

ICM 2018

An universe of opportunities for your brand



1. Human development, an important promotional niche

Brazilian Government has instituted the “Biennium of Mathematics in Brazil-2017-2018” as part of the Positive Agenda for teaching, research and innovation.

In 2017, Brazil hosted several events within Mathematical Biennium program: International Mathematical Olympiad (IMO 2017), Math Festival; 8th Mathematics Biennial of the Brazilian Mathematical Society; 13th Brazilian Public Schools Mathematical Olympiad (OBMEP); 3rd National Symposium for Mathematics Teacher Training; National Science, Technology and Innovation Week, which in 2017 was focused on mathematics, colloquia, and various other events to foster Mathematic in Brazil.

In 2018, the effort will increase. Brazil will host three important international events: General Assembly of the International Mathematical Union (GA IMU); World Meeting for Women in Mathematics (WM)² and the International Congress of Mathematicians 2018 (ICM 2018), one of the major events of the Biennium of Mathematics in Brazil. The national events keep on coming, with the 14th Brazilian Public Schools Mathematical Olympiad (OBMEP) and the V Regional Symposium of Training of Mathematics Teachers.

Biennium of Mathematics is an excellent opportunity for your brand to be linked with the universe of mathematics and its myriad areas of application.

2. Opportunity for association with prestigious brands and actions

More than 120 years old, ICM will present its 28th edition in Rio de Janeiro, creating a great opportunity for companies, brands and products to relate to their target audience in a different, yet consistent and relevant, way.

More than an event, ICM 2018 is a world phenomenon that presents and rewards leading studies and excellence researches, with outstanding contributions to global development. ICM also covers areas of science and technology that enable and advance human development in various sectors and areas.

3. Associating your brand with a segment that's creating the future

Every four years, ICM presents new theories that fosters new research and cutting-edge technologies that can improve our future and the day to day lives of millions of people around the world. ICM is surely one of the largest and most important scientific teaching and research events in the world. An eye to new possibilities and pathways for humanity.

The sponsors and partners of ICM 2018 will have direct access - before, during and after the event - to all media and promotional actions created for the Congress. In addition to direct contact with participants, researchers, students, math teachers and aficionados around the world, the sponsors will enjoy proximity to mathematical societies, science academies and mathematical delegations from more than 150 countries and important government institutions.

The promotional packages and actions being offered to ICM's partners will enable a wide range of activations, adding value to the brands, products and services partnering with the event.

4. An unforgettable opportunity

Partner your company with ICM 2018, IMPA and SBM, brands that represent innovation, expertise and progress.

ICM 2018 Marketing Plan

To learn more about the ICM 2018 sponsorship/support packages or to request a Custom Action for your company contact directly the marketing area of the Organizing Committee, filling out the form below or sending an e-mail to sponsor@icm2018.org

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Benefits	Official Sponsor	Co-Sponsor	Support	Segment Support
Authorization to use the ICM 2018 logo and Biennium of Mathematics logo in the Sponsor's own communications.	●			
Promotional shout-out of Sponsor Name during the Opening Ceremony and Closing Ceremony	●			
Sponsor Representative in the Opening Ceremony Stage	●			
Signature at ICM homepage to the (Co)Sponsor/Support website	●	●	●	●
Newsletters (April to September, 2018)	4	4		
3,000 participant name tags	●	●		
Online certificate for volunteers	●	●		
Congress online banner	●	●		
250 speaker gifts	●	●		
200 volunteer backpacks	●	●		
450 volunteer T-shirts	●	●		
06 outside entrance doorways	●	●	●	
03 inside doorways to rooms and restaurant	●	●	●	
19 signage totems	●	●	●	
06 aerial signaling banners	●	●	●	
01 backdrop for Interviews and Press Conferences	●	●	●	
02 side of the stage in the main plenary	●	●	●	
08 stage backgrounds for lecture rooms and cocktail area	●	●	●	
14 banners for lecture halls	●	●	●	
Play 01 Sponsor video (up to 1 minute duration) during event Opening Ceremony, Closing Ceremony and Gala Dinner	●			

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Play 01 co-sponsor video (up to 1 minute duration) during Opening Ceremony of the Event				
Authorization to insert a gift and/or publication in the participants' kit				
Event photos	10	10	10	
Space to set up booth in Exhibition Hall	54m ²	27m ²		
01 (one) Press release				
Invitations to the ICM Welcome Cocktail	25	10	4	4
Invitations to the SBM Cocktail	25	10	4	
Invitations to the Open Arms Cocktail (International and National Fellows)	25	10	4	
Invitations for the 5 Public Lectures	360 (72 for each)	240 (48 for each)	120 (24 for each)	60 (12 for each)
Invitations to the Exhibition Hall (for 07 days of the Fair)	280	100	70	40
Invitations to the Opening Ceremony	20	10	4	2
Invitations to the Gala Dinner	10	6		
Event credentials to staff	10	6	4	2
01 (one) announcement in <i>O Globo</i>				
01 (one) announcement in <i>Folha de S.Paulo</i>				
Posts on Facebook, Instagram and Twitter under the Biennium of Mathematics profile, from May to August, 2018	16	10		
Online media promotional shout-outs: on Facebook, Instagram and Twitter in the ICM2018 project profile from May 2018 to August 2018.	16	10	10	10
Negotiation of two other items, according to the area of action and interest of the segment support such as: samplings, tastings, registration support, food and beverage service support, etc				
COST of PACKAGE	R\$1.400.000,00	R\$600.000,00	R\$150.000,00	R\$45.000,00