

THE MOST **RELEVANT**
AND INFLUENTIAL ONLINE
EVENT FOR THE BIODIESEL
MARKET IN BRAZIL

BIODIESELBR
CONFERENCE **2020**

November
17th and 18th

BIODIESELBR
CONFERENCE 2020

THE FUTURE OF BIODIESEL IN BRAZIL



O EVENTO

Renewal and alternative are words easily related to biodiesel. In 2020, due to the current scenario, BiodieselBR takes ownership of these terms and presents the next edition of its annual conference.

The BiodieselBR Conference renews itself and creates an alternative for maintaining what is the most relevant and influential event for the sector, by creating an edition exclusively online.

The focus and profile of the event, which are striking features since its first edition in 2007, will remain the same: analyze and debate biodiesel and the market, trace trends and anticipate the future of this renewable fuel in Brazil.

To achieve our goals, presentations with different visions will be promoted by personalities and icons of the sector, followed by debates pertinent to the current challenges, anticipating the market behavior.

Themes such as biodiesel auctions and their changes, percentage of mixing, production capacity, the raw materials market and solutions for the sector, will certainly be part of the event over the 02 days.

The BiodieselBR 2020 Conference will be an excellent opportunity for professional growth and positioning among the main companies in this market.

Invest in this opportunity and become a partner of the event, guarantee your brand in evidence with the great leaders and biodiesel plants in the country.

See more business opportunities >>

BUSINESS OPPORTUNITIES

In order to guarantee the wide exposure of its sponsors, the online edition of the BiodieselBR Conference presents complete and diversified solutions.

Our sponsorship proposals include different fees and consider the largest possibilities of contact and interaction between the public and the sponsor. There will be advertising from the launch of the 2020 edition until the post-event coverage, bringing the repercussions of the topics discussed, ensuring sponsors greater presence and exposure. Added to this, the great potential for public presence, due to the ease of participation in the online edition.

Promote your brand with the most relevant exclusive content for the industry, be among the market leaders.



EMAIL MARKETING

All pre-event communication will be signed by the sponsor. Email marketing will be one of the tools for spreading relevant news about the Conference and triggered by the largest and most complete mailing in the industry. At least 10 shots will be taken.



DISCOUNT COUPON

The sponsor's name will be used as a discount coupon. This will be a benefit for the public to register at a reduced value, interact with the sponsor and expand its advertising.



EVENT SITE

The event's website will serve as a tool for consulting the news of this year's edition. The sponsor will also be in evidence on this page.





NEWSLETTER

This traditional weekly content spread tool of BiodieselBR portal, advertising spaces in the newsletter will be use to communicate about the Conference, always signed by the sponsor.



PUBLISHED EDITORIAL

The sponsor will have the opportunity to publish to the entire audience of the BiodieselBR portal a free subject Publisheditorial for a 15 days period. During this time, there will be a fixed spot on the portal's homepage to spread the content. The content production is a sponsor responsibility.



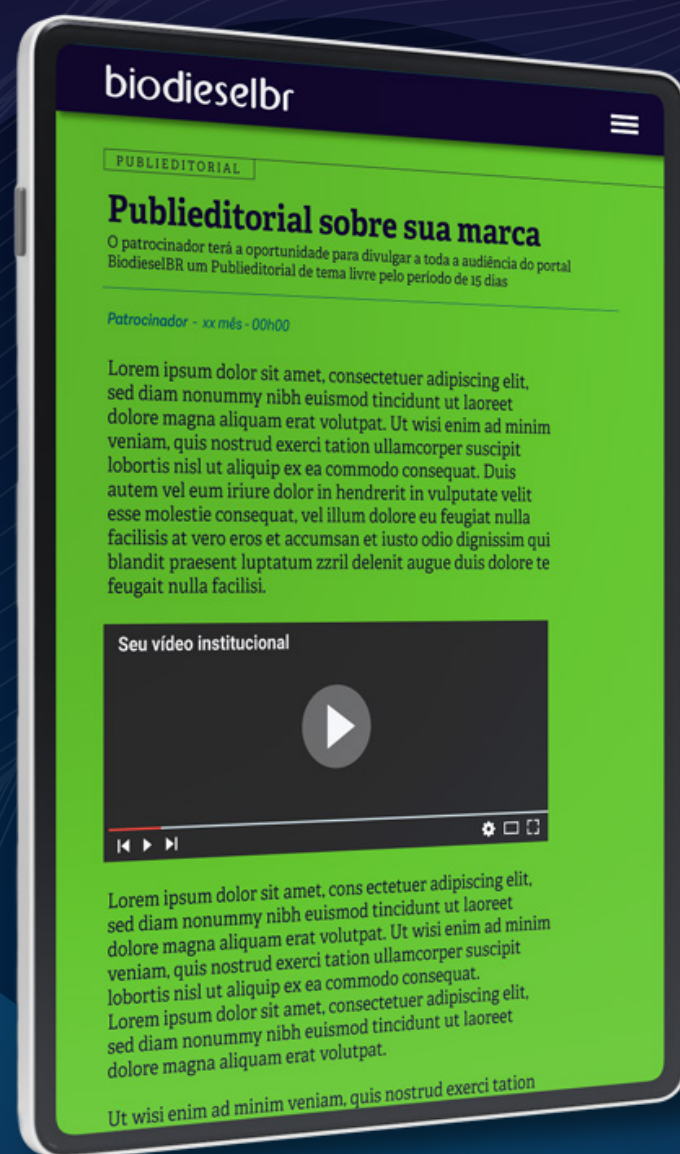
INSTRUCTION MANUAL

In the days leading up to the event, a physical correspondence will be sent to the registrants with instructions for participation in the event. There will also be a "thank you note", for the trust and partnership. This communication also serves to publicize the sponsor.



INTERVIEW

An interview will be held with the representative appointed by the sponsor to address a topic of interest, previously aligned. The interview will be broadcast on the BiodieselBR portal for a 15 days period.



WELCOME VIDEO

The sponsor will have the opportunity to send a welcome message to the participants, the message will be showed before we start the first day of the Conference.



PRESENTATION TEMPLATE

During the presentations and debates, the event template will be signed by the sponsor.



EVENT MAILING

The sponsor will receive a spreadsheet with data compiled from all participants in this year's edition.



BANNERS

Advertising spaces on the BiodieselBR portal will communicate about the event and will also be signed by the sponsor.



INSTITUTIONAL VIDEO

The sponsor will have the space to broadcast an institutional video at the opening of the 02 days of the event.



LECTURE

The sponsor will have 15 minutes for subject free presentation in between the panels of the event.



SATISFACTION SURVEY

A satisfaction survey will be sent electronically after the event and there will be a signature from the sponsor in all this spaces.



REGISTRATIONS FOR THE EVENT

The sponsor will be entitled to a registration fee to participate in the event. The distribution of these registrations is a sponsor's choice.



STAGE BACKGROUND

During the speech of the presenter, at the moment of transition between panels, presentations and debates, there will be a stage background also signed by the sponsor.



QUESTIONS

Aiming the interaction between public and speakers, there will be a specific web page to send questions to the speakers. In the promotion of this tool and specific page there will also be a sponsor's signature.

CONTACT

PEDRO PAVÃO

Commercial Manager

pedro@biodieselbr.com

+55 41 99722-8222



conferencia.biodieselbr.com

BIODIESELBR
CONFERENCE **2020**