



National Council  
of General Commanders presents:



chancel

*The International Congress of Police Operations is proudly **presented by the**  
**CNCG - National Council of General Commanders.***



# the event

*The International Congress of Shock Operations, held in December 2018 in the city of Florianópolis, has placed Santa Catarina on the route of major events on public security.*

*For three days, the largest and most modern Event Center in the city, the Luiz Henrique da Silveira Governor, located in Balneário de Canasvieiras, in the North of the Island, has become a temple of innovation in the defense of the citizen and the public patrimony and private property.*





# the event

cont. 2/3

*Agents from all states of the Federation and from other countries could exchange knowledge and have contact with what is the newest and most efficient available in the market.*

*The success achieved is the challenge of making it even better this year. A more comprehensive, inclusive, dynamic, informative, technological event that gets the law-abiding citizen closer to those who protect him in the day-to-day.*

***In March 2020, Public Security will be debated in open field with society*** at the International Congress of Police Operations - CPO INTERNATIONAL 2019.



# the event

cont. 3/3

*A new name, a new audience, but with the same capacity of distinct voices in favor of the evolution of a subject so sensitive to all. **It will be historical. It will be unique.***



**2nd Edition - 17, 18 and 19 March 2020**  
Events Center Gov. Luiz Henrique da Silveira  
Santa Catarina - SC



*the city* —

**FLORIANÓPOLIS**

*Capital City of Santa Catarina*

# the city

**Florianópolis, the capital of Santa Catarina, will be the scene of the International Congress of Police Operations. CPO 2019.**

**Recognized nationally for its natural beauties and its thriving technological center, the city has been one of the main destinations for events.**

*According to the ranking of the International Congress and Convention Association (ICCA), the Island of Santa Catarina goes side by side with São Paulo and Rio de Janeiro in holding international congresses.*

*Low crime rates, police self-efficacy, excellent hotel and gastronomic infrastructure and extensive and sophisticated event centers are some of the attractions that make the city a fertile ground for the dissemination of knowledge in different areas.*



