



www.anuga-brazil.com.br
April 6-8, 2027
Distrito Anhembi
São Paulo, Brazil

Merchandising & Activations

Showcase your brand strategically!



8th EDITION

Anuga in Brazil:

Growth that drives the LATAM market

Decision-makers are at Anuga Select Brazil.

Anuga will hold its 8th edition in 2027 at Distrito Anhembi, reinforcing its position as one of Brazil's leading food and beverage trade fairs.

With each edition, the trade fair continues to grow, surpassing the previous year's results and expanding its market relevance. The event brings professionals and companies together in a strategic environment for business, networking, product launches, and industry trends.



14k+
qualified
visitors



We welcomed
decision-makers from
74 countries

550+ exhibitors

A comprehensive showcase of the
latest innovations in the industry.



10% growth in
exhibition space
14% growth in
international presence
Compared to the previous edition.



Senior decision-making audience

More than 60% of our audience consisted of business owners, presidents, directors and managers. The people responsible for signing contracts were on the show floor.



Why invest in merchandising at Anuga Select Brazil?



Greater exposure for
your brand



Stand out in a highly
competitive
environment



Connect directly with
qualified buyers



Turn visibility into
business opportunities



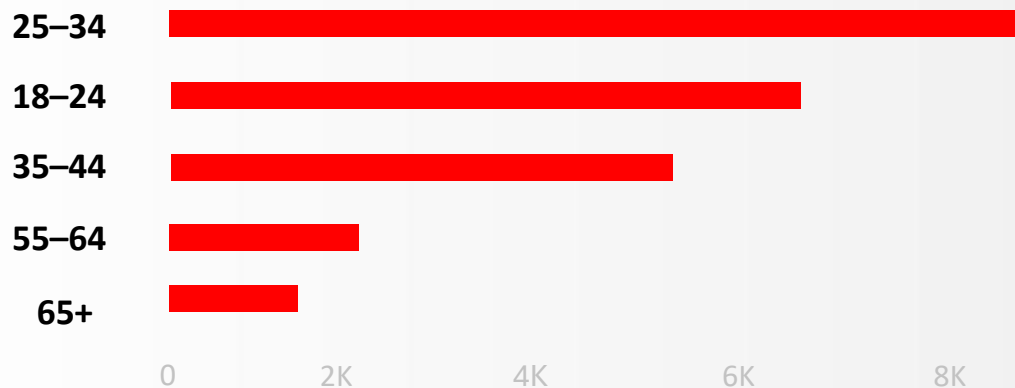
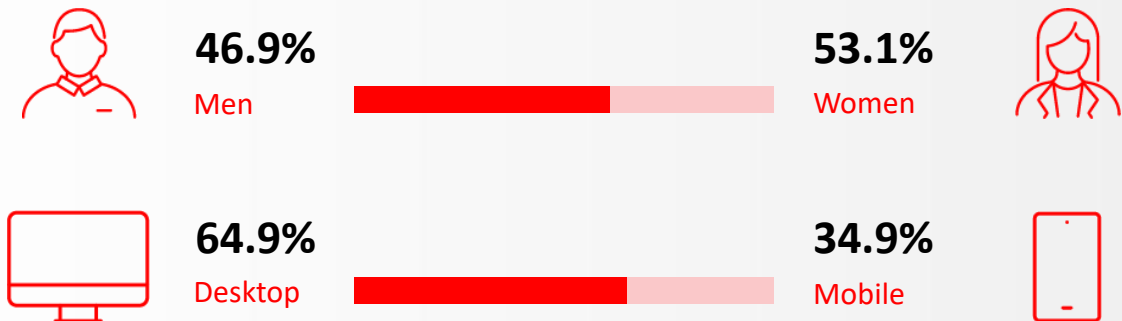
MERCHANDISING:

Digital

Promotion and strategy go hand in hand!

8th EDITION

A B2B audience that drives business



*Data collected from April 1, 2025, to August 1, 2026

+250k

Sessions/year

Put your brand on the radar of business decision-makers.



Most visited pages

1st

Website Homepage (PT): 54.5% of visits
Maximum impact from the moment visitors arrive.

2nd

Exhibitor List: 11.6% of visits
Where visitors search for brands and products.

3rd

Website Homepage (EN): 10.1% of visits
International visibility



**46k + followers
on social media**

Put your brand in the spotlight across official channels.

Homepage banner

The official website homepage is where every visitor begins.

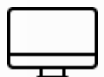
It is the first impression your brand makes on professionals looking for business opportunities at Anuga Select Brazil.



Why invest?

- Featured on the most visited page of the official website.
- Exposure before the trade fair opens.
- Direct reach among professionals and decision-makers.
- Exclusive rotation among only three brands.

Specifications:



Desktop:
900 × 180 px



Mobile:
500 × 300 px



File size:
Up to 40
KB

Slots: 3
Investment:

US\$ 2,000



*Banner display period: through one month after the event.
Artwork to be produced by the partner.*

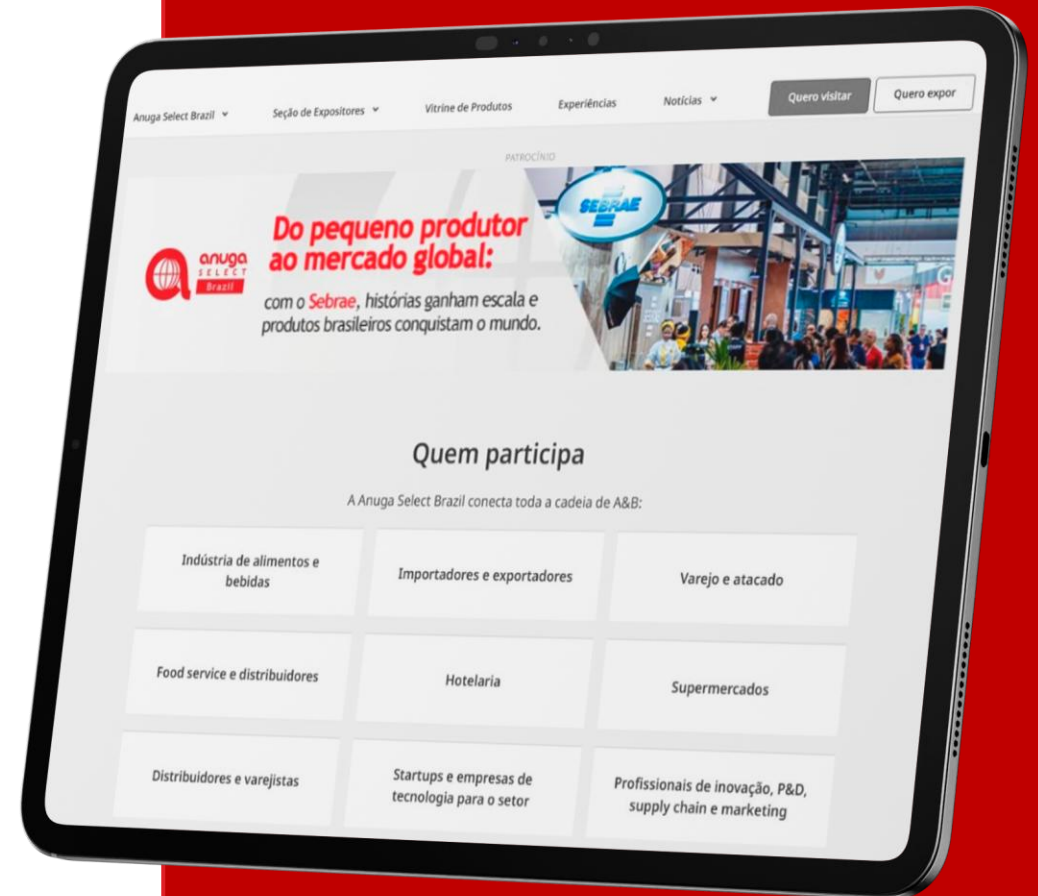
| Internal pages banner

Visitors browsing the official website's internal pages are ready to do business. This is where your brand stays top of mind among professionals already engaged with the event.



Why invest?

- High-traffic portal page for maximum impact.
- Visibility even before the trade fair opens.
- Reach decision-makers already looking for opportunities.
- Rotation with no more than three other brands for exclusive prominence.



Specifications:



Desktop:
900 × 180 px



Mobile:
500 × 300 px



File size:
Up to 40
KB

Slots: 4
Investment:

US\$ 340

*Banner display period: through one month after the event.
Artwork to be produced by the partner.*

| Exhibitor list banner

Visitors checking the exhibitor list are at the right stage to close deals. Here, your brand becomes the clear choice.



Why invest?

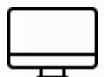
- Presence on the portal's second most visited page.

Direct impact on buyers searching for brands or products.

- Strategic brand placement on decision-makers' radar.

Rotation among no more than four brands.

