



International Trade Show for the Fruit and Vegetable Industry

**24-26
Mar
2026**

São Paulo Expo
São Paulo - SP
Brazil
ifema.es

**The best market
to grow your business.**



MERCHANDISING CATALOGUE





Dear Exhibitor,
Welcome!

Our events are designed to exceed expectations showing the evolution of the market, which today seeks innovation, high technology and solutions with extreme efficiency.

Adding possibilities for exhibitors to stand out and increase their visibility to visitors, the Merchandising Catalog offers a series of options that fit the most diverse demands of companies.

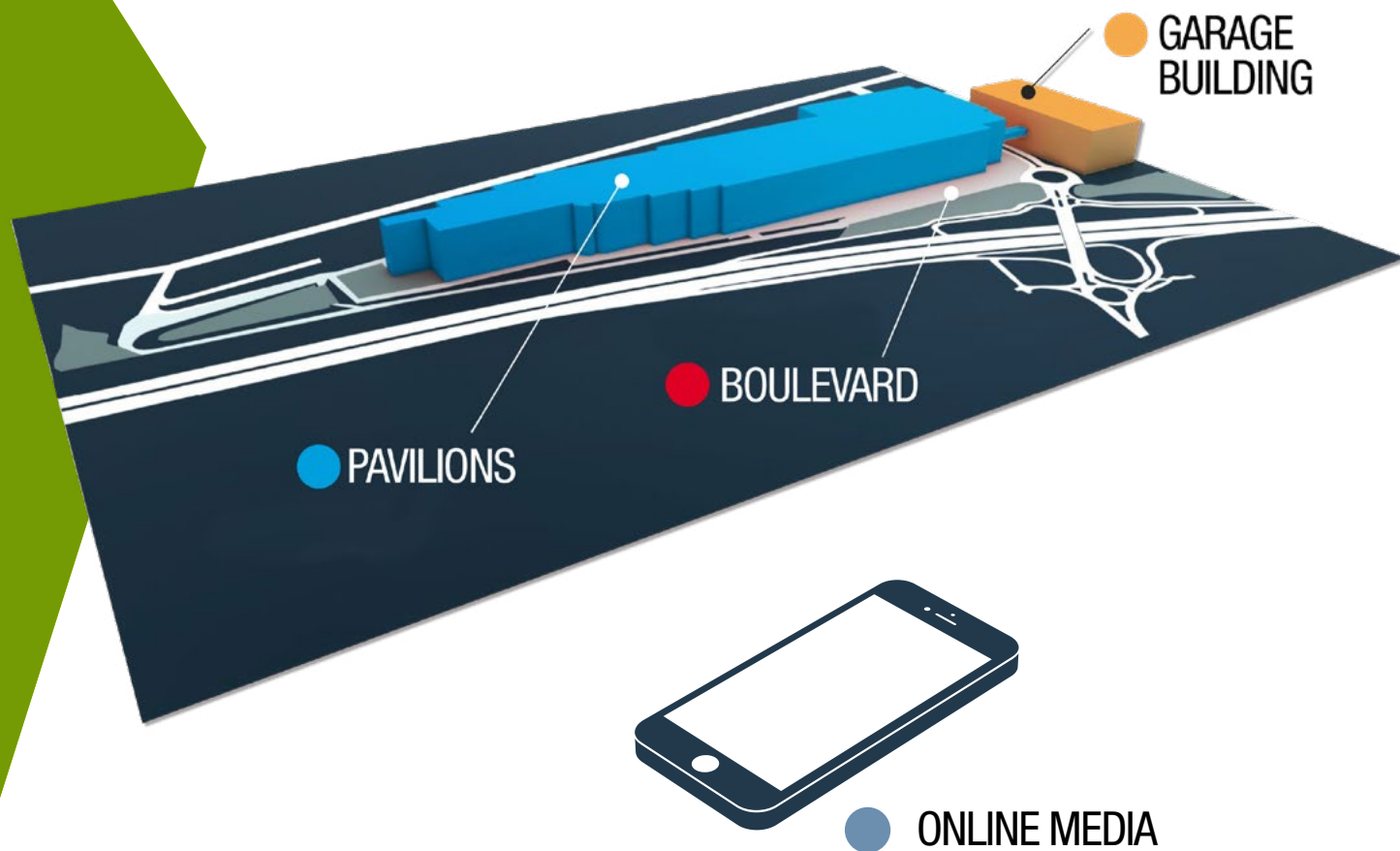
Communication and marketing tools in this Catalog can increase your results and optimize your participation in our trade shows, aiming to increase the number of visitors to your booth with the objective of generating business.

