



LOUCOS POR
Food Service



PAIXÃO POR
Sorvetes

Opportunities 2024





Fispal Food Service and **Fispal Sorvetes** are the largest meeting point for the food service industry in Latin America. More than **52,000 professionals** attend the event in person and connect on the digital platform throughout the year to learn about equipment **trends and solutions**, accessories, appliances, furniture and decoration, professional hygiene and cleaning, food and beverage, commercial automation, packaging and more for your business.

Through our products, we connect your company to an assertive and qualified audience.

THIS IS OUR DIFFERENTIAL!

If you want to talk to professionals in the food service industry, from all over Brazil and South America, **Fispal is the place to be.**



[CLICK HERE AND CHECK OUT FISPAL FOOD 2023](#)



**GET TO KNOW
OUR
OPPORTUNITIES**

HYBRID EVENT

June 11-14, 2024

Expo Center Norte + digital platform

- Space for Exhibit
- Merchandising
- Online coverage of the event
- Sponsorship

DIGITAL PLATFORM

- Virtual showcase
- Banner

DIGITAL SOLUTIONS

- Custom projects that combine digital tools to attract the qualified audience your company is looking for, 365 days a year.

HYBRID EVENT

June 11-14, 2024 | Expo Center Norte + digital platform

ABOUT THE EVENT

The great moment of our journey is the meeting in the pavilion, in hybrid format (in person and virtual), further expanding the reach of the event to all states of Brazil and internationally.



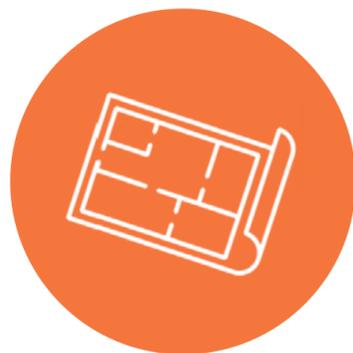
52,267

Visitors



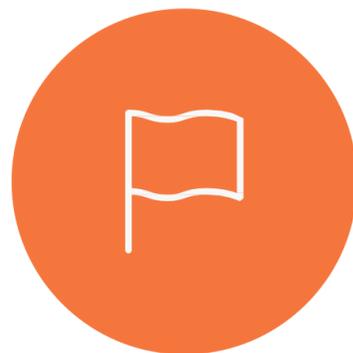
+1,800

exhibiting
brands



+40,000

m2 of exposure



26

countries

attending

**Present in
all regions
of Brazil.**



Highlights of

Latin America



Argentina



Bolivia



Chile



Colombia



Paraguay



Peru



Uruguay



**Online
Coverage
of the event**

Fispal Food Service and Fispal Sorvetes' platform brings together, in a digital environment, the main pillars of a successful event: business, content and networking. 365 days a year, the entire foodservice community meets here!

