







Concrete Show
by informa

POSTSHOW REPORT 2026



Concrete Show
by informa

The Concrete Show is the leading event for the construction industry, bringing together national and international professionals and companies from the construction and infrastructure value chain.

The 17th edition, held from **August 25 to 27, 2026**, at São Paulo Expo, featured major industry players, leading companies, and renowned associations, showcasing innovations, technological advances, and solutions in equipment, products, and services for concrete.

Over the course of three days, the event stood out as a business hub, offering a strategic platform for partnerships, negotiations, and network expansion.

Visitors had access to the latest trends and innovations, interacted with market leaders, and explored exclusive content and attractions developed for industry professionals.

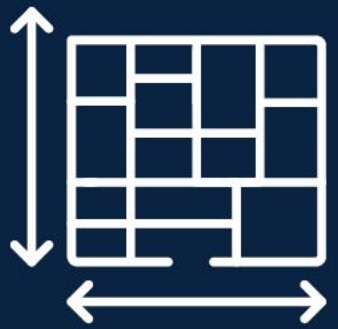
With this edition, Concrete Show reaffirms its relevance as the leading event in the sector, providing unique opportunities for business, partnership strengthening, learning, and the advancement of the concrete construction value chain.

BIG NUMBERS 2026

26,892
Visitors



36K+
Exhibition area (m²)



+450
Exhibiting brands
Domestic and international







150
Speakers
National and international

90h
content

6 workshops

5 stages
Simultaneous sessions

ATTRACTIONS 2026

Congresso
Construindo
Conhecimento

ARENA **120 IDEIAS**

PRAÇA
Alvenaria Industrializada
e Pavimento Intertravado

MEGA**DEMO**
PAREDES DE CONCRETO

ÁREA **EXTERNA**

ABRASFE
DESAFIO
DE MONTAGEM
DE ANDAIMES
Concrete Show 2026

SENAI

Construindo com
MULHERES
Concrete Show

A TRILHA DO CONCRETO

idd·educação avançada

ATTRACTIONS 2026







Congresso Construindo Conhecimento

The CONSTRUINDO CONHECIMENTO Congress is an event aimed at professionals across the construction value chain, offering high-quality technical content and networking opportunities.

With a rich and diverse program, the congress brings together exclusive lectures, international guest speakers, and fosters a strong exchange of experiences among participants.

In this edition, the congress featured more than 89 speakers, who addressed trends, challenges, and advances in the sector over the course of three days.

Associations at the Congress

Abcic — Associação Brasileira da Construção Industrializada de Concreto
ABESC
PUC
ANAPRE
50 ANOS IBRACON

PATROCINADORES GOLD

concrefiber
Lightwall®
NEXT Química
SOPREMA Building for Life

ATTRACTIONS 2026

ARENA 120 IDEIAS

The 120 IDEIAS was a space dedicated to free presentations, aimed at professionals from the various segments of the construction sector. Featuring current and relevant topics, the lectures and presentations were delivered by the event's exhibitors across two simultaneous stages, providing a dynamic and enriching experience.

During the 17th edition of Concrete Show, the ARENA 120 IDEIAS featured more than 45 speakers and offered over 36 hours of free content, establishing itself as one of the highlights of the event by promoting access to valuable information and the exchange of knowledge among professionals across the construction value chain.

Sponsorship

ADITIBRAS
ADITIVOS PARA CONCRETO, CIMENTO, ARGAMASSAS E AUXILIARES PARA A CONSTRUÇÃO CIVIL

CARBON CURE™





ATTRACTIONS 2026

MEGADEMO
PAREDES DE CONCRETO

MEGADEMO PAREDES DE CONCRETO was a new 468-square-meter attraction at Concrete Show 2026, dedicated to the live demonstration of industrialized construction technology using concrete walls.

The project presented met the requirements of the Minha Casa, Minha Vida program, highlighting the potential of this technique to meet the country's housing demand quickly and efficiently.

The initiative highlighted the event's commitment to promoting innovative solutions for the construction sector and the development of housing infrastructure in Brazil.



