

BEER SUMMIT 2020

DECEMBER
4 - 13

100%
ONLINE

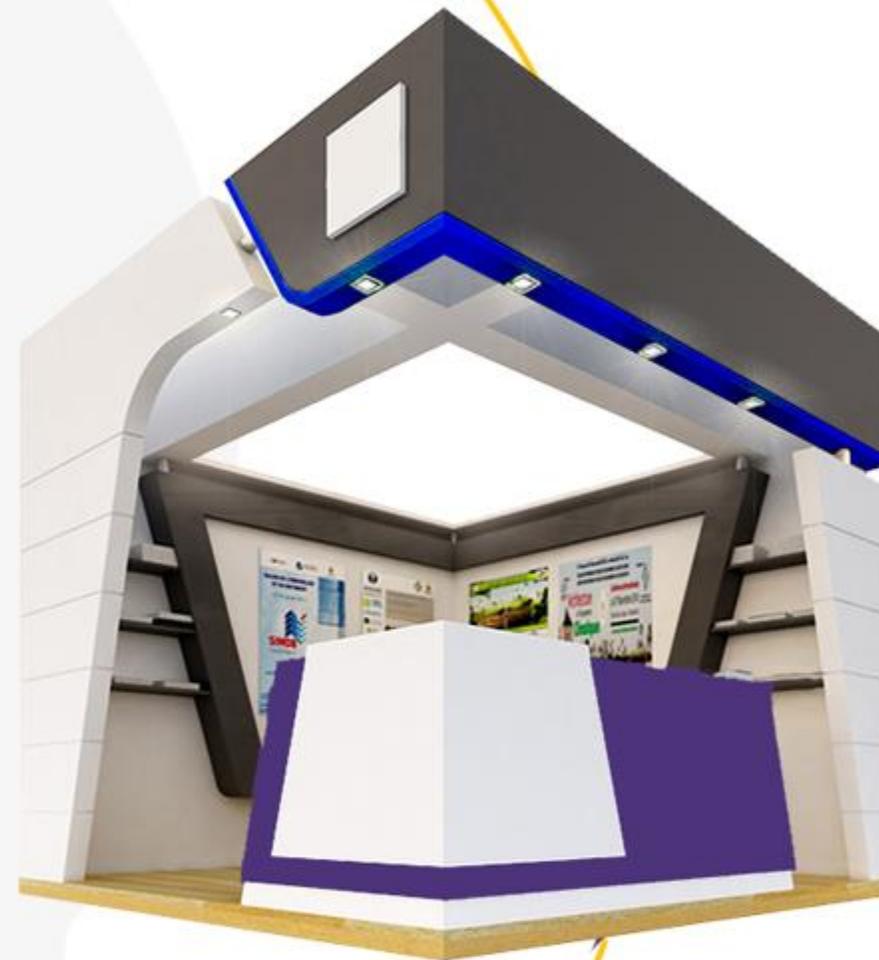
***"FOR THOSE WHO
ARE THIRSTY FOR
KNOWLEDGE"***

WELCOME TO THE PORTAL OF THE LARGEST BEER
KNOWLEDGE EVENT IN LATIN AMERICA

BECOME AN EXHIBITOR

ONE OF THE ATTRACTIONS OF THE BEER SUMMIT IS OUR VIRTUAL TRADE SHOW, OPEN TO THE PUBLIC AND WITH FREE ACCESS. THE PARTICIPANTS WILL BE ABLE VIRTUALLY VISIT EXHIBITORS AND GET TO KNOW MORE ABOUT THEIR BRAND, PRODUCTS AND SERVICES.

PRA QUEM TEM SEDE DE CONHECIMENTO



Why to become an exhibitor?

CONNECT WITH THE LEADING BEER EXPERTS OF BRAZIL AND THE WORLD!

