



South America

OPPORTUNITIES 2023

FOOD INGREDIENTS SOUTH AMERICA 2023

Promotion and Organization



Food ingredients South America (FiSA) is the industry's most complete platform for connecting, showcasing products and expanding ingredient industry knowledge to the food and beverage industries. Every year, **thousands of marketing and R&D professionals** visit the event to acquire knowledge, experience and learn about the innovations that will inspire the launch of new products in Brazil and worldwide.

Through hybrid and digital solutions, we offer customized business opportunities, **connecting your company to an assertive and qualified audience.** This is our DIFFERENTIAL!

In 2023, we completed **25 editions and 27 years of tradition.** Be part of our journey and come and dictate trends in ingredients for the future of the food and beverage industries.

DISCOVER OUR OPPORTUNITIES

HYBRID EVENT

August 8-10, 2023

São Paulo Expo + Digital Platform

- Space for Exhibit
- Merchandising
- Sponsorship of special projects
- Digital Solutions
- Summit Future Experience Sponsorship

DIGITAL PLATFORM - 365 DAYS A YEAR

- Virtual showcase
- Banner

SPONSORSHIP BRAINBOX

- Essential Package
- Full package

FI INNOVATION AWARDS | STARTUP INNOVATION CHALLENGE

- Registration

HYBRID EVENT

From August 8 to 10, 2023 | São Paulo Expo + digital platform

FACE-TO-FACE TRADE FAIR IN NUMBERS

The great moment of our journey is the meeting in the pavilion, in hybrid format (in person and virtual), further expanding the reach of the event to all states of Brazil and internationally.

BIG NUMBERS



More than 10,000

Visitors



More than 5,000

m2 of exposure



More than 100

exhibitors



FiSA Hybrid Digital Solutions

The FiSA Xperience platform brings together, in a digital environment, the main pillars of a successful event: business, content and networking. Here the marketing, research, development and innovation professionals from the food and beverage industries meet 365 days a year!

The hybrid FiSA 2023 will feature the transmission of information pills, bringing interviews with the partners of the event's attractions. All content will be available on the digital platform, free of charge.



More than 700

national and international brands



More than 450 hours

of content



More than 90

renowned speakers



52

countries present



9

content-focused experiences, innovation relationship and business

*General figures of Food ingredients South America, which took place from August 9 to 11, 2022

HYBRID EVENT

From August 8 to 10, 2023 | São Paulo Expo + digital platform

OPPORTUNITIES

EXPOSURE OPTIONS

- Space without mounting
- Space with mounting

In addition to your space in the pavilion, you guarantee a showcase on FiSA's digital platform, expanding your business opportunities and connection during the 365 days of the year with a qualified audience.



MERCHANDISING

Highlight your location to visitors

- Increase your brand awareness
- Convey a good experience to the audience
- Leverage business opportunities
- Create a journey for visitors by taking them to your booth



GET TO KNOW THE MERCHANDISING PIECES

CONGRESS

From August 8 to 10, 2023 | São Paulo Expo + digital platform

SUMMIT FUTURE OF NUTRITION

Summit Future of Nutrition is the most traditional congress for the food and beverage industries, seeking innovation in ingredients.

One of FiSA's main attractions, Summit offers exclusive content in 4 days of connection, knowledge exchange and networking. After the event, the presentations are available on the FiSA Xperience digital platform for BrainBOX subscribers, further increasing the outreach.

In 2022, the Congress expanded the debate on the alignment between Sustainability and Technology for food in the future on three topics: Food Ingredients, Health Ingredients and Natural Ingredients, with presentations by some of the main national and international names in the sector.

We believe that providing rich content to our customers is essential to the development of the industry and to promote agility in enabling industry innovations



