

# **INTERNATIONAL BUSINESS FAIR - FIN BRAZIL 2024**

The logo for FIN BRASIL features the words "FIN" and "BRASIL" in a bold, white, sans-serif font, stacked vertically. The text is centered within a circular arrangement of six thick, curved segments in various colors: blue, green, orange, yellow, pink, and red. The background of the entire graphic is a dark grey map of South America, overlaid with a complex network of white lines and dots representing global connectivity.

**FIN  
BRASIL**

**THE WORLD CONNECTS HERE!  
Florianópolis, April 3rd and 4th, 2024**

# INTERNATIONAL BUSINESS FAIR - FIN Brazil

The International Business Fair - FIN is a multisectoral event that brings together, in one place, a business fair, internationalization lectures, and mentoring, along with various environments and tools for global business.

FIN Brazil is an important global business ecosystem, serving as a means for the exchange of knowledge, trends, and experiences in various sectors, promoting growth and innovation in local and international markets. In its 3th edition, it provides an ideal environment for business, networking, and the exhibition of products and services.



# FIN BRAZIL IN 2023



Total audience of

**3050** participants

**42** nationalities

**219** exhibitors, being

**50** internationals

**165** nationals from various fields

[Check out how FIN Brasil 2023 went](#)



# FIN BRAZIL 2024

For a better planet for all

**8** TRABALHO DECENTE  
E CRESCIMENTO  
ECONÔMICO



**9** INDÚSTRIA, INOVAÇÃO  
E INFRAESTRUTURA



**10** REDUÇÃO DAS  
DESIGUALDADES



**11** CIDADES E  
COMUNIDADES  
SUSTENTÁVEIS



**13** AÇÃO CONTRA A  
MUDANÇA GLOBAL  
DO CLIMA



**17** PARCERIAS E MEIOS  
DE IMPLEMENTAÇÃO



Our pillars are based on Sustainable Development Goals (SDGs) 8, 9, 10, 11, 13, and 17, where we address topics related to ESG (Environmental, Social, and Governance) and sustainability for a more equal, just, and better planet for all.



# FIN BRAZIL 2024

## OPPORTUNITIES WITHOUT BORDERS

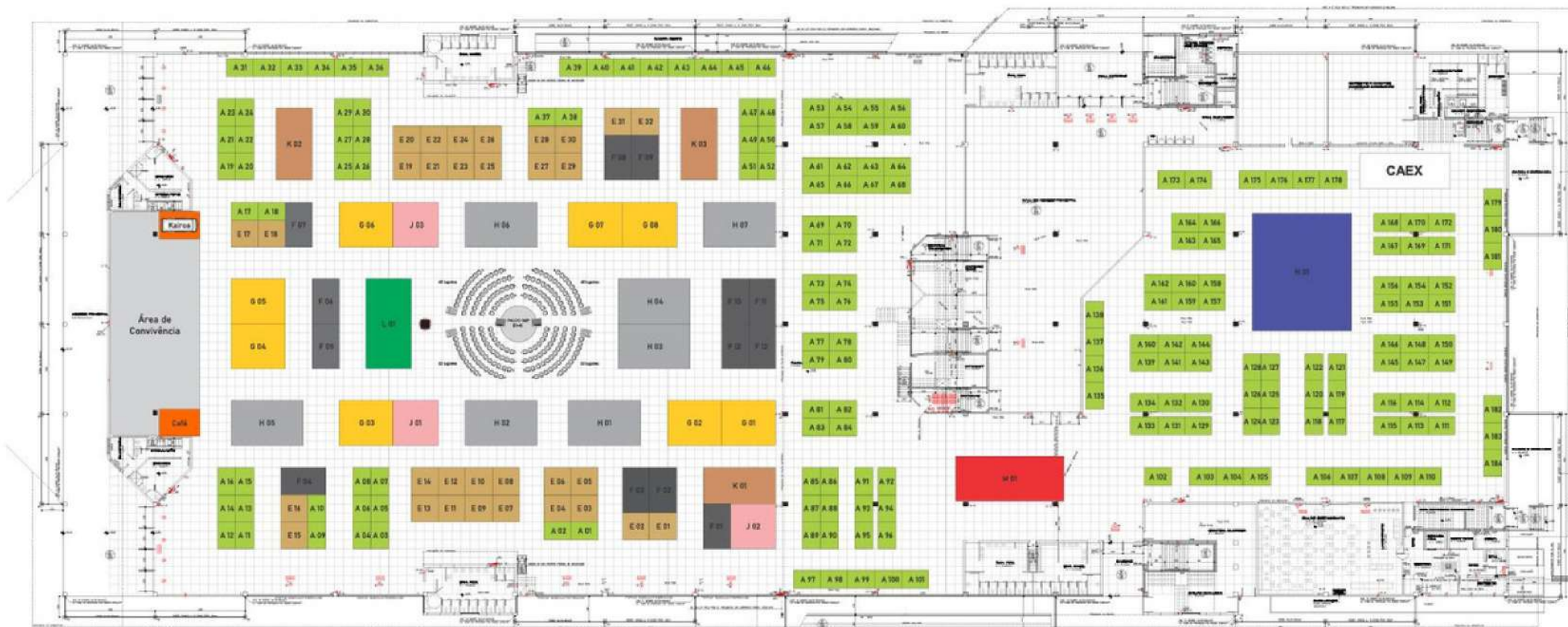
FIN Brazil has already become part of the official calendar of Santa Catarina. Its third edition will take place on April 3rd and 4th, 2024, at Centrosul in Florianópolis, SC.

