



The Brazil  
Conference  
& Expo

INTERNATIONAL  
**FRESH PRODUCE ASSOCIATION**  
AUGUST  
**04 TO 05 2026**  
Distrito Anhembi - São Paulo

The event that connects  
the entire **Produce**  
**Industry.**



**9<sup>TH</sup>** Annual event connecting the Supply Chain with the global market.

Boutique event with **key industry leaders, offering:**

- + Access to decision-makers and **market** leaders
- + Global **visibility** in the fresh produce market
- + **Updates** on trends and innovations
- + **Expansion** into new markets

## Increasing reach every year:

▼  
**200**  
exhibitors  
(25% increase compared to 2024)

▼  
**4,500**  
visitors  
(+85% participate in the purchasing process)

▼  
**17**  
countries  
(80% increase in exporters compared to 2024)

▼  
**24**  
brazilian states

(2025 results)



# THE IDEAL PLACE TO DO BUSINESS

▶ **+R\$87M**

generated in estimated future business in 2025

▶ **96%**

of exhibitors achieved their goals



## WHO EXHIBITS

### Producers and Suppliers

Fruits  
Flowers  
Vegetables  
Vegetables  
Eggs

### Technology and Inputs

Packaging and  
Preservation Solutions  
Agricultural Equipment  
Software and  
Technological Solutions

### Logistics and Distribution



## TESTIMONIAL

“It was an excellent experience for Produtores do Bem. The organization was impeccable, the audience was qualified, and the event greatly facilitated networking and the generation of new business. The return was extremely positive, and we will definitely participate in future editions.”



### Emílio César Favero

President of Produtores  
do Bem





# CONNECT YOUR COMPANY WITH INDUSTRY LEADERS

**100%**

of visitors  
achieved their  
goals

**+85%**

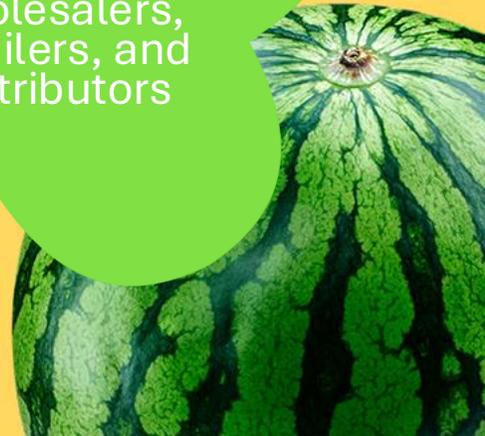
participate in the  
purchasing process

**+65%**

hold management  
positions

**50%**

Wholesalers,  
Retailers, and  
Distributors



# 8 OF THE 10 LARGEST BRAZIL RETAIL PLAYERS VISITED THE EVENT



(source: ABRAS 2025 ranking)

