



FAQ
GENERAL PUBLIC CREDENTIAL
2026

FAQ

We know your time is valuable, so we've gathered here the key information you need before securing your ticket and joining VTEX DAY 2026.

We recommend reading this entire document to make the most of your event experience.

1. EVENT INFORMATION (DATE, LOCATION, SCHEDULE...)

Will the event be in person? Will there be an online option?

VTEX DAY 2026 will be 100% in person, with no live streaming.

What are the event dates?

April 16 and 17, 2026

Where will the event take place?

São Paulo Expo – Rodovia dos Imigrantes, 1.5 KM, Vila Água Funda, São Paulo (SP)

What are the event hours?

April 16: from 8:30 a.m. to 8:00 p.m.

April 17: from 8:30 a.m. to 10:00 p.m

How many days is my ticket valid for?

FULLPASS and VIP tickets grant access to **both days of the event** and are non-transferable.

Until what time can I complete my credential check-in?

Credential check-in will remain open **until 6 p.m.** on both days.

Do I need to wear my credential and wristband every day?

Yes. You will receive both during the check-in process, and they are mandatory for accessing the event on all days.

Are minors allowed to attend?

The event is not intended for minors, but **entry is permitted if they are accompanied by their legal guardians.**

Will there be a participation certificate?

Yes. The certificate will be emailed within **7 business days** after the event, or it may be downloaded directly from the registration platform.

Will there be a cloakroom?

Yes, the event will offer a **cloakroom service** in a designated area (paid separately).

Is parking available?

São Paulo Expo offers **over 4,500 parking spaces** with direct access to the pavilion (paid separately).

Is the event accessible?

VTEX DAY offers ramps, adapted restrooms, priority areas for people with disabilities, and a dedicated support team.



Will there be a food court at the event?

Yes! We will have a large **dining area** with a variety of food options, including **vegetarian, vegan, and gluten-free** choices.

Where can I view the event map?

The map will be available on the official website and also in the **VTEX DAY 2026 app**, which you can download for free from the **App Store and Google Play** starting in February 2026.

2. TICKETS AND CREDENTIALS

Purchase Policy:

Before completing your purchase, please carefully read our purchase policy as well as the terms and conditions available on the ticket page.

Where can I buy tickets?

Tickets are sold exclusively through the official website: [HERE](#).

Can I buy a ticket on the day of the event?

All purchases must be made exclusively through the website. We recommend securing your ticket in advance to avoid any inconvenience.

What is the ticket price?

Current prices and ticket tiers can be checked by clicking the “Buy Your Ticket” button at the top of the official website or by clicking [HERE](#).

Until when can I buy a ticket?

Sales will remain open until March 31, 2026, or while supplies last.

Will there be half-price tickets?

Yes. Half-price tickets are available for students, people with disabilities, teachers, and seniors aged 60 and over.

Documentation will be required at the time of purchase and upon entry to the event.

What payment methods are available?

Tickets can be purchased using Bank Slip (Boleto Bancário), Debit Card, Credit Card, or Pix (Instant Payment System).

Can I purchase more than one ticket?

Yes! You may purchase multiple tickets per account.

However, during checkout, the buyer must provide the name, email address, and CPF of each attendee.

Corporate package purchases:

VTEX DAY offers corporate ticket packages (for companies with a CNPJ only). After payment is confirmed, the system will generate the corresponding number of promo codes for the purchased package, allowing the buyer to manage their invitations.

- **6-ticket package (CNPJ)** – the buyer receives **6 individual promo codes**.
- **12-ticket package (CNPJ)** – the buyer receives **12 individual promo codes**.

Will I receive a purchase confirmation?

Yes. Once your purchase is completed, a confirmation will be sent to the email address associated with your account.



Can I buy a ticket for only one day?

No. We will not offer single-day tickets. Only full-event tickets for both days will be available.

Can I transfer my ticket to someone else?

Yes. For purchases of **2 or more tickets**, you can transfer ownership directly through the ticketing platform.

What is the deadline to transfer my ticket?

You can change the ticket holder information until **April 15, 2026..**

Will I receive an invoice for my purchase?

Yes! The electronic invoice (NF-e) will be issued and sent to the registered email address within **up to 7 business days** after payment confirmation.

If you do not receive it, please email: credenciamento@vtex.com.

DISCOUNT CODES AND PROMOTIONS

Are there any discount codes available?

Yes! All **official sponsors** have exclusive discount codes. Check the list [HERE](#).

Does VTEX DAY offer discounts for VTEX partners?

Yes. Institutional partners may request discount codes directly from **their VTEX account executive**.

CANCELLATIONS AND REFUNDS

Can I cancel my purchase? How does the refund work?

Yes! If you are unable to attend the event for any reason, you may cancel your purchase and request a refund, as long as it meets the criteria of the **Purchase Policy accepted at the time of the transaction**. The request must be made directly through the official ticketing platform or by sending an email to credenciamento@vtex.com with the order number and buyer information.