SPONSORS

Realização

ATTRACTIONS 2026

PRAÇA

Alvenaria Industrializada e Pavimento Intertravado



PRAÇA DA ALVENARIA was a space that brought together brands around a model apartment built with rationalized structural masonry, highlighting applied construction solutions and demonstrating, in a practical and realistic way, how this technique was implemented in a functional project.

More than just an exhibition, Praça da Alvenaria was an essential meeting point for those looking to experience the construction industry in action up close, connect with new suppliers, and discover the sector's innovations.

SPONSORS

Coordenação do Projeto

ATTRACTIONS 2026

SENAI

At Concrete Show, one of the leading events in the concrete and construction industry chain in Latin America, solutions in professional education, technology, and applied research were presented.

Visitors were able to follow, in real time, the work of specialists in developing BIM projects for the construction industry and learn about the work carried out at the Technological Testing Laboratory for Civil Construction.







A TRILHA DO CONCRETO

The podcast “A Trilha do Concreto” continued the project of the web series of the same name and was a partnership between Concrete Show and InfraHub. The podcast featured prominent names from the construction value chain

idd·educação avançada

On August 27, in partnership with IDD Educação Avançada, the IDD Xperience course: Waterproofing and Concrete Protection took place, with a focus on waterproofing.

During 5 hours of applied content, participants experienced a practical immersion, learning about specification, system selection, execution, and quality control to prevent failures and rework. The course was aimed at engineers, architects, and managers.







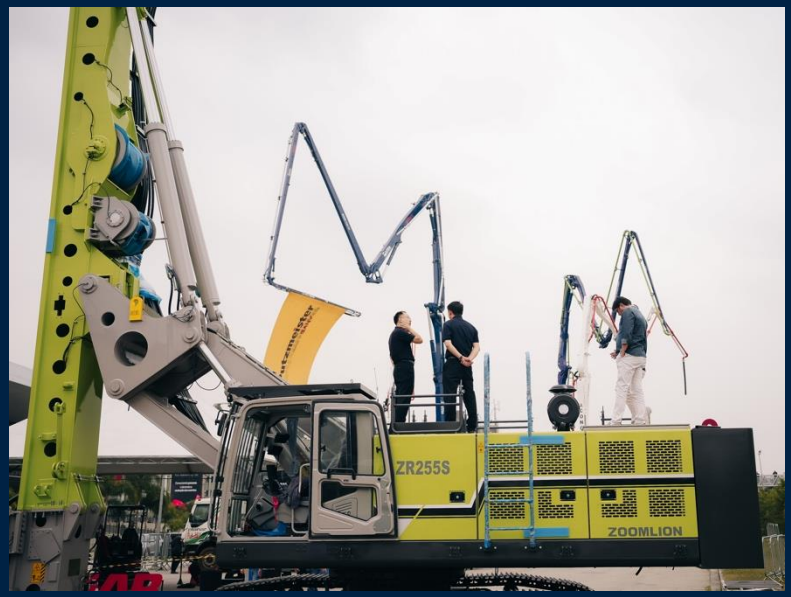
ATTRACTIONS 2026

ÁREA **EXTERNA**

The outdoor exhibition area, covering 1,500 m², expanded and brought together major brands in the sector, which showcased large-scale machinery and equipment.







Marcas Expositoras

CONVICTA® planar Putzmeister Member of SANY Group YANMAR ZOOMLION

ATTRACTIONS 2026

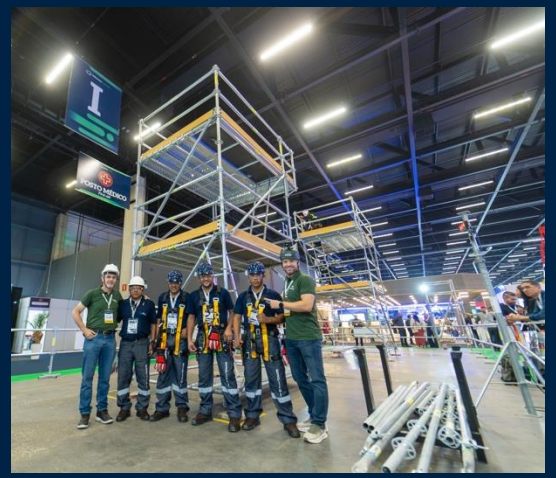
ABRASFE

DESAFIO DE MONTAGEM DE ANDAIMES

Concrete Show 2026

This year, in partnership with ABRASFE, we held the Scaffolding Competition, a one-of-a-kind challenge that brought together seven teams in an exciting technical contest to assemble multidirectional scaffolding.