# CHECK OUT SOME MORE PLAYERS WHO VISITED THE EVENT





# DIGITAL PRESENCE

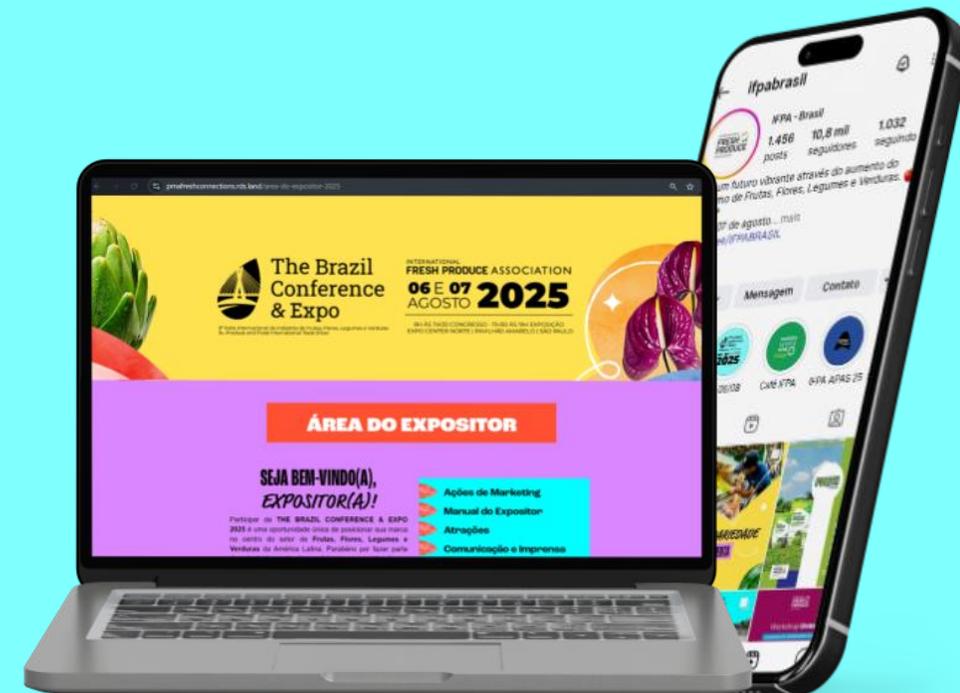
▶ **120,000 hits** on the website

▶ **2,576,001 Social Media Impressions**

▶ **772,299 profiles reached**

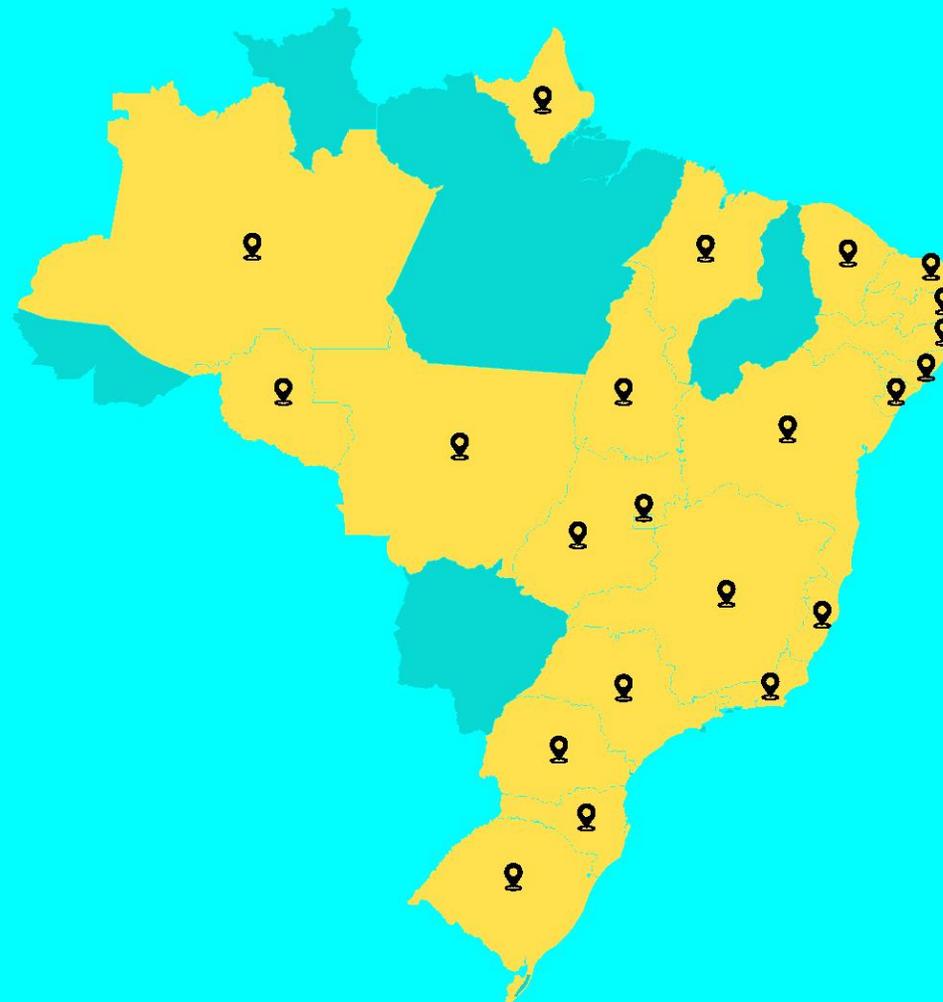
▶ **172 email campaigns triggered**

▶ **+40K qualified email contacts**



# 24 BRAZILIAN STATES VISITED THE EVENT

- São Paulo
- Minas Gerais
- Santa Catarina
- Paraná
- Rio Grande do Sul
- Pernambuco
- Rio de Janeiro
- Espírito Santo
- Ceará
- Bahia
- Goiás
- Rio Grande do Norte
- Federal District
- Mato Grosso
- Pará
- Mato Grosso do Sul
- Amapá
- Maranhão
- Tocantins
- Sergipe
- Alagoas
- Paraíba
- Rondônia
- Amazon





