

 **Pneushow**



Expobor

POST SHOW REPORT 2022

Pneushow **Expobor**

The 14th edition of **EXPOBOR** – International Fair of Technology, Machines and Rubber Artifacts and of **PNEUSHOW** – International Fair of the Tire Industry, the biggest fairs of technology, machines and rubber artifacts and the tire industry in Latin America, were incredible!

Check the general report on the next pages.



EXPOBOR AND PNEUSHOW 2022 NUMBERS



145
exhibitors



8.600
visitors
7%
increase in qualified
visitation
23%
of visitors had never
participated in the Fairs



8mil
meters²
of event



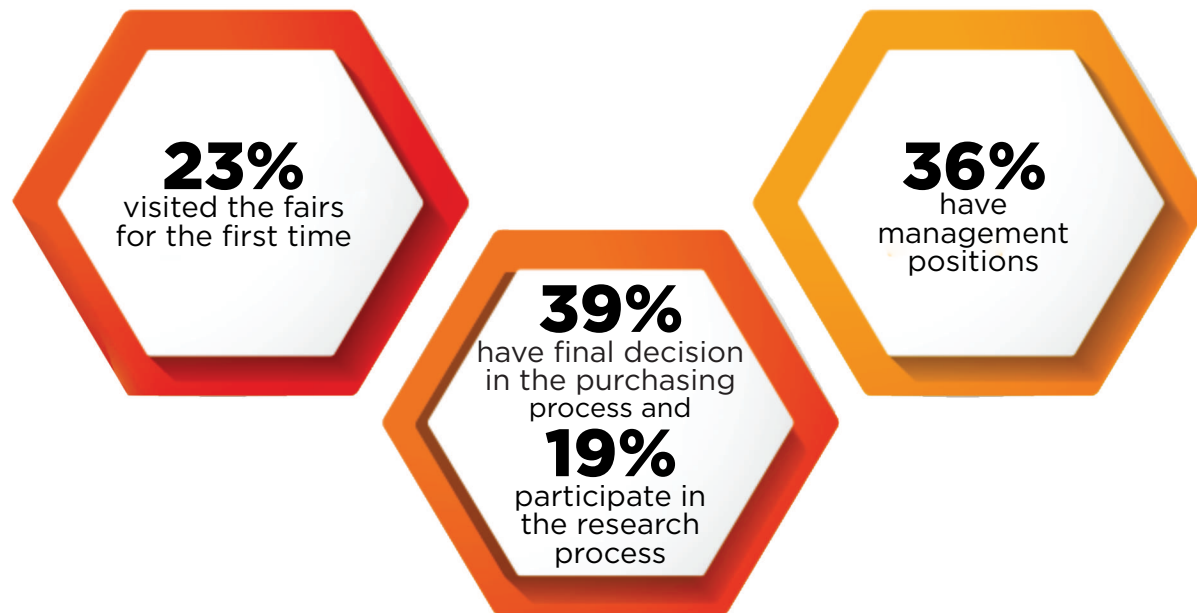
+30
speakers



70h
of productions



THE 2022 EDITION CONSOLIDATES THE **SUCCESSFUL** EVENTS FOR THE MARKET AND FOR **BUSINESS GENERATION**



GOALS WHEN VISITING THE FAIRS - TOP 3



**GET TO KNOW NEW
TECHNOLOGIES**



MAKE BUSINESS



**MEET NEW
SUPPLIERS**



8.600
visitors

All Brazilian states visited
and we had a **13% increase** in international
visitors compared to the
last edition.



**ALL OF BRAZIL VISIT
EXPOBOR AND PNEUSHOW**
27 states present

THE EVENT SHOWS ITS POWER,
ATTRACTING 29 COUNTRIES AND
EXPANDING ITS **INTERNATIONAL SCOPE!**





ATTRACTIONS

We have an extensive trail of inspiring content for all visiting audiences, in addition to partner events that took place simultaneously with the fairs:



TALKS



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Pneushow



ESCOLA MÓVEL - INDÚSTRIA 4.0



SEMINÁRIO DE
**MARKETING, VENDAS
& SUSTENTABILIDADE**



**19º CONGRESSO
BRASILEIRO DE
TECNOLOGIA
DA BORRACHA**

19th Brazilian Congress
of Rubber Technology



10º Encontro Nacional da
Borracha Natural

10th National Meeting on Natural Rubber

MARKETING AND RESULTS COMMUNICATION

Effective strategies and actions that increased the **visibility of events and brands.**



Period: 01/03/2022 to 06/24/2022



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Pneushow



WEBSITE

156.099
Pneushow

130.720
Expobor

286.819
total pageviews



E-MAIL MARKETING

39
visitor campaigns sent
to

+25 mil
leads in your trade
show database
contact's base



SPONTANEOUS MEDIA

266
articles

728.848
impacted people



SAV

Visitor Assistance Service

+26 mil
SAV + interactions

Period: 01/03/2022 to 06/24/2022

SOCIAL NETWORKS



INSTAGRAM FEED

224.749

reach total

598.918
total impressions

8.115
profile views

INSTAGRAM STORIES

81.824

total reach
of stories

85.206
total story
impressions

92,84%
retention of stories



FANPAGE

733.743

page reach

941.525
total impressions



LINKEDIN

7.683

reach

20.992
impressions



YOUTUBE

4.069

channel views

81
channel
subscriptions



INTERACTIONS / QUESTIONS

+3 mil

Period: 01/03/2022 to 06/24/2022

EXHIBITORS' TESTIMONIALS



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“The fair surprised us positively. We received a lot of people. Far above expectations. In addition to talking to tire customers we already knew, we also made other contacts that will generate good business in the future”.

