

31<sup>TH</sup> INTERNATIONAL AGRICULTURAL  
TECHNOLOGY FAIR IN ACTION



# THE STRENGTH OF OUR ROOTS



*Media and merchandising*

**APRIL 27** **2 0 2 6**  
**TO MAY 1** **8A.M - 6P.M**  
RIBEIRÃO PRETO • SP • BRAZIL



## AUDIENCE

### PHYSICAL EVENT



Female  
**27%**



Male  
**73%**

## BUSINESS SECTORS

Farmer/Rural Producer

**27%**

Student

**13%**

Consultant

**9%**

Farm Administrator/Manager

**9%**

Agronomic Engineer/Agricultural Technician

**8%**

Veterinarian/Zootechnician

**1%**

Mill Buyer

**1%**

Others

**32%**





## AUDIENCE

## PROFILE SOCIAL MEDIA

Combined, the **Agrishow** website and the **Agrishow Digital** content channel reach:

**+ 470 thousand** followers

**+ 2.1 million** page views on the fair's website

**+ 370 thousand** of page views on the digital channel's website

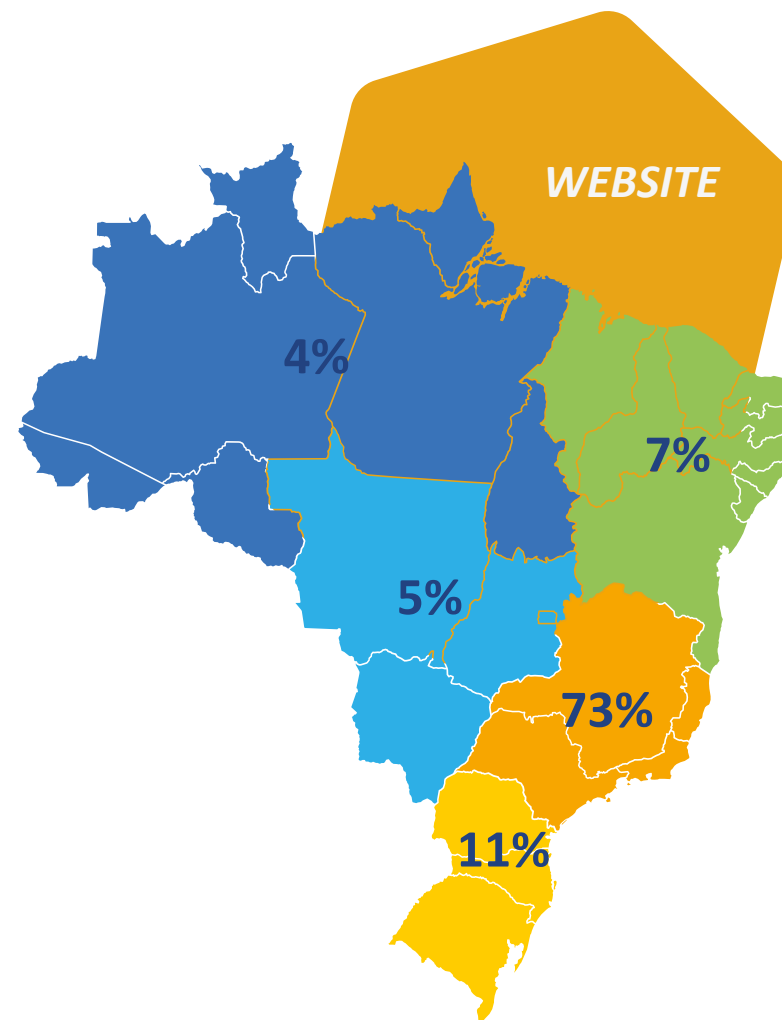
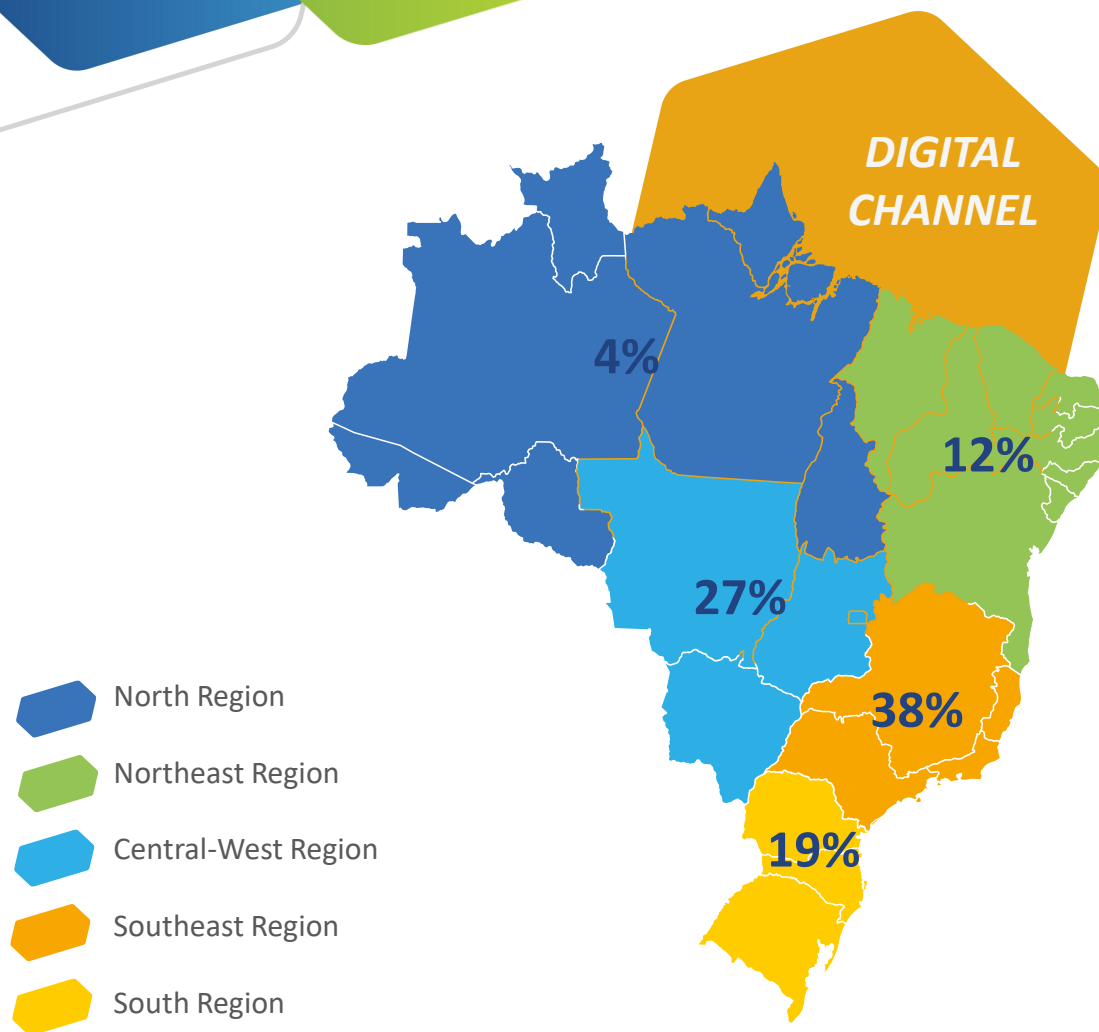


*Last updated in May 2025*



# AUDIENCE

QUALIFIED AND  
DIVERSIFIED



Analysis period: 05/01/2024 to 04/30/2025

# MEDIA

## QUALIFIED CONTENT

Investing in qualified content to assist in purchase decisions is an effective way to engage your target audience and expand your network of clients and potential customers. This is achieved by offering relevant and valuable information that attracts, engages, and adds value to people, creating a positive perception of your brand and, consequently, boosting sales.