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

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

Fiera Milano Brazil and Ifema Team

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ITEM 1

SITE – BANNER

DESCRIPTION

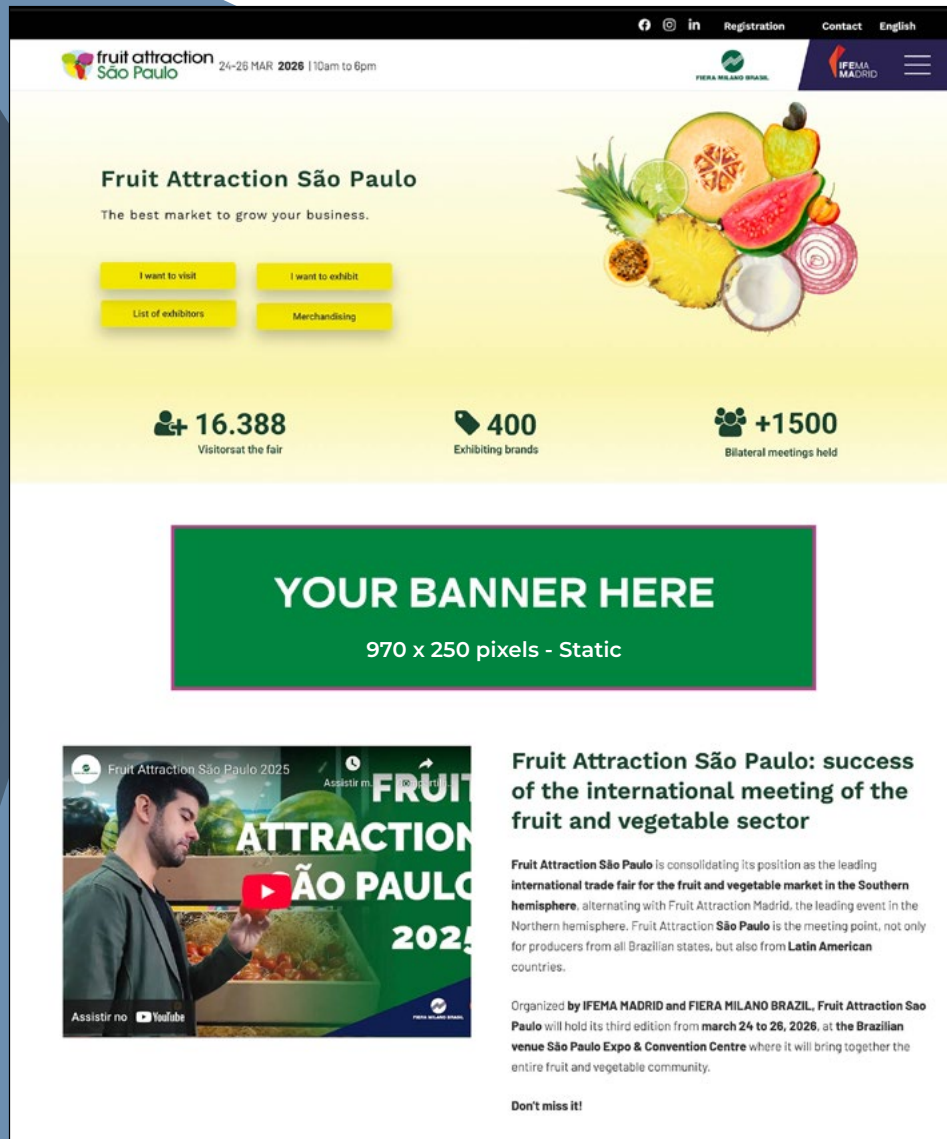
- Static banner on the trade show website;
- Link to the advertiser website;
- Impressions/clicks report is provided at the end of the campaign.

SPECIFICATIONS

- 970 x 250 pixels;
- File in JPEG, PNG or GIF;
- Period: monthly.

QUANTITY

- Upon request.



Fruit Attraction São Paulo
The best market to grow your business.

I want to visit | I want to exhibit
List of exhibitors | Merchandising

16.388 Visitors at the fair
400 Exhibiting brands
+1500 Bilateral meetings held

YOUR BANNER HERE
970 x 250 pixels - Static

Fruit Attraction São Paulo: success of the international meeting of the fruit and vegetable sector

Fruit Attraction São Paulo is consolidating its position as the leading international trade fair for the fruit and vegetable market in the Southern hemisphere, alternating with Fruit Attraction Madrid, the leading event in the Northern hemisphere. Fruit Attraction São Paulo is the meeting point, not only for producers from all Brazilian states, but also from Latin American countries.

Organized by IFEMA MADRID and FIERA MILANO BRAZIL, Fruit Attraction São Paulo will hold its third edition from **march 24 to 26, 2026**, at the Brazilian venue **São Paulo Expo & Convention Centre** where it will bring together the entire fruit and vegetable community.

Don't miss it!

€ 533,00

period: monthly – one insertion

Visibility



ITEM **2**

YOUR BANNER HERE
600x80pixels

Se você não visualizar este e-mail corretamente, clique [aqui](#).

fruit attraction
Sao Paulo

PIERA MILANO BRASIL

IFEMA MADRID



O evento que revolucionou o setor de frutas e hortaliças no Brasil está de volta

Após o sucesso da primeira edição, a Fruit Atrações São Paulo retorna com **mais força** para **continuar promovendo crescimento e inovação** no setor de frutas e hortaliças **na América Latina**.

Esta edição contará mais uma vez com o apoio fundamental da **ABRAFRUTAS, CEAGESP, APEX E SEBRAE** bem como do **Ministério da Agricultura do Governo Federal** e dos estados do **Ceará, Rio Grande do Norte e São Paulo**, entre outros.

A feira acolherá no mesmo espaço toda a cadeia de valor do setor hortofrutícola, incluindo empresas de todas as áreas: **Produtos Frescos, Indústria Auxiliar, Logística de Alimentos Frescos e Innova&Tech**.

Além disso, retornarão atividades como o **Fruit Forum**, onde serão desenvolvidos sessões e conteúdos de alto valor para o mercado brasileiro e internacional, um **Matchmaking** com compradores internacionais, e um **Cooking-Show** onde serão apresentadas as últimas tendências em culinária com frutas e verduras. será mostrado.

E-MAIL MARKETING – BANNER**DESCRIPTION**

- Banner in the trade show e-mail marketing;
- Mailing: 12 thousand emails;
- Sent to potential exhibitors and visitors;
- Coordinated with IFEMA, which also sends them to exhibitors.

SPECIFICATIONS

- 600 x 80 pixels;
- File in JPEG, PNG or GIF;
- Quantity: one insertion per release.

€ 533,00

one insertion per release

Visibility



ITEM **3****SOCIAL MEDIA****FACEBOOK, INSTAGRAM AND LINKEDIN****DESCRIPTION**

- Post on the event social networks.
- Increase the interaction between the target audience and the brand. Quantity: one insertion on each platform

