

23-25
SEP
20
25
SÃO PAULO EXPO

SPONSORSHIP 2025

ABRAFATI SHOW

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Networking // Sustainability // Technology //



abrafatishow.com.br



abrafatishow

MISSION

Drive growth and sustainable development of the paint chain, promoting quality improvement and training the sector with recognition by consumers.



Become a SPONSOR

By associating your brand with the International Coatings Congress. Your company will play a fundamental role in the development of the paint production chain in Brazil. The sponsorship includes strategic brand positioning and visibility actions during 3 intense days of training and updating.



Sponsoring the International Paints Congress is not only an investment in visibility, but also in strategic positioning as a leader and innovator in the paints sector.

- . Brand projection at a prestigious event
- . Connection with a highly qualified audience
- . Association with innovation and sustainability
- . Differentiation from the competition
- . Your brand seen on multiple platforms
- . Alignment with the purpose of the sector



CONGRESS BENEFITS

- Preference for presentation of a lecture by the SPONSOR company for the CONGRESS (subject to availability and prior technical evaluation);
- 15 (fifteen) MASTER ENROLLMENTS for “VIP” guests of the SPONSOR;
- Activation action during your presentation of the lecture as SPONSOR to collect data from participants;
- Contribution to the better training of students of technical or undergraduate courses in chemistry, materials engineering and related courses, with the donation of 5 registrations (scholarships);
- Logo in the official CONGRESS program.





CONGRESS BENEFITS

- Add an item (suggestions below) to the delegates' bag (item under sponsor's responsibility):

CHOOSE ACCORDING TO THE ORDER IN WHICH THE SPONSORSHIP CONTRACT WAS SIGNED:

pens (2 quota)	text marker pen	power bank
moleskine	post-it	squeeze
notepad	card holder	headphone
notebook	Webcam protector	parking voucher
pendrive	personalized gel alcohol	lunch voucher
mug	Personalized water	
mouse pad	necessaire	

* Estimated 1,200 gifts. Production of the gifts is the responsibility of the Sponsor.





BENEFITS VISIBILITY

- Recognition of the SPONSOR in promotional materials, at the event venue during the CONGRESS and at all other opportunities that arise;
 - Disclosure of the brand at the ABRAFATI SHOW stand during the European Coatings Show;
- Sending of marketing emails to the Vincentz accredited database: the company that organizes the European Coatings Show Congress;
- Sending of marketing emails to the event's accredited database: confirmation of the SPONSOR with a presentation of the company and products;
 - Post on the event's social networks confirming participation as SPONSOR;
 - Logo on the official ABRAFATI SHOW app;
 - Logo in the newspaper distributed during the event.





BUSINESS AND EXPOSURE BENEFITS

- Exclusive discount of 5% (five percent) per square meter on the purchase of
- FREE AREA at the EXHIBITION;
- Guaranteed participation in the Business Round; **NEW FEATURE**
- Logo on the official event plans directing your stand; **NEW FEATURE**
- Quota of 30 invitations for the Hospitality Class; **NEW FEATURE**





BENEFITS

SPONSOR PODCAST

- Episode recorded in studio lasting up to 60 minutes;
- Up to 4 SPONSOR participants;
- Scenario (U-shaped table, chairs, black curtains and SPONSOR logo on the TV);
- Sending edited material within 10 working days;
- Posting the material on YouTube and Spotify of the ABRAFATI SHOW;
- Publicity on social media;

About the main return that companies can obtain from podcasts:

81.4%
BRAND
STRENGTHENING

6.7%
Customer
Conversion

3%
SALES CONVERSION

7.5%
ALL ALTERNATIVES





ABRACAST

The Abrafati Show podcast debuted this year with episodes of interviews with the sponsors of the International Paints Congress and extended to appearances during the Exhibition. This new feature is na opportunity for the market to hear from companies that move the sector not only during the event, but throughout the year and with greater reach.

