

POSITION YOUR BRAND

Increase relevance during the event and
impact the greatest number of people
through our platforms.

3 - 6
SEPTEMBER
2025

NEW VENUE

DISTRITO ANHEMBI

GLASS
SOUTH AMERICA

TECNOLOGIA
& DESIGN

E-SQUADRIA SHOW

NÜRNBERG MESSE

Glass South America and E-squadria Show

THE 15TH EDITION OF GLASS SOUTH AMERICA AND THE DEBUT
OF THE E-SQUADRIA SHOW BROUGHT TOGETHER MORE THAN
16,500 QUALIFIED PROFESSIONALS.

WITH A 70% INCREASE IN THE NUMBER OF ARCHITECTS AND
CONSTRUCTION PROFESSIONALS AND A 25% INCREASE IN THE
NUMBER OF LOCKSMITHS.

16.500 visitors

190 exhibitors

+450 brands

Qualified public

Content Arena



Together for a stronger sector!

The biggest event for the glass
sector in Latin America, with the
best of the door, window and
façade industry in one place.

GLASS
SOUTH AMERICA

TECNOLOGIA
& DESIGN

E-SQUADRIA SHOW

BLINDEX®

WHY INVEST IN MERCHANDISING

POWERFUL STRATEGY TO MAXIMIZE YOUR BRAND'S VISIBILITY
AND CREATE A LASTING IMPACT ON YOUR TARGET AUDIENCE!

INCREASED EXPOSURE
MARKET DIFFERENTIATION



PUBLIC ENGAGEMENT
INCREASE IN STAND TRAFFIC



TARGETED COMMUNICATION
INCREASE RETURN ON INVESTMENT
LEVERAGE BRAND IMAGE



PACKAGE CONTENT

01 article about your company sent in one of our newsletters

Article to be published on the site up to 7,000 characters.

Digital banner on the homepage

Format 1291x310px

Newsletter banner for the event's visitor base

Additional information:

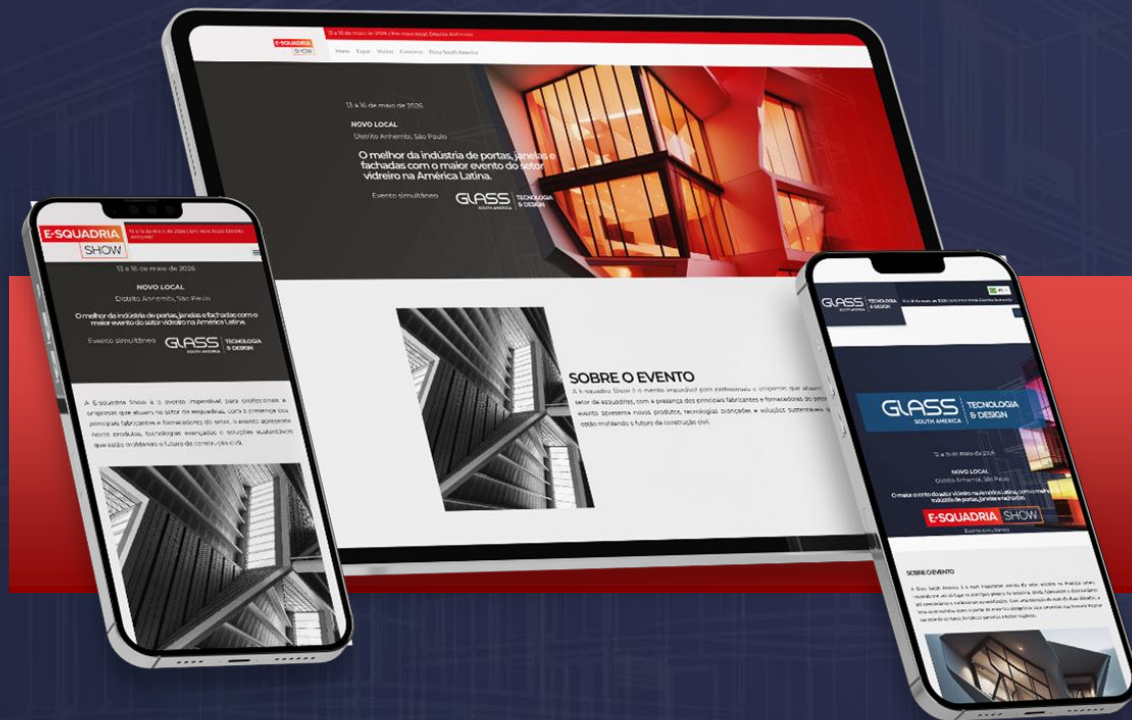
The image to illustrate the content should measure 1110x508px.