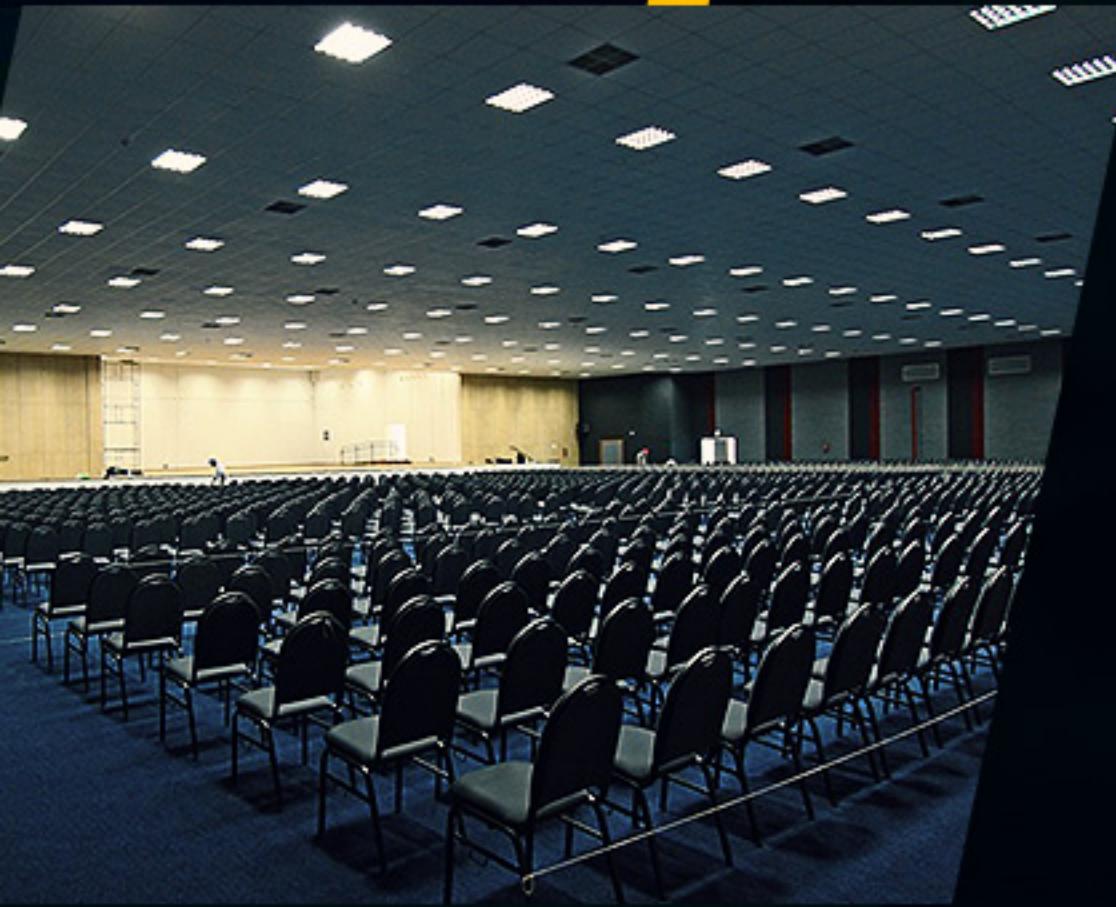


📍 *the venue*

**E.C. GOV. LUIZ HENRIQUE DA SILVEIRA**

*Rod. José Carlos Daux - Canasvieiras  
Florianópolis - Santa Catarina*

# 📍 the venue



*Opened in 2015, the **Governador Luiz Henrique da Silveira Event Center** has a privileged infrastructure for national and international events.*

*A few meters from the Canasvieiras resort along the SC-401 highway, the complex has a main auditorium for 3,000 people, a space of 5,200 m<sup>2</sup> for fairs and a capacity for 106 stands with a 23 m<sup>2</sup> average.*

*The public also has the convenience of a large parking lot, with capacity for 700 cars, as well as a food court and industrial kitchen.*

*It is an ideal space to make the congress participants of an event the size of CIOP as comfortable as possible.*



**5200m<sup>2</sup>**



**3000**



**700**



**106**

# cioc 2018

*Important information:*

 **2000**  
**enrolled**

*From all over the country.*

 **11**  
**speakers**

*From Brazil and other countries.*

 **28**  
**exhibitors**

*Nationals and internationals.*

**see**



*Aftermovie  
1st Edition*



*Institutional  
COP 201*



*Complete  
Live Transmission*

# cioc 2018

*cont. 2/2*

*Important information:*

 **1300**  
**people a day**

*Of average audience.*

**delegations**  
*from all states of the federation of various public security agencies and representatives of the public forces of various countries in Latin America and Europe.*



# the congress

***The event aims to highlight the police activity, in different spheres, addressing relevant Public Security issues.***

*National and foreign speakers will share lessons, strategies and legal aspects that permeate the daily lives of those whose mission is to maintain order and enforce the Law.*

*Between panels, the public will have contact with the most modern in citizen's and property defense in a fair with the main companies of the sector. It will be, above all, an event that will not only bring civil society and police activity close together, but also an opportunity for Public Security professionals to improve.*





# 📍 topics of interest

- 01 . Shock Operations;*
- 02 . Special Operation;*
- 03 . Air Operations;*
- 04 . Operations using animals (horse, dog, buffalo, etc.);*
- 05 . Motorized Tactical Patrol (02 and 04 wheels);*
- 06 . Intelligence Operations;*
- 07 . Integrated Operations (GAECO);*
- 08 . Technology applied to police operations;*
- 09 . International Tenders;*
- 10 . Police operations in other countries.*



# target audience

*The Military, Civil and Federal Police, the Federal Highway Patrol, Municipal Guards, Prison Agents, the Army, Navy, Aeronautics Military and other members of the Judiciary, Public Ministry and Public Defender office.*

*Businesses and consumers from the security, defense and outdoor sports sector. Teachers and students from all sectors of civil society.*

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*estimation of*  
**4000**  
**people**

*A day, on average.*

# ABOpEsp space

**Special operations units will have an exclusive space** to provide exchanges and bring doctrines closer together among agents from different spheres and members of public security.

