

EXPO MUEBLE[®] INTERNACIONAL

35 EDITIONS

TOGETHER

19-22 AUGUST 2026

AT EXPO GUADALAJARA

PROMOTION
OPPORTUNITIES

EXPOMUEBLEINTERNACIONAL.COM.MX



AT EXPO GUADALAJARA

EXPO MUEBLE[®] INTERNACIONAL

19 - 22 AUGUST 2026

35 EDITIONS
TOGETHER

MAKE USE OF THESE TOOLS
AND MULTIPLY YOUR BRAND'S VISIBILITY

In its 35th edition, Expo Mueble Internacional reaffirms its permanence and evolution as the **most relevant meeting point for the furniture and design industry in Latin America.**



Exhibitor
Profile



Virtual
catalog



Advanc
es EXMI



Specifications
for photographs



Digital
Exhibition



Activate your
social
networks



Digital
Directory



Click to select



*Applicable only to companies confirmed and with payment up to date for the Winter 2026 edition.
*It is required to have the Exhibitor Profile completed. *For more information, **contact your sales executive.**

EXHIBITOR PROFILE

Complete your information to ensure your brand is present across all official channels:



WHAT INFORMATION SHOULD I UPLOAD?

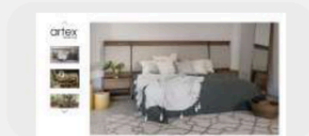


Logo (high-resolution PNG/EPS).

Brief description of the company and what makes it stand out..

Example:

Expo Mueble Internacional is the leading furniture and home decor fair in Latin America; the perfect place to discover trends in design, decor, lighting, accessories, and more.



Product photographs

(min.2 / max.6–lifestyle or on a white background, in high resolution, PNG or JPG).



Contact information

(phone,email,website,and social media).

Participation details

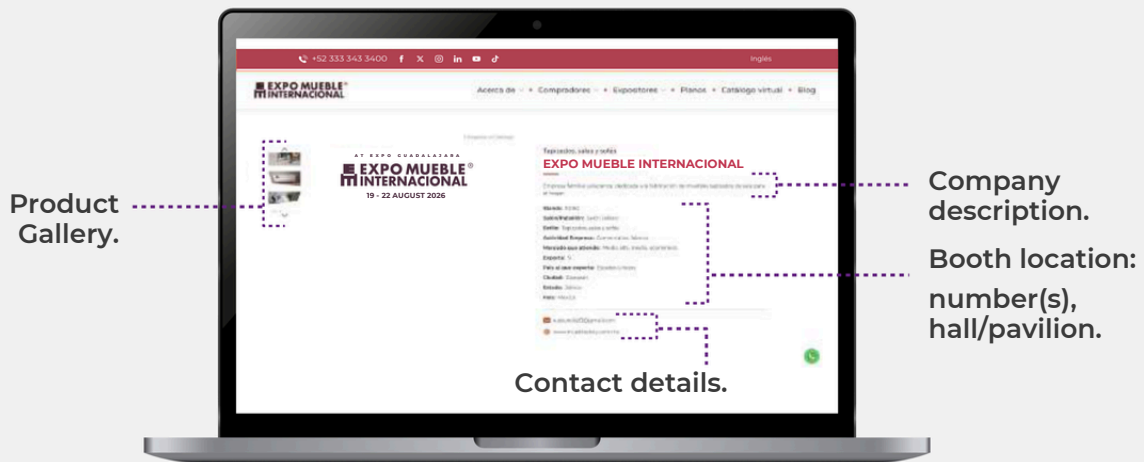
(booth, hall, category).

DEADLINE: JULY 17, 2026.

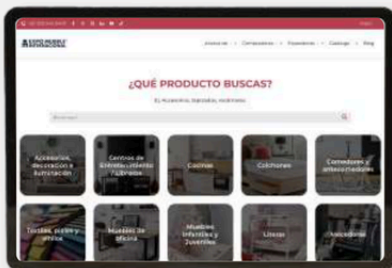
VIRTUAL CATALOG

Activate your presence in the event's digital ecosystem and keep your brand on the top of mind, **with greater visibility and direct contact with buyers.**

Available on **the official Expo Mueble Internacional website**, your brand is featured with a logo, description, product gallery, and contact information, making it easy for buyers to identify and connect with you.

