



 **Concrete Show**
by informa...

POSTSHOW REPORT 2026



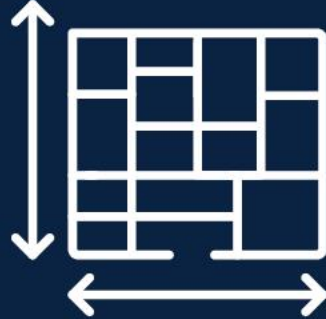
The **Concrete Show** is the leading event for the construction industry, bringing together national and international professionals and companies from the construction and infrastructure value chain.

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.

26.892**Visitors****+36mil****Exhibition
area (m²)****+450****Exhibiting brands**
Domestic and
international**150****Speakers**

National and international

90h**content****6** workshops**5** stage**Simultaneous sessions**

Congresso
Construindo
Conhecimento



ARENA 120 IDEIAS

PRACA

Alvenaria Industrializada
e Pavimento Intertravado

MEGADEMO
PAREDES DE CONCRETO



ÁREA EXTERNA

ABRASFE



DESAFIO
DE MONTAGEM
DE ANDAIMES

Concrete Show 2026

SENAI



Construindo com
MULHERES
Concrete Show



A TRILHA
CONCRETO



idd-educação avançada



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



PATROCINADORES GOLD





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



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



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

VOTORANTIM
cimentos

INTERCITY

EMBU
HUAXIN

CONDUTIVA
tecnologia

CONCRESERV
Concreto & Serviços

PRESTO
Blocos e Pisos de Concreto

PORTAL
ALVENARIA CEM. 100% BRASILIA

CLARIQUÍMICA

LAZURITE

OIERPREM 30

ANHANGUERA
CONSTRUÇÃO INDUSTRIALIZADA

Glasser

PAVIBLOCO

BLOCK
BETON
INDÚSTRIA DE PRE - MOLDADOS

Optimas

Bracústica

BELA VISTA
ARGAMASSAS & SOLUÇÕES

EQ
EQUIPAOBRA

Pierotti
Reborn
VIBRAFORT

SEG

Atimaky

nanoplastic
tecnologia em polímeros

CONTE
BLOCOS - TELHAS - PISOS

Blocos e Lajes
ITAIM

MARLUVAS
CALÇADOS PROFissionais

IBRAC
FIOS E CABOS ELÉTRICOS

ITOGRESS
GRAMA TEM NOME

Plastibras
Soluções Construtivas

CA
COMUNIDADE
DA ALVENARIA

ARAMEBRAS
UNIMUNDO E TUDO DEBORA

Sinaprocim
Sinprocim
SISTEMA P&SP

RANGEL
LAGE

arco

WENDLER
PROJETOS E OBRAS DE INTERIORES

ASSOCIAÇÃO
BlocoBrasil

gp&d
Marketing

PAVMENT

OLIVEIRA
PAVIMENTAÇÕES

GO
TIME LAPSE

SOLPI

Pabst
Blue Ribbon

B2B AGENCY
BRASILIA

10e7
UNIMUNDO

ANVI
EQUIPAMENTOS

Execução obra

MEGA

Coordenação do Projeto

MANZINI
Desenvolvimento Engenharia



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.



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..