The attraction became a milestone by highlighting essential pillars such as safety, training, productivity, and excellence, while encouraging a valuable exchange of knowledge between companies and industry professionals. In addition, it reinforced the commitment to innovation and the pursuit of quality in civil construction.





Construindo com MULHERES

Concrete Show





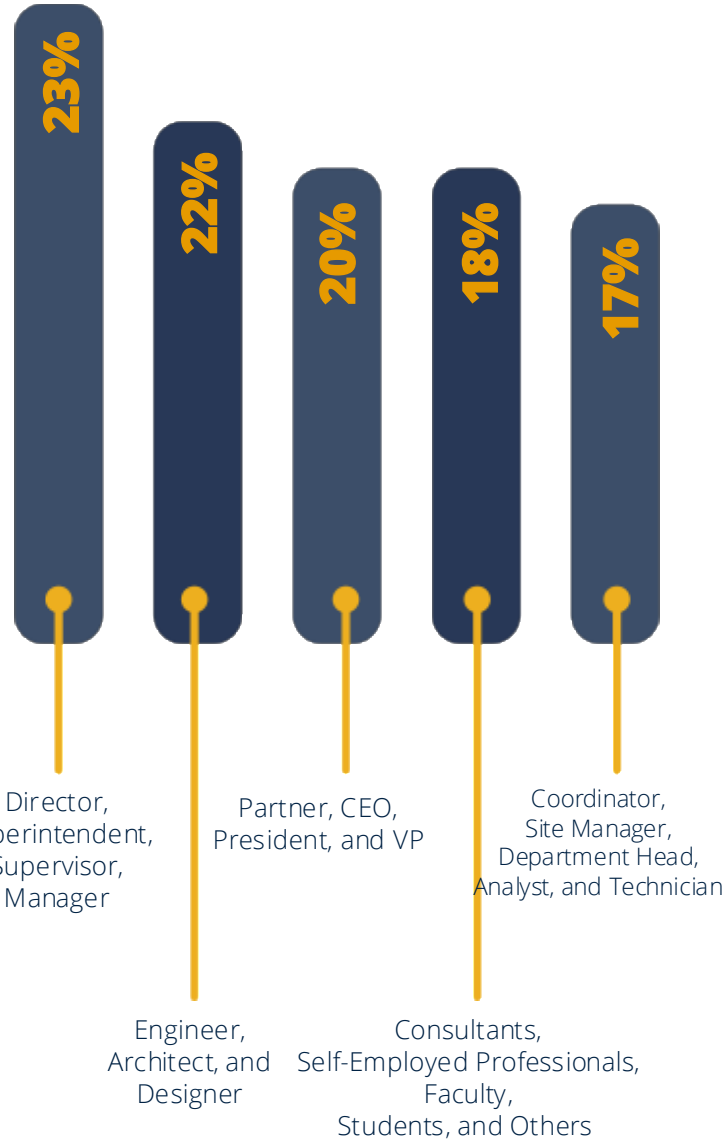
One of this year's highlights was CONSTRUINDO COM MULHERES, a special attraction that became a standout on our calendar.

In partnership with CREA and M Consult, we organized an exclusive program filled with inspiring talks, enriching meetings, and unique experiences, led by professionals who are recognized as leaders in the market.

The presence of women in the construction industry has never been more significant. More and more women are taking on strategic positions, leading innovative projects, and helping transform the sector through creativity, innovation, and fresh perspectives.

