

COMMERCIAL PRESENTATION AND PRODUCTS' BOOK



The Brazil
Conference
& Expo

9th Produce and Floral International Trade Show

INTERNATIONAL
FRESH PRODUCE ASSOCIATION

06 TO 07
AUGUST **2025**

8AM TO 11:30AM CONGRESS - 11:30AM TO 7PM EXHIBITION
EXPO CENTER NORTE | YELLOW PAVILION | SÃO PAULO



THE EVENT

The Brazil Conference & Expo is Latin America's **premier business event for the FFLV** (Fruits, Flowers, Vegetables and Greens) sector. Here, knowledge is shared by experts on **innovations and trends that directly impact the market**. With a rich program, you will have the opportunity to explore crucial topics that will shape the entire industry.

Additionally, **The Brazil Conference & Expo is the perfect place to expand your connections and strengthen your brand.**

Meet global and national leaders in an environment designed to build strategic relationships, successful partnerships and conduct business. **By exhibiting your products or services at the fair, you will ensure unique visibility, positioning your company as a prominent player in the market.**



NUMBERS

The results confirm the **success of the event**, reaffirming it as a powerful generator of business and networking for the FFLV sector in Latin America.



4,300

Qualified visitors

72%

Increase compared to 2023



22

Sponsoring brands

2

Event days

150

Exhibiting brands

14

Program hours

9,000

Event sqm

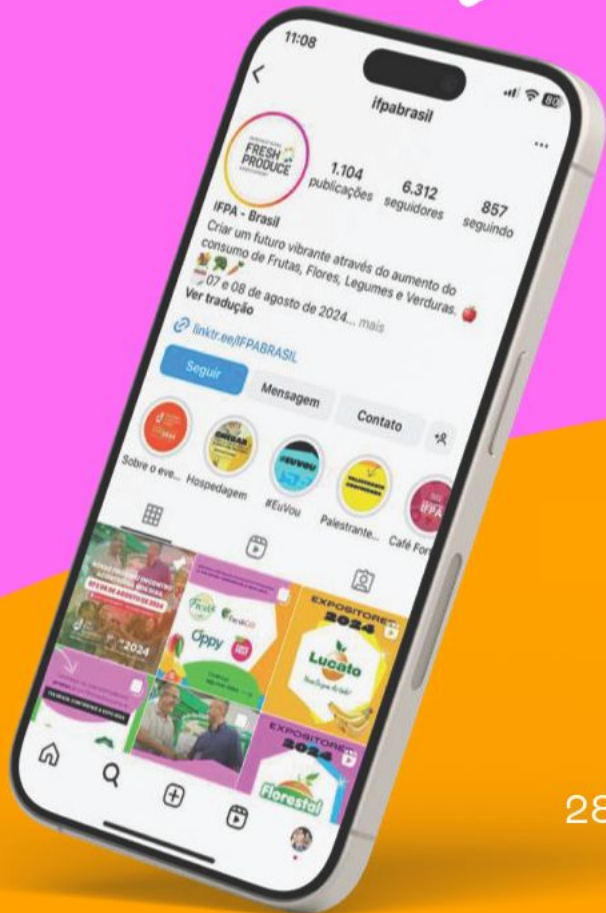
24

Brazilian States

16

Countries

MARKETING AND COMMUNICATION OF RESULTS



Institucional Website

84.963

Accesses

280% of increase compared to 2023



E-mail Marketing

137

Campaigns sent to

36.378

contacts from the trade fair database



Free Media

80

Articles

R\$ 98.849,00

in appreciation



Social Media

11.075

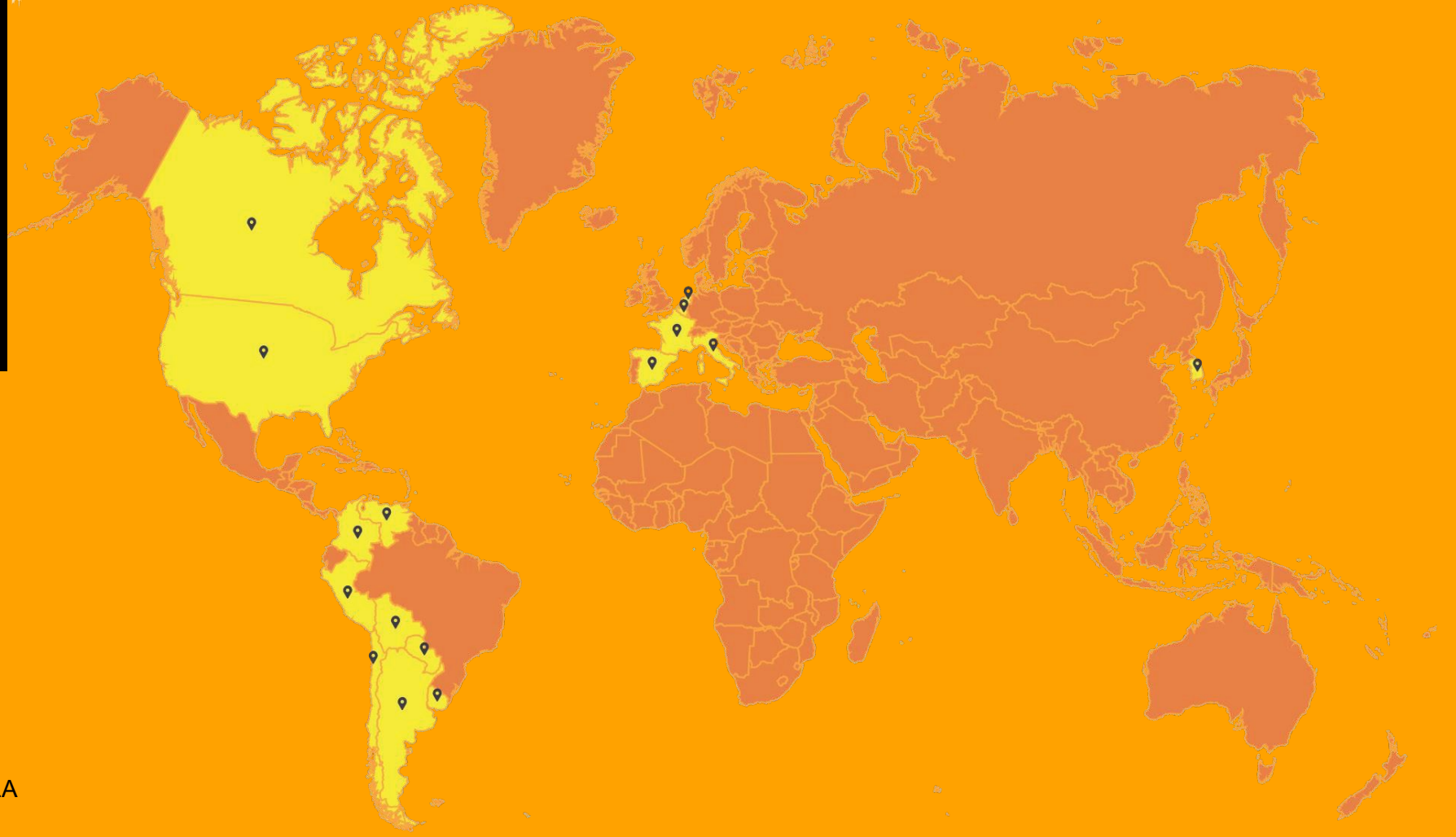
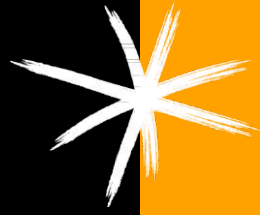
Engaged fans

