



POSTSHOW REPORT

2 0 2 5

futurecom.com.br

Promoção e Organização



THE STRATEGIC PARTNER FOR YOUR COMPANY

Futurecom **is the leading event in Connectivity and Innovation** for Latin America and, in recent years, has also become an important hub for cybersecurity solutions and a facilitator of Digital Transformation.

With hyper-connectivity and, consequently, infrastructure for the most diverse networks as the main drivers and enablers of this transformation, **the event stimulates the market by providing networking and business opportunities through a combination of exhibitions, presentations, debates, and demonstrations** on the impacts of these technologies' applications across various economic sectors, such as industry, logistics, government, and others.

In our **30th edition**, we brought together around 300 exhibiting brands and over 30,000 industry professionals in more than 25,000 m² of exhibition space.

NUMBERS 2025



25K
m² exhibition
space

3,000
congress participants



500
speakers

30K
ATTENDEES

Attendees from **+30** countries

300
National and
International
BRANDS



 **Futurecom**
by informa

+200h
of content

7
Stages



77%
senior-level
positions

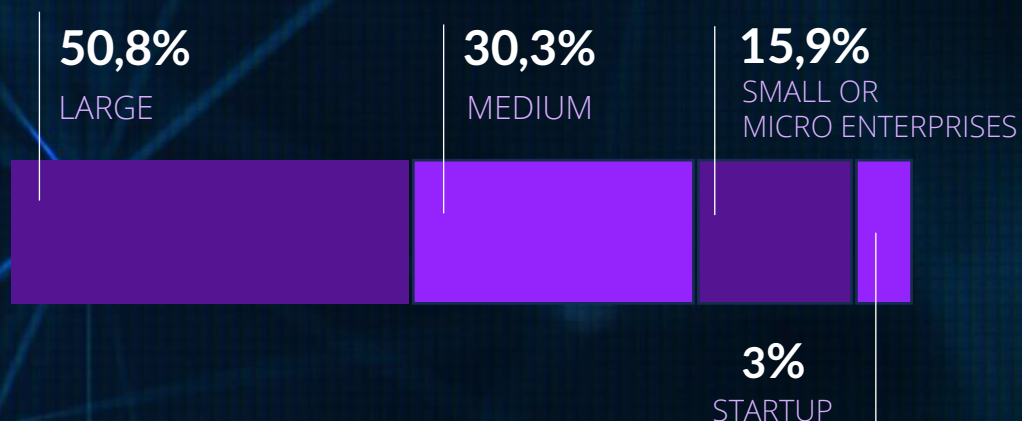
74%
decision-makers
or purchase
influencers