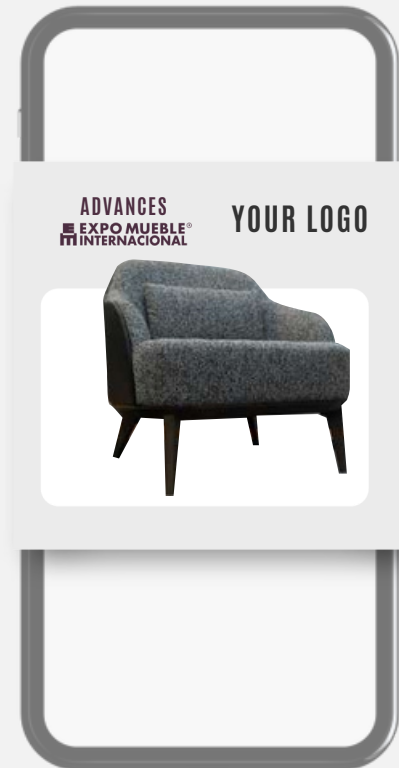


***The Exhibitor Profile must be completed for your company to appear in the Virtual Catalog.**



*The information will be published automatically on expomuebleinternacional.com.mx/en/virtual-catalog

EXMI PREVIEWS



Boost your product launches pre-fair with promotion on:

- Official blog.
- Mailing campaigns targeting buyers.
- Expo Mueble Internacional social media channels.

This content is distributed during the months leading up to the event, providing early visibility for your brand.

Requirements:

High-resolution logo (editable file or PNG/JPG).

High-resolution product photos (PNG/JPG).

Brief description of the company and/or products to be promoted.

***You must complete the Exhibitor Profile so that your company can be promoted at ADELANTOS EXMI.**

PHOTO SPECIFICATIONS



- Lifestyle images or white background.
- No visible logos.
- No embedded contact information.

Lifestyle photos:

Show how products look in real settings (living room, terrace, kitchen, bedroom, etc.).



White background photos:

Individual products (preferably) or grouped, without distracting elements.

Important:Name your photos with your company name and product name.

Example: expo_furniture_international_marble_table

expo_furniture_international_chair_barcelona

Don't use generic names:

Example: product, logo, table.

DIGITAL EXPOSURE

A new platform **to project the essence of your brand** beyond the showroom floor.

Through exclusive interviews on our social media channels, we give visibility to the vision and story of each company.

Meet the Maker by: **MOBLAJE**
DISEÑO & INTERIORISMO MEXICANOS

Amplify your voice within the event ecosystem and connect with the audience from a more human and strategic angle

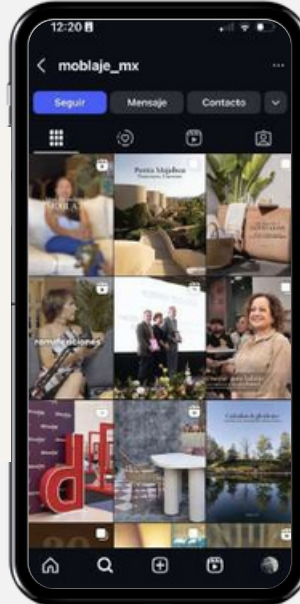


Mafer Cárdenas

Diseño & Marketing.

Trabajar con Moblaje ha sido una experiencia clave para nuestra marca. Gracias a su enfoque especializado en diseño e interiorismo, logramos llegar justo al público que buscábamos: arquitectos, diseñadores y compradores profesionales.

[Ver más](#)



Diego Gamboa

Director de Ventas y Marketing.