Specifications:



Desktop:
900 × 180 px



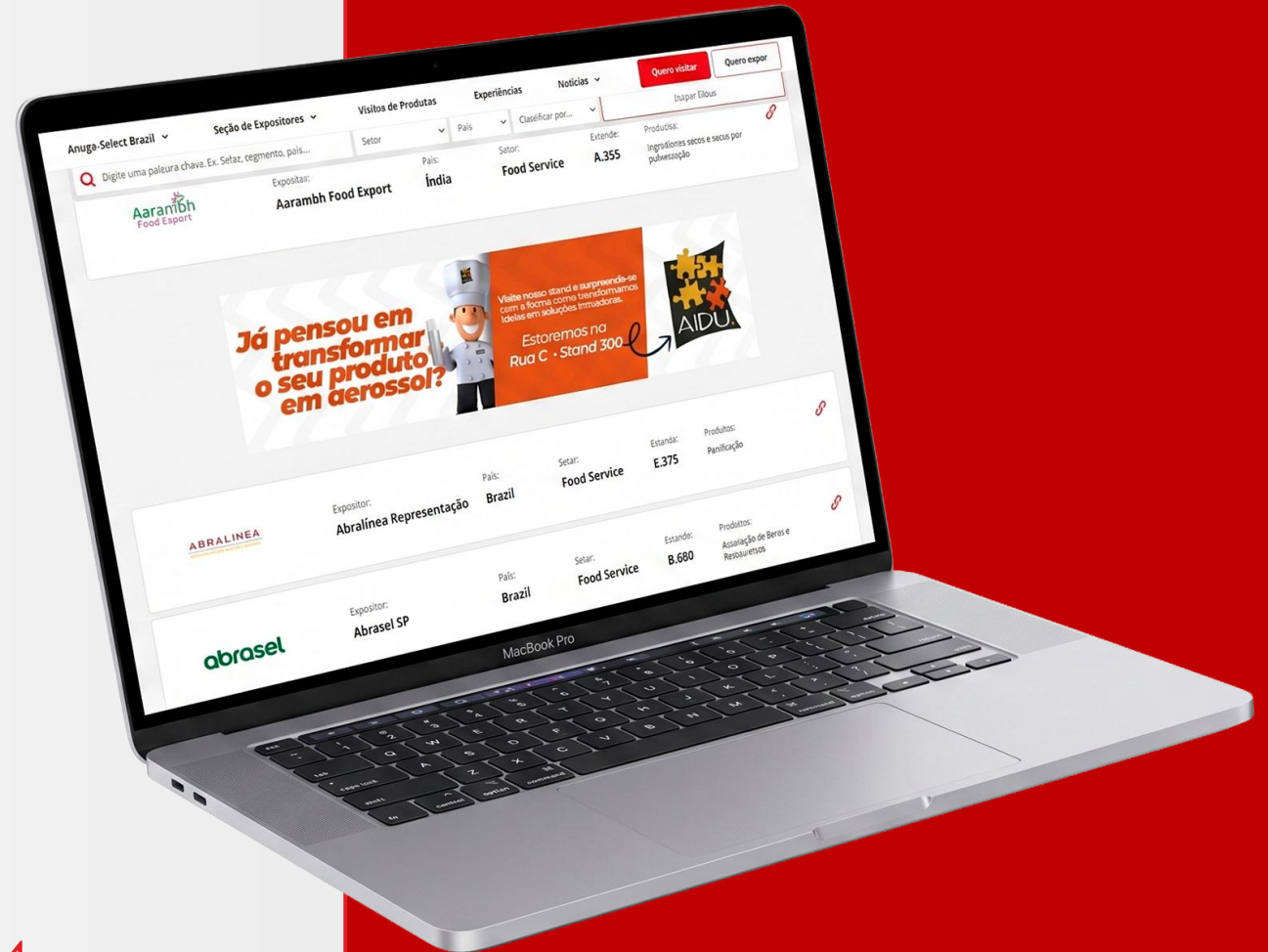
Mobile:
500 × 300 px



File size:
Up to 40
KB

Slots: 4
Investment:

US\$ 890



*Banner display period: through one month after the event.
Artwork to be produced by the partner.*

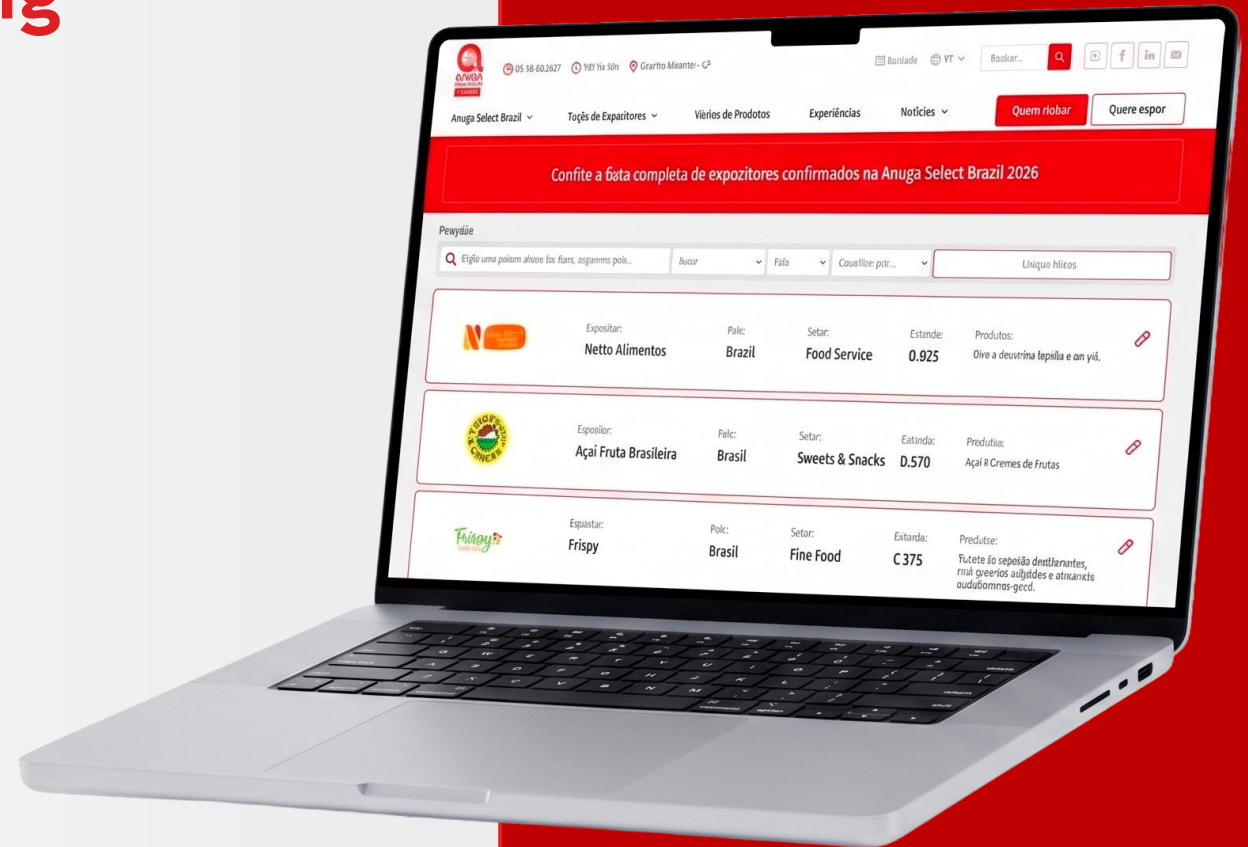
| Highlight exhibitor listing

Want to be the first brand buyers see?
Visitors on the list are ready to do business.



Why invest?

- Your brand at the top of the event's most searched list;
- Highlighted border attracts attention;
- Page accessed by buyers during the three months before the trade fair;
- Guaranteed visibility above all other exhibitors.



Specifications:



Desktop:
900 × 180 px



Mobile:
500 × 300 px



File size:
Up to 40
KB

Slots: 3
Investment:

US\$ 600

*Banner display period: through one month after the event.
Artwork to be produced by the partner.*

| Email marketing banner

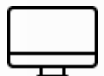
Before visitors arrive at the trade fair, they are already seeing your brand.



Why invest?

- Sent to 60,000+ segmented contacts. Your brand featured in official Anuga emails.
 - Direct link to your website or product page.
- Guaranteed visibility before, during, and after the event.

