



**PARTICIPATION
OPPORTUNITIES**

MAY 12-14, 2027
TRANSAMERICA EXPO CENTER - SP

Organized by:



Co-organized by:



www.expoincendio.com



We proudly present EXPO INCÊNDIO 2027 – The Exclusive Brazilian Fire Safety Trade Show. Organized by ABSpk and co-organized by ABPP, the event has consolidated itself as the premier innovation hub and technical benchmark for the sector, bringing together national and international experts to discuss regulatory updates and showcase the latest technological trends.

Scheduled for May 12–14, 2027, in Hall A of the Transamerica Expo Center in São Paulo, this edition will cover a 7,150 sqm (approx. 77,000 sq. ft.) exhibition area. We expect to welcome over 7,500 highly qualified attendees, creating the ideal ecosystem for knowledge exchange and strategic business generation.

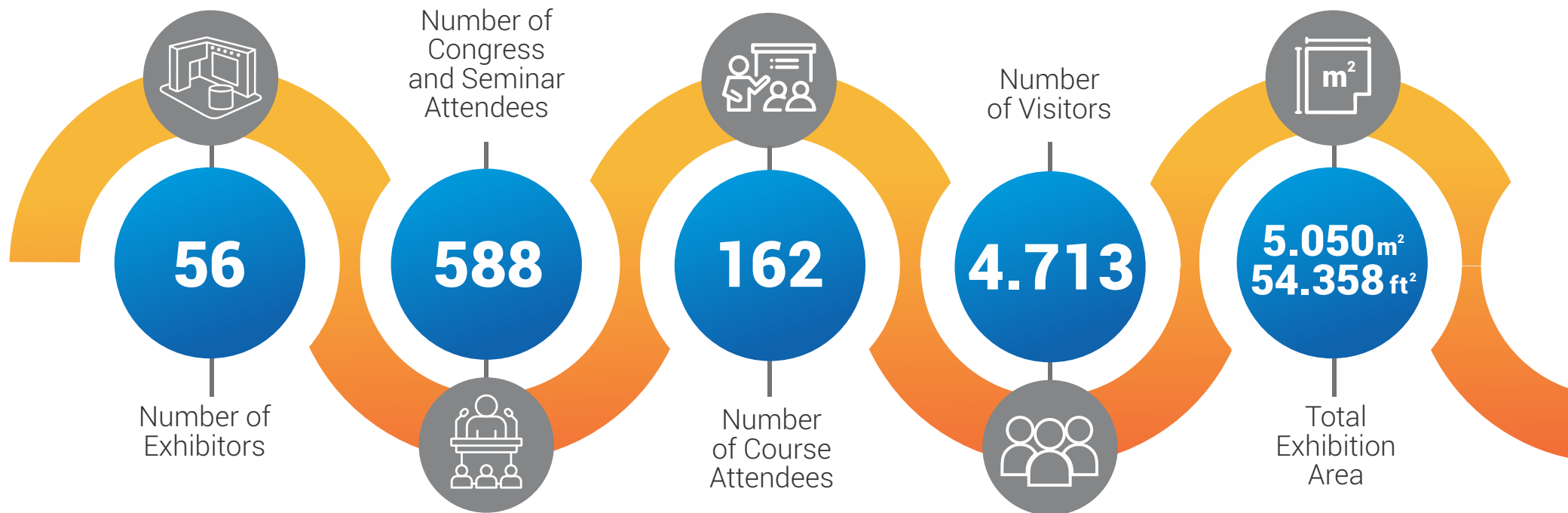
Our audience consists of decision-makers—including CEOs, directors, entrepreneurs, and government officials—as well as specialized fire prevention and firefighting professionals. This is a highly focused and demanding audience, actively seeking partners who provide cutting-edge technologies and innovative solutions for market challenges.

We invite your brand to join this environment of excellence and leadership.

