

E-SQUADRIA SHOW

NEW DATE
03 - 06
SEPTEMBER
2025

NEW VENUE
DISTRITO ANHEMBI

THE STAGE FOR
**TRENDS IN JOINERY
AND FACADES**

**INNOVATION AND
TRADITION MEET IN 2025**

esquadriashow.com.br

Partner:



Simultaneous
Event:

GLASS
SOUTH AMERICA

TECNOLOGIA
& DESIGN

Organization
and Promotion:

NÜRNBERG MESSE

THE EVENT

The E-squadria Show is the must-attend event for professionals and companies in the joinery sector. With the presence of the leading manufacturers and suppliers in the industry, the event showcases new products, advanced technologies, and sustainable solutions that are shaping the future of the construction industry.

Glass South America and E-squadria Show

The two events come together to provide a unique experience! This partnership brings together the most innovative and relevant aspects of the glass, joinery, facades, and solutions sectors for the construction industry, offering an unmatched opportunity to explore new possibilities and expand your network.



DATA FROM THE LAST EDITION



+16,000
VISITORS



+190
EXHIBITORS



+450
BRANDS



97%
VISITOR
SATISFACTION

70% OF PARTICIPANTS FROM
THE **ARCHITECTURE AND**
CONSTRUCTION INDUSTRY

+30 HOURS OF CONTENT WITH LEADING NATIONAL
AND INTERNATIONAL NAMES IN ARCHITECTURE AND
PROFESSIONALS FROM THE GLASS AND JOINERY SECTOR

WHO VISITS?

- Metalworkers and Joinery Manufacturers
- Glaziers and Processors
- Architects and Interior Designers
- Engineers / Builders and Developers
- Glass Manufacturers and Distributors
- Furniture and Decoration Industries
- Retailers and Resellers
- Automation and Technology Specialists
- Manufacturers and Distributors of Materials

WHAT ARE THEY LOOKING FOR?

- 27%** want to meet new exhibitors
- 24%** interest in hardware
- 23%** want to explore new technologies
- 17%** interest in machinery
- 09%** are looking for new systems

Regions

- 80%** Southeast
- 09%** South
- 07%** Northeast
- 03%** Central West
- 01%** North

Top 5 Countries





WHY EXHIBIT?

- 1 Speak directly with decision-makers!**
The events attract architects, engineers, builders, glaziers, and metalworkers with high decision-making power.
- 2 Networking that generates sales!**
In addition to prospecting new clients, it's the perfect time to strengthen partnerships and close deals directly at the event.
- 3 Tradition and relevance in the market**
With over 20 editions, it has become the leading event in the glass and joinery sector, bringing together the largest players in the market.
- 4 Put your brand in the spotlight!**
Your company featured at the main events in the sector, gaining visibility with thousands of visitors.
- 5 Live demonstrations and interactivity**
Show firsthand how your products and solutions can transform projects and businesses.
- 6 Stay ahead!**
Being at the events means staying updated on new technologies, trends, and solutions.
- 7 An investment that brings return!**
Companies that exhibit at events generate up to 60% more qualified leads than other marketing actions.

EXHIBITOR EXPERIENCE

99%

of exhibitors recommend
Glass South America and
E-squadria Show

54%

of exhibitors closed
deals at the fair

93%

of exhibitors said that
E-squadria Show and/or
Glass South America
influenced/contributed to
the development of their
business

40%

of the exhibitors left with
potential clients to close
deals in the coming months

BE AN EXHIBITOR

Be the protagonist of the event for window and door solutions! Connect with decision-makers, boost your business, and position your brand at the heart of industry innovations.

**Secure your spot now at
E-squadria Show 2025**

Get in touch with our sales team now
and discover the benefits of participating:
esquadriashow@nm-brasil.com.br


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FOLLOW THE LATEST UPDATES
ON OUR SOCIAL MEDIA!

