



FUTURECOM2019  
28<sup>TH</sup> - 31<sup>ST</sup> OCTOBER  
SAO PAULO

POST SHOW  
**REPORT**

Promotion and Organization







# FUTURECOM 2019

CARIACI PERSPECTIVE TALKS THROUGH DIGITAL IN AMERICA L'YON



## FUTURECOM 2019 SURPRISES AND SETS A VISITATION RECORD

The 21st edition of Futurecom presented attendees with higher qualification at the event, compared to the previous year and consolidates itself as the largest Content Platform that generates business involving digital transformation in Latin America.

Futurecom 2019, was held between 29 and 31 October and gathered over 30 thousand qualified attendees from all regions of Brazil and several countries. The presentation of high-level content gathered around 4,800 congress participants.



**250**  
EXHIBITING  
BRANDS

**4.800**  
CONGRESS PARTICIPANTS

**+240**  
HOURS OF  
CONTENT

**30**  
THOUSAND  
ATTENDEES

**41** INTERNATIONAL  
PRESENCE  
COUNTRIES

**25** THOUSAND SQM OF  
EXHIBITION  
AREA

**800**  
SPEAKERS

**+R\$16**  
MILLION  
BUSINESS  
ROUND TABLE

**9**  
KEYNOTE  
SPEAKERS





# FUTURE CONGRESS

Relevant topics associated  
to technology.

**6** Paid-access auditoriums

**3** Free-access auditoriums

**9** Keynotes Speakers

**170** Hours of content

**440** Speakers

**4.800** Delegates



## ATTRACTIONS WITH PROFESSIONAL CONTENT

Futurecom increases the number of content events and strengthens its position as the only one that discusses transformations that technology promotes in market relationships between telcos, corporations and stakeholders.

### 6 AUDITORIUMS

WITH PAID ACCESS

AUDITÓRIO  
ENCONTRO  
LÍDERES DO SETOR

AUDITÓRIO  
O FUTURO  
É INTELIGENTE

AUDITÓRIO  
HIPER  
CONECTADO

AUDITÓRIO  
SEGURANÇA  
DA TRANSFORMAÇÃO

AUDITÓRIO  
TRANSFORMAÇÃO  
DAS REDES

AUDITÓRIO  
XPERIENCE

### 3 AUDITORIUMS

WITH FREE ACCESS

AUDITÓRIO  
4CORP  
MEETUP

AUDITÓRIO  
FUTURE  
TECH

AUDITÓRIO  
ECOSSISTEMA  
DIGITAL







# FUTURE GOV

Technologies  
for Public  
Administration.

**7** Keynotes Speakers  
**22** Hours of Content  
**48** Speakers  
**320** Delegates



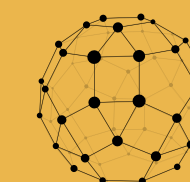
# FUTURE JUD



# FUTURE JUD

Technological  
demands for the  
Brazilian Judiciary  
Branch.

**2** Keynotes Speakers  
**17** Hours of Content  
**36** Speakers  
**200** Delegates



# FUTURE PAYMENT

New technologies  
for transactions and  
Payment Methods.

**7** Keynotes Speakers  
**34** Hours of Content  
**87** Speakers  
**580** Delegates





## PROFESSIONAL CONTENT ATTRACTIONS

### TELCO transformation

An area dedicated to operators and service providers to show how connectivity and new technologies can provide benefits for people, companies and society.

- Huawei
- Ericsson
- Nokia



### **ESPAÇO PROVEDORES**

An area for small and medium-sized operators to present their products and solutions; as well as integrators, infrastructure and auxiliary equipment suppliers.

- |             |                       |
|-------------|-----------------------|
| • Intelbrás | • Voip Group          |
| • TS Shara  | • PCR Plásticos       |
| • Teleco    | • TEC WI              |
| • Goledeger | • Audiocodes          |
| • Gerenet   | • Precision Solutions |
| • Dicomp    | • Empretec            |
| • Clamper   | • Sera4               |
| • Telcabos  |                       |



### iot applications

An exhibition area to present solutions and immersive and tangible demonstrations of the appearance of the Internet of Things. An ideal place for those who want to be surprised with the most innovative issues in IoT.