## SEGMENTED AUDIENCE

With over 30 years of experience in the business trade show segment, we know our audience well and specialize in producing content to meet the needs of our visitors, who are looking for solutions for their businesses. Throughout the 365 days of the year, we act as a bridge between your company and your customers in the B2B segment.

## SUPPORT FOR PURCHASE DECISION

We monitor the profile and needs of our audience to keep them informed about the trends, innovations, and news shaping the future of the market. Whether in the digital space or at our trade shows, creativity is the driving force behind special projects that connect buyers and sellers through technical, exclusive, and relevant content.



## IT INCLUDES:

- Participation of the sponsor's spokespersons;
- Redirect link to the sponsor's website;
- Logo on the cover and contact page;
- Delivery of a file with leads generated during the campaign period (shared after user consent, in accordance with data policy);
- 30-day campaign on our social media and digital channel to enhance the reach of the material.

## IDEAL FOR CLIENTES WHO WANT:

- Branding
- Launch products
- Reach new audiences

## E-BOOK

The material provides an overview of a specific topic with the participation of the sponsor and a market expert.

### WHY?

- The e-book allows your brand's message on a specific topic to be reinforced for a qualified audience;
- This content helps increase brand recall and also generate leads;
- The main theme of the event participation can be previewed in the e-book to engage the audience in the physical environment.



## WHITE PAPER

The material addresses a topic in a technical manner, supported by research or results, with the participation of the sponsor and a designated market expert.

### WHY?

- A white paper showcases your brand's expertise on a specific topic to a qualified audience;
- This content helps increase brand recall and also generate leads;
- Complex technology or equipment to be demonstrated at the event can be presented in advance through a white paper to engage the audience in the physical environment.

### INCLUDES:

Consultation with a brand spokesperson to provide insights to the journalist (optional)  
Text creation by a journalist specialized in the segment and visual identity aligned with the brand  
15 to 30-day campaign on our social media (boosted dark posts)  
**IT IS RECOMMENDED THAT CONTENT PRODUCTION BE HANDLED BY THE INFORMA TEAM**



## INFOGRAPHIC

The material presents a complex topic or set of data through visual aids to simplify understanding.

### WHY?

- Infographics make communication more intuitive and easier to consume;
- This content helps increase brand recall and also generate leads;
- It has a high potential to become viral content due to the quick consumption of information and illustrations.



## Interview with executive (in text)

Executive from sponsoring brand is exclusively interviewed to discuss perspectives, innovations, and solutions in their market.

### INCLUDES:

- Publication of the executive's photo as the main image;
- Redirect link to the sponsor's website;
- 14-day campaign on our social media and digital channel to boost the material's reach.

### WHY?

- Establishes and promotes the executive's leadership on a topic among a qualified audience;
- Open publication, no registration required for reading, which facilitates consumption;
- Generates quick brand recognition.

Published on the Agrishow Digital content channel

This product does not generate leads



## Article

In-text content that showcases the sponsor's expertise in an area by relating it to the promotion of a product/service. Article/news about your brand or product published on the largest agribusiness portal in Latin America and promoted to the event's database.

### IT INCLUDES:

Sponsor's testimonial; Publication of a photo or video of the product/service; Redirection link to the sponsor's website; 14-day campaign on our social media and digital channel to boost the material's reach.

### WHY?

Open publication, no need to register to read, which makes it easy to consume; • Generates quick brand recognition

- Published on the Agrishow Digital content channel
- This product does not generate leads



## Article + Native 50k

Sponsored content package for the Agrishow digital portal, with the possibility of boosting the article's visibility through Native by Informa, promoting its dissemination on other web channels.

### IT INCLUDES:

Publication of the sponsored content on the Agrishow digital portal. Visibility amplification through Native By Informa on various Web channels. Strategy focused on increasing visibility before the event.

### WHY:

Maximization of dissemination through a complementary Native campaign.



### IDEAL FOR CLIENTS WHO WANT:

- Branding
- Launch products
- New audiences

*IT INCLUDES:*

- Publication for 30 days, it is not possible to change the image.
- High brand recognition and conversion.
- Possibility of using a static or animated message (GIF).
- Requires sending a destination link.
- Rule: 3 clients per month, rotating banner.

## Super Banner

This is the insertion of banners with an offer for your products or services on the homepage of the digital channel, for both desktop and mobile versions. The banners will direct users to a specific page on your brand's website.

**Why?**

It transmits a message clearly and quickly.  
It directs clicks to the sponsoring brand's website.

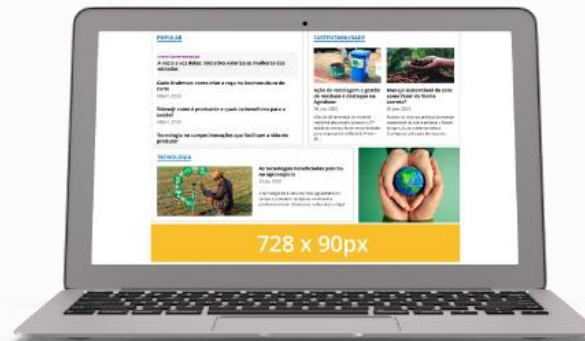


## Floor Banner

Opportunity to insert a fixed banner at the bottom of the digital channel window. The message remains on the screen while the user scrolls down the page.

**WHY?**

It transmits a message clearly and quickly.  
It redirects clicks to the sponsoring brand's website.



## Rectangle Banner

An insertion of banners with an offer for your products or services on the homepage of the digital channel, including both desktop and mobile versions. The banners will direct users to a specific page on your brand's website.

**WHY?**

It transmits a message clearly and quickly.  
It directs clicks to the sponsoring brand's website.