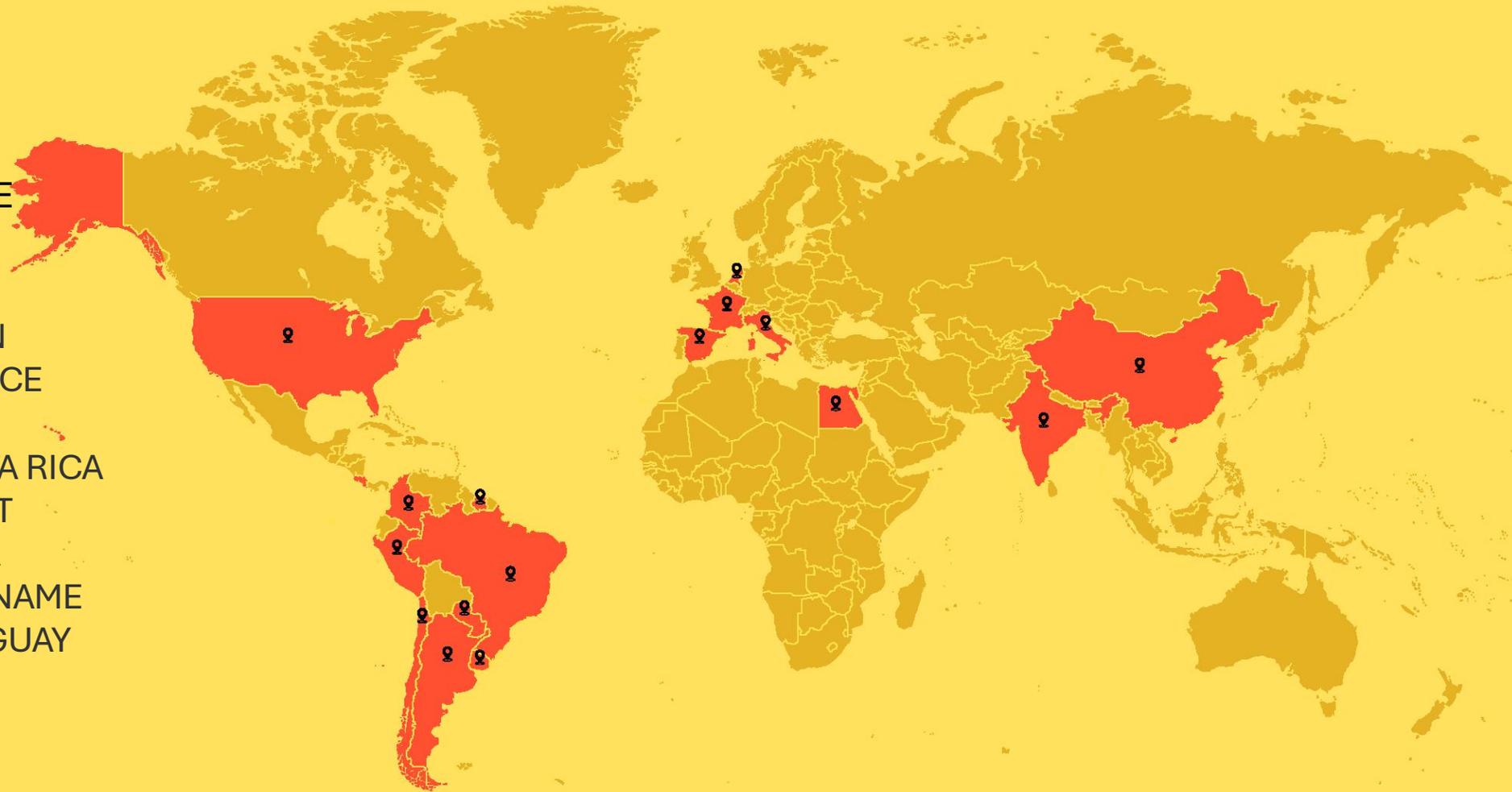
# THE BRAZIL CONFERENCE & EXPO WORLDWIDE



## 17 COUNTRIES VISITED THE 9TH EDITION OF THE EVENT

- BRAZIL
- CHILE
- ARGENTINA
- PERU
- UNITED STATES
- NETHERLANDS
- PARAGUAY
- CHINA
- COLOMBIA

- SPAIN
- FRANCE
- ITALY
- COSTA RICA
- EGYPT
- INDIA
- SURINAME
- URUGUAY



# YOUR BRAND NEEDS TO BE HERE

▶ Highlight for **national and international players**

▶ Access **4,500+ decision-makers** (85% participate in the buying process) (65% in management positions)

▶ **Expansion of digital reach** (+50 thousand qualified contacts)

▶ Create **unique and personalized experiences**





# PROGRAMMING FOCUSED ON SPECIALISTS

2  
stages

## CONFERENCE

Premium content for  
industry decision makers

## IFPA TALKS

Exclusive space for  
professional development



# TOP SPEAKERS



**Cathy Burns**

CEO of IFPA



**Jessica Keller**

Vice President of  
Global Industry  
Relations at IFPA



**Luiz Roberto Barcelos**

Founding Partner  
of Agrícola  
Famosa, Chairman  
of ABRAFRUTAS,  
and IFPA Board  
Member



**Tamara Muruetagoiena**

Vice President of  
Sustainability at  
IFPA



**Mark Madden**

Vice President of  
International  
Marketing &  
Licensing at Sunkist  
Growers Inc.



**Adriana Murasaki**

Food &  
