



Modern Construction SHOW

2nd Industrialized Construction International Fair

29 SEP - 01 OCT

2026

DISTRITO ANHEMBI-SP

Where the innovation builds tomorrow

ORGANIZATION



IDEALIZERS





What does build something

TRUE

in the planning, in the work and
in the professional relationship?



What connections really accelerate the

PROJECTS EVOLUTION

and make your brand more efficient,
competitive and relevant for the
sector?

THE MODERN CONSTRUCTION SHOW

Moved the industrializes construction sector
in its first issue

In 2024, the event brought together
companies, experts and visitors from all
over the country, with an international
presence of 10 countries and focus in
industrialized constructive systems





THE INDUSTRIALIZED CONSTRUCTION ON THE FIRST PLAN

The main Latin America event devoted to the industrialized constructive systems. In a highly segmented environment, the fair brings together manufacturers, integrators, builders and technical buyers in search of solutions that bring more efficiency, foreseeability, and productivity to the works



MAXIMIZE YOUR ROI:

Position your brand where the decisions are taken

The Modern Construction Show is the ideal launching platform for your company:

Qualified Business Generation: You can connect directly with a highly qualified public – technical buyers, investors and decision makers who are actively implementing the industrialization of the Brazilian construction.

Demonstration and Sale Platform: Use our space for live demonstrations and specialized technical content presentations, proving the impact of your project solutions.

Leadership and Positioning: Strengthen your brand as a reference and pioneer in the sector, associating to the moving that is, in fact, transforming the civil construction productivity in Brazil.

Invest on the stage where the innovation is transformed into agreement.





2.600

Segmented
visitors



65

speakers



40

Attending
brands



10

Represented
countries

VISITING SECTORS

PUBLIC SECTOR

- Technicians and public managers (federal, state, municipal)
- Ministries (Infrastructure, MDIC, Mcities)
- Secretaries (Infrastructure, Housing, Health, Education)
- Housing companies (CDHU, COHABs)
- Companies and public entities related to the infrastructure (roads, airports, ports, sanitation)

PRIVATE SECTOR

- Builders, Incorporators and Designers
- Technical advisors, Managers and work Contractors
- Productive chain entities
- Universities, Certification Organisms

PROFESSIONALS

- Engineers, architects and edification technicians
- Businesspersons of the sector
- Designers



MAIN REASONS TO VISIT

01

To know new technologies

02

Connections with the sector

03

To know new suppliers

04

To close deals

05

Relationship with suppliers



10

COUNTRIES

are represented



Visitors from
all states
of Brazil

MAIN COMPANIES THAT HAVE VISITED



BENEFITS IN ATTENDING

Business



Partnerships



Networking



Updating



2024 EXHIBITORS

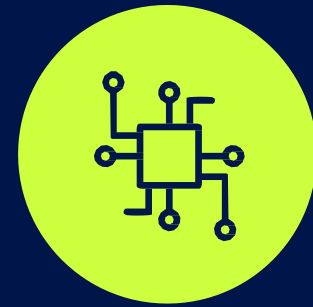


EXPOSITION SECTORS



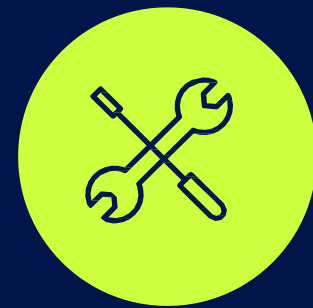
INDUSTRIALIZED CONSTRUCTIVE SYSTEMS

Concrete, steel, light steel frame, wood frame, drywall, floors, coatings, covering, façades, hydraulics ventilation, automation and constructive modulus.



ELECTRIC AND HYDRAULIC KITS

Electric, hydraulic, refrigeration, safety, illumination, IT, software, 3D printing, AI and drones.



MACHINES AND PIECES OF EQUIPMENT

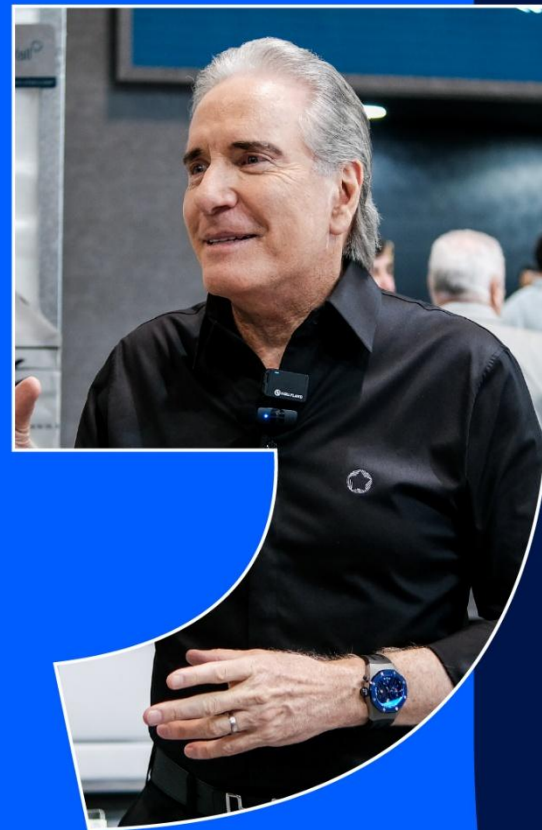
Tools, excavators, cranes, drilling equipment and weld.