HYBRID EVENT

June 11-14, 2024 | Expo Center Norte + digital platform

PARTICIPATION OPPORTUNITIES

EXPOSURE OPTIONS

- Space without mounting
- Space with mounting

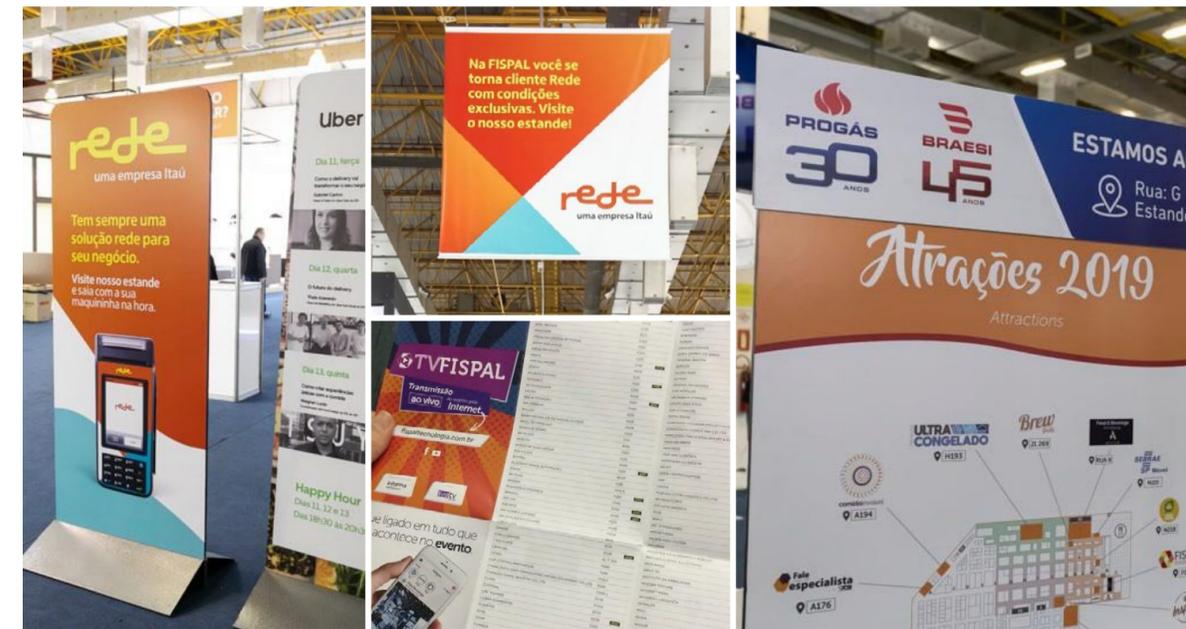
In addition to your space in the pavilion, you are guaranteed a showcase on Fispal's digital platform, expanding your business opportunities and connecting you with a qualified audience 365 days a year.



MANUAL

Expand your brand awareness during the event.

- Highlight your location to visitors
- Increase your brand awareness
- Convey a good experience to the audience
- Leverage business opportunities
- Create a journey for visitors by taking them to your booth



HYBRID EVENT

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ONLINE COVERAGE OF THE EVENT

DO YOU WANT TO EXPAND THE DISSEMINATION OF YOUR BRAND BEYOND THE PAVILION?

Get to know the opportunities for online coverage of the event, which will be broadcast throughout South America, on Fispal's digital platform.

Optimize your investment and be seen by an even larger audience

Speak to a qualified audience who couldn't attend the event in person

Expand the dissemination to all of Brazil and also to the countries of South America

In 2023, digital coverage sponsors connected with over 52,000 industry professionals!

Now, it's your turn to get ahead and secure even more business.



FISPAL STUDIO

During the 4 days of the event, we will have a studio set up in the pavilion, with interviews, coverage of the attractions and many opportunities to sell your product to our qualified audience.

WHERE WILL THE PROGRAMS BE BROADCASTED?

- Live broadcast on Fispal's digital platform
- After the event, the recordings will be available on Fispal Food Service and Food Connection YouTube channel.
- Posts and calls on social media, inviting all visitors to access the digital platform

HYBRID EVENT

June 11-14, 2024 | Expo Center Norte + digital platform

ONLINE COVERAGE OF THE EVENT

YOUR FIXED BRAND

(logo in the scenario)

Make sure you stand out in the backdrop of the studio. The entire audience will see your brand during broadcasts. There will be more than 117 hours of direct contact.

WHY?

- *fixes its mark on the audience's memory
- *generates recognition

BRL 8,200.00
4 QUOTAS

FIRST IMPACT

(logo on vignettes)

Visibility in the opening and closing vignettes of the daily programs. A way to welcome and influence, right at the beginning of the broadcast, our audience.

WHY?

- *welcomes the customer
- *brings a positive experience to the audience, straight away

BRL 5,700.00
10 QUOTAS

EXCLUSIVE ADVERTISEMENT

(30 seconds)

A moment of exclusive impact, for you to showcase your products, in your own way, to our audience.

