

EXPO ABGR

2019

XIII INTERNATIONAL
SEMINAR ABGR

RISK MANAGEMENT AND

SUSTAINABLE DEVELOPMENT

IN BUSINESS

SPONSORSHIP PACKAGES

HOSTED BY



PRODUCED BY



Bethe B . com



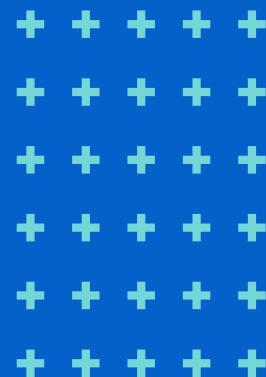
NOVEMBER
12th and **13th**

WTC – WCity Events

Av. das Nações Unidas, 12.551 – São Paulo – SP

EXPO ABGR 2019 is the most important risk management event in Latin America. The program anticipates the meeting of the greatest risk managers of the country to debate with the insurance industry about the current most relevant subjects.

It will be an unique opportunity for the insurance buyers to dialogue with the productive chain and to meet a diverse universe of products available in the market.



DEBATE OF THEMES IN VOGUE IN THE MARKET

PL - Dams Bill - Contractual Warranties - **CYBER RISKS**
AND LGPD AND THE PRACTICAL CASE OF AN ACCIDENT

Climate change and Agro-climate - Environmental Insurance

PM - PROVISIONAL MEASURE - ECONOMIC FREEDOM

M&A (Merge and Acquisition) Risks - Benefits - Pension Funds

The future and trends of the Logistics Sector - **BENEFITS - HEALTH**

Risk Engineering - Recommendations x Legal Liabilities / LP and BCP

Insurance Policies Structuring, including Salvage policy

P&C - Property and Casualty - Transportation - Logistics



Why

SPONSOR the event ?

- + Associate your brand to the main risk management event in Latin America;
- + Over 3.000 participants in the last edition;
- + Networking: Opportunity to close new contracts with potential clients and with the main “players” of the market;
- + Brand engagement: Enhancing your brand value and strengthening your business position.

SPONSORING OPPORTUNITIES

- ❑ Platinum
- ❑ Gold
- ❑ Coffee Lounge
- ❑ Cocktail
- ❑ Water Station
- ❑ Private Lunch
- ❑ Tote Bag
- ❑ Wi-fi
- ❑ Event APP
- ❑ Event Official Insurance
- ❑ Locker Station
- ❑ Business Meeting
- ❑ Accreditation
- ❑ Notepad and Pen
- ❑ Corporate Material
- ❑ Digital Aerial Billboard Advertise
- ❑ Review EXPO ABGR 2019 Advertise

PLATINUM SPONSOR

BENEFIT FROM THE EXCLUSIVITY OF BECOMING THE GREAT HOST OF EXPO ABGR 2019

Experience an unique highlight for your brand with the
benefits of Platinum.



PLATINUM

PACKAGE PRICE | US\$ 45,000.00

BUSINESS COUNTERPART

- Platinum Lounge in the **EXPO ABGR 2019** area
- Institutional video displayed in the main plenary ([up to 2 min](#))
- Advertise in the **Review EXPO ABGR 2019** magazine ([page to be determined](#))
- 30 appearances in the **EXPO ABGR 2019** digital aerial billboard* ([30"each - no sound](#)).
[Sponsor must provide content](#)
- 100 complimentary tickets for **EXPO ABGR 2019**
- 20 complimentary tickets to the **XIII International Seminar ABGR**

* The implementation of the aerial billboard is subject to the sale of a minimum percentage of the advertising spaces available

BRAND DISCLOSURE

- + Featured on event website with link to your website
- + In the main EXPO ABGR 2019 promotional materials, such as announcements, email marketing, releases and other communication pieces to be developed for the event campaign
- + Featured in the event's scenery panels
- + Featured in plenary screen templates along with the other sponsors

COMMENTS

- The Platinum sponsor logo application will have a different size and stand out from other sponsor's applications
- Applications will be submitted for sponsor's approval

PLATINUM LOUNGE AT EXPO ABGR 2019







EXPO ABGR DIGITAL AERIAL BILLBOARD

YB

YOUR BRAND



GOLD SPONSOR



YOUR COMPANY ON THE SPOT

An opportunity to make a difference and to impact over 3000 event attendees!



