



# VEÍCULO ELÉTRICO LATINO-AMERICANO

15<sup>th</sup> Latin American Platform for Hybrid-Electric Vehicles,  
Components, and New Technologies

**OCTOBER 1<sup>st</sup> - 3<sup>rd</sup>**

TRANSAMERICA EXPO CENTER  
SÃO PAULO - SP - BRAZIL

# 2019

**WELCOME TO THE  
ELECTRICAL LIFE**

[velatinoamericano.com.br](http://velatinoamericano.com.br)

## ABOUT NÜRNBERGMESSE BRASIL

The NürnbergMesse Group is one of the world's largest organizers of trade shows, and ranks among Europe's largest companies of the sector.

**120** annual **events**

**30,000 exhibitors** per year

**1,4 million** visitors per year

Presence in **more than 115 countries**

**11 sectors** of the economy

436 employees

**40-year** history

50 representatives **working in 100 countries**

### In Brazil, present in the following markets:

Bicycles / Cosmetics / Pharmaceutical / Pets and Veterinary  
Organic Products and Agroecology / Analytical Chemistry  
Information Security / Dry and Bulk Goods, Particles, and  
Fine Powders / Glass Design and Technology / Automotive



## ABOUT HIRIA

Created in 2012, Hiria works to develop corporate education in Brazil through forums, conferences, and trade shows for executives involved in decision-making processes.

**It has 6 years of experience in training for the PPP market, with a good reputation, leadership, and innovation.**

**More than 3,000 investors and government employees have participated.**

**In our meetings, more than 100 projects have been analyzed, through case studies and roundtables.**

**Infrastructure database with more than 25,000 contacts for promotional activities.**

**Involvement with more than 70 sponsors and supporters.**

**Partnerships with essential agents in the industry: FNP, CBIC, and ABDIB.**

MORE THAN  
**5,000**  
PROJECT  
PARTICIPANTS



**Electric Vehicle Latin America is recognized as the largest platform for the development of electric mobility in Brazil.**

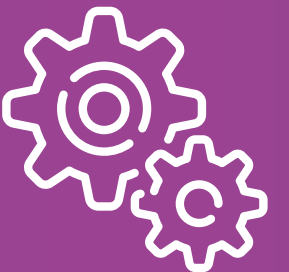
In its 14th edition, Electric Vehicle Latin America has proven to the automotive industry that electrification is the future of the sector. Consolidated as the largest platform for debate, promotion and development of electric mobility in Latin America, the platform provides knowledge on the diversity of electric mobility, in addition to products, news and solutions for the sector.

Much more than just an exhibition of vehicles, Electric Vehicle trade show provided content and discussion on the development of the electric vehicle market among authorities, private initiatives and society, as well as the experience of seeing and testing the recently launched models in the market.

