



The ecosystem connects,  
business happens.

# Startup Summit



26 a 28/AGO



Florianópolis/SC

ACATE

**SEBRAE**  
Startups

# STARTUP SUMMIT

Recognized as **the meeting point for startups, investors, large companies**, and public sector leaders who make decisions about the future.

Aimed at early-stage and growth-stage startups, the event creates an environment for business generation, strategic connections, and brand visibility.

For three days, Florianópolis, known as the **Brazilian Capital of Startups**, becomes an innovation hub, and sponsoring brands position themselves at the center of a dynamic and constantly expanding ecosystem.

Sponsoring Startup Summit means associating your brand with innovation, the future, and real results!



Startup  
Summit 

# BRAZILIAN ECONOMY

**213**

MILLION PEOPLE

**80%**

PIX USERS

## MAIN ECONOMIC SECTORS

Agribusiness, Mining, Energy, Manufacturing and Services.

**US\$ 2.2**

TRILLION GDP

**2,1%**

GDP GROWTH IN 2025

**25**

BRAZILIAN  
UNICORNS

**US\$ 2.5**

BILLION

International Venture  
Capital Investment in  
Brazilian Startups  
(2024)

OF TOTAL

# THE SILICON VALLEY OF LATIN AMERICA



Florianópolis /  
Santa Catarina  
State

**1st**

Brazil's National  
Startup Capital

**HIGHEST**

Human Capital  
Index in Brazil

**#1**

In Qualified  
Workforce

**1st**

PNI Large-Scale  
Innovation Ecosystem



# SEBRAE Startups



**493** BRAZILIAN STARTUPS  
SUPPORTED THROUGH  
INTERNATIONAL MISSIONS

**6** INTERNATIONAL MISSIONS  
Europe, Asia, Middle East, and Latin America

**1** NATIONAL ONLINE COURSE on  
startup internationalization

**13** Memoranda of  
Understanding  
(MoUs)  
COUNTRIES

US\$ **+4.1M**  
IN BUSINESS GENERATED

**+23K**  
REGISTERED  
STARTUPS

**+417M**  
IN INTERNATIONAL DEALS

**+550** PROGRAMS  
DELIVERED

