



MALU LOSSO

RELAÇÕES PÚBLICAS E EVENTOS LTDA.

COMPANY

29

*Years of
experience*

Since 1984, expert in planning, organizing, coordinating and carrying out different types of events



MALU LOSSO
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COMPANY

505

*National and
international events*

Flexibility to act in structures and events of
different nature for different audiences.

Customization : **each client , a different event.**

COMPANY

*Events carried
out in* **18** *different
states*



MALU LOSSO
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COMPANY

Booths representing Brazil

in **16** *foreign events*



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COMPANY

Professionals Skilled in multidisciplinary tasks

Departments:

- Production
- Event prospecting, Fund Raising
- Advertisement
- Technical and Scientific Program
- Social and Accompanying Persons Program
- Secretariat

Besides a large team of outsources professionals and suppliers specialized in events

OUR DIFFERENTIAL

Resources Funding

Among the main services provided is the support to the **financial feasibility of the event**, that consists in:

- Development of a funding strategy (exhibition and sponsorships).
- Marketing of booths and sponsorship quotas.
- Agreements management.
- Supervision of exhibition assembly/disassembly.



Estrutura

PRODUCTION

- Estimates of income and expenses.
- Survey of budgets / Hiring of suppliers and service providers.
- Supervision, production and infrastructure set up of the event.
- Advisory support to local coordination.
- Production of all material needed for the participants:
(badges / certificates / receipts / event schedules)

FUNDRAISING / DISCLOSURE

- Advisory support to the sale of stands and the raising of sponsorships.
- Assistance in the production of all promotional material for the exhibitors.
- Supervision and coordination of the assembly and disassembly of the fair.
- Creation and update of databases
- Creation of the promotional material (website / posters / folders / press releases).

Estrutura

TECHNICAL AND SCIENTIFIC PROGRAM

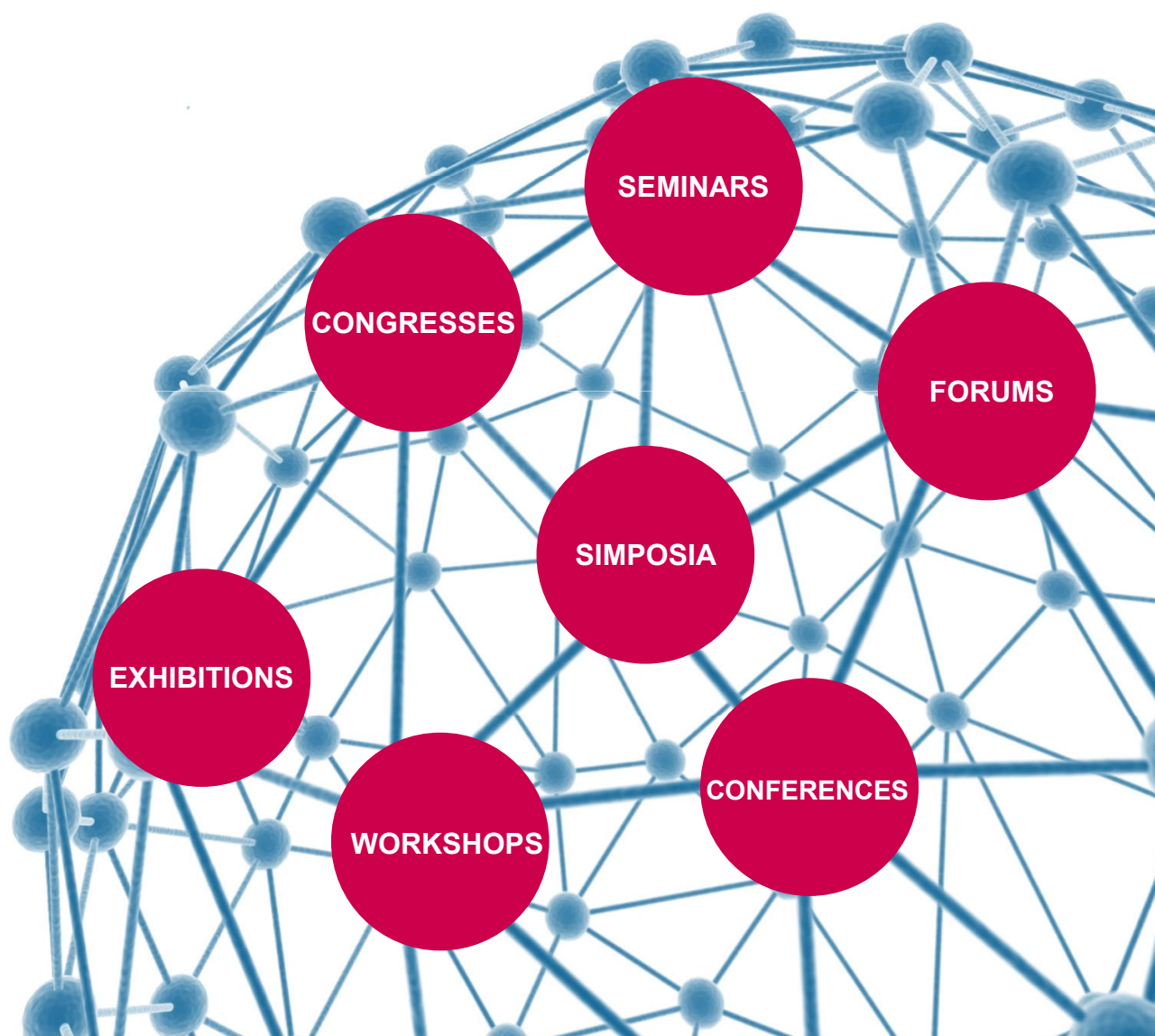
- Elaboration of the invitation letter for sending to the speakers / Control of replies.
- Provide support to the scientific committee in the creation of the program.
- Reception of free papers / classification / confirmation letter.
- Advisory support to create the Program Book
- CD-Rom of Free Papers.
- Travel arrangements of the speakers.