WHY?

- *Grab the attention of the audience
- *has a more focused communication
- *personalizes your message to reach, in a more assertive way, the buyer

BRL 3,850.00
10 QUOTAS**

THE WORD IS YOURS

(exclusive interview)

A relaxed conversation for your company to tell cases, show the news and create connections with our audience.

WHY?

- *allows more humanized communication, generating a better brand experience
- *Enables customer interaction
- *more time to present your company

BRL 4,900.00
10 QUOTAS

** The insertion of the commercial is done randomly and by purchase order.

DIGITAL PLATFORM • 365 DAYS OF THE YEAR

FISPAL FOOD DIGITAL PLATFORM

The Fispal Food Service and Fispal Sorvetes platform brings together, in a digital environment, the main pillars of a successful event: business, content and networking. 365 days a year, the entire foodservice community meets here!



**Audience reach
Jun/22 to Jun/23**

+18,498
active users

+70,000
page views

+73.5 hours
of contents

+98
videos

BUSINESS

Visitors can contact exhibitors before, during and after the event to schedule meetings and do business.

PRODUCT SEARCH

We provide the list of solutions offered by our exhibitors, with improved keyword search.

CONTENT

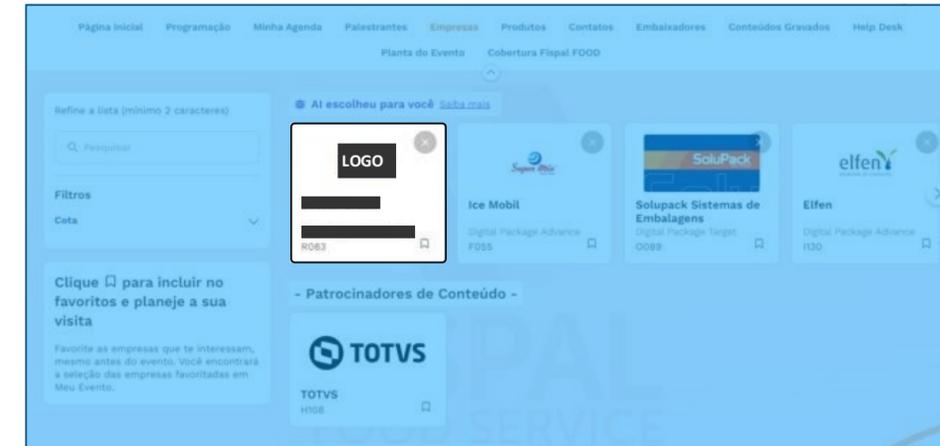
Content programs and digital events organized by Fispal and its partners.

