



fruit attraction São Paulo

Feira Internacional de Frutas e Verduras

International Trade Show for the Fruit and Vegetable Industry

06-08
Abr/Apr
2027

Distrito Anhembi
São Paulo, Brazil

**O melhor mercado
para cultivar seu negócio.**

The best market
to grow your business.



MERCHANDISING CATALOG



FIERA MILANO BRASIL





Dear Exhibitor,
Welcome!

Our events are designed to exceed expectations, showing the evolution of a market that today seeks innovation, advanced technology and highly efficient solutions.

Adding possibilities for exhibitors to stand out and increase their visibility among visitors, the Merchandising Catalog offers a range of options that fit the most diverse needs of your company.

The communication and marketing tools included in this Catalog can expand your results and optimize your participation in our trade shows, aiming to increase the number of visitors to your booth with the goal of generating business.

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

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

Fiera Milano Brasil and Ifema Team

ITEM 1

WEBSITE – BANNER

DESCRIPTION

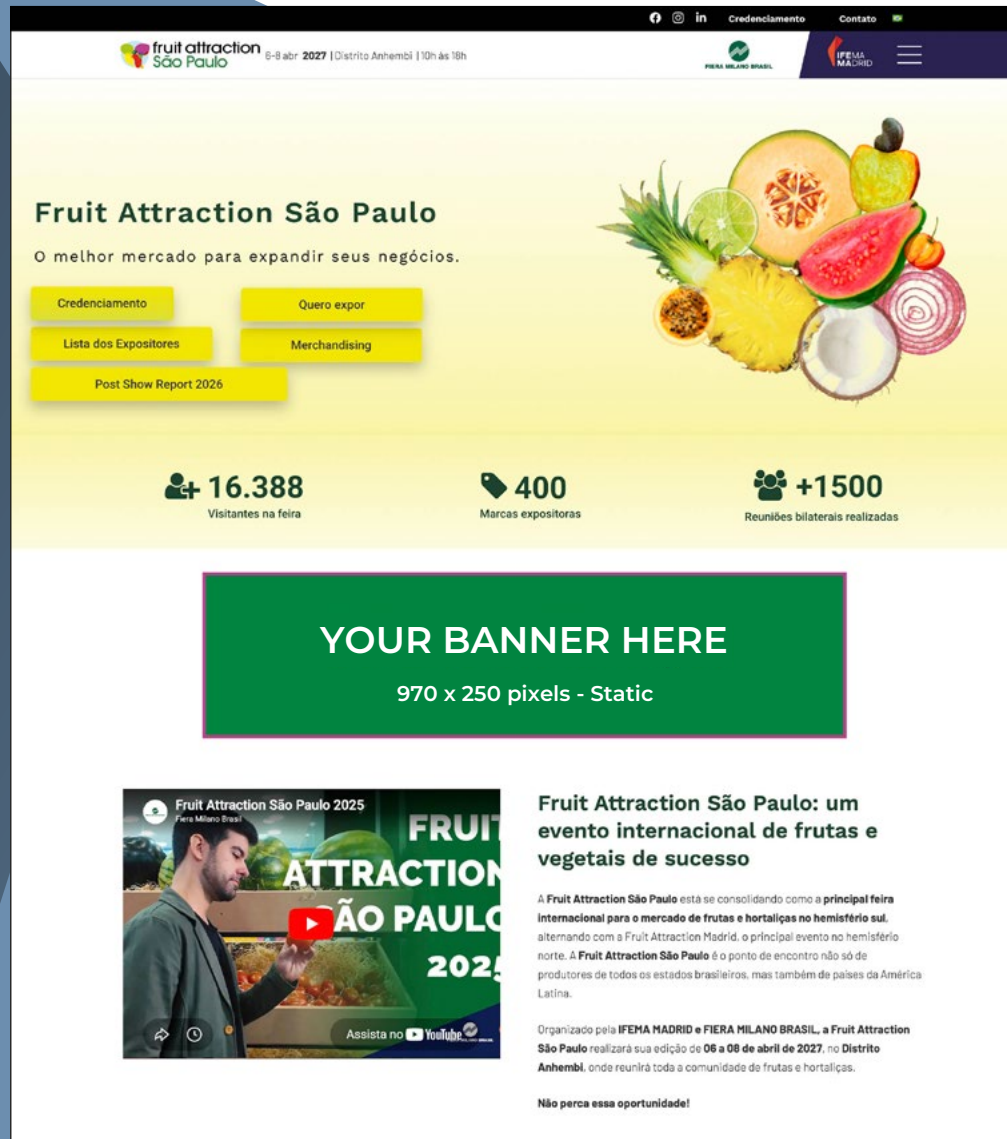
- Static banner on the show website;
- Link to the advertiser's website;
- An impressions/clicks report is provided at the end of the campaign.

SPECIFICATIONS

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

QUANTITY

- On request.



€ 223,00

one insertion – period: monthly

Impact



ITEM **2****YOUR BANNER HERE**

600x80 pixels

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

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.

EMAIL MARKETING – BANNER

DESCRIPTION

- Banner inside the show's email marketing;
- Sent to potential exhibitors and visitors;
- Coordinated with IFEMA, which also sends it to exhibitors;
- Database of 100K.

SPECIFICATIONS

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

€ 186,00

one insertion per send

Impact



ITEM **3**

EMAIL MARKETING – BLAST

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

fruit attraction
São Paulo

PIERA MILANO BRASIL

IFEMA MADRID



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

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DESCRIPTION

- Sent to potential exhibitors and visitors;
- Coordinated with IFEMA, which also sends it to exhibitors.
- Database of 100K.

SPECIFICATIONS

- Maximum width: 600 pixels;
- File in HTML format;
- Maximum file size: 100Kb;
- Client must provide the reply-to email and subject line.

