

SMART GRID[®]

18TH LATIN AMERICAN SMART GRID FORUM | 2026 Media Kit

ECSEE[®]
Energia Eficiente

OCTOBER 6 AND 7, 2026 - FREI CANECA CONVENTION CENTER SÃO PAULO – SP - BRAZIL

THEME: "Smart Grids and the Open Market: The Consumer at the Center"

 CENTRO DE CONVENÇÕES
FREI CANECA

RUA FREI CANECA
569, 6º ANDAR
SÃO PAULO -
BRASIL

More than just an annual event, it is a premium platform for knowledge, engagement and business development in the transformation of the electricity sector.



A platform in motion

The Smart Grid Forum has established itself as a reference in the discussion on the modernization of the electricity sector, bringing together companies, concessionaires, utilities, specialists, authorities, universities, investors and institutions around the themes that shape the future of energy.

Today, more than holding an annual meeting, the Forum acts as an ongoing platform for knowledge, engagement and business development, connecting key agents around topics such as the open market, digitalization of networks, smart metering, connectivity, flexibility, resilience and new business models with the consumer at the center.

Its in-person annual event, held in São Paulo, is the highlight of this journey.

"More than offering answers, we seek to ask important questions and share forward-looking perspectives, through the collective creation of professionals who lead the evolution."

