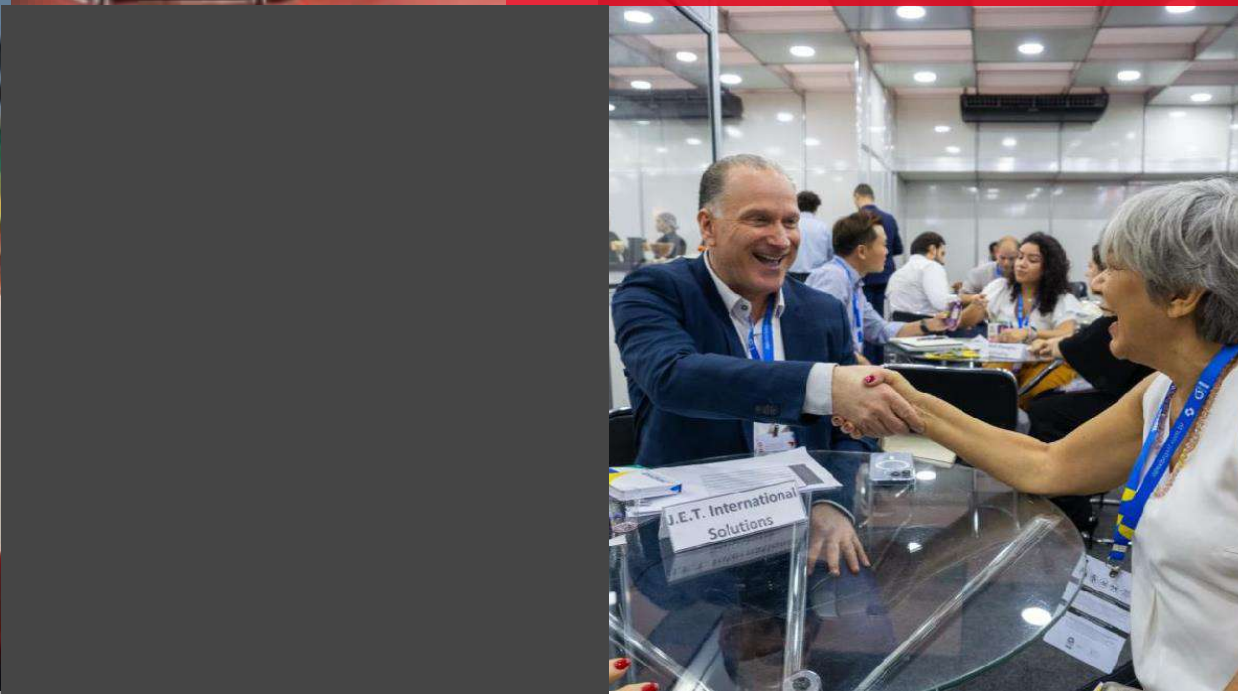




ENCHANT, GENERATE EXPERIENCES,
BUSINESS, BRAND IDENTITY IN A
DIFFERENTIATED WAY WITH NEW
QUALIFIED BUYERS INVEST IN
MERCHANDISING ACTIONS.



MERCHANDISING GUIDE





**REASONS TO
INVEST IN
MERCHANDISING**

HIGHLIGHT
VISIBILITY REACH
BRAND REINFORCEMENT
EXPERIENCE
INTERACTIVITY
ENGAGEMENT



DIGITAL OPTIONS



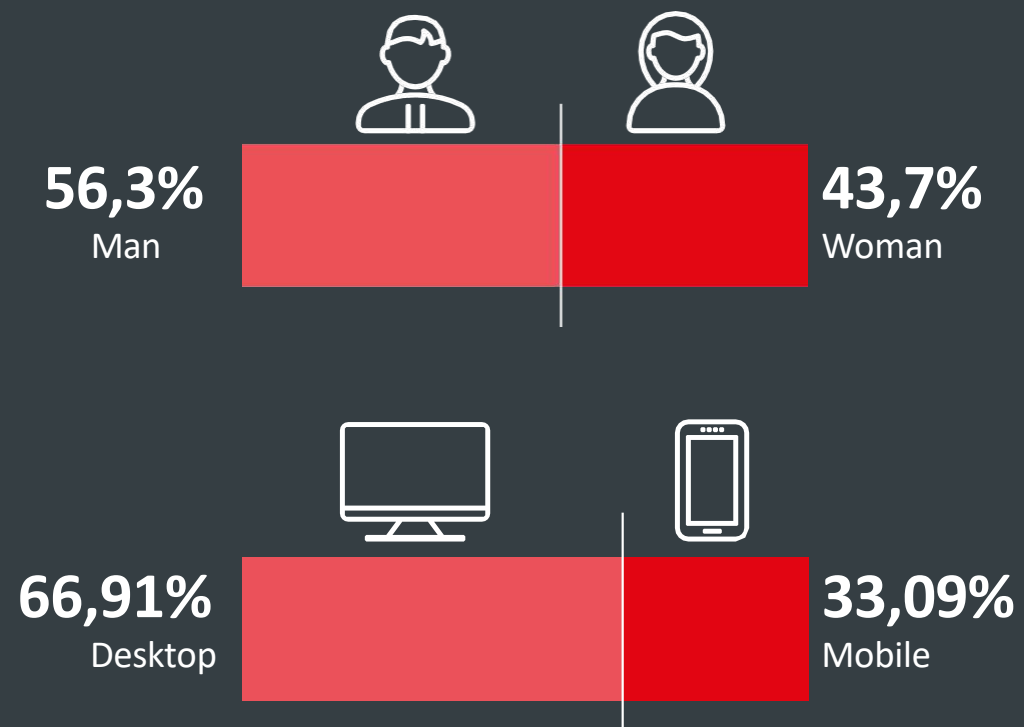
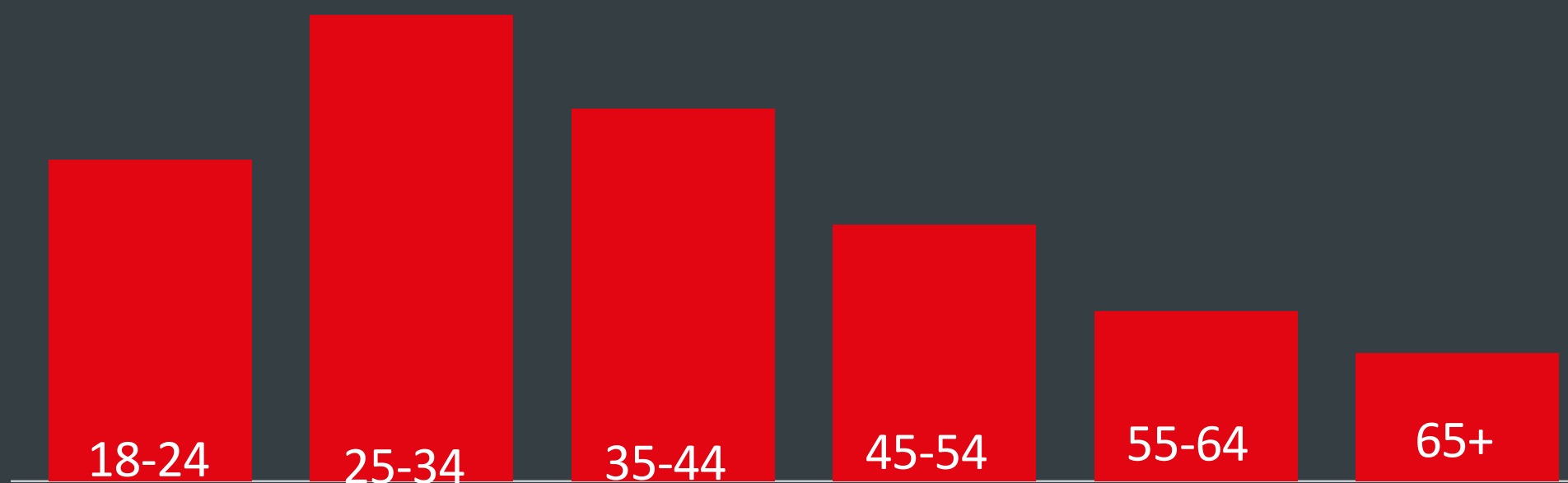
DIGITAL