# 40 Years Connecting Santa Catarina's Innovation to the World



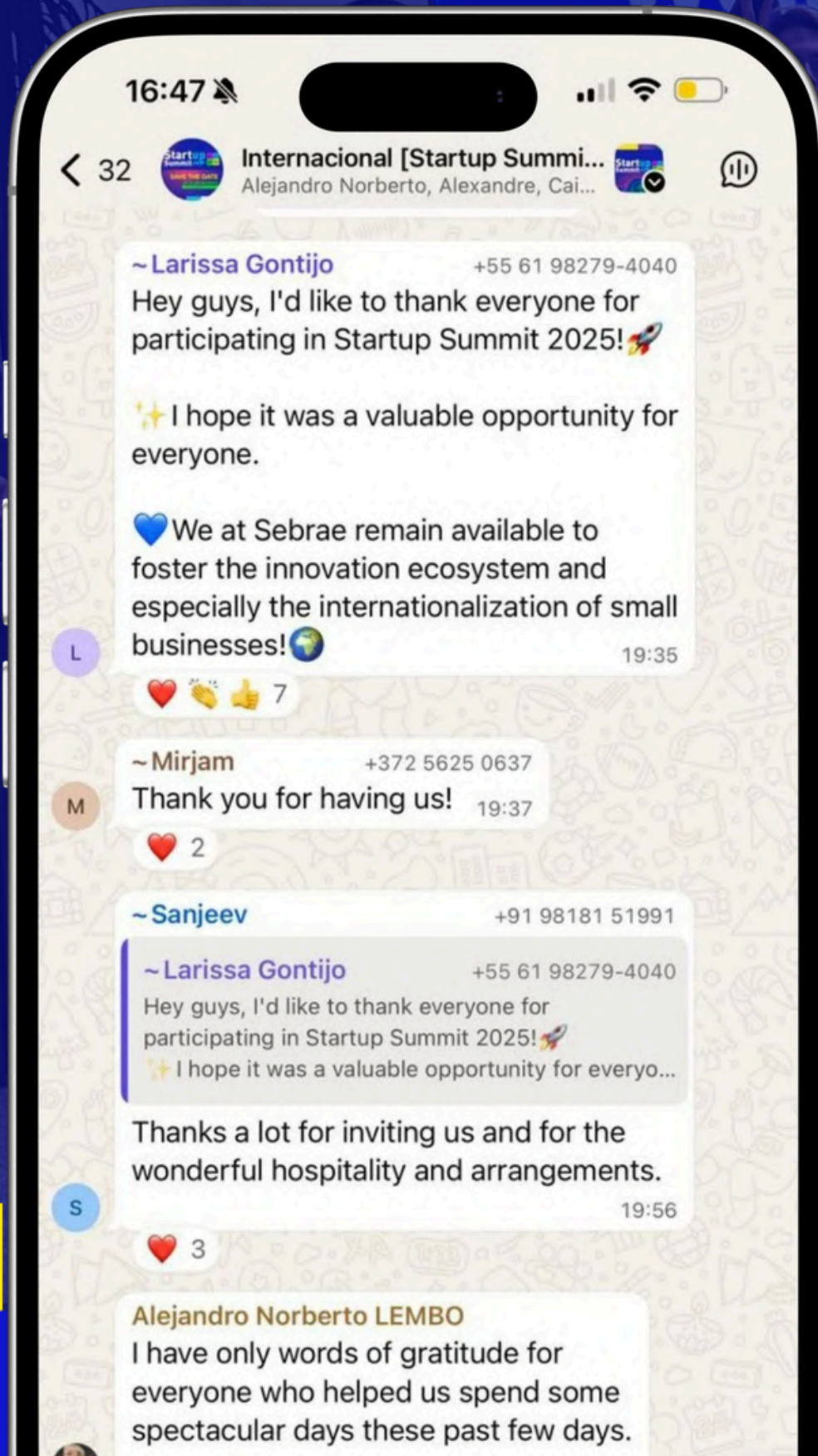
ACATE | 40 anos

For 40 years, ACATE has been driving the Brazilian technology and innovation ecosystem, connecting **over 1,900 companies** to growth and market opportunities. We are recognized as the **best innovation hub in Brazil**, and our incubator ranks among the top five in the world.

ACATE was awarded "**Best-in-class Startup Programs**" at the **Startup Ecosystem Star Awards**. The ceremony, held at the International Chamber of Commerce headquarters, reinforces ACATE's leadership in globalizing Brazilian technology.

# INNOVATION ROUTE – FLORIPA TECH TOUR

A mission bringing together over 20 delegations to explore Florianópolis' innovation ecosystem, fostering connections among governments, hubs, companies, universities, incubators, and technology parks — capped off with a networking cocktail reception.



Get ready for  
25th August, 2026

**Startup** 20  
**Summit** 26

# 2025 Numbers

IN-PERSON AND ONLINE

**31K +**  
PARTICIPANTS



# RESULTS

**105**

EXHIBITORS

**711**

STARTUP'S  
EXHIBITORS

**3K**

STARTUPS

**9 STAGES**

+ 1 MAINSTAGE

**10K +**

PARTICIPANTS  
IN PERSON

**25**

COUNTRIES

**152**

INVESTORS

**247**

SPEAKERS

**+150 INVESTORS  
PARTICIPATING**

**+350 MILLION**  
In intended investments

**Startup** 2020  
**Summit** 2020



# AUDIENCE PROFILE



**23,77%**

Information Technology



**8,45%**

Consulting and Advisory Services



**8,31%**

Education Sector



**4,34%**

Government and Public Administration



**39%**

From other states, countries



**45%**

Decision-makers



**22**

International delegations





# MEDIA ENGAGEMENT

- Over **50k social media** interactions
- **85% positive** sentiment - a rare index for corporate events
- **15k mentions** with #StartupSummit2025
- **8.5% engagement rate** - well above the industry average

