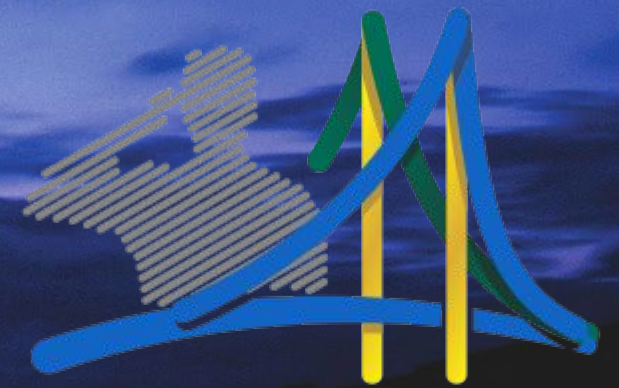




COMMERCIAL  
PROJECT  
2022



2<sup>nd</sup> EDITION

**SC EXPO DEFENSE**

DEFENSE TECHNOLOGIES AND PRODUCTS FAIR

May 19 and 20, 2022 - Florianópolis Air Base



# THE FAIR



2<sup>nd</sup> EDITION

## SC EXPO DEFENSE

DEFENSE TECHNOLOGIES AND PRODUCTS FAIR  
May 19 and 20, 2022 - Florianópolis Air Base



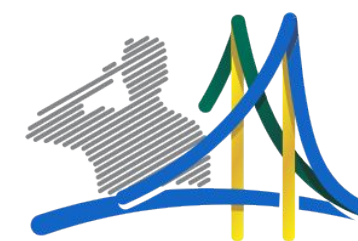
The "2nd SC EXPO DEFENSE - DEFENSE TECHNOLOGIES AND PRODUCTS FAIR" will be held on May 19th and 20th, 2022 in the city of Florianópolis, by the Industry Federation of Santa Catarina State - FIESC and by the Florianópolis Air Base, through COMDEFESA - Defense Industry Committee.

The event brings together professionals from the Defense areas, with the objective of showing the latest in Defense products and technology and promoting the integration of the Armed Forces with industry, government and technology centers.



The challenges of the industry in this segment will be discussed during the event days, through panels and dynamic lectures, in addition to the exhibition of products and services and B2B actions. Civil and military authorities, government representatives and executives from companies in the sector will participate in the event, to discuss the opportunities presented by the segment.





2<sup>nd</sup> EDITION

**SC EXPO DEFENSE**

DEFENSE TECHNOLOGIES AND PRODUCTS FAIR

May 19 and 20, 2022 - Florianópolis Air Base

# PROMOTION



COMITÊ DA INDÚSTRIA  
DE DEFESA DA FIESC

**COMDEFESA**

COMDEFESA - Consultative body of the Industry Federation of Santa Catarina State - FIESC, whose primary role is to bring the Industrial sector closer to the Armed Forces, promoting innovation and the generation of business opportunities and the development of the defense sector as a strategic segment.



# NUMBERS OF THE LAST EDITION 2019



2700 Visitors



66 expositores



28 Symposiums  
and lectures



14 institutional  
supports for  
the fair





2<sup>nd</sup> EDITION  
**SC EXPO DEFENSE**  
DEFENSE TECHNOLOGIES AND PRODUCTS FAIR  
May 19 and 20, 2022 - Florianópolis Air Base

TAKE A LOOK ON  
THE LAST EDITION





# THE GOALS OF THE FAIR



Increase the participation of the industry as a supplier of defense products, through the dissemination of information aimed at the sector.



Identify and develop technologies and projects of interest to Defense.



Expand the industry's relationship with the armed forces.



Ensure institutional support in demands related to the Defense Industry.



Induce adjustments to the production process to prepare the industry for the offer of products and services for the Defense Industry.





