

SPONSORSHIP

OPPORTUNITIES

2024

bett | BRASIL
● A Hyve Event

by Bett / ● A Hyve Event
ahead
Educação Superior e Profissional

Bett
Conecta

By
Hyve

Bett Brasil is the preeminent platform propelling the transformation of the education sector. It connects people, generates new business, and fosters content and debates **year-round**.

Discover the sponsorship opportunities to enhance your company's visibility before, during, and after the event

**DIGITAL
ACTIONS**

**PROMOTIONAL
ACTIONS AT THE
CONGRESS**

**PROMOTIONAL
ACTIONS AT THE
FAIR**

19%
Average
email open
rate

125.679
UNIQUE CONTACTS
in the database

PROMOTIONAL CAMPAIGN RESULTS



Emails Impacted

4.422.876



Programmatic Media Ad Views

22.301.276



Impressions Targeting **3,631,708**
Individuals

6.119.838



Social Media Engagement:

332.710



Social media posts

1.830

SOCIAL MEDIA PRESENCE



50.462
Followers



38.884
Followers



17.177
Followers



1.689
Followers



647
Followers



12.249 **658.752**
Subscriber Views

Followers
Over
120,000
Presence Across
6 Channels

Period:
Jun/22 - May/23



Access Originating from
B R A Z I L

Over 90%



WEBSITE

Metrics



1.156.658

Pageviews



873.358

Unique visitors



BETT BLOG



124.814

Pageviews



95.779

Unique visitors



175

Rich articles and materials published

Period of Analysis: Jun 2022 – May 2023



DIGITAL

ACTIONS



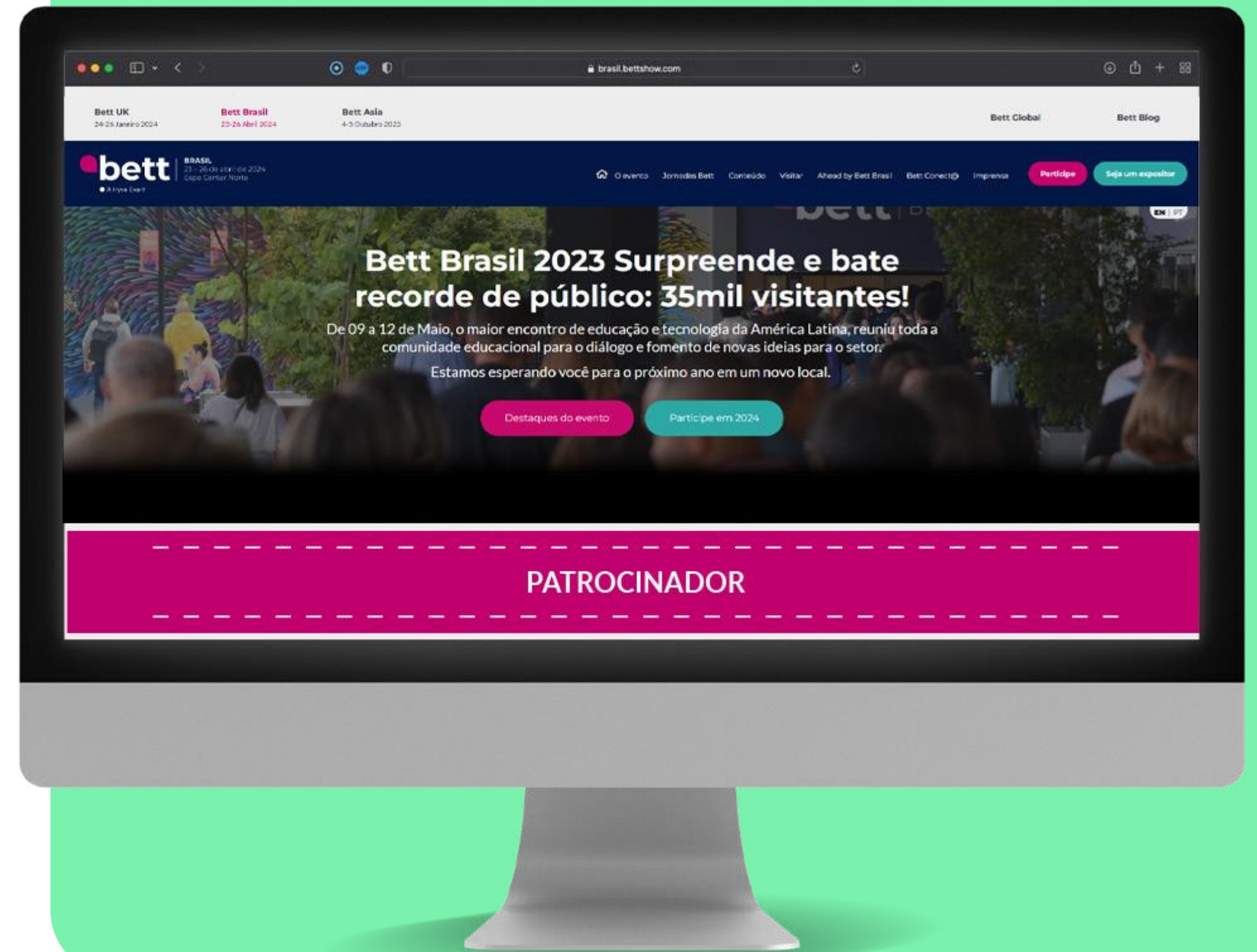
BANNER ON THE WEBSITE

Take the opportunity to display a banner advertising your products or services on the website's homepage and Bett's blog. The banner will guide users to a designated page on your company's website.

SUPER BANNER Specifications:

- **Size:** 600 x 100 (px)
- **Quotas:** 6 per year *(each quota covers two months)*
- **Duration:** 2 months

*Dates to be determined based on Bett Brasil's calendar



BENEFITS:

- Up to 2 months of display, with the option to change the message monthly.
- Possibilidade de usar mensagem estática ou animada (GIF).

WHY?

- Delivers a clear and direct message.
- Redirects to the sponsor's website.

RULES:

- A maximum of 2 clients per 60-day period.
- The Bett Brasil team will upload the content within 48 hours of receiving the artwork.

Investment:

US\$ 790

For a 60-day placement between **July and December**.

Investment:

US\$ 1,100

For 60-day placement between **January and June**.

BANNER IN THE NEWSLETTER

Secure space for a banner or a news banner in Bett Brasil's biweekly e-newsletter, sent to a segmented and qualified database.