***EVENT SECTORS***



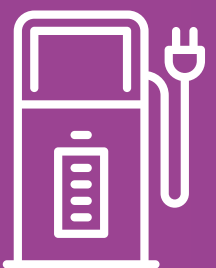
***HEAVY***



***COMPONENTS***



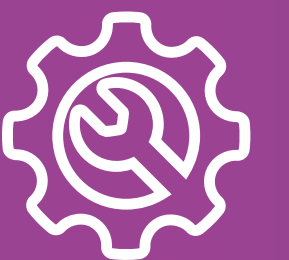
***LIGHT***



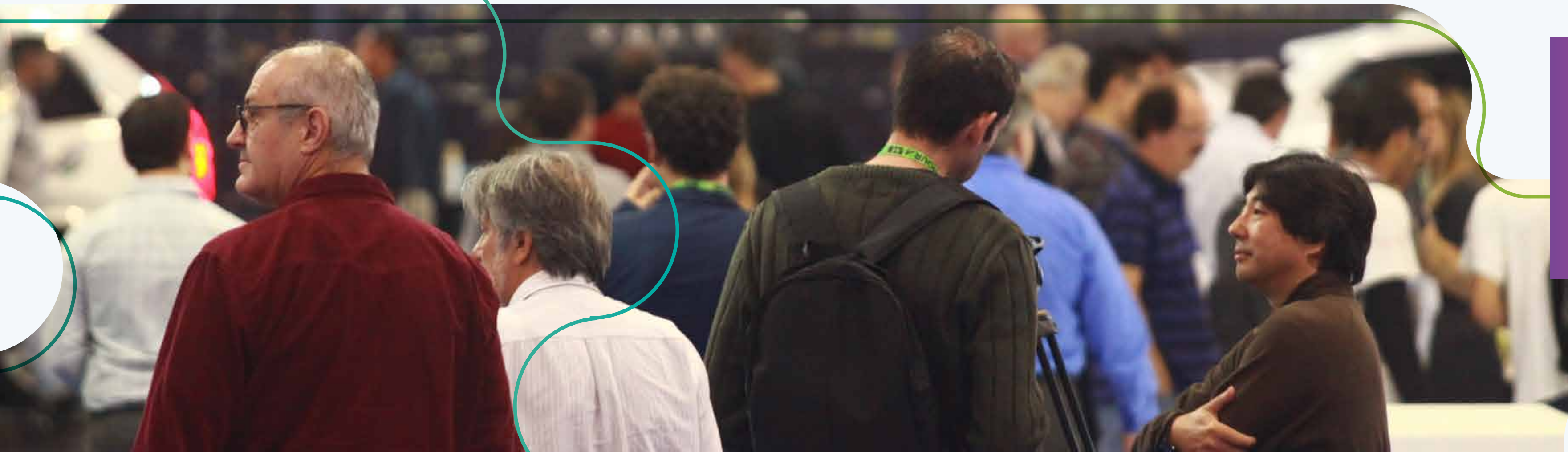
***INFRASTRUCTURE***



***VERY LIGHT***



***SERVICES***



# EVENT NUMBERS

MORE THAN

50

EXHIBITING  
BRANDS

MORE THAN

6,000

SQM OF  
EXHIBITION

MEDIA IMPACT

503

INSERTIONS

“ We were surprised by the level of visitors at our stand. They showed an interest in learning about our products and we believe in the potential to establish new partners and generate new business. ”

