



24th International Swimming Pools, Spas, Leisure and Wellness Fair

POST SHOW REPORT

2024

REALIZATION



COLLABORATION





expolazer & outdoor living

24th International Swimming Pools, Spas, Leisure and Wellness Fair

The 24th edition of Expolazer, the main trade fair for the leisure, swimming pool and wellness sector, once again exceeded expectations at its latest edition. With a diverse and engaged audience, the event was the scene of innovations, trends and business opportunities that moved the market.

During the the trade show, exhibitors, visitors and speakers shared knowledge and formed partnerships and celebrated the continued growth of the sector. In this post report, we highlight the main events, figures and insights that marked this unmissable edition.

PARTICIPANTS

9.600
VISITORS

18% growth
compared
to 2022



NUMBERS 2024



120

Exhibitors



9.600

Visitors



12K

square meters
of exhibition



All

Brazilian states
present



15

Countries



18h

Of talks



40

Speakers



DOMESTIC AND INTERNATIONAL VISITORS

We had the presence of **all Brazilian states** at the event.

The states with the most visitors were:

- 🇧🇷 São Paulo
- 🇧🇷 Minas Gerais
- 🇧🇷 Rio de Janeiro
- 🇧🇷 Paraná
- 🇧🇷 Santa Catarina

The event highlights its strength, conquering countries and expanding its global reach!

- 🇧🇷 Brazil
- 🇺🇸 United States
- 🇦🇷 Argentina
- 🇨🇴 Colombia
- 🇺🇾 Uruguai
- 🇲🇽 México
- 🇵🇷 Paraguay
- 🇹🇷 Turkey
- 🇨🇳 China
- 🇨🇷 Costa Rica
- 🇵🇪 Peru
- 🇵🇦 Panama
- 🇪🇨 Ecuador
- 🇪🇸 Spain
- 🇨🇱 Chile



