

TUBOTECH

INTERNATIONAL FAIR FOR PIPES, VALVES, PUMPS, FITTINGS AND COMPONENTS

THE WORLD OF TUBES
IS STRONGER WITH
THIS CONNECTION.

29-31

OCT • 2025

From 10am to 7pm
São Paulo Expo - SP
São Paulo - Brazil



wire

Brasil



WIRE BRASIL 2025

OUR CONNECTION DOES GOOD FOR THE WORLD

OCT 29 - 31 2025

10am to 7pm SÃO PAULO EXPO / SP - BRAZIL

EXHIBITORS MARKETING GUIDE



EXHIBITORS MARKETING PLANNING

Welcome to Tubotech / Wire Brasil Marketing Guide. A guide to good practices and tips to further enhance your participation in the fair.

We from Tubotech / Wire Brasil team want to help you and your brand to have the best performance before, during, and after the event.

Count on our help! We will be at your disposal to answer any questions and so make a **SUCCESSFUL** event!





CONTENTS

• The Event	4
• Event Objectives	5
• Planning	6
• Pre-Event Actions - Train your Team!	7
• Define your Goals!	8
• Exhibitors Manual	9
• Free Promotional Material	10
• Electronic Invitation	11
• Merchandising Tools	12
• Fair Catalogue	13
• Press Office	14
• Exclusive Travel & Lodging Benefits	15
• Free Shuttle	16
• Merchandising Actions During the Event	17
• Press Room	19
• Data Collector.....	20
• Tips for your Booth Project	21
• Exhibitors Checklist	22
• Project and Documentation	22
• Outsourced Services.....	22
• Materials.....	22
• Record in the Agenda	23
• Post-Event Actions	23
• Tubotech / Wire Brasil Team	24



THE EVENT

Organized and promoted by Fiera Milano Brasil, **TUBOTECH** - International Trade Fair for Pipes, Valves, Pumps, Fittings and Components is considered the main showcase and true meeting point in the Americas for the sector.

WIRE BRASIL is the only event in Latin America to bring together the latest technologies, products and services in the manufacture and processing of wires and cables, as well as attracting buyers from the entire production chain in an environment conducive to business generation and networking.

OCTOBER, 29-31, 2025

FROM 10 AM TO 7 PM - SÃO PAULO EXPO - SÃO PAULO/SP - BRAZIL

 www.tubotech.com.br

 [tubotechfeira](https://www.facebook.com/tubotechfeira)

 [tubotech](https://www.instagram.com/tubotech)

 [Showcase/Tubotech/](https://www.linkedin.com/showcase/Tubotech/)

 www.wirebrasil.com.br

 [feirawirebrasil](https://www.facebook.com/feirawirebrasil)

