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# Merchandising Guide



21<sup>st</sup> BUSINESS ON RAILS  
19-21 MARCH 2019

**SÃO PAULO EXPO**  
SP | BRASIL

# Offline Products

REALIZAÇÃO  
ORGANISER



UBM





## ROUND FLOOR GRAPHICS

Your company logo and/or product will be applied to the carpet within the exhibition venue's halls.

### Advantages:

- More attendees will come to your stand
- High number of attendees affected
- Brand activation

### Technical specifications:

- Size: Diameter: 2 m

**Investment:** U\$\$350,00

**Quotas:** 04

**Note:** The customer is liable for providing the artwork.



## FLOOR GRAPHICS

Your company logo and/or product will be applied to the carpet within the exhibition venue's halls.

### Advantages:

- More attendees will come to your stand
- High number of attendees affected
- Brand activation

### Technical specifications:

- Size: 1.4 x 1.4 m

**Investment:** U\$\$300,00

**Quotas:** 04

**Note:** The customer is liable for providing the artwork.





## LARGE-SIZE FLOOR GRAPHICS

Special floor graphics placed in strategic places in the carpet within the exhibition venue's halls.

### Advantages:

- High impact
- More attendees will come to your stand
- High number of attendees affected
- Brand activation

### Technical specifications:

- Size: 3 x 3 m

Investment: US\$430,00

Quotas: 02

**Note: The customer is liable for providing the artwork.**



## ADS IN SIGN STANDS

Strategically placed in one of the main halls of the exhibition venue and traditional areas, sign stands are a great tool to disclose and promote your logo, product or service.

### Advantages:

- More attendees will come to your stand
- High number of attendees affected
- Brand activation

### Technical specifications:

- Dimensions: 2 m height x 1.10 width
- Double-sided prints

**Investment:** US\$750,00

**Quotas:** 04

**Note:** The customer is liable for providing the artwork.





## LOGO IN SIGNAL STANDS

Strategically placed in one of the main corridors of the exhibition venue and traditional areas, sign stands are a great tool to disclose and promote your logo, product or service.

### Advantages:

- More attendees will come to your stand
- High number of attendees affected
- Brand activation

### Technical specifications:

- Dimensions: 0.8 m height x 1.10 width
- Double-sided prints

**Investment:** US\$285,00

**Quotas:** 06

**Note:** The customer is liable for providing the artwork.



## INFORMATION COUNTER

Advertise your logo and/or product/service at the entrance hall, where all attendees will pass.

### Advantages:

- Visibility in a strategic position
- High number of attendees affected
- More space to promote your company.
- Brand activation

### Technical specifications:

- Dimensions: 0,90 x 0.96 cm (front)  
0.90 x 0.46 cm (side)

**Investment:** US\$ 100,00

**Quotas:** 02

**Note:** The customer is liable for providing the artwork.





## HANGING DISPLAY

The company logo will be inserted in display panels hanging on the exhibition venue's ceiling.

### Advantages:

- Strategic positioning at the show
- High number of attendees affected
- Brand activation

### Technical specifications:

- Size: 6 x 2 m

**Investment:** US\$ 1.200,00

**Quotas:** 06

**Note:** The customer is liable for providing the artwork.



## HANGING DISPLAYS ON THE HALLS

The company logo will be inserted in the hanging displays that are used to label the venue's halls.

### Advantages:

- Strategic positioning at the show
- High number of attendees affected
- Brand activation

### Technical specifications:

- Size: 3 x 2 m

Investment: US\$ 1.200,00

Quotas: 04

**Note: The customer is liable for providing the artwork.**



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## MARKETING EMAILS

Marketing emails triggered from your company to the show's mailing list

### Advantages:

- Showcase your products and services to a qualified audience
- Mailing list with over 30,000 professional connections from the industry

### Technical specifications:

- Text and artwork provided by the exhibitor.
- The ideal width is 800 px

Investment: US\$ 750,00

Quotas: 10

POR QUE EXPOR | QUEM VISITA | LISTA DE EXPOSITORES



**8-10** | NOVEMBRO 2016  
13h-20h

EXPO CENTER NORTE | PAVILHÃO VERMELHO  
SÃO PAULO | SP | BRASIL

19º NEGÓCIOS NOS TRILHOS

**Novo local**

**CONSTRUINDO O FUTURO SOBRE TRILHOS**

TECNOLOGIA | INFRAESTRUTURA | MANUTENÇÃO



Aproveite a oportunidade de ingressar no mercado brasileiro, por meio do principal evento da América do Sul voltado para a cadeia do setor metroferroviário.