15 countries



TOP 4 OBJECTIVES WHEN VISITING THE EVENT

1 LEARN ABOUT LAUNCHES

2 ENGAGE WITH CONTENT

3 DO BUSINESS

4 MEET NEW SUPPLIERS

61% have management positions

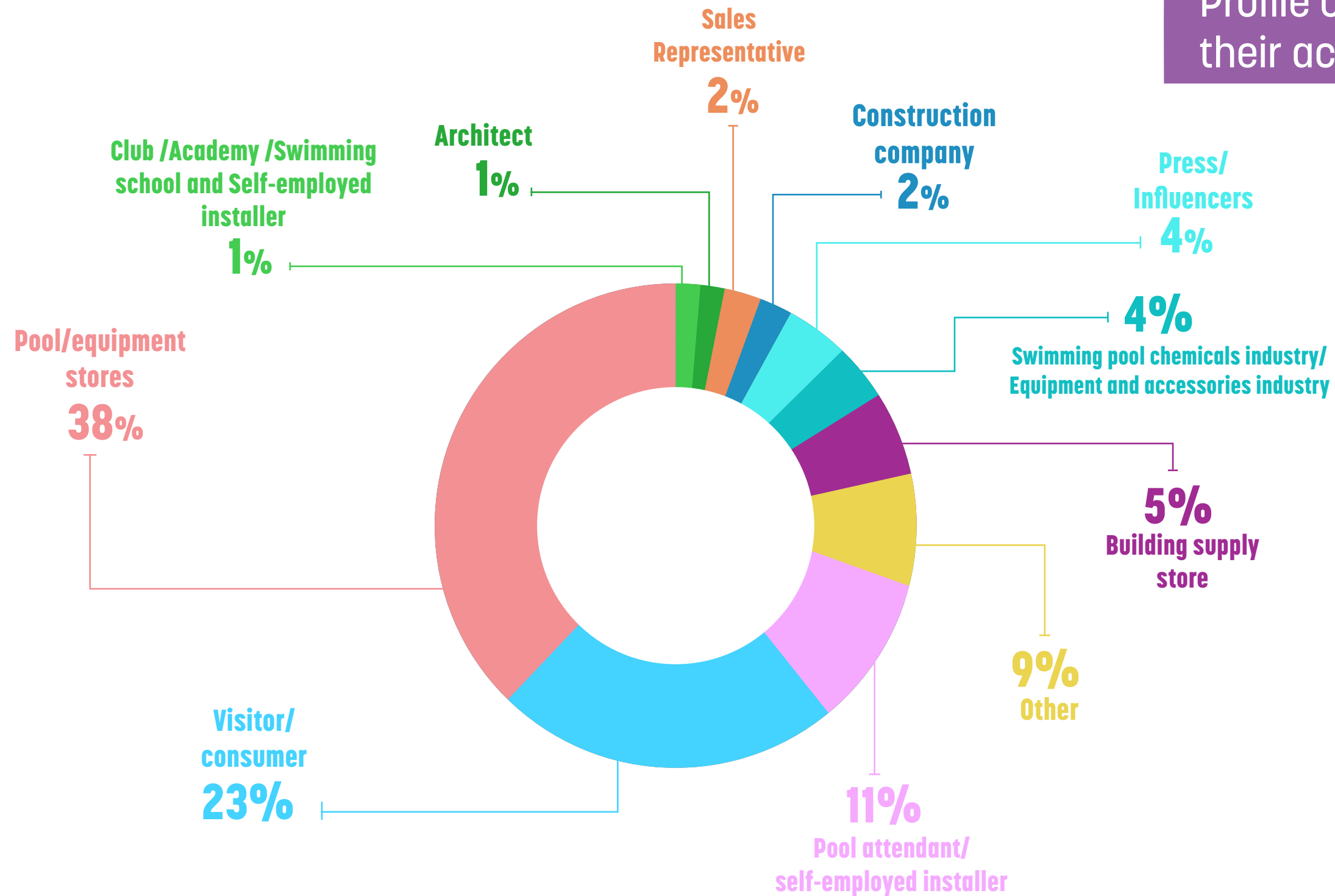
33% participate in the purchasing process

30% visited the fair for the first time

AUDIENCE PROFILE



Profile of visitors by their activities



TALKS

sunset *talks*

40 **18h**

SPEAKERS

OF TALKS

The Sunset Talks stage featured renowned speakers who shared valuable insights into the future of leisure and wellness. The presentations covered innovations, sustainability and management practices, offering participants up-to-date insights into the market. Exhibitors also gave talks and took the opportunity to promote their latest launches, presenting products and solutions that promise to transform the sector in the coming years.





VIDEOCAST



Expolazer's **first VideoCast** marked an advance in the event's connection with the public and the market, broadening its global reach and enriching the participants' experience.

Presented by journalist **Roberta Pschichholz**, the videocast allowed exhibitors to highlight their companies and launches, while professionals discussed industry trends.

This innovative format strengthened the **interaction** between different market players and the fair's digital presence, positioning Expolazer as a benchmark in the leisure and wellness industry.

THEY WERE 25 EPISODES

[Click here and check them out](#)



área vip

business experience

The VIP Area was designed to provide an exclusive and sophisticated environment where exhibitors and clients could meet and conduct business in a relaxed setting. This privileged space offered all the necessary infrastructure for strategic meetings, high-level networking and negotiations that helped strengthen partnerships and boost the sector's growth. It was the ideal meeting point for those looking to turn contacts into concrete opportunities.