GOLD – 3 packages available

PACKAGE PRICE | US\$ 35,000.00



BUSINESS COUNTERPART

- Energy Station for cell phone recharges
- 15 appearances in the **EXPO ABGR 2019** digital aerial billboard* (30" each - no sound)
Sponsor must provide content
- 50 complimentary tickets for **EXPO ABGR 2019**
- 10 complimentary tickets to the **XIII International Seminar ABGR**

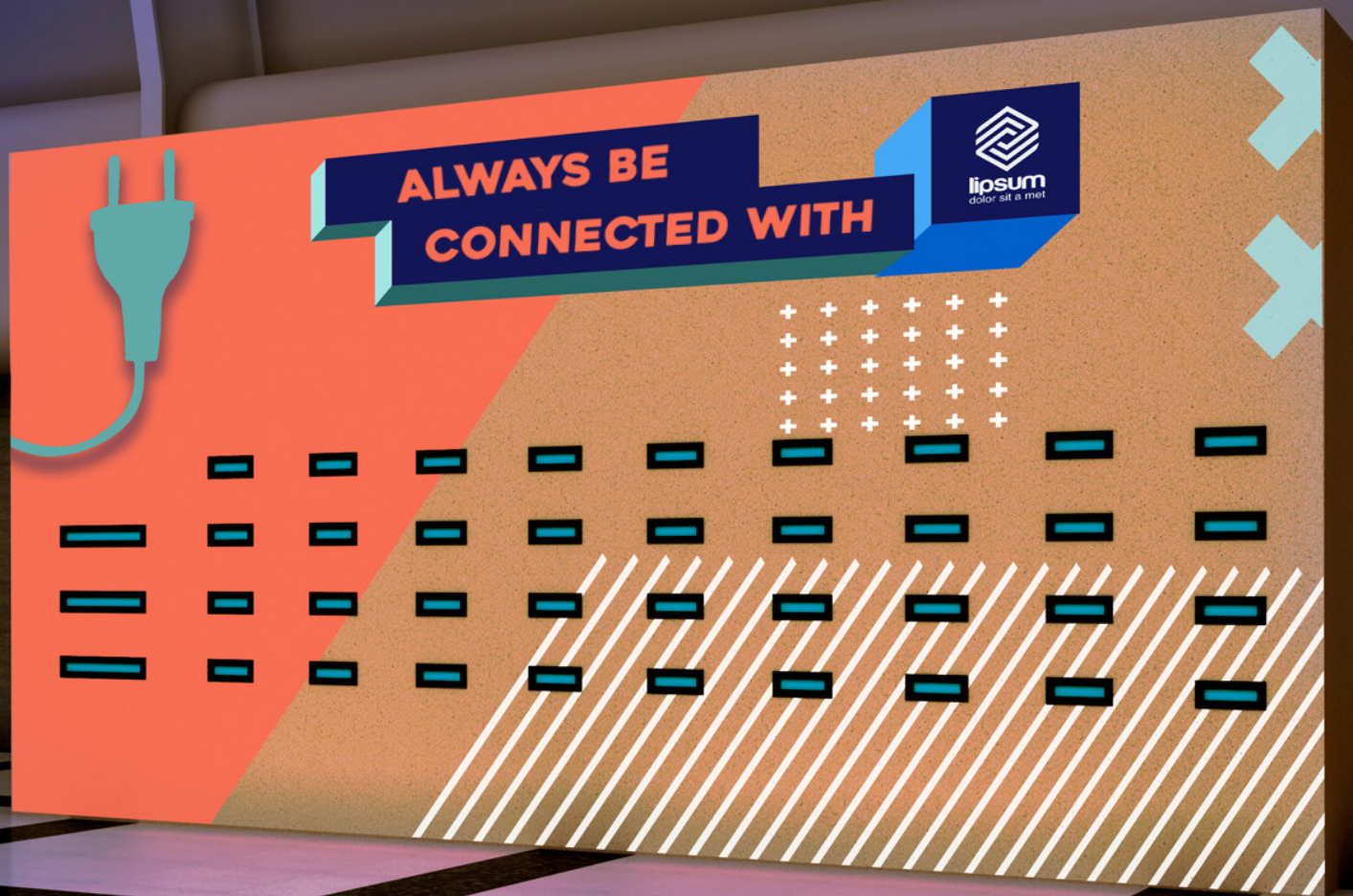
* The implementation of the aerial billboard is subject to the sale of a minimum percentage of the advertising spaces available

