



INTERNATIONAL CONGRESS & EXHIBITION  
**PULP AND PAPER**  
CONGRESSO E EXPOSIÇÃO INTERNACIONAL DE CELULOSE E PAPEL

**ABTCP 2024**

**October 01 - 03**

*01 a 03 de outubro*

Transamerica Expo Center  
São Paulo | SP | Brasil



# MEDIA KIT

## ABTCP 2024

The biggest and most important event of the pulp and paper sector and its entire production chain.



Brazilian Pulp and Paper Technical Association



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# Event DATA

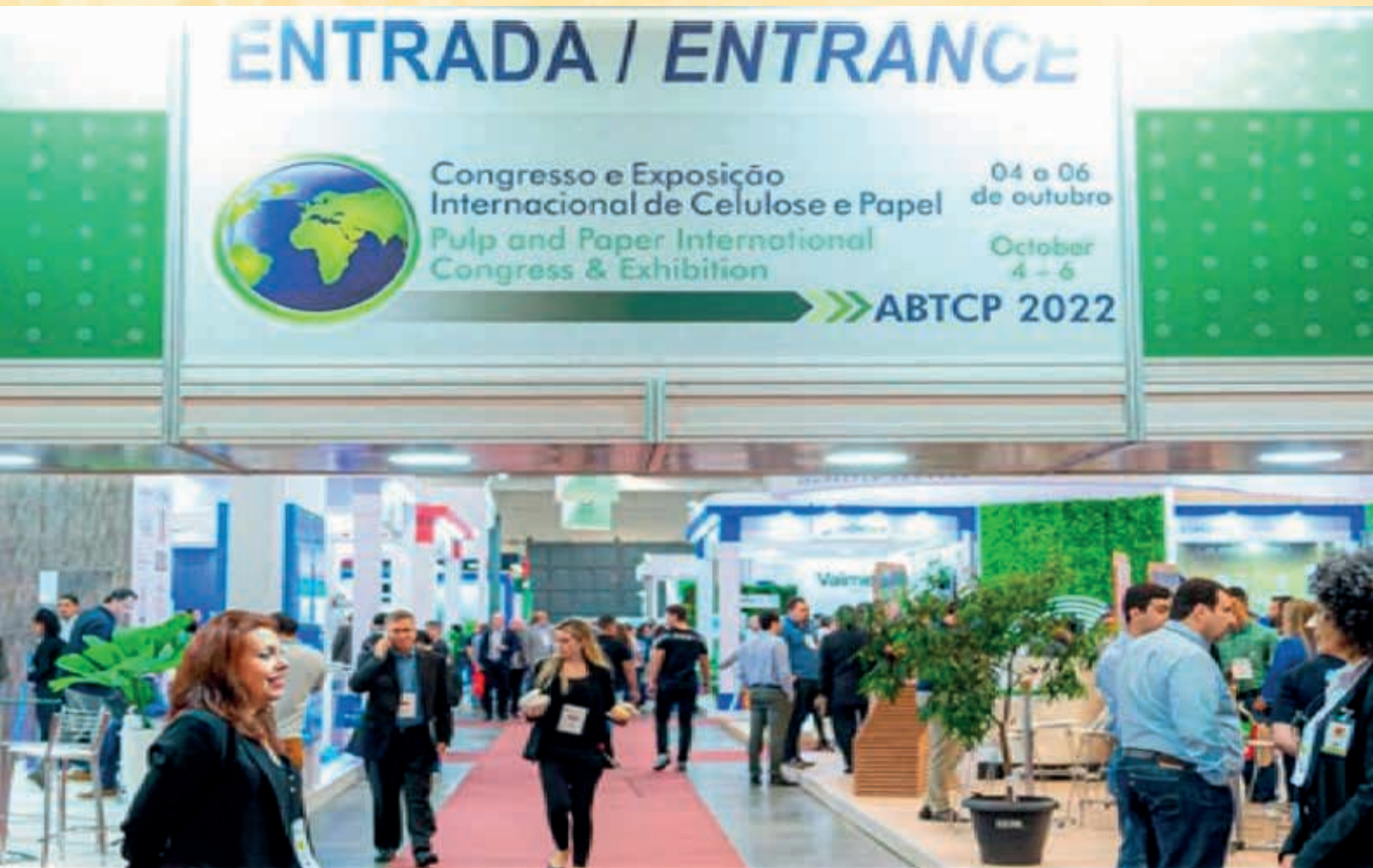
# Exhibition

2022 edition

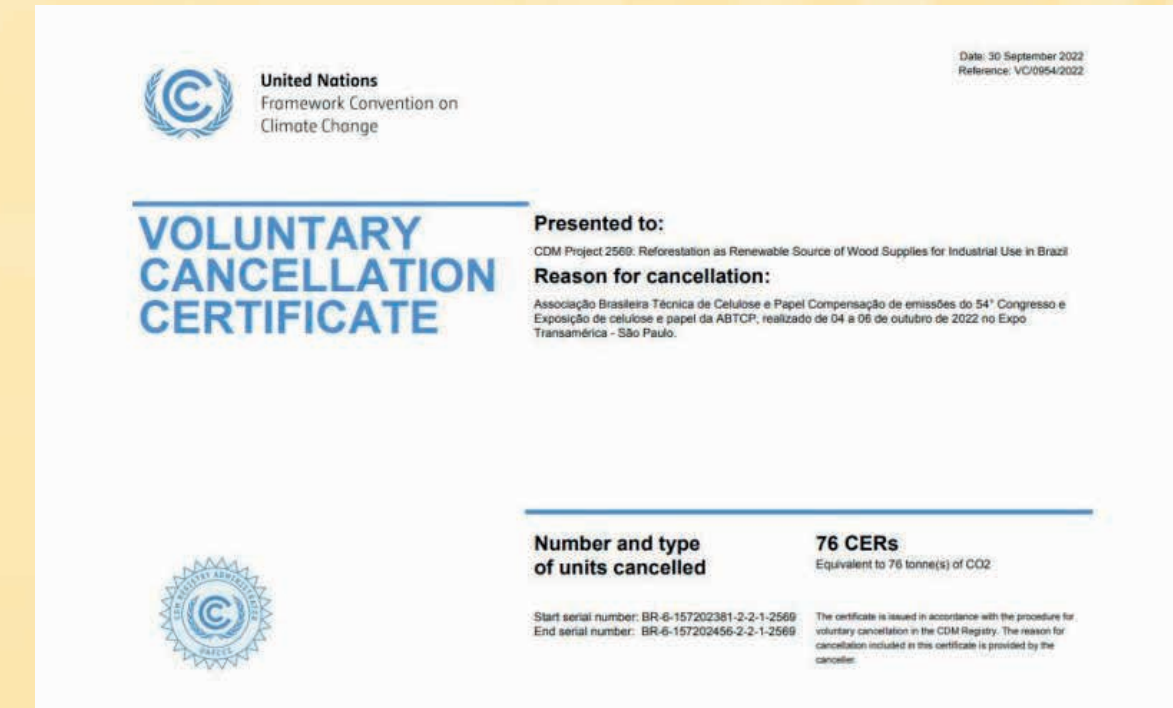


## Strong international presence.

Russia, Argentina, Chile, Uruguay, Italy, France, Finland, Brunei Darussalam, Germany, Austria, Belorussia, Czech Republic, Japan, United States, Colombia.



