

Official Rules – IFAT Brasil 2025 Gamification

Welcome to the IFAT Brasil 2025 Gamification! This initiative aims to encourage participant interaction through the event's official app, promoting engagement, experience sharing, and fun.

About the Activity

During the event days, participants can earn points by performing various actions in the IFAT Brasil app. The most engaged users and those at the top of the leaderboard will win exclusive kits and unique experiences!

Gamification Period

The gamification will be active from June 25 to 27, 2025, with an official closing at 5:00 PM on June 27. Any points earned after this time will not be counted.

How to Participate

To participate, simply be properly registered as a visitor, guest, or VIP and access the official IFAT Brasil app. Your interactions in the app will generate points as described in the points table below.

Points by Action

Action	Points
React to posts	5 points
Comment on posts	5 points
Favorite speakers	30 points
Favorite exhibitors	50 points
First daily access to the app	100 points
Scan QR Code at Blue Stage (PVC sign with receptionist at the counter)	400 points
Scan QR Code at Orange Stage (PVC sign with receptionist at the counter)	400 points
Scan QR Code at the Live Demo Arena (four-sided display)	400 points
Scan QR Code at the Solutions Lounge (totem)	400 points
Scan QR Code at the Innovation & Startups Arena (totem)	400 points

How Does the Points System Work?

- **Content Interaction:** Liking or commenting on posts in the feed gives you extra points.
- **Favoriting Key Content:** You earn points by favoriting exhibitors and speakers, making it easier to access them during the event.
- **QR Code Scans:** In key areas of the event, exclusive QR Codes will be available. Scanning them with the app grants a large number of points.
- **Daily Access:** Logging into the app daily also earns you important points.

General Rules

1. In the event of a tie, the participant who reached the top score first will be the winner.
2. Points are only valid for users properly identified in the app with full name and a valid email.
3. QR Code scans are only valid during the official event hours.
4. Each QR Code can only be scanned once per participant and must be scanned at its physical location.
5. The use of bots or external tools to simulate interactions is strictly prohibited.
6. Suspicious activities will result in disqualification.
7. Prizes are personal and non-transferable.
8. Prizes cannot be exchanged for cash or other products/services.
9. Participation is restricted to visitors, guests, and VIPs.
10. Final scores will be frozen at 5:00 PM on June 27, 2025.
11. The event organizers are not responsible for technical issues with participants' devices that may prevent QR Code scanning or app interaction.

Prizes

- **1st Place:** IFAT Brasil Kit + 2 tickets to Ecco Parque Jardim dos Pinhais + 1 ATV ride for two people
- **2nd Place:** IFAT Brasil Kit (thermal bottle + scented candle + keychain + plantable seed pot) + surprise gift
- **3rd Place:** IFAT Brasil Kit (thermal bottle + scented candle + keychain + plantable seed pot)

Prize Collection

- Winners will be announced at **6:00 PM on June 27, 2025**, via the official IFAT Brasil app.
 - Prizes must be collected between **6:00 PM and 7:00 PM** on the same day, at the Messe Muenchen do Brasil booth.
 - If not collected during this period, winners will have up to **30 days** to claim their prize at the Messe Muenchen do Brasil headquarters in São Paulo – SP.
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Final Notes

- IFAT Brasil reserves the right to change or update these rules at any time without prior notice.
 - If you have any questions, please contact the official IFAT Brasil support team during the event.
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Good luck, and enjoy your experience at IFAT Brasil 2025!