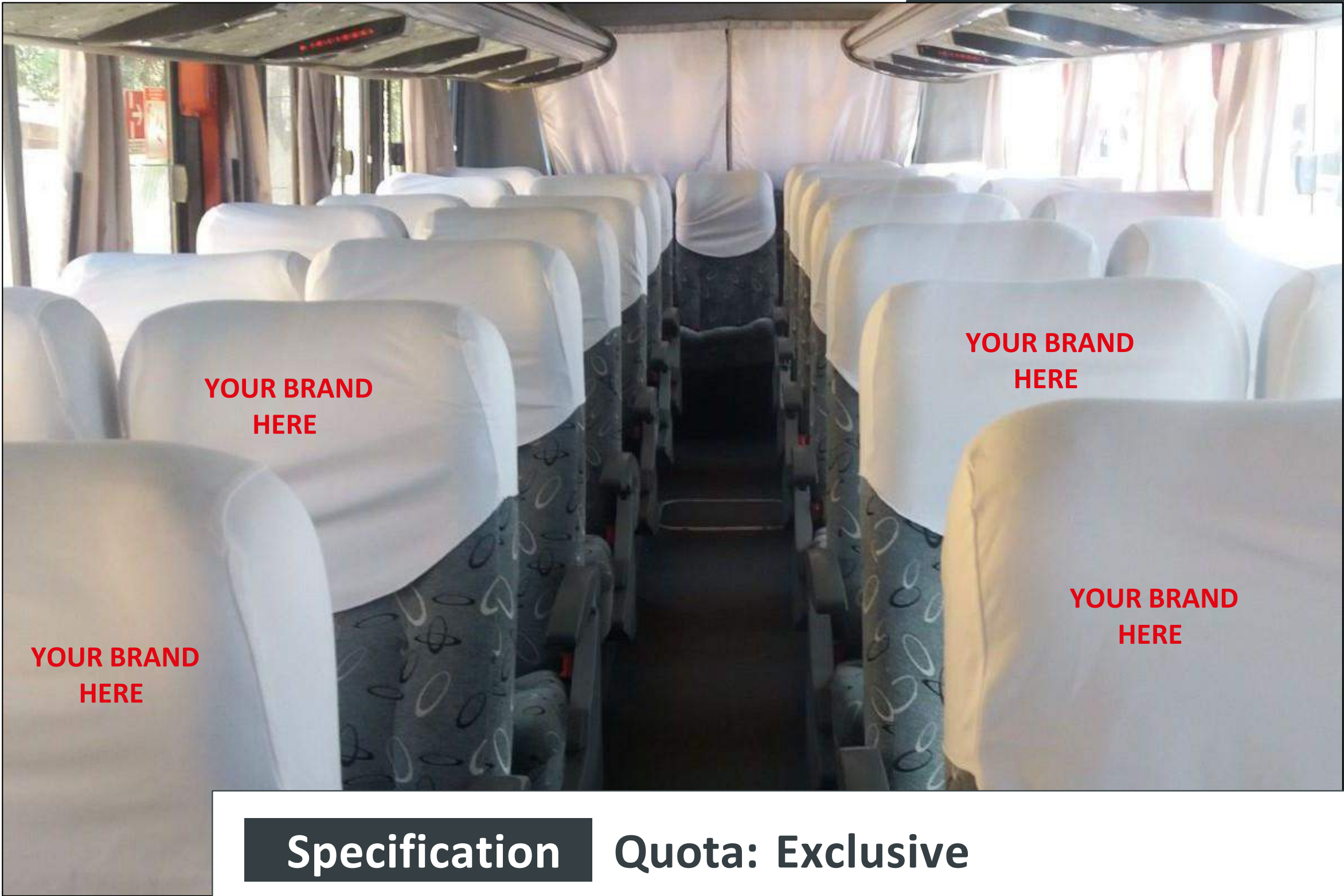







# Transfer

Communication of your company on the chairs of the vans that will provide the transfer service from the Portuguesa-Tietê metro station during the period of the fair.

## Additional Information

- Production, installation and promotion under the organiser's responsibility.
- Possibility of distributing material inside the van.