SECRETARIAT

- Information service about the registration and travel arrangements.
- Reception of the registrations / processing and control of payments.
- Confirmation letter of the pre-registered participants.
- Registration Financial Report (partial and final) / Statistics.
- Production of the participants material.

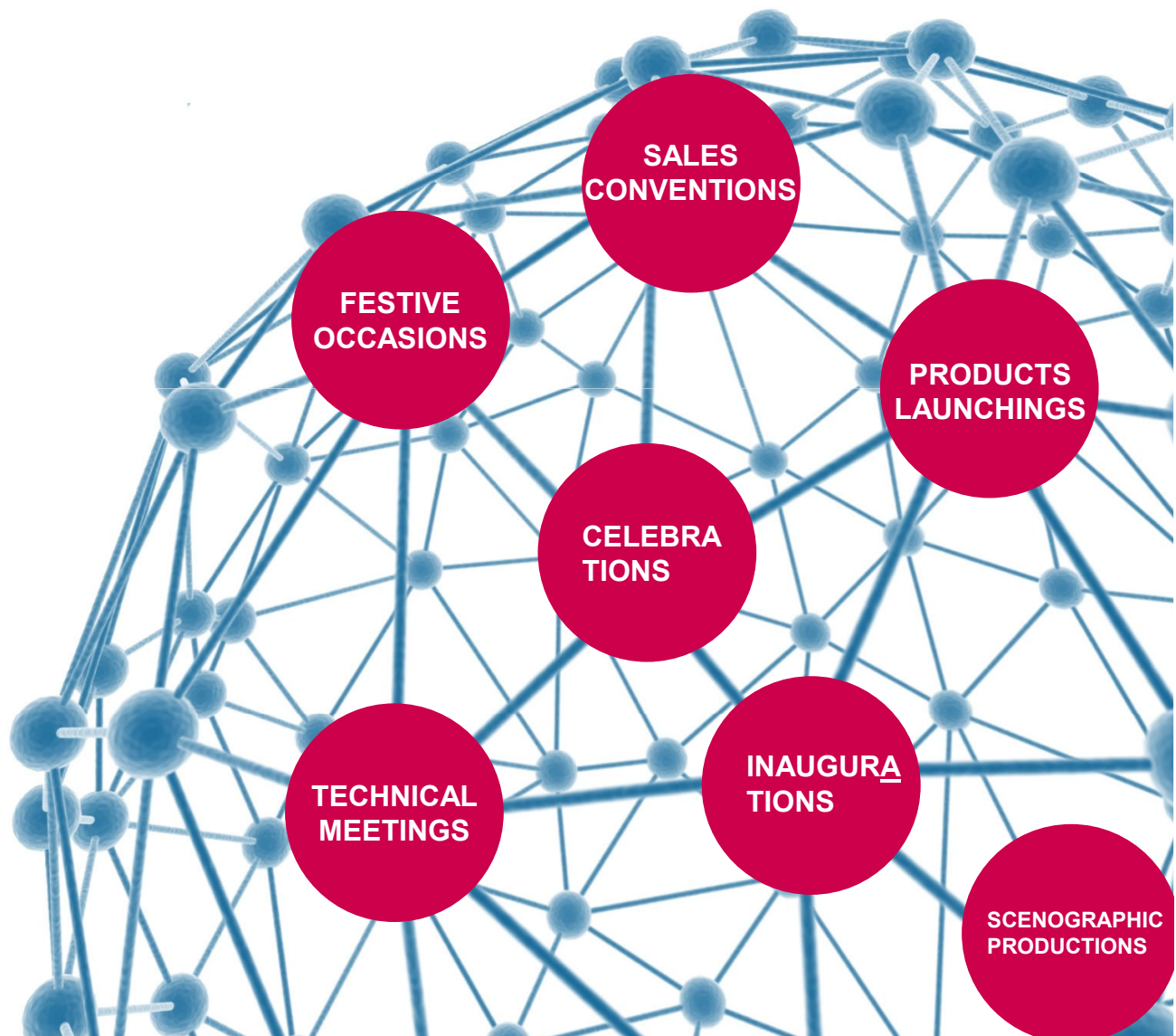
TYPES OF EVENTS

Technical and Scientifical



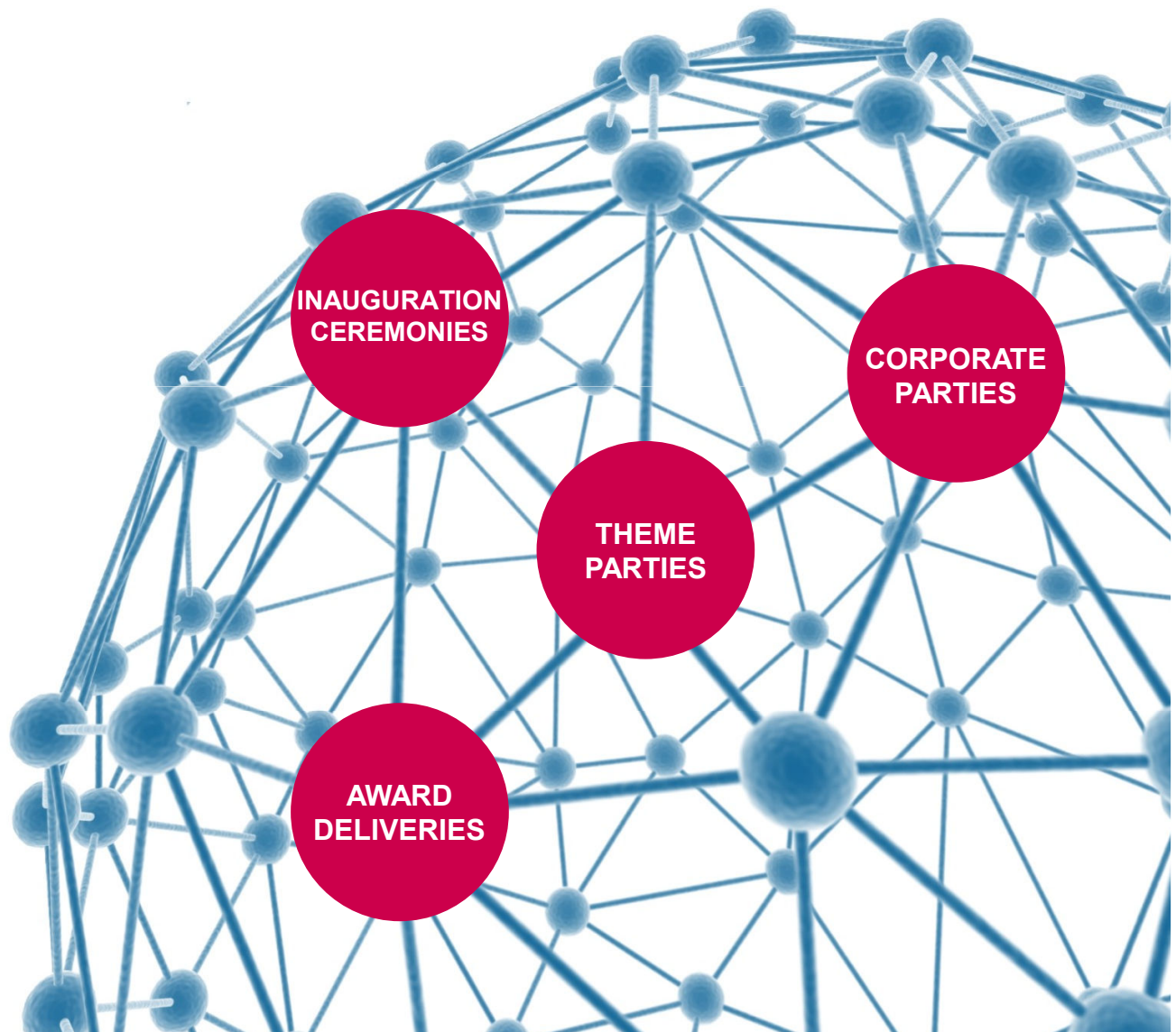
TYPES OF EVENTS

Corporate



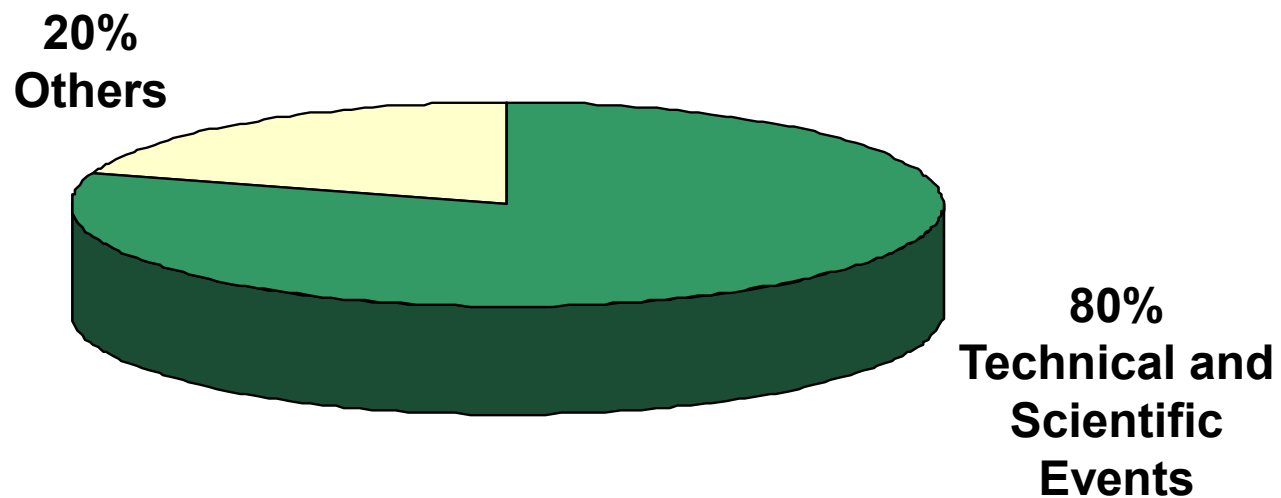
TYPES OF EVENTS

Social

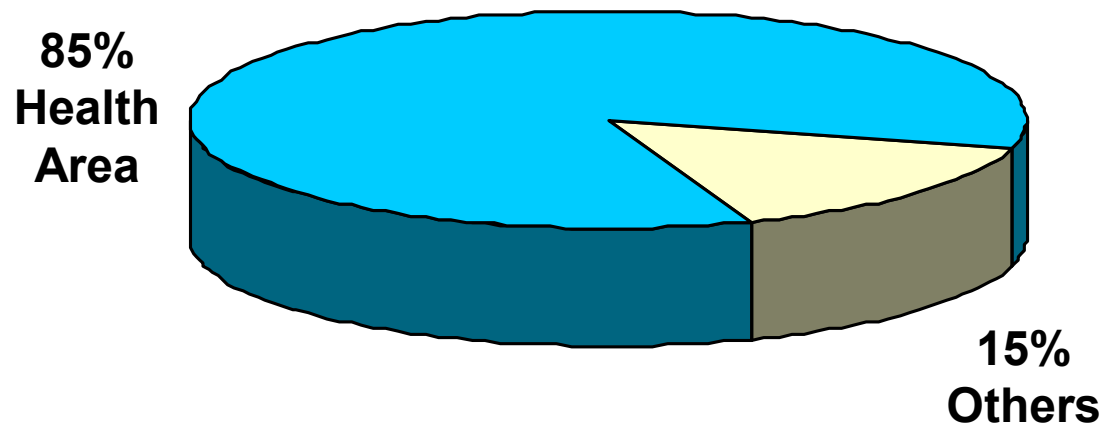


TYPES OF EVENTS

505 EVENTS ORGANIZED