81%
are medium and
large companies

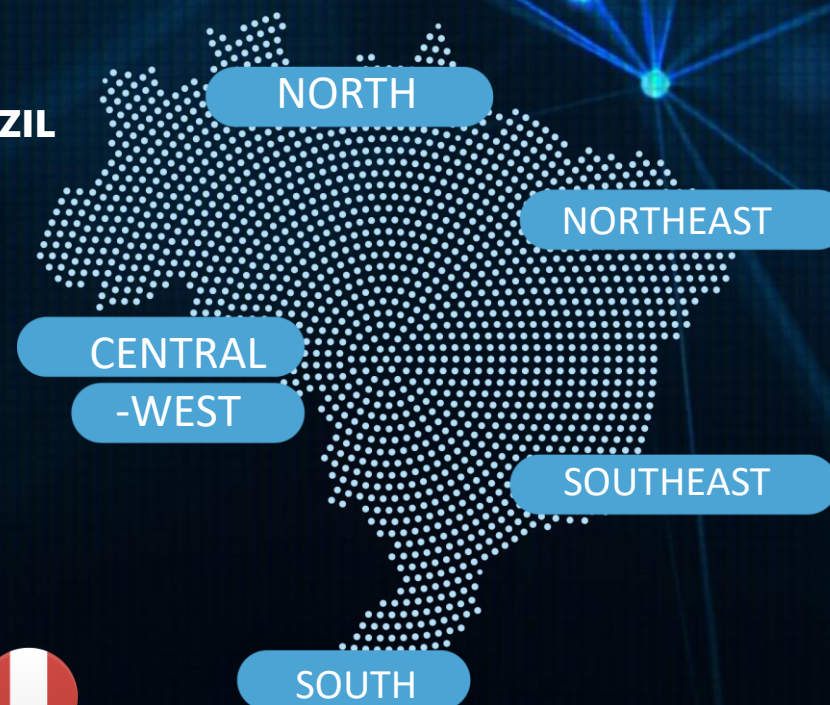
VISITOR PROFILE

2 0 2 5

COMPANY SIZE



REGIONS OF BRAZIL



76,3%

Male Audience



23,7%

Female Audience

TOP 10 COUNTRIES OF VISITORS