With the third edition comes the maturation of the project, concept, objectives, and mission as the link for all these connections. Each year, the fair becomes more relevant and even larger, bringing together a selected audience, exhibitors, and representatives from countries on all continents.

For 2024, we will have 253 exhibitors, international delegations with over 600 participants from 60 nationalities, and a total audience exceeding 4,500 participants.



# FLOOR PLAN - FIN BRAZIL 2024



PLANTA BAIXA PAVTO TERREO

Área de convivência  
Espaço com uma cervejaria e um café.  
-250 m<sup>2</sup>  
Área com mesas, bancos, puffs, torre para carregamento e plantas

## Quadro de áreas - stands

<span style="color: green;">■</span>	184 - 3,0 m x 2,0 m - 6,0 m <sup>2</sup> - 1104,0 m <sup>2</sup> - Estandes de negócio 1
<span style="color: brown;">■</span>	32 - 3,0 m x 3,0 m - 9,0 m <sup>2</sup> - 288,0 m <sup>2</sup> - Bronze
<span style="color: grey;">■</span>	13- 5,0 m x 3,0 m - 15,0 m <sup>2</sup> - 195,0 m <sup>2</sup> - Prata
<span style="color: yellow;">■</span>	08 - 6,0 m x 5,0 m - 30,0 m <sup>2</sup> - 240,0 m <sup>2</sup> - Ouro
<span style="color: lightgrey;">■</span>	07 - 8,0 m x 5,0 m - 40,0 m <sup>2</sup> - 280,0 m <sup>2</sup> - Diamante

## Quadro de áreas - stands

<span style="color: green;">■</span>	01 - 10,0 m x 5,0 m - 50,0 m <sup>2</sup> - 50,0 m <sup>2</sup> - Esmeralda
<span style="color: red;">■</span>	01 - 10,0 m x 6,0 m - 60,0 m <sup>2</sup> - 60,0 m <sup>2</sup> - Cam. Brasil Portugal
<span style="color: pink;">■</span>	03 - 5,0 m x 5,0 m - 25,0 m <sup>2</sup> -75,0 m <sup>2</sup> - Empresas Internacionais
<span style="color: brown;">■</span>	03 - 8,0 m x 4,0 m - 32,0 m <sup>2</sup> - 96,0 m <sup>2</sup> - Empresas Portugal e Africa
<span style="color: blue;">■</span>	01 - 13,0 m x 11,0 m - 143,0 m <sup>2</sup> - 143,0 m <sup>2</sup> - SEBRAE
<b>Total - 303 stands 2.655,0 m<sup>2</sup></b>	