**BIG
NUMBERS
2022**

209
participants

8.159
views in content sessions
the FiSA Xperience Platform

46%
of the participants were
managerial level and above

54%
were buyers, executives,
coordinators, consultants and others

CONGRESS SPONSORSHIP QUOTAS

From August 8 to 10, 2023 | São Paulo Expo + digital platform

BENEFITS		DIAMOND	TARGET	LITE
ACCESS	Congress attendee credential (Full Pass)	30	20	10
	Discount for acquiring extra credentials	50%	30%	20%
DIGITAL VISIBILITY	Smart Virtual Stand	SPECIAL	TARGET	ADVANCE
	FiSA Xperience Home Content Sponsor Logo	YES	YES	YES
	Logo available in the sponsors area of the congress on the FiSA website, with Targenting Link	YES	YES	YES
	Logo available in email marketing related to the congress	YES	YES	YES
	FiSA Xperience Sidebar Home Banner (Semi-Exclusion: Sponsor Production)	SEMI-EXCLUSIVE + SHARED	SHARED	SHARED
	Fi Fi South America Mailing Interview	1	-	-
	Post on Facebook, Linkedin and Instagram of the event	2	1	1
	Digital Agenda – advertising space within the screen to present the agenda/content grid in the face-to-face	YES	YES	-
		YES	-	-
ONLINE VISIBILITY	Video or Pitch of up to 3 minutes at the opening of the event (sponsor production)	YES	YES	-
	90-second video running at coffee break intervals (sponsor production)	YES	YES	-
	Logo on the stage panel	YES	YES	YES
	Right to include material in the Conference KIT	YES	YES	-
	Mention at the opening of the event	YES	YES	YES
	Conducting talks in a shared panel at the congress	1	1	1
	Logo on congress attendee's badge	YES	-	-
	Exclusive merchandising during FiSA Hybrid Choose from: NPZ, Plant Based Experience, Tasting Experience, Service Lounge	1	1	1
	1 Event signaling totem	YES (100%)	YES (30%)	YES (30%)
Investment		€ 15,590	€ 6,490	€ 3,490

GET TO KNOW THE SPONSORSHIP OPPORTUNITIES

HYBRID EVENT

From August 8 to 10, 2023 | São Paulo Expo + digital platform

Innovation TOUR

Guided tour of the exhibitors' stands, showing the biggest innovations and market trends of the event.

New Product Zone

Traditional attraction in FiSA and Fi Global editions, in the New Product Zone, your company can exhibit innovations in special showcases that give even more prominence to your participation.

Tasting Experience

Your company may have a tasting space open to visitors during the event, to present products that are trends, launches and news in the market.

Plant-Based Experience

Content and experiences related to the new trends of plant-based foods, including also vegan and vegetarian concepts.

Green Lounge

Sustainable space, which proposes a new way of thinking and acting.



New in South America

Women's Networking Breakfast

Featuring the women who inspire the ingredients, food and beverage industries, **the Women's Networking Breakfast** will consist of panel discussions featuring a selection of the industry's leading voices as well as a range of networking activities, plus delicious coffee.

[APPLY FOR SPONSORSHIP OPPORTUNITIES](#)

HYBRID EVENT

From August 8 to 10, 2023 | São Paulo Expo + digital platform

DIGITAL SOLUTIONS DURING THE EVENT

DO YOU WANT TO EXPAND THE DISSEMINATION OF YOUR BRAND BEYOND THE PAVILION?

Get to know the opportunities of digital solutions, on the FiSA Xperience platform, during the hybrid FiSA.

Optimize your investment and be seen by an even larger audience

Speak to a qualified audience but who were unable to attend the event in person

Expand disclosure throughout Brazil and also for the countries of South America

Connect with more than **4,000 professionals**
of the sector on the **FiSA Xperience Platform!**

FISA HYBRID BROADCASTING

We will broadcast content pills of the main attractions, news, trends presented and interviews with exhibitors. The recording will be shown to the entire Brazil and Latin America audience of the digital platform, formed by innovation professionals from the food and beverage industries. Here, you can enhance the dissemination of your brand, reaching the qualified public that goes far beyond the pavilion.



South America
Xperience

FOOD
CONNECTION



WHERE WILL THE RECORDINGS BE BROADCASTED?