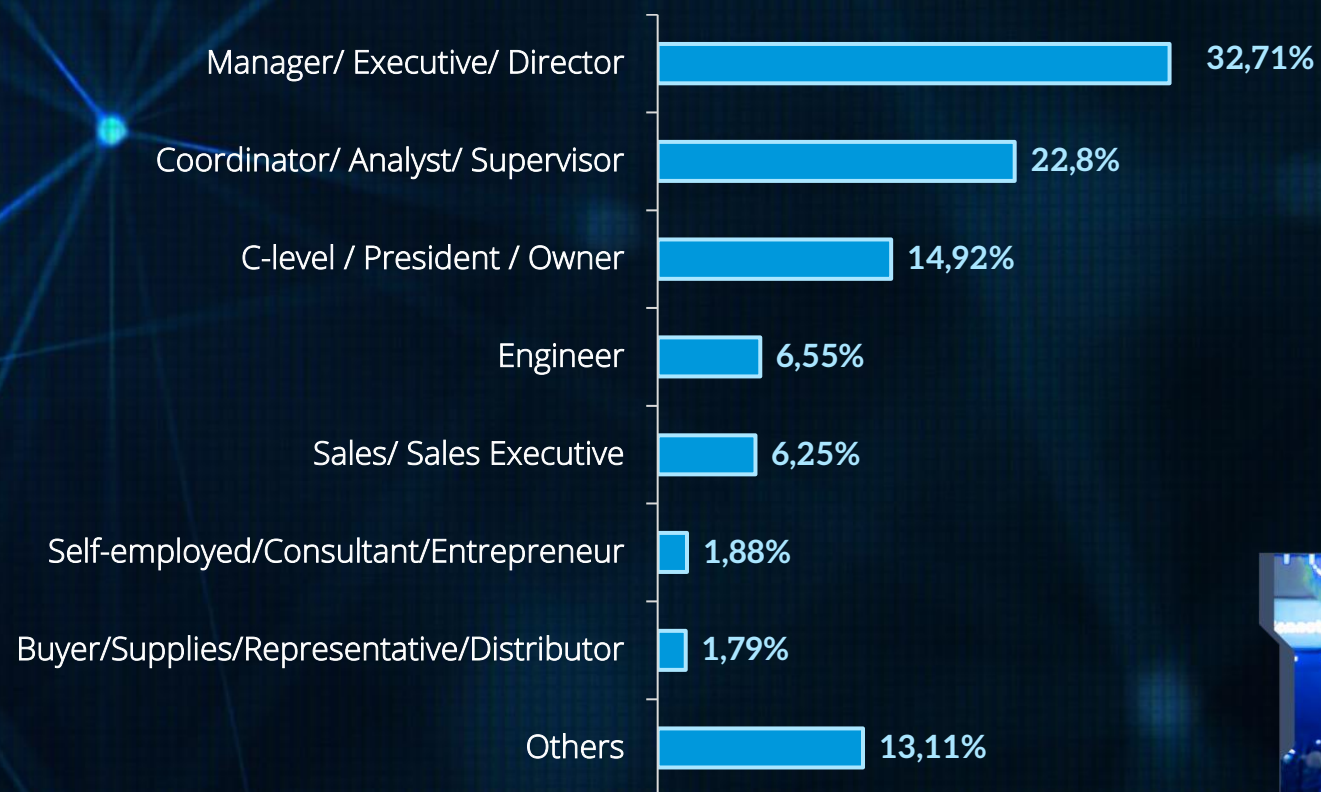


VISITOR PROFILE

POSTSHOW REPORT 2025

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ROLES

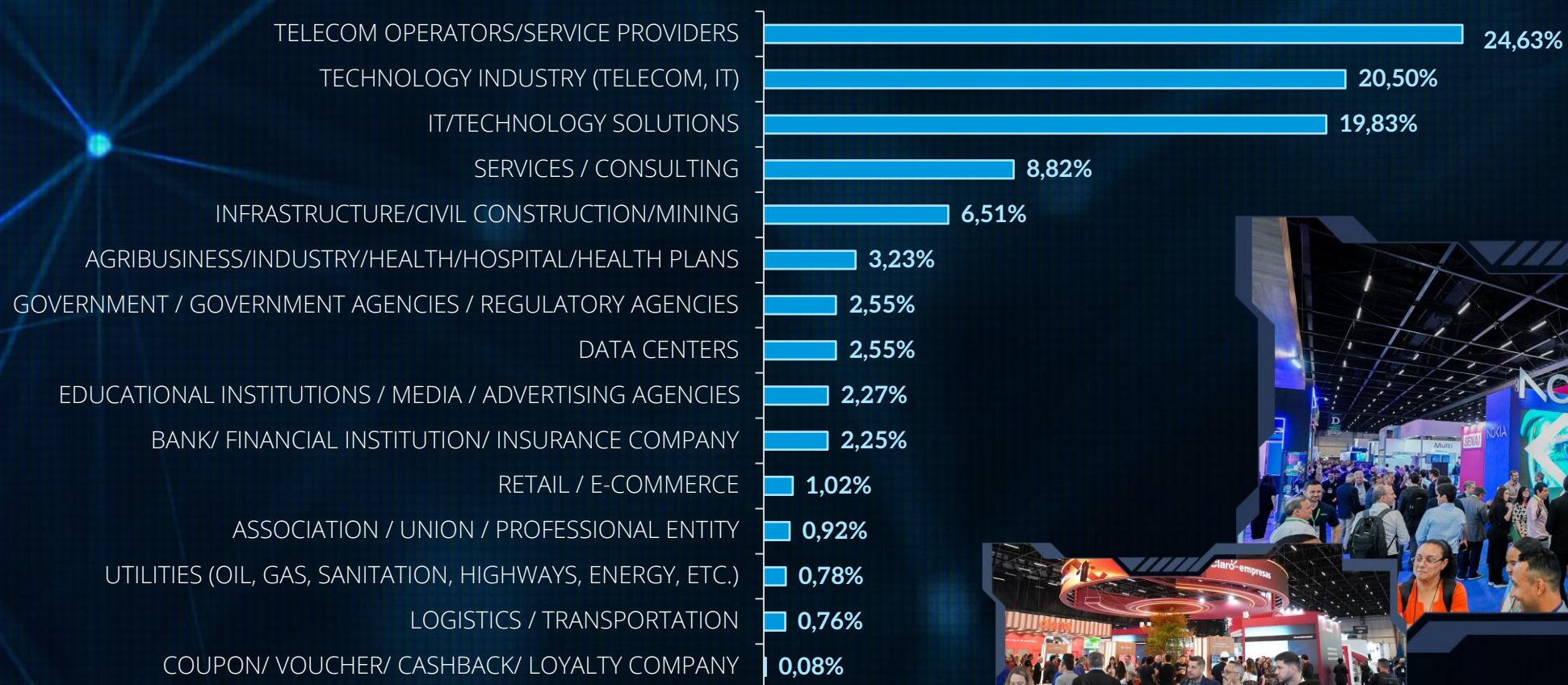


VISITOR PROFILE

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POSTSHOW