We recommend content between 400 and 600 words.

Create attractive and concise titles and descriptions, with titles between 50-60 characters and descriptions between 120-160 characters.

The artwork for the materials mentioned above is the responsibility of the contracting company.

The application on the pieces remains the responsibility of the event organizer.



INVESTMENT

US\$ 1.000,00 | 5 available quotas

PACKAGE

DIGITAL 360

Show the public that your brand is a reference!

2 posts on the event's social networks

Digital banner on the homepage

Format 1291x310px

1 video of up to 30 seconds recorded at the event and posted on social media to promote your participation

Additional information.

This content will be published with a sponsored content label.

We recommend attractive content about your products and services.

The social media video is produced in partnership with the event organizers.

The artwork for the banner and post is the responsibility of the contracting company. will be adapted to an event mask.

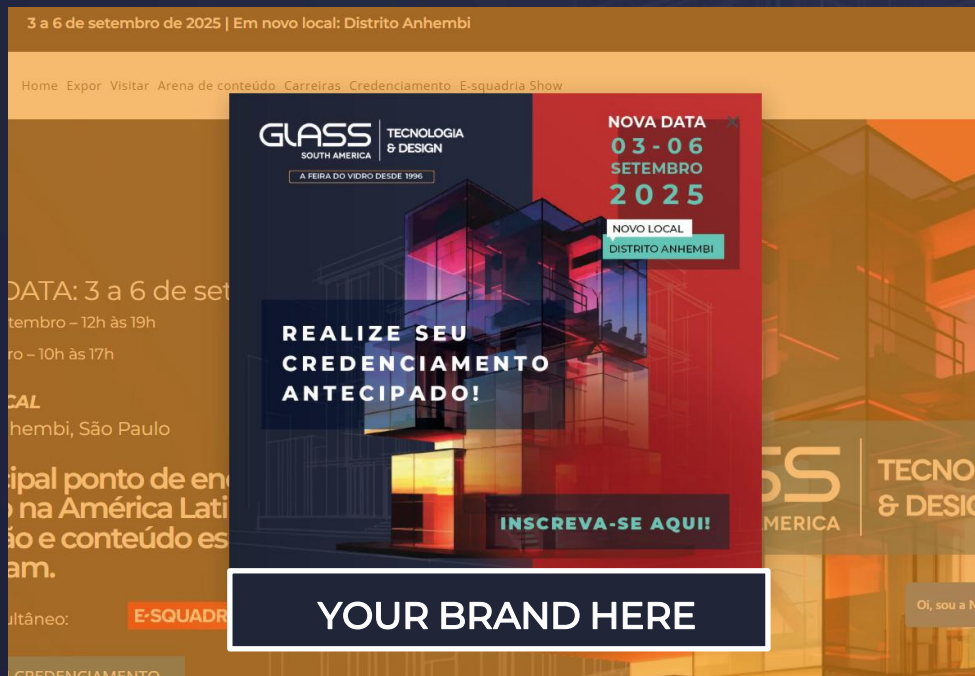


INVESTMENT

U\$ 1.800,00 | 6 available quotas



New - exclusive quota!



Pop-up footer
4 months of high visibility:
everyone who enters the site is
impacted by the pop-up.

Additional information: Footer sent by the sponsor - Pop-up by the promoter. The piece will be inserted for 4 months (as soon as the sponsor makes the piece available).

Investment

U\$ 2.000,00

PACKAGE WELCOME

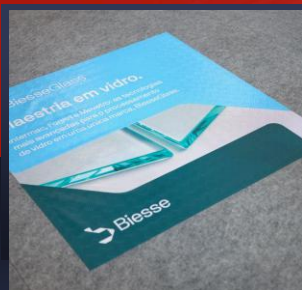
Visibility, exclusivity and relationships at the fair!

Be the first to welcome all visitors to the event.
If the first impression is the one that sticks, this package brings the differential of prominent areas not sold separately.