- |                |              |
|----------------|--------------|
| • Nokia        | • NLT        |
| • Ericsson     | • Arquia     |
| • Qualcomm     | • TCT Brasil |
| • Deloitte     | • Semtech    |
| • Seal Telecom | • Everynet   |
| • Khomp        |              |





## meet up

Rooms dedicated to discussions and debates with government leaders, the corporate sector, associations and sponsors from strategic points in the sector.

- 151 PEOPLE
- 5 DAYS

# 4CORP

Digital Disruption for Business

A Relationship Program that promotes the meeting of the greatest corporate leaders from different sectors of the economy and regions of the country.

- 425 LEADERS
- 3 DAYS

## PREMIUM LUNCH

A VIP lunch area for TIC leaders, authorities from the sector and 4CORP guests.

- 325 PEOPLE
- 3 DAYS

## RODADA DE NEGÓCIOS

A meeting between buyers and sellers with a common objective: to generate business.

- 36 BUYERS
- 96 MEETINGS IN 2 HOURS
- R\$ 16 MILLION  
GENERATED IN BUSINESS





ATTENDEE PROFILE

**30**  
THOUSAND  
ATTENDEES

**80%**  
of attendees are  
procurement decision-  
makers or influencers

**65%**  
high-level  
management  
positions

COMPANY  
SIZE

**51%**  
Large

**25%**  
Medium

**9%**  
Start Up

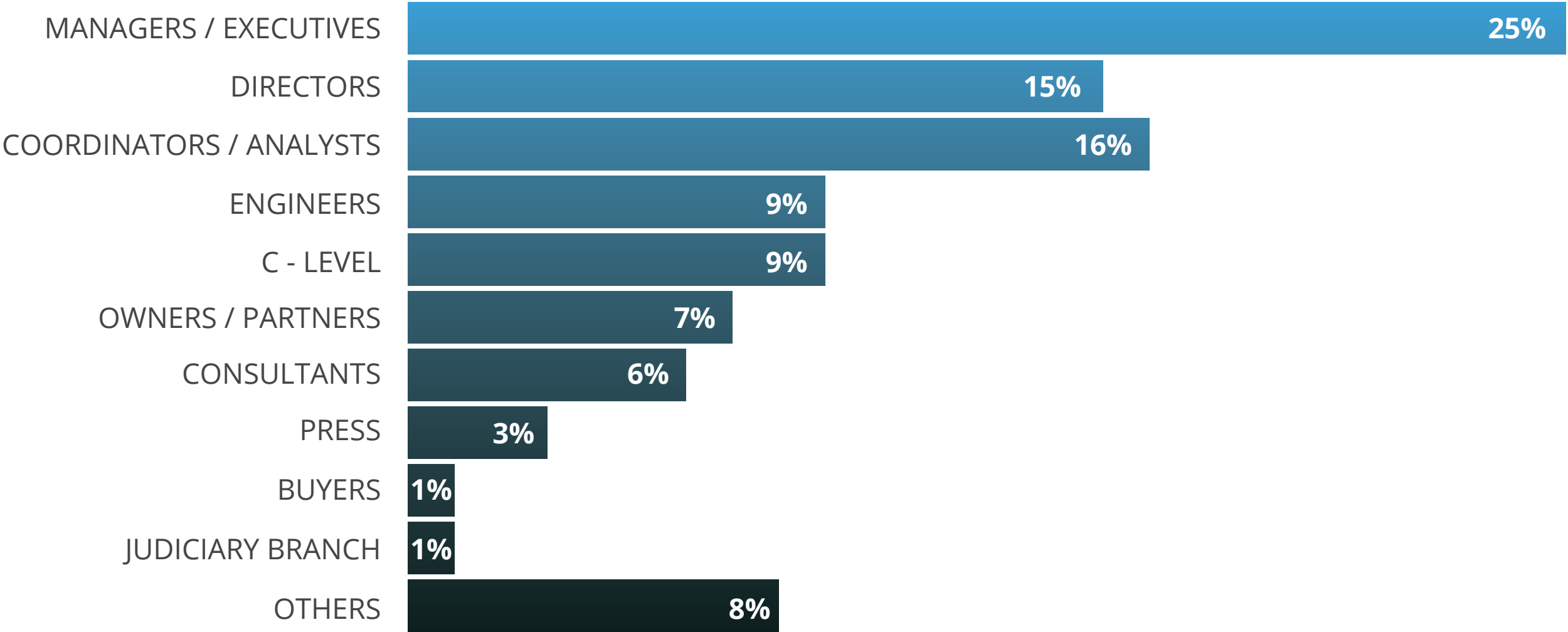
**15%**  
Small



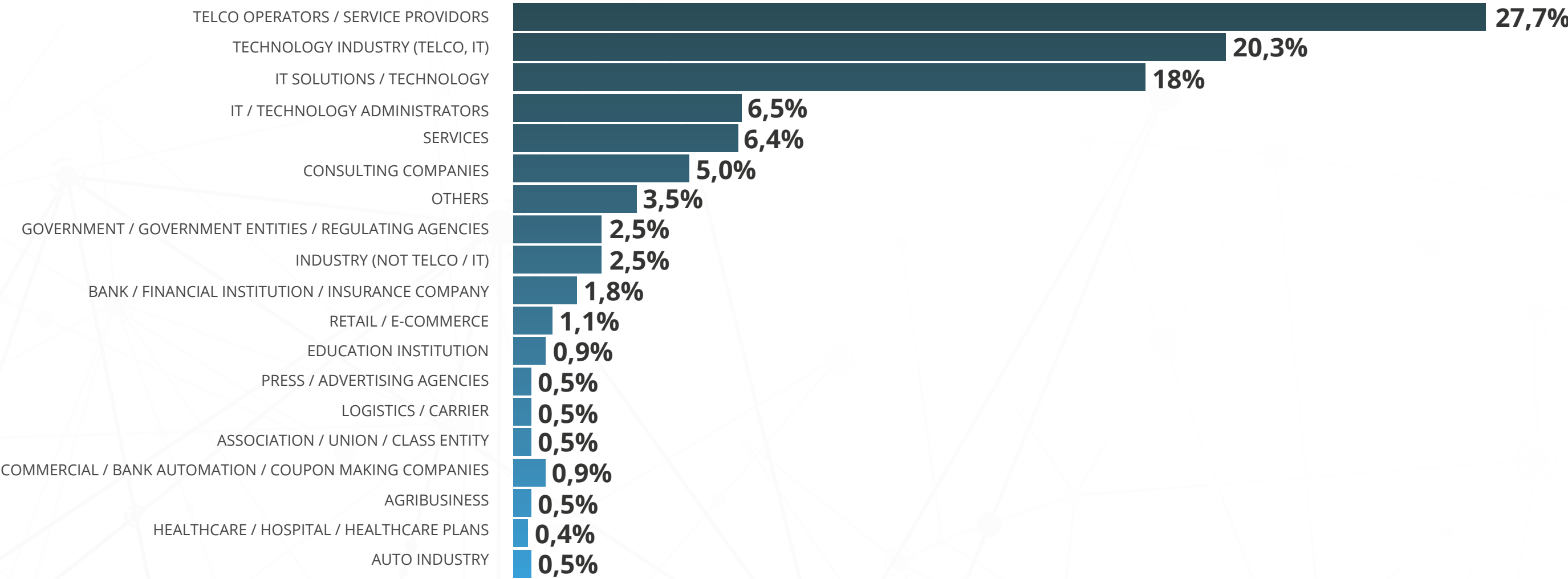


# ATTENDEE PROFILE

## POSITION



## AREA OF ACTIVITY



## OPINIONS FROM ATTENDEES

72%

Claim it is the best event in the sector

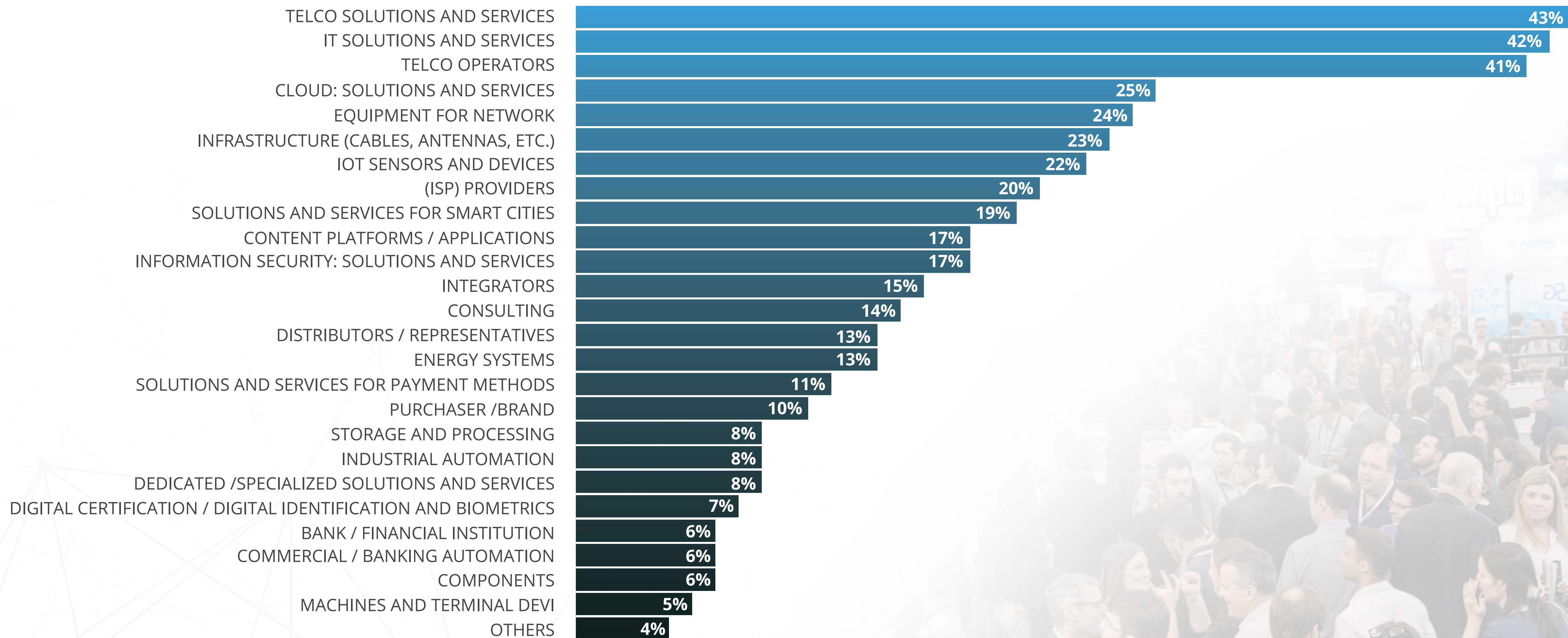
92%

Intend to return in 2020

+ 1 THOUSAND attendees from 3 Main Telco operators

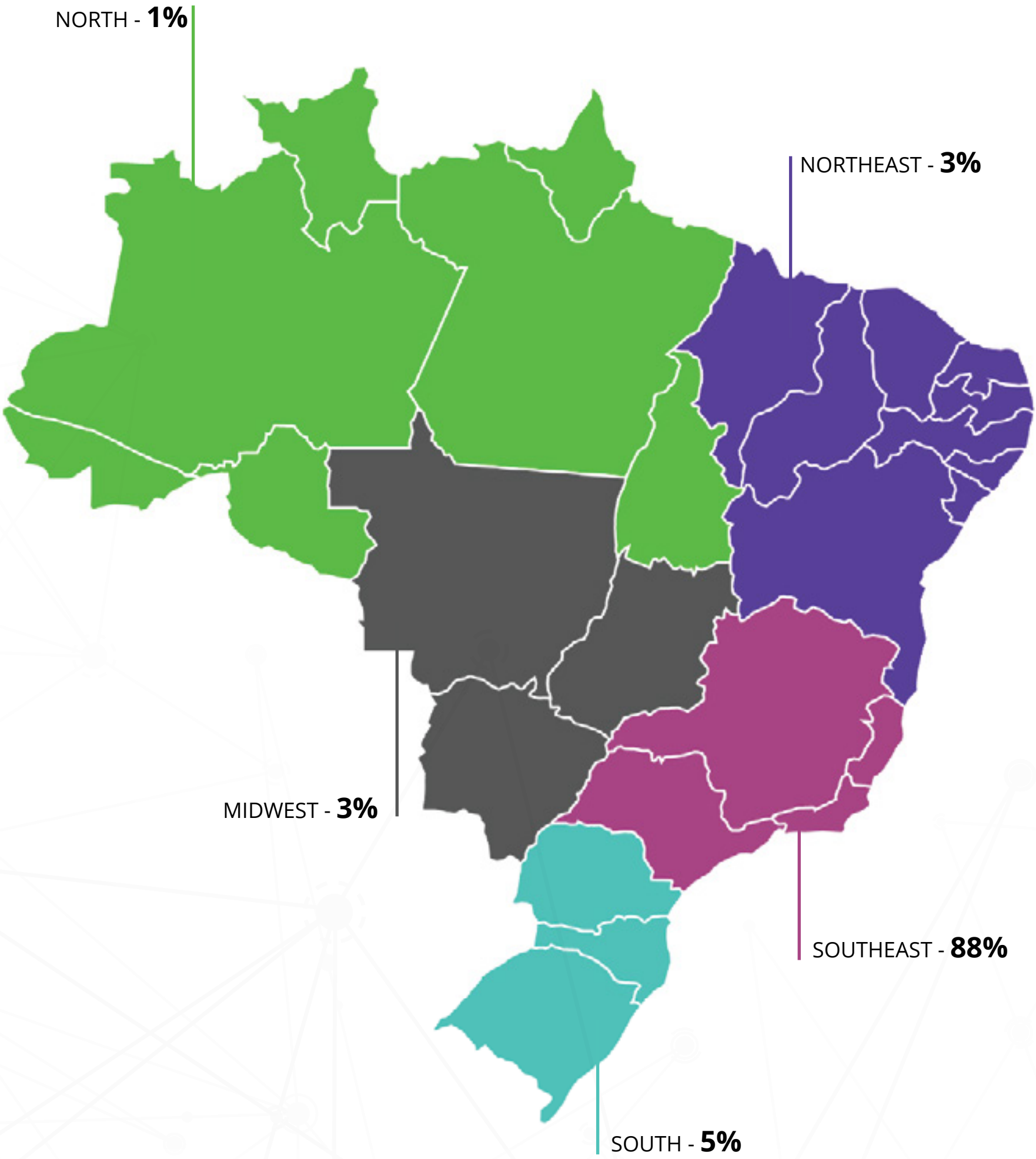