Nutrition  
Research at  
Euromonitor  
International



**Rodrigo Barros**

CEO and  
Founder of  
Boali

(2025 edition)



## Agricultura como Solução Climática: Ins...

### COP30 e a Liderança Sustentável do Brasil



**Jessica Keller**

Vice President, Global Industry Relations  
International Fresh Produce Association



**Luiz Roberto Barcelos**

Board Member, Agrícola Famosa Chairman of Abrafrutas  
IFPA Brazil Country Council Member



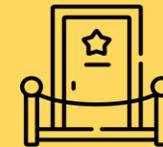
**Tamara Muruetagoiena**

Vice President, Sustainability  
International Fresh Produce Association



# HIGHLY QUALIFIED AUDIENCE

Registration options that guarantee engaged visitors



## FULL ACCESS:

- Conference
- Access to Exhibition
- Welcome Coffee
- Happy Hour
- VIP Lounge with Wi-Fi

**Full Access:** EACH MEMBER is entitled to **one complimentary** registration. Retail and Food Service – free Full Access

**Discount:** Members receive a 50% discount when using a specific code to purchase additional credentials.



# HIGHLY QUALIFIED AUDIENCE

Registration options that guarantee  
engaged visitors

## EXHIBITION ONLY:

- ACCESS TO THE EXHIBITION
- IFPA TALKS



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**ANHEMBI DISTRICT | SÃO PAULO**