FUNCTIONALITIES

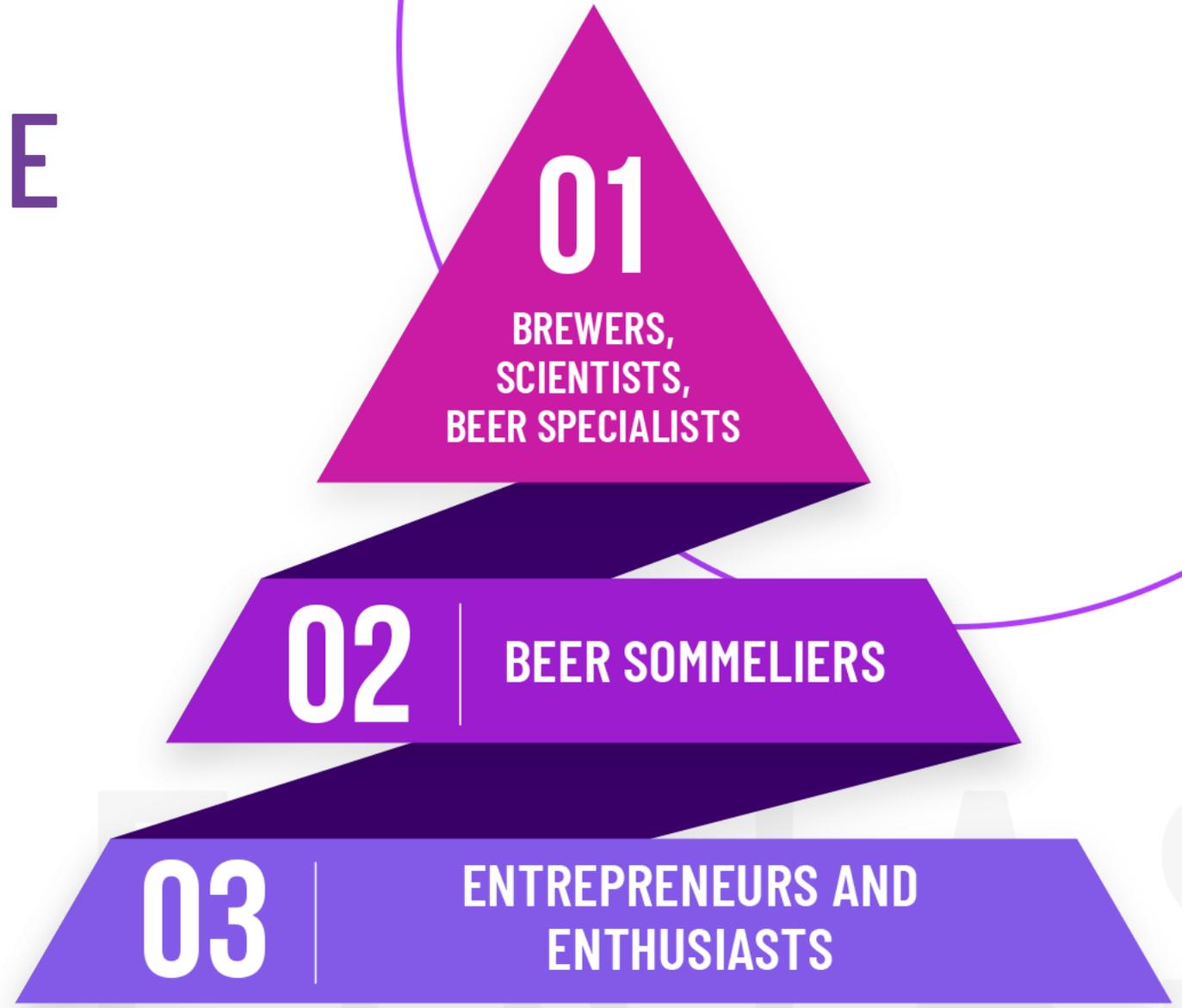
- ❖ Real timechat
- ❖ Polls
- ❖ Q&As
- ❖ Raffles
- ❖ Integration with Callendy
- ❖ Integration with Hubspot
- ❖ 4weblive tool
- ❖ Name, Description and Logo
- ❖ Personalized Stand
- ❖ PDF files
- ❖ Personalized CTA Button
- ❖ Images or Video
- ❖ Participants list
- ❖ Stand moderator

PRA QUEM TEM SEDE DE CONHECIMENTO



TARGET AUDIENCE

All the Educational Tracks have content attractive to those 3 target groups.



PARC

FOR THOSE WHO ARE THIRSTY FOR KNOWLEDGE

10
DAYS OF EVENT

+50
HOURS OF
CONTENT

+40
SPEAKERS

10
COUNTRIES



BEER SUMMIT IN NUMBERS

OPEN

DATE TRACK 0

12-04 DIVERSITY, EQUITY
AND INCLUSION

FREE!

DATES TRACK 01

12-05 BUSINESS, MARKETING
12-09 AND ENTREPRENEURSHIP

DATES TRACK 03

12-07 BEER STYLES, SERVICE
12-12 AND FOOD PAIRING

DATES TRACK 02

12-06 INGREDIENTS, BREWING
12-10 PROCESS AND INNOVATION

DATES TRACK 04

12-08 TECNOLOGIA E
12-11 CIÊNCIA CERVEJEIRA

CLOSE

DATE TRACK 0

12-13 TECHNOLOGY AND
SCIENCE OF BREWING

FREE!



WHY A 100% ONLINE EVENT?

Thinking about meeting this new moment, we chose to remodel the first edition of the Beer Summit for the year 2020, connecting and bringing knowledge to people 100% online.

OUR PLATFORM

Our digital platform will have a single login to access all areas of the event, which will give access to the lectures and panels, the virtual fair and the scientific congress. Access will be exclusive to an IP connection.