- More than **6,000 visits**
- Attendees from over **15 countries**
- **78 exhibiting** companies
- More than **4,000 m<sup>2</sup>** of exhibition area
- Audience profile – **70% decision makers or influencers**
- **98% would recommend** the event



The 2022 International Exhibition, eagerly awaited for almost 3 years, was a time to reunite and become updated on new equipment and cutting-edge technologies in the forest base industry.

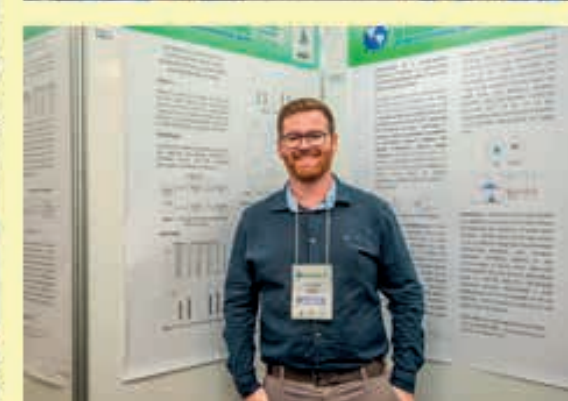
During the event, ABTCP received forest carbon credits certified by the United Nations (UN), offsetting the event's GHG emissions. Approximately 76 tons of CO2 were offset through this action.