CYRO VICENTE BOCCUZZI
President **SMART GRID ECSEE**
Energia Eficiente

AUTHORITY IN THE SECTOR

7,900+
Participants

235+
Exhibitors

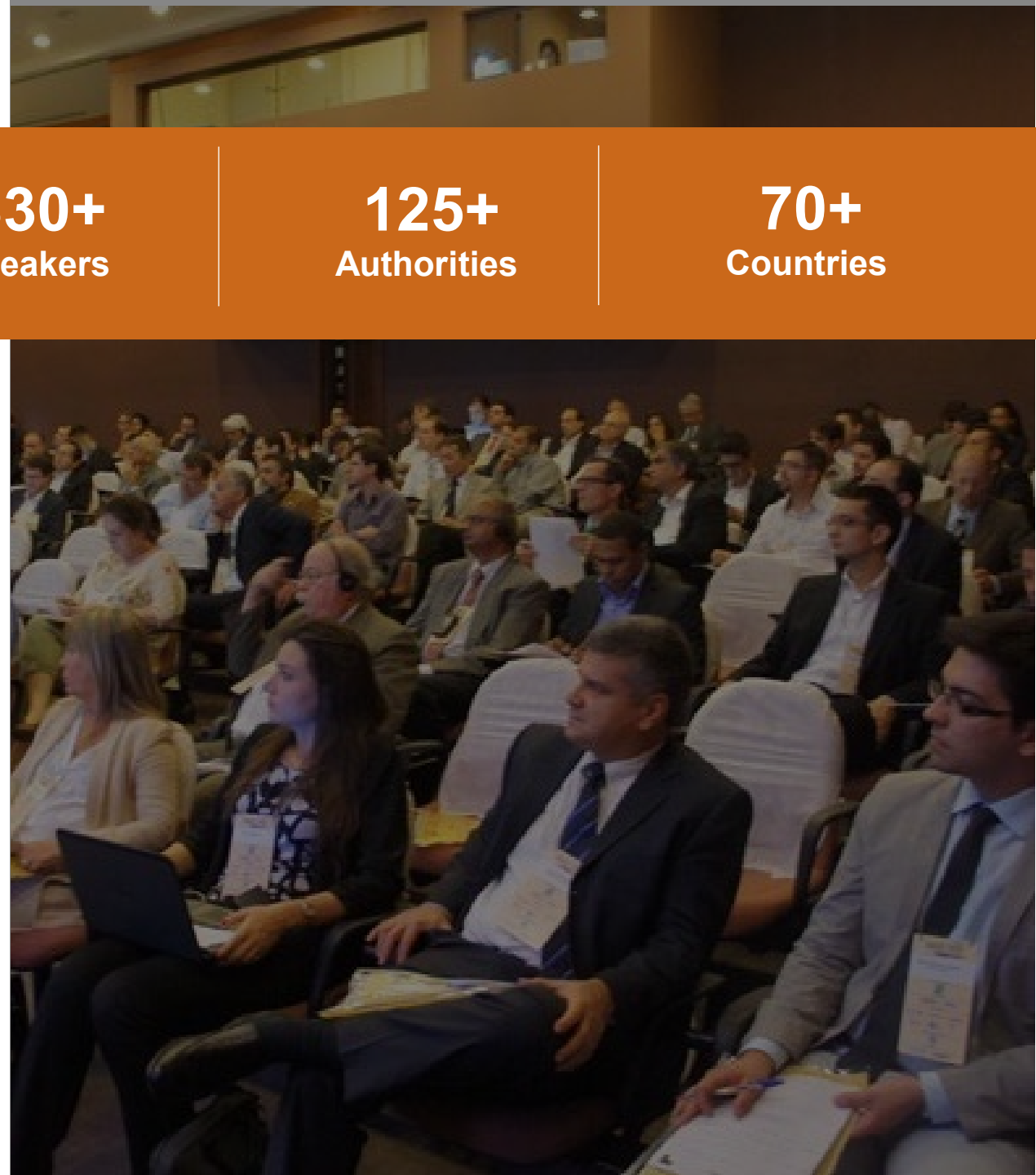
830+
Speakers

125+
Authorities

70+
Countries

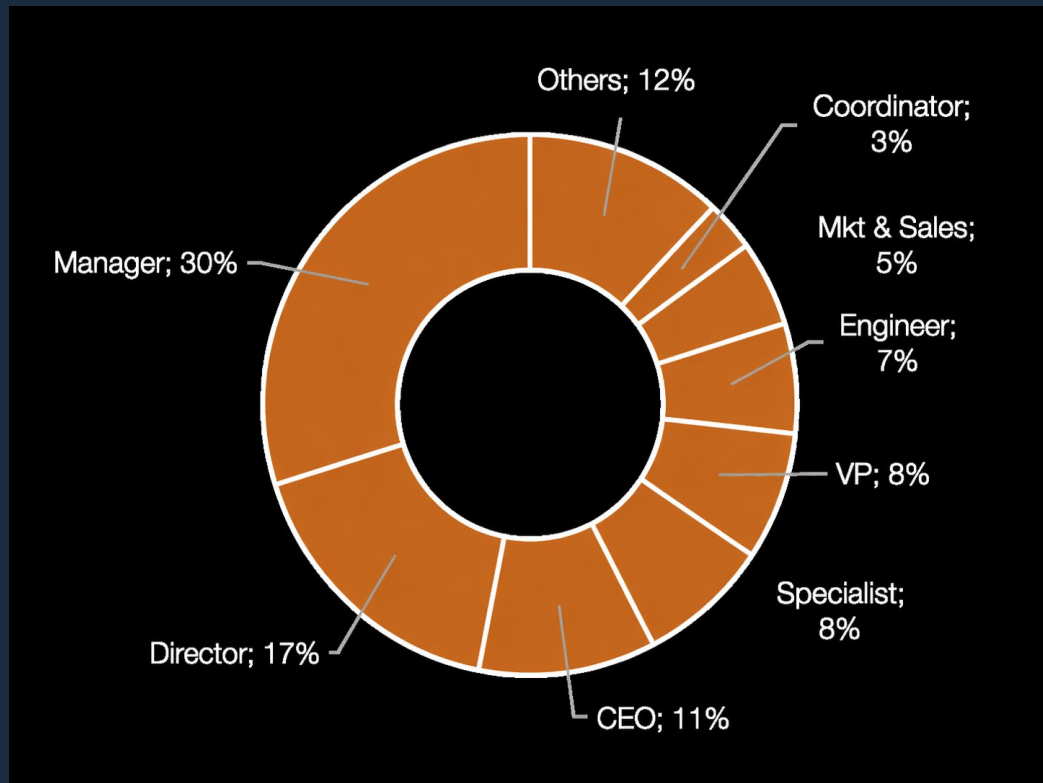
Tradition, reputation and international reach.

Over almost two decades, the Smart Grid Forum has established itself as one of the leading platforms in Latin America for discussing the modernization of the electricity sector, bringing together business leaders, experts, authorities, universities, investors and technology companies.



Qualified audience, with strong influence and decision-making capacity

The Smart Grid Forum attracts a high-ranking audience, composed mostly of decision makers, business leaders and experts with strong influence, decision-making power and business development capabilities.



COMPOSITION OF PARTICIPANTS 1

65% of the audience is made up of leaders

47% are Directors and Managers

19% are C-Level Executives

15% are Senior Industry Experts

What sets the Smart Grid Forum apart

Single plenary

More density, focus and engagement, without dispersing the audience across parallel sessions

Qualified networking

The concentration of participants in a single environment favors strategic connections.

Selective exhibition

Limited number of exhibitors, increasing visibility and generating qualified leads.