The Brazilian Association of Special Operations (ABOPESP) will offer a stand in the amphitheater of the Luiz Henrique da Silveira Events Center, with a program of clinics and workshops for those who carry out the police activity as an office of excellence.



**ASSOCIAÇÃO BRASILEIRA DE  
OPERAÇÕES ESPECIAIS**



# social

*Type of action: Collection and donation of food items;*



*expectation*  
**4 ton  
of food**

*entities  
assisted*



# schedule of activities

Tue.17.Mar

Wed.18.Mar

Thu.19.Mar

- 07:30 - 08:30H . *Accreditation;*
- 08:30 - 09:00H . *Opening;*
- 09:00 - 11:00H . ***Grand Lecture;***
- 11:00 - 13:30H . ***Lunch and Exhibition;***
- 13:30 - 15:00H . ***Lecture 2;***
- 15:00 - 16:00H . *Interval;*
- 16:00 - 17:30H . ***Lecture 3;***

**Exhibition**

# schedule of activities

**Tue.17.Mar**

**Wed.18.Mar**

**Thu.19.Mar**

08:30 - 10:00H . **Lecture 4;**

10:00 - 10:30H . *Interval;*

10:30 - 12:00H . **Lecture 5;**

12:00 - 13:30H . *Lunch;*

13:30 - 15:00H . **Lecture 6;**

15:00 - 16:00H . *Interval;*

16:00 - 17:30H . **Lecture 7;**

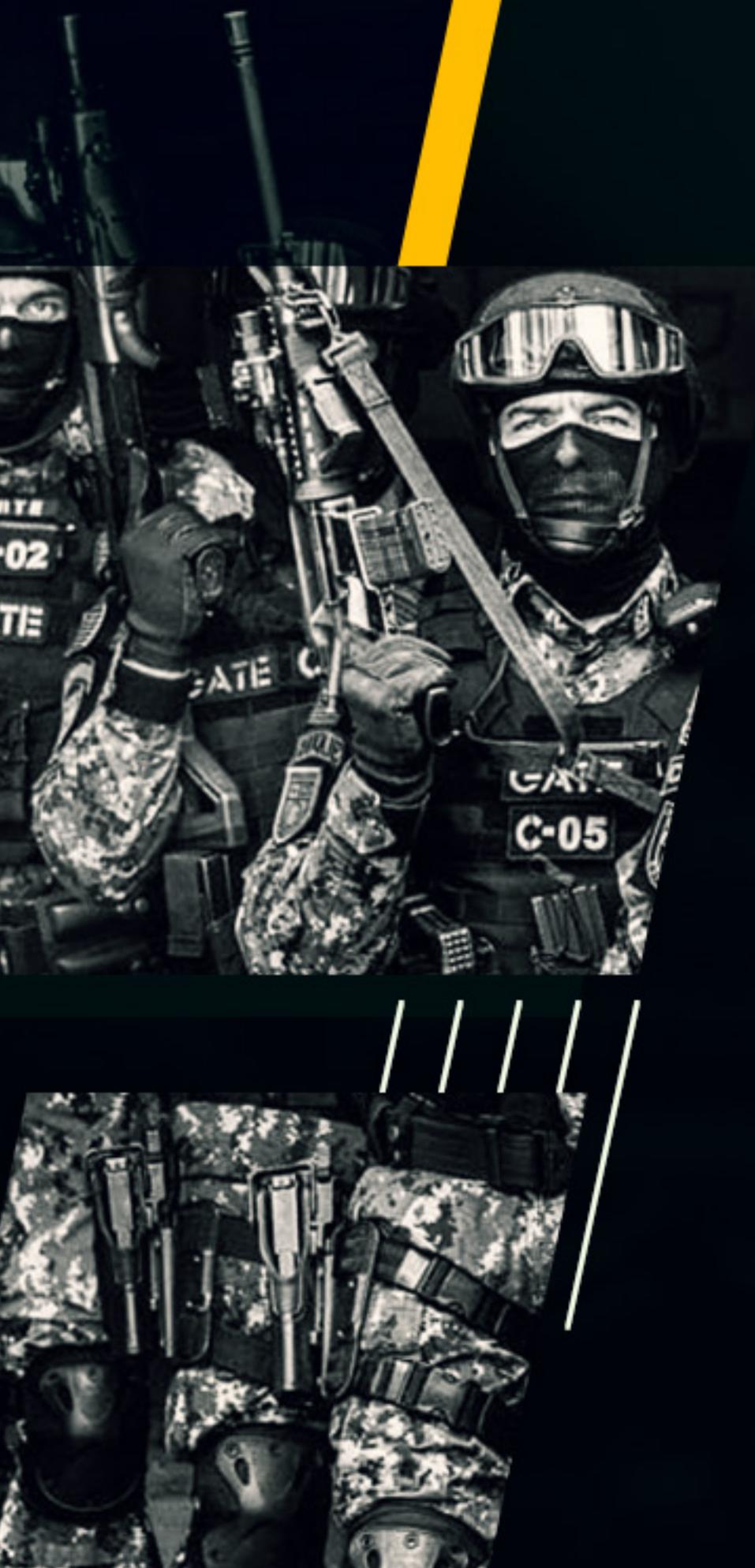
**Exhibition**

# schedule of activities

Tue.17.Mar

Wed.18.Mar

Thu.19.Mar



- 08:30 - 10:00H . **Lecture 8;**  
10:00 - 10:30H . *Interval;*  
10:30 - 12:00H . **Lecture 9;**  
12:00 - 13:30H . *Lunch;*  
13:30 - 15:00H . **Lecture 10;**  
15:00 - 16:00H . *Interval;*  
16:00 - 17:30H . **Closing Lecture;**