Rodrigo Giglio - Engineering Manager at Cummins

MEDIA  
RETURN

U\$ 41,000,000.00

MORE THAN

5,000

PARTICIPANTS

MORE THAN

300

CONFERENCE  
PARTICIPANTS

SOCIAL MEDIA

MORE THAN

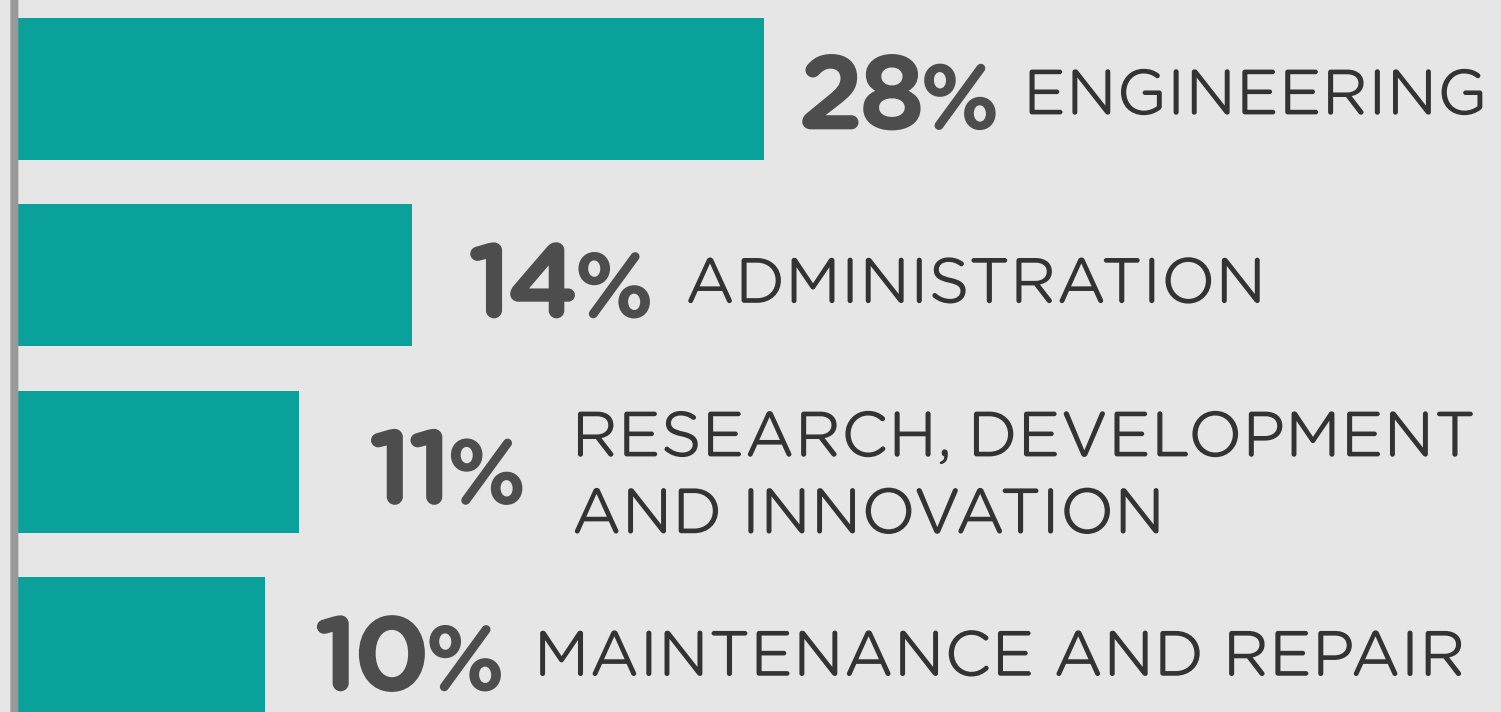
13,000  
LIKES



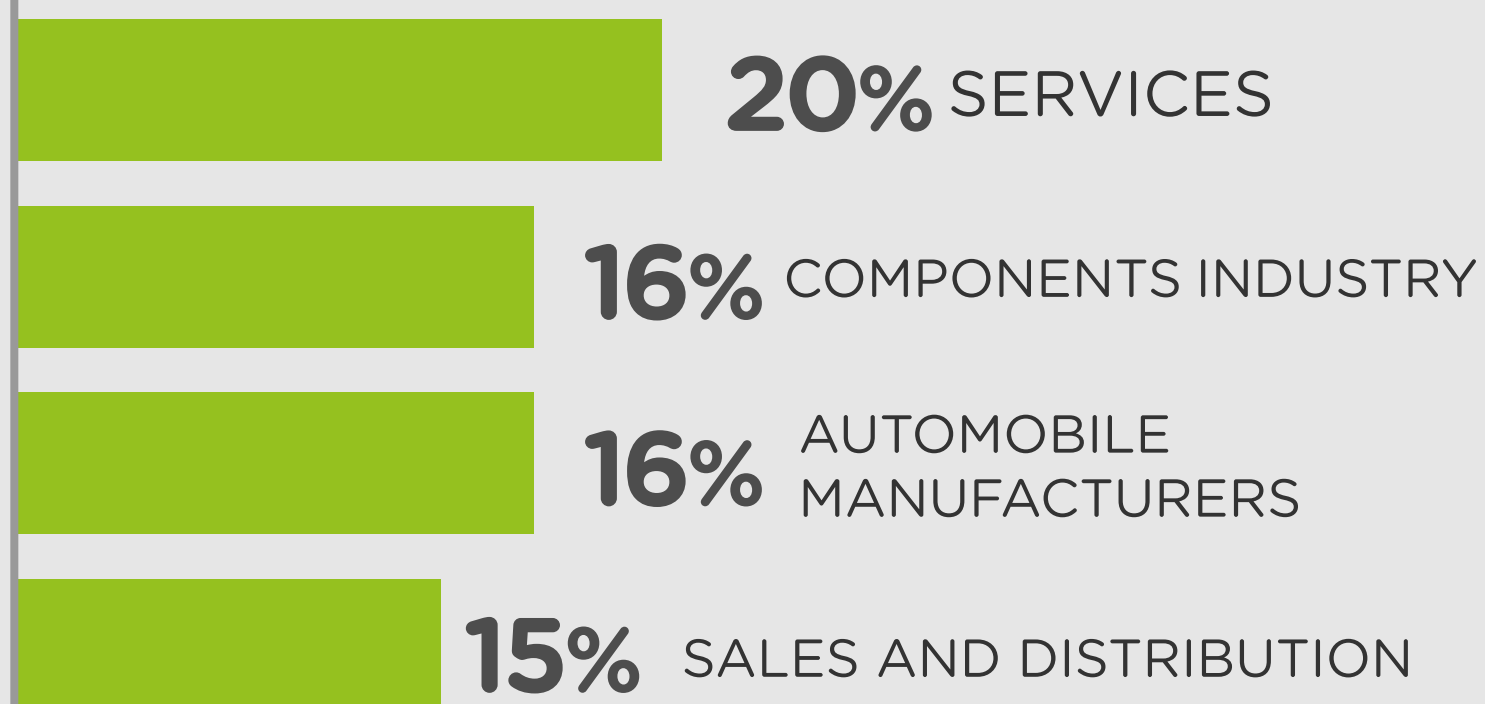
# VISITOR PROFILE



## MAIN AREAS OF ACTIVITY



## HIGHLIGHTED SEGMENTS



# 97%

OF VISITORS WERE  
**SATISFIED** WITH THE EVENT  
AND PLAN ON ATTENDING  
THE NEXT EDITION



# 60%

PARTICIPATE IN  
THE PURCHASING  
PROCESS

## MAIN OBJECTIVES

Buy **products / services**  
directly at the fair



Look for **new suppliers**



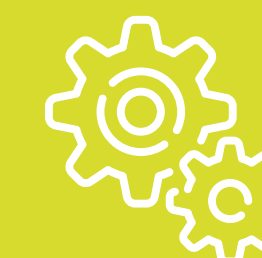
**Test** new products,  
machines and equipment



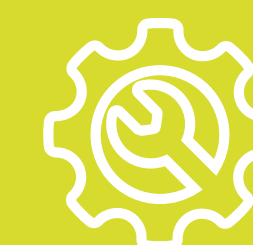
## HIGHLIGHTED SECTORS



*LIGHT VEHICLES*



*COMPONENTS*



*SERVICES*

“I believe that the event is  
the right place to present  
ideas and products because it is  
attended by municipal authorities  
and professionals who invest  
in the electric market.”

