



M&T Expo 2012 exhibition area is 17% greater

Several attractions will be presented in the venue's outdoor area in addition to the exhibition of large-size equipment

M&T Expo 2012 - Latin-America's largest and most important event in the area of equipment for the construction and mining industries - is 17% larger in exhibition area than the show's previous edition back in 2009. The trade show takes place from May 29th to June 2nd at the Centro de Exposições Imigrantes (Sao Paulo - Brazil).

This growth in exhibition area is justified by the success of the event among equipment manufacturers, the growing interest among a number of the sector's companies in having more room to exhibit their introductions of equipment for construction and mining and, furthermore, to deploy distinctive promotional actions targeting those who visit the show.

Among the outstanding attractions promoted by exhibitors are live demonstrations of equipment in the outdoor area of M&T Expo 2012. JCB, for example, is preparing to perform its traditional "Ballet of Machines" with its 3C backhoe loader. Five backhoes will perform their elaborate 10-minute show routine every hour throughout the days of the event.

Liebherr will stage a demonstration of equipment to show visitors all its on-board technology and sensitivity and Putzmeister will demonstrate machines applied in the process of concreting. Volvo Construction Equipment Latin America, in addition to its product introductions, will also have attractions. And John Deere Construction has chosen M&T Expo 2012 for its debut in events in the area of construction in Brazil.

Case Construction Equipment will reproduce infrastructure and construction work sites at the company's stand. Visitors will have an opportunity to take a tour among machines simulating their actual operation and watch videos on Brazil's great construction projects where Case equipment is at work, along with footage on the operation of equipment and customers' comments.

These promotional initiatives serve as an important marketing tool for brands since they are expected to attract a significant number of visitors who are interested in accompanying these kinds of attractions.

For this year's edition, Sobratema - the Brazilian Association of Technology for Equipment and Maintenance expects to receive 480 Brazilian and international exhibitors who plan to present what's new in approximately 1000 brands. As regards the visiting public, the Association's forecast is for 45 thousand visitors from Brazil and countries on every continent.

For additional information, please visit the official website: www.mtexpo.com.br.

Service:

M&T Expo 2012 – 8th International Exhibition of Construction Equipment and 6th International Exhibition of Mining Equipment

Date: May 29th to June 2nd, 2012

Venue: Centro de Exposições Imigrantes - Imigrantes Exhibition Center

Rodovia dos Imigrantes, km 1.5 – Água Funda – São Paulo/SP – Brazil

Information: www.mtexpo.com.br

About SOBRATEMA



8th International Trade Fair for Construction Equipment and the
6th International Trade Fair for Construction Equipment.

Since its foundation in 1988, Sobratema – the Brazilian Association of Technology for Equipment and Maintenance (today, with over one thousand associate members) has dedicated itself to proposing solutions for the technological development of the sector and disseminating knowledge and information on the management, application, maintenance and operation of equipment, and has participated, through its Opus Institute, in the training, specialization and updating of equipment professionals who work in the Brazilian markets of construction and mining.

The association, in addition to promoting M&T Expo - the largest and most important Latin-American Trade Fair for Construction and Mining Equipment, also holds Construction Expo and M&T Parts and Services; all of which are held sequentially, every 3 years. Sobratema publishes 'M&T' and 'Grandes Construções' magazines monthly and, more recently, introduced its web-based 'TV CHN' - Construction Today News. Sobratema also regularly publishes technical books and the Brazilian Yearbook of Construction Equipment - now in its 5th edition. Furthermore, the association encourages the establishment of work groups and organizes seminars, congresses, talks and lectures, visits, forums, workshops and technical tours to the world's most outstanding events in the sectors of construction and mining. Official website: www.sobratema.org.br

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