The Brazilian Association of Foundations and Geotechnical Engineering Companies - ABEF presents a commercial proposal for SEFE 9, which shall be held from June 4 to 6, 2019, in São Paulo/SP, at the Transamerica Expo Center, Pavilion E, with 4,268 m² of indoor area and 1,500 m² of outdoor area.
SEFE, in its ninth edition, has been deemed as the largest foundations and geotechnical engineering event within the Southern Hemisphere since 1985. Events like this have proven to be great platforms for optimizing technologies, exchanging expertise, expanding markets and businesses.
SEFE 9
9TH SEMINAR ON SPECIAL FOUNDATIONS AND GEOTECHNICAL ENGINEERING AND
3RD FAIR OF THE FOUNDATIONS AND GEOTECHNICS INDUSTRY

DATE
4 - 6/6/2019

VENUE
TRANSAMERICA EXPO CENTER

EXECUTION
ABEF

ORGANIZATION
QE EVENTOS ESPECIAIS
São Paulo is the key financial, corporate and trade center of South America, being the most populous city in Brazil and in the American continent.

An ideal combination of exhibition area, facilities and support services for visitors/exhibitors make Transamerica one of the city's main pavilions. The venue stands out due to its excellent air conditioning system, good location and large audience accommodation capacity for both visitors and exhibitors.
Entrepreneurs, managers and professionals of the field with decision-making independence, in addition to students and researchers of the sector.

During the entire event

9000 Visitors
1800 Participants
WHY SHOULD YOU ATTEND SEFE 9?

We are the **largest event** of the field in the Southern Hemisphere

Favorable environment to launching products and **innovations**

Opportunity to detect **new markets**

Place where needs are identified and **insights** offered concerning your product or service

Direct customer **relationship**
SEFE 9 shall reach a milestone in all its record of achievements

- An innovative event
- New business opportunities
- Great possibilities for living experiences
- High-level technical discussions
- Specialized audience
- Environment that encourages interaction among all audiences
- Amazing results
PREVIOUS EDITION
SEFE 8

9000 Participants
13 Countries
+80 Exhibiting companies
Sponsoring SEFE 9 is a means of ensuring high visibility for your brand, being part of the Southern Hemisphere’s largest event on *foundation and geotechnical engineering*.

More than **10,000 people** will be impacted before, during and after the event, in up to one-year period. It is a winning proposition for your company and business due to all positive impact that an event of such magnitude will generate.

Ensure visibility for your brand with **sponsorship quotas**. There are different counterparts exclusive to the event sponsors.

*Do not waste time.* Ensure your presence and your brand success at **SEFE 9**.
INVESTOR'S BENEFITS

BOOTH
- 50 m² of space in the event with privileged location (it does not include assembly expenses)

BRAND EXPOSURE
- Visual communication, following the conditions of the acquired quota
- Chair cover (auditorium)
- Name tag cord and Name tags
- Printed and digital material, following the conditions of the acquired quota
- Reference in the conference social networks
- Event website, following the conditions of the acquired quota
- Official conference program (printed or digital)
- Conference app, following the conditions of each quota

ACTIVITIES
- Three 20-minute slots during the scientific agenda (speakers and related expenses are borne by the sponsor)
- Three 10-minute slots for a business workshop
- Institutional video of up to 1 minute during the opening ceremony of the event
- Evening social event with subscription charges on the Sponsor (Cultural Tuesday, Dinner for Speakers, Hot Thursday Party)
- Opportunity to execute direct marketing activities, at sponsor's discretion and expenses incurred are on the sponsor (handing out of material in the rooms, specific activities in the event halls) during the three days of the event

COURTESIES
- 10 credentials to access the VIP area (closed place in the middle of the fair, with meeting room, press reception and buffet service)
- 14 full registrations for the Seminar
- 10 invitations to social activities
- 10 complete event folders
- Inclusion of material in the folders: leaflet and promotional gift
- 7 complimentary parking entrances

INVESTMENT AMOUNT: R$ 1.100.000,00
INVESTOR’S BENEFITS:

**BOOTH**
- 36 m² of space in the event with privileged location (it does not include assembly expenses)

**BRAND EXPOSURE**
- Visual communication, following the conditions of the acquired quota
- Printed and digital material, following the conditions of the acquired quota
- Reference in the conference social networks
- Event website, following the conditions of the acquired quota
- Official conference program (printed or digital)
- Conference app, following the conditions of each quota

**ACTIVITIES**
- Two 20-minute slots during the scientific agenda (speakers and related expenses are borne on the sponsor)
- Two 10-minute slots for a business workshop
- Institutional video of up to 1 minute during the opening ceremony of the event
- Evening social event with subscription charges on the Sponsor (Cultural Tuesday, Dinner for Speakers, Hot Thursday Party)
- Opportunity to execute direct marketing activities, at sponsor’s discretion and expenses incurred are on the sponsor (handing out of material in the rooms, specific activities in the event halls) during two days of the event