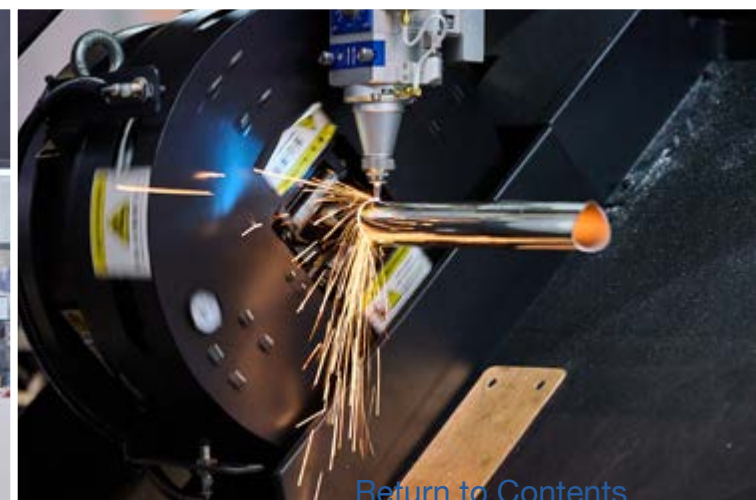
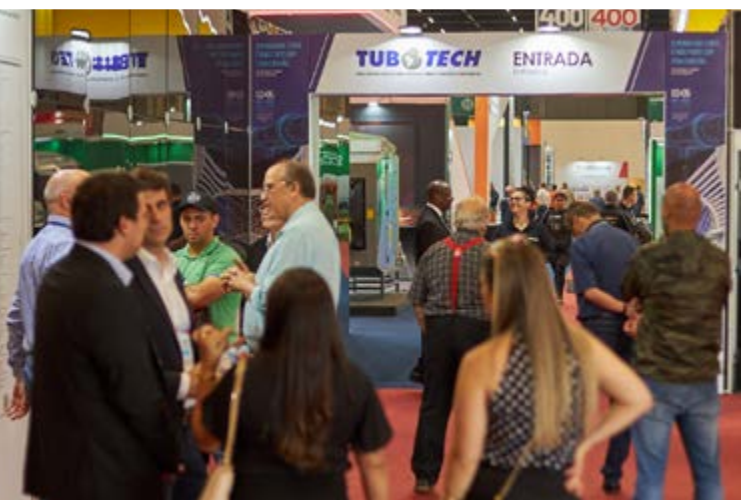
 [wirebrasil](https://www.instagram.com/wirebrasil)

 [Showcase/Wire-Brasil](https://www.linkedin.com/showcase/Wire-Brasil)



OBJECTIVES WHEN PARTICIPATING IN THE EVENT

- Increase the level of exposure of your brand and/or product to a qualified audience focused on the security sector;
- Establish direct contact and do business with national and international buyers in the sector;
- Participate in the country's main security event and keep abreast of what your competitors are doing;
- Develop partnerships with the main market players in the Security Technology Sector.

[Return to Contents](#)



PRE-EVENT ACTIONS

Plan your participation in Tubotech / Wire Brasil and increase your company visibility!

Tubotech / Wire Brasil is an excellent opportunity for your company to expose your brand at the largest event in the sector in the country, seek new contacts, business possibilities and strengthen relationships with your customers.

Therefore, we provide in this manual, important tips for your participation, in addition to support materials to invite your customers to visit your booth, further publicizing your participation in Tubotech / Wire Brasil.