TECHNICAL AND SCIENTIFIC EVENTS



Medical Specialties

Neurology
Psychiatry
Otorhinolaryngology

Internal Medicine / Family Medicine/
Intensive Therapy/ Dermatology

Anesthesiology / Hematology

Thoracic Surgery
Cardiology

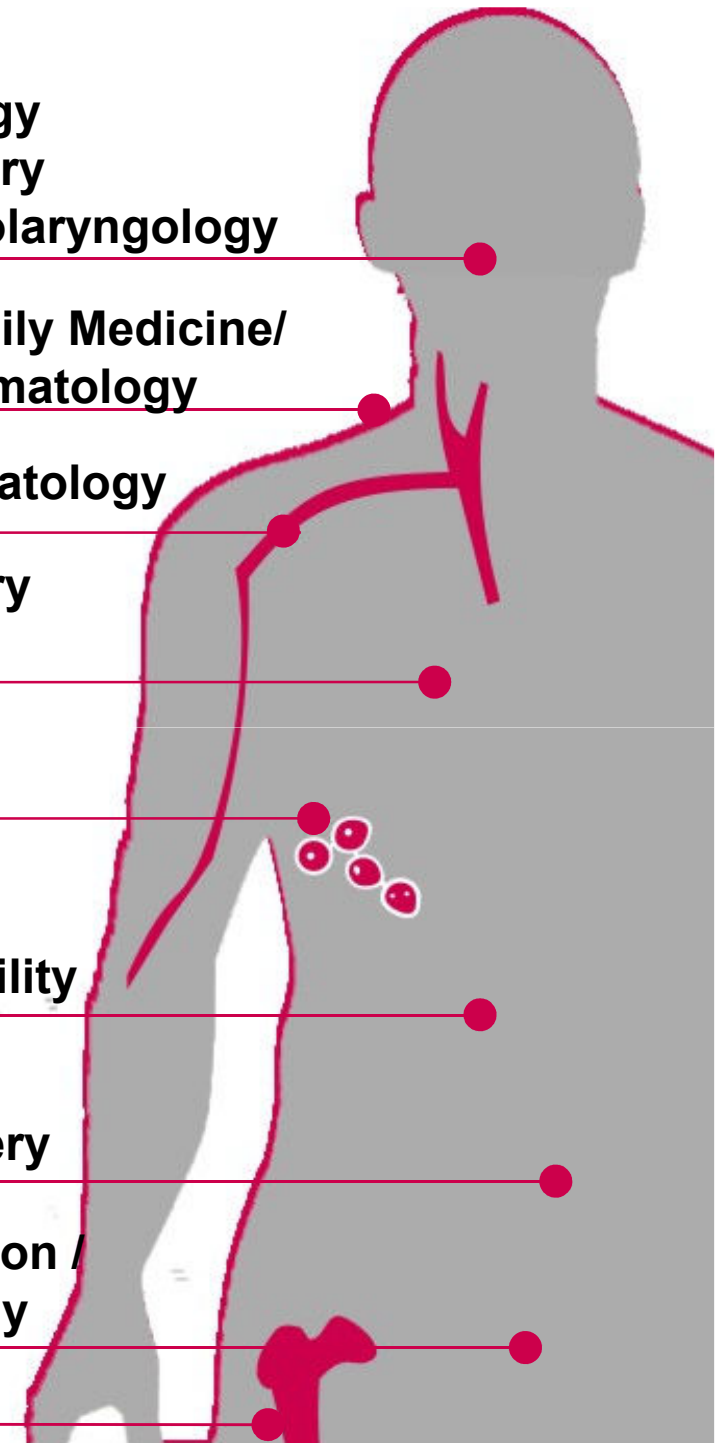
Oncology

Gastroenterology
Gastrointestinal Motility

Colorectal Surgery

Assisted Reproduction /
Gynecology / Urology

Orthopedics



Course

EVENTS PRODUCTION

Technical - Scientific

Course created in partnership with **Malu Losso** and taught by SENAC teachers

viva **senac**
educação

o conhecimento
transforma


MALU LOSSO
RELAÇÕES PÚBLICAS E EVENTOS LTDA.