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



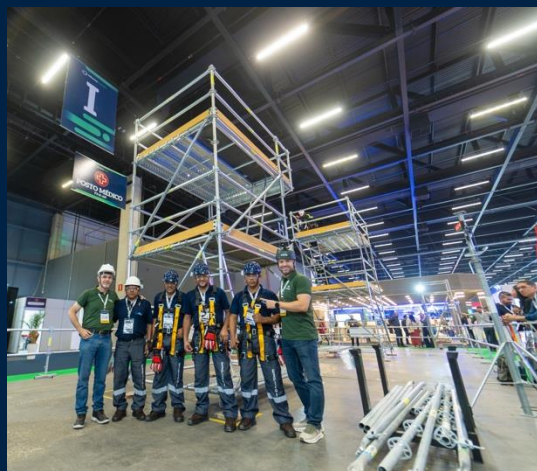
ABRASFE

**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.

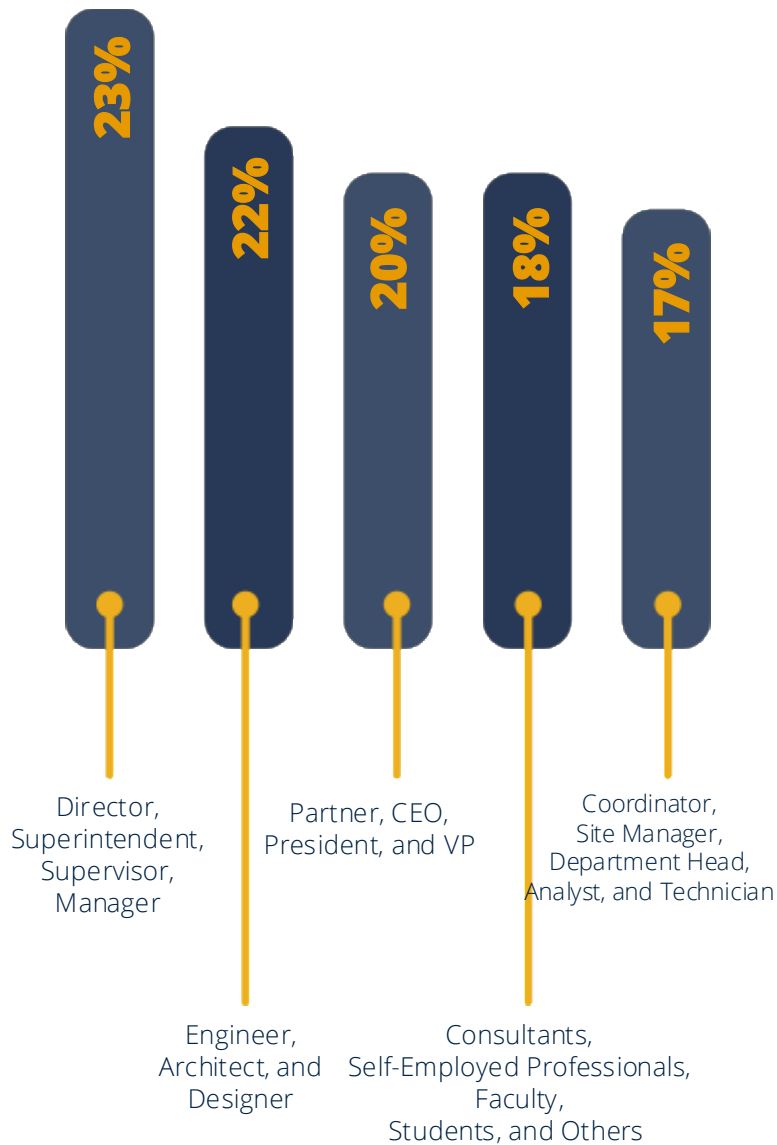
In partnership with CREA and M Consult, we organized an exclusive program filled with inspiring talks, enriching meetings, and unique experiences, led by professionals who are recognized as leaders in the market.

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.