Com um momento propício, em função do período de concessões para empresas de transporte de carga, o câmbio atrativo para investimentos estrangeiros e um país ansioso por crescimento, a **NT Expo** representa uma grande vitrine para empresas que buscam oportunidades.

Participe e descubra o Brasil por meio da NTExpo 2016.

Adriano Souza  
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11 4878-5915

MÍDIA OFICIAL: 

APOIO OFICIAL:  

REALIZAÇÃO: 



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#### Porque expor?

- Para conectar-se a um grupo de profissionais altamente qualificado e aproveitar a oportunidade de fazer negócios com mais de 4 mil profissionais do setor
- Mostrar a força da sua marca! Exponha e destaque-se entre os principais fornecedores do setor metroferroviário
- Melhorar suas vendas, fechar negócios e vencer a concorrência
- Fazer contato direto com tomadores de decisão
- Ser o primeiro a ser lembrado, lançar produtos e serviços e aumentar sua visibilidade
- Para ampliar sua carteira de clientes no único evento que reúne



+ de 4000 mil visitantes



+ de 30 reuniões durante os dias de negócios

## WEBSITE ADS – FULL BANNER

Promotion with the use of electronic banners is an efficient means to showcase companies and their products, with excellent return rates

### Advantages:

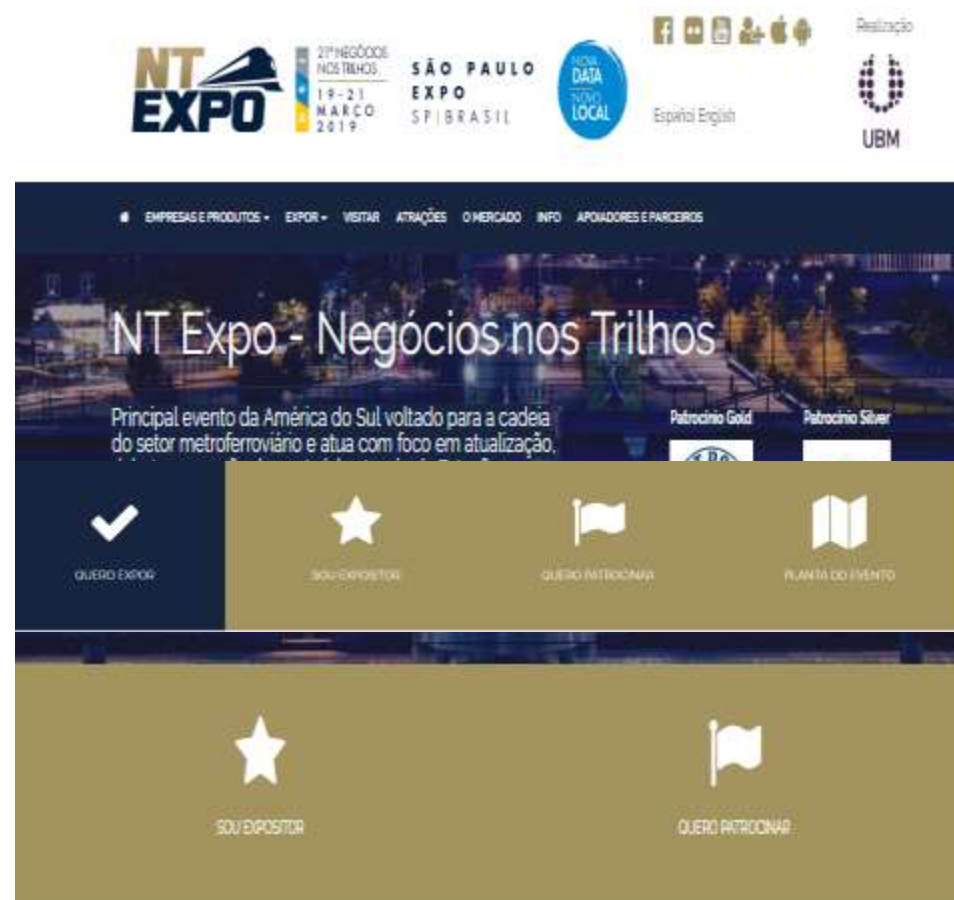
- Quality access to your website at the best internet's cost-effectiveness.