**Vagner Rigon - Vice-President at BYD**

# EXHIBITOR PROFILE



## MAIN OBJECTIVES IN ATTENDING

Establish **business** relationships

**Relations** with new customers

Prospect **new customers**



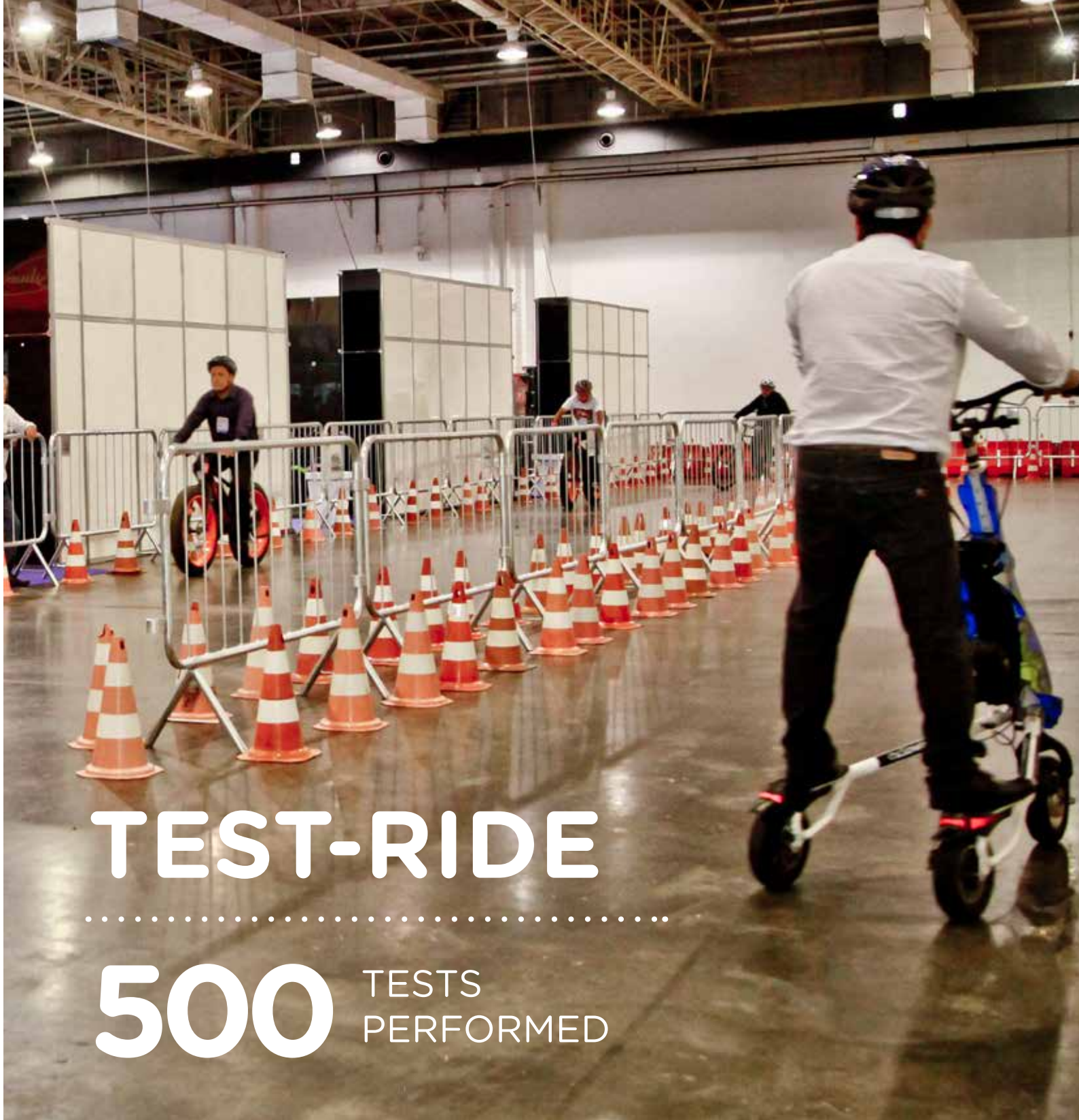
# 98%

OF THE EXHIBITING  
COMPANIES ARE **SATISFIED**  
WITH THE EVENT



“Electric Vehicle Latin America is the only event in the country focused solely on the electric market, bringing the sector and the automotive industry together in one place. This year, especially, the level of debate fostered by C-MOVE was excellent. We also established excellent contacts in all segments and most are from large companies interested in signing partnerships with us.”

