



## **XV** International Exhibition and Conference on Cards, Services and Technologies

Frei Caneca Convention Center – São Paulo – Brazil  
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# Merchandising and Sponsorship



Produced by  
**informa**  
exhibitions

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# MERCHANDISING AND SPONSORSHIP

In this material, you'll find advertising and merchandising opportunities that will help you to advertise your brand not only before, but also during CARDS SOUTH AMERICA event, and that will put your brand in evidence. Get to know and pick up what better suits your marketing strategy.

## Banner in the Website

Use this action to disclose your participation in the event and to show your products and services. Insert your banner in the event's website with a link to your company's homepage.

Formats:

- Option A: Random Banner - 120 x 60 pixels
  - Option B: Random Banner - 120 x 120 pixels
  - Option C: Random Banner - 468 x 60 pixels
- \* The period of permanence is up to 3 months for all models.  
\* Client must provide the banner's art in JPG with 300 dpi resolution.



## E-shot

Informa triggers your marketing e-mail to the event's visitors and congressmen mailing list. It's about 45,000 professionals among the CEO, President, Director and Manager areas, apart from consultants, means of communication and opinion formers.

- \* The e-mail marketing production is submitted by the exhibitor company in HTML format.
- \* The e-mail marketing maximum limit size is 150 kb.

## Hyperlink

By inserting your company's homepage link as well as your logo in the exhibitors list in the website of the event, visitors will have direct access to your website.



## Advertising in the Electronic Newsletter

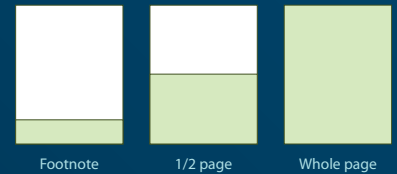
The electronic newsletter advertisement will give visibility and draw more attention to your company. It'll also allow your company to reach your target public in a faster and more efficient way. This will be a fortnightly bulletin with the main information about Cards 2010 and about the market. After the mailing, the newsletter remains permanently in the website.

- \* Consult the commercial department for the advertisement's measures.

## Advertising in the Print Newsletter

The print newsletter is an informative paper of the pre-event issued 1 (one) month before the date of the event and sent to the main professionals of the sector; over 48.500 potential clients and opinion formers of the sector, conceding a greater highlight and visibility your company.

\* Consult previously the commercial department for quotes availability and advertisement size.



## Pocket Map

Exclusive distribution of the company/product's logo on the back of the pocket map that will be distributed to all visitors to the fair.

\* Consult previously the commercial department for pocket map's print run.



## Event's Badge Cord

Insertion of your company's logo on the badge cord of all the participants of the event.



## Fair Entrance Porch

Insertion of your company's logo on the fair entrance porch.

\* Check the project's dimensions with the commercial department.

## LCD's Accreditation

Image, logo or information transmission in 2 (two) LCD screens in the event accreditation.



## Totem with Enlarged Reality

A totem with a 32" display equipped with a camera and an automatic face recognition system. After recognizing a face, the system adds a thought balloon over the visitor's head, giving the idea that's the totem that's reading his thoughts.

The totem is placed in the event's entrance. The event sponsor chooses 10 impact sentences. When the system recognizes a face, it displays one of the sentences in a balloon at random or with an even distribution.



## Logo in the Location Plan

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The location plan is a reference for the visitors who are looking for the exhibitor companies. Therefore, insert your logo in it, so that visitors will be able to identify where your stand is in a fast and efficient way!

## Press Room

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An excellent channel for your company to talk to an always well-informed and opinion former public, composed by journalists of the most reputable vehicles of communication and spokespeople.

- Stickers with the company's logo applied on the internal and external walls of the rooms.
- Distribution of souvenirs inside the room (sponsor's production and responsibility).
- Insertion of the promotional material inside the press room (sponsor's production and responsibility).

## Internet Point

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Important piece of disclosure due to its size and strategic location. The Internet Point is an excellent place to publish your company with the application of your logo.

\* The Internet Point project is defined by Informa.

## Signalization Totem

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Strategically placed on the main aisles of the event as well as in the common areas, the signalization totem is an excellent tool to divulge and promote your logo, product or service.

## Sticker on the Pavilion Floor

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Indicate your stand's location through floor signalization on the pavilion aisles.

- Measures 1.0m x 1.0m
- The art that will be applied must be provided by the client in up to 4 (four) colors.
- Maximum of 3 stickers by company.



## Coffee Break (6 coffee breaks in 3 days)

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Main meeting point of the entrepreneurs present in the conferences, this is the place where visitors and congressmen will meet.

- 4 banners that must be produced by the sponsor (1.00 x 1.50m).
- 2 integral registrations to the event.
- Leaflet on congressmen folders.
- Standardization of waiters' aprons.

## Lunch

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Offer an exclusive lunch to the conference participants.

- 10 invitations to take part in the lunch.
- 2 integral registrations to the event.
- Leaflet on the congressmen folders.
- Merchandising actions in the lunch area:
  - Aprons standardization.
  - 3 Banners produced by the sponsor in the lunch area (1.00 x 1.50m).
  - Flags on the lunch tables.

## Cocktail

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Offer a cocktail to the conference participants.

- 2 integral registrations to the event.
- Leaflet on the congressmen folders.
- Merchandising actions in the lunch area:
  - Aprons standardization.
  - 3 Banners produced by the sponsor in the lunch area (1.00 x 1.50m).
  - Flags on the lunch tables.

## Welcome Dinner

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Offer a welcome dinner to the conference participants.

- 30 invitations to take part in the dinner.
- Merchandising actions in the lunch area:
  - Aprons standardization.
  - 3 Banners produced by the sponsor in the lunch area (1.00 x 1.50m).
  - Flags on the lunch tables.
- 15 minutes to open the dinner



## Visitor's Bag

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A souvenir of your company, even after the fair, is the bag that will be distributed to all visitors to the event.

\* The distribution will be responsibility of the planner and will be made in the entrance of the event, in the internal part of the exhibition.



## Backpack Congress

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A reminder of your company is the backpack that will be distributed to all delegates of the event.

\* The distribution will be responsibility of the organizer and will be made in the entrance of the Congress.



## Note Books

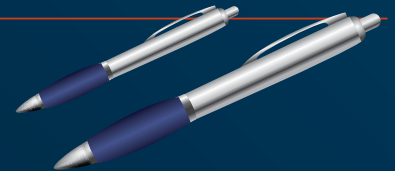
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Insertion of the sponsor company's logo on the note books that will be distributed to the participants of the congress.

## Personalized Pens

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Personalized pens with the sponsor company's logo will be distributed to the congressmen.



## Booklets on the Conference Folder

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Insertion of booklets on conference participants' folders.

## Chair Cover of the Lectures Cycle

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Insertion of your company's logo on the auditorium chair covers.