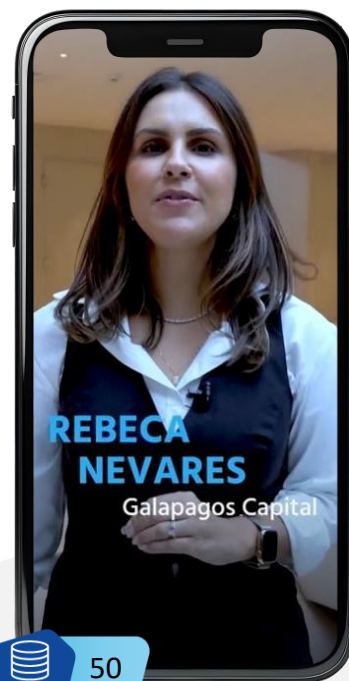
## Vídeo invitation\*

Invite visitors and promote your brand and/or product that will be presented during the fair. Pre-event.

(The video will be shown on all of Agrishow's social media networks.

The video must be recorded by the exhibitor in vertical format, with their brand in the background.

\*Action from March to April.



## Reels at the booth

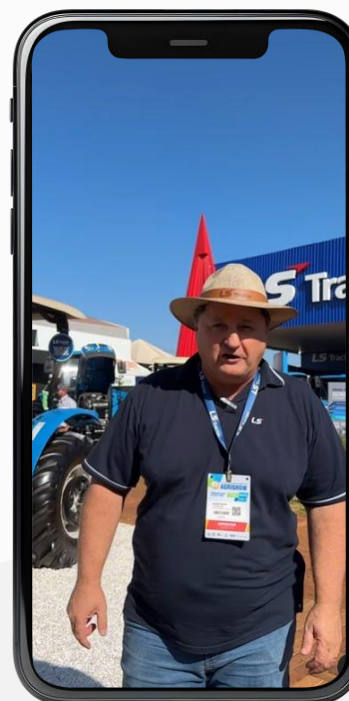
Recording of up to 3 minutes at the booth, presenting the sponsoring brand's new products. Publication on Instagram, during the event.

### IT INCLUDES:

Participation of a brand spokesperson.  
Mention of the booth location.

### WHY?

Contributes to increasing brand recall.  
Draws attention to the products/services presented during the event.



## TBT

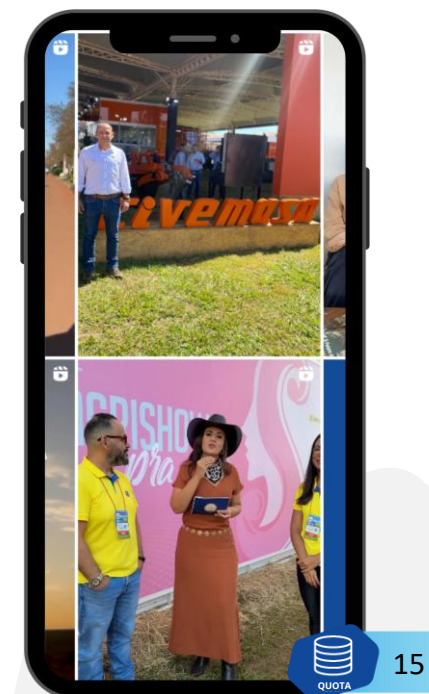
A post-event TBT post with carousel photos of the booths.

### IT INCLUDES:

A post on the Agrishow social media feed after the event [always on a Thursday], with a caption about the participation in the fair.  
A collaboration and tagging of the exhibitor's @ in the caption.

### WHY:

Space to talk about the participation in the event.  
Reminds visitors of the equipment and technologies presented.



## Interview with executive (at the booth)

A sponsoring brand's executive is interviewed and filmed for 5 to 10 minutes during their participation in the event. The post may be published on the fair's YouTube channel during the event.

### IT INCLUDES:

An opening title sequence.  
Text with the executive's name.

A social media campaign to boost consumption after the event.

### WHY?

It establishes and promotes the sponsoring brand's leadership on a topic.  
It presents market trends and the brand's solutions.



## Exhibitors in the Spotlight

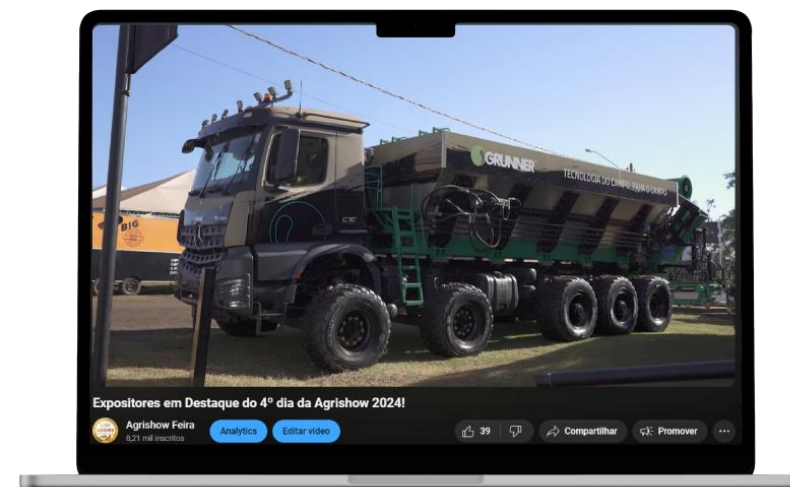
Recording of a product at the exhibitor's booth, with a focus on new launches and special offers. The video will be posted at the end of the day on Instagram and YouTube, in the "Daily Highlights" format. It is not exclusive and is up to 30 minutes long. There will be two videos per day, with five companies featured in each highlight.

### IT INCLUDES:

Video editing and voice-over, an exclusive highlight exhibitor intro, delivered during the event.

### WHY:

It helps to increase brand recall.  
It draws attention to the products, services, and special offers presented during the event.





## Interview with executive (in video/remote)

A sponsoring brand's executive is interviewed for 5 to 10 minutes in a video to boost the brand's visibility and/or lead-generating material (such as an e-book). The video is published on the Agrishow digital channel. The recording is done via StreamYard.

### IT INCLUDES:

Video editing with the insertion of:

An opening screen with the sponsor's logo.

Text with the executive's name.

An ending screen with the sponsor's logo and website.

