



CONCRETESHOW
THE CONSTRUCTIVE CHAIN EVENT

2024 POST SHOW REPORT

In cooperation with  **WORLD OF CONCRETE**

ORGANIZATION AND PROMOTION
 **informa markets**



CONCRETESHOW

THE CONSTRUCTIVE CHAIN EVENT

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Concrete Show is the industry's leading event in Latin America for Brazilian and foreign construction professionals and companies.

The **fifteenth edition** of the event took place on **August 6, 7, and 8, 2024**, at the São Paulo Expo, and had the participation of **workers, companies, and associations in the industry** to display the most recent **innovations, technological advancements in equipment, products, and services** for construction professionals.

During the **three days of the Concrete Show**, visitors and participants **interacted and networked with market leaders. They did business, discovered, and learned about the latest trends and advances in the construction sector in exclusive, content-rich attractions.**

In the 15th edition, **Concrete Show reinforces its importance for the industry and remains a reference for all professionals in the concrete construction chain as a unique opportunity for connection, good business, learning, and new opportunities.**



23.189

visitors



32.000 m²

exhibition area



400

exhibitor brands,
60 of them, are new brands

8

stages

166

speakers

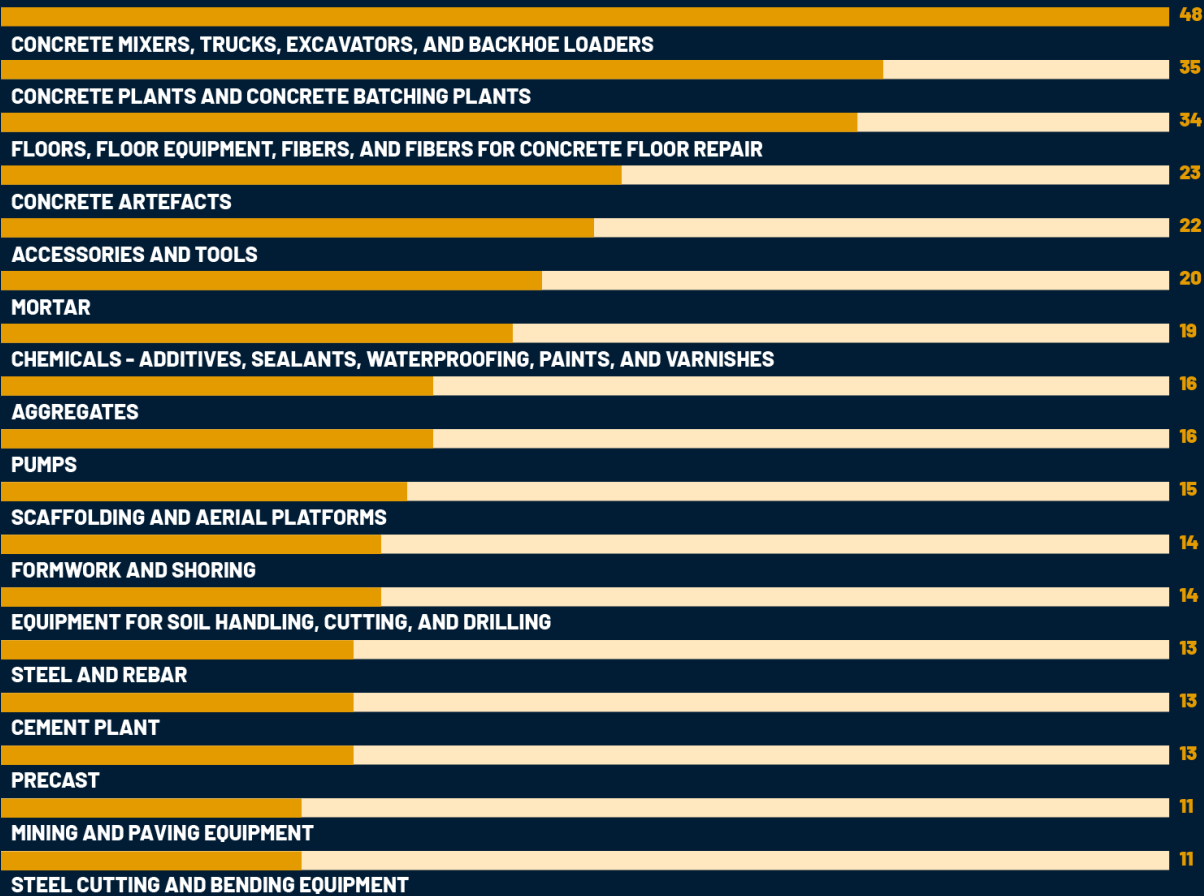
138

hours of content

VISITOR PROFILE 2024

VISITOR'S MAIN INTERESTS

%



JOB POSITION

21%



Partners, CEO,
President and
VP

29



Officer,
Superintendent,
Manager

18%



Coordinator, Supervisor,
Construction Manager,
Head of Department,
Analyst and Technician

19%



Engineer,
Architect and
Designer

13%



Consultants,
Freelancers,
Teachers,
Students and
Others

50%

HAVE
MANAGEMENT
POSITIONS

VISITOR PROFILE 2024



MARKETS OF INTEREST

54%



Buildings

48%



Infrastructure

42%



Concrete Production

41%



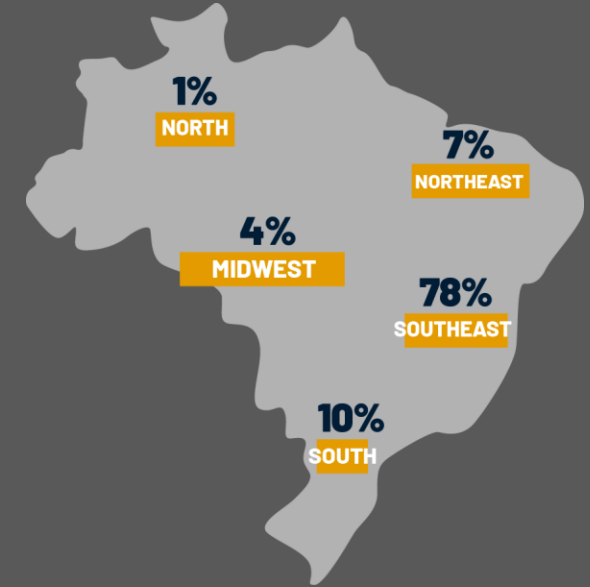
Fast Projects

38%

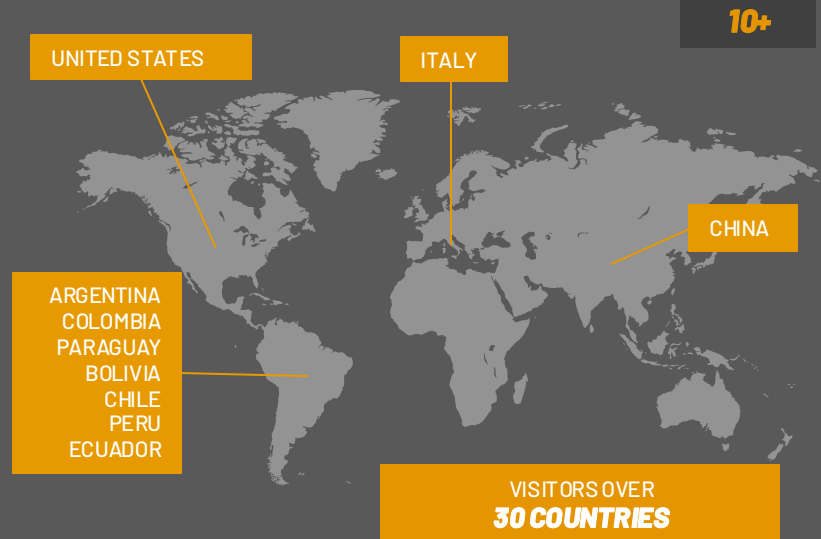


Production of Artifacts and Prefabricated Buildings

NATIONAL %



INTERNATIONAL



VISITORS PROFILE 2024

MAIN AREAS OF EXPERTISE



80% OF THE VISITORS HAVE A HIGH DECISION-MAKING POWER



66% OF THE VISITORS ARE FROM BIG AND MEDIUM-SIZED COMPANIES

TOP #5 VISITORS

28%
BUILDERS AND INCORPORATORS

11%
CIMEN TEIRAS, CONCRETEIRAS E MINERADORAS

6%
ENGINEERING AND ARCHITECTURE

6%
CONCRETE PRODUCTS

4%
RENTAL COMPANIES



“ , This is my first time at the Concrete Show. I came from Fortaleza for the event. The event exceeded my expectations, and I could see everything I looked for, especially machinery. I will be back next year. ”