Commitment

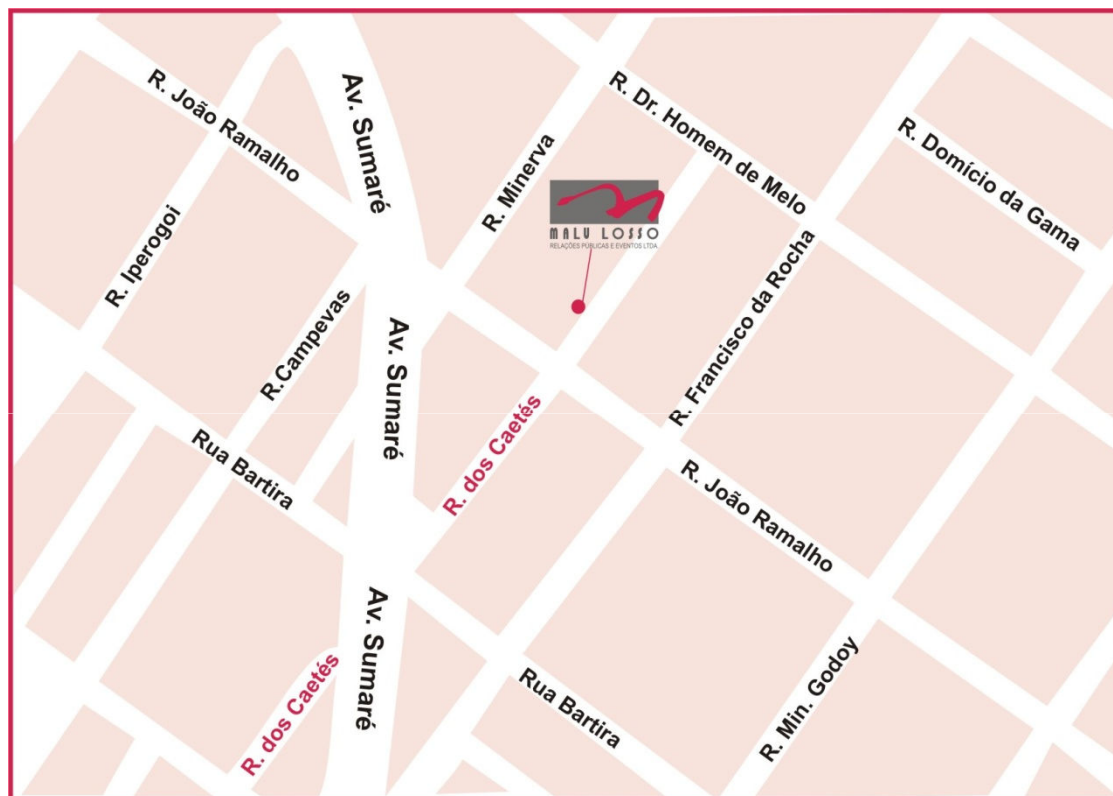
Social and Environmental Responsibility

We intend to draw the attention of our consumers to implement actions, which should include:

- Tree planting to reduce pollutants and greenhouse gases.
- Waste selective collection.
- Use of materials produced from recycled materials.
- Professional training to disadvantaged youth, aiming their work in the events market.
- Projects focused on local communities (libraries/ medical information/others).

COMPANY

Facilities



Our company is located at Rua dos Caetés nº 140, in Perdizes neighborhood, São Paulo.

COMPANY



We are located in a house with 211^{sqm} of built area.

SOME CLIENTS

Congresses

- **ABORL-CCF** – Brazilian ENT and Cervical and Facial Surgery
- **ABTT** – Brazilian Association of Textile Technicians
- **ANTP** – National Public Transportation Association
- **CNDL** – National Confederation of Shopkeepers
- **COF** – São Paulo ENT Center
- **SBCM** – Brazilian Medical Clinical Society – São Paulo Section
- **SBD** – Brazilian Dermatological Society
- **SBMD** – Brazilian Digestive Motility Society
- **SENAC** – National Service of Commercial Schooling
- **SGNSP** – São Paulo Gastroenterology and Nutrition Society
- **SOCESP** – State of São Paulo Cardiology Society
- **ICOH** – International Commission on Occupational Health

To visualize the complete listing of the congresses carried out in the last 13 years, refer to website www.malulosso.com.br

SOME CLIENTS

Celebrations