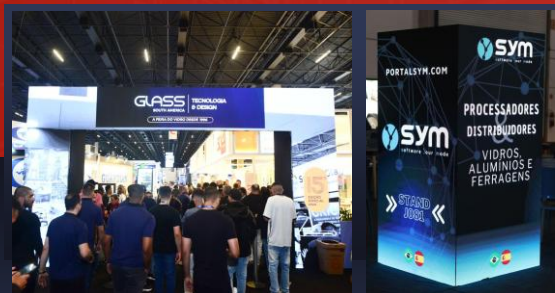


INVESTMENT

U\$ 6.160,00 | EXCLUSIVE QUOTA



Mega sticker at the entrance to the event



Complete LED circuit
Entrance panels +
Cube + Aerials



2 printed totems at the event entrance

Format: 0,80x1,80m



Sampling at the fair entrance
A receptionist can hand out material to be defined by the contractor at the entrance of all visitors..

Please note: The hiring and training of the receptionist, as well as the material to be produced and distributed, is the sole responsibility of the contractor.

Deadline: 30 days before the event. | Exclusive quota for items: sticker at the entrance.

INSIDE THE EVENT

LED CIRCUIT

- 1 entrance gantry
- 1 overhead panel
- 2 cubes
- 2 panels



Panels



Overhead panel



Cubes



Entrance gantry

Additional information:

The artwork for the above material is the responsibility of the contracting company.

The application on the pieces remains the responsibility of the event organizer.

COMPLETE CIRCUIT

U\$ 3.080,00 | 5 QUOTAS

MID- CIRCUIT

U\$ 2.200,00 | 5 QUOTAS



PACKAGE PAVILION

Visibility, exclusivity and relationships at the fair!

Increase your brand's visibility at different points in the pavilion. Stand out at strategic points. Make your presence felt in the aisles!

3 stickers on the floor

*Format: send the artwork in PDF format with 300 dpi's measuring 1.4m x 1.4m.
Location to be determined.*

1 overhead banner

Format: 3x2m under your stand.

1 double-sided totem pole

*Format: Send the artwork in PDF format 300 dpi's, measuring 0.8x1.8m with 300mm of free space at the bottom (without writing) following the guidelines.
Location to be determined.*

Additional information.

Choose the location of your pieces | Deadline: 30 days before the event.



EXCLUSIVE
DISCOUNT



INVESTMENT

U\$ 2.100,00 | 10 available quotas

U\$ 1.200,00

INDIVIDUAL ITEMS

Visibility, exclusivity and relationships at the fair!

Exclusive opportunity for exhibitors!
Get the most visibility for your brand among
your target audience!



INVESTMENT

U\$ 600,00

Floor sticker

Format: send the artwork in PDF format with 300 dpi's measuring 1.4m x 1.4m. Location to be determined.



INVESTMENT

U\$ 1.100,00

Aerial Banner

Format: 3x2m
under your stand.



INVESTMENT

U\$ 800,00

Double-sided totem

Format: Send the artwork in PDF format 300 dpi's, measuring 0.8x1.8m with 300mm of free space at the bottom (without writing) following the guidelines. Location to be determined.

PACKAGE

LOGOTIPO

Reach, visibility and relationships for the event's public!

Exclusive opportunity for exhibitors!

Get the most visibility for your brand among your target audience!



INVESTMENT

U\$ 2.640,00 | 10 available quotas



Logo on the mega floor plan

Logo insertion on the event's mega floor plan. Always at the entrance. Format: Send as a high-resolution PDF. Deadline: up to 30 days before the event



Logo on the site

Logo insertion in the localize floor plan. Format: JPG, PNG or high-resolution PDF. Deadline: up to 30 days before the event.



1 banner on the event registration page

Format: 728x90px in JPG or PNG. Deadline: for best performance, we suggest sending it no later than 30 days before the event.



Logo on the pocket map

Format: PDF in high resolution. Deadline: up to 30 days before the event.

Attention.

The hiring and training of the receptionist, as well as the material to be produced and distributed, is the sole responsibility of the contractor.

Deadline: 30 days before the event. | Exclusive quota for items: sticker at the entrance.

New exclusive quota!



**Footer at5 table
plans
distributed
throughout the
event**

*Format: JPG, PNG or high resolution PDF.
Deadline: up to 30 days before the event.*

Investment

U\$ 1.000,00

RELATIONSHIP

REST AREA

A rest area with seating, two cell phone charging towers and a personalized mega TV screen with the exhibitor's video + overhead banner.

