



WWW.VEGFEST.COM.BR

COMMERCIAL PRESENTATION AND PRODUCT'S BOOK



**VEG
FEST**
VEGAN
CONGRESS /25

DEC 4 TO 7
2025

**EXPO
CENTER
NORTE**
YELLOW PAVILION

f in   @vegfestbrasil





VEGFEST is one of the largest vegan events in the Americas and takes place in São Paulo, the vegan capital of the country



It's four days of immersion in the vegan universe, boosting the sector's economy and providing learning and knowledge for all visitors.



Bringing knowledge, updates and dispelling myths, the well-established 12th BRAZILIAN VEGAN CONGRESS AND EXHIBITION brings together global speakers over the four days of the festival.



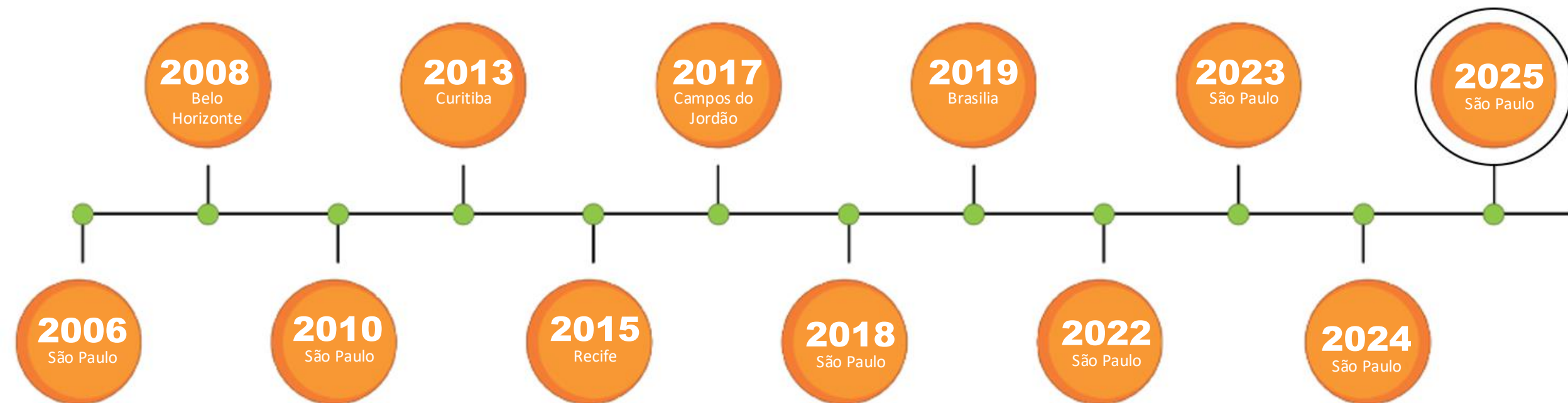
The event also includes the VEGAN FAIR, which brings together more than 100 exhibitors and hundreds of products, from cosmetics, food to PET products.

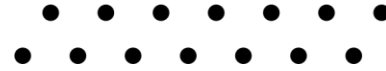


The FESTIVAL also features show classes, entertainment, party and sports attractions, making VEGFEST one of the most anticipated events of the year.

TIMELINE

Vegfest





Realization

Promotion



FRANCAL

Promoter of Vegfest, Francal is one of the main players in the trade fair market. With 100% national capital, it contributes not only to the economic and social development of the 15 different sectors in which it operates, but also to the economy of the places where it holds its events. With over five decades of experience, it is a benchmark in Brazil and recognized abroad.