FINISHINGS

Paints, waterproofing materials, chinaware, metals, additives, decoration and much more.

REPORTS OF THOSE WHO ATTENDED



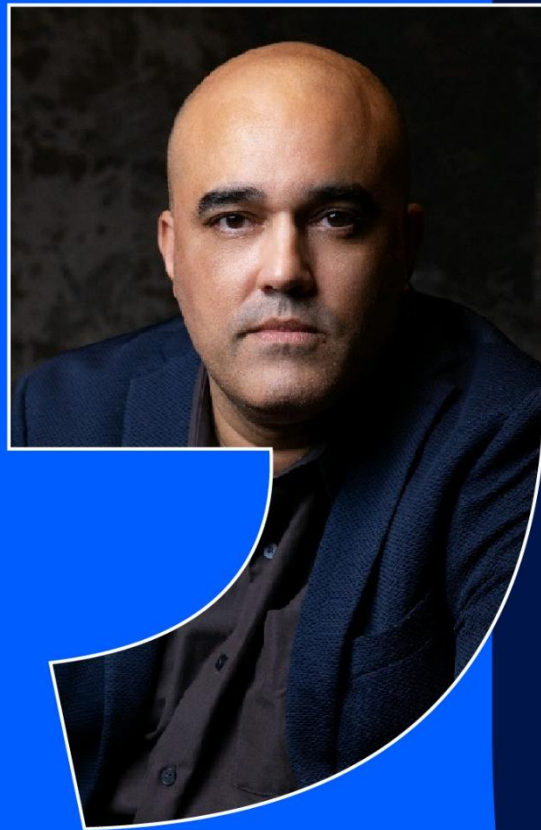
“We are very happy and a fair such as this one, no doubt, generates opportunity to share know-how and also know-who. You know people, talk to suppliers, do business. So, I decided to attend Modern Construction Show to be able to do and tell a little of our history.”

Roberto Justus

CEO of Grupo SteelCorp



REPORTS OF THOSE WHO ATTENDED



“Being the first fair with focus on the industrialized construction and Plannix as a specific software for this segment, we should be here. We have several customers who are exhibiting in the fair, and this connection with our customers, with the new public and new products is very important to consolidate even more our software brand here in Brazil. The public who arrived here is very important. We made contact with many persons who are interested in knowing more about our company and our products. Furthermore, we received many customers here, strengthening this networking and the connection between the customer and Plannix.”

Carlos Barbosa

Commercial Director
of Plannix

Plannix

A photograph of a white exhibition stand for Plannix. The stand is illuminated from above. The word 'Plannix' is printed in a large, bold, sans-serif font. Below it, the text 'CONTROLE ÁGIL PARA PRÉ-FABRICADOS' is printed in a smaller, all-caps, sans-serif font. The stand is set against a dark background, likely a trade show floor.

CONTROLE ÁGIL PARA PRÉ-FABRICADOS



CONTENT ARENAS

What was worked in the last issue?

ARENA SISTEMAS

+39
speakers

+16_h
of content

BROACHED THEMES

- Industrialized construction with focus in technology, sustainability and efficiency.
- Practical applications in great infrastructure and housing projects.
- Discussions about regulatory barriers and financing models.



ARENA INSPIRAÇÃO

+26
speakers

+12_h
of content

BROACHED THEMES

- ESG and modular construction
- Innovations in materials durability
- Advanced constructive processes
- Notable attendance: AsBEA Technical seminar with focus on the architectonic evolution and the urban sustainability.



SEMINARS



MARKETING IMPACTS

+10 million
impacted people



+ R\$ 500k
of marketing investment



STRATEGIC ACTIONS

Guarantee your leadership and your sponsorship share

The Modern Construction Show sponsorship shares are not just a space, they are a strategic lever.

By sponsoring, you guarantee:

Premium Visibility: Exclusive differentiation before, during and after the event, increasing your share of voice.

VIP Access and Connections: Exclusive opportunities of relationship with CEOs, directors and market leaders in dedicated spaces and moments.

Brand Association: Connect your company to the future, to the technology and to the industrialized construction sustainability.

We have the ideal investment plan for your objective

THE FUTURE IS BUILT NOW!





DIGITAL ACTIONS

BANNER ON E-MAIL MARKETING

Opportunity to insert a banner with an offer of your products and services on e-mail marketing of the fair. The banner will direct the users to a specific page of your brand site.

Benefits

- Qualified and segmented base.
- Direction link toward the sponsor's site.

Why?

- Efficient to reach in a personalized and direct way the target group.
- Great reach to the audience that has interest in your business.