COMMERCIAL PROJECT 2022



2<sup>nd</sup> EDITION  
**SC EXPO DEFENSE**  
DEFENSE TECHNOLOGIES AND PRODUCTS FAIR  
May 19 and 20, 2022 - Florianópolis Air Base

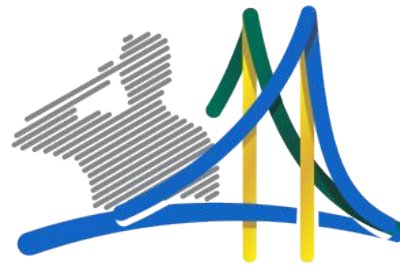






COMMERCIAL PROJECT 2022

# OUR BASE - TRIPLE-HELIX



2<sup>nd</sup> EDITION

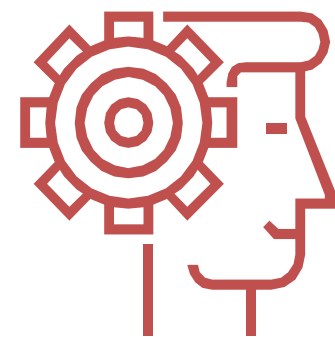
**SC EXPO DEFENSE**

DEFENSE TECHNOLOGIES AND PRODUCTS FAIR

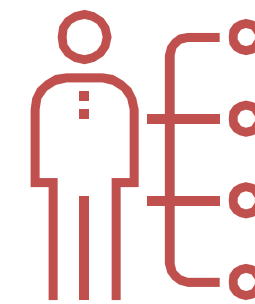
May 19 and 20, 2022 - Florianópolis Air Base



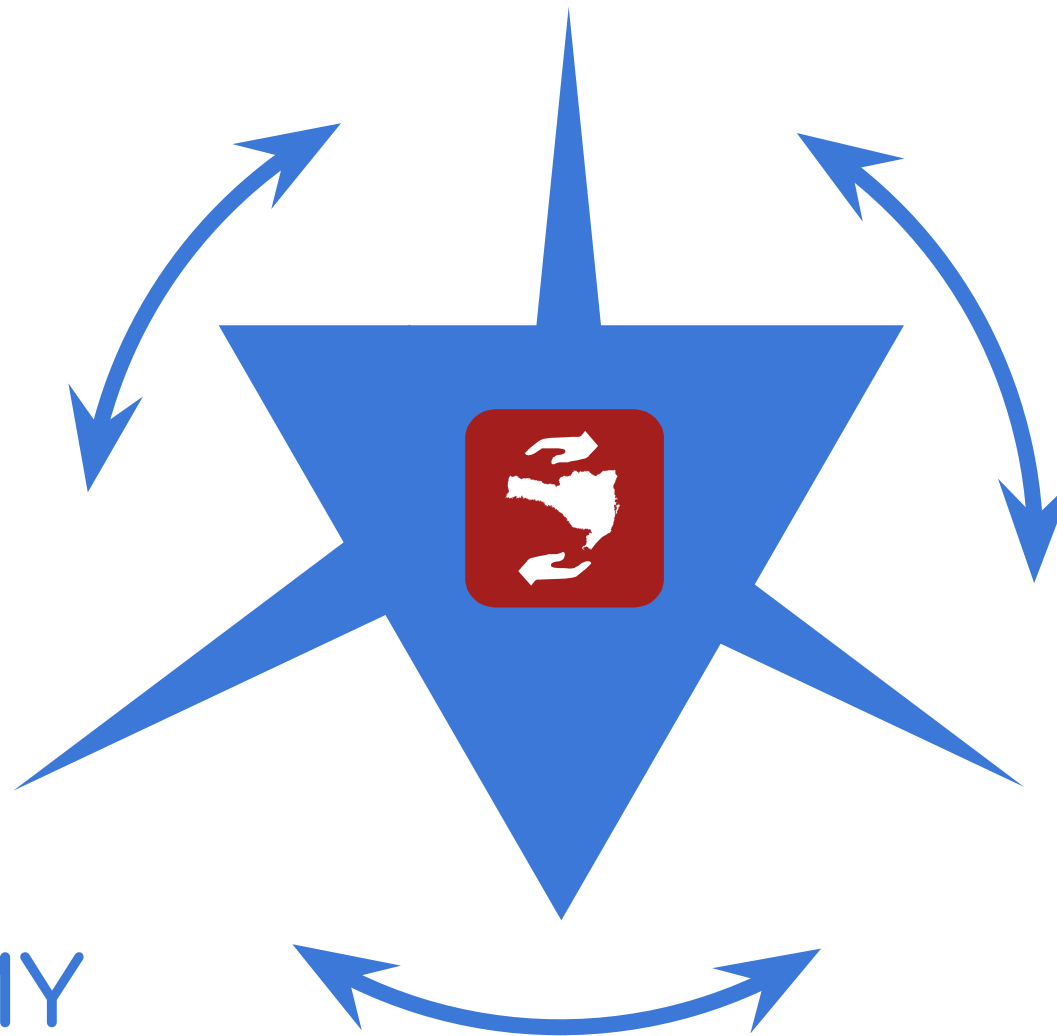
INDUSTRY



ACADEMY



GOVERNMENT  
(AF)

