



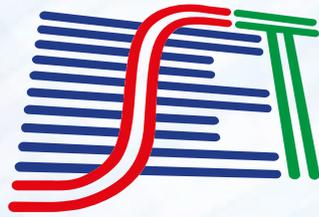
**expo**  
2017

*Broadcast and New Media Technology  
Trade Show & Conference*



**August 21-24, 2017**  
**São Paulo - Brazil**

[www.setexpo.com.br](http://www.setexpo.com.br)



**EXPO**  
2017

Broadcast and New Media Technology  
Trade Show & Conference



## EXHIBIT AT SET EXPO

SET EXPO is the most important broadcast and new media event in Latin America.

Exhibiting at SET EXPO will provide you with a platform to engage with 14,000+ electronic media and entertainment markets stakeholders. Any company dedicated to creation, management and delivery of rich media content interested in Brazil and LATAM market should be present at SET EXPO.

SET EXPO trade show brings to the region all major players including major global providers,

vendors from many different countries, local manufacturers and distributors offering a wide variety of products and services including the most recent innovations.

The conference program is recognized worldwide for its important debates on trends and challenges faced by the industry.

It is also a very good opportunity for networking with local leaders, policy makers and regulators.

## ABOUT SET

**SET** is a non-profit association of professionals and companies engaged with the creation and delivery of electronic media content on television, radio, film and new media.

It is the main source of information and the main discussion forum on trends, regulations, content creation, production and delivery, for broadcast and new media technology in Brazil.

## CONTACTS

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## DEMOGRAPHICS REPORT



**14,000**

attendees  
in 4 days

**Institutional Pavilions:**

Radio, Universities and R&D



**150**

**Exhibitors**

**1,500** - Conference

**290** - Press

**3**

**Internacional Pavilions:**

Japan, Scandinavia and U.K.



**400 +**  
**Exhibiting brands**



## GEOGRAPHIC BREAKDOWN

Main delegations represented in SET EXPO 2016:



**Brazil +**

**37**

**Countries Represented**

Worldwide



**1<sup>st</sup> USA**



**2<sup>nd</sup> Argentina**



**3<sup>rd</sup> Chile**

Latin America



**1<sup>st</sup> Argentina**



**2<sup>nd</sup> Chile**



**3<sup>rd</sup> Peru**

## BUSINESS REPORT

Primary Business



**29.6%**

Broadcasting/  
Carrier



**14.4%**

Production/  
Post-production  
(Audio and Video)



**8.9%**

Advertising/  
PR/Marketing

Job Function



**38.2%**

**C-Level**



**23.5%**

Engineer/  
Technical/Operation



**7.9%**

**Production**

Primary Interest



**39.7%**

**Production**



**26.1%**

**Distribution**



**19.5%**

**Acquisition**





## MEDIA PLAN

SET EXPO Trade Show and Conference offers many marketing tools for reaching broadcast and new media industry professionals, ensuring a qualified range of business leaders as visitors. These tools include:



### SET EXPO WEBSITE | [www.setexpo.com.br](http://www.setexpo.com.br)

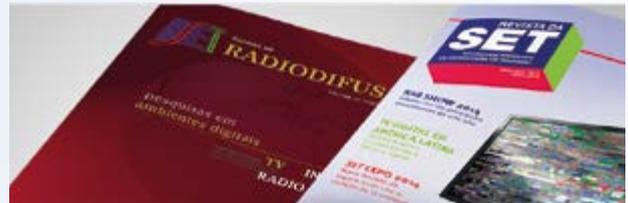
Updated daily in three languages (English, Spanish and Portuguese), this website is the main source of information, news and content about SET EXPO. Here, visitors can find the trade show floorplan in addition to exhibitors' products, services and contact information. Access it to find the full Demographics Reports from previous editions.

### SET EXPO MOBILE APP

An interactive tool, also updated in three languages, which enables visitors to receive real-time information while at SET EXPO. It also offers the entire list of exhibitors and the trade show floorplan information.

### REVISTA DA SET - MAGAZINE AND BLOG

Its printed version contains full coverage articles about the main technical innovations in products and services on display at SET EXPO, as well as the Exhibitors' Guide List. During the trade show, a team of journalists keeps its blog updated with real time news.



### SET NEWS

Daily newsletters are sent to thousands of industry professionals, describing the main Trade Show and Conference highlights. Also in three languages.

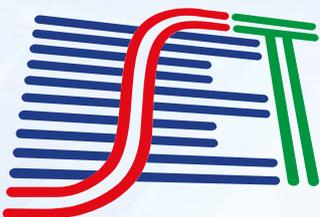
### SET MEDIA PARTNER PROGRAM

Brazilian broadcasters, international and local technology on-line and off-line magazines, and radio stations are engaged in a barter program that reaches millions of people.

This includes SET EXPO promotional spots placed with nationwide TV channels and radio stations.

### SOCIAL MEDIA

Full coverage of SET EXPO is available to the public in real time through four social medias, including live streaming, via Facebook, of interviews from the SET Studio set up inside the trade show pavilion..



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