PACO FILHO, COORDINATOR AT ENAS CONSTRUÇÕES

“ I have attended the Concrete Show for eight years and, especially in this edition, I noticed many more exhibitors, especially those from the machinery sector. ”

ANDERSON FERREIRA, SALESPERSON

“ Coming here to acquire knowledge is very important. The lectures were excellent and helped us make some decisions, especially for the future. ”

LEONARDO OLIVEIRA, VISITOR AND PARTICIPANT

“ This is a significant event for the construction sector. I saw several new technologies in the concrete industry segment. I came looking for solutions for the mining sector. There are some compatible things for equipment, some interesting launches, mainly powered by electricity. This is crucial, as we are concerned with the environment. The Fair once again managed to exceed my expectations. Everything looked beautiful and well organized. ”

FÁTIMA MASSA, MARKETING & PUBLIC RELATIONS COORDINATOR

“ In terms of automation, there is a lot of news compared to last year. I saw several new products and machines. This is a great fair. ”

PAULO GUIMARÃES, CIVIL ENGINEER

ATRACTIONS

2024



CONS
TRUINDO
CONHECIMENTO
by CONCRETESHOW

ARENA
120 IDEIAS
by CONCRETESHOW

MEGA DEMO
PAREDES DE CONCRETO



SENAI
ESCOLA MÓVEL DE
EFICIÊNCIA ENERGÉTICA

SENAI
ESCRITÓRIO BIM

POEIRA
CAST

idd-educação avançada

ATTRACTIONS 2024



CONS
TRUINDO
CONHECIMENTO
by CONCRETESHOW

An attraction that is 100% dedicated to construction professionals looking for quality technical content and qualified networking opportunities: The CONGRESSO CONSTRUINDO CONHECIMENTO brings together in one place **EXCLUSIVE SPEAKERS, INTERNATIONAL GUESTS & EXCHANGE OF EXPERIENCE** among the participants.

Over the three days of Concrete Show 2024, **91 SPEAKERS** walked onto the stages of CONGRESSO CONSTRUINDO CONHECIMENTO.

Platinum

Gold

Sponsors



ATTRACTIONS 2024



ARENA 120 IDEIAS by CONCRETESHOW

The ARENA 120 IDEIAS features **free presentations** for professionals from several construction segments. With the **latest and most relevant topics**, the event's exhibitors carry out lectures and presentations on **two simultaneous stages**.

During the 15th edition of the Concrete Show, the space had **52 speakers** and totaled **48 hours of free content**.

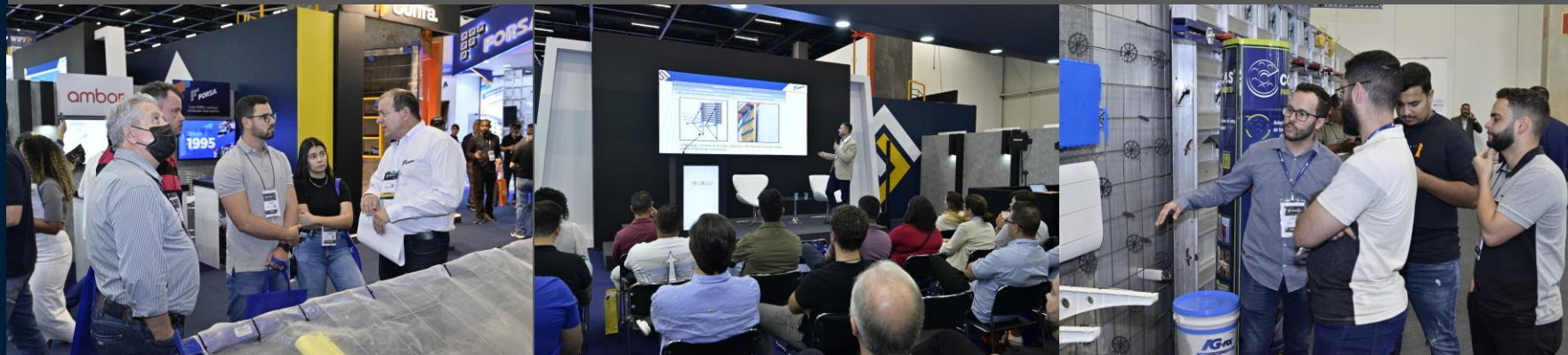
Exclusive Sponsor



ATTRACTIONS 2024

MEGA DEMO

PAREDES DE CONCRETO



MEGA DEMO aims to demonstrate how the concrete walls method works (step-by-step), highlighting the efficiency of this form of construction.

