

 The
MEETING
point of the packaging industry

21 YEARS

 27 Books

 116 Packaging Courses

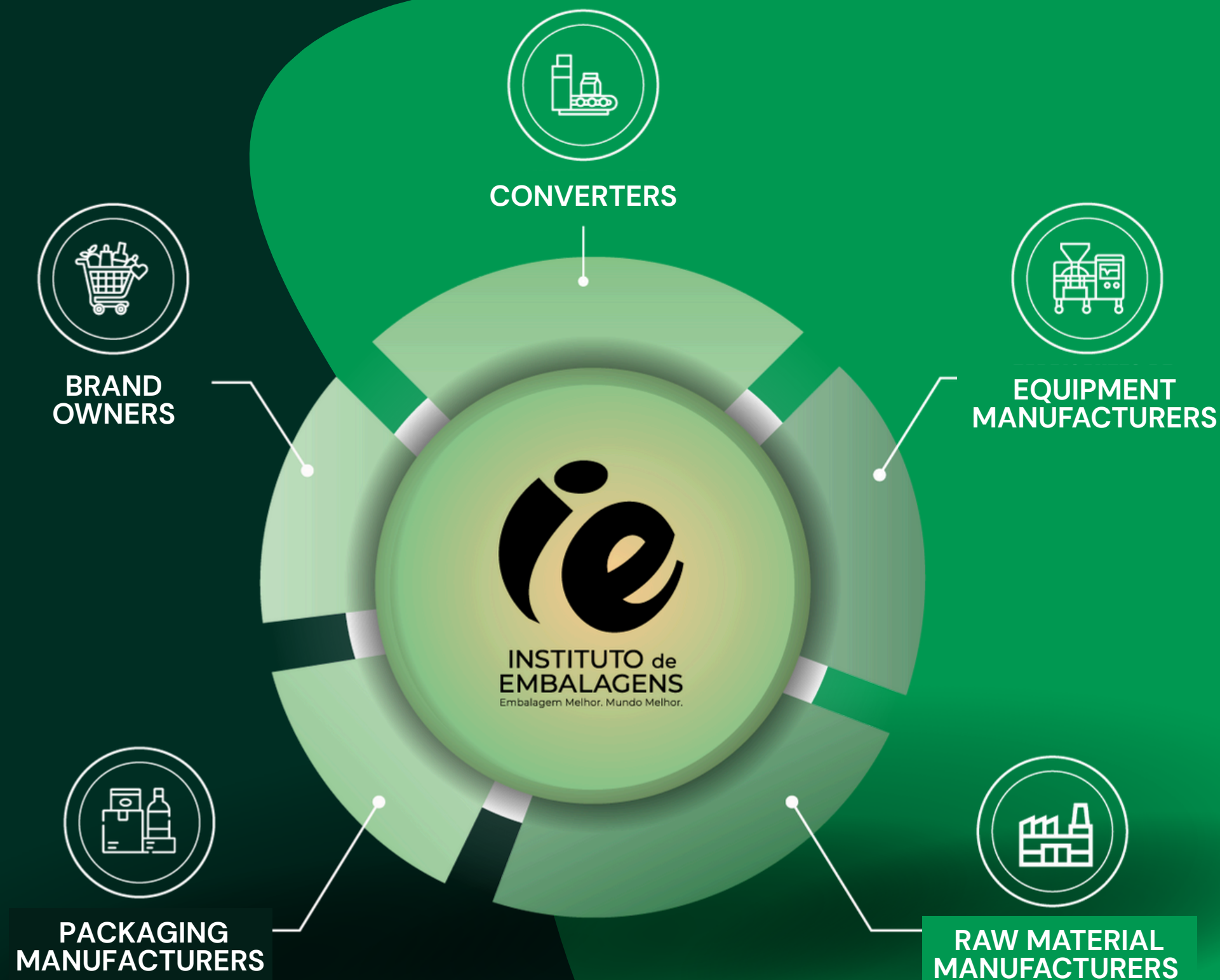
 152 Workshops & Forums

+ de 180 Sponsors

+ de 80 Institutional Supporters

+ de 2000 Companies Served

21.273 Trained Professionals





VISIBILITY AND RELATIONSHIP WITH THE **RIGHT AUDIENCE**

- Brand exposure to decision makers in the food, beverage, cosmetics, pharmaceutical, and cleaning industries.
- Qualified networking at events, courses, and workshops.
- Recognition as a partner in knowledge and innovation.

