



 **expolazer**
& outdoor living

25th International Fair of Swimming Pools, Spas, Leisure and Wellness

AUGUST
11-14 2026

01pm-09pm | Distrito Anhembi
SÃO PAULO - SP, BRAZIL

ORGANIZER



What is
**TRUE
FOR YOU**

in Leisure, in wellness and in business?



What connections really build

MEANINGFULL EXPERIENCES

for your brand, your project and for
the people around you?



More than a fair:

A real environment of chance among professionals, ideas and solutions that transform outdoor areas into spaces of conviviality, health and inspiration.

A hub between the functional design, the conscient comfort and the business that value the human experience, the sustainability and the leisure as a life style.

Get ready to live a content and relationship experience that generates value for you, your company and your ecosystem.





25th International Fair of Swimming Pools, Spas, Leisure and Wellness

A new era of leisure at
open air begins here!

A business fair that integrates the sectors of:

Swimming pools, spas, water treatment and coatings



Outdoor furniture and decoration for leisure



Landscaping and green areas



Automation, maintenance and technology for outdoor areas



The strategical importance of Expolazer is consolidated at each and every issue

In 2024 the event had a growth leap and participated in new exhibiting brands

9.600
visitors

18%+ as compared to 2022

40
speakers

120
participating
brands

+100k
interactions
in the site

+90%
persons with managing functions
and with purchasing power



Participants from all over Brazil

Increase in the global
expansion with the
presence of participants
from 15 countries

+30%

were new
visitors

The main **visiting reasons**
were:

- To know introductions
- To consume content
- To do business
- To know new suppliers

Visiting sectors



Builders



Architects



**Work Managers and
Contractors**



**Maintenance of
Swimming Pools and
Leisure Areas**



**Public Sector
and Urbanism**



**Hotels, Resorts,
Spas and
Aquatic Parks**



**Incorporators and
Real Estate
Investors**



**Managers of
Condominiums and
Clubs**



**Wellness Advisors
and Designers**



**Influencers and
Specialists**

Companies that visited



38%

swimming pools stores /
pieces of equipment

11%

swimming pool /
autonomous care taker

5%

construction materials
store

4%

chemical products industry for
swimming pools, pieces of
equipment and accessories

23%

end consumer

2%

commercial representative

2%

builders

1%

architects



Benefits in participating

Business

Networking

Partnership

Partnership

+2mi impacted people



Exhibiting brands 2024



Exposition sectors

Swimming
Pools

Pieces of Equipment and
Accessories for
Swimming Pools

Landscaping
and Biophilic
Design

Recreation
and Games

Projects

Wellness
& Spa

Treatment
and
Maintenance

Machinery and
Pieces of
Equipment

Sustainability
and Environment

Services

Safety and
Accessibility

Trends

Technology
and Innovation

Manufacturers
and distributors
of products for
outdoor areas

Testimonials of those who have participated

“We are an example of how important is to be here. In the first issue, in 2013, we were in a 15m² stand and today we are in a stand that is ten times larger than that one.

I also need to exalt how much this issue was important, because we saw, from the first day on, a larger visitors movement. This is a reflex that both the market and the fair are growing together and at long strides. ”

Henrique Scholz Jr.
Tholz

“We came out of this Expolazer issue with 20 new stores in our accredited companies base. Certainly, it (the fair) offers a big return. It is a unique opportunity for he/she who acts in the swimming pool market. ”

João Gonçalves
Protect Pool

“The quantity of clients and closed deals here, we stablished a record. ”

Mauro Rafael Alexandre
Fluidra



Inspiring Content

+ Inclusive

+ Directing

+ Purpose intent

The space where global trends are transformed into local strategies. Renown speakers not only anticipate the market future, but reveal how to adapt innovations to the Brazilian context

Speaker testimonial



“The expolazer is a fair that already is acclaimed in the market, it is a fair that properly talks about its market already, it is a fair that brings solutions for architects, for B2B and B2C, for both final client and dealers all over Brazil. Solutions to make the architects think more about what is possible to do in a project. For the next issues we will have even more!”

Natália Hamada

Influencer e Apresentadora da Casa Decorada na Band TV

Merchandising Actions

that connect, involve and generate results •

To invest in merchandising is essential for companies that want to keep being competitive, improve the client's perception and increase the sales. In physic or online, a good exposition and organization strategy makes all difference!



Digital Actions



BANNER ON E-MAIL MARKETING

Opportunity of banner insertion with offer of your products and services on the email marketing of the fair. The banner will direct the users to a specific page of your brand site.

