

1ST GAMER ARENA FOR RETAIL

JULY 13th TO 16th, 2020



eletrolarshow
ELECTRONICS SHOW

**LATIN
AMERICAN
ELECTRONICS**
International Trade Show

OVERVIEW 2019

ELETROLAR SHOW 2019 was the stage for the main launches of major brands and moved the sectors of electronics, technology and connectivity.



NORTH



NORTHEAST



MIDWEST



SOUTH



SOUTHEAST

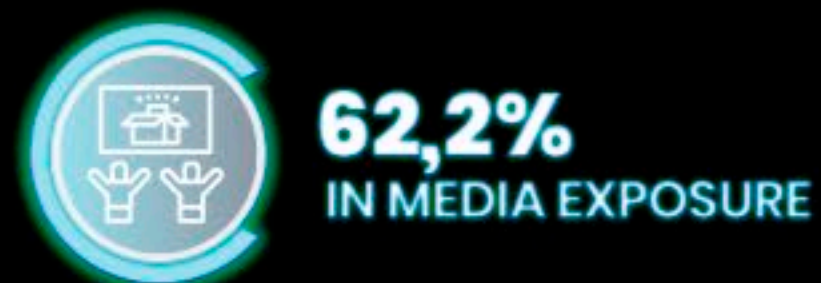


OTHER SOUTH
AMERICAN COUNTRIES

HOSTED BUYER'S PROGRAM

WITH FLIGHT TICKETS AND ACCOMMODATIONS SPONSORED
BY THE GRUPO ELETROLAR

MEDIA DATA



REACH





BRAZIL IS THE 13TH LARGEST GAMER MARKET IN THE WORLD

- 13th highest revenue in the gaming market in the world, exceeding US \$ 1.6 billion in 2018
- 3rd largest population of gamers in the world present in Brazil

AN IMMERSION FOR NATIONAL RETAIL

The Gamer Category



monitors mice keyboards headsets notebooks

reached **20%** more revenue.

August/18 vs. August/19

Average Ticket

The amount spent on GAMING NOTEBOOKS is more than double the average ticket in the non-gaming notebook category.

2019

Gamer Segment

It represents **7%** of the sector's revenue.

Increase of **13%** in the number of manufacturers of these products.

2019

Mobile Devices

Cell phones and Tablets accounts for **45%** in the mobile gaming devices category in the world.

2019



EXPO GAMMER ARENA

Eletrolar Show is the largest trade show for consumer electronics and durable goods in Latin America. In 2020, it reaches the 15th edition with a larger area and a sector totally dedicated to gamer products.

In an area of approximately 600sqm, hosted buyers will have the opportunity to have real experience with products of 15 brands throughout exhibition hall.

CONTENT ARENA

For 4 days, Eletrolar Show will have an area 100% focused on content for the gamers category. There will be lectures, case presentations, trends, research, debates, discussions and experiences, with the presence of manufacturers, retailers, specialists, influencers and gamers of high visibility in the market.

EXPO GAMER ARENA

AN EXHIBITION ARENA FOR 18 BRANDS

- Exhibition area for 18 brands
- 20 sqm of space for each brand/assembly + taxes included
- Individual spaces with brand specialists
- Exhibition of products + ambience of the gamer sector
- Scheduling meetings with regional buyers without headquarters in São Paulo
- Possibility of special invitations for:
 - a. Brand influencers
 - b. Buyers selected by brand

CHANNELS OF DISCLOSURE

- In Eletrolar News Magazine
- On the Eletrolar.com Portal
- On Social Media
- Press office
- In the Eletrolar Show 2020 Campaign
- Brand logo on all promotional material