BRAND DISCLOSURE

- + Featured on event website with link to your website
- + In the main EXPO ABGR 2019 promotional materials, such as announcements, email marketing, releases and other communication pieces to be developed for the event campaign.
- + Featured in the event's scenery panels
- + Featured in plenary screen templates along with the other sponsors

COMMENTS

- Applications will be submitted for sponsor's approval
- The Gold sponsor logo application will have a different size from other sponsor's applications, smaller than Platinum



COFFEE LOUNGE



WELCOME ATTENDEES IN AN IDEAL SET FOR INTERACTION

The Coffee Lounge will be set for work and networking, where the attendees will delight in a comfortable space with baristas and workstations.

COFFEE LOUNGE

PACKAGE PRICE | US\$ 32,500.00



BUSINESS COUNTERPART

- ❑ Custom-branded lounge in the event entrance foyer, overlooking the cable-stayed bridge
- ❑ Personalized cafe with company logo
- ❑ 20 complimentary tickets for [EXPO ABGR 2019](#)
- ❑ 5 complimentary tickets to the [XIII International Seminar ABGR](#)

BRAND DISCLOSURE

- + Featured on event website with link to your website
- + Featured in the Coffee Lounge scenery panels

COMENT

- Applications will be submitted for sponsor's approval

COFFEE LOUNGE





COFFEE LOUNGE



COCKTAIL

**HOST THE ATTENDEES IN A HAPPY HOUR IN
THE CENTER OF EXPO ABGR 2019**

Surprise the attendees with amazing musical acts!



COCKTAIL – 1st day – 2 packages available

PACKAGE PRICE | US\$ 27,500.00



BUSINESS COUNTERPART

- Cocktail Welcome Speech
- Saxophone player George Israel's musical act (Brazilian band Kid Abelha's player)
- Beverage package [2h hour service]
 - Wine
 - Beer
 - Soft Drinks
 - Orange Juice
 - Sparkle and flat water
- 20 complimentary tickets for EXPO ABGR 2019
- 5 complimentary tickets to the XIII International Seminar ABGR

BRAND DISCLOSURE

- + Featured on event website with link to your website
- + In the Cocktail party advertise material
- + Featured in aerial billboard during the cocktail party

COMMENTS

- Applications will be submitted for sponsor's approval
- For the cocktail to be viable, it is necessary for the 2 cocktail packages available per day to be sold

COCKTAIL – 2nd day – 2 packages available

PACKAGE PRICE | US\$ 32,500.00



BUSINESS COUNTERPART

- Cocktail Welcome Speech
- Piano player Glaucio Cristelo's musical act
- Beverage package [2h hour service]
 - Wine
 - Beer
 - Soft Drinks
 - Orange Juice
 - Sparkle and flat water
- 20 complimentary tickets for EXPO ABGR 2019
- 5 complimentary tickets to the XIII International Seminar ABGR

BRAND DISCLOSURE

- + Featured on event website with link to your website
- + In the Cocktail party advertise material
- + Featured in aerial billboard during the cocktail party

COMMENTS

- Applications will be submitted for sponsor's approval
- For the cocktail to be viable, it is necessary for the 2 cocktail packages available per day to be sold