- On the FiSA Xperience digital platform
- After the event, the recordings will also be available on the Food Connection YouTube channel.
- Posts and calls on social media, inviting all visitors to access the digital platform

HYBRID SPONSORSHIP

From August 8 to 10, 2023 | São Paulo Expo + digital platform

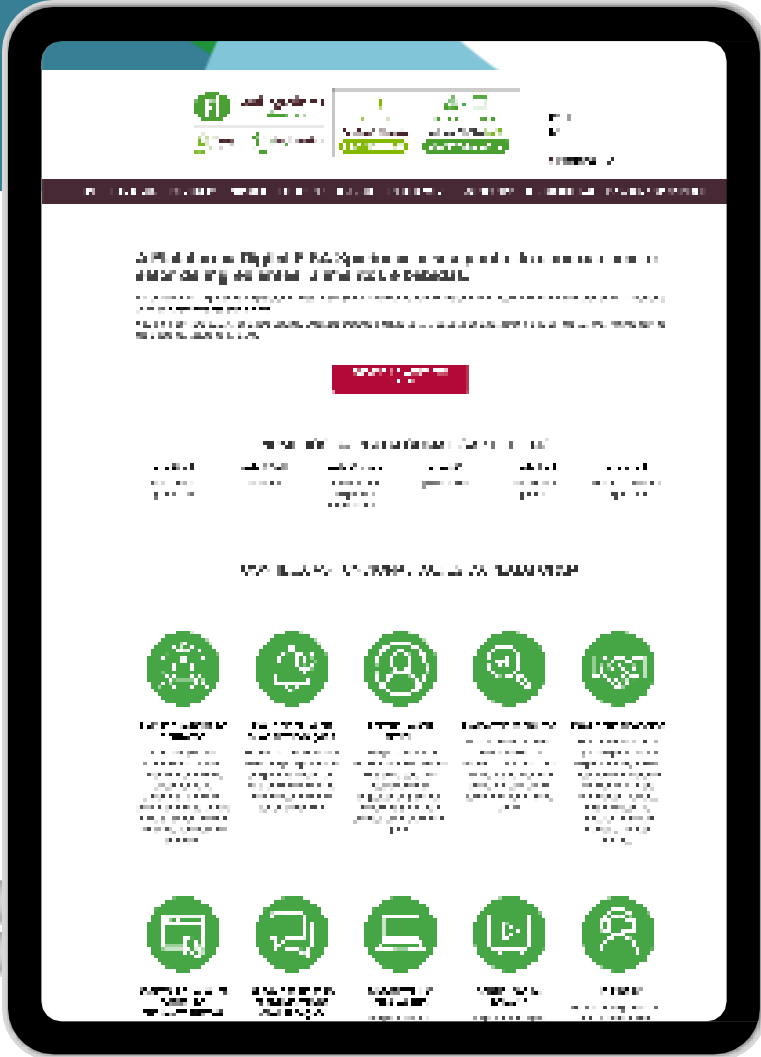
	Classification	Duration	Location	Product	Description	Basic	Plus	Premium
PRE-EVENT JULY	Ad	10 days to 15 days	Meta	Social by Informa (50 k)	Ads in the form of posts displayed on Facebook or Instagram to direct the audience to the advertiser's page (50,000 impressions).	1		
	Ad	10 days to 15 days	Meta	Social by Informa (100 k)	Ads in the form of posts displayed on Facebook or Instagram to direct the audience to the advertiser's page (100,000 impressions).		1	
DURING THE EVENT AUGUST	Ad	10 days to 15 days	Google	Ads by Informa (500 k)	Ads in banner displayed on Google sites to direct the audience to the advertiser's page (500,000 impressions).			1
	Advertisement	30 days	Digital Platform	Interview (video booth)	Video recording at the brand booth with a journalist interviewing an executive or expert present at the event, with disclosure of the platform link in the Instagram and Youtube stories of the event for 3 days + video file.	1	1	1
	Data	4 days	Event	Leadster	Application on your device to collect the (real-time) credential data of each visitor who enters your booth during the event.		1	1
	Advertisement	August to December	Digital Platform	Exclusive Ad	Exclusive 15-second ad in the “pills” videos during the hybrid event, which will be made available on the FiSA Xperience digital platform		1	1
POST-EVENT SEPTEMBER	Content	30 days	Food Connection	Article	Publication of text on the content channel about your brand or service, with 30 days of dissemination on the social media of the event.		1	1
	Ad	10 days to 15 days	Meta	Social by Informa (50 k)	Ads in the form of posts displayed on Facebook or Instagram to direct the audience to the advertiser's page (50,000 impressions).			1
	Amount					€ 1,890	€ 4,690	€ 6,690

*The sponsor must choose between one of the guidelines pre-established by the FiSA organization.