BANNER SPECS

- **Banner Size:** 600x100px + trackable link
- **Format:** JPE, PNG ou GIF
- **Quota:** 2 per month (each quota for one dispatch)

BANNER + NEWS SPECS

- **Banner Size:** 300x250px
- **Format:** JPE, PNG ou GIF
- **Text:** Up to 300 characters with space + trackable link
- **Quota:** 2 per month (each quota for one dispatch)

*Content is non-commercial and subject to Bett Brasil's approval
**Dates are to be scheduled according to Bett Brasil's email calendar
***The sponsor is responsible for producing the material DIGITAL ACTIONS



Investment:
US\$ 700
from July to December

Investment:
US\$ 1,000
from January through June

EXCLUSIVE NEWSLETTER

Send an exclusive newsletter featuring only the sponsor's content to Bett Brasil's segmented database

Quota: 1 per month *(each quota for one dispatch)*

BENEFITS:

- Access to a qualified and segmented audience.
- Direct link to the sponsor's website

WHY?

- Highly effective for reaching your target audience in a personalized and direct manner
- Large reach to an audience interested in your business

RULES:

- Content is non-commercial and subject to Bett Brasil's approval
- Dispatch of one newsletter per month
- Event email template to be used
- Dispatch date to be schedule according to Bett Brasil's email calendar
- Content, including text and images, to be provided by the sponsor.
- Sponsorship opportunities
- DIGITAL ACTIONS



Olá, Nayara!

As empresas de edtech da Nova Zelândia estão revolucionando a forma como a educação é consumida em todo o mundo. De um lado, os alunos se beneficiam de um conteúdo de **aprendizado digital mais individualizado**, enquanto escolas e universidades e outros sistemas educacionais se beneficiam com **ferramentas e serviços mais dinâmicos**, projetados e alinhados para atender aos requisitos curriculares.



Descubra as empresas neozelandesas!

AD INSTRUMENTS

Opera mais de 40 mil sistemas de aquisição de dados que são utilizados no mundo todo. As ferramentas da empresa são citadas em mais de 30 mil artigos científicos revisados.



Olá, Bett Lover! Como vai?

Sabemos que cada aluno é único e possui suas próprias necessidades e formas de aprendizagem. Mas como entregar uma **educação personalizada** em uma sala com dezenas de estudantes?

As novas **tecnologias educacionais** permitem criar um ambiente de aprendizagem que leve em consideração as habilidades e os conhecimentos de cada aluno, proporcionando um **aprendizado de alta performance** e com **mais autonomia**.

Conheça alguns dos principais benefícios:

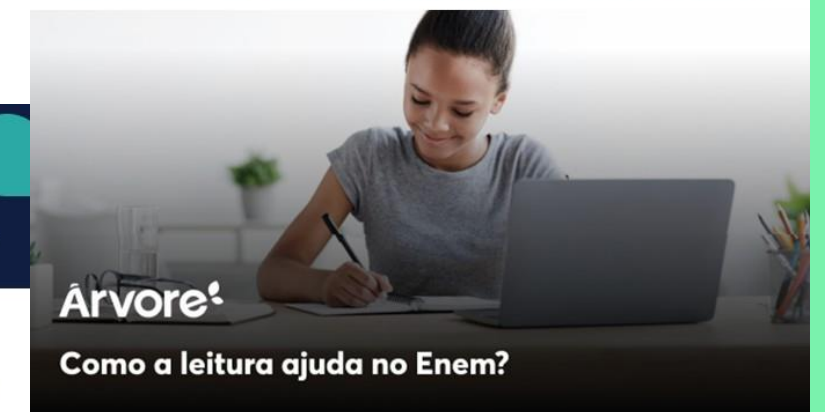
- **Aluno protagonista:** trilhas de estudos personalizadas, com tudo o que ele precisa, torna o estudante mais ativo, engajado e no centro do processo educacional;
- **Mais dados:** com as novas tecnologias, os educadores têm acesso a dados relevantes (de cada aluno e de toda a turma) para a melhor intervenção pedagógica;

Investment:
US\$ 1,575



Arvore

Descubra como a leitura ajuda na preparação e realização do Enem



O Enem está próximo e, para apoiar seus alunos do Ensino Médio, trouxemos nesta newsletter a importância que a leitura tem na preparação para a prova. A ligação da leitura com os blocos de linguagens e redação pode parecer óbvia. Afinal, nestes blocos, o aluno precisa realizar questões de leitura e interpretação de textos. Já na redação, a leitura ajudará o aluno a criar repertório, vocabulário e bagagem crítica para um bom desempenho. Mas você sabia que a leitura ajuda ainda nos demais blocos e disciplinas trabalhadas na prova? Isso porque com a leitura o aluno desenvolve:

BETT BRASIL SOCIAL MEDIA FEED POST

Post a message from the sponsoring company on Bett Brasil's social media channels (*Instagram, Facebook, and LinkedIn*). The message can be commercial or institutional, including text, an image, or a video.

BENEFITS:

- Exclusive content from the sponsor is shared on Bett Brasil's Instagram, Facebook, and LinkedIn
- Caption and direct link to the sponsor's website.
- A 30-day sponsored campaign on our social media to enhance the reach

WHY?

- Increases the sponsor's brand visibility within the education community.
- Reaches over 106,000 followers in the education sector.
- Highlights the sponsor's products and services
- Quickly establishes brand recognition.

RULES:

- Exclusive content from the sponsor, either a static image or video (up to 1 minute)
- Image sizes for social networks:
 - Instagram and Facebook: 1080x1080 pixels
 - LinkedIn : 1200x627 pixels
- The sponsor provides the caption text, post image, or video.