903.240

Pageviews over a period of 1 year



Visitors Profile



Banner | Home Site

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

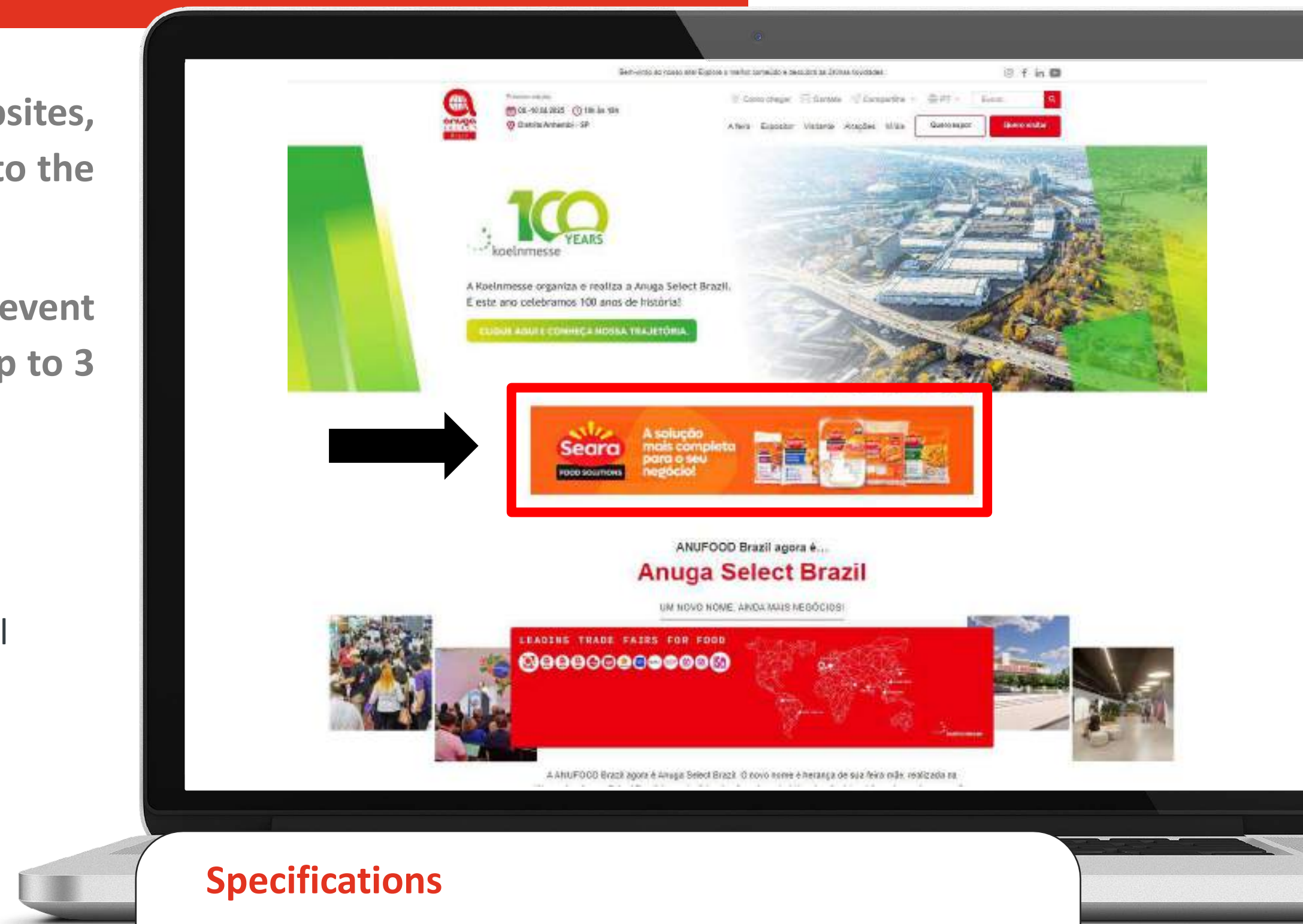
The BANNER - Home Site is positioned on the home page of the event brand's official website. In this space, the art can be rotated with up to 3 other brands. The main page of the site is the most accessed.

- The art must be supplied by the client, respecting all size and format specifications;
- The banner will only be available on the homepage of the event's official brand website, below the event's main banner.