Sincerely,

EXPO INCÊNDIO 2027







TECHNICAL EVENTS

7th International Passive Fire Protection Seminar (SIPP)

5th Brazilian Sprinkler Congress (CBSpk)

Fundabom Seminar

SDAI Workshop by ABIPCI

Courses taught by Mark Fessenden – IFSA

Course taught by Reserve Col. Cassio Armani



CONCURRENT ACTIVITIES

LATAM PCI General Assembly - 19 associations for presidential election

PrevPoin: Meeting with industry content creators

Sprinkler Designer Certification Exam by Senai



PARTICIPATING COUNTRIES



Argentina



Bolivia



Brazil



Chile



Colombia



Costa Rica



Dominican Republic



Ecuador



Germany



India



Mexico



Paraguay



Peru



Portugal



Spain



United Kingdom



United States



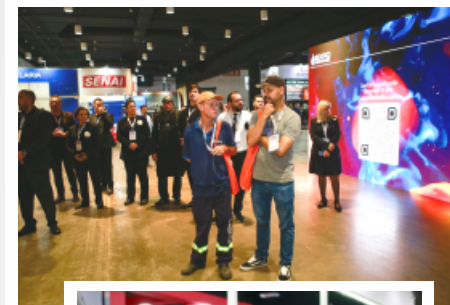
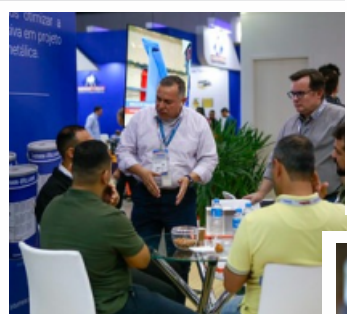
Uruguay



INSTITUTIONAL SUPPORTERS

44

2025 EDITION HIGHLIGHTS



2nd Edition



2027 MAY 12–14

TRANSAMERICA EXPO CENTER - SP - (HALL A)



WAYS TO PARTICIPATE



EXHIBITOR:

Ideal for companies looking to boost networking, generate consistent business, and consolidate their leadership position in the market. It is the perfect opportunity to showcase products and services directly to a qualified, decision-making audience. Strategic booth locations are available to serve as the ultimate storefront for your business.



SPONSOR:

The right choice to elevate your brand's institutional status and expand your communication reach. Take the lead in the fire prevention sector by highlighting your company exclusively across multiple event touchpoints. Sponsorship tiers and merchandising opportunities are available for various levels of visibility.



SUPPORTER:

Perfect for organizations that want to join a highly relevant community and demonstrate a genuine commitment to the cause. Show that fire prevention is a priority, strengthening your image of social responsibility and care for lives and assets. Joining this select group guarantees prominent recognition within our network.