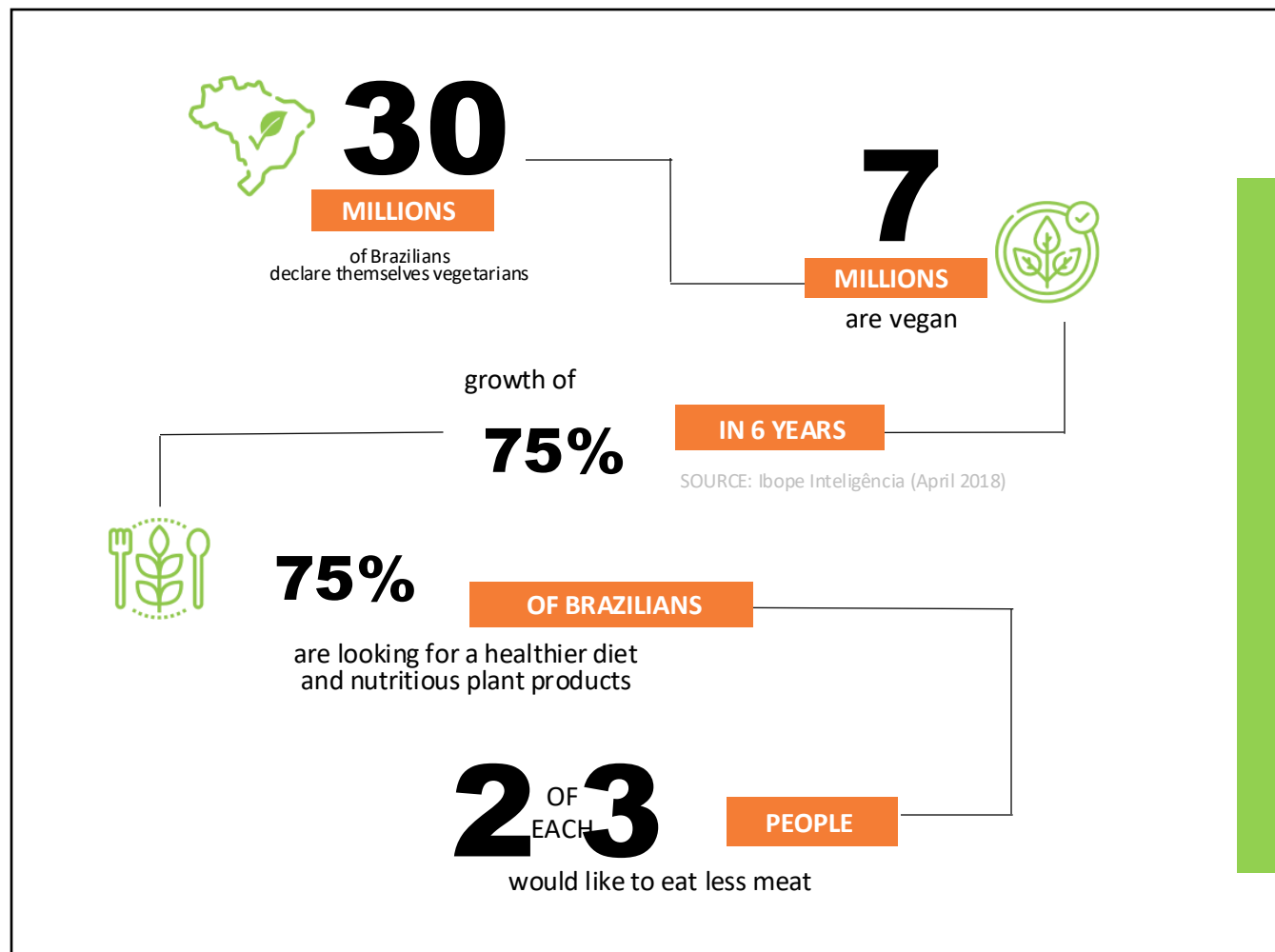
www.francal.com.br



The Brazilian Vegetarian Society (SVB), **organizer and creator of Vegfest**, is a non-profit organization that promotes vegan food as an ethical, healthy, sustainable and socially just choice. It raises awareness about the benefits of vegetarianism and works to increase the population's access to vegan products and services.

www.svb.org.br

vegetarian/vegan MARKET IN BRAZIL



- More than **3,000** certified products;
- More than **600** manufacturers evaluated suppliers;
- More than **4,500** verified ingredients;
- More than **160** companies partners.