# Event *DATA*

# Congress

2023 event data



- More than **500 congress participants**
- **9.5** average rating of the event
- **Number of papers presented - 120**
- **14 keynote** speakers (11 from Brazil and 3 from abroad)
- **11 Technical Sessions:** environment, pulp, ESG, forestry, paper, biorefinery, recovery and energy, automation, maintenance and nanocellulose.
- **Women's Forum and Student Conference**
- **Students registered for the event - 60**
- **12 Female speakers**

Some of the papers approved for the 55th Pulp and Paper International Congress were displayed in poster format during the 2023 Congress.



# Visibility

- Official magazine of the event - O Papel
- Event website
- Social Media
- Press Releases to be divulged in the press and published in the event website
- Disclosure media in the event (online and offline)
- Guide of Manufacturers and Suppliers
- Newspaper portal



# About **ABTCP 2024**

In its 56th edition, the **Pulp and Paper International Congress & Exhibition** consolidates itself as the main event of the sector in Latin America, fostering an exchange of technical and managerial knowledge. For more than half a century, this event has stood out for presenting the main trends and technologies that are driving the forest base chain.

The Brazilian Pulp and Paper Technical Association (ABTCP), in conjunction with its members, has always guided its discussions on topics relevant to the environment. Through its involvement in sensitive issues like global warming and other challenges that impact the world population, this year's event focuses on sustainable development practices adopted by individuals and companies.

In this context, we invite you to participate in this grand event, exploring the various actions and innovations aimed at the development and protection of our planet and people.

Be part of this unique initiative, where the sector's expertise intertwines with environmental responsibility, promoting a more sustainable future for all.



Photos: ABTCP 2023



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# The 2024 Pulp and Paper International Congress and Exhibition will center its attention throughout the event on the 'Planet'.



**Water**



**Air**



**Fauna and flora**



**Land**



# Award CONSCIOUS EXHIBITOR

The **Conscious Exhibitor Award** is an initiative that aims to **recognize and reward sustainable practices** during the 2024 Pulp and Paper International Exhibition. This prestigious award will be presented to the 3 best booths that **best embody synergy with the global warming concern of the planet.**

The careful evaluation and **nominating of the top 3 Conscious Exhibitor booths** will be carried out by professionals and experts that were selected in advance. These experts will follow strict guidelines and criteria established in the regulations, ensuring an impartial and detailed analysis of the sustainable practices adopted by each exhibitor.

This award not only recognizes individual efforts but also inspires and encourages the entire industry's community to adopt more conscious practices. By showcasing those who significantly contribute to the environmental cause, the Conscious Exhibitor Award becomes a symbol of commitment and leadership on the path to a more sustainable future.

**The top 3 booths of the Conscious Exhibitor Award will be announced in the October issue of O PAPEL magazine.**

**Make your booth stand out!**





# ABTCP 2024 Dinner

Held during the Pulp and Paper International Congress, the **ABTCP Dinner** represents a unique moment to strengthen connections with the sector's key executives. The event also serves as a stage for presenting the Highlights of the Sector Award trophies to the 2024 winners, underscoring their remarkable contributions to the advancement and excellence of the pulp and paper industry, in their respective categories.

The 2023 edition included more than 300 participants.

This dinner not only fosters the exchange of ideas but also celebrates the dedication and innovation that drive our industry to new heights of success.

Date: **October 2, 2024**

Venue: Casa Giardini – Rua Jesuíno Maciel, 97 – Campo Belo – SP - Brazil



**Check out sponsorship media opportunities  
and be part of our sector's great celebration.**



# Highlights of the Sector is the main award.

The **Highlights of the Sector Award** has been held by the Brazilian Pulp and Paper Technical Association (ABTCP) for over 20 years.

The aim is to recognize manufacturers and suppliers in the pulp and paper industry that contributed the most with innovations, technologies, environmental preservation, and human valuing in the forest base sector production chain.