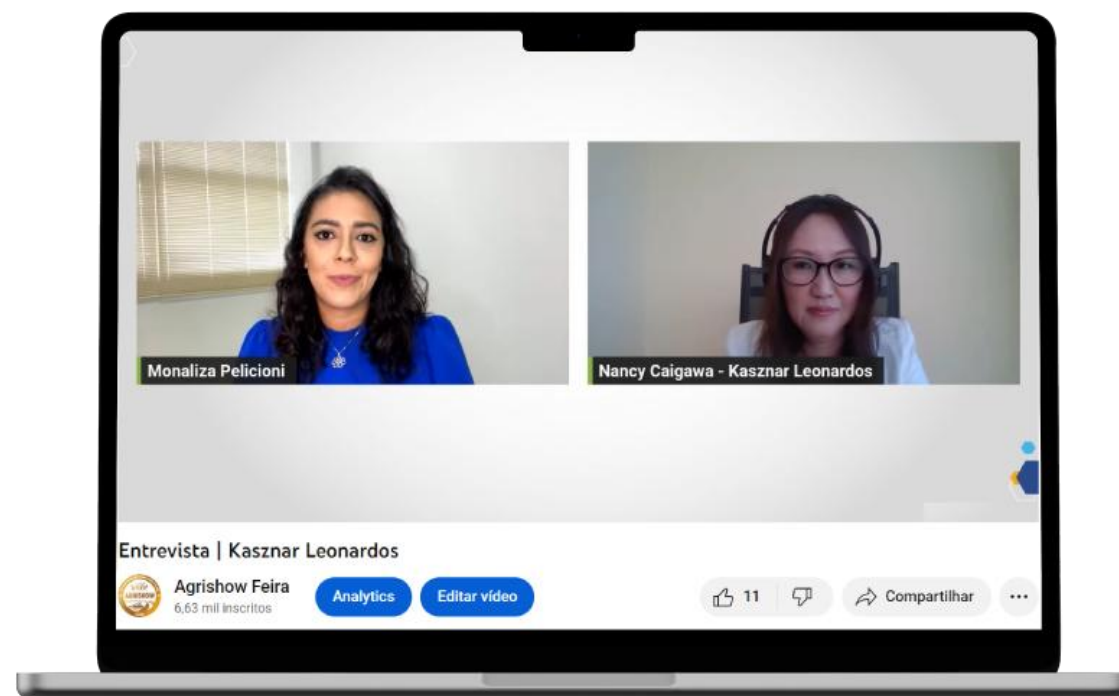
A campaign on our social networks to reach more interested individuals.

### WHY?

It establishes and promotes the sponsoring brand's leadership on a topic.

It presents market trends and the brand's solutions.

It helps to increase brand recall.



## Social by Informa – ESG

### Sponsored Publication on Instagram and Facebook

Social ads leverage the social characteristics of the internet to reach a specific audience. Promote your brand effectively with "Social," a new Informa Markets product that guarantees audience extension via first-party data through the social media profiles of Informa products. This product combines audience information from in-person events, digital channels, content channels, and social networks.

#### It includes:

Publication of banners in the form of sponsored dark posts on the event's Facebook and Instagram.

A redirect link to the website chosen by the brand.

A dashboard with results 5 days after the campaign ends.

#### Why?

Our solution will spread your campaign across the entire web.

It's a great "top-of-funnel" solution, also known as the awareness phase and the first stage of the sales funnel.

It generates quick brand recognition.



By purchasing an ESG product, the client instantly donates a percentage of the impressions purchased for the promotion of banners from a social institution in the sector. This means that when you purchase a package, two campaigns will be conducted: one for brand promotion and one for the institution's promotion.

#### Advantages:

Supports a social cause.

The exhibitor's logo is featured on the fair's sustainability landing page as a supporter of sustainable initiatives.

The exhibitor receives a post to promote their participation in a sustainable action linked to the event.





**WHY:**  
Our solution will spread your campaign across the entire web.  
It's an excellent "top-of-funnel" solution, also known as the awareness phase and the first stage of the sales funnel.  
It generates quick brand recognition.

ADS By informa ESG  
GOOGLE AD - Banner

Your brand's banners are distributed across numerous websites visited by Agrishow's online audience, giving you a digital presence. The banners find the audience that accesses the event's channels while they browse the internet and communicate directly and persistently with this qualified base, leading the interested audience to your brand's website.

**IT INCLUDES:**  
Publication of banners in IAB formats across the web.  
A redirect link to the sponsor's website.  
Access to a dashboard to track results, including the banner broadcast period, impressions, clicks, CTR, and the top 10 broadcasting channels.

Impressions		1 million	1.5 million	2 million
Campaign Duration	15 days	15 days	15 days	15 days
Setup, Execution and Optimization	-	-	-	-
Campaign Final Report	-	-	-	-
Locations	2	3	5	5

Native ESG by informa  
GOOGLE AD - Message

Native Ads campaigns expand your message through ads in the form of articles on the Google Display Network for the Agrishow audience.

**IT INCLUDES:**  
Promotion of the brand's article or landing page via IAB banners across the web.  
A redirect link to the brand's article or landing page.  
A dashboard with results 5 days after the campaign ends. The dashboard includes information on the banner broadcast period, impressions, clicks, CTR, top 10 channels where the ad was broadcast, creative performance, and demographic data.  
A 15-day campaign on the Google Display Network, using the event's audience ( ualified contacts used for segmentation).



## Data Collector LEADSTER

### What is it?

An application on your company's team's cell phones to collect information from the credentials of contacts who visited your booth during the fair. You can export contacts at any time.

### How does it work?

You download the event platform's application and capture the online data from the credentials of the visitors who came to your booth. You can rate visitors from 1 to 5 stars to identify the lead's potential. You can access the data in real-time and there's no limit on the number of users.



## Data Collector LEADSTER +

### What is it?

It's a lead capture service for qualified leads after the event. It targets visitors who did not go to your booth but who match the 5-star profile your company has defined.

### How does it work?

First, you use the Leadster app to collect contacts who visited your booth and rate them on a scale of 1 to 5 stars. Then, we analyze the collected data and, based on your 5-star rating, we contact visitors via WhatsApp who did not visit your booth but who fit that top-rated profile. We send a personalized message from your company to these qualified visitors. Finally, we filter users who respond with interest in doing business with your company, and we provide you with a list of those visitors (name, company, contact) who gave a positive response, so your brand can generate new business.





## IT INCLUDES:

Broadcast for 30 days, with no possibility of changing the image.  
High brand recognition and conversion.  
The possibility of using a static or animated message (GIF).  
It is necessary to send a destination link.  
Rule: 3 clients per month, rotating banner.

## Super Banner

The Super Banner is the most prominent format on the fair's website homepage. It's the ideal format to promote your biggest launches and promotional strategies at the fair.

With each page refresh, one banner from the quota will be displayed.



## Half page Banner

Located on the right side of the website's homepage, this is a highly effective action for your brand and its products.

With each page refresh, one banner from the quota will be displayed.



- A destination link must be provided.
- The broadcast period is 30 days.

Rectangle Banner  
I, II & III

Located in the central area of the website's homepage, they are excellent for customizing and completing your promotional campaign for the fair's visitors.

With each page refresh, one banner from the quota will be displayed.

Banner on the  
accreditation page

This is the ideal format to announce your presence at the fair and draw attention to your brand.

The broadcast period is 90 days, from February to April.