- Anderson Clayton - 50th Anniversary
- Cia. Cimento Portland Itaú - 50th Anniversary (*Itaú de Minas, Pedro Leopoldo, São Paulo*)
- Pinheiro Neto Advogados - 50th Anniversary
- São Paulo Rotary Club Foundation 50th Anniversary
- ANTP – Nat. Public Transportation Association – 25th Anniversary
- Unipar- Bayer Partnership – 30th Anniversary
- Littmann- 3M do Brasil rand in Brazil – 30th Anniversary (World Cardiology Congress)
- Every events of São Paulo University's 50th Anniversary

SOME CLIENTS

Sales Conventions and Product Launchings

- Digirede/ Cobra/ Scopus/ Elebra (*São Paulo, Rio de Janeiro, Brasília*)
- Unilever – Div. Van den Bergh (*Salvador, Itapema, Ouro Preto*)
- Alpina (*Rio de Janeiro*)
- Tip Top Têxtil (*São Paulo, Atibaia, Rio de Janeiro*)
- Warner Lambert (*Guarujá, Barra Bonita, Olinda*) – P&G
- Sherwin Williams (*Angra dos Reis*)
- Fiat Automóveis - Tempra (*Aruba*)
- Rossi Residencial - Plano 100 (1 year)
- Fundação Telefônica - Portal Educarede

SOME CLIENTS

Booths representing Brazil in foreign events

- ASTS Congress– American Society of Thoracic Surgery (*San Diego*)
- ASCO Congress – American Society of Clinical Oncology (*Atlanta, New Orleans, San Francisco*)
- World Cocktails Championship (*Gotemborg, Singapore, Seville*)
- Esophagus 98 (*Montreal*)
- ISPRM – International Society of Physical and Rehabilitation Medicine (*Washington*)
- 2004 World Social Forum (*Mumbai*)
- RADLA 2005 E 2008 – Latin American Dermatologists Meeting (*Buenos Aires*)
- ICOH World Congress 2012 (*Cancun*)