WATER STATION

HYDRATE THE
ATTENDEES
WITH YOUR
BRAND



WATER STATION

PACKAGE PRICE | US\$ 16,250.00



BUSINESS COUNTERPART

- 05 hydration points spread throughout the event customized with your brand
- Biodegradable cups personalized with your logo
- 20 complimentary tickets for [EXPO ABGR 2019](#)
- 5 complimentary tickets to the [XIII International Seminar ABGR](#)

BRAND DISCLOSURE

- + Featured on event website with link to your website

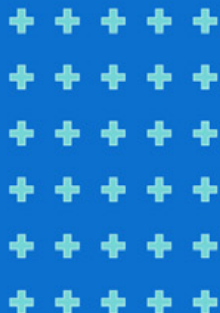
COMMENT

- Applications will be submitted for sponsor's approval

PRIVATE LUNCH

HOST AN EXCLUSIVE LUNCH FOR YOUR GUESTS IN THE EVENT

Welcome your customers and prospects in an unique way



PRIVATE LUNCH – 8 packages available

PACKAGE PRICE | US\$ 12,500.00



BUSINESS COUNTERPART

- Custom Branded Lunch Room to welcome 30 guests for an exclusive lunch
- 20 complimentary tickets for [EXPO ABGR 2019](#)
- 5 complimentary tickets to the [XIII International Seminar ABGR](#)

BRAND DISCLOSURE

- + Featured on event website with link to your website
- + In the lunch advertise material

COMMENT

- Applications will be submitted for sponsor's approval

TOTE BAG

**YOUR BRAND
ADVERTISED AND
CIRCULATING
DURING AND
AFTER THE EVENT**



TOTE BAG

PACKAGE PRICE | US\$ 12,500.00

BUSINESS COUNTERPART

- Custom Branded Tote bag distributed to the [XIII International Seminar ABGR](#)
- 20 complimentary tickets for [EXPO ABGR 2019](#)
- 5 complimentary tickets to the [XIII International Seminar ABGR](#)

BRAND DISCLOSURE

- + Featured on event website with link to your website

COMMENT

- Applications will be submitted for sponsor's approval



WI-FI

**CONNECT THE ATTENDEES
WITH YOU BRAND**

Provide internet to over 3000 users in
the event.

BUSINESS COUNTERPART

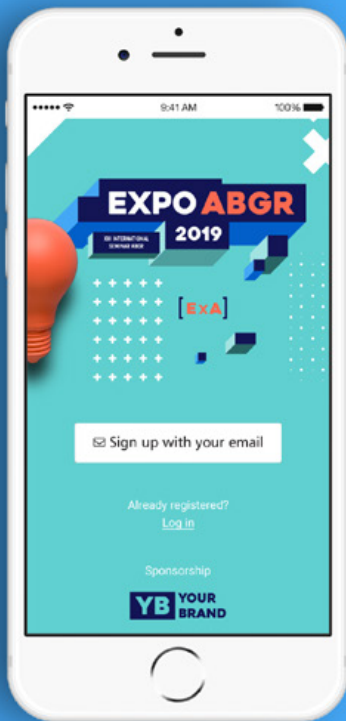
- Logo application in the opening page for the event wi-fi
- 20 complimentary tickets for [EXPO ABGR 2019](#)
- 5 complimentary tickets to the [XIII International Seminar ABGR](#)

BRAND DISCLOSURE

- + On network login and password signposts
- + Featured on event website with link to your website

COMMENT

- Applications will be submitted for sponsor's approval



OFFICIAL EVENT APP

**SPONSOR THIS INFORMATION
AND NETWORKING LEADING
EDGE TOOL.**

EVENT APP

PACKAGE PRICE | US\$ 12,500.00



BUSINESS COUNTERPART

- Logo application in the event app
- 3 posts in the event timeline
- 20 complimentary tickets for [EXPO ABGR 2019](#)
- 5 complimentary tickets to the [XIII International Seminar ABGR](#)