Nathalia Alves - Sales



“On the first day of the fair, Cabot's stand was surprised by the expressive number of visitors. We talked to companies interested in our launch, companies that we did not know that operated in the segment that we have as a target, so it's another proof that EXPOBOR brings results, even for a product that is already mature in the market like ours, which is carbon black, with this new product, we started to develop new companies and new customers.”

William Lima, Technical Manager



“We didn't create much expectation, because we didn't know how people and companies would react to a fair in person at this moment. And even so, we were surprised with the results. We had a great movement from the first day with the visit of old customers and new companies that looked for us”.

Daniely Martins - Marketing

EXHIBITORS' TESTIMONIALS



Expobor



“The presence of ARLANXEO, one of the world's largest producers of synthetic rubber, was highly anticipated by the EXPOBOR public. With great expectations about the new solutions for the rubber market, the company's stand received intense visitors during the fair.

“Sustainability is one of the main topics addressed at the event, a metric for the company to develop and do business with more sustainable products, with a broad vision of more economical processes and products that can be recycled; and this is something very important for the rubber area, the reuse of the material, thus avoiding disposal in inappropriate places. People were looking forward to having this personal contact to be able to exchange ideas with other exhibitors and learn about new technologies, it is very gratifying. The presence of ARLANXEO at the fair is always highly anticipated every year we participate, we will definitely be back”.

Marcos Moutinho, Latin America Technology Director



“The brand has been on the market for 30 years, but Brazil is still a very new territory, and EXPOBOR for us is a strategic brand awareness fair, to present the brand and our technology, which is new for the sector in the national territory. The fact that we work with demonstrations at the fair, helps in contacting each visitor and generates leads, this is ideal.”

Paula Vier, Communication and Marketing Manager



“The Swiss company, supplier of synthetic and natural rubber, made its debut at EXPOBOR, and was positively surprised by the fair. “We've made a lot of partnerships, especially with companies that we haven't had the opportunity to get in touch with before. We finally got a good number of contacts and meetings. This fair was very useful and productive, and we're definitely planning on participating again.”

Gleb Vasilev, finance department

EXHIBITORS' TESTIMONIALS Pneushow



“PNEUSHOW was an excellent time for us to see our customers, partners and friends. We presented at the fair the partnership with Maxam, which offers a complete line for agro and OTR. We also brought exclusively Dynamo tires and we were still able to show our own brand, Speemax. In terms of business, the fair brought excellent results with the special plans and discounts that we grant to visitors to our booth.”

Fabio Facca, Director of Marketing and New Business Development at CantuStore (*)



“We had good expectations, as we were following Francal's communications. We knew it would be a very good fair. Exceeded all expectations! On the first day, we had a great movement, which was repeated on the other days. We received a very large number of customers and prospects. We had already participated in the fair, but we decided to stay out of the last edition and are now returning. And I can say it was a record. It is also important to highlight the fantastic organization. Even with the necessary date changes caused by the pandemic, we were always informed, following everything that happened. Another strong point was communication, which made it possible for us to have so many customers present”.

Lubelle Galvão - Marketing coordinator



“The quality of the fair was very good, both in terms of the profile of the visitors and in terms of scope. We received clients from all over Brazil and closed good deals, in addition to establishing new partnerships. We have participated in the fair for several editions and have always been successful. We have brought several releases for passenger and road trucks.”

Antônio Carlos Araújo - Commercial director

EXHIBITORS' TESTIMONIALS Pneushow



“ “The fair exceeded our expectations, we realized that there was a very big heating up in the motorcycle tire production segment. During PNEUSHOW we received clients that we did not have direct contact with, our physical presence makes negotiations more assertive, we made new partnerships and gained a lot of knowledge. We will certainly be back in the 2024 edition.”

Felippe Amorim, Manager



“ “This was our first year participating in the fair and it was very fruitful. On the first day, which we thought would be much more relaxed, there were a large number of visits, some deals that were already well aligned we managed to close at the fair. On the last day, we used it more to celebrate the ten years of Silvercap, we had the participation of Sula Miranda at the stand and our president João Carlos. The impact of PNEUSHOW was excellent, and in a conversation with our commercial group we aligned ourselves for the after fair, as customer prospecting was very good. We are negotiating to come back in the next edition.”

Roberto Roncatto, Marketing Manager



“ “PNEUSHOW is being excellent, as we can further expand our brand, despite being in the market for 20 years, we are reviewing our partners, and this is great for us to further strengthen our brand with them. We had customers who no longer worked with us and, during the fair, they were interested in using our balancing again. The results that the fair brings to us are surprising, both on the days of the event and afterward.”

Heloisa Maximo, Administrative Manager

REALIZATION | COLLABORATION | SUPPORT

REALIZATION

Franca DESDE 1969
Feiras

EXPOBOR

COLLABORATION



SUPPORT



OFFICIAL AUTOMAKER



TRAVEL AND ACCOMMODATION



AFFILIATED WITH



PLACE OF REALIZATION



PNEUSHOW

COLLABORATION



SUPPORT



THE NEXT EDITION IS ALREADY DATED:

JUNE
26 TO **28**
SÃO PAULO | BRAZIL
2024

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