€ **297,50**

one insertion per send

Impact



ITEM 4

SOCIAL MEDIA

FACEBOOK, INSTAGRAM AND LINKEDIN

DESCRIPTION

- Post on the event's social media.
 - Increase interaction between your target audience and 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, aspect ratio of 16:9.

• Feed Videos

- Vertical: 1,080 x 1,350 pixels;
- Square: 1,080 x 1,080 pixels;
- Horizontal: 1080 x 566 pixels, aspect ratio of 16:9;
- 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 500 px.

Reels

- 1080 x 1920 pixels, 9:16 aspect ratio;
- File type: .mp4 or .mov;
- File size: Up to 4 GB;
- Duration when recording directly from the Instagram camera: up to 90 seconds;
- Duration of video uploaded through third-party apps: up to 15 minutes.



* Facebook, Instagram e LinkedIn

Illustrative images

Impact



€ 126,50

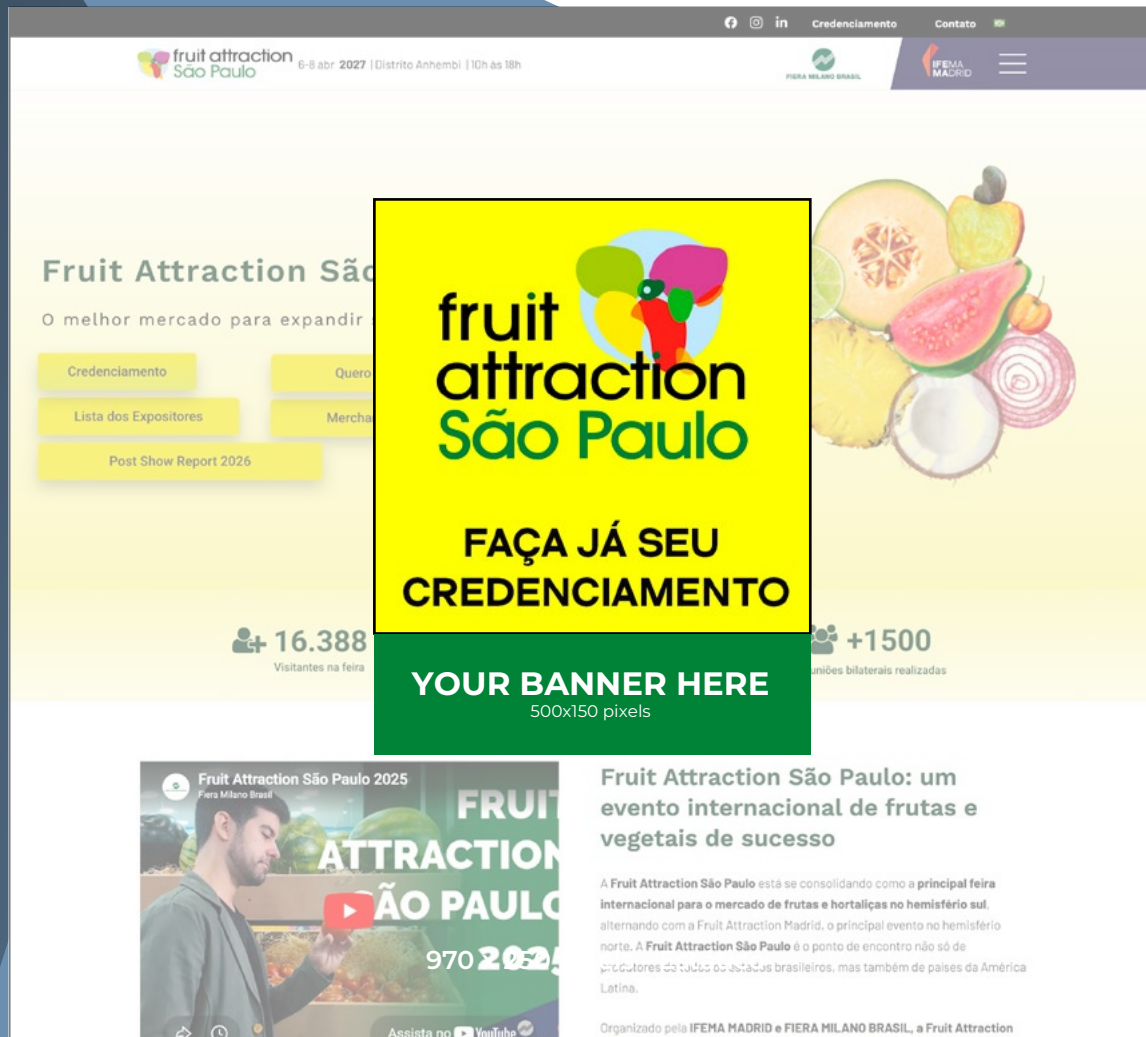
one insertion on each platform

ITEM **5****WEBSITE – POP-UP****DESCRIPTION**

- Ad in the Registration Pop-Up;
- 1 insertion per month.

SPECIFICATIONS

- Banner in the Pop-Up with link
- Banner size: 500 x 150 pixels;
- Image format: JPG or PNG;

**€ 171,00**

one insertion per month

Impact



ITEM **6****DIGITAL CATALOG****DESCRIPTION**

The official show catalog with all the companies that took part, attractions and the schedule of what took place during the event

SPECIFICATIONS

- Size: 15x21cm (WxH);
- Redirect link;

DISTRIBUTION

Smartcodes placed at the entrance, registration area and inside the show to download the catalog; it will be available free of charge on the event website, and after the show ends we will run social media campaigns and email blasts to our entire qualified database.