Furthermore, with an exclusive lecture stage in the space, in 2024, **MEGA DEMO** brought the **Event Ambassadors** Priscila Bezerra, Wallison Rabelo, and Rangel Lage for unique, 100% free presentations.

Sponsors



Project Partners



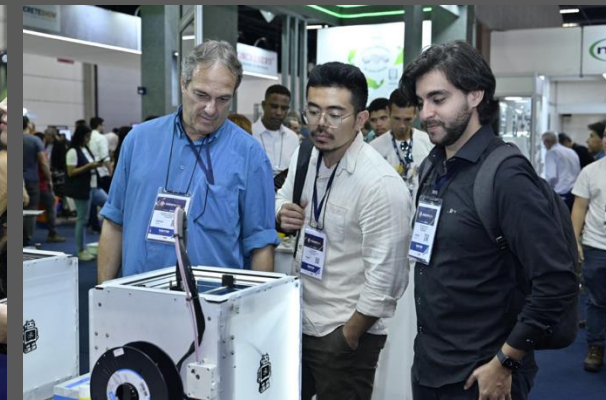
ATTRACTIONS 2024



ESCOLA MÓVEL DE
EFICIÊNCIA ENERGÉTICA



ESCRITÓRIO **BIM**



The SENAI-SP brought to Concrete Show the **Escola Móvel de Eficiência Energética**. This an interactive and modern environment where teachers and students showed concepts, definitions, and applications for energy efficiency in engines, refrigeration, compressed air, and lighting. Moreover, we also had the **Escritório BIM**, an interactive space with a 3D printer and Virtual Reality headsets.



Coordination and Organization



The **1st edition** of the PRAÇA DA ALVENARIA INDUSTRIALIZADA E PAVIMENTO INTERTRAVADO was a show! Formed by major brands in the sector and with institutional support from major civil construction entities, the Industrialized Masonry and Interlocking Pavement Square featured product demonstrations, technological innovations, and free lectures.

In this project, modular coordination was presented from the design conception phase, a complete system, with the interface of structural elements such as prefabricated slabs and stairs, sealing elements such as ready-made door kits and modular frames, and interface with electrical and hydraulic installation kit systems. **All this in an interactive and sensory environment!**



idd·educação avançada



IDD brought three extension courses to the Concrete Show, held in person on August 6, 7, and 8 (during the event), by Professor Bernardo Tutikian.

August 6: Dosage and use of UHPC and SCC – Theory and Practice

August 7: Rehabilitation of corroded concrete structures with carbon fiber strengthening – Theory and Practice

August 8: Urban concrete pavement and permeable pavement – Theory and Practice

About IDD: IDD is a higher education institution that offers continuous training for engineers, architects, and managers. IDD is accredited by the Brazilian Ministry of Education (MEC).

ATTRACTIONS 2024

NEWS



POEIRA
CAST

The **5th season of POEIRA CAST**, the best podcast in the sector, was recorded at the Concrete Show 2024!

Featuring influential personalities and bringing relevant topics, the three-day event was full of good meetings and quality chats led by hosts Jefferson Inoue and Thiago Costa from @InfraUrbana.

[WATCH THE EPISODES!](#)