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**

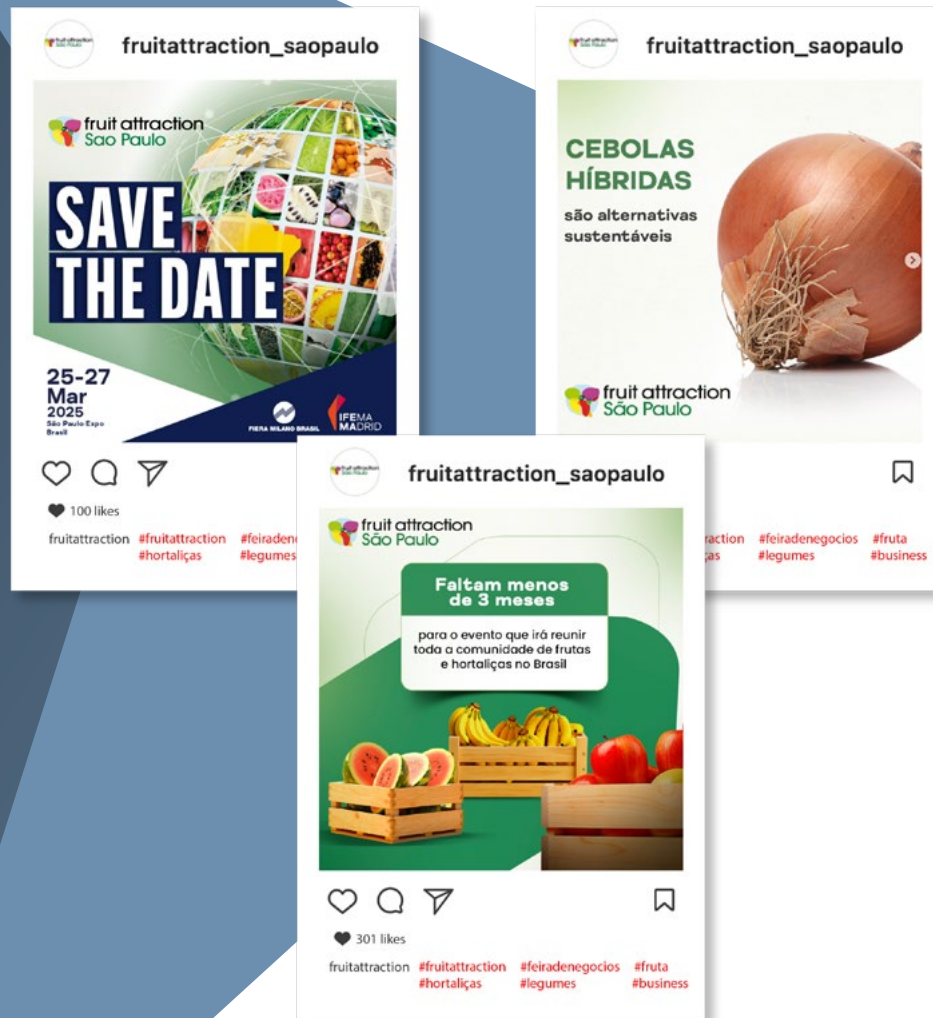
- Aspect ratio: 9:16 and 4:5 to 1.91:1;
- File type: .jpg or .png;
- File size: Up to 30 MB;
- Duration: Six seconds (Boomerang).

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.



* Facebook, Instagram e LinkedIn

Visibility

**€ 533,00**

one insertion on each platform

ITEM 4

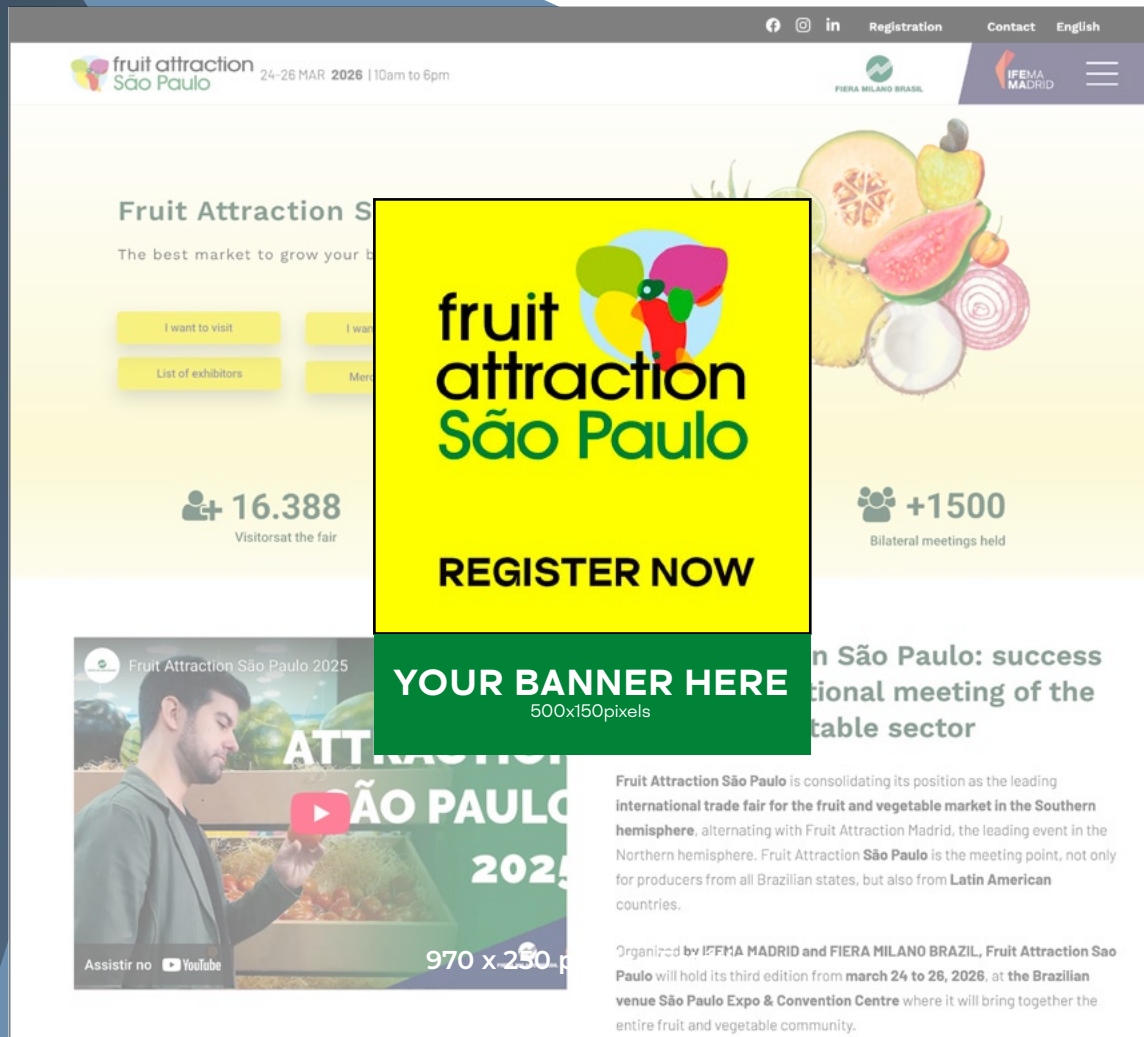
WEBSITE POP-UP

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;



€ 992,00

one monthly insertion

Visibility



ITEM **5****DIGITAL CATALOG****DESCRIPTION**

The trade show official catalog with all the companies that participated, attractions and schedule of what happened during the event.

SPECIFICATIONS

- Measure: 15x21cm (WxH);
- Link for direction;

DISTRIBUTION

Smartcodes spread at the entrance, accreditation and inside the trade show to download the catalog, which will also be available for free on the event website. And after the end of the trade show we will have actions on social networks and send EMKT to our entire qualified database.