FUNCTIONALITIES

CHAT

REAL TIME

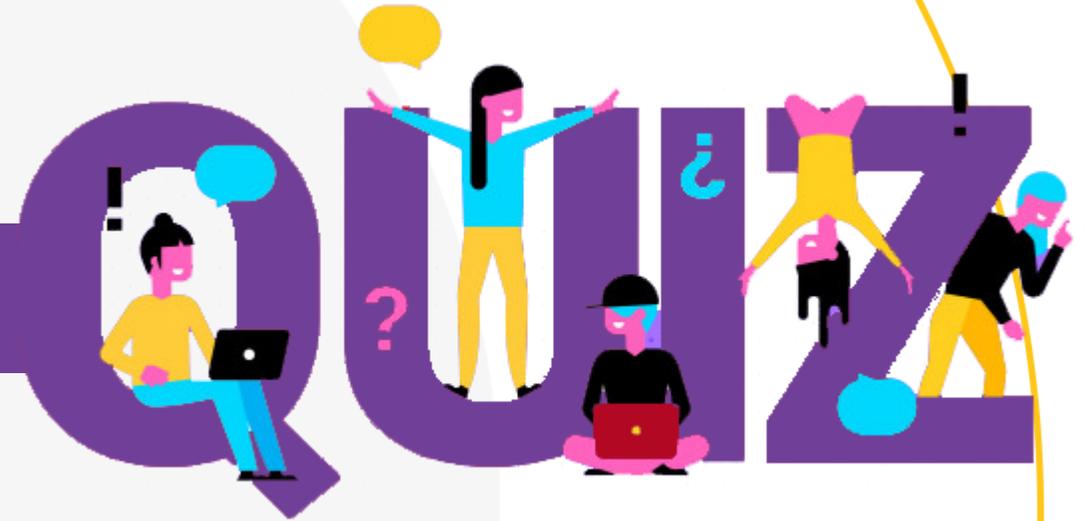
Chat in real time with all the participants who are visiting your stand. You can promote your products as well as chat with everyone.

Also call and chat privately with all participants who visit your stand.

***The chat can be activated and deactivated at any time by the stand moderator, as well as the blocking of messages or people.*

POLLS

REAL TIME



Set up polls inside your booth at any time and open for the visiting public to vote.

Follow the results in real time and see the engagement of the participants.

*The survey can be activated and deactivated at any time as required by the stand moderator.

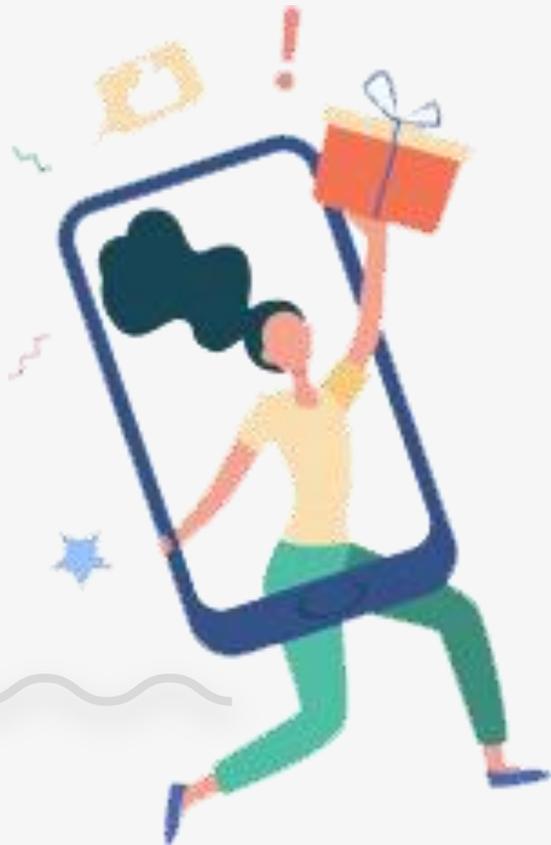


Q&A

INTERACTIVE

Receive and create questions for the visitors to vote. Participants will be able to submit questions and the rest will be able to vote for their favorites. You will also be able to add questions for public voting, which allows you to understand what they think about your product or service.

RAFFLES



Draw products or services in your stand for the **active participants.**

The platform has an automatic system to carry out raffles, thus facilitating communication between the winner and the company, notifying the lucky winner via whatsapp.

The number of drawings is unlimited.

***The reward of the winner is responsibility of the exhibitor.*

INTEGRATION

CALENDLY AND HUBSPOT

If you already have a Calendly or Hubspot account, integration with the platform is quick and simple.

That will allow visitors of your stand to easily request and schedule meetings with you.

The HubSpot logo is displayed inside a yellow circular node. The logo consists of the word "HubSpot" in a dark blue sans-serif font, with a red robot head icon to the right of the "o".