GROWTH OBJECTIVES

Number of
Exhibitors

90

60%

Number of
Visitors

7.500

59%

Total
Exhibition Area

7.150 m²
76.962 ft²

42%

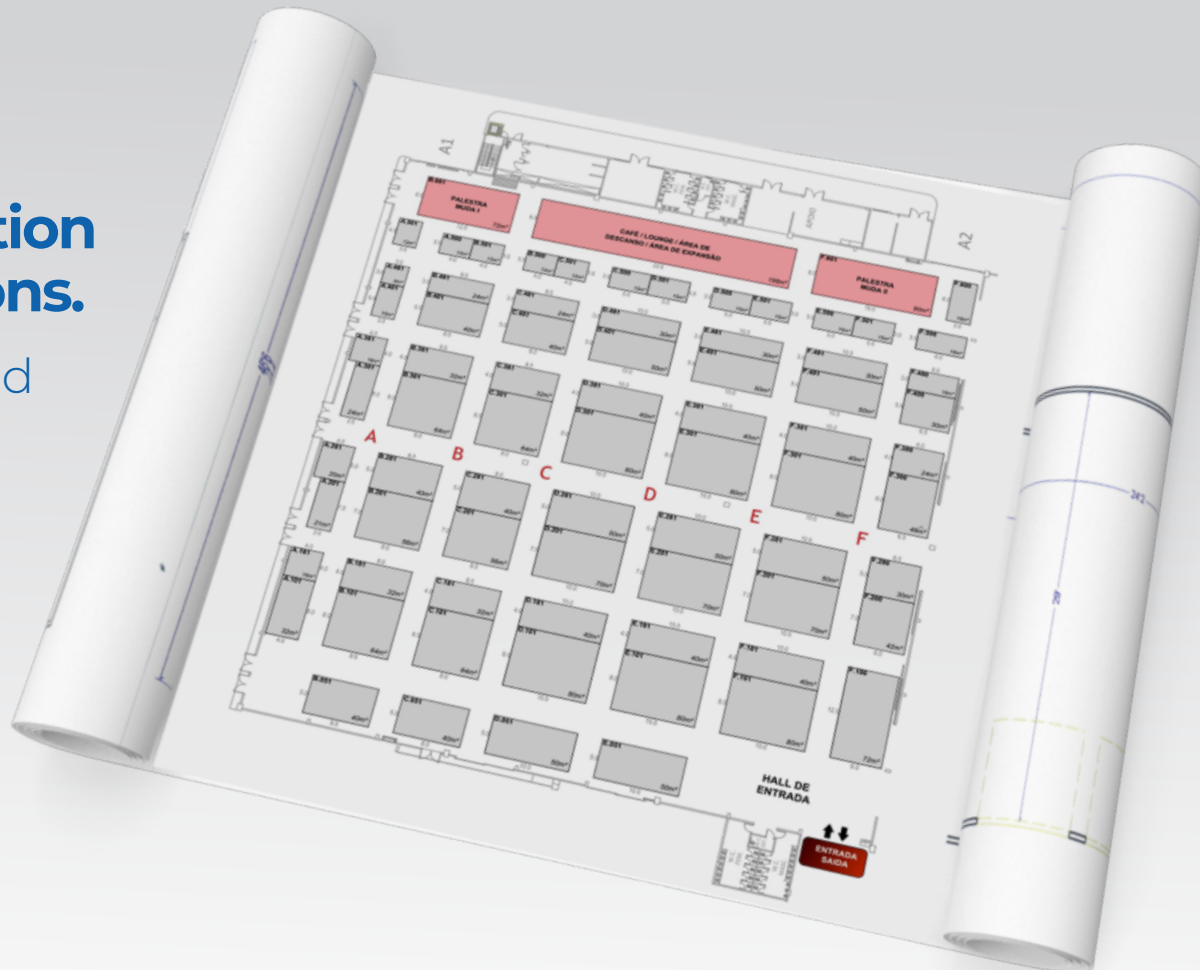
FLOOR PLAN

**Stay ahead of the competition
and secure the best locations.**

Request the updated floor plan and
see which booths are still available!

2027 MAY 12–14

TRANSAMERICA EXPO CENTER - SP - (HALL A)



Realização:



Correalização:





BECOME AN **EXHIBITOR**

- Establish a leadership position in the sector.
- Connect with buyers, integrators, designers, installers, manufacturers, distributors, and key opinion leaders all in one place.
- Choose the booth space that offers the best brand visibility.
- Benefit from extended brand exposure across the event's media channels.
- Enjoy interest-free installment payment plans.
- Basic service package included in the payment plan.
- Various booth sizes available to fit your specific strategy.

BASIC SERVICE PACKAGE:

- 0.1 KVA per contracted square meter.
- Mandatory cleaning services during booth move-in and move-out.
- 1 portable fire extinguisher for every 25 sqm (269 ft²) contracted (minimum of 1 for spaces under 25 sqm (269 ft²)).
- TFE (Establishment Inspection Fee).

OPTION WITH STANDARDIZED ASSEMBLY



Price: USD 240,00 / m²

Octanorm structure setup, including the following furniture:

- 01 low cabinet with door and lock
- 01 white upholstered bar stool with chrome legs
- 03 white upholstered chairs with chrome legs -> per 9m²
- 01 small wastebasket
- 01 round glass-top table with chrome legs -> per 9m²
- 01 brochure holder
- 01 counter
- 01 decorative vase

Visual Identity:

- **Fascia board (header):** Vinyl printed logo (1.30m x 0.60m) -> 01 unit for inline booth / 02 units for corner booth / 03 units for peninsula booth
- **Counter:** Vinyl printed logo (0.96m x 0.90m) -> 01 unit
- **Back panel:** Printed canvas banner (dimensions according to booth size) -> 01 unit