**Exhibition**

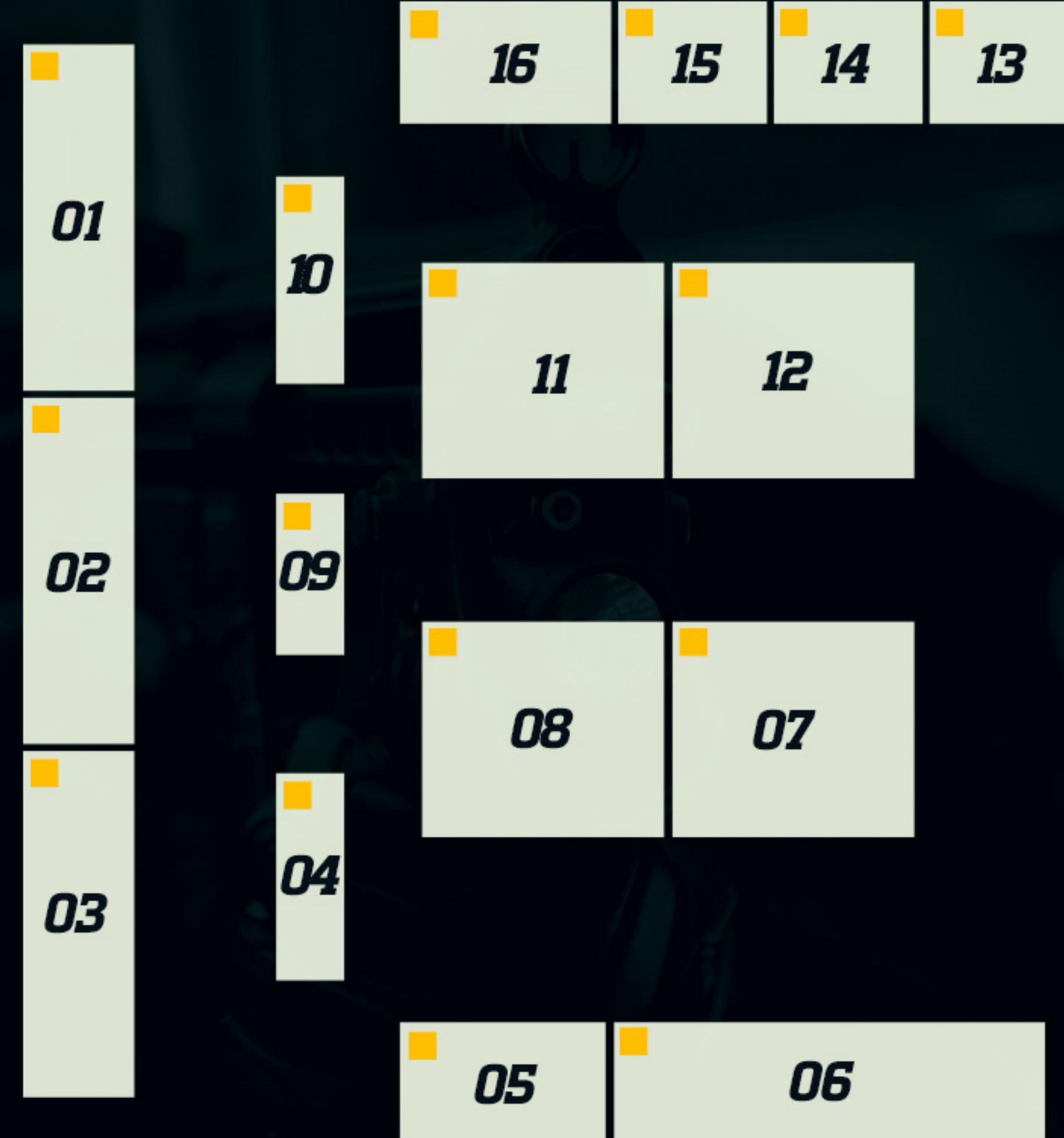
# top floor

## exhibitors

01 - Quartzo Engenharia  
 02 - Sindesp  
 03 - SOS Sul Defender  
 04 - Taser  
 05 - 5.11 Tactical  
 06 - DITEC  
 07 - Dahua / Coringa  
 08 - Condor

09 - Fab Defense  
 10 - Glock  