HubSpot

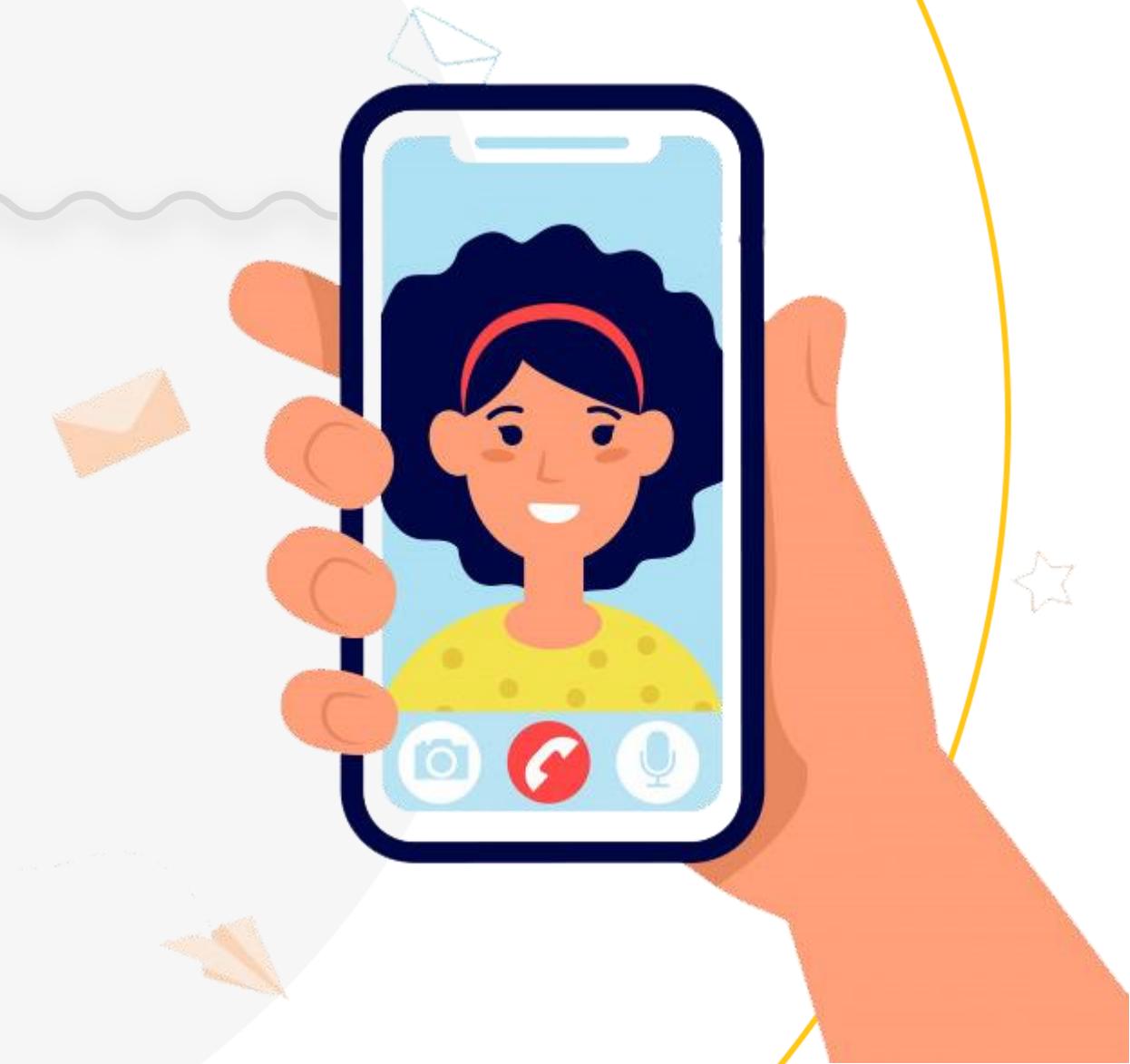


calendly

4 web.live

If you don't have a Callendy or Hubspot account, the tool 4weblive is available for you to hold meetings directly on the platform with up to 7 participants simultaneously.

You will be able to create a meeting and allow your participants to register for it.



YOUR STAND

PERSONALIZED

- ❖ Name
- ❖ Description
- ❖ Logo
- ❖ Stand

You can customize the layout of your virtual stand.

Beer Summit will provide a standard stand model for all exhibitors. Stand out from the crowd by creating a 3D stand layout with your brand identity.