+ de 1 milhão

Impressions achieved

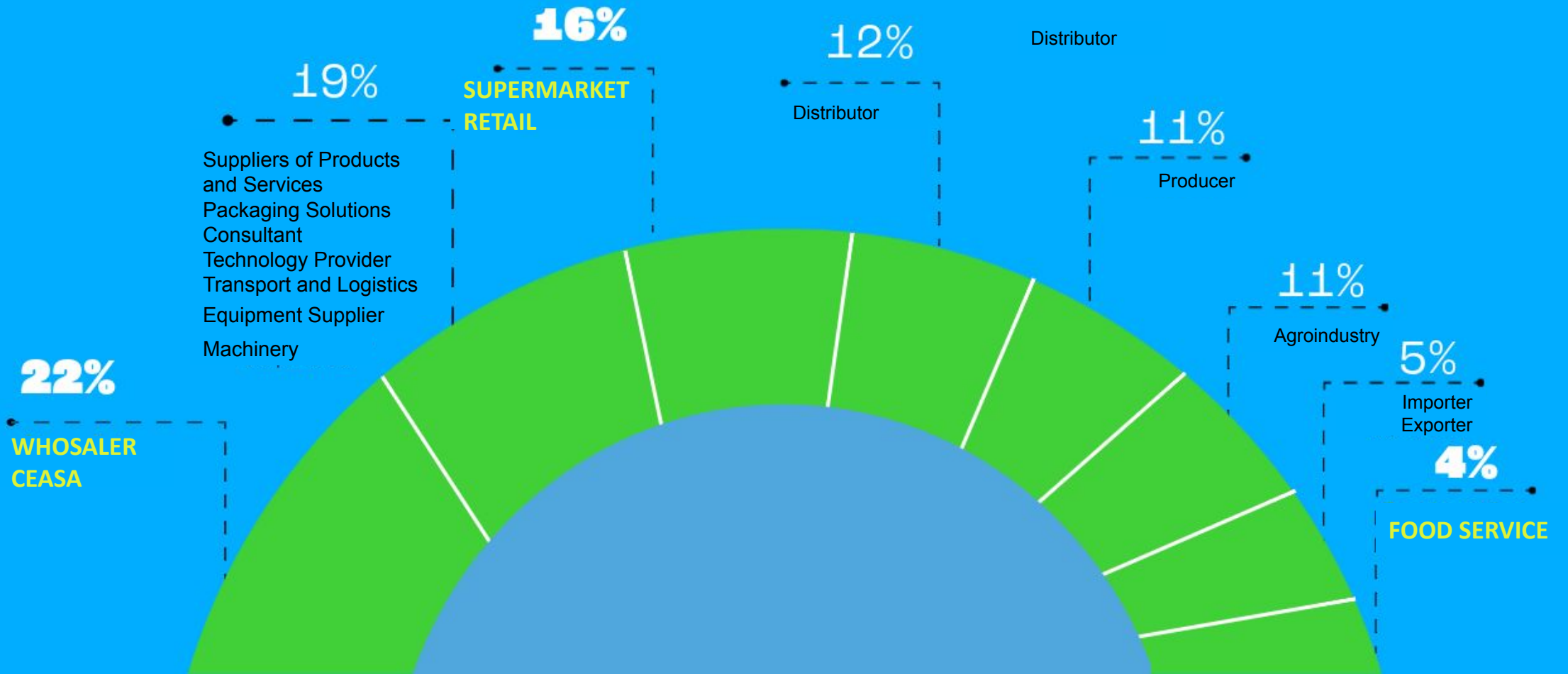
16 COUNTRIES VISITED THE EVENT

LATIN AMERICAN BUSINESS
COMPANY IN THE FRUITS,
FLOWERS, VEGETABLES
AND VEGETABLES MARKET.



- ARGENTINA
- BELGIUM
- BOLIVIA
- CANADA
- CHILE
- COLOMBIA
- SOUTHKOREA
- SPAIN
- USA
- FRANCE
- NETHERLANDS
- ITALY
- PARAGUAY
- PERU
- VENEZUELA
- URUGUAY

PROFILE OF THE PROFESSIONAL VISITOR



38%

THE VISITORS ARE FROM RETAIL

- Supermarket
- Wholesaler
- Ceasa



Three of the five **largest retailers in Brazil** attended the 8th edition of the event.



EXHIBITOR PROFILE

- PRODUCERS
- EXPORTERS
- IMPORTERS
- SUPPLIERS
- SERVICES AND PRODUCTS

WHO IS THIS SERVICE AND PRODUCT PROVIDER?