Learn More



STRATEGIC POSITIONING

- Participation in debates and content on trends, innovation, and sustainability.
- Associating the brand with circular economy and ESG projects.
- Differentiation from the competition as a market leader and technical reference.

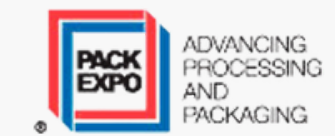
OPPORTUNITY CREATION AND **BRAND REINFORCEMENT**

- Access to decision makers and qualified professionals in a learning environment.
- Strengthening of brand image as a company that invests in knowledge and development in the sector.
- Possibility of marketing activation and targeted campaigns during events.
- Generation of Opportunities and Brand Strengthening



Continuous Updates

The Instituto de Embalagens is always connected to global trends, participating in major international trade shows and exploring points of sale worldwide to identify innovations, anticipate market movements, and provide valuable insights that inspire creative and strategic solutions for the industry.



OVER 180 COMPANIES UNITED BY KNOWLEDGE IN PACKAGING.





Connections

CONNECTION WITH THE MAIN ASSOCIATIONS
OF THE BRAND AND MATERIALS INDUSTRIES IN
BRAZIL AND WORLDWIDE.

SOME COMPANIES THAT BELIEVE IN OUR WORK



Reach Followers



IE:15.597



8.092



ASSUNTA: 29.482



2.700



1.530

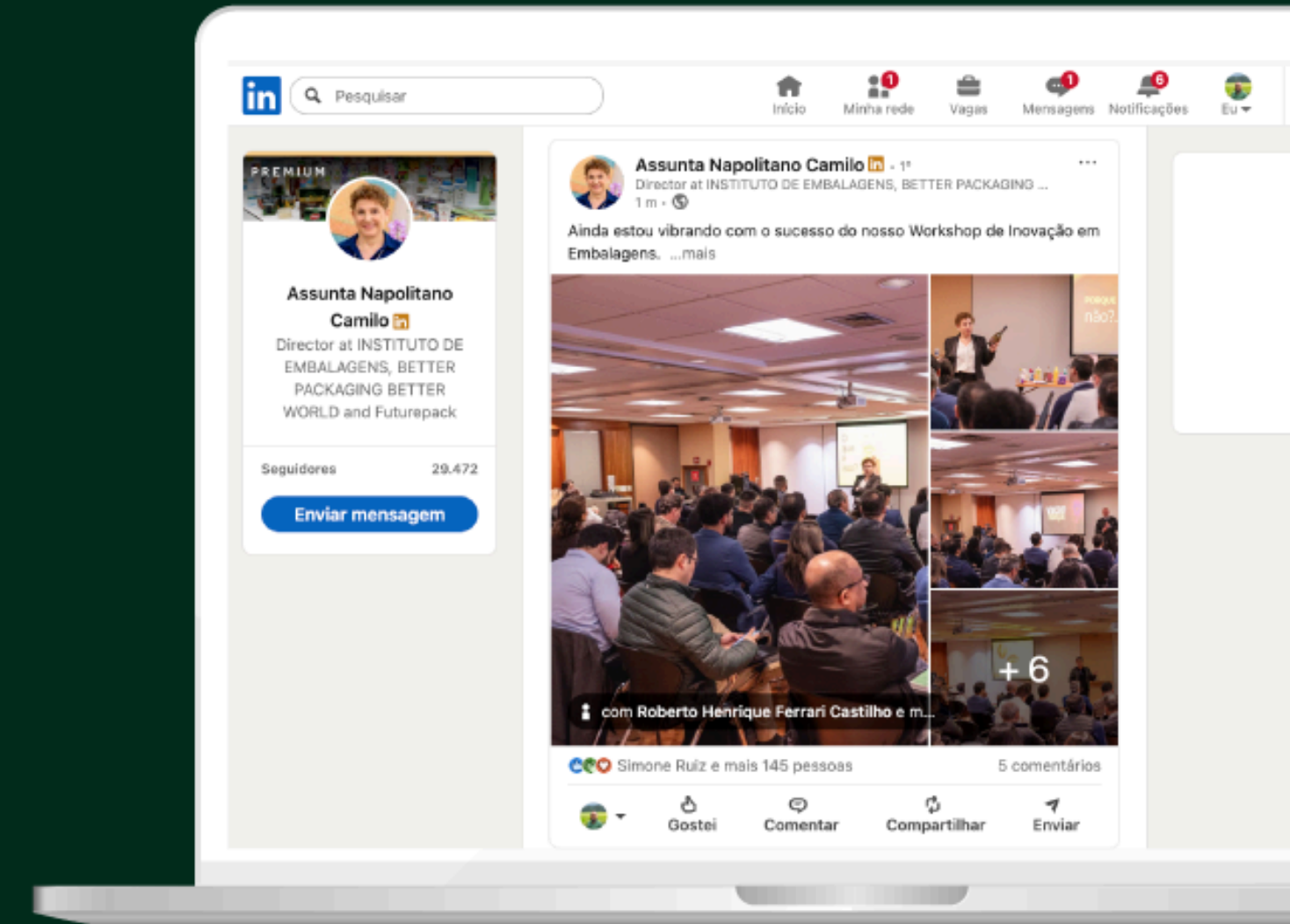
■ Our networks amplify your visibility:
+238,000 reach on LinkedIn
+290,000 views on the website
+10,000 subscribers to the mailing list
+500 articles published



