



*National Council
of General Commanders*
Presents:

**CONGRESSO
DE OPERAÇÕES
POLICIAIS**

COP^P
INTERNACIONAL

CONGRESSO
DE OPERAÇÕES
POLICIAIS

COP^P
INTERNACIONAL

channel

*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.***

CONGRESSO
DE OPERAÇÕES
POLICIAIS | COP^P
INTERNACIONAL

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.



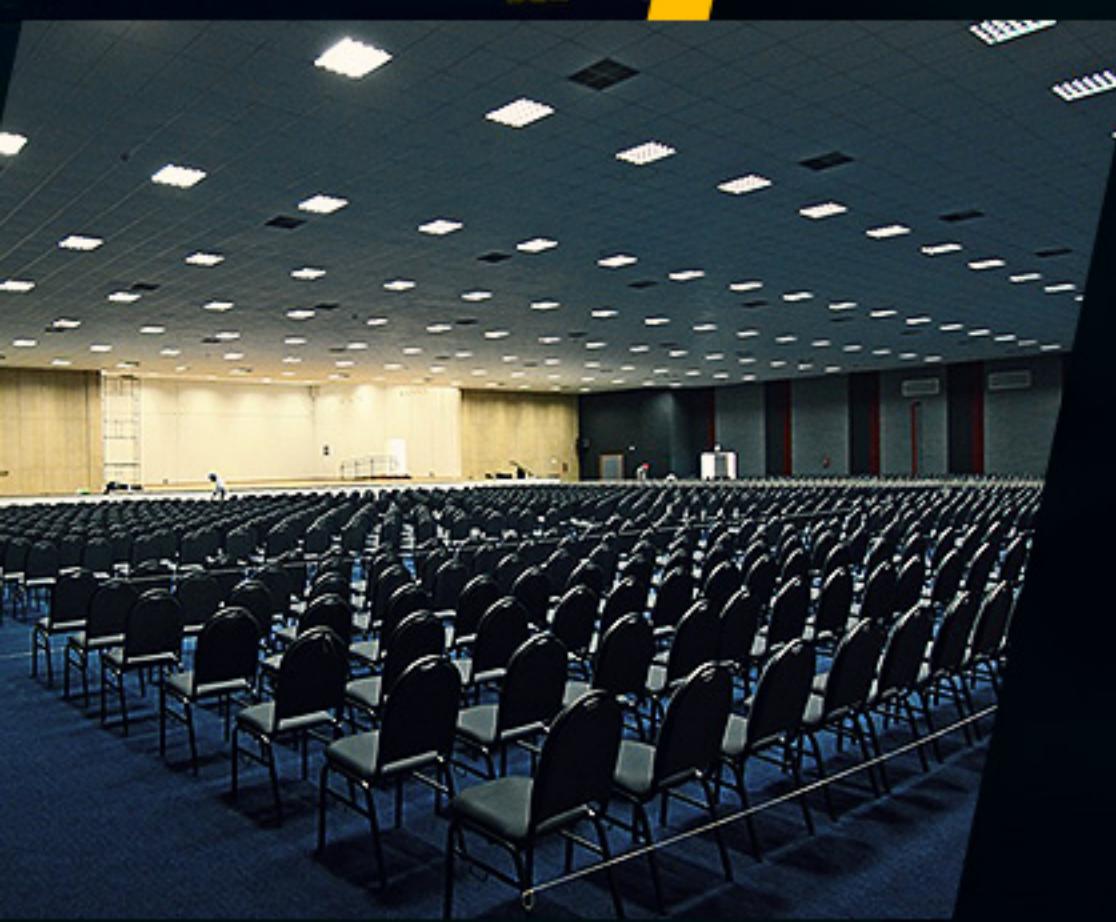


📍 *the venue*

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 m² for fairs and a capacity for 106 stands with a 23 m² 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.



5200m²



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.