In 2024, the Award will have new features and its rules will be modernized. They will be announced soon.

The trophies are presented during the traditional Event Dinner. A great opportunity to network with the segment's main executives.



# SPONSORSHIP

## *Quotas*

**ABTCP 2024**

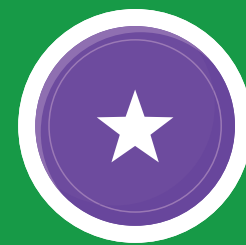
Participate and contribute to the innovation and sustainable management of the pulp and paper sector, showcasing your brand among the main players in the segment. Take this opportunity to be part of the edition that has the planet's preservation as its main focus.



**Premium**



**Master**



**Standard**



**Support**





# 2024 SPONSORSHIP **PREMIUM** quota



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## With the **PREMIUM** package, you get:

- ★ 1 simple full-page ad in the ABTCP Guide of Pulp and Paper Suppliers and Manufacturers **(1) (5)**
- ★ Right to present the 2024 Highlights of the Sector Award trophy
- ★ 3 registrations to participate one day in the Pulp and Paper International Congress
- ★ 3 invitations to the 2024 ABTCP Dinner **(2)**
- ★ Redirect link to the sponsor's official page embedded in the sponsor's logo in the event website
- ★ Posts to the sponsor's social networks (optional) **(3)**

# 10

## QUOTAS AVAILABLE

## Logo insertion

### CONGRESS & EXHIBITION

- ★ Staging of the opening room for the ABTCP 2024 Congress & Exhibition event.
- ★ Email marketing on the opening of the ABTCP 2024 Congress & Exhibition event.
- ★ Thank-you announcement to sponsors in the ABTCP Guide of Pulp and Paper Suppliers & Manufacturers.
- ★ Online newsletter for the closing of the ABTCP 2024 Congress & Exhibition event.
- ★ Email marketing thanking for participating in the event.

### CONGRESS

- ★ Ad in the Congress' O PAPEL magazine: Call for papers and registrations
- ★ Congress notepad
- ★ Book of papers – summary delivered during the Congress
- ★ E-mail marketing of the Congress: Call for papers and registrations
- ★ Congress folder
- ★ Print and electronic programming of the Congress
- ★ Multimedia projection of sponsors in the technical session rooms of the Congress
- ★ Totems in the technical session rooms of the Congress

### EXHIBITION

- ★ 3 (three) street identification banners at the Exhibition **(1)**
- ★ Ad divulging the Exhibition in O Papel magazine
- ★ Electronic invitation to the ABTCP 2024 event **(4)**
- ★ E-mail marketing to divulge the Exhibition
- ★ Folder of the Exhibition Map **(1)**
- ★ Panel with the location map of booths in the entrance area of the Exhibition **(1)**

### ABTCP 2024 DINNER

- ★ Ad in O PAPEL magazine selling Dinner invitations
- ★ Dinner menu
- ★ Staging of the Dinner room
- ★ Electronic invitation to the Dinner
- ★ E-mail marketing to sell Dinner invitations
- ★ Dinner table signs
- ★ Multimedia projection of the Dinner's sponsors
- ★ Totem at the entrance to the Dinner area

For more information, contact:



[milena@abtcp.org.br](mailto:milena@abtcp.org.br)  
55 - 11 3874-2714

[www.abtcp2024.org.br/en/sponsorship](http://www.abtcp2024.org.br/en/sponsorship)

### Obs.:

**(1)** Exclusive media for exhibitors. **(2)** Invitation to the Dinner at a table defined by ABTCP. **(3)** If the sponsor wants personalized posts with its logo to promote the Exhibition, Congress, and Dinner in its social media, it shall inform this at the time of contracting. The artwork for the posts will be sent to companies that contract the sponsorship package by **August 30, 2024**. **(4)** Only companies that contract the sponsorship package by **July 12, 2024** will be entitled to have their logos on the ABTCP 2024 electronic invitation. **(5)** Only companies that contract the sponsorship package by **August 16, 2024** will be entitled to a 1-page ad in the ABTCP Guide of Pulp and Paper Suppliers & Manufacturers. Files must be submitted by **September 5, 2024**.





