

# **E EXPO MUEBLE<sup>®</sup> INTERNACIONAL**

35 EDITIONS

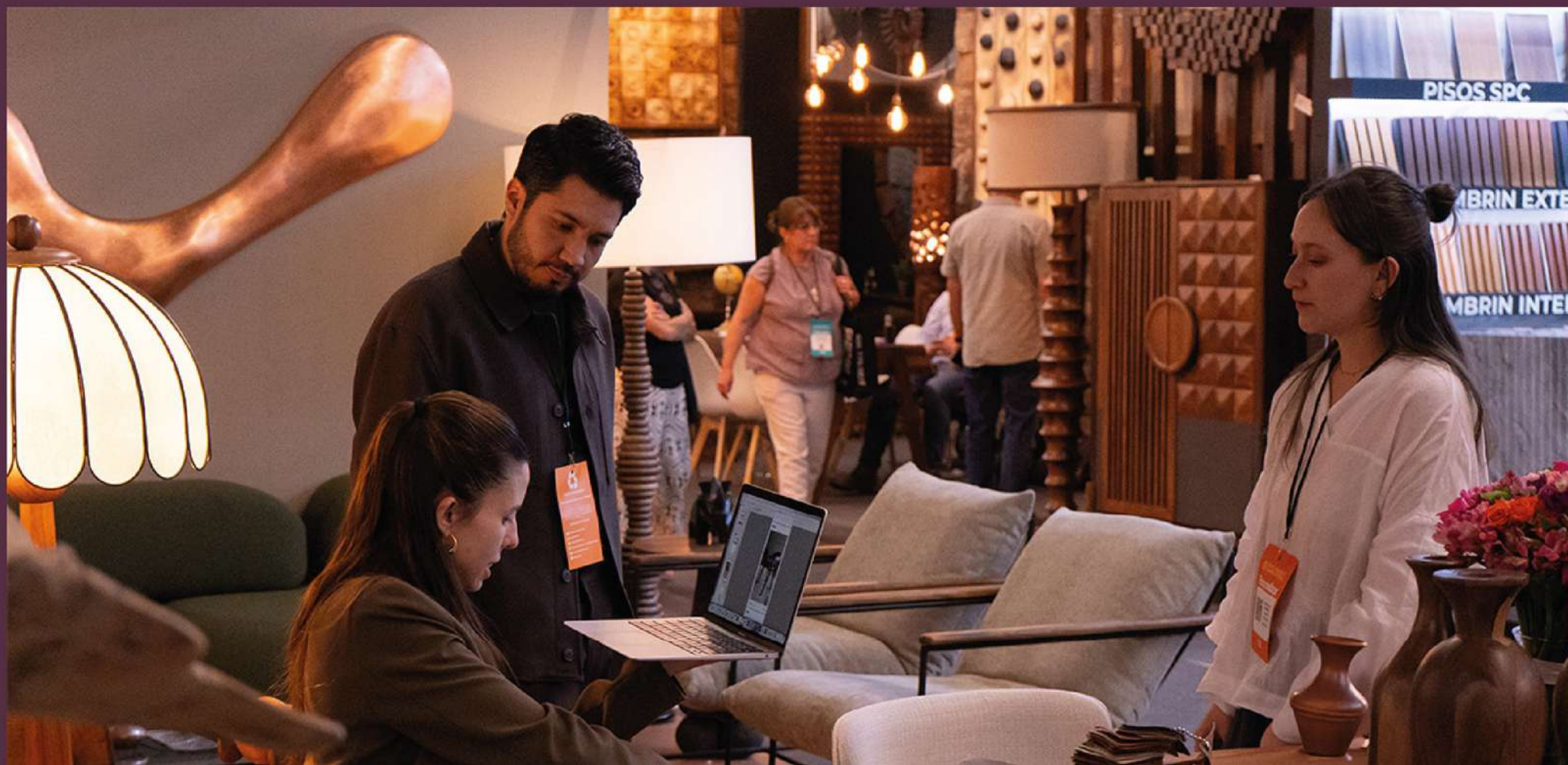
TOGETHER

**19-22 AUGUST 2026**

 AT EXPO GUADALAJARA

**SPONSORSHIP  
PACKAGES**

[EXPOMUEBLEINTERNACIONAL.COM.MX](http://EXPOMUEBLEINTERNACIONAL.COM.MX)



AT EXPO GUADALAJARA

# EXPO MUEBLE<sup>®</sup> INTERNACIONAL

19 - 22 AUGUST 2026

35 EDITIONS  
TOGETHER

**Become a key player at the most important furniture and design event in Latin America.**

Position your brand in an environment where key decisions are made, share your vision with industry leaders, and connect with thousands of buyers and professionals seeking new ideas and business opportunities.