Specifications:



Desktop:
600 × 150 px

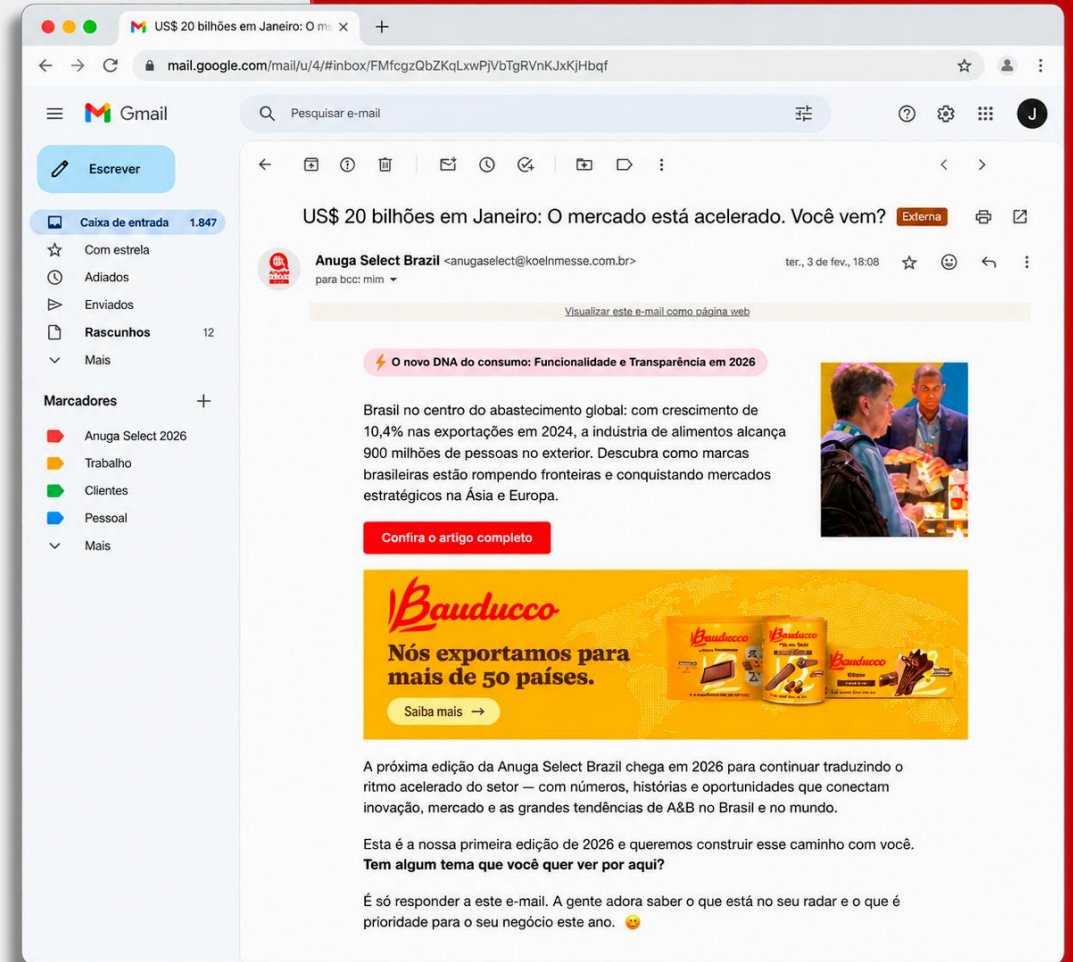


File size:
Up to 40
KB

Accepted formats:
JPG, PNG, GIF, or PDF

Slots: 4
Investment:

US\$ 760



Display period: 8 email sends
Artwork to be produced by the partner

| Registration banner

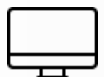
Every visitor comes through this page before entering the trade fair.



Why invest?

- Your banner appears at the top of the registration page;
- High exposure among decision-makers;
- Maximum impact at a crucial moment: attendance confirmation;
- Guaranteed visibility on the page most visited by attendees.

Specifications:



Desktop:
900 × 180 px



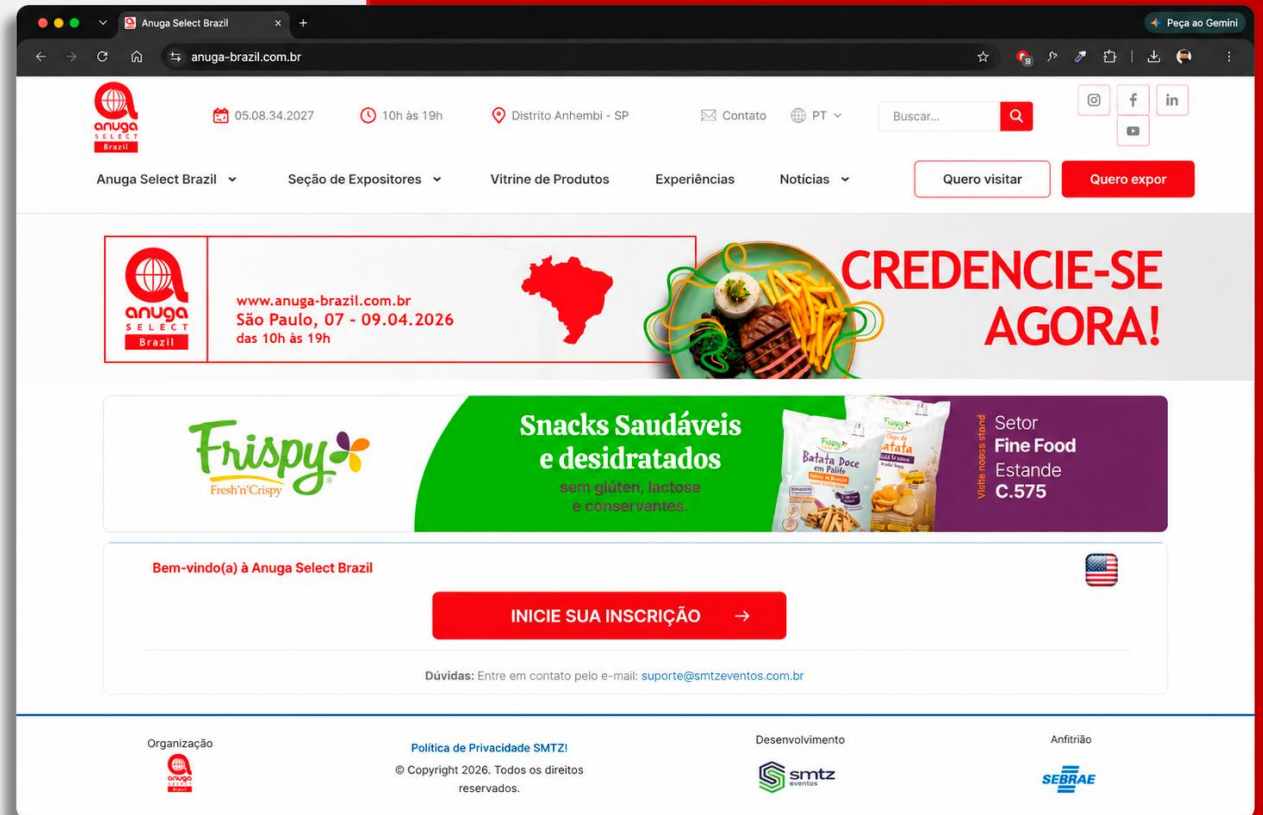
Mobile:
500 × 300 px



File size:
Up to 40
KB

Slots: 1
Investment:

US\$ 1,100



Display period: from publication—within three business days after receipt from the exhibitor—until the event.
Artwork to be produced by the partner.

| Invitation email: post-registration

Give registered visitors a warm welcome and a personalized invitation to meet at your booth. Better yet, reach qualified professionals interested in your segment, based on preferences declared during registration.



Why invest?

- Segmented send based on declared interests;
- Tailored message for visitors who have already confirmed attendance;
- Direct invitation to your booth, with no distractions;
- Delivered at the ideal moment: after registration.

Specifications:



Desktop:
600 × 150 px

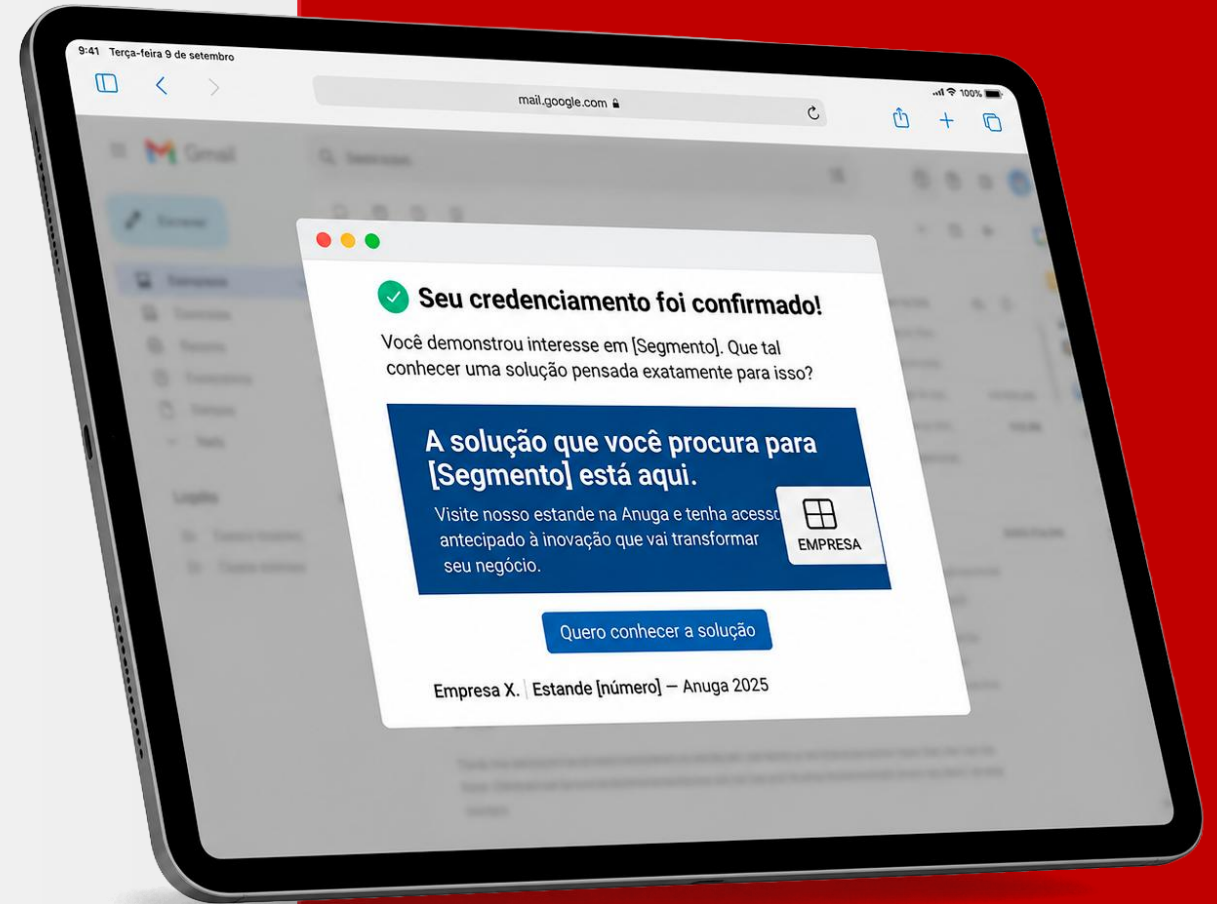


File size:
Up to 40
KB

Accepted formats:
JPG, PNG, GIF, or PDF

Slots: 3
Investment:

US\$ 900



2 email sends before the event.