Rules

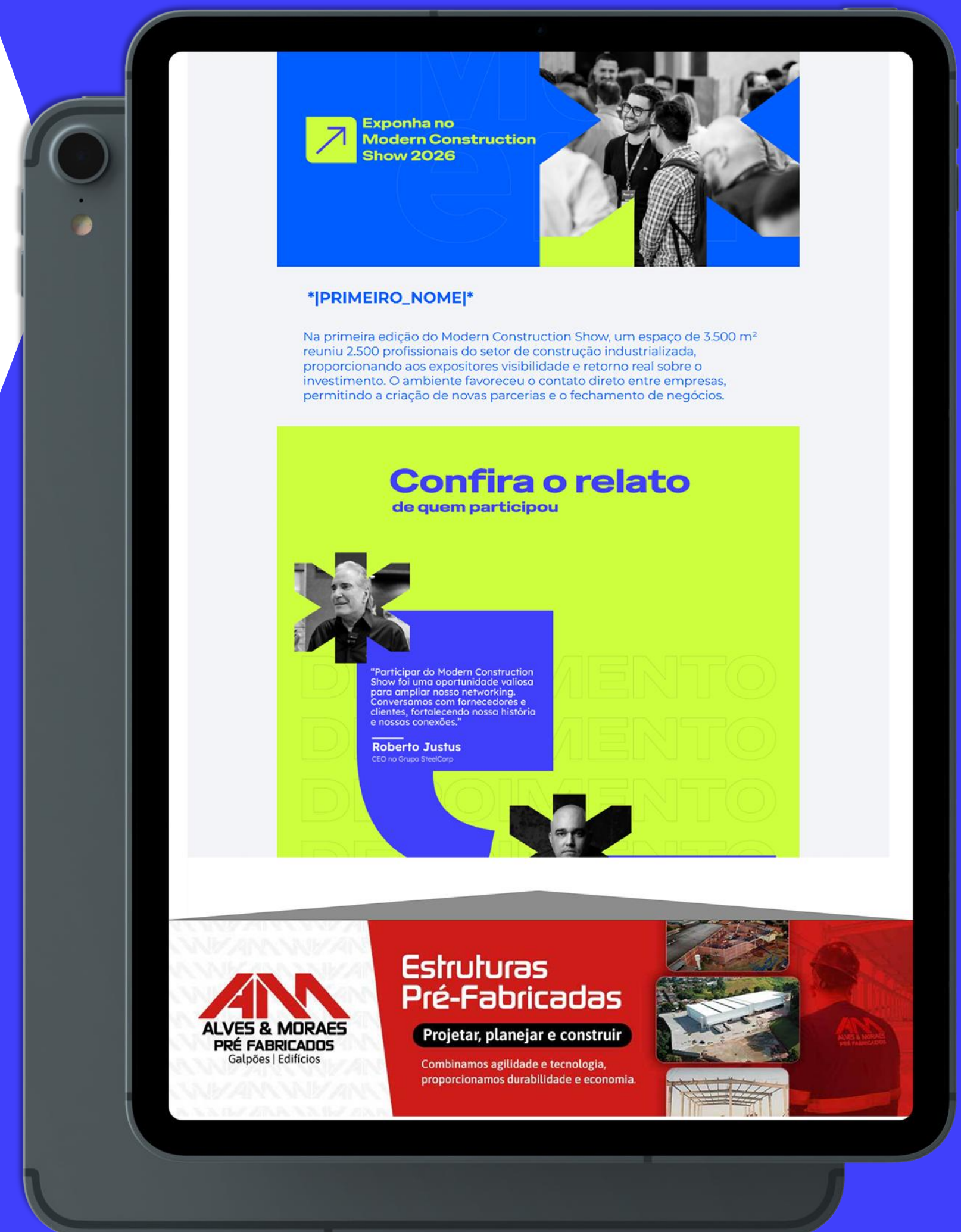
- Size: 1140 x 300 px
- Institutional content and submitted to the organization approval.
- Dates to be defined according to Francal chronogram.

SHARES: 10



Investment

R\$ 1.940,00



EXCLUSIVE E-MAIL MARKETING

The sponsor's content to **THE WHOLE** data base of the event.
An exclusive e-mail marketing will be sent just with the sponsor's content to the event segmented base.

Benefits

- A qualified and segmented base.
- Direction link toward the sponsor's site.

Why?

- Efficient to reach in a personalized and direct the target group.
- Great reach to the audience that has interest in your business.