This action is ideal for companies that want to be remembered not only for the quality of their products or services, but also for taking care to provide a pleasant experience for visitors.

Brand exposure

Positive association of the pleasant experience with your brand.

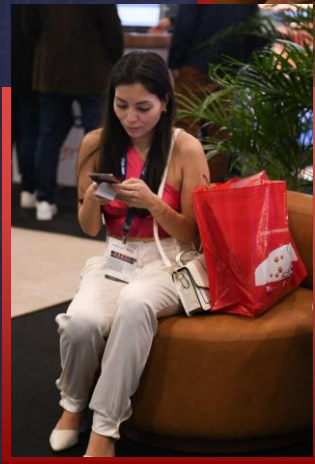
Qualified public

Space with your brand's visual identity

Emotional Connection, strengthening the relationship and the memory of your company.

Informações adicionais:

Video must be sent by the exhibitor. The totem will be positioned according to the layout.



INVESTMENT

U\$ 4.000,00 | EXCLUSIVE QUOTA

RELATIONSHIP TOILETS

Adhesive on the doors of the toilet cubicles in the pavilions used for the Glass and E-squadria Show events.



INVESTMENT

U\$ 4.000,00 | on consultation

RELATIONSHIP TOILETS

Adhesive on the bathroom mirrors in the pavilions used for the Glass and E-squadria Show events.

32 mirrors in the women's
bathrooms (2 bathrooms) + 28
mirrors in the men's bathrooms (2
bathrooms).



INVESTMENT



U\$ 4.060,00 | exclusive quota

U\$ 2.040,00 | parcial quota

HOSPITALITY CLASS

Relationship and exclusivity
for the prime guest audience

WELCOME COFFEE

NürnbergMesse Brasil's relationship program was created to serve executives from leading companies and facilitate their increasingly scarce participation in industry events.

This package entitles you to

Welcome coffee for 50 people and exclusive use of the space during the event.

Space for 50 people for 2 hours of the event
(before the fair starts - from 9am to 11am).

Audio and image system.

Decorated room.



INVESTMENT

U\$ 7.000,00 | on consultation

HOSPITALITY CLASS

Relationship and exclusivity for the prime guest audience

EVENT

Enjoy with your guests all the comfort that the HC space offers during the event.

This package entitles you to

Welcome coffee for 50 people and exclusive use of the space during the event.

Space for 50 people for 2 hours of the event (before the fair starts - from 9am to 11am).

Audio and image system.

Decorated room.



INVESTMENT

U\$ 10.000,00 | on consultation

HOSPITALITY CLASS

Relationship and exclusivity for the prime guest audience

MEETING ROOMS

Enjoy with your guests all the comfort that the HC space offers!

This package entitles you to

Exclusive use of one of the HC's meeting rooms for a period of 2 hours in the morning - from 8 a.m. to 10 a.m.

Access to the venue's catering: coffee, water and finger food



INVESTMENT

U\$ 1.400,00 | on consultation



VISIBILITY AND RELATIONSHIPS

Get the most visibility for your brand among your target audience!



INVESTMENT

U\$ 11.000,00

Badge lanyard

Sponsor's production

Format: to be defined

Deadline: 2nd and 3rd day of event assembly, at Caex

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EXCLUSIVE QUOTA



INVESTMENT

U\$ 1.200,00

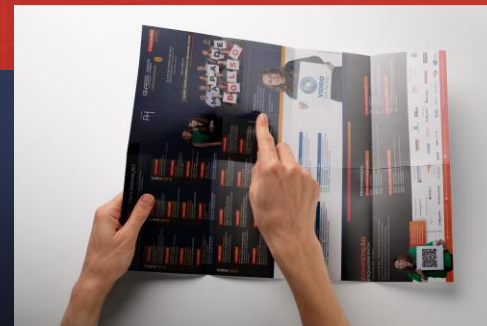
Floor stickers Exhibitor route | 10 pcs.