***Send your logo in PNG, 200x200px*

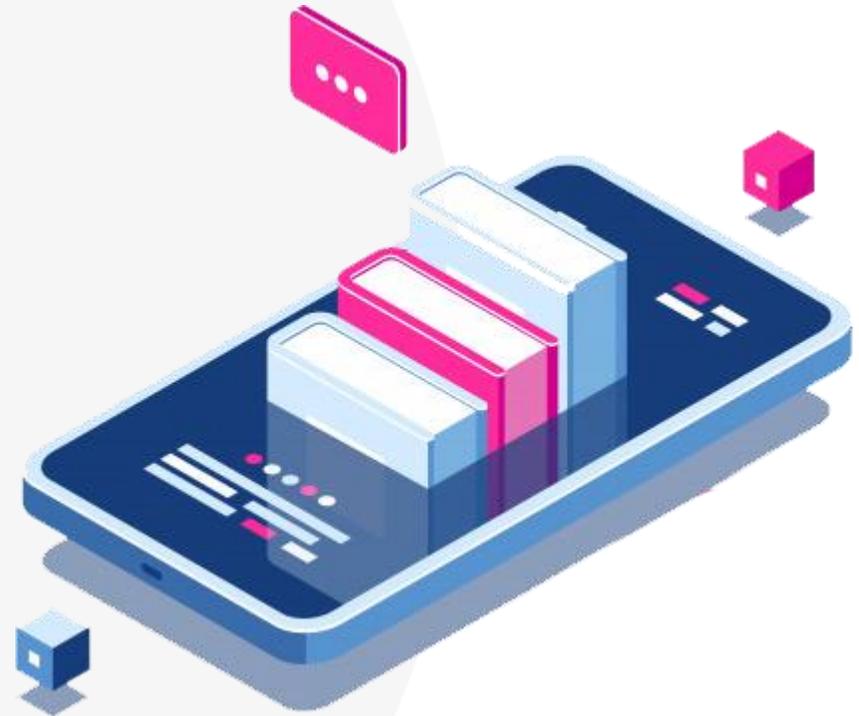
EXCLUSIVE

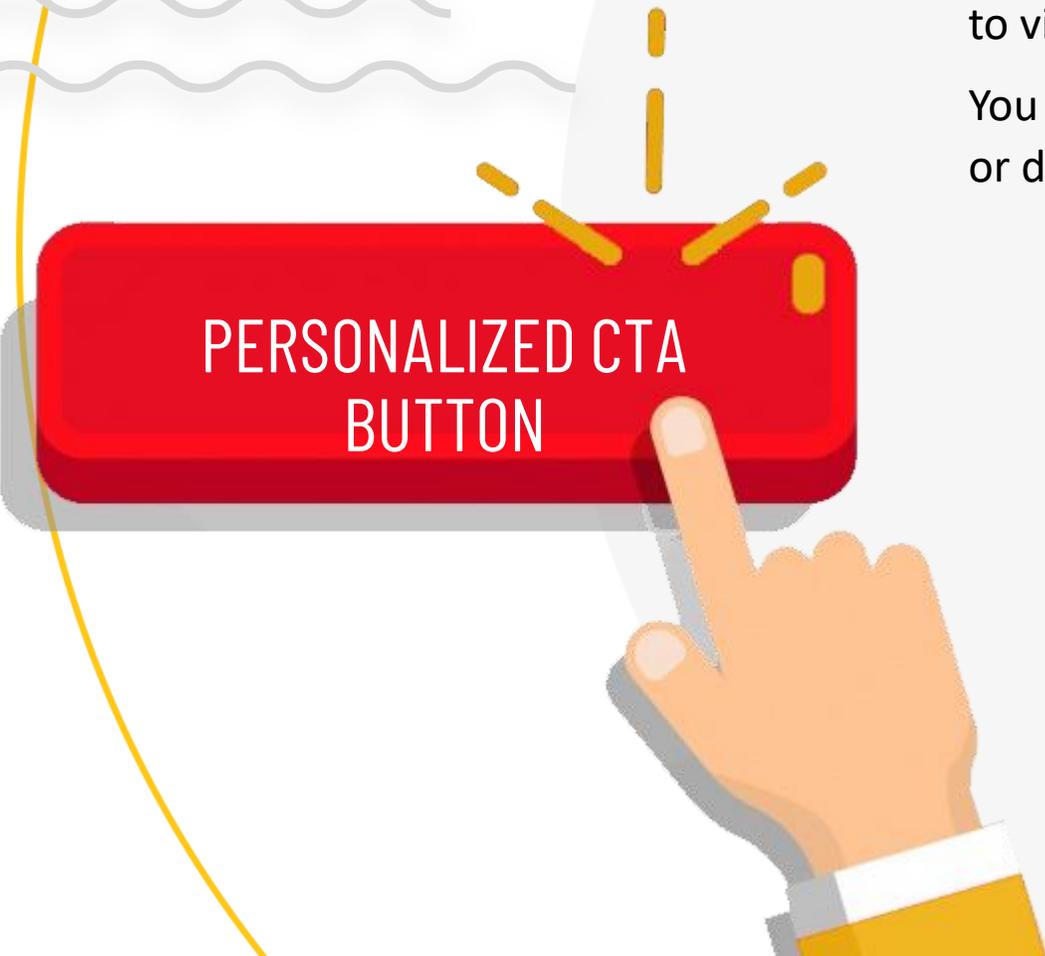
CONTENT

You can create personalized material for your audience, that will be available for the participants to download.

Examples of content assets: company presentation, product or service catalog, price list, etc.

The content should be PDF files, up to 20mb





PERSONALIZED CTA
BUTTON

Have a personalized CTA button inviting the participants to visit external links.

You can have them visiting your website, a landing page, or directing them to a Whatsapp chat or email.