BRAND DISCLOSURE

- + Featured on event website with link to your website

COMMENT

- Applications will be submitted for sponsor's approval



EVENT'S OFFICIAL INSURANCE

**IN A HIGHLY
COMPETITIVE
ENVIRONMENT, TAKE
THE LEAD AND SEAL THE
EXPO ABGR 2019'S INSURANCE**

EVENT'S OFFICIAL INSURANCE

PACKAGE PRICE | US\$ 12,500.00



BUSINESS COUNTERPART

- In addition to the amount of the package, the Insurer shall offer free issuance of the event insurance policy, estimated at approximately US\$ 1,250.00
- 20 complimentary tickets for [EXPO ABGR 2019](#)
- 5 complimentary tickets to the [XIII International Seminar ABGR](#)

BRAND DISCLOSURE

- + In the main EXPO ABGR 2019 promotional materials, such as announcements, email marketing, releases and other communication pieces to be developed for the event campaign
- + Featured on event website with link to your website

COMMENT

- Applications will be submitted for sponsor's approval

LOCKER STATION



**TAKE THE WEIGHT
OFF THE ATTENDEES
AND HELP THEM TAKE
A LEISURELY WALK
AROUND THE EVENT**

LOCKER STATION

PACKAGE PRICE | US\$ 10,000.00



BUSINESS COUNTERPART

- Logo application on luggage storage's header panel and receptionists tags
- 20 complimentary tickets for [EXPO ABGR 2019](#)
- 5 complimentary tickets to the [XIII International Seminar ABGR](#)

BRAND DISCLOSURE

- + Featured on event website with link to your website

COMMENT

- Applications will be submitted for sponsor's approval

KEEP SAFE WHAT IS IMPORTANT TO YOU WITH





BUSINESS MEETING



NETWORK OPPORTUNITIES AND BUSINESS LEVERAGE

Exclusive meeting room for meetings during
the event.

BUSINESS MEETING

PACKAGE PRICE | US\$ 8,750.00



BUSINESS COUNTERPART

- ❑ Exclusive meeting room for your company's use, customized with your brand in the **EXPO ABGR 2019** area [Lounge or meeting room format]
- ❑ 20 complimentary tickets for **EXPO ABGR 2019**
- ❑ 4 complimentary tickets to the **XIII International Seminar ABGR**

BRAND DISCLOSURE

- + Featured on event website with link to your website

COMMENT

- Applications will be submitted for sponsor's approval



ACCREDITATION

ENSURE GREAT VISIBILITY BY
PLOTTING YOUR BRAND WITH
EXCLUSIVITY ON THE
EVENT'S PASSES



ACCREDITATION

PACKAGE PRICE | US\$ 7,500.00



BUSINESS COUNTERPART

- Logo application on badges and lanyard - official event credentials
- 20 complimentary tickets for [EXPO ABGR 2019](#)
- 5 complimentary tickets to the [XIII International Seminar ABGR](#)

BRAND DISCLOSURE

- + Featured on event website with link to your website

COMMENT

- Applications will be submitted for sponsor's approval

NOTEPAD AND PEN

**YOUR BRAND DURING
AND AFTER THE EVENT**



NOTEPAD AND PEN

PACKAGE PRICE | US\$ 5,000.00



BUSINESS COUNTERPART

- Event pen and notepad customized with your logo. The material will be distributed to [EXPO ABGR 2019](#) attendees
- 20 complimentary tickets for [EXPO ABGR 2019](#)
- 3 complimentary tickets to the [XIII International Seminar ABGR](#)

BRAND DISCLOSURE

- + Featured on event website with link to your website

COMMENT

- Applications will be submitted for sponsor's approval

CORPORATE MATERIAL

INCLUDE YOUR BROCHURES AND GIFTS IN THE EVENT'S OFFICIAL TOTE BAG

Use the opportunity to advertise your service and your products in detail to the attendees.