Shares: 10

Benefits:

- Qualified and segmented base.
- Link directed to the sponsor's site.

Why?

- Efficient to reach in a personalized and direct way the focus group.
- Great reach of the audience with interest in your business.

Rules:

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



Investment:

\$ 1.288,00

EXCLUSIVE E-MAIL MARKETING

The sponsor's content for **THE WHOLE** data base of the event.

The exclusive e-mail marketing should be sent just with the sponsor's content to the Expolazer segmented base.

Shares: 5

Benefits:

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

Why?

- Efficient to reach in a personalized and direct the interested public.
- Great audience reach to the audience with interest in your business.

Rules:

- Width of 600px and free height; Format HTML – maximum of 50kb;
- The final art should be sent in HTML 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.
- Publication date according to the Expolazer e-mails chronogram.



Investment:

\$ 2.380,00

POST FEED PRE-EVENT IN THE INSTAGRAM

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

Shares: 10

Benefits:

- Disclosure of the sponsor company exclusive content in the Expolazer Instagram.
- Caption and 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 thousand the sector followers.
- 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 – 72dpis – RBG;
- Up to 10 images should be sent in square carrossel format or MP4 video + text of the post + @s legend should be marked. (The Instagram feed 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.



Investment:

\$ 378,00

POST FEED DURING THE EVENT IN THE INSTAGRAM

Content captivation during the event to be published in the Expolazer Instagram. It can be a commercial or institutional message, with text and image

Shares: 10

Benefits:

- Disclosure of the sponsor company exclusive content in the Expolazer Instagram.
- Caption and link directed 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 thousands sector followers.
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- Format: .PNG, .JPG or .MP4 – 72dpis – RBG;
- Up to 10 images in square carrossel should be sent in format or MP4 video + text of the post caption + @s to be marked. (The Instagram feed does not permit a clickable link on the text or image. If it is necessary a URL in 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 communication and marketing team of the event.



Investment:

\$ 378,00

REELS IN THE INSTAGRAM DURING THE EVENT

Captivation of the content during the event to be published in the Expolazer Instagram. It can be a commercial or institutional message, with text and video.

Quotes: 10

Benefits:

- Disclosure of exclusive content of the sponsor company in the Expolazer 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 brand visibility for the shopkeepers community.
- Impacts thousands of the leisure sector followers
- Attracts the attention for the products and/or services
- Generates a fast acknowledgement of the brand.

Rules:

Brand disclosure:

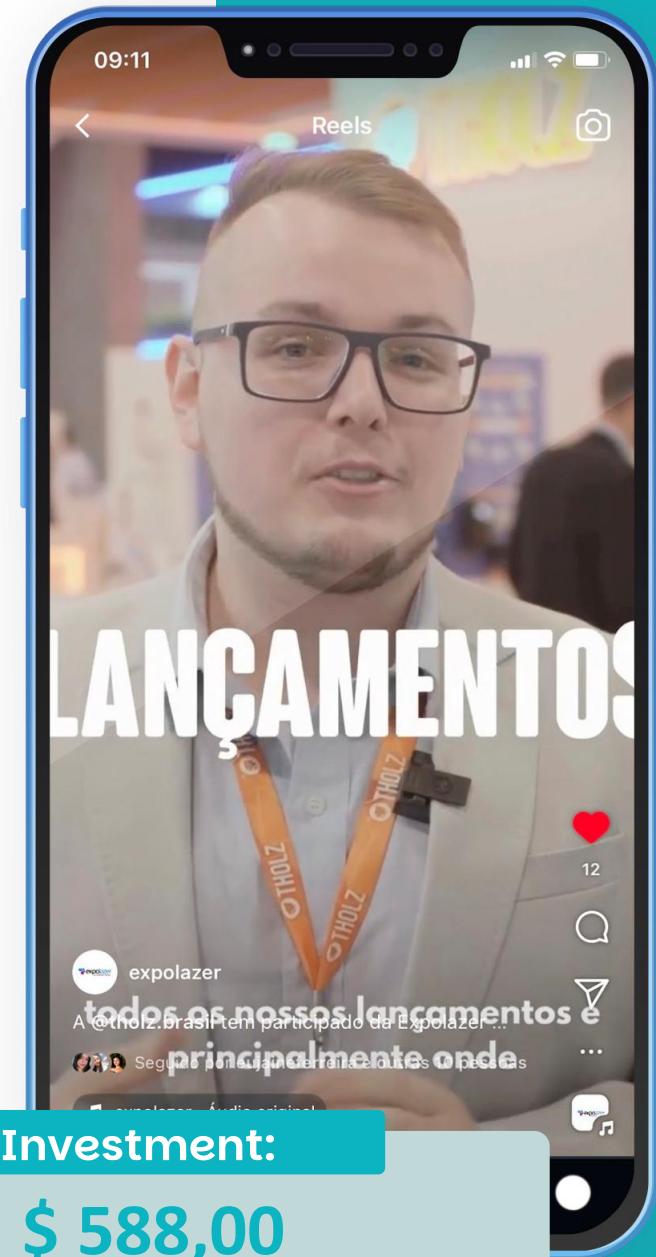
- Video Reels of up to 1 minute with focus on the exhibited products in the stand during the fair.

