

**EXP**    
**PROCESSOS**  
**'26** | FEIRA INTERNACIONAL DE TECNOLOGIA  
PARA PROCESSOS INDUSTRIAIS

# MARKETING CATALOG

[expoprocessos.com](http://expoprocessos.com)

## MARKETING SOLUTIONS FOR THE EXPOPROCESSOS EXHIBITION

This catalog presents **various marketing solutions for exhibitors** wishing to **highlight their brands** and take advantage of the exclusive opportunities at the **EXPOPROCESSOS** trade fair.

Each solution has been designed to offer **high visibility**, awareness-boosting and appropriate segmentation, in order to reach a **qualified target audience and generate leads**.

## IMPACT OF EACH MARKETING ACTION BASED ON EXHIBITION ATTENDANCE DATA

**EXHIBITION VISITORS:** 3.000 professionals

**ACCREDITATION REQUESTS:** 6.000 professionals

**SINGLE VISITORS TO THE WEBSITE:** Average of 4.500 in the 6 months prior to the exhibition, over 8.000 in the previous month

**NEWSLETTER DATABASE:** 15.000 professionals

## IMPORTANT INFORMATION

The order of allocation of marketing services will be strictly defined based on the following order and priority:

- **PLATINUM SPONSOR**
- **GOLD SPONSOR**
- **ACCORDING TO THE DATE OF SUBMISSION OF THE MARKETING FORM**



# INDEX

Roll-Up or similar with company information at the exhibition entrance.....	4
Spotlight in the list of exhibitors on the website .....	5
Banner on website homepage.....	6
Accreditations .....	7
Interview published on the website, newsletter and social networks .....	8
Naming in the conference room.....	9
Banner featured in newsletters.....	10
Brand presence on exhibition signage on the EXPONOR site .....	11
Highlight and logo on the online and physical floor plan at the exhibition entrance .....	12
Sponsorship of lanyards.....	13
Naming do espaço VIP.....	14
Platinum Sponsor.....	15
Gold Sponsor.....	16
Contact.....	17

## ROLL-UP OR SIMILAR

whit company information at the exhibition entrance

### WHAT IS IT?

Portable banner used for visual communication.  
Retractable structure with a printed canvas.

### STAGES

Exhibition

### ADVANTAGES

1. High Visibility
2. Increased brand awareness
3. Excellent cost-benefit ratio
4. Efficient support

### IMPACT

Visible to 100% of the 3.000 visitors and other exhibitors

### IMAGE AND CONTENT

Provided by the company

### PRICE

275€ + VAT

### MAXIMUM NUMBER OF EXHIBITORS WITH THIS SERVICE

3

### INCLUDED IN



**ROLL UP**  
with your company info



04

## SPOTLIGHT ON THE LIST OF EXHIBITORS on the official website

### WHAT IS IT?

To highlight your company in the list of exhibitors on the official website. Your company **will be listed first in alphabetical order and highlighted in a bright color above the others**. The order of appearance will be strictly assigned first to the official sponsors (Platinum Pack or Gold Pack) and in strict order of submission of the marketing form.

### STAGES

Pre-Exhibition / Post-exhibition

### ADVANTAGES

1. Guaranteed visibility in one of the most accessed sections of the site
2. Effective call to action
3. Message segmentation

### IMPACT

Reaches most of the **4.500 average unique visitors** in the **6 months prior to the exhibition**, **over 8.000 in the previous month**