VISITOR PROFILE 2026

TOP #5 JOB TITLES



Main Areas of Activity



67%
NEW PROFESSIONALS VISITED THE EVENT

81%
HAS HIGH DECISION-MAKING POWER

73%
LARGE AND MEDIUM-SIZED COMPANIES

Top #5 Business Sectors

30%
Construction Company and Developer

17%
Cement Manufacturers, Concrete Producers, and Mining Companies

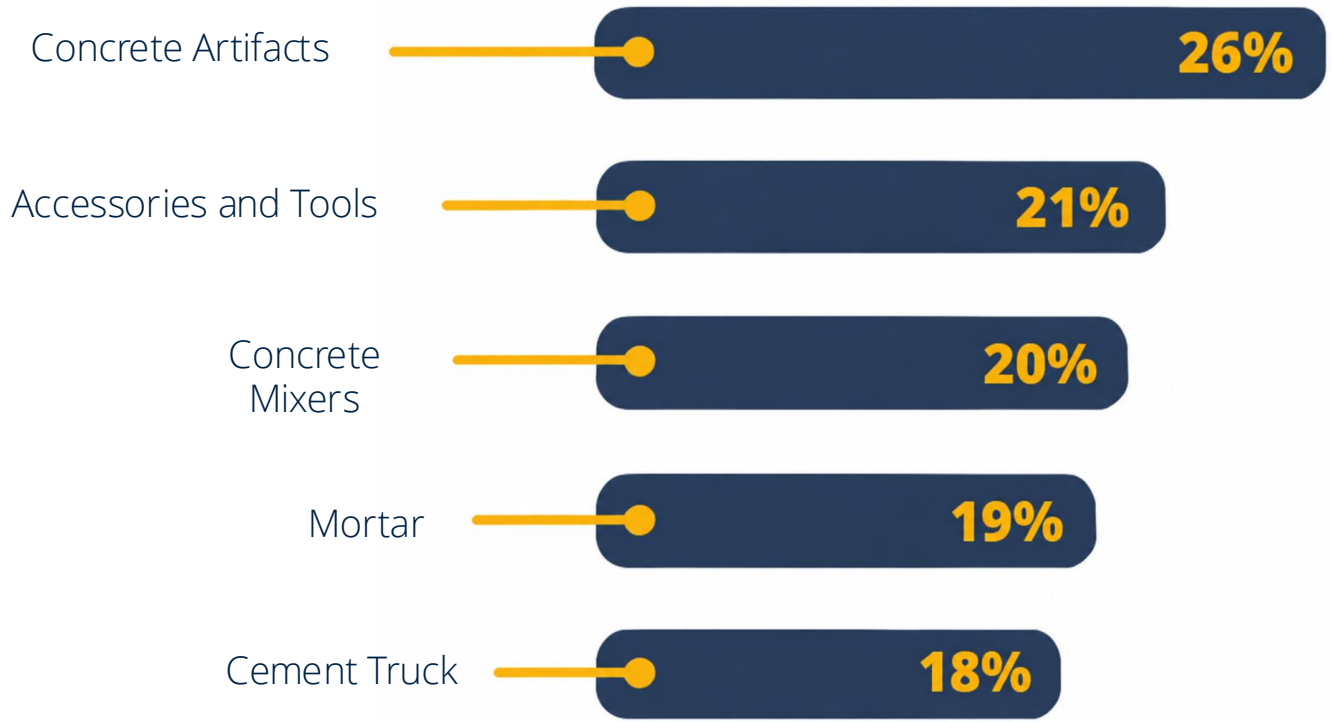
9%
Concrete Products

6%
Engineering and Architecture

4%