# SPONSORS

**+60% BUSINESSES GENERATED**

**99% SATISFACTION WITH THE EVENT**



\*Survey with 100 sponsors of Startup Summit 2025

Anjos do Brasil  
Torne-se um Investidor Anjo e/ou  
Conselheiro/Advisor de Startups

Startups Que  
Estão Conosco

mindify

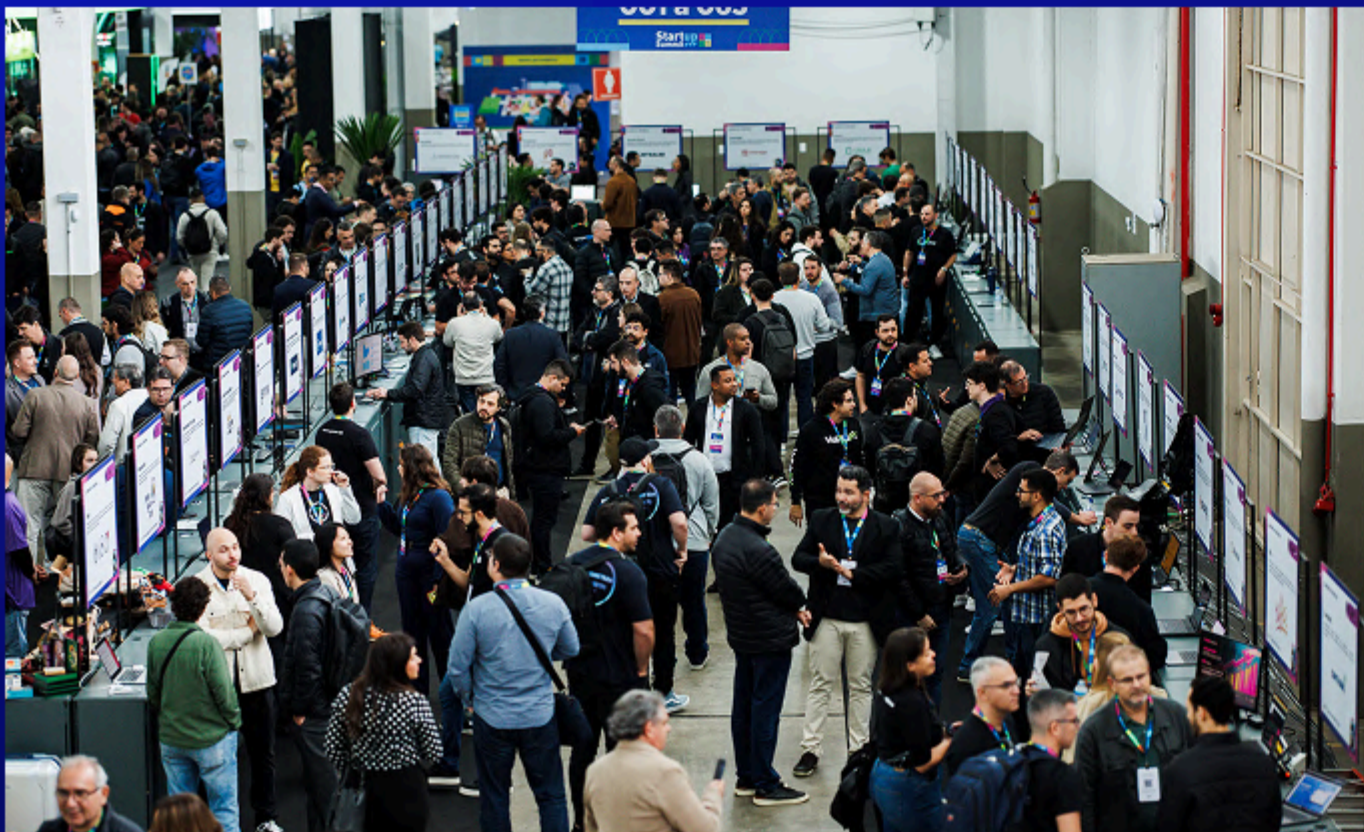
ESAG  
Ventures

TRANSFORMANDO IDEIAS EM  
NEGÓCIOS INOVADORES





# Event Highlights



Startup  
Summit **2026**

# ACTIVATE YOUR BRAND IN OUR BUSINESS FAIR

## Activation options:

- Standard
- Bronze
- Silver
- Gold
- Diamond
- Experience (upon request)



# STANDARD package

## Benefits

- 1 m<sup>2</sup> built booth (1x1) - delivered fully assembled
- Access to the lead collector in the official event app
- 5 exhibitor passes
- 20% discount on additional participant passes

## Brand exposure

- Brand logo featured on the event website
- Brand logo featured in the event app

**USD 2.900**

**R\$ 15.000**

# STANDARD package

## BOOTH LAYOUT MODEL 2026

Included:

- 32" TV with wall mount
- 1 display counter
- 1 high stool



# BRONZE Package

## Benefits

- 6 m<sup>2</sup> built booth (2x3) - delivered fully assembled
- Access to the lead collector in the official event app
- 10 exhibitor passes
- 20% discount on additional participant passes

## Brand exposure

- Brand logo featured on the event website
- Brand logo featured in the event app

**USD 5.800**

**R\$ 30.000**

# BRONZE Package

## BOOTH LAYOUT MODEL 2026

Included:

- 1 display counter