Realização | *Organization*



Promoção | *Promotion*



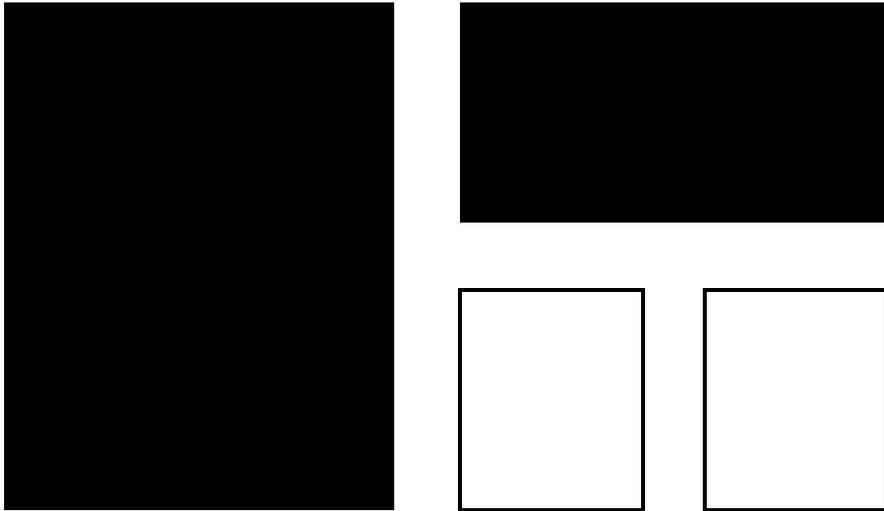
# BOOK OF PRODUCTS



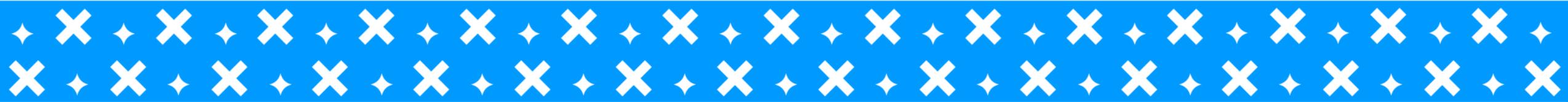


# OPEN AREA

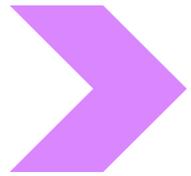
FREEDOM TO CUSTOMIZE YOUR BOOTH



ACQUIRE YOUR AREA WITHOUT ASSEMBLY AND DESIGN IT WITH THE ASSEMBLER OF YOUR CHOICE.  
**(FOR OPTIONS FROM 12M).**



# MODULAR DESIGN



Everything ready to arrive and exhibit

The Modular Project is the ideal choice for companies that want speed in assembly, a standardized look, and excellent cost-effectiveness.



**Commitment to sustainability**  
**Make your booth carbon neutral**  
An exclusive option for **Modular Project** exhibitors: neutralize the carbon emissions generated by your booth.



6m<sup>2</sup> and 9 m<sup>2</sup> mandatory modular design



# MODULAR PROJECT

## OPTION FROM 6M<sup>2</sup>



Individual storage

Floor Plan



3m

3m



Individual storage

Floor Plan



3m

2m





# IBRAHORT PROJECT

A space dedicated exclusively to the Vegetables and Greens segment – coordinated by IBRAHORT, this space brings together the main producers and companies in the sector, promoting the visibility of brands, products, and technologies that are transforming the production chain.

With a focus on **innovation, technology, and sustainability**, this space provides a strategic environment for generating business, strengthening partnerships, and launching new products.





# INCENTIVE AND OPPORTUNITY



The Organic Roots Project supports small producers and sustainable businesses, connecting them even more closely to the fresh produce market. (Fruits, Flowers, Vegetables, and Greens).



**Collective space with 6 exclusive counters** for companies participating for the first time.



# HUB PROJECT AGRO SOLUTIONS FOR PRODUCERS by PECEGE

14. Space of about 250m2 entirely dedicated to support, networking, and learning for producers, with a menu of solutions and innovations for the sector, curated by PECEGE.

Lounge format, with a stage for small lectures, case presentations, and launches for the sector, where several companies will exhibit products, technologies, machinery, and interact with visitors.