€ 149,00

1 page, undetermined position



Impact



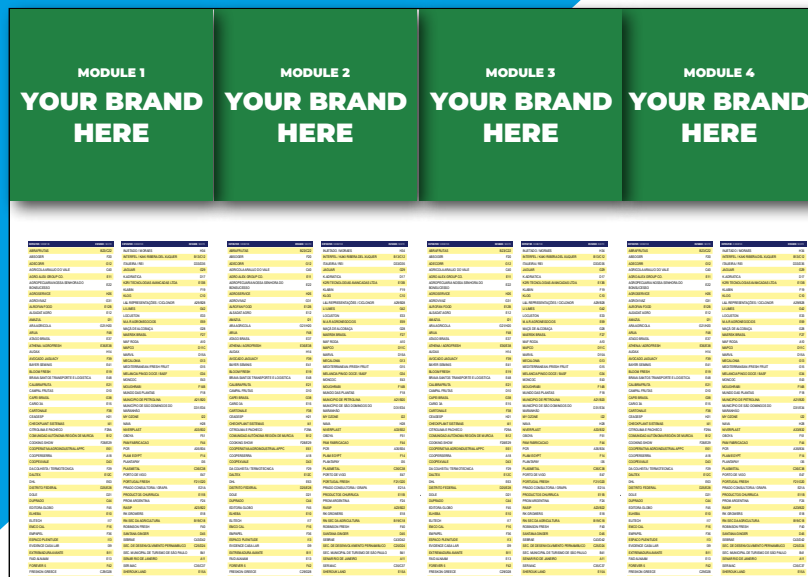
POCKET MAP - MODULAR

DESCRIPTION

- Pocket map with the floor plan and exhibitor list;
 - Distributed free of charge during all days of the event.

SPECIFICATIONS

- Open format: 62x44 cm (WxH);
- Closed format: 15.5x22 cm (WxH);
 - 115g gloss coated paper.
- Files sized to the reserved space,
sent as PDF or JPG at 300 dpi.



4 modules + Back Cover

INVESTMENT

Back cover: 15.5x22cm

€ 1.167,00

1 module: 15x14.5cm

€ 833,00

Impact



ITEM **2****POCKET MAP -
1 EXCLUSIVE BRAND****DESCRIPTION**

- Pocket map with the floor plan and list of exhibitors;
- Distributed free of charge during the event days.

SPECIFICATIONS

- Open format: 62x44 cm (WxH);
- Closed format: 15.5x22 cm (WxH);
- 115g gloss coated paper.
- Files sized to the reserved space, sent as PDF or JPG at 300 dpi.

**€ 3.333,00**

Impact



ITEM **3****AISLE BANNER****DESCRIPTION**

- Hanging banner marking the show aisles with your logo or artwork;
- Front / Back.

SPECIFICATIONS

- Banner size: 1.50x2.5m (WxH);
- Artwork size: 1.50x0.80m (WxH);
- PDF or JPG file at 120 dpi at artwork size;
- Printed on vinyl banner.

QUANTITY

- On request.



€ 243,00
per unit (front/back)

Impact



ITEM **4****FOOD COURT
BANNER****DESCRIPTION**

- Hanging banner marking the food court with your logo or artwork;
- Front / Back.

SPECIFICATIONS

- Banner size: 1.50x2.5 m (WxH);
- Artwork size: 1.50x0.80 m (WxH);
- PDF or JPG file at 120 dpi at artwork size;
- Printed on vinyl banner.

QUANTITY

- On request.



€ 278,00
per unit (front/back)

Impact



ITEM **5****HANGING BANNER
OVER THE BOOTH****DESCRIPTION**

- Banner hung above the booth from the hall structure;
- Production and finishing are the client's responsibility;
 - Installation by the organizer;
- Banner delivery to CAEX on the 1st setup day;
 - Double-sided printing;
- After the event, the client has 10 days to collect the banner.

SPECIFICATIONS

- Banner size: 2x3m or 3x2m (WxH);
- Pocket finish with pole/rod at the ends;

QUANTITY

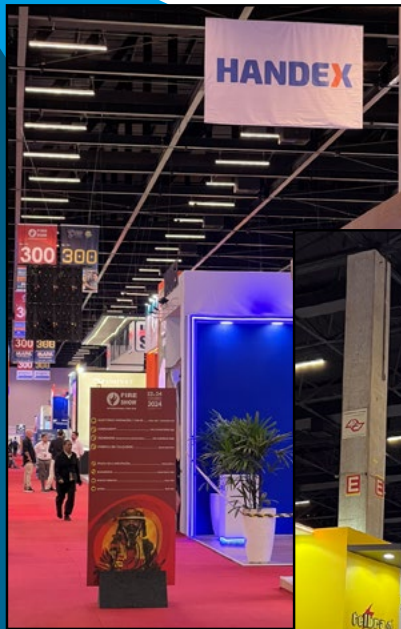
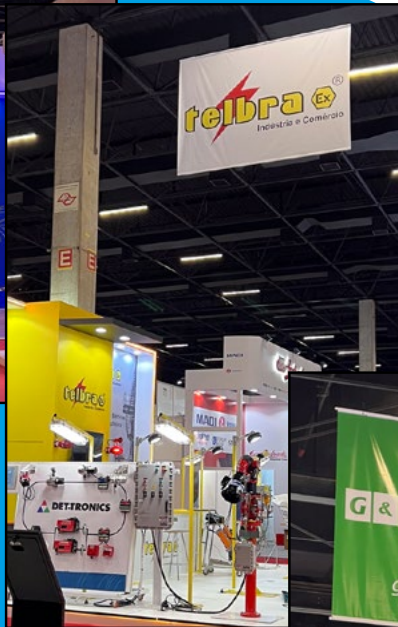
- 1 unit per booth.