### PRICE

275€ + VAT

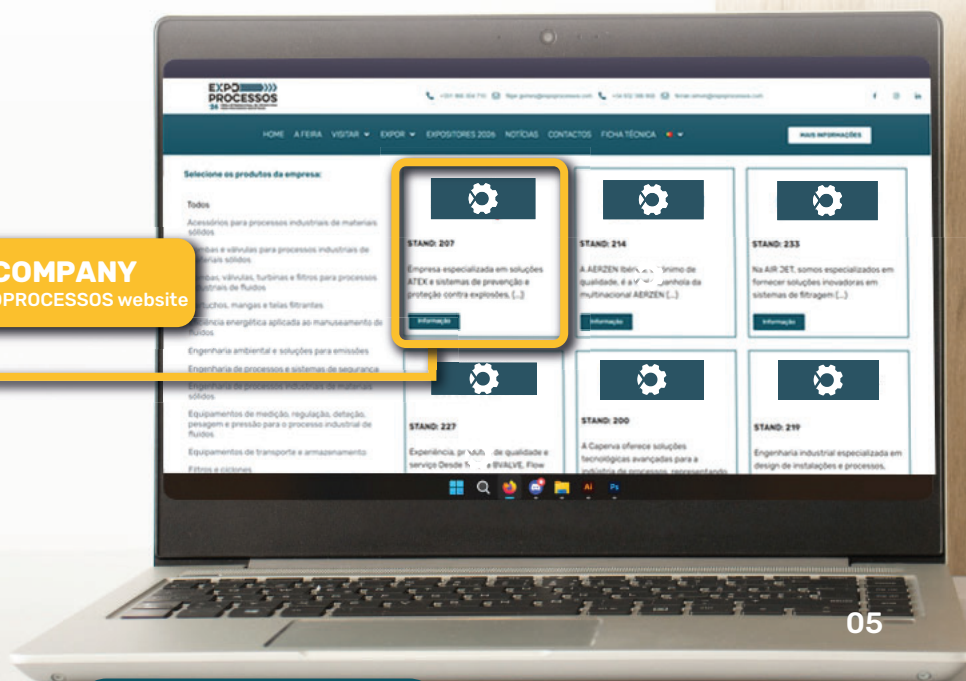
### MAXIMUM NUMBER OF EXHIBITORS WITH THIS SERVICE

4

### INCLUDED IN



**HIGHLIGHT YOUR COMPANY**  
on the exhibitors page of the EXPOPROCESSOS website



## BANNER ON THE HOME PAGE of the website

### WHAT IS IT?

Digital graphic piece (static or animated) **displayed on the home page of the exhibition website to promote brands, products or services.** It will be in the fixed section of the site, which is maintained during the event.

### STAGES

Pre-Exhibition / Exhibition

### ADVANTAGES

1. Prominent presence at the exhibition's main information access point
2. Message with strong visual appeal
3. Brand and product promotion
4. Quick and objective information
5. Personalization

### IMPACT

Visible to all **4.500 – 8.000** unique visitors to the site during the exhibition period and for up to **8 months before the exhibition**

### TECHNICAL DETAILS

Specific dimensions and examples available

### PRICE

275€ + VAT

### MAXIMUM NUMBER OF EXHIBITORS WITH THIS SERVICE

4



**LOCATION OF THE LOGO**  
of your company on the fixed bar of the EXPOPROCESSOS website

## ACCREDITATIONS

### WHAT IS IT?

Insertion of the **company logo on official exhibition invitations** sent to registered professionals

### STAGES

Pre-Exhibition / Exhibition

### ADVANTAGES

1. Wide reach among qualified professionals
2. Reinforcement of brand visibility from the pre-exhibition phase onwards

### IMPACT

Visible to the **3.000 professionals** who apply for accreditation

### PRICE

460€ + VAT

### MAXIMUM NUMBER OF EXHIBITORS WITH THIS SERVICE

3

### INCLUDED IN



**LOCATION OF THE LOGO**  
of your company on the exhibition accreditations



## INTERVIEW PUBLISHED ON THE WEBSITE newsletters and social networks

### WHAT IS IT?

An interview with a company representative, **published on the exhibition's official channels:** website, newsletters and social networks

### STAGES

Pre-Exhibition / Exhibition / Post-Exhibition

### ADVANTAGES

1. Differentiated and qualified communication
2. Reinforcement of brand awareness

### IMPACT

Reaches 15.000 professionals via newsletter  
 Visible to 4.500-8.000 unique website visitors

### PRICE

350€ + VAT

### MAXIMUM NUMBER OF EXHIBITORS WITH THIS SERVICE

4

### INCLUDED IN



**YOUR INTERVIEW**  
 featured on the networks, newsletters and website



## NAMING in the conference rooms

### WHAT IS IT?

Logo prominently **displayed in the conference room** and on all the exhibition's communication materials

### STAGES

Pre-Exhibition / Exhibition / Post-Exhibition (in promotional videos and images for **EXPOPROCESSOS**)

### ADVANTAGES

1. Maximum visibility in a strategic environment
2. Direct association with the exhibition content experience
3. Visibility on the exhibition floor plans, online and offline
4. Visibility in the dissemination and presentation on the website of the conferences held in your conference room

### IMPACT

**3.000 visitors to the exhibition, 6.000 accredited and 4.500-8.000** unique website visitors, in addition to 15.000 newsletter subscribers

### PRICE

1.150€ + VAT

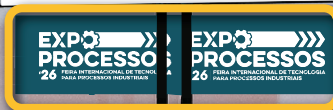
### MAXIMUM NUMBER OF EXHIBITORS WITH THIS SERVICE

1

### INCLUDED IN



Sala Expoprocessos - Expopro



**NAMING OF YOUR COMPANY**  
in the conference room communication

[expoprocessos.com](http://expoprocessos.com)

## BANNER

featured in newsletters

### WHAT IS IT?

Static or animated banner inserted in newsletters sent to the base of registered professionals

### STAGES

Pre-Exhibition / Exhibition

### ADVANTAGES

1. Target communication to a qualified audience
2. Effective call-to-action message

### IMPACT

Directly affects the **15.000 professionals** registered in the exhibition database