REPORT 2025

INDUSTRIES



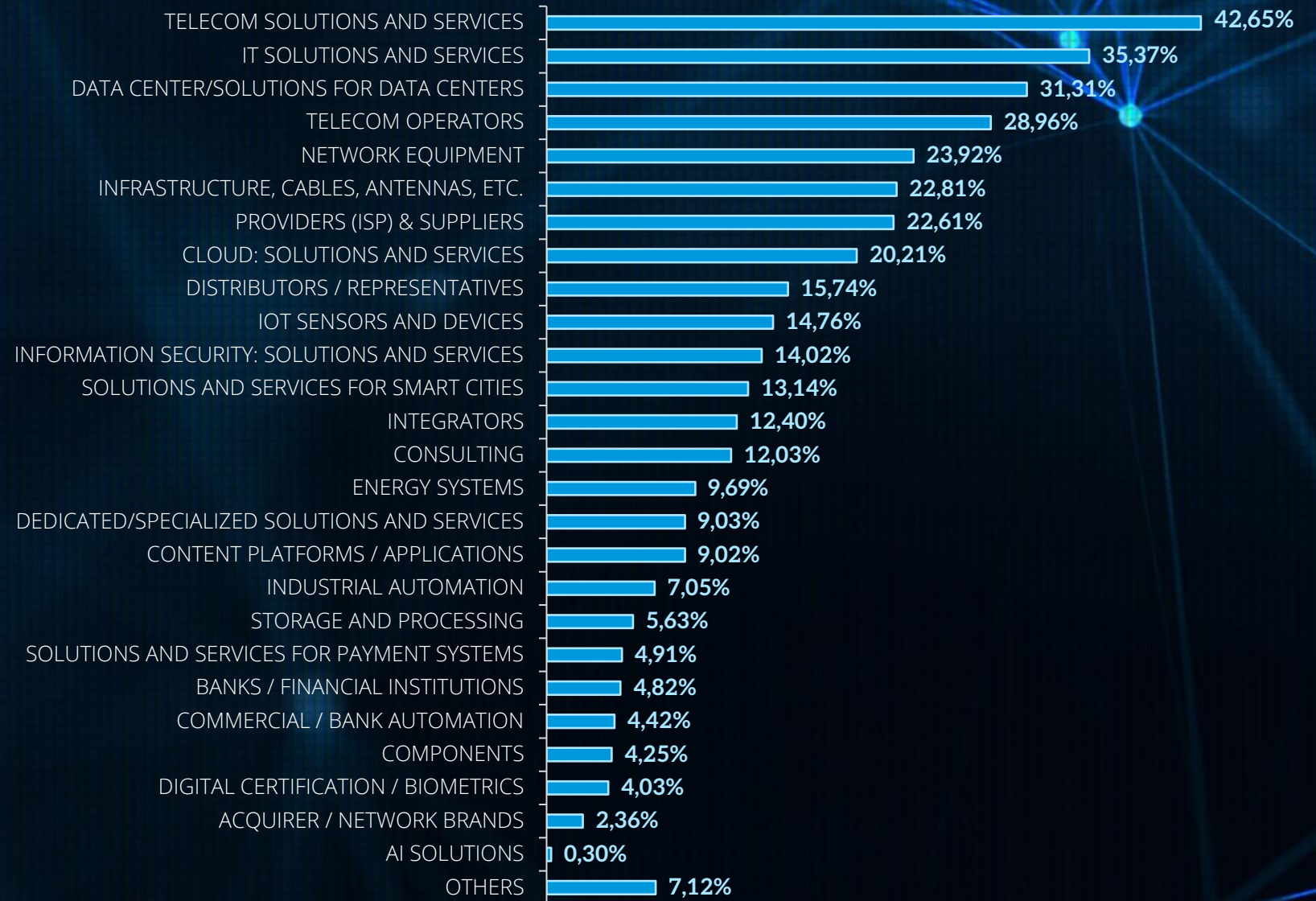
VISITOR PROFILE

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POSTSHOW REPORT 2025

WHAT ARE VISITORS LOOKING FOR AT THE EVENT?