**Iêda Maria de Oliveira**  
Commercial Manager at Eletra Industrial LTDA



## TEST-RIDE

500 TESTS PERFORMED

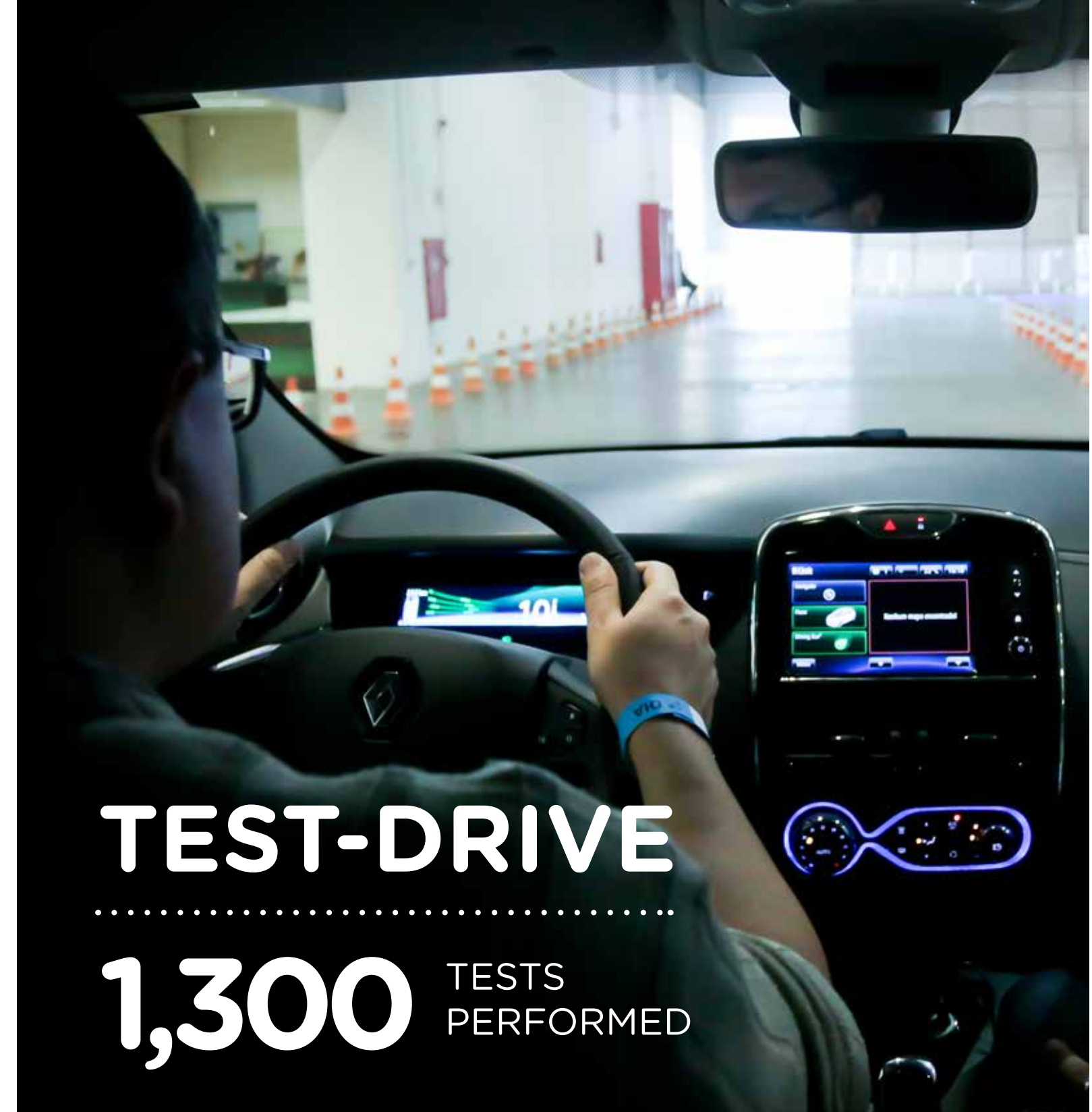


# EXPERIENCES



## FLIGHT AREA

5 DRONE MODELS AVAILABLE



## TEST-DRIVE

1,300 TESTS PERFORMED



## E-KART

More than  
380 TESTS PERFORMED



## ACADEMIC PANEL

THE WINNERS WERE AWARDED THE PRIZE BY LUCAS DI GRASSI

# C-MOVE

CONGRESSO DA MOBILIDADE E VEÍCULOS ELÉTRICOS

Parallel to the event, the Mobility and Electric Vehicle Congress (C-MOVE) also took place, and over two days, addressed the most varied issues that concern the world of electric mobility.

**C-MOVE 2018 in numbers:**

**300**

CONFERENCE  
PARTICIPANTS

**38**

SPEAKERS

**10**

PANELS

**14**

HOURS OF  
CONTENT

“ I found the congress very interesting. I attended both days and I thought it provided different perspectives that had not been thought of before, like the smart cities that FIA demonstrated, which I didn't know about. It was a great place for discussion and the fostering of content related to electric mobility. ”

**Rodrigo Carvalho - Specialist at Audi**  
(conference participant)

“ This was the first time I participated in the Congress and I found it very well organized. It's a great environment for networking. And the Mobility Congress contributes to the demystification of the use of electric vehicles in Brazil. ”

**Paulo Roberto Maisonnave**  
VP of Special Projects at ENEL X  
(speaker)



# THE CONGRESS

Addresses three thematic pillars, focusing on regulation, technologies, and innovation

## CHAPTER A

### STRATEGY, REGULATION, MARKETS

Changes in regulation, rules, and incentive policies

Scenarios and expectations for the Brazilian electric mobility and vehicle market

Geopolitics and the new model for industry and sector cooperation. The formatting of a new chain of technology integrators and suppliers

Scenarios for financing the transformations that result from new electric mobility policies

## CHAPTER B

### ENERGY, BATTERIES, AND PROPULSION

Raw materials and batteries

Energy Outlook

The new paradigms for a new generation of batteries

## CHAPTER C

### RESEARCH, INNOVATION, AND SOCIETY


Innovation and integration

Impacts on society: the impacts on public health from an efficient electric mobility policy

Urban planning and smart cities

In its 3rd edition, the goal of Electric Mobility Day was to draw the attention of public authorities, private initiatives and society to the need to adopt new practices that benefit the environment. A convoy of cars, motorcycles, bicycles, scooters, dicycles and electric buses traveled along Paulista and Doutor Arnaldo Avenues to Charles Miller square.

# DIA DA MOBILIDADE ELÉTRICA



MEDIA RETURN

**U\$ 2,042,460.37**

**150**  
PARTICIPATING  
VEHICLES

**+200**  
PARTICIPANTS

## IMPORTANT BRANDS PRESENT



**GM MERCOSUR**



“ We advocate that environmental laws, like the ones approved in São Paulo, be extended to other metropolises, with the support of the Ministry of Cities and BNDES ”