ITEM 5A - € 354,50

produced by the client and
installed by the organizer

ITEM 5B - € 694,00

produced and installed by the organizer
(client supplies the logo or artwork)



Impact



ITEM 6

LOGO ON THE
PRINTED FLOOR PLAN

DESCRIPTION

- Your logo marking your booth location on the entrance floor plan and on the in-show plan totems placed at strategic locations;
- Logo file supplied by the client;
- Production and installation by the organizer.

SPECIFICATIONS

- Vectorized logo file (outlined) in EPS or PDF format.



€ 250,00
per unit

Impact



ITEM **7****TOTEM 80****DESCRIPTION**

- Double-sided totem dedicated to the exhibitor, located at the intersection of the show aisles;
- Artwork supplied by the client;
- Production and installation by the organizer.

SPECIFICATIONS

- Total size: 0.80x1.80m (WxH).
- Artwork visible area: 0.80x1.60m (WxH).
- PDF or JPG file at 120 dpi at artwork size;

QUANTITY

- On request.

**€ 298,00**

per unit (front/back)

Impact



ITEM **8****TOTEM 120****DESCRIPTION**

- Double-sided totem with the exhibitor's exclusive artwork, located at the registration entrance or in the entrance aisle;
- Artwork supplied by the client;
- Production and installation by the organizer.

SPECIFICATIONS

- Total size: 1.00x2.00 m (WxH).
- Visible area: 1.00x2.00 m (WxH).
- PDF or JPG file at 120 dpi at artwork size;

QUANTITY

- 1 unit.

**€ 385,00**

per unit (front/back)

Impact



ITEM **9****CUSTOM LANYARD****DESCRIPTION**

- Lanyards distributed at registration together with the visitor badges.

SPECIFICATIONS

- Production and delivery of the lanyard are the exhibitor's responsibility
- The organizer is responsible for distributing the lanyards at the event registration.

QUANTITY

- 1 slot of 5,000 lanyards;
- 2 slots.

**€ 2.500,00**

1 slot (5,000 lanyards)

Impact



ITEM **10****GIANT FLOOR DECAL****DESCRIPTION**

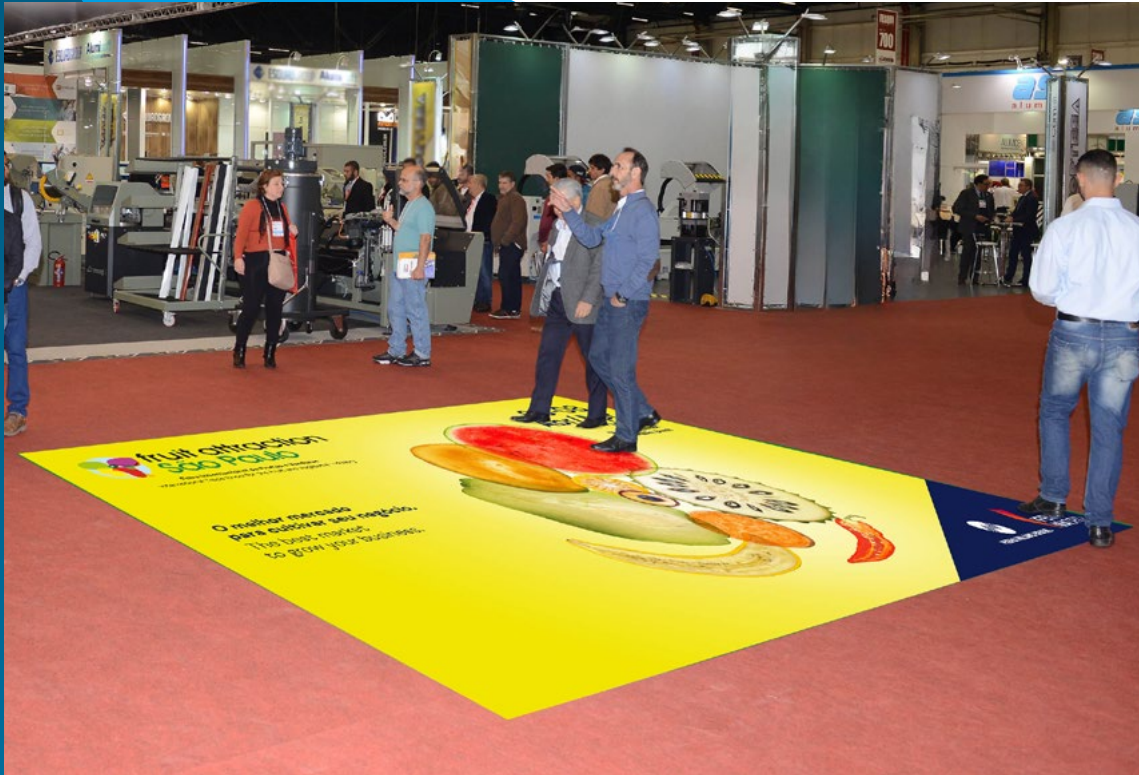
- Special floor decal with the exhibitor's artwork.
 - Artwork supplied by the client;
- Production and installation by the organizer.
- Applied at registration or in the show entrance aisle.

SPECIFICATIONS

- 4x4 m (WxH);
- PDF or JPG file at 120 dpi at artwork size.

QUANTITY

- On request.



€ 409,00
per unit

Impact



ITEM **11****SMALL FLOOR DECAL****DESCRIPTION**

- Special floor decal with the exhibitor's artwork;
- Applied in the aisles inside the show;
- Artwork supplied by the client;
- Production and installation by the organizer.

SPECIFICATIONS

- 1.40x1.40 m (WxH);
- PDF or JPG file at 120 dpi at artwork size.

QUANTITY

- On request.



€ 84,00
per unit

Impact



ITEM **12****MEDIUM FLOOR DECAL****DESCRIPTION**

- Special floor decal with the exhibitor's artwork;
- Applied in the aisles inside the show;
- Artwork supplied by the client;
- Production and installation by the organizer.