** Multiple choice question.*



EXHIBITOR PROFILE

POSTSHOW REPORT 2025

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300
EXHIBITORS



25,000
m² / exhibition area



S E G M E N T S

- IT and Telecom Solutions and Services
- Solutions and Services for Rural and Industrial Connectivity
- Dedicated/Specialized/Critical Mission Solutions and Services
- Smart Cities Solutions and Services
- Data Centers
- Telecom Operators and Service Providers
- Consulting for Technology, Engineering, Market, and Vertical Solutions
- Entrepreneurs / Startups / Academia / ICTs / Innovation Hubs / Funding Institutions
- Equipment, Machines, and Terminal Devices
- Components, Sensors, and IoT Devices
- Measurement and Monitoring Equipment and Instruments
- Network Equipment and Systems (containers, towers, cables, antennas, etc.)
- Network and Infrastructure Integrators (civil and electrical works)
- Energy Systems and Auxiliary Systems
- Cloud Providers (ISP): Solutions and Services
- Storage and Processing Systems
- Distributors / Representatives / Value-Added Resellers (VARs)
- Content Platforms / Applications / "As a Service" Models
- Digital Certification / Digital Identification and Biometrics
- Financial Institution / Bank / Acquirer / Network Brand
- Industrial / Commercial / Banking Automation
- Solutions and Services for Payment Systems
- Information Security: Solutions and Services

EXHIBITORS TESTIMONIALS

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"We are very pleased to participate in Futurecom. We demonstrated, in practice, how companies can use AI and 5G connectivity to drive business, creating value and competitive advantage. In a scenario where efficiency is decisive, Claro Empresas not only keeps up with trends but also works on developing solutions that anticipate market needs and position companies at the forefront of digital transformation. Once again at the event, we positioned technology as a catalyst for the future." **Marcello Miguel, Executive Director of Marketing and Business at Claro Empresas.**

"This is our third consecutive participation in Futurecom, which is the leading telecommunications event in Brazil. It is an opportunity to strengthen the brand, showcase new launches, and enhance relationships with partners and clients. We successfully positioned Deutsche Telekom as one of the main providers of connectivity and technology in the Brazilian market." **Claudia Forgas, Head of Marketing at Deutsche Telekom Global Business Solutions and T-Systems Brazil.**

"Nokia's participation in the 30th edition of Futurecom exceeded our expectations and reinforces the event's relevance as a major innovation hub in Latin America. In addition to sharing knowledge in panels and technical sessions, our lounge was established as a strategic space for connecting with clients, partners, and new audiences, strengthening relationships and expanding business opportunities. The overall outcome is extremely positive and confirms Nokia's commitment to supporting the Brazilian digital ecosystem with cutting-edge technology and a forward-looking vision." **Felipe Garcia, Head of Marketing for the Network Infrastructure (NI) division at Nokia:**

FUTURE  CONGRESS

FUTURE  CYBER

FUTURE  GOV

ARENA
 **Future**
TALKS

 **MEETUPS**

 **ISP**
NEXT LEVEL

FUTURE CONGRESS

The traditional stage for major debates. From the figures behind the governance and dynamics of the sector, to the topics that capture the attention of executives and specialists, and the voices of the market. The trends that will shape the paths of connectivity and digital transformation emerge here first.

Futurecom in its 30 editions:

- Independence
- Multiplicity of viewpoints
- Technological neutrality
- Openness to opposing perspectives

Over the three days of Futurecom 2025, **218 speakers** took the stage at the Future Congress.