*Banner duration on the site: until May 2025

INVESTMENT
USD 1,920.00

Quotas: 4



Specifications


Desktop: 900 x 180 pixels
Mobile: 500 x 300 pixels

Extention



40kb

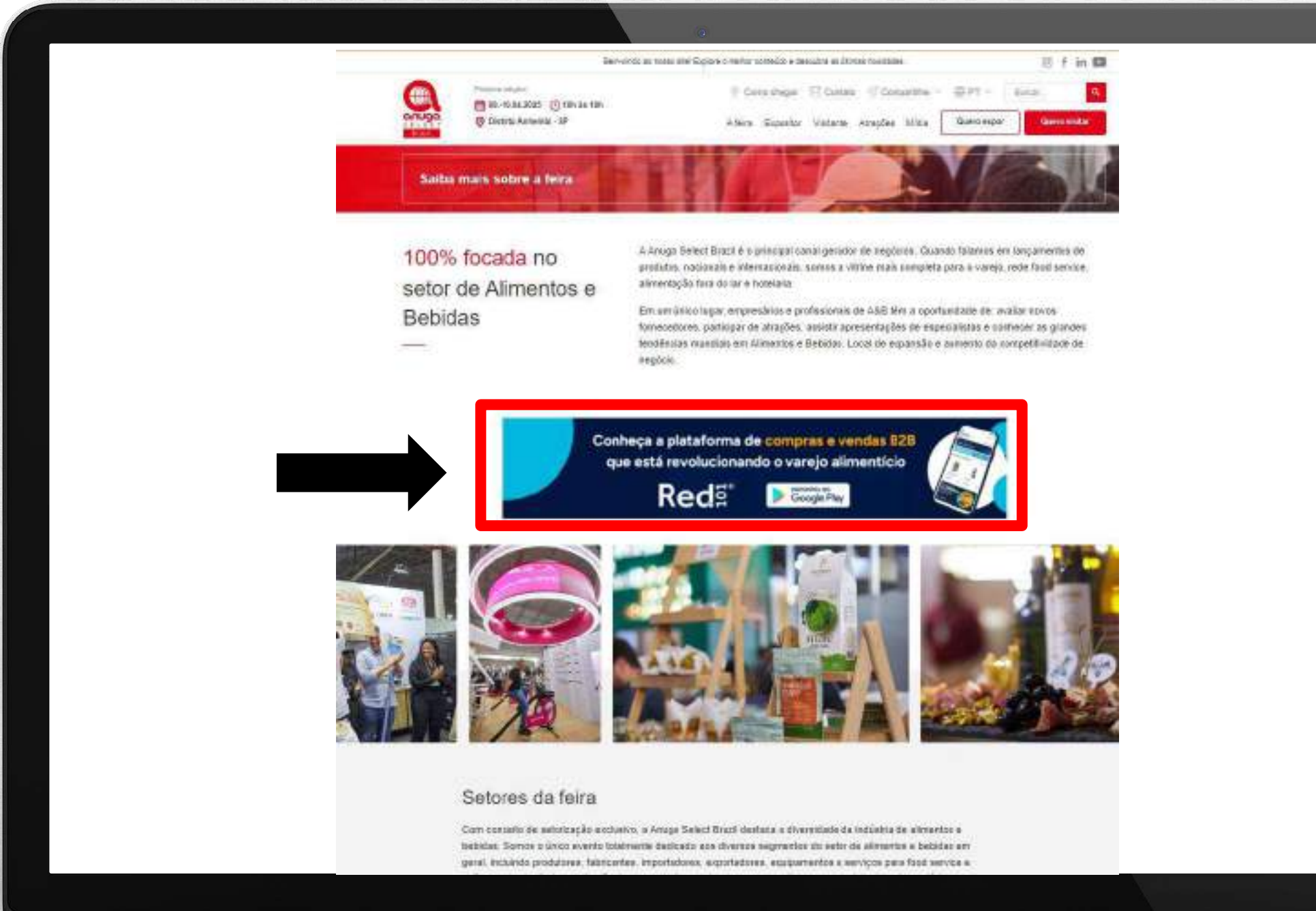
*** Banner visualisation on desktop version

Feature Banner - Internal Site Pages

The featured banner - internal site pages is positioned on all the internal pages of the event brand's official site, with the exception of the home page. The art can be rotated with up to 3 other brands.

- The art must be supplied by the client, respecting all size and format specifications;
- The banner will only be available on the internal pages of the event's official brand website (except for the exhibitors' page and the registration page).

*Banner duration on the site: until May 2025



INVESTMENT
USD 340.00

Quotas: 4

Specifications

Desktop: 900 x 180 pixels
Mobile: 500 x 300 pixels

Extention

PDF VETOR, JPG 300, GIF

40kb

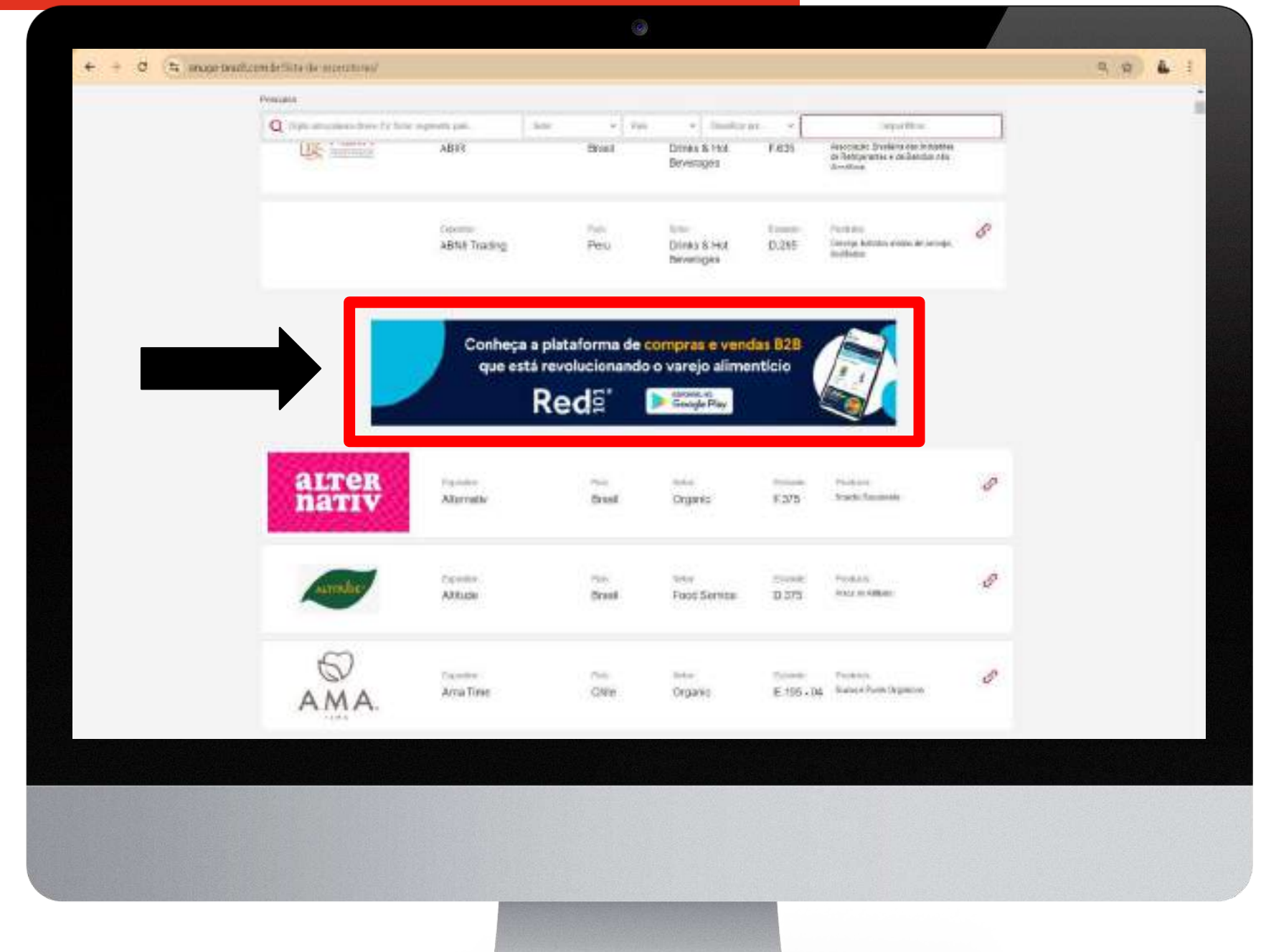
*** Banner visualisation on desktop version