TRADE SHOW SPONSORSHIP



SPONSORSHIP PACKAGES

	USD 18.000,00	USD 12.000,00	USD 8.000,00	USD 2.998,00
BENEFIT - ONLINE	 DIAMOND	 GOLD	 SILVER	 ABSpk MEMBER
Prime time presentation at the Pavilion Arena sessions	✓	✓	✓	✗
Congress registration vouchers	5	2	1	✗
Discount for the Congresses	30%	20%	10%	0%
Leaderboard banner on the event website's homepage	✓	✗	✗	✗
Logo + institutional text on the "Our Sponsors" page	✓	✗	✗	✗
Logo on the website footer	✓	✓	✓	✗
Logo on the footer of email marketing blasts	✓	✓	✓	✗
Exclusive email marketing blast to the event's database	4	1	✗	✗
Campaign featuring a digital interview with a company representative	✓	✓	✗	✗
Interview published on the event's digital channels post-event	✓	✓	✓	✗
Company name mentioned in the signature of event press releases	✓	✓	✗	✗
Exclusive post on the event's social media	✓	✓	✓	✗
Up to 1-minute video broadcast during the pre-event webinar	✓	✗	✗	✗
Logo on the event badge	✓	✗	✗	✗
Logo on the ABSpk booth	✓	✓	✓	✓
Logo on the Pavilion Arena's visual communication	✓	✓	✗	✗
Logo on the big screen during the opening ceremony	✓	✗	✗	✗
Invitation to participate in the opening ceremony	✓	✗	✗	✗
Institutional video during session breaks	✓	✓	✗	✗

SPONSORSHIP PACKAGES

	USD 18.000,00	USD 12.000,00	USD 8.000,00	USD 2.998,00
BENEFIT - OFFLINE	 DIAMOND	 GOLD	 SILVER	 ABSpk MEMBER
Double-sided totem	2	×	×	×
Logo on the event's entrance arch	✓	✓	✓	×
Logo on the mega floor plan	✓	✓	✓	×
Logo on outdoor street totems	✓	×	×	×
16 sqm mega floor decal	✓	×	×	×
Logo on the badge	✓	×	×	×
Badge lanyard + tote bag	×	×	×	✓

MERCHANDISING



DISCOVER THE
INDUSTRY'S
LATEST
INNOVATIONS!



MERCHANDISING ACTIVITIES

ITEM	VALOR
OFFLINE	
Floor decal: 2m x 2m	USD 598,00
Floor decal: 4m x 4m	USD 1.798,00
Hanging banners 6 sqm - double-sided: 3m x 2m	USD 1.634,00
Aisle banners 6 sqm - double-sided: 2m x 3m	USD 1.634,00
Super hanging banners 12 sqm - double-sided: 4m x 3m	USD 3.038,00
Mega floor plan: 8.2m x 3.2m	USD 194,00
Mega floor plan side panels: 8.2m x 3.2m	USD 2.976,00
Totem - double-sided: 0.8m x 1.7m	USD 598,00
Instagrammable photo frame: 6.2m x 3.2m	USD 354,00
Backdrop - free lectures: 6.2m x 3.2m	USD 354,00
LED totem: P 1.8	USD 1.478,00
Interactive TV totem: 43"	USD 1.182,00
Sampling hostess - 3 days	USD 720,00
ONLINE	
Leaderboard banner (home) - 04 quotas	USD 1.998,00
Leaderboard banner (exhibitor List) - 04 quotas	USD 1.194,00
Leaderboard banner (registration page) - 04 quotas	USD 1.194,00
E-mail marketing banner (01 quota per send)	USD 518,00
Newsletter press release	USD 718,00

BECOME AN INSTITUTIONAL SUPPORTER

In the 2025 edition, 44 organizations joined forces with us, consolidating a strong movement for fire safety in Brazil. If your entity or institution shares this commitment, we invite your brand to join our network of Institutional Supporters.

This is a strategic opportunity to drive the professionalization of the sector, strengthen your social responsibility positioning, and actively contribute to building a safer society.



SUPPORTERS OF THE 2025 EDITION

Position yourself among industry leaders. Talk to our team to build the ideal format for your brand.

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www.expoincendio.com