Art specifications:

- Reels made by the Francal video team in 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.



Investment:

\$ 588,00

STORIES IN THE INSTAGRAM

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

Shares: 10

Benefits:

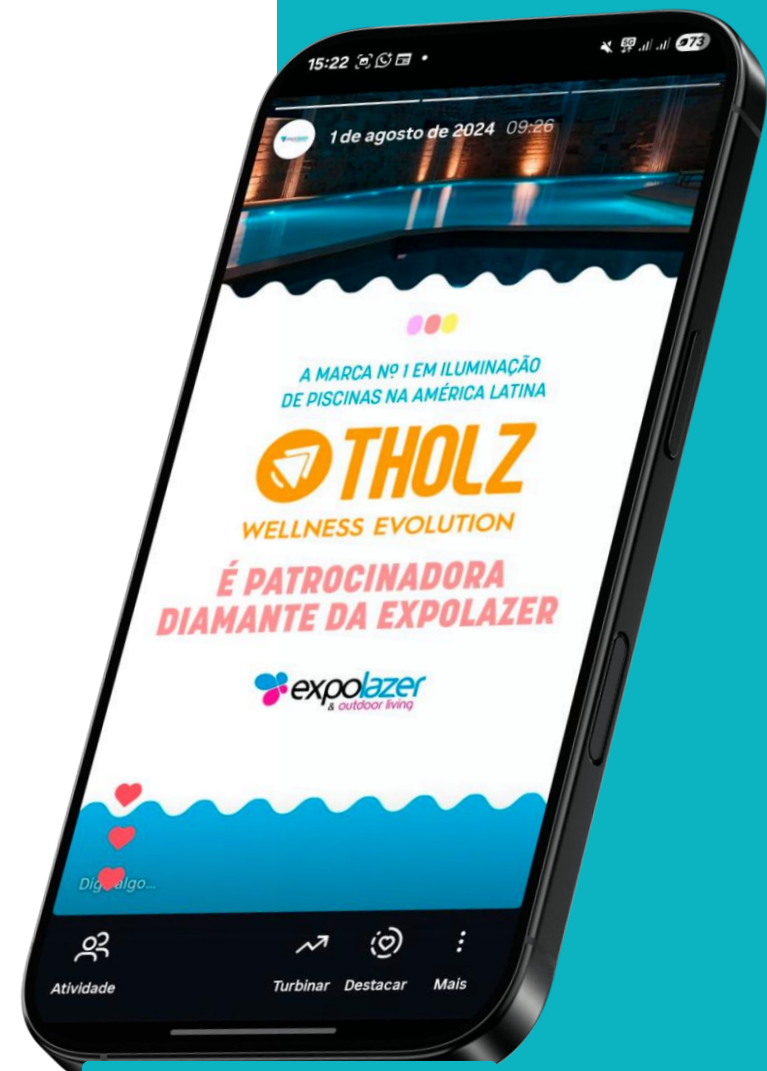
- Disclosure of exclusive sponsor company's content in the Expolazer Instagram
- Direction caption and link for the sponsor's site.
- Stimulation for 30 days in our social networks to increase the material reach.

Why?

- Increases the sponsor's brand visibility for the event Community.
- Impacts thousands of the sector followers.
- Attracts the attention for 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 - 72dpi – RBG;
- **Availability:** Stories previous month (30 days)
- **Publication:** The publication time is defined by the promoter according to the purchase sequence.



Investment:

\$ 378,00

BANNER IN THE SITE

Exhibitor's page

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

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

Shares: 3

Investment:

\$ 756,00

Bottom of page

Art inserted no the bottom of page of the site home in a random way with link for the company site.