Exhibitor List Banner

The EXHIBITOR LIST BANNER on the WEBSITE is positioned exclusively on the exhibitor/brand/product list page of the event's official brand website. 2nd most viewed page by website users.

- The art must be supplied by the customer, respecting all size and format specifications;
- A destination link must be sent;
- Rotating advertising banner.


*Banner duration on the site: until May 2025



Quotas: 4

INVESTMENT
USD 870.00

Specifications


Desktop: 900 x 180 pixels
Mobile: 500 x 300 pixels

Extention



40kb

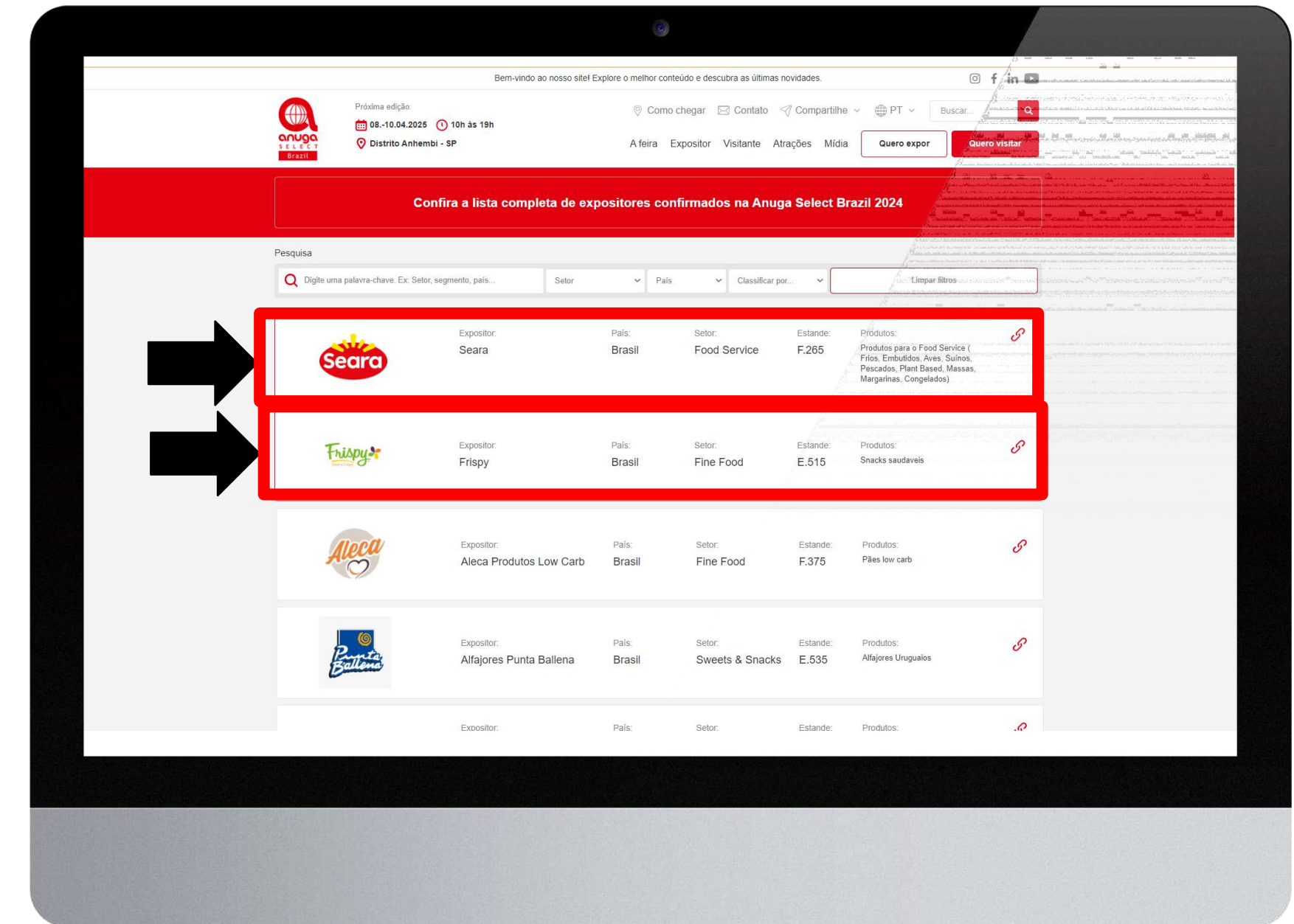
*** Banner visualisation on desktop version

Exhibitor List | Featured Exhibitor

Highlight your brand in the list of exhibitors on the event's official website. It will be at the top of the list with prominent borders for access. Most accessed page 3 months before the trade fair takes place.

- Logo sent by the company to the size requested by the organization.

*Banner duration on the site: until May 2025



Quotas: 4

INVESTMENT
USD 590.00

Specifications



LOGO

Extention



40kb

*** Banner visualisation on desktop version

Email Marketing Banner

For those who want to promote high-impact actions, the digital banner is ideal as it is highlighted in the trade 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.

