



12º  
**INSURANCE**  
SERVICE MEETING



**Sponsorship Options**

7<sup>th</sup> and 8<sup>th</sup>, November, 2018  
Transamerica Expo Center - São Paulo

# Sponsors

## OF THE LATEST EDITIONS



At the last two editions (2016 and 2017), **43 companies** took part in this meeting of businesses, services and technology. Find out more about these companies:



# Reasons TO BECOME A SPONSOR



12º  
**INSURANCE**  
SERVICE MEETING

# Reasons

## TO BECOME A SPONSOR



### ➤ NETWORKING

This major event offers unique relationship opportunities. Participation as a sponsor at the event enhances brand value and strengthens your company's position, in addition to connecting with new contacts, potential customers and key players in the market.

Introducing a new product or service, showing increments in up-selling, or even preventing churning, can all be improved by reinforcing the relationship between you and your customer.



# Reasons

## TO BECOME A SPONSOR



### ➤ QUALIFIED TARGET AUDIENCE

The profile of our participants are those who seek the solutions, tools and information and apply them to their business.

### ➤ FLEXIBLE SPONSORSHIP OPPORTUNITIES

The goal of our partnership is to benefit participating sponsors, seeking to meet their demands according to the format of the event.

### ➤ PROMOTING YOUR COMPANY'S BRAND

Some sponsorship options promote your company's brand along with the event for at least 3 months.

### ➤ THE BUSINESS FAIR CONCEPT

The event has ample exhibition space to conduct these fairs. You can purchase a lounge or networking point and take the opportunity to demonstrate your products and/ or services over the 2-day event.

# Opportunities FOR SPONSORSHIP

12<sup>o</sup>  
**INSURANCE**  
SERVICE MEETING



SPONSOR

**DIAMOND**

Ensure your company's prominence  
in Insurance

# DIAMOND

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**INSURANCE**  
SERVICE MEETING



10 entries for the event.



**Speaker sponsorship** – The sponsor can bring a speaker related to the theme defined by the Event's Organizing Committee. All costs associated with this speaker will be covered by the sponsor.



**Institutional video shown** in the meeting hall (the choice of the day / time of viewing will depend on the order that the sponsorship confirmation form is received).



Delivery of promotional giveaways and/or institutional material\* in the meeting hall.



**Designating the guest** from the insurance market for the mailing, to be submitted for the committee's approval.



**2 courtesy invites** to the event: Brazilian Conference of General Insurance, Private Pension and Life, Supplementary Health and Capitalization CONSEGURO 2019.



# DIAMOND

12<sup>o</sup>  
**INSURANCE**  
SERVICE MEETING



## Brand logo usage:

- . on the backdrop of the meeting stage, standing out prominently compared to other sponsorship options (in alphabetical order)
- . on the meeting stage's screen-savers at a distinctive size. This template will be on a loop upon arrival and during the start and end of coffee breaks.
- . at the event site and in the promotional e-mails during the entire pre-event period.
- . in the printed program and on the QR Code.

\* Produced by the sponsor.

## Opportunity to Customize Sponsorship Option

For an additional amount, the sponsor can customize:



The sponsor's logo displayed on the backrests of the meeting hall seats.

SPONSOR

**GOLD**

Great visibility  
for your company



6 entries for the event.



Participation as a debater on the theme defined by the Event's Organizing Committee.



**Brand logo usage:**

- . on the meeting hall screen-savers. This template will be on a loop upon arrival and during the start and end of coffee breaks.
- . at the event site and in the promotional e-mails during the entire pre-event period.
- . in the printed program and on the QR Code.

\* Produced by the sponsor.



Delivery of promotional giveaways and/or institutional materials\* inside the sponsored lecture room.



Designating a guest from the insurance market for the mailing, to be submitted for the committee's approval.

### Opportunity to Customize Sponsorship Option

For an additional amount, the sponsor can customize:



The sponsor's logo displayed on the backrests of the meeting hall seats.