TRAIN YOUR TEAM

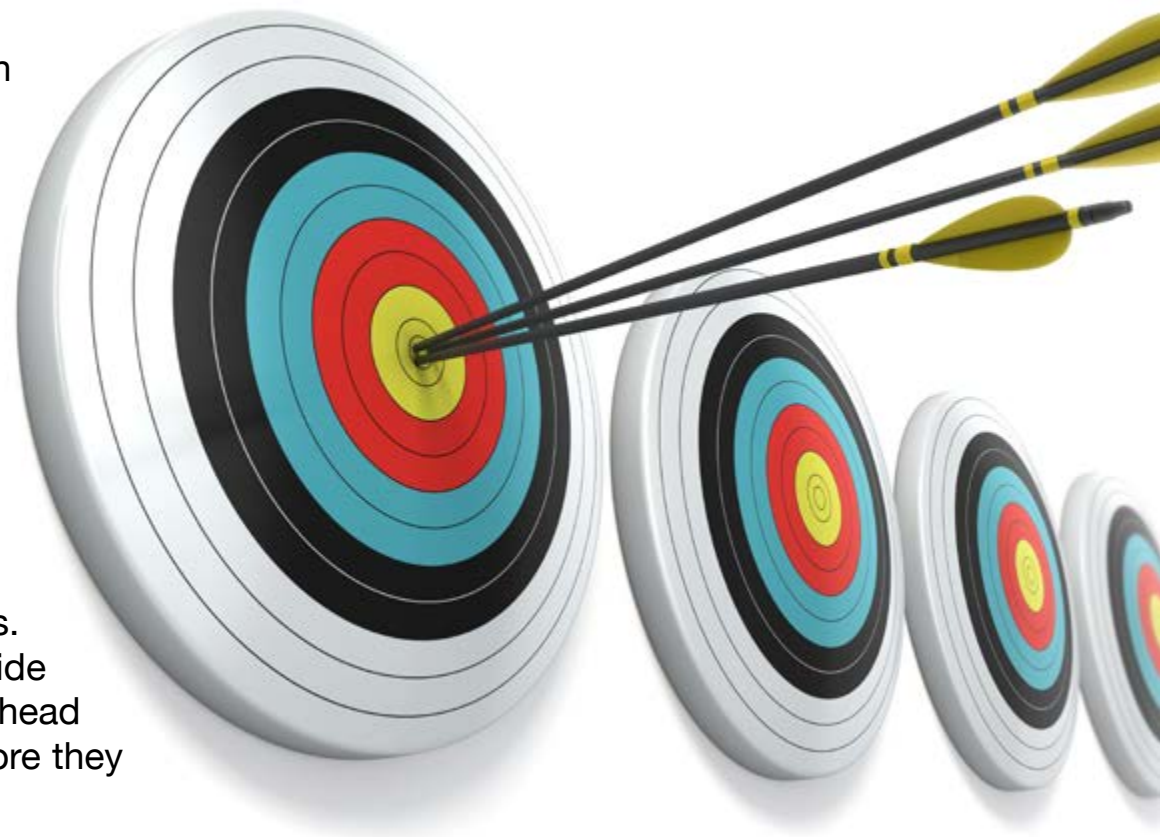
- Maximize your business opportunities and generate leads during the event! The training of the staff that welcomes your customers to the booth is essential. Assign professionals serve visitors at your booth.
- Align with your team the company goals and make their schedules.
- Offer training to the outsourced staff is also of great importance. Let them know what the company offers, how to serve visitors, and be sure to introduce the teams to each other.

[Return to Contents](#)

DEFINE YOUR GOALS

In order to ensure your company success in its actions and to be able to measure results, we recommend that you define and share with your team the objectives of this participation and techniques for evaluating/qualifying the visitors profile.

- Are you bringing equipment that allows interaction with the audience? So prepare the professional who will be responsible for the operation of your product.
- Prepare technical and purchasing professionals to assist the visitor in search of technical information on your product and a professional from the commercial area to receive the visitor in search of a new supplier and to make negotiations.
- About 90% of the fair visitors are looking for news and releases in the sector! Prepare for this audience and present products that generate interaction with the visitor. Also, find out about the merchandising options. On average, the visiting audience spends 2 hours inside the fair. By investing in this advertising tool, you will be ahead of your competitors and will reach the visitor even before they arrive at your booth.



EXHIBITORS REGULATION MANUAL

This document will guide you in the entire operational process of your participation in the fair. There you will find the main information about the rules, assembly/disassembly periods, access to the pavilion, request for services and credentials, forms and fees payment.

Pay attention to the dates for filling out the forms!

To access the Exhibitors Manual, a login and password are required, which will be made available after receiving the signed contract. It will be sent by the operations sector and will arrive by the e-mail that appears in the contract.

If you have any questions about any item in the manual or to receive a login and password, CAEX will be at your disposal for clarification:

caex@fieramilano.com.br | +55 (11) 5585-4355 or 3159-1010





FREE PROMOTIONAL MATERIAL

Our team provides free of charge customized advertising tools on the event website in order to promote your brand and increase the presence of professionals in your booth.

Visit our website: Tubotech or Wire Brasil and check all the benefits.



**Post to Social
Networks**



**Post to Stories/
Status**



**Facebook
Cover**



**Electronic
Banner**



**Email
Signature**



**Official
Logo**

MARKETING TIPS

- If your brand is not present on Social Networks, take advantage of this opportunity to create your profile and publicize your participation in the fair. Invite your customers/prospects to visit your booth.
- Do you produce content for Facebook or YouTube? So, how about submitting this material to us so we can share it on the event social networks?
- Expand your marketing actions, making them more assertive. Contact us and use the free of charge tools we provide for the event.
- Generate an audience at your booth, put your company on the route of visits by professionals in the sector.