Rules

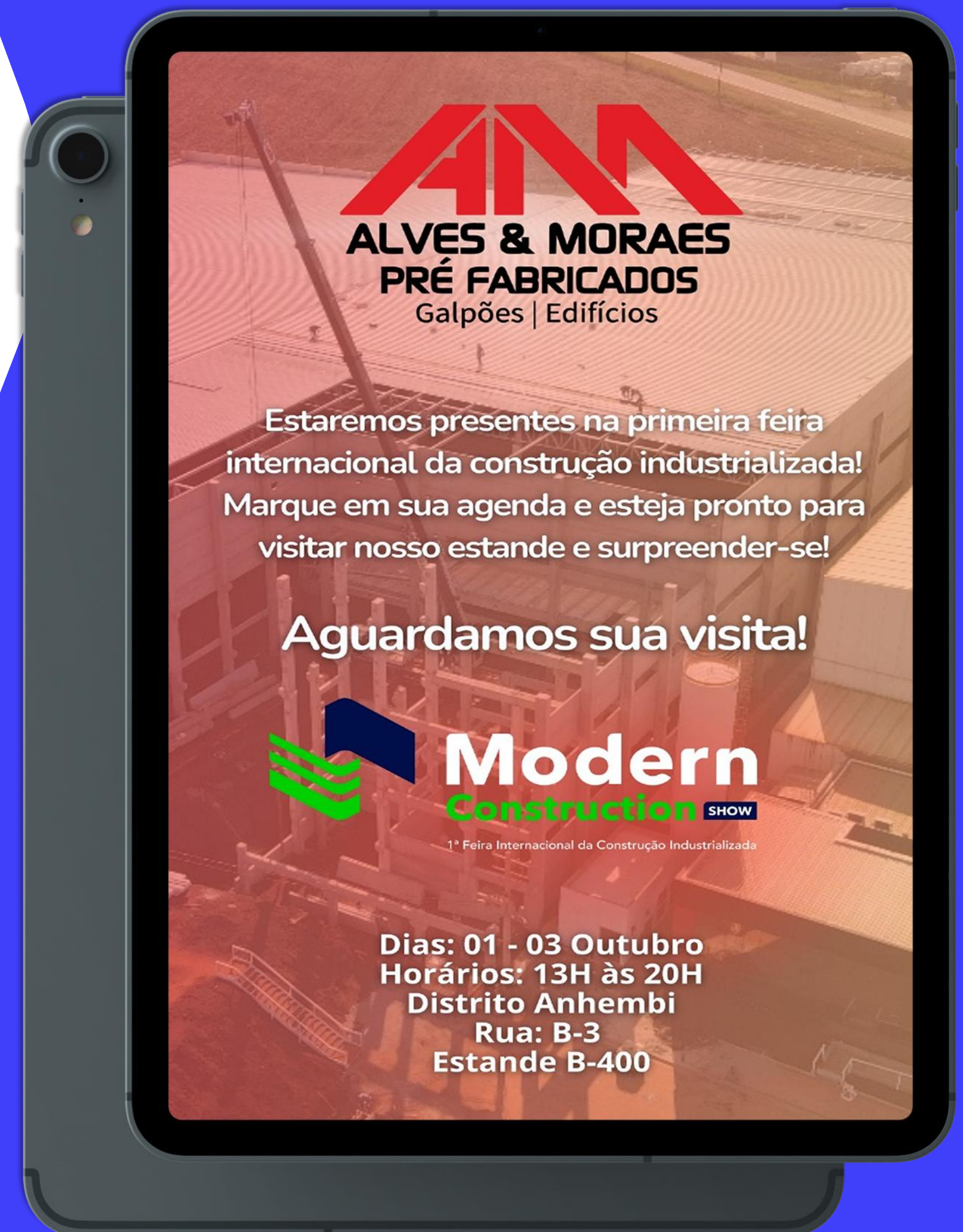
- Width 600px and free height; Formate HTML – maximum of 50kb;
- The final art in HTML will be sent by the client with the destination links + text of the e-mail subject.
- Non commercial content and subjected to the organization approval;
- Text and image produced by the sponsor.
- Agreement date according to to the event e-mails chronogram.

SHARES: 18



Investment

R\$ 5060,00



POST FEED PRE EVENT

Publication of a post on the MCS Instagram with the sponsor company content. It can be a commercial or institutional message, with text, image and/or video (it should be sent 20 days before the publication date)

Benefits

- Disclosure of an exclusive content of the sponsor company on the MCS Instagram
- Caption and direction link to the sponsor's site.
- Stimulation during 30 days in our social networks to increase the material reach.

Why?