KEYNOTE SPEAKERS

2 0 2 5

Check out some of the **Keynote Speakers** who participated in the Future Congress:



Conrad Riedesel

Vice-Presidente Global de Negócios
Deutsche Telekom



Ernesto Paglia

Jornalista



Iara Cardoso

CEO | Grupo Storm



Jean-Pierre Bienaimé

Chairman | Ubiquity



Leonardo Furtado

Arquiteto de Soluções, Engenheiro
de Redes e Instrutor



Manish Singh

CTO, Telecom Systems Business
Dell Technologies



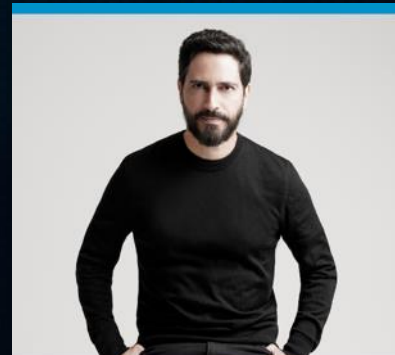
Osmar Pinto Junior

Fundador e Coordenador | Grupo de Eletricidade
Atmosférica (ELAT) do Instituto Nacional de Pesquisas
Espaciais (INPE)



Paulo Sergio Rufino Henrique

Member - Scientist | CTIF Global Capsule
Foundation, France



Ronaldo Lemos

Advogado e co-autor do Marco Civil da Internet
e Plano Nacional de Desenvolvimento de IoT



Rubens Barrichello

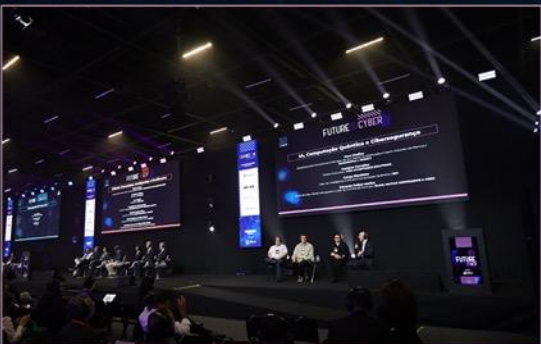
Piloto Stock Car e
ex-piloto da Fórmula 1

FUTURE CYBER

Following Informa Markets' tradition in the cybersecurity segment, with its events Black Hat in the United States and Leap in Saudi Arabia, Futurecom introduced a congress exclusively dedicated to the topic.

- GenAI, AI
- Quantum Computing and Cryptography
- Digital Identity
- Public Security and Armed Forces
- LGPD, GRC, Awareness, and Fraud
- Complex Ecosystems, IoT, Sensors, and Devices
- IT-OT Integration and 5G Vulnerabilities
- National Cybersecurity Policy (PNCiber)
- Vulnerability Identification and Risk Mitigation

Over the three days of Futurecom 2025, **74 speakers** took the stage at Future Cyber.



FUTURE GOV

Future Gov is a major stage for debating innovation and digital transformation in the public sector. It also addresses interactions in urban environments between public authorities and private initiatives, aiming for a Society 4.0 where citizenship, security, and digital inclusion are prioritized.

- Governance
- Digital education
- Security
- Health
- Access to citizenship
- Modernization of urban spaces

Over the three days of Futurecom 2025, **71 speakers** took the stage at Future Gov.





Exclusive meetings for IT, Infrastructure, and Innovation leaders from various markets seeking innovation and networking. A space dedicated to strategic gatherings to discuss the challenges and opportunities shaping the future of technology and global connectivity (*exclusive attraction for invited guests*).



A space dedicated to discussions on how Connectivity and Digital Transformation can drive various sectors of the economy, such as agribusiness, industry, smart cities, and others.

Here, we explore how these innovations can redefine the global economic future, featuring presentations of success stories.



ISP NEXT LEVEL area

2 0 2 5

ISP
NEXT LEVEL

The ISP market in Brazil has grown significantly in recent years, driven by the demand for high-speed connections and the expansion of coverage in areas previously underserved by major operators.