# DO YOU WANT TO ACHIEVE **+VISIBILITY?**

**+40,000**

Attendees can see your  
brand.

**Gain reach from:**

**+200,000 people, with  
Sponsorship Content Partner**

Become the star in this edition!

**+50,000 people.**

**Sponsorship Brand presenece**

Get attention from your ideal target!

**+30,000 people, with**

**Digital Mupis**

Distributed throughout the expo!

S P O N S O R S H I P

BENEFITS

Our sponsorship packages are designed to connect **your brand with thousands of industry professionals before, during, and after the event**, generating exposure across digital channels, physical spaces, and key experiential touchpoints throughout within the **Expo Mueble Internacional**

|                          | Brand Presence | Content Partner. |
|--------------------------|----------------|------------------|
| Expo Screens             | ✓              | ✓                |
| Social Media Promotion   | ✓              | ✓                |
| Website Footer           | ✓              | X                |
| Side Banner on Moblaje   | ✓              | ✓                |
| Mass Email Campaign      | ✓              | ✓                |
| Special Mentions         | ✓              | ✓                |
| Badge Lanyards           | X              | ✓                |
| Welcome Banner           | X              | ✓                |
| Official Floor Plans     | X              | ✓                |
| Brand Image on Screens   | X              | ✓                |
| Conference Presentation  | X              | ✓                |
| Souvenir Table           | X              | ✓                |
| Directory Page           | X              | ✓                |
| Advertisement in Moblaje | X              | ✓                |

# EXPERT VOICE SPONSORSHIP

**Position your brand as an industry thought** leader by joining the conference program.

Share your vision, showcase your expertise, and connect with an audience seeking knowledge and leadership.

**Space to give a conference** at Expo Mueble Internacional.

**Dissemination of the presentation** through a massive promotional campaign across all our digital channels.

**Projecting your brand** image on all screens during the conferences.

**Table with souvenirs** from your company for your conference.

**Special mentions** from the Master of Ceremonies.



**Investment:**  
**\$2,856 + VAT**

\*Approximate USD value.  
Final amount may vary based on the exchange rate.



**Scan and contact one of our  
executives for more information.**

# BRAND PRESENCE SPONSORSHIP

**Amplify your presence** across key touchpoints of the event and official digital channels.

**Secure consistent visibility** where attention and decisions converge.

## BRAND PRESENCE

**Display on Expo Guadalajara’s** digital screens along side Expo Mueble Internacional branding.

**Inclusion in official promotional campaigns** (email and social media).

**Footer placement on the official website:**  
expomuebleinternacional.com.mx

## ADVERTISING

**Side banner on** moblaje.mx for one month.

**One mass email campaign** targeting buyers.

**Mentions during** the academic conference program.



**Investment:**  
**\$6,284 + VAT**

\*Approximate USD value.  
Final amount may vary based on the exchange rate.



**Scan and contact one of our executives for more information.**

Estimated reach:  
**+50,000 people**

A dark blue rounded square icon containing three white silhouettes of people, representing an audience or group.

# CONTENT PARTNER SPONSORSHIP

Become a strategic partner of Expo Mueble Internacional and maximize your brand presence before, during, and after the event.

## BRAND PRESENCE

Souvenirs for buyers and visitors (3,000 pieces).

Display on Expo Guadalajara’s digital screens. Footer placement on expomuebleinternacional.com.mx

Digital campaigns (email and social media).

Welcome banners at the main entrances.

Official event maps.

Investment:  
\$24,278 + VAT

Estimated reach  
+200,000 people



## ADVERTISING

Side banner on moblaje.mx for one month.

2 mass email campaigns sent to our buyer database.

Brand display on screens during conference sessions.

Space to deliver a conference + promotion through official channels.

Special mentions of your brand during conference sessions.

Table with brand souvenirs.

Full-page ad in the exhibitor directory.

Full-page ad in Moblaje Magazine (August 2026 edition).

# INDIVIDUAL SPONSORSHIPS

Gain **brand exposure** through high-impact items distributed to buyers, VIP guests, and media representatives:



O F F I C I A L  
E V E N T M A P S



L A N Y A R D S



S O U V E N I R S



O F F I C I A L  
T O T E B A G S



Scan and contact one of our  
executives for more information.