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

Shares: 3

Investment:

\$ 896,00

Credential page

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

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

Shares: 3

Investment:

\$ 1.036,00



Physical Merchandising

During the event



FLOOR ADHESIVE

Adhesives directing to the stand area

Specifications:

- 3 adhesives por share

Shares: 20

Investment:

\$ 980,00



MEGA FLOOR ADHESIVE

Mega adhesives at the fair entrance and exit

Specifications:

- Adhesive size : 10m x 1,40m (LxA)
- Francal production

Shares: 1 entrance / 1 exit

Investment:

\$ 3.836,00



LOCALIZA BANNER

Highly attractive to differentiate from the others and facilitate your stand localization

Specifications:

- Banner size: 2x1,5m (LxA)

Shares: 20

Investment:

\$ 1.456,00



AERIAL BANNER DOUBLE FACE

Highly attractive to differentiate your brand

Specifications:

- Banner size: 2x1,5m (LxA)

Shares: 19

Investment:

\$ 1.478,00



LED CIRCUIT

Distributed in strategic places with a high circulation, they promote the direct encounter of visitor with your brand. Ideal to attract the public to your stand.

Specifications:

- The pieces of equipment circuit contemplate: floor and suspended panels and cubes.
- Video duration: 10 seconds;
- It is soundless;
- Video format: MP4
- One video per different Led size (3 videos)
- *Suggestion: Show your localization in the media*

Shares: 10

Investment:

\$ 4.928,00



SAMPLING

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

Specifications:

- Minimum quantity: 10.000 units

Shares: 3 (1 action per day of the event)

Investment:

\$ 1.316,00



AD IN THE VISITOR'S GUIDE

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

Specifications:

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

Shares: 3

Investment:

\$ 1.316,00



VISIBILITY KIT

Logo inserted on the entrance hall plant, logo applied on the exact stand place and in the Visitor's Guide.

Specifications:

- High resolution logo sent by the exhibitor in PDF format, colours CMYK, minimum resolution of 300 dpi.
- The texts should be converted in curve, constructed in vectors software.
- Colour standard: Send Pantone / CMYK colour reference.
- Available for areas greater than 25m².
- The logo remittance is the exhibitor's responsibility.
- Chronogram defined by Francal

Shares: 24

Investment:

\$ 546,00



Sponsorship



EXPONENTIAL EXCLUSIVE SPONSORSHIP BUSINESS HUB

Logo in the Lounge VIP visual communication as sponsor

Specifications:

- Right to distribute promotional material to the participants (client production);
- Institutional 15 seconds video on the VIP Lounge TVs;
- Logo on prisms on the tables during the VIP Lounge Cocktail;
- 15 Courtesies for access to the Exclusive Business Hub;
- Acknowledgement newsletter produced by Francal and sent to VIP Lounge visitors;
- Reels during the event disclosing the sponsor's brand produced by Francal;
- Interview with an executive of the sponsor brand, which will be disclosed after the event in social networks.
- Logo in the e-mail marketing as an expression of gratitude to all the VIPs invited persons

Shares: 2

Investment:

\$ 10.640,00



ESSENTIAL EXCLUSIVE BUSINESS HUB

Logo in the visual communication of Lounge VIP as a supporter

Specifications:

- Logo in the prisms on the tables during the Lounge VIP cocktail;
- 7 Courtesies for access to the VIP area;
- Newsletter as an expression of gratitude produced by Francal, sent to Lounge VIP; visitors;
- Reels during the event disclosing the sponsor's brand produced by Francal.

Shares: 3

Investment:

\$ 5.040,00



Sponsorship

DIAMOND SPONSORSHIP

Specifications:

- Logo applications in the site home as a sponsor;
- 4 insertions in the social networks: 1 Stories in the Instagram up to 15 days before the event; 1 Stories during the event; 1 post Instagram before the event; 1 post Instagram during;)
- Banner in the event official site home;
- 1 share of floor adhesive (3 adhesives);
- 1 share of insertions in the Digital Experience Led Circuit;
- 2 publications of e-mail marketing: Before and After the event (dates to be defined by Francal marketing team);
- Application of Sponsor's logo in all the event visual communication;
- Inclusion of logo in the event localization plant in the fair entrance and in the visitor's guide;
- Ad in the Visitor's Guide: size 10x14cm;
- Access of 3 collaborators in the VIP room.
- Three EXPOLAZER cocktail courtesies

Exclusive share

Investment:

\$ 15.050,00



GOLD SPONSORSHIP

Specifications:

- Logo in all the fair physical and digital material and communication;
- Digital Experience LED Circuit;
- Double face Aerial Banner with the stand localization;
- Site Home Bottom of Page Banner;
- Access of 2 collaborators in the VIP room;
- Post in the Feed Instagram – Before the Event;
- Reels in the Instagram – During the Event;
- E-mail MKT for the data base after the Event.