DIGITAL PLATFORM • 365 DAYS OF THE YEAR

DIGITAL AUDIENCE NUMBERS

The FiSA Xperience Platform connects marketing and R&D professionals from the food and beverage industries to exhibiting companies, during the 365 days of the year. Through digital solutions and content events, the channel provides networking and a lot of visibility before, during and after the physical event.



BUSINESS

Visitors can contact exhibitors before, during and after the event to schedule meetings and do business.

PRODUCT SEARCH

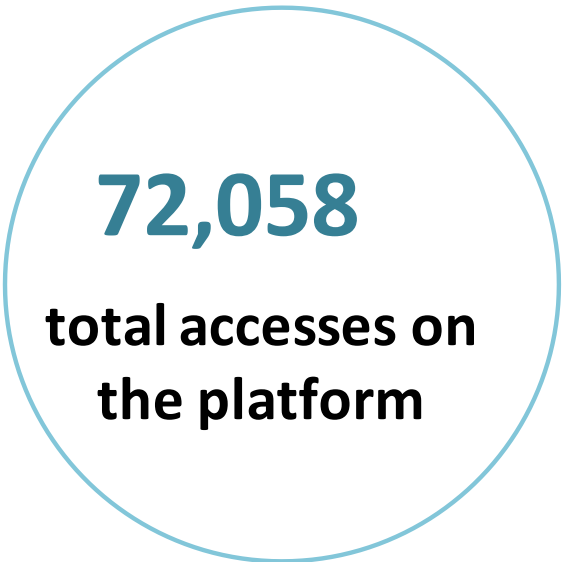
We provide the list of solutions offered by our exhibitors, with improved keyword search.

CONTENT

Digital content programs and events held by Fi South America and by partners.

