

**MARCH**  
**23 - 25**  
**2021**

**PLÁSTICO BRASIL**  
*Xperience*

**PLÁSTICO BRASIL**  
INTERNATIONAL PLASTICS EXHIBITION

**NOVEMBER**  
**08 - 12**  
**2021**

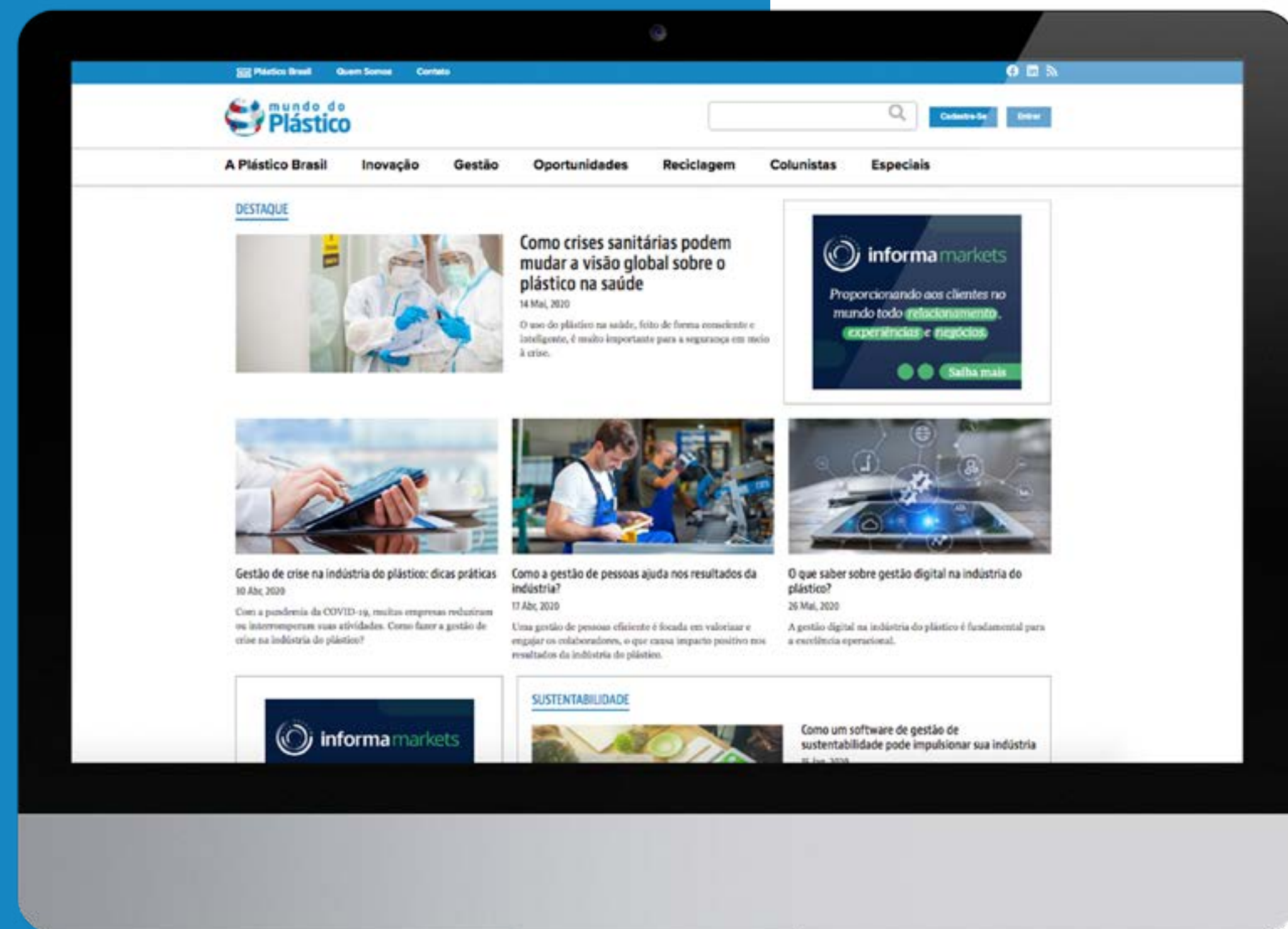


# MUNDO DO PLÁSTICO CHANNEL

Mundo do Plástico is a digital channel for the production and sharing of new and qualified content from the plastic sector. A content reference for the transformation chain.