POST SHOW

ÁREA EXTERNA

CONCRETESHOW

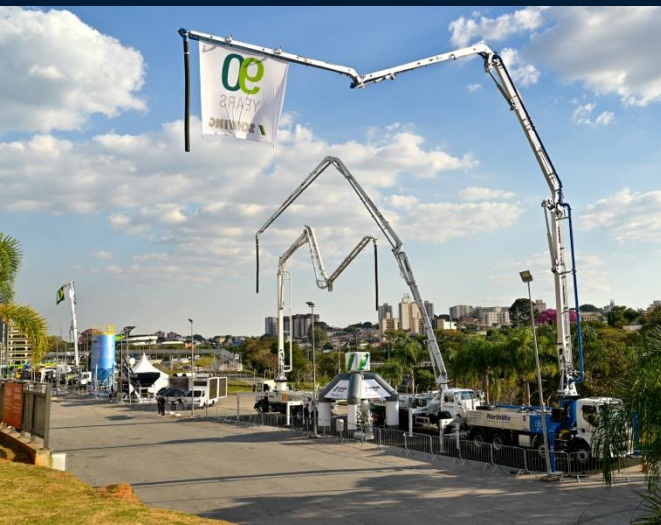
Exhibitor Brands



ZOOMLION



Caminhões
Ônibus





EXTENSIVE COMMUNICATION STRATEGY

Between January and August 2024, national and international actions were organized, promoting and brand and attracting qualified visitors to the event.

- DIGITAL MARKETING
- MARKETING OFFLINE
- SPONSORSHIP AND PARTICIPATION IN SECTOR EVENTS
- VIDEOS WITH INDUSTRY INFLUENCERS
- ONLINE COVERAGE OF THE EVENT ON SOCIAL MEDIA

MIDIA

From January to August 2024

PARTNERS

48 PARTNER MEDIA SITER PROMOTING THE EVENT

E-MAIL MARKETING

40 SENDING TO MEDIA BASES

RADIO

255 SPOT INSERTIONS ON RADIO



TV

+95 MILION IMPACTS



POST SHOW

PUBLICATIONS

547 NEWSPAPERS, MAGAZINES AND INTERNET

WEBSITE VIEWS

+556.000

CONTENT CHANNEL VIEWS

+150.000

SOCIAL MEDIA

- f** 18.285 LIKES
- in** 5.867 FOLLOWERS
- ig** 27.987 FOLLOWERS
- yt** 1.866 SUBSCRIBERS

APP

+35.000

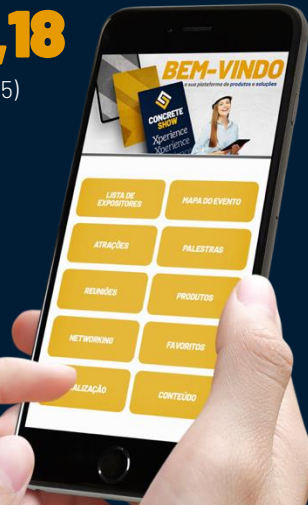
USERS ON THE PLATFORM

+39.000

LEADS GENERATED FOR EXHIBITORS

OVERALL AVERAGE SCORE OF QUALIFIED LEADS

4,18
(FROM 1 TO 5)



WE BELIEVE IN A SUSTAINABLE FUTURE

Discover some of our ESG initiatives



Reduction of printed materials

Reuse of all certified wood and material

Selective collection

Inclusive hiring with a focus on social inclusion

missão ambiental

Promotes urban agriculture, environmental education, and the creation of community green spaces.

LED lamps

FSC certified printed materials

Reuse of plastic badge holders and reduction of PVC credentials

Free transfer from the metro to the event

construide

Non-governmental organization that aims to impact lives through the construction of social housing.

Accessibility: motorized chairs for people with reduced mobility

Carpooling incentive between colleagues going to the event

Safrater
Sociedade de Propriedade Fraterna
Casa do Comércio

Partnership with Safrater, an NGO that cares for families of high social vulnerability

Vegetarian and vegan food options

Better Stands

Moving away from disposable stands together

iic
INSTITUTO
João Clemente

Pioneirismo, Ciência e Inovação da Pessoa com Deficiência Intelectual, Transição do Espaço Autista (TEA) e Doenças Raras

United Nations Sustainable Development Goals (SDGs) that we collaborate on:

4 QUALITY EDUCATION 	7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	17 PARTNERSHIPS FOR THE GOALS
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PLATINUM SPONSOR



GOLD SPONSOR



INTERNATIONAL PARTNERS



PREMIUM PARTNERS



ASSOCIATIONS AND PARTNER ENTITIES



MAGAZINES AND OFFICIAL MEDIA



SUPPORT



ASSOCIATED WITH



OFICIAL TRAVEL AGENCY



OFFICIAL CHANNEL CONTENT





AUGUST, 19-21

SÃO PAULO EXPO

SÃO PAULO, BRAZIL

25

WWW.CONCRETESHOW.COM.BR



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