DIGITAL PLATFORM • 365 DAYS OF THE YEAR

OPPORTUNITIES

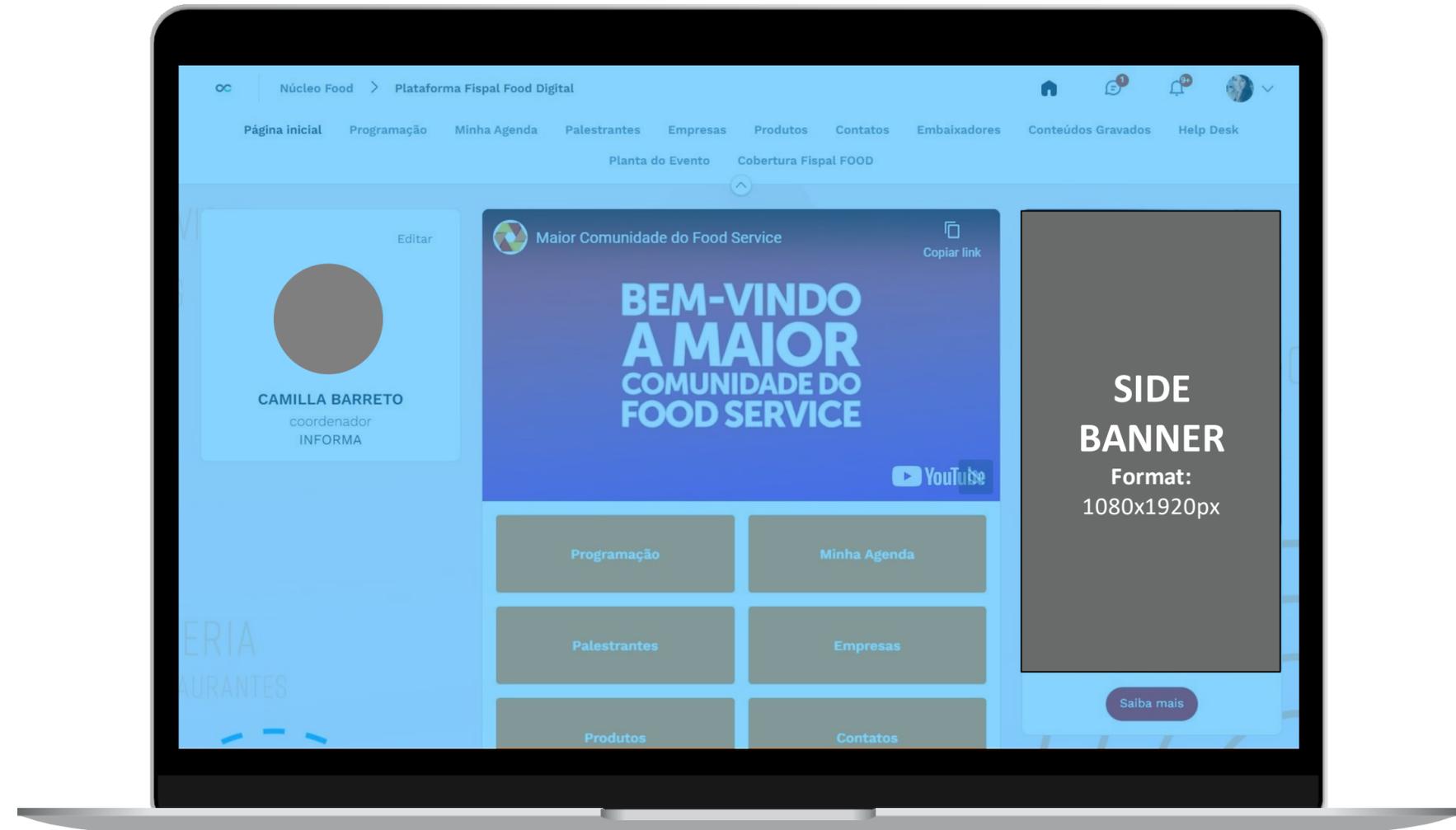
VIRTUAL SHOWCASE

A space on the digital platform, where you expose your products to our audience during the 365 days of the year.



WHY?

- For you, who cannot be present at the physical event, to do business with visitors
- Connect with Fispal's qualified and exclusive audience
- Do business all year round
- Increase your networking site
- Receive contacts from potential customers
- Expose your products, in a sectorized way
- Connect with a qualified audience from all over Brazil and South America



DIGITAL SOLUTIONS

We connect your company to our qualified audience, through packages with unique and customized digital solutions, according to your interest. All this to help your company attract, convert and engage new customers.



YOUR DIFFICULTY

- Do your conventional digital campaigns not reach the desired audience?
- Don't know where to find new customers?
- Are you having trouble segmenting your customer profile?
- Want to find the audience that is looking for your products?

OUR SOLUTION

- Our digital products are created and delivered to qualified audiences who visit or interact with our events, that is, we have the profile your company is looking for
- Our network of contacts has more than 2 million professionals, from different segments, registered

HOW DO WE DO?

1

We understand your demand (who you want to sell to, who you want to talk to).