Your company can combine content strategy with business strategies.

Content strategy is one of the main pillars to attract customers. You can share your knowledge about your industry, delivering quality content to your target audience to get closer to potential buyers, build relationships and strengthen your brand image.



## Materials:

- Ebooks
- Infographics
- Whitepapers
- Animated videos
- Articles
- Interviews

## Promotion:

- Digital channels
- Newsletters
- Social media
- Display media (Banners)

## Results:

- Access
- Engagement data
- Leads

- BRING YOUR BRAND TO THE LARGEST
- PLATFORM THAT CONNECTS AND
- IMPACTS THE ENTIRE PLASTIC
- TRANSFORMATION CHAIN - IN PERSON
- AND DIGITALLY IN LATIN AMERICA.

- BE CONNECTED WITH PLÁSTICO BRASIL
- IS THE BEST WAY TO POSITION YOUR
- COMPANY AS A REFERENCE IN THE
- PLASTIC TRANSFORMATION SECTOR.

Access industry leaders and decision makers

Promote your brand, products, services and technologies

Generate numerous networking opportunities

Achieve new business relationships and retain existing ones

365 days a year.

# PLÁSTICO BRASIL

## Xperience

From now on the plastic market will be able to rely on Plástico Brasil Xperience, a digital platform that will promote networking, business and content.

There will be countless possibilities for both visitors and exhibitors.

To deliver real and relevant connections to the market 365 days a year, the platform will connect buyers to sellers through Blu, an artificial intelligence developed to analyze and deliver results based on interests, purchasing potential and consumer behavior.

## THE 3 PILLARS OF PLÁSTICO BRASIL XPERIENCE



### BUSINESS

Whether through searches for marketplace products, or through the platform's "hunting" functionality, new opportunities will be created for subscribers throughout the year and enhanced by Blue.



### NETWORKING

Strengthen connections, find prospects and former colleagues, or even filter new contacts and create partnerships. The platform offers your company numerous possibilities to relate to your market.



### CONTENT

Webinars, congresses and an immense inventory of videos created for the market to discuss new trends, economic, technological and consumer issues, positioning sponsors in front of their audiences.

# PLÁSTICO BRASIL REACH

Segmented and qualified audience added to a personalized strategy for your company.