# FIN BRAZIL 2024

ONE OF THE LARGEST INTERNATIONAL AND  
MULTISECTOR BUSINESS FAIRS



**AUDIENCE  
EXCEEDING 4500  
PARTICIPANTS**



**BUSINESS FAIR  
WITH 253  
BOOTHES**



**SPEAKERS FROM  
DIFFERENT  
NATIONALITIES**



**SPACE FOR  
COMPANIES AND  
NETWORKING**



**BUSINESS  
ROUNDTABLE**



**MENTORING  
ROOMS**



**MATCHMAKING**



**CONNECTIONS  
FOR  
INTERNATIONAL  
BUSINESS**

# Who will you meet at the INTERNATIONAL BUSINESS FAIR?



**BUSINESS MAN AND BUSINESS  
INSTITUTIONS FROM VARIUS  
NATIONALITIES**



**MULTINATIONAL  
COMPANIES**



**CHAMBERS OF COMMERCE  
AND THEIR ASSOCIATES**



**CONSULATES AND EMBASSIES  
AND THEIR REPRESENTATIVES**



**GOVERNMENT  
REPRESENTATIVES**



# Some countries that were present at FIN Brasil in 2023



Portugal



Spain



USA



Germany



UK



Argentina



Israel



France



Luxembourg



Mozambique



Uruguai



Angola



Switzerland



UAE



Nepal



Egypt



Italy



India



Ecuador



Singapore



Cameroon



Vietnam



Senegal



Mali



Burkina Faso



South Korea



Morocco



Kazakhstan



Paraguai



Nigeria



Autonomous Region  
of Madeira



Netherlands



Sweden



# BRING YOUR BRAND TO **FIN BRAZIL 2024**

With more brand exposure and the possibility of personalized projects focused on strategic audiences, your brand will be highlighted in official communications, event visual identity, tickets and much more





# FIN BRASIL



@finbrasiloficial



[www.finbrasil.com.br](http://www.finbrasil.com.br)



FIN Brasil

**FIN BRASIL 2024**  
**EXHIBITION BOOTHS PORTFOLIO**



# FIN - BRASIL 2024

## OPPORTUNITIES WITHOUT BORDERS

Congratulations! Your company will participate in one of the largest multi-sector fairs aimed at the international market.

In this next stage, decisions are made about the participation format, choice of exhibition booth location, model, decoration, extra branding exhibition opportunities and diversified experiences.

Please note that the payment method can be paid in installments up to March 2024. Consult with our commercial team.