**Ricardo Guggisberg**  
President of the Brazilian Association  
of Electric Vehicles (ABVE)



# STRATEGIC PARTNERS

## INSTITUTIONAL SUPPORT



## MEDIA PARTNERS





# OPPORTUNITIES TO PARTICIPATE

# NON-ENDEMIC

## SHOW

/ Logo on all supporting publicity materials

## CONGRESS

/ Logo on congress backdrop as sponsor | supporter

/ Gift insert in congress-goer kit\*\*\*

## ELECTRICAL MOBILITY DAY

### Motorcade

/ Logo on visual communications for support vehicles

INVESTMENT | U\$ **2,800**

# BRONZE SPONSORSHIP

## SHOW

/ 12 m<sup>2</sup>\* Stand

/ Logo on all supporting publicity materials

## CONGRESS

/ Logo on congress backdrop as sponsor | supporter

## ELECTRICAL MOBILITY DAY

### Motorcade

/ Logo on visual communications for support vehicles

/ Parking spots at the motorcade

### Arrival (Praça Charles Miller)

/ 1 reserved parking spot with signage to show vehicles

### Overall

/ Logo on marketing publicity pieces

INVESTMENT | U\$ **6,800**

# SILVER SPONSORSHIP

## SHOW

- / 20 m<sup>2</sup>\* Stand
- / Logo on all supporting publicity materials

## CONGRESS

- / Logo on congress backdrop as sponsor as a supporter

## ELECTRICAL MOBILITY DAY

### Motorcade

- / Logo on visual communications for support vehicles
- / Parking spots at the motorcade

### Arrival (Praça Charles Miller)

- / 1 reserved parking spot with signage to show vehicles

### General

- / Logo on website and a post on social media
- / Logo on marketing publicity pieces

INVESTMENT | U\$ **21,000**

# GOLD SPONSORSHIP

## SHOW

- / 30 m<sup>2</sup>\* Stand
- / Logo on all supporting publicity materials

## CONGRESS

- / Logo on backdrop as sponsor | supporter
- / Gift insert in congress-goer kit\*\*\*

## ELECTRICAL MOBILITY DAY

### Motorcade

- / Logo on visual communications for support vehicles
- / Parking spots at the motorcade

### Arrival (Praça Charles Miller)

- / 2 reserved parking spots with signage to show vehicles

### General

- / Logo on website and a post on social media
- / Logo on marketing publicity pieces

INVESTMENT | U\$ **28,000**

# DIAMOND SPONSORSHIP

## SHOW

- / 60 m<sup>2</sup>\* Stand
- / Logo on all supporting publicity materials

## CONGRESS

- / 2 event invites
- / 30s institutional video projected during congress breaks
- / Logo on backdrop as sponsor | supporter
- / Gift insert in congress-goer kit\*\*\*

## ELECTRICAL MOBILITY DAY

### Start (SABESP)

- / Mention of the sponsor by the MC

### Motorcade

- / Logo on visual communications for support vehicles
- / Parking spots at the motorcade

### Arrival (Praça Charles Miller)

- / 3 reserved parking spots with signage to show vehicles

### Geral

- / Logo on website and a post on social media
- / Logo on marketing publicity pieces

INVESTMENT | U\$ **41,000**

# SUPPORT SPONSORSHIP

## SHOW

- / 100 m<sup>2</sup>\* stand
- / Logo on all supporting publicity materials

## CONGRESS

- / Online banner on the congress webpage
- / Opportunity to distribute promotional material\*\*
- / Logo on congress-goer folder
- / Institutional ad in the final program\*\*\*\*
- / 30s video at event opening
- / 5 event invites
- / 30s institutional video projected during congress breaks
- / Logo on backdrop as sponsor | supporter
- / Gift insert in congress-goer kit\*\*\*

## ELECTRICAL MOBILITY DAY

### Start (SABESP)

- / Mention of the sponsor by the MC

### Motorcade

- / Logo on visual communications for support vehicles
- / Parking spots at the motorcade

### Arrival (Praça Charles Miller)

- / 5 reserved parking spots with signage to show vehicles

### General

- / Logo on operational staff uniforms
- / Logo on event backdrop
- / Logo on website and a post on social media
- / Logo on marketing publicity pieces

INVESTMENT | U\$ **68,000**

## SHOW

- / 150 m<sup>2</sup>\* stand
- / Logo on all supporting publicity materials

## MERCHANDISING ONLINE

- / Banner on homepage

## CONGRESS

- Logo on congress certificate
- / Participation by 1 executive on the content panel
- / Logo on all congress marketing materials
- / Online banner on the congress webpage
- / Opportunity to distribute promotional material\*\*

- / Logo on congress-goer folder
- / Institutional ad in the final program\*\*\*\*
- / 30s video at event opening
- / 10 event invites
- / 30s institutional video projected during congress breaks
- / Logo on backdrop as sponsor | supporter
- / Gift insert in congress-goer kit\*\*\*

## ELECTRICAL MOBILITY DAY

### Start (SABESP)

- / Institutional video before speeches begin (up to 30s)
- / Logo on the MC's podium
- / Mention of the sponsor by the MC

### Motorcade

- / Logo on visual communications for support vehicles
- / Parking spots at the motorcade

### Arrival (Praça Charles Miller)

- / Sampling action
- / 7 reserved parking spots with signage to show vehicles

### General

- / Logo on operational staff uniforms
- / Logo on event backdrop
- / Logo on website and a post on social media
- / Logo on marketing publicity pieces