# 2024 SPONSORSHIP **MASTER quota**



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## **With the MASTER package, you get:**

- ★ 1 simple half-page ad in the ABTCP Guide of Pulp and Paper Suppliers and Manufacturers **(1) (5)**
- ★ 2 registrations to participate one day in the Congress
- ★ 2 invitations to the 2024 ABTCP Dinner **(2)**
- ★ Redirect link to the sponsor's official page embedded in the sponsor's logo in the event website
- ★ Posts to the sponsor's social networks (optional) **(3)**

## **Logo insertion**

### **CONGRESS & EXHIBITION**

- ★ Staging of the opening room for the ABTCP 2024 Congress & Exhibition event.
- ★ Email marketing on the opening of the ABTCP 2024 Congress & Exhibition event.
- ★ Thank-you announcement to sponsors in the ABTCP Guide of Pulp and Paper Suppliers & Manufacturers.
- ★ Email marketing thanking for participating in the event.

### **CONGRESS**

- ★ Ad in the Congress' O PAPEL magazine: Call for papers and registrations
- ★ Book of papers - summary delivered during the Congress
- ★ Congress notepad
- ★ E-mail marketing of the Congress: Call for papers and registrations
- ★ Print and electronic programming of the Congress
- ★ Multimedia projection of sponsors in the technical session rooms of the Congress
- ★ Totems in the technical session rooms of the Congress

### **EXHIBITION**

- ★ 2 (two) street identification banners at the Exhibition **(1)**
- ★ Ad divulging the Exhibition in O Papel magazine
- ★ E-mail marketing to divulge the Exhibition
- ★ Folder of the Exhibition Map **(1)**
- ★ Panel with the location map of booths in the entrance area of the Exhibition **(1)**

### **ABTCP 2024 DINNER**

- ★ Ad in O PAPEL magazine selling Dinner invitations
- ★ Dinner menu
- ★ Staging of the Dinner room
- ★ Multimedia projection of the Dinner's sponsors Totem at the entrance to the Dinner area

**10**

**QUOTAS  
AVAILABLE**

For more information, contact:



[milena@abtcp.org.br](mailto:milena@abtcp.org.br)  
55 - 11 3874-2714

[www.abtcp2024.org.br/en/sponsorship](http://www.abtcp2024.org.br/en/sponsorship)

### **Obs.:**

**(1)** Exclusive media for exhibitors. **(2)** Invitation to the Dinner at a table defined by ABTCP. **(3)** If the sponsor wants personalized posts with its logo to promote the Exhibition, Congress, and Dinner in its social media, it shall inform this at the time of contracting. The artwork for the posts will be sent to companies that contract the sponsorship package by **August 30, 2024**. **(4)** Only companies that contract the sponsorship package by **July 12, 2024** will be entitled to have their logos on the ABTCP 2024 electronic invitation. **(5)** Only companies that contract the sponsorship package by **August 16, 2024** will be entitled to a 1-page ad in the ABTCP Guide of Pulp and Paper Suppliers & Manufacturers. Files must be submitted by **September 5, 2024**.





# 2024 SPONSORSHIP **STANDARD** *quota*



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## **With the STANDARD package, you get:**

- ★ 1 simple one-third-page ad in the ABTCP Guide of Pulp and Paper Suppliers and Manufacturers **(1) (5)**
- ★ 1 registration to participate one day in the Congress
- ★ 1 invitation to the 2024 ABTCP Dinner **(2)**
- ★ Redirect link to the sponsor's official page embedded in the sponsor's logo in the event website
- ★ Posts to the sponsor's social networks (optional) **(3)**

## **Logo insertion**

### **CONGRESS & EXHIBITION**

- ★ Staging of the opening room for the ABTCP 2024 event.
- ★ Email marketing on the opening of the ABTCP 2024 event.
- ★ Email marketing thanking for participating in the ABTCP 2024 event.