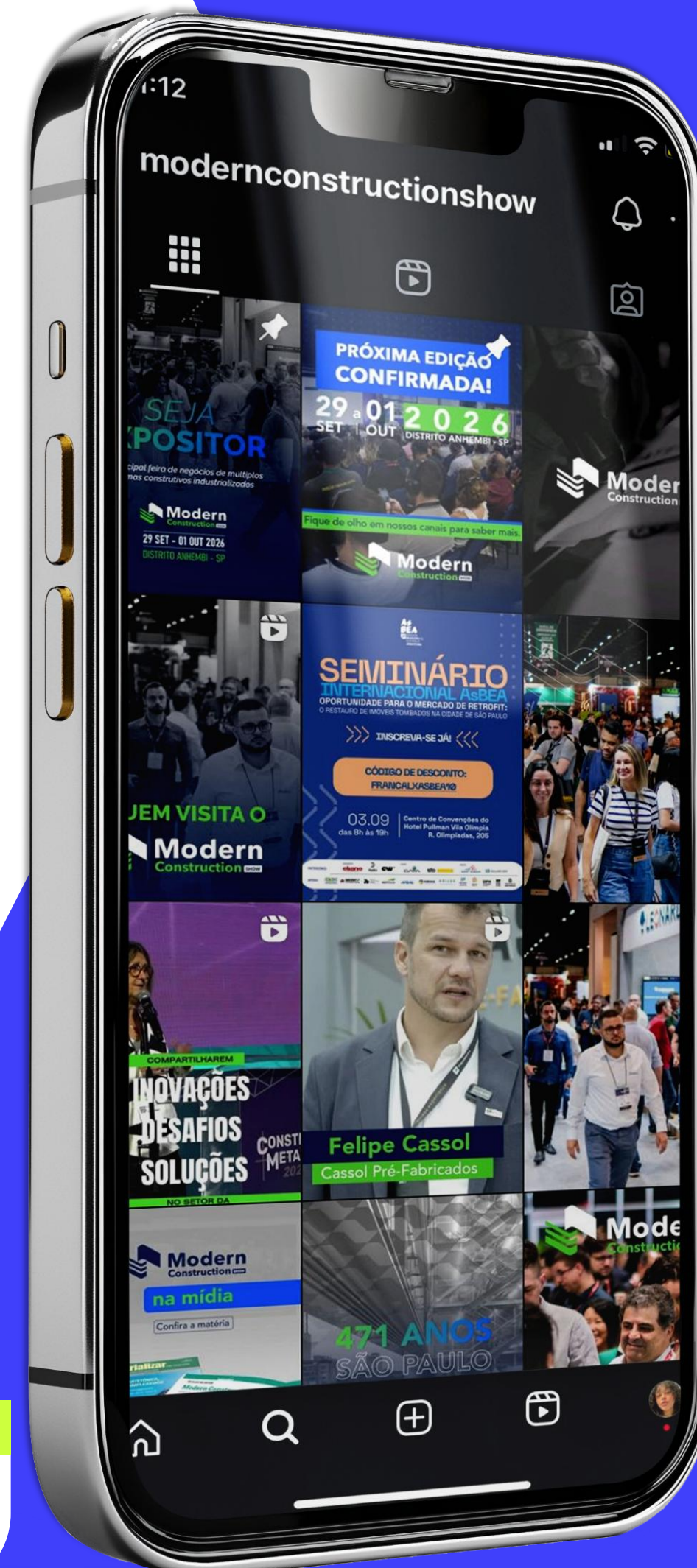
- To increase the sponsor's brand visibility to the event Community.
- Impacts many thousand followers of the sector.
- Attracts the attention to the products and/or services.
- Generates a fast acknowledgement of the brand.

Rules

- Size: 1080 x1350 PX
- Format: .PNG, .JPG or .MP4 – 72dpi – RGB;
- It should be sent up to 10 images in square carousel format or video .MP4 + text of the post caption + @s be marked. (The Instagram fee does not permit a clickable link on the text or image. If a URL is necessary on the text, it should be by writing and easy to memorize).
- **Availability:** Post Feed previous month (30 days).
- **Publication:** The publication time will be defined by the event communication and marketing team.

SHARES: 30

 **Investment**
R\$ 1.485,00



POST FEED DURING THE EVENT

Content capture done during the event to be published in the MCS Instagram. It could be a commercial or institutional message, with text and image

Benefits

- Disclosure of the sponsor company exclusive content on the MCS Instagram
- Caption and direction link for the sponsor's site.
- Stimulation for 30 days in our social networks to increase the material reach.

Why?

- Increases the sponsor's company brand visibility for the event Community.
- Impacts many thousand followers of the sector.
- Attracts the attention to the products and/or services.
- Generates a fast acknowledgement of the brand.

Rules

- Size: 1080 x1350 PX
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- **Availability:** Post Feed previous month (30 days).
- **Publication:** The publication time will be defined by the event communication and marketing team.

SHARES: 9



 **Investment**
R\$ 2.310,00

REELS DURING THE EVENT

Content capture done during the event to be published on the MCS Instagram. It can be a commercial or institutional message with text and video

Benefits

- Disclosure of the sponsor company exclusive content in the MCS Instagram
- Caption and link directing toward the sponsor's site.
- Stimulation for 30 days in our social networks to increase the material reach.

Why?

- Increases the sponsor's brand visibility for the event Community.
- Impacts many thousand followers of the sector.
- Attracts the attention for the products and/or services.
- Generates a fast acknowledgement of the brand.

Rules

Brand disclosure:

- Vídeo Reels of up to 1 minute with focus on the products that are shown in the stand during the fair.

Specifications for the art:

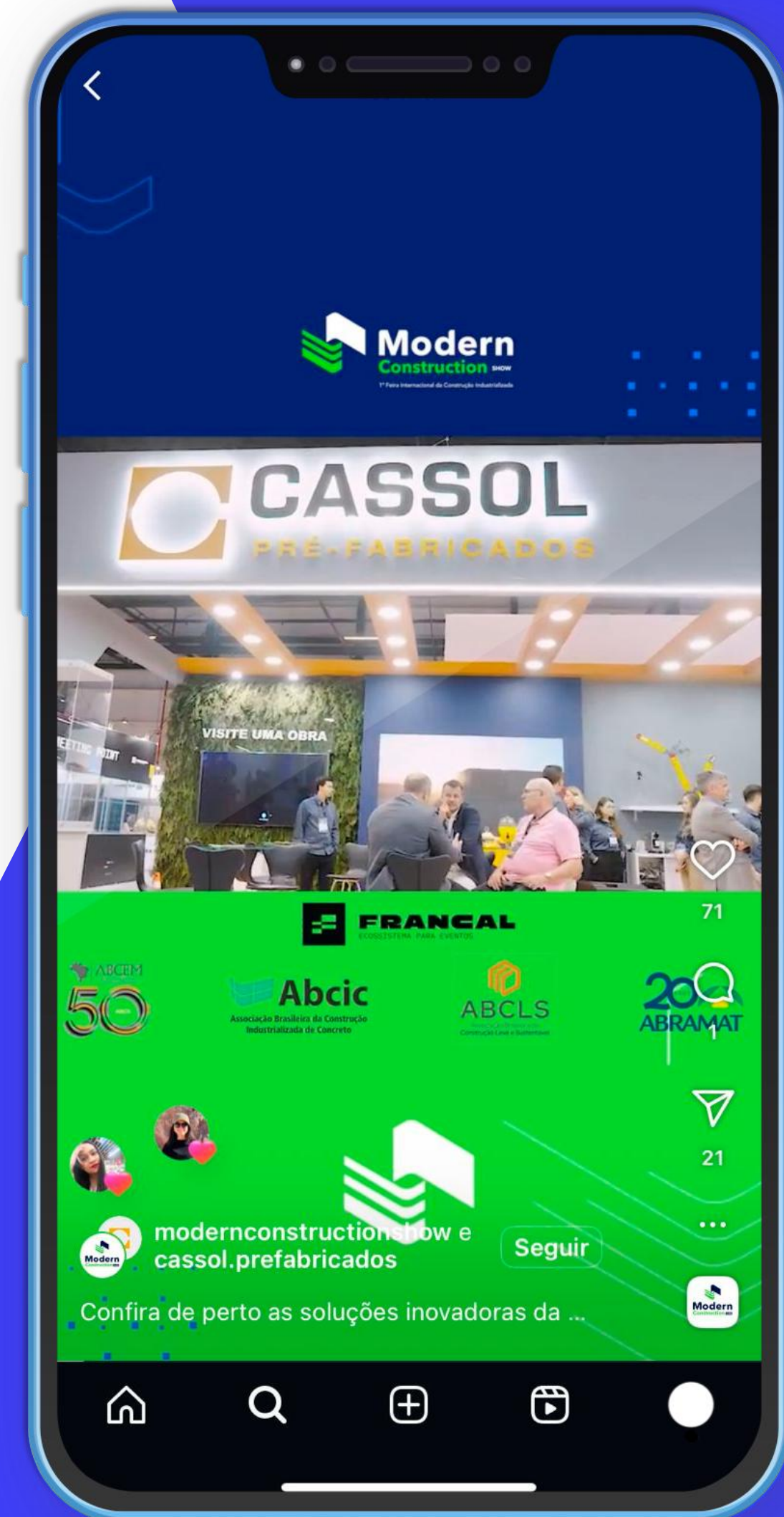
- Reels produced by the Francal team on the first day of the fair.

Publication:

- The publication time is defined by the promoter, according to the purchase sequence.
- Availability: Up to 10 companies/day.

SHARES: 9

 **Investment**
R\$ 4.070,00



STORIES IN THE INSTAGRAM

Publication of the sponsor company's content in the MCS Instagram stories.

Benefits

- Disclosure of the sponsor company's exclusive content in the MCS Instagram
- Caption and direction link toward the sponsor's site.
- Stimulation for 30 days in our social networks to increase the material reach.

Why?

- Increases the sponsor's brand visibility for the event Community.
- Impacts many thousand followers of the sector.
- Attracts the attention to the products and/or services.
- Generates a fast acknowledgement of the brand.

Rules

- Specifications to send the art: Up to 20 days before the disclosure.
- Content sent by the exhibitor.
- Stories: 1920px (A) X1080px (L) – format JPG or PNG - 72dpis – RGB; or video of up to 30s
- **Availability:** Stories previous month (30 days)
- **Publication:** The publication time is defined by the promoter, according to the purchase sequence.

PRE EVENT
SHARES: 60



Investment

R\$ 1.210,00

DURING THE EVENT
SHARES: 15 (5 per day)



Investment

R\$ 1.485,00



BANNER ON SITE

Exhibitor's area

Art inserted on the page of the exhibitor's area page in a random way with link to the company site.

- **Period of time:** one month before the fair.
- Art supplied by the client.

Credential page credenciamento

Art inserted on the credential site page in a random way with link to the company site

- **Period of time:** one month before the fair.
- Art supplied by the client.

Site footnote

Art inserted on the footnote of the home site in a random way with link to the company site.

- **Period of time:** one month before the fair.
- Art supplied by the client.

Site home

Art inserted on the upper part of the home site in a random way with link to the company site.

- **Period of time:** one month before the fair.
- Art supplied by the client.