SPECIFICATIONS

- 2.80x2.80 m (WxH);
- PDF or JPG file at 120 dpi at artwork size.

QUANTITY

- On request.



€ 278,00
per unit

Impact



ITEM **13****SAMPLING**

DESCRIPTION

- Distribution of promotional material at the event entrance or exit such as bags, giveaways, pens and flyers.

SPECIFICATIONS

- Content subject to approval by show management;
- All material production at the exhibitor's expense.

QUANTITY

- 4 slots at the entrance (registration inside the hall);
- 4 slots at the exit (inside the hall);

**€ 1.283,00**

1 slot

Impact



ITEM **14****PRESS ROOM****DESCRIPTION**

- Notepad;
- Branded pen;
- Logo on monitors;
- Logo/artwork decal on the walls 1.00x0.50 m (WxH).

QUANTITY

- Production and installation of decals by the organizer;
- Client will supply the file with the artwork/logo;
- Exhibitor is responsible for production and delivery of the remaining materials.

**€ 248,00**

2 slots

Impact



ITEM **15****MOBILE CHARGER
LOUNGE****DESCRIPTION**

- 1 charger with 4 poufs
- Associate your brand and product with the most widely used smartphone technology;

SPECIFICATIONS

- Your logo/artwork in the reserved spaces;
- UPPER PART (4 faces): 0.32x0.72m (WxH);
- LOWER PART (4 faces): 0.72x0.92 m (WxH);
- Organizer is responsible for production and installation;
- Exhibitor must supply a file with artwork or logo.
 - PDF or JPG file at 120 dpi at artwork size.

LOCATION

- At strategic points inside the show.

QUANTITY

- 4 units.

€ 305,00

1 unit

Impact



EXTERNAL MERCHANDISING

DISTRITO ANHEMBI

INSTALLATION POINTS

FLOOR PLAN

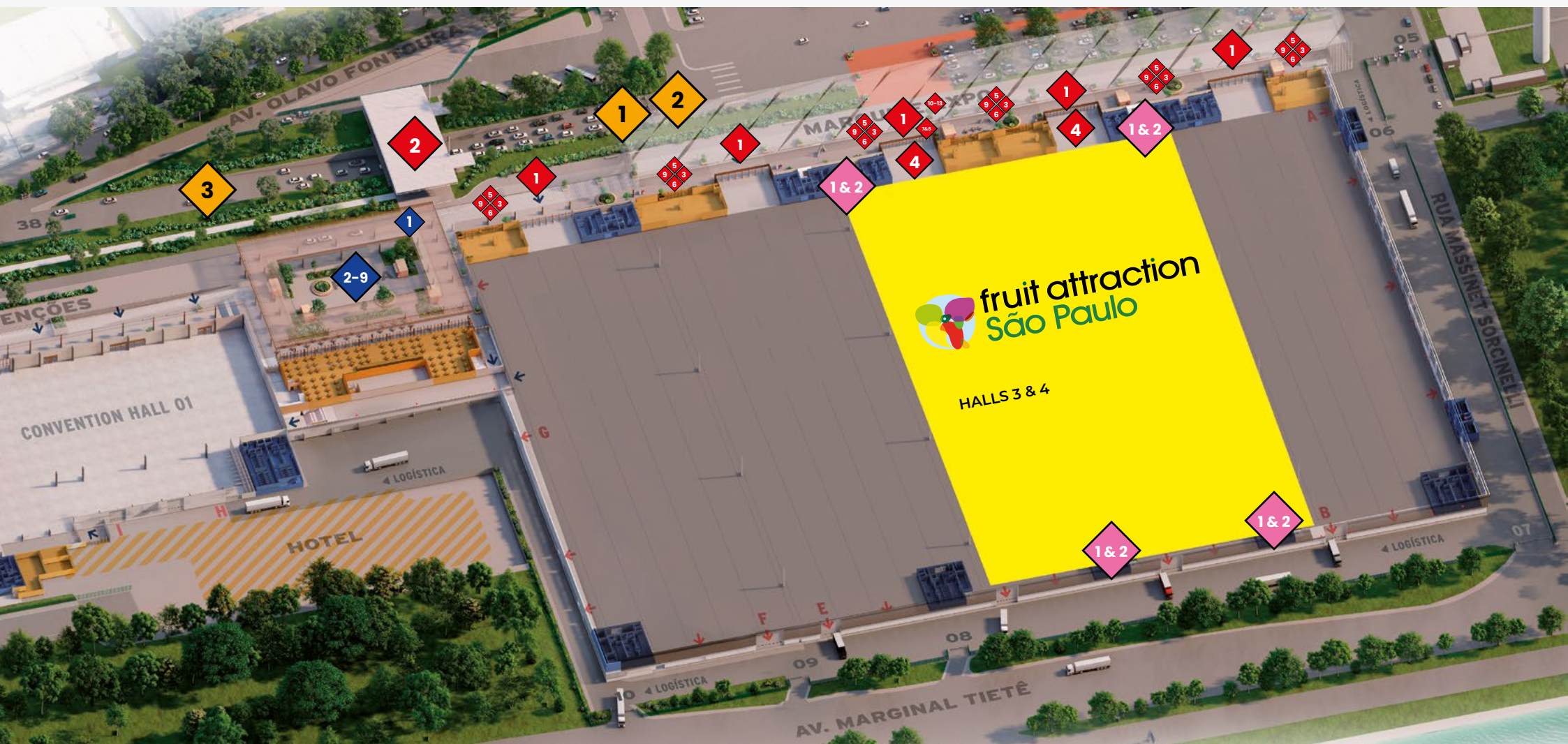


PARKING 

BOULEVARD EXPO 

BOULEVARD CENTRAL PLAZA 

INDOOR 



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

- Your brand on the parking barrier gates;
- 1 side.

