



 | eXPerience



08/31 to 11/20

## Content ON DEMAND for the warm-up.

Rapid and easily understandable content provided by SET and its exhibitor partners.

Disclosure using digital media to reach a specialized audience.

Generation of leads for the next phases.

**Sponsor's exhibition**

10/01 to 11/20

## Content ON DEMAND for getting into shape.

Mini-talks to address the discussion of each of the 12 tracks.

Disclosure using remarketing media from the TRACKS phase.

**Sponsor's exhibition at advanced level and on demand.**

Example

**Track:** Creation and Production  
**Sessions:**

- 1) Production of remote content: Impact of Covid-19
- 2) Artificial intelligence for audio and video production
- 3) Content production with *e-sports* engagement...

11/30 a 12/03

## LIVE content to celebrate.

**Per day:**

2 Talks (30' + 30')

1 Debate (20')

1 Keynote (40')

1 Q&A (40')

Live event with digital transmissions to the entire community, with leading keynotes and debates for the event, with a high level of production and engagement.

**Sponsor's exhibition at advanced level and live on all digital assets of the event.**





BLOG POST



INFOGRAPHIC



VIDEO GUIDES



EBOOK or  
WHITE PAPER



CALCULATOR



MINI-TALKS ON  
VIDEO (8')



INTERVIEWS  
(10')



DEBATE (30')



Q&A (20')



TALK (20'-30')



KEYNOTE (40')

DEPTH AND ENRICHMENT OF THE CONTENT

- **Expected audience:**  
**80,000** people impacted in the 3 phases  
**10,000** people participating in the LIVE!

- Profile: Area of operation

- Radio and TV stations
- Pay TV
- Internet and social media
- Telecom Operators
- Video Producers
- Churches
- Educational institutions
- Content channels
- Government
- Live entertainment
- Etc.

- Profile: Function

- C Levels
- Directors, Managers
- Engineers
- Technicians
- Operators
- Production
- Creation
- Academia
- Etc.

- Profile: Areas of interest

- Production
- Editing
- Infrastructure
- Management
- New Medias
- Capture
- Distribution
- Transmission
- Etc.





# SPONSORSHIP PRICES AND OPPORTUNITIES



## Sponsorships Prices – Comparison of opportunities

| Benefits  | Phases     | Light  | Silver         | Gold           | Platinum                                 |
|---|------------|--------|----------------|----------------|--|
| Sponsorship Value (USD)   |            | 2,000  | 5,700          | 10,600         | 18,900                                   |
| Linkage of the brands to the SET eXPerience   | All phases | YES    | YES            | YES            | <b>GOLD +<br/>Exclusive<br/>Benefits</b> |
| Printed media   | All phases | 10.000 | 180.000        | 330.000        |  |
| Media Display with Revolving Banner   | All phases | YES    | YES            | YES            |  |
| Exhibitor Page to include fotos, vídeos, highlights, etc (LG)                             | All phases | 1      | 1              | 1              |  |
| Brand on all pages, posts and notifications to the public                                 | All phases | YES    | YES            | YES            |  |
| Newsletter (Brand)  | All phases | YES    | YES            | YES            |  |
| Relationship Ruler (Brand on alert and schedule e-mails)                                  | All phases | YES    | YES            | YES            |  |
| Revolving (3') demosntration vídeo on the Home Page                                       | All phases |        | 1              | 1              |  |
| Mini talks on vídeo (10') included in the content tracks defined by the sponsor. (LG) (1) | Academy    |        | 2 for 2 tracks | 3 for 3 tracks |  |
| Revolving (5") Pre-Roll Video at all sessions (LG)  | Academy    |        | 1              | 1              |  |

# Sponsorships – Comparison of opportunities

| Benefits  | Phases  | Light | Silver                 | Gold                   | Platinum                         |
|---|---------|-------|------------------------|------------------------|----------------------------------|
| Revolving (15'') Mid Roll Video every 3 sessions (LG)         | Academy |       | 1                      | 1                      | <b>GOLD + Exclusive Benefits</b> |
| Revolving (60'') Post-Roll Video at the end of session . (LG) | Academy |       | 1                      | 1                      |                                  |
| Naming Rights - Content Tracks                                | Academy |       | 1                      | 2                      |                                  |
| Sampling - Content Tracks (LG)                                | Academy |       | 1 for 3 tracks         | 1 for 6 tracks         |                                  |
| Rich Content Snippets (LG)                                    | Academy |       | 3                      | 5                      |                                  |
| Product Placement on the stage                                | Live    |       |                        | 3 sessions             |                                  |
| Digital backdrop on the stage (Brands)                        | Live    |       | 1 before each sessions | 1 before each sessions |                                  |
| 30'' vignettes between sessions                               | Live    |       | 1                      | 3                      |                                  |

## Sponsorships – Comparison of opportunities

| Benefits   | Phases         | Light | Silver   | Gold     | Platinum                         |
|--|----------------|-------|----------|----------|----------------------------------|
| Virtual Coffee Break (Brands)  | Live           |       | YES      | YES      | <b>GOLD + Exclusive Benefits</b> |
| Naming Rights (Offering)   | Live           |       |          | 2        |                                  |
| SET Presents Post . (LG)   | Academy + Live |       | 1        | 3        |                                  |
| SET Magazine Digital (1 ad full page)  | Academy + Live |       | 2 issues | 3 issues |                                  |
| Exclusive interview with CEOs, CTOs and Specialists (SET Magazine Digital and Newsletters) | Academy + Live |       | 1        | 3        |                                  |
| Access to the CRM (Marketing campaign) (LG)  | Pós Live       |       | 30 days  | 30 days  |                                  |

Notes:

**LG (Lead Generator):**

*The sponsor will receive the leads (name, email and company), generated by professionals interested in their content.*

**(1) Mini Talks on vídeo 10'**

*a) The videos (interview, case or demonstration) will be delivered to SET, according to the technical specification of the sponsor's manual.*

*b) The videos will be curated by SET for approval, before insertion in the respective content tracks*

*c) Sponsors will be able to register other content proposals (Call for Speakers) to be evaluated and eventually selected by the curators in the sessions produced by SET for the Academy*





| eXPerience

[setexperience.org.br](http://setexperience.org.br)

Thank you!



Name: Paulo Galante

Telephone: 11 99595-7791

E-mail: paulo.galante@set.org.br