SHARES: 3



Investment

R\$ 2.970,00

SHARES: 3



Investment

R\$ 4.070,00

SHARES: 3



Investment

R\$ 3.520,00

SHARES: 3



Investment

R\$ 4.620,00





PHYSICAL MERCHANDISING

During the event

FLOOR ADHESIVE

Addhesives directed toward the stand area

Specifications

- 3 adhesives per share

SHARES: 7



Investment

R\$ 3.850,00



MEGA FLOOR ADHESIVE

Mega adhesive on the entrance

Specifications

- Adhesive size : 10m x 1,40m (LxA)
- Art supplied by the client
- Francal production

SHARES: 1 on the entrance



Investment

R\$ 15.070,00



BANNER LOCALIZA

Highly attractive to differentiate your stand from the other ones and to facilitate its localization

Specifications

- Banner size: 2x3m (LxA)

SHARES: 30



Investment

R\$ 5.720,00



DOUBLE FACE AERIAL BANNER

Highly attractive to highlight your brand

Specifications

- Banner size: 2x3m (LxA)

SHARES: 13



Investment

R\$ 5.720,00



LED CIRCUIT

Located on strategic points, with a high circulation, They promote the direct visitor's encounter with your brand. Ideal to attract the public to your stand

Specifications

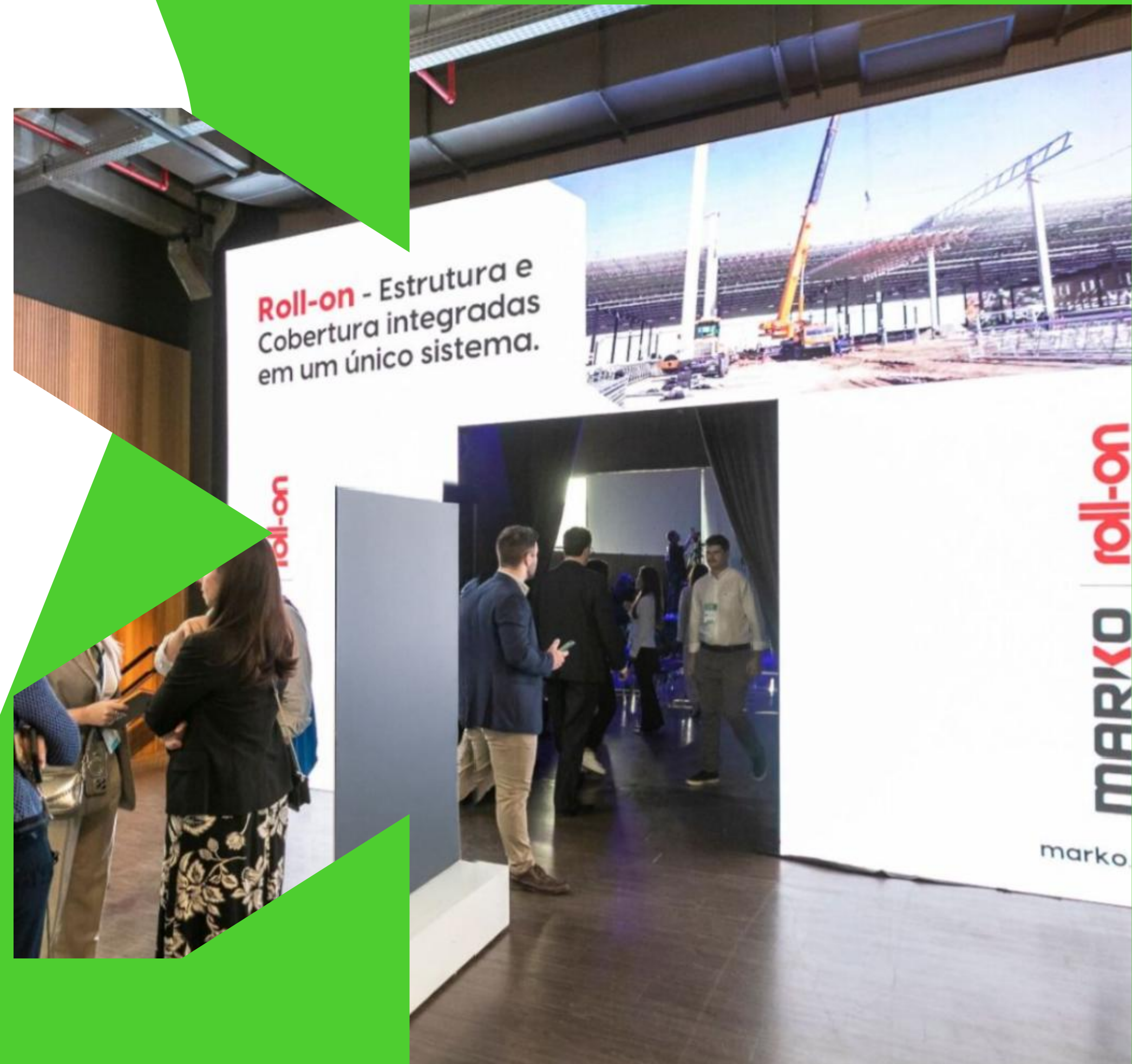
- The equipment circuit contemplate: floor, suspended and cube panels .
- Video duration: 10 seconds;
- It has no sound;
- Video format: MP4
- 1 video per different Led size (3 videos);
- *Sugestion: Indicate your localization in the media*

SHARES: 10



Investment

R\$ 19.360,00



SAMPLING

Promotional material distribution (folders and/o novelties) in a place to be agreed upon with Francal

Specifications

- Distribution of promotional material (folders and/or novelties)
- Place to be agreed upon with Francal

SHARES: 3



Investment

R\$ 5.170,00 (day)



VISIBILITY KIT

Logo inserted on the fair entrance hall. The logo is applied on the exact place of the stand and on the Visitor's Guide.