NUMBERS OF THE 2024 EDITION

VISITORS
+7.600



4

EVENT
DAYS



+70

HOURS OF
CONTENT



+100

EXHIBITORS



+50

CHEFS, ARTISTS
AND
EDUCATORS



8

OFFICIAL
SUPPORTERS



18

SPONSORS



WHO VISITS

B2C audience

- Vegetarians;
- Vegans;
- Sympathizers;
- Interested in getting to know this lifestyle.

B2P audience

- Nutritionists;
- Nutrologists;
- Therapists;
- Among others.

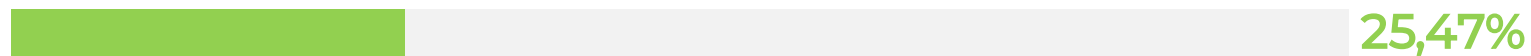
WHO EXHIBITS

Best brands with vegan products:

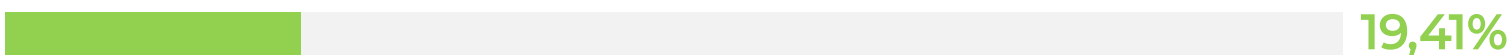
- Food;
- Drinks;
- Cosmetics;
- Fashion;
- Accessories;
- NGOs and Associations.



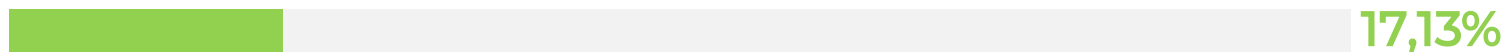
VEGAN:



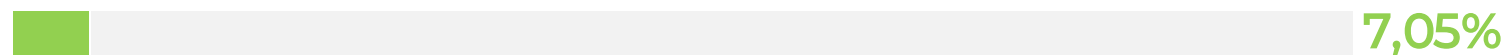
REDUCING ANIMAL PRODUCTS:



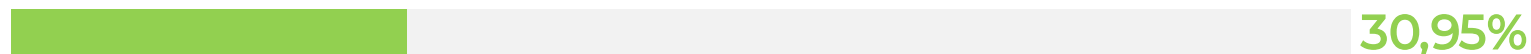
VEGETARIAN:



SIMPATIZING:



OTHERS:



*DATA FROM THE 2024 EDITION





VISITORS NPS

88%

LEVEL OF
EXCELLENCE

*DATA FROM THE 2024 EDITION



4 A 7 DEZ
2025

EXPO
CENTER
NORTE
PAVILHÃO AMARELO





EXHIBITORS NPS

88,4%

LEVEL OF
EXCELLENCE

*DATA FROM THE 2024 EDITION



4 A 7 DEZ
2025

EXPO
CENTER
NORTE
PAVILHÃO AMARELO



STATEMENT

EXHIBITORS 2024



"From the first day of the event, we were positively surprised by the constant movement. Our public is looking to find out about our products and launches, such as our butter, which was 100% accepted. For those of us from the South, taking part is an excellent opportunity to connect with new audiences and markets."

MARILI SCHISCHOFF
COMMERCIAL DIRECTOR



"Vida Veg has a special connection with VegFest, since the brand was practically born at this event. Every year we take part, we exceed our numbers, we strengthen the experience with consumers, and the brand becomes even more consolidated."

ÁLVARO GAZOLLA
CEO OF VIDA VEG



"The fair was extremely rewarding, with direct contact with consumers and partners. We were impressed by the volume of people and sold out almost all of our products. It was a success."

ILTON DALTRON
CEO OF QUEIJOS DA TERRA



DEC 4 TO 7
2025

**EXPO
CENTER
NORTE**
YELLOW PAVILION

VISIBILITY



WEBSITE

234.000

WEBSITE VIEWS



SOCIAL MEDIAS

+45.000

ENGAGED FANS

488.423

USERS REACHED



E-MAIL MARKETING

135

CAMPAIGNS SENT TO

+80.000

LEADS



DEC 4 TO 7
2025

EXPO
CENTER
NORTE
YELLOW PAVILION

VISIBILITY



SPONTANEOUS MEDIA

TV GAZETA



PUBLISHED
RELEASES

65

VALUATION

R\$ 474.807,96

[CLICK HERE AND WATCH](#)



EVENT ATTRACTIONS



VEGFEST ARENA

Various sports and activities were watched and practiced by visitors.