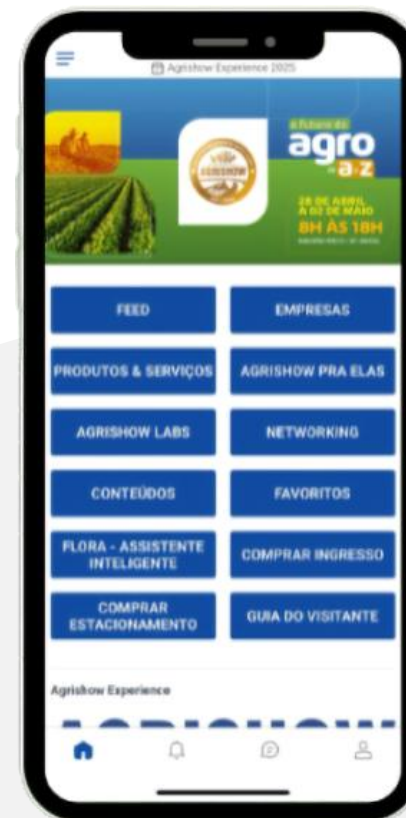


## APP Agrishow Sponsorship

Take advantage of the visibility opportunity for your company within the Agrishow app to present your brand, engaging and interacting with your clients.

	Master	Visibility
Timeline post	5	1
Push notification	5	1
Logo on the map	1	1
Banner 300x250	1	
Search prioritization	1	1

Advance scheduling is required to guarantee space in the publishing schedule.



MASTER

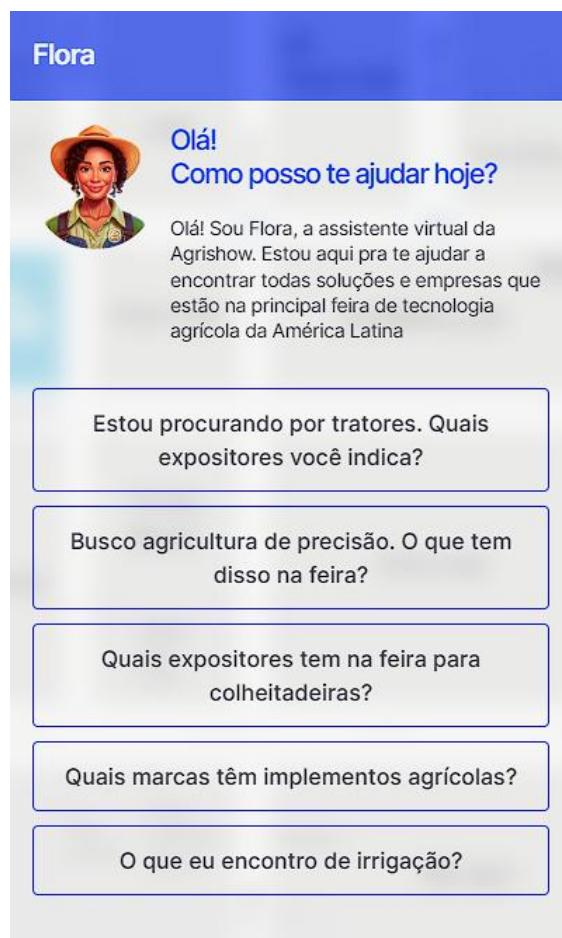


VISIBILITY

## Flora- AI Assistant Word

This virtual assistant, available within the event platform, is an advanced solution designed to optimize the visitor's journey at the event, offering personalized recommendations for companies and products.

Whenever a visitor searches for a keyword purchased by an exhibitor, the first result will be the sponsoring company's suggestion.



## Push

Push notification messages are sent within the event platform on the days of the event. It's a great opportunity to remind and update visitors.

### It includes:

Sending text of up to 160 characters.





## Note Insertion in the Email<sub>(content)</sub>

Sent periodically to exhibitors and visitors, the newsletter is a great opportunity to stay in touch with your clients throughout the year.

### IT INCLUDES:

Text content to promote an article, e-book, or white paper. It can also include links that redirect to the sponsor's website, article, or e-book. An image can be included.

### WHY?

It boosts the promotion of the client's content. It redirects clicks to the sponsoring brand's website.



*Prior scheduling is necessary to guarantee space in the publication timeline.*

## Email banner

### Email marketing banner for visitors

For those who want to promote high-impact actions, the digital banner is ideal because it is a prominent feature in the fair's email marketing, which includes information and news from the sector for visitors. Your brand will gain visibility with the insertion of a prominent digital banner, complete with a link to your company's website. You can promote products and services, as well as highlight your market actions.

### IT INCLUDES:

A 600x140px banner.

It is non-exclusive.

It includes links that redirect to the sponsor's website.

### WHY?

It transmits a message in a clear and fast way.

It directs clicks to the sponsoring brand's website.



600x140 px



JPG



NON EXCLUSIVE

*Prior scheduling is necessary to guarantee space in the publication timeline.*

# ***MERCHANDISING***

## ***MAIN ADVANTAGES***

- *To strengthen your brand with the visiting public.*
- *To promote your location at the event.*
- *To attract more clients to your booth.*
- *Merchandising actions during the fair increase booth traffic by more than 100%.*

Our audience\*

**197.000**  
visitors

\*in 2025





## Pocket Map

Most requested material at the fair;  
Generates more visits to your booth;  
Strategic communication at the fair;  
High number of visitors impacted;  
Brand activation.  
Advertisement on the back of the pocket map distributed at the event.

**NOTE:**  
Artwork provided by the sponsor;  
Advertisement submission deadline: 03/20.  
**PRINT RUN:** Minimum of 20,000 units



Minimum 20K units



## Information desk 3 ENTRANCES

Brand visibility on information desks, located at the north, south, and east entrances.  
Distribution of sponsor's flyers;  
Authorization to provide uniforms for receptionists.

### QUANTITY:

**03 Branded Desks:** one at the north entrance, one at the south entrance, and one at the east entrance.  
**06 Receptionists:** 2 at each desk.

**Logo submission deadline: 03/27.**



*Note: Counter and reception production*

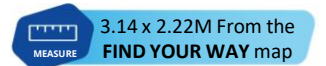
## Logo on the map FIND YOUR WAY

Insertion of 1 logo highlighting your location on up to 8 units of the map distributed at the fair.

**PERIOD:** During the event.  
The logo must be sent as a vector file (EPS or AI) to the Informa Markets Customer Success team.

**QUANTITY:**  
Up to 14 logos on the Outdoor map  
Up to 10 logos on the Agro Solutions Arena map

**Logo submission deadline: 03/27.**





## Press

**Brand activation directly at the accreditation area for journalists and industry press.**

Agrishow attracts over 700 journalists from Brazil and abroad. This is an excellent opportunity to put your brand in direct contact with the entire industry's press.



## Release Panel

Header for the Press Release Panel

The exhibitor must provide the artwork, sized 4m x 0.5m.

Artwork submission deadline: 03/27.



## Desk (exclusive quota)

Decal on the reception counter of the press room.

The production and application of the decals are the responsibility of the sponsor.