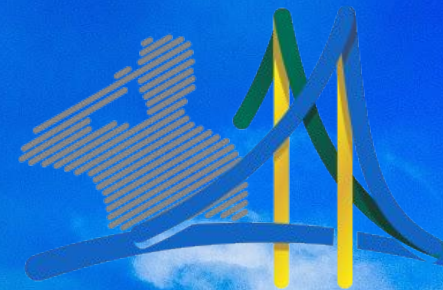




# FLORIANÓPOLIS

## *THE HOST CITY OF THE FAIR*

- A modern and cosmopolitan city, where the new and the old coexist harmoniously, whether in the bustling neighborhoods or in the quiet fishing villages;
- Well served by good hotels and numerous restaurants that offer a differentiated cuisine.
- 
- Florianópolis is considered the Silicon Valley in Brazil, as it has one of the main technological centers in the country with at least 900 companies in the IT sector.

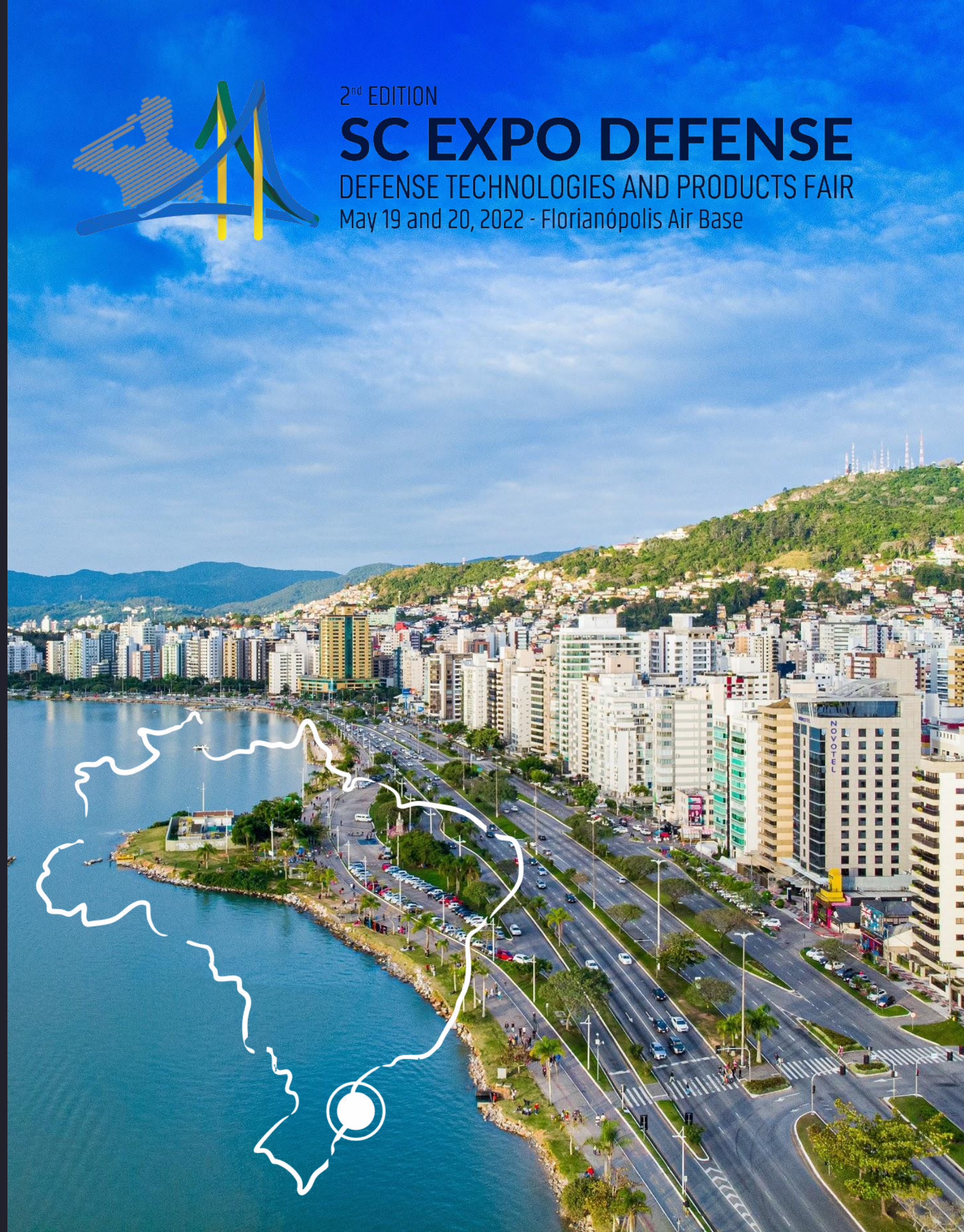


2<sup>nd</sup> EDITION

## SC EXPO DEFENSE

DEFENSE TECHNOLOGIES AND PRODUCTS FAIR

May 19 and 20, 2022 - Florianópolis Air Base





# THE AVENUE

PROJETO COMERCIAL 2022



## AIR BASE FLORIANÓPOLIS





2<sup>nd</sup> EDITION  
**SC EXPO DEFENSE**  
DEFENSE TECHNOLOGIES AND PRODUCTS FAIR  
May 19 and 20, 2022 - Florianópolis Air Base

ção de Saúde  
anópolis

iro do  
do Ar...

0







2<sup>nd</sup> EDITION

# SC EXPO DEFENSE

DEFENSE TECHNOLOGIES AND PRODUCTS FAIR

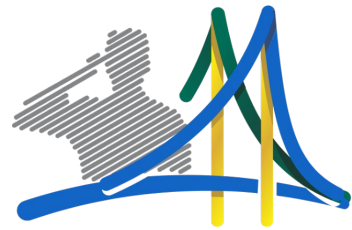
May 19 and 20, 2022 - Florianópolis Air Base