- The art must be supplied by the customer, respecting all size and format specifications;
- A destination link must be sent;
- Period of placement: 8 e-mails until May/25

Quotas: 5

INVESTMENT

USD 750.00



Specifications



600 x 150 pixels

Extention



40kb

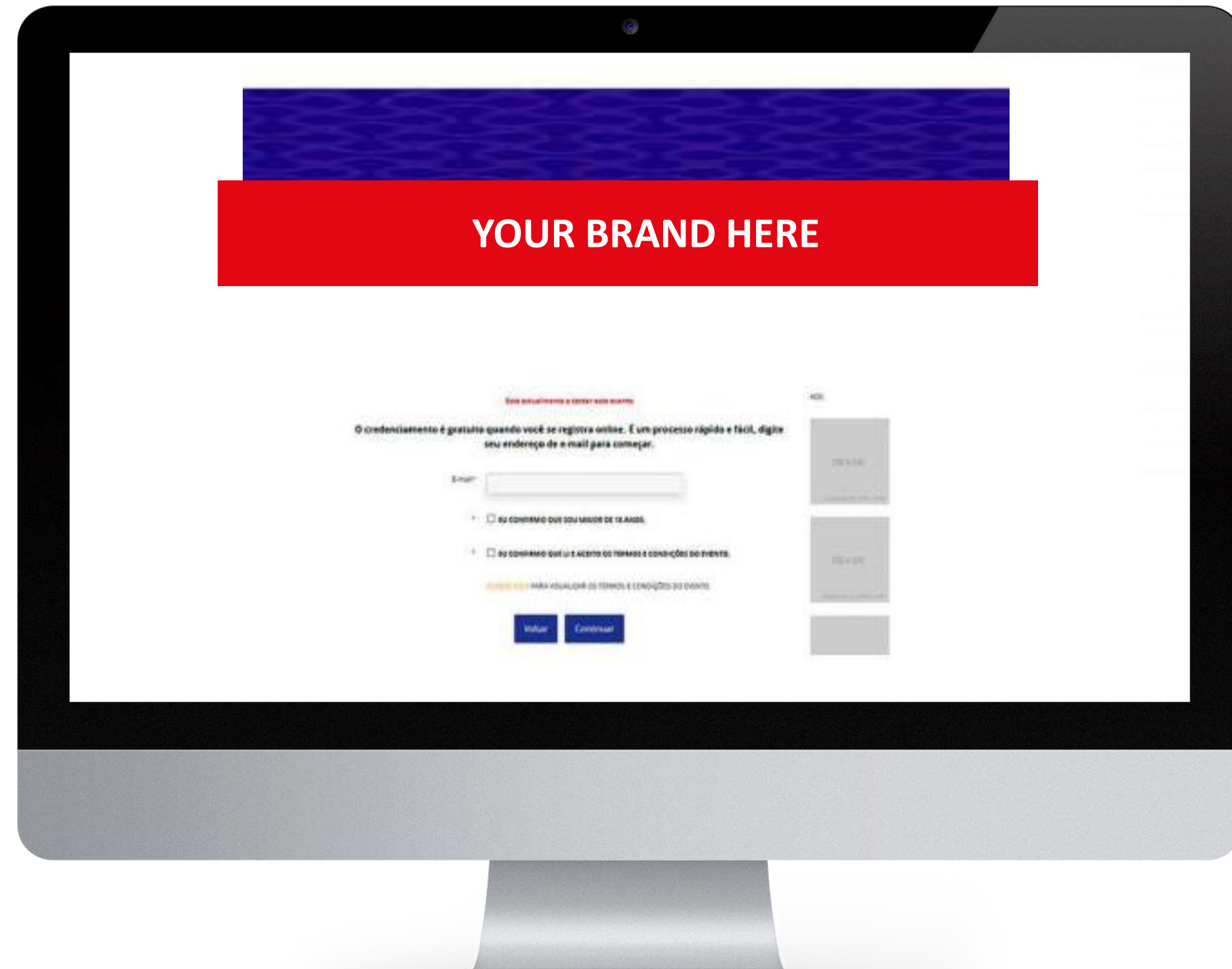
*** Banner visualisation on desktop version

Registration Page

Banner located at the top of all registration pages. This means that the banner will be available to all users who register online for the event.

- The art must be supplied by the customer, respecting all size and format specifications;
- A destination link must be sent;


*Duration of the banner on the registration page: Until April 10, 2025 (delivery of the event).



Limited
Quotas

INVESTMENT
USD 1,080.00

Specifications


to be consulted

Extention
  


to be consulted

*** Banner visualisation on desktop version

Event App | Push

The message you want to send to everyone who has downloaded the event app, informing them about your company, or some news, lecture, novelty, product launch.

- Text sent by the company that acquired the share.

