PROJECT YOUR GROWTH
MANAGE INNOVATION
BUILD NEW BUSINESS

CONSTRUCTION FAIR

An opportunity to be a protagonist in the biggest meeting point and business space for professionals, technicians and the most important companies in the Construction industry in Uruguay.

ANNIVERSARY EDITION

“We are proud of what we have achieved in these 18 years, since that beginning in 2001 along with a group of entrepreneurs who trusted and bet to continue growing and strengthening the sector. As articulators of an environment that stimulates, updates and strengthens the industry, the project inspires us to continue to build the future.” PyP
To facilitate customs management, we recommend Facal & Cia. as a dispatcher of the event, aware of the particularities to consider as it is an exhibition.

Mail inquiries to:

Services and personalized attention by Scotiabank to facilitate their business.

TECHNICAL SHEET

OCTOBER 12TH TO 17TH

To expose your brand with an optimization of working days for a better use.

SAT AND SUN FROM 11 AM TO 10PM / MON TO THURS FROM 4 PM TO 10PM.

Weekend with extended hours to expand the opportunities and increase the visits from the interior of the country.

MORE THAN 45.000 SQ. M. OF CLEAN AREA OF LAND

We continue to expand our exposure to fuel the growth of the industry.

250 STANDS

Various spaces designed to meet the specific needs of each product.
- 65 Flexible stands
- 70 open stands
- 21 combined stands

THE VISITOR

MORE THAN 50.000 VISITORS

Concurrency per day

Participants:

THE BUILDING

THE EVENT WILL HAVE THE FOLLOWING AMENITIES TO MAKE THIS THE LARGEST BUSINESS SCOPE FOR YOUR COMPANY

- 2 CONFERENCE ROOMS
  Two spaces designed with different capacities and equipped in auditorium format with audio and projection. New locations strategically positioned for greater accessibility.

- MULTIFUNCTIONAL SPACE
  A new environment ideal of holding various instances in order to enhance your business experience and involvement in the event.

- SPACE FOR COCKTAILS AND MEETINGS
  We have appropriate spaces for your informal meetings within the largest business environment and networking.

OPPORTUNITIES

The participating companies have a unique instance where to make use of these opportunities:

- DIRECT CONTACT WITH THEIR AUDIENCE AND SUPPLIERS.
- GENERATION OF NEW BUSINESS OPPORTUNITIES
- CUSTOMER LOYALTY
- POSITIONING AMONG THE LEADING BRANDS IN THE SECTOR
- EXPOSE NEWS.

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UBALDO CAMEJO
President
The Construction League wishes to leave a greeting and at the same time a message for 2019, where it will celebrate its 100 years of institutional life in the construction industry. In addition, the 10th Construction Fair will take place, in which we do not doubt its success, given that organizers and exhibitors will give their all for the proper development of the same.

ING. DIEGO O’NEILL
President
With great satisfaction, we call the 10th edition of the Construction Fair, which our camera organizes together with the construction league. Both unions were born together in 1919 as the vision of the era and have managed to stand out together with the celebration of the first 100 years of life of both institutions. We have worked together from the dynamism of Uruguay in the first decades of the 20th century to the great works of the 21st century, both in the generation of heritage and in the most diverse infrastructures.

ALUMINIOS DEL URUGUAY - ROBERTO PUÑALES
Accompanying each edition is a way to reach the market, professionals, and investors, and show products that are manufactured with Uruguayan labor. In the 8th and 9th edition, we also participated with conferences for architects and professionals to advise them not only on the novelties but on the benefits of these products against the climatic realities of our country.

BROMBERG - DIETMAR WOELKE
For us it is pleasurable to have participated since the beginning in this Fair because we are in direct contact with users, consumers, technicians and professionals. The fact of demonstrating the machinery in the active area has been very important, because there are machines and innovations that need to be seen.

INCA - JUAN AROCENA
We participate in the Fair since the first edition, since it is an event that edition by edition has been surpassed. There is more innovation, more partners, and more international exhibitions, which is very necessary that we as entrepreneurs look at the things that the Fair gives them. Since the proportion of the Fair we want to be in good and we look forward to this opportunity every two years to present new products.

MECALUX - INÉS AROCENA
We are delighted to participate as more people come every year and here we find many potential clients, as well as accompany those who are already our clients and participate in this event.

VANTEM - HUMBERTO MOREIRA
We are here to show a revolutionary product for modern construction and mechanics; both machines are designed to make our work easier. We hope to see all the builders and we can show there in real time how our product is used.

RAMASIL - DUN DUN - EDUARDO LÉRIDA
We have participated since the beginning of the Construction Fair because it is an excellent showcase and a long-term diffusion, image and the possibility of communicating with the public that comes from the interior.

MACHINERY CORPORATION
ANALÍA GÓMEZ
We have participated for more than 10 years in the Construction Fair because it is a very representative event of the sector.