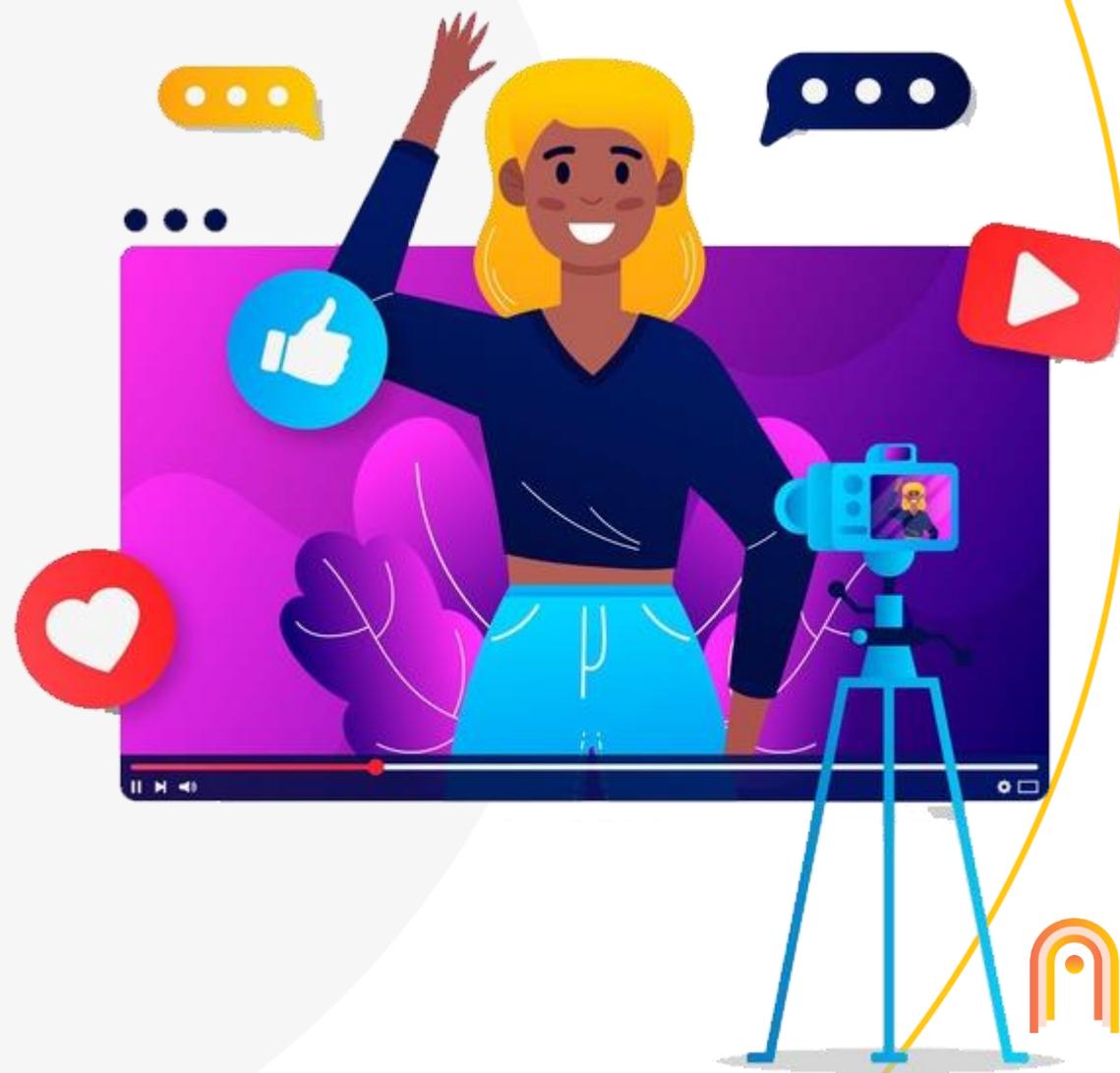
IMAGE OR VIDEO

Have the layout of the stand consistent to your brand. Upload images or videos of your products or services.

***Images in jpg, 750x420px*

***Videos: link from Youtube or Vimeo*

O número de





SOCIAL MEDIA

Link to Instagram, Facebook, LinkedIn

Icons are pre defined in the system.

MAILING

PARTICIPANTS

You will have access to the full list of participants that visited your stand during the event.