Specifications



Text up to 140 characters

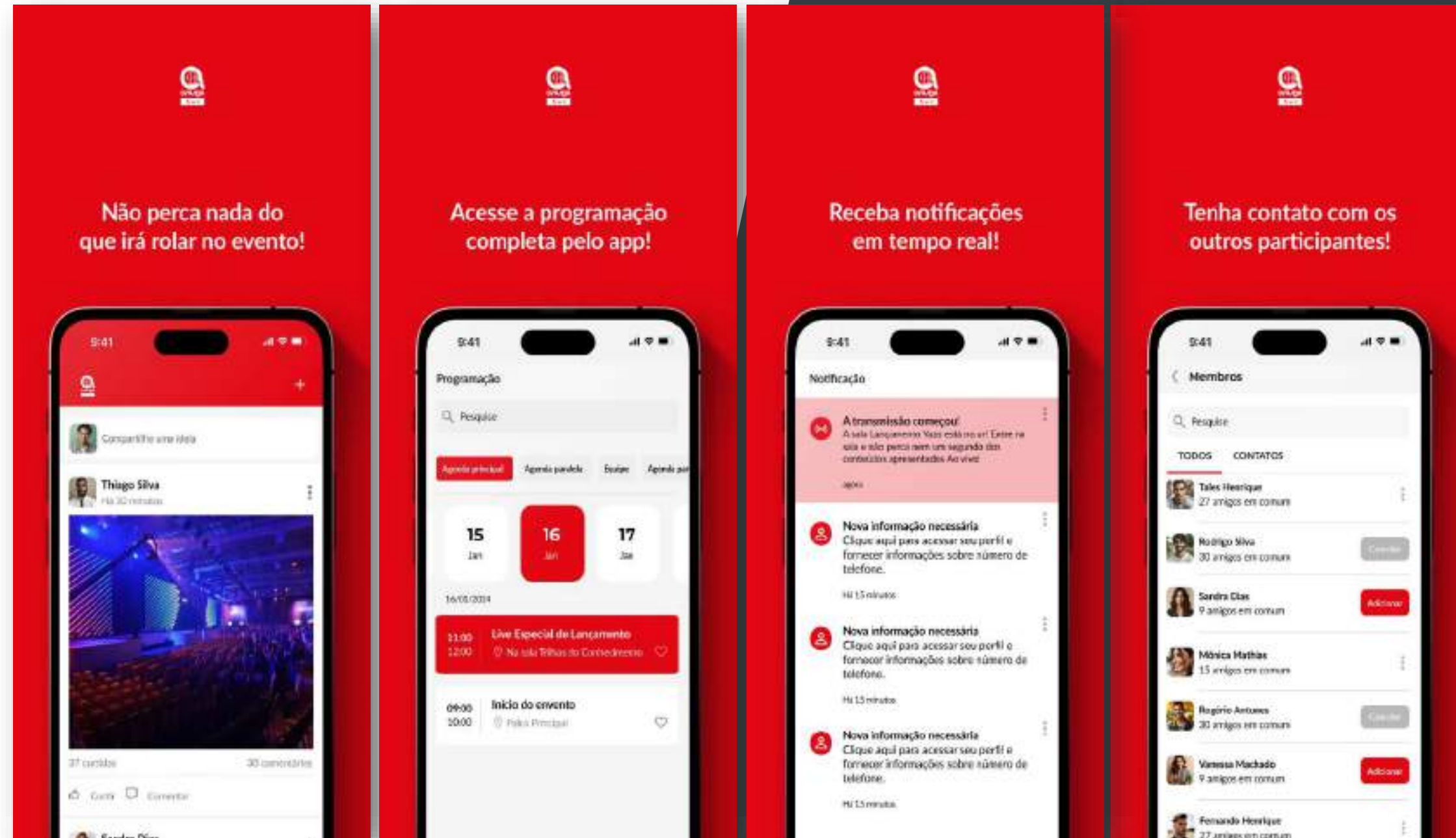
Extention



-

INVESTMENT
USD 375.00

Quotas: up to 6 messages per exhibitor



OPTIONS AT THE VENUE



QUALIFIED BUYERS

2024 GENERAL DATA

85%

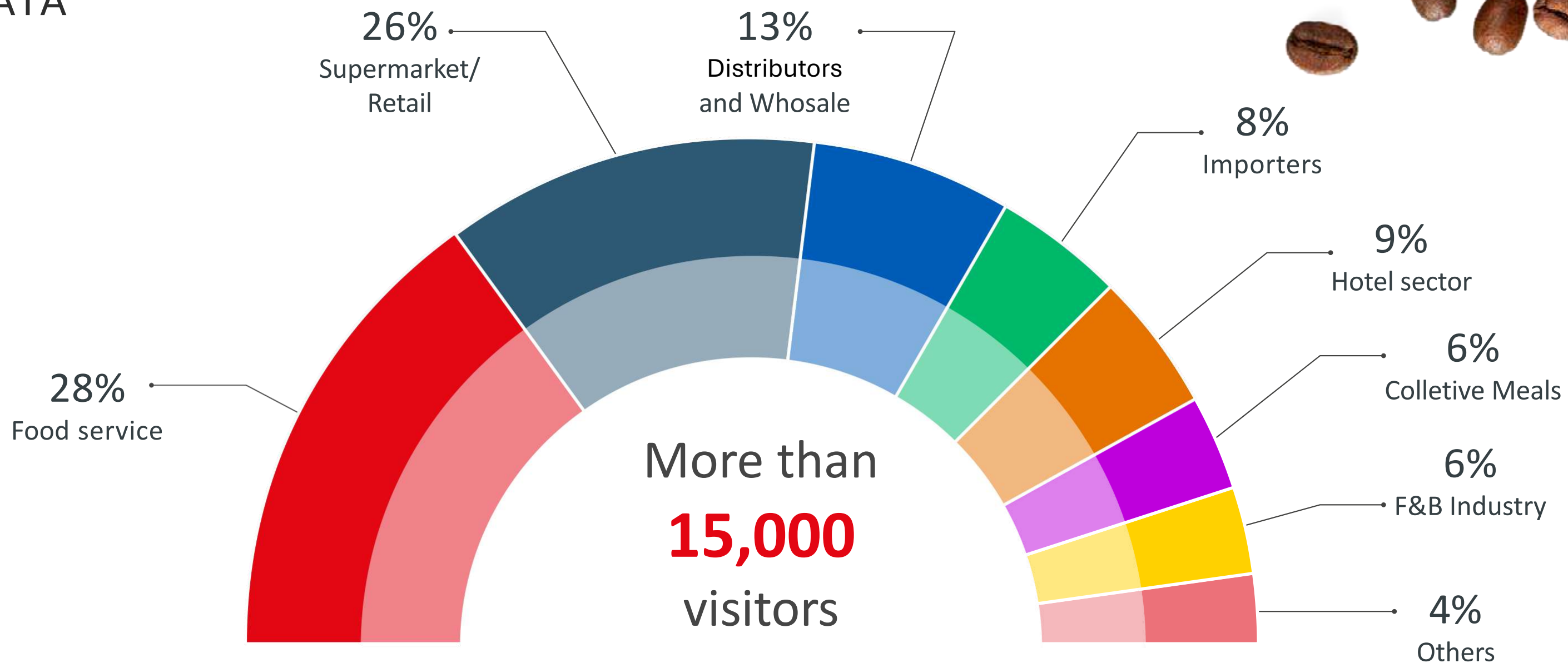
Participate in the purchasing process

96%

Intent to return for the next edition

97%

Were satisfied and recommend the event



+ 500 exhibitors

+ 33 visitors
countries

+ 23 exhibiting
countries
from **4 continents**
And all Brazilian states

Hanging Banner (12m²)

Exclusive to your company

- Double-sided canvas banner;
- Production, installation and placement under the responsibility of the organizer;
- Artwork is the responsibility of the exhibitor and subject to approval by the organizer;
- Location above your stand area.

Specifications



4x3m (12m²)

Extention



-

INVESTMENT

USD 1,400.00

**Limited
Quotas**



Double-sided stand-up stationary Banner Passageways

Your brand is advertised on totems strategically positioned on the main thoroughfares.

- Totem with double-sided printing;
- Production, installation and placement under the responsibility of the organizer;
- Artwork is the responsibility of the exhibitor and subject to approval by the organizer;
- Location to be defined in conjunction with the exhibitor.

Specifications



80x170cm

Extention



-

INVESTMENT
USD 645.00

Quotas: 20



Giga Floor Decal

Application of your company logo and/or products, indicating the location of your stand on the carpet of the entrance or exit corridor of the event.

- Vinyl sticker with printing;
- Production, installation and placement are the responsibility of the organizer;
- Artwork is the responsibility of the exhibitor and subject to approval by the organizer.