More than **45K qualified contacts** in our base



WEBSITE  
**+ 700K**  
page views

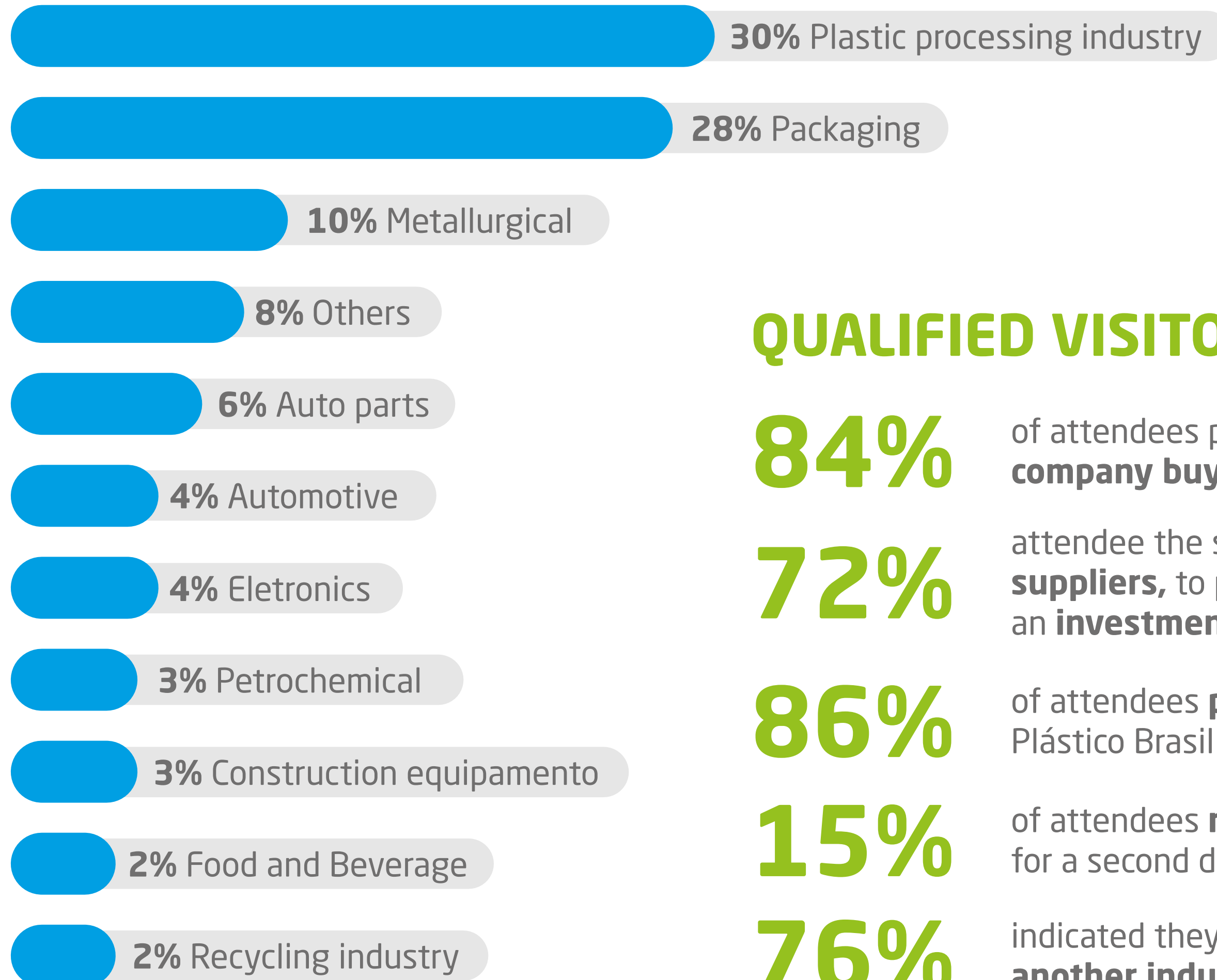


CONTENT CHANNEL  
**+ 240K**  
page views



SOCIAL MEDIAS  
**+ 52.8K**  
followers

## ATTENDEE PROFILE Attendees by area of activity



## QUALIFIED VISITORS:

- 84%** of attendees play a **key role in the company buying process**
- 72%** attendee the show in **search of new suppliers**, to purchase and/or research an **investment for the near future**
- 86%** of attendees **plan to return** to the Plástico Brasil 2021 Expo
- 15%** of attendees **returned to the show** for a second day
- 76%** indicated they **don't plan to attend another industry show** in 2019

\*Data updated in September/2020

# PLÁSTICO BRASIL

• NO AR

The market connection happens here!

Plástico Brasil No Ar is an online talk show of debates and interviews focused on promoting the role of plastic in society, through themes that highlight and strengthen initiatives in the manufacturing industry and their impacts on the sector and the economy.

In addition, it is a space for the industry to present launches, news and solutions to the audience with the inbound marketing strategy, promoting its brand and its initiatives with qualified content.

Among the topics covered are new technologies, innovations, trends, regulation and legislation, management, good practices, impacts on the sector and much more.