SPECIFICATIONS

- Size: 1.21x0.16m (WxH);
- Artwork size: 1.21x0.16m (WxH);
- PDF or JPG file at 120 dpi at artwork size.

QUANTITY

- Slot 1: Entrance with 6 barrier gates;
- Slot 2: Exit with 3 barrier gates;
- Slot 3: Entrance and Exit with 9 barrier gates;



16 m

Impact



SLOT 1 - € 1.938,00
SLOT 2 - € 891,50
SLOT 3 - € 2.443,00

ITEM **2****LED PARKING****DESCRIPTION**

- High-resolution panel;
- Parking entrance booths.

SPECIFICATIONS

- Piece size: 14.4x2.88m (WxH);
- Artwork size: 2,880 x 576 px (WxH);
- File in MP4 (.mov, DXV3 codec).

QUANTITY

- Front;
- Quantity: 1;
- Slots: 5;
- Duration per slot: 10 seconds;
- Back;
- Quantity: 1;
- Slots: 5;
- Duration per slot: 10 seconds;

**€ 8.183,00**

1 slot = 1 video of 10s

Impact



ITEM **3****MAIN ROAD GANTRY****DESCRIPTION**

- Gantry structure for vinyl banners
- Parking entrance Gate 38 and its extension.

SPECIFICATIONS

- Piece size: 16.5 x 2.97m (WxH);
- Artwork size: 16.5 x 2.97m (WxH);
- PDF or JPG file at 120 dpi at artwork size.

QUANTITY

- 1 double-sided gantry
- 1 slot = 1 gantry side

**€ 5.932,00**

1 slot = 1 gantry side

Impact



ITEM **1****LED EXPO - OVERHEAD PANELS****DESCRIPTION**

- High-resolution panel
- Expo canopy

SPECIFICATIONS

- Size: 2.00 x 4.00m (WxH);
- Artwork size: 512 x 1204 pixels (WxH);
- 10s MP4 file (.mov, DXV3 codec);

QUANTITY**1 LED PANEL****Front/Back**

Quantity: 05 / Slots: 05

Duration per slot: 10 seconds

5 panels = 25 slots

€ 2.880,00

- 1 insertion of 10s per totem = 1 slot;
- 5 panels = 25 slots.

Impact



ITEM **2****LED PEDESTRIAN WALKWAY****DESCRIPTION**

- High-resolution LED panels
- Pedestrian walkway – main public entrance.

SPECIFICATIONS

- Size: 9.00 x 1.00m (WxH);
- Artwork size: 2304 x 256 pixels (WxH);
- 10s MP4 file (.mov, DXV3 codec);

QUANTITY**1 LED PANEL****Front**

Quantity: 05 / Slots: 5
Duration per slot: 10 seconds

€ 1.891,50

- 1 insertion of 10s per side = 1 slot;
- 5 slots.

Impact



ITEM **3****TOTEM LED****DESCRIPTION**

- High-resolution LED totems along the canopies; pedestrian walkway; main entrance and in the Central Plaza.

SPECIFICATIONS

- Size: 1.00 x 2.50m (WxH);
- Artwork size: 325 x 812.5 pixels (WxH);
- 10s MP4 file (.mov, DXV3 codec);

QUANTITY

- Slots: 10
- Duration per slot: 10 seconds



Impact

**€ 3.301,00**

- 1 insertion per totem = 1 slot;
- 10 slots.

ITEM **4****LED VISITOR ENTRANCE****DESCRIPTION**

- High-resolution panel at the event entrance through which all visitors will enter.

SPECIFICATIONS

- Size: 9.00 x 3.00m (WxH);
- Artwork size: 2304 x 768 pixels (WxH);
- 10s MP4 file (.mov, DXV3 codec);

QUANTITY

- 2 Slots
- Duration per slot: 10 seconds

**€ 12.004,00**

- 1 slot = 1 insertion of 10s;
- 2 slots.