CORPORATE MATERIAL

PACKAGE PRICE | US\$ 2,500.00



BUSINESS COUNTERPART

- Corporate material or gift [sponsor's production cost] inserted in the official event tote bag
- 20 complimentary tickets for [EXPO ABGR 2019](#)
- 2 complimentary tickets to the [XIII International Seminar ABGR](#)

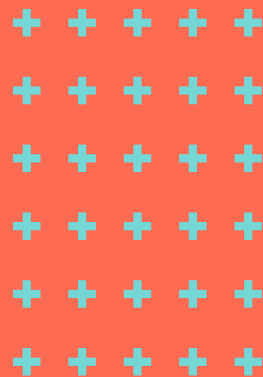
BRAND DISCLOSURE

- + Featured on event website with link to your website

COMMENT

- Applications will be submitted for sponsor's approval

ADVERTISING SPACES



DIGITAL AERIAL BILLBOARD

**YOUR BRAND IN EVIDENCE IN
THE CENTER OF EXPO ABGR**



EXPO ABGR DIGITAL AERIAL BILLBOARD

YB YOUR BRAND

EXPO ABGR DIGITAL AERIAL BILLBOARD

- 100 appearances of 30" in the event's digital aerial billboard* – Sponsor must provide content
 - Price **US\$ 5,000.00**
- 50 appearances of 30" in the event's digital aerial billboard* – Sponsor must provide content
 - Price **US\$ 3,750.00**

- * The implementation of the aerial billboard is subject to the sale of a minimum percentage of the advertising spaces available
- * Bethe B may produce the promo video to be advertised by your company (additional cost upon request)

REVIEW EXPO ABGR 2019 MAGAZINE

YOUR BRAND PRINTED IN THE EVENT'S MAGAZINE

Quality content that will link your brand
to the greater risk management event in
Latin America post event.



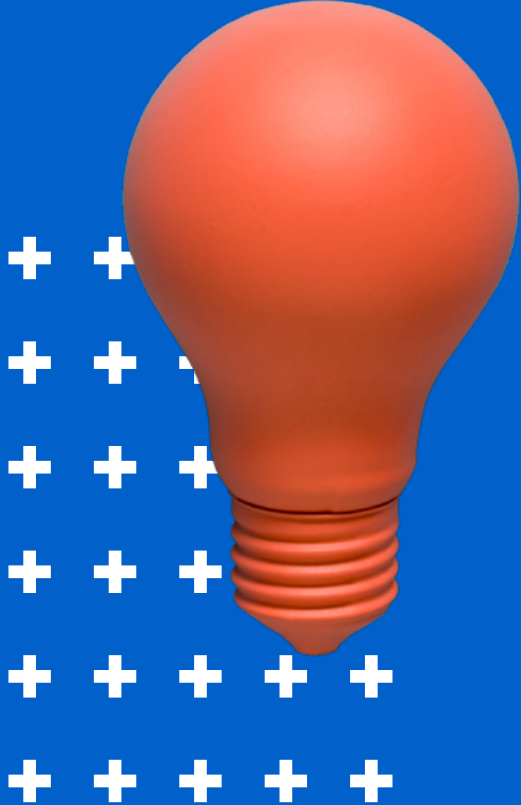
REVIEW EXPO ABGR 2019 ADVERTISE

- 2nd cover and 3rd page advertise (opening)
 - Price **US\$ 6,250.00**
- 4th cover advertise
 - Price **US\$ 3,750.00**
- 3rd cover and last page advertise
 - Price **US\$ 2,500.00**
- Particular page advertise
 - Price **US\$ 2,000.00**
- Non-Particular page advertise
 - Price **US\$ 1,250.00**

COMMENTS

- The magazine will be physically distributed to exhibitors, sponsors, opinion makers and market press
- The link to access the digital content will be sent to all participants

* Bethe B may produce the promo video to be advertised by your company (additional cost upon request)



IMPORTANT INFORMATION

- + Package deals can be purchased by completing the Sponsorship Confirmation Form and sending it to fernanda@betheb.com.
- + Sponsors who wish to acquire more than one package will have a special discount.
- + Note that some packages are not exclusive, therefore they can be sold to more than one sponsor. The order of priority shall follow the order of receipt of Sponsorship Confirmation Forms.
- + Logo applications will have different sizes according to each package.

CONTACT US

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