€ 178,00

1 undetermined page



Visibility



ITEM **6****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

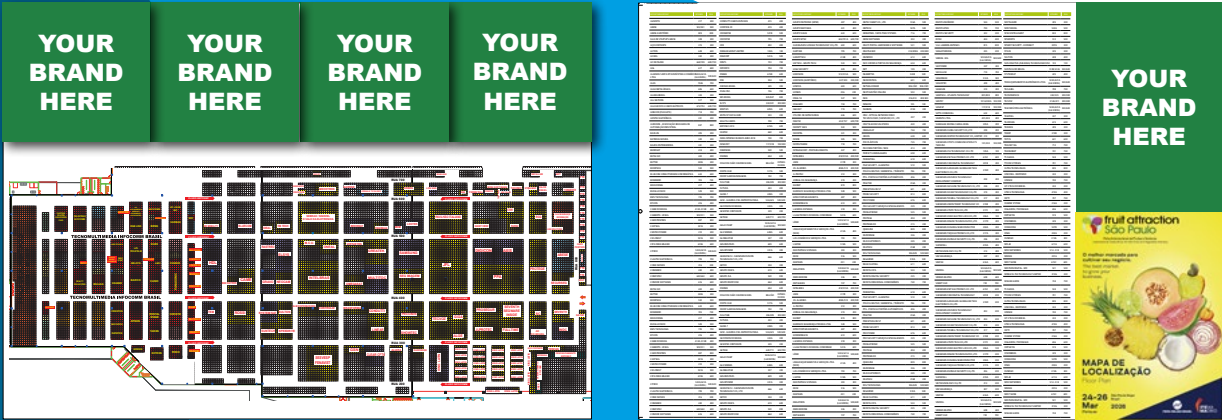
€ 640,00

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

Visibility



ITEM 1



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 - 4 modules + Back Cover	INVESTMENT
Back Cover: 15.5x22 cm	€ 926,00
1 module: 15x14.5 cm 	€ 3.175,00

Visibility



ITEM 2

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.



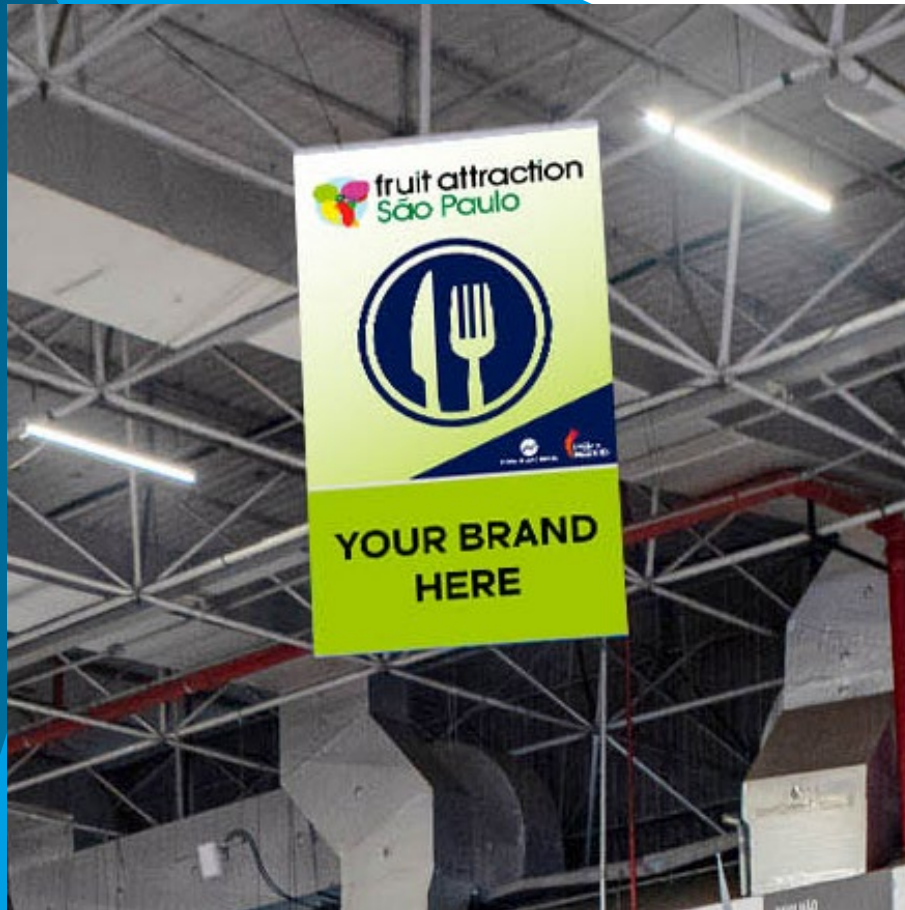
€ 480,00
per unit (2-Sided)

Visibility



ITEM 3

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.

€ 480,00
per unit (2-Sided)

Visibility



ITEM 4

AERIAL BANNER OVER THE BOOTH

DESCRIPTION

- Banner hung above the booth in the pavilion structure;
- Production and finishing is the responsibility of the customer;
 - Installation by the promoter;
- Delivery of the banner at Caex on the 1st day of assembly;
 - Front/Back Printing;
- After the event, the customer will have 10 days to get back the banner.

SPECIFICATIONS

- Banner Measure: 2x3m or 3x2m (WxH);
- Bag finishing and barrel/stick at the ends;

QUANTITY

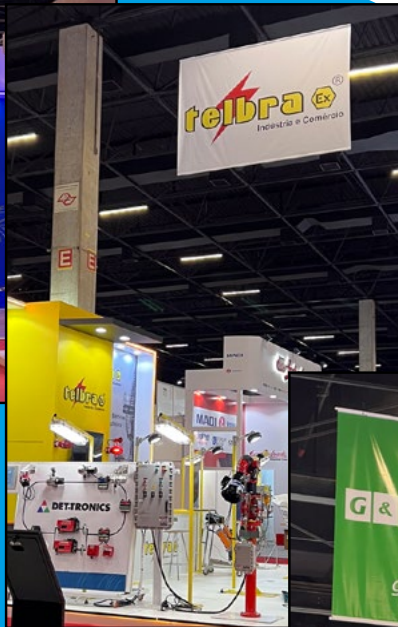
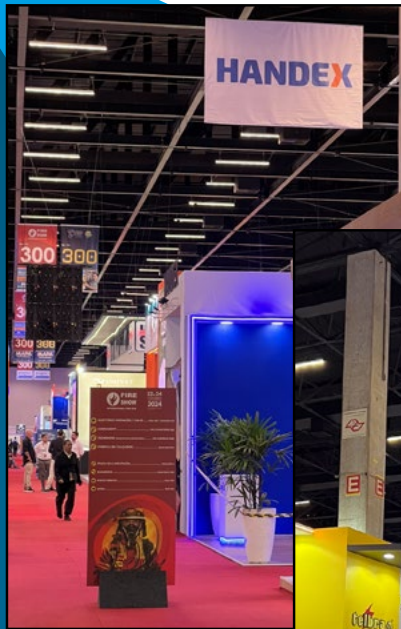
- 1 unit per booth.