# BUSINESS OPPORTUNITIES





# EXHIBITION AREA

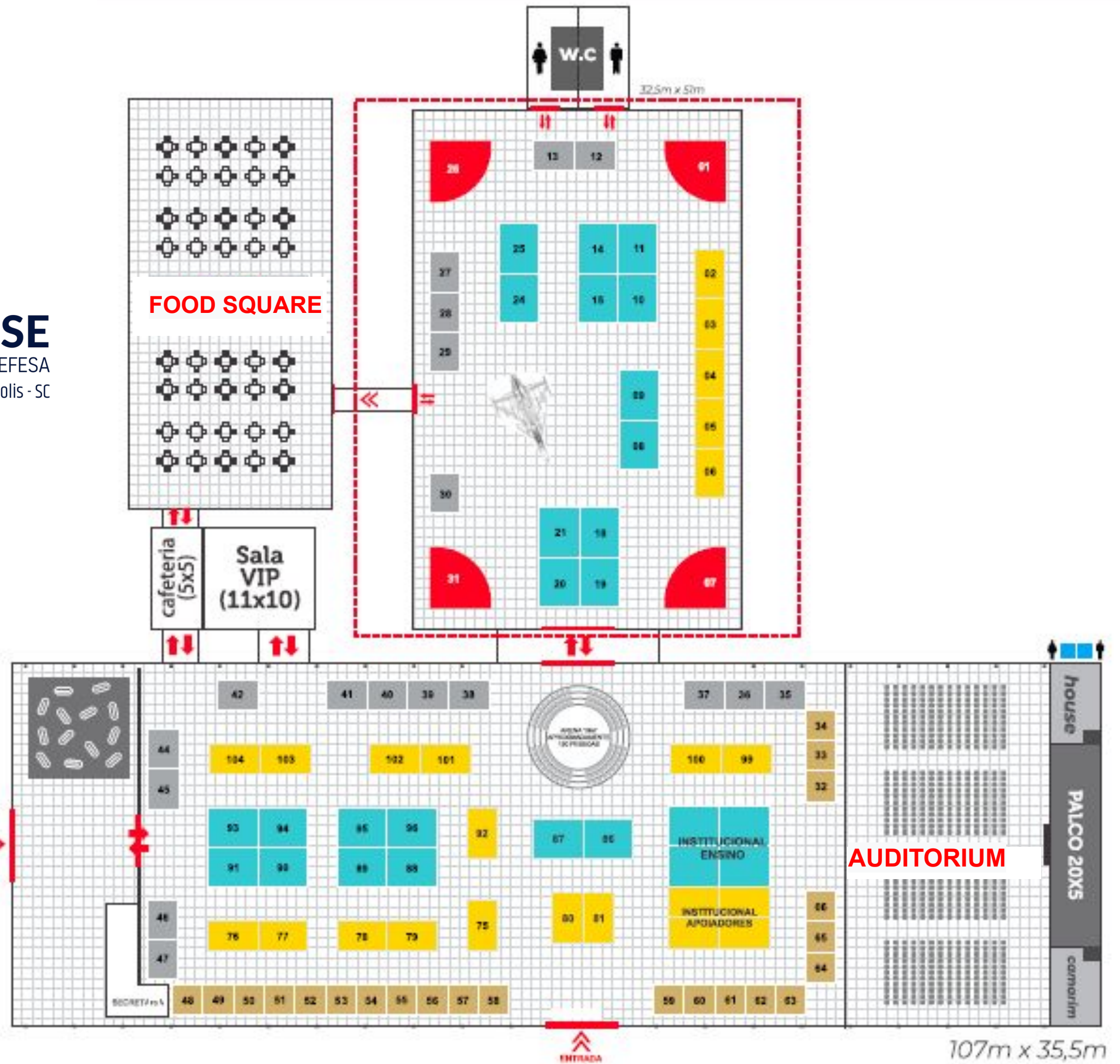


2ª EDIÇÃO  
**SC EXPO DEFENSE**  
FEIRA DE TECNOLOGIAS E PRODUTOS DE DEFESA  
19 e 20 de maio de 2022 - Base Aérea de Florianópolis - SC

## SUBTITLE

- 4 STANDS 36m<sup>2</sup> (6x6)
- 30 STANDS 20m<sup>2</sup> (5x4)
- 23 STANDS 15m<sup>2</sup> (5x3)
- 19 STANDS 12m<sup>2</sup> (4x3)
- 22 STANDS 9m<sup>2</sup> (3x3)

ENTRANCE >>>



107m x 35,5m



# DIAMOND SPONSOR



2<sup>nd</sup> EDITION  
**SC EXPO DEFENSE**  
DEFENSE TECHNOLOGIES AND PRODUCTS FAIR  
May 19 and 20, 2022 - Florianópolis Air Base



20 m<sup>2</sup> booth with basic assembly in a privileged location



Sending of printed material to the armed forces by FIESC (material provided by the sponsor)



Thank you mention by the master of ceremonies at the opening and closing of the fair



Insertion of the logo in the printed material of the fair



Logo on internal and external signing of the fair



Rotating banner on the fair website.



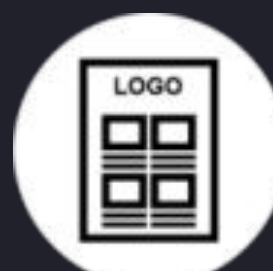
40 free tickets for the fair and 20 exhibitor credentials



Participation on Business section with the armed forces



Highlighted logo on the fair's hot site with a hyperlink to the sponsor's website



Sending of 2 (two) e-mail marketing for the fair's mailing (*material provided by the sponsor*)



4 invitations to the opening dinner with the armed forces

Investment: R\$ 40 Thousand



# GOLD SPONSOR



2<sup>nd</sup> EDITION

## SC EXPO DEFENSE

DEFENSE TECHNOLOGIES AND PRODUCTS FAIR

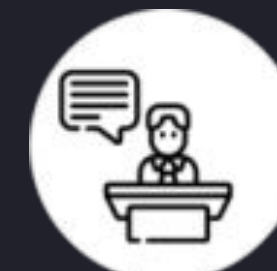
May 19 and 20, 2022 - Florianópolis Air Base