Specifications



4x4m (16m²)

Extention



-

Exclusive
Quota

INVESTMENT

USD 1,930.00



Floor Decal Displayed in the aisles

Application of your company logo and/or products, indicating the location of your stand on the carpet of the entrance or exit corridor of the event.

- Vinyl sticker with printing;
- Production, installation and placement are the responsibility of the organizer;
- Artwork is the responsibility of the exhibitor and subject to approval by the organizer.

Specifications



1x1m

Extention



-

INVESTMENT
USD 450.00

Quotas: 20

**YOUR
BRAND
HERE**



Self-service kiosk Visitor Registration

Include your company logo on the trade fair's digital accreditation totems. It's a sure way to attract thousands of visitors who issue their credentials at the entrance to the fair.

- Production and installation are the responsibility of the promoter.

*Duration of the logo on the Registration Totem: April 8 to 10, 2025 (in-person days of the fair).

Specifications



Extention



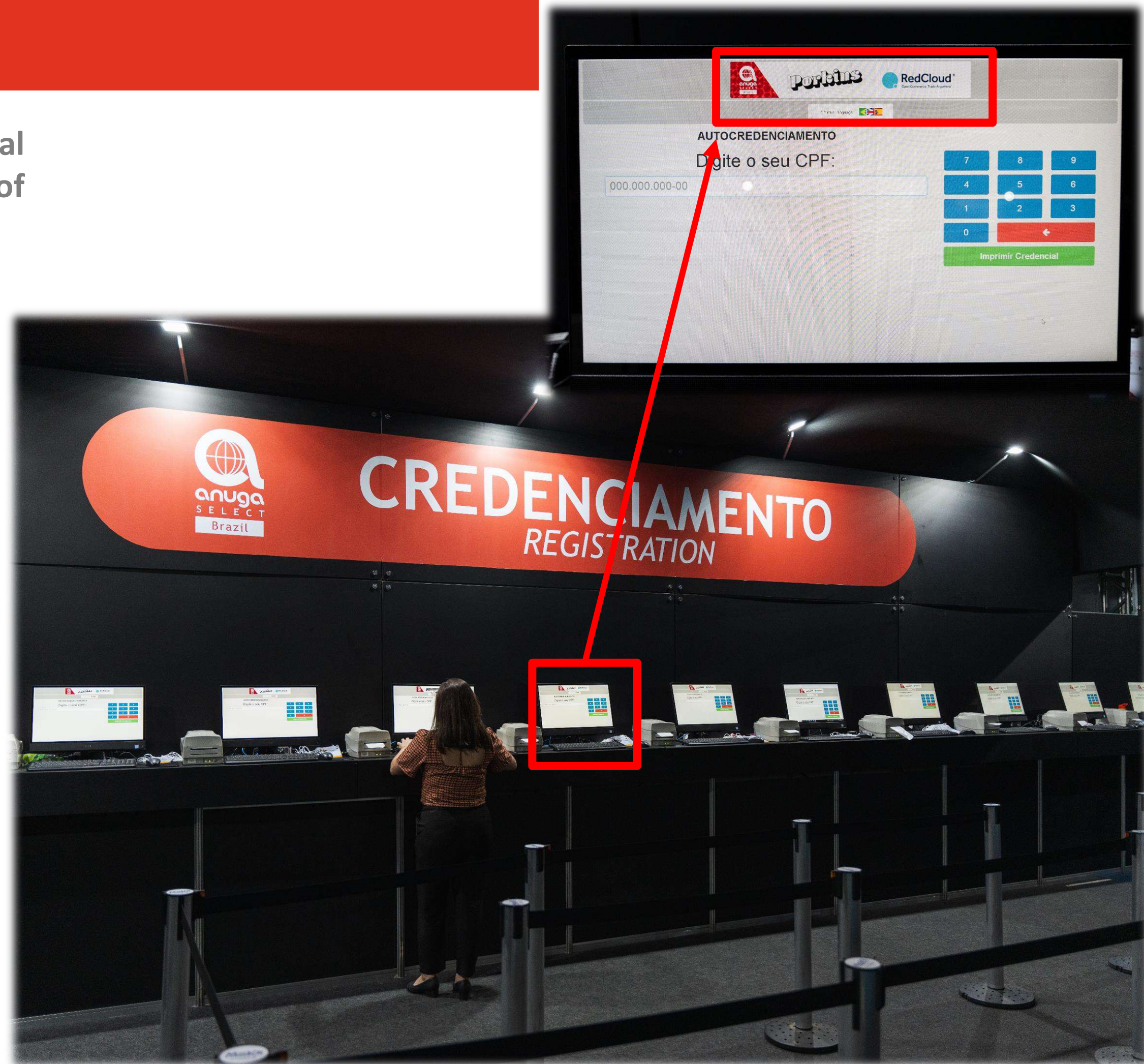
To be consulted



-

INVESTMENT
USD 300.00

**Limited
Quotas**



Logo on the floor plan Displayed on all floor plans

Identification of your stand with your company logo printed on the event's mega floor plan and pocket maps.

- Artwork is the responsibility of the exhibitor and subject to approval by the organizer;
- Production, installation and broadcast are the responsibility of the organizer.

Specifications



Extention



LOGO



-

INVESTMENT
USD 345.00

**Limited
Quotas**



Badge Lanyard - Visitors

Distribution of badges/lanyards at the entrance to the fair with your company logo applied to the personalized lanyard.

- Publication under the responsibility of the organizer;
- Distribution will take place at the main entrance to the fair and will be the responsibility of the organizer;
- Artwork and production are the responsibility of the exhibitor.

Specifications



Extention



**Exclusive
Quota**

INVESTMENT

USD 5,200.00



Passageway Banners

Aerial banner for signposting the trade fair's streets, with your company's logo.

- Double-sided canvas banner;
- Production, installation and placement under the responsibility of the organizer;
- Artwork is the responsibility of the exhibitor and subject to approval by the organizer.

Specifications



2x2m (4m²)

Extention



-

INVESTMENT
USD 4,500.00

Quotas: 2



Transfer

Communication of your company on the inside of the vans that will be shuttling you from the Portuguesa-Tietê metro station during the trade fair.

- Production responsibility of the brand;
- Installation by the promoter;
- Possibility of distributing material inside the van.

Specifications



Extention



-



-



INVESTMENT

USD 10,600.00

**Exclusive
Quota**

Sampling at the Entrance

Sampling is the traditional action of distributing free samples of products or personalized gifts, such as pens and bags.

Sampling is ideal for companies looking to leave their mark on customers' lives through small material souvenirs. As a result, visitors will have more interaction with your brand, which can lead to more relationships and flow at your stand.