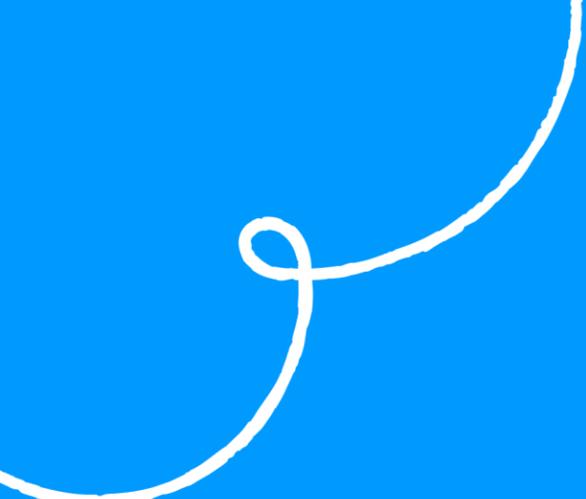
We will also have a meeting room to hold small business rounds with partner companies

COLLECTIVE  
SPACE



pecege





# **PLATINUM SPONSORSHIP**



# SPONSORS



## ALL SPONSORSHIP OPTIONS

### INCLUDE THE FOLLOWING BENEFITS:

- Company name included in event program;
- Company recognition during the welcome speech;
- Logo included on the Brazilian website and global IFPA website;
- Discount on stand investment.

## ADDITIONAL BENEFITS BY TYPE

### PLATINUM SPONSOR

Five (5) complimentary  
registrations  
complimentary

### GOLD SPONSOR

Four (4) registrations  
complimentary

### SILVER SPONSOR

Two (2) registrations  
complimentary

### BRONZE SPONSOR

One (1) complimentary  
registration  
complimentary



# ▶ PLATINUM SPONSOR

- 9-meter stand for presenting products/services (decoration under the responsibility of the sponsor);
- Opportunity to present a 40-second video at the opening of the event (conference) on one of the days of the event (material produced by the client and sent for validation by July 5, 2025);
- Opportunity to deliver promotional material to participants;
- Prominent logo in physical communications for the event as a platinum sponsor;
- Opportunity to provide products for tasting during breakfast in the VIP lounge;
- Logo included on visitor badges at the trade show;
- Discount on stand investment;
- 5 free full experience ticket.

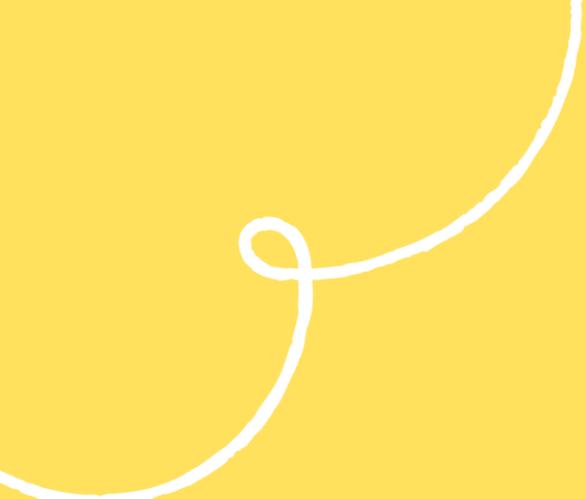
*(Decoration under the responsibility of the Sponsor)*



**SPONSOR**



paripassu 



# **GOLD SPONSORSHIP**

# ➤ BAG SPONSOR

## EXCLUSIVE QUOTA

- Eco-friendly bag with the sponsor's logo (design and production of bags is the responsibility of the sponsor);
- Opportunity to include your company's promotional materials in the bag;
- Possibility of product tasting during breakfast;
- Company name included in the event's physical communications as a gold sponsor;
- Recognition of the company during the conference welcome speech;
- Logo included in the logo bar on the IFPA Global Brazil website;
- Discount on stand investment;
- 4 free full experience ticket.