## Giveaway for the press (exclusive quota)

Authorization for a gift bag (giveaway) that will be available for journalists in the press room.

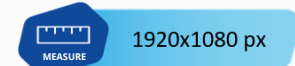
## Banner

Inclusion of a banner at the press room reception.

## TVs in the press room

One 42-inch TV in the press room (reception) with sponsor content.

FORMAT: MP4 video up to 30 seconds long (no sound).



## Official time (exclusive quota)

Official Time Sponsorship on Agrishow Radio.

The sponsor will be mentioned every hour, on the hour, throughout the entire event.



## Weather Forecast

Sponsorship of the weather forecast on Agrishow Radio (morning and afternoon).

The segment will feature a 10-second reading of the sponsor's slogan, followed by the weather forecast.

This will be concluded with a 30-second spot produced by the sponsor.

The broadcast will run throughout the event.



20 insertions



5 days of the event

## Interview

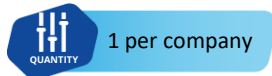
One live interview, up to 3 minutes long, will be broadcast on Agrishow Radio during the event.

A briefing will be provided in advance by the organizer.

Early booking will be given priority on the schedule.



8



1 per company



## Media Placement for an Advertisement

Production of the advertisement/spot is the responsibility of the advertiser.



30 insertions



5 days of event





## Sponsorship of Solar Charger for Visitors



### EXCLUSIVE QUOTA

The exhibitor is authorized to install banners or a totem with a QR code to promote their brand.

The organization is responsible for installing the solar charger.

Up to 5 charging units distributed throughout the fair.

The exhibitor will receive one daily mention on Agrishow Radio about the sponsorship and the brand's positioning on the topic of Sustainability.

*\*The initiative must be previously approved by the fair's management.*



## Stay Hydrated Sponsorship at Agrishow

### Drinking Fountain Unit Sponsorship

The company's brand will be displayed on the front of the drinking fountain (sponsor provides the artwork).

Informa is responsible for the installation of the drinking fountain.

2 drinking fountain units per restroom in the Central Plaza (2 units).

The exhibitor is authorized to distribute eco-cups at the sponsored drinking fountain (promoter provided by the sponsor).

**Deadline for delivery:** 03/27



## Electric Cart Sponsorship for People with Disabilities



Branding of the exhibitor on 3 electric carts for people with disabilities during the 5-day event, supporting Sustainability.

Exhibitor provides the artwork.



## Rest Area



Authorization to set up the Rest Area (hammocks, bean bags, etc.) featuring the sponsor's brand. The project must be approved in advance by the organizer.  
10 event access passes included.



## Sustainable Initiatives



Agrishow will support exhibitors presenting sustainable initiatives at the fair.

The project must be approved in advance by the organizer.





Electric Cart Sponsorship  
EXHIBITORS



- Authorization to use an electric cart during the fair.
- Available only for exhibitors with an area of 1,800 m² or larger.
- Rental, driver, and branding (wrap/graphics) of the cart are the exhibitor’s responsibility.



Bus Sponsorship  
In the Yellow Parking Lot  
(Visitors)



- Transport from the Yellow Parking Lot to the fair entrances.
- Authorization for branding on up to 3 sides of the bus (2 sides + rear window) + illuminated sign, alternating with the fair’s name.
- Authorization to distribute gifts and promotional materials during bus boarding.  
Examples: bags, pens, caps, water, etc.
- Production of bus wrap/banner, uniforms, and gifts is the responsibility of the client.
- This initiative requires approval from the fair management. Measurements will be provided by the Agrishow team.



6 = 3  
bus



## Women's and Men's Restrooms

Authorization to install sunscreen and hand sanitizer dispensers in all restrooms.

Possibility to brand the area above the dispenser.

Production/supply/installation of sunscreen and branding is the sponsor's responsibility.

Dimensions: 60 cm height x 35 cm width.



## Women's Restroom

### MIRROR SPONSORSHIP

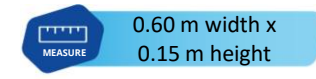
Space for a printed sticker with the exhibitor's logo, to be placed above or below the mirrors in the 8 female restrooms.

Production and application of the stickers are the sponsor's responsibility.

### RESTROOM DOOR SPONSORSHIP

Opportunity to apply branding between the doors of the stalls in the female restrooms.

Production and application of the stickers are the sponsor's responsibility.



## Men's Restroom

### MIRROR AND URINAL SPONSORSHIP

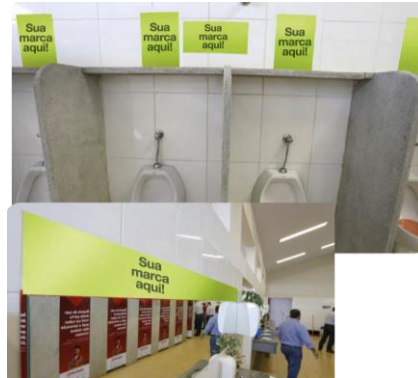
Space for a printed sticker with the exhibitor's logo, to be placed above or below the mirrors in the 8 male restrooms.


Production and application of the stickers are the sponsor's responsibility.

### RESTROOM DOOR SPONSORSHIP

Opportunity to apply branding between the doors of the stalls in the male restrooms.

Production and application of the stickers are the sponsor's responsibility.



 Dimensions:  
Please  
contact us\*



1



15 each restroom

## Restrooms

### ADVERTISING IN FRONT OF THE RESTROOMS

- 2 exhibitor banners in front of one of the 8 restrooms at the fair, except Restroom 5.
- Restroom 5 – Female: 2 exhibitor banners in front of the restroom.
- Restroom 5 – Male: 2 exhibitor banners in front of the restroom.
- Exhibitor provides the artwork.
- **Deadline for artwork submission: 03/27**



1.60 x 1.20 m  
Bleed: 0.05 m





## General Fair Staff Uniforms

Sponsor logo placement on the T-shirts worn by the entire Agrishow team, including:

- Reception
- Ticketing
- Press & International Registration
- Administrative Area Receptionists
- Electric cart drivers

Worn every day of the event.

Agrishow layout; production is the sponsor's responsibility.

QUANTITY: 500 customized T-shirts



T-shirt printing must meet the quality standards established by the organizer.

Layout must be approved by the fair's management.

## Sunscreen Distribution Individual Sachets

AGRISHOW OFFERS:

Authorization to distribute the sachets in the visitor parking and bus parking areas.

Storage space for the samples and materials.

8 passes for fair access.

Production/supply of 10 ml sachet samples is the sponsor's responsibility (10,000/day, front must display the event logo or name).

Uniformed promoters for distribution (hiring of promoters and uniforms is the sponsor's responsibility).



## Sampling

### Distribution of Promotional Material at the Yellow Parking Turnstiles

Authorization only for the distribution of promotional material at two entry booths of the Yellow Parking Lot / visitors (Ribeirão → Sertãozinho direction).