DIGITAL PLATFORM • 365 DAYS OF THE YEAR

Audience
reach in 2022



Most visited pages by number of visits

Showcase of
Exhibitors
41,753

Summit Future of
Nutrition 2022
Agenda
8,032

Agenda
7,927

BrainBoxs
Content
1,690

Pages with
free
content
5,438

Online coverage
FiSA physical fair
2022
2,541

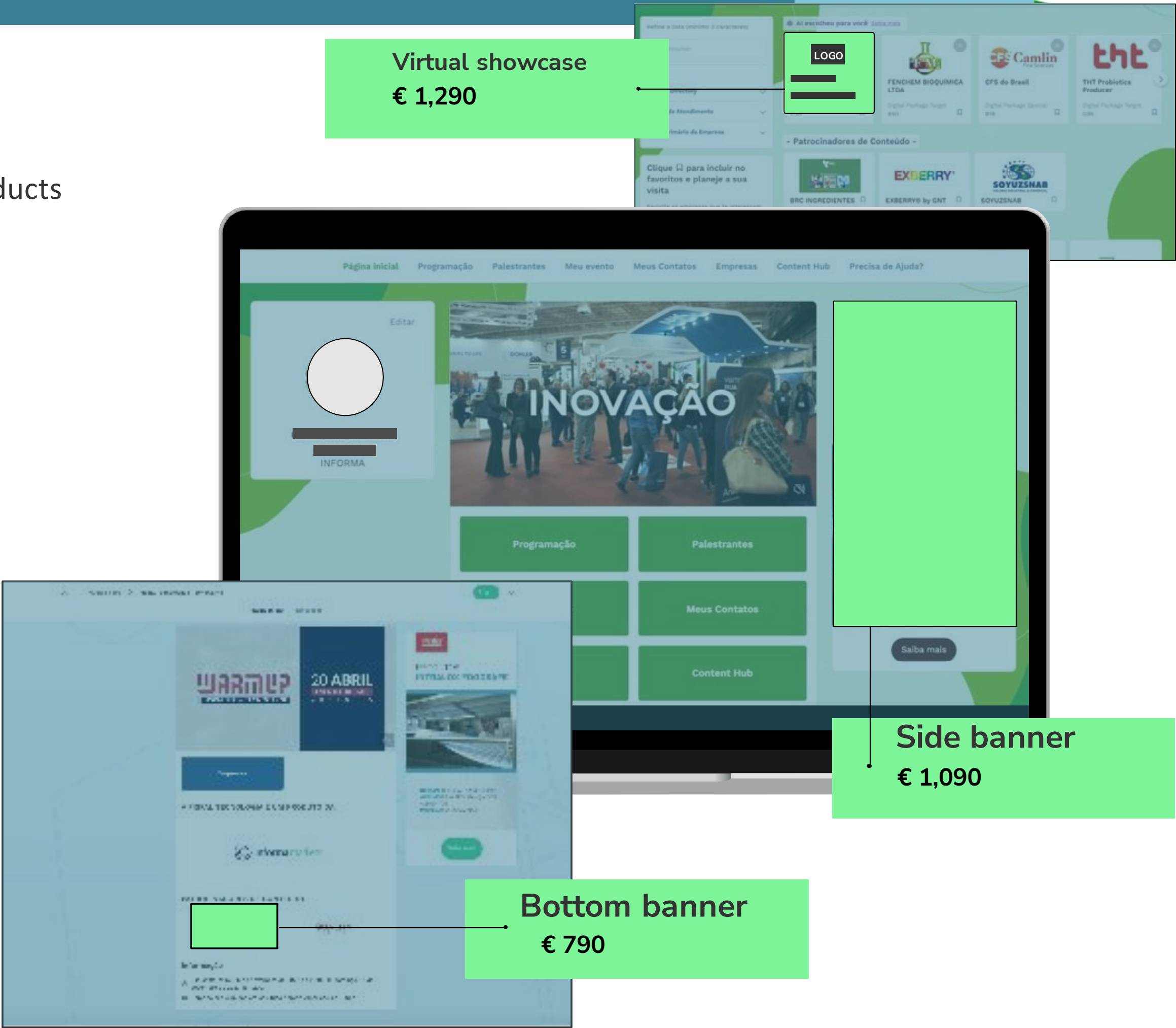
DIGITAL PLATFORM • 365 DAYS OF THE YEAR

VIRTUAL SHOWCASE

A space on the digital platform, where you expose your products to our audience during the 365 days of the year.

WHY?

- For you who cannot attend at the physical event, present their innovations to the qualified public of FiSA
- Increase your networking site
- Receive contacts from potential customers
- Expose your products, in a sectorized way
- Connect with a qualified audience from all over Brazil and Latin America



SPONSORSHIP BRAINBOX

BrainBOX is an annual subscription plan for exclusive content from FiSA, with several solutions and benefits for professionals working in R&D, Marketing and Regulatory Areas of the ingredients, food and beverage industry. As part of BrainBOX, we organize bimonthly Q&As on the digital platform, reaching a qualified audience in Brazil and Latin America.

Your company can be part of this content-rich material to attract, convert and engage new customers.

HOW DOES IT WORK?

1

Every two months, we publish exclusive papers on food and beverage market trends on the FiSA Xperience Platform

2

Our qualified audience accesses and downloads these materials

3

Then, we organize online Q&As, with chat and debates on the published topic, with the presence of industry experts on the FiSA Xperience digital platform.

HOW CAN YOUR COMPANY PARTICIPATE?

We have an agenda with the predefined topics during the year. Choose the agenda that best suits your strategy and gain visibility into the content. For everyone at papers, we do a wide dissemination campaign, and your company receives the contacts of those who downloaded the material.

SUBSCRIBER PROFILE

Food industry professionals seeking ANVISA content and industry trends, research, reporting and regulatory information.

SPONSORSHIP BRAINBOX

AGENDA 2023

The entire BrainBOX journey will follow the key market trends listed in the 2023 Trends Report created by FiSA partner NutriConnection. Check out the templates:

Proteins: Innovations in protein are important for improving food quality and efficiency. Whether dairy proteins, animal or plant origin, the discussion will be about the growth potential of the category and its opportunities, showing the consumption drives that remain important.

Functional and Supplements: Since in 2022 the Federal Government removed import taxes on food supplements, a growth of the category is expected. Let's look at the search for consumption in Brazil, the most sought-after products and which claims should stand out.

Biotics and gastrointestinal health: With a high growth in demand, biotics are a strong trend for 2023 and deserve an exclusive discussion. This Q&A is dedicated to unlocking opportunities, regulatory challenges, and what releases can gain traction.