TOP #5 JOB TITLES



Main Areas of Activity



Top #5 Business Sectors



67%

NEW PROFESSIONALS VISITED THE EVENT

81%

HAS HIGH DECISION-MAKING POWER

73%

LARGE AND MEDIUM-SIZED COMPANIES

Top #5 products of interest

Concrete Artifacts

26%

Accessories and Tools

21%

Concrete Mixers

20%

Mortar

19%

Cement Truck

18%

Markets of Interest – Top #5



54%

Buildings



50%

Infrastructure



46%

Concrete Production



40%

Fast-Track Construction



39%

Production of Concrete Products
and Precast Elements

48%

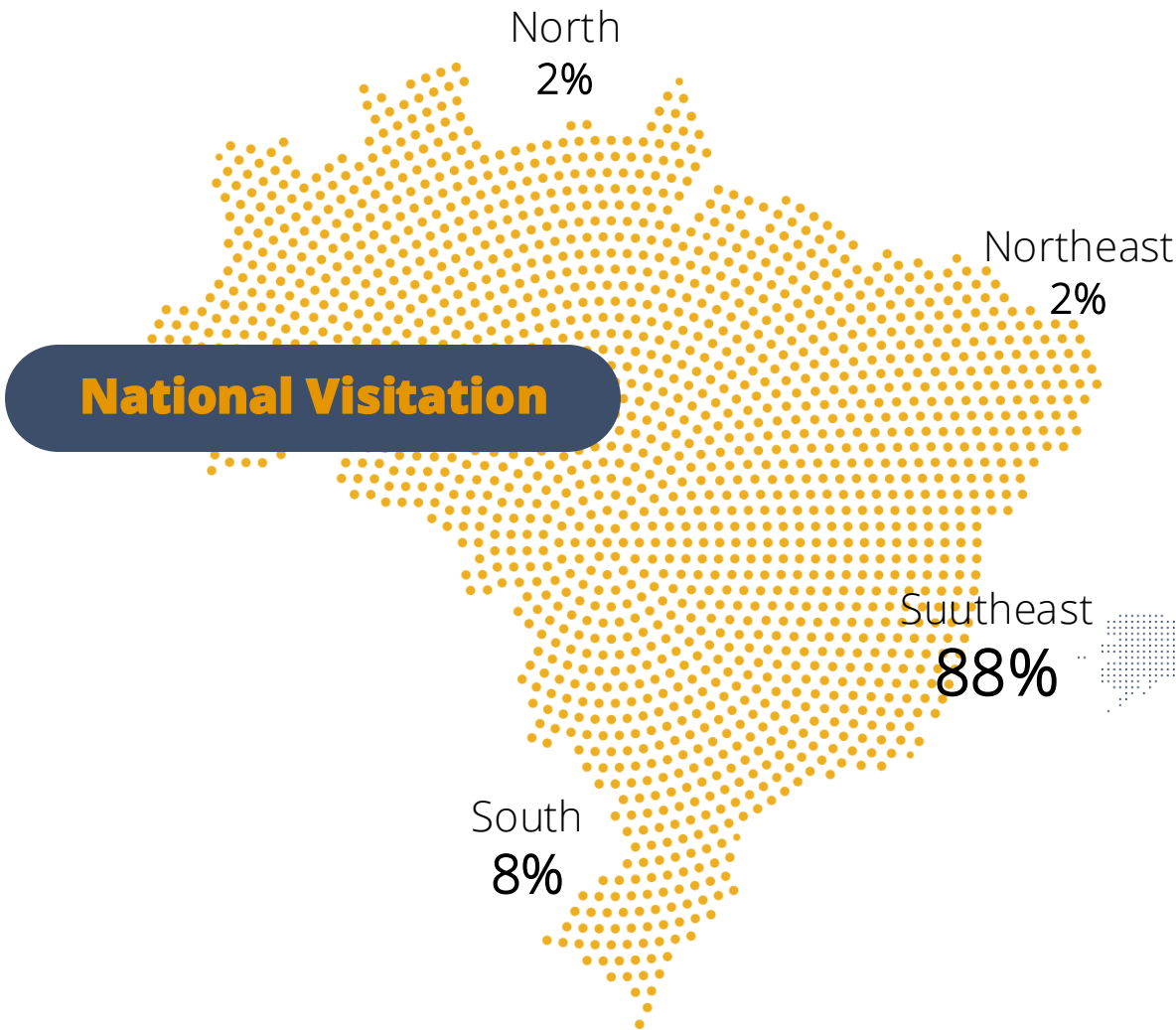
HOLD LEADERSHIP
POSITIONS

97%

INTEND TO RETURN FOR THE
NEXT EDITION

94%

SATISFIED WITH THE EVENT





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..



+450 BRANDS

national and international,
with 50 first-time exhibitors

+36 mil 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)





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, SÓCIO-FUNDADOR - 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, DIRETOR COMERCIAL - 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, GERENTE DE MARKETING – 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

+900 Mil of impressions

+9 Mil clicks

Meta Ads (facebook e Instagram)

+6 Milhões of impressions

+68 Mil clicks

Google Ads

+4 Milhões Of impressions

+260 Mil clicks

Redes sociais

80.284 followers



Site

+1.400.000

Page Views

Canal de Conteúdo

+74.000

Page Views

Parceiros

18

Media websites and partners promoting the event

E-mail marketing

24

Sends to MEDIA DATABASES

APP

+6THOUSAND

ACTIVE USERS ON THE PLATFORM

+48THOUSAND

LEADS GENERATED FOR THE EXHIBITORS

OVERALL AVERAGE SCORE OF LEADS THAT WERE QUALIFIED

4,19

(from 1 a 5)



Data from Set/25 a Ago/26.

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 MILHÕES
IMPACTED PEOPLE



**RADIO WEB
RELEASE**

274
INSERTIONS

243
RADIOS

228
MUNICIPALITIES

44,1 MILLIONS
PEOPLE
REACHED

9,13 H
EXPOSURE

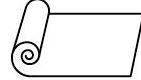
MEDIA VALUE: BRL 1.6 MILLION



WE BELIEVE IN AMORE 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 Propósito Fraternal Caso do Caminho Partnership with an NGO that supports families experiencing high social vulnerability

SPONSORS 2026

PATROCINADORES GOLD



PATROCINADORES ARENA 120 IDEIAS



INTERNATIONAL AND PREMIUM PARTNERS 2026

PARCERIA INTERNACIONAL



PARCEIROS PREMIUM





OFFICIAL MAGAZINES AND MEDIA 2026

revista
areiaebrita

CONCRETO
A REVISTA DA CONSTRUÇÃO

CONTRAMARCO
A SUA REVISTA DE ESQUADRIAS

EaeMáquinas

RFC
Revista
**FIBRA &
CONSTRUÇÃO**

REVISTA
GC
GRANDES CONSTRUÇÕES

industrializar
em concreto A revista das estruturas pré-fabricadas

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SECURE YOUR PLACE AT THE NEXT EDITION!

17-19 August 2027
São Paulo Expo

WWW.CONCRETESHOW.COM.BR