€ 480,00

produced by the customer
and installed by the promoter

€ 999,00

produced and installed by the promoter
(customer will provide logo or art)



Visibility



ITEM **5****TOTEM 80****DESCRIPTION**

- Totem with two faces exclusive to the exhibitor located at the intersection of the trade show aisles;
- Art provided by the customer;
- Production and installation by the promoter.

SPECIFICATIONS

- Total Measure: 0.80x1.80 m (WxH).
- Art Vision Area: 0.80x1.60 m (WxH).
- PDF or JPG file with 120 dpis in the measure of the art;

QUANTITY

- Upon request.

**€ 480,00**

1 unit (2 Faces)

Visibility



ITEM **6****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.

**€ 1.013,00**

1 unit (2 Faces)

Visibility



ITEM **7****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

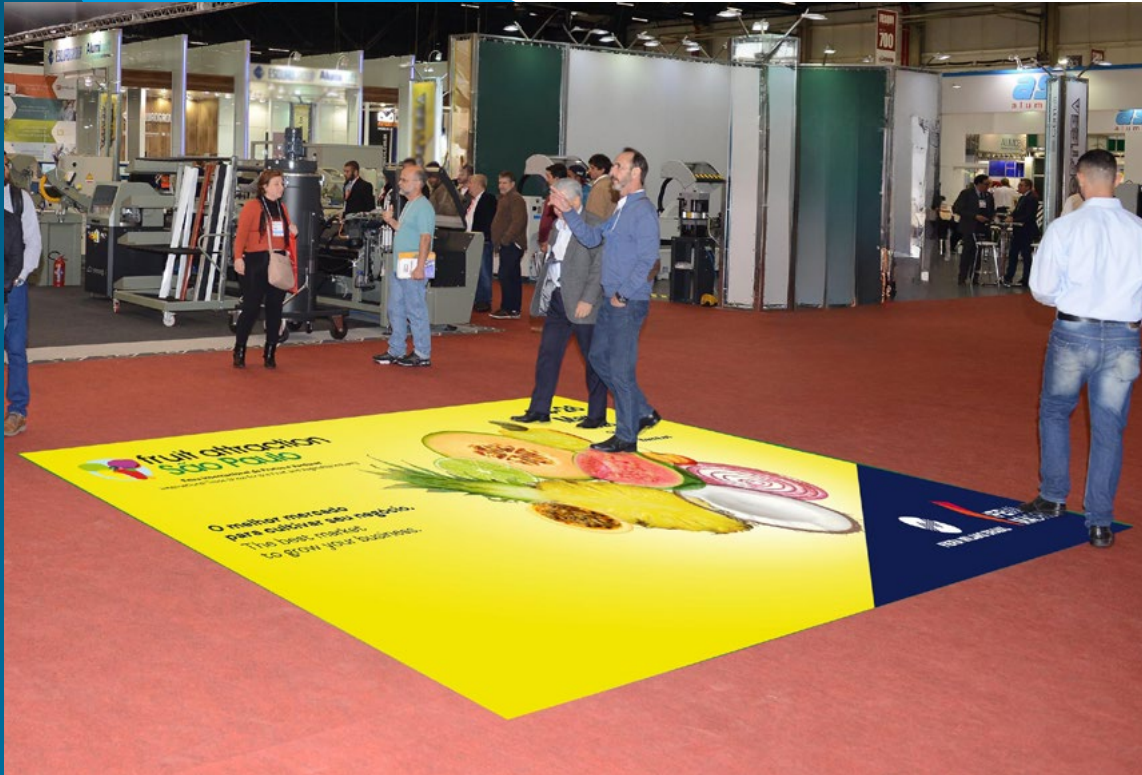
– 1 unit.

**€ 400,00**

a unit

Visibility



ITEM **8****GIANT FLOOR STICKER****DESCRIPTION**

- Special floor sticker, with the art of the exhibitor.
 - Art provided by the customer;
 - Production and installation by the promoter.
- Applied in the accreditation or in the entrance aisle of the trade show.

SPECIFICATIONS

- 4x4 m (WxH);
- PDF or JPG file with 120 dpis in the measure of the art.

QUANTITY

- Upon request.

€ 1.013,00

a unit

Visibility



ITEM 9



MEDIUM FLOOR STICKER

DESCRIPTION

- Special floor sticker, with the art of the exhibitor;
- Applied in the aisles inside the trade show;
- Art provided by the customer;
- Production and installation by the promoter.

SPECIFICATIONS

- 2.80x2.80 m (WxH);
- PDF or JPG file with 120 dpis in the measure of the art.

QUANTITY

- Upon request.

€ 506,00

unit

Visibility



ITEM 10

SMALL FLOOR STICKER

DESCRIPTION

- Special floor sticker, with the art of the exhibitor;
- Applied in the aisles inside the trade show;
- Art provided by the customer;
- Production and installation by the promoter.

SPECIFICATIONS

- 1.40x1.40 m (WxH);
- PDF or JPG file with 120 dpis in the measure of the art.

QUANTITY

- Upon request.



€ 320,00
a unit

Visibility



ITEM 11

SAMPLING

DESCRIPTION

- Distribution of promotional material at the entrance or exit of the event, such as: bags, gifts, pens and brochures.

SPECIFICATIONS

- Content to be evaluated by the trade show management;
- Production of all materials on behalf of the exhibitor.

QUANTITY

- 3 quotas at the entrance (accreditation);
- 3 quotas at the exit (accreditation);

€ 1.600,00

1 quota

Visibility



ITEM 12

ACCREDITATION TOTEM

DESCRIPTION

- Your logo or art on the wallpaper of the self-service totems;
- Logo or art provided by the customer;
- Installation by the promoter.

QUANTITY

- Upon request.



€ 640,00

Visibility



ITEM **13**

VIP VISITOR BADGE – EARLY REGISTRATION

DESCRIPTION

- Inclusion of your brand in the badges sent by mail to visitors who register in advance at the trade show through the website.