 /bettbrasil

 /BettBrasil

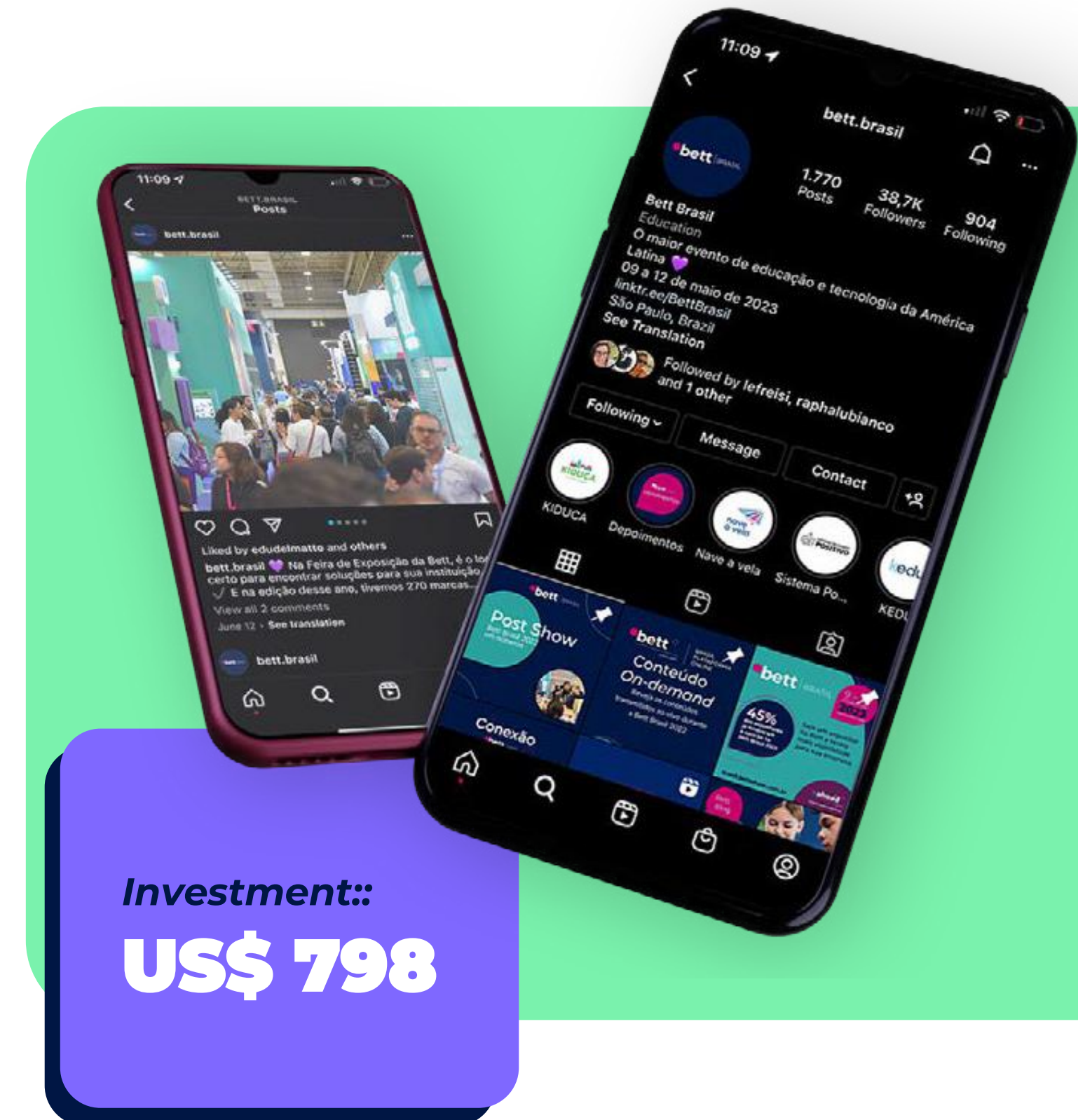
 @bett.brasil

Jul to Mar

Quotas: 4 per month
 ((each quota for one publication))

Apr to Jun

Quotas: 6 per month
 (each quota for one publication)



BETT BRASIL POST STORIES INSTAGRAM

Post the sponsor's content on Bett Brasil's Instagram Stories

BENEFITS:


- Share a video (up to 30 seconds) or two images from the sponsor on Bett Brasil's Instagram Stories.
- Engage with the audience through interactive features (polls, questions, challenges).
- Include a link, hashtag, and tag for the sponsor.
- Featured in Instagram highlights for six months.
- A 30-day sponsored campaign to boost material reach

WHY?

- Enhances the sponsor's brand visibility to the educational community.
- Impacts Reach + 50k followers from the education sector.
- Offers open access to content, enhancing consumption.
- Promotes quick brand recognition.

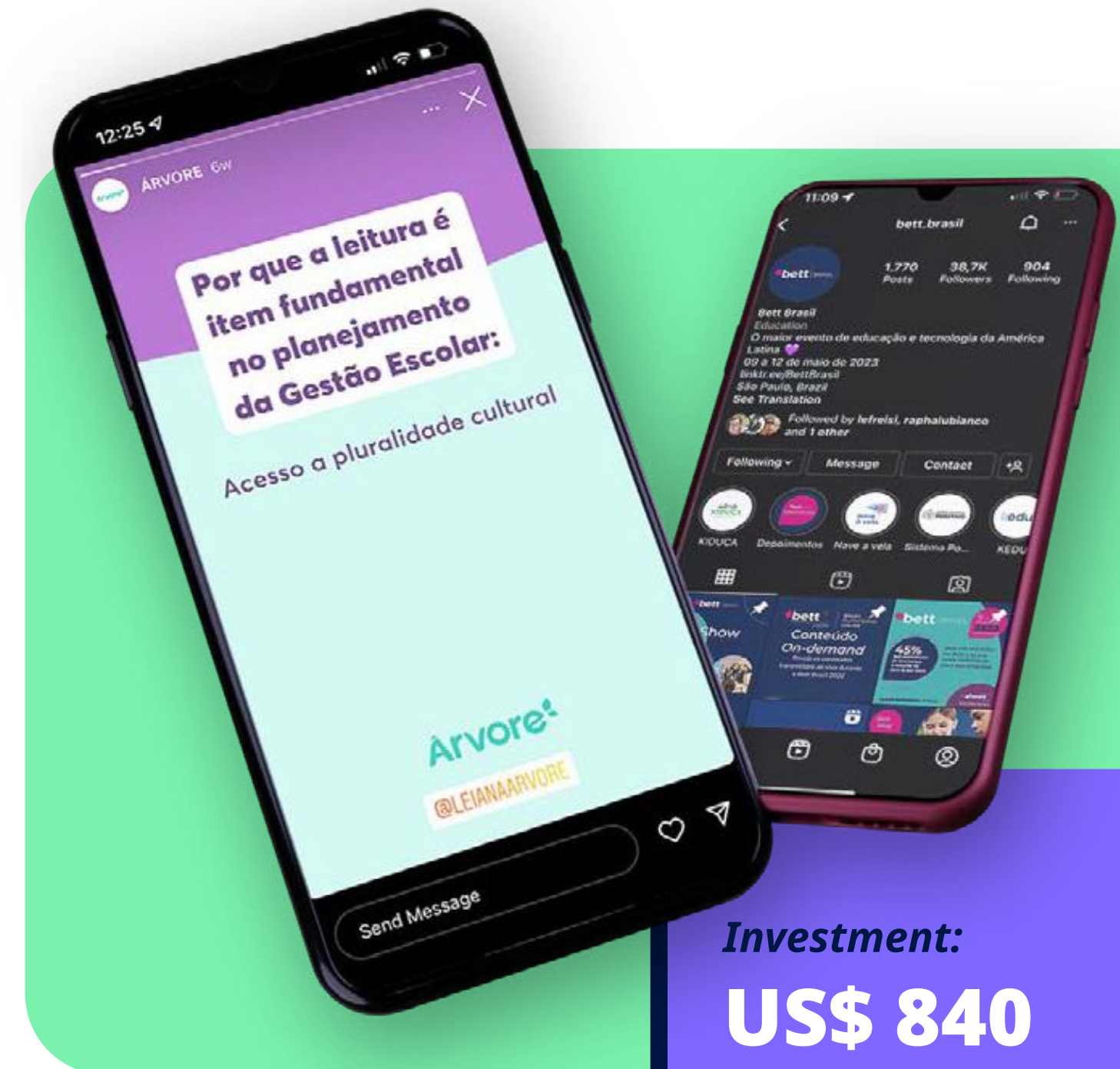
RULES:

- The sponsor provides exclusive content, either two images or a video (up to 30 seconds).
- The sponsor is responsible for the post-image or video production.
- Post image or video produced by the sponsoring company

-  /bettbrasil
-  /BettBrasil
-  @bett.brasil

July to March
Quotas: 4 per month
(each quota for one publication)

Abr à Jun
Quotas: 6 per month
(each quota for one publication)



Investment:
US\$ 840

APP

To impact visitors and delegates, feature your brand in the event's app, which is available on iOS and Android platforms.