## WHAT ATTENDEES **LOOK FOR** AT THE EVENT?

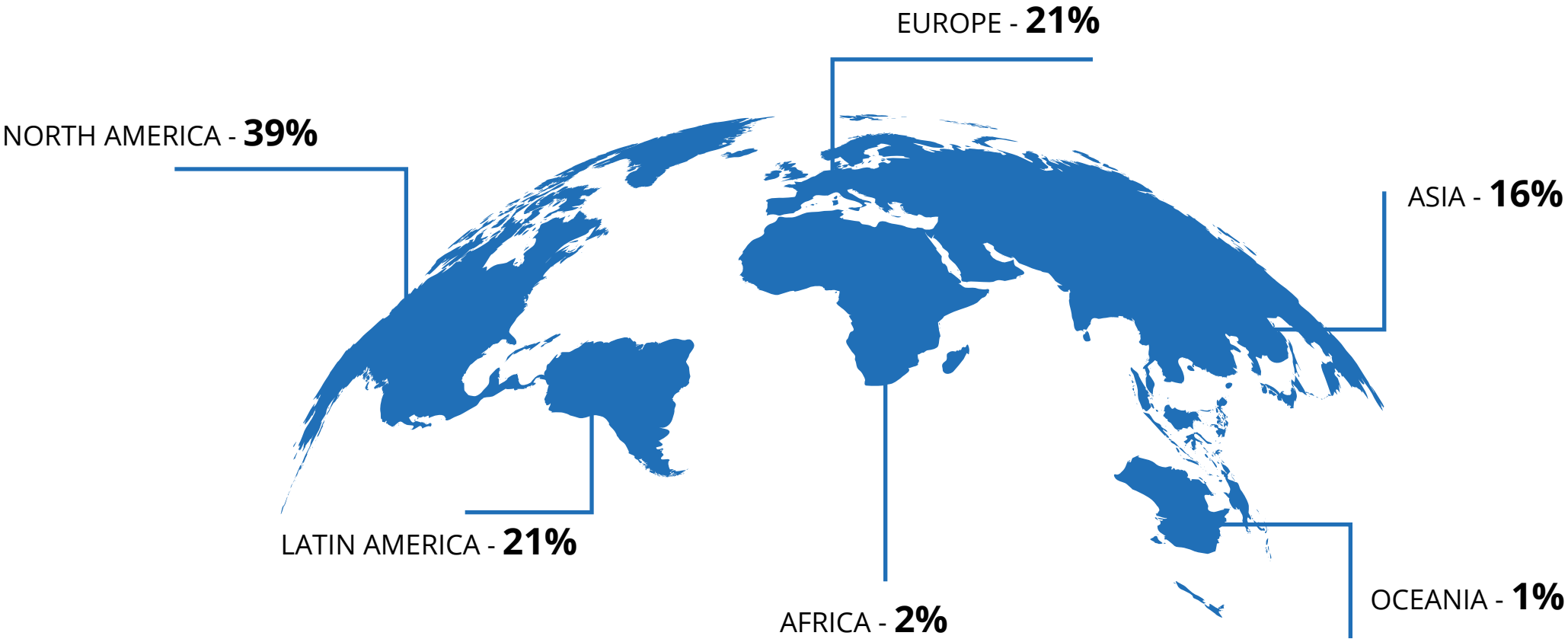




ATTENDEE PROFILE - REGIONS



INTERNATIONAL PRESENCE 3%



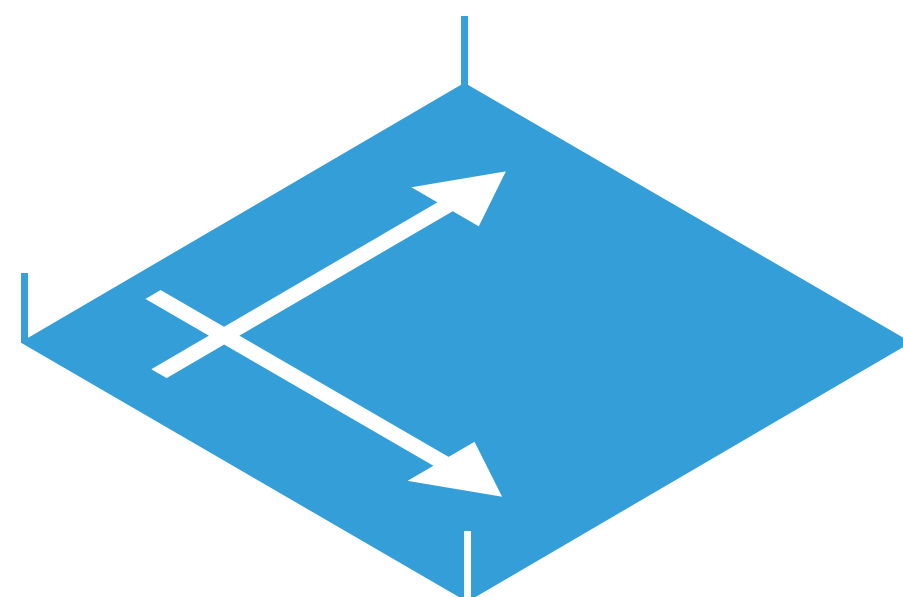
TOP 10 COUNTRIES





## EXHIBITOR PROFILE

**250**  
EXHIBITING  
BRANDS



**25** SQM OF  
THOUSAND EXHIBITION  
**AREA**

### SEGMENTS

- Purchaser /Brand
- Digital Certification/ Digital Identification and Biometrics
- Bank / Financial Institution
- Industrial Automation
- Commercial / Banking Automation
- Solutions and Services for Payment Methods
- Consulting
- Machines and Terminal Devices
- IoT Sensors and Devices
- Components
- Equipment for Networks
- Solutions and Services in IT SEGMENTS
- Telco Solutions and Services
- Dedicated / Specialized Solutions and Services
- Solutions and Services for Smart Cities
- Telco Operators
- (ISP) Provider
- Cloud: Solutions and Services
- Storage and Processing
- Content Platforms / Applications
- Information Security: Solutions and Services
- Integrators
- Infrastructure (cables, antennas, etc.)
- Energy Systems
- Distributors / Representatives