- 1 bistro table with 3 high stools



# SILVER Package

## Benefits

- 16 m<sup>2</sup> built booth (4x4) - delivered fully assembled
- Access to the lead collector in the official event app
- 10 exhibitor passes
- 10 participant passes
- 20% discount on additional participant passes

## Brand exposure

- Brand logo featured on the event website
- Brand logo featured in the event app
- Brand logo included in email marketing campaigns
- Brand displayed on the digital backdrops across all 9 stages

**USD 14.000**

**R\$ 70.000**

# SILVER Package

## BOOTH LAYOUT MODEL 2026

Included:

- 50" TV with wall mount
- 01 meeting table with 3 chairs
- 01 counter with 1 stool
- 01 storage room of 1.5 x 1.20



# GOLD Package

Startup  
Summit **2026**

## Benefits

- 36 m<sup>2</sup> built booth (6x6) - delivered fully assembled
- Virtual booth available for 3 days of the event (online edition)
- One speaker slot in the stage.
- Access to a database with detailed information on startups registered for the Sebrae Startups Award
- Access to the lead collector in the official event app
- 15 exhibitor passes
- 15 participant passes
- 2 executive passes
- 20% discount on additional participant passes

## Brand exposure

- Brand logo featured on the event website
- Brand logo featured in the event app
- Brand logo included in email marketing campaigns
- Brand displayed on the digital backdrops across all 9 stages
- Promotional materials included in the Executive Participants' Media Kit