# FIN BRASIL 2024

ONE OF THE BIGGEST INTERNATIONAL AND  
MULTISECTORIAL BUSINESS FAIRS



AUDIENCE OF  
MORE THAN 4500  
PARTICIPANTS



BUSINESS FAIR  
WITH 253+ BOOTHS



NATIONAL AND  
INTERNATIONAL  
SPEAKERS



PRESS AND  
NETWORKING  
AREAS



BUSINESS  
ROUNDTABLES



MENTORING  
ROOMS



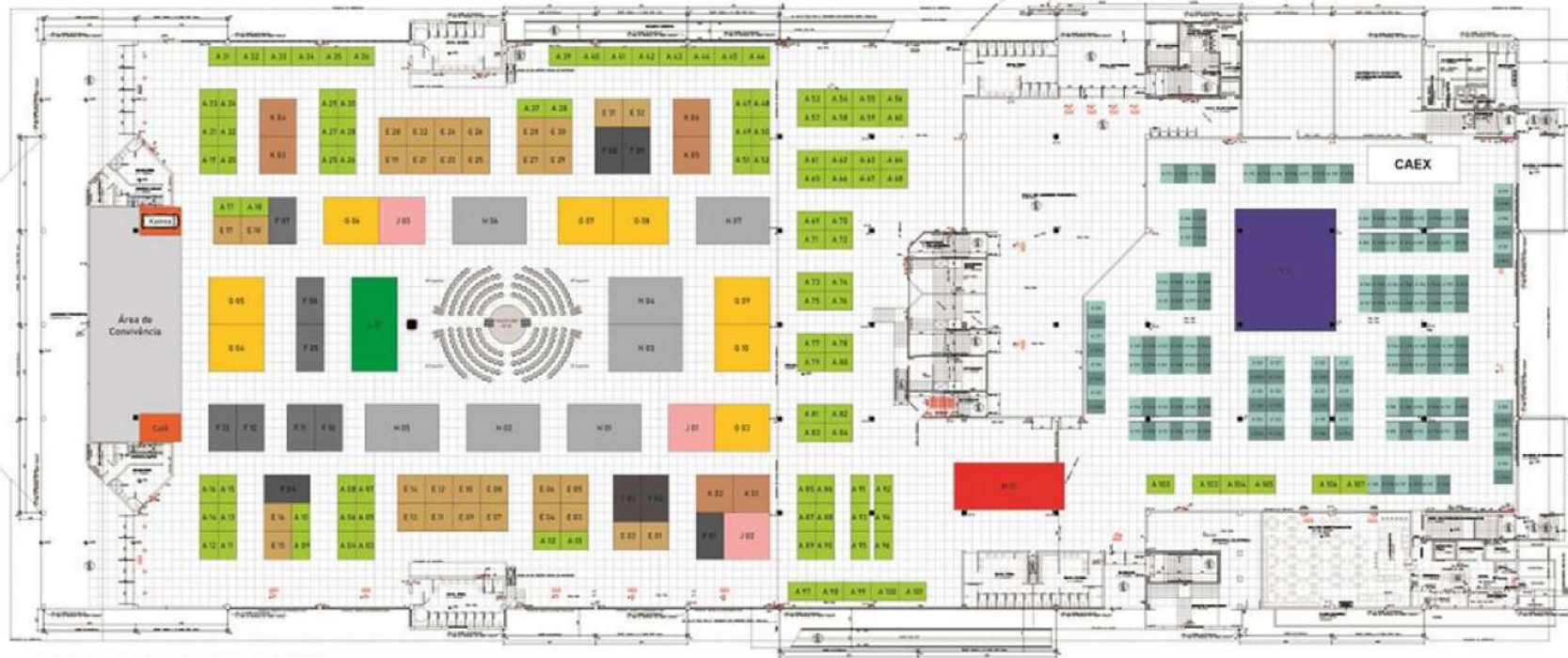
MATCHMAKING



CONNECTION FOR  
INTERNATIONAL  
BUSINESS

# FLOOR PLAN - FIN BRASIL 2024

## PLANTA BAIXA - FIN BRASIL 2024



PLANTA BAIXA PAVILÃO TERREO

Área de convivência  
Espaço com uma cervejaria e um café.  
-250 m<sup>2</sup>  
Área com mesas, bancos, puffs, torre para carregamento e plantas

### Quadro de áreas - stands

■	107 - 3,0 m x 2,0 m - 6,0 m <sup>2</sup> - 642,0 m <sup>2</sup> - Stands de negócio 1
■	32 - 3,0 m x 3,0 m - 9,0 m <sup>2</sup> - 288,0 m <sup>2</sup> - Stands Bronze
■	13 - 5,0 m x 3,0 m - 15,0 m <sup>2</sup> - 195,0 m <sup>2</sup> - Stands Prata
■	08 - 6,0 m x 5,0 m - 30,0 m <sup>2</sup> - 240,0 m <sup>2</sup> - Stands Ouro
■	07 - 8,0 m x 5,0 m - 40,0 m <sup>2</sup> - 280,0 m <sup>2</sup> - Stands Diamante
■	154 - 1,5 m x 2,0 m - 3,0 m <sup>2</sup> - 462,0 m <sup>2</sup> - Stands SEBRAE