***Important:** the cancellation will only be processed if it meets the conditions and deadlines established by the event organizers.

What is the deadline for cancellation with refund?

In case of regret (right of withdrawal), the refund must be requested **within 7 calendar days** after the purchase.

Until when can I request a cancellation?

For purchases made less than 7 days before the event, cancellation must be requested by **April 10, 2026** (4 business days before the event).

If I buy more than one ticket, can I cancel only one of them?

No. You must cancel the entire purchase, as the system identifies the purchase as a whole, not the individual tickets.

What is the refund timeframe?

The refund will be processed after the payment is confirmed and the cancellation request is approved.

How is the refund issued?

Credit or debit card: the chargeback depends on your card operator's and issuing bank's processing times.

Bank Slip or Pix: refund via bank deposit within **up to 20 business days**.

NF-e in refund cases:

Important: After the NF-e (Brazilian electronic invoice) has been issued, if the purchase is **canceled** and a **refund** is requested, the **amount corresponding to taxes** already collected will be deducted from the total refund amount. This happens because the issuance of the NF-e creates a tax obligation that cannot be reversed in full.

Credit and debit card: chargeback processing may vary depending on your billing cycle and/or the issuing bank. The event organizer will request the chargeback with the card operator, which will process it according to its internal timelines and procedures.

Bank Slip and Pix: bank deposit within **up to 20 business days**.

3. EXPERIENCE & TIPS

What is the event app?

Information about the app will be available soon.

What can I find in the app?

The app brings everything you need to make the most of the experience. You can browse the full agenda, favorite sessions, access the event map, and receive real-time notifications about updates and news.

Can I leave and re-enter the event during the day?

Yes, as long as you present your valid credential with QR Code upon re-entry.

Can I take photos and videos during the event?

Yes, for personal use. Professional recording must be authorized in advance.

Are pets allowed?

No. Pets are not allowed, except for duly identified guide dogs.

Accessibility and priority service:

The event offers accessibility resources* and priority service for people with disabilities, reduced mobility, pregnant women, and seniors.

*If you require specific assistance during the event, please contact our team in advance at credenciamento@vtex.com so we can assess the best way to support you.

Rest areas and networking:

We will have lounges, networking spaces, and mobile charging stations.

Will the event include immersive experiences or brand activations?

Yes. In addition to stage content, the event will offer immersive experiences, tech demonstrations, and brand activations throughout the program.

4. CONTENT & PROGRAM AGENDA

When will the session schedule be released?

The agenda with speakers, times, and stages will be announced soon on the event's official website and social media channels.

What is the average duration of the sessions?

Each session will last **approximately 45 minutes**.

Will international sessions have simultaneous interpretation or subtitles?

Yes. **International sessions will offer simultaneous interpretation and Portuguese subtitles**, ensuring accessibility and a better experience for all attendees.

What topics will be covered at the event?

The event will feature content on **Digital Commerce, Artificial Intelligence, Customer Experience, Omnichannel, Marketing, Data & Personalization, Sustainability & ESG, Social Commerce, Retail Media**, as well as other globally relevant themes exploring innovation, technology, and the future of digital retail and consumer behavior.

How many stages and thematic areas will the event have?

There will be **multiple stages and thematic zones**, each dedicated to a specific content track, with dynamic and simultaneous programming.

Will there be sessions, panels, and case studies?

Yes. The program includes sessions, discussion panels, debates, case studies, and live interviews, as well as new interactive formats debuting in this edition and more spontaneous and thought-provoking exchange experiences.

Who are the confirmed speakers and experts?

The event will bring together specialists, executives, and global leaders who are references in their fields—from digital commerce and retail to fintech, economics, innovation, communication, and consumer behavior. They will share real case studies and market trends. You can check the confirmed speakers [HERE](#).

Will there be content on trends and innovations in the digital market?

Yes. The content tracks will explore the main trends, innovations, and strategies shaping digital commerce, consumer behavior, and customer experience, connecting technology, data, and creativity.

Will the content presented in the sessions be available to attendees after the event?

Yes. Summaries and YouTube recordings will be made available, including presentation slides when authorized by the speakers.



5. LOGISTICS AND ACCESS

Public transportation:

The venue offers easy access via public transportation. The closest subway stations are Jabaquara (Line 1 – Blue) and Santos-Imigrantes (Line 2 – Green).

Shuttle service:

Information about transportation and shuttle services will be announced soon.

6. SUPPORT AND CONTACT

Support channels:

General inquiries: contato@vtexday.com

Registration and tickets: credenciamento@vtex.com

Sponsorships and partnerships: patrocinio@vtex.com

Average response time:

Our team will get back to you within **2 business days**.

THANK YOU FOR JOINING VTEX DAY 2026!

We'll see you on April 16 and 17, 2026, at São Paulo Expo, for two intense days of inspiration, content, and innovation at the world's largest digital commerce event.





vtexday.vtex.com