Shares: 4

Investment:

\$ 8.750,00



SILVER SPONSORSHIP

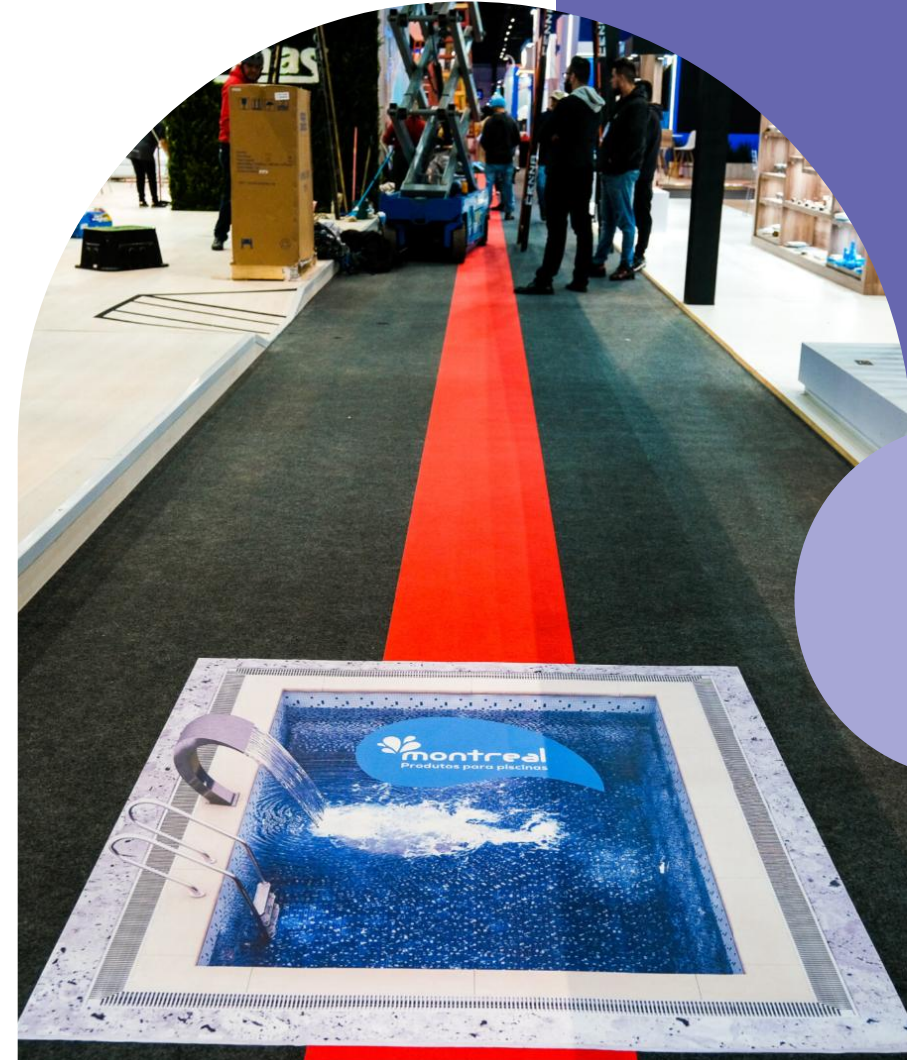
Specifications:

- 01 visibility kit;
- 01 Floor Adhesive share (three adhesives);
- 01 Banner Localiza;
- 01 Reels in the Instagram – during the event;
- 02 Courtesies for the VIP area.

Shares: 4

Investment:

\$ 5.600,00



BADGE STRING

The fair general public circulating with your brand.

Specifications:

- Minimum quantity: 20.000 units
- Creation and production by the client

Exclusive share

Investment

\$ 5.16

SALE



CONGRESSPERSONS BAG

Logo printed on the bag that will be distributed to the speech attendants

Specifications:

- Format to send the file: PDF / JPEG (CMKY) in high resolution (minimum of 300 DPIs).
- Should be sent until **06/27/2026**
- Production of Francal responsibility.