\*Sponsor responsible for assembly

\*\*Sponsor responsible for production

\*\*\*Provided by sponsor

\*\*\*\*An organization approved by the sponsor is responsible for production, with two-tone application

INVESTMENT | U\$ 95,000

**SHOW**

- / 200 m<sup>2</sup>\* stand
- / Logo on all publicity materials as a sponsor

**MERCHANDISING ONLINE**

- / Banner on homepage

**CONGRESS**

- / 10 minute speech at event opening
- / Customization of chair covers in the room\*\*\*\*
- / Customized podium
- / Logo on congress certificate
- / Participation by 1 executive on the content panel
- / Logo on all congress marketing materials
- / Online banner on the congress webpage

- / Opportunity to distribute promotional material\*\*
- / Logo on congress-goer folder
- / Institutional ad in the final program\*\*\*\*\*
- / 30s video at event opening
- / 20 event invites
- / 30s institutional video projected during congress breaks
- / Logo on backdrop as sponsor | supporter
- / Gift insert in congress-goer kit\*\*\*

**ELECTRICAL MOBILITY DAY****Start (SABESP)**

- / Sponsored breakfast
- / Institutional video before speeches begin (up to 30s)
- / Logo on the MC's podium
- / Mention of the sponsor by the MC

**Motorcade**

- / Pace car
- / Logo on visual communications for support vehicles
- / Parking spots at the motorcade

**Arrival (Praça Charles Miller)**

- / Sampling action
- / 10 reserved parking spots with signage to show vehicles

**General**

- / Logo on operational staff uniforms
- / Logo on event backdrop
- / Logo on website and a post on social media
- / Logo on marketing publicity pieces

\*Sponsor responsible for assembly

\*\*Sponsor responsible for production

\*\*\*Provided by sponsor

\*\*\*\*An organization approved by the sponsor is responsible for production, with two-tone application

**INVESTMENT | U\$ 136,000**

CONSIDERATION	SPEECH	DEBATE	SUPPORT	DIAMOND	GOLD	SILVER	BRONZE	NON-ENDEMIC
THE SHOW								
EVENT AREA (IN M <sup>2</sup> )*	200	150	100	60	30	20	12	
LOGO ON ALL PUBLICITY MATERIALS AS A SPONSOR								
LOGO ON ALL SUPPORTING PUBLICITY MATERIALS								
C-MOVE								
10 minute speech at event opening								
Customization of chair covers in the room****								
Institutional ad in the final program*****								
Customized podium*****								
Participation by 1 executive on the content panel								
Logo on congress certificate								
Logo on all congress marketing materials								
30s speech at event opening								
Opportunity to distribute promotional material**								
Free event invites	20	10	5	2				
Free insert in the congress-goer kit***								
Logo on congress backdrop as Sponsor/Supporter								
30s institutional video projected during congress breaks								
Logo on congress-goer folder								
Online banner on the congress webpage								
ELECTRICAL MOBILITY DAY								
START								
Sponsored breakfast								
Institutional video before speeches begin (up to 30s)								
Mention of the sponsor by the MC								
Logo on the MC's podium								
MOTORCADE								
Pace car								
Logo on visual communications for support vehicles								
ARRIVAL								
Reserved parking spot with signage to show vehicles	10	7	5	3	2	1	1	
Sampling action**								
GENERAL ELECTRICAL MOBILITY DAY								
Logo in publicity online and offline marketing pieces								
Logo on website and a post on social media								
Logo on event backdrop								
Logo on operational staff uniforms								
INVESTMENT IN USD	136,000	95,000	68,000	41,000	28,000	21,000	6,800	2,800

\*Sponsor responsible for assembly   
 \*\*Sponsor responsible for production   
 \*\*\*Sponsor responsibility - 1 day   
 \*\*\*\*An organization approved by the sponsor is responsible for production, with two-tone application



15<sup>th</sup> Latin American Platform for Hybrid-Electric Vehicles,  
Components, and New Technologies

# **GUARANTEE YOUR PARTICIPATION**

Consult our sales team and learn about the best solutions  
to grow your business!

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✉ [velatinoamericano@nm-brasil.com.br](mailto:velatinoamericano@nm-brasil.com.br)

**OCTOBER 1<sup>st</sup> - 3<sup>rd</sup>**

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**2019**

**BE PART OF THE CHANGE**

**[velatinoamericano.com.br](http://velatinoamericano.com.br)**

Organization  
and Promotion



Execution



Support



Content  
Partner