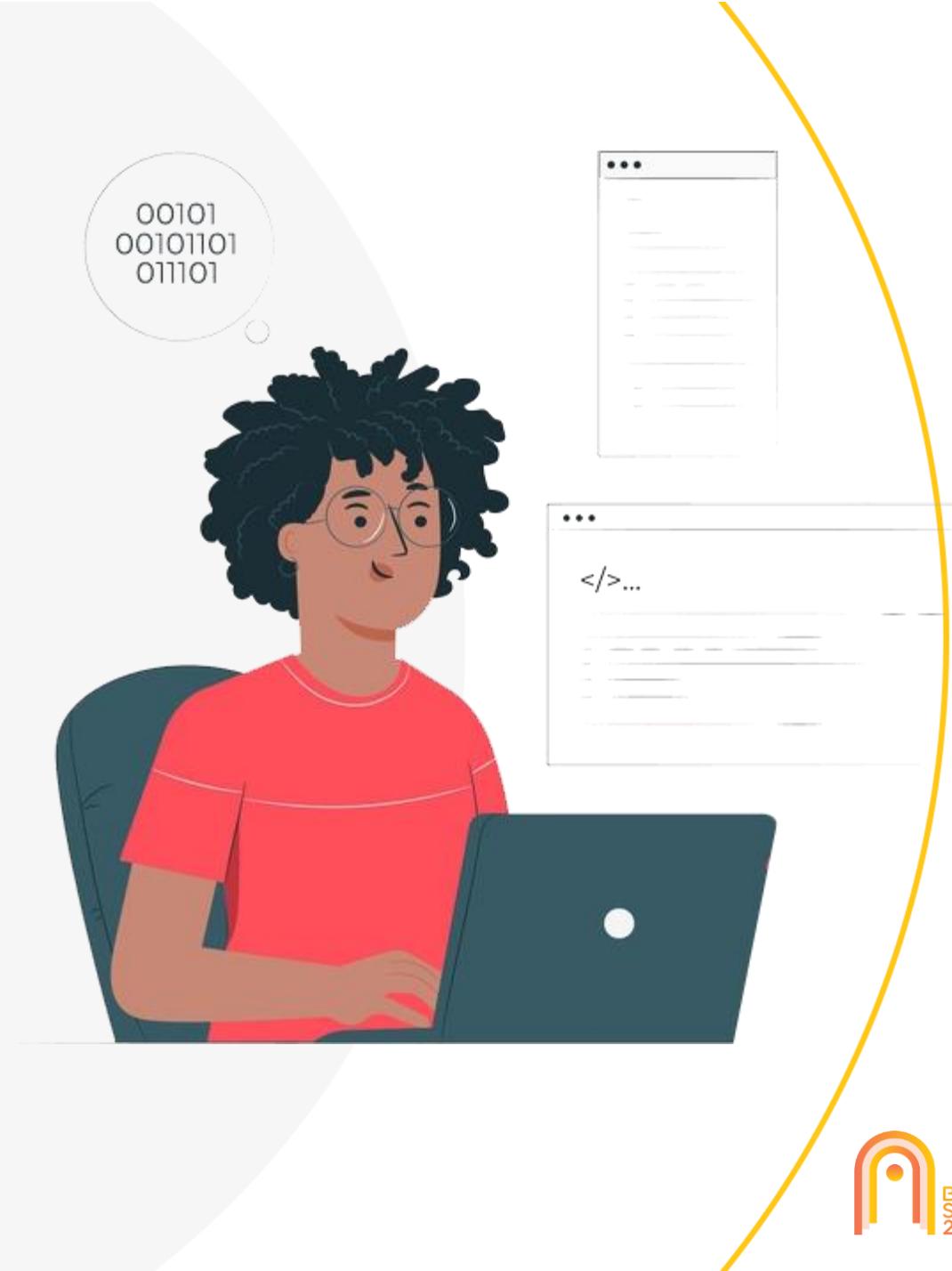
The mailing list can be exported in excel and used by your company for promotional purposes.



MODERATOR

If you activate at least one of the functionalities listed below, you must assign a moderator from your company to respond and interact with the participants.

- ❖ Real time chat
- ❖ Polls
- ❖ Q&A
- ❖ Raffles
- ❖ Meeting scheduling via Calendly or Hubspot
- ❖ 4weblive meetings



YOUR STAND

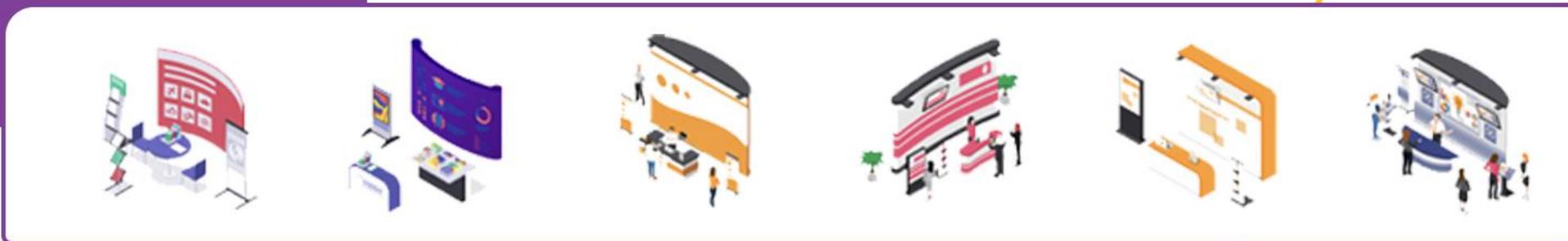
FULL STAND

USD 1,000

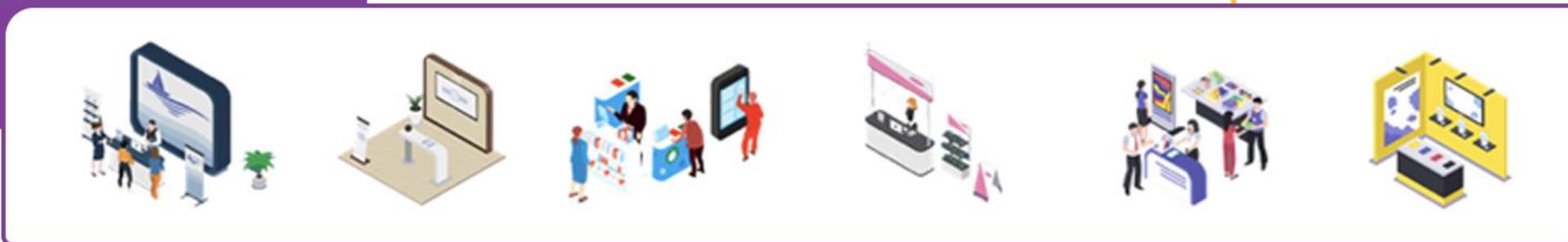
- ❖ 01 personalized stand
- ❖ 02 moderators
- ❖ Chat
- ❖ Polls
- ❖ Q&A
- ❖ Visitors mailing list
- ❖ Name, logo and description
- ❖ Social media
- ❖ *Integration with Callendy and Hubspot
- ❖ Personalized CTA Button
- ❖ Exclusive content - PDF
- ❖ Raffles
- ❖ Image or video
- ❖ 4web.live