Exclusive share

Investment:

\$ 3.628,80

30

speeches

9600

congresspersons

in 2024

CHAIRS COVERS IN THE AUDITORIUMS

Inclusion of the sponsor's logo on the chairs covers in the auditoriums during the 4 days. Company acknowledgement during the welcome speech.

Specifications:

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

Exclusive share

Investment

\$ 2.4

SALE





25th International Fair of Swimming Pools, Spas, Leisure and Wellness

We promote **strategic connections** among brands, buyers and professionals of the sector, stimulating **long lasting partnerships and real growth opportunities**. We value the leisure as a life style, presenting solutions that integrate innovation, comfort and functionality for outside environments.

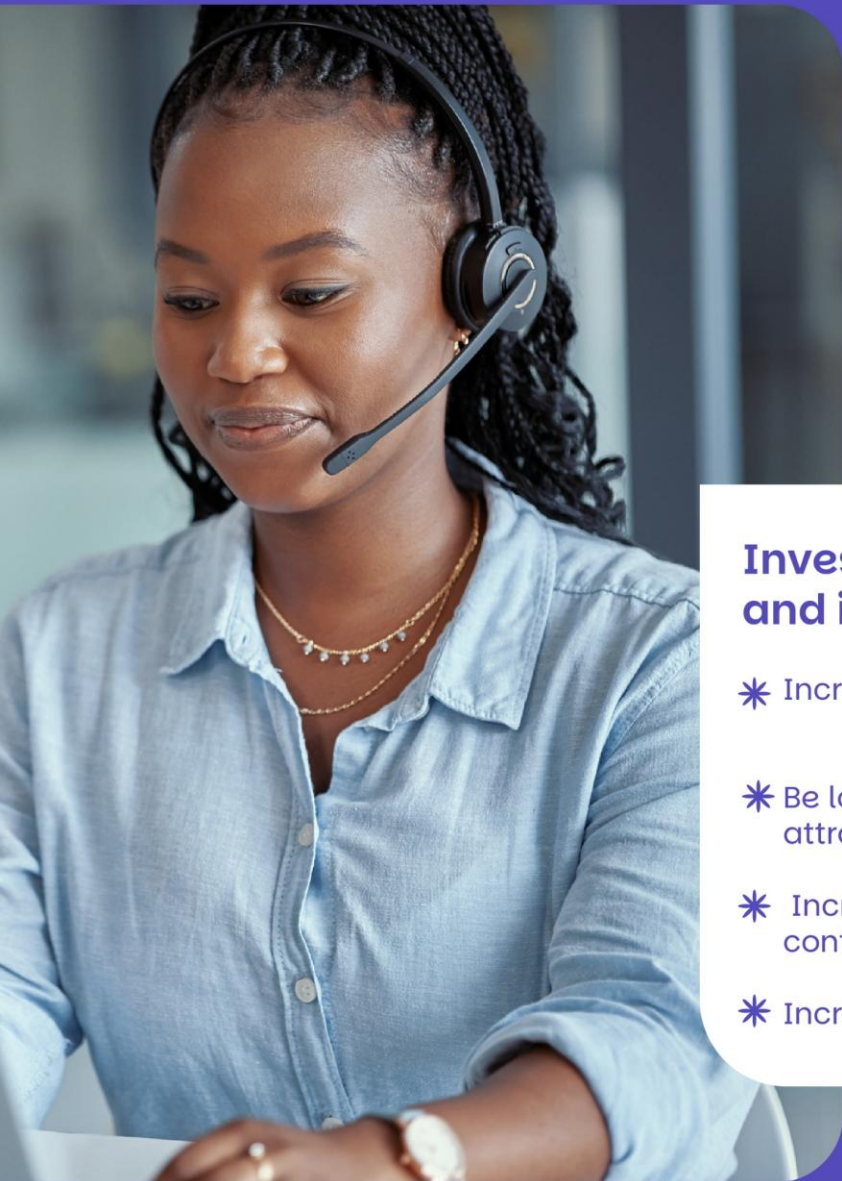
And we are **the ideal space for qualified connections** knowledge exchange and brands visibility which build the market.

Follow our medias



@expolazer | expolazer.com.br





Invest in publicity and increase your profit!

- * Increase your brand visibility in
- * Be loyal to your existing clients and attract new ones
- * Increase the engagement with your content
- * Increase your sales

Talk to our team

we can create a personalized share for you

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