SPONSOR



# LOUNGE

Networking  
in a relaxed atmosphere



# LOUNGE



**6 entries for the event**, with 4 for company executives and 2 for Staff and/or a greeter.



**Standard size lounge**, within the networking area in accordance with the event design\*\*.



**Delivery of promotional giveaways** and/or institutional material\* in the lounge.



**Using the logo** in the event's printed schedule and in the QR Code.

\* Produced by the sponsor.

\*\* Produced by the event.

None of the following equipment will be allowed for use: Banners, folder displays, structures etc. that alter the designed backdrop standard. The defined areas of the spaces must be strictly followed.

**Note:** This cost does not include the TV rental.

If the sponsor is interested in renting, they may do this through the official producer of the event or with their relationship provider.

## Opportunity to Customize Sponsorship Option

The sponsor may offer the following products/ services in their space for an additional price:



Popsicles and/ or Geneal brand Hot Dogs and / or Biscoito Globo and/ or Popcorn and/ or gourmet chocolate sweets *Brigadeiros*.



Hiring a data collector to create a visitors' mailing list.





SPONSOR

# LUNCH

Promote the interaction  
between the participants and your brand

# LUNCH – 1<sup>st</sup> or 2<sup>nd</sup> day



4 entries for the event.



Buffet and standard hotel decor.



Delivery of promotional giveaway and/or institutional material\* on the way out of lunch.



**Brand logo usage:**

- . in the event's printed program and in the QR Code.
- . at the welcome kiosk\*\* at the entrance to lunch.

\* Produced by the sponsor.

\*\* Produced by the event.

## Opportunity to Customize Sponsorship Option

For an additional amount, the sponsor can customize the lunch area:

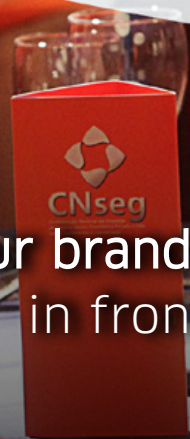


Placemats with the sponsor's logo.

SPONSOR

# DINNER

Promote your brand  
in front of the entire market





# DINNER – 1<sup>st</sup> day



4 entries for the event.



Buffet - Drink and standard decor included.



Delivery of promotional giveaways and/or institutional material\* on the way out of dinner.



**Brand logo usage:**

. in the event's printed program and in the QR Code.

. at the welcome kiosk\*\* at the entrance to dinner.

\* Produced by the sponsor.

\*\* Produced by the event.

## Opportunity to Customize Sponsorship Option

For an additional amount, the sponsor can customize the dinner area:



Placemats with the sponsor's logo.



Imported wine according to the standard menu.

A collage of food and drink items including brownies, pastries, and cocktails. The background is a dark grey gradient. A white, wavy banner is overlaid across the middle. The banner contains the text 'SPONSOR' and 'COCKTAIL'. Below the banner, there are images of brownies, pastries, and cocktails.

SPONSOR

# COCKTAIL

Your brand  
at a special time



# COCKTAIL – 1<sup>st</sup> day



4 entries for the event.



**Cocktail Service**, *canapés* and standard drinks, with background music (which can be changed under the sponsor's responsibility and with the Organizing Committee's approval).



**Delivery of promotional giveaways** and/or institutional material\* on the way out of the cocktail hour.



**Brand logo usage:**

. in the event's printed program and in the QR Code.  
. at the welcome totem\*\* at the entrance to the cocktail.

\* Produced by the sponsor.

\*\* Produced by the event.

## Opportunity to Customize Sponsorship Option

For an additional amount, the sponsor can customize the cocktail hour by purchasing a special promotional gift:



Beer mug sporting the sponsor's logo.



Paper napkins with the sponsor's logo.



Drink stirrers with the sponsor's logo or glass markers.

SPONSOR

# NETWORKING POINTS

Engage with  
potential customers for your business

# NETWORKING POINTS



4 entries for the event.