# ➤ EDUCATION SESSION SPONSOR

## 2 QUOTAS

- Opportunity to present a video during the opening of the event (40 seconds) on Tuesday or Wednesday;
- Opportunity to distribute promotional material to participants in the conference area;
- Your company logo included in the event's physical communications as a gold sponsor;
- Company name included in the event program as a gold sponsor;
- Recognition of the company during the conference welcome speech;
- Logo included in the logo bar on the IFPA Global Brazil website;
- Discount on stand investment.
- 4 free full experience ticket.



# SPONSOR OF THE BADGE LANYARDS

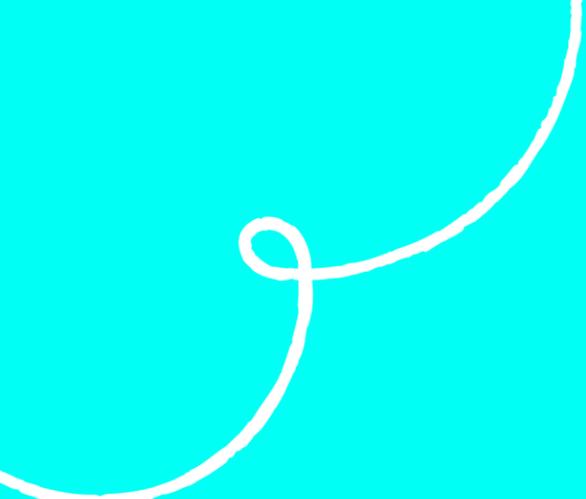
## EXCLUSIVE QUOTA

- Company logo printed on badge lanyards (4 colors);
- Opportunity to provide products for tasting throughout the event (if applicable);
- Company name included in physical event communications as a **gold sponsor**;
- Company recognition during the welcome speech at the conference;
- Logo included in the logo bar on the IFPA Brazil website;
- Discount on booth investment;
- 4 free full experience ticket.

Print quantity: 3,000 lanyards

## SPONSOR





# **SILVER SPONSORSHIP**

# ➤ CHAIR COVER SPONSOR

## EXCLUSIVE QUOTA

- Your company logo included in physical communications for the event as a silver sponsor;
- Company logo printed on the covers of the auditorium chairs;
- Opportunity to provide products for tasting during breakfast;
- Company name included in the event program as a silver sponsor;
- Company recognition during the conference welcome speech;
- Logo included in the logo bar on the IFPA Global Brazil website;
- Discount on stand investment;
- 2 free full experience ticket.

## SPONSOR



# ➤ SPONSOR OF WATER BOTTLES

## EXCLUSIVE QUOTA

- Company logo printed on water bottle labels;
- Your company logo included in physical communications for the event as a silver sponsor;
- Opportunity to provide products for tasting at breakfast;
- Company name included in the event program (conference program sponsor signage) as a silver sponsor;
- Company recognition during the welcome speech at the conference;
- Logo included in the logo bar on the IFPA Global Brazil website;
- Discount on booth investment;
- 2 free full experience ticket.

## SPONSOR



# ➤ WI-FI SPONSOR

## EXCLUSIVE QUOTA

- Your company logo included in physical communications for the event as a silver sponsor;
- Opportunity to promote your company on the Wi-Fi password display totem;
- Recognition of the company during the welcome speech;
- Logo included in the logo bar on the IFPA Global Brazil website;
- Discount on stand investment;
- 2 free full experience ticket.



# ➤ SIMULTANEOUS TRANSLATION SPONSOR

## 3 QUOTAS

- Logo displayed on the headphone distribution counter;
- Your company logo included on the signage of the simultaneous interpretation booth;
- Recognition of the sponsor in the event's audio and video messages;
- Company name included in the event program as a silver sponsor;
- Company recognition during the welcome speech, video presentation with sponsor logos;
- Logo included in the logo bar on the IFPA Global Brazil website;
- Discount on booth investment;
- 2 free full experience ticket.