PROJECT / ES 2020 GAMER ARENA

** illustrative images*



CONTENT ARENA

4 DAYS OF CONTENT AND IMMERSION

PERIOD - 2:00 PM TO 8:00 PM

SPACE FOR 150 SEATS

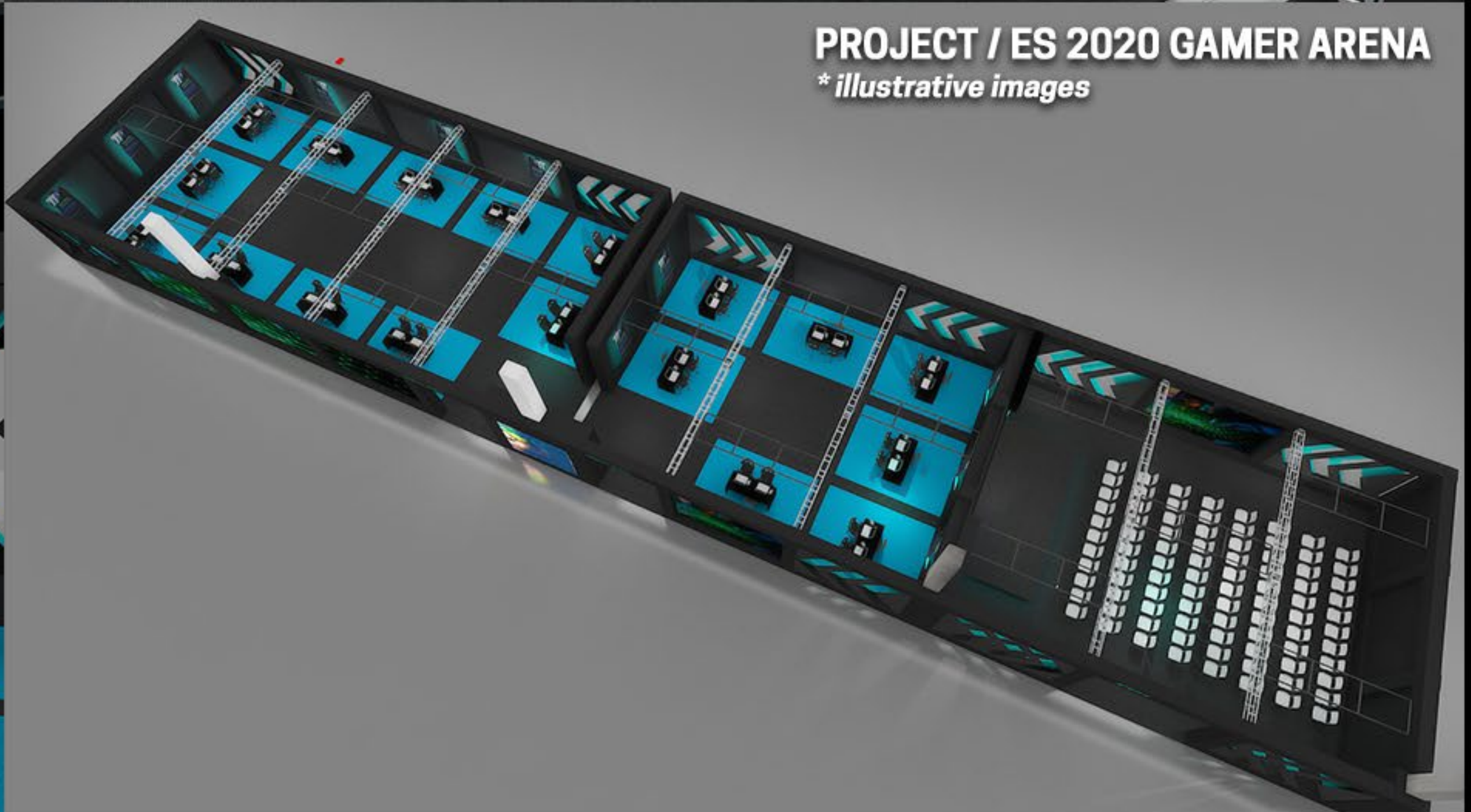
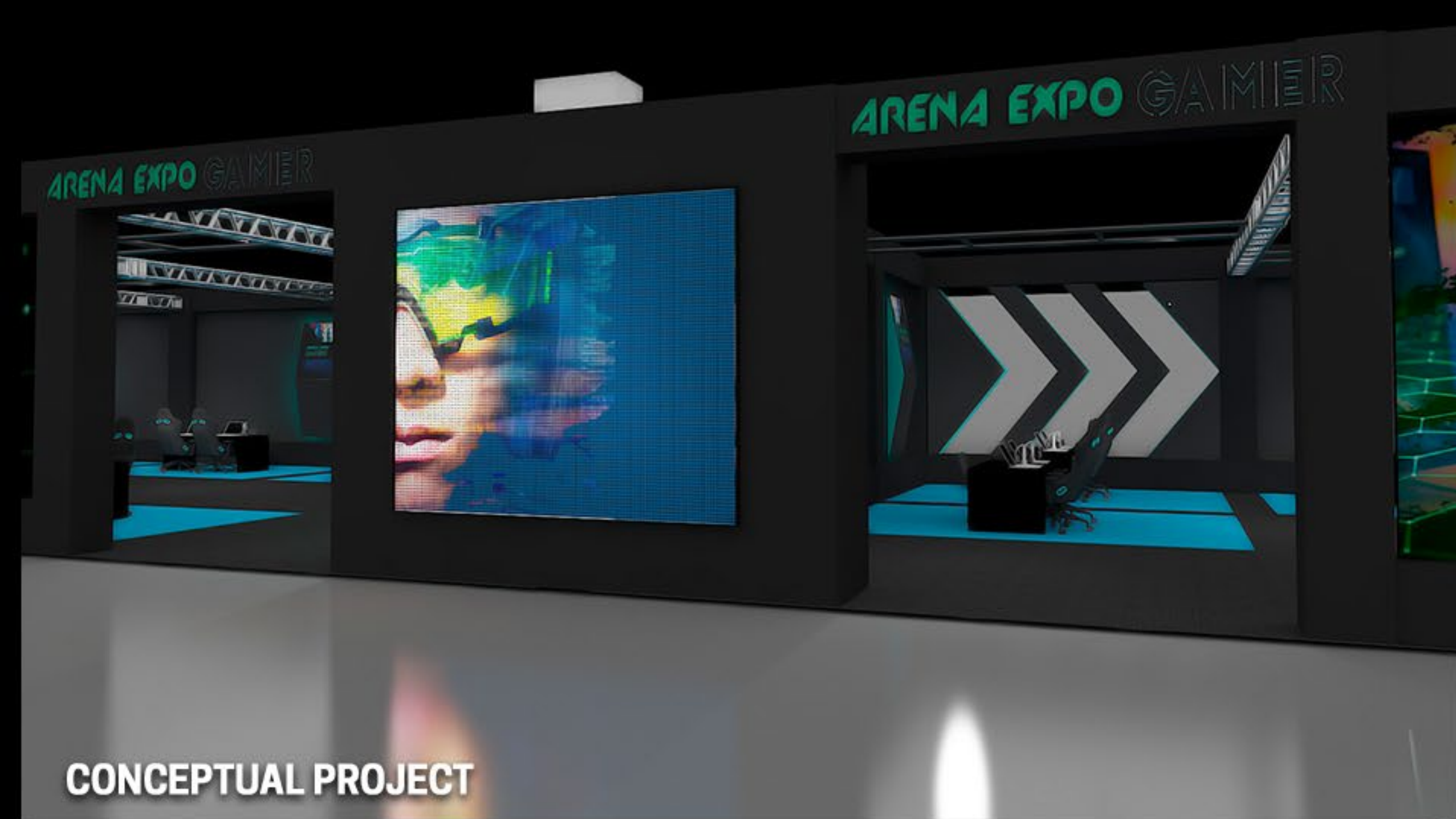
**Lectures • Keynotes • Debates
Presentation of Cases • Research
Business Rounds • Networking**