- Technology supplier;
- Equipment/machinery supplier;
- Consulting;
- Financial services;
- Packaging materials supplier;
- Marketing/advertising agency;
- Suppliers of products used in agricultural production and distribution (bags, pallets, boxes, chemicals, seeds, breeders, etc.);
- Transport/logistics services; Specialized media.



REASONS TO EXPOSE



1 / a segmented and specialized event for the marketing of FFLV.

2 / Stay updated on the latest trends and fresh news in the industry and consumer market.

3 / It is the opportunity to establish new contacts and create new business opportunities.

4 / Meet the main buyers and industry leaders

5 / Strengthen your business relationships in one place

6 / Your company stands out in the sector

7 / Join if to the main ones - industry leaders whole chain of supplies





NPS 2024

O **NPS (Net Promoter Score)** highlights the satisfaction of participants and exhibitors, revealing the positive impact on the FFLV sector. With high recommendation rates, the event consolidates itself as a reference, connecting professionals and creating business opportunities.



Visitors



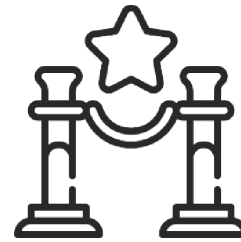
Exhibitor



REGISTRATION OPTIONS



PAID EVENT



FULL ACCESS

- Welcome Coffe
- Conference VIP
- Vip Lounge with Wi-Fi
- Access to the fair
- Happy Hour



EXHIBITION ONLY

- Access to the
- IFPA Talks fair



REASONS TO ATTEND THE CONGRESS

- 1 Find innovation
- 2 Strengthen your business relationships
- 3 Make new contacts
- 4 Stay up to date with the latest industry news
- 5 Stay up to date with trends that connect you to market and consumer news
- 6 Meet the top buyers and leaders



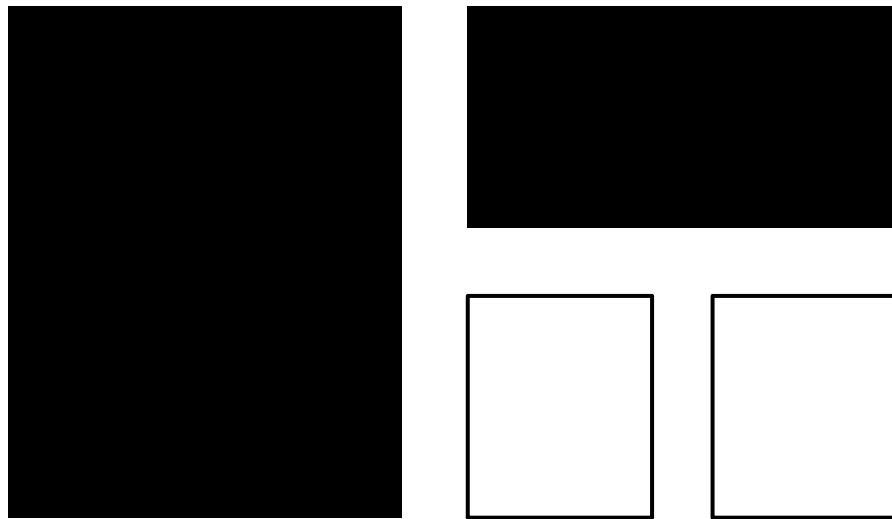
**ALL FRUIT SECTOR,
FLOWERS, VEGETABLES AND
VEGETABLES WILL BE THERE!
AND YOU?**



PRODUCT BOOK



FREE AREA



YOU ACQUIRE YOUR AREA WITHOUT ASSEMBLY AND MAKE THE PROJECT WITH THE ASSEMBLER OF YOUR PREFERENCE.

(FOR OPTIONS FROM 12M).

