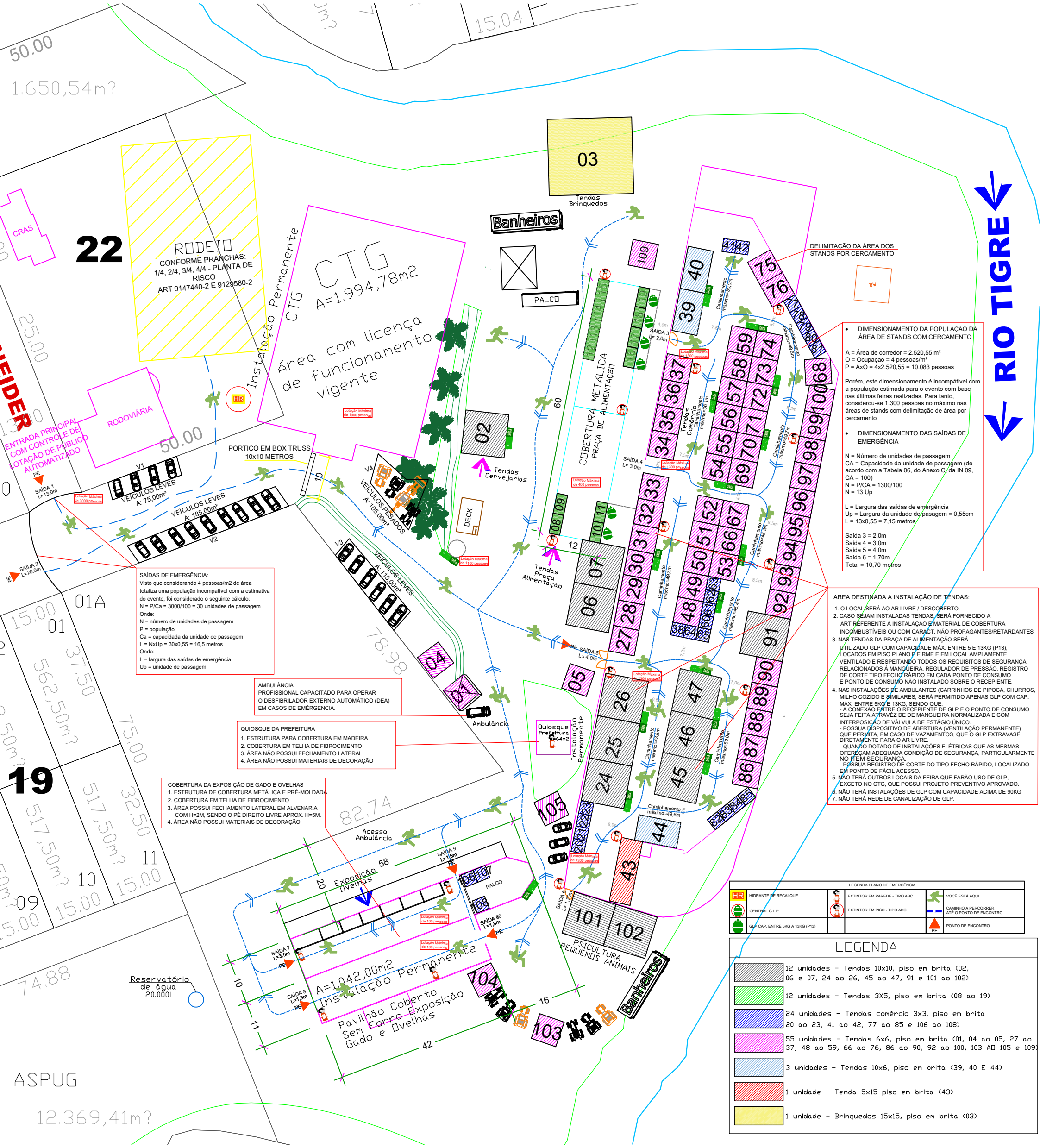LAYOUT DE IMPLANTAÇÃO DO EVENTO