 11 - Invictus  
 12 - CBC / Taurus  
 13 - Sig Sauer  
 14 - Benelli  
 15 - Springfield Armory  
 16 - ArmaLite

## map



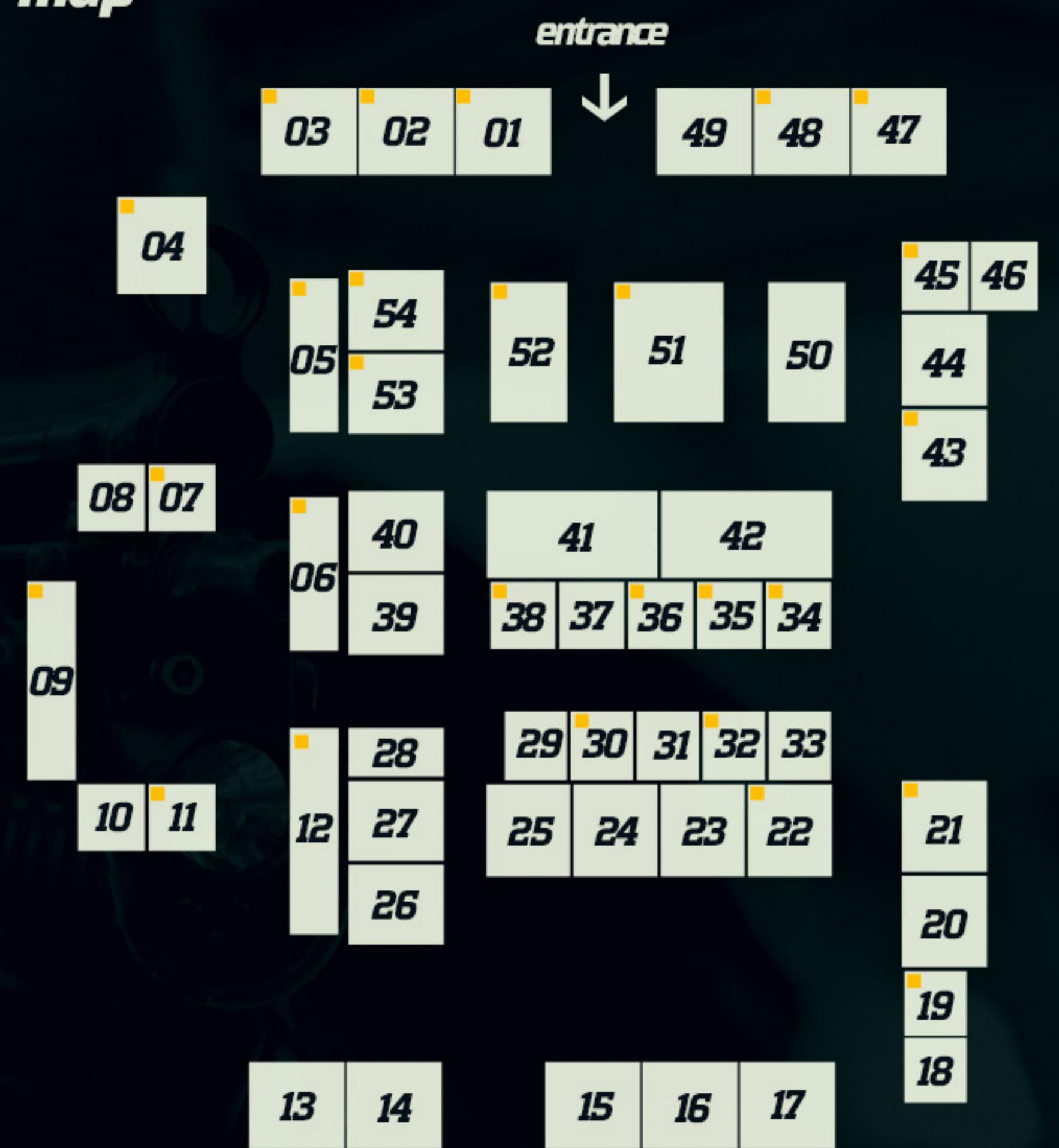
**booths** DIAMOND [72m<sup>2</sup>] - GOLD [36m<sup>2</sup>] - SILVER [28m<sup>2</sup>] - BRONZE [16m<sup>2</sup>]