- The hiring of promoters for the sampling action at the event is the sole and exclusive responsibility of the exhibitor;
- Toast, flyer and promoter at the exhibitor's expense;
- Content to be evaluated by the organization.

INVESTMENT

1 - 2 hours per day: USD 2,360.00

4 - 5 hours per day: USD 3,330.00

* For sampling at other locations, please consult prices.





PRIME C L U B

You'll connect with a highly qualified audience in an exclusive space, just for invited guests and top-level buyers.

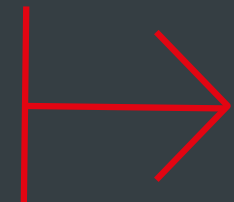
PRIME CLUB

An exclusive networking program created by Anuga Select Brazil for VIP guests from the food and beverage sector.

PRIME
C L U B

More than **1,800** Industry professionals present

Owners, Directors,
Commercial Managers



Of the main supermarket
and food service chains in
the country.



PRIME CLUB Tasting

Bring your product to be tasted by exclusive guests in a totally PREMIUM space. With a circulation of approximately 400 VIP guests per day, your product will be in the spotlight for a special audience.

- Production is the responsibility of the exhibitor;
- To be checked together regarding the availability of tastings;
- To be checked together.

INVESTMENT
USD 13,900.00

**1 quota
per
segment**



**PRIME
C L U B**

CONTENT

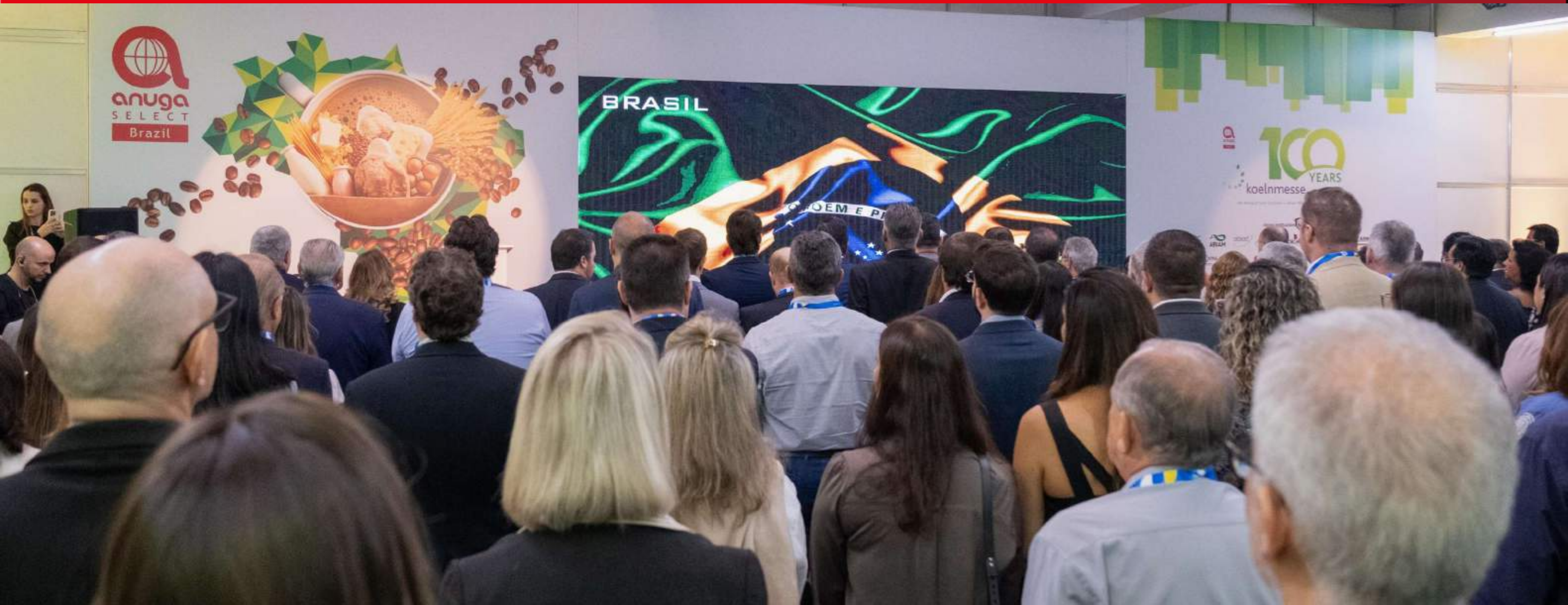
+145
hours



...in the trade fair

Auditoriums

Public
Highly
Qualified



FOOD TRENDS Auditorium

Actions

Your brand will be highlighted in different ways in the event's auditoriums.

Choose the auditorium that best suits you, opt for the advertising campaign that best suits your company and that's it!

- Production is the responsibility of the exhibitor;
- Product demonstration.



Lectures and talks

Investment: USD 550.00

Chair Cover

(production by the brand)

Investment: USD 4,500.00

Giveaways on chairs or sampling at the entrance to the auditorium

Investment: USD 2,550.00

30 second video before each piece of content

Investment: USD 4,000.00

Cooking Show Space

Your brand is highlighted in various ways in the culinary experiences space.



- Production is the responsibility of the exhibitor;
- Product demonstration.

INVESTMENT
USD 860.00

Limited
quotas: 1
hour



VISIBILITY MERCHANDISING PACKAGES



Complete Packages for Exposure!!!

Package A

- Hanging Banner (12m²)
- Logo on the floor plant
- Double-sided stand-up stationary banner
- Floor decal (1,0mx1,0m)

INVESTMENT

USD 2,460.00

Package B

- Hanging Banner (12m²)
- Logo on the floor plant
- Double-sided stand-up stationary banner

INVESTMENT

USD 2,250.00

Package C

- Hanging Banner (12m²)
- Logo on the floor plant

INVESTMENT

USD 1,930.00

* Production, installation and broadcast are the responsibility of the organizer. All costs included.

* Artwork is the responsibility of the exhibitor and subject to approval by the organizer.

COMMERCIAL TEAM



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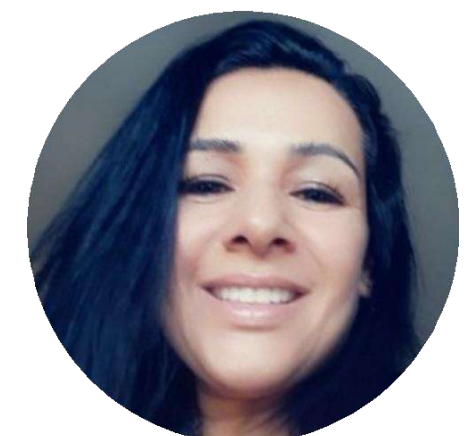


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#weareAnuga