### Quadro de áreas - stands

■	01 - 10,0 m x 5,0 m - 50,0 m <sup>2</sup> - 50,0 m <sup>2</sup> - Esmeralda
■	01 - 10,0 m x 6,0 m - 60,0 m <sup>2</sup> - 60,0 m <sup>2</sup> - Cam. Brasil Portugal
■	03 - 5,0 m x 5,0 m - 25,0 m <sup>2</sup> - 75,0 m <sup>2</sup> - Empresas Internacionais
■	06 - 4,0 m x 4,0 m - 16,0 m <sup>2</sup> - 96,0 m <sup>2</sup> - Empresas Portugal e Africa
■	01 - 13,0 m x 11,0 m - 143,0 m <sup>2</sup> - 143,0 m <sup>2</sup> - Área Central P2
Total - 333 stands 2.531,0 m <sup>2</sup>	



# QUOTA EMERALD (1 QUOTA)

## STRUCTURE:

- ✓ 1 space of 50m<sup>2</sup> (10m x 5m) with a privileged location with floor covering\*;
- ✓ 4 power outlets;

\*The scenography will be paid for by the sponsor and approved by the event organization. Details regarding construction, height, etc. must be designed in accordance with the exhibitor's manual.

## PASSPORTS:

- ✓ FIN ACCESS - 300
- ✓ VIP ACCESS - 150
- ✓ BLACK ACCESS - 30
- ✓ PASS VIP - 30 for the FIN 2024 opening party (Dia 02/04/24)
- ✓ 35% discount for purchase of extra tickets

## BRAND DISPLAY:

- ✓ Branding of the stage 360;
- ✓ Display of 30" institutional video at the beginning and end of the 360 stage activities;
- ✓ Opportunity to present content within your stand space (according to the exhibitor manual);
- ✓ 20min speaker at stage 360 (Content subject to curatorial approval);
- ✓ Indication of the mediator of one of the 360 stage panels;
- ✓ Space for promotional action (action subject to curatorial approval);
- ✓ Featured brand "emerald quota" on the FIN Brasil 24 website and social media;
- ✓ Brand exposure on the app, 4 push notifications during the event inviting people to visit the stand;
- ✓ Branding present in News and email marketing communications;
- ✓ Mention in releases that will be sent to the press;
- ✓ Brand on the accreditation backdrop;
- ✓ Access to the drive with videos and photos during the event and post-event report with data and clippings.

**Investment: ON REQUEST**



# QUOTA **DIAMOND** (7 QUOTAS)

## STRUCTURE:

- ✓ 1 space of 40m<sup>2</sup> (8m x 5m) with a privileged location with floor covering\*;
- ✓ 4 power outlets;

\*The scenography will be paid for by the sponsor and approved by the event organization. Details regarding construction, height, etc. must be designed in accordance with the exhibitor's manual.

## PASSPORTS:

- ✓ FIN ACCESS - 50
- ✓ VIP ACCESS - 20
- ✓ BLACK ACCESS - 10
- ✓ VIP PASS - 10 for the FIN 2024 opening party (02/04/24)
- ✓ 35% discount for purchasing extra tickets

## BRAND DISPLAY:

- ✓ Display of 30" institutional video at the beginning and end of the 360 stage activities;
- ✓ Opportunity to present content within your stand space (according to the exhibitor manual);
- ✓ 20min speaker at stage 360 (Content subject to curatorial approval);
- ✓ Space for promotional action (action subject to curatorial approval);
- ✓ Featured brand "diamond quota" on the FIN Brasil 24 website and social media;
- ✓ Brand exposure on the app, 2 push notifications during the event inviting people to visit the stand;
- ✓ Branding present in News and email marketing communications;
- ✓ Brand on the accreditation backdrop;
- ✓ Access to the drive with videos and photos during the event and post-event report with data and clippings.