2

Considering your target audience, we analyze our database and select leads, according to behavior and purchase potential.

3

We encourage contact between your company and these buyers through digital campaigns.

DIGITAL SOLUTIONS

KNOW THE OPTIONS OF DIGITAL PACKAGES
WHICH OUR TEAM HAS DEVELOPED FOR YOU!



I WANT TO ATTRACT NEW AUDIENCES

The “Traffic” package announces your brand on the main digital platforms and directs contacts from Informa's base to your website.



I WANT TO ENHANCE MY BRAND

The "Visibility" package advertises your brand content on the main digital platforms and on the largest Food and Beverage portal in the B2B market.



I WANT TO SELL MORE

The “Sales” package captures contacts interested in the content of your product disseminated on the main digital platforms and the largest Food and Beverage portal in B2B market.

DIGITAL SOLUTIONS

ESSENTIAL PACKAGE



Classification	Duration	Location	Product	Description	+Traffic	+Visibility	+Sales
Ad	10 days	Google	Ads by Informa (500 k)	Ads in banner displayed on Google sites to direct the audience to the advertiser's page (500,000 impressions).	1	1	1
Ad	10 days	Meta	Social by Informa (50 k)	Ads in the form of posts displayed on the event's Facebook or Instagram to direct the audience to the advertiser's page (50,000 impressions).	1	1	1
Content	30 days	Food Connection	Article	Posting text on the Food Connection content channel about your brand or service, with 30 days on the event's social media.		1	
Content	30 days	Food Connection	Rich media	Publication of a material (Infographic, E-book or White Paper) on the Food Connection content channel, with 30 days of dissemination on social media of the event and attracting contacts interested in the content.			1
Amount					BRL 10,920.00	BRL 15,650.00	BRL 24,300.00

DIGITAL SOLUTIONS

FULL PLAN

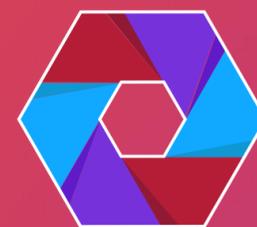


Classification	Duration	Location	Product		+Traffic	+Visibility	+Sales
Ad	10 days	Google	Ads by Informa (500 k)	Ads in banner displayed on Google sites to direct the audience to the advertiser's page (500,000 impressions).	1	1	1
Ad	10 days	Meta	Social by Informa (100 k)	Ads in the form of posts displayed on the event's Facebook or Instagram to direct the audience to the advertiser's page (100,000 impressions).	1	1	1
Content	30 days	Food Connection	Article	Posting text on the Food Connection content channel about your brand or service, with 30 days on the event's social media.		1	
Content	30 days	Food Connection	Rich media	Publication of a material (Infographic, E-book or White Paper) on the Food Connection content channel with 30 days of dissemination on the social media of the event and capture contacts interested in the content.			1
Advertisement	3 months	Food Connection	Banner Ads (Sidebar)	Ad in square banner format displayed on the side of the content portal to direct the audience to the advertiser's page.	1		1
Advertisement	3 months	Food Connection	Banner Ads (top)	Ad in square banner format displayed at the top of the Food Connection content portal to direct the audience to the advertiser's page.		1	
Advertisement	1 shipment	E-mail	Newsletter (banner)	Advertisement in rectangular image within the event content newsletter, fired monthly for exhibitors and visitors.	1	1	
Advertisement	1 shipment	E-mail	Newsletter (content)	Advertisement with text and image within the event content newsletter, triggered monthly for exhibitors and visitors.			1
Amount					BRL 19,900.00	BRL 27,850.00	BRL 34,100.00

JUNE 11-14, 2024



FISPAL
FOOD SERVICE



FISPAL
SORVETES

**CONTACT OUR SALES TEAM, INCREASE YOUR
BRAND VISIBILITY AND CONDUCT GOOD
BUSINESS**

comercial.foodservice@informa.com

+55 11 4632-0335