### Technical specifications:

- Text and artwork provided by the exhibitor.
- Size: 468 x 80 px

**Investment:** US\$ 450,00

**Quota:** 08 rotatory banners



#### Porque expor?

- Para conectar-se a um grupo de profissionais altamente qualificado e aproveitar a oportunidade de fazer negócios com mais de 4 mil profissionais do setor
- Mostrar a força da sua marca/Exponha e destaque-se entre os principais fornecedores do setor metroferroviário
- Melhorar suas vendas, fechar negócios e vencer a concorrência
- Fazer contato direto com tomadores de decisão
- Ser o primeiro a ser lembrado, lançar produtos e serviços e aumentar sua visibilidade
- Para ampliar sua carteira de clientes no único evento que reúne



• de 4000 mil visitantes



• de 50 reuniões durante as rotas de negócios

## WEBSITE BANNER– BOTTOM

Promotion with the use of electronic banners is an efficient means to showcase companies and their products, with excellent return rates

### Advantages:

- Quality access to your website at the best internet's cost-effectiveness.

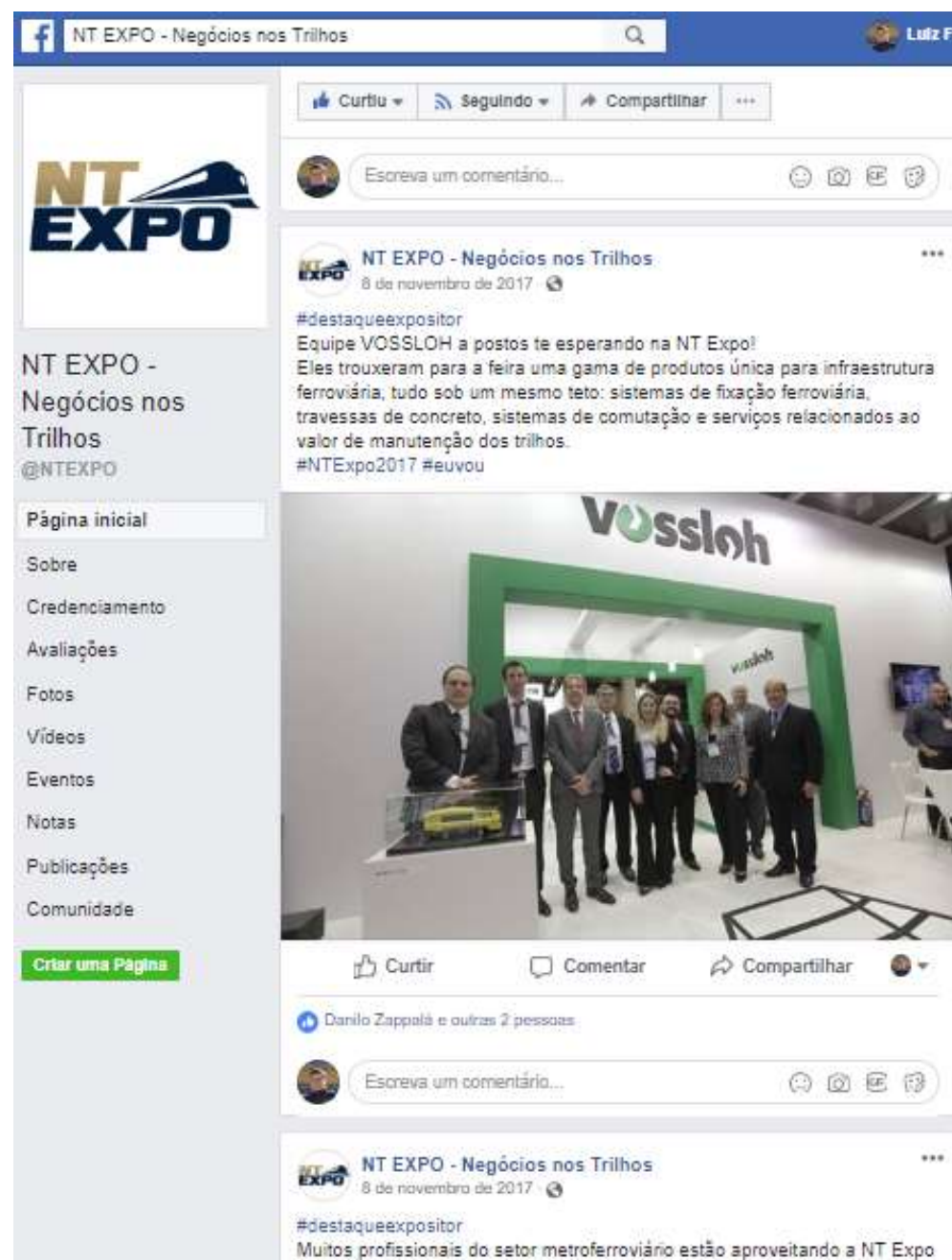
### Technical specifications:

- Text and artwork provided by the exhibitor.
- Size: 148 x 98 px

**Investment:** US\$ 250,00

**Quotas:** 08 rotatory banners





## FACEBOOK AD

Ad on NT Expo's Facebook page

### Advantages:

- Showcase your products and services to a qualified audience
- Over 2,500 people follow the page

### Technical specifications:

- Text and artwork provided by the exhibitor.
- Size:

Investment: US\$ 350,00

Quotas: 20

# Conference Sponsorship





## PLATINUM SPONSORSHIP

### Advantages:

- Company logo highlighted as Platinum Sponsor in the emails promoting the conferences
- Company logo highlighted as Platinum Sponsor in the advertisement materials where the conferences will be held
- Company logo highlighted as Platinum Sponsor in the show's website, on the conferences page, including a link to the company's page
- Distribution of advertisement materials, such as catalogues, gifts, etc. Note: the materials must be provided by the sponsor.
- Company logo as Platinum Sponsor of conferences sent via email and direct mail
- Company logo as Platinum Sponsor applied to the advertisement materials where the conferences will be held
- Tower display with the company logo by the entrance to the theater
- Tower display with the logo placed at the theater
- Company name and logo projected during breaks (Datashow)
- It is possible to make one activation during the three days of show
- Logo in the theater's seats
- 30-second advertisement video on the screen

**Investment:** US\$ 10.000,00

**Quotas:** 01





## GOLD SPONSORSHIP

### Advantages:

- Company logo highlighted as Gold Sponsor in the emails promoting the conferences
- Company logo highlighted as Gold Sponsor in the advertisement materials where the conferences will be held
- Company logo highlighted as Gold Sponsor in the show's website, on the conferences page, including a link to the company's page
- Distribution of advertisement materials, such as catalogues, gifts, etc. Note: the materials must be provided by the sponsor.
- Company logo as Gold Sponsor of conferences sent via email and direct mail
- Company logo as Gold Sponsor applied to the advertisement materials where the conferences will be held
- Tower display with the company logo by the entrance to the theater
- Company name and logo projected during breaks (Datashow)
- 15-second advertisement video on the screen

**Investment:** US\$ 7.000,00

**Quotas:** 01





## SILVER SPONSORSHIP

### Advantages:

- Company logo highlighted as Silver Sponsor in the emails promoting the conferences
- Company logo highlighted as Silver Sponsor in the advertisement materials where the conferences will be held
- Company logo highlighted as Gold Sponsor in the show's website, on the conferences page, including a link to the company's page
- Distribution of advertisement materials, such as catalogues, gifts, etc. Note: the materials must be provided by the sponsor.
- Company logo as Silver Sponsor of conferences sent via email and direct mail
- Company logo as Silver Sponsor applied to the advertisement materials where the conferences will be held
- Company name and logo projected during breaks (Datashow)