### TECHNICAL DETAILS

400 x 100px

### Price

250€ + VAT

### MAXIMUM NUMBER OF EXHIBITORS WITH THIS SERVICE

8

### INCLUDED IN



**YOUR COMPANY'S BANNER**  
featured in the ENERH20 newsletters



## BRAND PRESENCE ON SIGNAGE

at the exhibition, on the Exponor site

### WHAT IS IT?

Insertion of the company **logo prominently on signposts and guidelines within the exhibition grounds**, ensuring visibility at strategic points throughout the event

### STAGES

Exhibition

### ADVANTAGES

- **Continuous visibility**  
(The brand will be noticed throughout the professionals' visit around the site)
- **Increased awareness**  
(Presence in strategic locations reinforces the company's visual identity)
- **Differentiation**  
(Makes the brand stand out from other exhibitors)
- **Creation of positive associations**  
(Association of the brand with key moments, facilitating orientation and the flow of people)

### IMPACT

Visible to 100% of the exhibition's 3.000 visitors  
Visibility throughout the exhibition grounds

### PRICE

460€ + VAT

### MAXIMUM NUMBER OF EXHIBITORS WITH THIS SERVICE

4

### INCLUDED IN



**HIGHLIGHT OF YOUR COMPANY**  
on the EXPOPROCESSOS fair signage boards



## SPOTLIGHT AND LOGO ON THE FLOOR PLAN

online and physical

### WHAT IS IT?

Inserted logo and highlighting your **stand with color on the online and printed floor plan**, helping visitors to locate the company's stand

### STAGES

Pre-exhibition / Exhibition / Post-Exhibition (for the website section)

### ADVANTAGES

1. Strategic highlighting of the company's location
2. Reinforcement of visual identity

### IMPACT

Visible on the online floor plan for the 4.500-8.000 unique visitors to the website and the 3.000 visitors in person