Impact



ITEM **5****CANOPY FLOOR DECAL****DESCRIPTION**

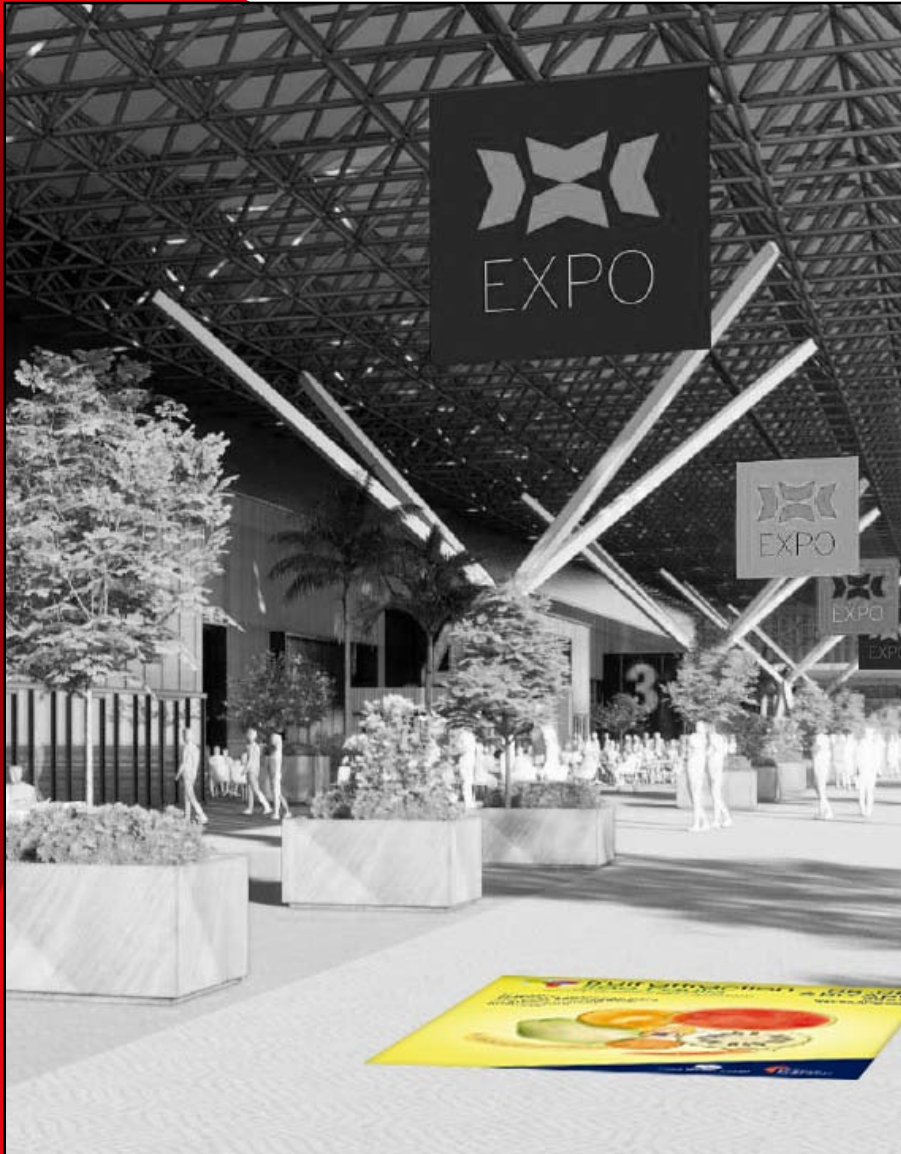
– Decals on the Expo canopy floor

SPECIFICATIONS

– Size 4.00x2.8m (WxH);
– PDF or JPG file at 120 dpi at artwork size.

QUANTITY

Quantity: 5 / Slots: 5



€ 2.952,00

– 1 slot = 1 decal;
– 5 slots.

Impact



ITEM 6

SAMPLING

DESCRIPTION

- Hand out giveaways and promotional materials in the outdoor area at the show entrance;
- Hiring of promoters, production and distribution of materials are the exhibitor's responsibility;

– Distribution and tasting of food and beverages is not permitted in the outdoor area:

QUANTITY

- 1 slot = 1 representative
- Up to 5 slots

€ 457,00

1 slot = 1 representative



Impact



ITEM 7

INFLATABLE (STANDARD CATEGORY)

DESCRIPTION

- Display of a custom inflatable balloon in front of the event hall;
- **Production and installation are the exhibitor's responsibility.**

QUANTITY

– 1 unit = 1 slot



€ 2.398,00

1 slot

Impact



ITEM **8**

INFLATABLE - PRODUCT REPLICA

DESCRIPTION

- The promotional inflatable helps the company enhance its name and image among its target audience, competitors and people who may be interested in its products and services;

– Production and installation are the exhibitor's responsibility.

QUANTITY

– 1 slot = 1 unit

€ 3.958,00

1 slot

Impact



ITEM **9****WIND FLAG****DESCRIPTION**

- The Wind Flag is a versatile and effective tool to promote your brand or product. With its vertical shape and constant movement, it draws the public's attention in an impactful way.
- The organizer is responsible for production and installation. The client must send the artwork.

QUANTITY

22 units

**€ 791,50**

1 unit

Impact



ITEMS 10 to 13

VEHICLE DISPLAY

DESCRIPTION

– Display your customized vehicle in the outdoor area of the hall;

QUANTITY AND LOCATION

– ON REQUEST.



ITEM 10 - CAR: **€ 3.958,00**

ITEM 11 - VANS: **€ 5.996,00**

ITEM 12 - SMALL TRUCK: **€ 7.306,00**

ITEM 13 - LARGE TRUCK: **€ 15.219,50**

Impact



ITEM 1

LED FLAG

DESCRIPTION

- High-resolution panels;
- Central plaza canopy.

SPECIFICATIONS

- Front and back - Simultaneously
- Size: 0.50 x 2.00m (WxH);
- Artwork size: 128 x 512 pixels (WxH);
- 10s MP4 file (.mov, DXV3 codec);

QUANTITY

Quantity: 5.

– ON REQUEST.



Impact



€ 4.489,00

- 1 slot = 1 insertion of 10s;
- 5 slots.

ITEM **2****LED CUBE - FULL****DESCRIPTION**

- 360° cube
- Stacked high-resolution panels
- Center of the central plaza.

SPECIFICATIONS**Base/Top:**

- Size: 1.92 x 1.92m (WxH);
- Artwork size: 1,152 x 288 pixels (WxH);

Center:

- Size: 3.84 x 1.92m (WxH);
- Artwork size: 2,304 x 288 pixels (WxH);
- 10s MP4 file (.mov, DXV3 codec);

QUANTITY

- Duration per slot: 10 seconds;
- Slots: 5 (on each cube).

– **ON REQUEST.**

Impact

**€ 10.261,50**

- 1 slot = 1 insertion of 10s;
- 5 slots.

ITEMS 3 to 5

LED CUBE - SPLIT

DESCRIPTION

- 360° cube
- Stacked high-resolution panels
- Center of the central plaza.

SPECIFICATIONS

Base/Top:

- Size: 1.92 x 1.92m (WxH);
- Artwork size: 1,152 x 288 pixels (WxH);

Center:

- Size: 3.84 x 1.92m (WxH);
- Artwork size: 2,304 x 288 pixels (WxH);
- 10s MP4 file (.mov, DXV3 codec);

QUANTITY

- Duration per slot: 10 seconds;
- Slots: 5 (on each cube);
- **ON REQUEST.**

TOP (ITEM 3) - € 3.420,50

- 1 slot = 1 insertion of 10s;
- 5 slots.