**USD 27.000**

**R\$ 140.000**

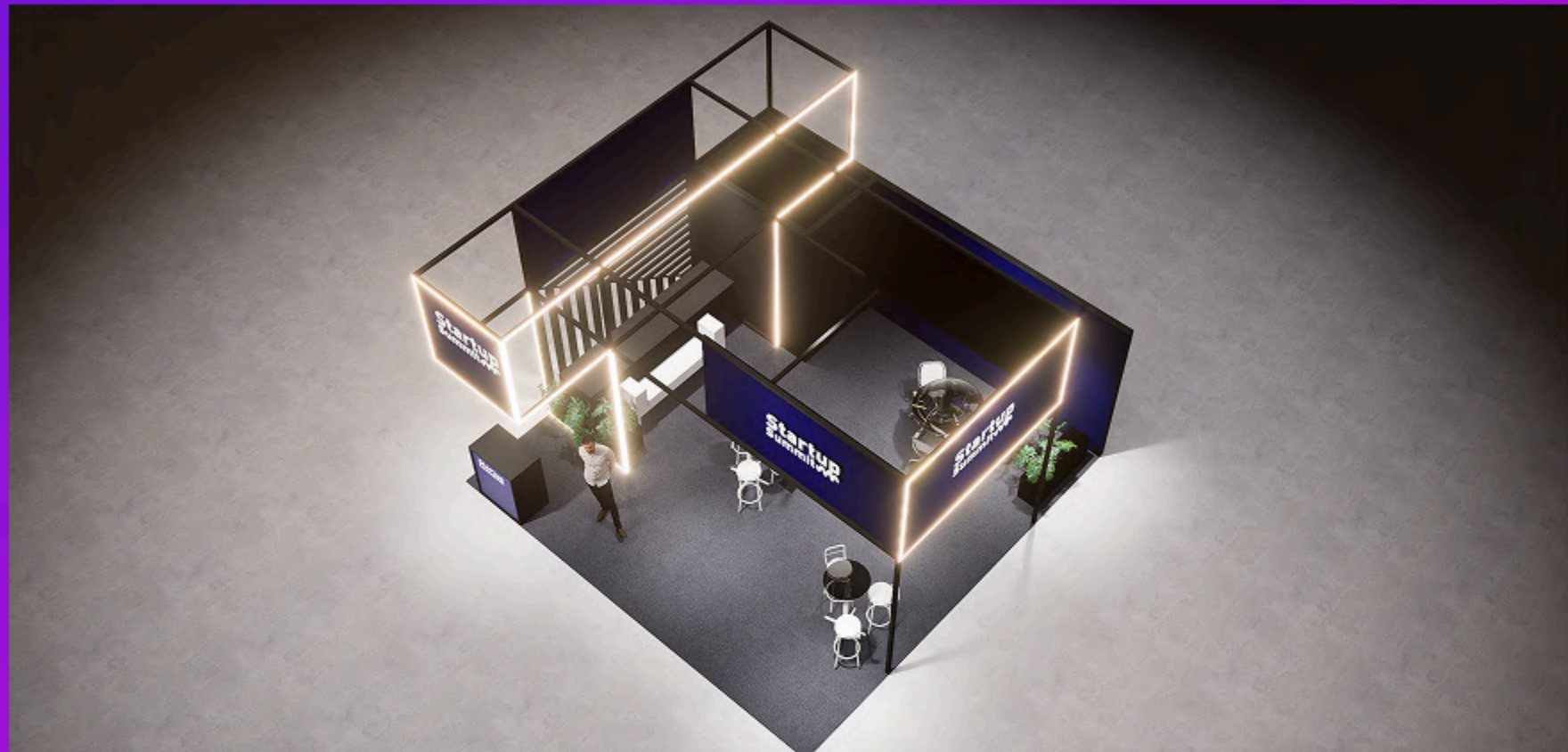
# GOLD Package

## LOUNGE BOOTH LAYOUT 2026

Included:

- 1 sofa
- 1 wall-mounted 50" TV
- 1 meeting table with 3 chairs
- 1 counter with 1 stool
- 3 bistro tables with 9 stools
- 1 storage area (2X2m)