# top floor

## exhibitors

- 01 - CZ Arms
- 02 - Brasimpex
- 03 - Brasimpex
- 04 - Bombeiros SC
- 05 - GMF
- 06 - CORE
- 07 - Pirata Produções
- 09 - Canil PMSC
- 11 - DEAP
- 12 - PRF
- 19 - Crosster / WD40
- 21 - Ghost Internacional
- 22 - Davnar
- 30 - C.B. de Tiro Prático
- 32 - Algemas Brasil
- 34 - ToCoin
- 35 - Patola Cases
- 36 - Botas Vennto
- 38 - Mag 44 / Guns&Coffee
- 43 - Cobra Tactical
- 45 - Steyr Arms
- 47 - LaLo Tactical
- 48 - LaLo Tactical
- 51 - PMSC

## map



**booths** DIAMOND [72m<sup>2</sup>] - GOLD [36m<sup>2</sup>] - SILVER [28m<sup>2</sup>] - BRONZE [16m<sup>2</sup>]

sponsorship  
quotas

*Diamond*  
**Gold**  
*Silver*  
**Bronze**



# **diamond** sponsor



R\$100.000

## **STAND**

*Privileged space with 72 m<sup>2</sup> in exhibition area on the upper floor;*

*Priority of choice in order of contract signature;*

*Signage of the space highlighted in the event map (backdrop and printed);*

## **RETURN OF MEDIA - OFF LINE**

*Signature brand in billboards and / or busdoors in the city of Florianópolis and region;*

*Signature brand on the back cover of the virtual magazine COP INTERNATIONAL 2019;*

*COP INTERNATIONAL 2019 virtual magazine - (02) two pages available for brand promotion;*

*Signature brand on posters distributed in Public Security, Judiciary, Public Prosecution, Public Defender and universities;*

*Signature brand on the credentials delivered to the congress participants;*

*Signature brand in the kits delivered to VIP guests;*

*Signature brand on the virtual and / or printed certificates delivered to the lecturers and congress participants;*



