



Instituto de Engenharia

History



- ▶ Centennial institution founded in 1916
- ▶ Represents Engineering in its values in the application of scientific, economic, social and practical knowledge
- ▶ Promotes and encourages acts of inventing, designing, building, maintaining and improving structures, machines, appliances, systems, materials and processes
- ▶ Made up of professionals who collaborate pro bono in actions and activities that contribute civic hours to the country
- ▶ Non-partisan entity with no business ties
- ▶ Active in Advocacy actions for the synergy of State Plans

Media and Viewing Potential

Technical content aimed at professionals, government and specialized companies

▶ **Revista Engenharia - Quarterly publication**

- ▶ Printed Edition: **2,000**
- ▶ IE mailing distribution : **32,000**
- ▶ Digital Version for downloading or reading on the website: **1,500** per month

▶ **TV Engenharia**

- ▶ “Vimeo” content viewing > **1,500** per month
- ▶ Content availability period: **UNLIMITED**

▶ **Website**

- ▶ Clicks: > **60.000** per month
- ▶ **Social Media** – followers
- ▶ LinkedIn -**19k**
 - ▶ Facebook -**18k**
 - ▶ Twitter – **10k**
 - ▶ Instagram -**12k**

▶ **Newsletter**

- ▶ **2x** week (Mondays and Wednesdays)
- ▶ Direct mailing to **32,000** records per week

Simpósio
Internacional
Promovendo uma
Amazônia
Inovadora e
Sustentável

Platinum Quota - BRL 50,000.00



- ▶ Logo on the SIPAIS website (with a link to the sponsor's website)
- ▶ Logo on posts about SIPAIS on the social media of INSTITUTO DE ENGENHARIA
- ▶ Logo in marketing emails sent to publicize SIPAIS
- ▶ Logo on the SIPAIS registration page
- ▶ Participation in SIPAIS panels of company representatives
- ▶ Logo on the opening and closing panels of each daily session
- ▶ A 30-second video inserted while waiting for SIPAIS transmission
- ▶ Simple page in Revista Engenharia (Engineer of the Year Edition)
- ▶ Logo on special digital notebook
- ▶ Final event report
- ▶ The mailing of SIPAIS participants will only be available when the registration form is:

Declared that he is aware of the LGPD - General Data Protection Law that came into force in August/2020 and AUTHORIZE the USE of personal data, free of charge, for purposes of dissemination use for exhibitors, sponsors.

Gold Quota - BRL 25,000.00



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- ▶ Logo on posts about SIPAIS on the social media of INSTITUTO DE ENGENHARIA
- ▶ Logo in marketing emails sent to publicize SIPAIS
- ▶ Logo on the SIPAIS registration page
- ▶ Participation in a company representative's SIPAIS panel
- ▶ Logo on the opening and closing panels of each daily session
- ▶ A 30-second video inserted while waiting for SIPAIS transmission
- ▶ Logo on special digital notebook
- ▶ The mailing of SIPAIS participants will only be available when the registration form is:

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Silver Quota - BRL 17,000.00



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- ▶ Logo in marketing emails sent to publicize SIPAIS
- ▶ Logo on the SIPAIS registration page
- ▶ Logo on the opening and closing panels of each daily session
- ▶ A 30-second video inserted while waiting for SIPAIS transmission
- ▶ The mailing of SIPAIS participants will only be available when the registration form is:

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Bronze Quota - BRL 8,000.00



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- ▶ Logo in marketing emails sent to publicize SIPAIS
- ▶ Logo on the SIPAIS registration page
- ▶ Logo on the opening and closing panels of each daily session
- ▶ A 15-second video inserted while waiting for SIPAIS transmission
- ▶ The mailing of SIPAIS participants will only be available when the registration form is:

Declared that he is aware of the LGPD - General Data Protection Law that came into force in August/2020 and AUTHORIZE the USE of personal data, free of charge, for purposes of dissemination use for exhibitors, sponsors.



Rodrigo Carrieri

Commercial and Marketing Manager

(11)99426-6780

comercial@iengenharia.org.br