MODULAR PROJECT

SERVICES:

- Security collective system (night period); Electricity (mandatory minimum);

STRUCTURE:

- Assembly in aluminum profiles and formica panels in white, with internal elevation of 2.5m and external elevation of 2.70m; Graphite carpet lining applied directly to the pavilion floor; Headboard in formica panels in green throughout the façade, with application of the company logo (artwork provided by the client) in the format of 1.0 x 0.5m (WxH), being 1 logo for the box option, 2 logos for the corner option; Storage area 1 x 1m (WxH), with door; Lighting through spot light, one every 3m²; 1 220v tripino socket.

FURNITURE 6M²

- 1 bistro table with glass top and 2 stools (high); 1 stool (high) for counter; 1 PVC waste bin.

EXHIBITORS:

- 2 glass shelves 1.0 x 0.3m (WxD)
- 1 standard counter measuring 1.0 x 0.5 x 1.0 (WxDxH), with 1 wooden shelf and sliding and locking doors alligator model;
- 1 fire extinguisher.

FURNITURE FROM 9M²

- 1 round table with smoked glass top and 3 chairs;
- 1 stool (high) for counter;
- 1 PVC waste bin.

EXHIBITORS:

- 3 glass shelves 1.0 x 0.3m (WxD)
- 1 standard counter measuring 1.0 x 0.5 x 1.0 (WxDxH), with 1 section of wooden shelves and sliding doors and alligator lock;



MODULAR PROJECT

OPTION FROM 6M²



Individual deposit

Floor Plan



3m

3m



Individual deposit

Floor Plan



2m

3m



SPONSORSHIP



ALL SPONSORSHIP OPTIONS

BENEFITS INCLUDE:

- Company name inserted in the event program;
- Recognition of the company during the Welcome speech;
- Logo inserted on the IFPA global website in Brazil;
- Discount on stand investment.

ADDITIONAL BENEFITS BY TYPE

PLATINUM SPONSOR

Five (5) complimentary
entries

GOLD SPONSOR

Four (4)
complimentary entries

SILVER SPONSOR

Two (2) complimentary
registrations

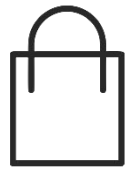
BRONZE SPONSOR

One (1) complimentary
registration

SPONSORSHIP OPPORTUNITIES



Platinum Sponsor



Sponsor of the bags



Sponsor of the Education Session on Wednesday



Sponsor of the Education Session on Thursday



Sponsor of the badge lanyards



Sponsor of the chair covers



Sponsor of the water bottles



Sponsor of the simultaneous translation



Sponsor of the Wi-Fi



Sponsor of the the breakfast for the general session on Wednesday



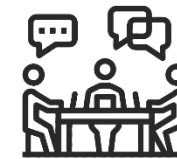
Sponsor of the the breakfast for the general session on Thursday



Sponsor of the the happy hour



Sponsor of the the Arena Talks



Sponsor of the the co-working stations



SPONSORSHIP CATEGORIES

PLATINUM

- Platinum Sponsor

GOLD

- Sponsor of the Bags
- Sponsor of the Wednesday Education Session
- Sponsor of the Thursday Education Session
- Sponsor of the Badge Lanyards

SILVER

- Sponsor of the Chair Cover
- Sponsor of the Water Bottles
- Sponsor of the Simultaneous Translation
- Sponsor Wifi Sponsor

BRONZE

- Sponsor of the Wednesday General Session Breakfast
- Sponsor of the Thursday General Session Breakfast
- Sponsor of the Happy Hour
- Sponsor of the Coworking Stations
- Sponsor of the Arena Talks



PLATINUM SPONSORSHIP

- 9-meter stand to present your products/services*;
- Opportunity to present a video (40 seconds) at the Opening on one of the event days;
- Opportunity to deliver promotional material to participants;
- Logo highlighted in communications;
- Opportunity to provide products for tasting during Breakfast and VIP Lounge;

6 QUOTAS



GOLD SPONSORSHIP

BAGS SPONSOR

EXCLUSIVE QUOTA

- Ecological Bag with Sponsor's Logo (layout produced by Sponsor);
- Opportunity to insert your company's promotional materials in the Bag;
- Possibility of tasting products during Breakfast.

WEDNESDAY EDUCATION SESSION SPONSOR

EXCLUSIVE QUOTA

- Opportunity to present a video during the Event Opening (40 seconds) on Wednesday;
- Opportunity to deliver promotional material to participants;
- Your company logo inserted on the event signage.

