

EXPOLUX

14ª Feira Internacional da
Indústria da Iluminação



April, from 22nd to 26th, 2014

Tue. to Fri. from 10am to 7pm – Sat. from 9am to 5pm

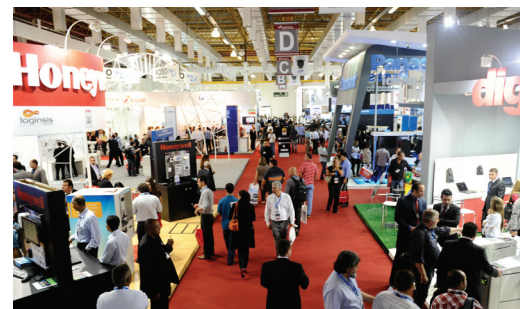
Expo Center Norte – White and Green Pavilion
São Paulo – SP – Brazil



Illumination highlighted on the largest international industry show

Expolux is the main show room of the trade in Latin America for professionals who, due to their activities, need to be in contact with new trends and technologies that surround the universe of lighting. They are architects, developers, buyers, electric and building material resellers, engineers, retailers, interior designers, builders, draftsmen, consumers interested in building or renovating, that have the opportunity to meet in first hand all innovations prepared by the trade for this great show.

Expolux is a biennial event that updates the market and introduces products developed with state of the art technology, besides being a great show room for features and design. Conceived by ABILUX – Brazilian Association of Lighting Industry, the show is organized and promoted by Reed Exhibitions Alcantara Machado.



BENEFITS OF THE SHOW

- Expolux grew, since it has been planned to house in an area of 34 thousand square meters, virtually all sectors of the lighting industry. In 2012 the venue designed was barely larger than 25 thousand square meters
- Audience composed of international visitors from America, Africa, Europe, Asia; they rely on exclusive travel and accommodation services, with lower fares and uncomplicated booking

- Excellent strategy for boosting sales through contact with industry associations such as ABILUX – Brazilian Association of Lighting Industry, and SINDILUX – São Paulo Electric Lighting Equipment and Lamps Industry Guild, as well as specialists on lighting
- Strengthen brand awareness, improve quality and services, evaluate competitors, retain and get new clients.



SECTORS OF THE SHOW

- Automation and lighting controls
- Pottery, fiber, wood and others
- Lighting components
- Scenic lighting – Theater, Television and cinema
- Commercial Lighting
- Emergency lighting
- Decorative and home lighting
- Hospital and clinic lighting
- Industrial and classified lighting
- Highlight and monument lighting
- Public, tunnels and highway lighting
- Advertising and header lighting
- Underwater and fountain lighting
- Lamps, LED, OLED
- Reactor, converters and igniters



SIMULTANEOUS EVENTS

● SIMPOLUX

Brazilian Symposium of Efficient Lighting

April, 22nd to 26th, 2013

Expo Center Norte – São Paulo – SP

Information: abilux@abilux.com.br

● ABILUX LUMINARIES DESIGN AWARD

April 22nd, 2013

Expo Center Norte – São Paulo – SP

Information: abilux@abilux.com.br



VISITORS PROFILE

- Architects;
- Carnival Designers;
- Set designers;
- Builders;
- Consumers interested in building and renovating;
- Interior designers;
- Engineers, retailers and building material sellers;
- Buyers;
- Developers;
- Integrators;
- Concerts producers;
- Draftsmen;
- Building and electric material resellers.



FEATURES OF THE SHOW

- **34 thousand square meters** of exhibition area
- **300** Brazilian and international exhibitors
- **22 thousand** visitors

www.expolux.com.br

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Organization and Promotion



Reed Exhibitions
Alcantara Machado