Rental Companies

VISITOR PROFILE 2026

Top #5 products of interest



48%
HOLD LEADERSHIP POSITIONS

97%
INTEND TO RETURN FOR THE NEXT EDITION

94%
SATISFIED WITH THE EVENT

Markets of Interest – Top #5

54%
Buildings

50%
Infrastructure

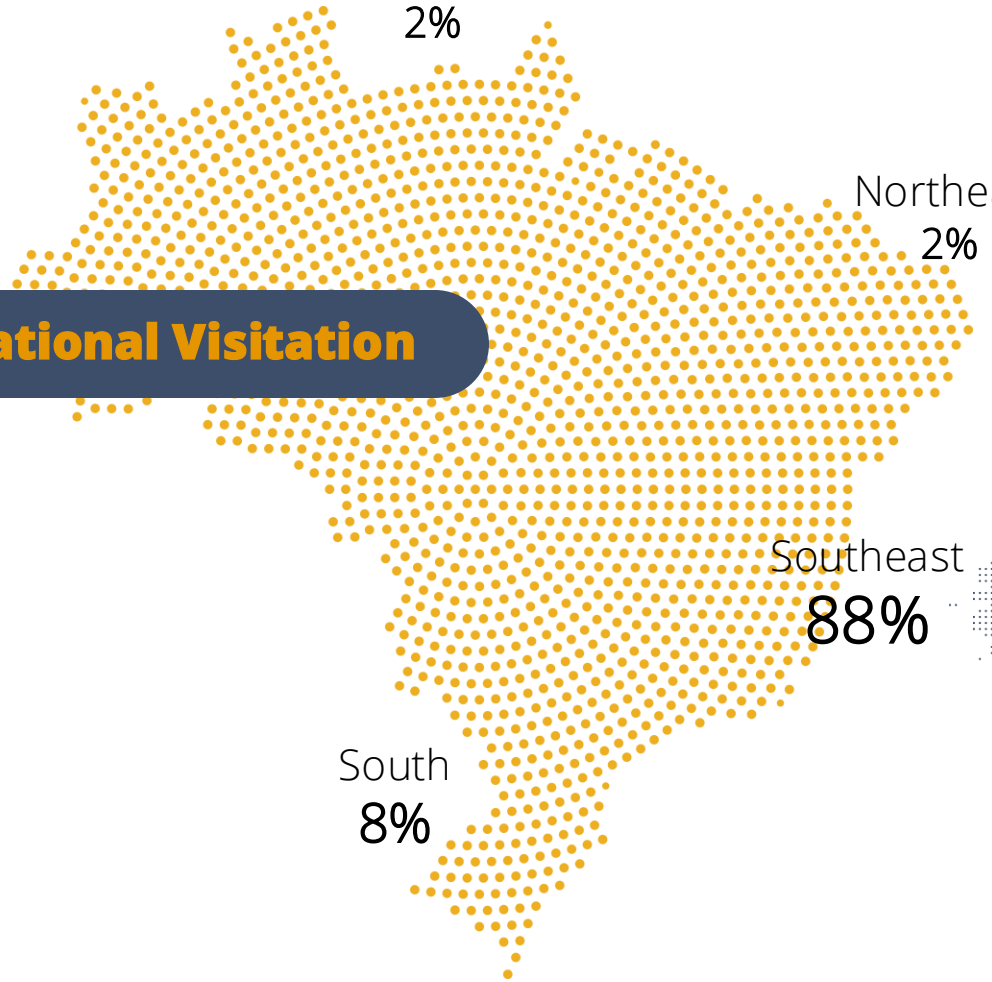
46%
Concrete Production

40%
Fast-Track Construction

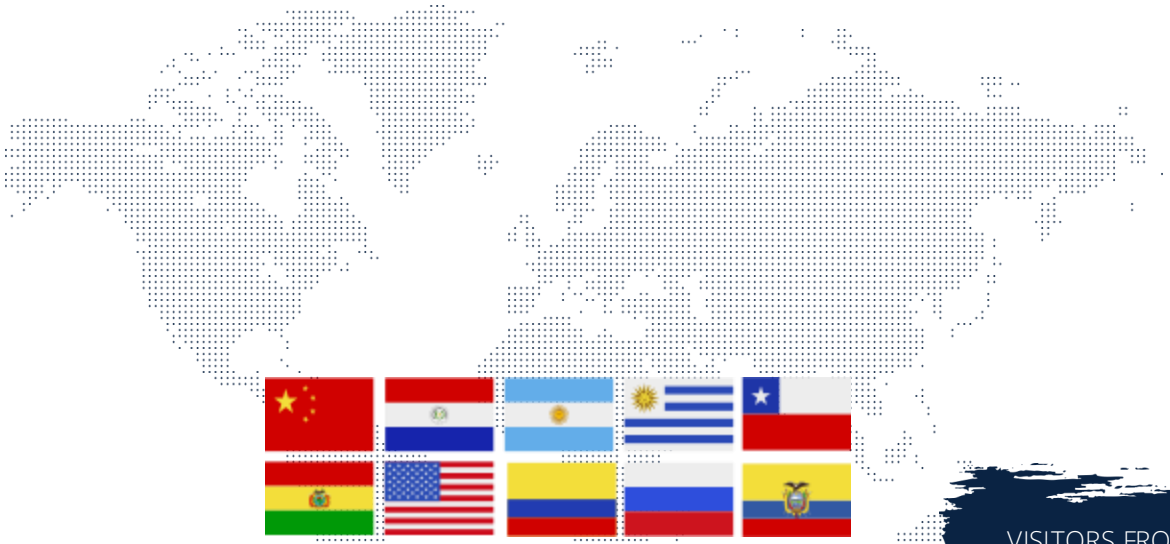
39%
Production of Concrete Products and Precast Elements