*Display period: from publication—within two business days after receipt from the exhibitor—until the event.
Artwork to be produced by the partner.*



MERCHANDISING: **App**

Explore our app packages and activations designed to boost your visibility.


8th EDITION



Official App

will be visitors' main navigation, content, and experience tool.

In addition to the full agenda of sessions, maps, exhibitor list, and activities, the app will feature advanced Artificial Intelligence capabilities, making it essential throughout the event.

- ✓ Complete, up-to-date content schedule;
- ✓ Interactive map to locate pavilions and booths;
- ✓ AI-powered recommendations based on brand-related tags and content aligned with interests selected during registration;
- ✓ API integration for real-time personalization;
- ✓ AI image recognition, enabling visitors to quickly find every photo in which they appear;
- ✓ Continuous experience before, during, and after the event.

In other words, it is the event's most visible channel!

Every visitor will use the app.

Connecting brands and buyers

More than a navigation tool, the official Anuga Select Brazil app extends brand presence throughout the visitor journey.

Put your brand on one of Anuga Select Brazil's leading connection channels.

2026 Edition in Numbers

271k

interactions
in the app

15k+

people reached

3k

registered users
in the database

Engagement

1,25k+

likes

400+

visits

4k

contact exchanges
and messages

Direct communication

2,5k+

notifications
opened

5k+

leads
collected

| Lead Capture (YAZO)

With the digital lead capture tool in the official Anuga Select Brazil app, your team can record, qualify, and manage booth contacts in a practical, integrated, fully digital way.



Benefits:

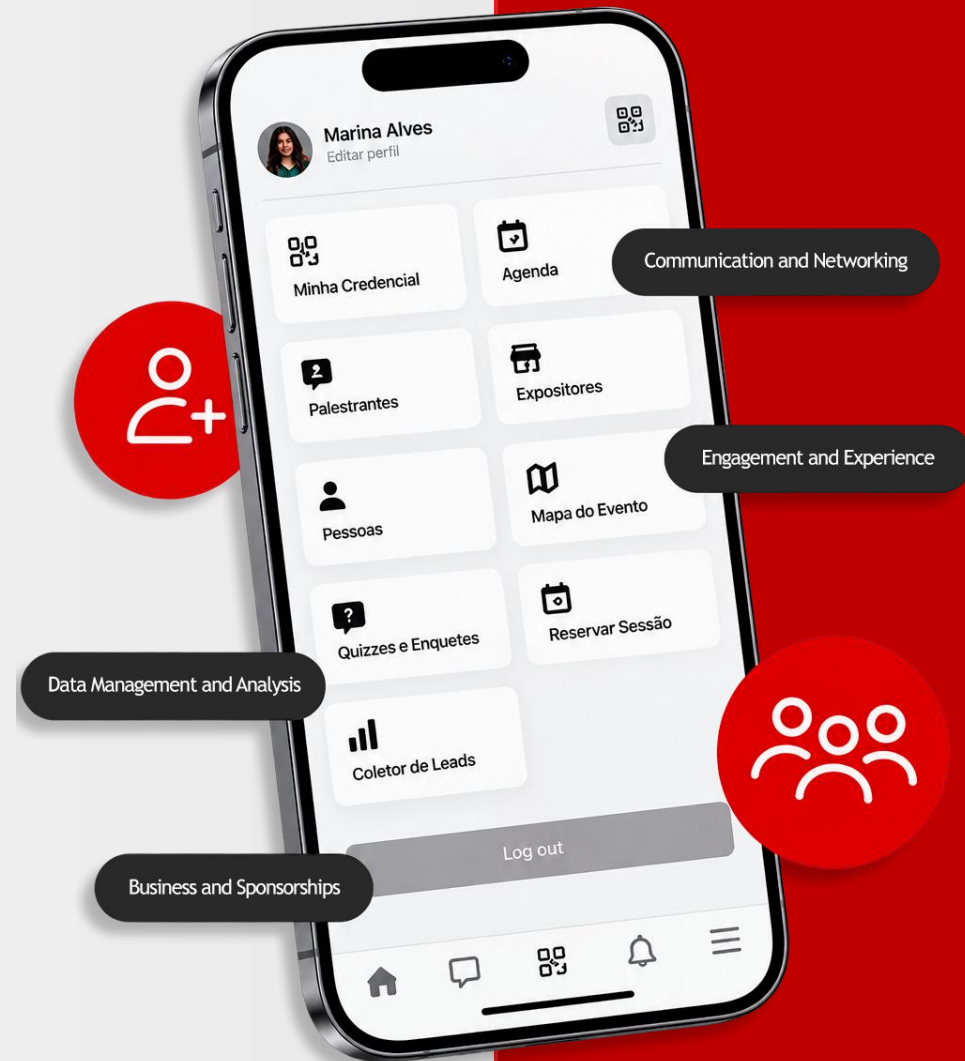
- Capture leads directly through the official event app.
- Qualify contacts based on your team's feedback.
- Track opportunities generated during the trade fair.
- Measure results and support ROI analysis.
- Gain speed and organization without paper forms.

Contracting:

Contracting must be completed directly with the official app provider.

**For contracting or questions,
contact:**

administrativo@yazo.com.br



| Timeline Post



Benefits:

- Increase brand visibility during the event;
- Highlight products, launches, promotions, or activations;
- Drive greater participant engagement;
- Direct visitors to your booth or page.



What's included:

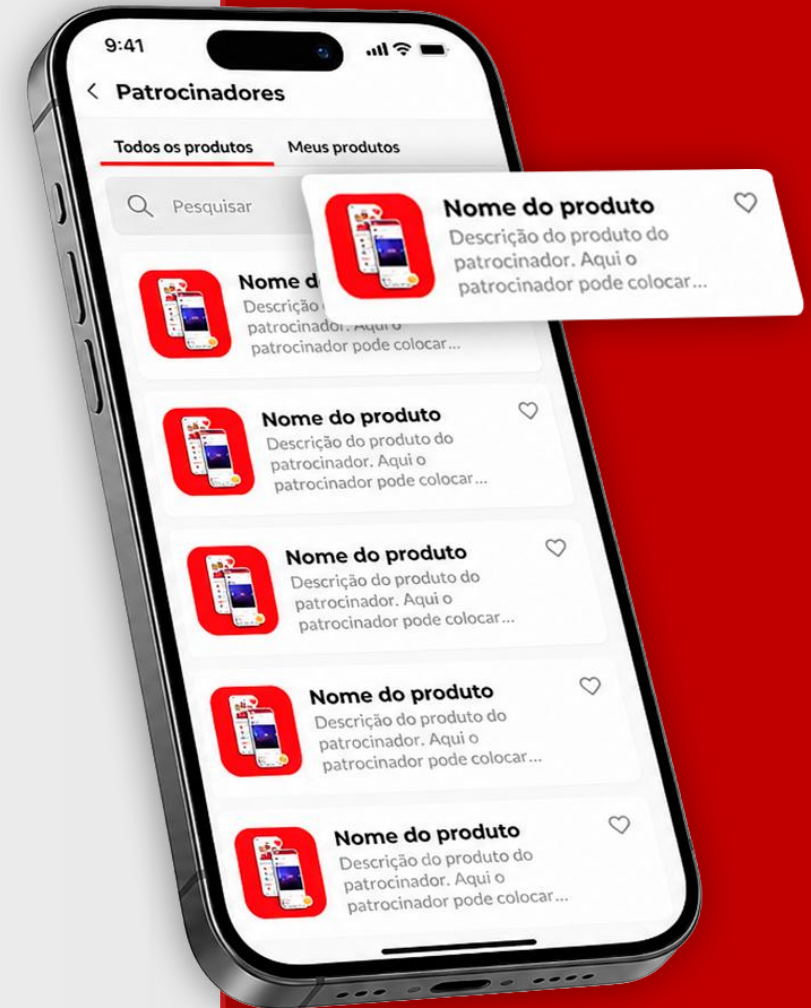
- Publication of one post in the timeline;
- Image content following the technical specifications provided;
- Customized copy based on the exhibitor's brief;
- Option to include a CTA and link to the exhibitor page or an external URL.