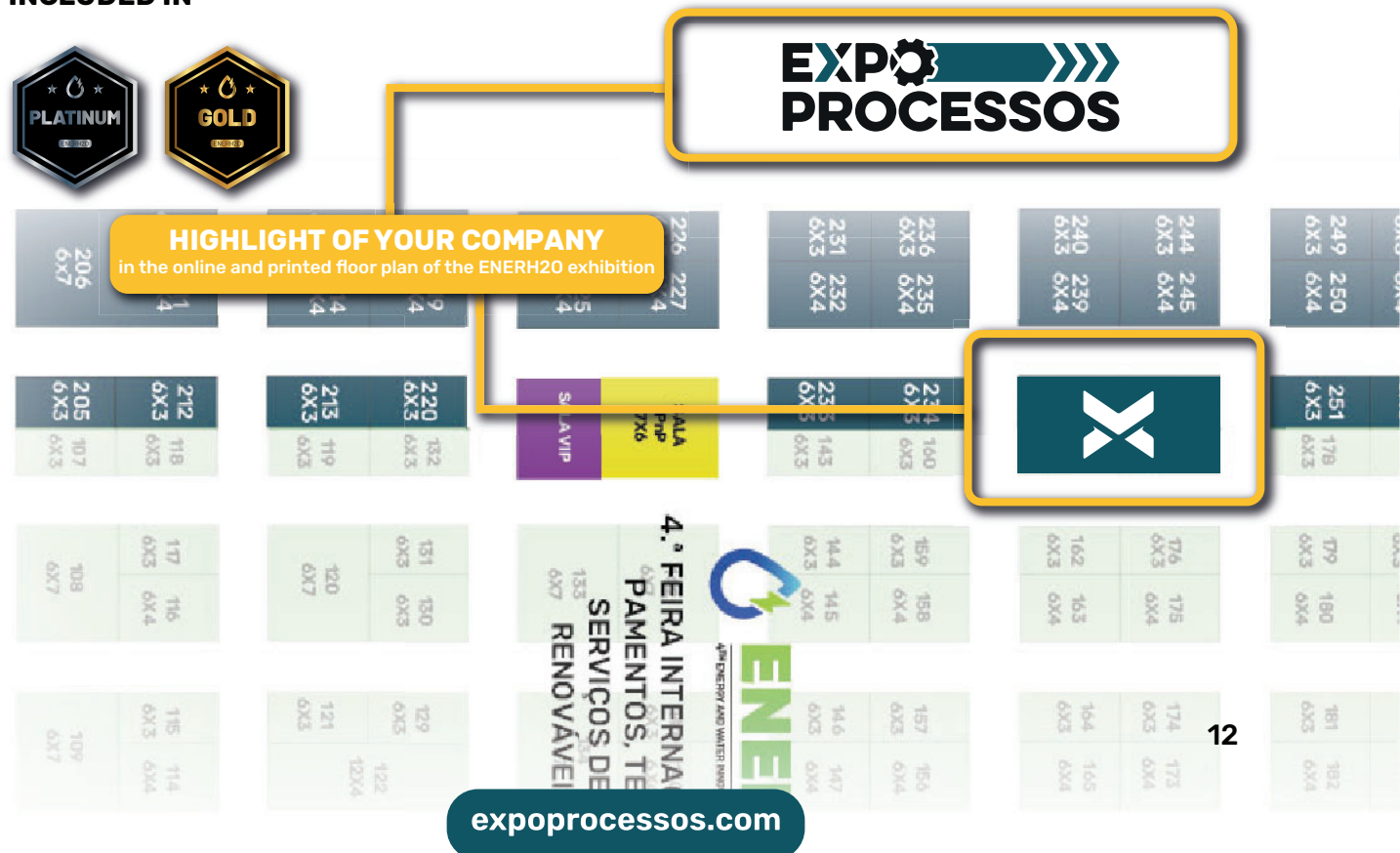
### PRICE

250€ + VAT



### MAXIMUM NUMBER OF EXHIBITORS WITH THIS SERVICE

8

### INCLUDED IN



**PLATINUM** **GOLD**

**EXP**    
**PROCESSOS**

**HIGHLIGHT OF YOUR COMPANY**  
 in the online and printed floor plan of the ENERH2O exhibition

**4.ª FEIRA INTERNACIONAL DE PAVIMENTOS, TUBOS E SERVIÇOS DE ÁGUA E ENERGIA RENOVÁVEL**

**ENE**  
 FOR ENERGY AND WATER INFRASTRUCTURE

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12

## LANYARD SPONSORSHIP

### WHAT IS IT?

Insertion of the company logo on the lanyards distributed to all participants

### STAGES

Exhibition

### ADVANTAGES

1. Continuous visibility during the event
2. Reinforced brand presence in materials carried by all participants

### IMPACT

Present on all lanyards distributed

### PRICE

1.250€ + production costs + VAT

### MAXIMUM NUMBER OF EXHIBITORS WITH THIS SERVICE

1

### INCLUDED IN



**HIGHLIGHT OF YOUR COMPANY LOGO**  
on the lanyards at the ENERH20 exhibition



## NAMING OF THE VIP SPACE

### WHAT IS IT?

Logo prominently **displayed in the VIP area and on all exhibition communication materials** relating to the VIP area

### STAGES

Pre-Exhibition / Exhibition / Post-Exhibition

### ADVANTAGES

1. Highlight your brand in the space reserved for the exhibition's most important clients
2. Your brand will be featured on the exhibition's online stand and physical stand
3. Your brand featured in all VIP accreditations

### IMPACT

Visibility in a strategic area where the exhibition's most important clients will be present

### PRICE

1.850€ + VAT

### MAXIMUM NUMBER OF EXHIBITORS WITH THIS SERVICE

1



## PLATINUM SPONSOR

### WHAT IS IT?

Become a more prominent main sponsor of the exhibition. Premium package that guarantees a presence on all the exhibition's communication channels, with personalized actions.

### STAGES

Pre-Exhibition / Exhibition / Post-Exhibition

### ADVANTAGES

- Appear on all channels as the event's official sponsor
- Exclusivity and maximum visibility
- Total brand image reinforcement

### IMPACT

Presence on all platforms (website, newsletters, signage, etc.) and contact with the event's entire audience.

### PRICE

4.300€

### SERVICES

1. Roll-Up or Similar
2. Spotlight on the List of Exhibitors
3. Banner on the Home Page
4. Accreditations
5. Interview Published on the Website
6. Conference Room Naming
7. Banner on Newsletters
8. Brand Presence on Signage
9. Spotlight and Logo on the Floor Plan
10. Sponsorship of Lanyards



## GOLD SPONSOR

### WHAT IS IT?

Become an official sponsor of the exhibition. Premium package that guarantees a presence on all the exhibition's communication channels, with personalized actions

### STAGES

Pre-Exhibition / Exhibition / Post-Exhibition

### ADVANTAGES

- Appear on all channels as the event's official sponsor
- Exclusivity and maximum visibility
- Total brand image reinforcement

### IMPACT

Presence on all platforms (website, newsletters, signage, etc.) and contact with the event's entire audience

### PRICE


3.850€


### SERVICES

1. Roll-Up or Similar
2. Spotlight on the List of Exhibitors
3. Banner on the Home Page
4. Accreditations
5. Interview Published on the Website
6. Banner in newsletters and mailings
7. Presence of your brand on signage at the venue
8. Highlight and logo on the floor plan



## CONTACTOS

 Ferran Simón / +34 93 238 68 68

 Filipe Gomes / + 351 96 630 47 10

 [expositor@expoprocessos.com](mailto:expositor@expoprocessos.com)

 [www.expoprocessos.com](http://www.expoprocessos.com)