FOOT TABLE



VOLLEYBALL



YOGA



POLE DANCE



ESCAPE ROOM

Entertainment & awareness, 10 minutes to solve challenges and riddles.



CONGRESS

In its 12th edition, the congress presents key topics and discussions addressed by nutritionists, nutrologists, doctors, activists and culinarians.



EXHIBITION

Vegan fair open to the public with over 100 exhibitors.



COOKING SHOW

All the flavor and diversity of vegan cuisine with several renowned chefs.



VEGFEST PARTY

An unforgettable evening with lots of music and special guests.



STAGE

Painting challenges, game shows, tik tok, demonstrations and much more.

► [Check out the photos of the event](#)



10 REASONS TO EXHIBIT AT VEGFEST 2025

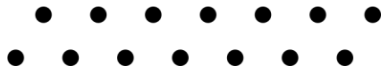


- 1** One of the biggest vegan events in the Americas
- 2** Expecting 10,000 visitors
- 3** Qualified B2C audience
- 4** Highlighting and visibility for your brand
- 5** The perfect occasion to launch or test new products
- 6** Opportunity to make new contacts and close deals
- 7** Update on trends and news in the vegan world
- 8** Festival with extensive leisure and entertainment program
- 9** 12th Vegan Congress, with global speakers, held at the same venue
- 10** Join the biggest leaders in the vegan market



PRODUCTS

BOOK





MODULAR PROJECT

6 METERS



Illustrative image, box option

SERVICES

- Collective system security (night time - under contract);
- Electricity (minimum requirement - in contract);
- Fire extinguisher.

FURNITURE (IN BLACK)

- 01 bistro table with glass top and 02 fixed stools (high) for 6m² option
- 01 fixed (high) counter stool;
- 01 PVC waste garbage can.

EXHIBITORS

- 03 glass shelves 1.00 x 0.30m (WxD);
- 01 standard counter measuring 1.00 x 0.50 x 1.00m (WxDxH), with 01 flight of wooden shelves and sliding doors with an alligator lock.

STRUCTURE

- Mounted on aluminum profiles and white formica panels, with an internal elevation of 3,00m and an external elevation of 3,20m;
- Graphite carpeting applied directly to the floor of the hall;
- Green formica panels on the entire façade x 0.50m high, with the company logo applied (artwork supplied by the client), in the format 1.00 x 0.50m (WxH), with 01 logo for the box option, 02 logos for the corner option and 03 logos for the island tip option;
- Storage room 1.00 x 1.00m (WxD), with door and key;
- Spot lighting, 01 every 3m²;
- 01 220V tripino socket.

VISIBILITY KIT

- Right in the entrance hall

MODULAR PROJECT

9 METERS



Illustrative image, box option

SERVICES

- Collective system security (night time - under contract);
- Electricity (minimum requirement - in contract);
- Fire extinguisher.

FURNITURE (IN BLACK)

- 01 round table with smoked glass top and 03 fixed chairs;
- 01 fixed (high) counter stool;
- 01 PVC waste garbage can.

EXHIBITORS

- 03 glass shelves 1.00 x 0.30m (WxD);
- 01 standard counter measuring 1.00 x 0.50 x 1.00m (WxDxH), with 01 flight of wooden shelves and sliding doors with an alligator lock.

STRUCTURE

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- Storage room 1.00 x 1.00m (WxD), with door and key;
- Spot lighting, 01 every 3m²;
- 01 220V tripino socket.

VISIBILITY KIT

- Right in the entrance hall

MODULAR PROJECT

10 METERS



Illustrative image, box option

SERVICES

- Collective system security (night time - under contract);
- Electricity (minimum requirement - in contract);
- Fire extinguisher.

FURNITURE (IN BLACK)

- 01 round table with smoked glass top and 03 fixed chairs;
- 01 fixed (high) counter stool;
- 01 PVC waste garbage can.