[Return to Contents](#)

ELECTRONIC INVITATION

Tubotech / Wire Brasil makes available, at no cost to all exhibitors, the Customized Electronic Invitation (HTML) for your company to advertise its presence at the fair to prospects and customers.

To request yours, simply fill out the form below, include your company logo (jpg, png or pdf) and indicate the number and street of the booth.

Click on [Tubotech](#) or [Wire Brasil](#) and request your customized invitation.



[Return to Contents](#)

MERCHANDISING TOOLS

To get the most out of your participation in Tubotech / Wire Brasil 2025, we will offer you the opportunity to increase your participation with merchandising opportunities that will increase your visibility at the fair and make your company stand out from your competitors.

Get to know the tools that will maximize your participation on the website: [Tubotech](#) e [Wire Brasil](#)

- NOTE: If your company has hired any merchandising, please pay attention to the delivery deadlines of the materials to the marketing area.



[Return to Contents](#)

BE VISIBLE DURING AND AFTER TUBOTECH / WIRE BRASIL!

The official catalogue is an exclusive guide for the visitor to the fair, with the list and complete data of exhibitors. Because it is so complete, the official catalog serves as a reference tool throughout the year.

Therefore, it is very important to fill in all the items requested on the Exhibitor Portal. The more information you enter, the easier it will be for the visitor to locate you. Do not forget, the deadline for filling in your company data on the Exhibitor Portal is **08/26/25**.

EVENT OFFICIAL CATALOGUE

If you want to highlight your brand or product release even more at the fair, boost this promotion with an ad. The deadline for submitting the ad to the catalog is **10/24/25**.

Contact our sales team and learn about the options:

comercial@fieramilano.com.br |
+55 (11) 5585-4355 | +55 (11) 3159-1010



PRESS OFFICE

Do you want your brand present in the main media in the sector? The fair has a Press Office that publicizes the event in the main media in the country and Latin America.

The work of the Press Office is completely free of charge and you can promote your company and the products that will be presented during the fair, increasing the visibility of your brand with the main communication vehicles, and being within reach of visitors during and after the event.

If you are interested, please send an e-mail to euracycampos@estilopress.com.br.



MARKETING TIPS

- Take advantage of this benefit offered by **Tubotech / Wire Brasil**, increasing the visibility of your brand, talking to the press about your company news and launches at the fair.

EXCLUSIVE TRAVEL AND LODGING BENEFITS

Exhibitors and Visitors can enjoy the benefits of the fair official agency, having access to exclusive travel packages!

Schedule your trip, get in touch and ask for a quote. Discover the wide range of hosting options for your team. Take advantage of this opportunity and also disclose these benefits to your customers. Contact them and make your booking right now.



AGÊNCIA DE VIAGENS: AD TURISMO

Praça Dom José Gaspar, 134 – 5º andar República | SP | CEP: 01047-010

Phone: +55 (11) 5087-3455

Whatsapp: +55 (11) 99369-5239

suportefeiras@adturismo.com.br

www.adturismo.com.br

Service: Monday to Friday, from 9 am to 6:30 pm (Brasília Time)

[Return to Contents](#)

FREE SHUTTLE

To facilitate access to the fair, and for Visitors and Exhibitors having more comfort and tranquility, Tubotech / Wire Brasil provides free shuttle from Santos-Imigrantes station to São Paulo Expo. For more information visit the website and social networks for the departure.



[Return to Contents](#)

MAXIMIZE YOUR BUSINESS OPPORTUNITIES

Get ready!

ACTIONS DURING THE EVENT:

- Plan the production of special giveaways and organize raffles for your key contacts/ customers. Disclose this action during the fair at your booth and also through available merchandising tools: [Tubotech](#) or [Wire Brasil](#)
- Promote successful case presentations. Bring renowned representatives in the sector that you operate.
- Take advantage of the fair to schedule interactive actions at your booth, attracting the interest of visitors present at the event.