Specifications:

- 1 rotating banner at the bottom
- (alternates with the exhibitor list and congress schedule)
- Highlight in the exhibitor list with description and contact information.
- One notification, up to 160 characters

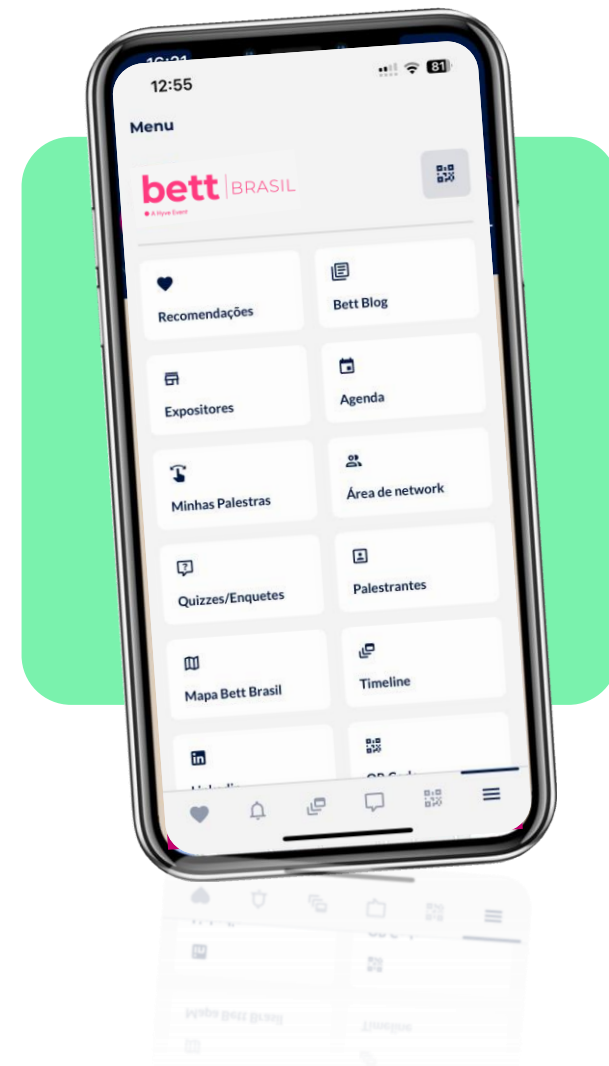
*Banner art is the sponsor's responsibility.

**Notification messages are subject to the organization's approval.

***Rotating banner – may be shared with other sponsors

Quota: 5

INVESTMENT: US\$ 960



APP NOTIFICATIONS

You can reach your clients directly through push notifications on Android or iOS, which offers agility. Direct your message to your exhibitor profile on the app, including your event location.

Specifications:

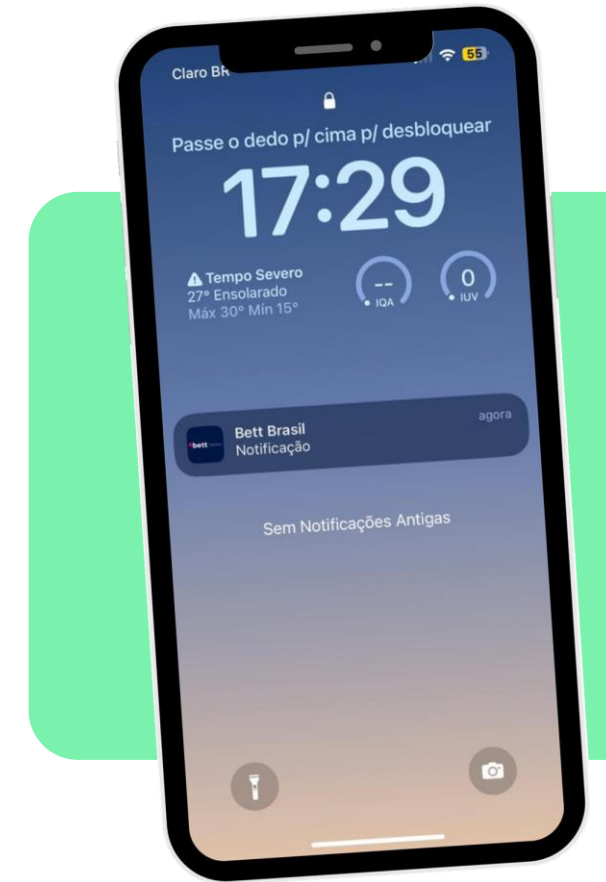
- Text up to 60 characters
- Three notifications

*Content is the sponsor's responsibility

**Content is subject to the organizer's approval

Quota: 10

INVESTMENT: US\$ 540



EVENT COVERAGE VIDEO HIGHLIGHT

Prominently feature your brand in the event's concluding highlight video, which will include an interview with an executive from your company and footage of your booth images.

Quota: 4

BENEFITS:

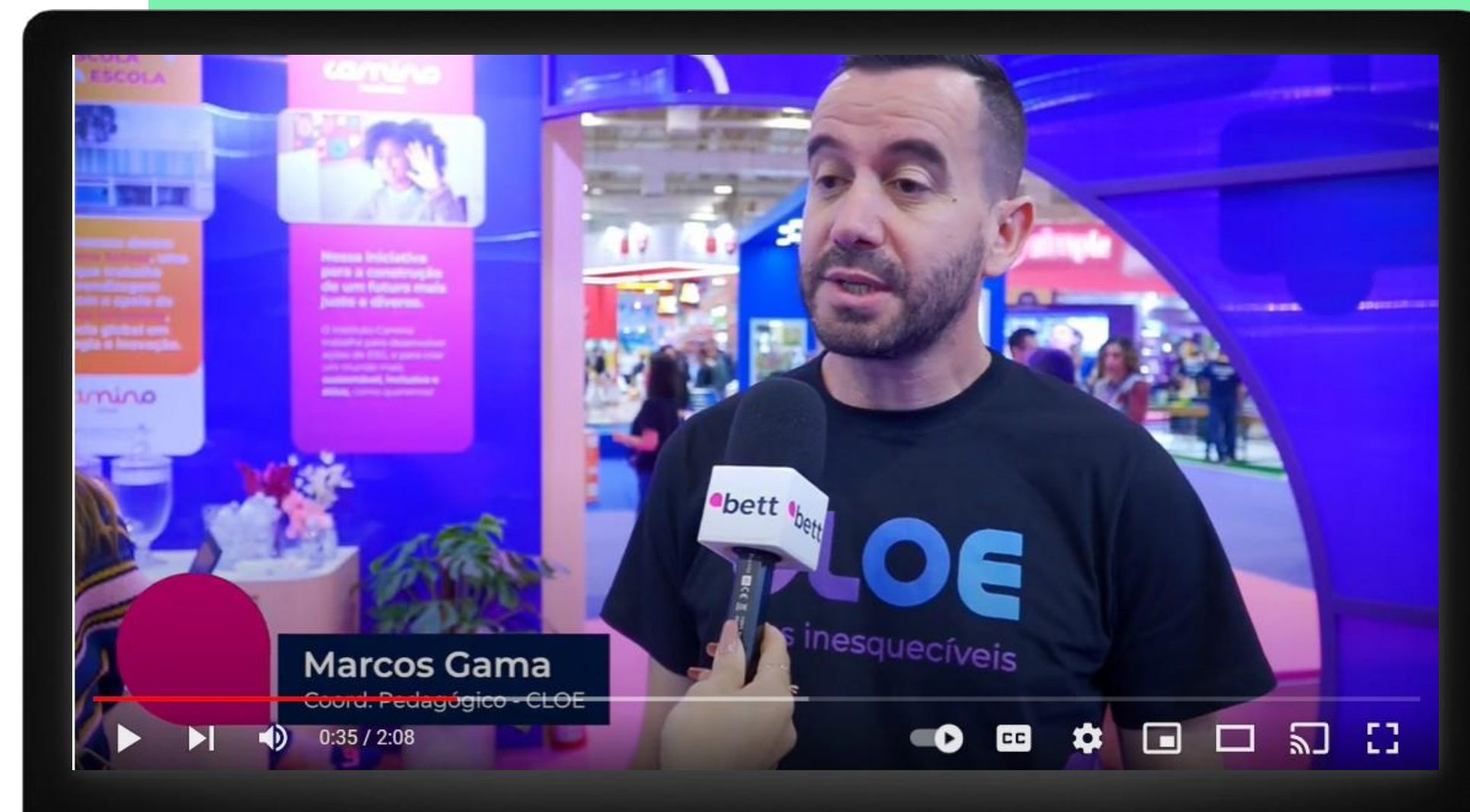
- Record an executive interview during the event
- Promote de video in an event newsletter and on social media channels
- Publish the video on the event's YouTube channel and website.

WHY?

- Enhances your brand's visibility within the educational community.
- Drives rapid brand recognition.

RULES:

- Nominate an executive from your company for the interview
- The statement may be edited for inclusion in the final video
- Schedule the interview in advanced and conduct it at your booth during the event



Investment:
US\$ 1,160

CONGRESS

PROMOTIONALS

ACTIONS

SINGLE-FACED BANNER IN THE MAIN AUDITORIUM

Promote your brand to thousands of congress attendees who pass through the auditorium during the event's content sessions

Specifications:

Material: Single-faced with digital print
Size: 1,5x6m

*The organizer will strategically determine banner production and location.
**Artwork submission is the responsibility of the sponsor.



SAMPLING AT THE AUDITORIUM DOOR

Promotional material distribution, such as folders and samples, at the main auditorium congress entrance.

*The production and distribution of printed materials are the sponsor's responsibility,
**Option for other materials are available upon request
***This action does not include reading of credentials



AUDITÓRIO PRINCIPAL

Quota: 6 (each quota equates to one banner in the main auditorium)

INVESTMENT: US\$ 4,180

Quota: 4 (each quota represents one day of the event)

INVESTMENT: US\$ 1,560

CONGRESS ATTENDEES' BAG

Feature your company's logo on bags given to Bett Brasil Basic Education Congress



Specifications:

- **Material:** Special resin-coated polyester
- **Print:** Digital, up to 4 colors
- **Size:** 40x36x11cm

*Proposals for different models by the sponsor are subject to availability and investment
 **Material production is Bett Brasil's responsibility
 ***The bags will not be distributed to exhibitors and visitors

INSERT IN THE CONGRESS ATTENDEES' BAG

Include your promotional printed material within the bags, a strategic approach to engaging decision-makers.



Specifications:

- One insert per quota; available sizes: A3 with a central fold, A4, or A5

* Production of the printed material is the sponsor's responsibility.
 **Additional materials are available upon request

Amount: to be confirmed

Quota: Single

INVESTIMENTO: US\$ 15,960

Amount: to be confirmed

Quote: 10

INVESTIMENT: US\$ 1,974

PANEL DISCUSSION PARTICIPATION

This is an opportunity for a company executive from the sponsoring business to participate in or nominate a speaker for a panel discussion at Bett Brasil's Basic Education Congress.

Quota: 15

- *The content must be discussed and pre-approved by the congress's curatorial team;
- **The selection of the auditorium is the responsibility of the organizer.

BENEFITS:

BRANDING

- Branding exposure through social medias posts about the lecture title, speaker, and date.
- The sponsor's logo was projected on the screen during the presentation.
- The sponsor's logo is included in the congress program on the event website

RELATIONSHIP BUILDING

- E-mail marketing of the congress schedule with a highlight on the sponsor's participation.



Investment:
Simultaneous translation
NOT included
US\$ 10,153,50

Investment:
Simultaneous
translation INCLUDED
(English, Spanish)

US\$ 12,600

Investment:
US\$ 5,380

WORKSHOP

Secure a slot in the Bett Brasil Basic Education Congress for a practical demonstration (Hands-On) session. The sponsor can choose the presenter and content.

- **Target Audience:** up to 50 Basic Education Congress Attendees
- **Duration:** 3 hours
- **Quota:** 6

** subject to approval by Bett's Content Commission

BENEFITS:

BRANDING - BRANDING

Extensive branding and promotion opportunities

- Social Media promotion of the workshop title, presenter, and date.
- Projection of the sponsor's logo during the workshop.
- Listing of the sponsor's logo in the congress schedule on the event website

RELATIONSHIPS

- Engagement with the audience through targeted marketing communication.



INSTITUTIONAL VIDEO IN AUDITORIUMS

An institutional video of up to 30 seconds long will be showcased in one of the auditoriums each day during the opening and breaks of the event.