Two promoters can carry out this action, one at each booth.

This initiative requires approval from the fair management.

Production and delivery of gifts, promoters, and uniforms are the sponsor's responsibility.

**QUANTITY:**

7 slots for the visitor parking lot.

**PERIOD:**

Throughout the entire event.



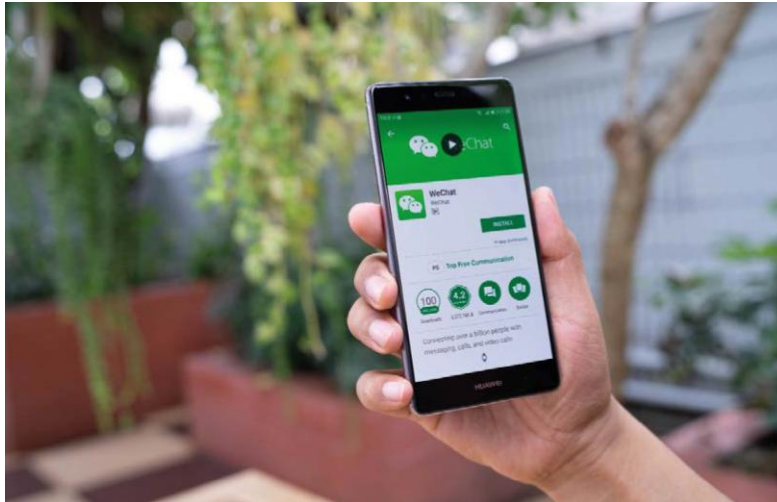
## WIFI Guest

**Pre-Event:** Sponsor logo in the Wi-Fi promotional email for the fair. (marketing)

### During the Event:

Upon network login, the sponsor's logo or artwork can be displayed (artwork must be provided by the sponsor).

Sponsor logo on Wi-Fi signage at the fair: up to 10 signs distributed throughout the event. Sign size: 30 x 42 cm PVC.



## Landscape Maintenance

**Sponsors are entitled to the following communication:**  
"Company X maintains this area."

**Central Plaza (Bench Area):** "Company" maintains this area – up to 10 signs (60 x 40 cm)

**Restaurant Area (Street 22):** "Company" maintains this area – up to 8 signs (60 x 40 cm)

**Avenida D (Main Avenue):** "Company" maintains this area – up to 22 signs (60 x 40 cm)

### LOCATIONS:

- A. Authorities' Plaza
- B. Street 22 – Restaurants
- C. Avenida D – Main



## Avenue Signage

Space to display your company logo on the avenue signage.

### QUANTITY:

1 batch of 21 signs per avenue (Av. A – Av. H)

Production by Informa Markets.

**Deadline:** 03/27



70x25cm



## Street Sign in the Agro Solutions Arena

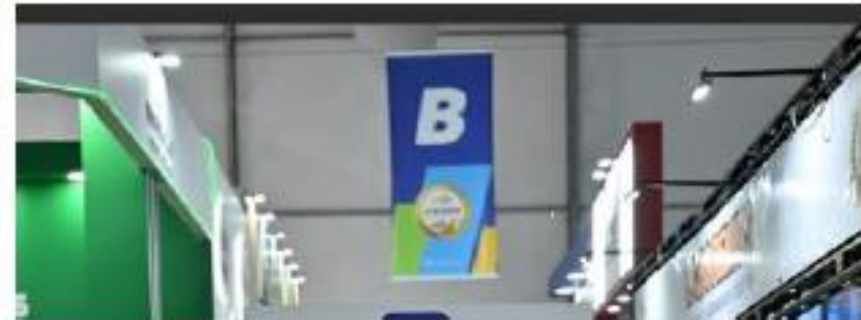
Sponsor logo placement on the street signs in the Agro Solutions Arena.

2 signs per street – Street A to J.

Banner size: 2 x 1 m (total banner)

Production by Informa Markets.

**Deadline:** 03/27





## Visitor Drop-Off Billboard

Panel located at the visitor bus drop-off, on the side of the GREEN entrance.

Artwork provided by the sponsor.

Production and installation by Informa Markets.

**Deadline for submission:** 03/27

## Visitor Boarding Billboard

Panel located at the visitor bus boarding area, on the side of the GREEN entrance.

Artwork provided by the sponsor.

Production and installation by Informa Markets.

**Deadline for submission:** 03/27

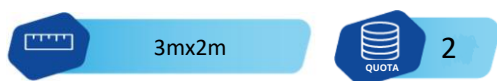
## Visitor Drop-Off Billboard

Panel located at the visitor drop-off area, on the side of the RED entrance.

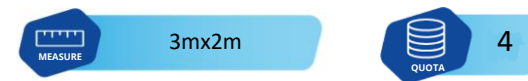
Artwork must be provided by the sponsor.

Production and installation by Informa Markets.

**Deadline for submission:** 03/27



1 panel per exhibitor



## Agro Solutions Arena Header Panels Street 1

### Street 1

Header panels installed at the side entrances of Street 1 in the Agro Solutions Arena.

Exhibitor provides the artwork.

4 header panels per street.

Dimensions: 5 x 1 m

Deadline for submission: 03/27



## Agro Solutions Arena Header Panels Street 4

### Street 4

Header panels installed at the side entrances of Street 4 in the Agro Solutions Arena.

Exhibitor provides the artwork.

4 header panels.

Dimensions: 5 x 1 m

Deadline for submission: 03/27



## Mini Outdoor

Av. B

Located on Avenue B, in front of the Agro Solutions Arena. Invite visitors to your booth—your brand will be prominently displayed on one of the busiest avenues.

FORMAT: 5 m width x 4 m height

NOTE: Artwork provided by the sponsor.  
Submission deadline: 03/27

Production and installation by Informa Markets.



10



## Mini Outdoor

Street 4

Located on the side of Street 4 (side of the Agro Solutions Arena).

FORMAT: 5 m width x 4 m height

NOTE: Artwork provided by the sponsor.  
Submission deadline: 03/27

Production and installation by Informa Markets.



10



## Mini Outdoor Instagrammable

Located on Avenue B, in front of the Agro Solutions Arena. Opportunity to engage more closely with visitors. Authorization for 1 promoter (sponsored by the sponsor).

FORMAT: 5 m width x 4 m height

NOTE: Artwork produced by Informa. Logo submission deadline: 03/27

Production and installation by Informa Markets.



10



## Credential Lanyard

### EXCLUSIVE

- Authorization for sponsorship of the Agrishow credential lanyard.
- The sponsor will be responsible for producing the lanyards and delivering them in Ribeirão Preto.
- Artwork must be approved by the Agrishow marketing team.
- Minimum of 45,000 lanyards.