Specification		Quota: Exclusive	
	Extension		Investiment
-	  	-	USD 9.900,00



## Sampling at the Entrance

Sampling is the traditional action of distributing free samples of products or personalised gifts, such as pens and bags. The sampling action is ideal for companies that seek to leave their brand on customers' lives through small material memories.

As a result, the visitor will have more interaction with your brand, which can lead to more relationship and visits at your stand.

### Additional Information

- Hiring promoters for the sampling action at the event is solely and exclusive responsibility of the exhibitor.
- Giveaways, flyer and promoters are at the exhibitor expense.
- Content under evaluation by the organisation.



### Investiment

**1-2 hours per day USD 2.200,00**

**4-5 hours per day USD 3.100,00**

**\* For sampling at other locations, please consult prices.**



# PRIME

## CLUB

You connected with a highly qualified audience  
in an exclusive, VIP space

## Tasting

Bring your product to be tasted by exclusive guests in a totally PREMIUM space.  
With a circulation of approximately 300 VIP guests / day, your product will be highlighted to a differentiated audience.

# PRIME CLUB



### Specification

**Quota: 1 quota per segment**

1 counter (organiser production)  
1 promoter per counter (brand)

**Investiment**

**USD 13.000,00**



# Auditoriums

**+ 90 HOURS** exclusive content For a **HIGHLY QUALIFIED AUDIENCE**

In **3 AUDITORIUMS** with different capacities in each one for a **HIGHLY QUALIFIED AUDIENCE**



# Promote your Brand

Your brand is highlighted in different ways in the auditoriums of the event.

Choose the auditorium that best suits you, opt for the publicity action that best fits your company and that's it!

## Auditoriums:



## Additional Information

- Production under the responsibility of the exhibitor

## Promotional Actions

### Lectures and talks

**Investiment:** USD 520,00

### Chair cover

(production on behalf of the company)

**Investiment:** USD 4.200,00

Giveaways on chairs or sampling at the entrance to the auditorium

**Investiment:** USD 2.400,00

30 second video before each piece of lecture

**Investiment:** USD 3.800,00



# Cooking Show Auditorium

Your brand highlighted in a variety of ways in the culinary experience stand.



## Additional Information

- Production under the responsibility of the exhibitor

## Promotional Actions

- Product demonstration
- Will be broadcasted live

**Quota: Limited (1 hour)**

**Investiment**

**USD 800,00**





VISIBILITY

MERCHANDISING

PACKAGES



# Complete Packages for Exposure !!!

## Package A

- Hanging banner 12m<sup>2</sup>
- Logo on the floor plan
- Double-sided stand-up stationary banner
- Floor decal (1,0mX1,0)

**Investiment**

**USD 2.300,00**

## Package B

- Hanging banner 12m<sup>2</sup>
- Logo on the floor plan
- Double-sided stand-up stationary banner

**Investiment**

**USD 2.100,00**

## Package C

- Hanging banner 12m<sup>2</sup>
- Logo on the floor plan

**Investiment**

**USD 1.800,00**

- Production, installation and promotion under the responsibility of the organiser. All costs are included.
- Artwork under the responsibility of the exhibitor and subject to approval by the organiser.



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SÃO PAULO, 09.–11.04.2024



## Business contact

Get in touch now, book the space to promote your brand and consult our commercial team through the emails:

### Polliana Claudino

Project Manager

[p.claudino@koelnmesse.com.br](mailto:p.claudino@koelnmesse.com.br)

Mobile: +55 11 9 99432.7762

### Tales Baroni

Sales Executive

[t.baroni@koelnmesse.com.br](mailto:t.baroni@koelnmesse.com.br)

Mobile: +55 11 99771-0922

### Karen Oliveira

Sales Coordinator

[k.oliveira@koelnmesse.com.br](mailto:k.oliveira@koelnmesse.com.br)

Mobile: +55 11 99428-7651

### Acacio Guerra

Sales Executive

[a.guerra@koelnmesse.com.br](mailto:a.guerra@koelnmesse.com.br)

Mobile: +55 11 11 94504.7681

### Amanda Freitas

Sales Executive

[a.freitas@koelnmesse.com.br](mailto:a.freitas@koelnmesse.com.br)

Mobile: + 55 11 97691-1650