# diamond sponsor cont. 1



## **RETURN OF MEDIA - ON LINE**

*Signature brand on the front end of the site as a DIAMOND sponsor;*

*Targeting the brand's website via the event's website;*

*Signature brand for 70,000 (seventy thousand) targeted emails.*

*Signature brand in the automatic e-mails for those enrolled in the congress;*

*Posts on the official page of the congress on Instagram and Facebook until the date of the event with the logo;*

*Signature brand on the front cover of the official event page on Facebook.*

## **BRAND ACTIVATION - PARKING**

*Signature brand on the mirrored flags on the facade of the parking lot;*

## **BRAND ACTIVATION - FAÇADE AND CHECK-IN**

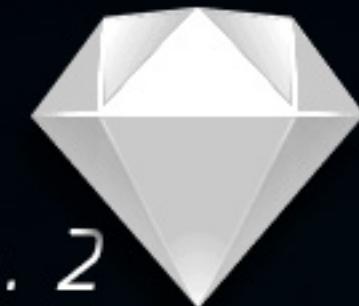
*Signature brand on the cut out layout in the front structure of the building;*

*Signature brand in the backdrop on the event portal (fixed event photographer for social network postings)*

*Signature brand in the large-scale map backdrop of the event;*

*Signature brand in the portal of the event.*

# **diamond** sponsor cont. 2



## **BRAND ACTIVATION - FAIR AREA**

*Signature brand on signs of the event;*

*Signature brand in the shared meeting rooms;*

## **BRAND ACTIVATION - CONGRESS AREA**

*01 (one) 5x2 banner hanging in the side area of the lectures;*

## **BRAND ACTIVATION - SPONTANEOUS MEDIA**

*Dissemination in media partners;*

*National press office - Reporter Ricardo Macuco;*

*Digital final clipping delivered to sponsors.*

## **BRAND ACTIVATION - RELATIONSHIP ACTIONS**

*04 (four) invitations to access the VIP ROOM;*

*Reservation of the VIP room for a useful commercial or relationship activity with guests in the VIP area;*

*Distribution of gifts to congress participants or VIPs. (gifts on behalf of the sponsor);*



# diamond sponsor cont. 3



## **BRAND ACTIVATION - VIDEO MARKETING**

*Signature brand in the pre-launch video of the event;*

*Signature brand in the individual video of each speaker;*

*Signature brand in the institutional video of the event (production and script);*

*Exhibition of the brand institutional video at the opening of the event - maximum of 1 (one) minute;*

*Exhibition of brand institutional video in the social networks of the event - maximum of 1 (one) minute (within the brand's law program – video under the responsibility of the brand);*

*Signature brand in the final video of the event coverage.*

## **BRAND ACTIVATION - COMMERCIAL PRESENTATION**

*The SPONSOR will have 10 minutes to present his / her brand before the lecture in plenary.*

# gold sponsor

R\$50.000

## **STAND**

*Privileged space with 36 m<sup>2</sup> in exhibition area on the upper or lower floor;  
Priority of choice in order of contract signature;*

## **RETURN OF MEDIA - OFF LINE**

*Signature brand on the back cover of the virtual magazine COP INTERNATIONAL 2019;  
01 (one) page for articles of the brand available in the virtual magazine CIOP 2019;  
Signature brand on posters distributed in Pub. Security, Judiciary, Pub. Prosecution, Pub. Defender bodies and universities;  
Signature brand on the credentials delivered to the public;*



# gold sponsor

*cont. 1*

## **RETURN OF MEDIA - ON LINE**

*Signature brand in the footer of the site as sponsor GOLD;*  
*Targeting the brand's website via the event's website;*  
*Signature brand in 70 thousand segmented emails;*  
*Signature brand in the automatic e-mails for those enrolled in the congress;*  
*Biweekly posting on Instagram until the date of the event with brand content;*  
*Posts on the official page of the congress on Instagram and Facebook until the date of the event with the logo;*

## **BRAND ACTIVATION - FAÇADE AND CHECK-IN**

*Signature brand in the backdrop on the event portal (fixed event photographer for postings in social network);*  
*Signature brand in the large-scale map backdrop of the event;*  
*Signature brand in the event portal*