**YOUR BRAND IN AN ENVIRONMENT
WHERE DECISION-MAKERS ARE.**



**VIEW THE
COMPLETE REPORT**



CALENDAR 2026 →

JANUARY

D	S	T	Q	Q	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

D	S	T	Q	Q	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

● PACK TRENDS

MARCH

D	S	T	Q	Q	S	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

● FLEXIBLE PACKAGING COURSE

● Expoprint - Brasil

APRIL

D	S	T	Q	Q	S	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

● PACKAGING AND SUSTAINABILITY WORKSHOP

MAY

D	S	T	Q	Q	S	S
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- Metpack - Germany
- Interpack - Germany
- Apas Show - Brazil
- Fispal Food Service - Brazil

JUNE

D	S	T	Q	Q	S	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

- FCE Cosmetique - Brazil
- Naturaltech - Brazil
- Fispal - Brazil

JULY

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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

● INSTITUTO DE EMBALAGENS' CONGRESS

AUGUST

D	S	T	Q	Q	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16						22
23	24	25	26	27	28	29
30	31					

● IMMERSION IN PACKAGING

SEPTEMBER

D	S	T	Q	Q	S	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
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● TRANSPORT PACKAGING COURSE

OCTOBER

D	S	T	Q	Q	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- PACKAGING AND SUSTAINABILITY FORUM
- LUXE PACK NY
- SIAL PARIS
- PACK EXPO CHICAGO

NOVEMBER

D	S	T	Q	Q	S	S
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22	23	24	25	26	27	28
29	30					

● PACKAGING PROJECT COURSE

DECEMBER

D	S	T	Q	Q	S	S
			1	2	3	4
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Our Courses

Available in both online and in-person formats, our packaging courses provide a practical and up-to-date approach to meet the needs of professionals working in this industry.



FLEXIBLE *packaging* COURSE

16 TO 20 MARCH: ONLINE AND LIVE CLASSES
27 MARCH: IN PERSON AND ONLINE MEETING

IMMERSION *in* packaging

THE MOST COMPREHENSIVE PACKAGING COURSE

3 TO 22 AUGUST: ONLINE AND LIVE CLASSES
28 AUGUST: IN PERSON AND ONLINE MEETING

PAPER & PAPERBOARD PACKAGING COURSE

23 TO 27 NOVEMBER: ONLINE AND LIVE CLASSES
4 DECEMBER: IN PERSON AND ONLINE MEETING

COURSE TRANSPORTATION PACKAGING



22 to 26 September - Online and Live Classes
3 October - In person and Online Meeting

PACKAGING PROJECT *course*

UPON REQUEST

Benefits with Courses

CONNECT WITH YOUR MARKET AND POTENTIAL CUSTOMERS.