CENTER (ITEM 4) - € 4.321,00

- 1 slot = 1 insertion of 10s;
- 5 slots.

BASE (ITEM 5) - € 3.420,50

- 1 slot = 1 insertion of 10s;
- 5 slots.



Impact



ITEM **6****WIND FLAG****DESCRIPTION**

- The Wind Flag is a versatile and effective tool to promote your brand or product. With its vertical shape and constant movement, it draws the public's attention in an impactful way in the hall's Central Plaza.
- The organizer is responsible for production and installation. The client must send the artwork.

QUANTITY

- 22 units.

**€ 1.218,00**

1 unit

Impact



ITEM 7

SAMPLING

DESCRIPTION

- Hand out giveaways and promotional materials in the outdoor area in the Hall Central Plaza;
- Hiring of promoters, production and distribution of materials are the exhibitor's responsibility;

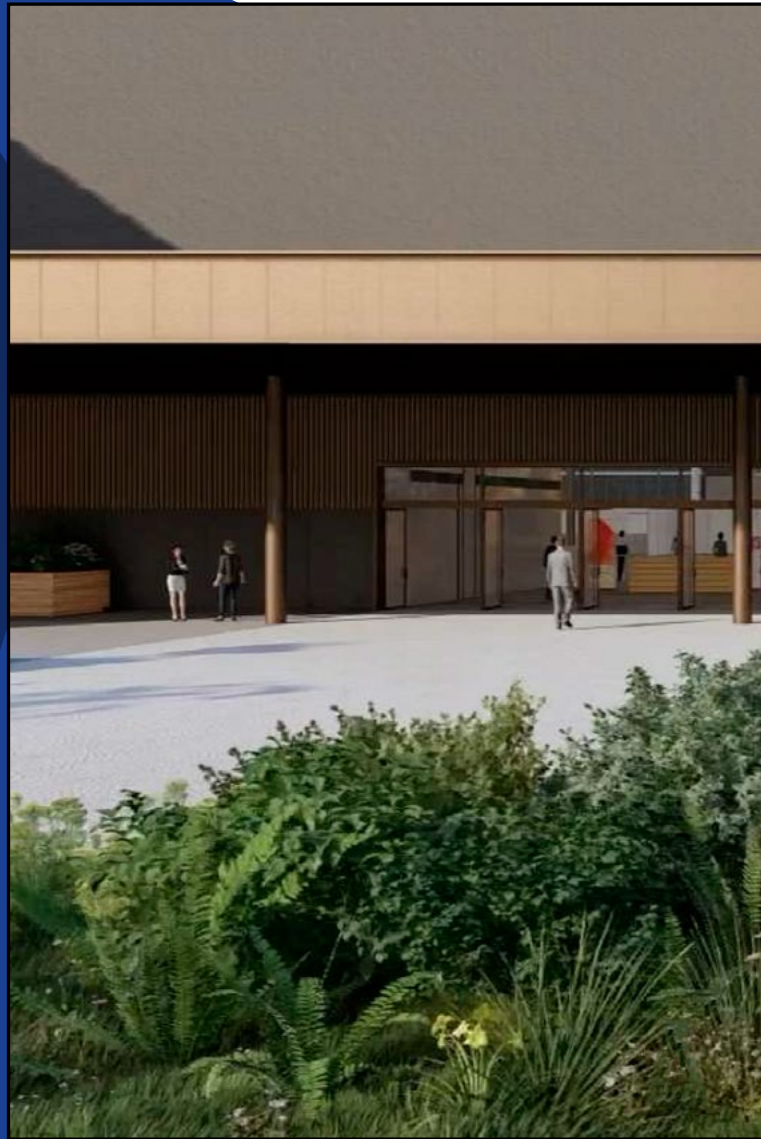
– Distribution and tasting of food and beverages is not permitted in the outdoor area:

QUANTITY

- 1 slot = 1 representative
- Up to 5 slots

€ 830,50

1 slot = 1 representative



Impact



ITEM 8

INFLATABLE (STANDARD CATEGORY)

DESCRIPTION

- Display of a custom inflatable balloon in the hall's Central Plaza;
- **Production and installation are the exhibitor's responsibility.**

QUANTITY

- 1 unit = 1 slot



€ 3.354,00

1 slot

Impact



ITEM 9



INFLATABLE - PRODUCT REPLICA

DESCRIPTION

- The promotional inflatable helps the company enhance its name and image among its target audience, competitors and people who may be interested in its products and services in the hall's Central Plaza;

– Production and installation are the exhibitor's responsibility.

QUANTITY

- 1 slot = 1 unit

€ 3.349,00

1 slot

Impact



ITEMS **1 & 2****RESTROOMS****DESCRIPTION**

- Your brand displayed and communicated inside the restrooms of the mezzanine and halls;
 - 1 side.

– STALL DOORS;

- Size: 0.80x1.45m (WxH);
- Artwork size: 0.80x1.45m (WxH);
- PDF or JPG file at 120 dpi at artwork size;
- Printed on adhesive vinyl

– MIRRORS;

- Size: 0.40x0.25m (WxH);
- Artwork size: 0.40x0.25m (WxH);
- PDF or JPG file at 120 dpi at artwork size;
- Printed on adhesive vinyl

**ITEM 1 - STALL - € 1.138,00**

1 slot = 5 decals - Total 26 slots

ITEM 2 - MIRRORS - € 535,00

1 slot = 5 decals - Total 34 slots

Impact





fruit attraction São Paulo

Feira Internacional de Frutas e Verduras

International Trade Show for the Fruit and Vegetable Industry

**06-08
Abr/Apr
2027**

**Distrito Anhembi
São Paulo, Brazil**

**O melhor mercado
para cultivar seu negócio.**

The best market
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