**Investment: R\$130.000,00**



# QUOTA DIAMOND (7 QUOTAS)

## DECORATION

### **STRUCTURE:**

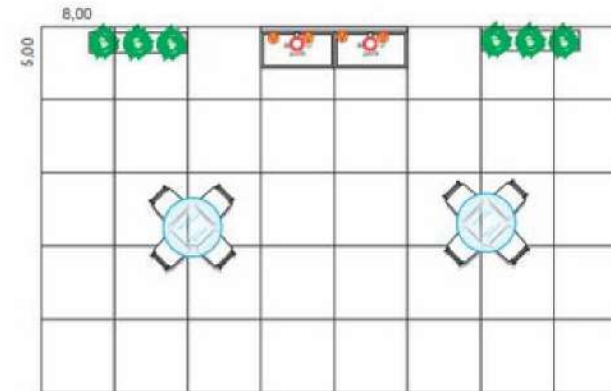
Back wall measuring 2m x 2.70m, made of joinery covered in white canvas, gray carpet on the floor.

### **ELECTRICAL:**

4 single-phase 220v/600VA sockets, 2 lights

### **FURNITURE:**

02 tables, 8 chairs, 1 logo 60cm x 40 cm, 2 counters and flower vases.



**DECORATION COST: R\$14,845.00**

\*\*\*Values for different decorations and extra furniture upon request.\*\*\*

# QUOTA GOLD (8 QUOTAS)

## STRUCTURE:

- ✓ 1 space of 30m<sup>2</sup> (6m x 5m) with a privileged location with floor covering\*;
- ✓ 4 power outlets;

\*The scenography will be paid for by the sponsor and approved by the event organization. Details regarding construction, height, etc. must be designed in accordance with the exhibitor's manual.

## PASSPORTS:

- ✓ FIN ACCESS - 20
- ✓ VIP ACCESS - 10
- ✓ BLACK ACCESS - 5
- ✓ PASS VIP - 5 for the FIN 2024 opening party (02/04/24)
- ✓ 35% discount for purchasing extra tickets

## BRAND DISPLAY:

- ✓ Display of 30" institutional video at the beginning and end of the 360 stage activities;
- ✓ Opportunity to present content within your stand space (according to the exhibitor manual);
- ✓ Space for promotional action (action subject to curatorial approval);
- ✓ Featured brand "gold quota" on the FIN Brasil 24 website and social media;
- ✓ Brand exposure on the app, 2 push notifications during the event inviting people to visit the stand;
- ✓ Branding present in News and email marketing communications;
- ✓ Brand on the accreditation backdrop;
- ✓ Access to the drive with videos and photos during the event and post-event report with data and clippings.

**Investment: R\$45.000,00**

## DECORATION

### **STRUCTURE:**

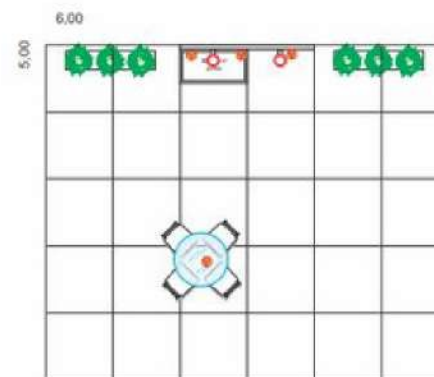
Back wall measuring 2m x 2.70m, made of joinery covered in white canvas, gray carpet on the floor.

### **ELECTRICAL:**

4 single-phase 220v/600VA sockets, 2 lights

### **FURNITURE:**

01 table, 4 chairs, 1 logo 60cm x 40 cm, 1 counter and 2 flower vases.



# QUOTA **SILVER** (10 QUOTAS)

## STRUCTURE:

- ✓ 1 space of 15m<sup>2</sup> (3m x 5m) with a privileged location with floor covering\*;
- ✓ 2 power outlets;

\*The scenography will be paid for by the sponsor and approved by the event organization. Details regarding construction, height, etc. must be designed in accordance with the exhibitor's manual.

## PASSPORTS:

- ✓ FIN ACCESS - 15
- ✓ VIP ACCESS - 5
- ✓ BLACK ACCESS - 2
- ✓ PASS VIP - 2 for the FIN 2024 opening party (02/04/24)
- ✓ 35% discount for purchasing extra tickets

## BRAND DISPLAY:

- ✓ Display of 30" institutional video at the beginning and end of the 360 stage activities;
- ✓ Featured brand "silver quota" on the FIN Brasil 24 website and social media;
- ✓ Brand exposure on the app, 1 push notifications during the event inviting people to visit the stand;
- ✓ Branding present in News and email marketing communications;
- ✓ Brand on the accreditation backdrop;
- ✓ Access to the drive with videos and photos during the event and post-event report with data and clippings.