TOTAL DISPLAYS: 8

- **Size:** 40"
- **Format:** MP4

*The Choice of auditorium is the responsibility of Bett Brasil, but sponsor requests will be considered



LATERAL PANEL (Congress Kit Handout)

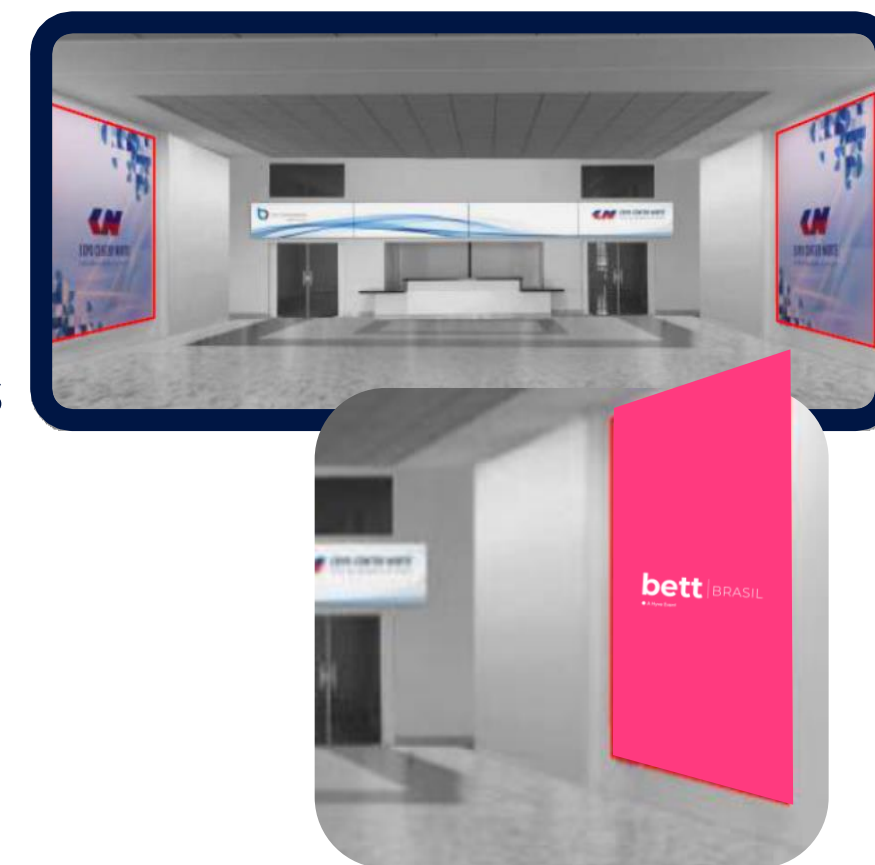
Make a lasting impression on all congress participants as they receive their kits and navigate the mezzanine area.

Specifications:

- **Size:** 4x2,90m
- **Material:** OXF Fabric with Digital print

*Panel production is the organizer's responsibility.

**The sponsor must provide artwork within the specified timeframe and according to the correct specifications



MAIN AUDITORIUM
EXHIBITION AREA

Quota: 3

INVESTMENT: US\$ 2,835

ADEMAIS AUDITÓRIOS
MEZZANINE

Quota: 9

INVESTMENT: US\$ 2,520

Quote: 1

(each quota corresponds to one panel)

Deadline for sending the art: Mar/2024

INVESTMENT: US\$ 2,640

PROMOTIONALS

FAIR

ACTIONS

VISITOR REGISTRATION SPONSORSHIP

Make an impact on all pre-registered visitors at the event location with your brand

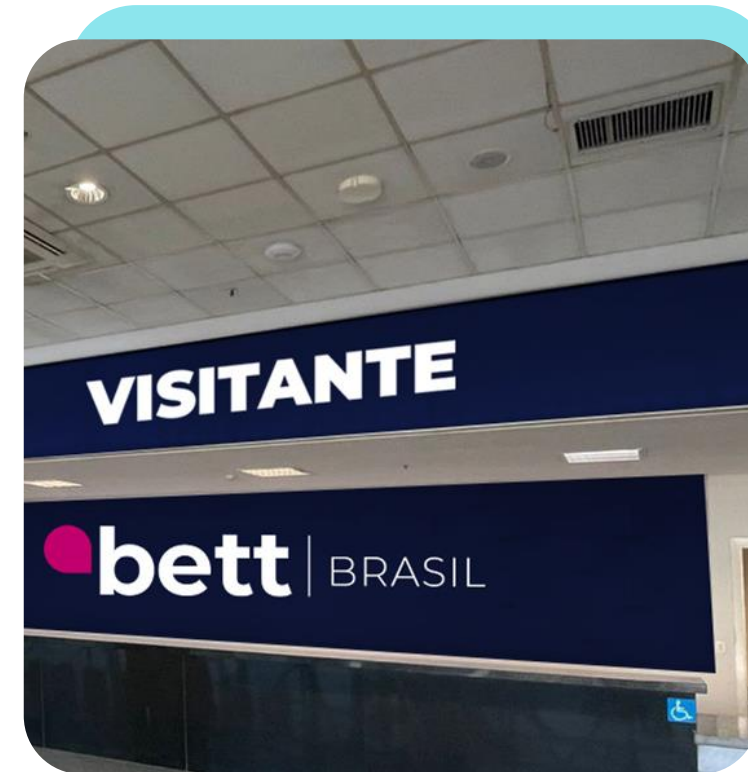
BENEFITS:

Inclusion of the sponsor's logo on various registration material and actions:

- Visitors' accreditation page
- Visitors' accreditation system link
- Visitors' pre-registration confirmation email
- Accreditation and badge pick-up area at the event entrance

INVESTMENT: US\$ 6,400

*Image of visitor registration for illustrative purposes



CONGRESS ATTENDEE REGISTRATION SPONSORSHIP

The sponsor's logo is on all overhead banners for street signage, directing visitors through the event streets.

Specifications and deadlines:
Inclusion of the sponsor's logo on various registration materials and actions:

- Visitors' accreditation page
- Visitors' accreditation system link
- Visitors' pre-registration confirmation email
- Accreditation and badge pick-up area at the event entrance
- Participant kit withdrawal area at the event entrance

INVESTMENT: US\$ 6,400

*Image of visitor registration for illustrative purposes



LOGO ON THE EVENT FLOOR PLAN

Showcase your exhibitor's logo on the event floor plan:

- **Mega Plan**
- **Locate floor plan**
- **Map**

*The deadline for logo submission is March 2024.
Available only for stands of 20m² or larger

Quota: 15

INVESTMENT: US\$ 262,50



LED DIGITAL PANEL

A shared space on the LED panel at the pavilion entrances, areas of intense visitor flow.

Specifications:

- **Size** 5m x 3m
- **Each video:** 10 seconds without sound
- **Material:** LED
- **Artwork submission deadline:** Mar/2025

*Portico production is the organizer's responsibility.**The sponsor must submit the video according to the correct specifications by the deadline

Quota: 10

INVESTMENT: US\$ 5,310,90



EXCLUSIVE INTERNAL DIGITAL PORTICO

Positioned at the main event entrance for prime visibility.

Specifications:

- **Portico Size:** to be confirmed
- **Material:** LED panel
- **Video submission deadline:** Mar/2025

*The production of the portico is under the organizer's responsibility.**The sponsor must submit the video to the proper specifications by the given deadline.

Quota: Single

INVESTIMENT: US\$ 19,677



EXIT OVERHEAD BANNER

Positioned at the event exit for enhanced visibility as visitors leave

Specifications:

- **Banner Size:** 11x0,70m
- **Material:** Rigid adhesive board
- **Logo submission deadline:** Mar/2025

**The production of the banner is the organizer's responsibility.
**The sponsor must submit the logo in the proper specifications by the given deadline

Cota: Exclusiva

INVESTIMENTO: R\$ 20.900



PROMOTIONAL FAIR ACTIONS

FLOOR DECAL

Direct visitors to your booth with strategically placed floor decals.