**Startup** 20  
**Summit** 26



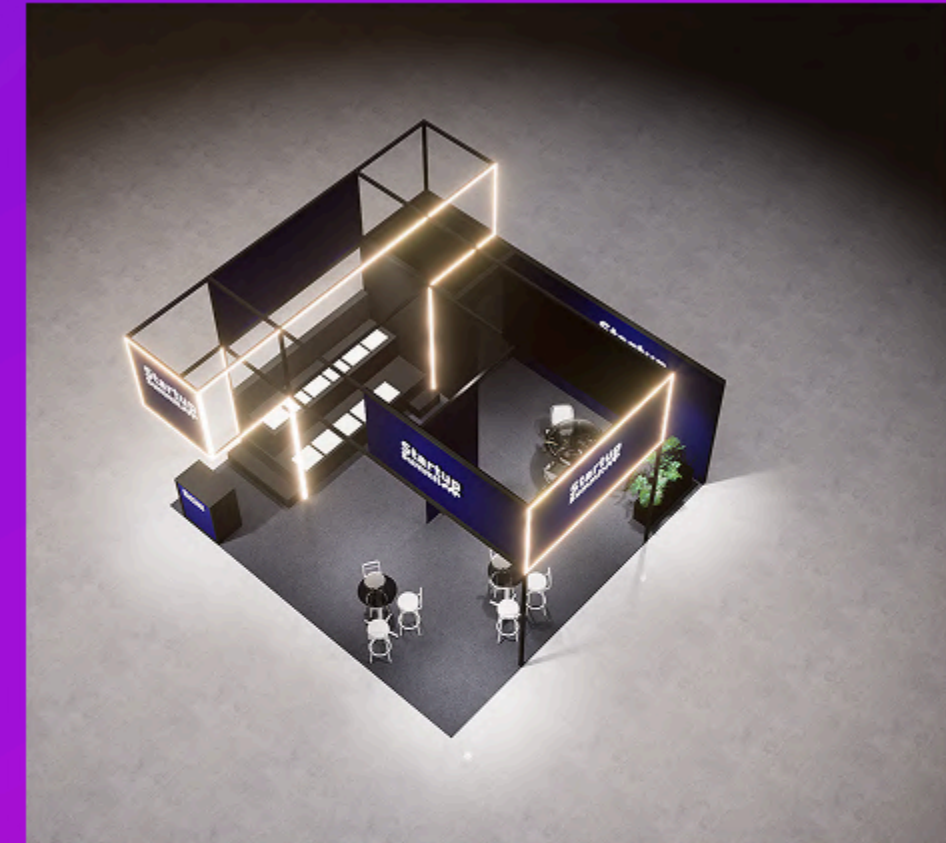
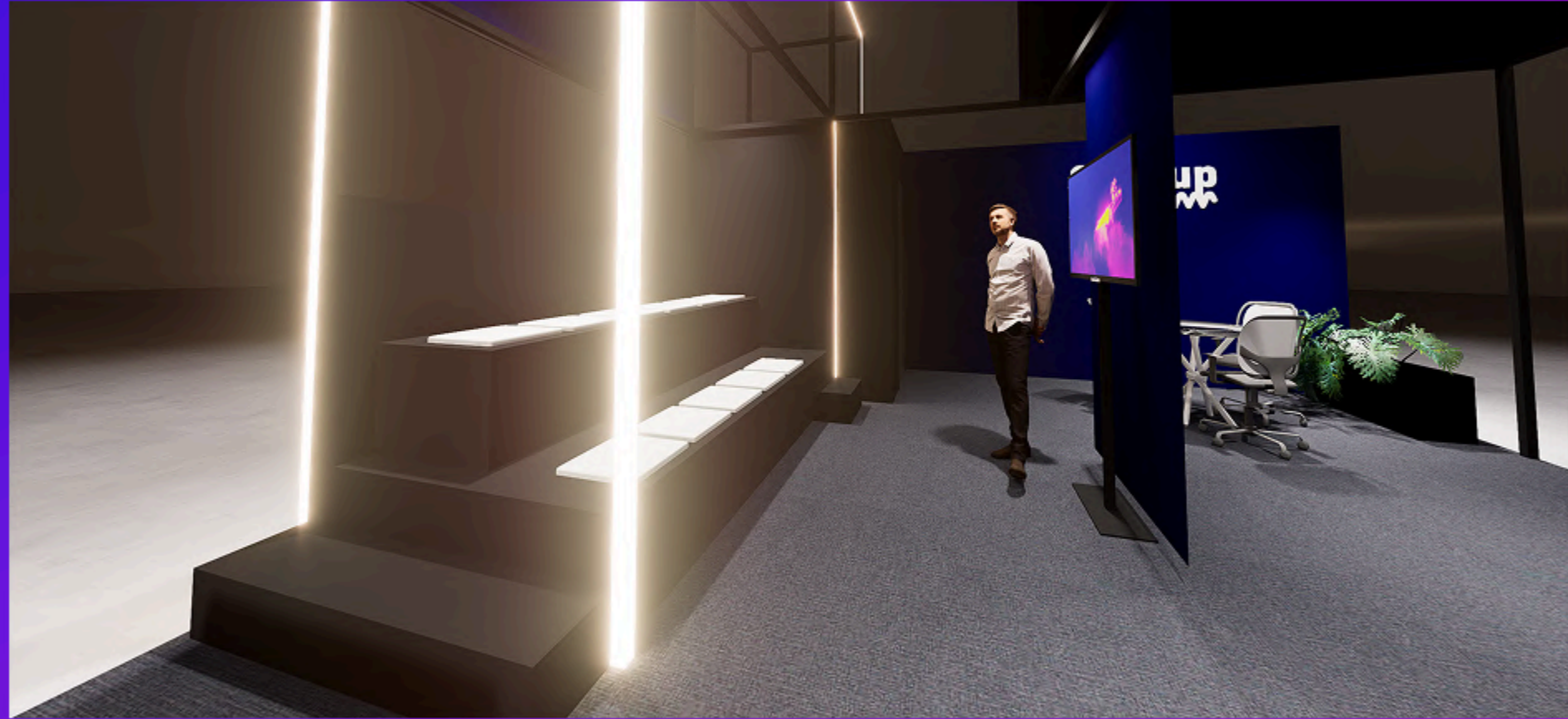
*\*Only furniture changes are allowed, through the official booth contractor.*