Specifications

- Logo in high resolution sent by the exhibitor in the format .PDF, colors CMYK, minimum 300 dpi of resolution.
- The texts should be converted in curve, made in vectors software.
- Colors standard: Send color reference Pantone / CMYK.
- Available for areas that are larger than 25m².
- The exhibitor is responsible to send the logo.
- The chronogram is defined by Francal

SHARES: 40



Investment

R\$ 2.640,00



AD ON THE VISITOR'S GUIDE

Your brand is printed together with the fair map and is visible to all visitors

Specifications

- One page ad.
- 6 thousand printed guides
- **Size:** 10x14cm

SHARES: 3



Investment
R\$ 5.170,00





SPONSORSHIP

DIAMOND SPONSORSHIP

Specifications

- Logo application on the site home as a sponsor;
- 4 insertions on the social networks:
- 1 Story on the pre-event Instagram;
- 1 Story during the event;
- 1 post Instagram pre-event;
- 1 post Instagram during the event;
- Banner on the event official home site;
- 1 share of floor adhesive (3 adhesives);
- 1 share of insertions on the Digital Experience Led Circuit;
- Publication of e-mail marketing: Pre and Post-event (date to be defined by the Francal marketing team);
- Application of logo as a Diamond Sponsor in all the event visual communication;
- Inclusion of the logo on the event localization plant on the fair entrance and on the visitor's guide;
- Ad on the Visitor's Guide: size 10x14cm;
- Access of 3 collaborators in the Exclusive Business Hub

EXCLUSIVE SHARE



Investment

R\$ 59.125,00



GOLD SPONSORSHIP

Specifications

- Physical and digital logo on all material and communication;
- Digital experience LED circuit;
- Aerial Double Face Banner with the stand localization;
- Site Home Banner on the Floor;
- Access of 2 collaborators in the VIP Room;
- Post on Feed Instagram – Pre-Event;
- Reels on the Instagram – During the event;
- E-mail MKT for the data base after the event.

SHARE: 3



Investm

R\$ 28.250,00

SOLD



SILVER SPONSORSHIP

Specifications

- 01 Visibility Kit;
- 01 share of Floor Adhesive (03 adhesives);
- 01 Localiza Banner;
- 01 Reel on Instagram – during the event;
- 02 Courtesies for Exclusive Business Hub.

SHARE: 3



Investment

R\$ 22.000,00



ESSENTIAL EXCLUSIVE BUSINESS HUB

Specifications

- Logo on the VIP Lounge visual communication as a supporter;
- Logo on the prisms on table tops during the cocktail of the VIP Lounge;
- 7 Courtesies for access to the VIP area;
- Expression of gratitude newsletter produced by Francal and sent to Lounge VIP visitors;
- Reels during the event, disclosing the sponsor brand, produced by Francal

SHARES: 2



Investment

R\$ 20.790,00



EXPONENTIAL SPONSORSHIP EXCLUSIVE BUSINESS HUB

Specifications

- Logo on the visual communication of the VIP Lounge as sponsor;
- Promotional material distribution right to participants;
- 15 second institutional vídeo on the VIP Lounge TVs;
- Logo on prisms on the tables during the VIP Lounge Cocktail;
- Logo on napkins for the VIP Lounge Cocktail;
- 15 Courtesies for access to the VIP area;
- Expression of gratitude newsletter produced by Francal, sent to VIP Lounge visitors;
- Reels during the event disclosing the sponsor band, produced by Francal;
- Interview with an executive of the sponsor brand, to be disclosed after the event on the social networks.

SHARES: 2



Investment

R\$ 53.900,00



CHAIRS COVER SPONSORSHIP

Specifications

- Company logo printed on the Auditorium chairs covers;
- Covers production under Francal responsibility;
- Company mention during the Welcome speech.
- Format to send the file: PDF / JPEG (CMKY) in high resolution (minimum of 300 DPIs).

EXCLUSIVE SHARE



Investment

R\$ 17.515,00



CONGRESS BAGS SPONSORSHIP

Printed logo on the bag to be distributed to the speeches attendants

Specifications

- Format to send the file: PDF / JPEG (CMKY) in high resolution (minimum of 300 DPIs).
- Send until **00/00/2026**
- The production is responsibility of Francal

EXCLUSIVE SHARE



Investment

R\$ 21.450,00



BADGE STRING

The general public circulating with your brand

Specifications

- Printed with the client's brand
- The client's creation and production

EXCLUSIVE SHARE



Investment

R\$ 47.460,

SOLD



TALK TO ONE OF OUR CONSULTANT TEAM

We can create a personalized share for you

✉ kelly.vieira@francal.com.br





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2nd Industrialized Construction International Fair

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@modernconstructionshow

www.modernconstructionshow.com.br

ORGANIZATION



IDEALIZERS