Specifications:

- **Size:** 1,40m x 1,00m
- **The package includes:** c10 decals (up to 2 designs)
- **Artwork submission deadline:** Mar/2025

*Production of the material is the organizer's responsibility.
 **The sponsor must send the artwork according to the correct specifications by the deadline

Quota: 3
 (Each quota includes 10 decals)
INVESTMENT: US\$ 1,980



STICKER AT EVENT ENTRANCE

Make an immediate impact with your branding as visitors enter the pavilion

Specifications:

- **Size:** 8x4m
- **Quantity** 2
- **Artwork submission deadline:** Mar/2025

*Production of the material is the organizer's responsibility.
 **The sponsor must send the artwork according to the correct specifications by the deadline.

Quota: 2
INVESTMENT: US\$ 5,900



AERIAL BANNER IN FOOD COURT

Your sponsor's logo on the banner in the food court area ensures high visibility.

Specifications:

- **Banner Size:** 2m x 1m
- **Artwork submission deadline:** Mar/2025

* Banner production is the organizer's responsibility.
 ** The sponsor must send the art with the right specifications within the given time limit

Quota: 4
INVESTMENT: US\$ 1,848



AERIAL BANNER ABOVE THE STAND

Aerial banners marks the stand's location and act as a landmark within the event.

Specifications:

- **Banner Size:** 2m x 1m
- **Deadline to send art:** Mar/2025

*Banner production is the organizer's responsibility.

**The sponsor must submit the artwork to the proper specifications by the given deadline.

***Action for stands above 20m²

Quota: Ilimitado

INVESTMENT: R\$ 9.660



EXCLUSIVE TOTEM

An exclusive totem placed strategically in communal areas to promote and advertise your brand, product, or service.

Specifications:

- **Size:** 0,8 x 1,8m

*The sponsor must submit the artwork to the proper specifications by the given deadline.

**Totem production and location are the organizer's responsibility.

***Artwork is subject to the organization's approval.

PROMOTIONAL FAIR ACTIONS

Quota: 5

INVESTMENT: US\$ 787.50



DIGITAL TOTEM

Impact visitors as they move through the fair with a digital totem displaying a sponsor's video up to 15 minutes in length.

- *The sponsor must submit the video in the correct format by the deadline.
- *The organizer will determine the totems' location on the event's main corridor.
- *The image is solely for illustrative purposes



Exclusive Quota: 5

1 digital totem with sponsor video exhibition interspersed with the event program per quota

INVESTMENT: US\$ 2,317

Shared quota: 5

two digital totems with 5 sponsor's video exhibition interspersed with the event program per quota

INVESTMENT: US\$ 1,323

VIDEO ON CELL PHONE CHARGING TOTEMS

In the event's resting areas, a video about your company can influence visitors while they charge their phones.

Specifications:

- **Amount Four totems are available, each with a 22" screen and ten lockers for phone charging.**

- *The sponsor must submit the video in the correct format by the deadline.
- *The organizer will determine the totems' location on the event's main corridor.
- *The image is solely for illustrative purposes



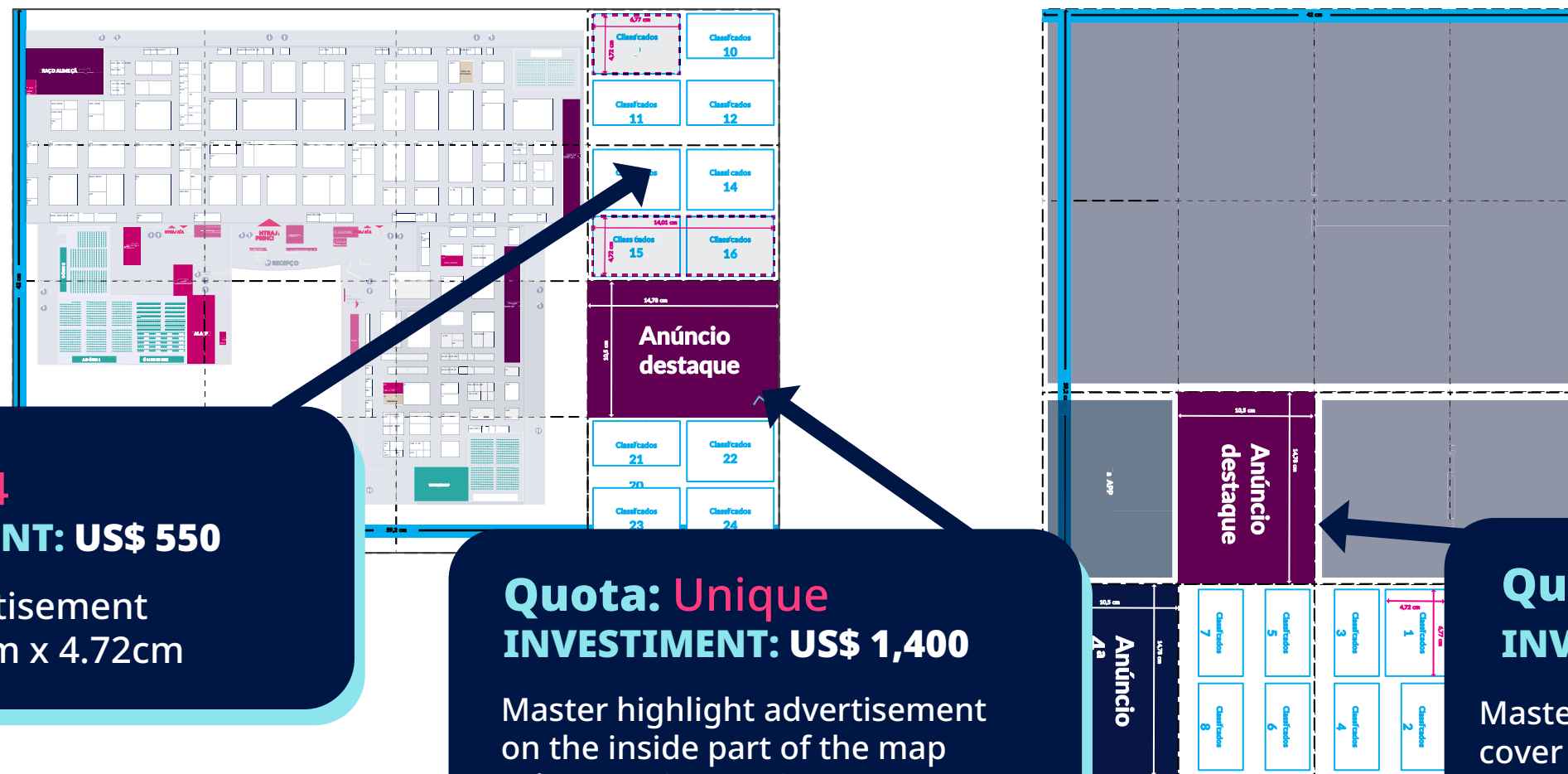
Shared quota: 5

INVESTMENT: US\$ 840

POCKET MAP

This is a unique opportunity to feature your advertisement in the pocket map distributed to all event attendees.