15 m<sup>2</sup> booth with basic assembly in a privileged location



Sending of printed material to the armed forces by FIESC (*material provided by the sponsor*)



Thank you mention by the master of ceremonies at the opening and closing of the fair



Insertion of the logo in the printed material of the fair



Logo on internal signing of the fair



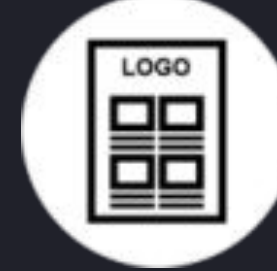
Highlighted logo on the fair's website with a hyperlink to the sponsor's website



20 free tickets for the fair and 16 exhibitor credentials



Participation on Business section with the armed forces



Sending of 1 (one) e-mail marketing for the fair's mailing (*material provided by the sponsor*)



3 invitations to the opening dinner with the armed forces

Investment: R\$ 30 Thousand



# SILVER SPONSOR



2<sup>nd</sup> EDITION  
**SC EXPO DEFENSE**  
DEFENSE TECHNOLOGIES AND PRODUCTS FAIR  
May 19 and 20, 2022 - Florianópolis Air Base



12 m<sup>2</sup> booth with basic assembly in a privileged location



Sending of printed material to the armed forces by FIESC (*material provided by the sponsor*)



Participation on Business section with the armed forces



Insertion of the logo in the printed material of the fair



15 free tickets for the fair and 10 exhibitor credentials



Highlighted logo on the fair's website with a hyperlink to the sponsor's website



2 invitations to the opening dinner with the armed forces

Investment: R\$ 20 Thousand



# BRONZE SPONSOR



2<sup>nd</sup> EDITION  
**SC EXPO DEFENSE**  
DEFENSE TECHNOLOGIES AND PRODUCTS FAIR  
May 19 and 20, 2022 - Florianópolis Air Base



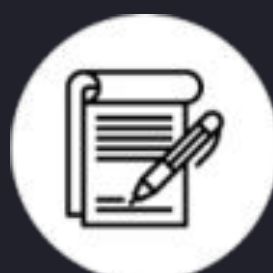
9 m<sup>2</sup> booth with basic assembly in a privileged location



10 free tickets for the fair and 5 exhibitor credentials



Participation on Business section with the armed forces



Insertion of the logo in the printed material of the fair



Highlighted logo on the fair's website with a hyperlink to the sponsor's website



2 invitations to the opening dinner with the armed forces

Investment: R\$ 10 Thousand



# EXHIBITOR



2<sup>nd</sup> EDITION  
**SC EXPO DEFENSE**  
DEFENSE TECHNOLOGIES AND PRODUCTS FAIR  
May 19 and 20, 2022 - Florianópolis Air Base

The value related to the booths for the "Exhibitor Category" will be according to the booth/plant number, as well as according to the m<sup>2</sup> value, as specified below:



INVESTMENT  
R\$ 800,00 m<sup>2</sup>

The space will only be confirmed after signing the contract. Payment may be financed without adjustment, and it must be paid by the expiration date of the batches

## COMMERCIAL INFOS

### **Attitude Promo:**

Jóice Franck

(55 048) 9 9852 2016

[comercial@attpromo.com.br](mailto:comercial@attpromo.com.br)

### **COMDEFESA Executive:**

Luciane Camilotti

(55 048) 9 9961-6291

### **Institutional Relations and Management Advisor**

Vanessa Wohlgemuth

(55 048) 9 9989-6837





2<sup>nd</sup> EDITION

# SC EXPO DEFENSE

DEFENSE TECHNOLOGIES AND PRODUCTS FAIR

May 19 and 20, 2022 - Florianópolis Air Base

# MERCHANDISING



# CREDENTIAL'S CORD

Insertion of the sponsor's logo in the credential cord of the participants and speakers, together with the fair's logo.

Investment: R\$ 15.000,00 \*per quota  
\* Exclusive quota.



2<sup>nd</sup> EDITION  
**SC EXPO DEFENSE**  
DEFENSE TECHNOLOGIES AND PRODUCTS FAIR  
May 19 and 20, 2022 - Florianópolis Air Base



# CUSTOM CUPS

In addition to lectures, debates, meetings, product exhibitions, an event must be sustainable.

