

Press release

January, 2019

## ExpoFerretera expands its social networks and opens its website

**As part of its digitalization strategy, the exhibition opened its Instagram account to expand the communication channels and launched a renewed website.**

ExpoFerretera, the International Hardware, Plumbing Parts, Paint and Construction Material Trade Fair will have a new edition on August 28-31 this year in Costa Salguero Center of Buenos Aires. As part of the preparations, its organizers are working in the event digitalization strategy, with the aim of generating more interactive and appealing proposals for exhibitors and visitors.

In this sense, they have recently launched the new website, which is much more modern, attractive and user-friendly. The platform is focused on the needs of each of the exhibition players, with accurate and easy to access information. It contains the latest news on the event, interesting data, images and all the necessary information both for those who wish to visit the exhibition and for the companies that wish to exhibit.

Besides the Facebook and Twitter platforms, the fair adds the Instagram account ([/expoferreteraar](https://www.instagram.com/expoferreteraar)). The aim is generating new contacts with companies and professionals of the industry, strengthening existing relations and sharing news and information. Followers may access several types of multimedia content, interviews, photos, videos, and receive a customized, concrete and immediate treatment.

On the other hand, ExpoFerretera will also offer exhibitors several digital tools, from customized promotional material to a digital platform in which you can develop your own landing page -that allows to know who register in the event and access the site- send mailing to your contacts and create animated banners for the web, among others.

ExpoFerretera expects to summon 300 local and international exhibitors and 18,000 professional visitors, in a estimated area of 18,000 sqm. The event will take place on August 28-31 in Costa Salguero Center of Buenos Aires and will have several proposals in parallel, apart from showing the latest news of the market and the future of the sector.

Carolina Del Pozo  
Tel. +54 9 11 4514 1400  
[prensa@argentina.messefrankfurt.com](mailto:prensa@argentina.messefrankfurt.com)  
[www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)  
[www.expoferretera.com.ar](http://www.expoferretera.com.ar)  
Press and Communication Manager  
Natalia Porta

Indexport Messe Frankfurt  
Luis María Campos Av. 1061 - P 5°  
C1426BOI, Buenos Aires  
Argentina

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 16 years will not be admitted, even if attending with an adult.

**Further information:**

[www.expoferretera.com.ar](http://www.expoferretera.com.ar)

**Press information and photographic material:**

<https://expoferretera.ar.messefrankfurt.com/buenosaires/en/prensa.html>

**Links to websites:**

[www.facebook.com/ExpoFerreteraAR](http://www.facebook.com/ExpoFerreteraAR) |

[www.twitter.com/ExpoFerreteraAR](http://www.twitter.com/ExpoFerreteraAR) | [www.instagram.com/expoferreteraar](http://www.instagram.com/expoferreteraar)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at 30 locations, the company generates annual sales of around €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2018

**Background information on Messe Frankfurt Argentina**

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Moto Show, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.

For more information, please visit our website at [www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)

ExpoFerretera  
15° International Hardware, Plumbing  
Parts, Paint and Construction Materials  
Trade Fair  
Costa Salguero Center  
Buenos Aires, August 28 - 31, 2019