Send us the attractions you will bring to your booth! We will publicize your action in advance and attract visitors to your booth. Just send a brief release of the action with photos to marketing@fieramilano.com.br



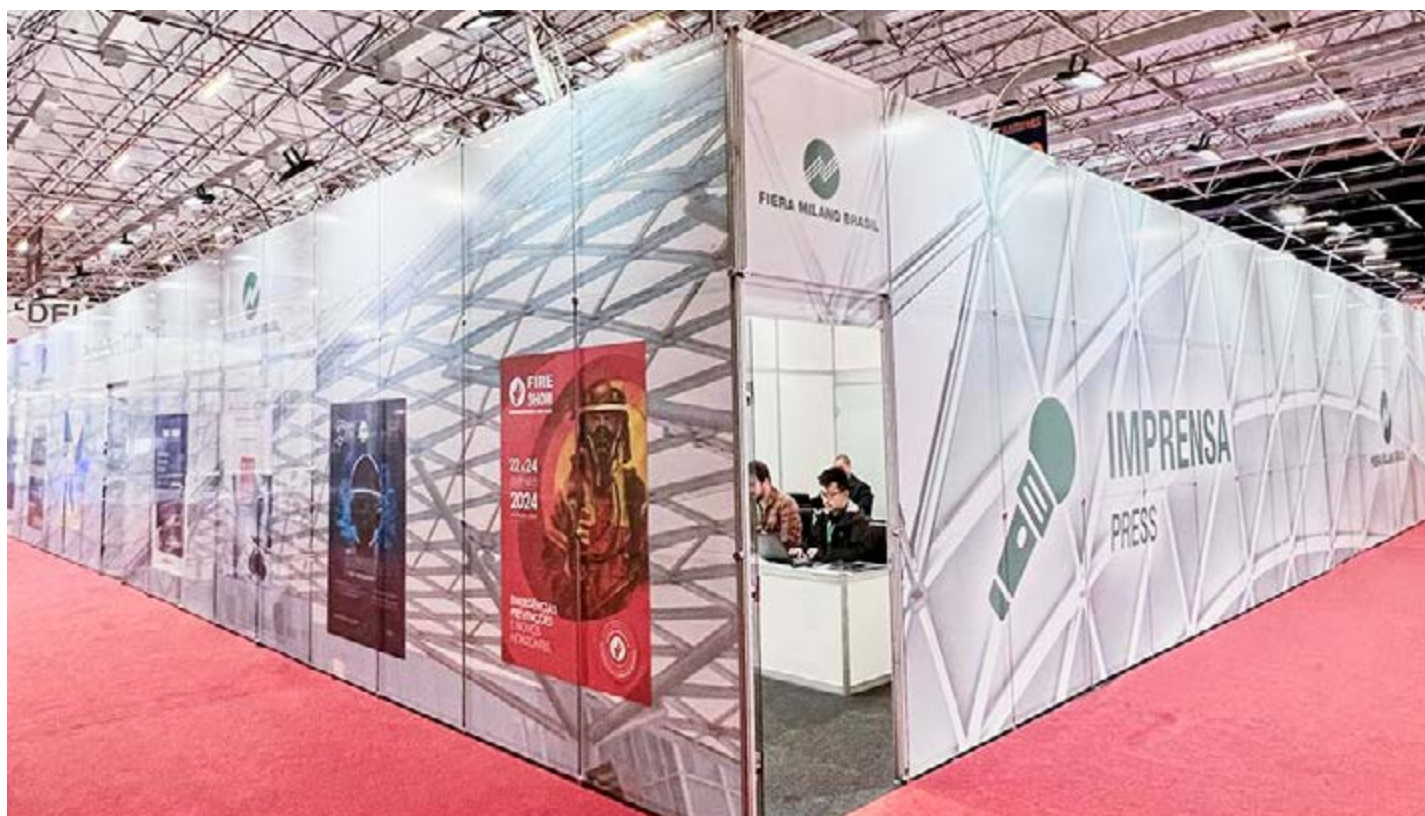


PRESS ROOM

Take advantage of the press office room at Tubotech / Wire Brasil and prepare releases that can be used by journalists who are present during the fair.