Standard sized lounge, inside the networking point according to the event design\*\*.



Delivery of promotional giveaways and/or institutional material\* at the networking point.



**Brand logo usage:**

- . in the event's printed program and in the QR Code.
- . on a poster according to the backdrop of the networking point.

\* Produced by the sponsor.

\*\* Produced by the event. None of the following equipment will be allowed for use: Banners, folder displays, structures etc. that alter the designed backdrop standard. The defined areas of the spaces must be strictly followed.

## Opportunity to Customize Sponsorship Option

The sponsor may offer the following products/ services in their space for an additional price:



Popsicles and/ or Geneal brand Hot Dogs and / or *Biscoito Globo* and/ or Popcorn and / or gourmet chocolate sweets *Brigadeiros*.



Hiring a data collector to create a visitors' mailing list.

A person is shown from the side, sitting at a desk and using a laptop. Their right hand is holding a smartphone. The scene is dimly lit, with light coming from the laptop screen and the phone. A large, white, curved overlay covers the top half of the image, containing text. The overall mood is professional and tech-oriented.

SPONSOR

**WI-FI**

Offer connectivity  
for event attendees



# INTERNET WI-FI



4 entries for the event.



Delivery of promotional giveaways and/or institutional material\* on the agreed upon day/time.



**Brand logo usage:**

. in the event's printed program and in the QR Code.  
. on the event's website homepage\*\*.

\* Produced by the sponsor.

\*\* Produced by the event.

## Opportunity to Customize Sponsorship Option

For an additional amount, the sponsor can:



Receive the data in the login of the page:  
Name and e-mail.





SPONSOR

# BAG

Stand out  
with the main giveaway at the event

# BAG / FOLDER



4 entries for the event.



Delivery of promotional giveaways and/or institutional material\* inside the bags.



**Brand logo usage:**

- . in the event bags/folders.\*\*
- . in the event's printed program and in the QR Code.

\* Produced by the sponsor.

\*\* Produced by the event.

## Opportunity to Customize Sponsorship Option

For an additional amount, the sponsor can customize their sponsorship option including:



An ID tag featuring the sponsor's logo.





SPONSOR

# BADGE

Your brand  
on all the attendees

# SUSTAINABLE BADGE



2 entries for the event.



**Brand logo usage:**

- . on event badges\*.
- . in the event's printed program and in the QR Code.
- . at the name badge return totem

\* Produced by the event.

## Opportunity to Customize Sponsorship Option

For an additional amount, the sponsor can customize their sponsorship option including:



**Sustainable promotional giveaway** featuring the sponsor's logo for participants who are returning their badges.



A professional business meeting scene. Two men in suits are shaking hands across a reception desk. A woman in a dark dress stands to the left, and another person is partially visible behind the desk. The background is a bright, modern office with large windows. The text 'SPONSOR LOCKERS' is overlaid in the center, and 'Your brand at a comfortable time for event attendees' is overlaid at the bottom.

SPONSOR  
**LOCKERS**

Your brand at a comfortable time  
for event attendees

# LOCKERS



2 entries for the event.



Delivery of promotional giveaways and/or brochures\* distributed by the event hostesses in the lockers.



**Brand logo usage:**

- . on the signage totem\*\* of the space.
- . in the event's printed program and in the QR Code
- . in screen savers, with other sponsors in looping on screen-savers on the way in and out of coffee breaks and lunch.

\* Produced by the sponsor.

\*\* Produced by the event.

## Opportunity to Customize Sponsorship Option

For an additional amount, the sponsor can customize their sponsorship option including:



**Padlocks customized** with the sponsor's logo to be distributed on the lockers.

SPONSOR

# MOBILE STATION

Your company aligned  
with new technologies

# MOBILE STATION



2 entries for the event.



Delivery of promotional giveaways and/or institutional material\* at the totem.