Food service: Food service is a relevant sector for innovation in the food and beverage industry, because through it we can facilitate access and expand the consumption of innovation, deserving a special topic. We will bring the main trends, discussing the opportunities for the ingredients market to meet this demand and benefit from this movement.

Regulatory: In 2023, the regulatory act will motivate Innovation. With Anvisa's new RDC, the industry was driven to generate insights that align with the new legislation. The Q&A will answer questions and bring points of attention and opportunities to the ingredients market.

Become a BrainBOX Sponsor! Know the following packages.

GET TO KNOW BRAINBOX SPONSORSHIP OPTIONS



I WANT TO ATTRACT NEW AUDIENCES

The “Traffic” package announces your brand on the main digital platforms and directs contacts from Informa's base to your website.



I WANT TO ENHANCE MY BRAND

The “Visibility” package advertises your brand content on the main digital platforms and on the largest Food and Beverage portal in the B2B market.



I WANT TO SELL MORE

The “Sales” package captures contacts interested in the content of your product disseminated on the main digital platforms and the largest Food and Beverage portal in B2B market.



The largest content portal for
the food and beverage chain.

Food Connection is a space for professionals in the sector with exclusive content, unprecedented and focused on trends and insights for the entire food chain - ingredients industry, food and beverage industry, food service, ice cream parlors, bakeries, slaughterhouses, refrigerators and animal protein retail.

Visitors:	Single Visitors:	Pages visited:
377,679	319,563	511,682

Sponsorship Brainbox

Essential Package



Classification	Duration	Location	Product	Description	+Traffic	+Visibility	+Sales
Ad	10 days	Google	Ads by Informa (500 k)	Ads in banner displayed on Google sites to direct the audience to the advertiser's page (500,000 impressions).	1	1	1
Ad	10 days	Meta	Social by Informa (50 k)	Ads in the form of posts displayed on the event's Facebook or Instagram to direct the audience to the advertiser's page (50,000 impressions).	1	1	1
Content	30 days	Food Connection	Article	Participation in a Q&A paper, published on the Food Connection content channel publicizing your brand or service, with a 30-day promotion on the event's social media.		1	
Content	30 days	Food Connection	Rich media	Participation in a rich material (Infographic, E-book or White Paper) on the Food Connection content channel, with 30 days of dissemination on social media of the event and attracting contacts interested in the content.			1
Amount					€ 2,290	€ 3,190	€ 4,990

*The sponsor must choose between one of the guidelines pre-established by the FiSA organization.

Sponsorship Brainbox

Full Plan



Classification	Duration	Location	Product		+Traffic	+Visibility	+Sales
Ad	10 days	Google	Ads by Informa (500 k)	Ads in banner displayed on Google sites to direct the audience to the advertiser's page (500,000 impressions).	1	1	1
Ad	10 days	Meta	Social by Informa (100 k)	Ads in the form of posts displayed on the event's Facebook or Instagram to direct the audience to the advertiser's page (100,000 impressions).	1	1	1
Content	30 days	Food Connection	Article	Participation in a Q&A paper, published on the Food Connection content channel publicizing your brand or service, with a 30-day promotion on the event's social media.		1	
Content	30 days	Food Connection	Rich media	Participation in a material (Infographic, E-book or White Paper) on the Food Connection content channel, with 30 days of dissemination on the event's social media and capturing contacts interested in the content. *			1
Advertisement	3 months	Food Connection	Banner Ads (Sidebar)	Ad in square banner format displayed on the side of the content portal to direct the audience to the advertiser's page	1		1
Advertisement	3 months	Food Connection	Banner Ads (top)	Ad in square banner format displayed at the top of the Food Connection content portal to direct the audience to the advertiser's page.		1	
Advertisement	1 shipment	E-mail	Newsletter (banner)	Advertisement in rectangular image within the event content newsletter, fired monthly for exhibitors and visitors.	1	1	
Advertisement	1 shipment	E-mail	Newsletter (content)	Advertisement with text and image within the event content newsletter, triggered monthly for exhibitors and visitors.			1
Amount					€ 4,090	€ 5,690	€ 6,990

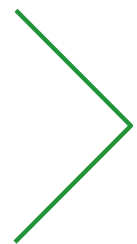
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FI INNOVATION AWARDS AND STARTUP INNOVATION CHALLENGE

Considered the largest innovation awards in the industry, the Fi Innovation Awards and the StartUp Innovation Challenge encourage and recognize ingredient, food and beverage manufacturers for the innovations they bring to our industry and the end consumer.