30 EPISODES

WITH SPONSORS AND EXHIBITORS

11K VIEWS

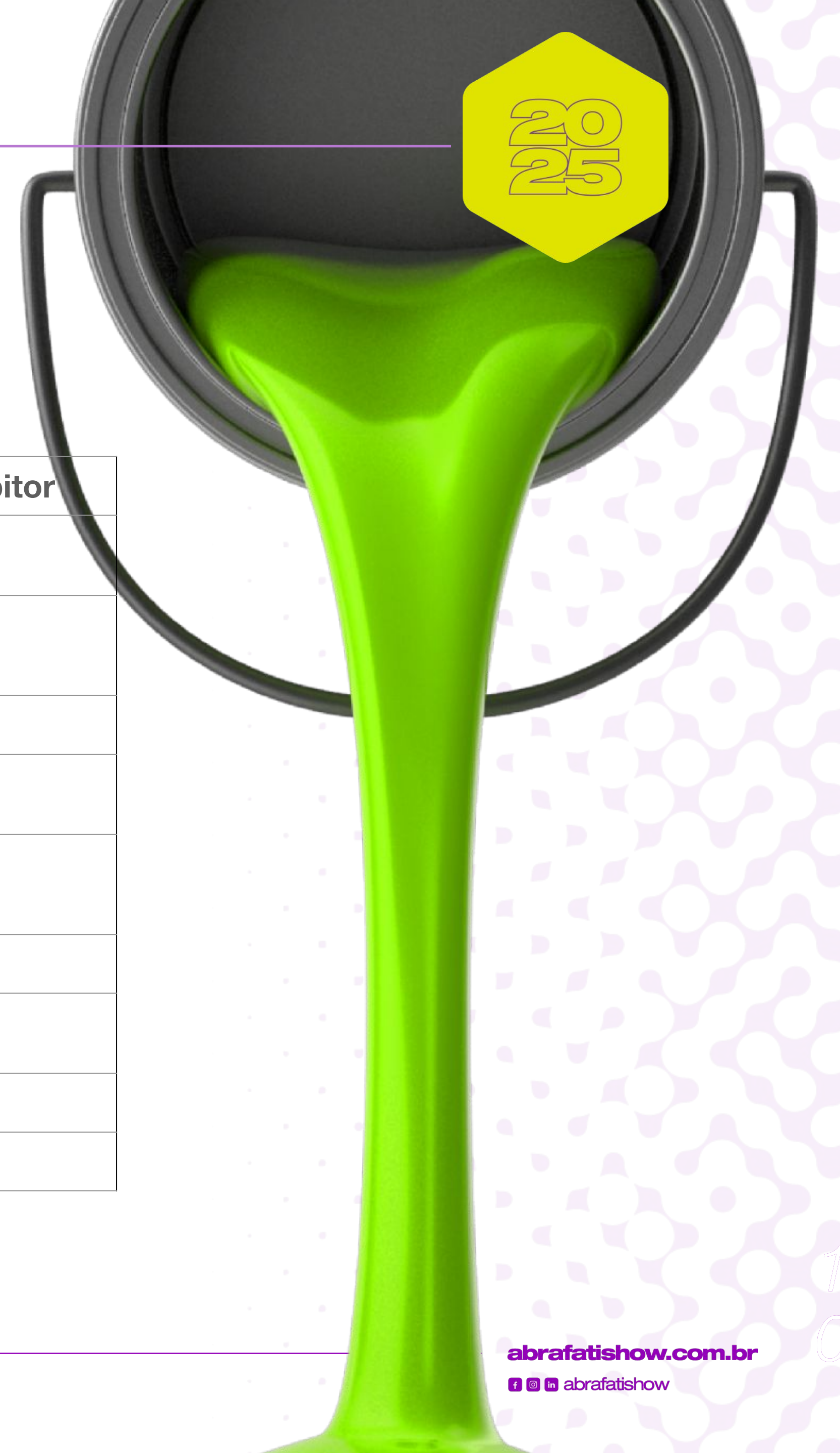
20 IN STUDIO AND 10 DURING THE DAYS OF THE EVENT



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✂ CONGRESS SPONSORSHIP

	Expositor · Exhibitor
RENEWAL – FROM OCT/23 TO 03/29/2024	
20% deposit and the balance paid in installments until August/2025	R\$ 73.480
Payment in cash until March/2024 (3% discount)	R\$ 71.280
APRIL 2024 TO SEPTEMBER/2025	
20% deposit and balance paid in installments until August/2025	R\$ 77.110
Payment in cash from April/24 (3% discount)	R\$ 74.855
PRICE 2025 - U\$	
Launching Price (until March/2024)	U\$ 14.966
Price from April 2024	U\$ 15.565





⌘ PRICES FREE AREA – M² EXHIBITION

	Expositor · Exhibitor	Patrocinador ou Associado Member ABRAFATI -5%	Associado e Patrocinador Member ABRAFATI -10%
RENEWAL – FROM OCT/23 TO 03/29/2024			
20% deposit and the balance paid in installments until August/2025	R\$ 1.326	R\$ 1.260	R\$ 1.194
Payment in cash until March/2024 (3% discount)	R\$ 1.287	R\$ 1.221	R\$ 1.161
APRIL 2024 TO SEPTEMBER/2025			
20% deposit and balance paid in installments until August/2025	R\$ 1.447	R\$ 1.375	R\$ 1.304
Payment in cash from April/24 (3% discount)	R\$ 1.408	R\$ 1.337	R\$ 1.265
PRICE 2025 - U\$			
Launching Price (until March/2024)	U\$ 321		U\$ 297
Price from April/2025	U\$ 330		U\$ 305

🔗 2023 EDITION NUMBERS

11.987 VISITORS

544 INTERNATIONAL VISITORS

248 EXHIBITORS

**135 NATIONAL
113 INTERNATIONAL**

1.250 CONGRESSMEN

89 LECTURES HELD

25.000 BUSINESS AREA



23-25
SET
20
25
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CONTACT OUR
COMMERCIAL TEAM

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