# D I G I T A L T O T E M S

**Strategically placed in key information points and high-traffic areas,** digital totems ensure continuous visibility for your brand throughout the visitor journey.

**Investment:**  
**\$457 + VAT**  
for the rental of 2 totems  
during the 4 days of the expo.

\*Approximate USD value.  
Final amount may vary based on the exchange rate.

**Generate 160,000+**  
brand impressions  
per event.



**Reach 160,000+** impressions throughout the 4 days of the expo.

**Achieve greater brand** recall with continuous exposure throughout the event.

Accepted material formats: **PNG, JPG, and MP4.**



**Scan and contact one of our executives for more information.**

## SCREEN SPONSORSHIP

# Expo Mueble Internacional screen.



Showcase your brand on the venue's digital screens and become **part of the visual journey experienced by thousands of buyers.**

**Create strategic brand presence** while connecting with the event's most dynamic visual impact, staying top of mind for attendees before, during, and after the event.



**Scan and contact  
an executive for more information.**

# VESTIBULE 2 SCREEN EXPO GUADALAJARA.

The Vestibule 2 screens place **your advertising in one of the venue’s highest-visibility and highest-traffic areas**, ensuring constant brand exposure from the moment visitors enter the event.

Estimated Reach  
**40,000 Visitors.**



## Investmen

**\$1,485 + VAT**  
per event, 1 screen.

**\$2,856 + VAT**  
per event, 2 screens.

**\$3,854 + VAT**  
per event, 3 screen

\*Approximate USD value. Final amount may vary based on the exchange rate.

**15-second** advertisement.

**Exclusive opportunity** limited to 10 advertisers.

Displayed throughout the **4 days of the event.**

Lobby 2 Screens – **Sides A, B, and C.**

Formats: **PNG, JPG y MP4.**

### Available Dimensions

10,680 × 660 px | 6,960 × 640 px | 14,000 × 600 px .

# PLAZA LED SCREEN EXPO GUADALAJARA.

15-second advertisement.

Exclusive opportunity limited to 10 advertisers.

Displayed during the **4 event days + 3 days prior to the event.**

Continuous brand exposure for 17 hours a day.

Exclusive for confirmed exhibitors. **PNG, JPG y MP4. 2 sides: 384 x 768 px.**

Reach **+300,000**  
daily impressions  
on public roads.



Investmen  
**\$1,627+ VAT**  
per event.

\*Approximate USD value.  
Final amount may vary based on the exchange rate.

# EXPO GUADALAJARA MAIN ENTRENCE LED SCREEN

Make your brand part of the journey of thousands of attendees inside and outside Expo Guadalajara.

**Achieve continuous exposure in one of the venue’s highest-visibility and highest-traffic areas.**

**15-second** advertisement.

**Exclusive opportunity** limited to 10 advertisers.

Displayed during the **4 event days + 3 days prior to the event.**

**Continuous brand** exposure for **17 hours** a day.

Formats: **PNG, JPG y MP4.**



**Reach +200,000**  
people from  
the main entrance.



**Investment:**  
**\$1,513 + VAT**  
per event, each.

\*Approximate USD value.  
Final amount may vary based on the exchange rate.

# PARKING LOT LED SCREEN EXPO GUADALAJARA.

Turn every arrival at the parking area into an opportunity to position your brand.

**Create continuous impact** from the moment attendees enter the venue.

**Reach +200,000**  
people from  
the main entrance.



**Investmen**  
**\$913 + VAT**  
per event.

\*Approximate USD value.  
Final amount may vary based on the exchange rate.

**15-second** advertisement.

**Exclusive opportunity** limited to 10 advertisers.

Displayed during the **4 event days + 3 days prior to the event.**

**Continuous** brand exposure for **12 hours a day.**

Formatos de entrega de material: **PNG, JPG y MP4.**

BY: **MOBLAJE**  
DISEÑO & INTERIORISMO MEXICANOS

**For more information  
about packages and availability,  
contact your sales representative:**

**BRENDA ARREDONDO:**

📞 **+52 33 1025 7220**

✉ **brenda.arredondo@afamjal.com.mx**

**Review the terms and conditions.**



**Please contact our executives: afamjal®**

**Asociación de Fabricantes de Muebles de Jalisco A.C.**

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**EXPOMUEBLEINTERNACIONAL.COM.MX**