### **CONGRESS**

- ★ Ad in the Congress' O PAPEL magazine: Call for papers and registrations
- ★ E-mail marketing of the Congress: Call for papers and registrations
- ★ Multimedia projection of sponsors in the technical session rooms of the Congress
- ★ Totems in the technical session rooms of the Congress

### **EXHIBITION**

- ★ 1 (one) street identification banners at the Exhibition **(1)**
- ★ Ad divulging the Exhibition in O Papel magazine
- ★ Email marketing to divulge the Exhibition

**10**

**QUOTAS  
AVAILABLE**

For more information, contact:



milena@abtcp.org.br  
55 - 11 3874-2714

[www.abtcp2024.org.br/en/sponsorship](http://www.abtcp2024.org.br/en/sponsorship)

### **Obs.:**

**(1)** Exclusive media for exhibitors. **(2)** Invitation to the Dinner at a table defined by ABTCP. **(3)** If the sponsor wants personalized posts with its logo to promote the Exhibition, Congress, and Dinner in its social media, it shall inform this at the time of contracting. The artwork for the posts will be sent to companies that contract the sponsorship package by **August 30, 2024**. **(4)** Only companies that contract the sponsorship package by **July 12, 2024** will be entitled to have their logos on the ABTCP 2024 electronic invitation. **(5)** Only companies that contract the sponsorship package by **August 16, 2024** will be entitled to a 1-page ad in the ABTCP Guide of Pulp and Paper Suppliers & Manufacturers. Files must be submitted by **September 5, 2024**.





# 2024 SPONSORSHIP *SUPPORT quota*



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## *With the SUPPORT package, you get:*

- ★ 1 invitation to the 2024 ABTCP Dinner (2)
- ★ Redirect link to the sponsor's official page embedded in the sponsor's logo in the event website
- ★ Posts to the sponsor's social networks (optional) (3)

Exclusive quota  
for Pulp and  
Paper Producers

## *Logo insertion*

### **CONGRESS & EXHIBITION**

- ★ Staging of the opening room for the ABTCP 2024 event.
- ★ Email marketing on the opening of the ABTCP 2024 event.

### **CONGRESS**

- ★ Ad in the Congress' O PAPEL magazine: Call for papers and registrations
- ★ E-mail marketing of the Congress: Call for papers and registrations
- ★ Multimedia projection of sponsors in the technical session rooms of the Congress
- ★ Totems in the technical session rooms of the Congress

### **EXHIBITION**

- ★ Ad divulging the Exhibition in O Papel magazine
- ★ Folder of the Exhibition Map (1)
- ★ Panel with the location map of booths in the entrance area of the Exhibition (1)

### **ABTCP 2024 DINNER**

- ★ Ad in O PAPEL magazine selling Dinner invitations
- ★ Dinner menu
- ★ Staging of the Dinner room
- ★ Multimedia projection of the Dinner's sponsors
- ★ Totem at the entrance to the Dinner area

For more information, contact:



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### **Obs.:**

(1) Exclusive media for exhibitors. (2) Invitation to the Dinner at a table defined by ABTCP. (3) If the sponsor wants personalized posts with its logo to promote the Exhibition, Congress, and Dinner in its social media, it shall inform this at the time of contracting. The artwork for the posts will be sent to companies that contract the sponsorship package by **August 30, 2024**.



# Table of Benefits

	PREMIUM	MASTER	STANDARD	SUPPORT
Ad in the ABTCP Guide of Pulp and Paper Suppliers and Manufacturers (1) (5)	1 page	1/2 page	1/3 page	-
Right to present one trophy of the 2024 Highlights of the Sector Award	X	-	-	-
Registrations to participate one day in the 2024 Congress	3	2	1	-
Invitations to the 2024 ABTCP Dinner (2)	3	2	1	1
Redirect link to the sponsor's official page embedded in the sponsor's logo in the event website	X	X	X	X
Posts to the sponsor's social networks (optional) (3)	X	X	X	X
Street identification banners at the Exhibition (1)	3	2	1	-
Ad divulging the Exhibition in O Papel magazine	X	X	X	X
Thank-you announcement to sponsors in the ABTCP Guide of Pulp and Paper Suppliers & Manufacturers	X	X	-	-
Ad in O PAPEL magazine selling Dinner invitations	X	X	-	X
Ad in the Congress' O PAPEL magazine: Call for papers and registrations	X	X	X	X
Congress notepad	X	X	-	-
Online newsletter for the closing of ABTCP 2024	X	-	-	-
Online newsletter for the closing of the ABTCP 2024 Congress	X	X	-	-
Dinner menu	X	-	-	X
Staging of the opening room for the ABTCP 2024 Congress & Exhibition event	X	X	X	X
Staging of the Dinner room	X	X	-	X
Electronic invitation to the ABTCP 2024 event	X	-	-	-
Electronic invitation to the ABTCP Dinner	X	-	X	X
Email marketing on the opening of the ABTCP 2024 Congress & Exhibition event	X	X	X	X
E-mail marketing of the Congress: Call for papers and registrations	X	X	X	X
E-mail marketing thanking for participating in the event	X	X	X	-
E-mail marketing to divulge the Exhibition	X	X	-	-
E-mail marketing to sell Dinner invitations	X	-	-	X
Folder of the Exhibition Map (1)	X	X	-	X
Map panel with the location of booths in the entrance area of the Exhibition (1)	X	X	-	X
Congress folder	X	-	-	-
Dinner table signs	X	-	-	-
Print and electronic programming of the Congress	X	X	-	-
Multimedia projection of the logos of the sponsors of the ABTCP Dinner	X	X	-	X
Multimedia projection of sponsors in the technical session rooms of the Congress	X	X	X	X
Totems in the technical session rooms of the Congress	X	X	-	X
Totem at the entrance to the Dinner area	X	X	-	X