Specifications:



Artwork size:
500 × 300 px

Character limit:
Up to 1,500



Scheduling: the publication date and time must be agreed with the event organizer, subject to contracting order, package category, and availability in the app's official schedule.

| Push Notification



Benefits:

- Sent to all event participants using the app;
- High engagement;
- Direct call to visit your booth or activation;
- Performance metrics;
- Direct visitors to a booth, launch, promotion, or special activation;
- Generate qualified traffic.



What's included:

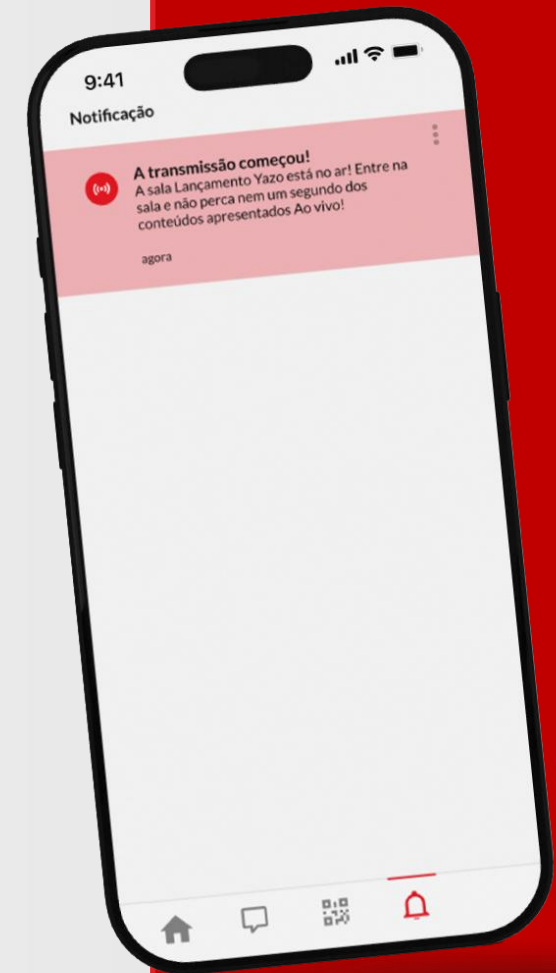
- One send;
- Choice of send date and time;
- Customized text, subject to prior approval by the organizer;
- Option to include a CTA linking to the exhibitor's app page or an external URL.

Specifications:

Aa

Title:
Maximum 25 characters

Description:
Maximum 150
characters



Scheduling: the publication date and time must be agreed with the event organizer, subject to contracting order, package category, and availability in the app's official schedule.

| Highlighted booth on the official map



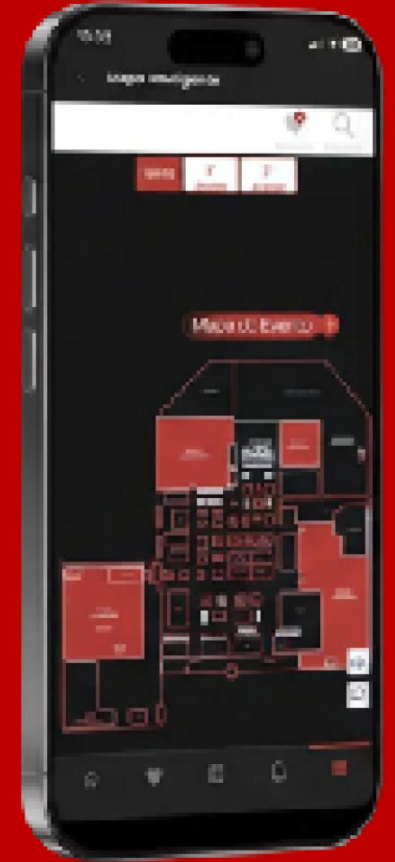
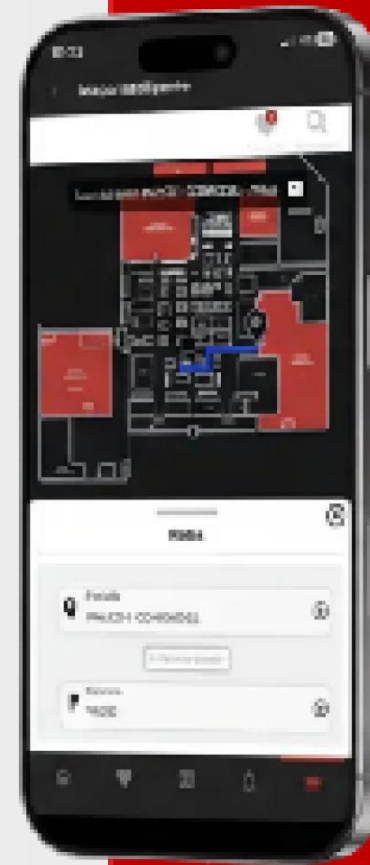
Benefits:

- Helps visitors locate the booth;
- Greater visibility compared with other exhibitors;
- Presence on the official event map.



What's included:

- Highlighted booth on the official event map in the app's main menu—PDF format;
- Distinctive booth identification.



The highlight level—Standard or Premium—will be applied according to the package purchased and the visual standards defined by the event organizer.

| Promotional video in the feed



Benefits:

- Feature your brand in the feed;
 - Increase visibility for launches, products, campaigns, or activations;
- Use audiovisual communication with high engagement potential.



What's included:

- Publication of one video of up to 30 seconds;
- Display in the app's official feed;
- Option to include a CTA with a link.

Specifications:



Duration:
Up to 60 seconds



File size:
Up to 50
MB



Scheduling: the publication date and time must be agreed with the event organizer, subject to contracting order, package category, and availability in the app's official schedule.

| Market Research: Quiz



Benefits:

- Capture strategic information;
 - Collect quantitative and qualitative data;
 - Validate products, trends, habits, or brand perceptions;
- Generate qualified insights;
- Increase participant engagement.



What's included:

- Publication of one survey in the official event app;
 - One push notification to promote the survey;
 - One app feed post to promote it;
 - Customized questionnaire based on the exhibitor's submitted brief;
- Survey available for the agreed period;
- Consolidated report with quantitative and qualitative response analysis, without sharing contact data and in compliance with Brazil's General Data Protection Law (LGPD).



Specifications:

Aa

Survey title:
150 characters

Questions:
Maximum 300 characters

Scheduling: the publication date and time must be agreed with the event organizer, subject to contracting order, package category, and availability in the app's official schedule.



PACKAGES:

App



Essential

- 2 Push Notifications
- 1 Feed Post
- Featured Map Placement

Investment:
US\$ 370.00



Performance

- 3 Push Notifications
- 2 Feed Posts
- Featured Map Placement
- 1 Interactive Survey

Investment:
US\$ 555.00



Premium

- 3 Push Notifications
- 3 Feed Posts (1/day)
- 1 Feed Video
- 1 Interactive Survey
- Premium Map Placement

Investment:
US\$ 1,000.00



MERCHANDISING: Pavilion

Give your brand greater visibility at the industry's key meeting point!


8th EDITION

An audience that buys and drives business.

More than 14,000 professionals attended Anuga Select Brazil 2026 to discover new products, suppliers, and business opportunities.

550+

exhibitors from
24 countries

74 countries

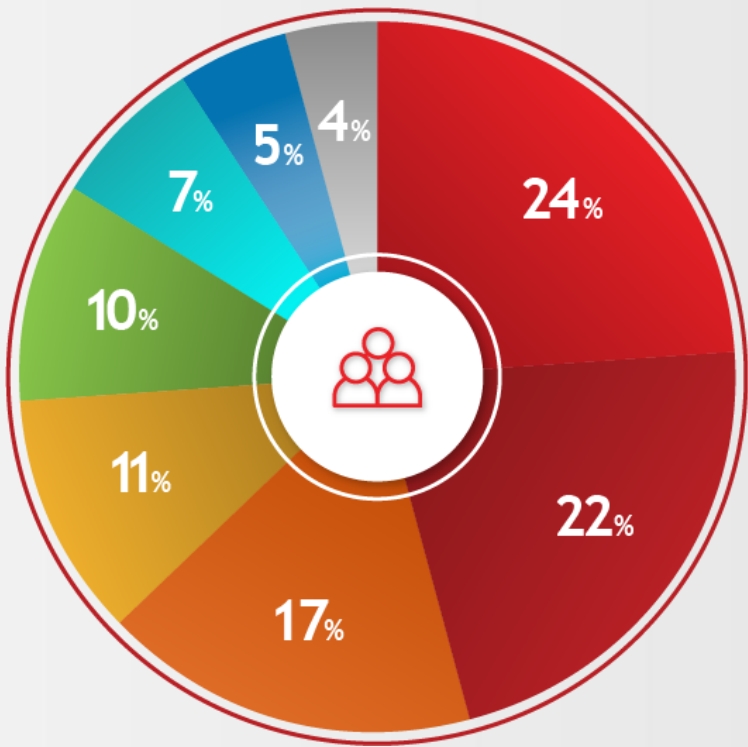
with qualified visitors.