Sequence of floor stickers that will direct visitors to your stand

Format: to be defined | Quantity: 10

Deadline: up to 30 days before the event

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4 Quotas available



INVESTMENT

U\$ 3.300,00

Pocket map ad

Your brand in the hands of visitors

Format: to be defined

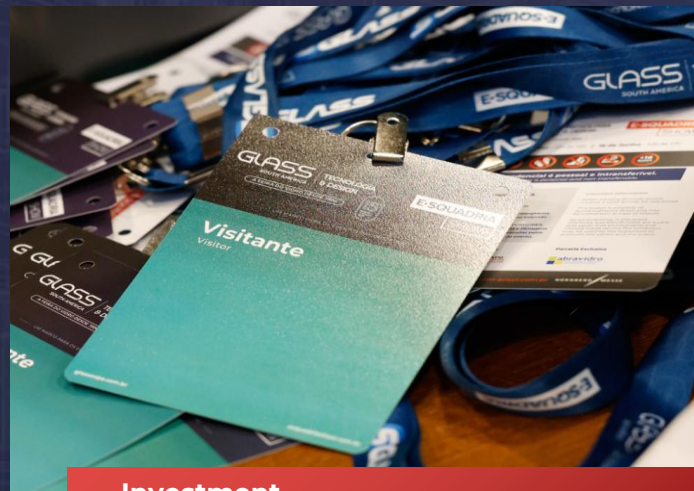
Deadline: up to 30 days before the event

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EXCLUSIVE QUOTA

New

Credential package:

Logo on credential (sent and made)
Badge lanyard (sent and made)
Advance shipment for 4,000 visitors



*Production by the organizer - sponsor layouts. Sent to
4,000 people registered for the event.
Deadline: 60 days before the event.*

Investment

U\$ 14.200,00

New

Influencer kit

A pre-event kit will be sent to 10 partner influencers/glassblowers, with products/gifts from the sponsor + promotion in stories and reels. *Toast at the exhibitor's expense

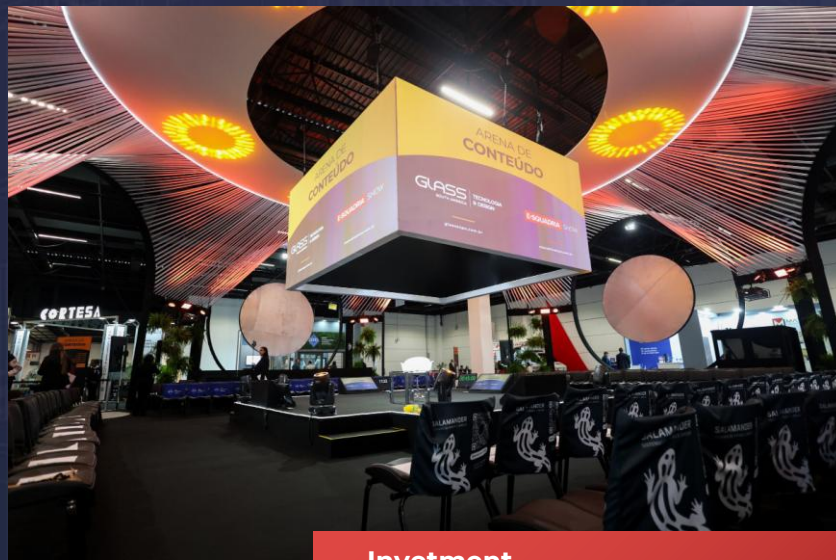


Investment

U\$ 1.700,00

New

Chair Cover Sponsorship at Content Arena



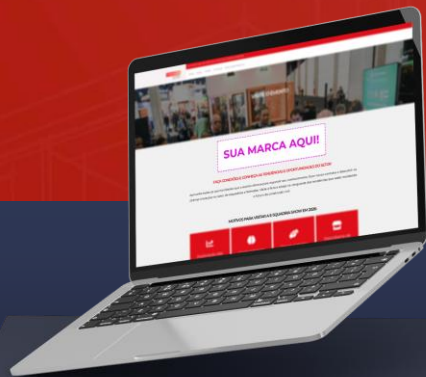
Investment

U\$ 1.700,00 / EXCLUSIVE QUOTA

U\$ 1.400,00 / PARTIAL QUOTA

VISIBILITY AND RELATIONSHIPS

Get the most visibility for your brand among your target audience!



INVESTMENT

U\$ 600,00

Banner on the registration page

Your brand exclusively for all accredited members.

Format: 728x90px

Deadline: up to 30 days before the event

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EXCLUSIVE QUOTA



INVESTMENT

U\$ 1.200,00

Banner on the homepage

Single banners in which you reach your online audience before the event.