SPECIFICATIONS

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

QUANTITY

- 2 quotas of 5 thousand badges.

€ 4.575,00

each quota

Visibility



ITEM 14

VISITOR BADGES – LOCAL ACCREDITATION

DESCRIPTION

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

SPECIFICATIONS

- Badge format 10x12cm (WxH);
- Space for logo application: 9x2cm (WxH);
- Vectorized logo file (curve) in EPS or PDF format;
- The promoter is responsible for printing and distributing the badges

QUANTITY

- 2 quotas of 10 thousand badges.



€ 3.200,00

each quota

Visibility



ITEM 15

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;



€ 3.803,00

1 quota

Visibility



ITEM **16****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.

**€ 827,00**

Visibility



ITEM **17**

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

€ 933,00

1 quota = 5 stickers
additional sticker upon request

Visibility



ITEM **18****CELL PHONE CHARGER****DESCRIPTION**

- 1 charger with 04 poufs
- Associate your brand and product with the most used technology for smartphones;

SPECIFICATIONS

- Your logo/art in the reserved areas;
 - TOP (4 Sides): 0.32x0.72m (WxH);
 - BOTTOM (4 Sides): 0.72x0.92 m (WxH);
- Promoter is responsible for production and installation;
- Exhibitor must provide file with art or logo.
- PDF or JPG file with 120 dpis in the measure of the art.

LOCATION

- At strategic points within the trade show.

QUANTITY

- Upon request.

€ 1.173,00

1 unit

Visibility



ITEM 19

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 3 units.



€ 560,00

1 unit

Visibility



ITEM 20

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



€ 556,00

1 unit

ITEM 21

RESTROOMS

DESCRIPTION

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

- **STALL DOORS;** - Size: 0.55x1.65m (WxH);
 - Artwork Size: 0.55x1.65m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
 - Printed on sticker

- **MIRRORS;** - Size: 0.15x1.30m (WxH);
 - Artwork Size: 0.15x1.30m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
 - Printed on sticker

- **URINALS;** - Size: 0.40x0.30m (WxH);
 - Artwork Size: 0.40x0.30m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
 - Printed on sticker

Price upon request

Each pavilion has different quantities of bathrooms



Visibility



ITEM 1

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.

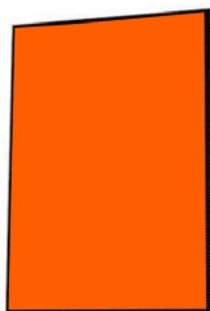
QUANTITY

- 30 quotas.

PÓRTICO



BANNER AÉREO



PAINEL



Visibility



€ 3.059,00

1 quota

ITEM 1

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.



€ 960,00

1 quote = 7 units

Visibility



ITEM 2

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).



€ 14.882,00

1 quota

Visibility



check availability

ITEM 3

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;



€ 3.782,00

check availability

Visibility



ITEM 4

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;

€ 3.782,00

check availability

Visibility



ITEM **5****SAMPLING****DESCRIPTION**

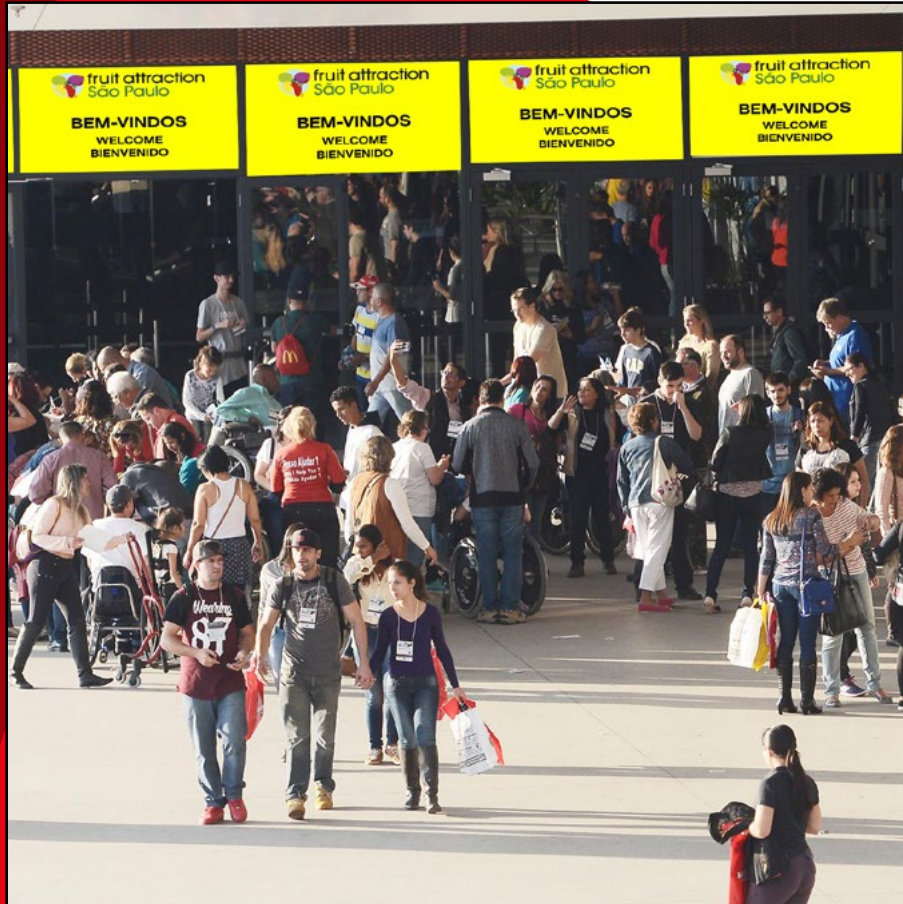
- Distribute giveaways and promotional materials in the external area at the fair entrance;
- Hiring promoters, production, and distribution of materials are the exhibitor's responsibility.

SPECIFICATIONS

- Sales promoter
- Giveaway/material distribution

QUANTITY

- 1 representative = 1 quota;
- 5 quotas

**€ 1.778,00**

1 quota = 1 representative

Visibility



ITEM 6

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.

€ 2.729,00

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



Visibility



ITEM 7

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.

€ 1.789,00

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

Visibility



ITEM 8

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.