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;**

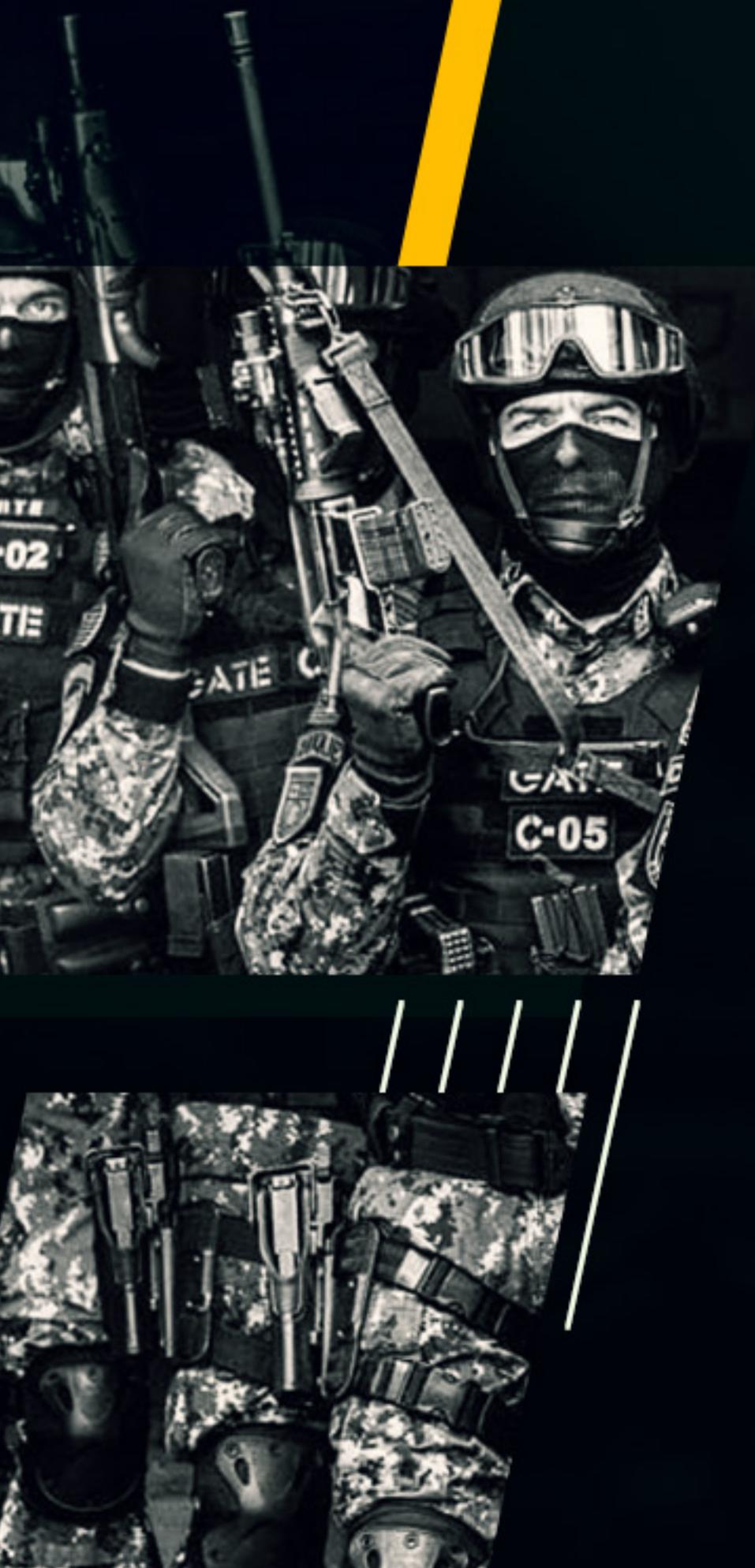
Exhibition

schedule of activities

Tue.17.Mar