BRAND EXPOUSURE

- 📌 Brand logo at the bottom of the master slide of the chosen course presentation.
- 📌 Brand logo on the final slide of each presentation of the chosen course.
- 🎤 35-minute lecture on the chosen course (validated by the coordination) – in-person or online option.
- 🌐 Reference on the website www.clubdaembalagem.com.br with company name, address, telephone number, website, and product line.
- 💻 Company logo on the Instituto de Embalagens website: www.institutodeembalagens.com.br

- ✉️ Company logo in emails promoting the course and live streams related to the topic.
- 📢 Sending email marketing to the Instituto de Embalagens database.
- 🎫 Five registrations for in-person and online participation in the chosen course.
- 🤝 RSVP support from the Instituto de Embalagens to invite participants on behalf of the company.
- 🎫 Two enrollments in our other courses for 12 months.
- 📖 Three registrations for our workshops for 12 months.
- 🏭 Guided tour experience for participants to the factories or showrooms of the sponsors.

Our Events

The events organized by the Instituto de Embalagens connect market decision-makers and offer unbiased and impartial knowledge updates, combining qualified networking with relevant content to support strategic decisions and strengthen competitiveness.

 INSTITUTO DE EMBALAGENS
Estudo & Pesquisa

FÓRUM EMBALAGEM
Sustentabilidade

CASES | NETWORKING | TECNOLOGIAS
Sustentabilidade com Greenwashing

PACK TRENDS



27 February
In-person and Online Meeting

WORKSHOP PACKAGING & SUSTAINABILITY



28 April
In-person and Online Meeting

Congress INSTITUTO DE EMBALAGENS pack tech



8 and 9 July
In-person and Online Meeting

forum PACKAGING & SUSTAINABILITY



28 and 29 October
In-person and Online Meeting

Benefits with Events

**CONNECT WITH YOUR MARKET AND
POTENTIAL CUSTOMERS.**

EXPOSURE OF BRAND

- 📌 Logo at the bottom of the master slide of the chosen event presentation.
- 📌 Logo on the final slide of each presentation.
- 🎤 20-minute lecture at the chosen event (validated by the coordination).
- 🌐 Reference on the website www.clubdaembalagem.com.br with company name, address, phone number, website, and product line.
- 💻 Company logo on the Instituto de Embalagens website: www.institutodeembalagens.com.br.
- ✉️ Company logo in emails promoting the course and live streams related to the topic.
- 📣 Email marketing sent to the Instituto de Embalagens database.

CONNECTIONS

- 🎫 Two in-person registrations for the chosen event with RSVP support from the Packaging Institute.
- 💻 Ten online registrations for the chosen event with RSVP support from the Packaging Institute.
- 📅 Two registrations for one of our courses for 12 months.
- 📝 Three registrations for one of our workshops for 12 months.



Our courses and events



OUR NEW BOOKS

CONTACT US TO FIND OUT HOW TO PARTICIPATE



Investment Offer



Sponsorship plans for actions with the Instituto de Embalagens for 12 months

- **PACKAGING COURSES**

R\$35.000,00 (THIRTY-FIVE THOUSAND REAIS) For confirmations until **November 25**
R\$40.000,00 (FORTY THOUSAND REAIS) For confirmations from **December 25**

- **PACK TRENDS**

R\$25.000,00 (TWENTY-FIVE THOUSAND REAIS) For confirmations until **November 25**
R\$30.000,00 (THIRTY THOUSAND REAIS) For confirmations from **December 25**

- **PACK TRENDS -
HOST DO EVENTO**

R\$35.000,00 (THIRTY-FIVE THOUSAND REAIS) For confirmations until **November 25**
R\$40.000,00 (FORTY THOUSAND REAIS) For confirmations from **December 25**

- **PACKAGING & SUSTAINABILITY
WORKSHOP**

R\$30.000,00 (THIRTY THOUSAND REAIS) For confirmations until **November 25**
R\$35.000,00 (THIRTY-FIVE THOUSAND REAIS) For confirmations from **December 25**

- **PACK TECH INSTITUTO DE
EMBALAGENS CONGRESS**

R\$52.000,00 (FIFTY-TWO THOUSAND REAIS) For confirmations until **November 25**
R\$62.000,00 (SIXTY-TWO THOUSAND REAIS) For confirmations from **December 25**

- **PACKAGING &
SUSTAINABILITY FORUM**

R\$54.000,00 (FIFTY-FOUR THOUSAND REAIS) For confirmations until **November 25**
R\$62.000,00 (SIXTY-TWO THOUSAND REAIS) For confirmations from **January 26**



A PLACE TO INSPIRE AND
CONNECT PROFESSIONALS IN
THE PACKAGING INDUSTRY.



Website

INSTITUTODEEMBALAGENS.COM.BR



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