This is the purpose of SC EXPO DEFENSE, to hold a sustainable fair.

Therefore, we intend to use the Eco Cup during the fair, we will not provide disposable cups.

The eco cup will be delivered together with the fair kit.

**Investment: R\$ 10.000,00\***

\* Exclusive quote – 1.000 cups.





# AD ON FINAL PROGRAM

The ad is a highly effective communication tool, enabling contact with a well-segmented target audience, generating trust and relationships with your potential customers/partners.

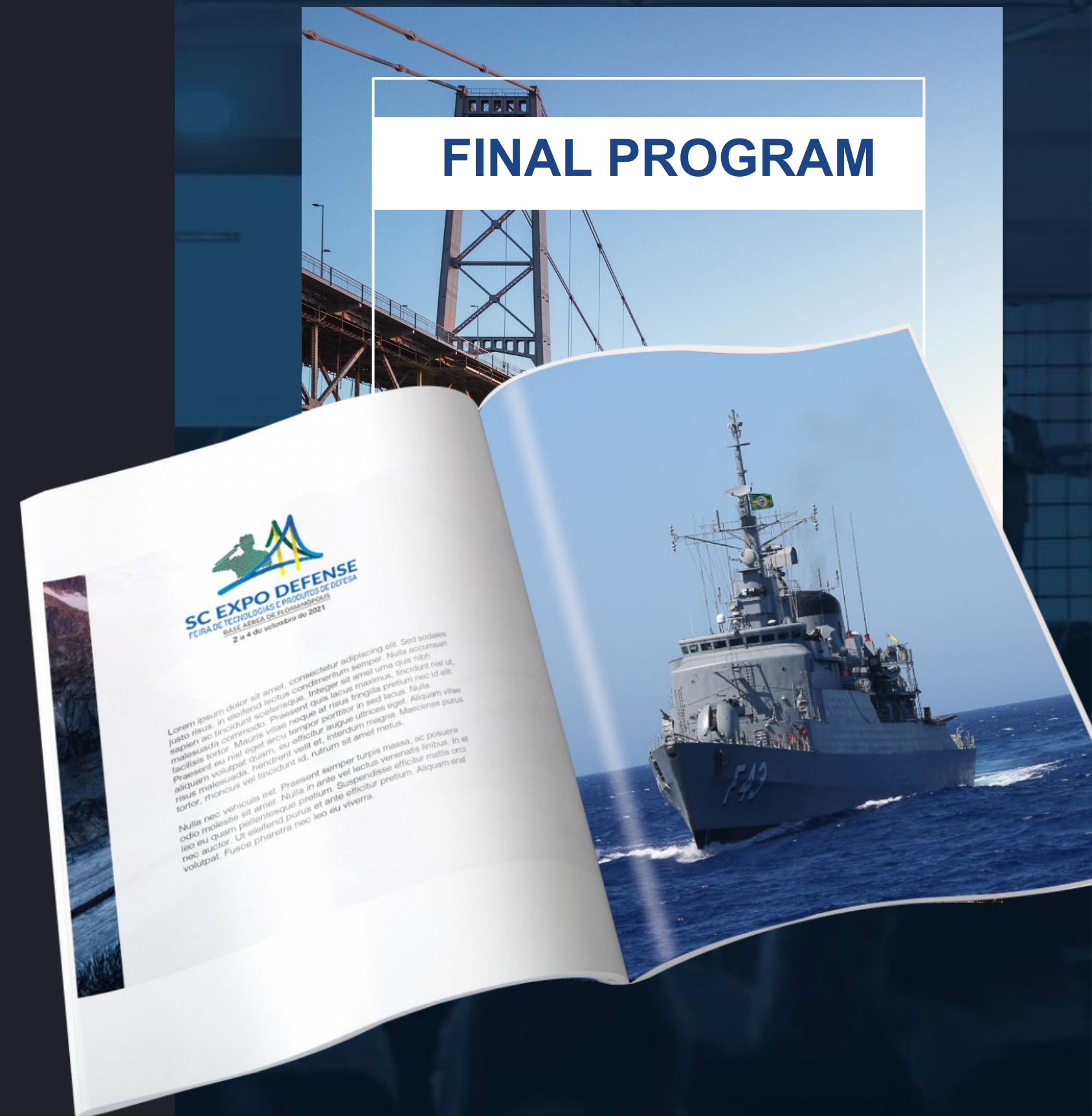
- Full Page/Color Ad
- Art provided by the sponsor