STANDS

MODEL A



MODEL B



MODEL C



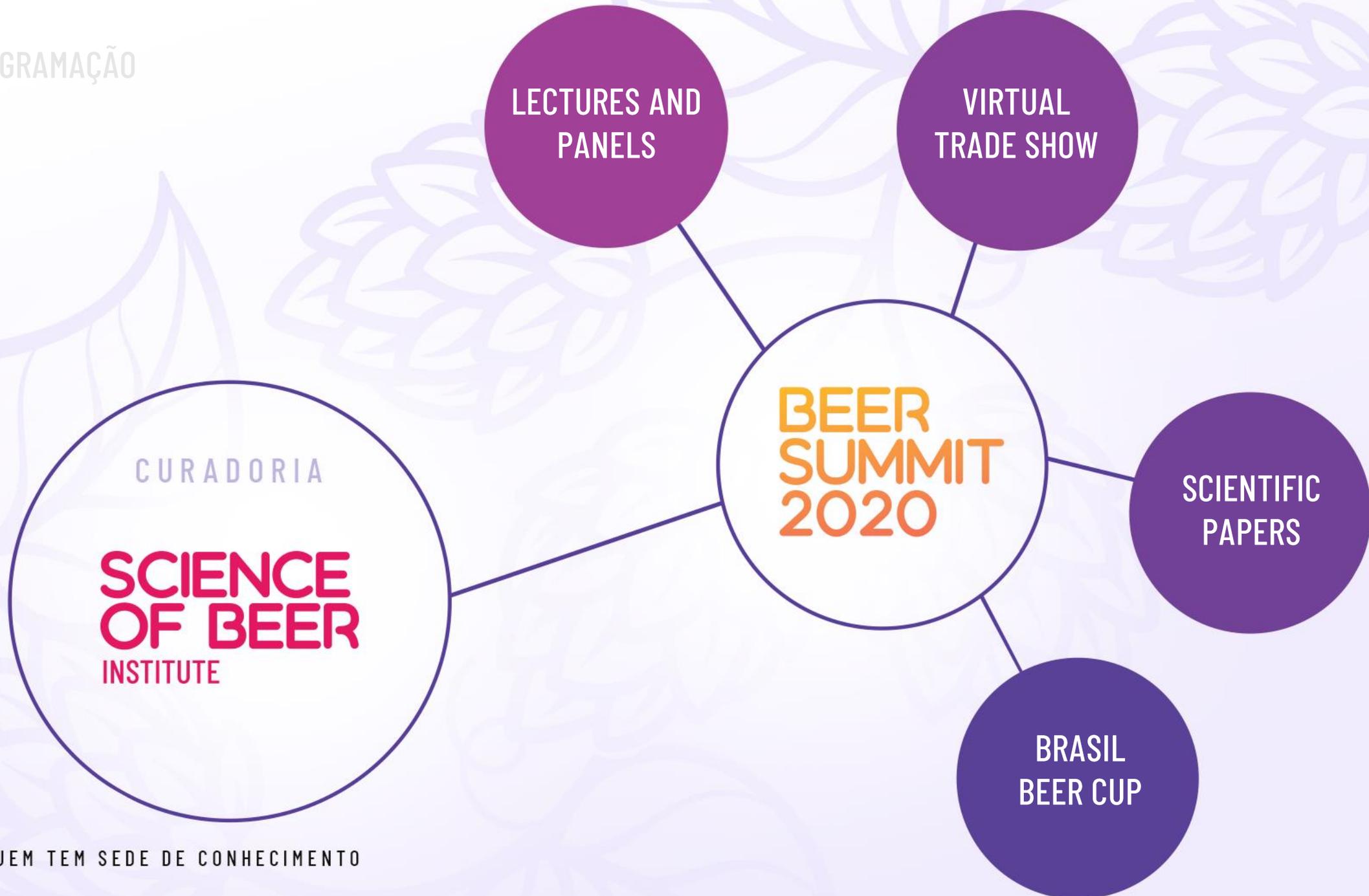
PAYMENT



PAYMENT

❖ Invoice or credit card

PROGRAMAÇÃO



CURADORIA

**SCIENCE
OF BEER**
INSTITUTE

LECTURES AND
PANELS

VIRTUAL
TRADE SHOW

SCIENTIFIC
PAPERS

BRASIL
BEER CUP

PRA QUEM TEM SEDE DE CONHECIMENTO



BEER SUMMIT 2020

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MAIS INFORMAÇÕES

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ORGANIZAÇÃO