Futurecom, the leading event for the Telecom and Connectivity sector in Latin America, which has always highlighted the industry, brought even more relevance to the topic in 2025, **featuring an exhibition area and a content arena exclusively dedicated to ISPs.**



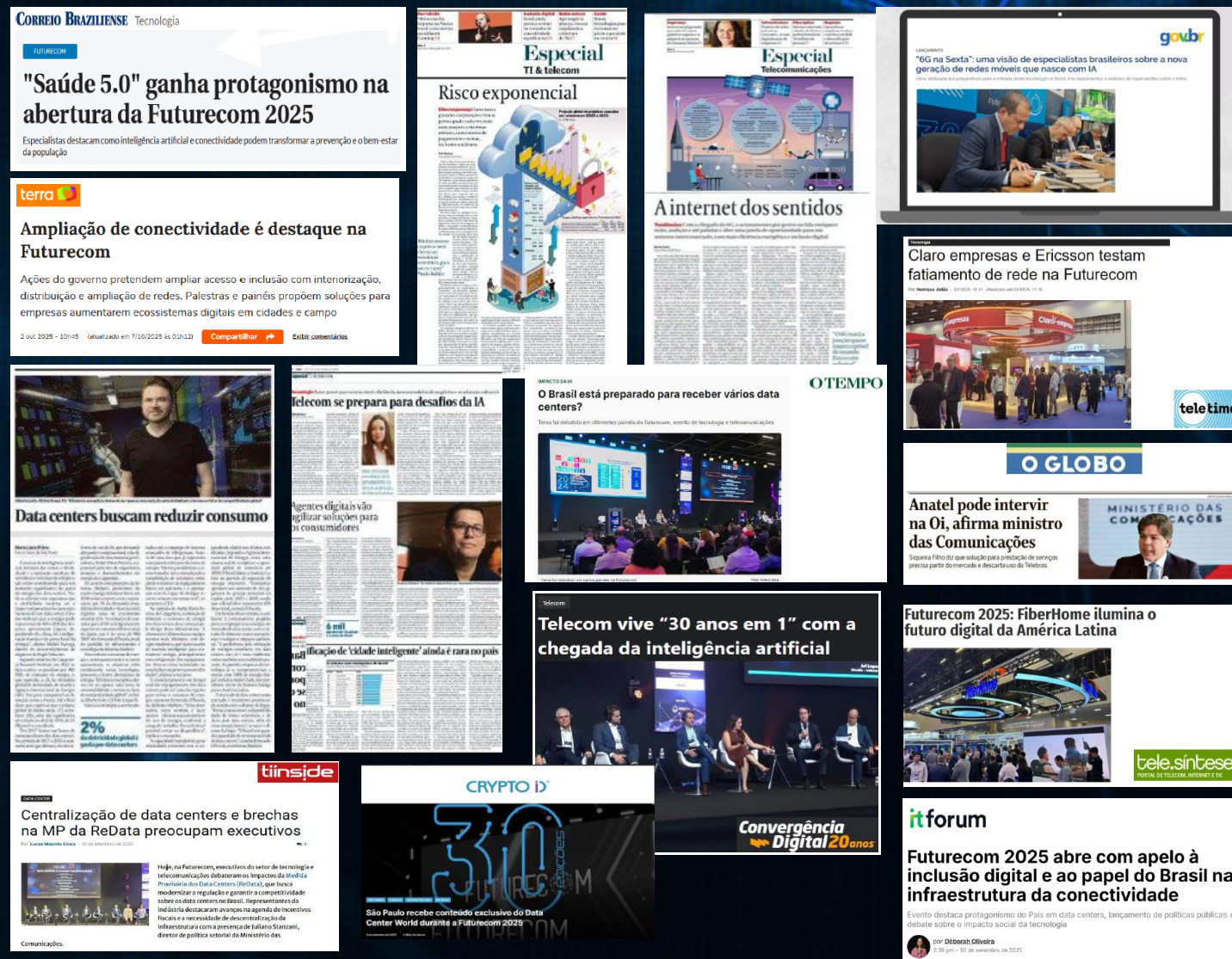
FUTURECOM IN THE MEDIA

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PRESS COVERAGE

- **+170** accredited journalists
- **31** press releases
- **7** published articles
- **1,096** articles published in leading newspapers, industry portals, TV news programs, and radio.