EXHIBITORS

- 03 glass shelves 1.00 x 0.30m (WxD);
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- Storage room 1.00 x 1.00m (WxD), with door and key;
- Spot lighting, 01 every 3m²;
- 01 220V tripino socket.

VISIBILITY KIT

- Right in the entrance hall

*2 modules

MODULAR PROJECT

12 METERS



Illustrative image, box option

SERVICES

- Collective system security (night time - under contract);
- Electricity (minimum requirement - in contract);
- Fire extinguisher.

FURNITURE (IN BLACK)

- 01 round table with smoked glass top and 03 fixed chairs;
- 01 fixed (high) counter stool;
- 01 PVC waste garbage can.

EXHIBITORS

- 03 glass shelves 1.00 x 0.30m (WxD);
- 01 standard counter measuring 1.00 x 0.50 x 1.00m (WxDxH), with 01 flight of wooden shelves and sliding doors with an alligator lock.

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- Storage room 1.00 x 1.00m (WxD), with door and key;
- Spot lighting, 01 every 3m²;
- 01 220V tripino socket.

VISIBILITY KIT

- Right in the entrance hall

MODULAR PROJECT

15 METERS



Illustrative image, box option

*2 modules

SERVICES

- Collective system security (night time - under contract);
- Electricity (minimum requirement - in contract);
- Fire extinguisher.

FURNITURE (IN BLACK)

- 01 round table with smoked glass top and 03 fixed chairs;
- 01 fixed (high) counter stool;
- 01 PVC waste garbage can.

EXHIBITORS

- 03 glass shelves 1.00 x 0.30m (WxD);
- 01 standard counter measuring 1.00 x 0.50 x 1.00m (WxDxH), with 01 flight of wooden shelves and sliding doors with an alligator lock.

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- Storage room 1.00 x 1.00m (WxD), with door and key;
- Spot lighting, 01 every 3m²;
- 01 220V tripino socket.

VISIBILITY KIT

- Right in the entrance hall



SPONSORSHIP QUOTAS



Realização



Organização





DIAMOND SPONSORSHIP

3 QUOTAS

**(decoration under Sponsor's responsibility)*

BENEFITS

- Logo inserted as a "HIGHLIGHT" in the event's communication:
 - Outdoor Stage Fair
 - Organization T-shirts
 - Event website
 - Visual communication Auditoriums - Stage
 - Accreditation plan
 - Kitchen Show
- 15 passes to access the lectures;
- 4 Posts on social media;
- 12 meters with assembly Modular design(*);
- Opportunity to present a video (40 seconds)
- at the Opening of the Congress (every day);
- Opportunity to hand out promotional material to congress participants;
- Opportunity to include (non-refrigerated) samples in the Congress Kit;
- Recognition of the company during the welcome speech and official press releases for the Fair.



GOLD SPONSORSHIP

6 QUOTAS

**(decoration under Sponsor's responsibility)*

BENEFITS

- Logo inserted in the event's communication:
 - Fair Stage
 - Event website
 - Visual communication Auditoriums - Stage
 - Accreditation plan
- 8 complimentary tickets to the lectures;
- 2 Post on social media;
- 9 meters with assembly Modular design(*);
- Opportunity to hand out promotional material to congress participants;
- Opportunity to include (non-refrigerated) samples in the Congress Kit;
- Recognition of the company during the welcome speech and official press releases for the Fair.



SILVER SPONSORSHIP

10 QUOTAS

**(decoration under Sponsor's responsibility)*

BENEFITS

- Logo inserted in the event's communication:
 - Event website
 - Visual communication Auditoriums - Stage
 - Accreditation plan
- 4 complimentary tickets to the lectures;
- 1 Post on social media;
- 6 meters with assembly Modular design(*);
- Opportunity to include (non-refrigerated) samples in the Congress Kit;
- Recognition of the company during the welcome speech and official press releases for the Fair.