VISITOR PROFILE 2026

National Visitation



International Visitation



TOP 10

•CHINA • PARAGUAY • ARGENTINA
• URUGUAY • CHILE • BOLIVIA • UNITED STATES
• COLOMBIA • RUSSIA • ECUADOR

VISITORS FROM
33
COUNTRIES

VISITOR TESTIMONIALS 2026

Today I came to find new suppliers. I work in equipment rental, and here I can find a wide variety all in one place. In a short time, I'm able to speak with many people, which is great. The fair is excellent, and I recommend that everyone come. I'm especially interested in tower cranes: the team from C3 assembled some, and I saw others already installed.
In previous editions, there weren't any; we only had cranes in the outdoor area. Now there are tower cranes here inside. I found that very impressive, truly an exceptional part of the fair. - **LUCAS LIMA.**

I work in the precast concrete sector in the construction industry, and I am always looking for new additive technologies and IT solutions. I also look for new equipment and working methods so I can bring these innovations to my region and be the one to introduce them, offering my clients the best performance and quality in the delivery of products and services. - **MAICON FOGLIATTO.**

Our motivation for coming to Concrete Show is to understand trends in the construction industry and incorporate new technologies into the company, keeping us at the forefront. In my area, Marketing, I am directly involved with technology. We attended a talk by Edith Brás on artificial intelligence applied to the industrial sector and concrete. This is essential at this moment, as we are intensifying the use of AI in the company to improve service, enhance the customer experience, and implement end-to-end technology. - **PEDRO GABRIEL.**

EXHIBITOR PROFILE 2026

+450 BRANDS

national and international,
with 50 first-time exhibitors

36K+ m² of EXHIBITION AREA

Industries present

- Cement and concrete
- Equipment for distribution and control of electrical energy
- Heavy boilermaking works
- Extraction of stone, sand and clay
- Consolidation, electrical and hydraulic
- Measurement and control equipment
- Machinery and equipment used in construction
- Stone, lime and other non-metallic materials

97%

INTEND TO RETURN FOR THE NEXT EDITION

94%

(SATISFIED WITH THE EVENT)



EXHIBITOR TESTIMONIALS 2026

Participating in Concrete Show 2026 was a strategic move for Petrotec. Over the three days of the event, we averaged R$700,000 in sales, with deals closed with clients from several regions of Brazil. We also reached a record number of international visitors, strengthening our connection with markets in other countries. **CÉSAR MARI, CO-FOUNDER - PETROTEC.**

It was a very positive experience. We concluded our participation with R$6 million in equipment sales, a result that shows the event's strength in generating business. We also noticed a change in the audience profile at this edition, with visitors interested in solutions tailored to their operations. In addition to professionals from different regions of Brazil, we welcomed representatives from countries such as Peru, Bolivia, Chile, El Salvador, and Nicaragua. **RUBEN CAETANO, SALES DIRECTOR - IMB BRASIL.**

Participating in Concrete Show means being close to a market that is highly relevant to Âncora Group and, in particular, to Âncora Tools, our new brand. The event brings together many professionals and the main players in the construction industry, creating a favorable environment for networking, new business generation, and partnerships. For us, it is an opportunity to showcase our solutions, listen to the market, and strengthen our brand connections. **RAFAEL BERNARDI, MARKETING MANAGER – ÂNCORA GROUP.**

BROAD COMMUNICATION STRATEGY



Between January and August 2026, national and international actions were carried out, strengthening and promoting the brand and attracting qualified visitors to the event.