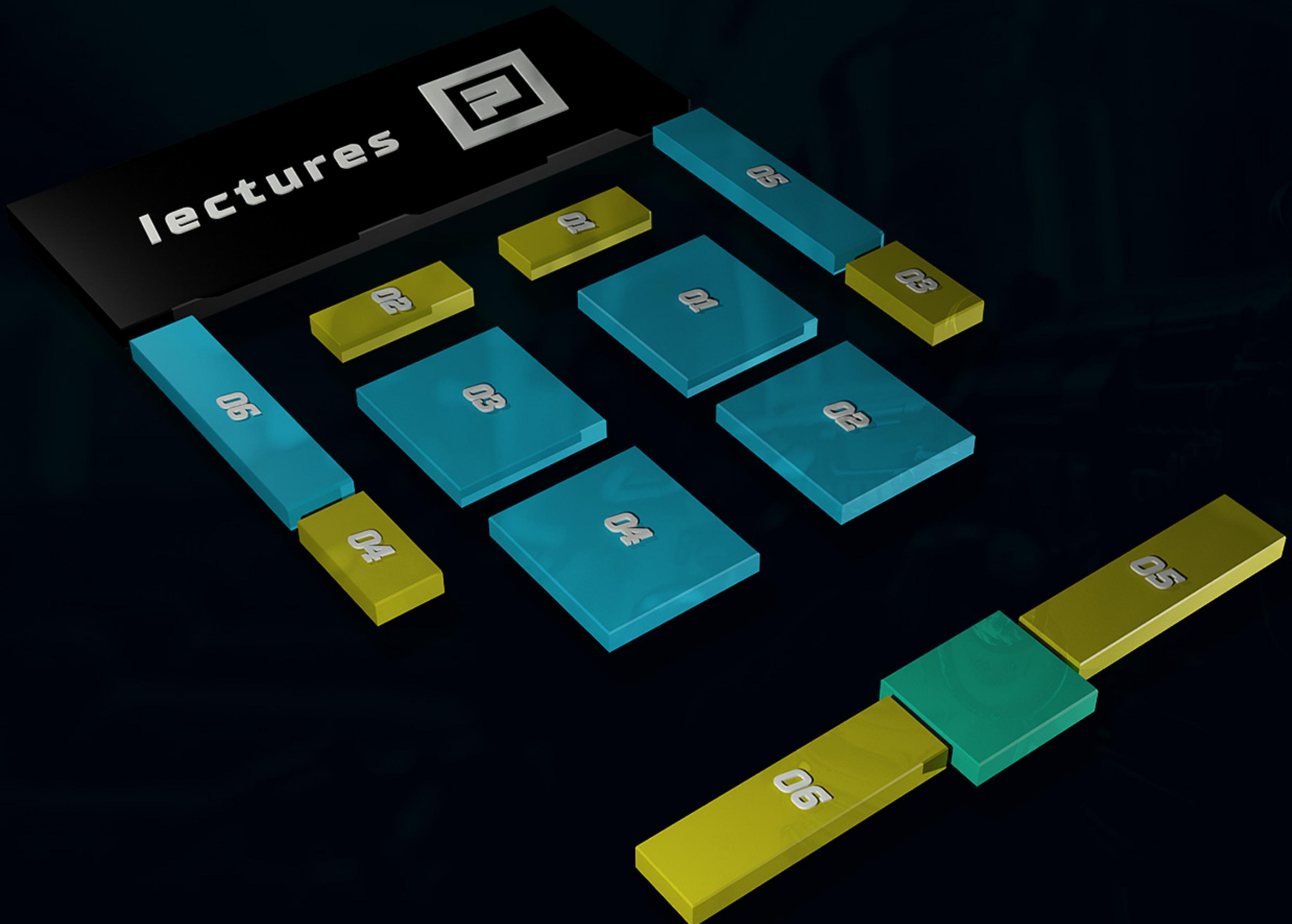
Wed.18.Mar

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



map top floor

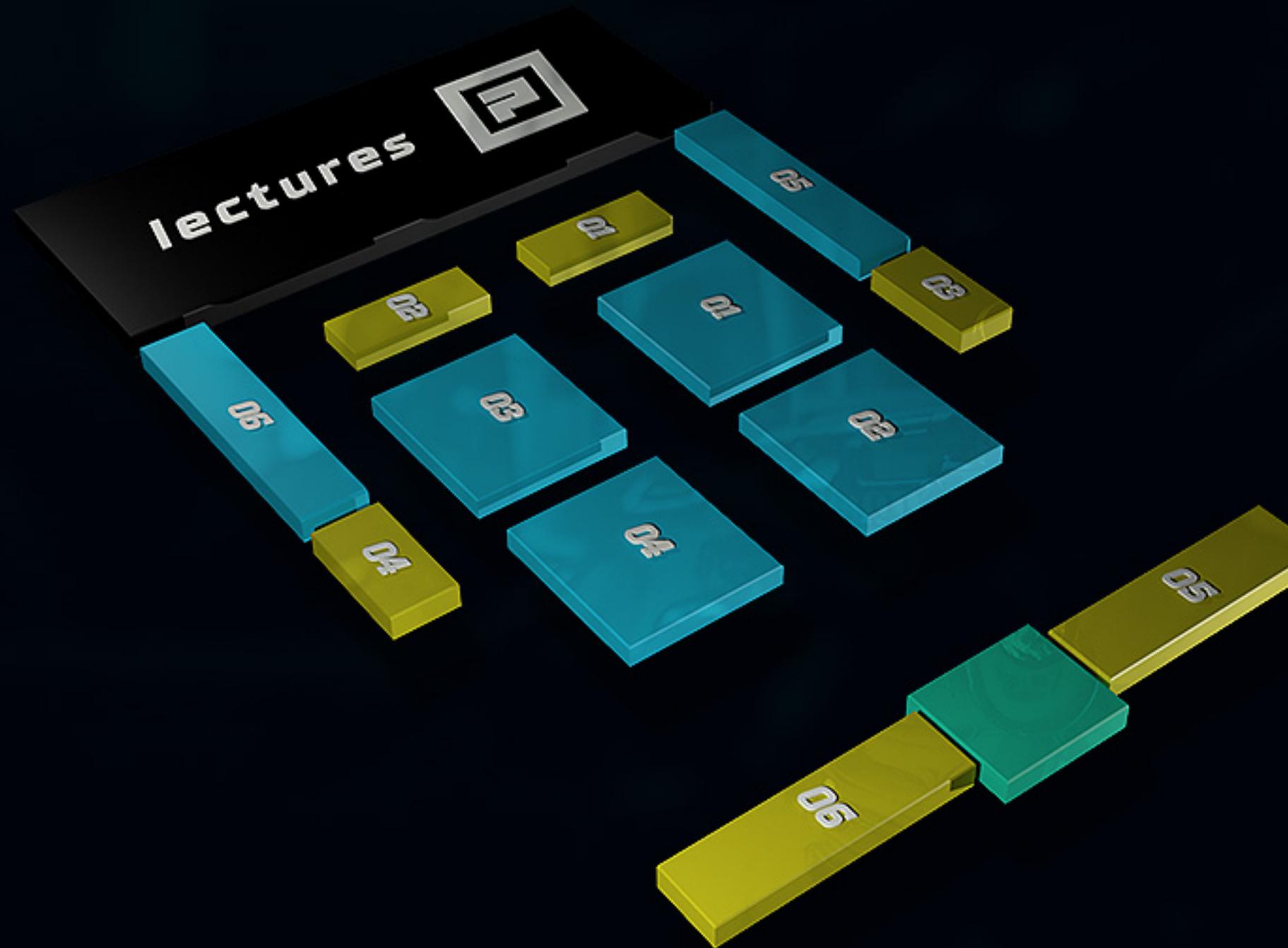
-  **DIAMOND Exhibition Booth [72m²]**
 -  **GOLD Exhibition Booth [36m²]**
 -  **Relaxing Lounge**

map top floor

 DIAMOND Exhibition Booth [72m²]

 GOLD Exhibition Booth [36m²]