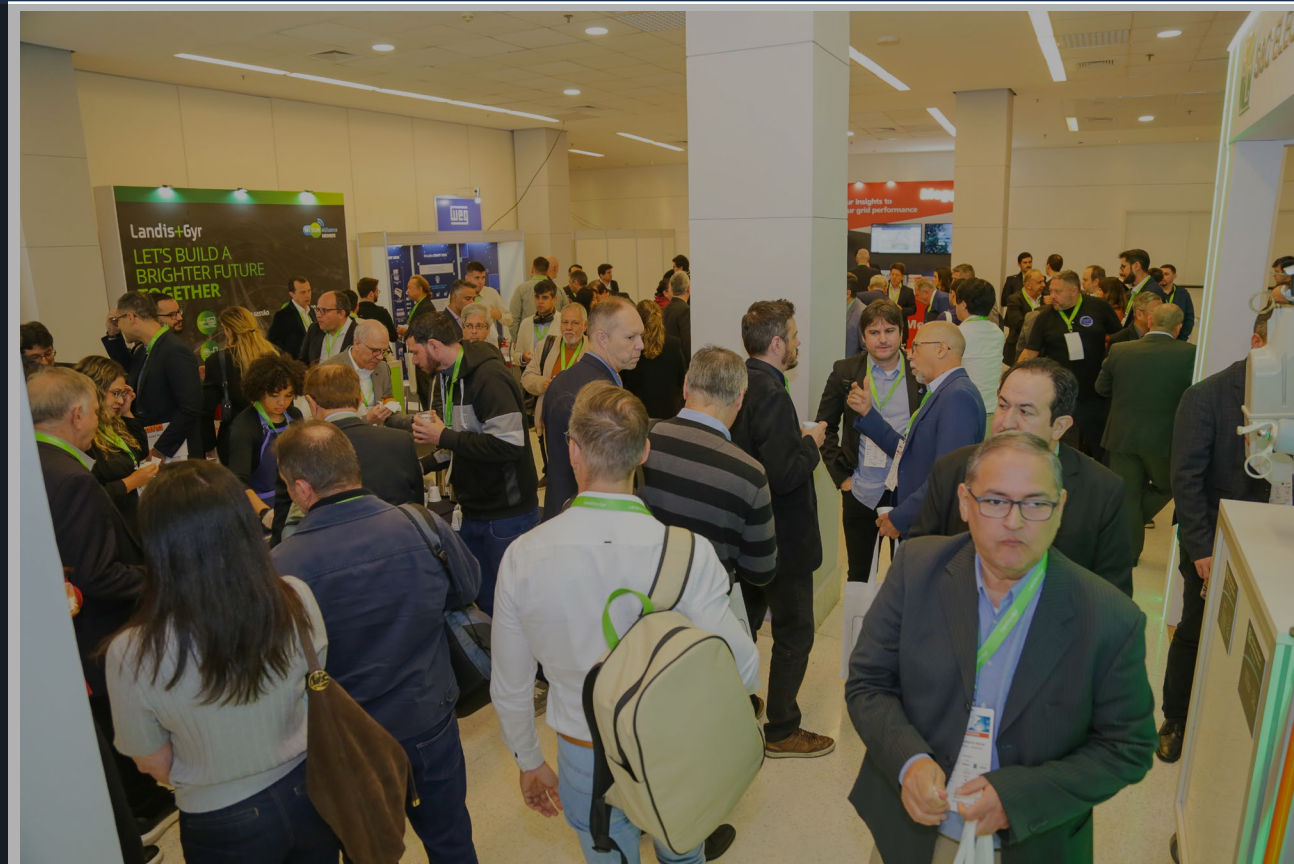
Premium environment

Simultaneous translation, good infrastructure, content coverage and differentiated experience.

Industry relevance

An agenda that connects technology, regulation, operation and business.

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Why Sponsor the Smart Grid Forum?

Associate your brand with a recognized platform for knowledge, engagement and business development, with qualified access to leaders, decision-makers, utilities, authorities, specialists, institutions and companies that are shaping the future of the electricity sector.

Institutional recognition

Associate your brand with a strategic agenda for the future of energy.

Qualified relationship

Get closer to utilities, experts, and decision-makers.

Lead generation

Participate in an environment conducive to new business and partnerships.

Reputation and brand presence

Gain visibility in a premium, highly segmented context aligned to a high-level agenda.

More than visibility, the Forum offers context, credibility and relevant connections.

Results and Visibility

Each edition consistently generates:

- broad mobilization of companies and sector leaders;
- specialized coverage and institutional visibility;
- production of qualified content;
- audiovisual record and technical memory of the event;
- strengthening the sponsors' brand presence.