This is an easy and simple action that can generate direct contact with the sector media, providing greater visibility of your brand to the market.

If you are interested, please send an e-mail to euracycampos@estilopress.com.br



[Return to Contents](#)



DATA COLLECTOR

Tubotech / Wire Brasil offers you, Exhibitor, the possibility of hiring a **DATA COLLECTOR** to facilitate the registration of professionals who visit your booth during the fair. With this device, you will be able to collect all the visitors' data immediately and generate a prospecting mailing.

In addition, it is interesting to have the **Data Collector** for having a quantitative and qualitative control of your customers and prospects, allowing a more customized post-fair work with your sales team.

For your convenience, request yours before the event opening!

Check out values and payment terms:

thays.guimaraes@interacao.com.br

Attn.: Thays Guimarães

+55 (11) 2678-7050



TIPS FOR YOUR BOOTH PROJECT

The booth is an extension of your company at the fair, so your project should be as important as your participation. Here are some tips we have prepared for your booth project being a success:

- Plan the furniture rental and remember to think about displays and the layout of showcases to display your products;
- Choose good catering, security and cleaning services;
- Check the need to hire internet at your booth;
- Hire hostesses and waiters if necessary;
- Do not forget to prepare a briefing for this support team hired for the event, introducing your company. Do not forget that they are in direct contact with your potential customers and must serve them with excellence, following your company profile;
- See approval on the Exhibitor checklist.



[Return to Contents](#)



EXHIBITOR CHECKLIST

To ensure your success at the event, we have created a checklist of everything you need to participate. Pay attention to the deadlines for filling out the Exhibitor Portal data.

NOTE: Login & Password: Have you already received your login and password to access the Exhibitor Electronic Manual?

- Always have them on hand when necessary.
- If you have not received it, please send an email to caex@fieramilano.com.br.

PROJECT & DOCUMENTATION

It is the Exhibitor's responsibility to register their fitter through the Exhibitor Portal, because only after registration will the fitter be able to send the project and the required documentation through the SERVICE PROVIDER PORTAL. The assembler will receive a login and password to access a system for registering the assemblers' credentials and a system for sending the project and documentation.

OUTSOURCED SERVICES

Register your contracted suppliers on the Exhibitor Portal so that their credentials are released for participation in the fair: Assembler, Security and Cleaning Company;

MATERIALS

Access the Exhibitor Portal and check the entrance and exit forms of materials that must be provided and sent.

POST-EVENT ACTIONS

Turn leads into long-lasting contacts and, above all, into business! Your company participation does not end on the last day of Tubotech / Wire Brasil.

The scope of the actions generated during the event can, and should, be enhanced. Here is how:

- Send emails to professionals who visited the booth, thanking them for visiting your booth. Therefore, be sure to hire a data collector;
- Conduct a satisfaction survey. Understand the needs to plan your participation in the next edition;
- Create a relationship program, keep your contact alive and turn them into your VIP visitor in the next edition.



[Return to Contents](#)

TUBOTECH / WIRE BRASIL TEAM

Tubotech / Wire Brasil marketing team wants to help you, the Exhibitor, and your brand to perform at you best, before, during and after the event! Count on us for the success of your participation.

Stay tuned for the communications we send via email. They contain important and relevant content regarding your participation and about the fair. And if you are not receiving our communications, please contact our team so that we can update your contact in our mailing.

We are at your disposal!



Marketing team: marketing@fieramilano.com.br | +55 (11) 5585-4355 | +55 (11) 3159-1010

[Return to Contents](#)