Countries represented at the event included:

Americas:  Argentina  Bolivia  Chile  Colombia  Cuba  USA  Paraguay  Peru

Europe:  Germany  Spain  Czechia  Ukraine  UK

Asia and Africa:  China  Indonesia  Egypt  Tanzania



Overhead banner (12 m²)

Showcase your brand at scale, visible from different areas of the pavilion.



Why invest?

- Maximum visibility from anywhere in the pavilion;
- Drive visitor traffic directly to your booth;
- Give your brand an exclusive, large-scale showcase;
- Create high impact with a premium double-sided banner.

Specifications:



Size:
4 × 3 m (12 m²)

Printing:
Double-sided

Slots: Limited
Investment:

US\$ 1,450

Artwork supplied by the exhibitor and subject to organizer approval. Installation and display managed by the event organizer. Overhead placement above the booth area.



| Double-sided floor totem

Exposure in both traffic directions, expanding brand visibility.



Why invest?

- Stand out along the trade fair's busiest aisles
- Gain visibility in both traffic directions;
- Help visitors locate your booth;
- Keep your brand in sight as attendees circulate.

Specifications:



Size:
80 × 170 cm

Printing:
Double-sided

Slots: 20

Investment:

US\$ 690



Artwork supplied by the exhibitor and subject to organizer approval. Production, installation, and display managed by the event organizer. Placement determined by purchase order.

Mega entrance floor graphic

A high-impact welcome that puts your brand in the spotlight from the moment visitors arrive.



Why invest?

- Create immediate impact where visitors enter;
- Own a strategic, high-traffic placement;
- Capture attention with high-quality printing;
- Secure an exclusive space for your brand.

Specifications:



Size:
4 × 4 m (16 m²)

Printing:
Vinyl floor graphic

Slot: Exclusive
Investment:

US\$ 2,200



Artwork supplied by the exhibitor
and subject to organizer approval.
Production, installation, and display
managed by the organizer.

Floor graphic

Place your communication along the visitor journey to the trade fair's main areas.



Why invest?

- Put your brand directly in visitors' path;
- Reach constant traffic in strategic aisles;
- Turn the floor into high-impact media;
- Expand your presence with multiple slots.

Specifications:



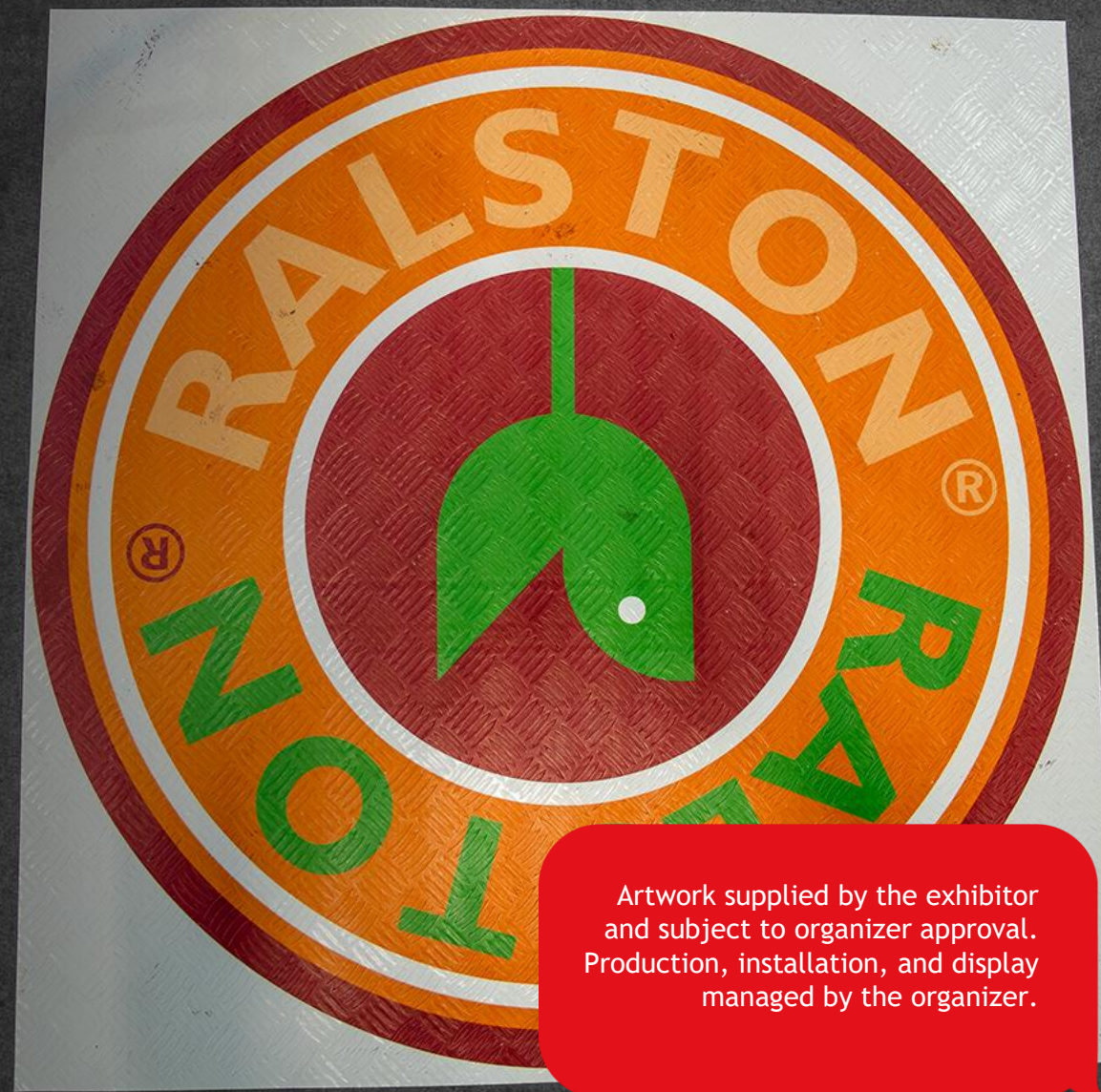
Size:
1 × 1 m

Printing:
Vinyl floor graphic

Slots: 10

Investment:

US\$ 480



Artwork supplied by the exhibitor and subject to organizer approval. Production, installation, and display managed by the organizer.

| Registration totem

Visibility at the public's first point of contact with the event experience.



Why invest?

- Reach buyers as they collect their credentials;
- Gain guaranteed visibility at the entrance;
- Create a strong presence at the start of the visitor journey.

Specifications:



Display:
Logo on digital
registration totems

Slot: Exclusive
Investment:

US\$ 3,100



Production and
installation managed by
the organizer.
Display period:
during the trade fair.

Logo on the floor plan

Put your brand on the trade fair's main location and navigation resource.



Why invest?

- Appear on the event floor plan and pocket maps;
- Stay visible whenever visitors look for directions;
- Maintain a constant presence throughout the buyer journey.

Specifications:



Map:
Logo printed on the floor plan and pocket maps

Slots: Limited
Investment:

US\$ 420

Artwork supplied by the exhibitor and subject to organizer approval. Production, installation, and display managed by the organizer.

Pocket Map Advertisement

Presence in the guide visitors carry throughout their journey at the event.



Why invest?

- Put your brand on the pocket map used by every participant;
- Be present whenever visitors search for directions.

Specifications:



Map:
Artwork printed on pocket maps

Slots: 4

Investment:

US\$ 2,000



Artwork supplied by the exhibitor and subject to organizer approval. Production, installation, and display managed by the organizer.

| Badge lanyard

Your brand moves with visitors, exhibitors, and buyers throughout the trade fair.



Why invest?

- Stay visible around every visitor's neck;
- Appear in photos, videos, and interactions
- Secure an exclusive placement seen throughout the trade fair.

Specifications:



Lanyards:
Distributed at the trade fair's main entrance by
the organizer

Slot: Exclusive
Investment:

US\$ 8,200



Display managed by the
organizer.
Artwork and production are
the exhibitor's
responsibility.

Aisle banner

Visibility throughout the event aisles to reach attendees.



Why invest?

- Turn your banner into a clear event landmark;
- Stand out overhead and remain visible from a distance;
- Reach visitors repeatedly along the busiest aisles.

Specifications:



Size:
4 × 3 m (12 m²)

Printing:
Double-sided

Slots: 1

Investment:

US\$ 4,800

Production, installation, and display managed by the organizer.
Artwork supplied by the exhibitor and subject to organizer approval.
Usable logo area: 2.00 × 0.60 m.



Entrance sampling

Place your product directly in visitors' hands from the moment they arrive.



Why invest?

- Connect with visitors as soon as they arrive;
- Create a positive memory with a gift or sample;
- Spark curiosity and drive traffic to your booth.

1-2 hours
Investment:

US\$ 2,460

4-5 hours
Investment:

US\$ 3,350

Hiring brand ambassadors is the exhibitor's sole responsibility. Giveaways, flyers, and staff are supplied by the exhibitor. For sampling in other locations, pricing is available upon request. Investment per activation day.



| Shuttle Transportation

A brand experience that accompanies visitors on their journey to the trade fair.



Why invest?

- Reach a captive audience on the way to the trade fair;
- Put your brand on visitors' radar before they arrive;
- Own an exclusive space and the first impression.



Slot: Exclusive
Investment:

US\$ 11,300

Production is the
brand's responsibility.
Installation is managed by the event
organizer.
Option to distribute materials inside
the van or bus.