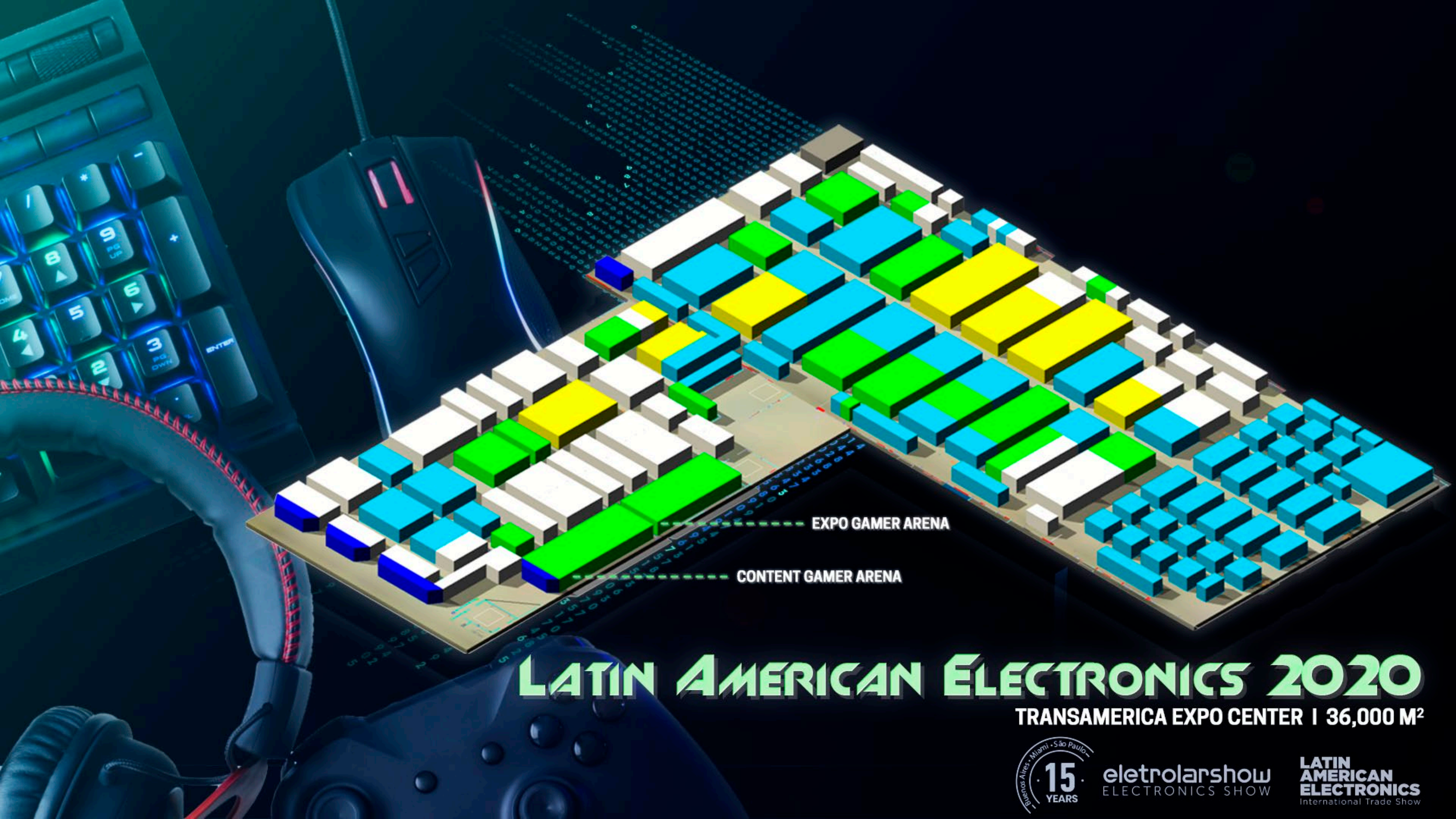
GUESTS / PARTICIPANTS

- GE Sponsored Buyers
- Eletrolar Show 2020 retail visitors
 - Press office and journalists
 - Industry influencers
- Expressive gamers in the market

BENEFITS OF PARTICIPATION

- 20 to 30 min for lecture/case presentation
- Brand exposure in all communication of the event
 - National/international visibility
- Article in Eletrolar News Magazine - Ed. Pre and Post Event
- Eletrolar.com Portal • Social Media





EXPO GAMER ARENA

CONTENT GAMER ARENA

LATIN AMERICAN ELECTRONICS 2020

TRANSAMERICA EXPO CENTER | 36,000 M²



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