**Investment:** US\$ 4.500,00

**Quotas:** 01

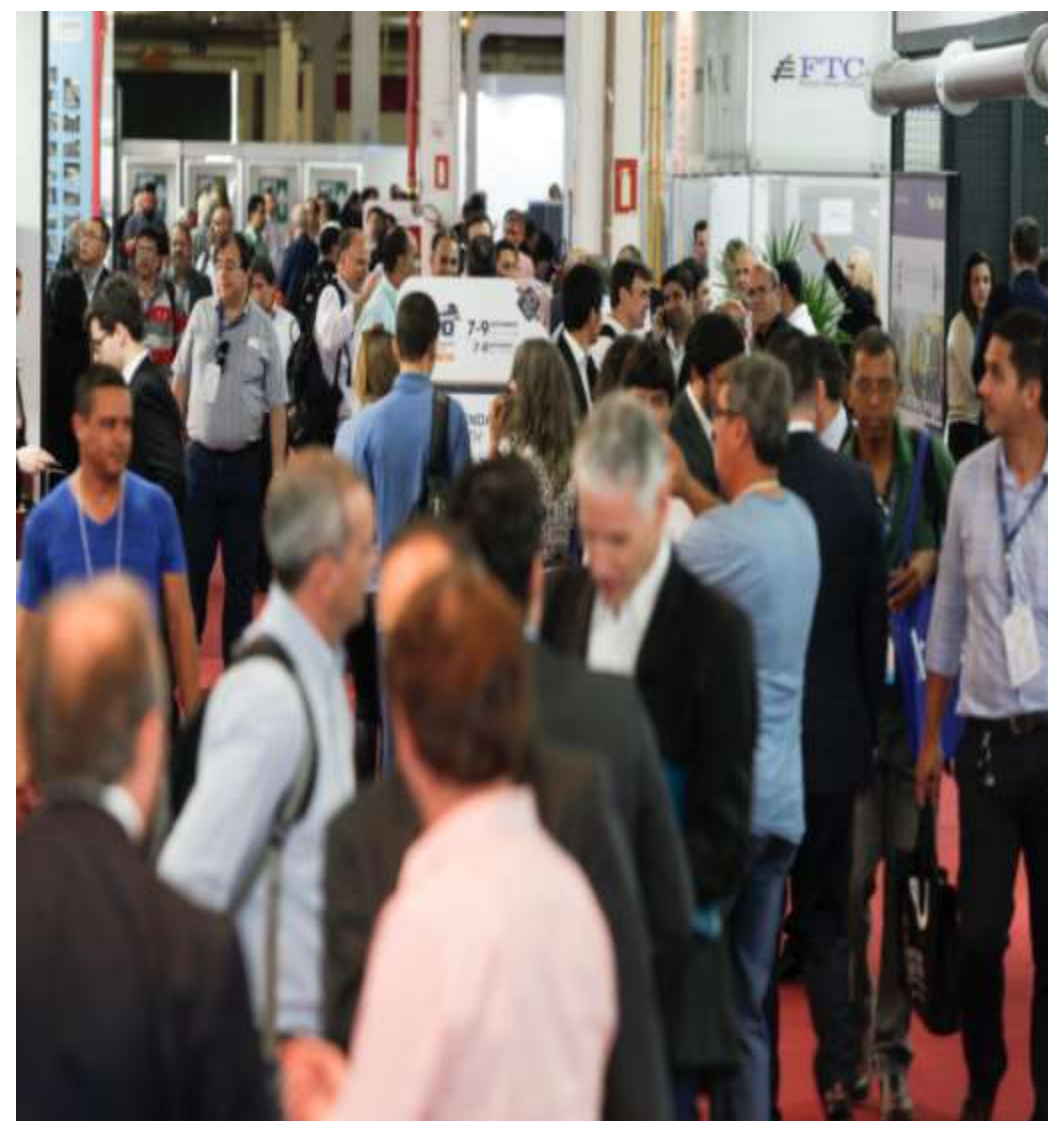
# Special Offers

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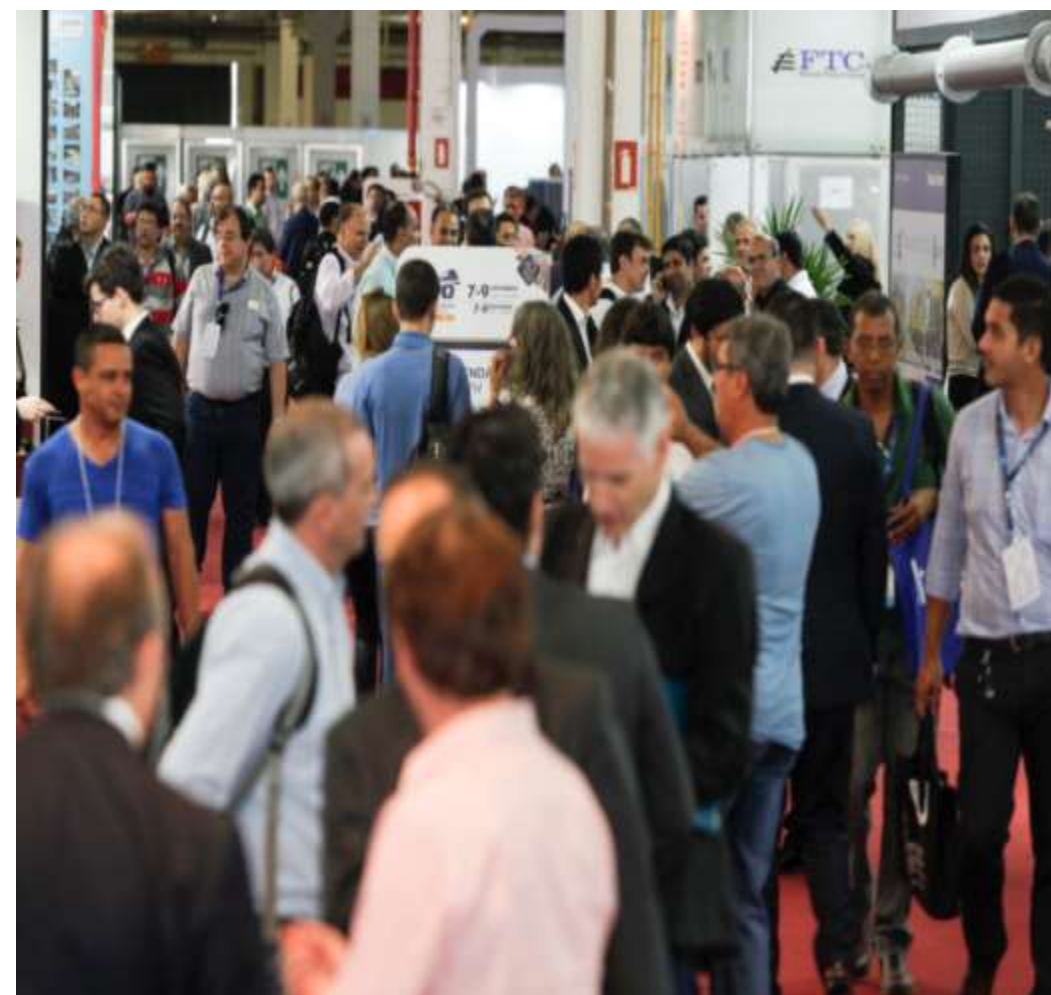


## VISIBILITY KIT

### Advantages:

- The exhibiting company's logo is applied to the following:
  - Giant Map
  - "You are Here" Map
  - The show's Pocket Map
  - Online database
  - The show's mobile app
- Company information registration;
- Registration of brands and products;
- Inclusion of company representatives' information;
- Stand's location;
- Contact form to capture leads;
- Integration with social networks;
- Inclusion of product classification in researches;

**Investment: US\$ 350,00**



## INSTITUTIONAL SUPPORT

### Advantages:

- Application of the exhibiting company's logo on the following:
  - Website home as Supporter
  - Marketing emails in visitation and exhibition campaigns
  - E-news
  - Printed fliers and materials
- Opportunity to publish 2 articles on the Supporters' column of our monthly e-News (periodicity defined by the supporter)
- 1 html triggered (created by the supporter) to the show's database of attendees
- 2 posts with content about the supporter published on the show's Facebook page

**Investment:** US\$ 1.500,00

**Quotas:** 04





For more information, please  
contact our sales consultant:

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