Access the 2025 materials through the links below:

 [FINAL REPORT 2025](#)

 [Participating Companies 2025](#)

 [PROGRAM AND DOWNLOADS 2025](#)

 [REPERCUSSION IN THE PRESS 2025](#)

 [SPEAKERS 2025](#)



Companies that have already participated in and supported the Forum

World-class companies, active in smart grids, technology, telecommunications, automation, software, metering, connectivity and energy innovation, have already participated in the Smart Grid Forum throughout their history.

Some of the exhibitors from past events



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Exhibition Area and Booth Layout

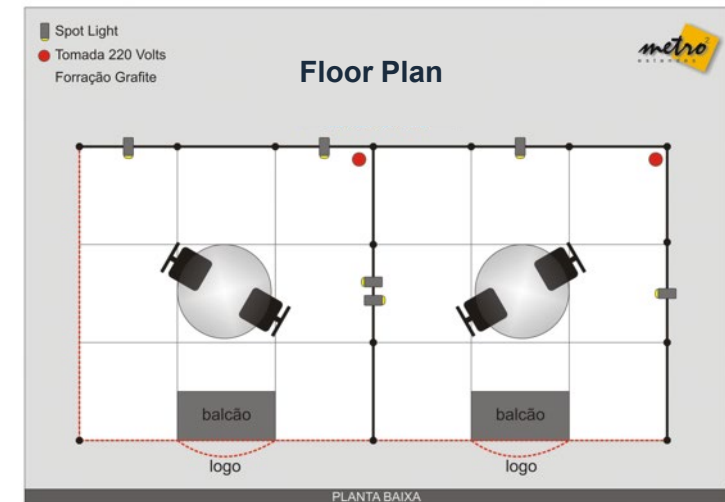


EXHIBITION PLAN

The Exhibition will take place on the same floor as the Conference. Booths will be pre-booked for exhibitors in chronological order until they are confirmed, canceled, or another exhibitor becomes interested in the booth or a different booth arrangement that includes the corresponding area.

BASIC STAND ASSEMBLY

- Carpeted floor
- Booth structure installed directly on the floor
- White partitions (2.20 m high x 1.00 m wide)
- Anodized aluminum frames
- Header panel with backlit logo
- Wall-mounted lighting
- 1 x 220v socket, for a maximum of 500 watts
- 1 round table
- 2 upholstered chairs
- 1 counter of 1.00m x 0.50m



The plan is preliminary and subject to change until the day of the event.

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SPONSORSHIP WITH STAND

EXCLUSIVE OPPORTUNITIES

DIAMOND SPONSORSHIP – Maximum Leadership - Booth no. 1 US\$ 12,000.00

- Booth of 16.00 m2 for the presentation of products/services, including basic assembly;
- Complete registration for 10 employees or guests with access to the event's plenary;
- Opportunity to deliver 2 (two) presentations of 20 minutes each (in full plenary),
- Logo on all announcements, congress folders and other pieces of the event;
- Logo on the event's official website, with a direct link to the company's website;
- Company profile of up to 100 words on the event website;
- Access to the event's mailing list (of authorized participants, according to LGPD);
- Insertion of leaflets in the attendee folders;
- Invitation for digital promotion of the company's participation in the exhibition.

PLATINUM SPONSORSHIP – Premium Presence - Booth No. 2 US\$ 10,000.00

- Booth of 15.00 m2 for the presentation of products/services, including basic assembly;
- Complete registration for 8 employees or guests of the company with access to the event's plenary;
- Opportunity to deliver 1 (one) presentation of 20 minutes (in full plenary);
- Logo on all announcements, congress folders and other pieces of the event;
- Logo on the event's official website, with a direct link to the company's website;
- Company profile of up to 100 words on the event website;
- Insertion of leaflets in the attendee folders;
- Invitation for digital promotion of the company's participation in the exhibition.

GOLD SPONSORSHIP – Strategic Exhibition – Booths No. 3 to 7 US\$ 8,000.00

- Booth of 12.00 m2 for the presentation of products/services, including basic assembly;
- Complete registration for 5 employees or guests of the company with access to the event's plenary;
- Opportunity to deliver 1 (one) 20-minute presentation (in full plenary);
- Company logo in all announcements, congress attendees' folders and other pieces of the event;
- Logo on the event's official website, with a direct link to the company's website;
- Company profile of up to 100 words on the event website;
- Insertion of leaflets in the attendee folders;
- Invitation for digital promotion of the company's participation in the exhibition.