# GOLD Package

## TALKS BOOTH LAYOUT 2026

Included:

- 1 Two-tier grandstand structure
- 1 wall-mounted 50" TV
- 1 meeting table with 3 chairs
- 1 counter with 1 stool
- 2 bistro tables with 6 stools
- 1 storage area (2X2m)



**Startup** 20  
**Summit** 26

*\*Only furniture changes are allowed, through the official booth contractor.*

# DIAMOND Package

## Benefits

- 90 m<sup>2</sup> built lounge (10x9) with a customizable design
- Virtual booth available for 3 days of the event (online edition)
- One content slot in the mainstage
- Access to a database with detailed information on startups registered for the Sebrae Startups Award
- Access to the lead collector in the official event app
- 50 exhibitor passes
- 50 participant passes
- 20 executive passes
- 20% discount on additional participant passes

## Brand exposure

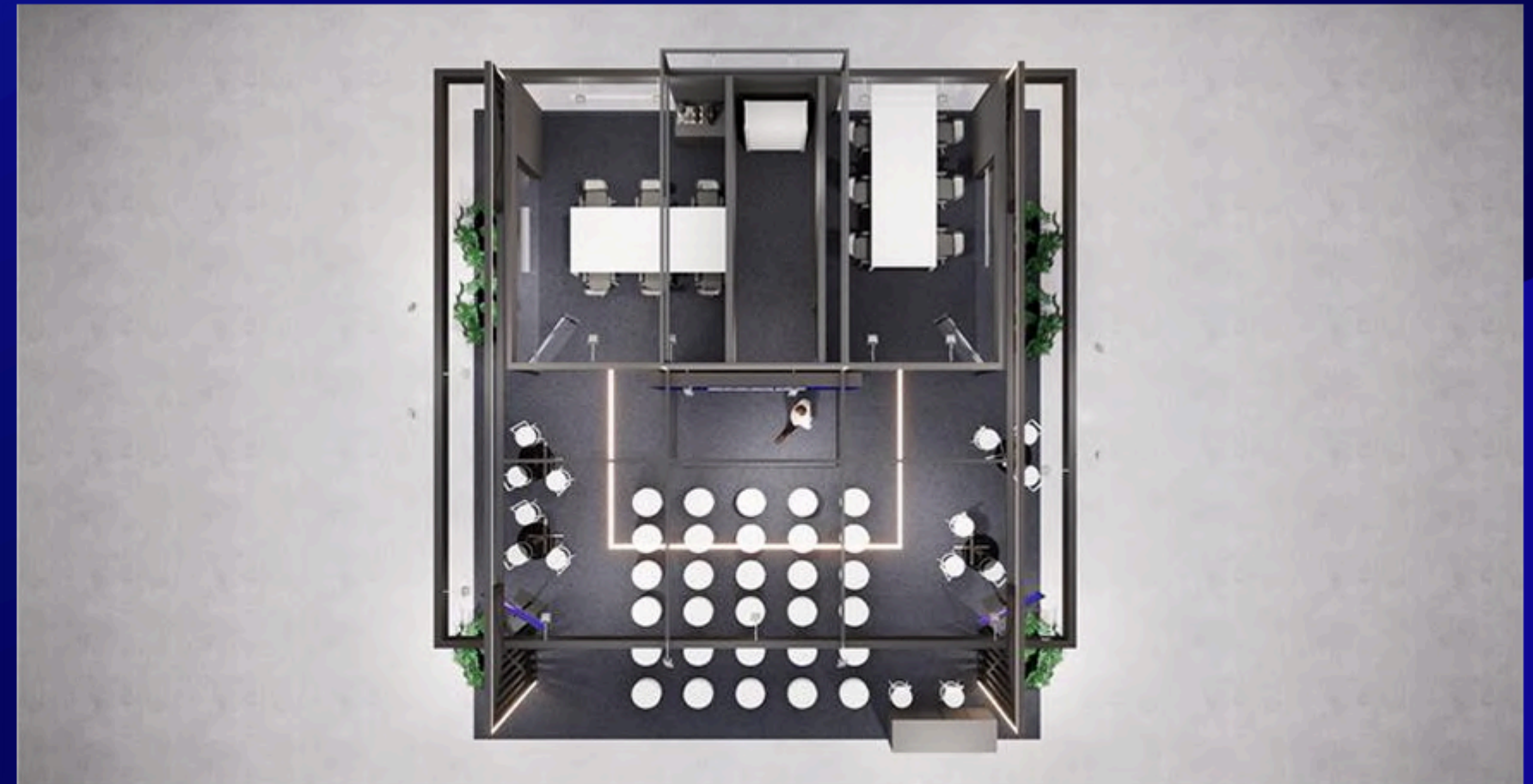
- 03 push notifications per day in the official event app
- Exclusive internet access for Diamond exhibitors
- Brand logo featured on the event website
- Brand logo featured in the event app
- Brand logo included in email marketing campaigns
- Brand featured in 05 sponsored and organic posts on Sebrae Startups social media channels
- Promotional materials included in the event Media Kit
- Brand presence in Plenary activations
- Up to one-minute institutional video on the event's main stage

**USD 110.000**

**R\$ 550.000**

# DIAMOND Package

**BOOTH LAYOUT  
2026**



# International Tech Cocktail

Hosted during the **Startup Summit**, the **International Tech Cocktail by ACATE** bridges the gap between Santa Catarina and the global stage. The event unites global visionaries, investors, entrepreneurs, and authorities to spark strategic partnerships and drive real business growth.

**3 editions**  
**+300 attendees**  
**+ 20 countries**

**Partner Package**  
**USD 2.000,00**

- Brand promotion in ACATE's event-related newsletter content
- Brand logo featured on the event website
- Promotional materials distribution
- Event mailing list

# Startup Summit 2026

## BECOME A SPONSOR

Send us an email with your interest and let's connect!

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26 - 28/AGO



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