THURSDAY EDUCATION SESSION SPONSOR

EXCLUSIVE QUOTA

- Opportunity to present a video during the Event Opening (40 seconds) on Thursday;
- Opportunity to deliver promotional material to participants;
- Your company logo inserted on the event signage.

BADGE LANYARD SPONSOR

EXCLUSIVE QUOTA

- Company logo printed on visitor badge lanyards. (4 colors). Printing quantity: 3,000 lanyards

SPONSOR STAGE DECORATION

EXCLUSIVE QUOTA

- Responsible for arranging plants and flowers in the stage design of the auditorium for the conference (Morning Content Arena).



SILVER SPONSORSHIP

SPONSOR OF CHAIR COVERS

EXCLUSIVE QUOTA

- Your company logo inserted in the event signage;
- Company logo printed on the covers of the Auditorium chairs;
- Opportunity to provide products for tasting during breakfast.

WATER BOTTLE SPONSOR

EXCLUSIVE QUOTA

- Company logo printed on water bottle labels;
- Your company logo inserted on event signage;
- Opportunity to provide products for tasting at breakfast.

WI-FI SPONSOR

3 QUOTAS

- Your company logo included on the event signage;
- Opportunity to promote your company on the Wifi password totem.

SIMULTANEOUS TRANSLATION SPONSOR

NON-EXCLUSIVE QUOTA

- Logo inserted at the Headphone Distribution Counter;
- Your company logo included on the signage of the simultaneous interpretation booth;
- Sponsor recognition in the event's audio and video messages.



BRONZE SPONSORSHIP

WEDNESDAY BREAKFAST SPONSOR

7 QUOTAS

- Your company logo included on the event signage;
- Opportunity to provide products for tasting during BREAKFAST before the Opening of the Congress.

THURSDAY BREAKFAST SPONSOR

7 QUOTAS

- Your company logo included on the event signage;
- Opportunity to provide products for tasting during BREAKFAST before the Opening of the Congress.

HAPPY HOUR SPONSOR AUGUST 7TH

3 QUOTAS

- Your company logo included on the event signage;
- Opportunity to provide products for tasting during Happy Hour.



BRONZE SPONSORSHIP

SPONSOR OF CO-WORKING STATIONS

3 QUOTAS

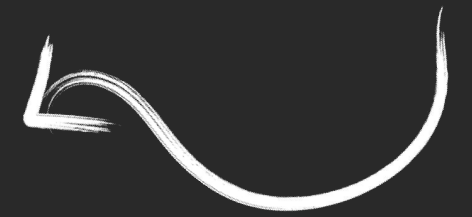
- Your logo inserted in the fair's Co-Working stations so that your client does not need to leave the fair for their daily commitments;
- 1 aerial banner in a strategic location at the fair, with the logo(s) of the sponsor(s) of this quota.

SPONSOR OPEN ARENA TALKS

4 QUOTAS

- Your logo inserted in the signage of the Arena Talks - with capacity for 30 participants.
- Lecture Space Assignment (30 minutes). Sponsors will be allocated at times/dates predetermined by the event organizers, with up to two Sponsors per day.

MERCHANDISING



AIR BANNER

DOUBLE SIDED

Lona printed front and back.



VISITOR'S GUIDE ANNOUNCEMENT

Advertisement in the visitor's guide.



SOCIAL MEDIA

Publication on the Fair's official Instagram feed and stories. Check the conditions.



FLOOR STICKER

Sticker of the ground.



LED CIRCUIT

1 entrance gate
5 digital totems.

CONTACT US TO FIND OUT MORE MERCHANDISING OPTIONS.



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EXPO CENTER NORTE | YELLOW PAVILION | SÃO PAULO

Realização | Organization

Promoção | Promotion

INTERNATIONAL
FRESH PRODUCE
ASSOCIATION™

FRANCAL
ECOSSISTEMA PARA EVENTOS

 **GUARANTEE
YOUR PRESENCE**

IFPA BRAZIL
NOW!

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