**Brand logo usage:**

. in the event's printed program and in the QR Code.  
. on the mobile phone charging station\*\*.

\* Produced by the sponsor.

\*\* Produced by the event.

## Opportunity to Customize Sponsorship Option

For an additional amount, the sponsor can customize their sponsorship option including:



**Special promotional giveaway** for encouraging attendees to use the station.



SPONSOR

# HOSTESSES' UNIFORM

Promote your brand  
at the beginning of the event

# HOSTESSES' UNIFORM



2 entries for the event.



Delivery of promotional giveaways and/or institutional material\* on the agreed upon day/time.



**Brand logo usage:**

- . in the event's printed program and in the QR Code.
- . on a button or scarf\* applied to the CNseg standard uniform\*\* of the Greeter.

\* Produced by the sponsor.

\*\* Produced by the event.

## Opportunity to Customize Sponsorship Option

For an additional amount, the sponsor can customize their sponsorship option including:



**Standard CNseg uniform** with the sponsor's logo.

SPONSOR

# NOTEPAD

Be remembered  
during and after the event

**O FUTURO É AGORA**  
A inovação a favor do desempenho

# NOTEPAD



2 entries for the event.



Delivery of institutional material\* within / alongside the notepad.



Brand logo usage:

- . in the event notepads\*\*.
- . in the event's printed program and in the QR Code.

\* Produced by the sponsor.

\*\* Produced by the event.

## Opportunity to Customize Sponsorship Option

For an additional amount, the sponsor can customize their sponsorship option including:



Pages within the notepad featuring a watermark of the sponsor's logo.



Upgrade the notepad turning it into a ruled notebook.



SPONSOR

**PEN**

Advertise your brand  
in the market

# PEN



2 entries for the event.



**Brand logo usage:**

- . on the event pens\*.
- . in the event's printed program and in the QR Code.

\* Produced by the event.

## Opportunity to Customize Sponsorship Option

For an additional amount, the sponsor can customize their sponsorship option including:



**Upgrade the pen,** turning it in a pen and pencil case.

SPONSOR

# DISTRIBUTION TOTEM FOR THE FOLDER

Reinforce your brand  
during interactions

# DISTRIBUTION TOTEM FOR THE FOLDER



2 entries for the event.



## Brand logo usage:

- . at the folder display totem located in the foyer of the meeting hall\*.
- . in the event's printed program and in the QR Code.

\* Produced by the event.

\*\* Produced by the sponsor.

## Opportunity to Customize Sponsorship Option

For an additional amount, the sponsor can customize their sponsorship option including:



Institutional materials distributed by the Greeter\*\* for each attendant leaving the meeting hall.



SPONSOR

# MEETING ROOM

Your company on display  
at business meetings

# MEETING ROOM – 1<sup>st</sup> and / or 2<sup>nd</sup> day



2 entries for the event.



Meeting room with standard decor.



Delivery of promotional giveaways and / or institutional materials\* within the Rooms.



Brand logo usage:

- . in the event's printed program and in the QR Code.
- . on the totem signage\*\*.

\* Produced by the sponsor.

\*\* Produced by the event.

## Opportunity to Customize Sponsorship Option

For an additional amount, the sponsor can customize their room with:



Different furniture and decor.



## IMPORTANT INFORMATION

Sponsorship will be acknowledged by completing and signing the sponsorship confirmation form.

The choice of lectures and networking point and lounge locations will be chosen based on the sponsorship confirmation order.

Sponsors wishing to purchase more sponsorship options will receive a special discount.

Other needs for equipment, such as TV rentals, Coffee makers, production of promotional gifts and institutional material will be the responsibility of the sponsor.

The sponsor has the choice to customize a sponsorship option. The sponsor can hire a product/service on their own, only having to bear the costs for the corking fee.

## SPONSORSHIP CONFIRMATION

Click [here](#) to download the Sponsorship Confirmation Form that must be completed, signed and sent to the following emails:



## CONTACTS

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