SILVER SPONSORSHIP – Qualified Participation - Booths No 8 to 10 US\$ 7,000.00

- Booth of 9.00 m2 for presentation of products/services, including basic assembly;
- Complete registration for 3 employees or guests of the company with access to the event's plenary;
- Opportunity to deliver 1 (one) 20-minute presentation (in full plenary);
- Company logo in all announcements, congress attendees' folders and other pieces of the event;
- Logo on the event's official website, with a direct link to the company's website;
- Company profile of up to 100 words on the event website;
- Insertion of leaflets in the attendee folders;
- Invitation for digital promotion of the company's participation in the exhibition.

BRONZE SPONSORSHIP Focused Presence - Booths No 11 to 16 US\$ 6,000.00

- Booth of 6.00 m2 for the presentation of products/services, including basic assembly;
- Complete registration for 2 employees or guests of the company with access to the event's plenary;
- Company logo in all announcements, congress attendees' folders and other pieces of the event;
- Logo on the event's official website, with a direct link to the company's website;
- Company profile of up to 100 words on the event website;
- Insertion of leaflets in the attendee folders;
- Invitation for digital promotion of the company's participation in the exhibition.

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SPONSORSHIP WITHOUT STAND

Depending on the category of participation, complementary content and visibility actions may be structured.

MASTER SPONSORSHIP – Content and Visibility **US\$ 10,000.00**

- Complete registration for 10 employees or guests with access to the event's plenary;
- Opportunity to deliver a 20-minute presentation in full plenary;
- Exhibition of an institutional clip (3 minutes), produced by the SPONSOR, during the breaks;
- Place 4 banners (1.00 m x 1.50m), produced by the SPONSOR, within the exhibition area;
- Company logo on all announcements, congress attendees' folders and the event's official website;
- Company profile of up to 100 words on the event website;
- Access to the event's mailing list (of authorized participants, according to LGPD);
- Insert leaflets in the attendees' folders

COCKTAIL SPONSORSHIP – Brand and Networking **US\$ 6,000.00**

- Sponsor, exclusively, the event's welcome cocktail (October 6th).
- Complete registration for 2 employees or guests with access to the event's plenary;
- Opportunity to moderate a panel in the main plenary session;
- Right to invite up to 20 people to participate in the cocktail;
- Company profile of up to 100 words on the event website
- Insert leaflets in the participants' folders, distribute leaflets to visitors to the exhibition and place 4 banners of their production (1.00m x 1.50m, including banner holders) to be distributed in the exhibition grounds and at the entrance to the plenary hall;
- Exclusivity to explore merchandising actions in the cocktail venue, with standardization of aprons, flags on the tables, live music, etc. (SPONSOR's production costs).

SPONSORSHIP 5 COFFEE-BREAKS – Brand Visibility and Networking **US\$ 6,000.00**

- Sponsor, exclusively, all 5 coffee-breaks of the event (October 6th and 7th, 2026);
- Complete registration for 2 employees or guests with access to the event's plenary;
- Opportunity to moderate a panel in the main plenary session;
- Company profile of up to 100 words on the event website
- Insert leaflets in the attendees' folders, distribute leaflets to visitors to the exhibition and place 4 banners of their production (1.00m x 1.50m, including banner holders) to be distributed in the coffee-break enclosure and 2 registrations with access to the event's plenary.
- Exclusivity to explore merchandising actions in the coffee-break enclosure (exhibition area), with standardization of aprons, flags on the tables, etc. (production costs will be borne by the SPONSOR).

CORPORATE SPONSORSHIP – Brand and Presence **US\$ 4,000.00**

- Complete registration for 5 employees or guests with access to the event's plenary;
- Company logo on all announcements, congress folders and the event's official website;
- Company profile of up to 100 words on the event website

SPONSORSHIP CHAIR COVERS – Visibility and Photography **US\$ 2,500.00**

- Sponsor, exclusively, the covers of the back of the congress participants' chairs or the lanyards of the participants' badges, made and paid for by the SPONSOR.

BANNER SPONSORSHIP – Visibility and Photography **US\$ 2,500.00**

Banners (1.00 m wide x 1.50 m high) in the Exhibition grounds, made and paid for by the SPONSOR. Value per banner.

SPONSORSHIP LEAFLET - Visibility **US\$ 1,200.00**

Insert leaflets in the attendees' folders, made and paid for by the company, Value per brochure model.

Let's build this agenda together

Companies that want more than exposure and want to build a qualified presence in a decisive agenda for the future of the electricity sector find in the Smart Grid Forum a unique environment for positioning, relationship-building and opportunity generation.

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Organized by



Request a sponsorship proposal
Schedule a conversation with our team

CONTACT

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Access the website and learn about past editions and publications of the Forum in 3 languages: www.smartgrid.com.br

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