 Relaxing Lounge



01



02



03



04



05



06



01



02



03



04

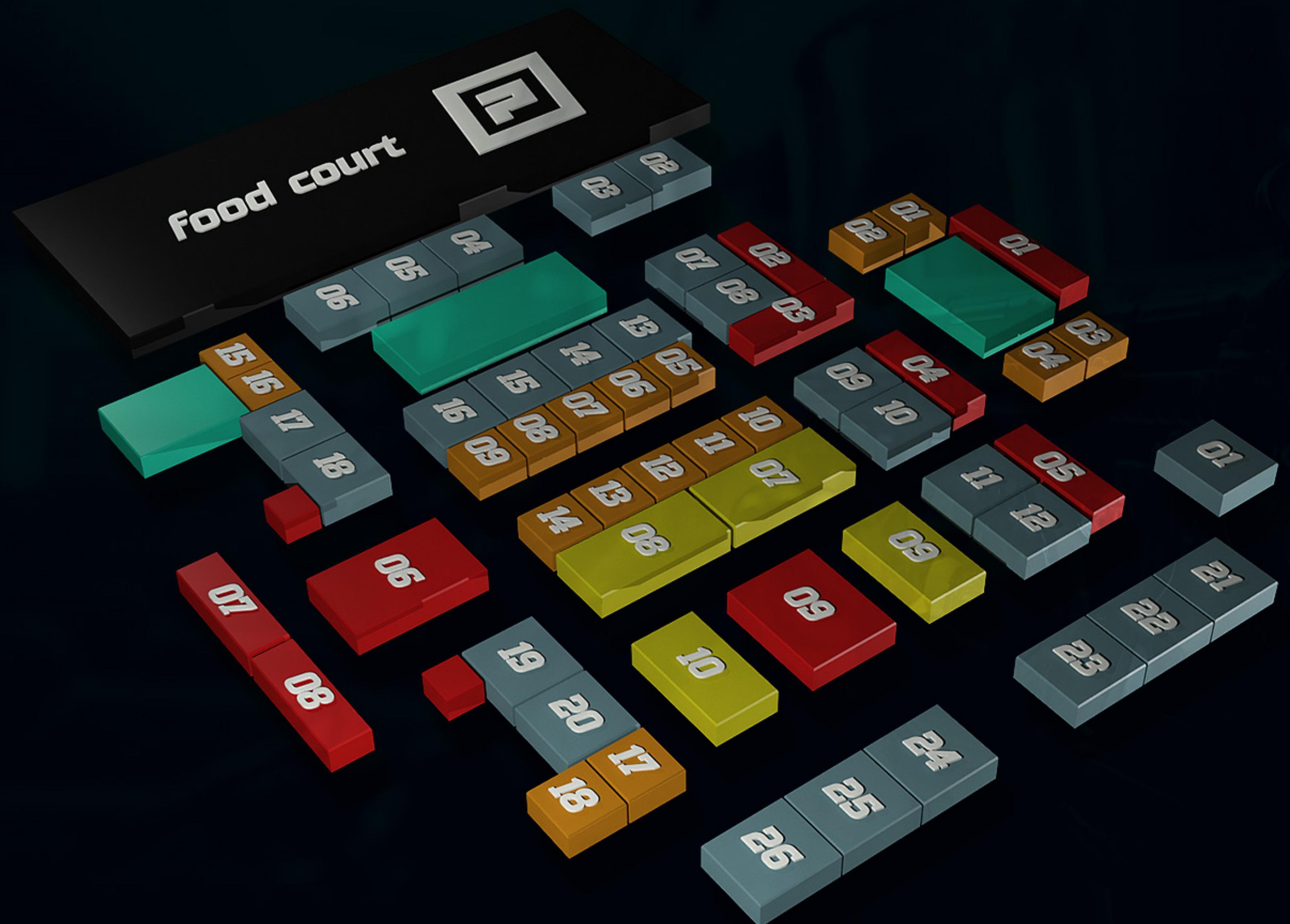


05



06





map bottom floor

- █ GOLD Exhibition Booth [36m²]
- █ SILVER Exhibition Booth [28m²]
- █ BRONZE Exhibition Booth [16m²]
- █ INSTITUTIONAL Exhibition Booth
- █ Relaxing Lounge

map bottom floor

GOLD Exhibition Booth [36m²]

INSTITUTIONAL Exhibition Booth

SILVER Exhibition Booth [28m²]

BRONZE Exhibition Booth [16m²]



Relaxing Lounge



sponsorship
quotas

Diamond
Gold
Silver
Bronze



diamond sponsor



R\$100.000

STAND

Privileged space with 72 m² 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;



diamondsponsor

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);

diamondsponsor 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 m² 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 - FACADE 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 m² 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^{cont. 1}

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 16m² 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);

upgrade package for diamond sponsors

+R\$25.000

All forecasts remain in the DIAMOND quota, adding:

BRAND ACTIVATION - PARKING

*Signature brand in the activation in the Parking of the Congress;
Exhibition of the brand in the banner of a fixed flight balloon in the parking lot of the event. It will depend on weather conditions during the event period.*

BRAND ACTIVATION - FAÇADE AND CHECK-IN

*Signature brand in the photographs printed by the organization distributed to the congress participants.
Action exclusive only to the first and second sponsor in order of contract signature;*

BRAND ACTIVATION - FAIR AREA

Signature brand in a thematic backdrop.



upgrade package for diamond sponsors

cont. 1

+R\$25.000

BRAND ACTIVATION - CONGRESS AREA

Signature brand in a banner inside the VIP area;

RELATIONSHIP ACTIONS

Publicizing the brand on the back cover of the congress participants' folders;

Publicizing the brand in a banner to be placed in the amphitheater in parallel events - Thematic Chambers)

Distribution of gifts, on behalf of the sponsor, in the amphitheater in parallel events - Thematic Chambers)

Publicizing the brand in a banner to be placed in the meeting room of the Council of General Commanders

Distribution of gifts, on behalf of the sponsor, at the Council of General Commanders meeting

COMMERCIAL PRESENTATION

The SPONSOR will have 15 (fifteen) minutes to present his / her brand before the lecture in the plenary.

THANK YOU!

SCHIRLEY SCHMIDT SABOIA

OBJETIVA EVENTOS E PRODUÇÕES LTDA

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