250

Executives and guests attended

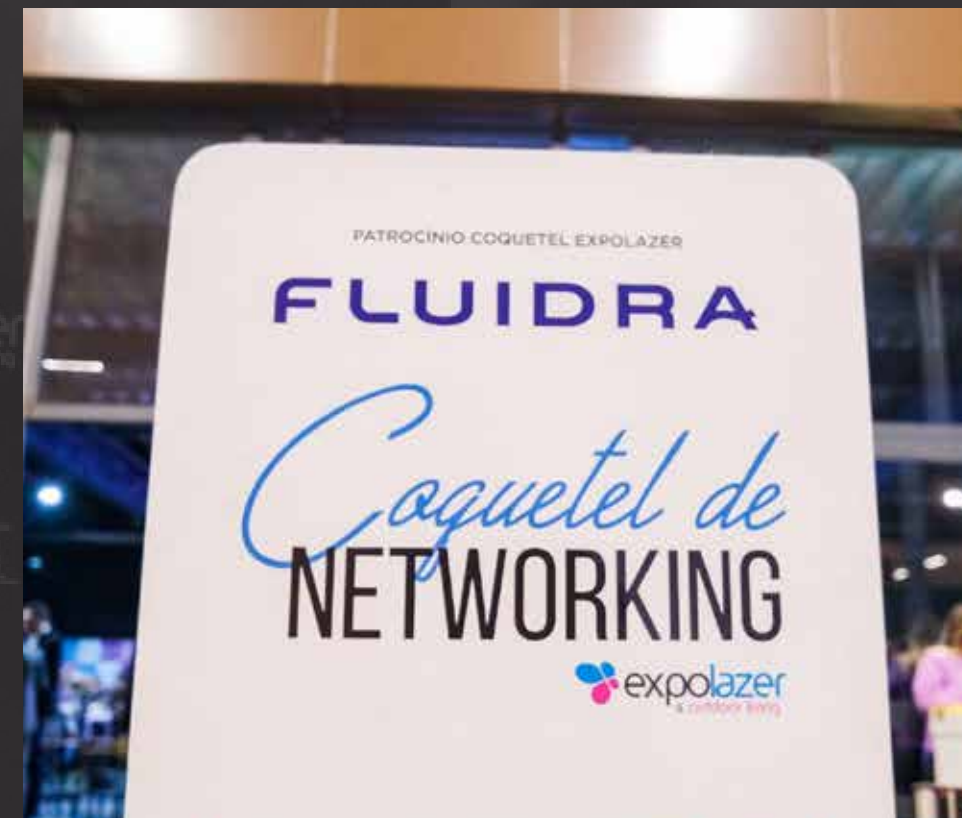


Coquetel de NETWORKING

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The Expolazer networking cocktail, sponsored by Fluidra, provided a relaxed atmosphere for the exchange of ideas and business opportunities between professionals in the leisure and wellness sector. The event brought together exhibitors, visitors and experts, strengthening business relationships and creating new partnerships. The welcoming and informal atmosphere facilitated more in-depth conversations and the building of personal bonds, making it a highlight of the Expolazer program

[Also check out the video](#) 



MARKETING AND COMMUNICATION

RESULTS

Effective strategies and actions that increased the visibility of the event and the brands.



FACEBOOK

1.305.272

Reach

34.006

Engage



YOUTUBE

+4k

Views

+1700

Videos Views



INSTAGRAM

1.275.555

Reach

15.082

Engage



SITE

131k

Access



LINKEDIN

9.629

Reach

7.878

Engage

EMBASSADORS



Natalia Hamada

Influencer and Host of Casa Decorada on Band TV

@nataliahamada



Ricardo Caporossi Jr

Genesis Ecosistemas
Owner

@genesisecosystemas

SUSTAINABLE AND INSTITUTIONAL INITIATIVES

SELECTIVE COLLECTION AND WASTE MANAGEMENT



46.2

TONNES OF WASTE GENERATED DURING THE EVENT



23.7

ton OF ORGANIC MATERIAL

17.0

ton OF RECYCLABLE MATERIAL

5.4

ton OF REUSED WOOD



Specialized professionals responsible for logistics track and monitor all the waste generated:



All recyclable material is donated to recycling cooperatives Central do Tietê

CARDBOARD RECYCLING GARBAGE CANS



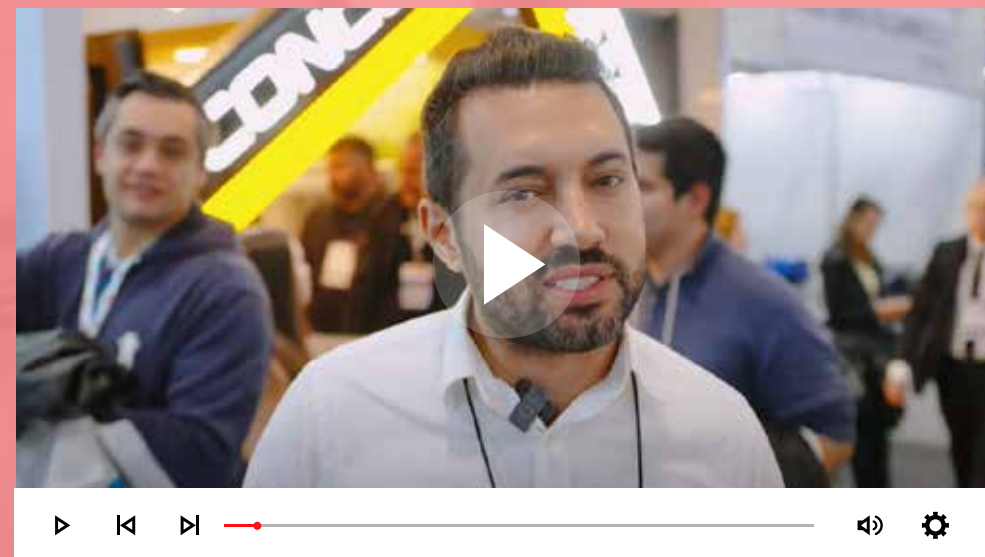
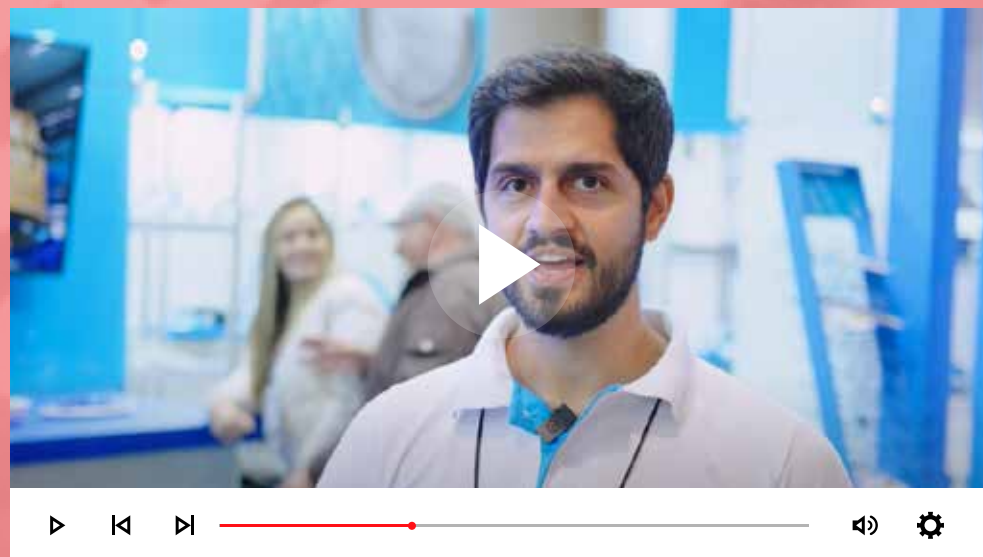
REUSE AND DISPOSAL OF BADGE HOLDERS AND PRINTED CREDENTIALS