Mirror graphic

An unexpected brand interaction at a moment of individual attention.



Why invest?

- Deliver exceptional message retention;
- Own an exclusive point of impact;
- Reach a qualified audience—everyone passes and sees.

Specifications:



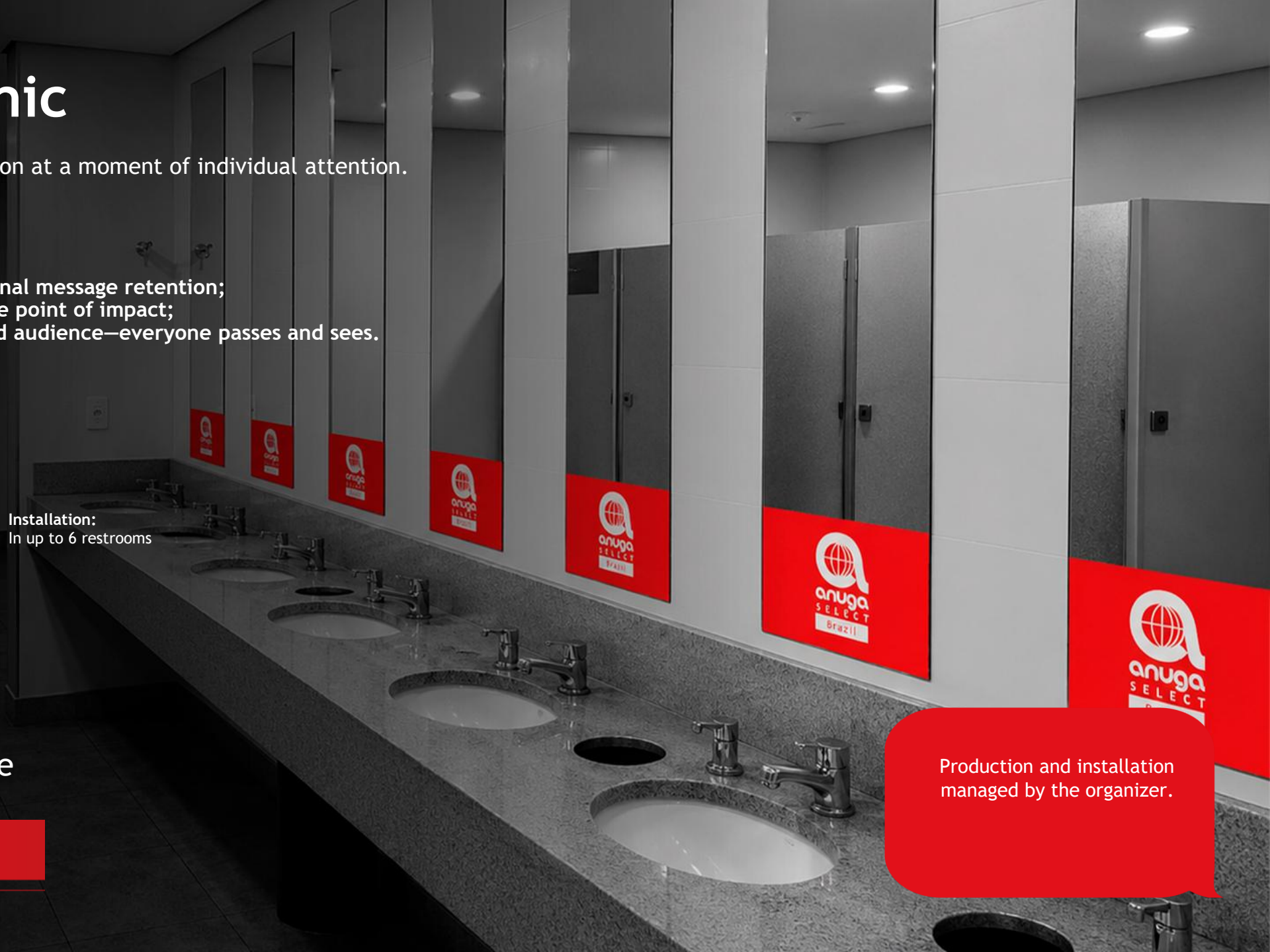
Size:
0.40 × 0.25 m

Installation:
In up to 6 restrooms

Slot: Exclusive
Investment:

US\$ 5,450

Production and installation
managed by the organizer.



Restroom stalls

Exclusive presence in a high-traffic environment where attention is focused.



Why invest?

- Deliver exceptional message retention;
- Own an exclusive point of impact;
- Reach a qualified audience—everyone passes and sees.

Specifications:



Size:
0.80 × 1.45 m

Slot: Exclusive
Investment:

US\$ 9,100



Production and installation
managed by the organizer.
Artwork supplied by the exhibitor
and subject to organizer approval.

| LED: Corridor Prism

A premium, elegant, high-tech presence along the pavilion's visitor flow.



Why invest?

- Gain 360° visibility in strategic areas;
- Capture data from visitors and buyers;
- Connect with attendees through interactive content.

Slots: 3

Investment:

US\$ 3,000



Production and installation managed by the organizer.
Artwork supplied by the exhibitor and subject to organizer approval.

| LED: Pedestrian Walkway

Put your brand in motion along visitors' main access route.



Why invest?

- Gain visibility in strategic event areas;
- Attract attention with creative content;
- Connect with attendees through interactive media.

Specifications:



Size:
2,304 × 256 pixels

Slots: 3

Investment:

US\$ 1,050



Production and installation
managed by the organizer.
Artwork supplied by the exhibitor
and subject to organizer approval.

| LED: Flag

Dynamic digital communication that stands out within the event's visitor flow.



Why invest?

- Gain broad exposure in a high-traffic area;
- Join your customer's journey;
- Rotate your content among a limited number of slots.

Specifications:



Size:
128 × 512 pixels

Slots: 5

Investment:

US\$ 3,600



Production and installation managed by the organizer.
Artwork supplied by the exhibitor and subject to organizer approval.

| LED: Expo Entrance

High impact on arrival, positioning your brand from the very start of the visitor journey.



Why invest?

- Gain visibility at a strategic entrance;
- Feature creative content;
- Connect with visitors from the moment they arrive.

Specifications:



Size:
1,440 × 480 pixels

Slots: Limited
Investment:

US\$ 5,600



THE LED

Production and installation
managed by the organizer.
Artwork supplied by the exhibitor
and subject to organizer approval.

| LED: Outdoor Area Totems

Digital visibility before the entrance, reaching attendees as they approach the event.



Why invest?

- Attract attention from a distance;
- Reach high pedestrian traffic;
- Connect with attendees through interactive content.

Specifications:



Size:
325 × 812.5 pixels

Slots: 3

Investment:

US\$ 1,700



Production and installation
managed by the organizer.
Artwork supplied by the exhibitor
and subject to organizer approval.

Main entrance gateway

Associate your brand with the parking area's main entrance and the official image of the trade fair.



Why invest?

- Make the entrance easy to identify;
- Own an exclusive, high-visibility placement;
- Welcome visitors at a key point in their journey.

Specifications:



Size:
13.00 × 2.97 m

Printing:
Banner

Exclusive slot (subject to availability)
Investment:

US\$ 4,250



Production, installation, and display managed by the organizer.
Artwork supplied by the exhibitor and subject to approval.

One unit at the parking entrance and three along the access route.



MERCHANDISING:

Content & Experience

Strategic, focused, and ideal for qualified brand positioning!