## Street Totem – Outdoor Signage

### For exhibitors in the outdoor area

- **High visibility and brand exposure.**
- A total of 19 totems will be available, sold individually.
- Each totem measures 0.90 x 1.80 m.
- The sponsor's logo will be applied on 4 sides of 1 street signage totem.
- The sponsor must provide their logo. Deadline for submission: 03/27
- Production and installation by Informa Markets.
- The sponsor may select the totem number according to the following map.





## Outdoor – Thank You for Visiting

Panel located at the exit of the  
**YELLOW** parking lot

Artwork provided by the sponsor.

Production and installation by Informa Markets.

**Format:** 3 x 2 m – Box truss

**Location:** Yellow parking lot (across the highway).

**EXCLUSIVE QUOTA**



## Outdoor - Welcome

Panel located on the highway, near the **GREEN** entrance.

Panel located on the highway, near the GREEN entrance.

High visibility.

Artwork provided by the exhibitor.

Production and installation by Informa Markets.



10mx4m



3





## Pedestrian Tunnel Red Entrance

Up to 4 sponsor signs can be displayed in the pedestrian tunnel.

**Location:** Red Entrance Gate

**Deadline for submission:** 03/27



3mx0,3m



1

4 signs



## Pedestrian Tunnel Green Entrance

Up to 8 sponsor signs can be displayed in the pedestrian tunnel.

**Location:** Green Entrance Gate

**Deadline for submission:** 03/27



3mx0,3m



2



## Reception Sponsorship – International Exhibitors

The sponsor provides a welcome happy hour for Agrishow international exhibitors.

Sponsor logo on promotional materials/invitations.

Sponsor mention during the happy hour.

Opportunity for the sponsor to speak – 5 to 10 minutes presentation.

Networking opportunity with industry entities and consulates.

Authorization to distribute branded gifts.

(Sponsor must provide their logo)

(Authorization only; cost does not include the buffet)



## Guided Tour Sponsorship For International Visitors

International visitors will be invited in advance to participate in a guided tour during the event. A specialized team from Informa Markets will present the fair, its sectors, and a visit to the sponsor's booth.

Authorization to distribute branded gifts during the booth visit.

The sponsor's logo will be applied on the 8-seat golf cart dedicated to this activity.

Approximately 2 to 3 tours per day, depending on availability.

High brand visibility.

(Sponsor must provide their logo)

(Application of the logo and golf cart rental are handled by Informa Markets)

## EXCLUSIVE QUOTA



## Blimp Above the Booth

Excellent strategic signage for your brand visibility at the fair!  
Authorization for the installation of blimps above the booth featuring the exhibitor's logo.

Production and installation by the exhibitor, in compliance with the rules outlined in the exhibitor manual.



## Blimp Agro Solutions Arena

Authorization for Blimp Installation

Authorization is granted for the installation of a blimp in the Agro Solutions Arena featuring the exhibitor's logo.

The production and installation will be carried out by the exhibitor, in compliance with all rules and regulations outlined in the exhibitor manual.



## Blimp Yellow Parking Lot

Authorization for Blimp Installation

Authorization is granted for the installation of a blimp in the Yellow Parking Lot (across the highway) featuring the exhibitor's logo.

Production and installation are the responsibility of the exhibitor and must comply with the rules outlined in the exhibitor manual.





## Parking Lot Viewing Deck

Authorization for wrapping the Green Parking Lot viewing deck with the sponsor's artwork/logo.

Artwork, production, and installation are the responsibility of the sponsor.



145cmx225cm

(per side) = 3 sides



3

3 sides

## EXCLUSIVE QUOTA



## Visitor Walkway

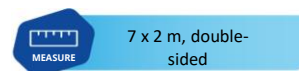
Sponsor advertisement on the interior of the visitor walkway, near the GREEN entrance of the event.

**Dimensions:** 7 x 2 m, double-sided

Exhibitor provides the artwork.

Non-exclusive.

**Deadline for submission:** 03/27



7 x 2 m, double-sided



3

3 sides

## EXCLUSIVE QUOTA



## Brand Promotion YELLOW/VISITOR PARKING – EXHIBITION

Authorization for Machine/Equipment Display – Yellow/Visitor Parking

The activity must be pre-approved by the event organizers.



## Water Distribution in Blue and Yellow Parking Lots

Authorization for Water Distribution

Authorization is granted for the distribution of water to visitors at the bus boarding area in the Blue and Yellow Parking Lots (across the highway).

The sponsor may also distribute promotional leaflets.

2 points

**EXCLUSIVE QUOTA**



## Entrance Gateway YELLOW PARKING LOT

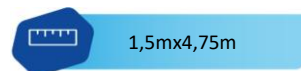
Side Wrapping of the Entrance Gateway – Yellow Parking Lot

Authorization is granted for the side wrapping of the entrance gateway in the Yellow Parking Lot (across the highway) featuring the sponsor's artwork.

Artwork is the responsibility of the sponsor.

Production and installation are the responsibility of Informa Markets.

Deadline for submission: March 27.





## VIP Parking

Agrishow is the only agricultural fair to offer a VIP parking area, providing maximum comfort for visitors who require special treatment.

Placement of the exhibitor's branding on the VIP Valet header.

Authorization for the use of parking tags on vehicles (production by the sponsor) and authorization for the distribution of folders (promoter provided by the sponsor).

5 credentials for fair access during the event.

The VIP Valet is located near the Green Entrance of the event.



## VIP Parking Shuttle

Sponsorship of the shuttle service for exhibitors from the Yellow Parking Lot to the Green Entrance of the fair.

Placement of the sponsor's branding on the sides of 3 contracted shuttle vans.

Authorization for the installation of sunshades or distribution of water, fruit, etc., inside the vans (activation by the sponsor).

Vip Fácil is located across the highway, in the Yellow Parking Lot.





## TV's – CAEX (Exhibitor Service Center)

If your goal is to communicate with our exhibitors and service providers, this is your best opportunity! Highlight your brand in the space they visit most.

**DESCRIPTION:**  
One 42-inch TV at the Exhibitor Service Center (CAEX) displaying sponsor content.

**FORMAT:**  
MP4 video up to 30 seconds long (no sound).  
Display will run from the first day of fair setup until the end of the event.



## Street Totem Agro Solutions Arena

Double-Sided Totems

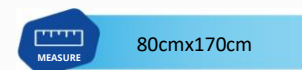
Double-sided totems placed at strategic points throughout the Agro Solutions Arena to promote your brand.

**FORMAT:**  
80 x 170 cm

**NOTE:**  
Artwork provided by the sponsor.

Production and installation are the responsibility of Informa Markets.

Deadline: March 27





# THE STRENGTH OF OUR ROOTS

## Contact our sales team

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**APRIL 27  
TO MAY 1**

**2 0 2 6**

**8A.M - 6P.M**

RIBEIRÃO PRETO  
SP • BRAZIL



[agrishow.com.br](http://agrishow.com.br)