OFFERING COOKING SHOW SPONSORSHIP

BENEFITS

- Logo inserted in the event's physical and digital communication under the nomenclature "Kitchen Show Sponsor";
- Enveloping the Kitchen Show with the sponsor's visual identity (Kitchen Show scenography with insertion of the sponsor's artwork);
- 2 complimentary tickets to the lectures;
- 1 Post on social media;
- 2 cooking demonstration classes (30 min. each);
- Opportunity to provide samples (unrefrigerated) to kitchen show participants;
- Recognition of the company during the welcome speech and official press releases for the Fair.

EXCLUSIVE



BRONZE SPONSORSHIP

BENEFITS

- Logo inserted in the event's physical and digital communication;
- 2 complimentary tickets to the lectures;
- 1 Post on social media;
- Opportunity to include (non-refrigerated) samples in the Congress Kit;
- Recognition of the company during the welcome speech.



COOKING DEMONSTRATION SPONSORSHIP

VISIBILITY IN THE COOKING SHOW

BENEFITS

Demonstration of the brand during a presentation at the Cooking Show.

- 01 30-minute cooking presentation in the show kitchen (curated by the organization); All utensils are the responsibility of the sponsor;
- Opportunity to distribute (unrefrigerated) samples to kitchen show participants; (distribution at the sponsor's responsibility;
- Recognition of the company during the welcome speech before the Kitchen Show presentation.



CONGRESSIST KIT SPONSORSHIP

BENEFITS

UNREFRIGERATED SAMPLE

Include your sample (unrefrigerated) in the Congress Kit.



VEGFEST ARENA SPONSORSHIP

BENEFITS

Sponsorship

Your **BRAND** in the spotlight associated with a lifestyle healthy and active. Connect your Brand with activities sports, yoga and attractions in the Vegfest Movimenta Arena.

Support Quota

Inclusion of Logo in the Arena's programming.

VEGFEST PARTY SPONSORSHIPS





DIAMOND SPONSORSHIP VEGFEST PARTY

1 COTA

BENEFITS

EXCLUSIVE

- **Naming Rights:** Imagine the visibility and impact of having your brand name linked to BALADA VEGFEST.
- **Logo in the Spotlight:** Have your brand's logo in several high-visibility spots, including:
 - Backdrop of the stage, present in all the official photos;
 - Wristbands distributed to all participants;
 - Logo inserted in the aerial banner, strategically positioned at the Fair;
 - 40-second video presentation;
 - Logo inserted into the BALADA VEGFEST glasses.
- **Brand Presence on Stage:** Your company name will be mentioned directly on stage, and there will be a special thank you, creating a positive and memorable association for everyone present.
- **Social Media Exposure:** Take advantage of the strength of @vegfestbrasil's Instagram, with a post dedicated to highlighting your sponsorship and connection with the vegan public.
- **Email outreach:** Your logo will be included in e-mail marketing blasts about the event, directly reaching more than 40,000 engaged people.
- **Brand Activation at the Event:** A unique opportunity to activate your brand directly during the event, creating interactive and memorable experiences for participants.





GOLD SPONSORSHIP VEGFEST PARTY

4 QUOTAS

BENEFITS

- **Logo in the Spotlight:** Have your brand's logo in several high-visibility spots, including:
 - Backdrop of the stage, present in all the official photos.
 - Logo inserted in the aerial banner (non-exclusive), strategically positioned).
- **Brand Presence on Stage:** Your company name will be mentioned directly on stage, and there will be a special thank you, creating a positive and memorable association for everyone present.
- **Exposure on Social Media:** Take advantage of the strength of @vegfestbrasil's Instagram, with a post dedicated to highlighting your sponsorship and connection with the public.
- **Email outreach:** Your logo will be included in e-mail marketing blasts about the event, directly reaching more than 40,000 engaged people.
- **Brand Activation at the Event:** A unique opportunity to activate your brand directly during the event, creating interactive and memorable experiences for participants.



MERCHANDISING



BADGE LANYARD



AIR BANNER



STICKER FLOOR



**EXCLUSIVE
E-MAIL MARKETING**



**INSTAGRAM
STORIES**



INSTAGRAM POST



INSTAGRAM REELS



VISIBILITY KIT



GUARANTEE YOUR YOUR PARTICIPATION!

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