An audience that drives business



14k +

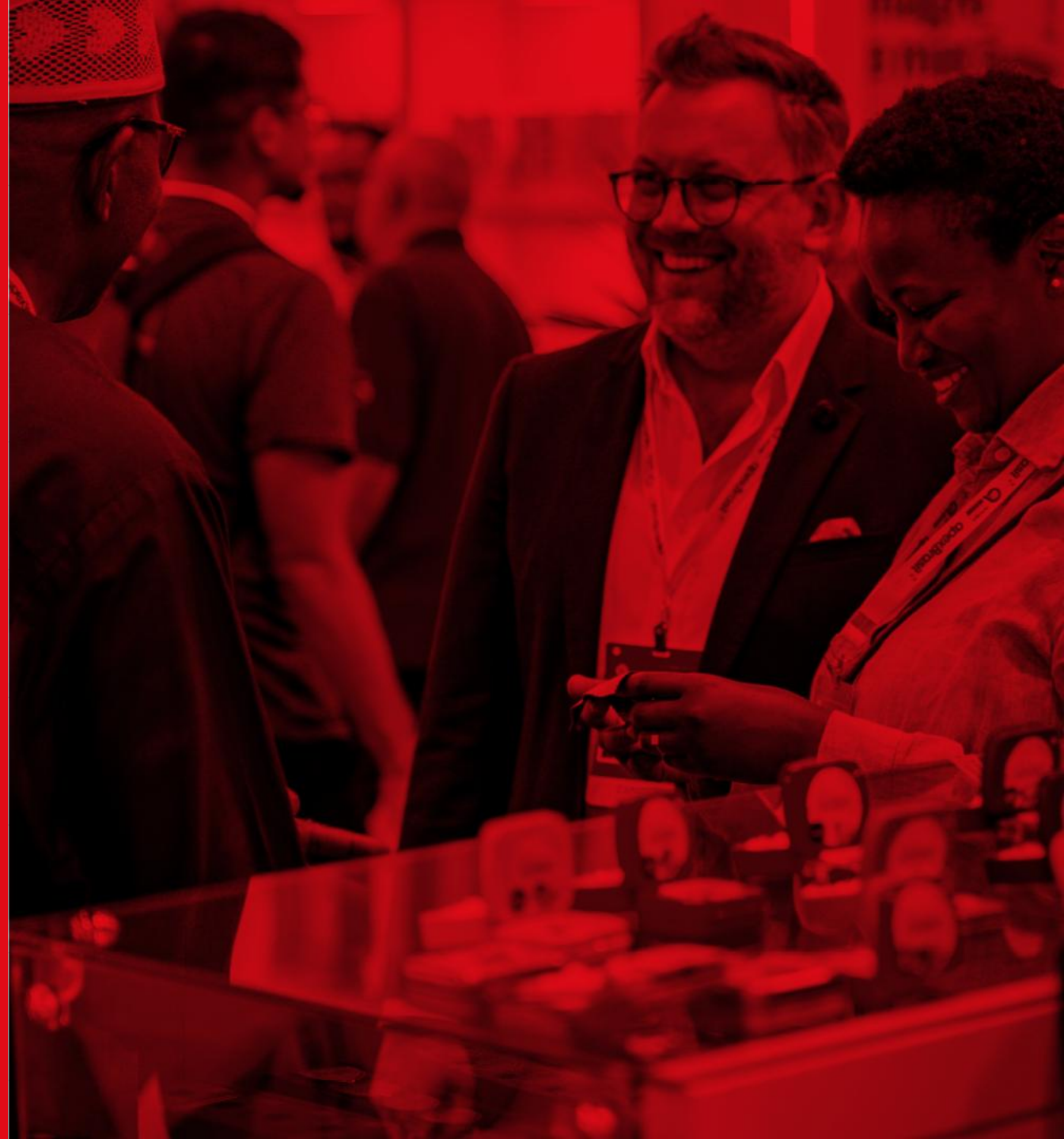
professionals attended Anuga Select
Brazil 2026 to discover new products,
suppliers, and business opportunities.

208+

hours of content

70+ speakers

across two auditoriums





Auditorium **FOOD** Trends



Why invest?

- Associate your brand with the industry's leading content stage;
- Reach a highly qualified audience;
- **Customize the space**, offer giveaways, or play a video before each session.

*Exhibitor content requires organizer approval.
Commercial talks and product demos are not permitted.

Investment

Speaking session	US\$ 470.00
Branded chair covers	US\$ 1,850.00
Seat giveaways or entrance sampling	US\$ 1,500.00
30-second pre-session video	US\$ 1,500.00





Content at the



Put your brand at the center of buyers' attention.

Imagine your product being tested and showcased live in the pavilion, bringing branding and experience directly to customers. The Cooking Show space makes it possible.



Why invest?

- Turn your product into the star of a live presentation;
- Create an emotional connection buyers remember;
- Reach qualified buyers.

*Production and demonstration are the exhibitor's responsibility.

1-HOUR SLOT

Investment
US\$ 860

Cooking Show Sponsor

Put your brand or product in the spotlight in a high-traffic area seen by every visitor.



Why invest?

- Lasting product visibility;
- Emotional connection;
- Qualified buyers.

Exclusive slot
Investment:

US\$ 22,250

Slot by segment:
Investment:

US\$ 9,250



High-resolution logo to be supplied
by the client.
Production and installation
managed by the organizer.



**Capacity for up to 60 people per session*

| Instagrammable space



Why invest?

- Turn your brand into a backdrop for photos and videos;
- Create a memorable activation visitors capture and share.

Specifications:



Format:
Customizable area for scenic design and promotional activations.

Slot: Exclusive
Investment:

Upon request



Décor, production, and staff are the exhibitor's responsibility.



| Exclusive Lounge



Why invest?

- Reach visitors at rest;
- Connect through comfort;
- Enable branded activations.

Pricing upon request

Customized scenic design and environment to be defined with the organizer. Activations, giveaways, and production are the exhibitor's responsibility. Customized mobile charging towers included.





MEGA
BUSINESS MATCHMAKING

**Put your brand
at the table
where business
happens**





R\$ **150** M
in business

The volume of business opportunities generated and projected reached record levels.



120 key buyers

Participation from strategic national and international players.



3k +
strategic meetings

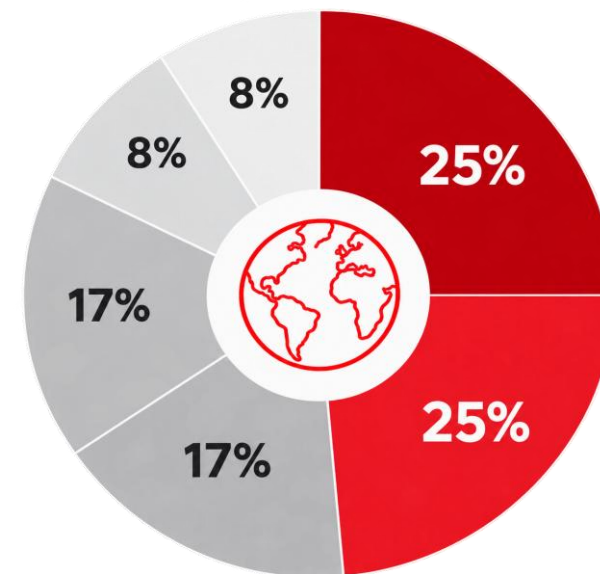
High-productivity networking in face-to-face meetings.



94%

of participating buyers expressed interest in attending future editions of the trade fair.

Buyer Origins



Europe 25%



Asia 25%



South America 17%



Africa 17%



North America 8%



Middle East 8%

Business Matchmaking Sponsorship



Why invest?

- Put your brand alongside Anuga Select Brazil's leading national and international buyers. One of the event's highlights, Business Matchmaking is featured across platforms and activations.

Benefits:

- Logo on buyer credentials;
- Logo across all digital and printed Business Matchmaking communications;
- Priority in the business meeting schedule;
- Logo on the floor plan and direct digital activation with buyers by email.

Slot: Exclusive
Investment:

US\$ 22,250.00

Subject to availability

| Buyer Sampling



Why invest?

- Put your product in selected buyers' hands;
- Activate during breaks between 2,654 meetings;
- Be remembered by buyers driving R\$ 89 million in business.

Specifications:

- Giveaways, flyers, and brand ambassadors supplied by the sponsor.
- Content is subject to organizer approval.
- Investment per activation day.

Slot: Exclusive by segment

Investment:

US\$ 7,350

Subject to availability

Hiring brand ambassadors is the sponsor's responsibility.



| Buyer Tasting



Why invest?

- Let decision-makers experience your product firsthand;
- Activate during breaks between 3,000+ meetings;
- Stay top of mind among buyers generating millions in business.

Specifications:

- Production is the sponsor's responsibility;
- Tasting availability must be coordinated with the organizer;
- Required quantities must be agreed in advance;
- The exhibitor supplies products for catering.

Slot: Exclusive by segment

Investment:

US\$ 15,500

Subject to availability





PRIME
C L U B

PRIME C L U B

WHERE DECISION-MAKERS CONNECT

A premium relationship environment created exclusively to connect the industry's leading players. Prime Club is the meeting point for those with decision-making power in the Food & Beverage market.

More than 600 selected leaders represent the strength of Brazil's Food & Beverage industry.



65%
in leadership
roles

20.5% Food & Beverage Industry
17.5% Trade Associations
9.9% Supermarkets
9.1% Food Service
8.4% Distributors and Wholesalers
6.8% Importers
27.8% Other

| Prime Club Tasting



Why invest?

- Reach directors and decision-makers from leading chains;
- Gain maximum exposure in the trade fair's most exclusive space;
- **Secure one exclusive brand slot per segment;**
- Be promoted across the event's social media channels.

Specifications:

- Production is the sponsor's responsibility;
- Tasting availability must be coordinated with the organizer;
- Required quantities must be agreed with the organizer;
- The exhibitor supplies products for tasting throughout all three event days;
- Branded counter included.

Slot: Exclusive by segment

Investment:

US\$ 5,600

Subject to availability



| Sponsorship: Prime Club

Anuga Select Brazil's most sought-after space—now featuring your brand.

An exclusive experience for a select, qualified audience. Create lasting memories and associate your brand with Anuga Select Brazil's most sought-after space.

- ✓ Logo on Prime Club credentials;
- ✓ Logo in the Prime Club space;
- ✓ Promotion across event social media channels;
- ✓ Invitation sent to the selected audience in the name of the event and your brand;
- ✓ Exposure in the official event app;
- ✓ Professional photo and video coverage.

Slot: Exclusive
Investment:

US\$ 22,250



Packages & Opportunities



Option A

- Overhead banner (12 m²)
- Logo on the floor plan
- Double-sided floor totem
- Floor graphic (1 × 1 m)

Investment

US\$ 2,480

Option B

- Overhead banner (12 m²)
- Logo on the floor plan
- Double-sided floor totem

Investment

US\$ 2,350

Option C

- Overhead banner (12 m²)
- Logo on the floor plan

Investment

US\$ 1,950



www.anuga-brazil.com.br

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