€ 6.808,00

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

Visibility



ITEM 9

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



€ 3.050,00

1 quota

Visibility



check availability

ITEM **10****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

**€ 5.034,00**

1 quota

Visibility



check availability

ITEM 11

WIND FLAG

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

€ 1.007,00

- 1 unit = 1 quota
- 22 quotas



Visibility



check availability

ITEM 12

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

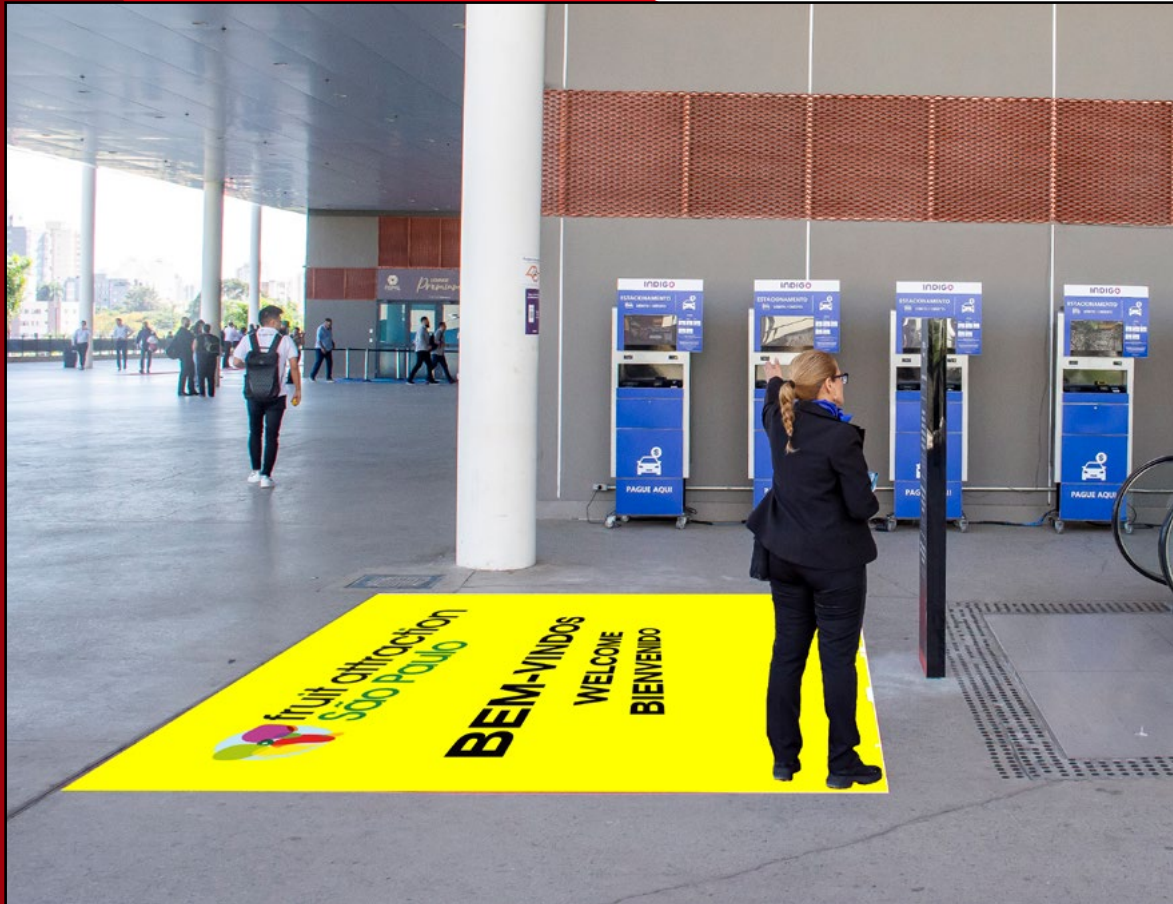
- Size: 4.00x2.80m (WxH);
- Artwork Size: 4.00x2.80m (WxH);
- PDF or JPG file with 120 dpi at the artwork size;
- Printed on sticker.

QUANTITY

- 1 unit = 1 quota;

€ 2.420,00

- 1 unit = 1 quota;



Visibility



check availability

ITEM 13

MARQUEE LIGHTS

DESCRIPTION

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

QUANTITY

1 quota;



€ 1.636,00

– 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);
- 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.): € 2.293,00

PAV1 (2ND MOD.): € 3.155,00

PAV2 (1ST MOD.): € 1.490,00

PAV2 (2ND MOD.): € 1.220,00

Visibility



check availability

ITEM **15****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

€ 9.586,00

- 10 units = 1 quota

Visibility



[check availability](#)

ITEM 16

LED - ENTRANCE PORTAL

DESCRIPTION

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

SPECIFICATIONS

- Pavilion 1 SIDE double entrance door;
- Pavilion 1 BOULEVARD double entrance door.

QUANTITY

- 1 insertion of 10s = 1 quota;



€ 7.668,00

1 cota

Visibility



ITEM **17****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.

€ 591,00

1 quota = 1 unit;
10 quotas

Visibility



check availability

ITEM 18

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;



€ 1.063,00

- 1 unit = 1 quota;

Visibility



check availability

ITEM 19

VEHICLE EXHIBITION

DESCRIPTION

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

QUANTITY AND LOCATION

- Upon request.