You could be the industry's great innovation in 2023! **Sign up before Hybrid FiSA – August 1 - to enjoy exclusive benefits:**

Until May 10
15% discount



Until June 10
10% discount



August 8 to 10
Buy 1 table and win up to 2 entries*

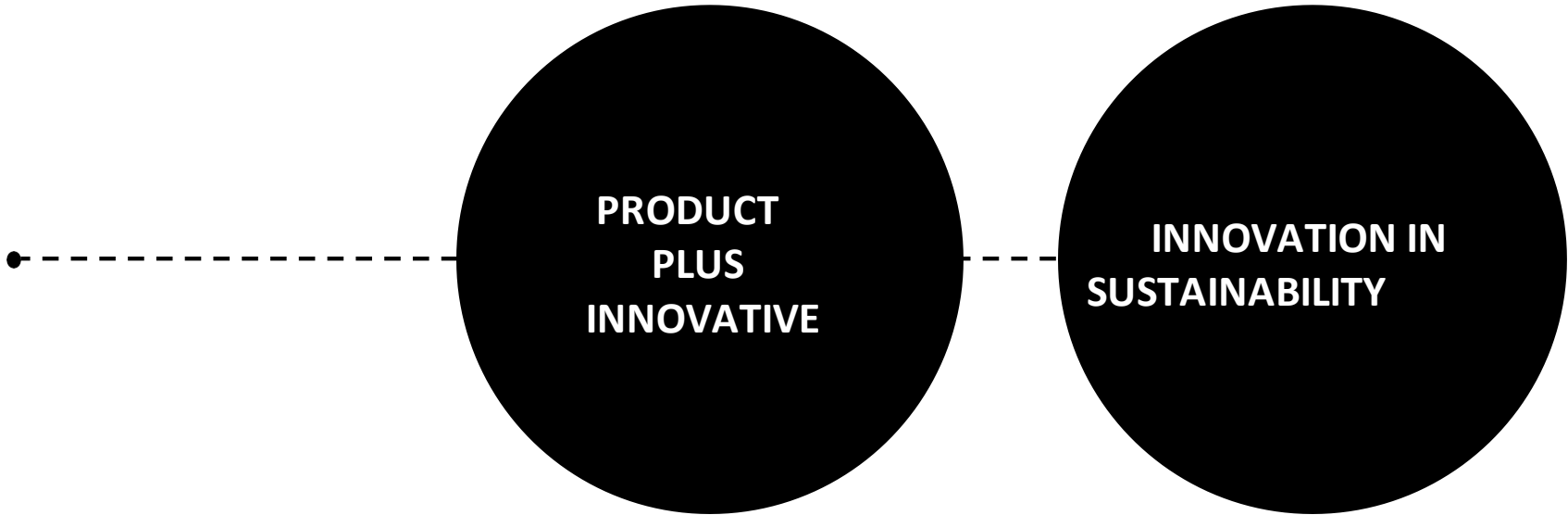
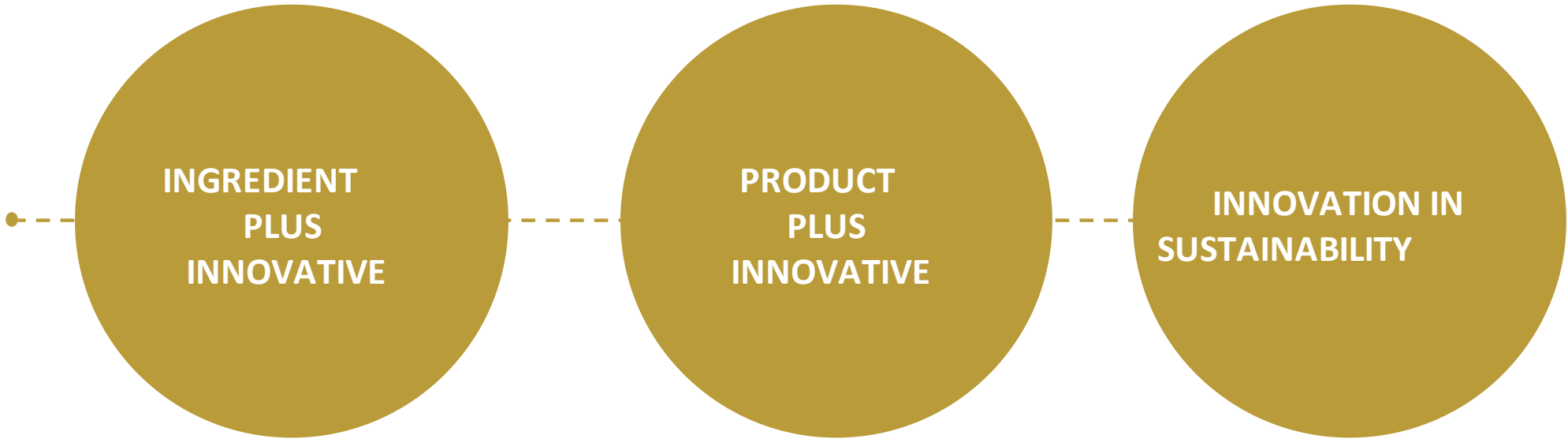
[WATCH THE AWARDS CEREMONY AND MEET THE 2022 WINNERS BY CLICKING HERE](#)