**Investment: R\$22.500,00**

## DECORATION

### **STRUCTURE:**

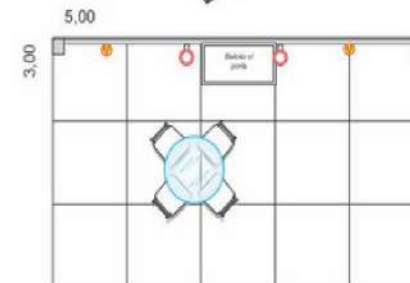
Back wall measuring 5m x 2.20m, made of joinery covered in white canvas, gray carpet on the floor.

### **ELECTRICAL:**

2 single-phase 220v/600VA sockets, 2 lights

### **FURNITURE:**

01 table, 4 chairs, 1 logo 60cm x 40 cm and 1 counter



## DECORATION

### **STRUCTURE:**

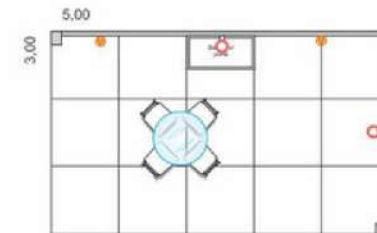
Back wall measuring 5m x 2.20m and a side wall 3m x 2.20m, made of joinery covered in white canvas, gray carpet on the floor.

### **ELECTRICAL:**

2 single-phase 220v/600VA sockets, 2 lights

### **FURNITURE:**

01 table, 4 chairs, 1 logo 60cm x 40 cm and 1 counter



# QUOTA BRONZE (32 QUOTAS)

## STRUCTURE:

- ✓ 1 space of 9m<sup>2</sup> (3m x 3m) with floor covering\*;
- ✓ 1 power outlet;

\*The scenography will be paid for by the sponsor and approved by the event organization. Details regarding construction, height, etc. must be designed in accordance with the exhibitor's manual.

## PASSPORTS:

- ✓ FIN ACCESS - 10
- ✓ VIP ACCESS - 4
- ✓ BLACK ACCESS - 1
- ✓ PASS VIP - 1 for the FIN 2024 opening party (02/04/24)
- ✓ 35% discount for purchasing extra tickets

## BRAND DISPLAY:

- ✓ Featured brand "broze quota" on the FIN Brasil 24 website and social media;
- ✓ Branding present in News and email marketing communications;
- ✓ Brand on the accreditation backdrop;
- ✓ Access to the drive with videos and photos during the event and post-event report with data and clippings.

**Investment: R\$15.000,00**





# QUOTA BRONZE (32 QUOTAS)

## DECORATION

### **STRUCTURE:**

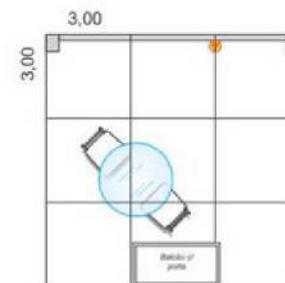
Back wall measuring 3m x 2.20m, made of joinery covered in white canvas, gray carpet on the floor.

### **ELECTRICAL:**

1 single-phase 220v/600VA sockets, 1 light

### **FURNITURE:**

01 table, 2 chairs, 1 logo 60cm x 40 cm and 1 counter



**DECORATION COST: R\$5.040,00**

\*\*\*Values for different decorations and extra furniture upon request.\*\*\*

# QUOTA BUSINESS (64 QUOTAS)

## STRUCTURE:

- ✓ 1 space of 6m<sup>2</sup> (3m x 2m) with floor covering\*;
- ✓ 1 power outlet;

\*The scenography will be paid for by the sponsor and approved by the event organization. Details regarding construction, height, etc. must be designed in accordance with the exhibitor's manual.