## EXHIBITOR PROFILE - OPINION



*"Futurecom is the meeting point for the innovation industry, where companies meet to show what the future society will be like. We are already living with advanced technology and the 5G network will accelerate this even further. To accompany this very strong transformation, NEC emerges as an advanced ecosystem orchestrator to make society safer and more prosperous."*

ANDRÉ ELETÉRIO, *Marketing and Communication Director at NEC*



*"We have a long-standing partnership with Futurecom. The event was very good this year, better than in the previous years. The most important thing is that our customers are here. The first day was already wonderful, we received the decision-makers from our customers at the stand and this whole conversation will definitely generate results in terms of closing deals. We have high expectations for this to happen."*

MICHELE MELÃO, *Marketing and Sales Manager at Comba do Brasil*



*"We have participated in all the editions of Futurecom. The technologies presented are more tangible because of the 5G topic. We have brought solutions that are closer to reality and have had very positive feedback. We also received visits from our main customers, who attended the demonstrations and panels. Our business team managed to generate good conversations and discussions"*

GEORGIA SBRANA, *Marketing and Communication Vice-president at Ericsson*

# 69%

claim it is the best  
event in the sector

# 79%

intend to  
exhibit in 2020



## PRE-EVENT RELANTIONSHIP ACTIONS



An exclusive Futurecom action that provides relationships, business and entertainment for professionals from the Technology and Telco sector, within the other Informa Markets Group events.

In 2019 exhibitors and partners were present at the events:



**HIS**

HEALTHCARE  
INNOVATION  
SHOW '19

Brazil Windpower  
conference & exhibition





## TESTIMONIALS



*"I was very pleased with the support from Futurecom in the visit to Agrishow and very surprised with the dimension and possibilities that the agricultural market can bring to our business. We met with important players and received a lot of information about the sector, very useful for us to figure out our strategy for the next actions and design products for this new market."*



*José Moisés*  
**American Tower**

*"It was a great experience. Thanks to the Futurecom team, I was able to map the market meeting several brands and visiting stands in an organized and accessible manner, activities I probably wouldn't have been able to do if I were alone. I exchanged experiences, did networking and took advantage of pleasant moments regarding relationships with the Futurecome team and the representatives as well as the proposed road map."*



*Antonio Cesar Santos*  
**VIVO**

*"We thought our experience went beyond the proposed days as it was all so intense and useful. The meetings scheduled by Futurecom with Agrishow exhibitors were very assertive, as we were received at the stands by very qualified contacts, important decision-makers."*