- DIGITAL MARKETING
- OFFLINE MARKETING
- SPONSORSHIPS AND PARTICIPATION IN INDUSTRY EVENTS
- VIDEOS WITH INDUSTRY INFLUENCERS
- LIVE COVERAGE OF THE EVENT ON SOCIAL NETWORKS

IN THE MEDIA



LinkedIn

900K+ impressions

9K+ clicks

Meta Ads (Facebook and Instagram)

6M+ impressions

68K+ clicks

Google Ads

4M+ impressions

260k+ clicks

Social Media

80,284 followers

Site

1,400,000+

Page Views

Content Channel

74,000+

Page Views

Partners

18 Media websites and partners promoting the event

E-mail marketing

24 Sends to MEDIA DATABASES

Data from Set/25 to Ago/26.

APP

+6THOUSAND

ACTIVE USERS ON THE PLATFORM

+48THOUSAND

LEADS GENERATED FOR THE EXHIBITORS

OVERALL AVERAGE SCORE OF LEADS THAT WERE QUALIFIED

4.19

(on a scale of 1 to 5)



CONCRETE SHOW 2026 IN THE MEDIA

213
PUBLISHED BY THE PRESS

177
ACCREDITED COMMUNICATION PROFESSIONALS

Spontaneous publications in print media, electronic media, YouTube channels, and TV channels such as:

RADIO:
BAND NEWS &
RADIO BANDEIRANTES

176.988
AUDIENCE

6.8 MILLION
IMPACTED PEOPLE

RADIO WEB RELEASE

274
INSERTIONS

243
RADIOS

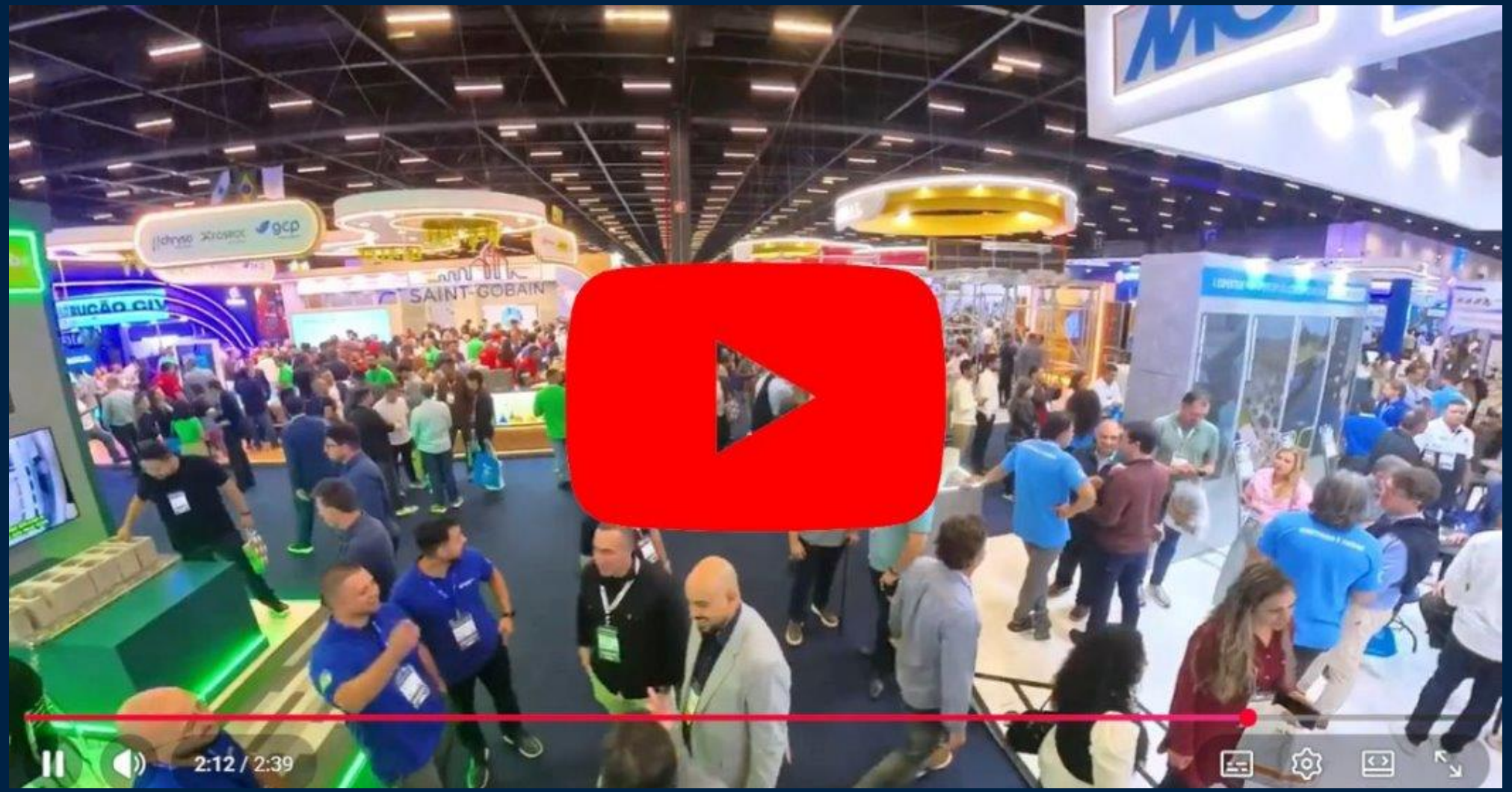
228
MUNICIPALITIES

44,1 MILLIONS
PEOPLE REACHED

9,13 H
EXPOSURE

MEDIA VALUE: BRL 1.6 MILLION

CHECK OUT HOW CONCRETE SHOW 2026 WENT



WE BELIEVE IN A MORE SUSTAINABLE FUTURE



Get to know some of our ESG initiatives

- Free Event Pass
- Carpet Made from Recycled PET and PP
- Waste Sorting
- Free Metro-to-Event Shuttle
- Responsible Badge Disposal
- LED Lighting
- Reuse of Materials and Wood
- Interactive Map Replacing Printed Pocket Maps
- Reduction of Printed Materials
- FSC Global Program to Achieve Zero Waste at Stands
- Better Stands
- Carpooling Incentive
- Socially Responsible Suppliers
- Accessibility for People with Reduced Mobility
- Vegetarian and Vegan Food
- Free Wi-Fi | Rest Area
- Social Responsibility Suppliers
- Suppliers Focused On Social Inclusion
- Ecopatas: NGO that has been collecting plastic bottle caps and aluminum can tabs to help stray animals since 2018.
- Safrater Sociedade de Amparo Fraterno Casa do Caminho — Partnership with an NGO that supports families experiencing high social vulnerability

Concrete Show by informa

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Sustainable Development Goals (SDGs) defined by the UN, with which we collaborate.

SUSTAINABLE DEVELOPMENT GOALS

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

SPONSORS 2026

PATROCINADORES GOLD

concrefiber

Lightwall®

NEXT Química

SOPREMA Building for Life

PATROCINADORES ARENA 120 IDEIAS

ADITIBRAS

CARBON CURE

INTERNATIONAL AND PREMIUM PARTNERS 2026

PARCERIA INTERNACIONAL

Federación Iberoamericana del Hormigón Premezclado
Fihp

PARCEIROS PREMIUM

Abcic
Associação Brasileira da Construção Industrializada de Concreto

ABESC

ANAPRE

IBRACON

Núcleo

PUC

SENAI

ASSOCIATIONS AND PARTNER ENTITIES 2026





























































OFFICIAL MAGAZINES AND MEDIA 2026















Concrete Show
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SECURE YOUR PLACE AT THE NEXT EDITION!

17–19 August 2027
São Paulo Expo

WWW.CONCRETESHOW.COM.BR

Promotion and Organization
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