Valuation = **R\$ 12,783,762.56**



FUTURECOM IN THE MEDIA

2 0 2 5

PRINT MEDIA | ESTADÃO

- **8** half-page ads
- **1** full-page ad

6,489,900 impressions



Dedicated Space for Estadão, next to the Press Room
for covering Futurecom 2025

FUTURECOM **IN THE MEDIA**

2 0 2 5

RADIO



- **Coverage across 179 radio stations** in 170 municipalities
- **840** total broadcasts
- **11** radio features during the event – Rádio Bandeirantes, Band News FM, Jovem Pan e Rádio Estadão, estimated audience of 820,000 listeners.

TELEVISION



- **9** fifteen-second spots on TV Globo
- **417** fifteen-second spots on Globo News
- **24** inserções de 15 segundos na CNN
- **2** fifteen-second spots during the Formula 1 broadcast on Band, in the breaks before and after the start of the race.
- **+10 million** impressions



Radio Bandeirantes
Live coverage – studio
set up at Futurecom

MEDIA PLAN

2 0 2 5

GOOGLE ADS

5,9 million impressions
214,000 clicks

META

8,2 million impressions
111,000 clicks

LINKEDIN

494,000 impressions
332,000 clicks

REDES SOCIAIS



22,565 LIKES



19,905 FOLLOWERS



19,480 FOLLOWERS



3,223 SUBSCRIBERS

SITE

1,055,360 page views
from September 2024 to September 2025

FUTURECOM DIGITAL

166 exclusive content for the
digital content channel (articles, e-Books and news)

RADIO

840 broadcasts
11 articles

TELEVISION

452 broadcasts on Globo,
Globo News, Band and CNN

PORTALS AND NEWSPAPERS

1,096 articles published

PARTNERS

615 advertisements, articles,
posts and banners on websites

We believe in a **SUSTAINABLE FUTURE**



Accessibility: motorized wheelchairs for people with reduced mobility



Reuse of all materials and use of certified wood



Selective waste collection



Reduction of printed materials



Encouragement of carpooling among colleagues attending the event



Suppliers focused on social inclusion



Conscious disposal of credentials, which will be reused



LED lighting



Partnership with Safrater NGO that supports families of high social vulnerability



Interactive map replacing the printed pocket map



Printed materials with FSC certification



Vegetarian and vegan food options available



Free shuttle from the subway to the event



Use of carpets made from recycled PET and PP, partially reused from previous events.



A global program aimed at eliminating waste from stands

SUSTAINABLE DEVELOPMENT GOALS (SDGs) DEFINED BY THE UN, WITH WHICH WE COLLABORATE:

4 QUALITY EDUCATION



5 GENDER EQUALITY



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



11 SUSTAINABLE CITIES AND COMMUNITIES



17 PARTNERSHIPS FOR THE GOALS



2025 SPONSORS

PREMIUM SPONSORS



DIAMOND SPONSORS



MASTER SPONSORS



2025 SPONSORS

STANDARD SPONSORS





October,06-08_2026 | São Paulo Expo - Brazil

THE FUTURE OF COMMUNICATION AND CONNECTIVITY STARTS HERE

Futurecom is a brand of [Informa plc](#), a FTSE100 company listed on the London Stock Exchange with a projected revenue of [US\\$ 5bn](#). Informa owns over [450 brands across events](#), digital services, academic markets, and, more recently, festivals such as Cannes Lions.

Operating in more than [30 countries](#), Informa [connects people and markets](#) through audience solutions, specialized digital content, trade fairs, hybrid events, and market intelligence, building a 365-day journey of relationships and business between companies and markets.





October,06-08_2026 | São Paulo Expo - Brazil

Contact our commercial team and book your company's space for 2026:

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