# gold sponsor

*cont. 2*

## **BRAND ACTIVATION - FAIR AREA**

*Signature brand in the shared meeting rooms;*

## **BRAND ACTIVATION - SPONTANEOUS MEDIA**

*Dissemination in media partners;*

*National press office - Reporter Ricardo Macuco*

*Digital final clipping delivered to sponsors.*

## **BRAND ACTIVATION - RELATIONSHIP ACTIONS**

*02 (two) invitations to access the VIP ROOM;*

*Distribution of gifts to congress participants or VIP guests. (Gifts on behalf of the sponsor);*

# gold sponsor

*cont. 3*

## **BRAND ACTIVATION - VIDEO MARKETING**

*Signature brand in the pre-launch video of the event (Grouped with sponsors GOLD);*

*Signature brand in the individual video of each speaker. (Grouped with sponsors GOLD);*

*Signature brand in the institutional video of the event (Production and filmmaker script). (Grouped with sponsors GOLD);*

*Exhibition of the video of the brand in the social networks of the event (within the programming law of the brand);*

*Signature of the brand in the final video of the event coverage. (Grouped with sponsors GOLD).*

# ***silver*** sponsor

R\$25.000

## **STAND**

*Privileged space with 28 m<sup>2</sup> in exhibition area on the lower floor;  
Priority of choice in order of contract signature.*

## **RETURN OF MEDIA - OFF LINE**

*Publicizing the brand in the virtual magazine COP INTERNATIONAL 2019 (grouped with SILVER sponsors);  
Signature brand on posters distributed in Public Security, Judiciary, Public Prosecution, Public Defender  
bodies and universities;*

## **RETURN OF MEDIA - ON LINE**

*Signature brand in the footer of the website as sponsor SILVER;  
Targeting the brand's website via the event's website;*

# *silver*sponsor<sup>cont. 1</sup>

## **BRAND ACTIVATION - FACADE AND CHECK-IN**

*Signature brand in the large-scale map backdrop of the event;*

## **BRAND ACTIVATION - FAIR AREA**

*Signature brand in a thematic backdrop;*

## **BRAND ACTIVATION - SPONTANEOUS MEDIA**

*Promotion in media partners;*

*National press office - Reporter Ricardo Macuco*

*Digital final clipping delivered to sponsors.*

# **silver sponsor** cont. 2

## **VIDEO MARKETING**

*Signature brand in the individual video of each speaker. (Grouped with SILVER sponsors);*

*Signature brand in the institutional video of the event (Production and filmmaker script). (Grouped with SILVER sponsors);*

*Exhibition of the institutional brand video in the social networks of the event  
(within the programming of the law of the brand);*

*Signature brand in the final video of the event coverage. (Grouped with SILVER sponsors).*

## **RELATIONSHIP ACTIONS**

*Distribution of gifts to congress participants restricted to their exhibition space. (gifts on behalf of the sponsor);*

# bronze sponsor

R\$10.000

## **STAND**

*Privileged space with 16m<sup>2</sup> in exhibition area on the lower floor;  
Priority of choice in order of contract signature.*

## **RETURN OF MEDIA - OFF LINE**

*Publicizing the brand in the virtual magazine COP INTERNATIONAL 2019 (grouped with BRONZE sponsors);*

## **RETURN OF MEDIA - ON LINE**

*Signature brand in the footer of the site as BRONZE sponsor;  
Targeting the brand's website via the event's website;  
Posts on the official page, Instagram and Facebook of the event until the date of the event with the logo;*



# bronze sponsor

*cont. 1*

## **BRAND ACTIVATION - FACADE AND CHECK-IN**

*Signature brand in the large-scale map backdrop of the event;*

## **BRAND ACTIVATION - VIDEO MARKETING**

*Signature brand in the institutional video of the event (Production and filmmaker script). (Grouped with BRONZE sponsors);*

*Signature brand in the final video of the event coverage. (Grouped with BRONZE sponsors).*

## **BRAND ACTIVATION - SPONTANEOUS MEDIA**

*Digital final clipping delivered to sponsors.*

## **RELATIONSHIP ACTIONS**

*Distribution of gifts to congress participants restricted to their exhibition space. (gifts on behalf of the sponsor);*

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**JOÃO SANSONE**

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**THANK YOU!!**