## PASSPORTS:

- ✓ FIN ACCESS - 5
- ✓ 35% discount for purchasing extra tickets
- ✓ VIP ACCESS - 2

## BRAND DISPLAY:

- ✓ Featured brand "business quota" on the FIN Brasil 24 website and social media;
- ✓ Branding present in News and email marketing communications;
- ✓ Brand on the accreditation backdrop;
- ✓ Access to the drive with videos and photos during the event and post-event report with data and clippings.

**Investment: R\$9.000,00**

# QUOTA BUSINESS (64 QUOTAS)

## DECORATION

### **STRUCTURE:**

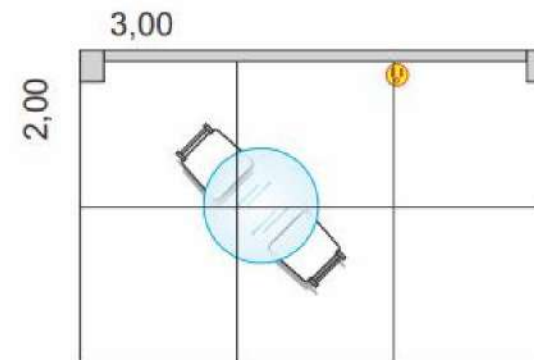
Back wall measuring 3m x 2.20m, made of joinery covered in white canvas, gray carpet on the floor.

### **ELECTRICAL:**

1 single-phase 220v/600VA socket

### **FURNITURE:**

01 table, 2 chairs and 1 logo 60cm x 40 cm



**DECORATION COST: R\$3.760,00**

\*\*\*Values for different decorations and extra furniture upon request.\*\*\*

SPONSORSHIP **AIR BANNER** (20 QUOTAS)

**STRUCTURE:**

- ✓ Air Banner (2m x 3m) personalized with the sponsor's art.  
\*For exhibitors and sponsors only



**Investment: R\$6.500,00**



**SPONSORSHIP**

# LED TOWERS

**(20 QUOTAS)**

STRATEGICALLY POSITIONED AT THE EVENT, IT IS A GREAT OPPORTUNITY TO EXPOSE YOUR BRAND AND INVITE THE PUBLIC TO YOUR SPACE.

## BRAND DISPLAY:

- ✓ 20 LED towers (2m x 05m) located on the event's showfloor with random content from sponsors\*

\*For exhibitors and sponsors only



**Investment: R\$8.000,00**

\*Image for illustrative purposes only



## SPONSORSHIP CELL PHONE CHARGING TOTEMS

### STRUCTURE:

- ✓ 1 cell phone charging island and personalized lounge for resting.

### PASSPORTS:

- ✓ FIN ACCESS - 10
- ✓ VIP ACCESS - 4
- ✓ 35% discount for purchasing extra tickets
- ✓ Access to the drive with videos and photos during the event and post-event report with data and clippings.



\*Image for illustrative purposes only

### INVESTMENT

**FAIR (2 QUOTAS): R\$10.000,00**  
**VIP ROOM (1 QUOTA): R\$8.000,00**  
**BLACK ROOM (1 QUOTA): R\$15.000,00**



SPONSORSHIP

# BIG BANNER TOWER (EXTERNAL) (2 QUOTAS)

## STRUCTURE:

- ✓ Big Banner External Tower 4.47m (w) x 18m (h).  
Quantity: 2 units\*

\*For exhibitors and sponsors only

## PASSPORTS:

- ✓ Access to the drive with videos and photos during the event and post-event report with data and clippings.



\*Image for illustrative purposes only

Investment: R\$15.000,00



## SPONSORSHIP **BADGE** (4 QUOTAS)

YOUR BRAND ON ALL EVENT PARTICIPANTS.

### BRAND DISPLAY:

- ✓ Thermo-laminated PET badge color printing on the front. Quantity 6000 units.\*

\*For exhibitors and sponsors only



\*Image for illustrative purposes only

**Investment: R\$8.000,00**







# FIN BRASIL



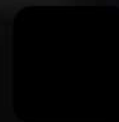
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FIN Brasil



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