SOME CLIENTS

Opening Ceremonies

- Pirelli Research Centers (*Santo André*)
- Dunlop Plant (*Sorocaba*)
- ME Micro Eletrônica Plant (*São Paulo*)
- Different facilities of Rio Branco School II (Rotary Club Members Foundation, São Paulo (*Cotia*))
- Unilever Plant (*Vinhedo*)
- Unilever laboratory (*São Paulo*)
- CCPI – Portland Itaú Cement Company - Votorantim Group(*Corumbá*)

SOME CLIENTS

Conventions

- CNDL –National Confederation of Shopkeeper Leaders
(*Porto Alegre, Aracajú, Natal, Goiânia, Belém, Salvador, Belo Horizonte*)
- UNIMED do Brasil (*Florianópolis, Fortaleza, Rio de Janeiro*)
- CLAM – Latin American Confederation of Shopkeeper Leaders



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SOME CLIENTS

Industrial Exhibitions

- Companies of the Mauá Petrochemical Pole
- PU Latin America

Arts and Culture

- Rio Branco Cultural Moment (*12 events*)
- Cultural Experience for Educators from the Tomie Ohtake Institute and Municipal Education Secretariat of the State of São Paulo
- Itaú Cultural
- Alcatel Cultural Project

Forums

- World Education Forum of São Paulo (*106,000 participants*)

SOME CLIENTS

Corporate Parties

- Casas Pernambucanas (*Guarujá*)
- CCPI
- SAP
- Pinheiro Neto Advogados
- Nadir Figueiredo
- AABB (Children's Day)
- ABINEE Board of Directors
- McKinsey
- HCor – Hospital do Coração

Brand Repositioning

- HOLCIM (*Rio de Janeiro, Petrópolis, Belo Horizonte, Juiz de Fora, Vitória*)

SOME CLIENTS

Third Sector

- **ABRINQ Foundation**

- “Our Children” Program
- “Believe to See” Program
- “Children Friendly Company” Program
- “Child Award” Program
- “Mayor Friend of Children” Program

- **Ayrton Senna Institute**

- Launching of movie “As a wave in the air”
- Delivery event of the “Project for Teenagers” to the 4 presidential candidates
- Ayrton Senna - Microsoft Education and Technology Congress for Human Development (secretariat)

- **SOS Children Villages**

- **Doctors in Happiness**

SOME CLIENTS

Shows produced at the events we organized

- Artur Moreira Lima
- Ballet da Cidade
- Banda Capim Cubano
- Borghettinho e Oswaldinho do Acordeon
- Bossa Nova (*Roberto Menescal, Bossa Cuca Nova, Marcos Vale, Leila Pinheiro e Ivan Lins*)
- Chiclete com Banana
- Chitãozinho & Xororó
- Daniela Mercury e Escola de Samba da Mangueira
- Demônios da Garoa
- Eduardo Dusek
- Fafá de Belém
- Fagner
- Gilberto Gil
- Guilherme Arantes
- Jorge Ben Jor, Dona Zefa e Mastruz com Leite

SOME CLIENTS

Shows produced at the events we organized

- Leandro & Leonardo
- Lulu Santos
- Maria Rita
- Netinho
- Ney Matogrosso
- Orquestra da Câmara de Porto Alegre e Borghettinho
- Paulinho da Viola
- Paulinho da Viola / Zeca Pagodinho e Velha Guarda da Portela
- Ray Coniff
- Roberto Carlos
- Toquinho
- Turíbio Santos
- Zizi Possi

SOME CLIENTS

Miscellaneous

- Delivery of the “Marketing Top” Award of ADVB / SC
- Delivery of the “Governor of São Paulo” Award from the Latin America Memorial Foundation
- Delivery of the ISO 13006 Quality Certification (Brazilian Ceramic Center)
- Delivery of the “Child” Award from ABRINQ Foundation for the Rights of Children and Adolescents
- Inauguration Ceremony of ABINEE Board of Directors

**CONTACT
US**

Visit our website

www.malulosso.com.br

Rua Caetés, 140 – Perdizes - 05016-080
São Paulo - Brazil

Phone.: (55 11) 3865-5354 / 3873-1822

Fax: (55 11) 3864-4673

diretoria2@malulosso.com.br



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