Logo insertion

## Observações:

(1) Exclusive media for exhibitors. (2) Invitation to the Dinner at a table defined by ABTCP. (3) If the sponsor wants personalized posts with its logo to promote the Exhibition, Congress, and Dinner in its social media, it shall inform this at the time of contracting. The artwork for the posts will be sent to companies that contract the sponsorship package by **August 30, 2024**. (4) Only companies that contract the sponsorship package by **July 12, 2024** will be entitled to have their logos on the ABTCP 2024 electronic invitation. (5) Only companies that contract the sponsorship package by **August 16, 2024** will be entitled to the respective ads of their quotas in the ABTCP Guide of Pulp and Paper Suppliers & Manufacturers. Files must be submitted by **September 5, 2024**.





# Technical Specifications

Instructions for sponsors and supporters.

## Brand/logo files

For better application and compatibility, the brand/logo files should be provided in **vector** format, following these specifications:

**Format:** AI, EPS, or PDF

**Colors:** Main colors and 1 color

**Color Mode:** CMYK and RGB

**Applications:** If the brand has both vertical and horizontal applications, both should be provided for adaptation depending on the media format.

## Aspect of publications (proportion)

Although social media posts can be customized, standard proportions are:

**Post:** 1:1 (square)

**Story:** 9:16 (vertical)

**Feed videos:** 4:5 (vertical)

**YouTube:** 16:9 (horizontal)

## Files for ads (print magazine)

**Dimensions:** 21 x 28 cm (W x H), with 0.5 cm bleed.

**Format:** PDF

**Color mode:** CMYK

**Resolution:** 300 ppi

## Video files

Due to the significant incompatibility in video files due to various existing Codecs, video files when used should preferably be sent in MP4 format.

## Audio files

Due to the significant incompatibility in audio files due to various existing Codecs, audio files when used should preferably be sent in MP3 or WAV format.

## Image files

Image files, such as photos, should be sent in JPG format.

### Obs.:

- For compatibility and suitability reasons, files that do not meet the specifications will not be accepted.
- The disclosure of brands/logos of companies contracting the sponsorship and support quotas is linked to the release dates of each communication material, per ABTCP's internal programming. Therefore, the sooner packages are contracted, the more the company will benefit from the disclosures.

### Important!

For all files - video, audio, and image, attention must be paid to the specifications, original capture quality, and resolution before sending.

In case of doubts, please contact the event organization.



# LGPD

Personal Data  
Protection Law

Every company, when contracting any sponsorship package or the publication of a print or digital ad offered in ABTCP's MEDIA KITS, declares its free consent to the agreement and authorization to divulge its images and/or logo on ABTCP's multiple communication platforms in print and digital media, in accordance with Brazil's General Data-Protection Law (LGPD – Law #13,709/18).

At the same time, ABTCP ensures companies that disclosure will be limited to the specific purposes, according to the respective media contracted.





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☎ 55 - 11 3874-2714

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**[www.abtcp2024.org.br](http://www.abtcp2024.org.br)**

Organizer:



Brazilian Pulp and Paper Technical Association