INCLUSION AND DIVERSITY




EXHIBITOR TESTIMONIALS



Watch the full video 

Watch the full video 



Watch the full video 



TESTIMONIALS FROM VISITORS



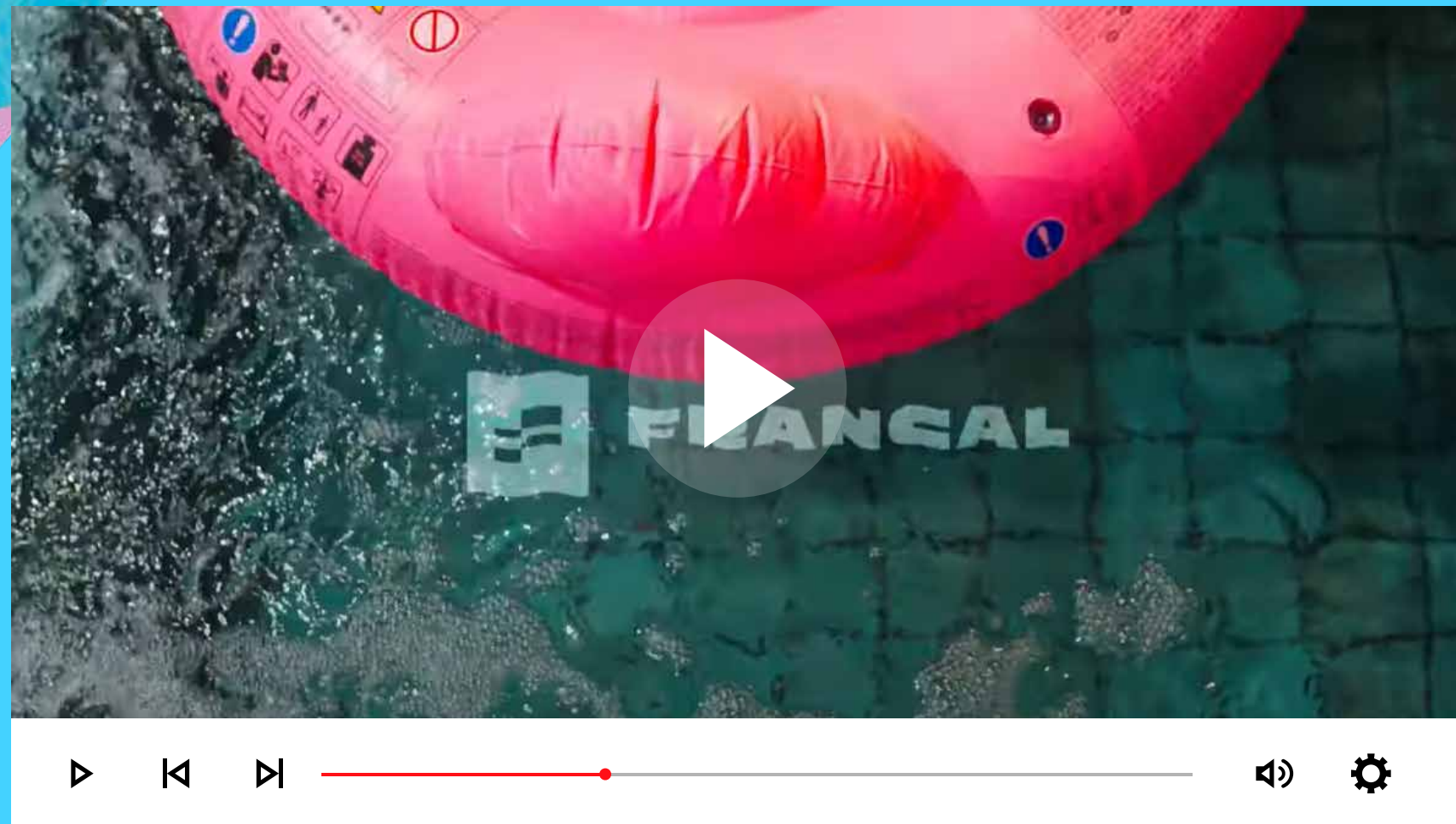
Watch the full video



Watch the full video



CHECK OUT THE EVENT VIDEO



Watch the full video





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2026

11 a 14 · AGO

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REALIZATION



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