Lo que encontramos en Moblaje fue un equipo apasionado por el diseño y la industria del mueble. Nos hicieron sentir parte de una comunidad que realmente impulsa al talento mexicano. Podemos compartir quince meses, de dónde venimos y hacia dónde vamos.

[Ver más](#)

Exhibitor Success Stories:
content showcasing the trajectory of companies that have grown alongside Expo Mueble Internacional.

* Costed items

ACTIVATE YOUR SOCIAL MEDIA

Share your participation using our digital resources:

Official hashtags:

**#EXMIV26#ExpoMuebleInternacional
#35Editions#JuntosEvolucionamos**

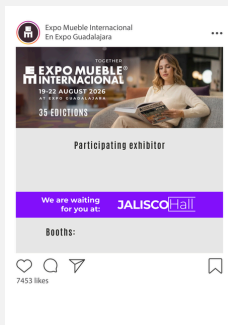
Tag us on :



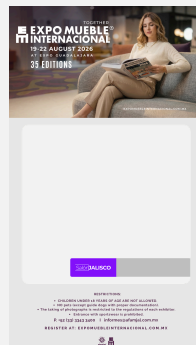
Find downloadable artwork at:

expomuebleinternacional.com.mx/media-tool-kit

Use these resources to strengthen your marketing actions across different channels.



■ Post on social media.



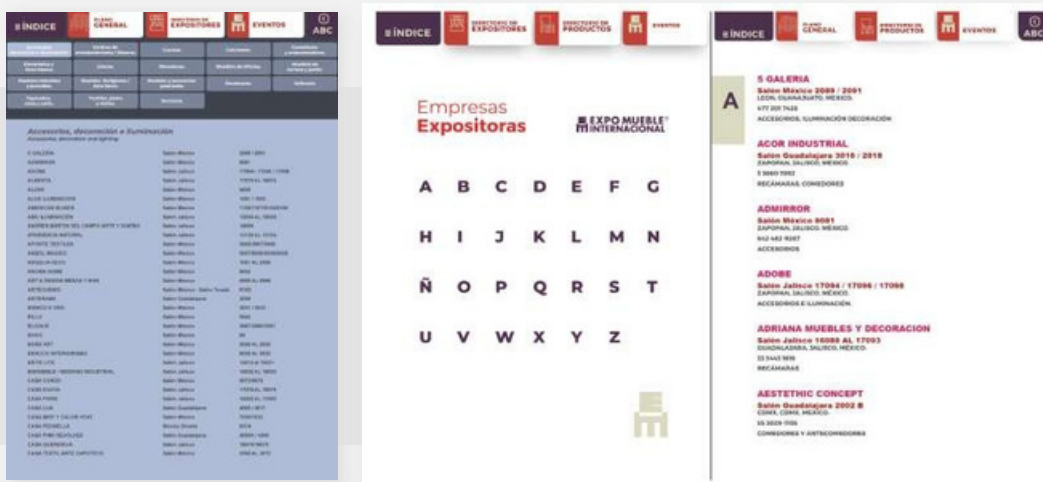
■ Personalized invitations.



■ Logo of the current edition.

Your company joins an exclusive consultation space, connecting **with over 40,000 prospects.**

A benchmark where visibility translates into networking opportunities.



This material is distributed through:

- **Databases.**
- **Website.**
- **On-site screens at Expo.**

Amplify your presence in a specialized environment and reach directly those who define the direction of the market.

Contact for information:
Brenda Arredondo

☎ +52 (33) 1025 7220

✉ asesora.comercial@moblaje.com.mx

KEY DATES

Exhibitor Profile submission:

July 17, 2026

EXMI Previews period:

June – July. 2026

Expo Mueble Internacional:

19–22 August at Expo Guadalajara.

Contact Digital materials:

gabriela.casillas@afamjal.com.mx

Advertising & directory:

brenda.arredondo@afamjal.com.mx

In 2026 we celebrate 35 editions shaping spaces.
Make your brand part of the history of Expo
Mueble Internacional.

EXPOMUEBLEINTERNACIONAL.COM.MX