Format: 728x90px

Deadline: up to 30 days before the event

.....
EXCLUSIVE QUOTA

***images for illustrative purposes only*

OUTSIDE THE PAVILION

MARQUEE FLOOR

ADHESIVE

Visibility for the trade fair public.

High-resolution floor sticker installed under the Anhembi marquee, near the fair entrance.

Art size:
4m x 2.8 m

Additional information.

The artwork of the material mentioned above is the responsibility of the contracting company. The application on the pieces remains the responsibility of the event organizer.



INVESTMENT

U\$ 1.856,00 | 10 - EXCLUSIVE QUOTA

OUTSIDE THE PAVILION

LED EXPO AERIAL PANELS

Visibility for the trade fair public.



High-resolution panel on the Expo
marquee

9 x 3m

Additional information.

The artwork for the material mentioned above is the responsibility of the contracting company.

The application on the pieces remains the responsibility of the event organizer.



INVESTMENT

on consultation | 4 Quotas available

OUTSIDE THE PAVILION

MAIN RUNWAY

GANTRY

*Visibility for the trade
fair public.*

Double-sided canvas gantry located at
the entrance to the main parking lot of
the Anhembi District.

Panel size.
2.97m high x 13m wide

Additional information.

The artwork for the material mentioned above is the
responsibility of the contracting company.

The application on the pieces remains the responsibility of the
event organizer.



INVESTMENT

U\$ 5.440,00 | 5 quotas

OUTSIDE THE PAVILION

MARQUEE LED TOTEM

Visibility for the external trade fair public.



High-resolution LED screens along the marquees, the main entrance walkway and the central square.

1 x 2,5M

Additional information.

The artwork for the material mentioned above is the responsibility of the contracting company.

The application on the pieces remains the responsibility of the event organizer.



INVESTMENT

U\$ 2.560,00 | 3 Quotas

OUTSIDE THE PAVILION

CANCEL PARKING

Parking lot entrance - Visibility for the trade fair public.

Adverts on the signs at the entrance
and exit to the parking lot.

PVC board + adhesive
1,21 x 0,16

Additional information.

The artwork for the material mentioned above is the
responsibility of the contracting company.

The application on the pieces remains the responsibility of the
event organizer.



INVESTMENT

U\$ 1.623,60 | 5 quotas



OUTSIDE THE PAVILION

LED PARKING

Visibility for the trade fair public.

High-resolution LED panel located in the parking lot entrance booths

Panel size.
15m x 3m

Additional information.

The artwork for the material mentioned above is the responsibility of the contracting company. The application on the pieces remains the responsibility of the event organizer.



INVESTMENT

U\$ 8.000,00 | 6 quotas

IMPORTANT INFORMATIONS



PRINTED MATERIALS

Files must be sent in one of the following formats: AI / PDF - in curve / EPS

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ONLINE MATERIALS

Files must be sent in JPG / PDF / PNG or GIF.

Questions: Contact MKT.



DEADLINE FOR RECEIPT FILES

Online material.
Consult MKT

beatriz.bruscagin@nm-brasil.com.br



ACTIONS ON DEMAND

Different solutions for those looking for innovation and quality.



Customized solutions for you to offer your customers physical and/or digital experiences or even qualified content to achieve your business objectives.

Whatever the size of your event, we're here to help.

Find out more:
fabio.rocha@nm-brasil.com.br

NMB SERVICES

Consult special assembly options for all types of stand, guaranteeing the success of your business at the fair.

Find out more:
comercial1@nmbpartner.com.br

NMB TRAVEL

With NMB Travel you can go further. Exclusive and customized travel packages according to your company's needs, through business missions and events with official delegations in Brazil and abroad.

Find out more:
atendimento@nmbtravel.com.br

HIGHLIGHT YOU BRAND

Remain in the public's memory with strategic merchandising, where your company not only participates in the fair, but dominates the event!

GLASS
SOUTH AMERICA

TECNOLOGIA
& DESIGN

E-SQUADRIA SHOW

**3 - 6
SEPTEMBER
2025**

NEW VENUE
DISTRITO ANHEMBI

Contact our sales team

Maria Valle

maria.valle@nm-brasil.com.br

Tel +55 11 3205.5025

Cel +55 11 97677.8946

glassexpo.com.br

e-squadriashow.com.br