TESTIMONIALS

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BE A PROTAGONIST

YOUR COMPANY CAN TAKE A LEADING ROLE WHEN PRESENTING YOUR BRAND, PRODUCTS OR SERVICES, LINKED TO THE FOLLOWING DEVELOPMENT PROPOSALS AND/OR SPONSOR SPONSORSHIP:

- CONFERENCES AND TECHNICAL TALKS
- WORKSHOPS
- ACTIVE AREAS AND DEMONSTRATIONS
- NETWORKING SPACES
- THEMATIC TABLES

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HARQATÓN

It is an initiative in a contest format - an experience in which architecture students and young professionals seek to respond to an architectural challenge posed by the organization, functioning as a laboratory of thought and production of knowledge about architecture.

We believe that it is of great value to bring a contest as a generator and motor for the production of ideas that gives the collective the opportunity to be heard and valued, generating new points of exchange and learning opportunities for both parties.

For a visitor every day more connected we will add this tool again where we will gather all the information of the event updated and easily accessible to improve your experience in the event.

APP

DIGITAL INVITATIONS

We add a new version to our traditional PROFESSIONAL INVITATION with the digital version of it, to facilitate the distribution process. Each exhibitor will have an online panel where you can easily manage personalized invitations for your guests.
WE CALL ON YOUR PUBLIC TO PROMOTE YOUR BUSINESS.

The biggest event in the sector brings together the eager public to learn about the innovations of the main brands and product lines, through a communication campaign aimed at different audiences, and giving relevance to a differential strategy for the specialized and business public, as well as a high impact component for the largest audience.

RADIO
With a selection of the programs with the highest audience and recognized journalists of the most important stations in the country, we continue to find in the radio an excellent tool for the call.

TV
More than 1,000 seconds of guidelines, distributed in prime time (information space) as well as specialized programming, provide an efficient arrival to a large audience.

NEWSPAPERS
With the newspaper “El País” as a strategic partner, and a selection of the main specialized media as media partners, the call and coverage of the event takes place before, during and after.

WEB SITE
The construction fair launches its new website where it will once again receive the more than 70,000 users who visit the site during the month of the event. The novelties of this 10th edition will be published as well as the extensive list of exhibitors, the agenda of activities and the updating of the event plan from the months prior to it.

DIGITAL MEDIA
The pattern in social networks and search engines allows an important scope and prioritization of contents for the different segments. Therefore, the bet in this edition will include media such as Instagram/Facebook, Youtube, as well as the different options of Google Display and Google, among others, in order to promote a greater reach beyond a community of more than 20,000 users.

PUBLIC ROAD
On the way to the East, a carter celebrates that 2019 comes the 10th edition. Sides and backs of buses, as well as shelters and paddles cover the city during the previous 45 days, calling the event. A mix is made with more than 150 supports.
**RATES**

**SINGLE FLOOR/INTERIOR**

- **PAVILIONS A, B, C, 1, 2, 6** $190 el m²
- **PAVILIONS 5, 8, 9** $160 el m²

**DISCOUNTS**

- From more than 20 m² to 50 m²: 15%
- From more than 50 m² to 80 m²: 20%
- More than 80 m²: 30%

**EXTIOR**

- **ONLY FLOOR** $35 el m²
- **ARENA** $30 el m²

**DISCOUNTS**

- From more than 150 m² to 250 m²: 10%
- From more than 250 m² to 350 m²: 20%
- More than 350 m²: 30%

**WAY TO PAY**

- With the signing of the contract, 25% will have to be paid in cash and the balance documented in as many equal and monthly deferred checks as months between the contract and October 2nd, 2019.

**BASIC INFRASTRUCTURE OF INTERIOR BOOTH.**

- Side and rear panels (height 2.4/2.5 meters), border of 20 cm, 1 spot light every 3 m² of stand 1 socket-current of 2.2 kwts.
- Ask for specifications about the material that will be available in your stand as it may have some variants depending on the supplier assigned.

**INVEST IN INFORMATION.**

- Reinforce the image of your brand and extend your results in the event.
- Ask for information about the different advertising spaces you can hire within the exhibition.

**OPTIONAL**

- **Lease of space for the period of assembly, exhibition and disassembly.**
- **Electrical connection, lighting and general audio.**
- **Floor circulation areas in moquette.**
- **Invitations for the opening ceremony.**
- **Credentials for exhibitors and professional invitations according to the area contracted.**
- **Participation in the official catalog.**
- **Security and cleaning of the common areas of the exhibition.**
- **Medical emergency services.**

**ENHANCE YOUR INVESTMENT.**

- The closing of the exhibition is the beginning of the second stage that must work to make the most of your investment. For this, you will have the DATA COLLECTION system through which you can obtain the information of the visitors who were interested in your products.
- Hire this tool with the confirmation of your stand and get a 20% discount on your lease.
BACKUP GUARANTEE

From P&P we accompany the exhibitor so that each stage of his participation is a great experience for his company and work team. We know the economic and operational effort required, as well as the dedication and expectations. That is why we work with great commitment and responsibility so that the exhibitor achieves great results. To do this, we provide the most complete information, where the aspects previously agreed in the Regulations and Instructions are resolved, and we provide a secretarial service that meets your needs in the different stages.

We have a great passion for what we do and we nurture our knowledge of the individual contributions of each exhibitor, which keeps us updated and close to the specific needs raised. Meticulous planning results in a solid event that the industry takes pride in and embraces. For our part, we can only invite you to join us to continue working to enrich this meeting that stimulates, updates and grows the sector.