*Subject to availability



FI INNOVATION AWARDS AND STARTUP INNOVATION CHALLENGE

CATEGORIES 2023:



FI INNOVATION AWARDS AND STARTUP INNOVATION CHALLENGE

Exclusive disclosure

- Visual communication of the hybrid event (to register by 7/30/23)
- FiSA Xperience Platform
- FiSA website
- Monthly newsletter, which goes to the entire FiSA audience
- Article in Food Connection – largest news portal in the food chain

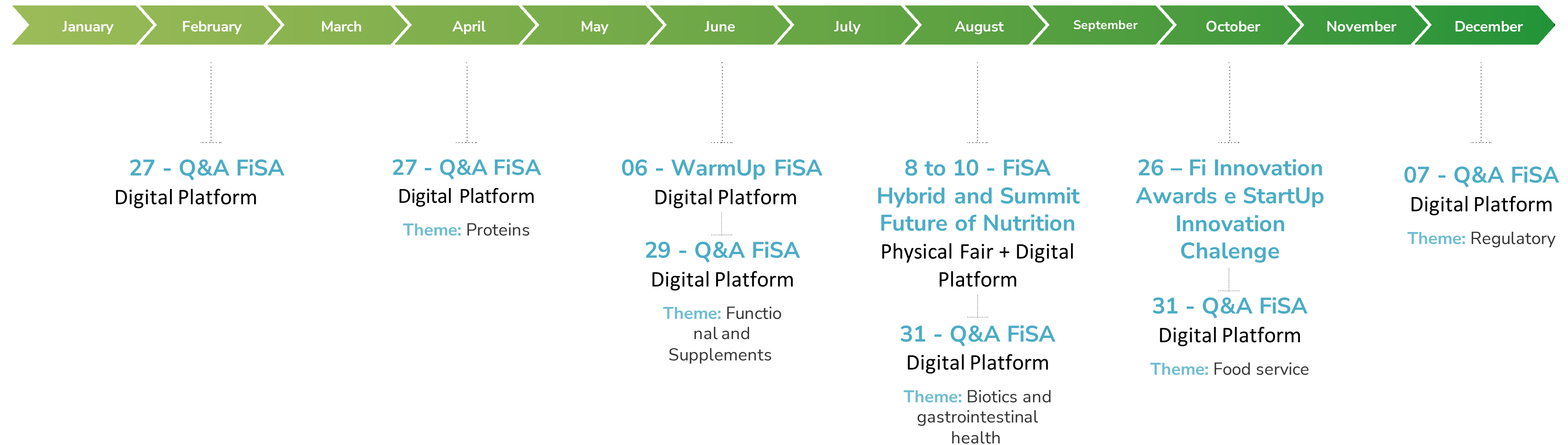


[SIGN UP HERE](#)

HYBRID EVENT

From August 8 to 10, 2023 | São Paulo Expo + digital platform

SMART JOURNEY FISA 2023





South America