

Pneushow

14th International Tire Industry Expo

30 . 02
JUN . JUL
2020

1pm - 8pm
EXPO CENTER NORTE
SÃO PAULO - BRAZIL



pneushow.com.br

 Feira Pneushow

**A WORLD OF NEW OPPORTUNITIES
FOR YOUR BUSINESS STARTS HERE**

Where the whole industry chain meets to go further

An event that represents the strength of this industry in Brazil integrating all its channels: from raw material to the final destination.

New products, innovative solutions and technological advances that increase business relationships, deliver professional content and promote brands that are in evidence makes **Pneushow** the most expected event of the tire industry.



Get know what buyers are looking for during the exhibition

- Tires, casings, tubes
- Tire accessories
- Wheels, rims and accessories
- Equipment for repair shops and rubber shops
- Retreading equipment and tools
- Tire repair material
- Repair material
- Associations, press, publishing and institutions
- Pre-Molded Bands
- Camelbacks
- Tire replacement compounds
- Vulcanization systems
- Recycling solutions
- Services vehicles
- Waste disposal
- Industry safety
- Automation systems

WIDE AND GLOBALIZED

Expectation for 2020





FOCUS ON TECHNOLOGICAL DEVELOPMENT TO ATTRACT QUALIFIED PUBLIC

Integrated events

Pneushow

Tire Industry Panel

YOUR TARGET IS HERE



Exhibitors testimonials

"Our participation were great: we did business with Guatemala, Colombia, Argentina and we sold 3 machines to Brazil."

Robson Araújo,
Director, VMI South America

"The exhibition was excellent. We are very happy: our customer participation were great. We definitely will be in the next edition."

Roger Miron,
Chief Commercial Officer, Grupo Sailun

"The event was perfect: many buyers from different industries, interesting public and many customers. It was very profitable and lucrative for us."

Juliana Caetano,
Commercial Manager, Vulcaflex

WE BRING THE CUSTOMER TO YOU:



PROMOTION OF THE EXHIBITION
IN SPECIALIZED MEDIA



PROMOTION OF THE EXHIBITION
ON SOCIAL MEDIA



DIGITAL NEWSLETTER FOR
OUR PROFESSIONALS
DATABASE

more than 64k people
will be impacted with our contents

more than 5k people
engage with the posts

more than 230k
contacts in database impacted



PROMOTION OF THE
EXHIBITION ON WEBSITE

more than 6k views

2018 figures

NEW FORMATS TO PROMOTE YOUR BRAND AND STAND OUT

Choose one of the sponsorship packages and know its benefits



CONTACT OUR MERCHANDISING DEPARTMENT

INNOVATION LOUNGE SPONSORSHIP

- Naming Rights
- Logo on the website
- Logo inserted in lounge structure
- Air banner - 2m x 3m
- Sponsor logo in the newsletters about the lounge
- LinkedIn campaigns
- Mention in event press releases
- One post per month on the event website about the sponsor
- 30 minutes presentation in Espaço do Conhecimento area
- 2 invitations for the kickoff lunch
- Sponsor presentation at the Fire Speeches opening in the Espaço do Conhecimento area
- Sponsor corporate video projection before Fire Speeches starts
- Randomic digital ad insertion on 4 TVs at exhibition main entrance
- Logo on the program panel at the exhibition main entrance

DIAMOND SPONSORSHIP

- Sponsor logo on digital materials (newsletters, brochure and website)
- Sponsor logo in specialized magazine ads
- Social media campaigns (Facebook, LinkedIn, Instagram)
- Digital banner on official exhibition homepage (full - 847x150 pixels)
- Visual identity application:
 - 4 information totems (0,80 x 1,70m / logo on the footer)
 - 4 exclusive air banners (2,00 x 3,00m / file provided by the sponsor)
 - 1 panel in the exhibition main hall (3,16 x 2,86m / file provided by the sponsor)
 - Logo on backdrop panel of the Espaço do Conhecimento area
- Randomic digital ad insertion on 2 digital totems located in aisle G (file provided by the sponsor)
- Sponsor logo on the event floor plan located at the main entrance
- Visitors badges lanyards (2 color options / Francal production)
4,300 Pneushow badges
- 2 presentations - 30 minutes each - at Espaço do Conhecimento
- Sponsor's material sampling during the presentations at Espaço do Conhecimento area
- Projection of a 30 seconds corporate video of the sponsor before the presentations
- 1 page ad in Visitor's Guide (5,000 copies)
- 8 invitations for the kickoff lunch at the first day of the event





GOLD SPONSORSHIP

- Sponsor logo on digital materials (newsletter, brochure and website)
- Sponsor logo in specialized magazine ads
- Social media campaigns (Facebook, LinkedIn, Instagram)
- Digital banner on official exhibition homepage (263x263 pixels)
- Visual identity application:
 - 2 information totems (0,80 x 1,70m / logo on the footer)
 - 1 exclusive air banner (2,00 x 3,00m / file provided by the sponsor)
 - Logo on the backdrop panel of the Espaço do Conhecimento area
- Randomic digital ad insertion on 2 digital totems located in aisle G (file provided by the sponsor)
- Randomic digital ad insertion on 2 TVs at the exhibition main entrance (file provided by the sponsor)
- Sponsor logo on the event floor plan located at the main entrance
- 1 presentation - 30 minutes - at Espaço do Conhecimento area
- Projection of a 30 seconds corporate video of the sponsor before the presentations
- 4 invitation for the kickoff lunch

INCREASE YOUR BRAND AWARENESS

Know our merchandising options to increase your promotion during the event

Phone: +55 11 2226-3176 | valeska@francal.com.br

BOOK YOUR AREA

Check the participation options according to your needs

Phone: +55 11 2226-3166 | international@francal.com.br

pneushow.com.br

 **Feira Pneushow**

PROMOTION/ORGANIZATION

Francal Feiras DESDE 1969

COOPERATION



SUPPORT