 @esquadriashow | @glasssouthamerica

 @esquadriashow | @glassexposa

 /E-squadria Show | /Glass South America

SIMULTANEOUS EVENT

GLASS | **TECNOLOGIA
& DESIGN**
SOUTH AMERICA

ORGANIZATION AND PROMOTION



EXCLUSIVE PARTNERSHIP



VENUE



E-SQUADRIA SHOW: WHERE INNOVATION MEETS OPPORTUNITY

Fiera Milano Brasil and NürnbergMesse Brasil have joined forces to organize E-squadria Show, consolidating a strategic partnership between two of the world's largest event organizers. This collaboration aims to further boost the window, facade, and glass sector in civil construction, offering a robust platform for business, networking, and innovation. With the international expertise of both companies, E-squadria Show strengthens its position as a benchmark event, connecting manufacturers, architects, engineers, and decision-makers to new technologies and market trends.



GET TO KNOW FIERA MILANO BRASIL

Fiera Milano Brasil, the Brazilian branch of Fiera Milano, one of the largest players in fairs and conferences worldwide, is your strategic partner to navigate the dynamic Brazilian market. With a portfolio of impactful events, Fiera Milano helps connect companies with unique opportunities for growth and innovation.

Each year, the company's events attract around **30,000 exhibitors and over 5 million visitors**, providing a powerful platform for networking, knowledge exchange, and business growth. In Brazil, the company operates in various economic sectors, such as:

In addition to the publications Revista Cipa & Incêndio and Revista Security, which provide valuable market insights and intelligence for professionals in these sectors,

Fiera Milano's portfolio includes major brands such as E-squadria Show, Exposec, Expoparking, Ecoenergy, FISP, Fire Show, Fruit Attraction, Reatech, Tubotech, Transpoquip, and Wire Brasil.

JOINERY

SECURITY TECHNOLOGY

PIPES AND FITTINGS

WORKPLACE SAFETY AND PROTECTION, FIRE PREVENTION AND COMBAT

TECHNOLOGIES IN REHABILITATION, INCLUSION, AND ACCESSIBILITY

CABLES

CLEAN AND SUSTAINABLE ENERGY

FRUITS AND VEGETABLES

GET TO KNOW THE ORGANIZERS

NÜRNBERG MESSE

NürnbergMesse Brasil is one of the top 10 event and exhibition organizers in the country. A subsidiary of the NürnbergMesse Group, founded in 1974 in Germany, the company arrived in Brazil in 2009 and quickly established itself in the market. The organizer is known for the quality of its services and the innovations presented at the fairs it organizes. It always attracts a qualified audience, both national and international.

Currently, NürnbergMesse Brasil is responsible for the most important business meetings in Latin America, bringing together suppliers, distributors, and retailers from various economic sectors. The company's purpose is to contribute to the development of the national industry and the relevance of Brazil in the international market. Therefore, more than just presenting solutions, the company promotes experiences, always aiming to make the participation of exhibitors and visitors unforgettable, while also providing information and knowledge to everyone.

Among the main events organized are Expo Revestir, Haus Decor Show, PET South America, PET VET, FCE Pharma, FCE Cosmetique, Analitica Latin America, Glass South America, E-squadria Show, Abrafati Show, Construlev, Catarina Aviation Show, and Brazilian Footwear Show.

CONSTRUCTION HUB

EXPO
REVESTIR

HAUSDECOR
SHOW

GLASS
SOUTH AMERICA

TECNOLOGIA
& DESIGN

E-SQUADRIA
SHOW

construlev
EXPO

ABRAFATI SHOW

DISCOVER OTHER SOLUTIONS FROM NÜRNBERGMESSE BRASIL:

NMB
ON
DEMAND

Customized solutions that allow you to offer your clients physical and/or digital experiences, or even qualified content to achieve your business objectives.

NMB SERVICES

Consult special booth setup options for all types of stands, ensuring the success of your business at the fair.

NMB TRAVEL

With NMB Travel, you go further. Exclusive and customized travel packages tailored to your company's needs, through business missions and events with official delegations in Brazil and abroad.