## Investment:

2º cover color Ad – R\$ 6.000,00\*

3º cover color Ad – R\$ 4.000,00\*

intern page color Ad (undertermined) – R\$ 2.500,00



2<sup>nd</sup> EDITION  
**SC EXPO DEFENSE**  
DEFENSE TECHNOLOGIES AND PRODUCTS FAIR  
May 19 and 20, 2022 - Florianópolis Air Base



# ELECTRONIC BANNER ON THE FAIR'S OFFICIAL WEBSITE

The fair's website is one of the main communication gateways between participants, being accessed daily by the event's target audience

**Investment: R\$ 2.500,00\***

\*Artwork provided by the sponsor upon approval of the organization



2<sup>nd</sup> EDITION  
**SC EXPO DEFENSE**  
DEFENSE TECHNOLOGIES AND PRODUCTS FAIR  
May 19 and 20, 2022 - Florianópolis Air Base





# SATELLITE SYMPOSIUM

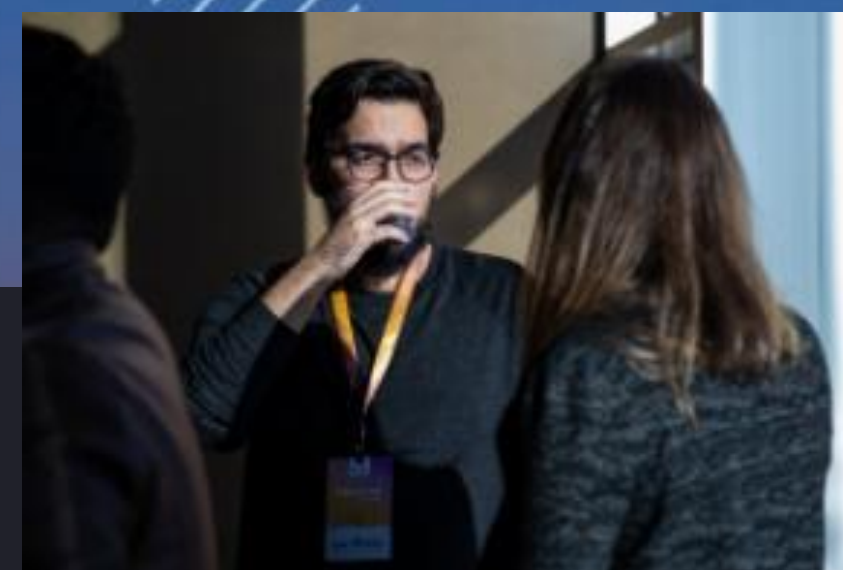


2<sup>nd</sup> EDITION  
**SC EXPO DEFENSE**  
DEFENSE TECHNOLOGIES AND PRODUCTS FAIR  
May 19 and 20, 2022 - Florianópolis Air Base

COMMERCIAL PROJECT 2022



- ✓ 30-minute lecture;
- ✓ Distribution of materials inside the Arena (material provided by the sponsor).



**Investment: R\$ 10.000,00 for symposium\***

\* Exclusive quota for exhibitor or sponsor

\* Number of quotas: 02 (two)

\* Material provided by the sponsor.



# OPENING COCKTAIL

- ✓ Site signage (provided by the sponsor)  
;Distribution of material during the cocktail party (provided by the sponsor);
- ✓ Institutional video presentation during the cocktail party (provided by the sponsor);
- ✓ Custom decoration of the space (provided by the sponsor);
- ✓ Citation by ceremonial.

**Investment: R\$ 25.000,00\***

\* Exclusive quota for exhibitor or sponsor.



2<sup>nd</sup> EDITION  
**SC EXPO DEFENSE**  
DEFENSE TECHNOLOGIES AND PRODUCTS FAIR  
May 19 and 20, 2022 - Florianópolis Air Base





ORGANIZATION



SUPPORT



MINISTÉRIO DA DEFESA



INSTITUTIONAL SUPPORT



SALES



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