**COURTESIES**
- 6 credentials to access the VIP area (closed place in the middle of the fair, with meeting room, press reception and buffet service)
- 12 full registrations for the Seminar
- 8 invitations to social activities
- 8 complete event folders
- Inclusion of material in the folders: leaflet and promotional gift
- 5 complimentary parking entrances

**INVESTMENT AMOUNT:** R$ 500,000,00
INVESTOR’S BENEFITS:

BOOTH
• 24 m² of space in the event with privileged location (it does not include assembly expenses)

BRAND EXPOSURE
• Visual communication, following the conditions of the acquired quota
• Printed and digital material, following the conditions of the acquired quota
• Reference in the conference social networks
• Event website, following the conditions of the acquired quota
• Official conference program (printed or digital)
• Conference app, following the conditions of each quota

ACTIVITIES
• One 20-minute slot during the scientific agenda (speakers and related expenses are borne by the sponsor)
• One 10-minute slot for a business workshop

• Opportunity to execute direct marketing activities, at sponsor’s discretion and expenses incurred are on the sponsor (handing out of material in the rooms, specific activities in the event halls) during one day of the event

COURTESIES
• 3 credentials to access the VIP area (closed place in the middle of the fair, with meeting room, press reception and buffet service)
• 10 full registrations for the Seminar
• 6 invitations to social activities
• 4 complete event folders
• Inclusion of material in the folders: leaflet and promotional gift
• 5 complimentary parking entrances

INVESTMENT AMOUNT: R$ 70,000,00
INVESTOR’S BENEFITS:

BOOTH
- 15 m² of space in the event with privileged location
  (it does not include assembly expenses)

BRAND EXPOSURE
- Reference in the conference social networks
- Event website, following the conditions of the acquired quota
- Official conference program (printed or digital)
- Conference app, following the conditions of each quota

COURTESIES
- 6 full registrations for the Seminar
- 4 invitations to social activities
- 2 complete event folders
- Inclusion of material in the folders: leaflet and promotional gift
- 4 complimentary parking entrances

INVESTMENT AMOUNT: R$ 45,000,00
BRONZE

INVESTOR’S BENEFITS:

BOOTH
• 9 m² of space in the event with privileged location (basic assembly included)

BRAND EXPOSURE
• Reference in the conference social networks
• Event website, following the conditions of the acquired quota
• Official conference program (printed or digital)
• Conference app, following the conditions of each quota

COURTESIES
• 4 full registrations for the Seminar
• 2 invitations to social activities
• 1 complete event folder
• Inclusion of material in the folders: leaflet and promotional gift
• 2 complimentary parking entrances

INVESTMENT AMOUNT: R$ 30.000,00

M² PRICE - TECHNICAL EXHIBITION

OUTDOOR AREA – m² price: R$ 1,600.00
Basic assembly not included
INVESTOR’S BENEFITS:

BRAND EXPOSURE
• Reference in the conference social networks

ACTIVITIES
• Opportunity to execute direct marketing activities, at sponsor’s discretion and expenses incurred are on the sponsor (handing out of material in the rooms, specific activities in the event halls) during one day of the event

COURTESIES
• Inclusion of material in the folders: leaflet and promotional gift
• 1 complimentary parking entrances
• 2 full registrations for the Seminar

INVESTMENT AMOUNT: R$ 15,000,00
QUOTA DIFFERENTIALS
- 40 m² space next to the poster area (assembly at sponsor’s expenses and project to be approved with the consent of the organizing committee)
- The space should include a bench for laptops, mobile phone charger outlets, app informative kioski, in addition to the sponsor’s institutional area, if desired.
- Sponsor may define the Wi-Fi network name and password, following the setting requirements

BRAND EXPOSURE
- Reference in the conference social networks

- Event website, following the conditions of the acquired quota
- Conference app, following the conditions of each quota

COURTESIES
- 4 full registrations for the Seminar
- 4 invitations to social activities
- 1 complete event folder
- Inclusion of material in the folders (leaflets)

INVESTMENT AMOUNT: R$ 60,000,00
INTERACTION SPACE

QUOTA Differentials

- 60 m² space next to the auditorium (assembly at sponsor’s expenses and project to be approved with the consent of the organizing committee)
- The space should include an area for speakers to receive guests, give interviews, talk to participants, in addition to the sponsor’s institutional area, if desired
- The main speakers of the event will be able to go to this area after their presentations

BRAND EXPOSURE

- Reference in the conference social networks

- Event website, following the conditions of the acquired quota
- Conference app, following the conditions of each quota

COURTESIES

- 4 full registrations for the Seminar
- 4 invitations to social activities
- 1 complete event folder
- Inclusion of material in the folders: (leaflets)

INVESTMENT AMOUNT: R$ 70,000,00
ORGANIZATION:
ASSOCIAÇÃO BRASILEIRA DE EMPRESAS DA ENGENHARIA DE FUNDAÇÕES E GEOTECNIA

SUPPORT:
SINDICATO DAS EMPRESAS DE ENGENHARIA DE FUNDAÇÕES E GEOTECNIA DO ESTADO DE SÃO PAULO

EXECUTION:
EVENTOS ESPECIAIS

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