CAR: € 6.872,00

VANS: € 8.485,00

SMALL TRUCK: € 10.098,00

LARGE TRUCK: € 11.154,00

TRUCK BOOTH: **ON REQUEST**

Visibility



check availability

ITEM **1****BARRIER GATE****DESCRIPTION**

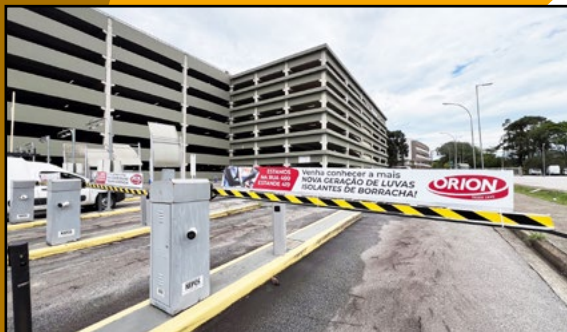
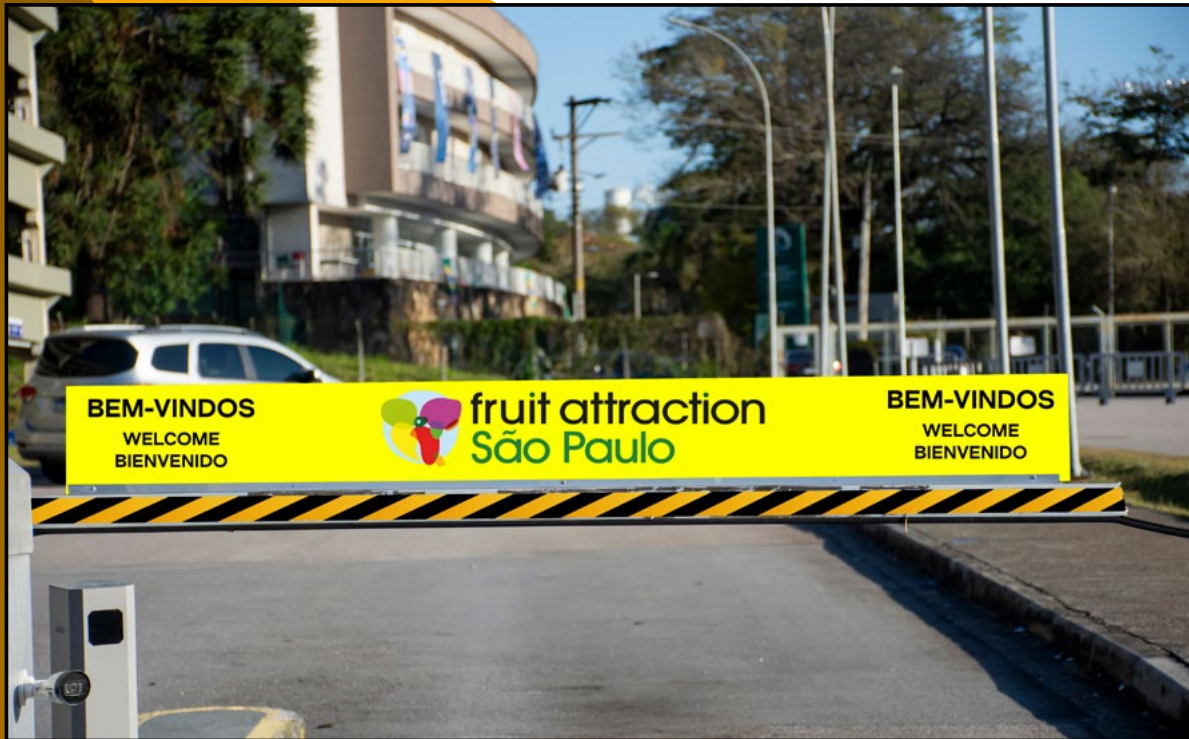
- Your brand right at the entrance to the parking lot of the garage building;
- 1-Sided.

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- **€ 1.618,00**
 QUOTA 2- **€ 1.040,00**

Visibility



check availability

ITEM **2****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 - **€ 2.688,50**QUOTA 2 - **€ 1.613,03**

Visibility



ITEM 3

ACCESS RAMPS

DESCRIPTION

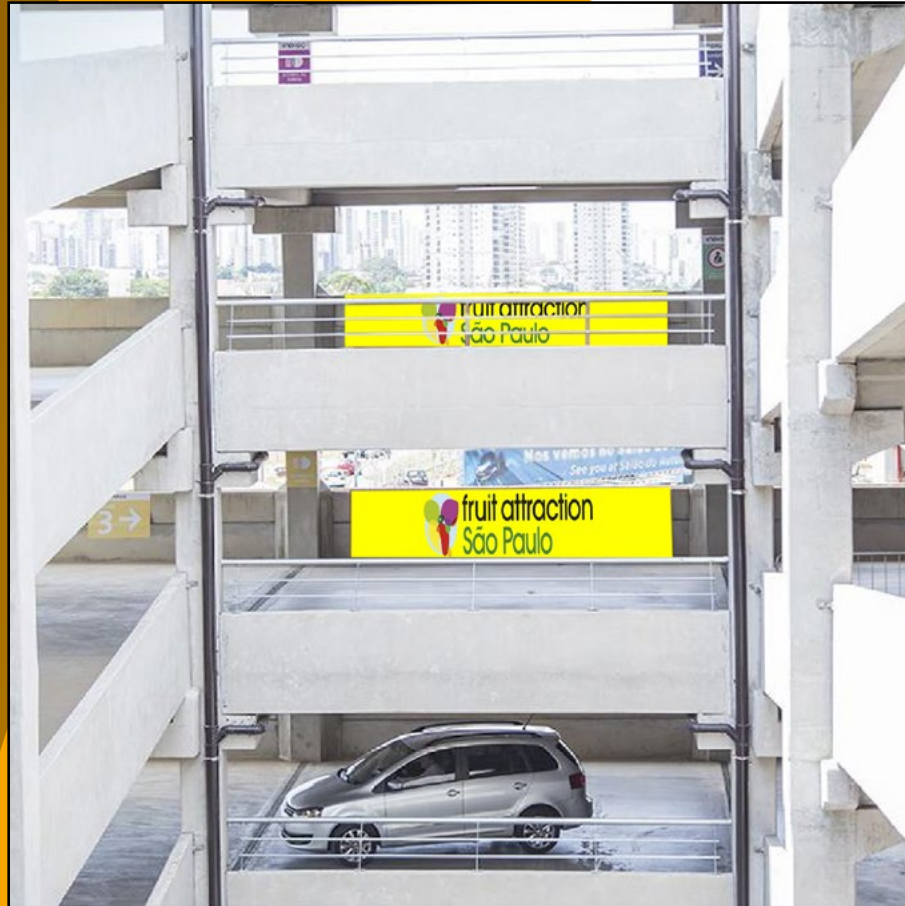
- Your brand displayed on the uphill of the access ramps to the floors of the garage building;
- 1-Sided.

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



€ 1.722,00

1 quota = 2 units per floor

Visibility



[check availability](#)

ITEM 4

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;



€ 7.528,00

1 quota = 100 units

Visibility



check availability

ITEM 5

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;

€ 4.033,00

1 quota per floor = 2 units

Visibility



[check availability](#)

ITEM 6

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;

€ 4.570,00

1 quota per floor = 10 units

Visibility



check availability

ITEM 7

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;



€ 4.033,00

1 quota = 10 units

Visibility



[check availability](#)

ITEM 8

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;



€ 5.377,00

1 quota = 10 units

Visibility



[check availability](#)

ITEM 9

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

- 10 quotas;



€ 20.669,00

1 quota = 1 10s insertion

Visibility



ITEM 10



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

€ 5.535,00

1 quota = 1 10s insertion

Visibility



ITEM **11****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);

€ 997,00

1 quota = 1 10s video



Visibility





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