*Ciro Chudo*  
**AryCom**



# FUTURECOM IN THE MEDIA



**Site visits**  
**+ 600 Thousand Views**  
(\*nov 2018 to nov 2019)



**Google Ads**  
**620.500** Million Prints  
**59.785** Clicks



**Radio**  
**3** Spots  
**300** Radios



**Newsletter**  
**37** Campaigns sent and over  
and over **800** thousand impacts



**Programmatic Media**  
**15.957.949** Million Prints  
**40.579** Clicks



**Ads**  
**45**



**Facebook**  
**7.481.016** Million Prints  
**23.900** Clicks



**SOCIAL MEDIA**  
**+ 24 Thousand** followers

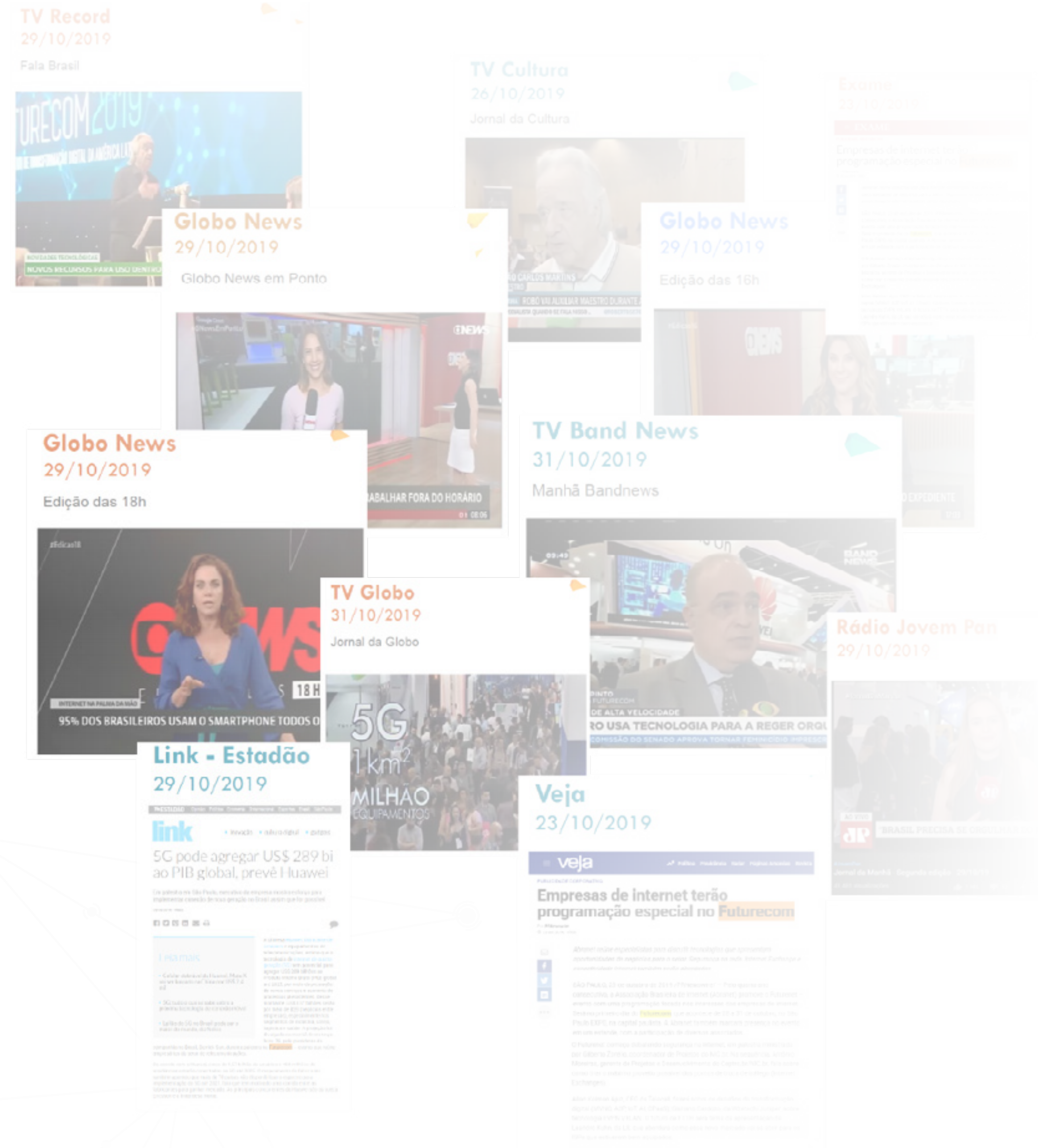


# FUTURECOM IN THE MEDIA

Total of articles: **1897**  
(In 2018: 1693)

- TVs – **22**
- Radios – **8**
- Newspaper – **47**
- Magazines – **6**
- Social Media – **18**
- Online – **1796**

**R\$ 14.824.476,44 million**  
in brand exposure





FUTURECOM 2019 SPONSORS

PREMIUM SPONSORSHIP



MASTER SPONSORSHIP



GOLD SPONSORSHIP



OPERATORS





SUPPORT AND PARTNERSHIP

INSTITUTIONAL SUPPORT



MEDIA SUPPORT







CHECK OUT FUTURECOM 2019



**SAVE THE DATE**



# FUTURECOM2020

20 - 22 OCTOBER • SAO PAULO - BRASIL

TECHNOLOGIES THAT TRANSFORM THE BUSINESS ECOSYSTEM.

PRE EVENT AND OPENING CERIMONY

**19 OCTOBER**

[FUTURECOM.COM.BR](http://FUTURECOM.COM.BR)

Promotion and Organization



**informa**markets