# **BRONZE SPONSORSHIP**

# ➤ BREAKFAST SPONSOR

## 14 QUOTAS

- Your company logo included in physical communications for the event as a bronze sponsor;
- Opportunity to provide products for tasting during breakfast before the opening of the conference (delivery of products under the responsibility of the sponsor);
- Company name included in the event program as a bronze sponsor;
- Recognition of the company during the conference welcome speech;
- Logo included in the logo bar on the IFPA Global Brazil website;
- Discount on booth investment;
- 1 free full experience ticket.

## SPONSOR



# IFPA TALKS SPONSOR

## 7 QUOTAS

- Your company logo included in the event's physical communications as a bronze sponsor;
- On-site Logo recognition in IFPA Talks area
- Allocation of space for a lecture (30 minutes).
- Logo included in the logo bar on the IFPA Global Brazil website;
- Discount on stand investment;
- 1 free full experience ticket.



# ➤ CO-WORKING STATIONS SPONSOR

## 3 QUOTAS

- Prominently displayed at the show co-working stations so that your client does not have to leave the fair for their daily appointments;
- 1 collective aerial banner positioned in a strategic location at the fair, with the logos of the sponsors of this quota;
- Company name included in the event program as a bronze sponsor;
- Company recognition during the conference welcome speech;
- Logo included in the logo bar on the IFPA Global Brazil website;
- Discount on stand investment;
- 1 free full experience ticket.



# ➤ HAPPY HOUR SPONSOR

## 3 QUOTAS

- Your company logo included in physical communications for the event as a bronze sponsor;
- Opportunity to provide products for tasting during happy hour;
- Company name included in the event program as a bronze sponsor;
- Recognition of the company during the conference welcome speech;
- Logo included in the logo bar on the IFPA Global Brazil website;
- Discount on booth investment;
- 1 free full experience ticket.



## SPONSOR





# GLOBAL RECEPTION



## 3 SHARES

Logo included in the Global Reception  
Opportunity to provide products for  
tasting during happy hour;  
Company name included in the program  
as a bronze sponsor;  
Recognition in the conference welcome  
speech;  
Logo included in the logo bar on the  
website;  
Discount on booth investment;

1 free full experience.

# ➤ PODCAST SPONSOR

## 3 QUOTAS

- Logo included in the podcast;
- Company name included in the program as a bronze sponsor;
- Recognition in the conference welcome speech;
- Logo included in the website logo bar;
- Discount on stand investment;
- 20-minute interview on the podcast;
- 1 free full experience ticket.





# MERCHANDISING



**AERIAL BANNER**  
DOUBLE-SIDED

Printed canvas front and back.



**GUIDE ADVERTISEMENT VISITOR GUIDE**

Advertisement in the visitor guide.



**SOCIAL PUBLICATION**

Post on Instagram feed and official stories of the Show.  
Check the conditions.  
(IFPA approval required)



**FLOOR STICKER**

Floor sticker.



**CIRCUIT LED**

1 portico entrance  
5 digital totems.

**CONTACT US TO LEARN MORE ABOUT MERCHANDISING OPTIONS.**





# MERCHANDISING



## MEGA STICKER FLOOR

10X4M

## LED ENTRANCE EXPO 4

2240x720 pixels

## SHOWCASE OF PRODUCTS

30 UNITS  
Product display in the showcase (per shelf)

## PRODUCT EXCLUSIVE

EXCLUSIVE

Exhibitors can purchase this additional space to set up as a lounge. Located near the food court. Assembly is the responsibility of the exhibitor

## SOCIAL MEDIA CONTENT CREATION SPACE

EXCLUSIVE

Exhibitors can purchase this additional space to create an Instagram-worthy setting, including the fair logo in the event's communications. Assembly is the responsibility of the exhibitor

CONTACT US TO LEARN MORE ABOUT MERCHANDISING OPTIONS.





# MERCHANDISING



**EXCLUSIVE E-MAIL  
MARKETING**



**VISIBILITY KIT**



**DOUBLE-SIDED  
MEGA AIR BANNER**

3x5m



**SINGLE SIDED MINI  
AIR BANNER**

2x3m



**SAMPLING ACTION  
PAVILION**

Distribution of gifts

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Realização | Organization



Promoção | Promotion



# SECURE YOUR BOOTH NOW!

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