- **Deadline for contract closure:** março/2024



Quota: 24
INVESTMENT: US\$ 550

Small advertisement
- size: 6.77cm x 4.72cm

Quota: Unique
INVESTMENT: US\$ 1,400

Master highlight advertisement
on the inside part of the map
- size: 14.78cm x 10.5cm

Quota: Unique
INVESTMENT: US\$ 1,600

Master advertisement on the back
cover of the map
- size: 14.78cm x 10.5cm

* The production of the material is the organizer's responsibility.
**Artwork for advertisements is the sponsor's responsibility



Specifications:

- **Quantity:** 20.000 units measuring
- **The sponsor is responsible for** submitting the artwork by March 2025

*Material production is the organizer's responsibility

STATIC SIDE PANEL

This panel, featuring a static image at the event's side entrance, allows the sponsor to make an impression on participants upon arrival.

Quota: 8

*The sponsor can choose the entrance according to availability



INVESTMENT: US\$ 7,120

CIRCULAR AERIAL BANNER

Position your brand within the view of all event attendees. The circular banner's height can be adjusted as needed, ensuring visibility from all Floors.

Quota: 1 (each quota is equivalent to 2 banners)

INVESTMENT: US\$ 7,380

RULES:

- Each quota for the circular banner corresponds to two side-by-side units.
- Each banner may have different artwork.
- Height adjustment options for the banners include visibility from the entrance hall, the congress area, or one of each.

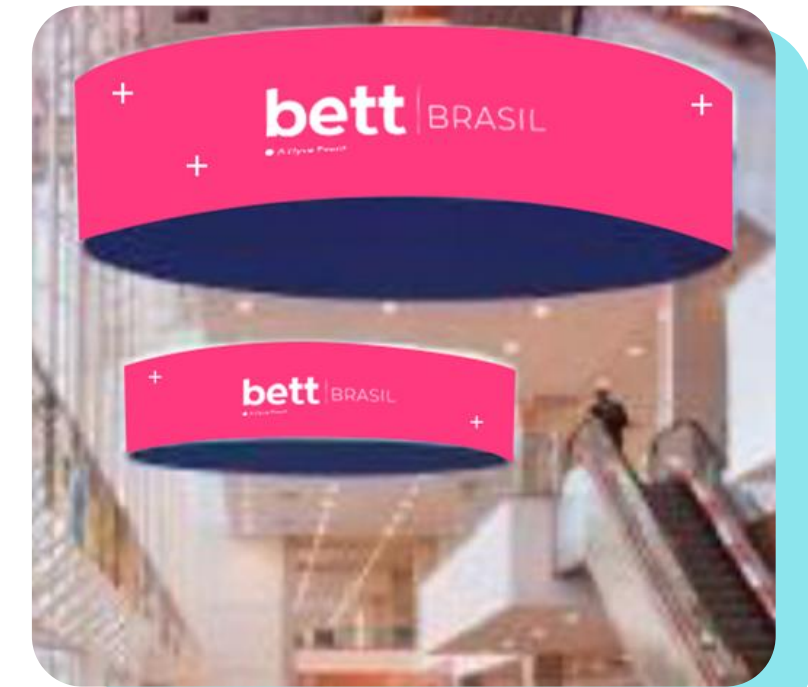


IMAGE ON ENTRANCE FOYER SCREENS

Showcase a brief institutional video of up to 10 seconds without sound on the 12 screens at the sides of the entrance foyer

Shared quota: 6

Specifications:

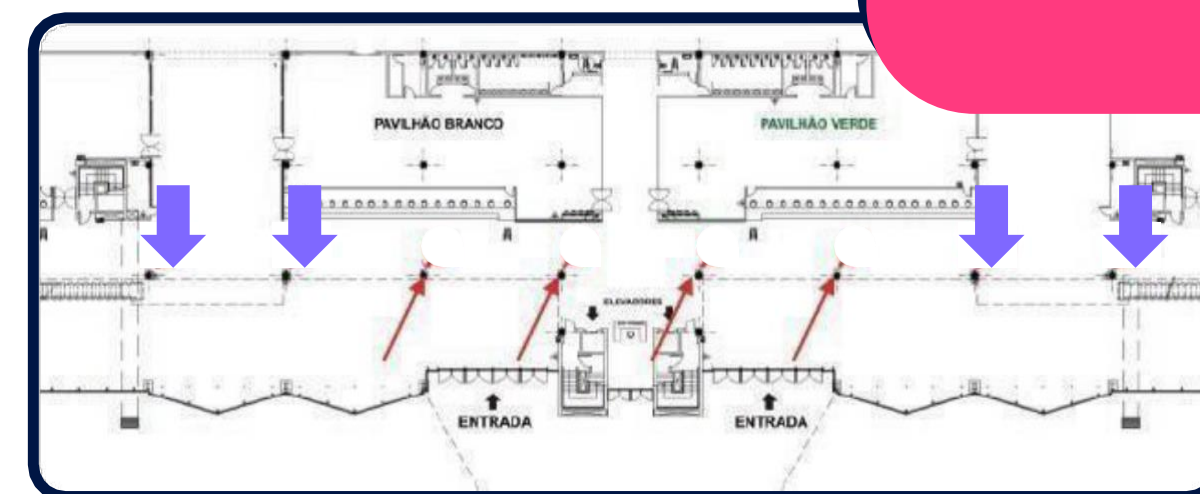
- The video must be 10" in size, up to a maximum of 1000 KB, in MP4 format, and have a resolution of 1080x1920 pixels.

RULES:

- The sponsor is responsible for video production;
- The organizer must approve the content.
- The same video will be shown on all three screens per column, across all four columns, for 12 screens.
- The content will rotate randomly and be shared with other sponsors.
- The four central columns are reserved exclusively for pavilion communications.



Investment:
US\$ 2,780



PROMOTIONAL STAFF IN THE EXHIBITION AREA

Up to two characterized promoters will circulate in the fair's common areas during the four-day event, conducting marketing actions

Specifications:

- **Common areas:** Entry foyer, corridors, and food court.

*Excessing the number or locations allowed for promoter circulation will result in penalties, following the guidelines in the exhibitor manual.

**Promoters circulating without a sponsorship quota will be fined in accordance with the manual.

Quota: 8

INVESTMENT: US\$ 4,735,50





At **Bett Brasil**, we foster **networking**, enhance business relationships between companies in the **educational sector and buyers**, encourage debate, and facilitate **dialogue among educational stakeholders**. We bridge the gap between digital and physical realms, turning **innovative ideas into tangible projects**

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