

# PROPOSAL FOR EVENT'S SUPPORT

*São Paulo Turismo has created a policy to support local events that are considered to be of a significant nature, aiming to reinforce and intensify the visibility and promotion of the city of São Paulo as a destination for business meetings and large events.*

*This document establishes the variety of actions offered by São Paulo Turismo in order to support the events.*

## **São Paulo Turismo**

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## **MICE Promotion**

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## SUPPORTING ACTIONS OF SÃO PAULO TURISMO



**1** Promote your event in our Business Agenda/Events Calendar on the website: [www.cidadedesapaulo.com](http://www.cidadedesapaulo.com)

- The official Tourism website of São Paulo;
- The website is at the top of Google web search results for "Cidade de São Paulo";
- The number of the website visitors increased by 75% per month over the past year;

\* Information required: - Official title of the event; - Period; - Local; - Address; - Organizers; - Phone Numbers; - Website; - E-mail;

**2** Availability of institutional videos, high resolution photographs, maps, and suggestions of promotional texts in electronic formats, in order to complement your information about the City of São Paulo in the event's material.

-Maps. Download:

<http://www.spturis.com/download/mapas.php>

-Photographs. Download:

<http://imprensa.spturis.com/imprensa/imprensa.php?id=fotos>

- Videos available in Portuguese, English and Spanish, in .wmv format, may be requested by e-mail.



**3** Availability of tourism information of the city through our \*Program “São Paulo – Stay Another Day”, which allows foreign participants to make arrangements in order to make the best out of their visit. It’s about a guide that contains options for all tastes and budgets.

The main idea is that the tourists will be able to set their itineraries based on two menus: Ten options of 1-day theme tours and a range of selected must-see attractions in six neighborhoods. The guide also provides information about restaurants, shopping and entertainment.



This program can be displayed through an electronic banner at the event ´s website (Portuguese, English and Spanish).

Get to know our program by visiting: [www.fiquemaisumdia.com.br](http://www.fiquemaisumdia.com.br)

The program can be displayed to the participants in the following forms:

- Official Event Website
- Event newsletter
- Event printed materials (folders, etc)
- Official Event printed Program

**4** \* Availability of Information of Receptive Travel Agencies, registered in SPTuris, that offer city tours, hotel reservations and other services to the participants, if required by the organizers of the event.

**TurisMetrô**

A great program of city tours is offered by São Paulo Turismo in association with Metrô – Companhia do Metropolitano de São Paulo: TurisMetrô. The program happens on weekends, the cost is up to three Metrô tickets (the departure is at Sé Station) and the attractions are several tourist and historical points of the City of São Paulo, always accompanied by specialized bilingual tour guides.

For further information, visit: [www.spturis.com/turismetrometro](http://www.spturis.com/turismetrometro).



**5** \* Availability of a Personalized Newsletter: “Welcome to São Paulo – enjoy your stay while you attend the (NAME OF YOUR EVENT)”. A file will be sent to you, ready to be mailed to the attendees, signed by São Paulo Turismo, containing the logo and a brief description (release) of the event.

**6** \*\*Insertion of a brief description of the event at the “Acontece na cidade” (“What’s going on in the city”) session on the website [www.cidadedesapaulo.com.br](http://www.cidadedesapaulo.com.br).

**7** \*\* Distribution of the event’s folders at our Tourist Information Centers (located at the Guarulhos International Airport, Tietê Bus Station, Olido Gallery – downtown area), if the event is open to the general public.



**8** \*\* Availability of VIP kits for your special guests or for the speakers. (The kit is composed of promotional material of the City and Welcome letters).

**9** \*\*\* Availability and installation of a Tourist Information Center (CIT – Central de Informação Turística) to events with more than 5000 participants. The Tourist Information Center offers bilingual representatives and a variety of promotional materials of the City of São Paulo.



**10** Availability of the program “Bem Receber” (“Welcome”), that provides discounts and benefits to the participants of the event. The discount coupons are offered by restaurants, tours, stores and others.

The program is available through a link or animated banner on the website of the event. For further information, please check: [www.spturis.com/descontos](http://www.spturis.com/descontos).

## **\* Conditions and General Restrictions:**

- São Paulo Turismo does not support events related to ALCOHOL, TOBACCO AND SEX.
- Proposals will be evaluated and the support items will be defined according to the following criteria: - Event profile and history; - Estimated number of participants from outside São Paulo.
- The items and promotional material will be offered subject to availability in stock.
- The promotional material from São Paulo Turismo must contain proper credits and official layout, as described at the "Manual de Utilização de Marca e Imagens da São Paulo Turismo"
- These norms describe the aspects that are analyzed by São Paulo Turismo before granting the support officially. Each norm is subject to change. São Paulo Turismo reserves the right to not support an event, even if the information submitted is according to the norms presented. São Paulo Turismo has formatted this document with the objective of promoting the city of São Paulo independently and without any relationship with the establishments mentioned.
- Item 4: São Paulo Turismo does not interfere in the negotiation between the organizers and the Receptive Travel Agencies. It also doesn't offer free city tours.
- Item 5: The content of the newsletter is prepared by São Paulo Turismo and sent to the organizers of the event.

## **\*\* Special Conditions:**

- Item 6 will be conceded after being analyzed by the Communication Administration of São Paulo Turismo, based on the following criteria: - Importance to the general public: paulistanos and tourists; - Size of the event; - Media visibility. The items are restricted to the condition of inserting the Fique Mais um Dia Program at the website of the event as well as the sending of the newsletter to the participants of the event (send by the organizer).
- Items 7 and 8 will only be conceded if the organizers of the event promote the "São Paulo – Stay another day" program on the event's website, newsletter and/or printed materials.

## **\*\*\* Special Conditions:**

- Item 9 will have its availability consulted with the on the Tourist Customer Service Coordination's agenda. The service must be requested at least 45 days prior to the event. The organizers of the event are responsible for the concession of an area destined for the installation of the Tourist Information Center.

Area specifications (minimum standards):

- 9 m<sup>2</sup>
- Basic stand fitting (two chairs, one table/counter and one cabinet)
- Credentials for the attendants
- Event's Tax Exemption must be provided to the representative staff

## ACTIONS FROM THE ORGANIZER/ PROMOTER

- 1** The form “Support to Events” must be fulfilled, in order to identify the event’s characteristics.
- 2** The form “Organizer’s profile” must be fulfilled, in order to identify the event’s characteristics.
- 3** Promote the Program “São Paulo – Stay another Day” in one or all of the following event’s media: website, newsletters, printed materials and confirmations of reservations (if there is an official travel agency).
- 4** Insert the logo of São Paulo Turismo at the section “Support” in the communication material.